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## Phact And Prosody S

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### A virtual success



Phact is a one stop shop for software and hardware solutions, and consultancy. The company was founded in 2015, bringing with it nearly 25 years of experience in the international telecommunications market.

Phact originated when a group of people with loads of experience decided to focus on a new horizon. Many of its employees have worked in the telecommunication sector for decades – developing telecom hardware and software for telecom operators and service providers since 1991 – and that expertise was brought to bear in the new endeavour; “connecting people, systems and things to optimise operations and develop new business models.”

Knowledge is a key part of its business. Therefore, Phact is engaged in close partnerships with its professional partners and suppliers.

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## The challenge

Phact was commissioned by an Italian telecoms operator to modernise its IVR platform, which was outmoded and incapable of being adapted to accommodate the desired innovation for delivery of new services.

The existing platform had been successively developed over decades, with an investment of many tens of thousands of man-hours resulting in a significant script code-base. As that code was integral to the operational flow of the existing IVR, it was stipulated that the code had to be reused as much as possible.

There were several motivational factors behind such a decision, including the complexity of the existing system, the loss of knowledge due to personnel changes, both internally and externally, the fact that the script code was undocumented, and the inability of the original supplier to continue to provide support and maintenance.

Additional, practical issues involved end-of-life hardware, the unavailability of spare parts, and the environmental and rack-space costs associated with hosting multiple, 5U communications servers, each supporting a mere 30 lines, in addition to a separate conference controller, and several database and file servers.

Phact's telephony software requirements included:

- A virtualised, fully software-only solution
- SIP stack and call control APIs
- Call signal processing, including DTMF
- Conferencing and call recording APIs
- Licensed software to run on commodity hardware

## The solution

A redundant, virtual machine setup was developed by Phact, based on Aculab's Prosody S telecoms API stack, which is used for voice media handling, including call control, conferencing and call recording. An 'emulator' package was designed to transparently deliver all pre-existing IVR functions, with service 'launchers' above an abstraction layer enabling all new services.

## What Phact said:

The API provided by Aculab may be complex, but our knowledge already in-house gave us a good head start.

"Our familiarity with Aculab's ISDN cards, Prosody and Prosody X, together with our experience of rapid and positive support from Aculab, gave us confidence in using Prosody S for this new project. "The flexibility of Aculab's software licensing system was also a plus point, as was the price/quality ratio.

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*“As trust in the stability of Aculab's hardware products was already there, the success of implementing our new solution, based on Prosody S, has only increased our belief in Aculab's products.*

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- Ashley Unitt , CTO at NewVoiceMedia

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## The outcome

The project had a relatively small budget and its goal of achieving ROI within one year was achieved. Furthermore, the replacement system proved to be capable of supporting all existing services, with no visible changes from a users' perspective, whilst providing a readily configurable platform for the operator to deliver new, innovative services.

The solution developed by Phact made it possible to completely reuse the pre-existing script code, without changes, in a fully virtualised, redundant environment, based on Aculab's Prosody S.

The design split between IVR core processes, involving Prosody S, and IVR service 'launchers' resulted in the emulation of all legacy services, in addition to providing the customer with the ability to develop and launch new types of services, each with its own 'launcher'.

Phact's new platform met the telco's requirements by:

- Providing support for innovation and development of new services
- Maintaining legacy services with no adverse user impact
- Delivering a virtualised, fully software-only solution
- Avoiding the forced rewriting of legacy script code
- Reducing the cost of new service introduction
- Reducing the space and power footprint
- Reducing operational cost

## About Phact

Phact is a one stop shop for software and hardware solutions, and consultancy. The company was founded in 2015, bringing with it nearly 25 years of experience in the international telecommunications market. Phact originated when a group of people with loads of experience decided to focus on a new horizon. Many of its employees have worked in the telecommunication sector for decades – developing telecom hardware and software for telecom operators and service providers since 1991 – and that expertise was brought to bear in the new endeavour; “connecting people, systems and things to optimise operations and develop new business models.”

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## About Aculab

Aculab is an innovative company that offers deployment proven technology for any telecoms related application. Its enabling technology serves the evolving needs of automated and interactive systems, whether on-premise, data centre hosted, or cloud-based.

Over 1000 customers in more than 80 countries worldwide, including developers, integrators, and solutions and service providers, have adopted Aculab's technology for a wide variety of business critical services and solutions.

Aculab offers development APIs for voice, data, fax and SMS, on hardware, software and cloud-based platforms, giving a choice between capital investment and cost-effective, 'pay as you go' alternatives.

## For more information

To learn more about Aculab Cloud and Aculab's extensive telephony solutions visit:

[www.aculab.com](http://www.aculab.com)

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