PATTON®
Let's Connect!™
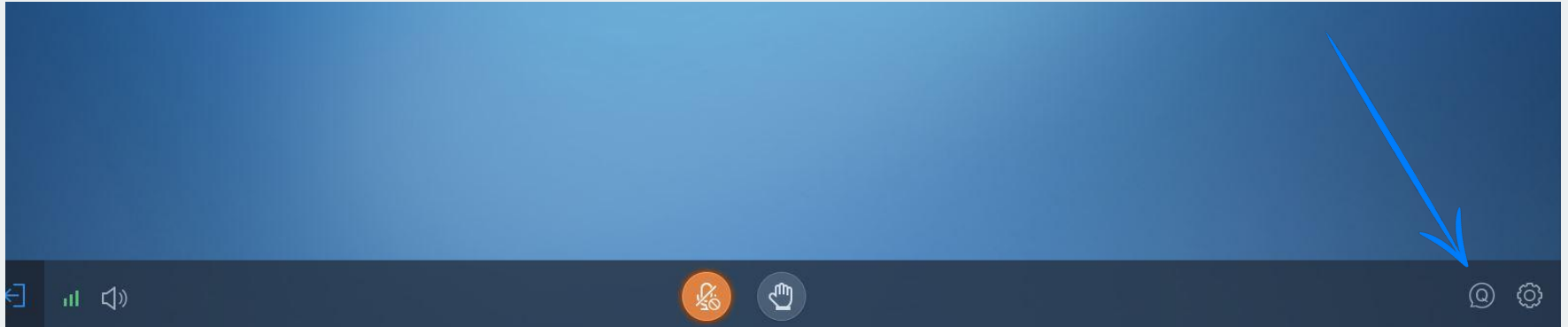
Mini eSBC SN500

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Presented By:
Burt Patton
Executive Vice President
burt@patton.com

During the webinar please use the Q&A feature
located in bottom right corner of your screen!

We will answer the questions at the end of the presentation
Thank you!

Reseller Benefits

Since 2002 VoIP Supply has delivered unparalleled service and expertise to over 125,000 customers worldwide.

VoIP Rental Program

our Device as a Service (DaaS) rental program gives your customers the widest variety of VoIP Products for a low monthly payment!

Hardware & Provisioning

featuring over 60 manufacturers that offer over 16,000 products and the ability to provision for you!

CloudSpan MarketPlace

a single place to shop various VoIP service providers - build up your MRR and receive discounts on hardware selling through VoIP Supply

Fulfillment

provisioning and professional services from multiple warehouse locations in North America; providing real-time access to manage your projects from order through delivery

Refresh & Reclaim

offering certified reconditioned devices at a fraction of the cost plus offering an outlet for selling off used and excess VoIP equipment

CONTACT INFORMATION

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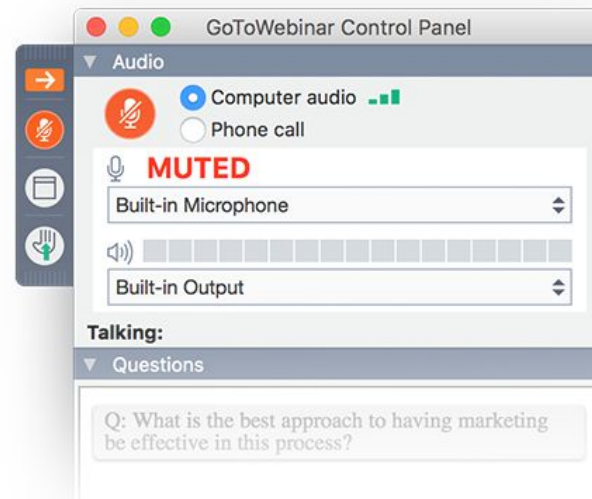*dhartman@voipsupply.com*

