IP Telephony
Changing the Way we Work

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Business Imperatives

Need for Increased Responsiveness
Real-time communications, information sharing and decision making
Improved customer service = revenue + retention

Need for Greater Proximity to Customers & Partners
But absence from the office makes it harder to communicate

Need for Extended & Flexible Working Hours
9-to-5 is dead
Work when the business and customers demand

Need for Opportunistic Communications
No longer formal & scheduled internal & external meetings
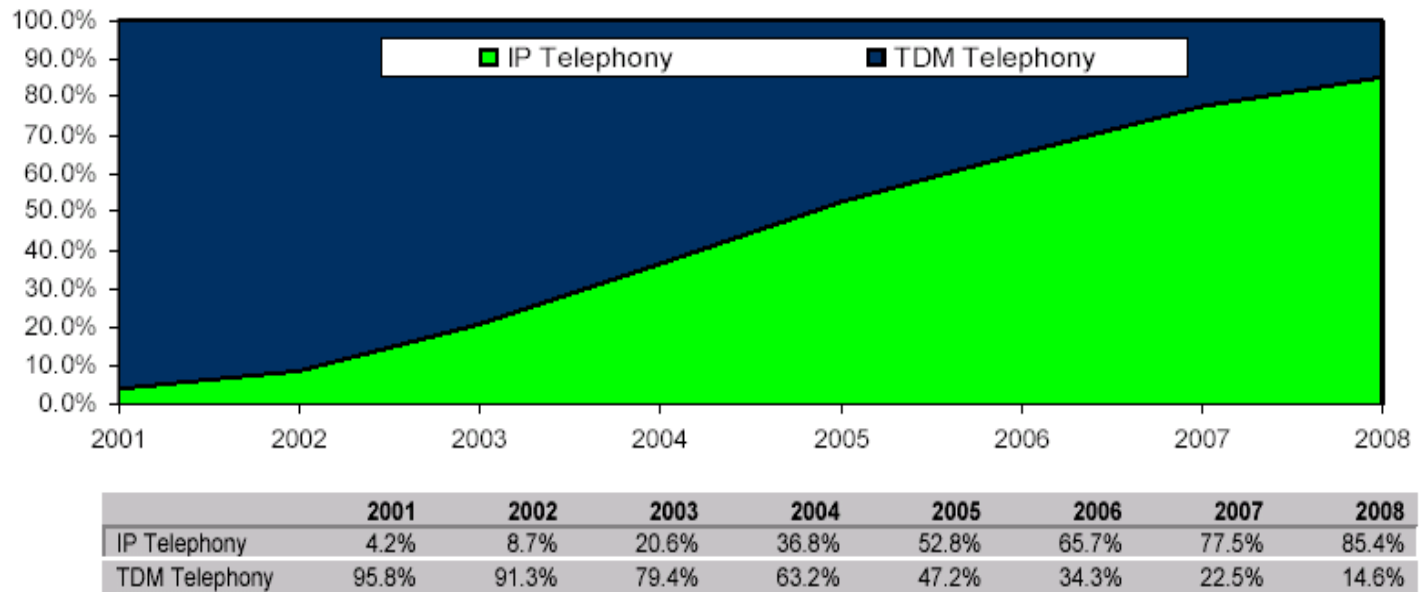Rapid issue resolution and "on-the-fly" use of time

Definitions

↙ Voice over IP (VoIP)

  – The two-way transmission of audio over a packet-switched IP network (TCP/IP network).

  – Describes the integration of voice and data across an IP LAN/ WAN

↙ IP Telephony is ….

  – Convergence of Voice and Data at the Desktop using a single infrastructure, with associated collaboration between IP Appliance, PC and PDA's etc.

  – Seamless integration of value added applications such as Voice Mail, Unified Messaging, Speech Recognition

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Growth of IP Telephony

	2001	2002	2003	2004	2005	2006	2007	2008
IP Telephony	4.2%	8.7%	20.6%	36.8%	52.8%	65.7%	77.5%	85.4%
TDM Telephony	95.8%	91.3%	79.4%	63.2%	47.2%	34.3%	22.5%	14.6%

The Enterprise IP Telephony forecast is primarily built upon the displacement of Traditional TDM equipment. We have measured current rate of penetration at 21%, modelled the forecast to reach a penetration of 37% in 2004, and to further reach a penetration rate of 85% in 2008. SRG is forecasting the Enterprise IP Telephony forecast to be robust with a CAGR of 33.6% (2004 to 2008) creating a market value of $9.4 billion in 2008.

