



The ASC versus connecting to the network via a Media Gateway

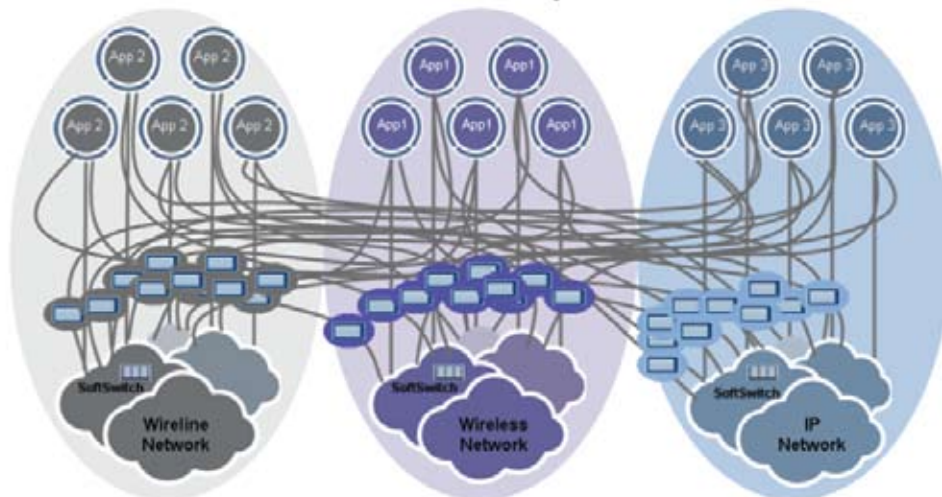
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1 The ASC versus connecting to the network via a Media Gateway

Service Providers are faced with many challenges when trying to establish application to network connectivity across multiple, disparate wireline, wireless and IP networks. They are faced with not only establishing a solution to address today's networks but also the reality of having to continue to change and adapt as the application and network needs evolve. They must do this while retaining current revenue from existing apps on legacy networks while at the same time being able to develop and launch new applications that can leverage NG network efficiencies and maintain and grow existing ARPU levels. Finding a solution that can provide not only the necessary "east-west" media support but also provide innovative solutions for ongoing signaling, call control and application ARPU enhancement is a major challenge for today's Service Providers.

The Gateway Solution:

A common connectivity solution used by Service Providers today is to utilize a Media Gateway to connect different types of networks. Gateways are used to



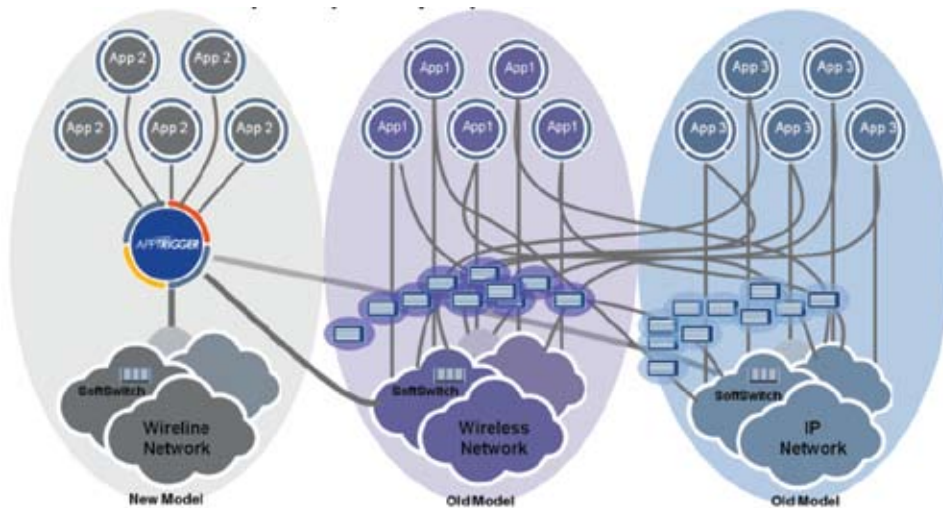
convert between the different transmission and coding techniques. Additionally, media streaming functions such as echo cancellation, DTMF, and tone sender are also supported.

