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A Year in Review

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By Paula Bernier

Goods News, Bad News and No News

It's late October as I'm writing this, which means I just got off the Supercomm train. It was a slow train, by many accounts, but it's still chugging along.

Those that staged Supercomm 2009 estimate more than 6,000 industry professionals participated in the event; more than 1,800 individuals attended the keynotes; and the show floor covered more than 120,000 gross square feet.

Supercomm, as you may recall, justified its postponement of the show due to the broadband stimulus. Delaying the event until October, Supercomm officials announced earlier this year, would allow the industry to get a better handle on the American Recovery and Reinvestment Act legislation and the broadband stimulus program that came out of it. But while the FCC did issue the rules for the first round broadband stimulus program since news broke about the Supercomm postponement, as an industry we really didn't have much more insight into the broadband stimulus as of the October show, given the federal government hadn't announced first round stimulus funding winners as of that time. (After a one-month delay, the first round winner announcements are now expected in mid-December.)

As a result, much of the discussion at Supercomm about both the broadband stimulus and the National Broadband Plan, which the FCC is expected to issue in February, was speculation. Even Supercomm keynoter Aneesh Chopra, CTO of the U.S. and associate director for technology of the White House Office of Science and Technology Policy, didn't have much to say about the efforts. Matt Niehaus, partner of Battery Ventures, and a panelist on Supercomm's "Private Investment: The Backbone of Broadband Deployment," quite rightly noted at Supercomm that everyone is holding their collective breath until the first stimulus awards are announced.

But there was some interesting discussion around regulation. Niehaus and keynoter John T. Stankey, president and CEO of AT&T Operations, both mentioned that creating new competition should not be among the goals of the broadband stimulus or the National Broadband Plan, saying that to open the market to more competition will only weaken the industry.

"Regulation should understand that there's plenty of competition in the market today," Stankey said in his speech.

Another notable comment that came out of the above-mentioned panel was Tom Tauke's comment that there appears to be a limited window of opportunity (that window being about a year by his watch) for the federal government to resolve the Universal Service Fund and intercarrier compensation reform. The National Broadband Plan would be a good document to set guidelines for such reform, which could be detailed in the wake of the plan's unveiling in February, he said.

Beyond regulatory discussions, other prevalent themes in sessions and exhibitor news included Ethernet-based mobile backhaul, how to efficiently bridge the gap between legacy and next-generation networks and services, the migration to 100gig optics, and the importance of network and service monitoring and management.

We also saw the rise of a hot new acronym, called H1N1, at this year's Supercomm. As you may have noticed, not as many folks were offering handshakes this year as in the past (probably not a bad idea), and Purell was in abundant supply atop the escalators and in exhibitor meeting rooms.

Speaking of hands, we didn't hear as much hand-wringing over the economy at this event. So that's something we can all feel good about. **IT**

By Rich Tehrani

Droid Won't Kill the iPhone, But Google Guide Might

I spent some time with the new Motorola Droid recently, and I interviewed customers and employees of the store, and came away fairly impressed with what I heard and saw.

Certainly my outing at the Verizon store was better than my recent experience checking out the BlackBerry Storm 2. The Droid is about the same size and weight of an iPhone, but has a full keyboard, which slides out from the side of the device. Typing on it was a satisfying experience and although some have complained it is thin and does not provide adequate tactile response, I believe the compromise between size and feedback to be good.

In terms of device speed, the iPhone 3G S and the Droid render Web pages about exactly as fast as one another. I tested both using the native 3G networks each device utilizes by browsing numerous Global Online Communities on TMCnet and other Web sites that are graphically rich.

Although the Droid boasts double the number of pixels as the iPhone, in typical Web browsing it is difficult if not impossible to see the difference. Perhaps a photo editing program or advanced game would be better able to take advantage of these pixels.

The benefits of Motorola's Droid over the iPhone are that it allows for multitasking, has free turn-by-turn navigation, a full keyboard, tight integration with Google services and works on the Verizon Wireless network. The downside to the device is it still is not as slick or as charming as the iPhone and doesn't sync with iTunes. Its software is more Microsoft-like than Apple. I did, however, notice that each Android update seems to imitate the iPhone more closely. It seems Google knows it needs to basically duplicate the iPhone experience to make the phone as desirable as Apple's device. The challenge for Google is the ecosystem issue and whether it can get developers (currently Android has one-tenth the number of applications – meaning 10,000 to Apple's 100,000) to take its products seriously enough to program for them.

> **The benefits of Motorola's Droid over the iPhone are that it allows for multitasking, has free turn-by-turn navigation, a full keyboard, tight integration with Google services and works on the Verizon Wireless network.**

Verizon Wireless staff members told me sales for this device were strong and prospective customers I spoke with seemed very happy. Ironically, I walked to the nearby Apple store and saw fewer people there than at any time in the past several years. I asked a salesperson if this was normal and he said no, it was light. Certainly my mall visit does not make a trend, but nonetheless it is ironic to see light traffic at the Apple store on the day Droids are selling briskly.

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Another Android phone came out recently as well. The HTC Droid Eris is a pure touchscreen device (no keyboard) with hardware that is inferior to the Motorola device. Sales of this phone were slower than that of its more powerful sibling, I was told.

A number of people in the telecom industry who played with the Motorola Droid have told me they weren't so impressed with the device. From a UI perspective, this is understandable. The challenge for Google now is to rapidly improve this phone to the point where it is enjoyable to use. Yes, you read that right. People like to pick up the iPhone, and they expect to like the way phones work. Even though the Droid hardware is not as slick as the iPhone, we can forgive this transgression because at least it gets the Verizon network. Users, however, won't forgive a substandard UI and poor hardware. If this thing is supposed to kill the iPhone, it needs to get users to say "wow" when they pick it up. Until I start hearing "wow," I am not declaring it an iPhone killer by any means.

But let's not leave it there, as Google has done a masterful job of changing the rules of the game by giving away turn-by-turn GPS and other services such as Gmail. You see, Google is a machine at doling out free services that customers once had to pay for. We can expect Google to compete viciously by providing free services that are optimized for mobile devices. The company is uniquely positioned, in fact, to provide services that use an individual's browsing habits to determine his or her local interests. That means if you often search for the phone number of a local sushi restaurant, for example, Google can use that information to let you know when you are near other sushi restaurants in unfamiliar areas. Let's call this forthcoming service – which for now is imaginary – Google Guide.

Is this a service that may make users switch cell phones? Perhaps, but not immediately. In the mean time, Google will devote its significant resources to filling application holes with its own services in the hopes of developing killer apps that can't easily be duplicated on the iPhone or anywhere else. IT

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By Brough Turner

Mobile HD Voice Will Bring Wideband Audio to a Tipping Point

Wideband audio, a.k.a. HD voice, is gaining traction in the VoIP community, but the advent of mobile HD voice will tip the balance, both for HD voice and for VoIP.

In the past decade, VoIP technology has been widely deployed, but its impact on user communications has been surprisingly modest. Enterprise PBXs gradually are converting to VoIP, but the communications experience hasn't changed. All of the major instant messaging platforms support voice chat, as do all major game consoles, but these are communications islands. For a consumer, mobile phones are the big story. What's behind their success? Mobility is a clear benefit, and it works with all existing phones.

The VoIP community has a noticeable benefit to offer consumers better, more natural calls. Cisco, Grandstream, Gigaset, Polycom, snom and others are shipping VoIP handsets that support wideband audio and provide significantly better call quality – so-called HD voice. But so far, adoption has been gradual, at best matching the gradual pace of business VoIP adoption. There are two problems standing in the way of faster uptake for this technology.

First, most enterprise IP telephony systems operate as islands of VoIP. They connect external calls via the PSTN, which immediately eliminates the extra quality of HD voice. Second, IT departments make the enterprise telecom purchase decisions. With budgets under pressure, who can justify "soft" benefits like markedly improved voice quality, even if the equipment cost is identical? After all, what about support costs?

But now, mobile operators in Europe have announced they'll launch mobile HD voice services in 2010. Nokia is already selling HD handsets, with other vendors expected to do so shortly. Mobile HD voice will boost the adoption of both HD voice and VoIP.

Mobile service takes the adoption decision out of the hands of the IT department and gives it to consumers – consumers who willingly purchase new and improved mobile devices (approximately every 24 months). As HD voice becomes available on mobile handsets it will find an eager public and, with wideband audio in high volume chipsets, incremental costs will plummet. Mobile service will allow HD voice to reach numerous early adopters, and then mass market acceptance.

Perhaps more important, mobile HD voice means new interfaces – VoIP interfaces – for the most important part of the PSTN, the mobile phone network. When Orange wants to interconnect mobile HD voice subscribers with France Telecom's triple play HD VoIP subscribers (an announced objective), they can't use 64 kbps PSTN circuits. Mobile HD voice is an NGN service transported over IP in the core network. Mobile HD voice will lead to VoIP interfaces for the mainstream PSTN, i.e. the mobile network, and that will finally solve the islands problem that has held back the VoIP industry up until now. **IT**

Brough Turner is chief strategy officer of Dialogic (www.dialogic).

By William B. Wilhelm, Jr. and Jeffrey R. Strenkowski

Revisiting the FCC's Internet Policy Statement

The FCC's Internet policy statement had its four-year anniversary in September 2009. Since the statement was released, it has been the subject of continuous interpretation and debate. It has guided the commission's public interest analysis in numerous proceedings, such as the Verizon/MCI and SBC/AT&T mergers. And the commission has used it as an enforcement tool to prevent service providers from engaging in "unreasonable network management practices."

Most recently, Congress directed NTIA and RUS to use it as a guiding principle in the broadband deployment grants under the 2009 Recovery Act, whereby NTIA and RUS were required to apply the principles of the Internet policy statement to broadband funding recipients.

After four years, the FCC looks poised to reexamine, and possibly update, the Internet policy statement. FCC Chairman Julius

Genachowski was largely responsible for drafting President Obama's technology and innovation plan, which likewise supports an open network and the principle of network neutrality to preserve and promote competition on the Internet, and has strongly reaffirmed the agency's commitment to enforce its network neutrality principles. The chairman also has recently signaled that the commission will open a new proceeding to reexamine and possibly revise the Internet Policy Statement to prohibit broadband providers from discriminating against any particular Internet content or applications, and also to require carriers to disclose publicly their network management practices.

If approved by the commission, such enforceable principles will squarely affect the VoIP community. By its five-year anniversary, the Internet policy statement may be significantly expanded from its initial inception, and become the basis for a major shift in the regulatory landscape for VoIP providers and facilities-based carriers alike. **IT**

William B. Wilhelm, Jr. is a partner and Jeffrey R. Strenkowski is counsel at the global law firm of Bingham McCutchen LLP (www.bingham.com).

By Hunter Newby

Paving the Way for VoIP Cloud Connectivity

Voxbone has done it again! Something great that is.

From their recent announcement...

"Greatly expanding availability of emerging HD voice technology, Voxbone will transcode, or translate, between Skype's super-wideband SILK codec and the widely deployed HD codec, G.722, Voxbone announced at eComm Europe 2009."

This is great for many reasons, but high on the list is that it opens up HD voice to users of VoIP outside of Skype's "private-peered" HD. This interoperability between Voxbone's 883 iNum prefix, the "Internet Country Code" for VoIP, and Skype HD VoIP users is a crystal-clear example of HD VoIP peering between two different clouds. The development will pave the way for other VoIP clouds to connect so that they too can more efficiently and effectively peer with these communities. HD will no doubt become the preferred listening experience for audio communications just as it has become so for television. The next big step for all will be full duplex mobile HD video.

