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UM Labs partnership with IP Integration yields immediate success for Avaya SIP connections

9th August 2010, London UK: Only one month after partnering with Avaya platinum reseller IP Integration, UM Labs core product, the SIP Security Controller, has been key in winning new business. Existing customers include a national supermarket chain and a prominent NHS trust.

Steve Walker, MD of IP Integration, commented: "As a leading solutions provider for Avaya systems we have been investigating and testing several gateways for secure SIP Trunk connections. We're moving ahead with UM Labs because they have a solid product and are able to match our flexibility through their configuration options and their approach to business".

The first site has installed a UM Labs SIP Security Controller to handle up to 165 con-current calls entering their Manchester based contact centre over a SIP trunk. The SIP Trunk's benefits were immediate, allowing flexible call volumes and peak loading across different sites and enabled the removal of legacy ISDN connections. The Controller is based on standard server hardware and was ordered, commissioned, installed and accepted in 3 weeks; and most notably is scalable by licence to 1000 concurrent calls.

Peter Cox, CEO of UM Labs adds: 'This is a classic use of the UM Labs Controller – we are ironing out the potential incompatibilities between two SIP based services as well as handling the network address translations and security challenges. The SIP trunk requires certain SIP characteristics and it's safer and sometimes only possible to achieve this in the Controller rather than in the Avaya Comms Manager or Session Manager'.

A Scripting function in the UM Labs Controller can adapt to the variation in SIP Trunk behaviour and enable connection to different PBX systems. At the same time the UM Labs Controller is providing the specific SIP security required when using any IP based Telephony connection.

For Avaya installations the UM Labs SIP Security Controller has the advantage of being DevConnect certified and offers increased cost effectiveness compared with Session Border Controller type equipment.

About UM Labs Ltd:

UM Labs is a pioneer and leader for security and connectivity products around internet telephony and other services based on the Session Initiation Protocol (SIP). The UM Labs core product is the SIP Security Controller that enables and protects customer systems making it easier to use Voice over IP (VoIP), SIP Trunks and other Unified Communications functions. Since the inception of UM Labs in 2007, SIP Security Controllers have enabled enterprises, government and

communications service providers to successfully exploit the lower cost internet bandwidth for voice connections between sites and into SIP Trunks.

UM Labs is a Gold member of the Avaya DevConnect program – an initiative to develop market and sell innovative third-party products that interoperate with Avaya technology. www.um-labs.com

About IP Integration:

At IP Integration we understand that organisations must evolve their communications strategy, and through proven knowledge, experience and support, we provide complete business communications solutions.

Our voice, data, and systems integration solutions embrace the technology of the converged multi-service network for businesses of all sizes and the partnerships we have developed with the industry's leading players coupled with our in-house bespoke software solutions allow us to offer unparalleled levels of application integration to our customers.

By delivering benefits to our customers, we seek to establish long term relationships in order to deliver stakeholder value for ourselves and our customers.

IP Integration are one of only two AVAYA Platinum Partners in the UK across both the SMB and Enterprise portfolios and in September 2008, in recognition of outstanding performance, AVAYA SMB awarded IP Integration "SMB Partner of The Year" at the AVAYA EMEA Business Conference in Madrid. www.ipintegration.com