Burt Patton

Patton

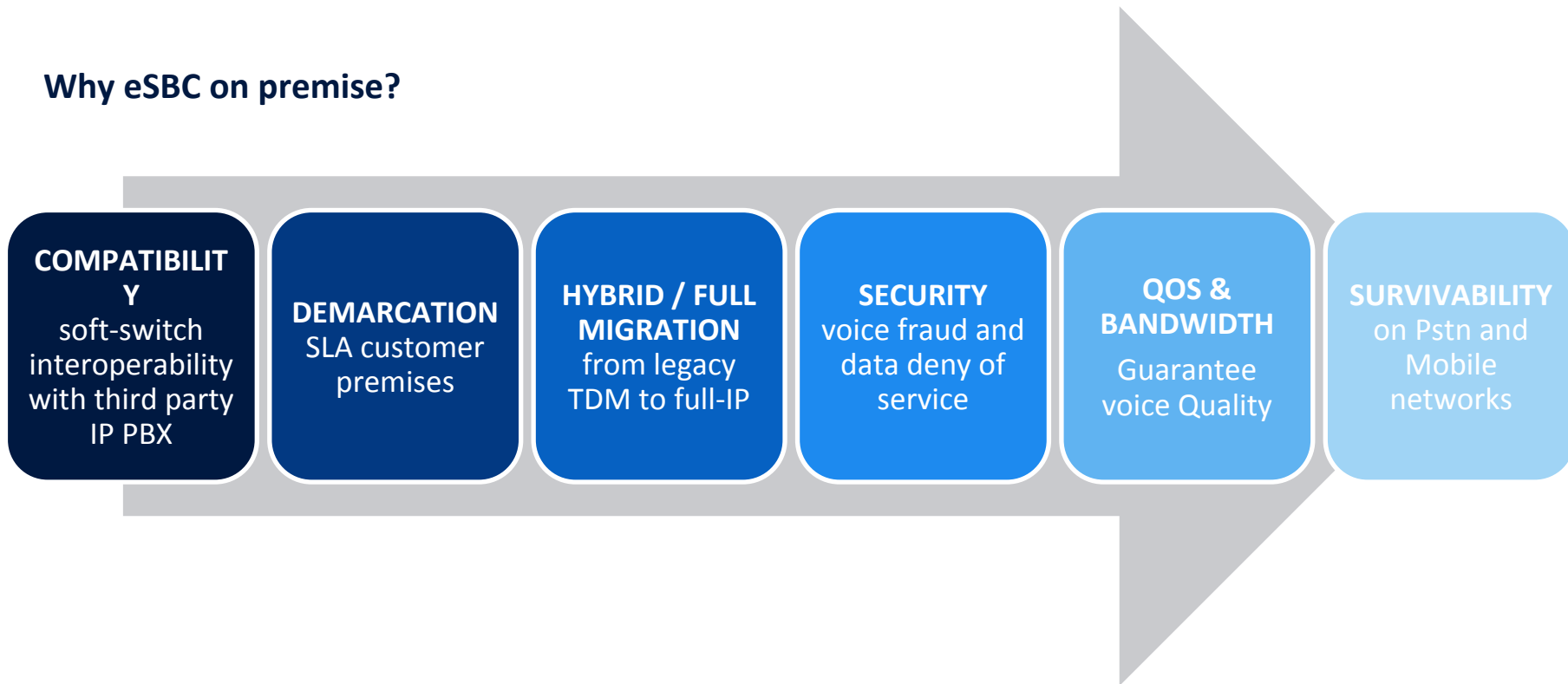*Executive Vice President*
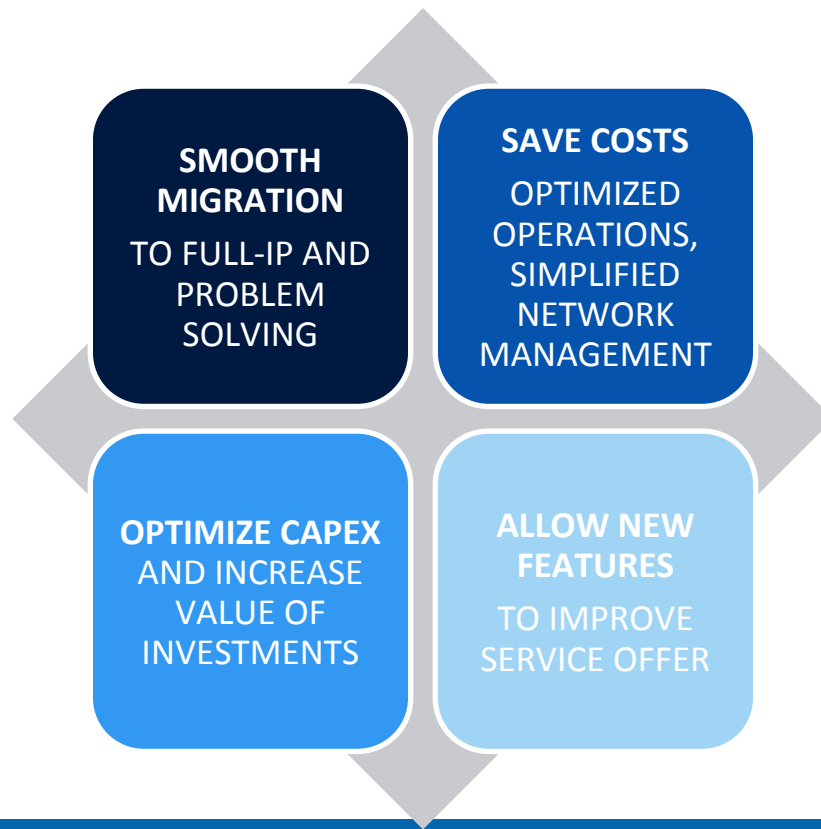
p: 1.240.912.1210

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Agenda

- What is an eSBC
- Security and Cost
- SBC Product Line
- SN500 Overview
- Positioning & Competition
- Promo
- Q&A

Why eSBC on premise?

COMPATIBILITY
soft-switch interoperability with third party IP PBX

DEMARCATION
SLA customer premises

HYBRID / FULL MIGRATION
from legacy TDM to full-IP

SECURITY
voice fraud and data deny of service

QOS & BANDWIDTH
Guarantee voice Quality

SURVIVABILITY
on Pstn and Mobile networks

eSBC Solution Benefits

SMOOTH MIGRATION

TO FULL-IP AND PROBLEM SOLVING

SAVE COSTS

OPTIMIZED OPERATIONS, SIMPLIFIED NETWORK MANAGEMENT

OPTIMIZE CAPEX AND INCREASE VALUE OF INVESTMENTS

ALLOW NEW FEATURES TO IMPROVE SERVICE OFFER
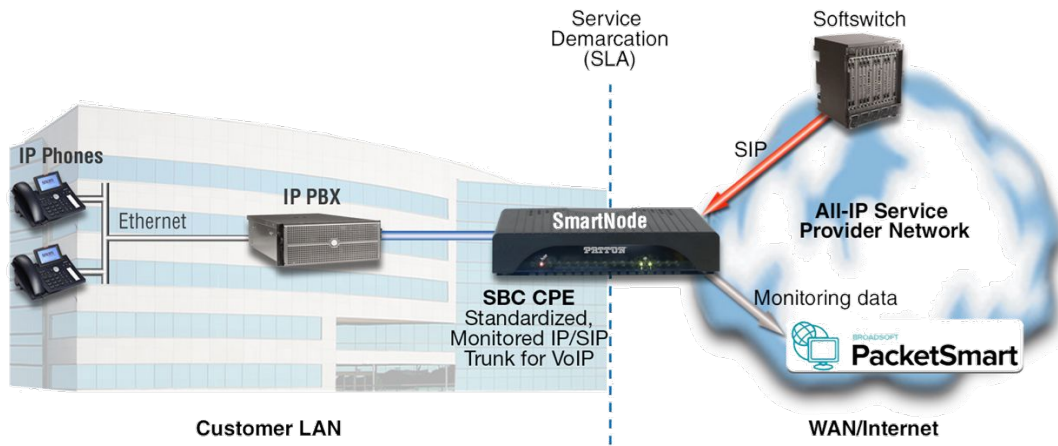
All-IP eSBC – SIP Normalization & Demarcation

