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INTERNET TELEPHONY®

VOLUME 13/NUMBER 12 DECEMBER 2010

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Review

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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.

Home for the Holidays

It's Election Day as I'm writing this. Sitting at my kitchen table and looking out on my beautiful backyard, I have an unbelievable feeling of calm. Maybe it doesn't make sense, but that's my reality.

I have my opinions about many of the politicians who are running for election, but whatever the outcome, I believe that things will be OK. There's been a steady stream of companies over the past year telling me their good news stories. The retail industry is hopeful about holiday buying. The stock market has been pretty resilient. And TMC, with which I celebrated my one-year anniversary in August, continues to grow and hire.

That last part is probably why I'm feeling so optimistic: I have a job.

These strange times have led many of us to make changes and, in many cases, live with less. But if you have a job these days, and your employer is not cutting your hours or pay, you probably feel pretty lucky just about now.

These strange times have led many of us to make changes and, in many cases, live with less. But if you have a job these days, and your employer is not cutting your hours or pay, you probably feel pretty lucky just about now.

I've been part of a large group of hard-working and positive-minded Americans that over the last couple of years has lived through a layoff. Many of us have found new positions. Others are currently looking for work and hoping for the best.

Today and in the recent past we have had plenty of societal worries – and often legitimate concerns – about such issues as extreme politicians, gas shortages, housing values, terrorism, war and Y2K. It's good to pay attention to what's going on in the world and to lend your voice and your hand to the cause when things aren't going in a positive direction. But it seems that the impact of such things on our everyday lives is often overblown. The bottom line for most of us is that if we have decent health, a job to go to every morning, and a place and a family to come home to every night, life is sweet.

So I'm hopeful that more companies will use this down economy as an opportunity to build for the future, rather than to retreat, and will begin or expand their hiring to enable those efforts.

I understand times are tough for businesses. No argument there.

But companies that are in the position to hire and have a job (or jobs) that need(s) to be done should make that move. More jobs will have a positive impact on citizens, hopefully help fewer people default on their housing loans (which will mean better – or at least not worse – real estate values for the rest of us), and help restore the citizenry's buying power to create more demand for businesses' goods and services.

Happy Holidays. **IT**

Social Networking Calls on Dial Tone

It was only a matter of time – social networking has permeated so many aspects of our lives that almost one in five divorces cite Facebook as part of the reason for the split. Moreover, in some countries a single text message is legal grounds for divorce. But wait, how did I get on this tangent? This was supposed to be a happy story about how social networking has integrated with telephone service like never before, enabling carriers to generate revenue by tapping into one of the most popular phenomena on the planet.

You see, I got an e-mail from Dave Tidwell, the CEO of Anana, whose company's goal is to connect users between the ages of 18 and 30 with next-gen phone service – allowing Twitter messages and Facebook status updates to be integrated into telephone calls. The company has a new service called its4u, allowing you to call a phone and hear the latest social network updates before you even leave a message. Imagine location-enabled tweets that are read to the caller via TTS, allowing friends and relatives to know where you are when they call.

As Tidwell says, it seems like a simple concept, but requires a very detailed integration to converged messaging, applications brokerage, voice and media platforms, and some innovation in the voice user interface to pull it off. This is a mash up of the Alcatel-Lucent Converged Messaging System, Messaging Applications Broker and the Genesys Voice Platform with Anana speech application framework. It's coded in .Net and delivers rich VoiceXML with integrated Nuance Speech recognition to describe the unique user experience on each call.

At least one of the carriers working with this service is enabling Facebook wall integration of voice mail messages. If you are under the age of 30 you probably think this is cool; if you are over 30, you are probably horrified. Remember, there really is no privacy anymore, and users seem to be OK with it.

Anana has a new service called its4u, allowing you to call a phone and hear the latest social network updates before you even leave a message.

Tidwell explains this is fun and exciting, and telephony is boring. He is right.

Will consumers pay for such a service? Maybe. This concept may become as popular as text messaging over time.

What is really interesting is the carrier response, according to Tidwell, paired with uneasiness about what this new innovation could mean for them.

The enterprise market is excited as well. Imagine now that when a call center gets a call, a company's Facebook promotions and tweets can be read – thereby promoting these social media channels and increasing the social CRM benefits a company receives.

With so many upsides and no downsides I can see, Anana could be leading an entire new category of social networking and telephony integration, which could usher in a new era of innovations in communications and potentially revenue for those who embrace the idea.

Here is the demo number if you want to give it a whirl: +44 1454 258 069. IT

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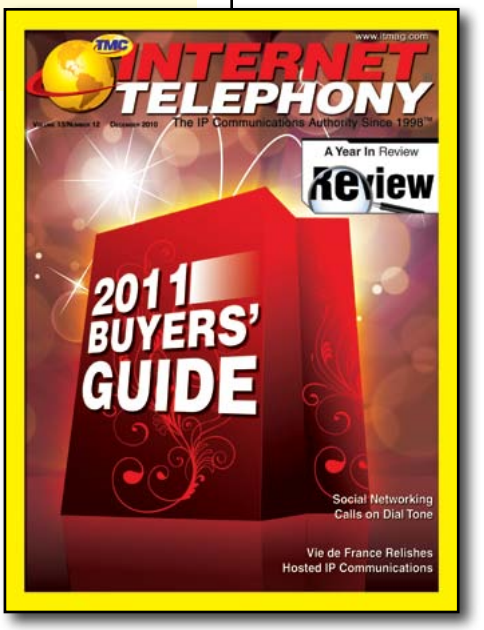

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By Paula Bernier

Vie de France Relishes Benefits of Hosted IP Communications

Baking is an exact science – adding too much of one ingredient or too little of another can result in culinary disaster. The same might be said about communications.

