



Ethrix EVoIP SIP Application Server

Overview

Robust Engine, Rich Set of Application Building Blocks

- ▶ EVoIP is Ethrix's powerful SIP application server for deploying voice and video applications on mobile and fixed telephony networks. It consists of the EVoIP Engine and a set of Application Building Blocks.
- ▶ The EVoIP Engine provides robust interfaces with VoIP (SIP) and Media Control servers (Voice XML, MSML, MSCML, MRCP).
- ▶ EVoIP's Application Building Blocks are pre-packaged objects used in creating services and applications.
- ▶ You can create your own applications to run on the EVoIP or choose from a variety of proven applications offered by Ethrix.

Professional Services

Ethrix offers Professional Services to match the way your organization works. Our services range from supporting integrations with legacy, hybrid and full IP networks to building custom applications and providing design and support for your in-house application development.

IDE

Your staff can use the EVoIP Integrated Development Environment to create voice and video applications quickly and with only basic familiarity with telephony protocols.

Integrated Content Management System

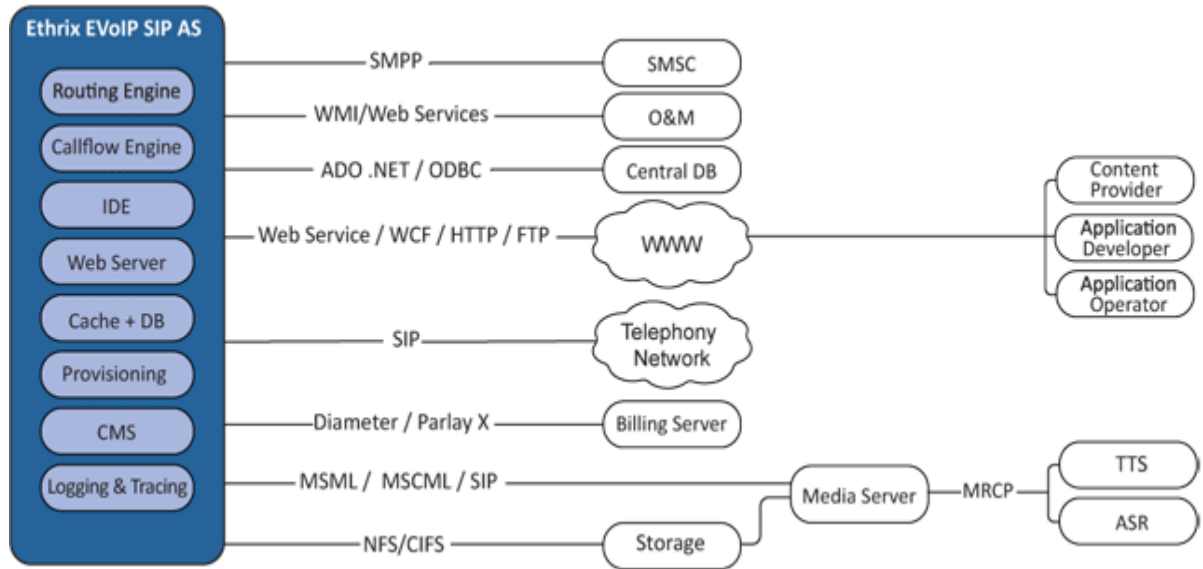
While you can use any standard third party CMS for your voice and video applications, many of our customers choose to take advantage of the Integrated CMS included with EVoIP.

Complementary Tools

All applications running on EVoIP benefit from advanced Visual flow tracking, logging and debugging capabilities designed specifically to support your telephony business.

Applications

A rich set of telco-grade applications are available for use on the EVoIP SIP Application Server.



servers, single site or multiple sites and either physical or virtual machines.

Engine

Open Architecture

EVoIP embraces an open architecture supporting all VOIP call control protocols (SIP) and media control protocols (Voice XML, MSML, MSCML, MRCP).

Flexibility

EVoIP is flexible in a variety of ways, all of which support quicker and lower-cost adoption and deployment of the new services you need.

EVoIP is completely software-based and can be deployed on the hardware of your choice.

Support for a long and growing list of protocols means that you can easily integrate with virtually all 3rd party equipment.

EVoIP can support the configuration that is right for your organization: for example, single server or multiple

Scalability

Although each machine running the EVoIP SIP Application Server can support thousands of concurrent users, you can easily increase capacity by deploying multiple servers – using standard Microsoft load balancing tools.

