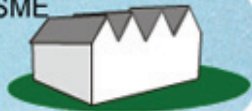


Residential



SME



Corporate



DATAFLEX

Quality of Service Remains a Critical Issue

Quality of service is a critical issue in communications, particularly as the different media involved have diversified to encompass not only voice, but also video and data. Real-time conversational communications demands an acceptable level of service, particularly if one form of communications is being replaced by another. With migration to IP communications for all media, this is a critical issue.

For voice communications, this is taken for granted. We know what characterises a successful telephone call – degradation below this norm is clearly not acceptable, particularly to an enterprise that has either introduced a new form of communication via the adoption of a new service, or one which has been used to legacy communications devices and hard-wired communications channels. With video, the tolerance threshold is even lower. If communications service providers want to ensure success and the acceptance of their services, particularly when deployed into legacy infrastructure, quality of service is clearly a pre-requisite, not an after-thought.



The Network Boundary is as Important as the Core

Communications service providers seeking to deliver innovative IP communications services, which offer voice and other capabilities to new customers, or that wish to connect legacy infrastructure into their core IP network must address end-to-end quality of service to ensure that they exceed their customers' expectations. While much attention is paid to the core infrastructure, less attention has been paid to the edge of the network. Yet this is a critical point in service delivery – the junction between the enterprise and service provider domain is the cornerstone of effective service delivery, and hence quality of service.

This is equally true if the equipment in the enterprise domain is comprised of legacy devices, or if it includes the latest IP phones. Communications service providers need to be able to ensure that the services they deliver and to which they offer access are available with the required level of service. Of course, different services have different demands and this is a factor, but the device at the boundary of the carrier and enterprise domain must be part of the solution to achieve this.

Active QoS Ensures Customer Satisfaction

The Dataflex range of Multi Service Access Gateways and Integrated Access Devices resolves this problem by using a combination of quality of service techniques to ensure delivery of the required service level to the customer.

Dataflex uses a combination of IntServ, DiffServ and RSVP to ensure that appropriate levels of service are applied to different classes of traffic. This means that voice calls can be given a higher priority than less sensitive data sessions, and that more resources can be made available for more bandwidth intensive services, such as video.



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Similarly, Policy Based Routing can be applied to ensure timely delivery of appropriate traffic streams, mitigating the effects of latency that can be found in IP-based networks. With alternative routing algorithms, quality of service from Dataflex allows communications service providers to ensure that services enjoy the appropriate level of quality. The network boundary becomes an active element in the core network, not the location of passive gateways which merely route traffic. Active call management is a key differentiator and one which allows communications service providers to deliver high-quality service to new and legacy customers, ensuring high levels of customer satisfaction.

Although IP telephony is a mature product, it has yet to saturate the enterprise. Provision of quality of service is a key weapon to supporting its broad acceptance, particularly amongst potential users unfamiliar with the technology, or used to previous service offers. Dataflex delivers quality that allows communications service providers to meet service level guarantees and build effective, reliable service revenue.

About Us

Founded in 2003, Dataflex supplies enterprise access solutions to communications service providers around the world, ensuring seamless network connectivity and smooth migration towards next generation services for their enterprise and SME customers.

Dataflex's access solutions enable the delivery of all classes of enterprise communications services, from voice to video to data, providing a single access point from the carrier network and bridging the gap to the enterprise. A single ViNE platform combines multiple features and capabilities, allowing each ViNE solution to service a variety of functions simultaneously.



Dataflex ViNE Solutions combine critical functions into a single, scalable range of Multi Service Access Gateway and Integrated Access products

Voice Gateway

Data Router

Firewall

QoS

Local Proxy

Ethernet

Session Border Control

NAT

xDSL

WLAN

Versatile Gateway Solutions for Service Providers

Dataflex's Multi Service Access Gateway solutions help communications service providers meet CAPEX goals by providing simplified deployment options and eliminating the need for dedicated PSTN gateways.

Dataflex's ViNE range also supports OPEX control goals through lightweight management requirements, such as auto-provisioning and self-installation, reducing the cost burden of managing customer connections.

Dataflex's customers include fixed, mobile, cable and VoIP operators, which all share a common goal: to deliver world-class services to their enterprise customers, both now and in the future. Dataflex is the missing link that enables this to happen.

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