So when food service company Vie de France experienced uneven communications quality among its multiple locations, it quickly came to the realization that it needed a new recipe to satisfy its requirements. The company ultimately settled on a hosted VoIP solution from iCore Networks.

Vie de France operates a national bakery that makes European-inspired breads, croissants, desserts and pastries that are sold frozen and delivered to the door via various distributors. It also runs restaurants that serve such baked goods, as well as salads, sandwiches and soups.

The company's problems with its previous communications system included the fact that it had to manage two separate wide area networks, using frame relay and DSL connections, for its manufacturing and retail locations. The company also had nine PBXs, which each had to be managed separately, at 17 locations. It had a multitude of suppliers, including two telecom companies and various local network and telephone gear providers. At the same time, Vie de France was concerned that its 13-year-old system was out of date and as a result might be prone to a system or hardware failure. Plus, it didn't have the survivability features that would be needed to allow the company to continue operations in the event of a disaster.

The solution from iCore Networks offered Vie de France the opportunity to simplify things and turn over its communications to a single source. Vie de France now has one WAN and one virtual PBX, which is maintained in the cloud by iCore.

As part of the solution, iCore outfitted Vie de France with a new voice over private Internet backbone; a comprehensive disaster recovery/preparedness plan, including the technology and procedures that would allow Vie de France to relocate completely to a disaster recovery center with voice and phone access if needed; and IP telephones from Cisco Systems.

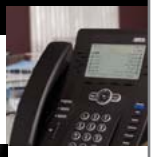
Four T-1 connections serving the corporate headquarters were replaced with a single 10mbps line that supports both voice and data traffic. The retail cafes, meanwhile, were upgraded from DSL to T-1 lines, which allowed the company to improve the process of ordering and restocking restaurant goods. And the VoIP network improved call quality and increased the number of features available to employees and cafes. It also allows the cafes to process their own credit card transactions securely and offers management intelligence about how the voice network is being used.

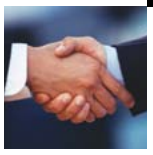
Other benefits of the new solution include the ability for the phones to be reprogrammed remotely, the ability for employees to save all voicemails based on project, voicemail-to-e-mail capability, smart routing of credit card transactions, the availability of a single company-wide directory, find me/follow me functionality, a streamlined 800 number setup, and faster response times to customer calls.

"Prior to implementation of this new system, all credit card transactions had to be routed through corporate headquarters," says Stephen Dallas Payne, director of information technology at Vie de France. "Now credit card transactions go through the cloud, which has become the hub that intelligently passes information to the right locations. The cloud also enables standardization and ease of support for all retail sites from a central location."

Also as a result of the new system, Vie de France will be able to reduce its voice and data costs by more than 31 percent once it reaches its return on investment; lower its teleconferencing costs by 68 percent; decrease its overseas calling costs to headquarters in Japan by more than 90 percent; lessen data line expenses in its manufacturing centers by almost 47 percent; eliminate long-distance charges within the continental U.S. by putting employees on a three-digit dialing plan; and save $2,500 annually after ROI by getting rid of personal pagers.

"Looking ahead, our new VoPI network is only scratching the surface of how much it can change the company," adds Vie de France's IT director. "For example, enhanced redundancy/failover for all facilities is now being tested with a wireless interface card and a nationwide provider's mobile plan to afford high-speed communications at each company location site if something happens to the T-1 private line. This is yet another innovation made possible by this cloud-based solution." IT





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Next Wave Redux

By Brough Turner

Moving Down the Stack

I'm changing direction, so my column will be moving from INTERNET TELEPHONY to NGN Magazine, effective immediately. In fact, my first column for NGN debuted in the November 2010 issue.

For two decades, I've focused on telephony disruption — computer telephony, VoIP, mobile networks, mobile applications and communications in emerging markets. In the 1990s, telephony disruption was enabled by ever increasing computer power. Computer horsepower is still key today, but increasing Internet bandwidth is also critical. Whether it's Skype video or a new iPhone application, it's the combination of more computer cycles and more Internet bandwidth that makes new applications possible. But there is a difference.

New computer power comes from hardware and software innovators operating in a very competitive global market. The same applies to the Internet backbone. But when it comes to local Internet connectivity, either fixed or mobile, things are not so pretty. There is only a limited right of way in front of your home and the rights to install wires in that ROW have already been given to local monopolists (electricity, phone, cable TV, etc.). There is a lot more wireless spectrum, but we have a regulatory regime, based on the way radio receivers worked in 1920, that has created artificial spectrum scarcity – today most wireless spectrum is completely unused most of the time in most locations (even in downtown Manhattan). Yet almost all spectrum has been licensed to someone. So our Internet connectivity is slowly getting better, but enormous disparities exist, and the U.S. has fallen far from the leadership position we held in the 1990s.

The best way to further progress in Internet telephony, indeed in all forms of communication, is to get more bandwidth available to more people at lower cost. My first effort in that direction is netBlazr Inc., a new company focused on disrupting the way Internet connectivity is delivered to small and medium businesses in U.S. urban areas.

Why SMBs? Because the greatest Internet cost disparities in the U.S. today are for business services. Depending on your address, the cost per mbps per month for committed data rate services can vary by factors of 20x to 30x, even between buildings just a few hundred feet apart. Anything to address this disparity will be good for American business.