Source: Synergy Research Group

Networked Business Enabler

↙ Facilitating business-wide communication and collaboration

↙ Enhancing workforce mobility and extend enterprise connectivity

↙ Improving client service and contact management

↙ Providing tools to manage communication overload

↙ Reducing total cost of ownership

Evolution of the IP Telephony Business Case
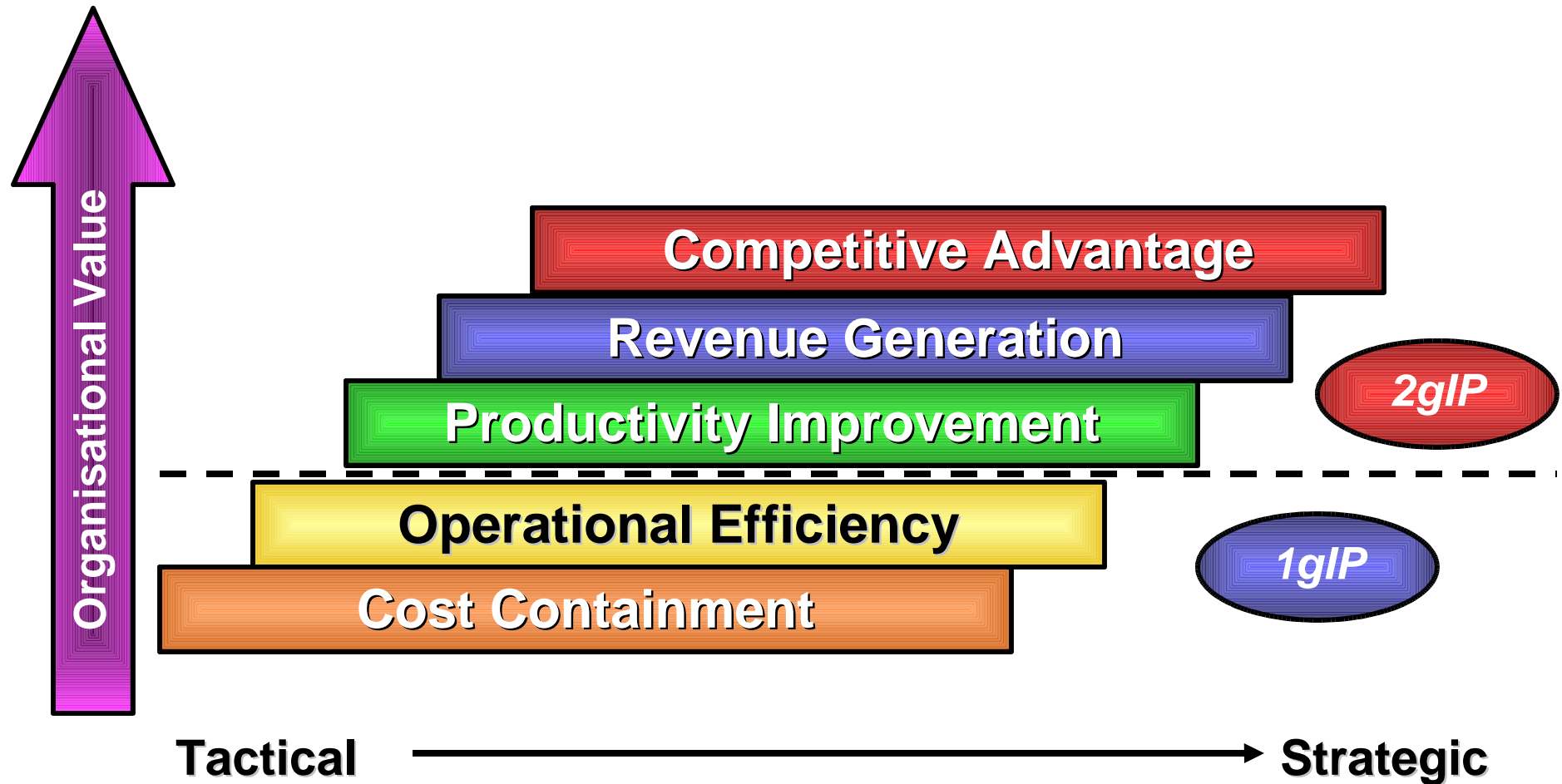
Source: Robert Frances Group 2003

Reduced Cost of Ownership

- Reduced PSTN charges

  - Toll bypass

- Cabling cost avoidance

  - One cable to the desktop

- Automate adds, moves and changes

  - Intelligent network

- Reduced network maintenance

  - Reduce cost of maintaining cabling infrastructure and traditional PBX

Business Wide Communication & Collaboration

"The Real-time Enterprise competes by using up-to-date information to progressively remove delays to the management and execution of its critical business processes."

– Gartner Group, 2003

Networked Employees interact and collaborate effectively:

- Manage real-time communications through a single, simple user interface

- Facilitate group communications and collaboration via voice, video, instant messaging and data

- Allow worker mobility with softphone and presence capabilities

- Improve personal productivity by reducing the time it takes to make decisions

Workforce Mobility & Enterprise Connectivity

"Enterprises must cultivate their virtual work environments or risk losing their best employees, who will increasingly expect job flexibility. (By 2007), Telework will be practiced by 60 million people in the U.S."

