



# INTERNET TELEPHONY®

VOLUME 12/NUMBER 10

OCTOBER 2009

The IP Communications Authority Since 1998™

2009 INTERNET TELEPHONY Excellence Awards



# Cloud Telephony

## Voice Applications Made Easy

Irv Shapiro, CEO, Ifbyphone

**Socializing the Enterprise**

**Commoners and Kings: New Videoconferencing  
Systems Target Broad Swath of Users**

**Transcoding Tools  
Help Video Go Mobile**

# Touchscreen Meets Desktop.

The German quality phone **snom 870** with touchscreen is available in black or in white. Whatever looks the best on your desktop. Make the choice!



Contact us: [infoUSA@snom.com](mailto:infoUSA@snom.com)

snom IP phones now  
GSA certified



Group Publisher and Editor-In-Chief,  
**Rich Tehrani**  
(rtehrani@tmcnet.com)

#### EDITORIAL

Group Editorial Director, **Erik Linask**  
(elinask@tmcnet.com)

Executive Editor, IP Communications Group, **Paula Bernier**  
(pbernier@tmcnet.com)

Senior Editor, **Erin Harrison** (eharrison@tmcnet.com)

#### TMC LABS

Executive Technology Editor/CTO/VP, **Tom Keating**  
(tkeating@tmcnet.com)

#### ART/DESIGN

Creative Director, **Alan Urkawich**

Graphic Designer, **Lisa Mellers**

#### EXECUTIVE OFFICERS

**Nadji Tehrani**, Chairman and Founder

**Rich Tehrani**, CEO

**Dave Rodriguez**, President

**Michael Genaro**, EVP of Operations

**Tom Keating**, CTO, VP

#### ADVERTISING SALES

Sales Office Phone: 203-852-6800

Executive Director of Business Development —  
Central/Eastern U.S., Canada, Europe,  
Israel, Latin America

**Anthony Graffeo**, ext. 174, (agraffeo@tmcnet.com)

Strategic Accounts Sales Executive —  
**Jaime Hernaez**, ext. 217 (jhernaez@tmcnet.com)

Account Executive —

**Richard Moavero**, ext. 134 (rmoavero@tmcnet.com)

#### SUBSCRIPTIONS

Circulation Director, **Shirley Russo**, ext. 157  
(srusso@tmcnet.com)

Annual digital subscriptions to **INTERNET TELEPHONY**®: free to qualifying U.S., Canada and foreign subscribers. Annual print subscriptions to **INTERNET TELEPHONY**®: free, U.S. qualifying readers; \$29.00 U.S. nonqualifying, \$39.00 Canada, \$60.00, foreign qualifying and nonqualifying. All orders are payable in advance in U.S. dollars drawn against a U.S. bank. Connecticut residents add applicable sales tax. For more information, contact our Web site at [www.itmag.com](http://www.itmag.com) or call 203-852-6800.

#### EXHIBIT SALES

Sales Office Phone: 203-852-6800

Global Events Account Directors  
Companies whose names begin with:

A-L or #: **Maureen Gambino** (mgambino@tmcnet.com)

M-Z: **Joe Fabiano** (jfabiano@tmcnet.com)

Conference Sales Director, **Frank Coppola**  
(fcoppola@tmcnet.com)

#### About **INTERNET TELEPHONY**®

Internet telephony is revolutionizing telecommunications through the convergence of voice, video, fax, and data, creating unprecedented opportunities for resellers, developers, and service providers alike. **INTERNET TELEPHONY**® focuses on providing readers with the information necessary to learn about and purchase the equipment, software, and services necessary to take advantage of this technology. **INTERNET TELEPHONY**® readers include resellers, developers, MIS/networking departments, telecom departments, datacom departments, telcos/LECs, wireless/PCS providers, ISPs, and cable companies.



## Place Your Bets

Years ago I was attending a trade show and someone on one of the panels mentioned that many of the great companies were created – or earned their standout status – during down times.

As management guru and author Jim Collins mentioned in a January interview with Fortune magazine, 15 of the 18 companies mentioned in his book “Built to Last” lived through the Depression, and all of the 18 are standalone companies today. Collins, who also authored “Good to Great,” added that two keys to helping companies survive and thrive during tough times are key values and people.

It’s important “to have moorings” in times of tumult, he said, meaning the presence of company values (such as great customer service, for example) and the ability and will to uphold those values. Having great people on staff is the other important component of strong companies, he added. “If you do not find a way to get those great people, you’re not thinking long term enough,” Collins said. “In the long-term research into tumultuous environments that Morten and I are doing, we find that great companies manage for the quarter-century.”

Whether we’re talking about investment in process, people, marketing or infrastructure, now is a great time to invest in whatever will help you better position for today and the future – if you’re in the position to do so, of course.

That’s exactly what some of the most important companies in communications seem to be doing.

For example, Arunas Chesonis, CEO of **PAETEC** and a keynote speaker at last month’s ITEXPO West, appears to be poised for new investment as it aims to expand beyond telecom to become a competitive electric supplier in some 12 to 15 states in the Northeast and Midwest.

Meanwhile, several of the tier-one telcos, including AT&T, **Verizon** and Sprint, have announced plans to up their capital expenditures for the rest of 2009.

AT&T expects to lay out nearly \$18 billion in capex this year, the bulk of which it hasn’t yet spent. A major HSPA network upgrade is among the projects to receive funding this year. Verizon is placing its bets on LTE. And Sprint reportedly has \$1 billion in capex left to spend this year.

Times are tough, but companies and individuals who have planned well can now take advantage of the low prices and hungry companies in the equipment and services sectors that often result from a downturn.

So place your bets. **IT**



TMCnet ([www.tmcnet.com](http://www.tmcnet.com))

**TMCnet EDITORIAL**

Group Editorial Director, **Erik Linask**

Group Managing Editor, **Michael Dinan**

Executive Editor, IP Communications Group, **Paula Bernier**

Senior Editor, **Erin Harrison**

Assignment Editor, **Stefania Viscusi**

Contributing Editorial: **Patrick Barnard, Susan Campbell, Marisa Torrieri, Kelly McGuire, David Sims, Amy Tierney**

**TMCnet PRODUCTION**

Webmaster, **Robert Hashemian**

Creative Director, **Alan Urkawich**

Senior Web Designer, **Maxine Sandler**

Web Designers: **Scott Bouchard, Jean Louis**

Web Designer, **Karen Milosky**

Advertising Traffic Manager, **Tim Goins** ([tgoins@tmcnet.com](mailto:tgoins@tmcnet.com))

**MARKETING**

EVP of Operations, **Michael Genaro**

Creative Director, **Alan Urkawich**

Marketing Director, **Lorna Lyle**

Marketing Manager, **Jan Pierret**

**FINANCE**

Controller, **Allen Frydrych**

Accounts Coordinator, **Mary Hodges**

**READER INPUT**

**INTERNET TELEPHONY**® encourages readers to contact us with their questions, comments, and suggestions. Send e-mail (addresses above), or send ordinary mail. We reserve the right to edit letters for clarity and brevity. All submissions will be considered eligible for publication unless otherwise specified by the author.

**IDENTIFICATION STATEMENT**

**INTERNET TELEPHONY**® magazine (ISSN: 1098-0008) is published monthly by Technology Marketing Corporation, One Technology Plaza, Norwalk, CT 06854 U.S.A. Annual print subscriptions: free, U.S. qualifying readers; \$29.00 U.S. nonqualifying, \$39.00 Canada, \$60.00, foreign qualifying and nonqualifying. Periodical postage paid at Norwalk, CT and at additional mailing offices. Postmaster: Send address changes to: **INTERNET TELEPHONY**®, Technology Marketing Corporation, One Technology Plaza, Norwalk, CT 06854 USA.

**INTERNET TELEPHONY**® is a registered trademark of Technology Marketing Corporation. Copyright © 2009 Technology Marketing Corporation. All rights reserved. Reproduction in whole or part without permission of the publisher is prohibited.

**REPRINTS AND LIST RENTALS**

For authorized reprints of articles appearing in **INTERNET TELEPHONY**®, please contact:

The YGS Group Reprint Division  
3650 West Market Street  
York, PA 17404

717-505-9701 or 800-501-9571 x105 • [tmcnet@theYGSgroup.com](mailto:tmcnet@theYGSgroup.com)



**FOR LIST RENTALS**

please contact Glenn Freedman at [glennf@i-i-s-t.com](mailto:glennf@i-i-s-t.com) or call 914-765-0700 ext. 104.



A Technology Marketing Publication,  
One Technology Plaza,  
Norwalk, CT 06854 U.S.A.  
Phone: 203-852-6800  
Fax: 203-853-2845 and 203-866-3826

Subscribe FREE online at [www.itmag.com](http://www.itmag.com)

Eyes to the Skype



The 20th ITEXPO, which began on Sept. 1, 2009, was nothing if not full of buzz and industry news thanks to Skype, which has been a news-generating machine.

As ITEXPO opened, news of Skype being sold broke. Ebay received \$1.9 billion in cash from a group of investors including Netscape and Ning founder Marc Andreessen, and the value of the company currently works out to \$2.75 billion. As a side note, I think I may have been the only person who thought the eBay purchase of Skype for a super-high valuation of about \$4 billion in 2005 made sense. What I didn't know at the time was that eBay wasn't going to try to integrate the companies in a serious manner. Yes, it is still shocking to me that the company says there were no synergies between Skype and their core business. Just showing ads for auctions should have generated huge amounts of revenue for the company. Then there is this list of items – most of which were never acted on. Another option I suggested was to show Google ads on Skype, which I predicted could have grown the bottom line by billions.

**Joltid**

By now it is well-known that the technology that gives Skype its P2P smarts is actually being licensed by Joltid Ltd., a company in control of Skype founders Janus Friis and Niklas Zennström, two people who left eBay on not quite the best terms and who are currently suing the auction leader and if they win they could shut Skype down. At ITEXPO, the talk was that the Skype acquisition was at a high valuation because there were some behind-the-scenes discussions about the outcome of the lawsuit.

Since that time Joost said they are removing Mike Volpi from his role as chairman. Joost was also founded by Friis and Zennström and the conflict seems to have been caused by his roles both at Joost and private-equity firm Index Ventures, one of the firms involved in the Skype purchase.

Folks, the last time we had this much excitement in communications was when someone hacked into Paris Hilton's mobile device.

At one time Zennström mentioned to me that before the idea to build Skype he considered launching Joost and that there wasn't enough bandwidth at the time so he started a VoIP company instead. He further mentioned he can see a time when Skype and Joost would integrate with one another. It is unclear if that will ever happen now. In fact the only thing that is clear to me regarding Skype these past weeks is that nothing is clear.

**Digium, ShoreTel PBX Connectivity**

But perhaps that isn't 100 percentage correct, for while the world was digesting the news of Skype being acquired, the company was busy integrating with PBX vendors. At ITEXPO in fact Skype announced Skype for Asterisk Software and shortly thereafter, ShoreTel was first to market with Skype for SIP interoperability.

**No Extras Credit**

On top of that, Skype nixed its Extras program, leaving many developers hanging. Mystifying! If I were to devise a way to anger as many developers as I could I wouldn't have to think – I would just duplicate what Skype just did. **IT**

**Millions of phone numbers,  
over 10,000 telecom companies,  
over 50 Countries,  
One Place**



**World's Largest DID Phone Number Trading Platform**



Corporate Headquarters: 6005 Keating Road, Pensacola, FL, USA ZIP 32504



[www.supertec.com](http://www.supertec.com)



[sales@didx.net](mailto:sales@didx.net)



+1-850-433-8555

## Columns

- 1 Top of Mind**  
Place Your Bets
- 2 Publisher's Outlook**  
Eyes to the Skype
- 8 Next Wave Redux**  
Wireless Broadband Alternatives (Hint: It's not WiMAX or LTE)
- 8 Regulation Watch**  
State of VoIP Universal Service Fees – Here We Go Again
- 10 Viewpoint: Voice of the Customer**  
Customer Experience and Bad Profit
- 10 Tech Score**  
Facing Support Challenges In a Distributed "Non-IT" Network
- 12 Disaster Preparedness**  
Continuity Planning 101 – The Cost of Carelessness
- 12 VoIP Peering**  
Simulating VoIP
- 13 Ask the SIP Trunk Expert**  
Cable Companies Leverage SIP Trunking
- 13 Thinking IT Through**  
Thoughts About Avaya's Acquisition of Nortel ES
- 56 E911 Watch**  
The Case for E911
- 64 Convergence Corner**  
Broadband Stimulus – The Application Story

## Cover Story

# 34 Cloud Telephony: Voice Applications Made Easy



## Feature Articles

- 38 DragonWave, Exalt Unveil New Microwave Backhaul Solutions**
- 40 Commoners and Kings: New Videoconferencing Systems Target Broad Swath of Users**
- 42 Mississippi State Upgrades Cellular for Capacity Crowds**
- 44 Can HD Reverse the Decline of Voice?**
- 46 Transcoding Tools Help Video Go Mobile**
- 48 A Matter of Integrity: Tools That Deliver Software Assurance Go Mainstream**
- 50 Socializing the Enterprise**
- 54 Do the Math: How IMS Figures in to LTE**
- 58 Starbak Shoots High with On-Demand Video System**
- 60 Realizing True Unified Communications: It's a Journey**



## Departments

- 6 Case Study**  
VoIP System is Right on the Money for Chamber of Commerce
- 14 Show Roundup**  
ITEXPO Attracts Broad Range of Topics, News
- 20 Special Focus**  
2009 INTERNET TELEPHONY Excellence Awards
- 22 The Channel**  
22 Talking with Presidio's Dave Hart
- 25 On RAD's Radar**
- 25 Channel & Agent News**
- 26 News Analysis**  
Achieving Cost Savings with SIP Trunking
- 28 Industry News**
- 32 Open Source**  
32 Open Source News  
33 Talking with Eran Gal, CEO of Xorcom
- 62 Ad Index**





# 8x8, Inc.

## Join The 8x8 Hosted VoIP Community!

Whether you are a start up or an established company, a one-person business or an organization of 100 employees, a Hosted VoIP phone solution with a lower TCO, reduced complexity and more advanced communication features is the obvious and smart choice.

But, one size does NOT fit all! As such, TMCnet has joined together with one of the industry's leading IP communications service providers, 8x8, Inc., originator of Packet8 Internet Phone Service, to educate the business and residential communities on the advantages and efficiencies of Hosted VoIP phone service.



## VoIP Services For SMB & Residential



Log On Today!

[hosted-voip.tmcnet.com](http://hosted-voip.tmcnet.com)

# VoIP System is Right on the Money for Chamber of Commerce

## (And the Secretary Loves It Too!)

By Paula Bernier

When the Arlington Chamber of Commerce recently elected to upgrade its NEC Electra Elite system, which was in need of an upgrade to keep the voicemail system working reliably, it was the perfect opportunity to migrate to an IP-based system to lower costs and increase functionality. So, to the delight of both its secretary and money managers, it invested in an NEC Unified Communications' SV8100 communications server and UC for Business application, which now connects the chamber with the Center for Innovation at Arlington.

"As the scope of our work here at the Arlington Chamber continues to increase beyond the member services of a typical chamber, we need our communications systems to be more efficient and have more features," says Randy Paine, IT manager for the chamber of commerce in Texas. "We wanted to have our staff at the Center for Innovation at Arlington on the same system as the staff at the main chamber building, so an IP-based system was a logical choice.

"It would have been expensive to upgrade the old analog system to connect the two buildings," he adds. "This system was repurposed for use by tenants at the Center for Innovation (who did not need the features of the new system)."

All chamber employees now use the system, which offers both more productivity features and fewer maintenance issues, says Paine.

"The system is much easier for IT staff to maintain, resulting in fewer calls to our vendor," he says. "Also, many more features are



Arlington Chamber Building

exposed to users through the software. No longer do our users need to type a special sequence of codes into their phone in order to forward their calls – they can simply use the GUI interface and even look up the destination number in their phonebook."

Paine says the biggest fan of the new system may be the chamber's receptionist.

"Our old system didn't even have caller ID; now our receptionist can quickly identify when one of our important investors is calling and route the call appropriately depending on the location and presence of staff resulting in much lower hold times," he explains.

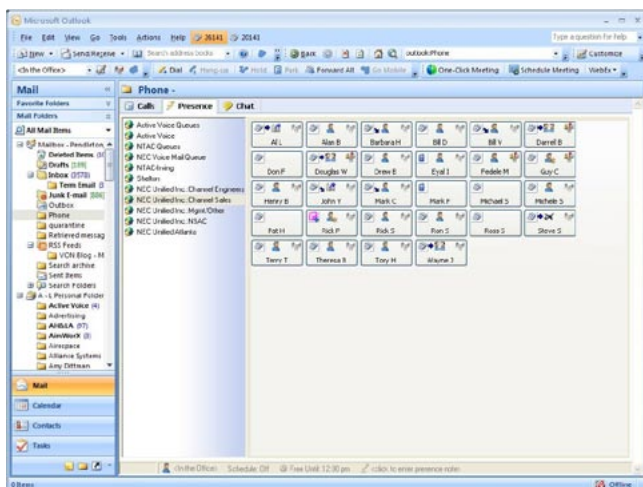
Meanwhile, those employees of the chamber that use smartphones enjoy the ability to listen to office voicemails and see faxes from the inbox on their phones, says Paine, a capability enabled by the new NEC system, which the chamber purchased through AIT Technologies.

The IP-based system also allows the staff at the Center for Innovation, which is a block and a half away from the main building, to use all of the same software and phone features "as if they were here in the building with us," says Paine.

But for all the great productivity and ease-of-use capabilities of the new, IP-based system, in this day and age one of the most important considerations often comes down to the bottom line.

"There were direct cost savings by moving from analog lines and analog phones to all digital, resulting in cost savings of over 50 percent on our monthly bills," says Paine.

The chamber also received a discount on the system itself for being part of the SV8100-UCB integration beta test. **IT**



UC for Business from NEC features a Presence page, which has enabled Arlington Chamber of Commerce staff to see when coworkers are available and in the office, available but mobile, or unavailable. The solution also can integrate with Microsoft Office for added convenience.



Our 21<sup>st</sup> Event!



INTERNET TELEPHONY Conference & Expo

# ITEXPO



January 20-22, 2010

## Miami Beach Convention Center

[www.itexpo.com](http://www.itexpo.com)

# The World's Largest IP Communications Marketplace!

The industry's best-attended event attracting thousands of Communications Professionals seeking new partners and the latest information



### The One Event For:

- Enterprise/SMB
- Service Providers
- Resellers
- Developers

“As far as I'm concerned, last week's **ITEXPO** was the best show that Response Point has ever been to and we will definitely be there in Miami next January.”

- Microsoft Response Point Blog Entry, 9/24/2008 following ITEXPO West 2008 in Los Angeles



Diamond Sponsors:



By Brough Turner



## Wireless Broadband Alternatives (Hint: It's not WiMAX or LTE)

Think about broadband wireless Internet access, and WiMAX comes to mind. Kudos to the WiMAX Forum. But whether it's WiMAX or mobile's long-term evolution, cellular point-to-multipoint wireless standards won't win in the end. They are critical for mobile phone service for at least the next decade, and they will be critical for mobile data access over a similar period. But fixed and nomadic Internet access will play out somewhat differently because new technology is changing the rules.

Of course fiber performance beats that of wireless over comparable distances. But fiber installation is relatively expensive, especially to low-density rural areas, and it requires rights-of-way that in most cases are locked up by monopolists. These monopolists are regulated under legacy legal frameworks completely unrelated to the Internet. Wireless is the only alternative, so it's worth understanding how new technology is changing traditional wireless rules.

Until recently, lower frequencies were more valuable, since signals on them traveled farther. But this was due to technology limits, not physics. Atmospheric absorption is the same for signals from 50 MHz (below TV channel 2) to 10 GHz (way above TV, cellular and WiFi). Higher frequencies have shorter wavelengths and, in the past, this was a disadvantage. First, low-cost antennas scaled by wavelength so shorter wavelengths meant smaller antennas, which gathered less energy. Second, short wavelengths are more easily reflected and refracted from everyday objects like buildings,

window sills and file cabinets. The result is multiple, slightly offset versions of the original signal (so-called "multipath" interference), which confused radio receivers.

But as silicon devices become more powerful, we can afford to decode multiple signals, adjust signal offsets and sum them. What was a disadvantage becomes an advantage in new multiple-input, multiple-output (MIMO) radios, already deployed for "802.11n" WiFi and soon to be deployed with WiMAX and LTE. Since there is vastly more spectrum available at 5 GHz than the sum of TV "white spaces" plus licensed WiMAX and cellular spectrum, WiFi capacity will vastly exceed that of WiMAX and LTE.

Next up is beamforming – electronically steerable high-gain antennas. Early WiFi products are just coming to market, but the next two to three years of silicon performance improvements will result in highly directional WiFi signals with much greater range. Directional signals dramatically reduce interference, allowing multiple independent high-capacity transmissions in the same area. The ability to support multiple long-range connections makes it dramatically easier to build mesh networks.

Exactly how it all plays out is not clear yet but, with affordable WiFi routers supporting multiple connections of 200 to 500 Mbps each over distances of one to two kilometers, there will be many interesting alternatives. **IT**

*Brough Turner is chief strategy officer of [Dialogic](http://www.dialogic.com) ([www.dialogic.com](http://www.dialogic.com)).*

## Regulation Watch

By William B. Wilhelm Jr.



## State VoIP Universal Service Fees – Here We Go Again

The saga continues over whether states can impose universal service fund charges on VoIP. On May 1, 2009, the Eighth Circuit Court of Appeals enjoined the Nebraska PSC from imposing state USF contribution requirements on interconnected VoIP providers.