While a gateway may solve a connectivity issue for a single application and provides a short term “stop gap” solution for TDM “old” network to IP “new” network connectivity it does not solve the underlying long term issue. Continued use of gateways to connect applications to the evolving networks perpetuates an ongoing cycle of re-work inefficiencies that over time negatively impact application revenue and ongoing expense. Service Providers need more than a “gateway” to sustain an ongoing, cost effective, future proof solution for bringing multiple “new to old” and “old to new” applications across current legacy and emerging IP/IMS networks.

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The Application Session Controller:

Service Providers are looking for a solution that can provide a carrier-grade foundation to deliver their applications in fixed, wireless and IP networks. Today’s service providers are in the process of migrating their legacy networks to IP/NG networks. At the same time, Service Providers are converging applications such as voicemail, prepaid services and notification to be universal for fixed, mobile and IP subscribers. A simple gateway cannot do all this.



AppTrigger's Ignite™ Application Session Controller (ASC) is a purpose-built software solution designed to address the challenges posed by the evolving network. The ASC is a network element that provides media capabilities combined with the right mix of call control signaling and switching coupled with multi-application support for both new and legacy applications across all network types. These functions combined with the ASC's powerful "state call machine" provides Service Providers and associated Application Developers a powerful "north-south" innovation not found in simple gateways. Together, the ASC enables customers to increase ARPU, preserve investment and provide application transparency for converging and evolving networks.



The AppTrigger Ignite™ ASC vs. Media Gateways

While the Ignite™ ASC is not a gateway, it does support the bridging of VoIP and TDM calls, as well as other common gateway capabilities through the use of internal I/O cards.

The Ignite™ software is responsible for media conversion and processing. It supports basic media functions such as transcoding among various circuit and packet voice formats, DTMF collection and generation, streaming record and playback, announcements, and conferencing. It also terminates, processes, and interconnects various signaling protocols. The Ignite™ ASC can grow and evolve as networks evolve and new protocols emerge, without impacting other software subsystems and the established Ignite™ connections to existing applications.

The AppTrigger Ignite™ ASC supports functionality not found in general purpose media gateways. In addition to the Media functions listed below, Ignite™ provides signaling and switching capabilities all in one purpose built software solution.

Ignite™ ASC compared to general purpose Media Gateways

Multiple API Application Support	<i>ignite</i>	Media Gateway
CCXML/XML	√	
Web Services	√	
Parley/X	√	
AppTrigger API	√	
SIP 3PCC	√	
C/C++	√	

Media Functionality	<i>ignite</i>	Media Gateway
G.7xx	√	√
T38 Fax	√	√
RTP/RTCP	√	√
Echo Cancellation	√	√
Tones	√	√
Announcements	√	√
Conferencing	√	
Transcoding	√	√

Signaling Capabilities	<i>ignite</i>	Media Gateway
SS7	√	√
SIGTRAN	√	√
ISDN	√	√
CAS	√	√
SIP	√	√
H.323	√	
MWI Interworking	√	

Application Protocols	<i>ignite</i>	Media Gateway
AIN	√	
INAP	√	
CAMEL	√	
WIN	√	
MAP	√	
Diameter	√	

App to Network Interworking	<i>ignite</i>	Media Gateway
CAMEL to SIP,WIN,TCAP	√	
TCAP to CAMEL,WIN, SIP	√	
WIN to SIP, CAMEL, TCAP	√	
SIP/I to ISUP	√	

IMS Capabilities	<i>ignite</i>	Media Gateway
IM-SSF	√	
OSA-SCS	√	
SCIM	√	



For More Information

AppTrigger is dynamically changing the telecom application delivery marketplace by empowering its customers to insulate their revenue-producing applications from the challenges of the ever evolving fixed-line, mobile, and IP networks. AppTrigger's Application Session Controller provides a purpose built unique combination of media, signaling, call/session control, and a family of APIs for multi-network, converged application deployments. In an environment of ongoing network evolution, AppTrigger delivers time to market advantages, reduces application deployment costs, and provides feature transparency across disparate and ever evolving networks. For more information, please visit www.apptrigger.com or call 866-227-7487.

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