This interoperability between Voxbone's 883 iNum prefix, the "Internet Country Code" for VoIP, and Skype HD VoIP users is a crystal clear example of HD VoIP peering between two different clouds. The development will pave the way for other VoIP clouds to connect so that they too can more efficiently and effectively peer with these communities.

There are a few other interesting points to consider about this development as it relates to mass adoption of applications and new, better features and the impact that has on broadband demand and investment. Skype's "about us" section gives many hints as to the cause, effect and business case for users and companies that sell broadband services.

"Skype is software that enables the world's conversations. Millions of individuals and businesses use Skype to make free video and voice calls, send instant messages and share files with other Skype users. Everyday, people everywhere also use Skype to make low-cost calls to landlines and mobiles.... Access to a broadband Internet connection is required."

Skype is used by millions of people. It is global and has no borders. It enables audio – in HD – and video calls, which require a fairly decent amount of bandwidth when all of the full-duplex sessions across millions of people are accounted for. The calls within the Skype peering community are "free," but a broadband Internet connection is required. The broadband connection is not free, but the economics work for most people to migrate away from costly PSTN voice services to a better quality VoIP service via the public Internet. It is also rather easy to show someone the value of video calling when it is not even available on the PSTN.

All of this as well as HD voice are features and benefits that continue to accelerate the adoption of broadband globally. The demand for these applications drives the business case for the broadband service providers to build out their networks deeper in to regions of the world that have never had such services. The impact is profound.

As the feature/benefit/broadband equation plays out, people are entering the interconnected world. They make their way on the basis of one or two applications at first, but the broadband link gives them access to millions of other features and benefits that they are not even aware of. Over time each individual will come to know many of these functions and uses from a singular perspective as well a social one. The power of billions of minds processing information, thinking, creating and contributing back to the collective process is currently being "wired." We are as a global community just taking our first steps in the direction of an internetworked future. It is truly an exciting time to be a active participant in the development of this collective cerebral infrastructure. **IT**

Hunter Newby is CEO of Allied Fiber (www.alliedfiber.com), a nationwide wireless tower and long-haul dark fiber provider.

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By Rich Tehrani & Max Schroeder
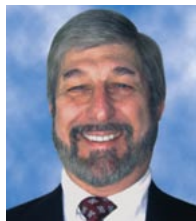
Continuity Planning 101 — A Continuing Educational Series

2010 protection payments are due now.

Protection money is the term for extorting money from legitimate businesses by means of threats or coercion. The concept is simple – pay up and your business will remain safe. Unfortunately, fires, floods and other natural disasters cannot be paid off. The intelligent "pay off" is to implement a business continuity plan.

An extortion threat forces an immediate decision. Silent threats such as future fires or floods are easily ignored, but the following facts may persuade you to make a decision now. Studies show that 40 to 50 percent of businesses never reopen or fail within 12 to 24 months after experiencing a major disaster. Studies also demonstrate that a BCP can actually increase profitability over time. In other words, you can pay protection money and get it back with interest.

Today, most BCP solutions incorporate components that improve efficiency plus save time and money. For example, unified messaging improves business productivity by combining various technologies such as voicemail, email, fax, video messaging and SMS into an integrated solution with storage in one system. The end result is improved workflow and an enhanced user experience. Incorporating virtualization with UM will provide added redundancy plus trim energy consumption by reducing hardware requirements – another example of how going green can improve the bottom line.

If you need to get your 2010 BCP in operation quickly, managed services, software-as-a-service, hosted voice and fax are all examples of solutions that have short times to deployment. These outsourced services are green technologies and can assist companies in complying with HIPPA, Sarbanes-Oxley and other government regulations. Improved workforce mobility is an added bonus.

Early 2010 plan adjustments may be necessary, so put ITEXPO East from Jan. 20 to 22 in Miami on your calendar to see the latest in IP-based voice, video, fax and unified communications solutions. **IT**

Max Schroeder is the senior vice president of FaxCore Inc. (www.faxcore.com) and managing director of the DPCF.

Rich Tehrani is CEO and group editor-in-chief at TMC and is conference chairman of ITEXPO.

By Jeff Hudgins

Four Keys to an Off-the-Shelf Common Engineering Practice

Now more than ever before, consumers are demanding seamless anytime/anywhere converged communications. We've seen carriers and service providers competing for revenue and consumer. To produce an even greater blend of fixed and mobile services and deploy IMS, for example, carriers and service providers must build interoperable, flexible and scalable commercial off-the-shelf solutions. Likewise, a company-wide common engineering practice can consolidate the cycles needed to develop, evaluate, manufacture and deploy systems and accelerate time-to-market. When properly installed and governed, a COTS-based CEP discipline will produce the quickest return on capital investments. But what are the keys to having a successful common engineering practice that supports COTS as an effective business practice?

There are four keys to deploying a successful COTS-based CEP discipline.

Lifecycle Planning
A system that can systematically track engineering changes, end-of-life notices, as well as component availability and source controls are all essentials in the lifecycle game. Leveraging embedded products, however, is the key to a smooth plan.

Hardware Interoperability Analysis
Most standards continue to evolve to drive open standards into the communications markets. The standards, while well written, will most certainly leave gaps in the final specs. It's critical to perform interoperability testing and analysis to avoid field reliability concerns.

Software to Hardware Integration
A holistically integrated platform, such that the OS, application, middleware and all supporting code, must be tightly integrated to provide the greatest return in integrity, longevity and performance of the solution.

Regulatory Compliance
COTS-based platforms often carry regulatory compliance at the building block level. This does not necessarily translate into system-level compliance. The key to offering a full regulatory compliant solution requires the engineering analysis and certification testing under the parameters.

Turnkey COTS-based hardware and software solutions will dominate the next decade's landscape, so developing a robust common-engineering practice today is very important. Having the right approach to a COTS-based CEP discipline is priceless. **IT**

Jeff Hudgins is vice president of product management at NEI Inc. (www.nei.com).

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By Elaine Cascio

The Evolution of Social Networking: Are You Ready?

Everyone knows of some "stars" in social networking and building communities, like Dell's Ideastorm, or Frank Eliason, Comcast's tweeting customer service manager. But the reality is that most companies are approaching social networking with extreme caution, if at all. Not surprisingly, while many companies have no presence on Facebook or Twitter, they have hate groups on the sites.

The rise of social networks creates an arena where consumers talk to each other before they talk to us. It's word of mouth that will lead them to our products or services. As a result, the validity of our brand is in the hands of the community. Only when consumers trust what they hear in the community will they extend that trust to us.

Companies must anticipate the evolution of social networks as they transform from a place to connect with old friends to communities of interest that influence lifestyle and product choices, to an inevitable progression to public marketplaces. Where do you start?

1. If you haven't already, register on social networking site(s) in order to build your identity and reinforce your brand.

2. Next, move to creating value through *useful* information, links to resources of interest, sharing research, consumer tips and other data that will enhance your brand and the feeling of community among your friends and followers.

3. Now it's time to open up – "co-create" with your customers. It's one of the best ways to get customers engaged and supportive of new initiatives or services or to reinvigorate a product.

4. That leads right into the power to influence decisions, now that you've got the brand strength and the credibility of customer collaboration behind you.

Involvement with social networking takes planning and resource commitment. Most organizations may not see immediate benefits, but I believe there are long-term returns in the form of both customer loyalty and sales for visionaries who are able to adapt to this future marketplace.   **IT**

Elaine Cascio is a vice president at Vanguard Communications Corp. (www.vanguard.net), a consulting firm specializing in customer experience, contact center processes, operations and technology.

By Bud Walder

Piloting SIP Trunks in the Enterprise: Just Add a New Trunk Group

Where is the low-hanging fruit in the enterprise SIP trunking market? Enterprise telecom and IT managers, while eager to find ways to reduce costs, are not eager to risk security and service levels for their communications network. Trying to convince one to switch a major site entirely to a SIP trunk service offering from a competitive Internet telephony service provider is a real challenge. Sure there's a service cost reduction, but what if the QoS is not equivalent to their PSTN service? What if there's an outage from the ITSP, or an outage from the broadband ISP that provides the physical transport for the SIP trunk?

A pilot approach is a tried and true strategy for adopting new technology, and SIP trunking service lends itself perfectly to this approach, since one of its core value props is remote provisioning and scalability with few if any truck rolls. An enterprise can start with just about any quantity of SIP trunk channels (or sessions), and have the provider turnup more as the service proves its worth without much incremental provisioning cost.

A great way to get an enterprise started is to propose a pilot SIP "trunk group," which is configured as a separate trunk group on the PBX dial plan, and used as a least cost-routing option in the dial plan. That way the telecom manager can control which users test the SIP trunk service and for which calling patterns. It also provides a transparent failover option if the trunk group becomes unavailable for any of the previously stated conditions.

Of course the installed base of PBX systems is not always SIP trunk-ready (including many non-SIP based IP PBXs and hybrids deployed between 2000 and 2006). That can be a significant cost hurdle for running a pilot. There's also the issue of network edge security, NAT traversal and SIP interop that must be addressed. But these issues can be addressed with cost-effective enterprise session border controllers and enterprise media gateways. The SBC handles the network edge issues while the media gateway converts the SIP trunk traffic to a PSTN trunk emulation – essentially a drop-and-insert approach that minimizes the impact to the PBX itself. The SIP trunks are routed into the PBX through standard T1/E1 trunk ports, and PBX configuration sets up the new trunk groups.

As the SIP trunks prove their worth and reliability over time, more channels can be added, while legacy T1/E1 PSTN circuits can be retired. Whether a legacy PBX is upgraded to support a direct SIP trunk interface over time is an ROI exercise based on the cost of the upgrade vs. the cost to scale up the media gateway (and available PSTN trunk ports on the PBX). In most cases, the enterprise SBC is needed regardless of how the service is supported once inside the corporate network. Sound fruitful?   **IT**

Bud Walder is a marketing manager at Dialogic Corp. (www.dialogic.com) and is responsible for the company's enterprise media gateway products and unified communications solutions.

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Cross-Platform E911 Applications More Important Than Ever

By Nick Maier

For most of us in the IP communications and technology space, the major story of 2009 will be the undoing of Nortel.

Once a stock market darling and the largest telecom equipment provider in North America, the Toronto-based company filed for bankruptcy in January and will emerge with Avaya taking over the company's considerable enterprise division.

All of that makes great headlines. Yet, as a practical matter, the major question that many businesses associated with the news was: We're Nortel customers and partners, so what happens to us now?

When it comes to E911 solutions for Nortel customers running IP and traditional PBX platforms, the future needn't be a concern. Cross-platform solutions exist in the market that work equally well with Nortel equipment as they do with other providers.

For example, RedSky Technologies offers the only software-based E911 solution that's certified on all three major voice platforms: Avaya, Nortel and Cisco.

In this day and age, it's important for providers to deliver future-proof solutions that protect customers from having to constantly upgrade or replace software and equipment in response to industry and technology changes. Companies can accomplish this by being active participants on the various industry and standards committees that shape E911 policy and define current and future technical specifications. Compatibility with the major platform providers should be a priority. Many customers have cross-platform networks and E911 solutions simply must work seamlessly in these environments.

Other E911 solutions that ensure cross-platform compatibility include hosted solutions that handle all location updates and route 911 calls remotely via cloud computing. **IT**

Nick Maier is senior vice president of RedSky Technologies (www.redskyE911.com).