The court relied on its 2007 interpretation of the FCC's Vonage Order in *Minn. Pub. Utils. Comm'n v. FCC*, where it found that VoIP services "cannot be separated into interstate and intrastate usage," and that the FCC had retained primary jurisdiction over such services. The Court noted that the FCC, not state commissions, has the responsibility to decide if a state USF fee should be applied to intrastate VoIP services. And it stated that the Nebraska PSC failed to address the potential conflict that would arise if states adopted different methods for determining which VoIP customers are subject to their respective intrastate USF surcharges, and that "[t]his potential for conflict between state regulations militates in favor of finding preemption." On June 5, 2009,

the Court denied the Nebraska PSC's request for rehearing, largely foreclosing judicial review of the issue.

Using the Eighth Circuit's decision as a guidepost, on July 16, 2009 the Nebraska PSC and the Kansas Corporation Commission filed a joint petition with the FCC seeking a declaratory ruling that states are not preempted from assessing USF on the nomadic VoIP intrastate revenues. The petitioners also requested a determination that states have discretion to adopt any and differing mechanisms to assess state USF contributions so long as the methodology does not assess interstate revenues and contains procedures designed to ensure that no provider pays assessments to more than one state on the same intrastate revenues. The petition remains pending at the FCC. **IT**

*William B. Wilhelm is a partner in the law firm of Bingham McCutchen LLP ([www.bingham.com](http://www.bingham.com)). The preceding represents the views of the author and does not necessarily represent the views of Bingham McCutchen LLP or its clients.*



## Introducing the IP-PBX Global Online Community

If you are in the market looking to purchase a new phone system, chances are you'll be looking at an IP PBX. The IP PBX market has been growing steadily, which means there are a plethora of choices and options. And, with all the choices you face, it can get quite confusing.

The **IP PBX Global Online Community** is an excellent resource for companies and individuals who are facing the difficult decision of purchasing a new phone system. This community features breaking news, in-depth feature articles, case studies, links to white papers and webinars... all the information you need if you are charged with learning about the current state of the market and making a purchasing decision.

**[HTTP://IP-PBX.TMCNET.COM](http://IP-PBX.TMCNET.COM)**  
Visit the IP PBX Global online community today.



## Introducing the Asterisk Global Online Community



Open Source Telephony is taking the world by storm.

The Asterisk Global Online Community — sponsored by Digium and powered by TMCnet — is designed to serve as the information hub for the exciting world of Open Source Telephony based on Asterisk.

This online community features the latest information concerning Asterisk and Open Source Telephony and how it applies to enterprise communications.

The community showcases daily content updates highlighting:

- \* Feature stories
- \* Breaking news
- \* Whitepapers
- \* Case studies
- \* Tutorials
- \* Asterisk Developer Blog

Participants in this community will be better prepared to make the proper decisions when it comes to selecting enterprise communications solutions based on Asterisk.

**<http://asterisk.tmcnet.com>**



By Elaine Cascio



## Customer Experience and Bad Profit

To paraphrase Gordon Gekko: Profit is good. Or is it? It's not when profit is gained at the expense of the customer or customer satisfaction and loyalty.

Over the past few years, more and more organizations are charging customers for services that used to – or should be – free. Everybody knows how the uproar when airlines began charging for beverages pressured them to change their minds. But airlines are still charging for seats and baggage handling that used to be free. Then there are those companies that appear to charge a flat amount for a service, but then charge fees if customers actually use the service – like a warranty or extended coverage – or they dare to alter it. The result? Customers are nicked and dimed until they end up paying much more than expected or walk away in disgust.

What effect does this have on the customer experience and customer loyalty? Just look at sites like [www.complaints.com](http://www.complaints.com), [www.my3cents.com](http://www.my3cents.com) or [www.getsatissatisfaction.com](http://www.getsatissatisfaction.com) to see customer frustrations with companies that are addicted to bad profit. The fact is, bad profit actually costs companies in time to handle complaints and in lost customers.

In “The Ultimate Question,” Fred Reinhold talks about the effect of bad profit on a company’s Netpromoter score, asking: “How likely is it that you would recommend this company to a friend or colleague?” But we must dig deeper to understand the real issues behind why customers are dissatisfied. Making changes to improve customer experience and loyalty may involve continuous improvement and may require transforming the customer relationship. We may be able to improve loyalty through improving processes or better training and quality monitoring.

But salvaging a relationship that’s been tattered because of bad profit is much more difficult. It takes business strategy transformation to focus on the customer, not just the bottom line and to find ways to maintain the delicate balance between profit and customer loyalty.

How can we, as customer service professionals, encourage this shift in focus? One way is through voice of the customer programs that get to the root cause of customer delight and customer dissatisfaction. If you don’t have one in place, I encourage you to start planning today. **IT**

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

## Tech Score

By Jeff Hudgins



## Facing Support Challenges In a Distributed “Non-IT” Network

Distributed non-IT networks offer some of the best opportunities for increased revenues for communication application developers, but at the same time present some of the most difficult challenges. The

risk associated with support and maintenance for both the hardware and software can quickly erase any profits for the developer. End users have growing demand for products to be connected, managed, serviced, and tracked intelligently in remote areas of the globe. However, connecting to and managing these assets to extract business value for the end user has been challenging with the piece-meal solutions on the market.

To achieve a comprehensive solution the developer must consider three primary elements.

1. The assets (hardware and software communications).
2. Communications from the asset to the enterprise or HQ.
3. Human interface to the asset to maintain uptime and business processes.

Any break between these primary elements will escalate costs and headaches for both the application developer and the end user. To avoid this pitfall, here are some industry best practices being used today:

- **Combining the application software with the operating system and hardware.** As applications are deployed, they compound management for the non-IT environment, but tightly coupling the software and hardware reduces the complexity.

- **Health monitoring.** All hardware platforms will fail at some point. Having remote management and monitoring capabilities in place to predict and prevent failures will dramatically reduce the support pain and related costs associated with unexpected down time.

- **Updating the solution.** All software applications will need updating. Creating a “phone home” to automatically update the asset in the event of a hardware or software malfunction, crash, runtime error or system boot failure will save the end user time and money.

### Final Score

Distributed “non-IT” networks will continue to grow. The need for increased communications in healthcare and retail digital media is evident. The developers that embrace the best practices for hardware/software integration, remote management and updating capabilities will be in the best position to capture these emerging markets. **IT**

*Jeff Hudgins is vice president of product management at NEI, Inc. ([www.NEI.com](http://www.NEI.com)).*



# bringing broadband to rural america

choosing the right partner is just as important as choosing the right technology

Harris Stratex is the leader in backhaul solutions for mobility and broadband networks in the United States with headquarters, R&D and manufacturing also in the United States. Learn more about why Harris Stratex is the right partner for your broadband stimulus project at our new online Broadband Stimulus Global Community web site.

We created the Broadband Stimulus Online Global Community, sponsored by TMCnet.com as your one stop resource for the latest news, case studies, informative articles and much more.

Visit the Broadband Stimulus Online Global Community today, for up to date information on this once in a life time opportunity.

<http://tmcnet.com/11335.1>

By Rich Tehrani & Max Schroeder



## Continuity Planning 101 — The Cost of Carelessness

Many events can trigger unplanned downtime, including hurricanes, power outages, floods, virus attacks, snow storms, fires, and computer hackers. Careful businesses, however, have implemented planned uptime alternatives.

Recent warnings and bulletins on the H1N1 swine flu have many worried about a possible pandemic this fall. Health officials in the private and public sectors are preparing for that eventuality. Comparisons are being made to the 1918 “Spanish flu” pandemic that killed about 20 to 40 million worldwide, and up to 650,000 Americans. The 1918 flu was very mild during the initial outbreak, similar to H1N1, but became a major disaster when it returned in the fall. To contain the outbreak, schools and businesses had to shut down and the cost in dollars and human anguish was enormous.

Today’s world, however, is much different than 1918. We have sophisticated telecommunications, the Internet, and the ability to work from home. Implementing a blocking defense early is vital with a communicable disease. Isolation is a critical strategy, and applies to computers and humans alike with some

interesting synergies. A firewall, for example, is an excellent defense against the spread of computer “diseases” and can also limit the spread of human diseases, if deployed as part of a home office strategy that isolates employees.

Since its inception, this column has been a strong advocate of home offices. Perhaps *Internet Telephony* magazine’s comprehensive coverage of the hottest IT products has directed our thinking. Now even small businesses can afford fault tolerant on-premises or hosted solutions utilizing converged IP, VoIP, FoIP, UM and data solutions, and virtualization and SAN technologies.

Hopefully, the H1N1 flu will never become a pandemic, but maybe it can serve a positive purpose as a catalyst for business continuity planning. Don’t be careless – IMPLEMENT A BC SOLUTION NOW. **IT**

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

*Rich Tehrani is the CEO and group editor-in-chief at TMC and is Conference Chairman of ITEXPO.*

## VoIPeering

By Hunter Newby



### Simulating VoIP

With all that is going on in Washington, D.C., right now it is easy to lose sight of the \$7 billion plus dedicated to the broadband portion of the American Recovery and Reinvestment Act. It is amazing that \$7 billion plus could be considered a small amount of money and get lost in the shuffle, but that’s what seems to be happening. There are many distractions to choose from: healthcare, jobs, the other \$700 billion plus of the stimulus and the socialization of America just to name a few. Many people wonder if the broadband portion of the stimulus will be wasted, or actually be put to good use.

We may not know how the stimulus funds will be allocated but one thing that we do know is that where there is broadband there is VoIP. The two go hand in hand as it is logical and economical to bring expensive, legacy PSTN services on to a broadband IP network connection once the cost to establish it is sunk. For many end users the justification for the higher monthly cost for broadband is subsidized by the reduction in total monthly spend on voice services actually creating a savings by moving to broadband. Where the end result may be a

net-neutral spend the benefits of increased speed and improved experience are the difference. This situation has played itself out in the metro areas for years and stands ready to repeat in the rural areas in the coming years.

As always, time will tell. Time is counted in minutes and it is still billed that way in many parts of this country for voice services. For those with broadband connections the new way to measure and bill for time is unlimited and flat-rate. Those people have already saved a lot of money on their voice services and received a lot of additional value from broadband. Who knows, the amount of money that the people in non-broadband connected areas could save once they get access to it might actually reach \$7 billion. Of course, the service providers will try to get that all back with new video services, but none of it is possible without broadband. **IT**

*Hunter Newby is the chief strategy officer and a director of a special purpose acquisition corporation focused on the communications industry. Reach him at hunter@hunternewby.com or visit www.hunternewby.com.*

By Steven Johnson



## Cable Companies Leverage SIP Trunks

There's a new market turning its eye toward SIP trunking: cable companies. Recent announcements by some of the large players indicate that SIP trunking has become a significant way to leverage IP communications to shave costs.

Like service providers and end users, cable companies are using SIP trunking as a simplified way to offer its customers VoIP capability. This can be a boon for their business customers, who can consolidate bills and eliminate toll telephony costs. For the cable operators, SIP trunking offers a means of generating revenue from business customers who, in turn, will benefit from the savings and flexibility of this service.

Like other service providers, one of the problems for cable providers is interoperability between their telephony switches and the PBX at the customer premises. To be truly effective – and secure – every customer's IP PBX must work seamlessly with the SIP trunk service. Achieving certification with every vendor is a costly and time-consuming process – but a very necessary one.

The workaround: utilizing an enterprise session border controller (E-SBC) at the edge of the network, which serves as a normalization engine – or “universal adapter” – connecting

the PBX to the SIP trunk and supporting requirements for authentication and signaling. With a single E-SBC, the cable company is instantly, truly interoperable with the IP PBX, offering their customers the reliability of a proven interop solution. Massive interoperability testing is no longer needed, further reducing costs for the cable company.

The E-SBC also provides other critical functions.

**Demarcation point:** Many service providers want a clear hand-off point between their network and the end customer. The E-SBC serves this important function, delivering health and quality statistics while establishing a security boundary.

**Security and NAT traversal:** When connecting enterprises to SIP trunks directly via the Internet, issues created by the enterprise firewall and the NAT must be resolved while also maintaining security. An enterprise border element provides the necessary functionality to resolve these problems.

**Advanced Security:** In addition to inspecting the SIP signaling and controlling the media ports, the E-SBC can add encryption to signaling and media (using TLS and SRTP), creating greater privacy. **IT**

*Steven Johnson is president of Ingate Systems.*

## Thinking IT Through

By David Yedwab



## Thoughts About Avaya's Acquisition of Nortel ES

Now that the dust has settled for a major step in a needed consolidation in the Enterprise Communications space – we know that Avaya is the likely buyer of Nortel's Enterprise Solutions business – several of the industries constituencies must become more active in assessing and determining the future of their unified communications plans. The two key constituencies I'd like to begin to address here, in terms of their immediate considerations and potential actions, are Nortel's customer base and Nortel's selling channel partners.

If you are a Nortel customer, your first step is to make sure that your provider will continue support of your solution during the transition period and that you begin to (if you haven't already) have a series of dialogs with that same provider about your plans, needs and options going forward. It is important that you make your needs known so that you do not fall through the cracks while the acquisition is completed, the roadmaps resolved and the channel re-alignments are completed – all things likely to take several months, if not a year or more. But you can't wait, you must begin to plan for the future of your UC environment NOW!

And if you have any pending contractual issues, such as pending upgrades, installs or maintenance/support contract renewals over the next few months, you should have started these conversations already. If you haven't, today isn't too soon.

Also, stay plugged in to communication from the Nortel ES group while the acquisition is pending. Similarly, begin to listen to what Avaya is saying and research their products, services, solutions and strategies.

For the Nortel channel partner, whether or not you also sell other vendors' products, there are some conversations you must have. Have conversations with your customers to make sure they understand what is happening and how you will help them through this transition. Similarly, with both Nortel and Avaya, be as certain as you can be about what the plans are going forward so that you can communicate clearly to your customers as well as develop the plans for your business going forward. **IT**

*David Yedwab is a founding partner in market strategy and analytics partners LLC. Contact him at 908-879-2835 or david.yedwab@mktstrategy-analytics.com.*

# ITEXPO Attracts Broad Range of Topics, News

By Paula Bernier

The ITEXPO West 2009 show held last month in Los Angeles was hopping! Attendees and exhibitors alike commented on the high quality of education, exhibit hall traffic and energy at the show.

Here are a few conversation points and news tidbits that came out of the event:

## BrightCom CEO: Telepresence May Not Be as Pricey as You Think

Frost & Sullivan indicates the telepresence solutions and video conferencing market is posed for strong growth, with the market expected to reach \$4.7 billion by 2014. But while many see great promise for telepresence, others say it's a very limited opportunity due to the eye-popping price tags that often come with it. Such systems might make sense for a meeting between Cisco Chairman and CEO John Chambers and President Obama, one gentleman recently quipped, but otherwise they are pretty hard to justify.

Comments like that don't catch Bob McCandless, CEO of videoconferencing system provider BrightCom, off guard. "We hear that all the time," he says.

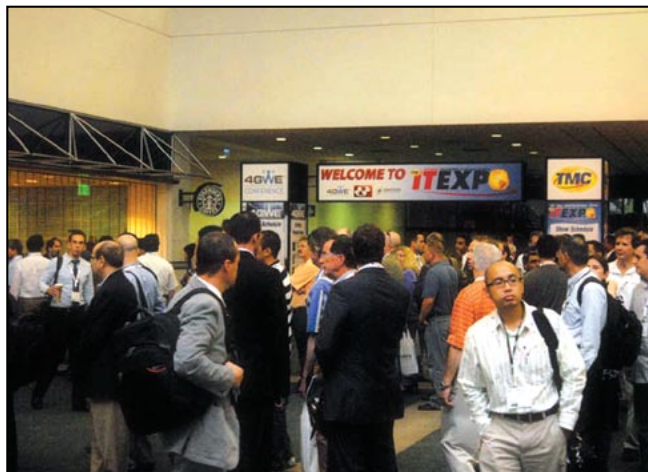
That's one of reason BrightCom offers a broad range of telepresence solutions, McCandless says. For those companies that want to experience telepresence without breaking the bank BrightCom offers the L37 solution under its Lumina [Telepresence](#) line. The six-seat L37 is a completely self-contained telepresence unit businesses and organizations can drop in for \$100,000, says McCandless, adding that Cisco and TANDBERG don't offer smaller solutions like this.

## New Cbeyond Program Makes for More Integrated Solutions, Selling & Service

Cbeyond has created a new program to help it better align its interoperability, marketing and ongoing support efforts with those of the IP PBX vendors.

According to Jason Walker, product marketing manager for Cbeyond's SIPconnect service, the Cbeyond Platform Partner Program affords it the opportunity to better support its resellers and ultimately get the best solution to the end customer.

Through the program, Cbeyond works with IP PBX vendors to ensure their gear works seamlessly with its BeyondVoice



with SIPconnect service, which allows small business customers to operate like enterprise businesses by easily adding pure digital voice lines, access to a wider array of rich, configurable features and eliminating expensive gateway equipment. The service provider has already certified interoperability with 25 phone manufacturers.

On the marketing side, the program will create a framework for Cbeyond and IP PBX vendor partners to do sales referrals and other comarketing.

Additionally, the program will establish Cbeyond as the integrator's or customer's first point of contact for maintenance and support. If a given call needs additional support, however, Cbeyond will escalate the interactions and bring the IP PBX supplier into the conversation. But the relationship can also work in reverse in cases in which calls come in to the IP PBX vendor.

There are three levels of involvement in the Cbeyond Platform Partner Program from which IP PBX suppliers can choose: the Platinum level, which requires a \$50,000 upfront annual contribution and offers an exclusive level of joint partner recruitment and training activities and demand generation programs; the Gold level, which costs \$25,000 and includes three aspects of the program mentioned above; and the Silver level, which is a baseline relationship for interoperability only, which involves a \$5,000 interoperability fee.

Cbeyond has already done interoperability with 25 manufacturers at this point, all of whom have joined the Cbeyond Platform Partner Program at the Silver level, says Walker.



# The World's Premier “Pure” SIP/VoIP Based Call Recording Platform

Today's competitive landscape necessitates that businesses do whatever is within their power to improve performance, while complying with state and federal mandates and regulations. That's why many businesses have already deployed company-wide call recording technology. Call recording helps ensure regulatory compliance, enhance training and development capabilities, increase customer satisfaction, limit legal liability, and provides a record of audio transactions for clarity and continuity of operations.

The Call Recording Community is your resource for call recording solutions for businesses of all sizes, including SIP Print's SIP-based call recording appliance, a system-level call recording solution for today's VoIP phone systems.

- ~ Breaking News
- ~ Feature Articles
- ~ Call Recording Blog
- ~ Real-world Use Cases
- ~ Product Demos
- ~ Partner Spotlights
- ~ Expert Commentary

<http://call-recording.tmcnet.com>

Powered By:



### Profitec Takes OmniSuite to the .NET

Profitec at ITEXPO debuted its now completely .NET-based version of the OmniSuite solution, says Randal Minervino, vice president of sales and marketing.

**The ITEXPO West 2009 show held last month in Los Angeles was hopping! Attendees and exhibitors alike commented on the high quality of education, exhibit hall traffic and energy at the show.**

OmniSuite is the umbrella solution that includes OmniBill, an OSS/BSS and subscriber management system; OmniView, Profitec's electronic bill and presentment solution; OmniSignup, an end-user purchase module; OminAgent, which is used for sales management; and OmniCare, a CRM and contact management solution.

Minervino says that the move to .NET means the OmniSuite solutions are completely browser-based, so the customer doesn't need a server on its premises on which to run the system, which can result in savings from \$10,000 to \$15,000 just in server costs.

### TelcoBridges Intros New Networking Monitoring Tools

TelcoBridges Inc. is best known for its platforms, which help telecom developers and integrators build turnkey solutions such as media gateways. Probably not as widely understood is the fact that TelcoBridges leverages much of that same technology to deliver real-time network monitoring devices, which detect, filter, and record signaling and voice traffic. The company at ITEXPO unveiled new iterations of these tools, which can enable service providers to do next-generation network monitoring, support lawful intercept and deliver location-based services (LBS) applications.

According to Marc St-Onge, sales support director for TelcoBridges, these solutions are unique in the market because they offer such great capacity that they can be used to monitor a whole network affordably.

### VoIP Logic Absorbs Sundial

VoIP managed services provider VoIP Logic at ITEXPO West revealed plans to absorb VoIP engineering professional services

firm Sundial Network Services. The value and terms of the transaction were not disclosed. As part of the deal, the company created the position of vice president of operations for former Sundial CEO Ardeshir Ghanbarzadeh.

Six-year-old VoIP Logic provides hosted managed solutions under the VoIP umbrella to nearly 200 service providers. The company also provides its carrier customers with its proprietary Cortex OSS. And with the Sundial deal, it brings engineering and professional services into the mix.

Michael Wimpfheimer, vice president of sales and marketing, says the Sundial makes sense given VoIP Logic is seeing more Class 5 deployments, which are significantly more complex in terms of customization requirements than its Class 4 jobs. He adds that VoIP Logic gets four new employees as part of the deal, including Ghanbarzadeh and three others with engineering backgrounds.