- **SIP adaptation as SIP ≠ SIP!**
  - SIP Trunk Provider / IPBX
  - Desktop Unified Communication
  - Cloud PBX
  - IP Phones
- **VoIP and Transcoding**
  - Between PBX and SIP Trunk
  - Between PBX and UC Solution
  - Codec adaptation (G.711, G.729 etc.)
- **Protocol Conversion**
  - TCP/UDP
  - Encryption
  - TLS/SRTP
- **DTMF and Fax management**

SIP OTT Service deployments

Problems

- Telephony equipment behind NAT, causing
  - One way audio
  - Private IP not reachable by SIP server
  - Sudden call drops or interruptions
  - No inbound calls after a certain time

Patton Solution

- Open VPN or IPSec tunneling
- Public NAT address determining mechanism
- SIP R-port support
- High level VoIP Security

Security, Security, Security

- SIP is the most used VoIP protocol
- **Work-from-Home** has created massive security gaps being exploited by hackers and foreign intelligence services
- Using VoIP dramatically enhanced the attack surfaces for malicious activity
  - Network penetration
  - Credential snooping
  - Ease dropping
  - Toll Fraud
  - Denial of Service

Attacks Targeting SIP Protocol

Source: The SIP Survey 2016
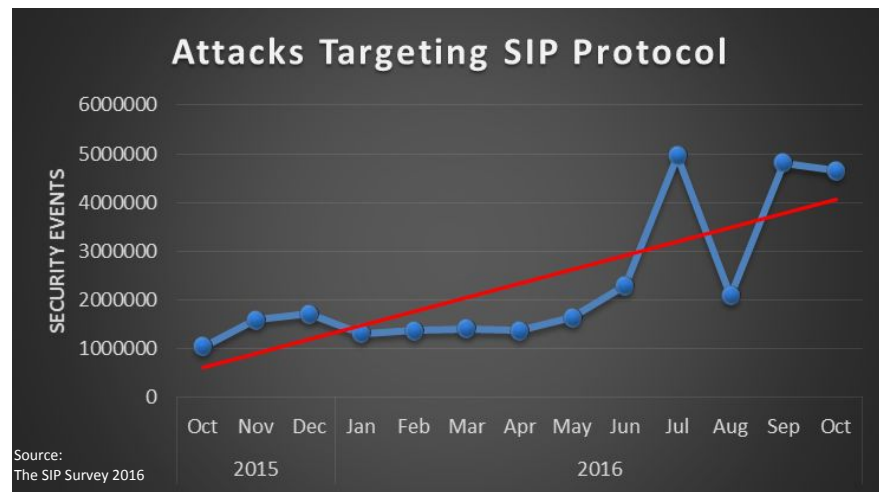
Customer Claims

- **But …… I have a Firewall!**
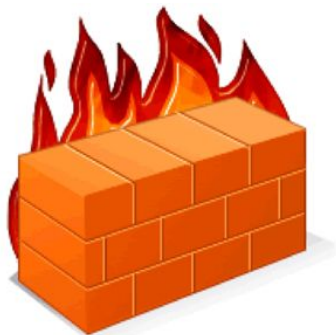
- Firewalls…
  - are optimized for Data traffic
  - Don`t have enough performance for small voice packets
  - Don`t support and recognize SIP and RTP traffic
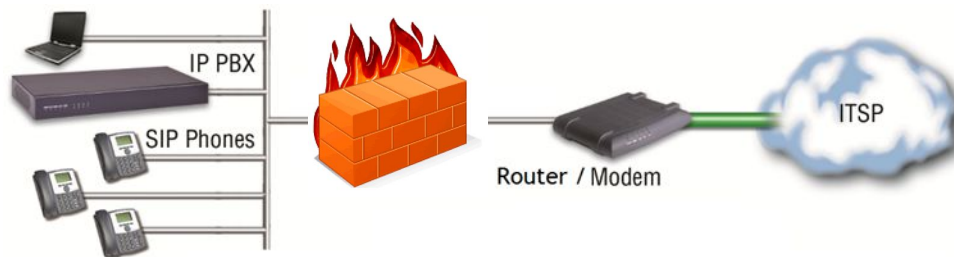 - Does not prevent ease dropping

