



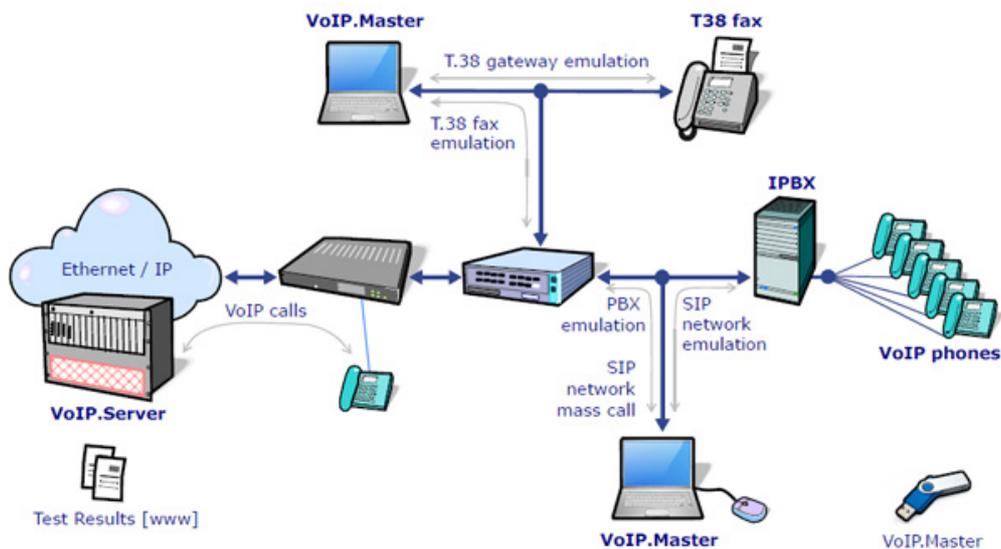
S U C C E S S S T O R Y

To: Distributors and Customers
From: Marketing and Communications
Subject: Virgin Media Purchase Additional VoIP-Master's

Date: July 2017
Answer to:
zib@albedo.biz

In 2015 Virgin Media/Liberty Global (UK) equipped its Field Engineers with VoIP-Master for the installation and maintenance of its SIP Trunk services. Virgin Media choose the ALBEDO VoIP-Master due to its intuitive easy to use user interface, and its ability to emulate both the customers end of a SIP trunk as well as the SIP/VoIP network. When Virgin Media came to launch a new improved SIP Trunk in 2017 they purchased more VoIP-Master units being the engineers preferred solution bringing the total units deployed to around 60 units.

SIP Trunk deployments are growing rapidly and increasing in popularity, replacing ISDN Primary Rate and legacy Analogue Trunks. They not only offer significant costs savings but also provide flexibility and improved management capabilities beyond other voice services. Businesses using SIP Trunks can easily scale and expand their communications, accommodating multiple locations as well as remote and home workers. Deploying SIP Trunks and Unified Communications helps improve employee productivity and satisfaction, allowing employees to continue to communicate in different geographic locations, and using a variety of platforms apart from the traditional phone handset.



When deploying and commissioning SIP Trunks it is important to ensure that the VoIP service has been provisioned correctly, and that customers SLAs are being met.

Some of the key tests to be performed at the time of service turn up are:

1. Ensure calls can be placed to different locations, and across different networks such as Fixed Line, Mobile and International.
2. Test the SIP Trunk capacity to ensure that the number of subscribed simultaneous calls has been provisioned correctly and is operational.
3. Check that inbound calls are possible.
4. Monitor call quality with multiple calls in progress to ensure QoE for users.
5. Test for two-way audio and check that customers routers/gateways are VoIP capable.

ALBEDO VoIP-Master is an easy to use tester for the installation, maintenance and service assurance of SIP Trunks, VoIP and Unified Communications. Designed to meet the needs of VoIP technicians, VoIP-Master can generate multiple test VoIP calls to check for Call Completion and Call Quality and can emulate different VoIP entities.

About us. ALBEDO Telecom is an International manufacturer of telecom synchronization nodes, testers and networking devices. We help R&D laboratories, Mobile and Telecom operators to install optical and electrical infrastructures that support any kind of applications based on voice, video and data. ALBEDO's core expertise range from LTE, 3G, PTP, SyncE, GbE, 10GbE, E1/T1, Jitter/Wander, Cabling measurements, QoS and SLA technologies implemented in WAN emulators, Taps, Testers, Clocks and Systems. ALBEDO also offers consultancy and training services. ALBEDO has direct operations and representatives in more than 82 countries all over the world.

ALBEDO Telecom – Discover the seven reason why we continue manufacturing in our headquarters.