The new Tmonitor TM2000 and Tmonitor TM3000 follow in the footsteps of the earlier-announced Tmonitor TM1000 platform. All provide high-capacity, non-intrusive full-duplex monitoring, filtering, and analysis of network traffic, such as SS7 or ISDN signaling, at line speed. What's new is that the TM2000 quadruples the data capture capacity of the TM1000 (increasing the number of HDLC controllers from 512 to 2,048), while maintaining the ability to monitor up to 64 T1/E1/J1 connections. The TM3000, meanwhile, offers OC3/STM-1 support in place of T1/E1/J1 connections and includes dedicated voice-recording capacity. Multiple TM2000 or TM3000 devices can be clustered together.

### XCast Labs Adds Two Cableco Customers

XCast Labs at ITEXPO West announced two new cableco customers, and the company's President and CEO Cliff Rees told





# Introducing the Global IVR Community

Evolving standards and speech technologies are driving the business case for companies to deploy new speech applications to create additional revenue streams, increase customer satisfaction, and trim costs. Voxeo's IVR Global Online Community on TMCnet is the industry destination for tools, information, and resources for building and deploying enhanced IVR and VoIP applications.

- Hosted and on-premise IVR
- VoIP Platforms
- Free developer tools
- VoiceXML, CCXML and SIP Standards

<http://ivr.tmcnet.com>

The screenshot shows the TMCnet website interface. At the top, there's a navigation bar with links like 'Home', 'About TMCnet', and 'Contact Us'. The main content area features a large banner for 'IVR Community' with the headline 'Zip. Nada. Nothing.' and a sub-headline 'That's what it costs to start building great IVR applications using Voxeo.' Below this, there's a section for 'IVR RESOURCE CENTER' with links to 'Sign up for IVR Community newsletter', 'Sign up for real-time alerts on IVR', 'Why VoiceXML?', 'VoiceXML Development Guide', 'What is CCXML?', 'Hosted or Premise? Why not both?', and 'IVR MEGASITE - Free tutorials, tools, forums, sample code and more!'. To the right, there's a sidebar with a search bar, a 'Log In' button, and a 'It's not rocket science.' advertisement. The website is displayed in a Microsoft Internet Explorer browser window.

Powered By:



Sponsored By:



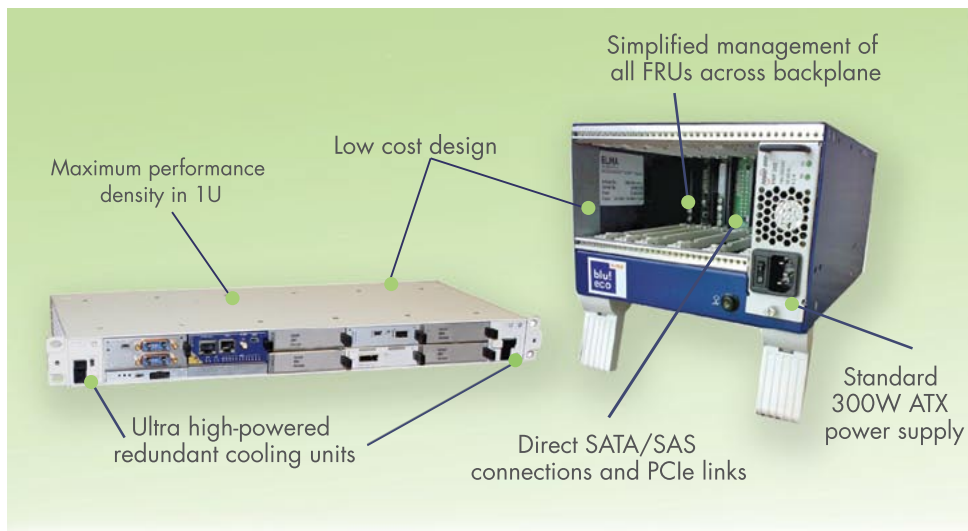
Internet Telephony that two more such announcements would come on the heels of this news.

**The move to .NET means the OmniSuite solution is completely browser base, so the customer doesn't need a server on its premises on which to run the system, which can result in savings in \$10,000 to \$15,000 just in server costs.**

The company revealed that it will provide its SaaS-based digital voice and video services to American Cable Services (ACS) of Florida, and Suite Solutions Technologies of Ohio. ACS, based in Ocala, Fla., offers VoIP, Internet,

computer networking, intercom, security, cable TV, and other services. It helps its partners, project coordinators and construction crews design homes and buildings to meet the communications, data and security needs of both builders and residents. Suite Solutions Technologies provides high-speed Internet, cable TV and digital satellite services to residential apartment and condominium communities. The company has nearly 10,000 customers in multiple markets throughout six states.

Rees said his company is able to provide its cableco and CLEC customers hosted solutions that enable them to get to market quickly and affordability. Although Xcast quotes 30 days for delivery, Rees said the company has been able to deliver solutions within just 7 days – from deployment into production and with customization. Xcast is able to deliver services at prices that are 20 to 30 percent less than the competition because it wrote and owns all its software code, down to the SIP stack. “So we don't pay royalties to anyone at this point,” said Rees. **IT**



## Rethink MicroTCA.

Thought MicroTCA was out of reach for your design? Think again. Elma's ultra-compact MicroSlim™ and cost effective EcoBox™ innovations are making MicroTCA more competitive in a wide range of applications. From Components to Backplanes to System Platforms to Integration, Elma is Your Solution Partner for MicroTCA. Call us today!



Your Solution Partner  
USA Elma Electronic Inc.

Phone: 510.656.3400 Fax: 510.656.3783 Email: sales@elma.com Web: www.elma.com

- EcoBox <
- MicroSlim <
- Ruggedized <
- Portable <
- Shelves <
- Cubes <
- Accessories <

### Elma Product Divisions

- System Platforms & Integration
- Enclosures & Components
- Backplanes
- Cabinets
- Rotary Switches



PAETEC

# THE COMMUNICATIONS SOLUTIONS COMMUNITY



**In today's economy, reducing costs while enhancing productivity is the key to success.**

Recent business trends across the globe are indicating a "back-to-basics" approach for most companies: reducing costs and increasing productivity are being pushed to the forefront. These two objectives may directly compete with each other unless game-changing technology and innovative solutions are adopted. Businesses are increasingly turning to solutions like converged networks to simplify operations, minimize risk, increase bandwidth capabilities, and reduce costs.

The IP Communications world is being driven on many fronts and at the heart of this activity is a host of Communications Solutions to help streamline operations.

The Communications Solutions Community is designed to serve as a central resource for this fast-moving market. To stay on top of the Communications Solutions space, bookmark the Communications Solutions Community and make sure to return often for the latest news, trends, and industry-specific content.

- Communications Solutions Latest News
- Product Showcase
- Business Continuity and Managed Services Featured Articles
- Trends, Benefits, and Applications
- White Papers
- Case Studies

Powered By:



**Log On Today!**

**<http://communication-solutions.tmcnet.com>**

# 2009 INTERNET TELEPHONY Excellence Awards

In each issue of INTERNET TELEPHONY, you, our readers, are privy to unique comments from and about IP communications vendors and their solutions that collectively address the varied needs of every business today, from SOHOs to the largest multi-national enterprises to the service provider community. Individually, these products and services are as varied as the businesses they serve, ranging from basic IP phones to call recording systems to testing platforms to wireless networks to hosted services – and everything in between.

This month, we are proud to announce the winners of the fifth annual INTERNET TELEPHONY Excellence Awards, representing as wide a range of products and services as the market itself. These vendors represent the ongoing innovation and development in IP communications that INTERNET TELEPHONY strives to bring to you each month – indeed, each day, on TMCnet.

Each of these winners is being recognized for their contributions to the IP Communications industry, and their success



in delivering innovative solutions that help solve the unique challenges their users face on a daily basis as they seek to grow their businesses while operating more effectively and cost efficiently. Our editorial team spent considerable time reviewing each application, including the case studies that exhibit the real-world application of these products and services. Having completed that process, we congratulate this year's winners and look forward the next 12 months of innovative and creative products from these winners and their peers. **IT**

**AccessLine Communications**  
AccessLine Digital Phone System

**ADTRAN, Inc.**  
Netvanta Routers and 3G Wireless NIM

**Agito Networks**  
Agito Networks RoamAnywhere Mobility Router v3.0

**Allworx**  
Allworx 9224 IP Phone & Tx Expander

**Aruba Networks**  
Aruba's adaptive 802.11n Wi-Fi solution

**AT&T**  
AT&T Connect

**Benbria Corporation**  
BlazeCast

**Brocade**  
FastIron CX Series

**CallFire**  
Cloud Call Center

**Cypress Communications**  
C4 IP

**DIGITALK Ltd**  
DIGITALK Prepaid MVNO

**Digium**  
Switchvox SMB 4.0

**lfbypbone**  
Outbound IVR

**IneoQuest**  
IQDialogue™ SDV Server Edition

**Integrated Research**  
PROGNOSIS IP Telephony Manager

**IPC**  
Max Access 1000

**M5 Networks**  
M5Connect

**MetaSwitch**  
MetaView Network Management System (NMS)

**Microsemi**  
PD9000G

**Mitel**  
Mitel Unified Communicator Advanced

**Mu Dynamics, Inc.**  
Mu Test Suite

**Narus, Inc.**  
NarusInsight

**Netformx**  
Netformx DesignXpert

**NICE Systems Ltd.**  
NICE VoIP Recording Solution

**PAETEC**  
PAETEC Fixed Wireless

**Patton Electronics, Co.**  
SmartNode 4638 Multiport BRI So VoIP Gateway Router

**Pronexus**  
VBVoice IVR Development ToolKit

**RadiSys**  
Promentum ATCA-4500

**Radware**  
SIP Director

**Radware**  
AppDirector

**Sangoma Technologies**  
Sangoma Netborder Express Gateway Cards

**SevOne, Inc.**  
PAS (Performance Appliance Solution)

**Telesphere**  
Telesphere Complete

**Virtual PBX**  
Virtual PBX iVPBX

**Wyde Voice, LLC**  
VM1000/VM3000

**XCast Labs**  
Digital Voice & Video Platform

**Zultys, Inc.**  
Zultys Unified Communications Solutions

Transforming your communications begins with keeping up to date with the latest communications trends and breaking industry news.



Visit the Next Generation Communications Global Online Community and engage with industry leaders on how to extend applications and services to drive higher levels of functionality, usage, interaction and end user stickiness.

Engage with industry leaders to explore:

- How to leverage a high value network and web 2.0 capabilities
- Optimum ways to provide differentiated end user experience
- Best practices for developing new business models and strategies
- Opportunities to generate revenue while reducing OPEX

Learn more at

<http://next-generation-communications.tmcnet.com>

and follow us at <http://twitter.com/NextGenCom>

Alcatel • Lucent 

## Talking with Presidio's Dave Hart

By Paula Bernier

**P**residio Inc. is a nearly \$1 billion professional services and managed services organization serving both businesses and the government vertical. Presidio Networked Solutions, the largest subsidiary of Presidio Inc., partners with key communications suppliers to deliver a broad portfolio of solutions involving systems and network security, unified communications, advanced network transport, data management and storage, telepresence and videoconferencing, network infrastructure, systems infrastructure and Microsoft infrastructure. Presidio also includes a leasing and financing organization, Presidio Technology Capital. These assets, and the people behind them, allow Presidio to provide customers with full circle solutions – from acquisition to implementation and management. I recently chatted with Dave Hart about Presidio and where the industry is headed. Our conversation follows:



Dave Hart

**PB:** Give us a snapshot of Presidio.

**DH:** We're a leading professional services organization for the lifecycle of advanced infrastructure solutions. So we're not a VAR, we're not a VAS. We really are a managed services organization.

We're expert technology professionals, and that's really a key differentiator – we're not just a sales company. We have the engineering and technology expertise to architect and implement solutions that will enhance effective communication and collaboration for our customers.

**PB:** What is special about Presidio's engineering capabilities?

**DH:** What we as an organization strive to be are experts in select areas – masters in select areas, and really executing our solutions with a technology advantage that comes from our technologists or our engineering staffs.

Our engineering team comprises over half of the employees of the organization. We carry well over 1,000 certifications through our 400-plus engineering team of individuals.

People are our “secret sauce” – our ability to attract and retain top-flight talent. We own no patents or exclusive licenses or distribution arrangements. All of our intellectual property goes home to their spouses or significant others every night. I'd put my technology and support people up against anybody's in the industry.

**PB:** What are Presidio's key areas of focus?

**DH:** We really limited our practice to three major areas. The first is internetworking infrastructure – that is routing, switching and mobility wireless technology. Then there's voice technology; it could be called unified communications, it could be called IP telephony – it depends on the sophistication of the technology we're deploying. The third place is the data center, and that's really virtualization servers and storage. By far the biggest area for us is voice. It's roughly 40 percent of our business.

**PB:** If I hired Presidio, what kind of an experience could I expect to have?

**DH:** If we're putting in 50 phones or 50,000 phones for you, your experience will be exactly the same. We have very high professional standards. We spend a lot of time doing our own internal testing, and we have three of our own labs so before we roll out to a client we know it works, and our engineers have experience installing it so we can deliver it in a very professional manner. We don't want to be in a position where we're learning while we're earning. You'll never see a Presidio engineer reading the book in your office when he's installing it.

**PB:** Partnerships with key suppliers are an important aspect of your strategy. Explain.

**DH:** Looking back on our foundations, basically 2003 to today, we are covering roughly half the United States as a Cisco-centric provider of technology solutions. We are very deep with key strategy partners in the marketplace – EMC, NetApp, HP, VMware, Cisco of course, Microsoft and Sun, and some other real key strategic players.





# Introducing the VoIP Phone Systems Global Online Community

Voice over IP is transforming the business communications space with immediate benefits, including cost savings, added features, greater functionality, remote access, and more. Finding the right VoIP phone system for your business can be a challenge, which is why FreedomIQ brings you the VoIP Phone Systems community on TMCnet.

The community presents a reliable resource for your business communications needs, with expert advice and the latest news from the VoIP industry.

<http://voip-phone-systems.tmcnet.com>



## The community showcases:

- ✓ Free Quotes
- ✓ Ask the Expert
- ✓ Featured Articles
- ✓ Latest News
- ✓ White Papers
- ✓ Product Showcase



Powered by:



Ninety-seven to 98 percent of our revenue comes from five relationships: Cisco, Sun Microsystems, EMC, Network Appliance and IBM. And then we have some very strategic, although not very high revenue development, relationships with Microsoft, VMware and Nortel.

**PB:** What are your thoughts on the open source movement?

**DH:** We love open source, and we think it's a great idea and there are a lot of great applications for it. The cost of the technology is somewhat irrelevant to us. But the problem with

open source is if no one is making money no one is investing in new technology. So we'd hate to see great companies like Cisco, Oracle, Avaya and Nortel stop investing in R&D because there was no money in the products.

Another problem with open source is it needs to be supportable – if the guy who adds the feature you like is a 19-year-old kid in Finland who just went off to medical school, you might have some problems. With a company like Cisco you know they're going to be around for the long term. **IT**

# **Channels Corner**

[www.tmcnet.com/channels](http://www.tmcnet.com/channels)

## Can your IP PBX handle video telephony and surveillance in addition to voice?

Your business needs more than just voice to compete effectively in today's market.



Grandstream's all-in-1 IP-PBX gives you the power, flexibility, and affordability for your unified voice, fax, data, video telephony and surveillance needs in a single box



Visit our website at [www.grandstream.com](http://www.grandstream.com) today!

By Peter Radizeski



## The Dumb Pipe Problem

At ITEXPO West, both panels that I moderated were non-VoIP. That's different. One was on using APIs to create Web applications. The other was on CDN (content delivery networks). But, since returning from Los Angeles, I have gotten back to pondering VoIP and the channel. XO and Level 3 lean more on VARs for business than agents now. Agents still don't understand SIP trunking, VoIP, MPLS and some other technologies.

Voice is just another application riding IP. Net-heads get this, but Bell-heads don't. They still think in terms of minutes equaling revenue. One of their biggest dilemmas is that content and apps are becoming more important than the pipe. They sell broadband, Internet access, the pipe. Carriers don't want to be relegated to plumbers just maintaining dumb pipe. (The wholesale IP backbone market has not shown a profitable picture.) So, the carriers keep ratcheting down the hatches on the walled gardens and move their model over to cellular, hoping to stave off the dumb pipe model. Agents have a similar issue.

### Do you want to be the Dumb Pipe Guy?

With cloud computing, Software-as-a-Service, API, XML, M2M and the like being used by more businesses every day, you can either sell the dumb pipe (cellular, EV-DO, 4G, DSL) or you can get involved in what I call Layer 7 or deeper sales. Figure out ways to make the business more efficient, productive, mobile, redundant, etc. That equals sales faster than you can say, "Can I see your phone bill?"

Circling back to my ITEXPO sessions, CDN, in fact, is one way to add value to the dumb pipe for the carrier. When you optimize the network for real-time traffic (like video), you can charge more. What can you do to optimize the network for small businesses? How can you take the technology out of the business owner's day so that he has a solution instead of a piece of tech that he has to worry about? **IT**

*Peter Radizeski is head of RAD-INFO, Inc., a consulting agency specializing in the telecom industry.*

### Magento E-commerce Hosting Plans Expand

<http://tmcnet.com/16585.1>

NEXCESS.NET LLC, a Web hosting service provider, and Magento hosting solutions company, announced that its Magento Secure Isolated Platform e-commerce Web hosting plans will be expanded. With the new reseller plan, customers can resell Magento SIP plans. Each SIP uses a Dell quad-core server, running highly optimized and secured CentOS Linux and with R1Soft Continuous Data Protection backups every half hour. Launched in May, the original SIP plans are a tightly integrated combination of the popular Magento e-commerce software. To guarantee speed, reliability and security, these plans were merged with optimized high-end hardware

and software. The reseller will get each SIP reseller plan with five separate SIPs at a discounted price.

<http://www.nexcess.net/>

### Critical Mass Program Offers Up to 20 Percent Recurring Revenue

<http://tmcnet.com/16584.1>

Critical Data Network, Inc. has launched new channel partner program, CriticalMass, signifying the impact its program can make for value-added resellers (VARs) and affiliates that rely on best-of-breed technology and unsurpassed sales and technical support. Critical.net will reward VARs and affiliates with up to a 20 percent recurring revenue

commission for the lifecycle of referred customers.

<http://www.critical.net/>

### TBI Adds Four to Manager Division

<http://tmcnet.com/16586.1>

Chicago-based master agent Telecom Brokerage Inc. has expanded its national channel manager division with the addition of four employees. New to the company are Mary Beth Wendt, a 19-year veteran of the telecom industry; Jeanne Bartlett, a former MCI and Qwest staffer; Crystal Farley, who has been in telecom for 13 years; and Stephen Hendler, director of business development, who prior to working with TBI was a national channel manager for Qwest, MCI and XO for nine years.

[www.tbicom.com](http://www.tbicom.com)

By Erin E. Harrison



[www.tmcnet.com/16712.1](http://www.tmcnet.com/16712.1)

## Achieving Cost Savings with SIP Trunking

Industry experts debunked the myths surrounding SIP trunking during a tell-all session at ITEXPO last month in Los Angeles.

The session, sponsored by Ingate Systems, featured Jerome Joanny from [ShoreTel](#), Sean Rivers from [Bandwidth.com](#), Steven Johnson from Ingate and Digium's Bill Miller.

Deploying SIP trunking can help small businesses save up to 37 percent in a year, according to Rivers. That may help explain why a recent survey of 1,400 chief information officers by Robert Half Technology revealed that VoIP is the fourth most frequently cited area for IT investment in the next 12 months.

**SIP trunking is the fastest growing service in VoIP and is expected to have an 89 percent compound average growth rate from 2008 to 2013, according to Infonetics Research.**

Indeed. SIP trunking is the fastest growing service in VoIP and is expected to have an 89 percent compound average growth rate from 2008 to 2013, according to Infonetics Research.

Since the current economic recession, River said, [Bandwidth.com](#) has seen an uptick in enterprises looking to converge and centralize, and ultimately achieve significant cost savings, most of which have achieved ROI within 12 months. Among the benefits of a centralized platform are reduced travel and maintenance and reduced capex.

Cost savings through SIP trunking also open up options such as video deployment and network upgrades and time

savings can allow for new projects, hardware refreshes and optimization, Rivers added.

But for all its benefits, there is a fair amount of confusion surrounding SIP trunking. [ShoreTel's](#) Jerome Joanny, told the ITEXPO audience: "There is a lot of misunderstanding about what SIP trunking really is, or is not."

Among the advantages of SIP trunking are: lower recurring costs from the carrier, flexible calling plans with bundled minutes and no long distance charges; more feature offerings, such as virtual numbers; deployment flexibility with self-service portals and quicker increments; and dual use of network connections for multiple traffic types.

Ultimately, SIP trunking can "ensure customers can keep total ownership of network security when SIP is introduced," added Joanny of [ShoreTel](#), a Sunnyvale, Calif.-based company that serves nearly 11,000 customers and has approximately \$135 million in annual revenue.

"Companies can attain some phenomenal reduction in costs and achieve ROI in less than nine months," said InGate's Steven Johnson. "It's a very good financial decision that can really go right to your bottom line. In today's economy we are all interested in seeing those things go forward."

Sweden-based Ingate focuses on the development of SIP enabling security technology, such as SIP to VoIP and UC, or global IP connection and offers an enterprise session border controller, the Ingate SIParator. The Ingate SIParator connects to existing firewalls, enabling the transmission of SIP-based communications while preserving a company's previous investment in firewall security.

To date, SIP trunking has largely focused on recreating current TDM voice services – or trunks – over IP. While helpful, that's only one possible use, with the true market potential in its ability to act as a hosted services conduit. **IT**



8x8, Inc.