– Gartner Group, 2004

– Integrate Mobile devices at the desktop

– Plug-and-work secure remote connectivity for corporate voice and data

– Secure in-building wireless LAN's for voice and data

– Enable "road warriors" to enjoy corporate connectivity anywhere broadband is available

Client Service and Contact Management

"Users want closer interoperability between their communications infrastructure and their business applications software"

– Gartner Group Contact Center Market Analysis 2003

Networking the Front Office with the Back Office:

– Integrates your client interactions with Customer Relationship Management systems

– Provides intelligent multimedia routing capabilities based on your business rules

– Offers extensive capabilities for reporting, forecasting, monitoring and client information management within contact centres
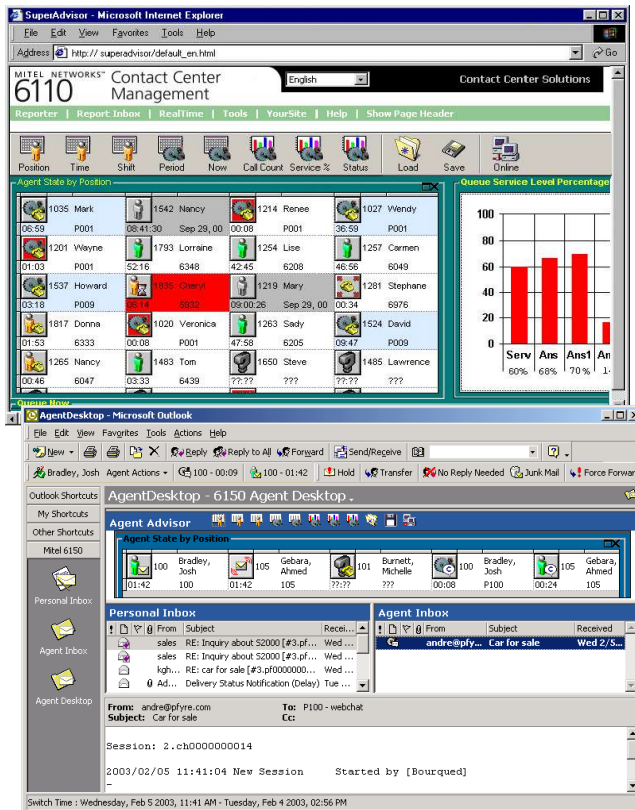
IP Telephony Business Drivers
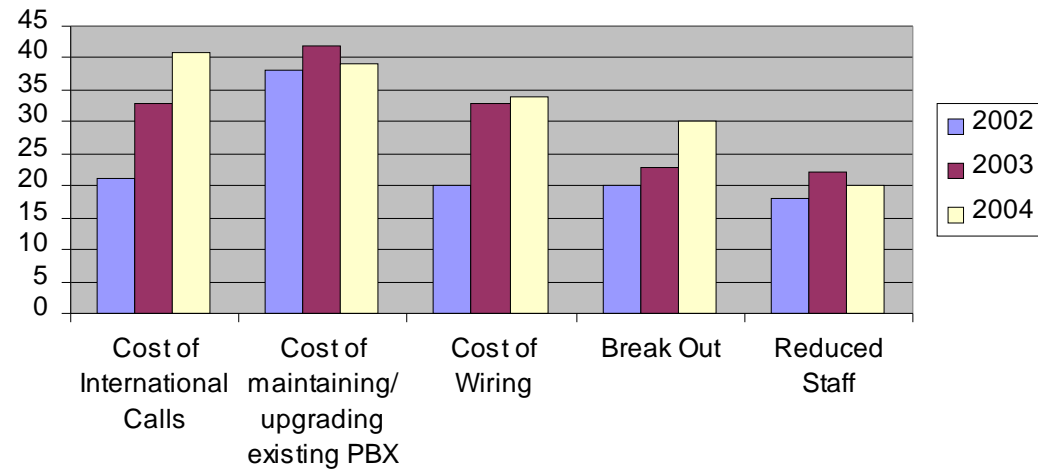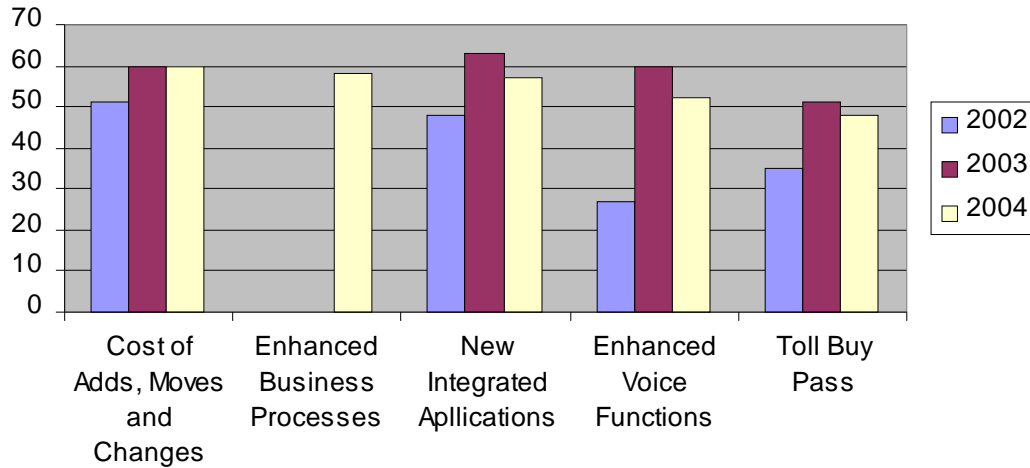
Source:
2004 VoIP
State of the Market Report

How do you get there?

