

## SPEAKERBUS USES INE ENTERPRISE TO ENSURE NEW VOICE OVER IP PRODUCT PERFORMS FOR FINANCIAL TRADERS



Speakerbus is a specialist communications technology developer and manufacturer headquartered in the UK with offices across Europe, the U.S. and Asia, with a solid reputation in supplying the world's leading financial organisations and governments with global voice communication solutions.

Speakerbus's VoIP solution for the financial trading sector called "i turret" is a cost-effective solution for the world's financial traders because it removes the cost associated with backroom equipment. Speakerbus' development of i turret enables traders to deal with multiple calls on one device, without the need for costly traditional TDM systems.

### The Challenge

Before going to market, Speakerbus was aware that one of the major challenges with a VoIP based application is the performance of the underlying network. As i turret would rely heavily on a VoIP application it was essential that they gained a thorough understanding of the issues that could impact their software; conditions such as latency/delay and jitter are the result of both distance and the nature of the networks that data from i turret would be traversing, and so understanding the impact was essential.

Critically, because i turret would be used in environments where a clarity of speech communication was essential, i turret's VoIP bandwidth requirements are necessarily greater than a regular telephony VoIP solution. This adds to the importance of understanding the network impact.

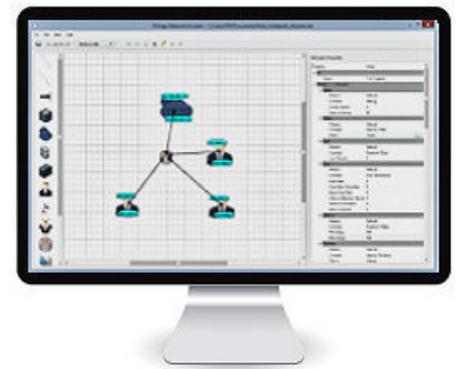
It was Speakerbus's Andrew Beattie, Head of Solution Engineering and Validation, who had the remit of finding the appropriate testing solution and through extensive research he chose iTrinegy, a company specialising in Virtual Test Networks (Network Emulation) that can recreate 'real-world' network topologies and conditions.

iTrinegy had the solutions that allowed Speakerbus to test under all types of networks with variable network conditions and thereby satisfying the testing requirements of the i turret VoIP solution.

Andrew Bettie said "iTrinegy linked into our test systems and demonstrated the capabilities of their 'INE Enterprise' technology. This demonstration confirmed iTrinegy's ability to undertake the performance testing requirements in a highly cost-effective method."

Andrew continues "Our testing team placed the network emulator in the network of our i turret test environment, which mimicked the different network types that the i turret VoIP solution would be utilised in. The emulator simulated parameters such as latency, link speed, packet loss, error rates as well as jitter and by recreating all the network conditions needed to test i turret's real-time resilience within a trading environment, we were able to specify and approve the optimum thresholds for a perfect experience."

INE Enterprise replicated the different networks that customers have but in a test lab environment which helped Speakerbus test the performance, during the development cycle, of not only i turret, but also other new and existing Speakerbus solutions.



*INE Enterprise replicates all the networks and conditions needed to adequately test Speakerbus' VoIP based solution*