Since my focus has shifted from applications (like VoIP) to basic connectivity, it makes sense to move my column from INTERNET TELEPHONY to NGN, a magazine focused on service providers deploying new networks. To ease the transition, my first NGN column discusses network support for VoIP, and my second column will discuss similar support for triple play. Please join me at NGN Magazine. IT

Brough Turner is founder and CTO at netBlazr Inc. (www.netBlazr.com).

Regulation Watch

By William B. Wilhelm and Jeffrey R. Strenkowski

FCC Poised to Strengthen VoIP Emergency Access Requirements

On Sept. 23, 2010, the FCC released a notice of inquiry aimed at strengthening VoIP E911 rules.

First, the NOI asks whether the FCC should require interconnected VoIP providers to provide location information to public safety answering points "without the customer's active cooperation." The NOI also asks if IVPs, as it refers to VoIP provider in the document, should be required to "incorporate an ability to automatically detect a user's Internet connectivity, identify a user's location, and prompt a user to confirm his/her location, prior to enabling calling features." The NOI also asks whether VoIP terminal adapters should be required to be capable of providing location information automatically.

Another significant issue raised in the NOI is whether the FCC's E911 rules should apply to non-interconnected VoIP service providers. Specifically, the NOI asks if such obligations should apply to services "that enable users to terminate calls to the PSTN, but do not permit users to receive calls that originate on the PSTN," or vice versa (i.e., outbound or inbound only services, or such services that can be coupled together to create a two-way calling service by the user). The FCC also asks if it would it be necessary to extend to non-interconnected VoIP providers rights of access to any and all capabilities necessary to provide 911 and E911 service from entities that own or control those capabilities, and what a reasonable timeframe for newly-covered providers to meet such requirements would be.

This far-reaching proceeding is one of the most significant for VoIP providers in recent years. The FCC may significantly strengthen E911 responsibilities of IVPs and equipment manufacturers, and impose new requirements for automatic identification of the user's location, and may also require a new set of providers to begin offering E911 service to subscribers. IT

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

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By Alan Murphy

Enterprise Virtualization: 2011, Here We Come

What a year it's been for virtualization and enterprise IT. We've seen more adoption of new infrastructure in a shorter amount of time than we possibly ever have, except for the move away from mainframe computing; that one has us virtual techies beat…so far. Now that we're about to see 2010 come to a close, what better time to review how virtualization has changed – and has changed within – IT and what we can look forward to next year. If 2011 is anywhere near as accelerated as 2010 then we're in for quite a ride.

According to IDC, 2009 was the year when virtual workload deployments exceeded physical workloads and 2010 saw a projected 28 percent increase of virtualization deployments. With enterprise IT adoption of virtualization bordering 50 percent for production use (according to some hypervisor-based statistics), there's no denying that 2010 was the year virtualization became mainstream. Deploying virtual data centers is now a viable solution that stretches across multiple infrastructure models.

Although still an overloaded and overly hyped term, 2010 showed us that the cloud is here to stay. IT continues to look at how they can consolidate resources while increasing services on and off premises. What may be more indicative of an IT cultural shift is that large service providers that have long played a pivotal role in the hosting world are now building solutions that are very cloud like in nature: dynamically provisionable, integrated management, etc. What we've seen in 2010 from the big providers is just the tip of the iceberg, and they may be on the cusp of creating a model that's more than cloud; only time will tell.

Which leads me to next year: Let's start with a stretch goal, what some are calling fabric-based computing. The basic idea behind fabric-based computing is that we take what we've done with virtual machines and virtualized hardware, and we ramp it up a notch…no, we ramp it up 1,000 notches.

With fabric-based computing, there are literally no physical constraints to any part of the computing fabric. If you need more networking you plug in a new RAM blade and assign it to a new virtual switch. If you need more storage bandwidth you plug in a new array of platters, a new rack of bus cards, and a new RAM blade, which becomes the virtual storage head. I'm not yet 100 percent sold on this idea; I think we have many, many hurtles to jump over before we get to this point (just think of the management issues alone), but I do believe it will be top of mind for discussion during 2011.

At a more tangible level, I believe we'll see massive growth in hybrid cloud computing: the perfect meld between on-premises resources, off-premises hosting, and cloud deployments. Control will be kept on-premises (tasks such as user authentication and governance over traffic management); the bulk of application services will be delivered from an off-premises hosted environment (with predictability); and application spikes, new temporary and/or development services, and geographic distribution will move to a cloud-based infrastructure (agile and provisionable). Traditional hosting services will become the keystone to distributed services; it may ultimately be less expensive to maintain a physical model for critical application delivery, where usage can be more accurately predicted and managed, rather than a full cloud-based model. This will allow cloud deployments to burst beyond the hosting platform when needed, thus removing the lag time with provisioning traditional hosting services and truly right scaling into the cloud only when necessary. Enterprise IT will always seek out what gives it the greatest ROI, and separating tasks between the appropriate infrastructure models will become easier to manage over the course of 2011.

There are many other areas of virtualization growth we can expect in 2011. Hosted virtual desktops, for example, may start to move to the mainstream, melding desktop infrastructure with distributed server infrastructure (i.e. the cloud). Delivering desktops from a remote site is much more complicated than delivering applications, but as WAN optimization and management becomes more critical for off-premises server solutions, there's no reason to think that virtual desktops won't be able to take advantage of those advances. Couple that with the incredible growth of mobile devices powerful enough to run a full desktop over an optimized WAN and we could see new computing models extending beyond the data center and to the desktop.

I believe we'll see massive growth in hybrid cloud computing: the perfect meld between on-premises resources, off-premises hosting, and cloud deployments.