## Introducing the Small Business VoIP Online Community

Small business VoIP adoption is growing, largely because of the cost benefits, but the fact is that hosted VoIP services for small business, like Packet8's Virtual Office, provide much more than cost savings. The greater versatility of hosted VoIP system allows businesses to customize their telecommunications packages to meet their unique needs, but without requiring large up-front expenditures for equipment, installation, maintenance, or IT staff. For the latest news and information on VoIP services specifically designed for the small business market, visit the Small Business VoIP community on TMCnet, sponsored by 8x8. Packet8 Virtual Office is an affordable, robust and easy-to-manage phone solution with all the premium PBX features and functionality of a traditional telecom system.



On the Small Business VoIP Community, you'll find:

- Free consultations
- Free trials
- Free quotes
- Feature articles
- Case studies
- Technology briefs

<http://small-business-voip.tmcnet.com>

Powered by:



**Avaya Gets Nortel Enterprise for \$900M**<http://tmcnet.com/16560.1>

And the winner is...Avaya. The company in mid-September won at auction Nortel Enterprise Solutions for \$900 million. The proceeds go to Nortel, with an additional \$15 million reserved for an employee retention program.

[www.avaya.com](http://www.avaya.com)**Ford Gets Charged Up about Smart Grid Technology**<http://tmcnet.com/16546.1>

All new Hybrid Electric Vehicles, Plug-in HEVs, and Battery EVs from Ford Motor Company will have built in smart meters to help vehicles directly interact with a smart grid, according to Smart Meters, an emerging technologies awareness company. With this technology, drivers can program the vehicles' energy recharge intake systems to use only the power of choice at a particular rate and for a specific duration. The vehicles will also have wireless connectivity with the smart grid so that drivers are constantly informed about the type of power available and the locations from which power may be commercially tapped.

[www.ford.com](http://www.ford.com)**ADTRAN Helps Verizon Business Address SMB Needs**<http://tmcnet.com/16426.1>

Verizon Business has certified the ADTRAN NetVanta 6310 IP Business Gateway for deployment with the company's Verizon IP Integrated Access solution in Europe and the U.S. This certification brings a new level of flexibility and choice for Verizon Business' multinational customers looking to implement voice-over-Internet protocol communications. NetVanta 6310 is a modular IP business gateway that combines the functionality of a business-class, multiservice router with a VoIP gateway. When combined with Verizon IP Integrated Access, the gateway helps offer a quality voice and data solution with enhanced cost efficiencies. The solution is specifically designed for the small- to medium-sized business and enterprise markets.

[www.adtran.com](http://www.adtran.com)[www.verizonbusiness.com](http://www.verizonbusiness.com)**Mitel Announces MOS Score**<http://tmcnet.com/16435.1>

Mortgage Outreach Services (The MOS Group) has selected a Mitel Unified Communications solution to lower IT costs, centralize control, improve its business continuity strategy and reduce power consumption – while allowing the flexibility needed to foster company growth. The suite combines the Mitel Communications Director with feature-rich Mitel applications such as Mitel NuPoint Unified Messaging and the Mitel Unified IP Client. There is also the option to use the Mitel Live Business Gateway for integration with Microsoft Office Communications Server 2007. The addition of MCS will allow the MOS Group to centralize its control center to easily manage applications and call load across multiple locations, while monitoring resource usage to optimize use of technology and lower IT costs.

[www.mitel.com](http://www.mitel.com)**Quick France UC Solution is NET Positive**<http://tmcnet.com/16455.1>

Network Equipment Technologies, Inc., announced the deployment of its VX series with Microsoft Office Communications Server at Quick France, part of the Belgian-French fast food restaurant chain. The deployment has enhanced the productivity of Quick's workers, who are now able to share skills and work collaboratively online. Quick's existing telecommunications system was integrated with Microsoft OCS and the VX1200 by ABC Systems, a NET partner that provides real-time monitoring solutions enabling organizations to increase employee productivity in a cost-effective manner.

[www.microsoft.com](http://www.microsoft.com)[www.net.com](http://www.net.com)[www.quick.fr](http://www.quick.fr)**Infonetics: Router Market is Stabilizing**<http://tmcnet.com/16577.1>

In spite of economic challenges, the enterprise router market is stabilizing in North America, according to Infonetics Research's second quarter "Enterprise Routers and WAN Optimization Appliances" report. Matthias Machowinski, directing analyst for enterprise voice and data at Infonetics Research, said that enterprise router vendor revenue was down overall in the second quarter despite an increase in unit shipments in the high- and low-end segments.

This slump was due to a combination of commoditization, declining prices, erratic customer orders and a weak economic climate around the globe. But although router sales in all regions are off significantly from a year ago, North America is stabilizing with sales flat from 1Q09, and down the least of all regions year-over-year. Global enterprise router revenue totaled \$709 million in 2Q09. Low-end router shipments are up 30 percent year-over-year, from 2Q08 to 2Q09, but revenue is down 38 percent.

[www.infonetics.com](http://www.infonetics.com)**Telanetix, CallSource Extend to Reach SMBs**<http://tmcnet.com/16653.1>

Telanetix Inc., a communications solutions provider delivering next generation voice services and video telepresence solutions to the business market, has announced the expansion of a contract with CallSource, a provider of call tracking technologies. With this extension, Telanetix will provide CallSource with many of its business phone services, such as local DID, toll free and U.S.-based and international long-distance, all based on Telanetix' nationwide VoIP Network. Doug Johnson, CEO of Telanetix, says the expansion of the company's relationship with CallSource is an example of both companies investment in delivering voice services to the small and medium business marketplace.

[www.callsource.com](http://www.callsource.com)[www.telanetix.com](http://www.telanetix.com)**F&S: Patient Monitoring Demand Has a Strong Heartbeat**<http://tmcnet.com/16612.1>

The patient monitoring market in Europe is still untapped, says a report from Frost & Sullivan. The report states that there has been a considerable increase in the patient monitoring systems as physicians, hospitals and home health organizations concentrate more in this aspect of healthcare. As the hospitals across the Europe realize the benefits of implementing patient monitoring systems, the demand for such devices have increased multifold. Patient monitoring not only helps to save lives, but it makes monitoring patients more effective and economical. The report states that European Patient Monitoring Market earned revenues of over \$2,032.0 million in 2008. It also states that this revenue will reach \$2,600.4 million in 2012.

[www.frost.com](http://www.frost.com)

## Broadband Stimulus Rules May Get Some Alterations

<http://tmcnet.com/16501.1>

It appears as though the rules around the broadband stimulus could see some significant tweaking for the second and third funding rounds – that is, if there are indeed two more rounds to go. Pointing to this likely conclusion is the fact that Rick Boucher, chairman of the House Energy and Commerce Subcommittee on Communications, Technology and the Internet, said the current rules defining “remote” areas as those further than 50 miles from any city of 20,000, are inflexible. That disqualifies almost the entire Eastern U.S. from 80 to 100 percent of the grants, he said. There is also talk about upping the definition of broadband above a minimum of 768kbps downstream. Even the plan for two more funding rounds is now apparently up for debate, as some sources now indicate it could be reduced to just two rounds – meaning only one is left.

## DT Could Push to Third Place with Sprint

<http://tmcnet.com/16558.1>

Deutsche Telekom reportedly has hired Deutsche Bank to help it assess the viability of a takeover bid for Sprint Nextel. The company’s U.S. unit, T-Mobile USA, continues to lag in fourth place among the tier-one mobile providers in the U.S. market. But a new venture containing T-Mobile and Sprint would be a strong third player in the U.S. market.

[www.deutschetelekom.com](http://www.deutschetelekom.com)

[www.sprint.com](http://www.sprint.com)

[www.t-mobile.com](http://www.t-mobile.com)

## AT&T Delivers SMB Support

<http://tmcnet.com/16540.1>

AT&T offers new support services for midsize businesses with an average of 15 to 50 employees. In addition to offering remote online computer support, the service offers installation assistance and PC performance tune-up around the clock through any high-speed Internet connection. Additionally, a block of Tech Support 360 Helpdesk Minutes can be shared across all customer computers. AT&T says in light of the current tough economic conditions, few small and midsize organizations have the budget to add staff or pay for expensive on-site

tech support visits as problems arise.

[www.att.com](http://www.att.com)

## Fleet Company LeasePlan Revs Up Consolidation with Verizon Business

<http://tmcnet.com/16497.1>

LeasePlan, a provider of fleet and vehicle management solutions, has selected Verizon Business to provide all of its global communications services, which link 6,200 employees across 30 countries. This consolidation process will help LeasePlan, which manages a fleet of more than 1.4 million vehicles and is expanding globally, to drive growth while saving costs, officials said. LeasePlan, which is currently a Verizon Business Managed Private IP service customer, will use Verizon Ethernet Private Line services to exchange data across key locations, as well as Verizon Internet Dedicated services for high-bandwidth dedicated connections to Verizon’s global IP network.

[www.leaseplan.com](http://www.leaseplan.com)

[www.verizonbusiness.com](http://www.verizonbusiness.com)

## HD Voice Gets New Convert in Voxbone

<http://tmcnet.com/16547.1>

Voxbone, a provider of inbound VoIP services to carriers, ITSP’s, calling card operators, call centers and other businesses globally, reportedly announced that its international, geographically-independent number service, iNum, will now support high-definition voice. The company will begin its HD support with the wideband G.722 codec and add other codecs in the fourth quarter of this year.

[www.voxbone.com](http://www.voxbone.com)

## New Partner Program Aims to Expand OpenTV Solutions

<http://tmcnet.com/16526.1>

OpenTV Corp. has launched a new system integrator partner program. The aim is to provide trusted partners with the tools and knowledge to enable them to deliver services to the customer base of OpenTV, which sells advanced digital television solutions. Specific solutions offered by the program include set-top box porting, network integration, interactive application development and more.

[www.opentv.com](http://www.opentv.com)

## Dell’Oro: Carrier IP Telephony Market Up 7 Percent

<http://tmcnet.com/164676.1>

A report from Dell’Oro Group said that the carrier IP telephony market rose

7 percent sequentially in the second quarter of 2009, to \$737 million. The growth has been attributed to the replenishment of equipment and license inventories as well as purchasing of infrastructure by service providers to serve near-term customer needs. The report said that the second quarter witnessed several smaller market players with limited exposure to large network upgrade projects like AudioCodes, MetaSwitch and Veraz gaining market share.

[www.delloro.com](http://www.delloro.com)

## Qwest Wholesales Ethernet Backhaul

<http://tmcnet.com/16716.1>

Qwest Mobile Ethernet Backhaul, utilizing the company’s fiber-to-the-node deployment to extend fiber to cellular sites, is now available. This will help the company enable wireless carrier customers to scale up their capacity to cell sites when required. Instead of upgrading equipment, software is used to manage bandwidth to cell sites. This not only ensures significant cost savings but also simplifies operations and expedites provisioning times, according to Qwest.

[www.qwest.com](http://www.qwest.com)

## Intelibs Tackles 3G and 4G Wireless Performance

<http://tmcnet.com/16715.1>

Intelibs, a provider of in-building communications solutions, announced a new business model that will facilitate the deployment of the highest-performing in-building/outdoor wireless services and tackle key obstacles that limit the growth of 3G and 4G services. The company combines its own technologies with the expertise and equipment from its global slate of partners to put together customer solutions.

[www.intelibs.com](http://www.intelibs.com)

## TWC Taps Neustar for Risk Management

<http://tmcnet.com/16687.1>

U.S. cable operator Time Warner Cable is completed its full implementation of Neustar’s next-generation risk management services throughout its franchise. The Neustar offer is designed to manage a customer and its lifecycle across all products to which that customer subscribes.

[www.neustar.biz](http://www.neustar.biz)

[www.timewarnercable.com](http://www.timewarnercable.com)

### Sprint Ushers in Any Mobile, Anytime

<http://tmcnet.com/16421.1>

Sprint has launched "Any Mobile, Anytime," a new feature of Sprint "Everything Data" plans that allows calling to any U.S. wireless number, on any carrier's network, at any time, without additional charge. The plan moves beyond existing "friends and family" or "calling circle" plans that typically include only mobiles on a single carrier network. Starting at just \$70, Everything Data plans include unlimited text, picture and video messaging and unlimited data services, such as email, Web browsing, social networking, GPS navigation, Sprint TV, streaming music, exclusive NFL Mobile Live and NASCAR Sprint Cup Mobile applications, Sprint says.

[www.sprint.com](http://www.sprint.com)

### Avaya Captures No. 1 Enterprise FMC Spot

<http://tmcnet.com/16452.1>

Avaya is the top ranked vendor in enterprise advanced premises-based fixed-mobile convergence market share, according to a recently published report by analyst firm Frost & Sullivan. The report puts Avaya's share of the advanced FMC clients market at 43 percent – more than 16 percentage points ahead of the second-place vendor. It estimates that worldwide revenues for advanced, enterprise premises-based FMC grew by 486 percent in 2008 over 2007.

[www.avaya.com](http://www.avaya.com)

### Verizon Biz Targets the Mobile Enterprise

<http://tmcnet.com/16445.1>

Verizon Business has unveiled a set of IT consulting services targeting enterprise mobility. According to company officials, the new professional consulting services are intended to help organizations "control expenses associated with multiple mobile devices and usage plans across several carriers, while maintaining security over the IT environment." These mobility professional services are currently available in the United States, as well as 19 European countries. The services will be launched in countries in the Asia-Pacific region later this year.

[www.verizonbusiness.com](http://www.verizonbusiness.com)

### ERF Wireless Among Broadband Stimulus Fund Seekers

<http://tmcnet.com/16561.1>

Broadband services outfit ERF Wireless Inc. is seeking \$24.6 million in broadband stimulus funds to bring broadband to rural parts of Louisiana and Eastern Texas. The company put in for RUS Broadband Initiative Program funds during the federal government's first-round broad stimulus application process, which ended in August.

[www.erfwireless.com](http://www.erfwireless.com)

### Semiconductor Outfit Black Sand Builds CMOS Amp, Collects New Funds

<http://tmcnet.com/16555.1>

Black Sand Technologies, a semiconductor company specializing in advanced power amplifier technology for wireless applications, reportedly has unveiled the world's first 3G CMOS RF Power Amplifier targeted at mobile devices such as mobile phones and other 3G wireless devices. The company also announced that it has received \$10 million in its second round of funding. The round was led by Northbridge Venture Partners and joined by Austin Ventures, thereby bringing the total investment in the company to \$18.2 million. Officials at Black Sand Technologies said that it will use this funding to bring its power amplifiers into mass production and also accelerate development of additional products.

[www.blacksand.com](http://www.blacksand.com)

### Chitika: Mobile Users Half as Likely to Click Ads

<http://tmcnet.com/16487.1>

If wireless network operators and their mobile content partners are banking on subscribers clicking on ads on their mobile devices, they're going to be deeply disappointed with a new study conducted by Massachusetts-based online advertising and market research firm Chitika showing that mobile users are about half as likely to click on advertisements as non-mobile users. The study supports the assertion that wireless subscribers still don't think of their mobile devices as computers – rather they think

of the mobile device as a phone first, text and email device, second, and Internet browser, third. What's more, the nature of mobility is such that people don't want to take the time to browse through reams of unnecessary or unwanted content when they are moving from place to place.

[www.chitika.com](http://www.chitika.com)

### GSMA Endorses 3GPP's Integrated Mobile Broadcast

<http://tmcnet.com/16420.1>

The GSMA, an industry body representing the worldwide mobile communications industry, announced that it has endorsed a new 3rd Generation Partnership Project (3GPP) standard, Integrated Mobile Broadcast (IMB), that will accelerate the adoption of mobile data and broadcast services worldwide. IMB, the GSMA said in a release, enables "spectrally-efficient delivery of broadcast services, based on techniques that are greatly aligned with existing Frequency Division Duplexing (FDD) Wireless Code Division Multiple Access (WCDMA) but also allowing deployment in Time Division Duplexing (TDD) spectrum." This new standard has been created through collaborative mobile industry effort and offers mobile operators the opportunity to launch new services to their customers, said Alex Sinclair, chief technology officer at the GSMA.

[www.gsmworld.com](http://www.gsmworld.com)

### Fujitsu Microelectronics Intros New Transceiver

<http://tmcnet.com/16660.1>

Fujitsu Microelectronics America offers a new highly integrated transceiver module supporting 3GPP WCDMA/EGPRS wireless phones. Mobile phone manufacturers can use this new module to reduce component count, board space and bill of materials. It also helps in reducing development time and simplifies integration of the RF in a radio platform. The transceiver is optimized for compressed mode operation, and features quad-band GSM/EDGE and up to four WCDMA bands in a single-phone configuration.

[www.fujitsu.com/us/services/edevices/microelectronics](http://www.fujitsu.com/us/services/edevices/microelectronics)



### **WidePoint Recognized as CRN Fast Growth 100 Company**

<http://tmcnet.com/16613.1>

WidePoint Corporation, a leading provider of advanced information technology, identity assurance and protection and mobile telecom expense management services, has been named a "2009 Fast Growth 100" company by Computer Reseller News magazine's Everything Channel. WidePoint CEO Steve Komar said, "Our inclusion on this list reflects the addition and growth of our iSYS Telecom Expense Management segment and PKI Identity Management segment. This is recognition of the overall hard work of the highly talented people of WidePoint and their ongoing contributions to our company's progress."

[www.widepoint.com](http://www.widepoint.com)

### **AnchorPoint and Mobile Maestria An- nounce Business Agreement**

<http://tmcnet.com/16614.1>

AnchorPoint, a leading provider of integrated telecom expense management solutions, announced a business partner agreement with Mobile Maestria, a Canadian-based solution provider of wireless expense management systems. Under this partnership, AnchorPoint, a division of MTS and Mobile Maestria will offer complementary full TEM lifecycle fixed and wireless TEM services to their respective customers.

[www.anchorpoint.com](http://www.anchorpoint.com)

[www.mobilemaestria.com](http://www.mobilemaestria.com)

### **AOTMP Outlines Best Practices for Reporting on TEM**

<http://tmcnet.com/16865.1>

Many organizations seek to reduce telecommunications expenses through formalized telecom expense management programs, but the latest research from AOTMP indicates enterprises could fall short of realizing the full value from these programs when effective reporting processes are not in place. In a new report, "Best Practices for Effective Telecom Expense Management Reporting," AOTMP offers insight on enterprise reporting practices for TEM activities, and strategies for establishing and improving the process.

[www.aotmp.com](http://www.aotmp.com)

### **Achieving ROI with Enterprise Fax over IP**

<http://tmcnet.com/16616.1>

With cost savings top of mind for all

IT decision-makers and senior-level executives, replacing regular mail, a.k.a. paper, and standalone equipment, like fax machines and phone lines, with fax over IP can be a very lucrative investment.

The costs for printing, equipment, postage and labor associated with sending out paper documents can be staggering. Switching from "snail mail" or overnight services to a fax server to deliver documents can reduce your company's document delivery costs significantly. According to OpenText, depending on how many pages your company faxes every day, after adopting fax over IP, monthly savings can run between \$2,200 up to \$22,000. Over a one- or two-year period, that can amount to a half a million dollars in savings.

[www.opentext.com](http://www.opentext.com)

### **Move Towards Wireless with Rivermine Telecom Expense Management**

<http://tmcnet.com/16617.1>

Companies who move towards going wireless could not only reap the benefits of reducing costs but also in creating more space within the workplace. Fairfax, Va.-based Rivermine, a provider of automated telecom expense management solutions have saved many Fortune 1000 companies and government agencies millions of dollars per year. "Our groundbreaking TEM software and software-powered services automate the entire telecom lifecycle, including sourcing, procurement, auditing, provisioning, inventory management, invoice processing, and reporting/analytics," company officials said.

[www.rivemine.com](http://www.rivemine.com)

### **Telesoft Launches Data Validator for Accelerating TEM Implementation**

<http://tmcnet.com/16698.1>

Telesoft, a provider of fixed and mobile Telecom Expense Management or TEM software and services reportedly launched its Telesoft Data Validator, which is a Web-based portal for accelerating TEM implementation. It is imperative to implement TEM solutions as fast as possible for realiz-

ing maximum value and cost savings. However implementing TEM solutions is a time-consuming process and includes data collection and validation from several teams and systems in the organization. The new Telesoft Data Validator hastens and facilitates the TEM implementation process by automating the collection and validation of TEM data.

[www.telesoft.com](http://www.telesoft.com)

### **Quickcomm Software's Platform Selected by Verizon**

<http://tmcnet.com/16699.1>

Quickcomm Software Solutions, a global provider of telecom expense management solutions for large multinational corporations, has announced that its platform has been selected by Verizon to deliver integrated inventory and expense management and device logistics for its new Managed Mobility Solutions offering. Verizon's new offering helps enterprises manage mobile devices, usage plans and applications, across multiple carriers.

[www.quickcomm.com](http://www.quickcomm.com)

[www.verizon.com](http://www.verizon.com)

### **Cass to Provide Telecom Expense Management for Stein Mart**

<http://tmcnet.com/16700.1>

Cass Information Systems Inc., a provider of enterprise-wide expense management services, has announced Stein Mart Inc. has expanded its relationship with Cass to include telecom expense management. Stein Mart owns and operates 280 department-style stores across 30 states that feature discount prices on everything from brand-name clothing to home décor.

Cass has provided Stein Mart with utility expense management services since 1999. As a result, Cass processes the company's facility-related invoices – such as electric, gas and water expenses – and delivers value energy expense data through an online business intelligence platform, company officials said.

