

GENBAND is expanding into the enterprise communications market to support enterprise organizations and their increasingly mobile workforce with advanced Unified Communications (UC) and SIP Trunking solutions. With nearly 250 million carrier-proven IP communications ports deployed globally, GENBAND is leveraging its comprehensive portfolio of Applications, Networking and Switching solutions to seamlessly transition large-scale enterprise networks to an IP-based UC infrastructure. GENBAND's enterprise solutions deliver best-of-breed components that seamlessly integrate mobile and fixed consumer devices into a secure, feature-rich communications environment, resulting in improved productivity, increased collaboration, and reduced costs.

"With this move, GENBAND is bringing carrier-grade IP solutions to the enterprise, offering large organizations an unparalleled, end-to-end solution for secure, highly scalable multimedia and communications solutions," said Mehmet Balos, Chief Marketing Officer at GENBAND. "Unlike other offerings available in the market, GENBAND's proven enterprise solutions are device agnostic and offer cost-effective, innovative and evolutionary options that enable businesses to maximize both their existing and new infrastructure."

The GENBAND enterprise network solutions portfolio is powered by the A2™ Communications Application Server, S3™ Intelligent Session Border Controller, G6® Universal Gateway and C20™ Converged Softswitch in addition to ground-breaking application suites such as the GENBAND A2 Mobile Office. Mobile Office allows enterprise work-force to use their mobile phones and tablets as if they were wired directly to their business office, utilizing the same UC features available on their desktop, as well as the same dial plan, calling line ID and long distance plan as their main office phone.

GENBAND's enterprise solutions encompass fully integrated VoIP, video, federated and secure instant messaging, presence, applications, desktop sharing and collaboration solutions along with native client integration into Microsoft Exchange and IBM SameTime. Through the GENFuzion Developer Community, GENBAND has built an open UC application development eco-system and application library that meets highly specialized vertical market needs. In addition, GENBAND offers a secure and cost-effective SIP Trunking platform coupled with the latest in UC feature sets. The GENBAND UC solution can uniquely integrate existing analog, digital, UNISTIM and SIP phones.

With the GENBAND Secure SIP Trunking solution, enterprises can create a private UC cloud over their existing data networks and deliver enhanced features including Virtual PBX,

Federation, SIP PBX Trunking and Voice VPN services. By centralizing all UC traffic and leveraging a direct IP connection to their carrier service providers, enterprises can realize as much as 40 percent savings on their voice toll charges. The GENBAND SIP Connect certified SIP Trunking solution integrates legacy and IP PBX systems with a simple procedure.

“As the workforce becomes increasingly more mobile and distributed, the expectation of anywhere, anytime on any device availability continues to drive new models in enterprise communications. GENBAND’s entrance into the enterprise marketplace illustrates this trend,” said Brian Riggs, Research Director, Enterprise Software and Communications at Current Analysis. “This move is likely to shake up the market with compelling alternatives for the large enterprise, from a developer whose company and products are well-established in the carrier infrastructure market. The extensiveness and scale of GENBAND’s UC offerings on day one, combined with its device agnostic platform, will be a viable option for large enterprises.”