

### AssisTT Contact Center Protects Voice Network with TelcoBridges' ProSBC

Large contact center service provider in Turkey, connects and protects their customers with TelcoBridges' ProSBC

#### Challenges

- AssisTT Contact Center as a Service (CCaaS) is a Turk Telekom subsidiary
- Operates from three data centers in Turkey, with thousands of agents
- Offers in-bound and out-bound contact center services with Avaya and Genesys platforms
- Needed an SBC to integrate Avaya and Genesys contact centers with SIP trunks
- Calls-per-second performance was important
- Implemented TelcoBridges ProSBC in a fully redundant 1+1 configuration
- TBAanalytics and RADIUS interface allow greater operational visibility



**"We needed an SBC to integrate both Avaya and Genesys contact center platforms with telco SIP Trunks"**

**Cenk Pişkin**  
Manager, IT Operations Support at AssisTT

#### Background

AssisTT, founded in 2007 as a wholly-owned subsidiary of Turk Telekom, provides hosted contact center services for major companies, across a broad range of public and private industries. With thousands of agents and a management staff of 500, AssisTT operates from three different data centers inside Turkey.

In order to provide a range of services to their customers, AssisTT operates both Avaya and Genesys contact center platforms to support both inbound and outbound services.

Certain campaigns also leverage proprietary automatic dialers to generate high-volume outbound calls.

#### Challenges

Cenk Pişkin, Manager, IT Operations Support shared the challenges AssisTT faced with their contact center implementation and the requirements for a session border controller solution, starting with providing compatibility between their Avaya and Genesys contact centers, interfacing with SIP Trunks from Turk Telekom.

"We needed an SBC to integrate both Avaya and Genesys contact center platforms with telco SIP Trunks"

Call handling and calls-per-second (CPS) performance was also a requirement as many of their campaigns depended on an in-house automatic dialer that could generate significant outbound call traffic.

"Our automatic dialer creates a challenge as it generates very high calls-per-second (CPS) traffic"

As many of their clients depend on their contact centers for new revenue, having an option for High Availability was also important.

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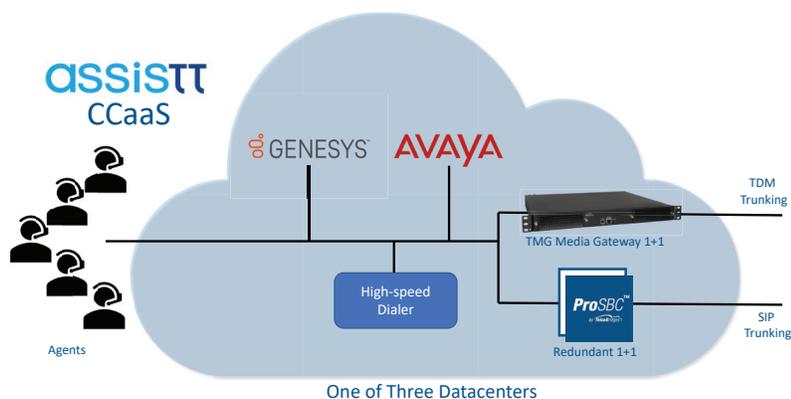
“Very stable and trustworthy SBC ... it is simple to operate”

“I’ve had a chance to work with many SBCs and ProSBC is the first brand I would recommend”

## Solution

Cenk Pişkin and the network engineers at AssisTT deployed a TelcoBridges’ ProSBC to centralize and manage SIP traffic between the Avaya, Genesys and automatic dialer systems, interfacing to SIP trunks from VoIP providers. By configuring individual Network Access Points (NAPs) within ProSBC, AssisTT also resolved compatibility and differences in SIP signaling, normalizing the traffic.

Using ProSBC also provides protection for AssisTT’s network infrastructure, protecting against denial-of-service (DOS) and distributed denial-of-service (DDOS), as well as password and network scanning.



With a HA standby on the same LAN as the primary, ProSBC synchronizes that state of configuration and call state between the active and HA standby. If the primary were to fail, the HA standby would assume the IP addresses and begin handling traffic within seconds of the failure.

Cenk noted that the built-in TAnalytics network diagnostics are used as an integral part of the network management suite for AssisTT.

“Having built-in network diagnostics and an easy-to-use management portal is an added benefit to AssisTT, allowing for diagnostics of network issues and network management”

## Results

Now in full production, AssisTT operates a substantial portion of their inbound and outbound traffic via ProSBC, serving numerous clients. ProSBC has garnered many positive comments from Cenk, notably the excellent reliability and ease of operation.

“Very stable and trustworthy SBC ... it is simple to operate”

Summarizing his experience with ProSBC, Cenk offers his thoughts on making the decision to use ProSBC:

“I’ve had a chance to work with many SBCs and ProSBC is the first brand I would recommend”

For more on AssisTT and Türk Telekom, visit: <https://www.assistt.com.tr/>  
For more on ProSBC, visit: [www.prosbc.com](http://www.prosbc.com)



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