Revolution
or
Evolution

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How do we get there?

In the current cost-cutting environment, most enterprises will adopt a frugal strategy by trying to maximize the utility of their current infrastructure. The migration to IP telephony will be gradual … the replacement of a traditional PBX will be event driven; companies will not embrace the IP PBX just for the sake of technology, but rather where it makes sense in terms of both CAPEX and OPEX
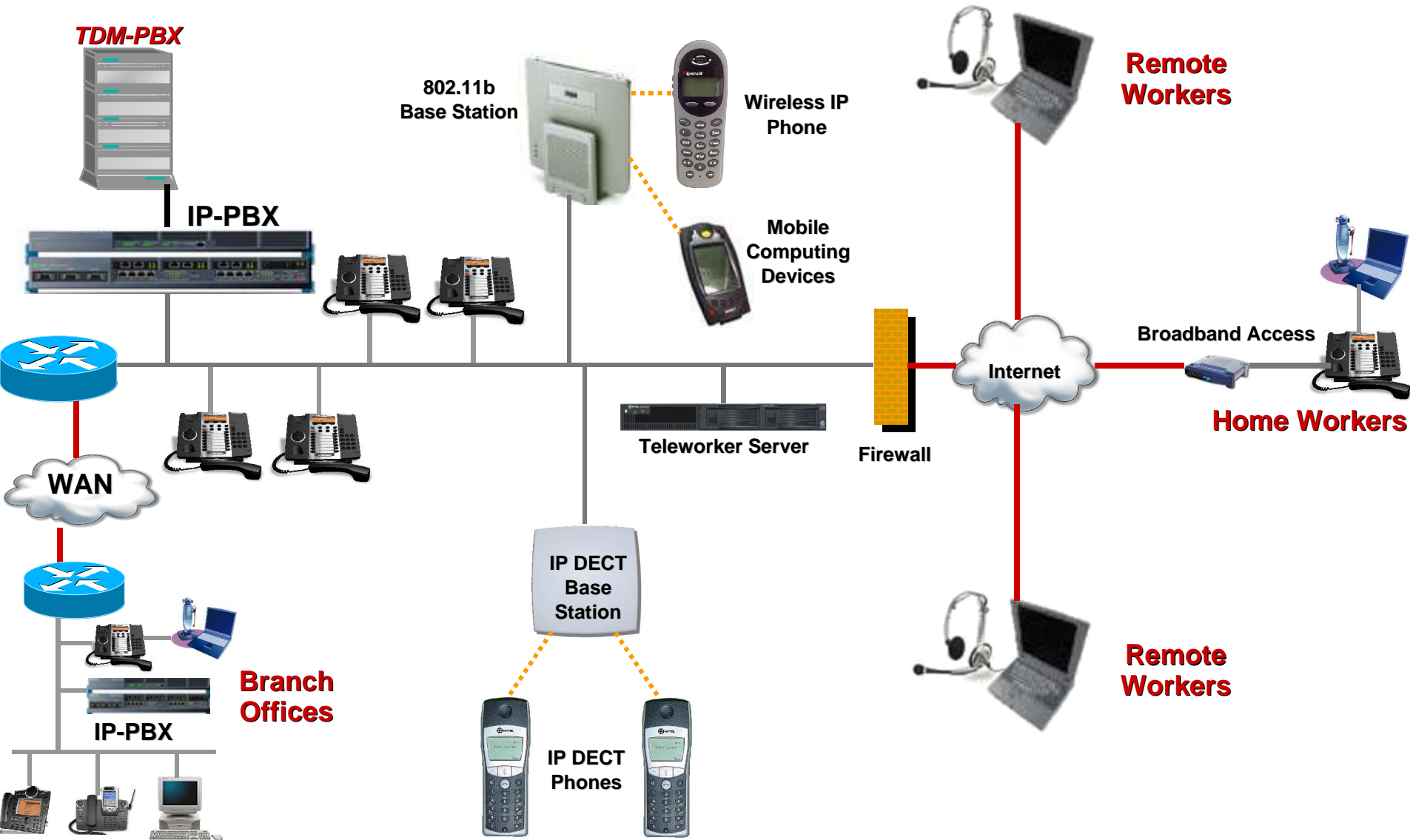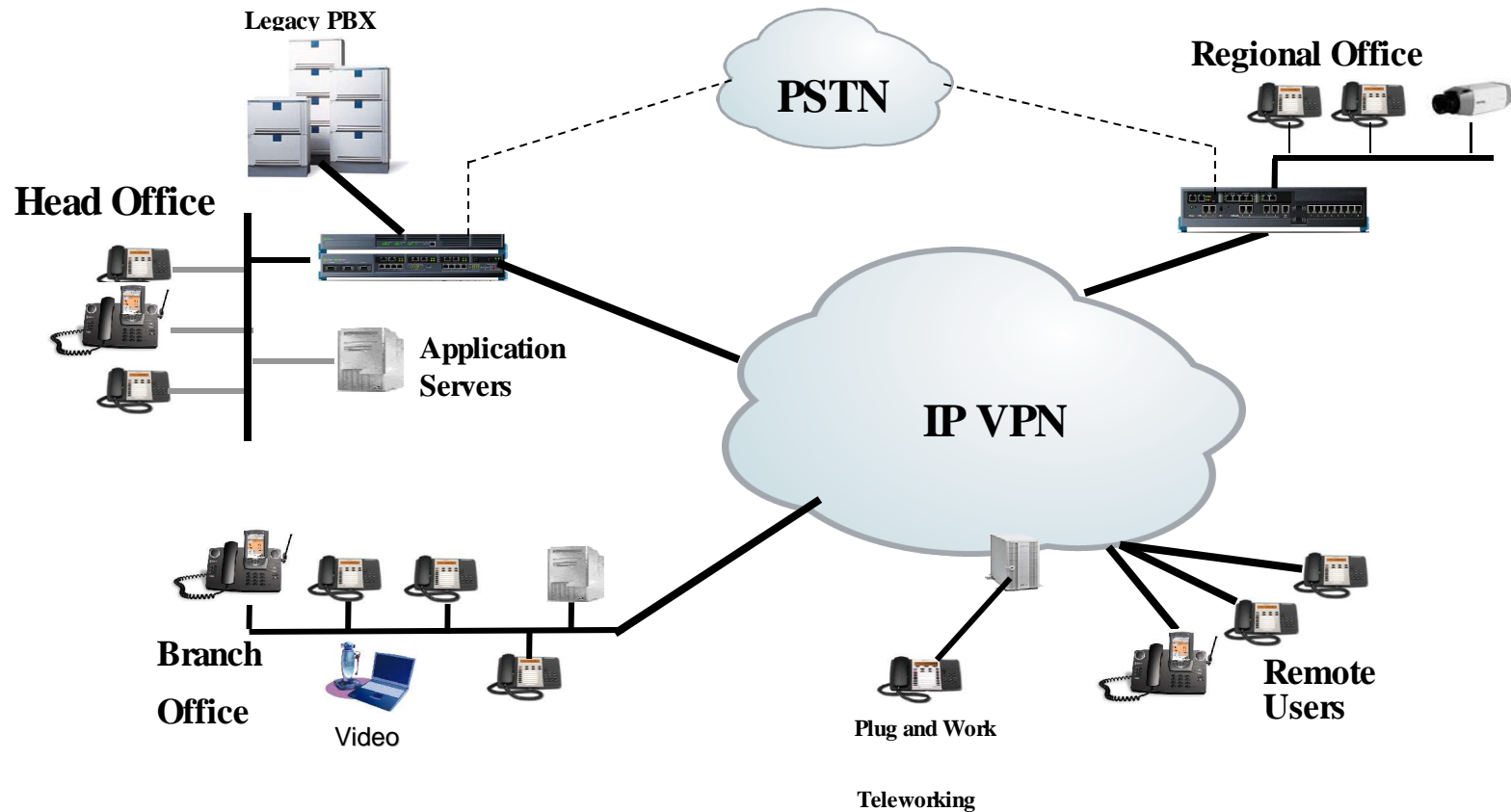
- Frost & Sullivan 2003

