

# Synway Carrier-Grade VoIP Gateway Helps Etisalat in Middle East Deliver Unified Communication and IBD Services

CASE STUDY

**Etisalat Group** is one of the world's leading telecom groups in emerging markets. Headquartered in Abu Dhabi, Etisalat was established four decades ago in the UAE as the country's first telecommunications service provider. An international blue-chip organisation, Etisalat Group provides innovative solutions and services to 163 million subscribers in 17 countries across the Middle East, Asia and Africa.



*Etisalat offering a full range of information, communications services for both consumer and corporate markets. Etisalat operates UAE's fastest mobile network that delivers up to 21Mbps for downlink to complement its nation-wide GSM network, and peering/voice and data transit, call center, as well as cable TV services (including High Definition Television and on-demand services). Etisalat also operates an extensive fixed business network that provides a wide range of data, voice and wholesale services.*

## Challenges:

*Etisalat's call center is offering voice services to both residential and business users. Since its introduction in 2014 Etisalat network was built around two different core solutions: one serving its business subscribers and the other, provided by Synway, serving the enterprise subscribers. Having two different solutions inside the same network presented some real challenges:*

- *System cannot remain high performance with the high density incoming calls occur;*
- *New services had to be integrated and tested in multiple environments, before going live*

- *Network design was not flexible enough to allow quick, efficient and cost-effective adaptation to traffic growth*
- *The dialing logic have to been optimized for better backup;*

## Solutions:

*In 2016 Etisalat decided to develop its call center service and use a single vendor to provide VoIP infrastructure for both the residential and business users. This project was awarded to Synway because of its field-proven, stable and reliable products, excellent post-sales support, and the ability to react fast. This was coupled with Synway' ability to comply with Etisalat's new feature requirements, as the networks evolved.*

*Synway offered a stable and efficient solution based on Synway SMG 3064. With a more efficient manner to interconnect and deliver large-scalability services, The Synway SMG3064, with 63E1-SIP Ports and STM-1 interface in 1U compact size, enables service providers and carriers to maximize value of their networks and services. The SMG3064 converts digital PSTN message into IP formats and connects and secures sessions across IP and mixed network boundaries to support the seamless delivery of services.*

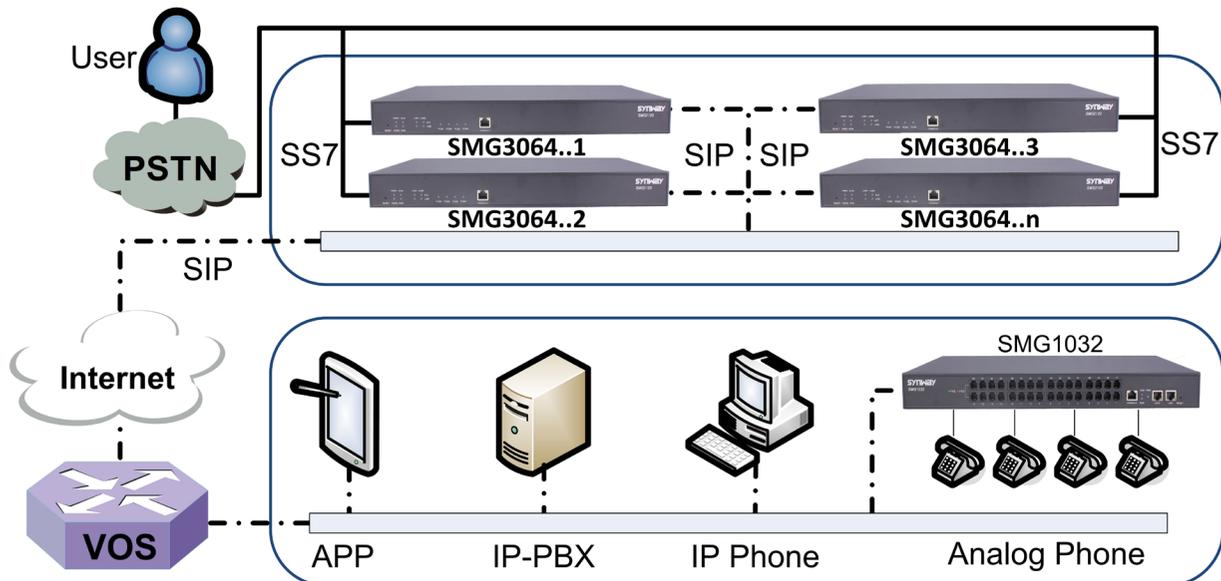
The SMG3064 connects IP and hybrid networks via telephony and Fiber Optical/Ethernet links in a compact 1U form factor appliance. It also transforms media and signaling to support efficient and reliable voice, fax and multimedia sessions for mobile, fixed and cloud-based applications. Synway SMG3064 offered the high voice quality and reliability that Etisalat expected. The convergence of IP multimedia and TDM gateway functionality in a single chassis in the SMG offers significant reductions in investment and operational cost when compared to less integrated alternatives.

It can significantly improve the operation efficiency while applying SMG3064 in the data processing and SMS transmission, because of the lower cost of SMS-based data in carrier networks. With SMG3064, carrier networks could assure higher successful transmission rate of data, and less bandwidth is consumed. For its specific security algorithm of built-in SIM slots, SMG3064 would

incur lower probability of being disabled or suspended. Therefore, many enterprises and carriers are starting to adopt SMG3064 for business expansion and efficiency improvement.

## Results:

- High-speed response and connectivity in the extreme network environments, with better run efficiency;
- Telecom grade reliability and continuous high performance in fully loaded capacity and in the long run;
- Homegrown hardware and software technologies to guarantee relevant upgrading and customization;
- More compact hardware design to save space and ensure advantages of power consumption and cost ;



### About Synway

As a major manufacturer and supplier of communication products and solutions, Synway specializes in providing superior Multimedia Gateway, Integrated Multimedia Switch, Telephony Hardware in use for Telecom communications. [www.synway.net](http://www.synway.net)

Synway Information Engineering Co., Ltd.  
 Synway R&D Building, No.3756, Rd. Nanhuan. Binjiang District, Hangzhou, P.R.China 310053  
 Tel: (86) 571 88860561; Fax: (86) 571 88850923; Email: info@synway.net  
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