

# SESSION BORDER CONTROLLER AS A SERVICE (SBCaaS) FOR A LEADING ENTERTAINMENT TECH COMPANY

A leading entertainment technology company transforms its SIP IP network using Atlas' Managed SBC offering

## Background

A leading entertainment technology company in California that provides guidance technology, entertainment data, recommendations algorithms, data analytics, and interactive advertising solutions for digital entertainment devices and other services. It caters to consumer electronics manufacturers, cable television and satellite television operators, websites, application developers, consumer brands, and advertisers.

The client's patents, products, and technologies are involved in the navigation, discovery, search, and recommendations on millions of devices worldwide. Specifically, its guidance technologies can be found on set-top boxes, digital video recorders, TVs and mobile and tablet devices.

The client's entertainment metadata—a collection of in-depth information on movies, television shows, celebrities, music, games and books—is being used by a range of companies including major CE manufacturers, cable operators, popular websites, and social networks to help organize and enable the consumption of digital entertainment.

## Challenge

The client had to deal with several pain points, such as:



A legacy TDM technology that limited their ability to provide IP and over-the-top services



Finding a way to transform their UC infrastructure to SIP with low CapEx to a pure OpEx solution

## Solution

To help the client overcome their challenges, Atlas developed SBCaaS Avatar that addressed the client's needs to deploy a Managed Session Border Controller solution that enables them to more effectively control their costs and drive future innovation in the digital entertainment industry.

## Benefits

By leveraging SBCaaS Avatar, the client was able to:



Lower costs



Eliminate the need for additional support



Improve its SIP technology



Secure a predictable monthly fee for post implementation support