$$$

Minimising capital expenditure & ongoing operational expenses:

– Offers flexible solutions which can be deployed as pure IP, hybrid or application enabling servers protecting legacy investments where appropriate

– Delivers simple, incremental, and highly scalable solutions

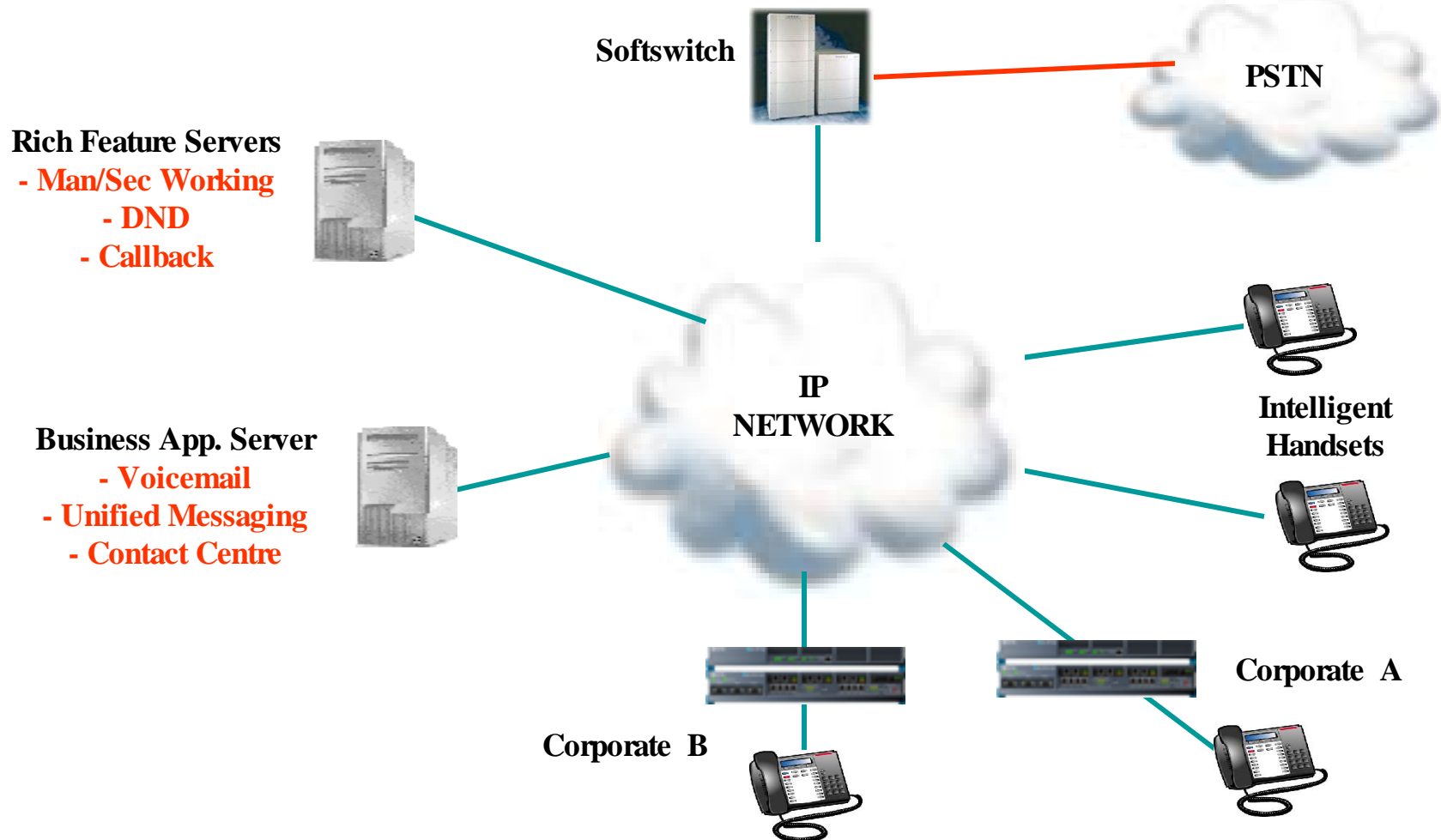– Integrates management applications designed to lower administration costs

Connecting Users Anywhere over IP

TDM-PBX

IP-PBX

802.11b Base Station

Wireless IP Phone

Mobile Computing Devices

Remote Workers

Broadband Access

Internet

Home Workers

Teleworker Server

Firewall

WAN

Branch Offices

IP-PBX

IP DECT Base Station

IP DECT Phones

Remote Workers

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Typical Networked Enterprise

Legacy PBX

PSTN

Regional Office

Head Office

Application
Servers

IP VPN

Branch

Office

Video

Plug and Work

Teleworking

Remote
Users

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IP Centrex / Hosted Telephony Service

Softswitch

PSTN

Rich Feature Servers
- Man/Sec Working
- DND
- Callback

IP NETWORK

Intelligent Handsets

Business App. Server
- Voicemail
- Unified Messaging
- Contact Centre

Corporate A

Corporate B

Introducing Mitel

- 30 Years of Industry Innovation

- Early adopter of VoIP

- Leading evolution to IP Telephony at the customers pace

- Setting new levels of price performance particularly at the desktop

- In excess of 10 000 system deployed worldwide including installations exceeding 50 000 IP endpoints

Communications Enable Your Business

Branch Office

Head Office

Home office

Seamless Connectivity

Distributed Applications

Multimedia Customer Service

Workforce Mobility

Real-time Collaboration

Secure remote voice and data

Simplified message management

Mitel 3300 ICP

- 5 – 50,000+ Extensions
  - 64 User Platform
  - 200 User Platform
  - 1400 User Platform growing to
  - 3300 Clustered for 50,000+
- Purpose-Built Hardware
- VxWorks Real-Time Embedded OS
- Embedded MOH

