Session Border Controller (SBC) Market Analysis: by Deployment Model (Enterprise, Hybrid & Service Provider SBC, Others) End-user Verticals (Public Sector, Manufacturing, Transportation, Others) Functions -Forecast (2016-2021)

Description: A Session Border Controller (SBC) is used in a voice over internet protocol (VoIP) network to govern and control the initiation, conduction and termination of a call. SBC acts as router that allows only authorized sessions to pass through the border between the service provider network and the enterprise network or between service provider networks or between the residential users and service provider network. SBC ensures that the communication established is uninterrupted. In addition, SBC enforces QoS, security and admission control mechanism over the VoIP sessions. For enhanced security, SBCs are deployed on both the enterprise and carrier sides of the connection.

The SBC further ensures that emergency calls are given high priority and are delivered before all other calls. An SBC also serves as a firewall for session traffic, identifying specific incoming threats to the communications environment, applying its own QoS rules, thereby improving customer satisfaction and relationship. Thus, the global SBC market is propelled by the increased awareness across end-user verticals regarding the advantages of implementation of SBC for uninterrupted and secured business operations. However, the complex interoperability associated with the implementation of SBC and associated products coupled with the lack of awareness in emerging markets such as Brazil, China and India, with regards to the availability of SBC for uninterrupted and streamlined business operations, are some of the factors that hinder the SBC market globally.

The Global SBC Market is segmented on the basis of deployment model including enterprises SBC, hybrid SBC and service provider SBC. Furthermore, the global SBC market is classified into end-user verticals such as public sector, manufacturing, transportation, BFSI, media & entertainment, healthcare, IT & Telecom, energy & utility and retail. Lastly, the market is also segmented by functions of SBC which includes security, interoperability, migration, performance and others. The global SBC market is bifurcated by regions into North America, Europe, Asia Pacific (APAC) and Rest of the World (RoW). North America lead the SBC market currently followed by Europe. It is further analyzed that APAC is anticipated to create a profitable market opportunity for key players actively functional in the SBC market during the near future.

Key players in this market focus on innovation in products and services in order to enhance their product offerings and sustain their position in the global market. For instance, AudioCodes Ltd. came up with Mediant 2600 E-SBC (in 2012), designed to serve SMBs (small and medium sized businesses) that can support up to 600 concurrent sessions.

Some of the key players in the SBC market include:

Acme Packet Inc. (U.S.)
Genband Inc. (U.S.)
AudioCodes Ltd. (U.K.)
Huawei Technologies (China)
Cisco Networks (U.S.)
Sonus Networks Inc. (U.S.)
Avaya, Dialogic Inc. (U.S.)
Adtran Inc. (U.S.)
Edgewater Networks Inc. (U.S.)
Innomedia Inc. (U.S.)
Ingate Systems AB (Sweden)
Sangoma Technologies Corp. (U.S.)
Siemens Enterprise Communications GmbH & Co. KG (Germany)
Sansay Inc. (U.S.)
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