and…

**Hackers commit toll fraud by hijacking
a devices and placing unauthorized
long-distance calls.**
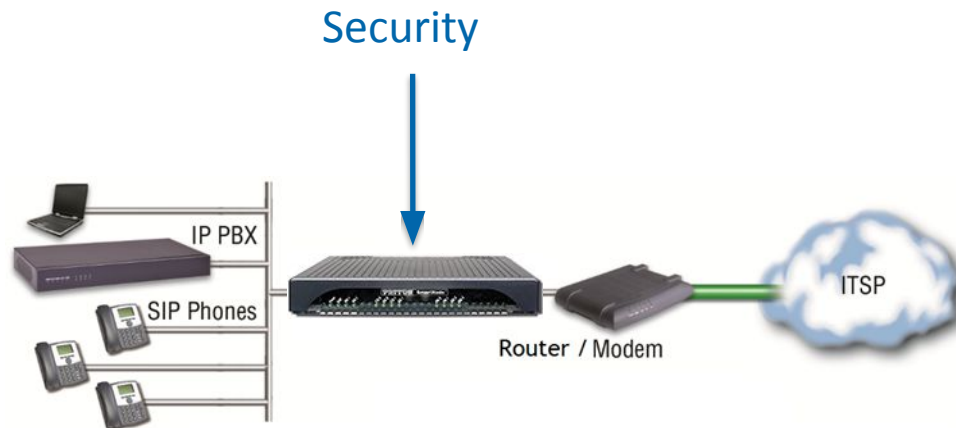In severe cases, they charge thousands of dollars
within a few hours.
On average, the amount of toll-fraud damage is
twice the damage caused by credit card fraud!

🞂 **Your Firewall won't protect you from that**

But and eSBC can defend against!

Security

- **Toll fraud**
  - Back-to-back user agent
  - Advanced call routing security
- **Denial of Service**
  - Trusted peer - whitelist
  - SIP packet flooding prevention
- **Ease Dropping**
  - Encryption (TLS/SRTP)
- **Truly <u>Converged</u> Voice & Data Security**

eSBC Portfolio

- -30
- -60
- -200
- -1`000
- 1`000+

SN500

SIP Calls

pCPE - Hardware

Software only
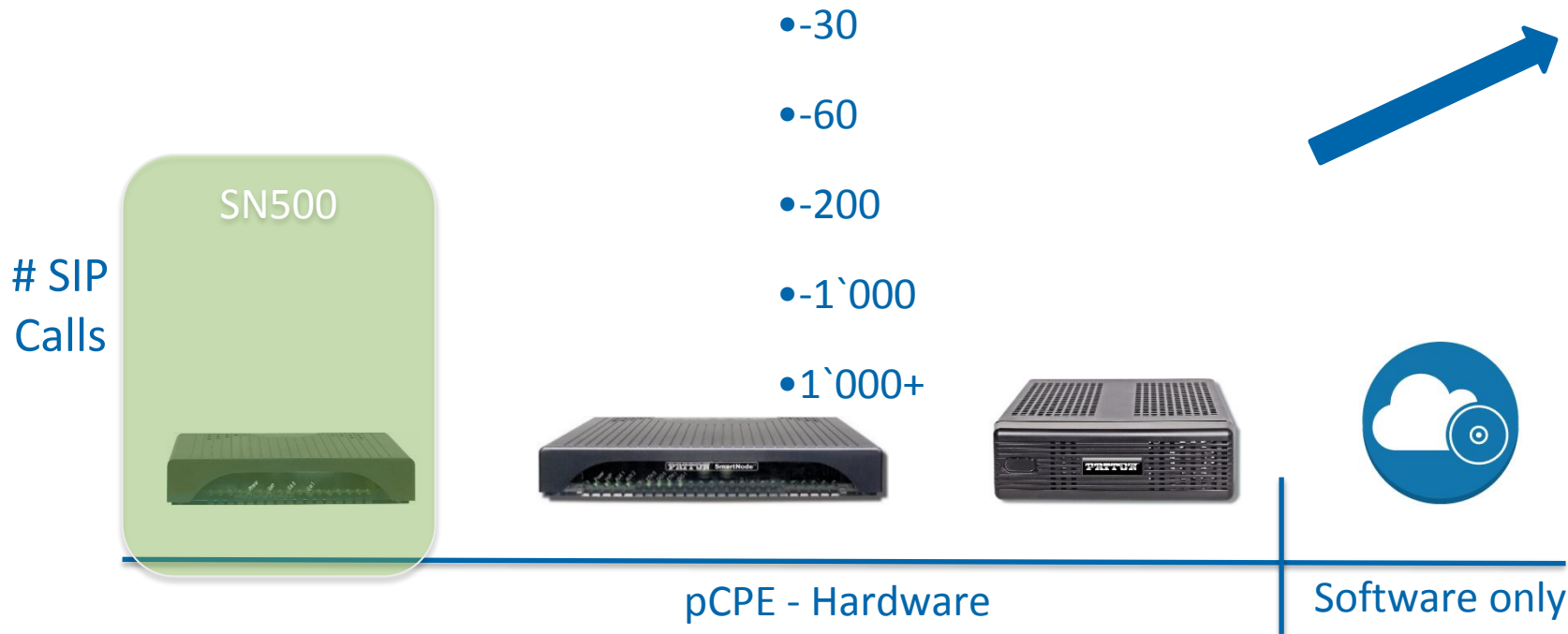
pCPE: Purpose Build Customer Premise Equipment

eSBC Portfolio

Certified for
Microsoft Teams

eSBC	vSN	SN500	SN5300	SN5480	SN5490	SN5500	SN5530	SN5540	SN5550	SN5570	SN5600	SN10500
Product Photo												
Embedded Software	Trinity™	Trinity™	Trinity™	SmartWare™ or Trinity™	SmartWare™ or Trinity™	Trinity™	Trinity™	Trinity™	Trinity™	Trinity™	Trinity™	SmartMedia™
Telephony Interfaces	N/A	N/A	N/A	N/A	N/A	N/A	2, 4 or 8 BRI	2, 4 or 8 FXS/FXO	BRI with FXS/FXO	1 or 2 PRI	N/A	N/A
SIP Sessions	1 to 1,000's	4 to 30	4 to 60	Up to 80	Up to 80	4 to 200	4 to 200	4 to 200	4 to 200	4 to 200	4 to 1,000	5,000
Transcoded Calls	N/A	N/A	N/A	Up to 64	Up to 64	Up to 16	Up to 8	Up to 4	Up to 4	Up to 15	N/A	2,744
IP router IP Routing, QoS, VPN, etc.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	N/A
Number of Ethernet Ports	HW dependent	2 10/100/1000	4 10/100	2 10/100/1000	2 10/100/1000	2 10/100/1000	2 10/100/1000	2 10/100/1000	2 10/100/1000	2 10/100/1000	2 10/100/1000	Up to 6 10/100/1000
Transcoding	Roadmap	N/A		✓	✓	✓	✓	✓	✓	✓	N/A	✓
WAN Access	N/A	N/A	G.SHDSL.bis (ATM or EFM)	Fiber G.SHDSL EFM X.21	G.SHDSL EFM&ATM, ADSL-VDSL	VDSL/ADSL G.SHDSL.bis	VDSL/ADSL G.SHDSL.bis		VDSL/ADSL G.SHDSL.bis	N/A	N/A