For me personally, my hope is that 2011 focuses on nothing more than management. Managing these new, extremely powerful technologies could consume a year of IT growth with no room for anything else, but I realize that's a selfish request. For 2011 I'll have to remain content with simply being able to distribute users securely, reliably, and discreetly between my on-premises data center and my off-premises hosted cloud hybrid, and I'm OK with that…for now. IT

Alan Murphy is technical marketing manager of management and virtualization solutions with F5 Networks (www.f5.com).

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By Hunter Newby

Interconnections Made in Germany

Ancotel (www.ancotel.de) is a 10-year-old business based in Frankfurt, Germany, and it owns and operates what is essentially the main physical and virtual network layer interconnection hub between central and eastern Europe, CIS countries and Western Europe. There is no better place to gain direct access to the greatest number of networks and through an annual event it helps to facilitate the business relationships between customers that ultimately drives its customers' revenue and cost reduction.

One constant theme from all attendees at the recent Ancotel event was that their businesses are all growing, no matter what type of technology they use, or what market they are in.

Probably the biggest surprise in regards to a growing industry segment is that of wholesale voice. This is contrary to many reports of the general demise of the voice business, but the contrast may not actually be so great. Somewhere in between the polarities of growth and contraction is an exchange of the business from large incumbents to smaller, more nimble wholesale-only voice carriers. What is seen as growth for one is actually contraction for the other.

Within the growing side of the voice shift the margins actually look much better than they did for the same exact minute that was formerly under the incumbent telecom. This is due to the fact that it takes less people to operate and maintain voice networks today, specifically, VoIP networks.

None of this is to say that there is not also natural voice traffic growth in and of itself, for clearly there is. Again, this is an area of growth more for the nimble and more competitively priced carriers than the slow, expensive and non-responsive large carriers. The large incumbent carriers in Europe, CEE and CIS know that they are losing market share and not getting enough of their share of the natural growth, but it does not seem to bother them much at all. They are more concerned with building the new fiber, wireless and transport infrastructure to carry the actual IP traffic. It is a fascinating shift of business models, priorities and value.

All of this activity is of course also driving the need for more IP interconnections. For this the dominant player in Frankfurt and the world is DE-CIX, the IP peering exchange and co-host of the CNX event. With more than 350 IP network members the company carries an incredible amount of sustained traffic, more than 800gbps. The combination of Ancotel as the physical facility to house the network operator equipment and DE-CIX to facilitate the IP network peering is incredibly powerful and a huge advantage for any new carrier that wants to come in to the region.

This type of neutral interconnection infrastructure is something that no incumbent can build, for it is totally contrary to their existence; yet it is something that they want to take advantage of outside of their home territories. Every incumbent is a competitive carrier once it is out of its own country. This psychological condition makes it somewhat difficult to work with these types of operators, and yet again another reason why neutral interconnection facilities are so critical for all networks to grow.

Hunter Newby is CEO of Allied Fiber (www.alliedfiber.com).

Disaster Preparedness

By Rich Tehrani & Max Schroeder

Needed –Another Y2K Threat

Ten years ago, the world was getting over the Y2K panic that forced organizations to update their operations. Y2K was mostly a non-event, but it did get organizations to upgrade their systems and the telephony industry was a major beneficiary.

Did the upgrades prevent upcoming disasters? Generally not. Organizations were so focused on Y2K that most did not to plan for the usual business interruptions. To be fair, implementing a full DR plan in 2000 could also be quite expensive. A newly installed Y2K-compliant PBX would require a back-up unit at the failover site. Businesses perceived the Internet as a new innovation and untested for DR use. Broadband service to homes was expensive or not available. These and other limitations restricted the growth of products and services like VoIP, SaaS and other solutions that are standard DR components today.

So what's your organization's excuse for not having a DR plan in place? It cannot be cost since implementing most of the checklist items reduces overhead and increases operational efficiency. People like working from home and using smartphones, so employee resistance is not a factor. Maybe your organization just needs a kick start. Imagine it's Y2K again, or make starting a DR plan one of your early New Year's resolutions. 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 conference chairman of ITEXPO.

Is Your Physical Infrastructure Ready to Meet the Changing Needs of Your Data Center?

As consolidation, virtualization and automation become more widely adopted to increase data center efficiency and agility, the elements of power, cooling, resource utilization, and transmission speed become a very important part of the processes to operate data centers.

This makes physical infrastructure management tools, in conjunction with existing system software management tools, critical to support the changing needs of your data center.

Panduit's Physical Infrastructure Manager™ (PIM™) Software Platform and intelligent PanView iQ™ (PViQ™) System Hardware work together to provide continuous, local and remote visibility of data center connectivity, power usage, and environment thresholds within a data center...in real-time.

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E911 Watch

By Nick Maier

Match Third-Party E911 Solutions to Enterprise, Telephony Infrastructure

Are you a small, single location enterprise with a single PBX or call server? Or, do you have a large campus with multiple buildings? Perhaps you are a multi-state, widely distributed enterprise with one or more PBX/call server clusters? Your organization's size and complexity are generally the first factors to consider when setting up E911 protection.

Here is a brief rundown of the most common third-party E911 solutions – all of which help organizations comply with E911 regulations:

Cloud-Based E911 Solutions

E911 hosted solutions are generally easy to set up and relatively inexpensive since there is no hardware or software to buy. You simply pay a monthly fee based on the number of phones on your network. These services can route 911 calls and deliver location information to any public safety answering point in the U.S. or Canada. On the flip side, these services require an administrator to update records manually whenever a phone is added or moved.