- 650 Plus Telephony Features
- Embedded Voice Mail with email integration
- Automatic Call Distribution
- Automatic Route Selection
- Least Cost Routing
- TDM and IP WAN Interfaces

The Converged PBX

↙IP Optimised Platform with Strong Legacy Support

↙PSTN Connectivity – Analogue, ISDN BRA/ PRA

↙High density Analogue and Digital Extension Support

↙Pay as you grow IP support

↙Embedded Applications

Analogue/ Digital Extensions

Analogue/ ISDN BRA/ PRA

PSTN

IP Network

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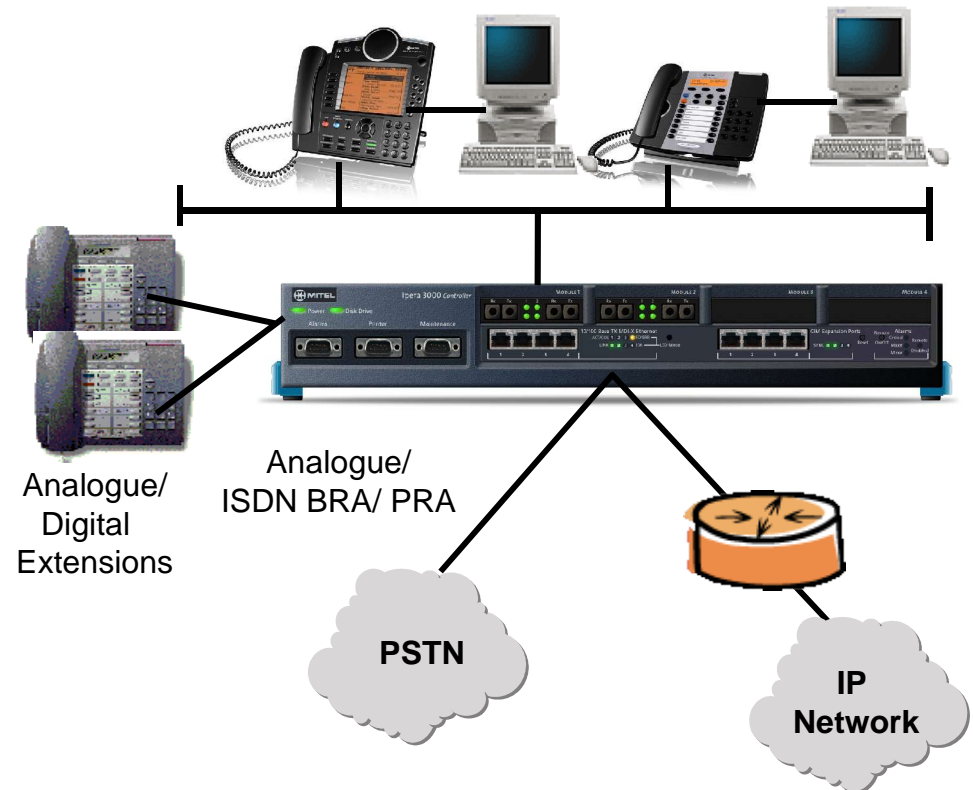
IP Appliance Portfolio:

Mitel Networks IP desktop portfolio
delivers the promise and power of IP to the user,
providing rapid and easy access quality voice
communications

Industries most comprehensive range of
IP Handsets

At the best price

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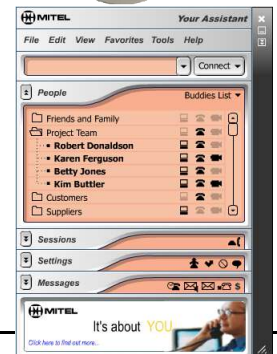
Collaboration Application

