

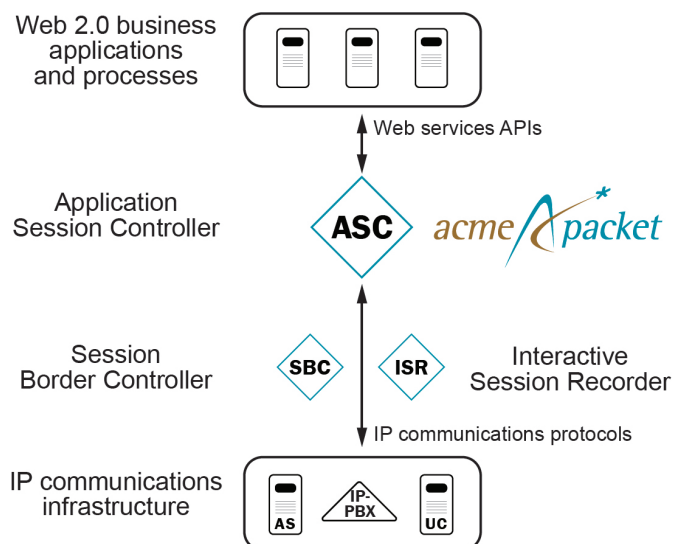
# Net-Net Application Session Controller (ASC)

## Overview

Acme Packet's Net-Net Application Session Controller (ASC) is advanced middleware that enables enterprises, service providers and third-party developers to streamline business processes by integrating their applications with IP communications services. By adding interactive voice, video, instant messaging and multimedia communications to applications, enterprises can eliminate inefficiencies and improve collaboration, productivity and customer service.

The ASC allows Web developers to use familiar service-oriented architecture (SOA) development tools and frameworks to efficiently control interactive IP communication sessions. It provides a communications abstraction layer that shields developers from the complexities of the underlying IP communications infrastructure so they can focus on business innovation. Developers don't need any training in IP communications protocols – they can leverage simple Web services calls to invoke and control rich communications services. The ASC helps development teams improve time-to-market and reduce costs by reusing service components and making more efficient use of development resources.

Acme Packet's ASC enables rapid integration of IP communications with Web-based business processes and applications. In many applications, the ASC also complements Acme Packet's family of Session Border Controllers (SBC) and the recording capabilities of its Interactive Session Recorder (ISR).



A standards-based solution, the ASC supports the most widely-adopted IP communications protocols – SIP and H.323 – and Web services APIs – for ultimate choice and flexibility. Developers can leverage existing Web development frameworks and toolsets to communications-enable business processes or Web pages. A single development project yields support for a wide variety of IP communications infrastructure vendors and systems.

## Acme Packet edge

- Unmatched economics
- Application and vendor independent
- Comprehensive high-level APIs

## Applications

- Web 2.0 applications and business processes
- Click-to-chat or click-to-talk
- Automated outbound notifications

## Benefits

- Rapid time-to-market and lower integration costs
- Single development effort supports multiple applications and communications vendors
- No external media servers or gateways required
- No client-side license fees
- Improves productivity, collaboration, business agility and customer interactions

## Functions & features

- Rich communications abstraction layer
- Integrated session control for signaling and media
- Advanced service orchestration
- Fully standards-based solution
- Flexible session control and routing policies
- Extensive compliance logging
- Carrier-class high availability operation
- Comprehensive management

The ASC provides integrated IP signaling and media control services, eliminating the need for separate media gateways or media servers. The solution complements Acme Packet SBCs and integrates with external directories and AAA servers, as well as billing and management systems. The ASC is Linux-based middleware that runs on Intel x86-class servers and in virtual machine environments. The solution includes the complete set of tools and documentation necessary to integrate interactive communications services with Web-based applications and business processes including WSDLs, Java documentation and code, a graphical editor for generating SOAP messages and sample scripts to jump-start development.

