

## Ipanema Technologies ensures the success of enterprise VoIP, Videoconferencing and Telepresence

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**PARIS, France — June 25th, 2009** — [Ipanema Technologies](#), the leader in integrated WAN Optimization solutions ensures the success of VoIP, Videoconferencing and Telepresence.

Videoconference and IP Telephony, more than almost any other critical applications, rely completely on WAN capabilities. Both use the same protocol set for carrying data: Real-time Transport Protocol (RTP). Because they are real-time by nature, applications using RTP generate network flows that are highly sensitive to network delay, loss and jitter.

Voice and video also introduce a new communications model across the WAN. Calls or conferences involve communications that often take place between branches and not between a branch and a datacenter as with other traditional applications.

These real-time meshed flows require [next generation WAN optimization technologies](#) to guarantee their performance and to make them as easy to handle as any other business critical application.

[Ipanema's Autonomic Networking System](#) ensures the success of Voice over IP and Videoconferencing. As the individual features are totally automatic, they scale up to manage the largest deployments:

- ❑ [Classification of RTP based flows](#). Ipanema dynamically recognizes voice or video RTP flows, including their CODEC, enabling it to apply tailored performance objectives on them;
- ❑ [Global optimization](#) of the whole traffic mix by dynamically managing competition between all the flows over the entire network. Branch to datacenter and branch to branch communications are all taken into account; Ipanema's management eliminates uncertainty about application performance, even for voice and video traffic, without the need to make static bandwidth reservations for each traffic type;
- ❑ [Understanding the specific nature of voice and video flows](#). On top of bandwidth requirements for each active user, the sensitivity to delay, jitter and loss is taken into account by Ipanema's Optimization mechanisms;
- ❑ [Precise reporting on the WAN contribution to the quality of experience](#) using: Ipanema's Application Quality Score (AQS) which factors in the impact of all network impairments (one way delay, loss, jitter) making it perfect for Video quality monitoring; ITU's Mean Opinion Score (MOS) using the standard E-Model in combination with ultra-precise measurement of every single packet;
- ❑ [Delivering accurate information](#) about the real bandwidth requirements, both present and future, associated with business critical applications including voice and video flows through the Rightsizing capability.

With [Ipanema](#):

- ❑ The performance of voice, video along with all other business critical applications, is guaranteed across the whole converged WAN, whatever happens in the network;
- ❑ The network is constantly aligned with enterprise's business goals whatever the complexity of the application mix and of the traffic matrix;
- ❑ The telecommunications costs involved with the deployment of voice and video are streamlined and fully under control;
- ❑ The WAN contribution to voice and video quality of user experience is understood and reported;
- ❑ Completely governed, the WAN becomes a predictable asset that the Enterprise can fully rely on.

### Press Contact

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