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ADTRAN "Office in a Box" Delivers Crystal Clear Voice-Data Solution for Sounden Studios

Sounden Studios is a fast-paced recording studio in San Clemente, California, serving the digital recording and international distribution needs of local and national recording artists.

The Challenge

Find a robust, easy-to-use, full-function VoIP network for a business with 10 employees.

The Solution

The ADTRAN NetVanta 7100 next-generation IP telephony system delivering converged IP voice and data network solutions in a single, easy-to-use platform.

The Benefit

Sounden Studios was able to implement an "office in a box" solution for 25 percent less than alternative solutions without sacrificing quality, functionality or reliability. The single-platform solution saved the company cabling and other installation dollars.

Sounden Studios is a fast-paced recording studio in San Clemente, California, serving the digital recording and international recording distribution needs of local and national recording artists. The business recently moved to new, larger headquarters and as part of its mission to provide superior service to its clients installed an ADTRAN NetVanta 7100. This IP telephony system integrates voice and data in a single-platform package. It not only reduced cabling costs and shelving needs for Sounden Studios, but it is robust enough to handle the business' heavy recording data traffic and the rough treatment the system receives from its often over-zealous recording clients.

Sounden Studios explored various telephony solutions and then consulted the IP telephony experts at Highrise Communications. "We have a large networking need. We originally researched systems from Nortel along with Cisco," noted Joe Sherbanee, Sounden Studio co-founder. "The ADTRAN NetVanta 7100 has excellent voice quality and delivers robust data networking and security solutions for our 10 employees, all at an excellent price point."

At the Top of the Charts

Sounden Studios is composed of two businesses: an audio recording studio under the direction of co-founder Robb Robinson, the company's recording engineer; and a record company operating by Sherbanee and doing business under the studio's Native Language Music label.

The company records jazz, indie rock, world music and other artists under the label. It also recruits and signs new talent and records and distributes their records.

Reliable, Robust, and Affordable

The recording and label-marketing sides of Sounden Studios were combined in October 2006 and then opened in a 4,000 sq. ft. renovated office space. With the move the land line- and cellular-based phones used previously were left behind.

Sherbanee knew the new facility required not only a dependable, affordable system to handle communications needs, but one that would stand up to the punishment musicians and their entourages can often reap on equipment. "The phones can get banged around quite a bit," Sherbanee noted.

Sherbanee and Robinson also knew they wanted an integrated voice/data system to streamline not only voice communications but the vast amount of data communications moving

from the recording studio's equipment to the computers on which digital recordings were stored.

Insightful Consultation Nets Benefits

Justin Sowa, customer account engineer with Highrise Communications, an interconnect specializing in leading edge telephony solutions, met with Sherbanee and Robinson to assess their needs and to better understand how their business used voice and data.

He explained how the ADTRAN NetVanta 7100 introduces a next-generation approach to data convergence and IP telephony. The single-chassis system provides a complete LAN-to-WAN infrastructure, along with Quality of Service (QoS) necessary to maintain voice quality, and the security to protect the system from intrusion.

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*Joe Sherbanee
Co-Founder
Sounden Studio*



NetVanta 7100

ADTRAN[®]

Smart
Solutions
for a
Connected
World.



NetVanta 7100

- IP PBX (up to 50 SIP phones)
- Supports analog phones, fax, modem
- Internal voicemail (12 hours, 8 ports)
- Multi-level auto attendant
- Analog, T1, or PRI trunks
- DSL/Cable Ethernet WAN interface
- Includes 24 port Power over Ethernet Switch (802.3af)
- Integrated IP router
- Layer 2 and Layer 3 QoS support
- Stateful inspection firewall
- VPN (50 tunnels)
- DSU/CSU
- Web GUI

In addition to a full-function IP PBX, the system features an integrated Power over Ethernet (PoE) switch-router for data, a stateful inspection firewall for security, VPN for secure Internet tunneling and a DSU/CSU for network termination. The system, like ADTRAN's other internetworking products, is based on the proven ADTRAN Operating System (AOS). Making the system even more flexible, it also provides analog station ports to support fax machines, modems, credit card readers and door phones.

Savvy About Technology

"We're a business run by tech-savvy people, who wanted an integrated phone and data system that was easy to use as well as relatively portable and reliable," noted Sherbanee, "It had to be robust enough to handle the challenges posed by the large amount of data moving within the studio."

Referred to as an "Office in a Box" solution delivering a full-function IP PBX for SMBs or distributed enterprises –the ADTRAN NetVanta 7100 is scalable to accommodate up to 50 stations at a cost significantly less than many competing products. This was a perfect fit for Sounden's five employees and five largely full-time contractors.

"Because the system features an easy-to-use, web-based graphic user interface it makes it easy to move the system or make additions or changes to it," Sherbanee said.

"The Nortel product Sounden Studios had first considered fit the bill," added Sowa, "but the ADTRAN system had far better ROI in terms of usability of the system because it is a single platform that handles both voice and data natively."

Sherbanee agreed. "The other companies' systems weren't geared toward a small business and they seemed to require additional rack

units of parts to make a complete system. Off-the-shelf computer store systems weren't the answer either. Nothing seemed to fall in between those two ends that could service fewer than 10 employees within our budget – except the ADTRAN system.

"We like that the ADTRAN system is compact in just one rack-unit of space, saving us floor space, and we like that it handles both phone and data needs," Sherbanee said. "Voice quality over the system is such that even our clients overseas say we sound 'right next door,'" he said.

By reducing the number of devices to be managed, the NetVanta 7100 system eliminated excess cabling. Its design also eliminated interoperability issues associated with traditional multi-box VoIP implementations.

Furthermore, because the integrated PoE switch functionality saves time and expense by eliminating the need for an external power source for phones, wireless access points, security cameras and other IP devices, the NetVanta 7100 delivered excellent ROI to Sounden Studios. As installed, the 14-line system for Sounden Studios cost 25 percent less than comparable competitive offerings.

One-Take Installation, Superior Services

Because the NetVanta 7100 is compact, it was installed in a single wall-mounted rack that required no floor space.

"Highrise Communications completed the installation in three days, made sure the system worked as promised and then instructed us on how to use it," Sherbanee noted. "I loved that the ADTRAN reseller wasn't in a hurry to complete this installation; they took time to answer our questions. Highrise Communications was very responsive and supportive, making sure the system was working right for us."

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EN1034A