SN500 – Mini eSBC overview

- Smallest form factor
- 4 – 30 Simultaneous Calls – Ideal for SOHO
- Back to Back User Agent
- Call Quality Monitoring through Patton Cloud
- SIP related benefits
  - Security
  - Normalization
  - Call status monitoring
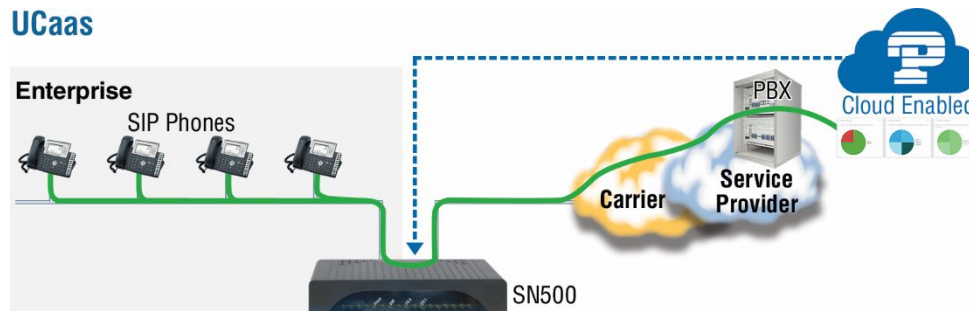 - Quality monitoring
- Zero touch provisioning

Use-Cases

UCaaS

- SIP Endpoint / Topology hiding
- SIP Security
- Back2Back Registration
- SLA monitoring – OTT deployments
- QoS & Call Quality Monitoring
- Central & Single Management Cloud Platform

UCaas

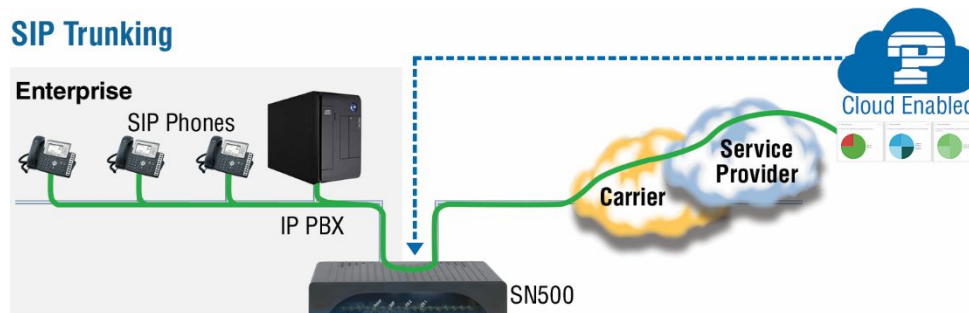Enterprise
SIP Phones

Carrier
Service Provider
PBX
Cloud Enabled
SN500

Use-Cases

SIP Trunking

- SIP Security for local IPPBX
- SLA monitoring – OTT deployments
- QoS & Call Quality Monitoring
- Central & Single Management Cloud Platform
- Remote SIP Endpoint Management

Customer Benefits

- Simplifies VoIP deployments
- Increases SIP Service Quality
- Reduces installation time
- Higher customer satisfaction & Better customer retention
- More control over service for ITSP
- Better tools for technical support
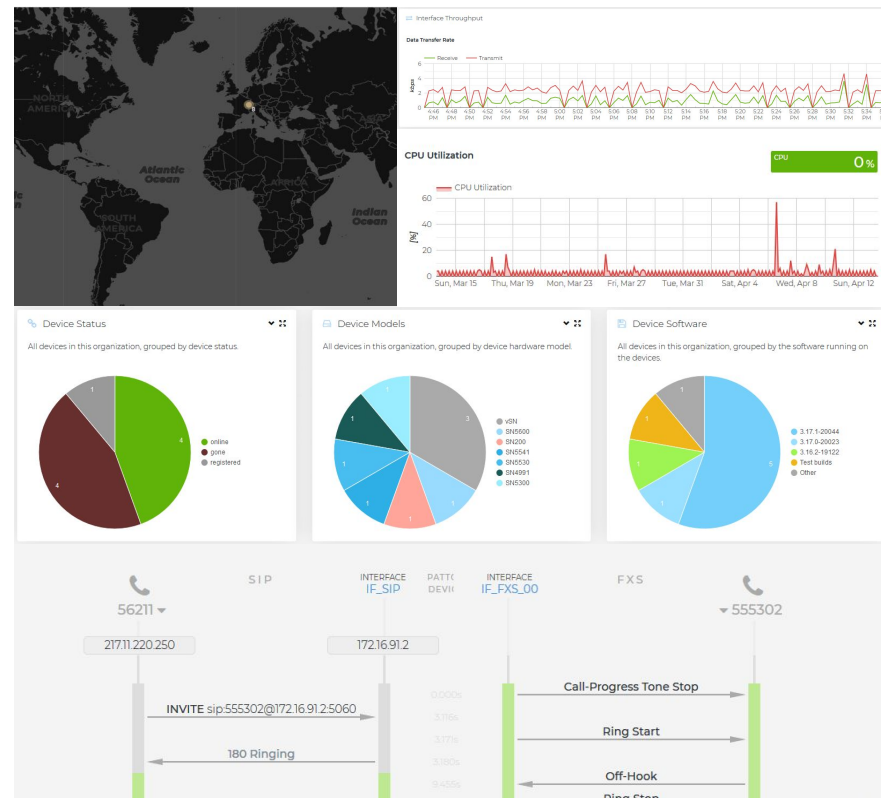
on Service