Reliability

In addition to the confidence of knowing that the EVoIP SIP Application Server has been in the field for more than a decade, you also get the day-to-day comfort of monitoring your voice and video applications using WMI on the O&M platform of your choice.



Integrated Development Environment (IDE)

The Power to Create is in Your Hands

The EVoIP Integrated Development Environment is a revolutionary tool that gives you the ability to develop voice and video applications using a broad range of approaches.

You can choose to:

- Fully utilize EVoIP's pre-packaged application objects and work in the IDE's Visual Environment
- Write your own code using your preferred .NET language
- Create your own visual building blocks
- Or any combination of these methods

Within the IDE you Design, Develop, Test and Deploy your new applications.

In all cases you benefit from: robust support for VoIP and Media protocols, a testing environment identical to your live system and easy deployment to the production server.

The IDE's visual methodology is built on top of Microsoft Visual Studio 2010™ and the Microsoft Workflow Foundation™. This means an almost invisible learning curve; you can go from Visio to production in days.

When development is complete you test and visually debug your application on the IDE which is a full replication of the EVoIP production server and then deploy the new server directly from the IDE.

Application Building Blocks

How do you quickly deploy new services and still ensure the robustness of your application?

EVoIP strikes a fine balance between a solid operational base and the ability to quickly deploy new services and flows. Application Building Blocks expose application-level functions, like Play or Record File, while encapsulating and hiding telephony protocols. This means that new services can be created and deployed quickly and safely. With the IDE you can also create your own Application Building Blocks.

Whether ordering custom applications from Ethrix or developing in-house, Application Building Blocks ensure speedy time-to-market, backed-up by a thorough development and testing cycle.

The growing list of EVoIP Application Building Blocks include:

- IVR-Related Activities: Play Audio File, Play Menu, Get Digits, Record File
- IVVR (Interactive Video and Voice Response): Play Video, Play Video Menu, Play Audio File, Get Digits, Record Video File
- Conferencing Activities: Create/Delete Conference Room, Add/Remove User, Mute/Unmute User, Play File to Room, Record Room
- CMS Activities: Get Categories, Get Content List, Get Next/Previous Content
- ASR Activities: Allocate/De-allocate ASR Resource, Load



- Grammar, Start Recognition, Get Recognition Results
- Text-to-Speech: Allocate TTS Resource, Play Text (for example to play content fetched from a web service, for example, an exchange rate)

Complementary Tools

All applications running on EVoIP SIP Application Server (whether developed by Ethrix or by your developers) can utilize complementary services such as tracking and logging. EVoIP's ability to perform logging at the application-level (for example, to track the popularity of specific functions or features within your service) can provide valuable input to your business analysts. Your troubleshooters, debuggers and business analysts can all access the information they need quickly from archived data and even during live services.

Professional Services

While the EVoIP IDE and Application Building Blocks provide the foundation for building and deploying great voice and video services on your own, you may want to save time by using Ethrix's Professional Services. Ethrix clients benefit from the years of experience of our highly skilled personnel in a number of areas:

- Service development and maintenance
- Special integrations with third-party hardware and software

- Consulting for application design
- Usability consultancy, how to best implement your services including VUI expertise

Support

Ethrix customers enjoy our outstanding technical support with a full-range of options available for inclusion in your SLA:

- 24/7 support
- First tier support for all components integrated by Ethrix
- Troubleshooting
- On-site support
- Remote connection to your systems
- Periodic software updates
- Quarterly upgrades and expansions for EVoIP and IDE

Integrated CMS

The Integrated CMS included with EVoIP provides a great option for organizations that do not have a Content Management System.

A convenient browser-based interface allows you to upload and manage video, audio and still images. Tagging your content and defining rich metadata enables search and indexing to support your content editors. Content is at the heart of your voice and video service. The integrated CMS provides the functionality you need to control the content on your voice and video services.



Why EVoIP?

EVVoIP is the best choice for today and to accompany you as you take your voice and video applications into the future.

- Flexibility
- Scalability
- High availability
- Standards based, open; Open to new technologies and platforms
- Software based (no hardware restrictions)
- Integrates with legacy
- Minimal integration effort
- Speedy time-to-market, thanks to the IDE and Application Building Blocks that enable you to introduce new applications and services quickly and respond to changes

Contact Ethrix

If you would like to order this solution or receive further information on this and other products, please visit our web site at <http://www.ethrix.com> or contact us at:

Sales:

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Technical Support:

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