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Services from iYogi Address Windows 7 Requirements

http://tmcnet.com/18183.1

A provider of on-demand tech services and a Microsoft Certified company, iYogi has launched a comprehensive suite of tools and services for users to upgrade to Microsoft's new Windows 7 operating system. The free offerings include the Windows 7 Online Readiness Test; the Windows 7 Basic Migration tool; Windows 7 Premium Migration service; and Windows 7 Professional Migration service. In addition, iYogi has built a comprehensive Web site that is a ready reference for anyone migrating to Windows 7 and provides a step-by-step guide to application migration.

www.iyogi.net

ONYX Services Help Print Shops Stay in the Black

http://tmcnet.com/18182.1

ONYX Graphics Inc.'s ONYX PrintMetryx software-as-a-service platform of Web-based tools, which are designed to offer insight into wide format printing operations jobs, are now available. The first two products based on this new platform help wide format print shops manage their printing costs. The products include ONYX PrintMetryx JobView service, a tool used to track printing costs, and ONYX PrintMetryx In-House, a subscription-based service. ONYX PrintMetryx JobView service is available free to customers who subscribe to the ONYX Links service option along with the new version of ONYX RIP software version 7.3.2 packages.

www.onyxgfx.com

First American Corp. Invests in Cisco Telepresence Solution

http://tmcnet.com/18114.1

Despite the high cost of telepresence solutions, some companies are making the investment. The First American Corp., for example, has selected Cisco's Telepresence solution, which will be provided by Verizon Business. The Cisco Telepresence solution will run on Verizon's MPLS-based private IP service. "With employees spanning the world, technology plays a key role in driving our productivity and facilitating high-impact interactions while taking advantage of the global clock," First American Corp. CTO Evan Jafa says. "We worked closely with Verizon Business to put together an effective immersive video solution that addresses our specific needs and is helping to transform the way we do business. Going forward, First American plans to incorporate an additional component to its program that would offer employees on extended projects the opportunity to keep in touch with family members overseas through telepresence."

www.cisco.com
www.verizonbusiness.com

In-Stat Says MSBGs for Branch Apps Declined in 2009

http://tmcnet.com/18124.1

A recent research report from In-Stat, "Worldwide MSBG Market Update," finds that multiservice business gateway shipments for enterprise branch office applications will decline in 2009 due to the weak economy and job losses. However, the MSBG market will witness a slow but accelerating growth between 2009 and 2013, In-Stat says. Multiservice business gateways are designed for small business and branch office applications and integrate multiple communication voice, data and video functions into a single device.

www.instat.com

A Year in Review
(You'll Only Feel a Pinch, We Promise!)

By Paula Bernier

The phrase has been overused since it joined the popular lexicon during the Clinton era, yet I feel compelled to use it yet again: It's the economy, stupid. (Or, as some might more accurately apply this sentiment to our current situation: It's the stupid economy.)

As most of us are painfully aware, the recession was the story of the year. Sadly, this holds true for businesses, organizations, individuals and governments across pretty much all verticals, demographics and countries.

Certainly, some companies in communications and beyond have been able fight the current to grow revenue, profit and/or market share. As Joe McGarvey, principal analyst for IP services infrastructure with Current Analysis notes, Acme Packet and Metaswitch Networks are two companies that fall into this category.

But no one has been immune to this economic tsunami, which has seen credit tighten, spending constrict, job loss flourish and uncertainty take hold.

On the upside, however, many in the know seem to believe that we are at or near the bottom of the downward spiral. Couching their comments with the caveat that nothing is certain in this kind of environment, bullish number crunchers and business leaders say the economy is on the road to a gradual, but probably bumpy, ride back to health.

So, beyond those lovely sentiments, what else did we experience in 2009 and what does it mean for our industry going forward? Let's take a look.

Biting the Apple
The move to mobile and the deployment of higher-bandwidth wireless networks clearly got a lot of attention this year. After a huge buildup, Clearwire launched its first WiMAX networks in 2009. Meanwhile, Verizon Wireless this year pledged allegiance to LTE, which it expects to roll out in select markets (up to 30 of them,

the company says) starting next year. Surprisingly, however, AT&T, Apple's exclusive U.S. service provider partner for the iPhone, doesn't expect to begin LTE testing until next year with commercial launches in 2011 at the earliest.

While WiMAX has gotten a head start, conventional wisdom says that LTE will be the winning 4G technology in the not-too-long-term future due to economies of scale resulting from the large carriers' planned use of the gear.

As Ronald Gruia, program leader and principal analyst at Frost & Sullivan, adds, IMS – which many folks thought had been left for dead – got a bump this year from Verizon's commitment to LTE, which is an IP-based technology centered on the IP multimedia subsystem architecture. In announcing its LTE vendors, Gruia points out, Verizon Wireless tapped Alcatel-Lucent and Nokia Siemens Networks as its IMS equipment suppliers.

These 4G efforts, as well as moves to pump up capacity on 2.5G and 3G networks, are a response to growing pressures on the wireless network as more rich media applications go mobile.

McGarvey says the explosion of mobile data networks is "basically the second coming of the Internet boom that the fixed world experienced several years ago."

Joe McGarvey

Closely aligned with the wireless broadband movement were efforts by various service providers and equipment companies to form ecosystems in an effort to drive the creation of new applications both for mobile users and devices, and for communications at large.

All of that, of course, was heavily influenced by Apple's AppStore and the iPhone, which also has sparked a large amount of activity in the smartphone space.

"In the end, the goal is to enable operators to achieve a two-sided business model that generates revenue through traditional service delivery to subscribers, but also through the exposure of network assets to third-party partners," notes McGarvey.

Also on the application front, social networking was a big presence in communications this year, with Facebook and Twitter garnering a large share of the attention, in part due to their use by politicians. In fact, Openwave Systems recently issued a report revealing that four of the leading 10 domains accessed by mobile users in the U.S. are social networking sites.

"Creativity in product development is re-emerging," says Steve Vonder Haar, research director for Interactive Media Strategies. "[There is] lots of experimen-

Ronald Gruia

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Steve Vonder Haar

tation in weaving different software applications (i.e. social media services) with emerging IP communications platforms. Ultimately, richer software translates into a richer communications platform."

Policy-Based Networking
Speaking of politics, significant new developments have been afoot around communications policy at the federal level.

In an unprecedented move to make high-speed Internet access more widely available to lessen the digital divide, create jobs, improve the economy, and otherwise address the public interest, the federal government this February announced plans to make available $7.2 billion for new broadband networks. At the same time, the American Recovery and Reinvestment Act of 2009 assigned the Federal Communications Commission the task of putting together a National Broadband Plan, which is under way now but due out in February 2010. This plan is supposed to be the country's blueprint for communications policy and goal-setting going forward.

That plan is just one of the major areas of focus for the FCC, which this year saw a changing of the guard under the Obama administration. In addition to the broadband stimulus and the National Broadband Plan, new FCC Chairman Julius Genachowski has net neutrality on his mind. He recently sent tongues wagging with his comment that both wireline and wireless operators must

treat all traffic traversing their networks with an even hand.

And, in a speech at the CTIA conference in October in which he emphasized the central role of wireless communications for the FCC, the communications industry and our economy in general, Genachowski said: "My specific objectives involve unleashing spectrum for broadband; removing obstacles to 4G deployment, like delays in tower siting; developing fair rules of the road to preserve the openness of the Internet, while recognizing the differences between wired and wireless technologies; and empowering consumers by supporting a vibrant, transparent and competitive mobile marketplace."

As Vince Vittore, principal analyst at Yankee Group, notes, the new FCC chairman has "set a completely different tone at the commission, and we're already seeing it in Genachowski's willingness to tackle topics like net neutrality head on."

But as the carriers' wireless and wireline networks are inundated with a growing amount of traffic from both internally-provided services and over-the-top applications, many continue to restate the need for policy-based network management that enables operators to monitor and differentiate between traffic as needed.

Vince Vittore

So the network neutrality/fair use that had recently died down came back to life in 2009 and will no doubt drag on through much of 2010.

Big Fish
Not surprisingly, 2009 also has seen important new developments at the industry's major telecom and datacom equipment suppliers.

Jon Arnold

The most prominent news falling under that category probably was the demise of Nortel, a company that once stood shoulder to shoulder with AT&T/ Lucent/ ALU, Ericsson and Siemens.

Frost & Sullivan's Gruia says Nortel entering Chapter 11 and then selling off its businesses bit by bit were the developments of 2009 that will really stay with him. He says the dissolution of Nortel marks the end of an era, particularly for those in Canada, where it was the leading high-tech firm.

For Jon Arnold, principal of J Arnold & Associates, the story of the year was Cisco's acquisition of Tandberg.

"They keep making big acquisitions, forcing their way into businesses they previously had partners for," says Arnold. "It's disrupting the ecosystem in ways that may be unhealthy and forcing others to either stay or leave Cisco's fold."

On a more uplifting note, Alcatel-Lucent had some good news this year when it posted its first quarterly profit since the merger of Alcatel and Lucent back in 2006.

It's been a tough year, so let's leave things on an up note, shall we? **IT**

Vendors Look Back on 2009, Prognosticate on the Year Ahead

By Paula Bernier

INTERNET TELEPHONY checked in with a handful of industry suppliers to ask what they considered to be the biggest developments and trends in 2009 and their expectations for the year ahead. Not surprisingly, many of these sources noted the growing importance and prevalence of mobile data and video, and the federal government's broadband stimulus effort.

Other key themes noted were the proliferation of connected devices, the mainstream adoption of higher-capacity transport and access connections, the move from legacy to next-generation networks, and, of course, the impact of the economy in 2009.

Expectations for 2010 from this group include the adoption of HD voice, a heavier focus on storage, the move to IPv6 and more discussion on 100gigE.

"The big trend I see is the importance of mobile data and iPhones and all the different applications and uses," says Fred Ellefson, senior director of business planning at Adva Optical Networking. "I think on a personal basis we've all got stories on how we use mobile data and how it's kind of changed our lives.

"Bringing it back to the nuts and bolts of our industry, I think that we've got a little bit of catching up to do, obviously, to support this emerging data-centric view of the mobile market," he continues. "I think Ethernet backhaul is going to become real real important. I think we've seen a little bit of it this year, but I think we're going to really see it next year and beyond as these services really take off in a big way."

Pointing to the Kindle and other eBook readers as well as the flurry of new smartphones, Thomas Barnett, senior manager for service provider marketing for Cisco's Service Provider Group, adds that we've also seen in 2009 a significant increase in the type and number of devices with which people are accessing the network.

Doug Webster, director, market management for Cisco's service provider group, adds that as a result, the move to IPv6 that's been talked about for years will move forward in earnest in 2010.
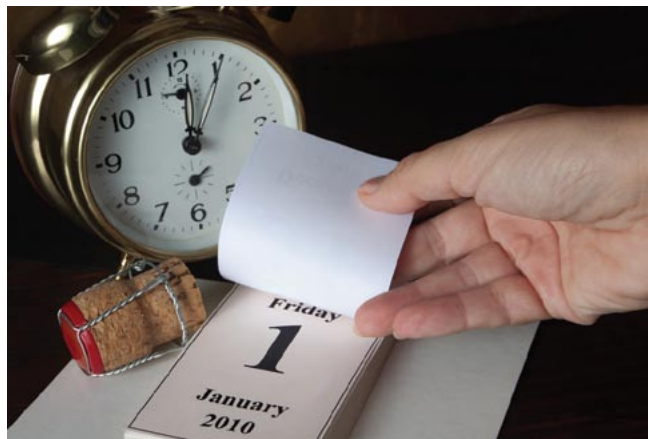
But while new mobile applications and video are getting a lot of the attention, Vince Lesch, vice president of product marketing at Tekelec, notes the one thing that stood out to him in 2009 was the continuing advancement of text messaging.