- Dashboard overview of connected devices, map, software etc.
- Define an unlimited number of users and their access rights to your organization.
- Device list and detailed view of connected devices. View configurations, logs, device health etc.
- Access the CLI Terminal and device WebGUI through the Cloud

Redirect c... number of registered devices.

Automatically connect new devices to your Cloud and provide them

Manage device feature licenses such as SIP sessions, voice channels or

Store device files (configurations) in the Cloud

Basic call history of all devices connected to a Cloud-Powered SmartNode

Automatically synchronize the device file system to the cloud (configurations, log files, certificates, etc.)

Automatically keep track of file history, possibility to restore old version

Schedule and perform software upgrades on your devices with a few clicks

Define, collect, and distribute status alerts and warnings on your network.

Create and assign configuration

Enables streaming and storing of pcap traces from devices to the cloud

Quality monitors delivering call Quality Metric Scoring (poor, fair, good)

Real-t...ll quality graphs.

Create and manage an unlimited number of sub-organisations with their own users and roles

Create and manage an unlimited number of sub-organisations with their own users and roles

Allow one sub-organization to provide remote support to another sub-organisation with defined access rights

Control all Cloud functions through an API. Integrate the Patton Cloud into other Systems and Applications.

nced
se now

Professional
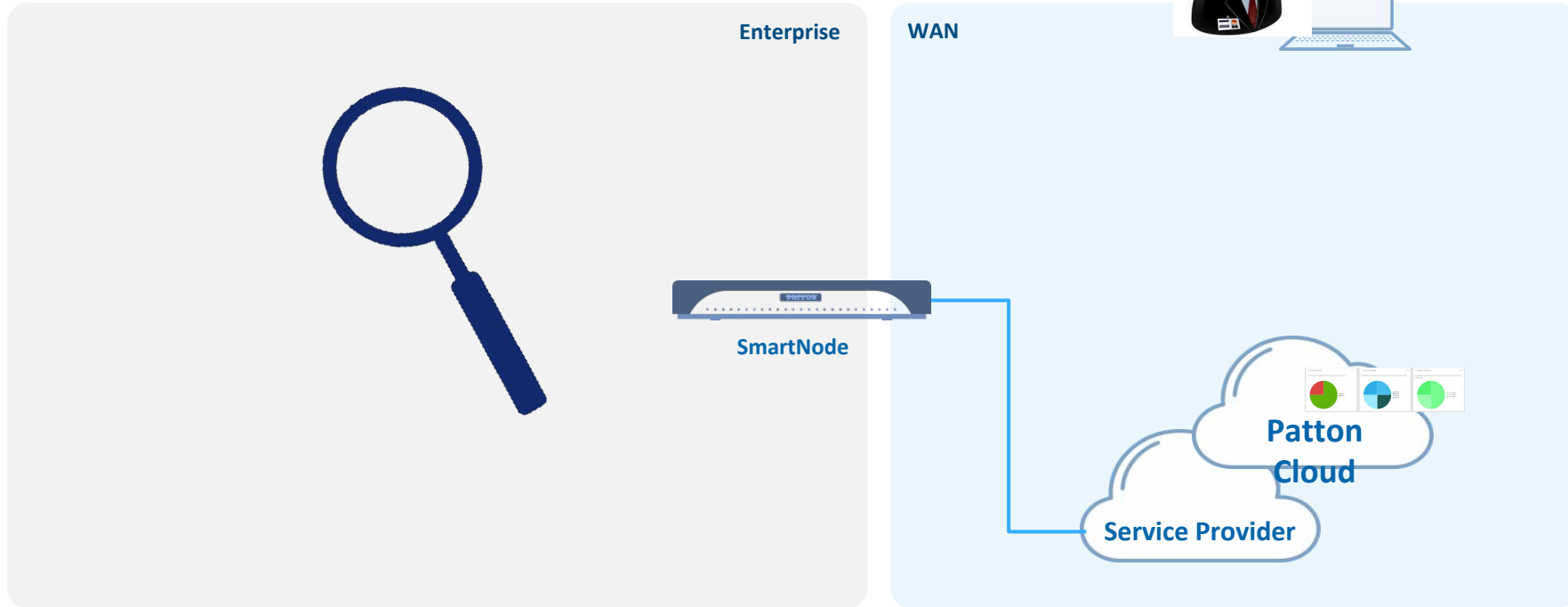purchase now or
-Day Free Trial

