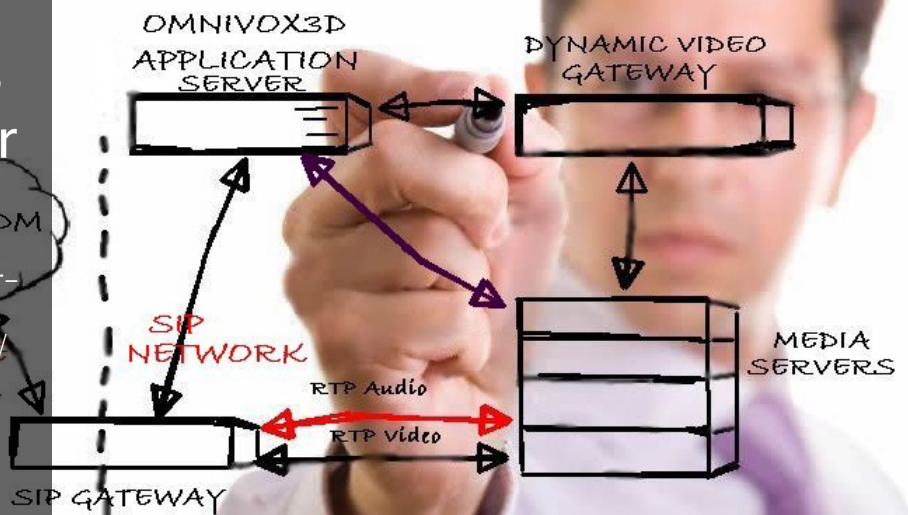# OmniVox3D® IMS Application Server and TAS

Rapidly develop network, customer-care, and value-added services for Mobile (3G/4G/LTE), SIP/IMS, TDM/SS7, and hybrid networks, in-the-cloud or on-premise.

The convergence of voice, video, messaging, and social media is causing sweeping changes across the industry and bringing with it opportunities for new and innovative enhanced services. To remain technologically viable and seize these opportunities as they arise, Network Operators and Value Added Service Providers (VASPs), more than ever before, require their Service Delivery Platforms (SDP) and Application Servers/Telecom Application Servers (TAS) to enable them to move faster than their competition in the deployment of these compelling new services.

However, with these opportunities also comes greater demands, including increased flexibility, seamless scalability and modularity, and solutions based on open standards. Additionally, remaining competitive and profitable in this dynamic environment requires the embracing of innovation, while controlling costs and avoiding solutions that lock you in.

OmniVox3D IMS Application Server/TAS

As a key component of the Deployment Cycle (Design, Develop, Deliver) and the intelligence behind it, the primary responsibilities of OmniVox3D include service development, media server control, and interfacing to other network elements. Its integrated and award-winning OmniView® Service Creation Environment (SCE) enables rapid service design, giving Network Operators and VASPs the ability to bring new services to market faster and more cost-effectively, while managing costs through simplified services innovation and development.

Features and Benefits

- GUI Service Creation lowers the development time of services from months to only days.
- Telecom Application Server enables high-traffic services for MNOs and TEMs.
- Open design offers the flexibilty to run services in-the-cloud (hosted) or on-premise.
- Multi-service capability spreads the CAPEX of the platform across numerous services.
- Modular scalability ensures the platform meets both today's needs and tomorrow's growth.
- Protocol independence means develop services once and deploy on multiple types of networks.

With its robust service execution engine and protocol independence, OmniVox3D seamlessly integrates into Mobile, SIP/IMS, TDM/SS7, and hybrid networks, as the core component of the APEX SDP™. Configured either as a standalone, or distributed across multiple servers, the open architecture of OmniVox3D and its support for standards allow it to interoperate with, or control, third-party IMS/SIP/MRF network elements, such as CSCF, HSS, media servers/gateways, softswitches, SBCs, SIP proxy servers, and presence servers.

Key Technological Features

- Supports 3G/4G (LTE), IMS, TDM, Hybrid networks
- Browser-based GUI SCE and EMS OAM&P Console
- Generates dynamic visual content on-the-fly
- Operates as a SIP Proxy, SIP UA, or SUP B2BUA
- Telecom Application Server for core NW services
- Carrier-grade scalability, reliability, and flexibility

OmniVox3D IMS Application Server/TAS

OmniView Service Creation / EMS OAM&P

A key differentiator of OmniVox3D, is the integrated OmniView SCE and Element Management System providing Operation, Administration, Management & Provisioning for controlling and managing services. Through its browser-based GUI, OmniView provides for complete control of all the applications and the platform. OmniView enables developers to increase productivity by using built-in Command Objects, along with their own external programming logic and custom web services in C-Sharp, Basic, Java. Applications which can take months to create using a primitive Java Container or other programming language, can be done in only hours with OmniView.

