

Benefits and Pitfalls of CONVERGENCE(VoIP)



Noel Wait



Unwritten Law



Any communications Platform

Must allow users to communicate

Effectively and efficiently with

Each other , customers and

Suppliers.





Telephony Overview



Telephony changes



“VoIP”
Router

[illegible]

Is IP Telephony Real?

Systems Shipped
Western Europe

1,200,000

1,000,000

800,000

600,000

400,000

200,000

0

Traditional
Systems

IP Systems

2000

2001

2002

2003

2004

2005



Why are Customers Buying IP Telephony?

- Once in, **it is much, much easier to expand the network** – wherever you have IP, you can have IP phones and IP telephony applications
- **It uses a common set of standards** – which will give you a wider choice of products – both hardware and software applications
- **It will give you a highly reliable network...** IP is inherently more reliable than circuit switching!



Core Conflict: Availability vs. Reach



Availability Expectations:

- 24/7 Availability to Callers
- More Devices
- More Subscriptions
- No Work / Home Boundary
- No Personal / Private Boundary
- Multi-channel capability
- Priorities dictated by callers

Frustrations With Reach:

- Routing to Voice Mail
- Navigating Menus
- Finding the “Right” Address
 - Desk vs. Cell
 - Phone vs. Email
 - Email vs. Instant Msg Id

Increasing Hassle on Both Sides Of The Equation = We All Lose

PRESENCE

- **Media convergence**

- Phones and Soft Phones
- IP-Telephony Fixed Line
- IP PBX and IP Centrex
- Conferencing
- Call Centers / ACD
- Cable Telephony
- 3G Wireless SMS
- Videoconferencing
- Instant Messaging
- Presence
- Video delivery
- Web integration
- Business Processes
- ...



The power of One Network

**Business
Connexion**

Creating value together



Improved productivity from better access to information

Benefits of CONVERGENCE

- *Ease of network management:*
- *Geographic independence / mobility*
- *Streamlined support:*
- *High scalability / adaptability*
- *Rapid innovation:*
- *Greater flexibility*
- *Improved productivity:*
- *Higher customer satisfaction:*
- *Better network ROI:*



Pitfalls of CONVERGENCE

- Quality of Service (QoS)
- Denial of Service
- Reliability and Availability
- Bandwidth
- Security / Eavesdropping
- Lawfull Intercept
- Desktop Power

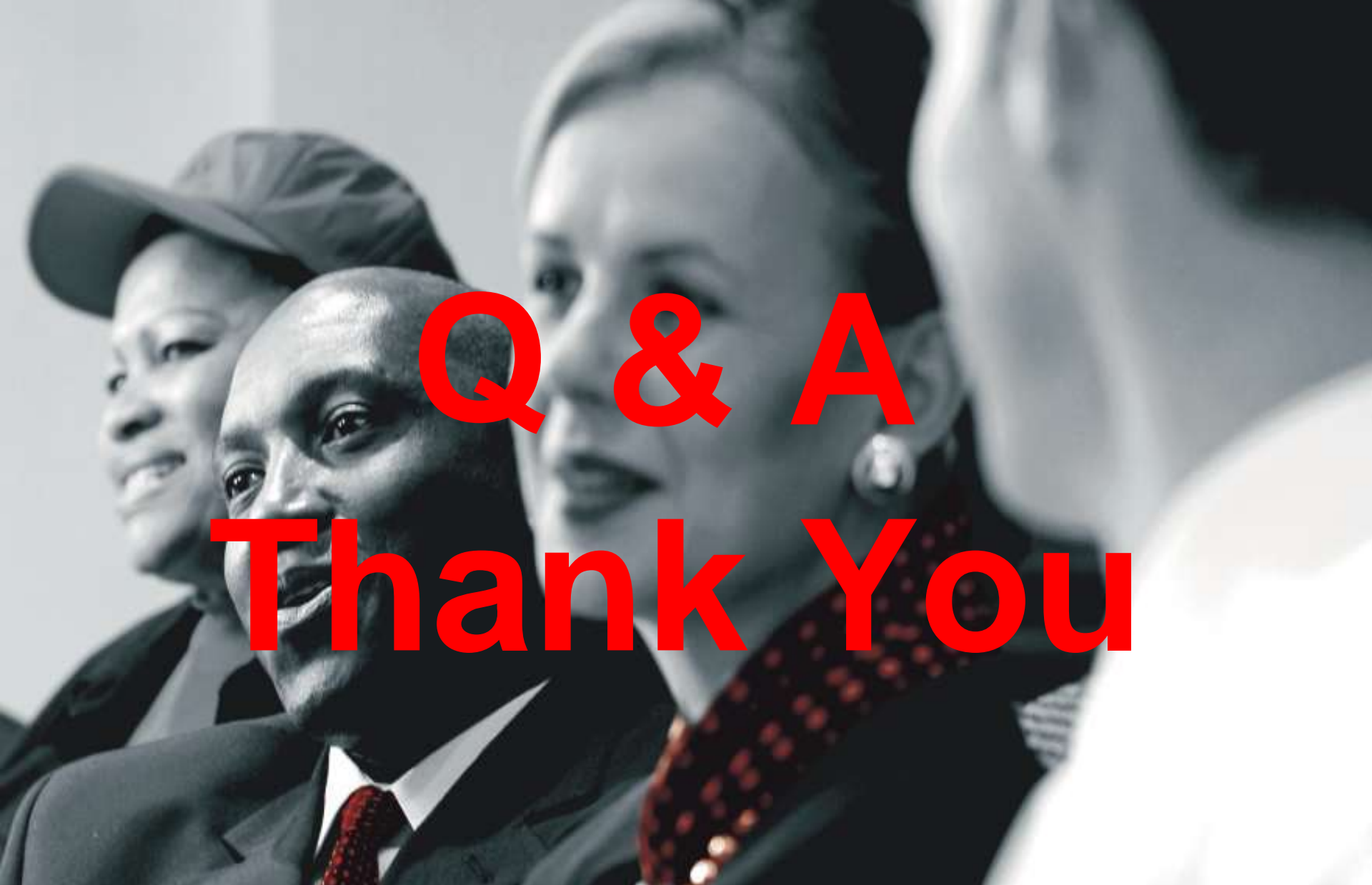


So what are you buying

- You don't buy technology
 - Convergence
 - IP or
 - Broadband
- You buy value
 - save money
 - more efficient, change the way they work
 - increasing customer loyalty & retention
 - &, in some cases, increasing their revenues

**"IP will be the foundation of the
network of the future"**





Q & A

Thank You

Creating Value Together