



Ribbon's Microsoft-Certified SBC Powers Pure IP's New Direct Routing Offer

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Enables speed to market and cost savings for enterprises

WESTFORD, Mass., Feb. 21, 2019 /PRNewswire/ -- [Ribbon Communications Inc.](#) (Nasdaq: RBBN), a global leader in secure and intelligent cloud communications, today announced that [Pure IP](#), a specialist provider of custom-built, fully supported and secure voice networks, is leveraging Ribbon's Microsoft-certified [SBC 5400](#) (Session Border Controller) for its new Microsoft Teams Direct Routing offer to Enterprises.



"Our global presence allows us to offer international customers a single vendor for their calling plans," said Gary Forrest, CEO of Pure IP. "Ribbon's SBC 5400 enables us to host multiple customers on a single device which is very cost efficient, while delivering quality and security."

A longstanding service provider customer and partner to Ribbon, Pure IP has added the SBC 5400 to its suite of Ribbon products in order to offer Microsoft Direct Routing to its enterprise customers. This state-of-the-art SBC complements Ribbon's [PSX](#) centralized policy and routing engine which Pure IP utilizes in its core network, as well as Ribbon's SBC [2000](#), [1000](#) and [Cloud Link](#).

"Enterprise offerings require agility and innovation and we're proud to be empowering Pure IP with the solutions that enable them to do what they do best," said Tony Scarfo, Ribbon's Executive Vice President of Products, R&D, Support & Supply Chain. "Seeing our customers grow, and growing along with them, is extraordinarily rewarding and we look forward to continuing the relationship."

[Direct Routing](#) enables Microsoft Teams customers to keep their chosen communications service provider when making and receiving calls via the Teams client. Legacy systems and endpoints are connected to the Microsoft Phone system via SBCs. Ribbon boasts decades of experience securely routing voice traffic in the networks of some of the world's largest carriers, and its extensive Microsoft-certified [SBC portfolio](#) enables service providers to deliver direct routing solutions for any site, from corporate HQ to remote branch.

Enterprise-related software products, an integral part of Ribbon's overall offering, accounted for approximately 23% of Ribbon's product revenue in Q4. Leading market research firm [IHS Markit](#) forecasts growth for the enterprise SBC market to experience a compound annual growth rate (CAGR) of 6% over the next five years, and announced Ribbon as the market share leader in that category with 18% market share during the third quarter of 2018.

About Ribbon Communications

Ribbon Communications is a company with two decades of leadership in real-time communications. Built on world-class technology and intellectual property, the company delivers intelligent, secure, embedded real-time communications for today's world. The company transforms fixed, mobile and enterprise networks from legacy environments to secure IP and cloud-based architectures, enabling highly productive communications for consumers and businesses. With a global footprint, Ribbon's innovative, market-leading portfolio empowers service providers and enterprises with rapid service creation in a fully virtualized environment. The company's Kandy real-time communications software platform delivers a comprehensive set of advanced embedded and unified (CPaaS and UCaaS) communications capabilities that enables this transformation. To learn more, visit ribboncommunications.com.

Important Information Regarding Forward-Looking Statements

The information in this release contains forward-looking statements regarding future events that involve risks and uncertainties. All statements other than statements of historical facts contained in this release are forward-looking statements. Our actual results may differ materially from those contemplated by the forward-looking statements. For further information regarding risks and uncertainties associated with Ribbon Communications' business, please refer to the "Risk Factors" section of Ribbon Communications' most recent annual or quarterly report filed with the SEC. Any forward-looking statements represent Ribbon Communications' views only as of the date on which such statement is made and should not be relied upon as representing Ribbon Communications' views as of any subsequent date. While Ribbon Communications may elect to update forward-looking statements at some point, Ribbon Communications specifically disclaims any obligation to do so.

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