



Profile

- Marathon partner
- Leading manufacturer of enhanced services and intelligent switching solutions for network service providers
- Located in Sherman Oaks, CA
- www.apexvoice.com

Environment

- Microsoft® Windows® NT/2000
- Marathon Endurance®
- Oracle
- Sybase

Business Application

- APEX Switch Manager

APEX Chooses Marathon to Protect High-Volume Call Centers

In the fast-paced, ultra-competitive world of telecommunications, network service providers live and die by uptime. APEX Voice Communications, a leading manufacturer of enhanced services and intelligent switching solutions, understands its customers' need for maximum system uptime. That's why the company selected the Marathon Assured Availability solution to provide continuous data access and connectivity for these high call volume environments.

Establishing Credibility Through Reliability

APEX provides highly reliable, open platforms that allow large telecommunication carriers to easily and cost-effectively bring innovative, revenue-generating services, such as prepaid calling and messaging, to market. APEX solutions are also used by providers of voice portal and wireless 9-1-1 services.

The APEX Switch Manager platform provides enhanced switching, intelligent call routing and Network Interactive Voice Response capabilities for

very large networks. Integrated with APEX Prepaid or APEX Billing, Switch Manager offers network service providers a highly reliable, highly scalable switch-based solution.

Prior to selecting the Marathon Endurance solution, APEX was using standard N+1 tiered architecture to support its applications. APEX wanted an even higher level of reliability to meet the needs of its high call volume customers.

APEX customers include large service providers, whose typical workloads are very heavy. For example, one APEX customer is processing more than 25 million call minutes per month.

"To compete in the large network service provider arena, credibility and reliability are of paramount importance," explained APEX's Executive Vice President Elhum Vahdat.

"The majority of our customers are service providers. Application interruptions put them at serious risk of revenue loss and customer loss."





Benefits

- Facilitates growth in large service provider market
- Supports high-call-volume environments
- Boosts credibility and reliability in competitive markets

Search for High Availability Leads to Marathon

When searching for a replacement, APEX outlined three criteria for a new high availability solution. It had to have 99.999% reliability; it had to be Windows-compliant; and it had to be easy to deploy, use and maintain.

The Marathon Endurance product was the only product that met all three criteria. According to Vahdat, "Endurance eliminates fail-over and provides redundancy for both hardware and software. That's also critical to our customers."

Marathon Helps APEX Expand Customer Base

The Endurance product has been deployed with Switch Manager and other APEX platforms since early 2000. One APEX customer benefiting from the integrated solution is Telekom Austria. This company is using the APEX Switch Manager, in conjunction with Cisco's Network Applications Manager and Cisco VCO/4K switches, to provide state-of-the-art directory assistance and customer care for its Intelligent Multimedia IP (Internet Protocol) Contact Center.

The APEX/Cisco solution enables Telekom Austria to connect callers to the most qualified agent in any of its directory assistance and customer care centers throughout Austria. This new technology allows Telekom Austria to keep inter-site trunking to a minimum, because call transfers utilizing Cisco's network transfer technology will be handled through the network.

Vahdat believes that the ability to provide a completely fault-tolerant solution with Endurance has helped APEX secure bigger accounts like Telekom Austria, and he looks forward to expanding the company's customer base in that area.

"Marathon's Assured Availability solutions have really helped us provide more reliable solutions and services to large service providers worldwide by giving us even greater credibility with these customers," said Vahdat. "Marathon solutions are a very valuable addition to our system environment, and fulfill one of the greatest needs of all our customers – constant uptime."

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For more information

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