"Text message growth continues to astound," he says. "The most recent examples are AT&T and Verizon nearly doubling text message traffic from Q3 2008 to Q3 2009. The next major growth area is machine-to-machine SMS messages. Businesses are finding that for certain types of M2M communications – such as sending GPS coordinates for truck fleets – SMS is a far cheaper and more reliable alternative than IP. Small, 'bursty' traffic easily fits into an SMS message, and is almost always available as long as the device has connectivity."

He notes that ABI Research recently released data showing that M2M SMS and MMS message volume will have a compound annual growth rate of 40.06 percent from 2008 to 2014.

Although mobile was big, Scott Wilkinson, Hitachi's vice president of product management and system engineering, says that the biggest development in 2009 in terms of access technology was the broadband stimulus effort. (Of course, the broadband stimulus program applies to both wireless and wireline technologies.) In terms of metro and long-haul technology, he adds, in 2009 we saw 40gig become mainstream.

Noting that all the carriers are now on board with taking optical transport to the next step, Dave Mills, vice presi-

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dent of sales at Optelian, says 2009 also saw the uptake of 10gig technology from large rural operators such as CenturyTel and Windstream.

Pathmal Gunawardana, head of optical for NSN North America, says that next up in transport will be 100gig and convergence. He says service providers are looking for more converged platforms that can do Layer 1, Layer 2 and Layer 3 transport in one box. For example, he says, Verizon in August issued a request for information around a long-haul optical transport platform that combines the functionality of DWDM gear, a Layer 2 OTN switch and MPLS. A request for proposals on this same front is expected from Verizon in 2010, with likely deployment in 2011, he says.

> **"From a business perspective, we see HD voice communications as giving service providers a competitive advantage over their peers and initially will create affinity with subscribers recommending their friends to join the HD revolution."**
> – AudioCodes' Alan Percy

Of course, both service providers and businesses are moving from legacy services and technologies on a number of fronts.

"In 2009 we saw continued interest from our customers in evolving networks to IP and replacing legacy switches," says Dawn Hogh, vice president of marketing at Veraz Networks. "While capex budgets were constrained, customers did continue to move forward in this area, and we expect continued interest in 2010."

Adding to the VoIP discussion, Alan Percy, director of market development at AudioCodes, says: "We see the adoption of HD communications and our HDVoIP products as an op-

portunity to propel our industry from 'as good as TDM' to 'far superior than TDM.'"

We heard a fair amount about HD voice this year as the first HD-enabled handsets came to market. As previously reported by INTERNET TELEPHONY, wideband voice proponents believe this is a feature that consumers will be asking for at this time next year.

"The improved sound quality allows callers to hear the subtle differences in consonants and numbers, which will improve accuracy and reduce costly errors," says Percy. "Other benefits include reduced listener stress, which – from our experience – improves the effectiveness of conference calls and long duration discussions.

"From a business perspective, we see HD voice communications as giving service providers a competitive advantage over their peers and initially will create affinity with subscribers recommending their friends to join the HD revolution," he adds.

Speaking of revolution, the health care industry has been poised for some big changes, including the digitization of personal health care records.

Adva's Ellefson says the health care industry's move to digitize records and corporate use of digital data is likely to create a boom in demand for data storage. Indeed, demand for storage also is growing due to the increased use of call recording, and the proliferation of video applications in consumer and business settings.

"We just kicked off this great big initiative as a country to go take the health records and digitize them and put them online, and that's just going to require a ton of capacity," Ellefson says.

Beyond the broadband stimulus and the federal government's mandate to digitize medical records, the federal government's move around smart grid also will send ripples through telecom in the years ahead, notes Ellefson.

But for all the excitement the federal government and the rest of these developments injected into our industry in 2009, the economy was obviously the story of the year.

"Two-thousand and nine was not a fun year for telecom," says Laura Howard, CMO of ECI Telecom. "The financial uncertainty all around, including subscribers and investors alike, was definitely impacting decision making for operators over the last 12 months or so. But as global recovery appears to be on the horizon, 2010 should see increased infrastructure activity to make up for a more conservative pace in 2009." **IT**

A Secret to Small Business Success: Make Every Caller Feel Important

By Erik Linask

It's no secret. The most critical element in any business relationship is in the very first interaction, which is often times a first call placed into an organization. Ongoing success lies in delivering a positive customer experience with each and every interaction thereafter. If a business is able to create a sense of accomplishment with its initial interaction, regardless of the actual outcome of the call, the customer leaves with a feeling that his concerns are being addressed, and the positive experience manifests itself in many ways, such as repeat business and word-of-mouth recommendations.

How can you accomplish this? The obvious answer is to ensure your customer service staff are the best in the business, and ensure you have an effective training and coaching program in place for them, including frequent product and service education.

However, while the concept is simple, implementation can be more of a challenge. After all, you're a smaller business, without the resources of your larger competitors – you have neither the budget to deploy expensive, yet feature-rich enterprise communications systems, nor do you have the IT staff to manage complex platforms in-house.

One-Stop for all Small Business Needs

That's where a full-service small business communications provider like Cbeyond can step in and help. Since its inception a decade ago, Cbeyond has had a singular mission to deliver traditionally elusive enterprise communications services to the small business owner, and has leveraged its innovation and partnerships to build a service set tailored to the small business owner.

The idea was that small businesses would want – and should have access to – integrated communications services at a price point they can afford and without the deployment and management complexities of typical enterprise solu-

tions. By leveraging a next generation VoIP network and software-based architecture, Cbeyond is bringing converged voice and data communications to small businesses on a single, integrated platform.

Small Details Drive Big Impact: Introducing Virtual Receptionist

First, small businesses need to be aware of their customers' needs – more than what services or products they need, but an understanding of the most frequent and fundamental information they often request. While this information may seem trivial, being able to easily provide basic, yet important details quickly can be the difference between satisfaction and frustration. Typical examples include driving directions, hours of operation or how to reach a particular person.

Understanding the value of these details, while realizing that most small businesses can ill afford the administrative staff to handle these questions on a regular basis, Cbeyond has added its Virtual Receptionist service to its product suite, which intelligently routes calls to the appropriate individual or recorded information, based on time-based schedules and caller voice prompts.

The functionality of Virtual Receptionist allows small businesses to easily and cost-effectively route their callers to the information they need, whether that is pre-recorded information on monthly specials, holiday hours, or an easy to navigate employee directory based on name or department. In fact, Virtual Receptionist is built to accommodate any scenario and can route calls to any 10-digit phone number, as well as to Cbeyond's cloud-based voice mail service, which becomes an integrated part of the employee directory, particularly useful when people can't be disturbed or don't have a directly reachable number.

The flexibility built into Virtual Receptionist includes the capability to run on pre-determined schedules, based on day of week, time of day, or routinely switching on and off based on other situational factors, such as when the receptionist is on the phone or busy with other tasks.

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Importantly for small businesses, Virtual Receptionist is easy to set up with a slick user interface, taking as little as 15 minutes from logging onto Cbeyond's customer portal, Cbeyond Online.

According to Jon Harmer, senior product manager for messaging and collaboration at Cbeyond, Virtual Receptionist is simple. "Non-tech-savvy users can log in and use the Flash-based interface to configure what is typically a fairly technical solution, without the need for any voice recording, thanks to the use of text-to-speech technology."

The text-to-speech feature provides an easy way to configure and re-configure the system, which can be done remotely from anywhere users have Internet access, adding even greater flexibility.

Aside from the ease-of-use and flexibility of Virtual Receptionist, one of the biggest benefits to the small business owner is the professional feel that the system provides to all callers. This automation in the form of a man or woman's voice selected by the owner showcases to customers a professional brand that is always in a good mood and routes appropriately. The addition of Virtual Receptionist to any small business is an immediate brand enhancer.

By providing a simple, integrated auto-attendant and IVR solution, Virtual Receptionist offers small businesses, who likely have an old, rigid IVR system attached to their PBX, an opportunity to increase the value of their communications solutions while reducing costs and management efforts. For businesses that leverage professional talent for recordings, it provides an additional cost savings with a professional quality software-based voice generator.
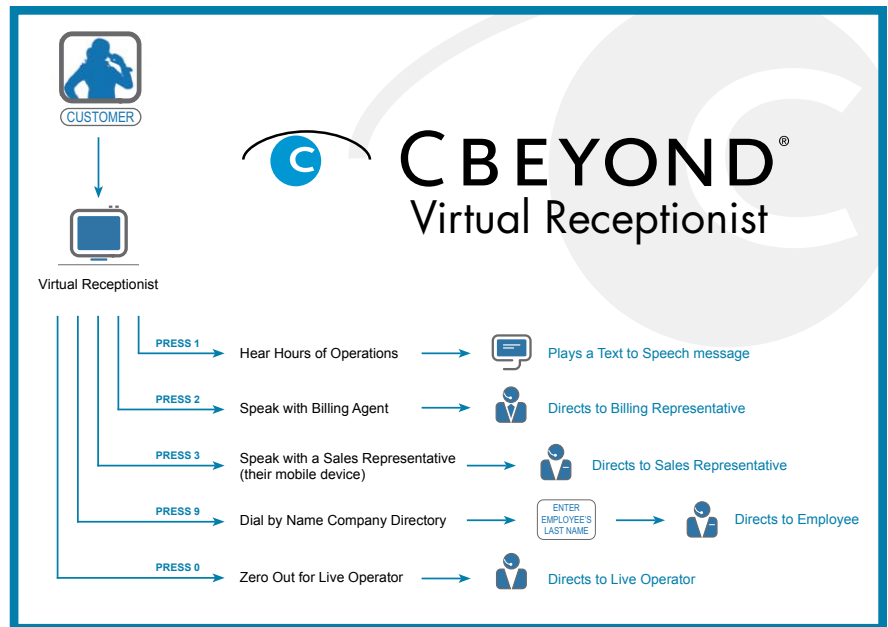
For the existing Cbeyond customer, Virtual Receptionist provides a much-needed integrated solution for managing incoming calls effectively, including system set-up and modification. For prospective businesses, it represents another element of a completely integrated communications solution, including fixed and mobile voice, voice mail, fax, Internet, and more, at a price point designed for small businesses.

In either case, Virtual Receptionist provides a platform that ensures not only that every call is answered and that callers have easy access to the information they need, but also offers the flexibility for each business to set up the system to meet their unique and evolving requirements.

"This is the enterprise-class solution for small businesses," says Harmer. "We make it very simple for small business owners to interact with it and manage it."

In that simplicity lies the secret for small businesses to ensure that each caller will feel important enough to hang up satisfied. **IT**

For more on Cbeyond's Virtual Receptionist service, visit http://www.cbeyond.net/services/virtual-receptionist.htm.

By Peter Radizeski

Apps, QoS and Mobile Broadband: Three Trends Agents Should Consider

I'm in Atlanta speaking at the MicroCorp One-on-ONE event about Trends in 2010. The three trends that I see for agents are the following: applications, quality of service and mobile broadband.

Mobile broadband is growing. Smartphones are replacing cellular handsets. Social networks are moving to mobile devices so people can Facebook and Tweet. RIM's BlackBerry brought us mobile email, but now everyone has it. Netbooks and data cards are presenting the U.S. cellular companies with revenue growth, which is leading to spending on network backhaul and capacity.

All this means that there are new uses for mobile broadband, like the Kindle and machine-to-machine devices. The cellular data network can provide connectivity for ATM machines, security cameras, and a host of other devices that need to communicate with a NOC or remote server.