[www.cassinfo.com](http://www.cassinfo.com)

[www.steinmart.com](http://www.steinmart.com)

## LG, Motorola Unleash Android

<http://tmcnet.com/16562.1>

LG Electronics and Motorola last month both introduced their first Android-faced mobile phones. The LG-GW620, which will launch in Europe in the fourth quarter, promises push-button access to email, Facebook and other social network Web sites, as well as Google services. This news from LG followed on the heels of Motorola's introduction of the Cliq.

[www.lge.com](http://www.lge.com)

[www.motorola.com](http://www.motorola.com)

---

## Enea Helps Mobile Space Assimilate to New Environment

<http://tmcnet.com/16377.1>

Enea is establishing an Android competence center in Lund, Sweden, to serve the worldwide mobile device community. The center will focus on the platform and framework level of Android and offer professional software development services as well as various training programs for developers of mobile phones, netbooks and other mobile devices.

[www.enea.com](http://www.enea.com)

---

## DPI Goes Open Source

<http://tmcnet.com/16578.1>

Ipoque, the European vendor of Internet traffic management solutions, reportedly published its DPI engine as open source software. OpenDPI is derived from the commercial PACE product, which is Ipoque's traffic classification engine used in its carrier-grade DPI and bandwidth management solutions. The core of OpenDPI is a software library designed to classify Internet traffic according to application protocols.

[www.ipoque.com](http://www.ipoque.com)

---

## Skype for Asterisk Now GA

<http://tmcnet.com/16580.1>

At TMC's ITXPO, Digium and Skype announced the official launch of Skype for Asterisk, which was launched as a closed beta back in September 2008. Now anyone can now download Skype for Asterisk and make and receive low-cost calls leveraging Skype. Also, Skype users can benefit from the advanced call features of

Asterisk, including call transfer, interactive voice response, automated call distribution, flexible call-routing and many more.

[www.digium.com](http://www.digium.com)

[www.skype.com](http://www.skype.com)

---

## Centrify Supports Red Hat Enterprise Linux on IBM System z

<http://tmcnet.com/16581.1>

Centrify Corp., a provider of Microsoft Active Directory-based, identity and access management and auditing solutions for non-Microsoft platforms, reportedly announced support for Red Hat Enterprise Linux in Centrify Suite 2008 for Linux on IBM System z. The new identity and access management solution from Centrify allows enterprises to leverage their existing Active Directory infrastructure and user accounts to easily secure the hundreds to thousands of Linux servers that a single mainframe can host.

[www.centrify.com](http://www.centrify.com)

---

## OMA-Compliant DRM System Revealed by Cloakware

<http://tmcnet.com/16582.1>

Cloakware has launched a new Open Mobile Alliance-compliant digital rights management system for the secure delivery of digital content across the Android open source platform. The new system – OMA DRM 1.0 Client for Google's Android Operating System – has been developed for Android-supported mobile devices. The company said this solution is a natural expansion of Cloakware's proven Windows Mobile offering. Cloakware's OMA DRM 1.0 Client for Android features the OMA Content Ingestion Agent and the OMA DRM Engine. The former processes all secure content and licenses similar to Android's normal file-download process while the latter responds to requests by device applications for access to OMA secure content for rendering, file management or peer-to-peer sharing.

[www.cloakware.com](http://www.cloakware.com)

---

## Strategy Analytics: Android to Go 12 for '12

<http://tmcnet.com/16582.1>

A recent report from Strategy Analytics that said Android will be the operat-

ing system of choice for 12 percent of smartphones by 2012. The research firm advises device manufacturers, application developers and wireless carriers to deploy a robust security approach now to mitigate the unique risks and vulnerabilities associated with open source technology.

[www.strategyanalytics.com](http://www.strategyanalytics.com)

---

## Amazon EC2 Gets a Little Sugar

<http://tmcnet.com/16583.1>

In a bid to provide CRM developers with an easy-to-deploy development environment in the cloud, open source CRM software provider SugarCRM has announced the availability of Sugar Community Edition on Amazon EC2. Sugar Community Edition is now available as an Amazon Machine Image, or "AMI".

[www.sugarcrm.com](http://www.sugarcrm.com)

---

## Borqs Taps Red Bend for China Mobile Phone

<http://tmcnet.com/16681.1>

Red Bend Software reportedly announced that Borqs, an open source mobile application software provider and integrator, has included its Mobile Software Management software in the HTC A6188 mobile phone. The new phone features the OPhone OS, or Open Mobile Phone Operating System, that was developed by Borqs for China Mobile.

Borqs provides complete solutions to the value chain of mobile communications from network operators to handset manufacturers. The company's core products include mobile operating systems for smartphone platforms and mobile Internet services platforms. Red Bend said that Borqs selected its vRapid Mobile software for firmware over-the-air updating and vDirect Mobile software for device management for using in its Google Android-based software platform.

China Mobile plans to add more devices operating on the OPhone OS enabled with Red Bend's MSM software. China Mobile will include Lenovo ET70 and Dell Mini 3i smartphones also this year, said company officials.

[www.borqs.com](http://www.borqs.com)

[www.chinamobileltd.com](http://www.chinamobileltd.com)

[www.redbend.com](http://www.redbend.com)

# Talking with Eran Gal, CEO of Xorcom

By Paula Bernier

**O**n the eve of AstriCon 2009, an event TMC will stage Oct. 13-15 in Glendale, Ariz., INTERNET TELEPHONY's Executive Editor Paula Bernier spoke with Xorcom CEO Eran Gal, one of the early converts to the Asterisk open source movement.

**PB:** For those not familiar with [Xorcom](#), what should we know about the company?

**EG:** Xorcom was established in 2004, when we identified the potential of the open source telephony trend. We were especially intrigued by the Asterisk Open Source PBX, which back then was still quite immature, but the direction was clear. With the understanding that this approach was destined to change the market completely, we set out to become a leading vendor in open source telephony market.

We are firm believers in the open source model, and have, from day one, released our drivers under GPL (open source) license. We continue to invest a lot of resources to improve Asterisk for the benefit of our customers and that of the entire community. In early 2006 our drivers were officially accepted into the Asterisk project and since then our XPP technology is an integral part of Asterisk. This technology includes support for USB connectivity to telephony interfaces, seamless fax and modem support, support for central management of hybrid systems, including systems that accommodate hundreds of analog ports, and more.

**PB:** Xorcom recently unveiled a solution it developed in concert with OrecX. Tell me about it.

**EG:** While all Xorcom units support the basic recording functionality supplied with Asterisk, OrecX systems provide a more professional, manageable solution which better serves "heavy duty" recording requirements. Among the features OrecX offers are call recording and playback – in the open source version – as well as live monitoring, on-demand recording, selective recording, and multi-site call recording, among others (in the commercial

version). The fact that the recording is handled by a separate server reduces load from the PBX and allows higher number of concurrent calls to be recorded.

We decided to develop an add-on to Asterisk, destined to become an integral part of the Asterisk project, which allows DAHDI-based devices to interoperate with OrecX systems. As a result, calls can be recorded from both hardware (PSTN) and software (IP) sources.

**PB:** What are your plans for AstriCon in terms of new product announcements?

**EG:** Besides the OrecX interoperability we just described, we are going to display the Astribank channel bank for Asterisk – a unique USB-connected telephony interface that just won the Best of Show award in the Open Source category at ITEXPO West 2009. Astribank extends Asterisk capabilities, allowing it to create truly hybrid systems while utilizing most of the enterprise's existing infrastructure and lowering implementation and maintenance costs.

Another unique solution we will be presenting is the TwinStar – a complete redundancy solution for Asterisk-based PBX. This solution is comprised of two identical Xorcom IP PBXs that continually replicate each other in an intelligent fashion, so that if anything happens to the master PBX, the backup PBX takes over all communication – traditional as well as VoIP – and the business can continue functioning normally, without any human intervention.

We are also going to present a new Xorcom Rapid Live-USB Asterisk disk-on-key. This amazing gadget allows you to run an Asterisk system directly from a bootable USB drive without having to



Xorcom CEO Eran Gal

install anything on your server. You can run it from laptops, embedded devices, etc. All you need is a USB port. Besides being a fun gadget, the Xorcom Rapid Live-USB is a great maintenance and troubleshooting tool for Asterisk integrators, allowing them to clearly define whether an issue they run into is software- or hardware-related. We are planning on giving this item away to booth visitors that fit certain criteria; they may have to prove they're "worthy" by solving some riddles...;-)

**PB:** How has the economy impacted the open source space?

**EG:** Generally speaking, I think the recession had a positive effect on the acceptance of open source, specifically in the telecommunications world. I believe that the reason for it is two-fold:

Customers today are much more sensitive about ROI, which automatically means they are less drawn to brand names. This environment is very good for high-quality open source products sales that, in the majority of cases, provide lower cost solutions than their legacy counterparts. Furthermore, while non-open source solutions may require a fork-lift approach, open source solutions are more likely to integrate with existing solutions, systems and infrastructure, further reducing implementation costs. **IT**

# Cloud Telephony: Voice Applications Made Easy

By Erik Linask

When considering the abundance of communications solutions available today – a figure that is only climbing on a daily basis – it can be hard to imagine having to choose between the various alternatives available to enhance business processes, lower operating and capital expenses, and ultimately allow businesses to provide the highest quality services to their customers.

There are on-premises and hosted solutions; there are appliance-based and software alternatives, there are low-end products with basic features and high-end offerings with every feature imaginable. But, perhaps the one factor that outweighs all others today is simplicity. Businesses are undeniably looking for communications capabilities that are easy to install, easy to manage, and easy to use.

It stands to reason, then, that the simplest solutions should meet with some of the highest success rates. Look at Skokie, Ill.-based **Ifbyphone**, for example, which currently boasts more than 14,000 subscribers and is growing at a rate of more than 15 percent each month, according to CEO Irv Shapiro.

“Ifbyphone is a very simple business that makes a complex set of technologies accessible to businesses of any type,” says Shapiro (pictured, right). “We automate phone calls and the handling of phone calls – that’s all we do.”

“If you want to do something with an inbound phone call, and you’re not a Fortune 500 company with your own PBX and telecom department, we do that,” he adds. “If you want to do something with an outbound call, we do that. If you want to do something with an API or if you want to integrate with a process, we do that.”

Small and mid-sized businesses often lack the in-house expertise and the budgets to do much more than basic call control features – effectively not much more than what was available with traditional telephony systems. Through its cloud-based managed service, which requires no up-front capital investment, Ifbyphone enables these businesses to cost effectively automate inbound call flows, running them through IVR systems and processing or distributing them appropriately. Inbound calls can be automatically triggered by Ifbyphone’s API from any Web property as well.

Shapiro sees Ifbyphone as the Salesforce.com of telephony. Salesforce started out selling to very small businesses at a time when most people did not have a real understanding of the



Irv Shapiro, CEO of Ifbyphone

Web model, and wondered why it wasn’t providing bandwidth, believing that’s where the greater opportunity lay. Salesforce, to its credit, paid little heed and followed its belief that the application would deliver the greatest value in the long term.

“We do the same thing for automated telephone applications. We don’t sell transport; you can’t buy dial tone from us. We are completely agnostic about where you get your phone service,” says Shapiro. “But, we provide you applications that work with any telephone.”

For the customer, this is a completely managed service. There is no equipment to purchase or install, no complex software to figure out, just a monthly subscription they pay via credit card, and a customer provisioning portal that allows set-up of any of Ifbyphone’s basic capabilities, including setting up a virtual call center, for which no programming skills are required.

Naturally, more advanced users can take it a step further to create more complex scenarios – much like the Salesforce model to which Shapiro is keen on referring – including integration with back-end systems through the use of Ifbyphone’s Web services API. But even then, claims Shapiro, customers don’t need a programming or telephony experts, but can rely on the expertise of the same Web developers who build their Web sites.

The simplicity of the cloud-based product is exemplified by a point-and-click self-service Web interface that is used to develop any of the capabilities users require, from customer satisfaction surveys to delivery confirmation IVR applications to call routing applications and more.



Introducing the

# Colocation and Hosting

---

## Global Online Community

Visit the NEW Colocation Global Online Community for the latest news and information on Colocation, peering and more.

Calling all telecom providers, ISP's Multi-service carriers, peering exchanges, VoIP Providers, content providers, internet exchanges, gaming companies, enterprises, financial service companies and others who are interested in learning more about Colocation.

The community — sponsored by Telx, and powered by TMCnet — allows visitors to connect with industry experts, gain valuable insight into communications management best practices, and more.

**The Colocation Community will showcase daily content updates, including:**

- Informative articles
- Breaking news
- Analyst information
- Case studies
- White papers
- Live event links
- and much more!

<http://colocation.tmcnet.com>

Sponsored by:

**telx**

Powered by:

**TMCnet™**

“What we do is make an IVR application look like a Web form,” explains Shapiro. “If you know how to build an application that has a form in it, you basically replace that form with an IVR application, where the data is now coming from a telephone.”

Unlike many other application development platforms, it is not graphical in nature, mainly because Ifbyphone has designed its service specifically for SMBs who don't have programming experts who might prefer dragging and dropping elements on the screen. Rather, its interface consists of procedures that nearly anyone can work with. For instance, an IVR application is easily created by filling out a series of prompts and responses, where the prompts can come from recorded audio, uploaded files, or text-to-speech. It's a very simple “ask this question” and “get this type of response” scenario.

Again, as with any quality product, users can create more complex call flow scenarios. By using the advanced features, response options can be weighted to drive call flow branching, through the use of multiple choice responses, for instance. And, for those more advanced users, a flow chart view is available to look at a visual display of the flows.

“You can start very simply, and move up to fairly sophisticated scenarios,” says Shapiro.

That said, Ifbyphone is not designed to build an airline call center application; it is specifically engineered to meet the needs of the SMB market, providing the capabilities of a more complex enterprise solution, but with the ease of use and price point to meet the needs of smaller businesses, from \$25 to 50 per month, depending on particular needs and service package (Basic, Advanced, or Complete). There are no per seat or other hidden costs. The only cost above the monthly fee is calling costs, which ranges from .035 to .06 per minute.

Consider a small multi-site retail business with about \$10 million in annual revenues, renting 20 seats in an outsourced call center. Those 20 seats likely cost \$20 to 30 per hour depending on the location of the center, but it's likely that, say, 15 percent of the time, callers merely want to check the status of an order, find the closest store location or get directions to or store hours for that closest store. These are all calls that can be automated using Ifbyphone and, according to Shapiro, will cost \$2 to 3 per hour. That's a 10:1 reduction in costs for 15 percent of the company's calls, which creates a rather compelling argument for automating those calls with Ifbyphone.

As for its growing customer base, despite many of the applications Ifbyphone enables often being thought of as call center-type services, Shapiro says Ifbyphone's largest customer segment is marketing and advertising firms. But, if you consider the kinds of applications that can be created with the service, it's easy to understand that almost any business can benefit from it – after all, every business that uses phones for either inbound or outbound phone calls is a call center of sorts.

Take, for example, one customer that markets a wide range of firms on Internet sites. People go to an Internet site and are interested in more information about one of the firms. They enter their contact information and receive an automated outbound call, thanking them for visiting the site and providing some basic information, with an option to speak to a live agent at that time. By incorporating that screening capability, the company has dramatically increased the efficiency of its lead process and ends up closing more sales.

On the outbound side, consider an advertising firm that runs late night ads on local cable channels. The ads can be placed fairly inexpensively in many small markets today, and can be produced equally cost effectively using many desktop production applications. What they couldn't do is inexpensively integrate telephony.

If the firm is running ads on ten different channels on a Wednesday night and wants to test which is performing best, it can set up 10 unique inbound phone numbers, and can even set up two different styles of IVR experiences that provide pre-screening similar to the previous example, so as not to tie up costly agents with people who have a low probability of becoming customers. Once the ads have run and calls start coming in, the information from those calls is collected in real time, and the next morning, the marketing firm can review the data to determine which scenario and which channels produced the best results, and make the appropriate changes for the following evening.

“It's about making telephony as interactive as the Web is to the advertising and marketing world,” according to Shapiro. “So, again, we have done for telephony applications what Salesforce did for the idea of hosted applications. We created a platform that makes it very easy for end users – people that aren't telco guys, people that have never heard of PSTN, of VoIP, or VoiceXML, or CCXML, or ASR, but want to be able to do for their businesses some of the things large enterprises do with telephones.”

Regardless of the specific application – to see how easily many of them can be set up, visit Ifbyphone's YouTube channel ([www.youtube.com/user/ifbyphone](http://www.youtube.com/user/ifbyphone)) – Shapiro believes he has found a real business need they are able to address to allow businesses to be more efficient and more cost effective, while enabling staff to focus on the jobs only they can do, leveraging technology for the rest.

Circling back to the Salesforce.com analogy, he notes that more businesses use telephones than CRM, suggesting that Ifbyphone's opportunity in many ways might dwarf the opportunity that Salesforce created for itself.

“They haven't done all that badly,” says Shapiro with a smile. “It's very clear that, in this economy, if you sell something that saves people money, you are going to sell a lot of it. In all three ways – where we automate inbound calls, outbound calls, or API-based calls, and we integrate IVR components – we very often are helping generate more sales or are saving our customers money. So, it's a very good time to be in this business.” **IT**

Welcome to our online community.



## The Broadvox IP Communications Community at TMCnet

*The World's Ultimate IP Communications Resource*

- Get SIP Trunking Solutions
- Find SIP Origination and Termination Solutions
- Focus on SMB and Enterprise VoIP News and Solutions
- Discover VoIP News and Commentary from Major OEMs and VARs
- Explore the Largest Collection of IP Communications White Papers and Resources on the Web



<http://ipcommunications.tmcnet.com>



# DragonWave, Exalt Unveil New Microwave Backhaul Solutions

By Paula Bernier

The iPhone and online video are putting new pressure on cellular operators to offer ever-larger capacity on their networks. Those carriers are answering the call by enhancing their existing networks and beginning to launch 4G services. In addition to upping bandwidth on radio-to-customer connections, however, service providers need fatter pipes for backhaul to ensure a quality customer experience. But that can be a pricey proposition, especially if they use leased wireline connections to do the job.

That's why microwave backhaul – a lower cost and more flexible alternative – is becoming an increasingly attractive option for wireless backhaul. Companies like [DragonWave Inc.](#) and Exalt Communications are adding to its appeal with new solutions that deliver higher capacity and support for the latest technologies at more affordable price points.

The new DragonWave product, called Horizon Quantum, delivers up to 4gbps of capacity per link and includes built-in switch functionality in a very small package. CTO Erik Boch says the product – which DragonWave nicknamed “the big skinny” – provides the lowest cost per megabit on the market and offers industry-leading capacity, all in just half a rack.

Meanwhile, [Exalt](#) has unveiled the ExtendAir line, which CEO Amir Zoufonoun says includes the market's highest performance, longest range point-to-point microwave radio systems in the sub-\$5,000 category. These solutions, he says, can enable network operators that require more capacity but are forced to closely control their costs in light of the rough economy to move forward with new deployments that might otherwise be canceled or tabled.

## DragonWave's Horizon Quantum

While Horizon [Quantum](#) scales up to 4gbps, service providers can start using the product for applications as low as 100mbps and then increase speed as needed, adds Boch. In addition to its capacity, switching and scalability, the product also is noteworthy for its ease of operation (as a result of integrated functionality such as RF loopback), native Ethernet implementation, support of sub-0.1-millisecond latencies, interference-free performance in licensed and unlicensed frequencies, five 9s service reliability, and advanced security and encryption.



The DragonWave 4859 Quantum radio

WiMax services pioneer [Clearwire](#) is endorsing the Horizon Quantum, which is scheduled to ship by the end of the year.

## Exalt's ExtendAir

The ExtendAir from Exalt, meanwhile, began shipping in August.

Although this is a low-end product, which delivers 27mbps to 120mbps of capacity, Zoufonoun says it is feature rich.

ExtendAir, according to Exalt, comes in a variety of Ethernet and TDM combinations, offers the highest Ethernet throughput in its class, has five 9s availability, very low latency, the longest range at high throughput, 4-level QoS support, VLAN tagging, Ethernet rate limiting, a high degree of security and a hardened built-in Layer 2 switch with optional 3x10/100 BaseT.

Zoufonoun adds that ExtendAir is the only product of its kind that's designed from the ground up for point-to-point applications (he says competing products were designed for Wi-Fi and then repurposed) and that because Exalt controls “every piece of technology that goes into our boxes” it is not beholden to the costs or innovation curves of other suppliers.

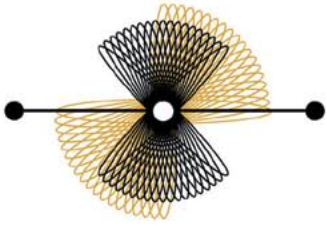
He continues that customers can deploy only the capacity they need today on the ExtendAir platform, but that they have the option of easily putting multiple boxes on the same tower without interference issues. Zoufonoun says customers also can aggregate traffic from different bands using just a Cat5 cable between any Exalt radios, whereas some solutions require expensive routers at both ends of such connections for aggregation. **IT**



# CONTACT CENTER SOLUTIONS

SPONSORED BY:

GLOBAL ONLINE COMMUNITY



INTERACTIVE INTELLIGENCE

<http://callcenterinfo.tmcnet.com/>  
Log On Today!



# Commoners and Kings: New Videoconferencing Systems Target Broad Swath of Users

By Paula Bernier

Videoconferencing is expanding on both ends of the spectrum. On the one hand, room-based systems are going even more high-end with the introduction of telepresence. On the other, a movement's afoot to make videoconferencing an everyman's tool.

Some are choosing sides in this David and Goliath development, but many are working both ends of the opportunity.