500

API ©

* Devices purchased separately

The Patton Cloud – Video Resources

LAN Device Discovery & Management

NEW

Enterprise

WAN

SmartNode

Patton Cloud

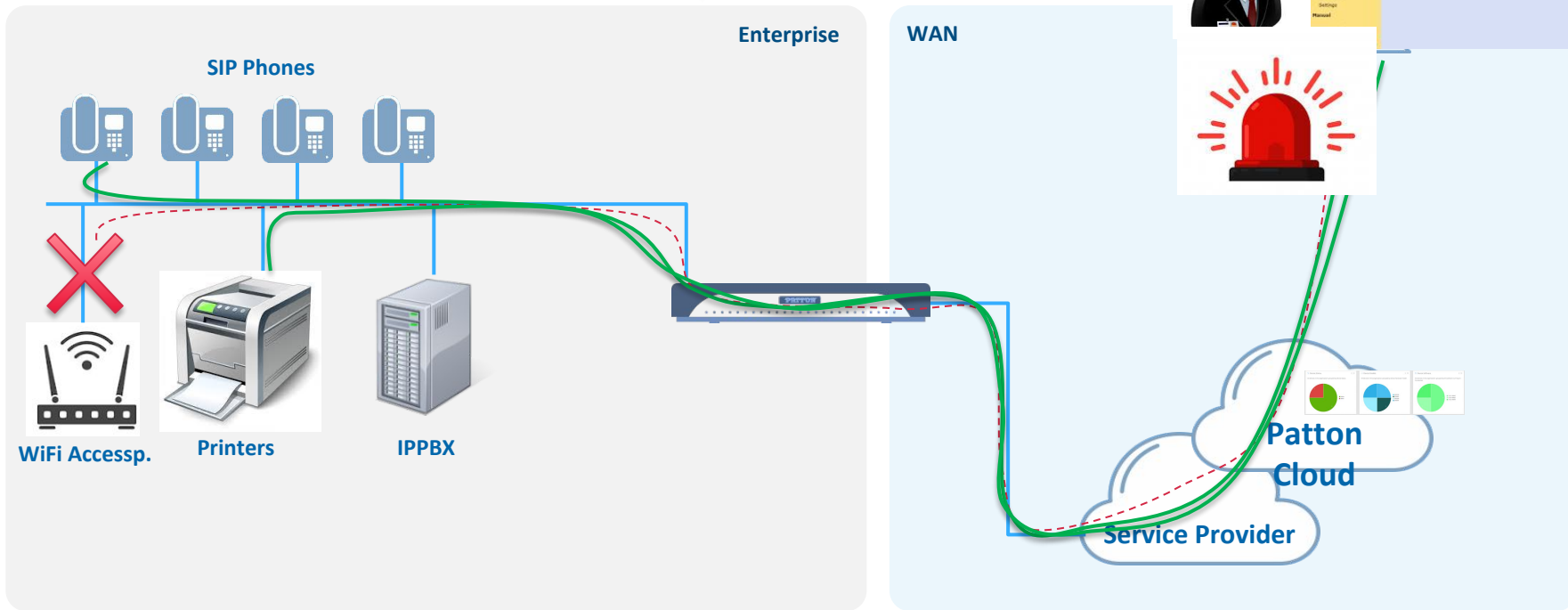Service Provider

LAN Device Discovery & Management

LAN Device Discovery & Management

- Availability
  - Beta: NOW
  - Official: December 2020

- Part of Advanced & Pro Plan

	Basic	Standard	Advanced	Professional
Managed Devices	5	10	50	500
Basics	✓	✓	✓	✓
Redirect*	✓	✓	✓	✓
Provisioning**		✓	✓	✓
Licensing		✓	✓	✓
Files		✓	✓	✓
Basic Call Records		✓	✓	✓
File Synchronization			✓	✓
File Backup/Restore			✓	✓
Software			✓	✓
Alerts			✓	✓
Wizard Editor			✓	✓
Packet Capture			✓	✓
Call Quality Scoring			✓	✓
Advanced CDRs and Call Quality Metrics			✓	✓
LAN Device Discovery & Management			✓	✓
Multi-Tenant				✓
Support				✓
API				✓

* For an unlimited number of devices
** Launching Wizards only—Modification/creation of Wizards require Advanced or Professional plan

Streamlined HW based SmartNode Features

	SN500	SN5300	SN55xx
CLI	√	√	√
Web interface		√	√
Cloud Connect	√	√	√
SIP-TLS	√	√	√
SRTP		√	√
RTP Transcoding			√
Static IP Routing	√	√	√
Dynamic IP Routing (GRE; VRRP, RIP, etc.)			√
MS Teams cert			√

Market Comparison

Pricing

	SN500	M500L	Sentinel 100 SBC	Khomp	Sangoma	Ribbon SBC 1000
Reseller Buy Price $	$ 115.90	$ 467.00	$ 370.44	$ 370.44	$ 710.00	$ 1'800.00

Features

Features	SN500	M500L	Sentinel 100 SBC	Khomp	Sangoma	Ribbon SBC 1000
Cloud Managed	yes	no	yes	no	no	yes
On Prem Managed	yes	$ 36.85	yes	yes	yes	yes
Remote LAN device mgt	yes	no	no	no	no	yes
Call Quality Monitoring	yes	?	yes	yes	no	yes
Zero Touch provisioning	yes	yes	yes	no	no	yes
Back to Back UA	yes	yes	yes	yes	yes	yes