All these applications – e-mail, databases, office suites, CRM – are creating a demand for managed services like an outsourced IT department. In addition, businesses are looking at the cloud, moving applications to a data center for redundancy, security, and availability. With applications being delivered in the cloud or by way of SaaS or even virtualization, agents have a chance to offer more than just Internet access or WAN circuits like private line. Now agents can help mitigate IT costs by offering outsourced applications, like hosted PBX and hosted Exchange.

Applications are driving sales. Voice and e-mail are just the primary apps. Business-critical data is also driving mobile broadband. Ubiquitous broadband is allowing for innovative ways of accessing data. The problem becomes reliable access to the data. That's where quality of service comes in. QoS on the WAN is what is needed to access data reliably and quickly. The MPLS trigger is the class of service reliability and prioritization of data over the network. This is of paramount importance for businesses running a truly converged network with video, database, VoIP, email and Internet riding the same pipes. WAN optimization is selling due to the cost containment and the performance enhancement – big bang for the buck.

So the agents can sell mobile broadband, applications via virtualization or SaaS, and add QoS to the WAN to provide reliable access to these business critical data. **IT**

Peter Radizeski is head of telecom consulting agency RAD-INFO Inc. (http://rad-info.net/).

By Don Witt

When Money is Tight, Provide Creative Solutions

With today's economy as challenging as it is, a reseller needs to be as flexible as possible when dealing with customers. You have made significant investments to identify each new customer by going to shows, advertising and through public relations. Obviously, you want to maximize your opportunity and not lose a sale because the customer cannot afford your solution.

During the sales process, you know the customer wants the better IP phone with your PBX solution. He may also order more IP phones with his initial order, but the price does not fit his budget right now. Sound familiar? I have heard this countless times.

Many sales people and organizations will try the old standby and offer the customer a discount. While this will work for the marginal opportunities, it will not work for those customers that have real budget issues. As a manager, you know that there is a certain price/margin you cannot go below or the sale does not make any money.

Discounts are not always the correct answer. The sales person may see a small discount, one that he knows could be larger, as an easy out for not making the sale.

You have just sold your solution to the customer. It has taken you three months and you are the solution he would like to install, but your solution does not fit his budget. You do not want to give the product away with more discounts.

If your company is not hurting for cash flow, look at payments over time. This may be a solution both companies can live with. Sit down with the customer and see what will work for them and come back with a proposal. You may be able to work the payments to span three to 12 equal payments. This will delay your company from receiving the profit margin, but if the deal was lost, there would be no profit.

If your company cannot finance the customer's purchase, suggest leasing to the customer. Most business equipment qualify: machinery, computers, software, office equipment and office furniture are eligible. I have worked with a number of leasing companies and find most to be very responsive and innovative.

This can also prove to be another source of income for your company from the customer purchase. Normally, the leasing company will include several points in the quote for the partner that brought the business to them. With this solution, the customer payments can be spread over a longer period of time.

For example, a quote for a customer solution of $71,875 could be structured similar to the following on a lease basis:

Lease Term	60 months	48 months	36 months	24 months
Fair Market Value	$1,656.29	$1,966.87	$2,477.99	$3,507.45
$1 out	$1,656.29	$1,966.87	$2,477.99	$3,507.45

When leasing, there was a tax advantage in 2009. If extended into 2010, it would allow the full value of the purchased equipment put in service, up to $250,000, to be deducted in full by the purchasing company. Even if you decide to lease the equipment as a fair market value lease you can still claim the lease payments as a business expense and deduct 100 percent of the payments.

Check with the leasing companies and your accountant for full details on current laws.

Do not overlook barter as an option. If the company you are selling to can provide you product or services that you can use, this may be the first option that you want to discuss with your customer. Taxes will still potentially need to be paid, but this may help with making the sale. If your customer is an advertising firm, Web-hosting firm, accounting or law firm, you may have found a perfect solution.

Barter does offer many side benefits such as: a competitive edge, improved cash flow by reducing cost and increasing sales, and new cash sales resulting from word of mouth advertising.

A tough economic time helps bring out the creative nature of American businesses. Put some of these creative financing solutions in your arsenal to help you win more battles against your competition. **IT**

Don Witt is president of cyLogistics (www.cylogistics.com).

OrecX Talks about Call Recording for CPR (Compliance, Performance and Risk)

By Paula Bernier

The call recording space is getting a lot of attention lately in light of new compliance requirements. Companies also are increasingly recording calls to help ensure performance and mitigate risk. One of the hot suppliers on the call recording scene is OrecX. Paula Bernier, executive editor of *INTERNET TELEPHONY*, recently interviewed Bruce Kaskey, co-founder of OrecX, about the company and how it addresses market needs for call recording solutions.
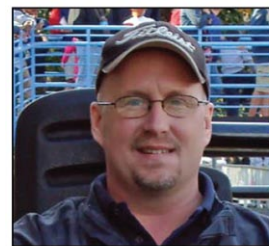
Bruce Kaskey, co-founder of OrecX

PB: For those not familiar with OrecX, give us a snapshot of what the company does and how it got started.
BK: The founders of OrecX are all from the voice recording industry. OrecX wanted to come up with an innovative approach that would disrupt the traditional TDM voice recording market. Bruno Haas, one of the co-founders, suggested we go the open source route. In 2006 we posted oreka on sourceforge.net as a project for voice recording. Our mission was to allow anyone to have our code under the GPL license and build software that was easy to install, easy to use and, most importantly, inexpensive.

and many of them contribute to the improvements of the open source version.

PB: Who is your target customer?
BK: Our target customers use recording for three reasons: compliance, performance or risk. Compliance because it's the law for such firms as financial institutions. Performance because clients want to know what is going on with their agents and customers. Large call centers, retail and airlines are among the categories of companies that use our solutions for that reason. Risk because if the call is of great value clients want to store and manage that information. Financial institutions and 911 centers are among the types of

whose operating systems are proprietary, we understand the market. And, since we are software based, we can deploy this anywhere in the world and have call center-grade call recording up and going within an hour.

PB: Can you offer at least one example of a specific OrecX customer and how that customer is using your solutions?
BK: One customer, Swiftcover Insurance in the U.K., has over 350 lines being recorded for compliance, performance and risk.

PB: How do OrecX's products speak to the market's needs of today?
BK: We deliver sophisticated voice recording tools at an affordable price.

PB: What's new in recording?
BK: Over the next few years network traffic will expand, and through expansion other forms of media will need to be recorded, stored and mined – for example, video.

PB: At the recent AstriCon show OrecX made an announcement with Xorcom. What do we need to know about this partnership?
BK: Xorcom and OrecX have developed a special patch that enables clients with TDM signaling to convert that signal to VoIP and record the voice traffic. This gives customers options in a blended VoIP and TDM environment. Before customers would have to purchase expensive proprietary TDM recording equipment, now with Xorcom this is no longer needed. **IT**

For more on OrecX, see TMCnet's video interview with Kaskey at http://www.tmcnet. com/tmc/videos/.

> Our big advantage is our experience. Having been in the call recording industry, having sold NICE and having competed against large companies whose operating systems are proprietary, we understand the market. And, since we are software based, we can deploy this anywhere in the world and have call center-grade call recording up and going within an hour.

PB: How long has the company been around and to what extent are your solutions used today?
BK: OrecX started selling the commercial version of Oreka TR in the middle of 2006. OrecX has over 400 customers around the world and over 10,500 lines being recorded by the commercial version of Orecx. We have 46,000 people that have downloaded our free version

organizations that deploy our technology for this reason.

PB: What exactly do you provide to your customers?
BK: We provide a software-based voice recording solution. Our big advantage is our experience. Having been in the call recording industry, having sold NICE and having competed against large companies

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Alfresco, Extentech Partner on Open Source Solution

http://tmcnet.com/18515.1

Spreadsheet solutions company Extentech and Alfresco Software, a provider of open source enterprise content management, have announced Sheetster + Alfresco, an integrated open source Web spreadsheet product. Millions of Excel users are expected to make the shift from the desktop to online spreadsheet applications. Company officials say this open source solution can offer the most cost effective, flexible and secure choice for businesses worldwide.

www.alfresco.com

www.extentech.com

Google's DiBona Comments on Open Source

http://tmcnet.com/18516.1

Chris DiBona, open source program manager at Google and the keynote speaker at AstriCon 2009 in October, said it's too late for Asterisk to be vulnerable to those who would attack it and emphasized Google's involvement in the open source movement. Noting Google has itself released 20 million lines of source code, DiBona said open source in general "helps level the computer field." While Google is not a big Asterisk user, he said, "we like Asterisk" and commented that Asterisk supports Google Talk. DiBona added that Google plans to enable SIP connectivity on Google Voice in the future. He explained that Google ran into a security problem with how it did PINs for the service initially, but that it's working to fix that so Google Voice can become friendly with Asterisk solutions.

www.google.com

Misys Aims to Help U.K. Businesses Meet Carbon Reduction Requirements

http://tmcnet.com/18518.1

Misys Open Source Solutions, a dealer in the development of open source projects to create new services and ap-

plications, has announced that organizations can easily and effectively manage the requirements set forth by the Carbon Reduction Commitment in the U.K. by using its newly released Misys Environmental Trading Platform. The U.K.'s CRC Energy Efficiency Scheme is a mandatory emissions reduction program expected to affect about 5,000 non-energy intensive private and public organizations that account for 10 percent of the country's carbon emissions. The U.K. has started an initiative to reduce carbon emissions by 80 percent by 2050 and as part of that the CRC has required these organizations to report the amount of carbon they have released; starting in 2013 they will also have to reduce emissions year-on-year.

www.misys.com/corp/OpenSource

DataSync, SugarCRM Join Forces

http://tmcnet.com/18520.1

DataSync will now offer SugarCRM's Professional application as part of its standard software package. "This partnership with SugarCRM introduces a solution that is a first in the industry by delivering a complete, affordable open source suite to small businesses who have little or no IT resources," says Mike Vetter, CEO of DataSync.

www.datasyncorp.com

Funambol Unveils Cloud-based 4G Solution

http://tmcnet.com/18519.1

Funambol, which provides open source mobile cloud sync and push e-mail solutions for mobile phones worldwide, announced what the company said is the first open source fourth-generation mobile cloud platform for device management and synchronization.

www.funambol.com

3Di Launches New Virtual World Viewer

http://tmcnet.com/18522.1

3Di Inc., which develops 3D Internet solutions, has launched an open source project, 3Di Viewer "Rei," for viewing and interacting with OpenSim-based 3D virtual worlds in Web browsers. With this open source

technology, 3Di will assist industry adoption and standardization of 3D Internet technology. Using the same core technology as 3Di's commercial product 3Di Viewer, "Rei" is open source BSD-licensed viewer software for 3D virtual worlds and the 3D Internet. 3Di Viewer "Rei" allows users to view and interact with multi-user 3D virtual worlds using a Web browser. 3Di Viewer "Rei" works with open source upstream OpenSim servers. It also works with commercial 3Di OpenSim Enterprise servers.

http://3di.jp/en/

Basex: Open Source Makes it Mark on Content Management

http://tmcnet.com/18522.1

The content management market is seeing dramatic change because of open source software, according to a new report from Basex, a knowledge economy research firm. The report says that the U.S. market for content management was $4.1 billion in 2008 and is expected to reach $10 billion by 2014. Open source content management is gaining traction in some circles and the overall open source software market is growing rapidly, according to the data.

www.basex.com

Open Source Software Integrity is Improving, Says Study

http://tmcnet.com/18524.1

Coverity, a software integrity provider, has released the 2009 Coverity Scan Open Source report, which was initiated by U.S. Department of Homeland Security. The 2009 Coverity Scan Open Source Report analyzed nearly 11 billion lines of open source code from 280 open source projects over the last three years. Key findings from the report are that overall integrity, quality and security of open source software are improving. The Coverity Scan service measured a 16 percent reduction in static analysis defect density over the past three years among participating projects. The report also says that since 2006, more than 11,200 defects in open source programs have been eliminated as a result of using the Coverity Scan service.

www.coverity.com

Almira Labs Wins Dialogic Innovator Award Contest

Dialogic Corp. recently concluded its first-ever Innovator Award Contest, naming Almira Labs of Madrid, Spain, the grand prize winner for its two 3G-related video applications. Munich's CreaLog placed as the runner up, and Bay Talkitec, Calltech and EGTEK Co. Ltd. accepted honorable mentions.