E911 Appliances

Hardware-based E911 solutions generally are packaged in small servers that are installed on your network. They work with PBXs or call servers to track automatically the location of phones on your network and update location records used by emergency dispatchers in the event of a 911 call. Since you're buying equipment as well as software, costs can escalate.

On-Premises Software

Enterprise-class E911 software solutions can offer fully automated, cross-platform functionality to provide the most complete and flexible E911 protection. In addition to working with all the leading call platforms and maintaining accurate location information for all network devices including those used by mobile and remote workers, these solutions offer real-time notification of in-progress 911 calls and scale easily to accommodate growth and technology advancements. Combining on-premises software with an E911 network service to route emergency calls can dramatically reduce costs by eliminating the need for local 911 trunking at remote locations by consolidating 911 traffic on IP trunks. IT

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

Tech Score

By Jeff Hudgins

Business Impacts for Telecom Cloud Providers

Telecom service providers are in a unique position to become major players in the cloud. They can leverage both their network assets and direct customer relationships to offer service value beyond connectivity to their end customers. Much of the focus by these future telecom cloud providers has been on the technical challenges associated with virtualization and network management along with the speed, reliability, and latency of their bandwidth. While these technical challenges are unique, the business model challenges will ultimately determine if they can make money in this game.

For telecom cloud providers, the cloud consists of five key characteristics: utility (pay as you go) price models, self-service provisioning, self-managed infrastructure, flexible compute consumption, and a multi-tenant environment. At first glance this may look very similar to an application service provider model, where computer-based services are provided to customers over a network that is a hosted in a data center or central office. But to fully benefit from the cloud advantages, the new telecom cloud providers will need to embrace an improved partnering model.

For example, cloud-enabled platforms will allow enterprises to provision resources and add capacity on demand. This elasticity promotes rapid deployment of solutions, but will force the telco cloud provider to create new service level agreements with their partners to support this dynamic and self-service environment. In addition, the telecom cloud providers will need some new technology partners to integrate these cloud applications. New programs are emerging that are designed to enable integrators, application developers, and telecom providers to offer integrated solutions for their joint customers. The telecoms will need to be careful and identify the right companies that are leaders in the cloud and know how to partner.

Finally, the telecom cloud provider must avoid the cloud trap of low profit and high customer churn. By providing more value through partners who are vertically focused, they can move higher in the stack. Applications such as content and storage management as well as distribution can be offered through the partner channels and create better margins. If they stick to providing the basic network stack, then it will become nothing more than a commodity play. IT

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

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http://call-recording.tmcnet.com

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Ask the SIP Trunk Expert

By Steven Johnson

Video Calls over SIP

SIP enables more than just voice: It delivers the full unified communications experience – Internet, voice, video, collaboration, presence, instant messaging and more. Up until now, telephony has been the biggest driver of SIP installations, with SIP trunking taking an increasing share of the voice market.

Video from the desktop is poised to be the next major SIP application that is deployed in the enterprise. Today, video calls are confined to the enterprise local area network or at best within the service provider's own network. This limitation creates islands of use that restrict users to videoconferencing with a limited number of contacts. Since video is not a service that can be deployed on the SIP trunking service, expanding video calling outside of these artificial boundaries may be difficult.

The E-SBC sits at the edge of the enterprise network and, for video, routes voice traffic to the SIP trunking softswitch while video is routed separately, directly to the called party using the enterprise's existing Internet infrastructure. The E-SBC can deliver video over SIP via either a managed connection or the public Internet. But most importantly, the video can bridge service networks to allow point-to-point calling to anyone with an Internet connection.

The E-SBC performs an important role in this scenario, routing different types of traffic over different routes to reach the called party. And the security features ensure that the internal corporate network will be protected. Quality of service will ensure the priority of the voice and video SIP traffic to keep traffic flowing the way your business, or your customers, need it to.

The ways in which video can enhance communication are limitless. Purple (www.purple.us) in New Jersey uses SIP to deliver video over SIP to the deaf, providing a link to a certified video interpreter so the user can view sign language during a VoIP call. Stockholm's Omnitor (http://www.omnitor.se) does something similar, and also uses SIP to provide closed captioning in real time. And Librestream (www.librestream.com) provides specialized hand-held devices to help field technicians communicate with design engineering staff to diagnose and repair complex machinery.

Video is available now on most desktop computers, and with an E-SBC the power of video can be harnessed to enhance business communications beyond the enterprise island. IT

Steven Johnson is president of Ingate Systems (www.ingate.com).

Viewpoint: Voice of the Customer

By Elaine Cascio

Customers Pay More for a Great Customer Experience

That's what recent studies say. In fact, 85 percent of people surveyed by RightNow say they are willing to pay more than the standard price for a product if a great customer experience comes with it. And, according to American Express, Americans are willing to spend 9 percent more with companies that provide excellent customer service.

The challenge is that providing a great customer experience is getting harder and harder. We're faced with more and more channels for customer contact and have less and less control over the experience. Taking control of the customer experience is a daunting task. Where do you start?

Understand all the channels your customers have available to them as part of their experience. Evaluate the value of the channel based on customer use, customer segments that are most likely to use the channel, channel complaints, revenue, and other criteria that are important to your organization.

Do some mystery shopping and rate the experience by channel, and most importantly, across channels. Can you tell that you're dealing with the same company? Are the look and feel and the information you're delivering common, consistent and compelling? Where are there roadblocks?

With this information in hand, develop a customer experience strategy. Make sure that the strategy supports your corporate mission and goals, and develop clear measures of success that your CEO understands. Include all channels, yet understand that different channels have different characteristics and lend themselves to different types of interactions.For example, Twitter is great for providing quick updates, but Tweets are limiting when you're trying to resolve a customer service issue or fully respond to a customer's question.