Promo

SN500 Promotion

- Buy one SN500, get one FREE

- Buy 20 or more SN500, get a complementary **2 years extended warranty**

- Buy 50 or more SN500, get a complementary **Advanced Cloud plan**

Cloud Plan Promotion

- **Standard** Cloud Subscription purchases come with 2 FREE SN500

- **Advanced** Cloud Subscription purchases come with 4 FREE SN500

- **Professional** Cloud Subscription purchases come with 8 FREE SN500

Order Info

| Model #	Description
SN500/4B/EUI	SmartNode eSBC, **4 SIP Sessions no RTP transcoding** (SIP b2b UA) upgradeable (max. 30), 3 inbound SIP Registrations incl., **2x Gig Ethernet**, external UI power NA/EU (100–240)
Power Plugs & Cords (One included)	
12-129 (Qty: 1)	North American plug for interchangeable power supplies
12-130 (Qty: 1)	European plug for interchangeable power supplies
12-131 (Qty: 1)	United Kingdom plug for interchangeable power supplies
12-132 (Qty: 1)	Australian plug for interchangeable power supplies
12-201 (Qty: 1)	Korean plug for interchangeable power supplies
12-202 (Qty: 1)	India/South Africa Type D plug for interchangeable power supplies
Software License (Additional Charge)	
SNSW-1B	SmartNode License for 1 additional SIP Call (SIP back-to-back calls using 2 SIP Legs)
SNSW-REG	License Key for SIP Registrar on SmartNodes (Trinity & Smartware)
TSW-SIP-TLS-S	SIP TLS license for Small CPE`s (SN200, SN500)

Services

Item Number	Item Description
SVC-SmartCare-BH	**Premium Support** for Business Hours
SVC-SmartCare-24/7	Premium Support, 24 x 7 Coverage
SVC-SmartAssist-BH	Business Hour Support Services
SVC-SmartAssist-AH	After Hours Support Services
SVC-ENHWAR1	1 Year Enhanced **Warranty**
SVC-ENHWAR2	2 Year Enhanced Warranty
SVC-ENHWAR3	3 Year Enhanced Warranty
SVC-ENHWAR4	4 Year Enhanced Warranty
SVC-ENHWAR5	5 Year Enhanced Warranty
SVC-EXTWAR2	2 Year Extended **Warranty**
SVC-EXTWAR3	3 Year Extended Warranty
SVC-EXTWAR4	4 Year Extended Warranty
SVC-EXTWAR5	5 Year Extended Warranty
SVC-NETENG-HOUR	Network technician hour rate for pre-config services, after hours support, etc.

Your Actions

- Add product on web-shop
- Launch banners on web
- Post on social media
- Run promo with your customers
- Train Sales & Tech People

Resources available from Patton

- Product Images
- Presentation slides
- Datasheet
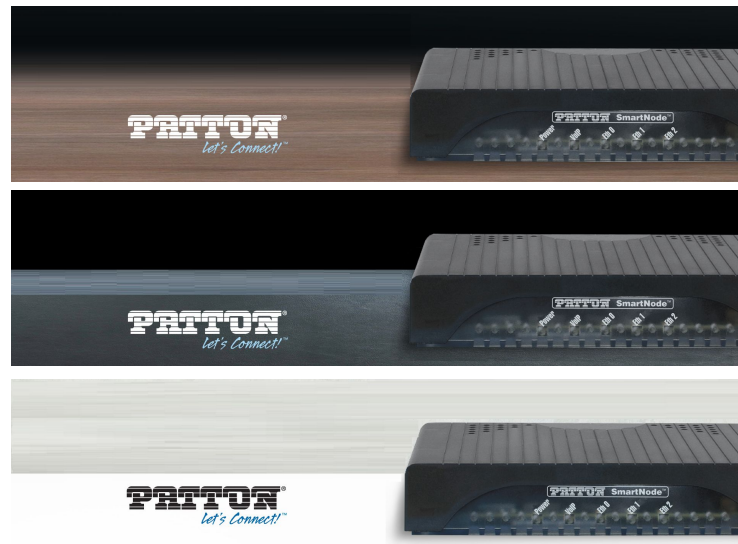
Values of Patton products

- **High quality:** Stable & reliable, long lifespan
- **Interoperability:** Proven interoperability
- **One Operating System:** Every SmartNode is using the same configuration scheme
- **Continuous Software release strategy:** Every two months, free of charge
- **Flexible:** adapts to every use-case
- **Security:** SIP TLS and SRTP, service demarcation point, OpenVPN
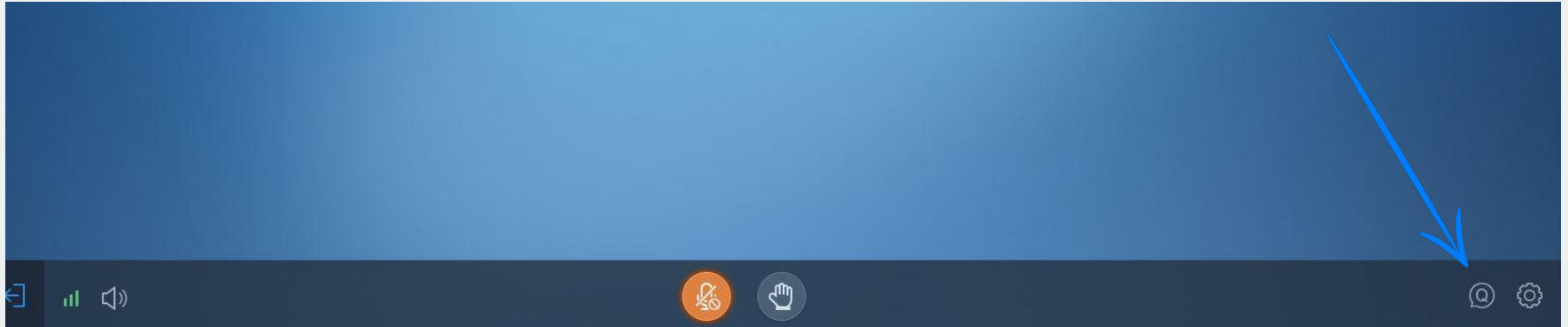- **All IP:** eSBC portfolio for your migration to All IP and for already migrated networks.

Giveaway!

As a thank you for registering and attending today's webinar we are giving away
five SN500 devices!

Someone from the Patton and VoIP Supply team will reach out to obtain your
information.

PATTON®
Let's Connect!™

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Q&A

Thank you!