Jim Machi, Dialogic's senior vice president of marketing, says that over the years there's been a lot of innovation in the industry, even back when VoIP first started. Dialogic wanted to highlight some of the recent innovations based on its platforms, so it created this contest, for which it received more than 30 submissions.

A panel of judges selected winners based on their innovations around either solving a particular problem or in terms of the application itself, says Machi. The judging panel included Machi; Rich Tehrani, CEO and group editor-in-chief at Technology Marketing Corp.; Doug Mohney, editor-in-chief of HDConnect; and Bertrand Gatellier, president of VMA/International Association for Enhanced Voice Services.

Almira Labs came out on top, Machi says, because: "We felt that they created an innovative application that was very useful."

The independent software vendor, which specializes in creating next-generation services for telecommunications networks, won the Innovator Award for two video applications – Video Notes and Community Video Cast – built using the Dialogic IP Media Server.

The grand prize consisted of a plaque, and $10,000 in Dialogic training and product discounts.

Video Notes allows individuals to store and retrieve videos on a service provider's network via a 3G mobile phone or through a Web site. Community Video Cast enables 3G mobile phone users to send video messages to multiple recipients at once quickly and easily.

Almira Labs distributes its applications via both wireline and wireless service providers, including Vodafone Spain, and sells them direct to corporations and small companies.

Javier Martin, CEO of Almira Labs, says Video Notes can be useful if, for example, a person is walking down the street and spots something of interest in a shop window or elsewhere and wants to record that item or event for his or her own memory or to share with family, friends or coworkers. While the capability to record, store and share multiple videos is available today in high-end mobile phones, he says, not everybody has such devices, so Video Notes makes that available to a broader group of the population.

Community Video Cast, meanwhile, allows users to predefine groups with which they want to communicate. That way they can send broadcast messages to invite others to a movie or other event, for example, Martin explains. He adds that while this is a video offer, there's also an audio broadcast option in the Almira Labs suite of applications. This application also is well-suited for the hearing impaired community, as it allows them to communicate via sign language through short video messages. It is also helpful in countries in which patients live far from their doctors, as it enables patients to communicate their symptoms via video message, which can help doctors understand the urgency of their condition and decide if a hospital visit is necessary.

As for the runner up, Dialogic's Machi explains that CreaLog was singled out for its Cabfish iPhone application, which allows mobile users to easily find a nearby taxi station.

CreaLog is a major European provider of voice portal, unified messaging and CTI solutions for telecom and enterprise customers. It developed Cabfish using Dialogic Host Media Processing Software and Dialogic CG Series Media Boards. The location-based taxi ordering application, which is available in more than 40 languages, allows a customer to order a taxi by simply pressing a button on his or her mobile phone. The GPS position of the mobile phone is sent to a server, which converts the position into a postal address. Then, the voice portal calls a local taxi station – in the local language – and the ordering result is displayed on the customer's mobile phone.

Honorable mention winner Bay Talkitec, of Chennai, India, was noted for its Mobile Video Yellow Pages application. Calltech, of Bogota, Columbia, was honored for its "Click to Call" Facebook application.

And EGTEK Co. Ltd. of Seoul, Korea received accolades for its voice analyzing "Love Meter" application, which as Dialogic's Machi explains, analyzes the voice of the person with whom the user is speaking and if it detects stress the user gets an MMS message indicating "your love meter is low" and suggests the user send the other person (perhaps his girlfriend) flowers.

"We are very pleased by the number of innovative applications submitted by both our partners and new developers throughout the course of this contest," says Machi. "We believe 'video is the new voice' – that is Dialogic's vision, that all voice and text applications will eventually migrate to adding video capabilities, and that there will be video-only applications entering the mobile arena. It's great to see that developers around the world are using Dialogic products to create some of these cutting-edge video applications for mobile phones." IT

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Telecom Cost Management to Remain Priority as Economy Stabilizes

INTERNET TELEPHONY Announces TEM Award Winners

By Erin E. Harrison

Telecom expenses are without a doubt some of the largest figures on corporate account statements. As the economy deepened further into a recession in 2009, uptake by medium and large enterprises of telecom expense management practices continued to rise, with some businesses outsourcing the effort to TEM experts in this increasingly competitive sector.

With telecom expenses often accounting for up to 20 percent of firms' overall IT budgets, enterprises and SMBs alike understand that inconsistent processing and auditing of telecom invoices is no longer acceptable, according to IT research firm Forrester.

In a recent interview, Phillip Redman, vice president, network services and infrastructure, mobile and wireless at Gartner, said medium and large enterprises are predominately the companies adopting TEM today because of the large number of users and services they need to support. There is interest by some smaller companies, but generally until they reach a certain number of mobile users, they can manage many of their needs in-house.

"In 2009, I think we have seen a continued interest in uptake of telecom expense management for companies in many different industries. The biggest area of growth continues to be in mobile and wireless service expense management," Redman said. "As companies are looking at cost optimization this year, a growth of mobile and wireless service costs in many enterprises has caused companies to assess their spend in this area. Also, many companies don't have the resources to manage their telecom expenses and realize they need an outside company to help them with that."

In almost one-third of companies, mobile phones are used by more than half of all employees, according to Forrester. The firm anticipates that this number will grow exponentially as more employees use their own mobile devices in the workplace.

And as more companies look to outsource services, said Redman, telecom expense management will be one of the main areas they will continue to adopt.

"Although not every telecom expense management implementation is successful, the majority have been. This is one of the reasons why telecom expense management continues to grow every year with new companies adopting services as well as new vendors looking to provide services," he said.

Over the past 18 months, Forrester has experienced an apparent increase in end user client inquiries about how TEM can provide visibility and help control telecommunication expenses, with the state of the economy creating more urgency. In particular, international roaming is a sore spot for most companies, with a Global 500 material firm recently stating: "International roaming is where it hurts the most. One executive traveler's bill for just a few days overseas was $3,900! What can we do to fix that – as soon as possible?"

However, businesses cannot simply leap into a TEM plan before doing their due diligence. According to Gartner's Redman, there are many different criteria that enterprises should use to evaluate TEM providers – much of it based upon what their individual needs and requirements are.

First, enterprises should evaluate what they're looking to gain from telecom expense management implementation: Are they looking to reduce costs, get reports and information about what their expenses are, or provide policy and process where there is none?

"Depending on what the enterprises are looking for, they should look to a telecom expense management provider that can show proven references, that has process and project implementation capabilities, that can provide both software and a managed service, and has a high-level tool that can be used by both the enterprise and individual users," Redman said.

Joe Basili, managing director of the Telecom Expense Management Industry Association, said the weak economy has indeed been a major influence for companies to gain better control over telecom expenses, and TEM suppliers have seen a quickening in adoption. At the same time, companies are becoming savvier and more strategic in this area.

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"It started strong with many deals that were accelerated and then things got put on hold due to budgetary considerations," Basili said. "A number of the sales became tactical with one-time professional service sales for audit and optimization work. Now companies are looking more at strategic proactive ongoing programs that drive larger overall savings for clients." **IT**

INTERNET TELEPHONY has recognized eight industry vendors for excellence in telecom expense management. The INTERNET TELEPHONY TEM Excellence Award honors those businesses that have exhibited excellence in supporting their customers' initiatives to optimize costs through telecom expense management products and solutions.

Winning companies have provided case studies of TEM success experienced by clients after implementing the nominated product/service. Winners were chosen based on demonstrated improvements that the winner's product/service has made in its client's business.

"We are proud to announce the winners of the first annual INTERNET TELEPHONY TEM Excellence Award. All the companies recognized have created solutions that have proven to be exceptional and benefited their customers," said Rich Tehrani, editor-in-chief of INTERNET TELEPHONY.

"The winners of the INTERNET TELEPHONY TEM Excellence Award are leaders in telecom expense management. Taking risks and providing real solutions have earned them recognition from the editors of INTERNET TELEPHONY. These products and services honored have excelled in the TEM industry, and most importantly, their customers are willing to offer testaments of support," said Erik Linask, group editorial director of TMC, publisher of INTERNET TELEPHONY.

And the Winners Are

Accenture	Accenture Telecom Expense Management
Amtel Inc.	Telecom Expense Management System
AnchorPoint, A Division of MTS	AnchorPoint TEM
ISI Telemanagement Solutions Inc.	Infortel Select v.8.0 - Carrier Call Matching
PAETEC Software Corp.	PINNACLE
Quickcomm Software Solutions Inc.	Quickcomm Enterprise
Rivermine	Rivermine Version 6 and eXPERTSolutions
Tangoe Inc.	CommCare Suite of TEM Solutions & Services

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360networks (B)
503-558-8129
www.360networks.com
Products/Services: 111,113,116
Other: Wholesale VoIP, Local T1's,
Private Line, Dedicated Internet Access

3CX (C)
800-687-0903
www.3cx.com
Products/Services: 68,23,95
Other: IP PBX for Windows, VoIP Phone

4PSA (C,D)
646-957-8997
www.4psa.com
Products/Services: 20,23,104,129
Other: Linux software PBX

8x8, Inc. (D)
408-654-0930
www.8x8.com
Products/Services: 45,46, 116

911 ETC Inc. (D)
425-368-2911
www.911etc.com
Products/Services: 911

A

A10 Networks (A)
408-325-8696
www.a10networks.com
Other: Server Load Balancer

Aastra Intecom (A, D)
800-468-3266
www.aastrausa.com
Products/Services: 68,70,23,96,95

Aastra Telecom (A)
905-760-4200
www.aastratelecom.com
Products/Services: 93,94,96,95,74
Other: SIP-DECT Handsets

Abbott Wire (E)
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Other: Wire & Cable

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www.above.net
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Other: High Bandwidth
Connectivity Solutions

ABP Technology (E)
972-831-1600 x121
www.abptech.com
Products/Services: 93,94,95,97

AccessKeyIP
505-999-1089
www.accesskeyip.com
Other: IPTV STB and Security

AccessLine Communications
206-621-3500
www.accessline.com
Products/Services: 50,58,63,65,68

Accudata Technologies (B)
972-390-2610 x101
www.accudatatech.com
Products/Services: 121

Acme Packet (A)
781-328-4400
www.acmepacket.com
Products/Services: 40,41,45,46
Other: Session Border Controllers

Acredo Technologies Inc. (B)
850-387-0354
www.acredo.us
Products/Services: 50,56,59,68
Other: Broadband Phone Service

Actiontec Electronics (A)
408-752-7700
www.actiontec.com
Products/Services: 8,92,40,80

Active Voice LLC
206-441-4700
www.activevoice.com
Products/Services: 68,69,89,31

Aculab (A,C)
781-433-6000
www.aculab.com
Products/Services: 2,6,7,23,94

Adaption Technologies (B,D)
303-800-1360
wwww.adpt-tech.com
Products/Services: 59,115,45,46