## Targeting the High End

BrightCom, Cisco Systems Inc., Hewlett-Packard, LifeSize Communications Inc., Polycom Inc. and Tandberg are among the companies pushing telepresence solutions.

Telepresence makes videoconference participants feel as though they're actually in the same room as their remote counterparts, a sensation Grace Kim, senior marketing manager with Cisco's Collaboration Software Group, describes as "a more immersive experience" than that offered by your standard room-based solution. With telepresence, Kim explains, the participants at the other end of the connection are life-size, and communications are face-to-face and allow for eye contact.

"When someone's phone buzzes, everyone is touching their hips because they think it's theirs," she says.

Kim was unable to provide numbers on how many telepresence systems Cisco has sold to date, but some folks believe there's a strong business opportunity here.

As TMC recently reported (<http://tmcnet.com/16387.1>), new data from Frost & Sullivan indicates the telepresence solutions and video conferencing market is poised for strong growth, with the market expected to reach \$4.7 billion by 2014. Of that total, the Asia-Pacific region is forecast to be a major market for telepresence and will account for more than one-third of the total market, or \$1.7 billion in revenue, the report says.

"The telepresence market in Asia is definitely seeing a strong growth and awareness," Pranabesh Nath, an industry analyst for Frost & Sullivan's ICT Practice for Asia Pacific, said in a statement. "However, to realize the full potential of this technology, customers need to be able to talk to each other no matter what telepresence system or vendor they use."



According to Frost & Sullivan, the introduction of higher quality products, dropping broadband prices, and the need to cut business travel costs are just some factors fueling telepresence.

BrightCom of Huntington Beach, Calif., is one company experiencing an increase in the adoption of these technologies in Asia. BrightCom CEO Bob McCandless tells TMCnet business is good in the region because of the large amount of business – such as manufacturing – that the Asia Pacific provides for enterprises around the world.

But while many see great promise for telepresence, others say it's a very limited opportunity due to the eye-popping price tags that often come with it.

One supplier of videoconferencing and other communications tools who asked not to be named tells Internet Telephony that Cisco's push into telepresence with "\$100,000 to \$300,000 rooms is silly" because the opportunity for such solutions in North America is 700 to 800 rooms max. Such a system might make sense for a meeting between Cisco Chairman and CEO John Chambers and President Obama, the source adds, but otherwise it is pretty hard to justify.

Steve Vonder Haar, research director for Interactive Media Strategies, a research and consulting firm, agrees.

"Telepresence as it's constituted today can be thought of as a technology for companies with more money than sense," Vonder Haar says. "Any solution will ultimately be judged by its return on investment. And that return is hard to justify when you're laying out six figures for a single room."

## Making It More Accessible

On the other end of the spectrum are new solutions that make videoconferencing more widely available to employees of all levels, whether they're at their desks or working remotely on laptops or other mobile devices.

"Companies need to engage people where they need to collaborate with the equipment they have in a way that's affective," says Gary Dietz, senior product manager for Elluminate, which specializes in communications solutions for education and corporate training.

Dietz adds that 85 to 90 percent of traveling employees in any business vertical want to do collaboration and conferencing on their laptops. Elluminate offers solutions that can enable that whether an employee is working at a remote location with a great broadband connection or a weak one, he says.

One important product in the company's portfolio is Elluminate VCS, which delivers VoIP and high-quality, real-time multipoint video, including HD. The system also interoperates with the H.323 and SIP solutions already popular with businesses today, Dietz adds.

With such systems now available and in use, Dietz says, the market for affordable and widespread videoconferencing has finally arrived.

"Real companies and real educational institutions are using this, [and] not just as a test environment," he says. "It's actually the basis on which our actual company runs. And it's pretty amazing when you think about it."

Bob Barnes, executive vice president of sales, marketing and business development at CallTower, which provides hosted unified communications solutions, agrees that videoconferencing is moving into the mainstream. He says [CallTower](#), which a year ago added a videoconferencing component to its UC offer, recently has seen an uptick in customer interest in videoconferencing relative to its solution set.

## Conferencing Convergence

Jim Kruger, Polycom's vice president of marketing for voice communications solutions, notes that most videoconferencing today runs on a separate network, but that there's a move to make this equipment and the application to fit in more with a businesses' existing gear and applications.

For example, [Polycom](#) last spring introduced the VVX 1500, a SIP-based solution that integrates with the PBX and can be used as the main communications device on a user's desktop. It's a phone that supports HD audio calls as well as videoconferencing. A seven-inch color touchscreen enables users of the device – which comes in two versions, one targeting SMBs and one integrated with the Cisco Unified Communications Manager – to speed dial voice calls and connect with others via video.

An open API for the VVX 1550 allows third-party developers to integrate other applications, such as Salesforce.com,

into the mix. The company will be demonstrating some of those applications, which it declined to discuss with Internet Telephony during a mid-August interview, at the Broadsoft Connections 2009 event in late October in Scottsdale, Ariz.

With a price tag of \$1,099, Kruger says the VVX 1500 admittedly won't be the platform that brings videoconferencing to every user's desktop. Rather, this tool is targeted at managers with a desire to be more productive without leaving their offices, he says. That said, the VVX 1500 does help usher in the delivery of videoconferencing to select desktops and in a very integrated way.

## Going Mobile

So what's the next big thing in terms of videoconferencing? It's too soon to tell, but a good guess seems to be videoconferencing for the mobile phone.

"It is possible to envision a market where over time the delivery of live videoconferencing and real-time collaboration sessions on smartphones and hand-held devices becomes commonplace," writes Paul Ritter, vice president of research at Interactive Media Strategies in a 2009 paper called "Mobile Multimedia Applications – Current Trends, Key Players and Best Practices."

In the same paper, Ritter includes the following quote from Polycom CEO Robert Hagerty, which originally appeared Feb. 2 on Computerworld: "As we see bigger deployments in 3G networks, videoconferencing will be ubiquitous. Everyone will do it on handhelds. To be provocative, I'd say voice-only will be a rarity on wireless handhelds, and videoconferencing will be the norm, sometime in the not-too-distant future."

Some of the largest players in videoconferencing are already starting to move in this direction. For example, Cisco in January announced plans to launch its WebEx service on the iPhone. The capability is not yet available, Kim told Internet Telephony in late August: "It's something we're working on." But Kim indicates that not only will WebEx eventually run on the iPhone, but it will enable users to transfer their iPhone-based WebEx sessions to their desktop computers seamlessly and in real time.

"Mobile video opens the door to reaching the masses when and where they need to see a video," notes Vonder Haar of Interactive Media Strategies.

It's still early days for mobile video, adds Andrew Nicholson, product manager for Prosody products at [Aculab](#), which in August announced support for video in its Prosody line of media processing products.

"But it's not a one-dimensional market, there's a huge array of things," he says, including but not limited to videoconferencing on a mobile handsets, streaming video advertisements to consumers while they're on the phone awaiting customer service and mobile TV. **IT**

*TMCnet Web Editor Amy Tierney contributed to this story.*

# Mississippi State Upgrades Cellular for Capacity Crowds

Initially founded as a land-grant college in 1862, Mississippi State University (MSU) currently serves 17,000 students on its campus in Starkville, Miss. Campus facilities include not only a liberal arts undergraduate college and graduate school, but also schools of forest resources, architecture, and accountancy. In addition, MSU offers the nation's largest college of veterinary medicine under one roof.

Like most colleges, MSU's football team, the Bulldogs, has a large and loyal base of supporters. Davis Wade Stadium at Scott Field, home of the Bulldogs, was built in 1936, has since been expanded to support more than 55,000 fans, and offers 50 skyboxes and 1700 club-level seats. All football season, those seats are filled.

## Capacity Crowds Challenge Infrastructure

As the primary cellular provider serving the largest percentage of the subscribers in the Starkville area, Cellular South supported campus wireless service through their macro network with several nearby cell sites. The provider, serving Mississippi and parts of Alabama, Tennessee, and Florida, has a strong commitment to delivering quality service to its customers, but the growing popularity of mobile phone use and text messaging during MSU football games began causing capacity problems. Despite the macro cellular network infrastructure in place, some subscribers at football games were experiencing failed call attempts.

Crowd sizes have soared since the addition of new seats and skyboxes in the stadium, exacerbating the problem. One prime example was during the November, 2007 game against MSU arch-rival Alabama, with a record crowd of 56,118 fans on hand. Right before halftime, Alabama was on the MSU goal line about to score. MSU intercepted the ball and ran it back for a touchdown to take the lead – essentially a 14-point swing that resulted in over 30,000 call attempts. Many of these calls were blocked. “Whenever our customers hit the Send button, the call must go through regardless of how many simultaneous call attempts are made,” says Mitchell Jordan, manager of RF design at Cellular South.

Jordan had used outdoor distributed antenna systems (DAS) for other coverage- and capacity-strained situations, and he immediately settled on an outdoor DAS solution to address the stadium's issues. “Typical cell sites are designed to cover several square miles,” he says. “It can be difficult to manage the RF in a small geographic area. We needed a customized coverage and capacity solution. A dedicated BTS and DAS combination was just the most efficient way to improve capacity and control the RF to handle the subscribers in the stadium.”

Although he considered offerings from other vendors, Jordan began negotiations with ADC in March of 2008 and soon after signed a deal. He had used ADC's FlexWave DAS products on other projects, and had been impressed with their technical performance capabilities as well as with ADC's service and support organization.

## Solution

- Outdoor DAS delivers quality of service improvements
- Use efficient, cost-effective, small and manageable equipment with minimal investment and turn-up time
- Offload macro network during football crowd's peak traffic, improving quality of service in the surrounding area

## Deploying the DAS

The deployment was conducted during the summer of 2008, with a goal of having the system up and running for the first home game. Cellular South deployed two small base stations: one

## Challenges

- Blocked calls during football games
- Exhausted macro network capacity
- Need for more capacity in one specific area of the macro network
- Need to improve network performance quickly

servicing the West Bleachers and the other serving the East Bleachers. ADC's installation team then connected a FlexWave Host Unit to each BTS, and deployed 6 FlexWave Remote Units feeding 18 antennas at strategic locations throughout the stadium. The system uses single-mode fiber to transport digitized RF.

The FlexWave installation was smooth. However, network optimization delayed the system turn-up, as ADC installers and engineers adjusted antenna power levels and performance settings. Throughout the process, says Jordan, “ADC was very supportive. They had engineers out there on-site working on the problem whenever we needed them, and they even sent down a principal engineer to help troubleshoot a reverse-link problem that might not have even been associated with the DAS.”

Today, fans at MSU football games no longer have to experience the frustration of having a “four bar” signal without being able to send a text or make a call. The FlexWave DAS system allowed Cellular South to use a precision, site-specific solution to address a problem, and to do it far more quickly and cost-effectively than by augmenting the general macro network coverage in the area. **IT**

Sponsored by:



**POLYCOM**<sup>®</sup>

## **Polycom's HD Voice Community on TMCnet**

The gathering place for vendors, service providers, and users of HD Voice and wideband audio IP telephony.

Tap into a vast array of resources helping you select HD Voice services

- Whitepapers
- Webinars
- "Ask the Expert" Commentary
- Podcasts
- Blogs
- Breaking Industry News

<http://hdvoice.tmcnet.com>

Powered by:



# Can HD Reverse the Decline of Voice?

By Paula Bernier

**H**D is the only growth opportunity for voice and will reverse the decline of voice usage. That's the word from Daniel Berninger, CEO of Pulver.com's Free World Dialup, which has launched a project called HD Connect to move HD voice forward.

Berninger says every other product on the market matches customer need and willingness to pay, but that important people like President Obama use the same voice services as everyone else, although he has the best food, the best transportation, and a really nice house. "It just doesn't make any sense," he says.

"Even if you think about the iPhone and how compelling that is, that's the same lousy voice," he adds.

But that's all destined to change with the advent of HD voice, Berninger says. Today HD-enabled handsets are already coming onto the market, he says. By the end of 2010 this will be a feature that consumers ask for, he adds, and by the end of 2013 everyone will have it.

That will be quite a payoff considering HD voice only exists because, as Berninger explains it, [Broadcom](#) three years ago had some extra processing power on its chips that it didn't know what to do with, so the company added an HD voice capability.

Like HDTV, Berninger adds, nobody is asking for HD voice. But HD Connect is working to create a need by educating both high-level government officials and the public at large about the benefits of HD voice.

And the benefits, of course, are crystal clear communications.

"If you talk to person you know, and then you talk to them on HD, your jaw will drop," Berninger says. "It sounds like they're right there with you."

To put it into perspective, the PSTN samples voice at 8,000 times a second. But HD voice samples at the rate of 16,000 times a second.

Jeff Rodman, co founder and CTO of voice communications at Polycom, whose phones are all HD voice-capable, says the increase in fidelity enabled by HD technology can be particularly helpful during conversations in which the parties are not very familiar with one another, there's a lot of background noise or a party on the call has an accent that may impact understanding during the conversation.

"It makes a surprisingly big difference now," says Rodman.

He points out that the consonants at the edges of words have very strong bearing on meaning. Polycom's favorite example illustrating this point is that the President might say he wants

## The HD Connect To Do List

### Address Interoperability

The group wants to make sure HD phones from different suppliers can communicate to one another.

### Educate the Powers that Be

The organization is working to make policymakers in Washington, D.C., aware of HD voice.

It has asked the FCC to convene HD voice players at a neutral forum to drive the market, which is what the agency did to create a market for HDTV, says Berninger.

Another goal is to get the White House to use HD voice for its hotline to Moscow. "We want some high-profile" case studies, he adds.

### Become a Brand

That will help fuel interest in HD voice. In fact, HD Connect is meant to be a consumer brand. The first products bearing the brand are expected on store shelves in the second half of 2010.

HD Connect already has published the requirements of using the logo, but will not charge for that privilege.

to restore "peace," but at the other end of a phone it can sound like he's asking for "cheese."

But whoever's in on a conversation, Rodman says, if the voice is not clear "you get tired of asking people what they just said.

"If you can restore that part of speech that was cut out you make the conversation much more lively, more interactive," he adds, and the people conversing don't get as tired.

While the first commercial video systems with HD voice, or wideband audio as Rodman refers to it, came available in the 1988-90 time frame, that capability is just moving downstream to the telephone. Rodman says that's because delivering wideband telephony five to 10 years ago would've cost a lot of extra money. "But as time has come along the incremental cost of narrowband to wideband is going to virtually zero."

Rodman goes on to say that as corporations move from old phone systems to regular IP phone systems they have to make changes to their networks to accommodate that and allow for QoS. Once they've done that for narrowband, he says, they can do it for wideband voice because the bit rates between older codecs such as 711 and 726, and the HD voice codec known as G.722, are comparable.

"If you are a company buying phones for your network today you really need to be buying HD-capable phones," he concludes. **IT**



# SIP Trunking Global Online Community

<http://sip-trunking.tmcnet.com>

## All You Need to Know About SIP Trunking

Today's enterprises are constantly looking to improve their communications infrastructures and leverage the latest communications technologies to enhance their business opportunities.

## The SIP Trunking Community is a unique space for:

- End-users
- Carriers
- VARs
- Distributors
- Vendors

## Learn about:

- Secure SIP Trunking
- Deployment scenarios
- ROI for SIP Trunking
- Interoperability
- Future-proofing the enterprise network



[Case studies](#)



[White papers](#)



[Product news](#)



[SIP Trunk Network](#)



[Security features and news](#)



[SIP Trunking blog and feature editorial](#)



Powered by:



# Transcoding Tools Help Video Go Mobile

By Paula Bernier

**B**etter, faster, cheaper. These three words describe what customers want no matter what product or business vertical is at issue. Transcoding for mobile video is no exception.

As video moves beyond our televisions and large-room video-conferencing systems and onto desktop computers, laptops and mobile devices, that content needs to be converted into the proper format for the endpoints on which it will be consumed. Companies like Multicast Media, RipCode and Telestream offer the tools to enable TV and movie studios, other content creators, post-production houses and network-based service providers to do just that – and to do it in a manner that takes into consideration the growing amount of video content to be processed and the timeline in which it needs to be handled.

“We’re in an age where video is proliferating not only in terms of the number of clips that are online but in the number of devices where this video can be viewed from,” says Steve Vonder Haar, research director of Interactive Media Strategies. “In this environment transcoding becomes hugely important in streamlining the process of making sure that your content reaches all the segments of the audience that you need to reach.”

**“We’re in an age where video is proliferating not only in terms of the number of clips that are online but in the number of devices where this video can be viewed from. In this environment, transcoding becomes hugely important in streamlining the process of making sure that your content reaches all the segments of the audience that you need to reach.”**

– Steve Vonder Haar of Interactive Media Strategies



## Better

Brendon Mills, CEO and president of RipCode, says traditional transcoding has become a commodity, so his company offers a set of features and applications that allow for transcoding at wire speed and makes the process almost an autonomous network function.

Traditionally, transcoding entailed putting files into a batch server, “and they’re done when they’re done,” says Mills. But the volume of files and types of screens on which some RipCode customers want to present their content prevents them from doing transcoding offline, he says. So the company developed the RipCode TransAct Platform to allow for transcoding in a more transactional way, adding that customers have the option to do things like ad insertion and progressive download through its systems as well.

## Faster

The need for speed is clearly growing in importance for Telestream customers, says Anna Greco, director of product marketing and business development for the company, which provides both hardware- and software-based transcoding solutions to such customers as AT&T, the BBC, [Ericsson](#) and [MobiTV](#).

Greco says customers want to do more, and they want to process it faster. Of course, employing faster and more CPUs helps with that, she says, but it’s also important to optimize transcoding applications so they can take advantage of that added horsepower. Telestream’s Episode Encoder has a “split-and-stitch” capability, which divides a file into pieces to allow many servers to work on one file simultaneously. According to Greco, this feature is an important differentiator for the company.



Adds Greco, one aspect of mobile that makes it a bit different than other transcoding applications is the sheer number of endpoints for which content conversion may be required. She says Telestream has seen a significant increase in demand for mobile transcoding, and the number of platforms involved is “mind boggling.”

### Cheaper

While most of the players in mobile video transcoding offer solutions for sale or license, the space is also beginning to see some software-as-a-service-based offers.

Multicast Media provides its solution exclusively through the SaaS model.

“SaaS is the lightest when it comes to engagement,” says Jim Byrne, vice president of solutions engineering at Multicast Media.

One alternative to using the SaaS model is for a business or other organization to use software on the desktop through a license deal, says Byrne, but that requires patches and updates, and limited throughput for processing bulk files. It can also entail a lot of training.

A second option is to use a transcoding appliance, which means the customer has to purchase and maintain a box. That means the customer should have knowledge about connectivity and appliance optimization. According to Byrne, the biggest downsides to the appliance model for customers are scaling problems and cost.

Telestream’s Greco says while she’s seen a bit of interest from customers in the SaaS model, it’s been very limited. And while Telestream keeps an eye on where the market is headed, she says the company has no plans to embrace the SaaS model.

One problem with the SaaS model, from Greco’s perspective, is the time involved in sending massive video files across the Internet to the SaaS provider. Another sticking point, she continues, is some content is proprietary, so content owners may not be comfortable with it traversing the Internet before it’s completely processed.

Whatever the model, however, it looks like the demand for mobile video transcoding will continue its ascent given the strong interest in online and social videos; new, higher-data-rate mobile networks coming online; and the introduction of a video camera on the iPhone. **IT**



**media5**  
corporation

Premier Provider of Secure,  
Survivable VoIP Branch Office  
Solutions for Service Providers  
and Enterprises

**Media5**  
Boss

**M5T**<sup>®</sup>

**Mediatrix**<sup>®</sup>

[www.media5corp.com](http://www.media5corp.com)

[sales@media5corp.com](mailto:sales@media5corp.com)

# A Matter of Integrity: Tools That Deliver Software Assurance Go Mainstream

By Paula Bernier

The failure of the levees in New Orleans and the collapse of the I-35W bridge in Minneapolis gave many of us a greater appreciation for the importance of ensuring vital infrastructure is sound. Businesses and organizations would do well to apply these lessons to the area of software development. And many already have.

Software that hasn't been thoroughly vetted can result in lapses in safety and security, customer-affecting performance issues and lost revenue – some of the most catastrophic problems a business can face.

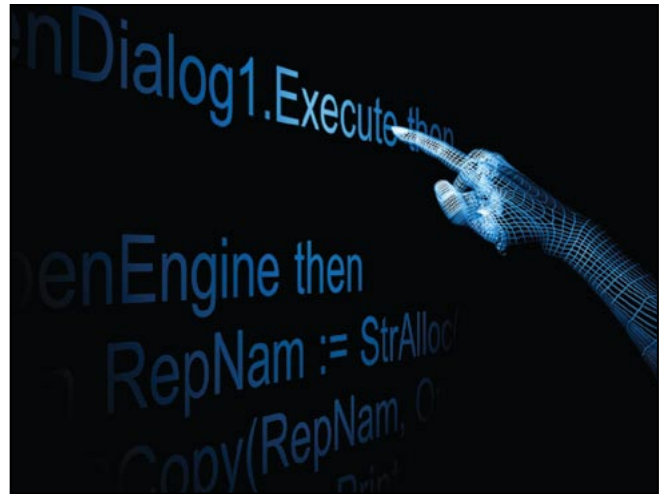
Case in point: A major telephone company recently was working with a supplier to implement a new CRM software revision for its FTTx network and, as one Internet Telephony source who asked not to be named put it: “All hell broke loose.” The CRM system was tied to the telco's order entry system, and the new software release resulted in lost orders. So the service provider had to revert to the prior software revision. This little fly in the ointment cost the service provider a lost day or two in production and a whopping \$60 million in revenue.