Study after study shows that multichannel customers are considerably more profitable than single channel customers. So not only is a customer experience strategy good for building customer loyalty, it's good for your bottom line. IT

Elaine Cascio is a vice president at consulting firm Vanguard Communications Corp. (www.vanguard.net).

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By Peter Radizeski

Where's The Money in 2011?

The consolidation resulting from all the M&A this year is probably making agents nervous over whether their commissions are safe or not.

Then there's the news about the T1 dying and the PSTN being turned off. What's an agent to do?

Here are some streams of revenue for 2011:
Agents can sell fat pipes as AboveNet, FiberLight, XO and others put more miles of fiber in the ground.

Or, agents could sell 4G data services from CLEAR – go bigger by working with Sprint on M2M projects for verticals like fleet tracking or e-health monitoring.

Obviously, agents can sell cloud services. To work with the big guys like Amazon, Google and Salesforce, agents will have to do implementation and project management. Most will not want to morph like that. The simplest cloud service is hosted e-mail, with a myriad of providers including GreenAppX, Hostopia and XO. Another offering would be data backup, which could become part of a business continuity consultancy. Sticking with that theme, New Edge Networks and XO have redundant broadband packages for retail shops.

A growth sector is managed services such as desktop support or network security. MegaPath is branding itself as a managed services LEC. Agents might want to partner with an MSP. (They were out in force at MSP World at ITEXPO.) Businesses just want the technology to work in the background. Managed services allow that to occur by outsourcing the technology. Perimeter E-Security has been a premiere vendor for a while.

Converged services for the enterprise are available from Level 3 and XO in the form of MPLS with DIA and SIP trunking. It's basically a network redesign for the business. Certainly, consultative selling skills will be tested here, but then it's time to put on the big boy pants.

Telecom expense management also is finally gaining traction.

2011 will be interesting.

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

The Channel & AGENT NEWS

http://tmcnet.com/48922.1

SearchAmerica, Cerner Sign Master Agent Agreement

Cerner Corp. and SearchAmerica, part of Experian and a major player in financial clearing services for health care, have entered into a master agent agreement that allows SearchAmerica's suite of financial services to be integrated with Cerner's revenue cycle offering, a part of the Cerner Millennium platform. Search America's services, including Address Checker and Payment Advisor Suite, are used by hundreds of hospitals nationally to assist with the automated segmentation, prioritization and collection of receivables so as to improve cash flow while simultaneously providing ways to lower overall costs.

www.cerner.com

www.searchamerica.com

http://tmcnet.com/48923.1

http://tmcnet.com/48924.1

Force10 Broadens IBM Deal

IBM will provide support for the S60 and the Force10 ExaScale virtualized core switch/routers. "Data center managers are challenged more than ever to deploy massive compute resources to answer their exponential data growth while keeping expenses down," says Alex Yost, vice president, System x servers at IBM. "Our announcement … leverages our heritage in Linux cluster technology, coupled with the Force10 core and access switches, to simplify infrastructure management and lower power and cooling costs." John Erdman, vice president of OEM alliances at Force10 Networks, adds that certifying the S60 provides top-of-rack functionality to IBM clustered environments to handle the unexpected and expected increases in traffic by offering a fault-tolerant design along with deep buffering and congestion management technology.

www.force10networks.com

www.ibm.com

http://tmcnet.com/48925.1

Ipanema, Secureway Partner

WAN governance and application-centric VPN services specialist Ipanema Technologies has inked a master agent agreement with Secureway Network Distributors, a security and networking distributor in the Middle East. As a result, Secureway will represent Ipanema Technologies as its value-added distributor for the Gulf Cooperation Council (Arabian Peninsula) countries. Ipanema solutions are in use by such companies as Belgacom, BT, Cable and Wireless, COLT, Belgacom, Telecom Italia and many others.

www.ipanematech.com

www.secureway.ae

http://tmcnet.com/48927.1

TK Carsites Joins Automotive Advertising Network Reseller Program

Internet marketing company TK Carsites has joined the Automotive Advertising Network reseller program. AAN provides customers with a strategic digital marketing platform to enhance leads, sales, and their visibility on the search engines. TK Carsites is expected to leverage the hundreds of locally optimized automotive websites in the AAN to publish press releases, advertise car inventory, and to build critical links to car dealer websites for SEO.