## Applications

The ASC helps businesses improve productivity and collaboration by adding interactive IP communications to a wide variety of applications. Some examples include:

- **Web 2.0 applications and business processes** – add interactive voice to customer relationship management (CRM), salesforce automation (SFA) or help desk applications to enhance customer interactions and boost sales and support. Incorporate presence and location-based communications into business processes to eliminate voicemail and telephone tag to streamline approval processes and decision making.
- **Click-to-chat or click-to-talk** – add live text chat or live voice assistance to customer-facing Web pages to reduce Web site abandonment and improve sales and customer service.
- **Automated outbound notifications** – broadcast emergency notifications or deliver customized announcements and reminders for deliveries, appointments or logistics.

## Functions and features

### Rich communications abstraction layer

The ASC's rich communications abstraction layer lets Web developers with no special IP communications background or training create advanced communications-enabled applications, helping IT organizations improve time-to-market and reduce development costs.

### Integrated session control for signaling and media

The ASC's built-in comprehensive SIP and H.323 signaling and RTP media control services minimize expense and complexity by eliminating the need for external proxies, gateways or media servers. The Net-Net ASC complements SBCs and other IP communications elements.

### Advanced service orchestration

The ASC delivers interactive communications as a reusable service in an enterprise service-oriented architecture. The solution integrates enterprise communications and applications architectures and allows developers to efficiently support multiple business applications and communications vendors without porting or rewriting code.

### Fully standards-based solution

The ASC supports standards-based IP communications protocols – SIP and H.323 – and Web services APIs – and is compatible with popular Java and .NET toolsets and frameworks. Developers can use familiar Web tools to add interactive IP communications to Web 2.0 applications.

### Flexible session control and routing policies

The ASC provides per-user session control and routing policy capabilities and supports external policy stores (LDAP, Diameter) and routing policies (i.e., least cost routing) to protect and extend existing systems and practices.

### Extensive compliance logging

The ASC provides network-wide compliance logging with full session accounting for all servers and services, and fully-customizable CDRs. Records can be logged to multiple external servers (RADIUS, SQL, etc.) for integration with existing compliance systems.

### Carrier-class high availability (HA) operation

The ASC supports high availability configurations with full hitless and stateful failover for SIP signaling and media sessions to ensure the availability of mission-critical applications and services.

### Comprehensive management

The ASC includes an embedded CLI and browser-based GUI for element configuration management and troubleshooting as well as SNMP interfaces to external third-party enterprise management systems for fault and performance management.

## Specifications

Web services APIs	<ul style="list-style-type: none"> <li>• REST, SOAP and WSDL over HTTP or HTTPS</li> </ul>
IP communication protocols	<ul style="list-style-type: none"> <li>• SIP and H.323</li> </ul>
Signaling control	<ul style="list-style-type: none"> <li>• Initiate, terminate and redirect SIP and H.323 sessions</li> <li>• Retrieve presence, state and location information</li> </ul>
Media control	<ul style="list-style-type: none"> <li>• DTMF interworking and transcoding</li> <li>• Session recording (audio, video, IM)</li> <li>• Voice activity detection with call hold, park, drop support</li> <li>• Selective audio file insertion (voice drop, voice blast)</li> </ul>
Session control and routing policies	<ul style="list-style-type: none"> <li>• External per user, per service policy access via LDAP</li> <li>• Rich telephony routing policies (i.e., least cost routing)</li> <li>• External routing engine access via Diameter</li> </ul>
Compliance logging	<ul style="list-style-type: none"> <li>• Session accounting for all attached servers and services</li> <li>• External logging (RADIUS, SQL)</li> <li>• Fully-customizable call detail records (CDRs)</li> </ul>
Management	<ul style="list-style-type: none"> <li>• Embedded browser-based management GUI</li> <li>• Embedded CLI</li> <li>• Support for third-party enterprise management systems</li> </ul>
High availability	<ul style="list-style-type: none"> <li>• Fully-redundant deployment options</li> <li>• Full hitless and stateful failover for SIP signaling and media services</li> </ul>
Operating environments	<ul style="list-style-type: none"> <li>• Intel x86-class servers (Contact Acme Packet for a list of validated server platforms)</li> <li>• VMware or Xen virtualized server environments</li> </ul>
Bundled development tools	<ul style="list-style-type: none"> <li>• WSDLs, Java documentation and source files, sample scripts</li> <li>• Graphical desktop application for generating SOAP messages</li> </ul>



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