This example focuses on telecommunications, but it could just as easily have been about a company in finance, retail, health care or any other vertical. According to industry research, global businesses' critical systems go down 30 times a year on average, although not all outages are recognizable to the outside world.

Organizations of all stripes can significantly lessen the likelihood of this kind of problem by making a concerted effort to locate and address weaknesses in their code, whether that code is destined to be used in air traffic control applications, manufacturing systems, wireless handsets, financial tracking tools or whatever.

But looking for holes in software code is a manually intensive process, which can require significant expense and human resources. According to Lev Lesokhin, vice president of worldwide marketing for CAST Software, it's generally as expensive to fix software development problems as it is to create the applications in the first place. He adds that CAST Software's experience has shown that 30 to 50 percent of most software budgets are spent on rework – that is, fixing the errors made during development.

The good news is that tools from companies like CAST, [Coverity](#) and Klocwork now make it relatively simple to check for software integrity in a more cost-effective and less work-intensive way.



## The Time is Now

Static software integrity tools have been around for many years, but in their earlier iterations were very complicated solutions that perhaps only one developer within an organization would have the expertise to use, says Dave Peterson, chief marketing officer at Coverity, a privately held company headquartered in San Francisco, which more than 100,000 developers and 600 companies use to help them ensure the delivery of high integrity software.

“People were aware of [software integrity], but they just didn't believe it was something they could use in their day to day,” says Peterson. That has changed, he continues, as today Coverity offers tools that allow any developer in an organization of any size to check for software integrity.

Gwyn Fisher, CTO of Klocwork, adds that the sale of software integrity tools has gone from a market push to a customer pull.

“It's getting further and further entrenched in the zeitgeist of technology,” says Fisher of Klocwork, whose software is used by more than 500 customers to enable risk assessment and fast critical-bug fixing in mission-critical C, C++ and Java software. That, he adds, makes software development more an engineering effort than an art form.

Klocwork and some of its competitor work closely with leading academic institutions, so more graduates are going into the workplace with an understanding about the availability and benefits of software integrity products and practices, Fisher continues.

For many organizations, ensuring software integrity is less a choice than an imperative. For example, Klocwork's Fisher says the Federal

Aviation Administration has a requirement known as DO178B, which looks at reliability of any software going airborne – whether it's used in a system to make coffee or to help with a safe landing. The Food and Drug Administration, meanwhile, has issued statements discussing the need for software integrity in medical devices, says Fisher, adding that right now those are just strong suggestions, but that FDA requirements in this area are expected in the near future.

## Jenga! Jenga!

Of course, software integrity tools differ, but the basic idea is to give developers a way to analyze source code to find specific violations and get metrics to detect stability and risks, says CAST's Lesokhin.

"It's almost like looking at a bridge to look at where cracks are that could make the bridge fall," Lesokhin explains.

### The Coverity Lineup

All of Coverity's products, which include four key modules, fall under the umbrella of what the company calls the Coverity Integrity Center. Here's what that includes:

#### Architecture Analysis

This involves analysis of software design to ensure it can be easily modified and reused for maximum business agility. It uses architectural visualization to identify hidden security backdoors in code that cause costly breaches and data loss. And it maintains application structure across multiple iterations.

#### Build Analysis

This option does analysis of software builds to identify problems and inefficiencies in the assembly of software that are the source of costly product delays. It ensures all the components in final applications are up to date, and verifies that any open source components used are documented for compliance and free of known security vulnerabilities.

#### Dynamic Analysis

This tool does analysis of applications as they execute in test environments to amplify existing testing efforts. It is designed to make even the most complex multi-threaded software meet stringent performance requirements by eliminating hard-to-find concurrency defects and other crash causing software problems that corrupt software behavior.

#### Static Analysis

This module helps users analyze source code for defects with Coverity Prevent to find and eliminate the root-cause of product delays or costly product recalls. It exposes security flaws early in the lifecycle so security audit teams don't slow down efforts with rework. And it helps the teams generally improve the quality of their code early in the application lifecycle.

That's especially important in the area of IT, he adds, because rather than doing software development for a specific product like a mobile handset or a vehicle, IT departments are always under the gun and making adjustments and upgrades on a variety of fronts.

"It's like a Jenga tower, you're always building on top of the existing tower until it falls and you have to start a new one," Lesokhin says. "And people hate that because it costs millions of dollars."

The importance of ensuring software integrity has become even more important in the past decade, he continues, because that's when outsourcing development migrated offshore. And, according to Lesokhin, offshore IT talent is "still developing."

In fact, some big telcos' contracts with offshore programming houses specify that the work they deliver must pass the test of CAST's Application Intelligence Platform. Until they deliver code that passes the test, they don't get paid. This helps the telcos make sure that they're getting what they pay for, and that they're not putting flawed software into production. And it makes offshoring as practical as it is inexpensive, according to CAST, which provides development tools for such telecom giants as AT&T, France Telecom and T-Systems.

### Ready to Launch

Regardless of where the code in question is developed, however, the use of integrity tools can accelerate software's time to market by 15 percent, enabling companies to launch new products and capabilities much more quickly and reliability than previously possible, says Tom Schultz, Coverity's director of products.

When a potential customer comes to Coverity, the company typically begins the relationship by performing a trial on some code provided by that customer so it can analyze the software and point out the problems. Customers that sign on with Coverity receive software integrity software through a term-based license – usually a year – which they can run a server on the desktop.

While Coverity's model is based on licensing, the company will offer software integrity assurance as a service in special cases, says Schultz. He adds that the company operates the Coverity Scan Initiative (<http://scan.coverity.com/>), started on the behalf of the Department of Homeland Security in 2006, to analyze open source code for defects.

Next on the agenda for Coverity is the introduction of a new solution that not only allows customers to find defects in their code, but also connects those defects with the actual products, services or systems to which they are related.

"It's one thing to have problems, it's another thing to know how it's going to affect your business," says Peterson of Coverity, which expects to launch this new capability in November. **IT**

# Socializing the Enterprise

By Paula Bernier

Social networking sites like Facebook may soon be coming to an enterprise near you. That could open employees and businesses to a raft of new communications and marketing possibilities.

“This is a once-in-a-century communications platform,” says Paul Dunay, global managing director of services and social marketing at Avaya and author of “Facebook Marketing for Dummies,” adding that the social networking phenomenon embodied by Facebook is on par with world-changing developments such as the printing press and radio.

Speaking during the Avaya pre-conference seminar “The Social Enterprise – Are You Ready for It?” at the recent ITEXPO West, Dunay noted that 5 billion minutes per day are spent on Facebook, which has surpassed email in popularity. He added Facebook has 250 million users, which includes one out of five Internet users; is the web’s second largest video site; and lays claim to being the largest photo site, with 1 billion photos uploaded monthly. Because Facebook and sites like it are populated by real people with real interests, marketers can potentially leverage that to deliver more targeted marketing and advertising, search and more, he says.

“It’s not just a social network, it’s a communications platform,” Dunay says.

Playing off that theme, Avaya at the Aug. 31 event in Los Angeles talked about Avaya Facephone, which it described as a prototype application and delivery platform that could help expand the use of social networking into the



business world. While Avaya indicated it hasn’t taken definitive steps to productize Facephone, any of the 10,000-plus companies in the Avaya [DevConnect](#) program could probably elect to build applications bringing all or parts of this concept to market.

Introducing Avaya Facephone, Reinhard Klemm, research scientist for collaborative applications research at Avaya Labs Research, notes that Facebook doesn’t distinguish between work colleagues and friends, and that can be a problem because employees can inadvertently leak company information as a result. But Facephone could be used as an overlay on top of Facebook so when you want to talk to a coworker on this platform you can do so securely, and without first having to “friend” that coworker, says Klemm, adding “What you say in Facephone stays in Facephone.”

This could also enable workers to interface with others in the same industry whom they haven’t even met. One party could send out a note via Facebook requesting help with a specific problem, and Facephone would provide suitable individuals to address the issue. The person with the question could then use Facephone tools to get presence information on those experts, decide on the appropriate method of communications to reach the expert of choice, and launch that communications session without ever leaving Facebook. The expert, meanwhile, could access the profile of the individual asking the question to get a better understanding of who’s making the inquiry.

## Businesses & The Social Web

- 60 percent of American companies interact on the social Web
- 93 percent believe a company should have a presence in social media
- 85 percent said they should not just be present but interact
- 56 percent reported a stronger connection when they do interact

*Source: Cone Business in Social Media study*

Beyond employee-to-employee communications, this Facephone idea also addresses customer-to-enterprise communications (enabling a rich two-way customer care channel) and customer-to-customer communications (allowing “expert customers” to sing the praises of a company’s products to others, for example) via social networks, according to Avaya.

As Jon Alperin, director of developer marketing for Avaya DevConnect, notes, social networking sites like Facebook

and Twitter are creating a flurry of entirely new contact channels. “It’s a whole new way of interfacing to the enterprise.”

But while users’ social networks and affiliations facilitated through these services are new, many of the underlying technologies and services that could help social networking move to the next level are already part of the unified communications lexicon. **IT**

## 11 Ways Facebook Will Change Your Life

Paul Dunay, author of “Facebook Marketing for Dummies,” offers his prognostications about what to expect around social networking in the future.

### Search

Don’t like the baseline results search typically delivers? Companies in the search business could tap into an individual’s personal network to look at the searches and used results of a person’s friends and colleagues to deliver more targeted results.

### Amazon

In a move toward more targeted marketing, online storefronts like Amazon could offer purchase suggestions by considering what the shopper’s friends and coworkers have bought.

### Gaming

Xbox Live already allows players to trash talk while playing. Next is greater integration between gaming and social networks like Facebook. Starting this fall users will be able to send and receive status updates from the social networks from their Xbox consoles; invite their Facebook friends to play; and on some titles Xbox gamers will be able to send screenshots and score updates to Facebook.

### Magazines

Want to have a more stimulating dinner party? Online news sources could show people what magazines and other sites their friends and colleagues are reading. In fact, The Huffington Post in August introduced HuffPost Social News, which uses the Facebook Connect feature to aggregate and show which stories a user’s Facebook friends have recommended or commented on, and to track what the individual reads, making it available on that user’s Facebook page.

### Reality TV

So you think you can dance? The idea here is to put Facebook on the TV so viewers can comment on and converse about television shows. That, Dunay says, could enable TV advertisers to glean audience information.

In fact, Verizon FiOS this summer launched The Widget Bazaar, which allows TV viewers on its service to follow Tweets related to what they’re watching. They can also log onto Facebook or ESPN Fantasy Football applications through the bazaar. Meanwhile, the FiOS TV feature Internet Video allows Home Media DVR subscribers to search and view user-generated online videos from sites such as blip.tv, Dailymotion and Veoh.

### Shopping

Forgot your shopping list? GPS and active RFID could enable location-based services in which stores or brands recognize the whereabouts of shoppers and share that information with online friends, who could make purchase recommendations in the vicinity, or to send messages promoting goods in the store related to the individual’s interests, as expressed on that person’s social network account.

### Customer Service

Want to hear a familiar voice? A call center could request the ability to tap into a Facebook account in an effort to match a caller with someone with common interests or with a rep who’s helped one of his or her friends or colleagues in the past.

### Interviews

High schoolers are big into social networking, so why not allow them to apply and interview for college through these portals, right? In fact, this is already happening, and Facebook is working to expand the possibilities for college applicants and interviewees.

### Health services

Talk about your socialized medicine! The idea here is to allow individuals to interface with doctors via video or other communications through the Facebook site.

### Social communicator

Facebook could be the conduit through which to enable various modes of communications with your social demographic.

### Social seminars

In what Dunay says could be a WebEx killer, Facebook could play host to webinars.



# Upcoming **TMCnet** Webinar Schedule

5465368894331258794523215  
5923024648948555464852552  
145632710047599841202546  
1254404044565212

October 1, 2009 • 2:00pm ET/ 11:00am PT

**Back to Basics: Low Cost, High Efficiency Multi-Channel Customer Service**

Sponsored by:



<http://www.tmcnet.com/webinar/fronrange>

October 6, 2009 • 2:00pm ET/ 11:00am PT

**The Optimal Strategic Planning Process: Learn From the Best Companies**

Sponsored by:



<http://www.tmcnet.com/webinar/bay-bridge-series>

## Host Your Own Webinar!



September 30, 2009 • 2:00pm ET/ 11:00am PT

**The End of the BlackBerry Help Desk? How to Get Your Mobile Users To Solve Their Own Issues ... and Love It!**

Sponsored by:



<http://www.tmcnet.com/webinar/boxtone>

45792356424024579  
54621578542466244



October 7, 2009 • 2:00pm ET/ 11:00am PT

**Government Contact Center  
Customer Satisfaction Results  
for 2009**

Sponsored by:



<http://www.tmcnet.com/webinar/cfi-group2>

September 30, 2009 • 12:00pm ET/ 9:00am PT

**Platform Strategies for  
Software-based PBX – Part 1**

Sponsored by:



<http://www.tmcnet.com/webinar/sangoma-series>

September 29, 2009 • 2:00pm ET/ 11:00am PT

**Zappos.com: Building a Customer  
Focused Culture**

Sponsored by:



<http://www.tmcnet.com/webinar/parature2>

October 6, 2009 • 2:00pm ET/ 11:00am PT

**Binding People, Process, Information  
and Systems to Improve the Customer  
Experience with Operational Intelligence**

Sponsored by:



<http://www.tmcnet.com/webinar/genesys>

## Do the Math

## How IMS Figures in to LTE

By Paula Bernier

Large incumbent telephone companies have been working to realize their vision of a single, service-independent network as opposed to multiple service-specific networks. The idea is to employ the IMS architecture to collapse multiple wireline and wireless networks while decoupling the service layer from the transport layer. That is expected to facilitate the delivery of various blended services.

The introduction of IMS into core networks on the wireline side of the house has already begun. So it makes sense to ask: Just what role will IMS play on the wireless sides of some of these same service providers as they move to 4G LTE.

As Greg Collins, vice president of the carrier IP telephony and set-top box market research effort at Dell'Oro Group Inc. notes, the LTE specification is about more than just a next-generation radio interface. It also calls for something referred to as the system architecture evolution, which includes an IMS core to process phone calls and other applications like presence and location-based services.

**The LTE specification is about more than just a next-generation radio interface. It also calls for something referred to as the system architecture evolution, which includes an IMS core to process phone calls and other applications like presence and location-based services.**

Dell'Oro recently issued a forecast indicating that the nascent IMS equipment market is expected to generate \$743 million in revenue by 2013, driven by LTE deployment, application delivery and location services.

Meanwhile, Natasha Takaskar, vice president of product marketing for GENBAND, says many believe LTE will accelerate



telcos' move to IP-based IMS cores. In the whitepaper "Long-Term Evolution: The Path to Deployment," Takaskar writes: "There are operators, especially in the Asia Pacific Region, that have already made heavy investments in IMS and will deploy it in early LTE rollouts."

Ed Elkin, director of IMS marketing for Alcatel-Lucent's carrier business, a key LTE supplier for Verizon Wireless, notes that IMS enables massive application scaling and allows for the creation of mashups including any mix of voice, video and data traffic.

Rose Miller, director of LTE solution management with Alcatel-Lucent, adds that Verizon Wireless has been working with IMS for some time and mentioned it as one of three key components – the others being the enhanced packet core and radio access network, RAN – of the Verizon Wireless LTE effort when it made its vendor announcements earlier this year.

"We first plan to use IMS to support VoIP or EVDO Rev A for applications that might require voice and data simultaneously," Jeffrey Nelson, a spokesman for Verizon Wireless, tells Internet Telephony. "Initial launch of LTE will utilize the IMS core for subscriber database and authentication functions. VoIP over LTE will come later, with additional IP applications after that.

"IMS to support SMS over LTE is a launch requirement," he adds. "While SMS over IMS needs to be supported, I expect we'll provide details around that later this year."



# AstriCon 2009

OCTOBER 13-15 • GLENDALE, ARIZONA • WWW.ASTRICON.NET

CELEBRATE  
TEN YEARS OF  
ASTERISK®  
@ASTRICON®

## SPONSORS



## THE ASTRICON® EXPERIENCE

### THE CONFERENCE

In it's sixth year, AstriCon is the official conference for the wildly popular Asterisk® PBX and telephony platform. The conference includes a wealth of information whether you are getting started with Asterisk or have already discovered the power. AstriCon attracts hundreds of developers, system integrators, resellers, carriers and enterprise Asterisk users from all around the world, to converge at the same time under one roof.

The 2009 event is focusing on "**Asterisk in the Enterprise**", and will include these exciting conference tracks:

- Enterprise/Government
- Technical
- Commerce (Day 1) / Cloud (Day 2)
- Carrier/Call Center



### THE EXHIBITION

Dozens of products have been based on the Asterisk code, and hundreds of products and services have been created to expand on the power of Asterisk. The AstriCon exhibit hall brings together the leading products from a wide range of categories: endpoints (phones), gateway hardware (cards and standalone devices), software add-ons, embedded solutions, and Internet telephony services.

**If you'd like to exhibit at AstriCon, please contact Joe Fabiano at [jfabiano@tmcnet.com](mailto:jfabiano@tmcnet.com) or +1 203-852-6800 x132.**

### THE MEETING PLACE

You will not find a greater mix of individuals than at AstriCon. From code gurus to venture capitalists to social activists, AstriCon brings together an astounding and vibrant mixture of perspectives, goals and outlooks. With organized group meetings, birds-of-a-feather sessions, an all-conference party, a job fair, and all-night coding sessions in the Code Zone, AstriCon is *the* place to connect with the Asterisk Community.

REGISTER WITH DISCOUNT CODE "AC09" AND SAVE 15%!

WWW.ASTRICON.NET

One “controversy,” as Collins terms it, now swirling around the industry is how to support voice on LTE networks.

The first round of 4G rollouts – whether they are WiMAX- or LTE-based – will focus on data-only services. However, despite the excitement around these new mobile broadband services, keep in mind that voice and SMS are the cash cows for mobile network operators today, so it’s not a stretch to believe that they’d like to bring such services into the LTE mix, and quickly.

Right now there appear to be three options to deliver voice services to customers subscribing to LTE-based services.

One option is to run all traffic, whether it’s voice, video or data, on the LTE network and related IMS backbone. A second choice is to set up a mechanism to enable the LTE network to hand off voice calls to 2G or 3G wireless networks. And a third possibility is to encapsulate voice so it rides over the LTE connection as a packet service.

The first option is attractive for those telcos that are early adopter types and are comfortable with the ample investment and high learning curve IMS can entail. But in light

of economic realities, it seems realistic to believe that the majority of wireless providers are more likely to go with one of the other two options.

The option in which the call is handed off to a GSM or UMTS network is commonly referred to as the fallback method. In this scenario, put forward by the Third Generation Partnership Project, which is called 3GPP, the LTE network acts like a 3G SGSN, which means operators can reuse existing servers both for 4G requirements and for the 4G-to-2G/3G handover.

The choice is known as 3GPP TR 23.879. It preserves the voice call control, provisioning and charging procedures found in existing wireless networks, which is attractive because it allows service providers to leverage their existing – and recent – investments in 2G and 3G technology. The Voice over LTE via Generic Access, or VoLGA, forum is promoting this option, which is being moved forward by such names as Ericsson and T-Mobile.

Just which of these options future LTE operators like AT&T and Verizon in the U.S., and other carriers abroad, settle on in the short- and long-term is still anybody’s guess. **IT**

## E911 Watch

By Nick Maier



### The Case for E911

Everyone knows how to call 9-1-1 for help. But what if you are in a high-rise or in a multi-building campus? This is where enhanced 9-1-1 (E911) is critical.

E911 can pinpoint the exact location of a 911 caller in an enterprise environment.

Here are four reasons why E911 is critical to you and your business or organization.

#### E911 Saves Lives

The facts are simple: E911 saves lives by speeding emergency response to the precise location of a 9-1-1 caller. However, most phone systems don’t provide dispatchers with the E911 location information necessary to direct emergency responders to a 911 caller — even though many states require it by law.

#### E911 is the Law

16 states currently have legislation on the books requiring businesses, schools and government agencies to provide E911. Other states are currently considering similar legislation which

targets multi-line telephone system (MLTS) operators and includes PBXs, IP call servers and Centrex systems.

#### E911 Liability Risk is Real

Failure to provide E911 protection to employees could result in regulatory fines and expose the enterprise to large damages from civil and criminal litigation. A study by Liability Consultants found the average jury verdict for a workplace death to be \$2.2 million.

#### E911 is Affordable

According to a survey by the Liberty Mutual Group, about two-thirds of employers report a threefold savings for every dollar invested in safety. The ROI on E911 management is consistent with this study.

E911 solutions are available in all price ranges. You can buy E911 as a monthly service, or purchase full-featured enterprise software applications that automate E911 across your organization.

Read more about E911 on TMCNet’s E911 Channel. **IT**

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



# Mobilize Your PBX

Office Phone. Smartphone. Unified.

Introducing the

## Fixed Mobile Convergence Global Online Community

Fixed Mobile Convergence addresses the growing demand in today's business environment for seamless connectivity between fixed and wireless communications services. It is the ultimate convergence of all voice, video, and data communications, independent of location, device, or access technology.

The Fixed Mobile Convergence Community, sponsored by Research In Motion and powered by TMCnet, is your resource for staying up to date on the latest news that's important to optimizing your business' communications.