www.tkcarsites.com

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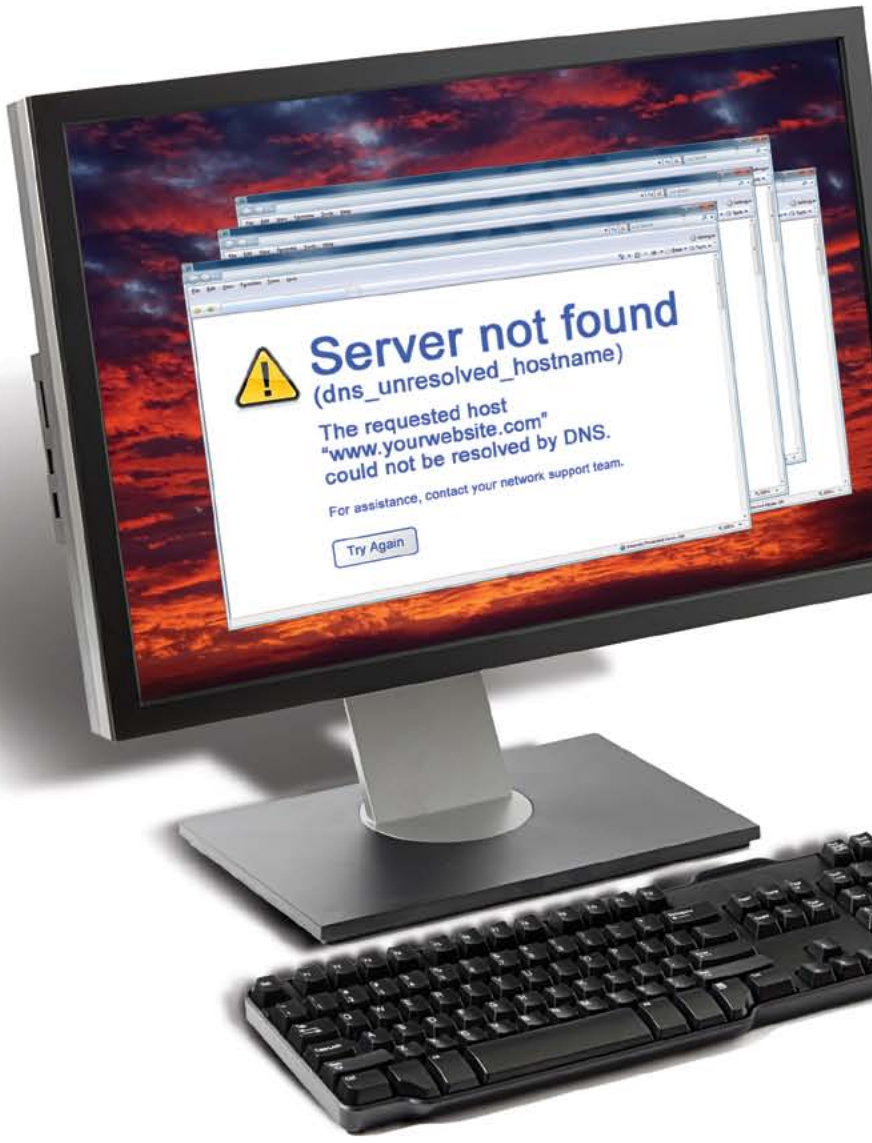

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By Larry Levenberg

UC's Continued Growth in SMB Market Expected for 2011

By most major analyst firm accounts, unified communications adoption within the SMB market grew in 2010, indicating the channel is doing a good job of educating companies on UC's business value. While additional growth is expected over the next year, UC adoption rates will depend on providers' ability to amend key messaging to reach a broader SMB audience.

UC's growth within the SMB market this year was due, in part, to the maturation of solutions, so that they can better cater to the needs of smaller organizations. Since they typically lack the finances and staff that larger organizations have, SMBs place a higher priority on simplicity when it comes to communications. In response, major UC providers significantly enhanced their platforms to deliver all UC applications from a single-server solution to ease cost and simplify deployment and management. The adoption of software-based communications also grew during this time, providing SMBs a more cost-effective, premises-based option to hosted solutions.

expertise. Some software solutions are standards-based, allowing SMBs to use off-the-shelf, industry-standard servers, which reduces capital expense. Standards-based software solutions also enable multiple device options, so that smaller companies can easily implement various forms of communications for different workers within the organization, including voice and video collaboration for geographically dispersed teams as well as softphones for mobile/remote workers.

Visual collaboration has improved the user experience so much so that it is now a valuable mode of business communication; and, SMBs have become keenly aware of its benefits. Video collaboration adds a new dimension to business communication. It also provides smaller organizations with an affordable, premises-based tool that makes it easier for employees to share information internally as well as with partners, suppliers and customers.

Mobility will be a high priority within the SMB space in 2011. With the workplace becoming increasingly mobile and geographically dispersed, SMBs will need to support voice,

UC providers are designing and pricing more advanced mobile solutions to be more affordable, taking into account the needs of smaller organizations.

SMBs implement UC for many of the same reasons as larger organizations: to gain a competitive advantage while containing costs all while furthering their ability to execute and innovate. Smaller organizations, according to recent findings from Gartner, tend to implement UC differently. Unlike large enterprises that invest in UC as a part of a larger corporate technology strategy, SMBs are motivated to invest in technologies that deliver more of an immediate payoff to the business. Over the next year, SMBs will be focused on competitive advantage in a post-recession business environment. As a result, their technology investments from a UC perspective during this time will facilitate better employee communications and productivity improvements, no matter where their work takes them.

Software-based offerings will continue to grow within the SMB market. Smaller organizations have relied on several data-centric applications for some time now. Software-based communications moves voice to the data center, which appeals to SMB staff that tend to have more IT as opposed to telecom data and video business communications from mobile devices. UC providers are designing and pricing more advanced mobile solutions to be more affordable, taking into account the needs of smaller organizations. As a result, SMBs will invest in many types of mobile devices, including mobile clients and softphones to reduce the cost of mobile communications and improve employee accessibility and efficiency.

While growth indicates SMBs are becoming more aware of the benefits of UC, adoption among smaller organizations as a whole is still low. UC providers have always struggled to illustrate quantifiable business value, which is especially challenging with SMBs since they tend to make technology investments driven by hard ROI. Success within next year's SMB market will drastically depend on providers' ability to convey UC's business value in a way that resonates with smaller organizations. IT

Larry Levenberg is vice president and general manager of national channels at NEC Corp. of America (www.necam.com).