Adaptive Digital Technologies Inc. (C,D)
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Other: Voice Quality/Telephony Algorithms

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www.adtran.com
Products/Services: 92,96,95,103,80

Advertel Inc. (B,D)
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Other: Web/Phone Integration Services,
TeleBranding Services

Affinity VoIP Telecom (B)
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www.affinityvoip.com
Products/Services: 911,68,125,113,29

Agilent Technologies (A,D)
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Products/Services: 24,25,26,27,28

Aheeva (D,E)
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Other: Contact Center D

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www.airespring.com
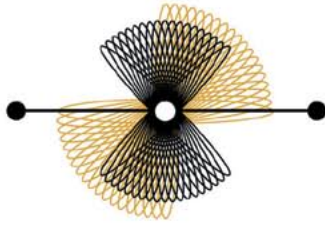Products/Services: 111,114,116
Other: SIP Trunking

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Alcatel-Lucent (A, C)
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Allied Fiber (B)
516-455-1869
www.alliedfiber.com/
Products/Services: 48

Allworx
585-421-3850 x172
www.allworx.com
Products/Services: 82,94,95,100,108
Other: VoIP Key & PBX Phone and
Data Network System

Alteva (B)
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www.altevatel.com
Products/Services: 118,120,38,40
Other: Hosted VoIP Solutions

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Inc. (A)**
510-403-3399
www.portwell.com
Products/Services: 84,88,106,90,98

Ameritec Corporation (A)
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www.ameritec.com
Products/Services: 24,27,28

Amino Communications (A)
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www.aminocom.com
Other: IPTV Set-top boxes

AMTELCO (A,D)
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www.xds.amtelco.com
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www.anchorpoint.com
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Other: Telecom Expense Management
for VoIP

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Other: Unified Communications
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D

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the creator of Asterisk

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www.dragonwaveinc.com
Products/Services: 83,78
Other: Packet Microwave;
Wireless Backhaul

Dynamic Instruments (A)
858-292-7121 x1211
www.dynamicinst.com
Other: Digital Voice Recorders

E

Eastwind Communications (A, D)
508-862-8600
www.EastwindCom.com
Products/Services: 62,84,106,29,44

eBridge Solutions (B)
813-849-6067 x308
www.eBridgeSolutions.com
Other: Document Management

EDX Wireless (C)
541-345-0019
www.edx.com
Products/Services: 77,78,80
Other: Wireless: Wireless Network
Planning Tools

Elitecore Technologies Ltd. (C)
+91-79-66065606 x693
www.crestel.in
Products/Services: 29,39

Elma Electronic (D)
510-656-3400
www.elma.com
Products/Services: 135,11,138,106,134

Eltek Valere Inc. (A)
469-330-1691
www.eltekvalere.com
Other: DC Power Systems, Rectifiers,
Converters, Outdoor & Indoor Cabinets,
Solar Power

Emerson Network Power (A)
602-438-5720
www.Emerson.com/
EmbeddedComputing
Products/Services: 36,135,137,138,140

Encore Networks (A)
703-318-4366 x4366
www.encorenetworks.com
Products/Services: 71,92,103,105,41

Endeavor Telecom
678-460-2500
www.endeavortelecom.com
Other: CPE Installations, Inside Wiring,
Trouble Tickets, Site Surveys

Ensim Corporation (C,D)
408-496-3769
www.ensim.com
Other: Infrastructure management software

Entone, Inc (A,B)
(650) 572-7000
www.entone.com
Products/Services: 97,99
Other: IPTV home connectivity solutions

Envision
206-225-0800 x500
www.envisioninc.com
Products/Services: 119
Other: Quality Monitoring, Performance
Analytics, Workforce Management
and eLearning

Envivio (A)
650-243-2700
www.envivio.com
Products/Services: 66
Other: IPTV

Epygi Technologies Ltd. (A)
972-692-1166 x39
www.epygi.com
Products/Services: 50,68,93,94,95

ESRI (C,D)
909-793-2853
www.esri.com/telecom
Products/Services: 911,49,119,39
Other: GIS

Estech Systems Inc. (ESI) (A)
972-422-9700
www.esi-estech.com
Products/Services: 95

eTechHelp (D,E)
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www.etermination.com
Products/Services: 62,64,113,117,32

Evolving Systems Inc. (D)
303-802-1000
www.evolving.com
Products/Services: 39

Excel Telecommunications (B)
888-877-4410
www.excel.com/business
Products/Services:
111,113,115,116,117

Excendia (C)
514-765-8480
www.excendia.com
Products/Services: 63,68,69,119,123

EXFO (A)
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Products/Services: 24,25,26,27,28

EZ Call, Inc. (B)
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Products/Services: 113,115,117

Ezcom Technologies Inc. (C,D)
561-687-0511
www.ezcomtech.com
Products/Services: 29,39

F

Falcon IP/Complete (D)
573-276-6433
www.falconipcomplete.com
Products/Services: 128,130,133,134
Other: Engineering/Installation Services

Fanfare (C)
650-641-5101
www.fanfaresoftware.com
Other: Test Automation Software

FaxCore Inc.
866-870-4101 x319
www.faxcore.com
Products/Services: 58,2,89

FaxSIPit (B)
604-266-3400
www.faxsipit.com
Products/Services: 54,58,106,112,38

FlexSolv Networks Inc. (B,D)
972-889-3539
www.flexsolvnetworks.com
Products/Services: 50,65,70,23,104

Flowroute (B, D)
760-860-0200 x362
www.flowroute.com
Products/Services: 31,112,113,115,116

Fluke Networks (A)
425-446-4519
www.flukenetworks.com
Products/Services: 36,38,39,40,46

Fonality (A)
310-861-4300 x7080
www.fonality.com
Products/Services: 95

Fontel Inc. (E)
800-238-0787
www.fontel.com
Products/Services: 50,61,10,93,108

FreedomVOICE (B)
800-477-1477 x827
www.freedomiq.com
Products/Services: 63,68,69,70,72

Freeway Communications (B, E)
213-225-2200 x101
www.freeway.com
Products/Services: 59,95,104,115,33

FrontRange Solutions (C)
925-398-1365
www.frontrange.com
Products/Services: 68,70,72

Fujitsu Network Communications (A)
800-777-FAST
us.fujitsu.com/telecom
Products/Services: 106,107,110,38,77

G

Geckotech LLC (B)
312-948-2961
www.geckotechllc.com
Products/Services: 54,68,72,111
Other: Business-grade Hosted VoIP Provider

GENBAND (A)
972-521-5800
www.genband.com
Products/Services: 84,85,104
Other: Session Border Control and Security Gateways

Gigamon (A)
408-263-2022
www.gigamon.com
Products/Services: 81,88,101,38,41

GL Communications Inc. (C, D)
301-670-4784 x114
www.gl.com
Products/Services: 24,25,26,27,28

Global IP Solutions (GIPS) (D)
415-746-1155
www.gipscorp.com
Products/Services: 50,61,17,18,20
Other: HD Voice

Global Response (B)
954-973-7300
www.globalresponse.com
Products/Services: 72,128,113,47

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Other: VoIP Provider

GlobalPhone Corp. (B)
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www.gphone.com
Products/Services: 55,59,63,64,111

GN US Inc. (A)
603-598-1100
www.jabra.com
Products/Services: 12,13
Other: Headsets

GoHello (B, D)
02071002525
www.gohello.com
Products/Services: 121,123,124,79
Other: Virtual PBX/ALLmobile telephony

Grandstream Networks Inc. (A)
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www.grandstream.com
Products/Services: 23,94,96,95,97

Green Workforce Management Solutions (C, D)
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www.greenwfms.com
Products/Services: 129
Other: Workforce Management Software

Gridborg America (A, C)
817-855-5160
www.gridborgamerica.com
Products/Services: 72,18,19,23,36

GTek (A)
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Products/Services: 59,65,96,100,79

GyrusLogic (C, D)
602-432-1995
www.GyrusLogic.com
Products/Services: 51,20,119,125
Other: Conversational Dialogue Application

H

HarrisData (C, D)
800-225-0585
www.harrisdata.com
Other: Enterprise Application Software

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www.hatterasnetworks.com
Products/Services: 81,88,106
Other: Ethernet Access Equipment

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www.head-acoustics.de
Products/Services: 24,25,27,28,40
Other: Audio & Voice Quality Optimization

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www.headsetsdirect.com
Products/Services: 130
Other: Plantronics Wireless, Corded, Mobile and Computer Headsets

Hermon Labs (A)
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www.hermonlabs.com
Products/Services: 23,25,27,28,129

Hewlett-Packard Co. (A)
281-370-0670
www.hp.com/go/infrastructure
Products/Services: 14

Hibernia Atlantic (B)
908-988-1988
www.hiberniaatlantic.com/

HigherGround Inc. (B, C)
818-456-1600
www.highergroundinc.com
Other: Call Recording Solutions

Huawei Technologies (A)
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www.huawei.com
Products/Services: 103,104,110,74

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www.HOL4G.com
Products/Services: 14,25,26,130

I

I.S. Associates Inc. (C, D)
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Products/Services: 51,119,29,39,47

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Products/Services: 41
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www.iKnowWare.com
Products/Services: 72,122,124,74,78
Other: Software As A Service

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www.ingate.com
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Other: SIP trunking, SIP, SIParators, NAT traversal,remote connectivity,Enterprise SBC

INPHONEX (B,E)
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www.inphonex.com
Products/Services: 65,21,123,113,115

Inphonite LLC (A,B)
520-797-1844
www.inphonite.com
Products/Services: 23,129,119,123,47
Other: Appointment reminder software

InsideSales.com (B,D)
801-853-4070
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Products/Services: 54,56,72,119,123
Other: We blend B2B dialer technology into CRM solutions

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www.intecbilling.com
Products/Services: 29,39

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www.intelenetglobal.com
Products/Services: 128,134,121,123,29

Intelliden, Inc. (D)
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www.intellinet-tech.com
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Other: Diameter

Interact Inc. (C,D)
402-476-8786
www.iivip.com
Products/Services: 50,23,95,104,29

Interactive Intelligence Inc.
317-872-3000 x3
www.ININ.com
Products/Services: 63,68,70,93,95

International Research Center (B,D)
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www.researchedge.com
Products/Services: 128,129,119

InternationalFoneNumbers.com (B, D)
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Other: International Phone Numbers

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www.tmcnet.com
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Invox (B,D)
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IPtimize Inc. (B, D)
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www.iptimize.com
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Products/Services: 25,27,28

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www.itwatchdogs.com
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IVR Technology Group (B,D)
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www.ivrtechgroup.com
Products/Services: 56,69,121,123,42

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www.ixiacom.com
Products/Services: 25,27,28,40
Other: IP Network Testing

J

JAJAH Inc. (B)
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www.jajah.com
Products/Services: 50,55,62,20,118

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www.jaymiescotto.com
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www.juniper.net
Products/Services: 88,90,103,108
Other: AAA

K

Kunnect (B)
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www.kunnect.com
Products/Services: 70,123
Other: Hosted Call Center SAAS

L

LAN Power Systems (A)
510-275-4572
www.lan-power.com
Other: Power over Ethernet Solutions

Level 3 Communications (B, D)
877-253-8353
www.Level3.com
Products/Services: 66,73,111,113,116

Lexent Metro Connect (B)
212-981-0700
lexent.net

LG-Nortel (A)
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www.LG-NORTEL.com
Products/Services: 68,13,96,95,108

liyaphone (B)
00919633940115
www.liyaphone.com
Products/Services: 55,12,19,123,113