APEX Service Delivery Platform

The APEX SDP is a carrier-grade, field-proven and future-proof platform that has successfully met the rapid deployment challenges of all types and sizes of communications service providers. Its highly scalable and flexible design, and multi-service capability is ideal for deploying network, customer-care, and value-added services, while its distributed architecture and redundancy options ensure the reliability and high-availability required by leading Network Operators and VASPs. The APEX SDP, with its integrated OmniVox3D, OmniView, and SIP/M components, can lower the time-to-market for new services by up to 80%, while increasing Average Revenue Per User (ARPU).
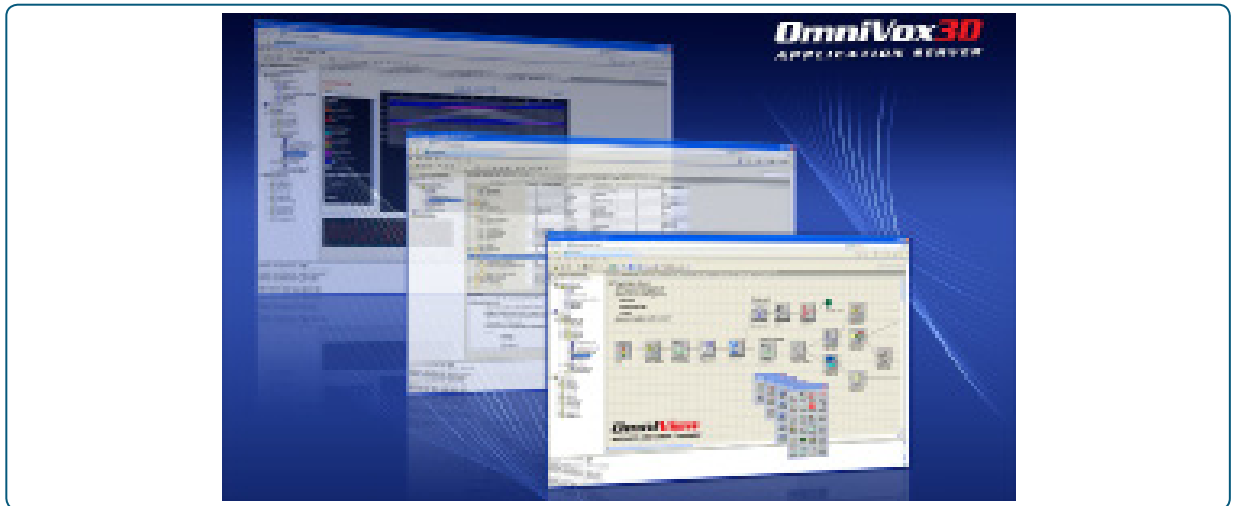
SIP Session Manager (SIPM)

OmniVox3D's SIPM is a SIP feature server that handles SIP (IMS) header manipulation, complex SIP call flows for third-party transfers, and SIP move to other devices in large scale SIP networks. SIPM serves as a front-end interface for incoming SIP sessions interfacing to media servers using MSML/MOML, MSCML or VXML for media requests. SIPM uses server methods of dialing out to connect the originating caller to the destination, direct processing through SIP proxies, as well as a variety of redirection methods.

Telecom Application Server (TAS)

OmniVox3D TAS has been architected for Mobile Network Operators (MNOs) and Telecommunications Equipment Manufacturers (TEMs) with the need to handle large call volumes. Each OmniVox3D TAS can handle 500,000+ application instances, 1,000,000+ SIP sessions, 1,000+ calls per second sustained, and 1,500,000+ user agent legs. OmniVox3D TAS was designed with continued scalability, enabling growth without the worry of maxing out the platform, as multiple OmniVox3D TAS's can be linked together to handle any size opportunity. Some of the core services offered include: Call Forward/Redirection, Call Move, Attended/Supervised Transfer, Blind/Unsupervised Transfer, and Abbreviated/Speed Dialing.

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APEX... Experience, Stability, Vision

Since 1989 and across 100 countries, hundreds of Network Operators, VASPs, Contact Centers, and more than 15,000 Enterprises have relied on APEX for their mission critical and revenue-generating network, customer care, and value added services.