Mitel 6600 Your Assistant 3.0 with Collaboration Modules

Presence & Availability Management

Data Collaboration

Knowledge Management
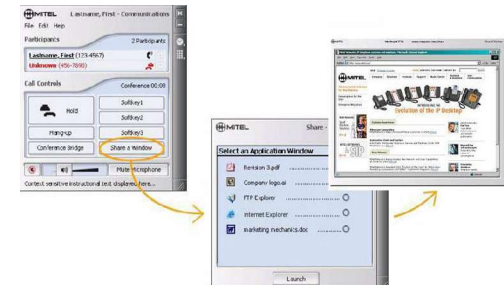
IP-Based Softphone

Audio Conferencing

Rules-based Call Routing

Video Conferencing
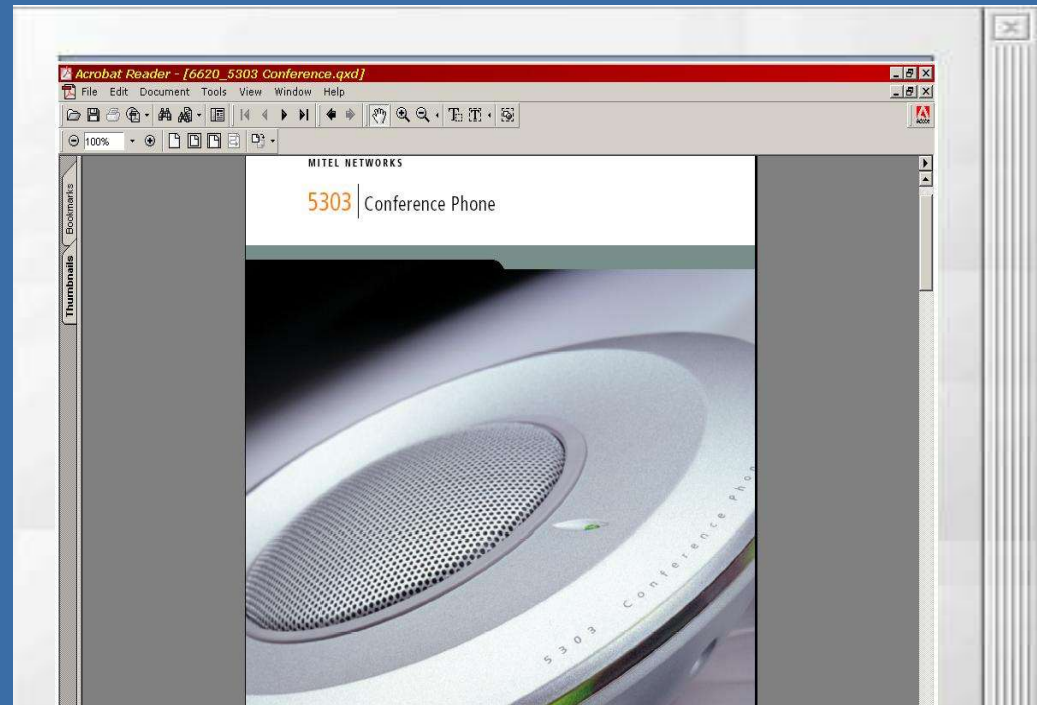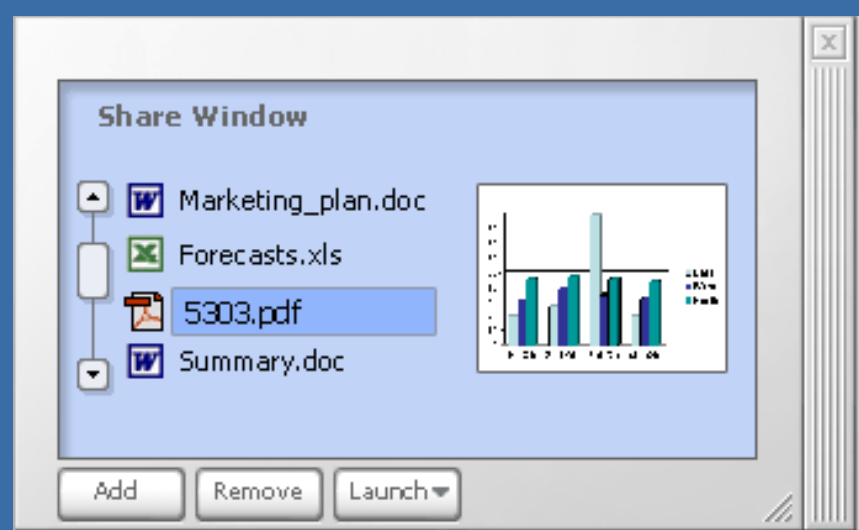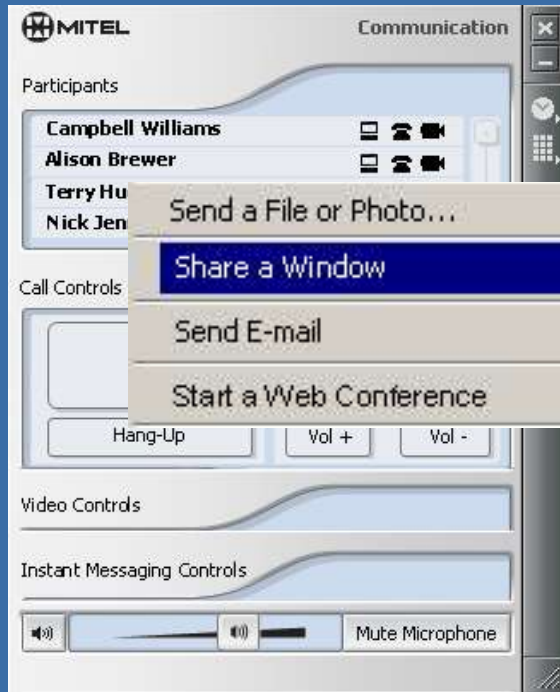
Audio & Video Conferencing and Data Collaboration = *Virtual Meetings*

which reduce travel costs AND improve productivity & service

Thank You

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