M

M5 Networks (B)
877-88-GET-M5
www.m5net.com
Products/Services: 59,95,123,115,36

Macadamian Technologies (C)
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www.macadamian.com
Products/Services: 128,129

MarkeTel Systems Ltd. (A, D)
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www.marketelsystems.com
Products/Services: 72,13,23,30
Other: Predictive Dialer

Matrix Telecom Pvt Ltd. (A)
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www.matrixtelesol.com
Products/Services: 92,96,95,100,105

Media5 Corp. (A,C)
819-829-8749 x5210
www.media5corp.com
Products/Services: 93,94,102,79

MeetingOne (D,E)
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www.meetingone.com
Products/Services: 50,61,66,67

MegaPath (B)
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www.megapath.com
Products/Services: 67,71,41,46
Other: Broadband Internet Connectivity

MERA Systems Inc. (A, C)
800-858-2549 x5973
www.mera-systems.com
Products/Services: 59,95,104,29
Other: Session Border Controller

Microsemi/PowerDsine (A)
631-756-4680
www.microsemi.com
Other: Power over Ethernet Midspans

Microsoft (C)
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www.microsoft.com
Products/Services:
127,128,129,130,131

Minerva Networks (C)
408-567-9400
www.minervanetworks.com
Other: IPTV Middleware

Mitel Networks (A, D)
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www.mitel.com
Products/Services: 50,68,70,96,95

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Other: SIP Termination & Local DIDs

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www.multitech.com
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www.my1voice.com
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Products/Services: 50,23,104,129,30

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Products/Services: 110,77,79
Other: Microwave Radio

NEC Unified Solutions Inc. (D)
214-262-6384
www.necunified.com
Products/Services: 68,82,96,95,134

NEI (A, D)
781-332-1000
www.nei.com
Products/Services: 135,3,139,84,97

NET (Network Equipment Technologies) (A)
732-460-9000 x238
www.net.com
Products/Services: 88,94,31,41,44

Net2Phone (B)
973-438-3111
www.net2phone.com
Products/Services: 64,113,45,46,79

Netformx
408-423-6632
www.netformx.com
Other: Network Design Applications

NetOffice Corp. (B, D)
866-206-1874
www.NetOffice.com
Products/Services: 50,63,65,68,69

NetQoS, a CA Company (C,D)
512-334-3713
www.netqos.com
Products/Services: 27,28,119,38,40
Other: VoIP and video quality of experience; unified communications monitoring

NetQuest Corp. (A)
856-866-0505 x10
www.netquestcorp.com
Products/Services: 9,38,43,44
Other: Monitoring Access Optimizer

NetScout Systems Inc. (C)
800-309-4804
www.netscout.com
Products/Services: 38,39,40
Other: Unified Service Delivery Management

Network General Corp. (A)
800-357-7666
www.netscout.com
Products/Services: 28,38
Other: Application Performance Monitoring and Management

Network Instruments (A, C)
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www.networkinstruments.com
Products/Services: 25,27,28,38,80

Nextwave Wireless (A)
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www.nextwave.com
Other: WiMAX chipsets

NGM Network (B)
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www.ngm-network.com
Other: Multilateral Voice Peering Exchange Point

Noble Systems Corp. (C)
888-866-2538 x300
www.noblesys.com
Products/Services: 70,72,37

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www.nokiaforbusiness.com
Products/Services: 62,63,74,77,79

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Products/Services: 121,123,29,39

O

o1 Communications (B,D)
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www.o1.com
Products/Services: 62,71,111,114,116

Objectworld Communications Corp. (C)
613-599-9698 x297
www.objectworld.com
Products/Services: 63,67,68,23,95

Octasic Inc. (C, D)
514-282-8858 x228
www.octasic.com
Products/Services: 5,6,17,95
Other: Multi-core processor for voice and video over IP

Odin TeleSystems (A)
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www.odints.com
Products/Services: 6,7,24,94,95

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www.openet.com
Products/Services: 29

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Other: Network Planning and Diagramming, Configuration Auditing, App Performance Mgmt

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www.optivon.com
Products/Services: 59,63
Other: CLEC providing LD Termination and origination to Puerto Rico

Orion Communications (C, D)
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www.predictive-dialer.org
Products/Services: 67,72,7,96,108

Otay Mesa Data Center Inc. (B, D)
619-954-2727
www.omdc.net
Products/Services: 66,70,114,35,48

P

Pactolus Communications Software (C)
508-616-0900 x328
www.Pactolus.com
Products/Services: 50,64,68,82,42

PAETEC (B,C)
877-472-3832
www.paetec.com
Products/Services: 95,103,111,114,48

Para Systems/Minuteman UPS (A)
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www.minutemanups.com
Products/Services: 14
Other: Uninterruptible Power Supply (UPS) Systems

Parwan Electronics Corp. (B,C)
732-290-1900 x225
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Products/Services: 64,68,119,29,44

Patton Electronics (A)
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www.patton.com
Products/Services: 92,94,102,103
Other: Multiservice Access Equipment

PBX Central (B, C)
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www.pbxcentral.com
Products/Services: 59,65,68,123,115

PBX.NET Corp. (B)
866-342-5864
www.pbx.net
Products/Services: 59,61,115,116

PCTEL Inc. (A, D)
630-372-6800
www.antenna.pctel.com
Products/Services: 25,27,38,77
Other: Antennas

Phone.com (B)
800-998-7087
www.phone.com
Products/Services: 121,125,115,116
Other: Home Phone service

PhoneFusion (B, D)
954-607-4400
www.phonefusion.com
Products/Services: 63,72,112,113,116

PhoneSuite (A, E)
303-465-0651 x317
www.phonesuite.com
Products/Services: 36
Other: Hotel/Motel IP PBX

Phonologies (India) (A,D)
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www.phonologies.com
Products/Services: 95,97,101,104,31

Phybridge Inc. (D)
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www.phybridge.com
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Products/Services: 55,64,65,96,113

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www.plantronics.com
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Products/Services: 13,10,74

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www.profinfotech.com
Products/Services: 91,95,100,104

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www.profitecbilling.com
Products/Services: 51,29,31,39,47
Other: CRM and call center services

Pronexus Inc.
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www.pronexus.com
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Other: IVR Voice Toolkit

PSS (D)
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www.psytechnics.com
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Q

QualiSystems (C, D)
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www.qualisystems.com
Products/Services: 25,26,28,40
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Products/Services: 58,24,25,40

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www.qudo.com
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www.the-resource-center.com
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www.redback.com
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Other: Broadband Remote Access Server

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Products/Services: 84,85,101,104

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www.telecost.com
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www.revxsystems.com
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Other: Data Mediation and Reporting

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www.rivermine.com
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Other: Telecom Expense Management

S

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Products/Services: 53,54,58,68,89
Other: Unified Communications solutions

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www.salestreamsoft.com
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www.sangoma.com
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Products/Services: 62,23,105,104,127

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www.sdcsolutions.com
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Other: Anti-spam, Email security

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www.sennheiserusa.com
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Other: Telephone headsets, PC/IP
headsets, Wireless headsets, Bluetooth
Mobile headsets

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www.skyrecon.com
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www.snom.com
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Other: Manufacturer SIP VoIP Phones

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www.soffront.com
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Other: CRM solution provider

Softel Communications Inc. (C, D)
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Telarus, Inc. (C,D)
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Other: Master Agent

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www.telecorpproducts.com
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www.tinet.net
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www.tmccom.com
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Other: Titan Bandwidth Management

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www.totaltel.com
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www.touchstone-inc.com
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www.touchtone.net
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Touchtone Corp. (C, D)
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www.touchtonecorp.com
Products/Services: 20

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www.twtelecom.com
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Other: VOIP recording

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www.voxcorp.net
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Solutions

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By Erik Linask

Taqua Under Your Hood?

There are a few key trends that have emerged over the past year, including an increased focus on green IT, continued growth of the wireless broadband market, certainly cloud computing and virtualization, and a general increase in the convergence of communications platforms.

What binds these trends is an underlying understanding that vendors cannot do it alone. With the rapid pace of development, changing customer demands, and simply the need to remain competitive in a tightly contested market, telecom vendors have to collaborate with their peers if they intend on being around by this time next year.

Nowhere was this more evident that at the Taqua User Group Conference in Dallas, where more than 50 Taqua partners and users convened to discuss not only the Tier 2 and 3 telecom landscape, but, more importantly, how they, as a collective, were leveraging available technology to bring new solutions to market.

Fittingly, the event was preceded by a day at the Texas Motor Speedway, watching the Dickies 500, which effectively sealed Jimmie Johnson's record fourth consecutive NASCAR Sprint Cup title. I say fittingly because in many ways, NASCAR represents a microcosm of the telecom carrier space, with each racer having to choose with whom to "partner" at different points in the race, and make the right decisions regarding pit stops, in order give himself the best chance at competing for the checkered flag.

That's just what all the attendees at the conference were looking to do – find the best ways to leverage their partnerships to deliver better services to their customers. The common factor, of course, is the TaquaWorks platform (the Taqua 7000 switching system with integrate BroadSoft BroadWorks applications), which helped the company grow 80 percent in 2008, and 40 percent through the first half of 2009. But there is plenty of room for more.

Taqua CEO Eric Pratt said the opportunity is ripe for the Tier 2 and 3 providers – they don't get caught up in the bureaucracy that typically keeps Tier 1s from being more agile, and are better positioned to partner with others in the space for the same reason (not to mention the fact they don't have delusions of grandeur causing them to believe they don't need many friends).

"I do believe this is a family, and together, what we've done in the past few years has been amazing," said Pratt. "We're hoping you will also take advantage of what we're all doing together now."

What are Taqua and its partners and users doing? After Pratt's opening address, the rest of the day was focused on how the TaquaWorks platform has been leveraged to provide converged services. Largely, the focus was on wireless services, which as Taqua's vice president of marketing Frederick Reynolds told me back in September at ITEXPO West, is perhaps the biggest differentiator for the Taqua 7000 switching platform – it integrates legacy, broadband, and 3G/4G wireless access in a single architecture.

The focus on wireless was expected, not only because of the converged capabilities of the TaquaWorks platform, but because, as Nsight Executive Vice President Rob Riordan noted, people are replacing their traditional phone services with VoIP and are looking to integrate with their wireless devices, but the one thing that has become evident is the greatest challenge is a common understanding of how the wireless carrier fits into the scenario.

Traditionally, wireless carriers have been reticent to lose minutes to VoIP other non-cellular technologies, but in order to succeed in the long run, carriers have to give the customers what they want.

"It's not about just being a voice pipe – it's about offering a package the customer wants and needs, about making something hard easier, and doing it at a price point that works," explained Riordan. "We're in the personalized communications business – that's what we all have to understand."

Ed Cox, vice president of marketing at Varaha, suggested that there is actually an opportunity here for wireless carriers that now have an entry to the user desktop, which is where the real battleground is. "With desktop ownership, you become the brand, the product, the value… otherwise, you are merely the pipe," he says. (Cox must have said something right, for the majority of the audience skipped the cookie and coffee break to hear more from him.)

The successes these company executives described ultimately boil down to two principles: Keeping it simple – as BroadSoft CTO Scott Hofflault's noted, the key is to keep it simple: "If the user can't understand it, it probably won't be very successful" – and making the right choices.

Despite the complexities of a switching platform that is effectively access network agnostic, putting the TaquaWorks platform under the hood has allowed these companies to achieve both goals. Pratt believes the momentum Taqua has built together with its partners and users is only going to grow: "We have the ability to rock the industry – and we're going to do it." **IT**

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