### Community Features:

- » FMC Showcase
- » Ask the Expert
- » RSS feed for FMC news
- » Feature articles
- » White papers

<http://fixed-mobile-convergence.tmcnet.com>

Powered by:



Sponsored by:



BlackBerry®, RIM®, Research In Motion®, SureType® and related trademarks, names and logos are the property of Research In Motion Limited and are registered and/or used in the U.S. and countries around the world. Used under license from Research In Motion Limited.

# Starbak Shoots High with On-Demand Video System

By Paula Bernier

YouTube, telepresence and mobile video have grabbed headlines for their ability to make video more interactive, interesting and accessible. But one unsung hero of the online video movement is on-demand corporate video.

“Despite a difficult economic environment, Starbak customers are finding that investing in more efficient global communications is a strategy that pays off,” says CEO Gregory Casale of on-demand video solutions provider Starbak, which in August purchased all the remaining shares held by former owner Gulfstream Group in a move to better position itself to raise growth capital.

“Video portals allow business and government leaders to communicate more effectively across organizations, while keeping the private jets on the ground,” adds Casale.

Many important businesses and organizations employ video recording and streaming tools to deliver training, messages and experiences to their workers, partners and other affiliates. One company that outfits them with the tools they need to do that is Starbak. In fact, Casale tells INTERNET TELEPHONY magazine that Starbak enables the largest deployments in streaming today.

Starbak solutions are used by hundreds of companies worldwide, including Fortune 500 corporations, colleges and universities, public schools, hospitals and government agencies. The 10-year-old company counts among its customers such major names as The Cleveland Clinic, Dow Chemical Co., Lockheed Martin Corp., MetLife and Procter & Gamble.

But Starbak’s solutions, including the Starbak V3 – a third-generation solution designed to support greater scalability and improved ease of use, are not just for the corporate elite. Starbak delivers systems that scale from small college campuses to global corporate networks.

The company’s solutions are popular with the university crowd, which uses them to record lectures and offer them on demand. Some academic institutions are even finding new and innovative applications for the Starbak technology, notes Casale. For example, East Los Angeles College used it to make commencement ceremonies available to students’ remotely located families, some of whom serve in the military overseas.

Not only does Starbak sell the technology required to record and stream content, it also provides clients with a content delivery



Starbak CEO Gregory Casale

network to ensure a good user experience; a customizable portal through which employees can access the video; and digital signage to make video available to those employees who don’t work from PC-equipped desks. Casale says these tools give businesses and organizations the ability to create video; manage it over a very large, geographically dispersed population; make sure lack of bandwidth doesn’t adversely affect the viewing experience; and open the viewing experience to anyone within or outside the organization to whom the customer wants to make it available. He adds that customers are free to publish URLs so anyone can view the videos, but that only those on Starbak-enabled corporate networks are guaranteed a high-quality viewing experience.

Starbak’s systems integration partners, including Broadreach Services of Australia, BT – which sells the systems in Europe and the U.S. – IBM Global Services and others, work with clients to install one or more caching and streaming node at every location to which customers want to make available on-demand video capture and viewing.

The Starbak portal is enabled through a server at the system head-end, which is typically located at the corporation’s headquarters. Incidentally, Starbak also provides the portal through the software-as-a-service model. Customers can customize their portals, adding various “channels” with whatever names they choose. Viewers then use the portal to access content. When they click on a particular item, they may see both data, such as slides, spreadsheets, etc. and the accompanying video.

“Anyone can create [a synchronized video/data experience] right from our portal,” says Casale. “When you kick it off you start recording, and then you start flipping your slides and it creates a program.” **IT**



# **Target Marketing to the Telecom Industry**

Master Agents  
Agents & Distributors  
VARs, VADS & System Integrators  
VoIP Agents  
Carriers, CLECS & Resellers  
International Agents & Wholesalers

- **Email Blasts**
- **Interactive Website**

**877-867-2553**  
**[sales@iagentnetwork.com](mailto:sales@iagentnetwork.com)**  
**[www.iagentnetwork.com](http://www.iagentnetwork.com)**

Publication Partners:



Association Partner:



# Realizing True Unified Communications: It's a Journey

By Paula Bernier

The “u” in unified communications says it all. UC nirvana is a world in which people use the mediums and devices they want to reach the people and information they need – and without launching a new application for every different communication.

While today's UC tools go a long way toward getting us to this new reality, the road to widespread and completely seamless UC is a long one.

“Only a few years ago nobody knew what UC was,” says Kevin Gavin, vice president of marketing at [ShoreTel](#), which sells an IP PBX with built-in call center and UC capabilities. “Increasingly there's a greater sense that UC matters.”

Early adopters are singing the praises of UC, he says, but there's still confusion as to what unified communications offers and why people should care. Of course, that's the learning curve for virtually any new technology, he adds, drawing a parallel between what's happening in UC today and the build-up to cellular service acceptance. Gavin worked in the mobile industry early on “when people thought only rich and creepy people used [cellular phones],” he says. “But now everyone uses them.”

For any technology to gain widespread use, he continues, “the learning curve has to be instant.” However, he adds, oftentimes the solutions embraced by early adopters are unappealing to the mass market because they tend to be difficult to use. So ShoreTel emphasized ease of use in the design of its solution, he says, which today is deployed at 11,000 businesses and enjoyed by more than 1 million end users. According to Gavin, 80 percent of ShoreTel customers actually use the UC functionality. “Everybody gets it,” he says.

Today, many communications start with IM. In response to an IM the called party can hit the call button in his or her IM window so the communication shifts to a voice call. During that call the participants may also opt to IM in the background.

This escalation can go all the way to a videoconference, notes says Jim Kruger, vice president of marketing for voice communications solutions at Polycom, noting the conferencing is a subset of UC.

Of course, it would be nice for users if they were able to tap into their existing investments in room-based videoconferencing systems, including newer telepresence solutions. But Matthew Krueger, vice president of marketing and business development for Network Equipment Technologies, or NET, say a fundamental flaw of videoconferencing systems is that different solutions from different suppliers don't talk to one another. NET, which focuses on interoperability solutions, says it doesn't offer connectivity for telepresence systems today, but it's investigating that opportunity.

ShoreTel expects to offer interoperability between its own solutions and videoconferencing systems from other vendors within the next year, says Gavin, adding that there are interoperability standards that all the video vendors are working toward.

Gavin adds that mobility is also an important component of UC because “very few people today sit at their desks and take calls.” The Office Anywhere capability within ShoreTel's Call Manager allows users to forward calls to their mobile or other remote phones, like a home office phone. Regardless of the number from which the individual is receiving the call, the system makes it look as if the call is coming from the user's office phone, providing that individual with the ability to use his or her mobile or home phone without exposing the related numbers to outside callers.

[NEC Unified Solutions, Inc.](#) also offers a mobility component to its UC solution. The



company in September introduced significant updates to its unified communications suite, UC for Enterprise, including UCE Mobility, Microsoft Outlook integration for UCE Desktop Client, and new integration capabilities for the UCE Attendant.

“As organizations trim expenses and look to improve efficiencies in their business, they understand that giving their employees access to mobility and collaboration tools can help fill in the gaps,” says Jay Krauser, general manager of core solutions and engineering at NEC Unified Solutions

In a different take on the idea of expanding the boundaries of UC, Michael Kropidowski, senior product marketing manager of Aspect, says his company helps customer extend UC beyond the four walls of the contact center. Aspect, which sells both licensed and SaaS-based contact center applications with a heavy focus on productivity, offers ask-an-expertise functionality into the call center mix, he says. That means call center workers can easily use voice or IM to confer with knowledge workers in the enterprise to resolve issues. For example, if a call center agent is on a call about a billing question, that agent can employ UC – delivered through an Aspect solution integrated with Microsoft OCS – to reach out to someone in the billing department. ■



The Voice Peering Fabric ("VPF") is a private Internet that expands to major U.S. cities and abroad, uniting domestic and international telecom providers to bring the most secure and quality experience for the exchange of voice, video and data. It is a unique environment for enterprises and carriers to buy, sell and peer communications services on their own terms. Businesses now have control over and choices about their communications needs.



**Communicate with Choice**

**Communicate with Confidence**



The VPF removes barriers to communications between communities and gives control over how you direct your traffic and how much you pay for it.

To find out who is in this new community, visit [thevpf.com/members](http://thevpf.com/members).

## Advertising Index

<b>Astricon</b> .....55 www.astricon.net	<b>INTERNET TELEPHONY Conference &amp; Expo</b> ..... 7 www.itexpo.com
<b>Atcom</b> .....62 www.atcom.cn	<b>IP-PBX Global Online Community</b> ..... 9 http://ip-pbx.tmcnet.com
<b>Call Recording Community</b> ..... 15 http://call-recording.tmcnet.com	<b>IP Communications Community</b> .....37 http://ipcommunications.tmcnet.com
<b>Colocation Community</b> .....35 http://colocation.tmcnet.com	<b>IVR Community</b> ..... 17 http://ivr.tmcnet.com
<b>Communication Solutions Community</b> ..... 19 http://communication-solutions.tmcnet.com	<b>Media 5</b> .....47 www.media5corp.com
<b>Comptel</b> .....63 www.comptel.org	<b>Next Generation Communications Community</b> ..... 21 http://next-generation-communications.tmcnet.com
<b>Contact Center Solutions Community</b> .....39 http://callcenterinfo.tmcnet.com	<b>PAETEC</b> ..... 3 www.paetec.com
<b>DID Exchange</b> ..... 3 www.didx.net	<b>Profitec</b> ..... Cover 3 www.profitecinc.com
<b>Elma</b> ..... 18 www.bustronic.com	<b>SIP Trunking Community</b> .....45 http://sip-trunking.tmcnet.com
<b>Fixed Mobile Convergence Community</b> .....57 http://fixed-mobile-convergence.tmcnet.com	<b>Small Business VoIP Community</b> .....27 http://small-business-voip.tmcnet.com
<b>Greg Manoff</b> .....62 gmanoff@att.net	<b>Snom</b> ..... Cover 2 www.snom.com
<b>Harris Stratex</b> ..... 11 http://tmcnet.com113355.1	<b>Stealth Communications</b> .....61 www.thevpcf.com
<b>HD Voice Community</b> .....43 http://hdvoice.tmcnet.com	<b>TMC Channels Corner</b> .....24 www.tmcnet.com
<b>Hosted VoIP Community</b> ..... 5 http://hosted-voip.tmcnet.com	<b>TMC Webinars</b> ..... 13, 52-53 www.tmcnet.com
<b>iAgentNetwork</b> .....59 www.iagentnetwork.com	<b>VoIP Phone Systems Community</b> .....23 http://voip-phone-systems.tmcnet.com
<b>IfByPhone</b> ..... Cover 4 www.ifbyphone.com	

## Integrated Marketplace

**To Advertise in INTERNET TELEPHONY Magazine, Please Contact:**



<p><b>Anthony Graffeo</b> Executive Director of Business Development — Central/Eastern U.S., Canada, Europe, Israel, Latin America (203) 852-6800 ext. 174 agraaffeo@tmcnet.com</p>	<p><b>Jaime Hernaez</b> Strategic Accounts Sales Executive (203) 852-6800 ext. 217 jhernaez@tmcnet.com</p>
---	--

**Call/Contact Center Solution Providers:**  
Looking for a strong professional sales leader to boost your sales quotas?

I have extensive experience with all aspects of running a successful sales organization. This includes building and training a sales team, developing a CRM strategy, developing a VAR channel, developing a marketing campaign, forecasting, and closing the sale.

While successfully selling a call recording and CRM solution, I have established strong relationships with IBM, Avaya and some of the Avaya Partner network. I have also established partnerships with workforce management and IVR companies. My career includes over 10 years of technology sales and sales leadership with both software and hardware providers.

Please contact: **Greg Manhoff** • 224-805-6294 • gmanhoff@att.net  
My Profile and a few recommendations can also be found on the "LinkedIn" network.

**Statement of Ownership, Management and Circulation**

1. Internet Telephony magazine  
2. Publication Number: 1098-0008 3. Filing Date: September 18, 2009 4. Issue Frequency: Monthly 5. Number of Issues Published Annually: 12 6. Annual Subscription Price: Free—Qualified US, \$29—NonQualified US, \$39—Canada, \$60—Foreign 7. Complete Mailing Address of Known Office of Publication: Technology Marketing Corporation, 1 Technology Plaza, Norwalk, CT 06854 8. Complete Mailing Address of Headquarters or General Business Office of Publisher: Same as above 9. Full Names and Complete Mailing Address of Publisher, Editor and Managing Editor: Publisher: Richard Tehrani, Editor: Erik Linask, Technology Marketing Corporation, 1 Technology Plaza, Norwalk, CT 06854 10. Owner: Technology Marketing Corporation, 1 Technology Plaza, Norwalk, CT 06854, Nadji Tehrani, Rich Tehrani, Michelle Tehrani 11. Know Bond Holders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or Other Securities: None 12. Tax Status: Has Not Changed During Preceding 12 Months 13. Publication Title: Internet Telephony magazine 14. Issue Date of Circulation Data Below: Sept 2009 15. Extent and Nature of Circulation: Average No. Copies Each Issue During Preceding 12 Months/ No. Copies of Single Issue Published Nearest to Filing Date a. Total Number of Copies (Net Press Run): 5,354/4,200 b. Legitimate Paid and/or Requested Distribution (By Mail and Outside the Mail) (1) Outside County Paid/Requested Mail Subscriptions stated on PS Form 3541: 3,029/1,082 (2) In-County Paid Requested Mail Subscriptions stated on PS Form 3541: 0/0 (3) Sales Through Dealers and Carriers, Street Vendors, Counter Sales and Other Paid or Requested Distribution Outside USPS®: 0/0 (4) Requested Copies Distributed by Other Mail Classes Through the USPS: 0/0 c. Total Paid and/or Requested Circulation: 3,029/1,082 d. Nonrequested Distribution (by Mail and Outside the Mail) (1) Outside County Nonrequested Copies Stated on PS Form 3541: 1,524/1,725 (2) In-County Nonrequested Copies Stated on PS Form 3541: 0/0 (3) Nonrequested Copies Distributed Through the USPS by Other Classes of Mail: 227/194 (4) Nonrequested Copies Distributed Outside the Mail: 354/950 e. Total Nonrequested Distribution: 1,751/1,919 f. Total Distribution: 4,780/3,001 g. Copies not Distributed: 220/249 h. Total: 5,000/3,250 i. Percent Paid and/or Requested Circulation: 63.37%/36.05%. PS Form: 3526. Total Digital Distribution: 66,226/67,764, Total Print & Digital Distribution: 71,559/71,720 I certify that all information furnished on this form is true and complete: Richard Tehrani, CEO & Group Publisher, 9/16/2009.

### ATCOM newly launch in Q3 2008 Open Source Asterisk Application IP01

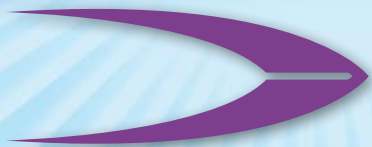


- Asterisk Appliance IP PBX JUST in a SMALL box with WAN FXO/FXS and RS323 port
- Powerful Blackfin chipset 400Mhz Over Linux and Asterisk platform
- Best and cost-effectiev solution for SMB IP PBX
- More option for IP-04/08 with 4 or 8 FXO/FXS

ATCOM TECHNOLOGY CO., Limited  
Tel: (86-755)83018618(20 line)  
http://www.atcom.cn E-mail:sales@atcom.com.cn







# COMPTEL *PLUS*

SPRING 2010 CONVENTION + EXPO

## ***THE HUB OF COMMUNICATIONS BUSINESS***

COMPTEL *PLUS* Spring 2010 Convention & EXPO  
March 14 - 17, 2010 | Gaylord Opryland | Nashville

The **COMPTEL *PLUS* Convention & EXPO** is **THE** place to do business with innovative service providers and vendors in the competitive telecom industry.

- Diverse, Expanding Mix of Attendees
- Targeted at Decisionmakers
- Wide Range of Exhibitors
- Exclusive Exhibit Hours
- COMPTEL *PLUS* Deal Center
- Expert Educational Agenda

[www.comptel.org](http://www.comptel.org)



## Broadband Stimulus – The Application Story

By Erik Linask

As I spoke with a variety of hardware vendors at ITEXPO West in Los Angeles last month, I got a good sense of what that side of the communications world expects from the broadband stimulus plan, and how it is looking to support customers' efforts to win funding. But, what I didn't know was much about the process itself – though, if more than 2,200 applications are any indication, it worked at least reasonably well.

Of course, the funding is being primarily directed toward last mile providers – those that provide connectivity from the backbone to the end users – in underserved areas to provide those communities a new broadband alternative and allow them to become as connected as the rest of the country.

One of the problems that has helped create underserved areas is the difficulty in providing service in heavily forested areas, because the density of trees presents interference with wireless transmissions, as well as other means of delivering broadband. But, because of the need to deploy more infrastructure to account for the natural environment, deploying access networks in those areas often results in an ROI in more than twice the usual four or five years.

“In heavily forested areas you have to put up more equipment, so the cost per user is two to three times what it would be in other areas, making it cost prohibitive,” explains Dr. Dean Cubley, CEO and chairman of ERF Wireless. “The technology is the same, you just have to deploy more densely.”

This is particularly relevant to ERF Wireless, which already provides wireless broadband services to many rural areas in the U.S., and now has applied for about \$24.6 million in stimulus funding for a new project in Louisiana and eastern Texas.

“The funding will allow us to expand the rate at which we are providing services, and to go into a few areas that wouldn't be economically feasible without some additional funding, from a population density standpoint,” Cubley says.

ERF Wireless, with the help of a consulting firm, worked on its application for more than two months, doing the proper due diligence Cubley says is required to put together a proper application, including demonstrating that broadband service isn't already available from another source.

In doing their preparatory work, providers needed to survey the areas, talk to the local chambers of commerce and local residents to verify a lack of existing sources of broadband. Once they have accomplished that, they still had plenty of

work to do regarding the demographics, population, potential customer base, etc. of the areas they are looking to enter.

Though the volume of applications suggests there are likely some that were compiled at the last minute, in hopes of sneaking through for funding, it's not about simply picking a spot on a map and deciding to offer services there using stimulus funding to cover infrastructure costs – providers have to be intimately familiar with the area in order to complete the application.

Two months or more of background research might, at first glance, seem like a lot, because of the cost and man-hours, but, if successful, the effort will be well worth the return.

“Unless you were prepared to spend some significant dollars putting your application together, you are probably not going to be in a very good position,” said Cubley. “For a \$20 to 25 million application, you would probably have to spend upwards of \$100,000 putting the application together.”

When you consider the pool of money to be awarded, and the short time period over which the application collection was conducted, the overall process seems to have worked reasonably well. That's not to say it can't – and shouldn't – be improved for the second and third rounds, considering the challenges applicants encountered when actually submitting their applications.

Again considering the total funding allotment, and the future implications for award recipients, you would also expect that the volume of applications should have been anticipated, and the appropriate provisions made. Instead, the submission process became painful for many because of server crashes from the sheer volume being uploaded at once. It took ERF Wireless two days to submit its application – a process that should have taken a mere 15 minutes. That was among the main reasons for the deadline extension, so the hope is that all requisite information was finally received.

That said, the intent of the funding, to deliver reliable broadband access to rural America, with the additional benefit of creating new jobs, is a positive step, and will ultimately deliver a service that otherwise would likely not be available to the residents and businesses in these areas for some time.

“That part, I am all for,” says Cubley. “I just hope the efficiencies of the process don't eat up a lot of the resources needed to really do the job, and that remains to be seen.” **IT**

# Bill Your VoIP Services *in RECORD TIME!*



*Our goal is to help minimize your risk and maximize your business potential.*

Start billing VoIP services quicker with  **OMNIBill™**

Profitec has worked with several "Out-of-the-Gate" VoIP providers who need to start generating revenues in a hurry. Like a finely tuned athlete requiring high tech training, we can help you accomplish more with limited resources. We can provide hosted solutions which can reduce or eliminate your capital investment. You can even leave the coaching to us. We can offer you a pool of available personnel to support your back office needs which can quickly help you launch your new business allowing you to focus on your sales and marketing strategies.

#### **Profitec and OmniBill provide a solution that works**

- Modest start up expenses and low minimums
- Accurate, reliable and cost effective service bureau billing
- Supports traditional voice services as well as new technology services like VoIP, DSL and Broadband
- More than 20 years of experience
- VoIP ready billing solution
- True product bundling and integrated invoicing
- Available as a hosted or on-site OSS



*Profitec Billing Services*

203-679-7010 • [www.profitecinc.com](http://www.profitecinc.com)

# The Sky's The Limit

when it comes to features you can offer your customers.



**NEW**  
from  
>ifbyphone

## Cloud Telephony for Carriers

A powerful new white-label, web-based voice telephony option for small-to-mid-size carriers & service providers.

- Offer more features your customers want
- Dramatically lower up-front costs (no investment in switch hardware and software)
- Low risk investment with minimal commitment to get started
- Complete installation in just days so you can offer your customers new features fast
- Add new services that generate more revenue from existing accounts
- Offer more services to **WIN NEW BUSINESS**

### Let Our Anyphone Technology Features Complete Your Platform:

Virtual Receptionist  
Interactive Voice Response (IVR)  
Find Me Call Forwarding  
Voice Mail to Email  
Conference Calling  
Call Distributor / ACD  
Interactive Voice Broadcasting  
Call Tracking & Reporting  
Schedule-Based Call Routing  
Store Locator  
Google™ Analytics Integration  
Virtual Phone Numbers  
Call Recording  
Click-to-Call  
Developer API  
And More

>ifbyphone | Call 888.832.4962 | [ifbyphone.com/cloud](http://ifbyphone.com/cloud)