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Agito to Join ShoreTel Fold

ShoreTel recently revealed its plans to buy Agito. For $11.4 million ShoreTel gets an enterprise mobility platform that will enable users to communicate on any device at any location and using any network. Bringing mobility into the fold is important for companies like ShoreTel given smartphones, laptops and, increasingly, tablets are becoming the key tools employed by business users. With the Agito acquisition in its pocket, ShoreTel will be able to provide PBX functionality on a variety of popular wireless endpoints including the BlackBerry, iPhone, iPad, and Nokia and Windows Mobile smartphones.

www.agitonetworks.com

www.shoretel.com

http://tmcnet.com/48916.1

Phone Power Buys VOIP.com

Phone Power LLC has acquired VOIP.com, a voice over IP service provider headquartered in Boca Raton, Fla. This is the third acquisition for Phone Power in the last twelve months. Financial terms of the deal were not disclosed. The acquisition grows the Phone Power customer base by more than 25 percent. Moving forward, the VOIP.com brand will co-exist independently with the Phone Power brand.

www.phonepower.com

http://tmcnet.com/48917.1

Skype Offers Facebook Integration

Following several months of beta testing, Skype has unveiled its latest Windows-based free communications software, Skype 5.0. While the updated version features a number of enhancements, users will probably be most interested in the video calling software's new social media functionality. Skype developers have integrated Facebook's Phonebook and News Feed directly into the interface, allowing users to contact their network of friends through video calling and texting. This new offering allows users to video chat with multiple people on the same screen. While group calling functionality is currently being offered on a free trial basis, consumers will eventually need to purchase it once the product is out of beta.

www.skype.com

http://tmcnet.com/48918.1

KnoahSoft, Teleopti Partner

VoIP call recording, agent performance management and analytical tools for contact centers is what KnoahSoft offers. Now the company has announced a strategic alliance with workforce management solutions provider Teleopti.The partnership enables the companies to provide small and medium businesses and enterprise customers with a scalable, comprehensive suite of call recording, quality assurance and workforce management solutions for contact centers.

www.knoahsoft.com

www.teleopti.com

http://tmcnet.com/48915.1

BroadSoft Outfits Service Providers to Deliver Enterprise Hosted UC

BROADSOFT
Innovation calling.

Service providers seeking a way to offer hosted unified communications to enterprise customers now have a new option for how to do that. BroadSoft Inc. has unveiled BroadCloud, a cloud-based offer targeting fixed line, mobile and cable TV network operators. BroadSoft says BroadCloud will enable service providers to bring to market UC services including unified messaging, presence, videoconferencing, web collaboration and other popular unified communications features much more quickly than they could on their own.

www.broadsoft.com

http://tmcnet.com/48919.1

RADVISION Joins Forces with Microsoft

RADVISION Ltd., an end-to-end solution provider for unified visual communications including video network infrastructure, developer tools and high-definition room, desktop and mobile videoconferencing systems, recently entered into a new strategic relationship with Microsoft Corp., to deliver advanced integration to Microsoft's unified communication solutions.

www.microsoft.com

www.radvision.com

http://tmcnet.com/48920.1

snom Expands Into SMB IP PBX Space

ITEXPO was the forum at which snom technology AG unveiled its new snom 821 desktop phone. The device is an evolution snom's 820 phone, which it will replace, according to Tommy Lee, snom channel manager. Lee adds that snom is also readying a PBX solution for the SMB market. What's important to know about the 821 model is that it includes a gigabit switch, allowing added support of new business applications. The snom PBX product, which will soon make its debut in the U.S., will offer SMBs a very simple, software-based solution that is optimized to work with phones from snom, which has traditionally been a phone vendor.

www.snom.com

http://tmcnet.com/48921.1

Level 3 Emphasizes Enterprise, Cloud Efforts

Nigel Williams, Level 3's senior vice president of sales, in his 4GWE/ITEXPO recent keynote speech noted that the company has a big, high-capacity network that reaches into a lot of businesses and is used by a wide variety of cloud service providers and carriers – and it can leverage all that to help enterprise customers connect to multiple cloud providers. While Level 3 is probably best known as a carriers' carrier, Williams said it was his goal to change the audience's perception of the company, which also offers solutions to enterprise customers. Level 3 is hearing IT managers at enterprises ask for flexible pricing models, resource pooling, on-demand services, improved SLAs, elastic capacity and lower costs, he said.

www.level3.com

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http://tmcnet.com/48908.1

ADTRAN Unveils Ultra Broadband Ethernet

As cablecos turn up the heat with the rollout of DOCSIS 3.0-enabled 100mbps services, and bandwidth-hungry applications and regulators pressure service providers to deliver access at 100mbps rates and beyond, telcos are faced with a dilemma. How do they quickly and affordably bring to market these kinds of high-bandwidth services to those 30 to 50 percent of homes for which FTTH isn't a viable option? ADTRAN says its new architecture, called Ultra Broadband Ethernet, can help answer that question. The technology, which employs an eight-home-per-node ONT, delivers 100mbps of symmetrical bandwidth per home and uses just 1.25Watts of energy per port.

www.adtran.com

http://tmcnet.com/49211.1

Entone Enables Hybrid TV

For the cost of a typical set-top box, Entone's new FusionTV solution will allow service providers to deliver HDTV to multiple TVs in a home, whole home DVR, photo sharing, Internet music, the ability to discover and display end users' rich media assets, place shifting (similar to what Slingbox allows) and social networking applications, says Steve McKay, Entone CEO. He adds that Entone is also bringing content from its partners, like on-demand HD movie service provider Vudu, along for the ride, so service providers don't have to negotiate individual content deals to offer new services. The IPTV Edition of FusionTV – based on Entone's recently announced WebVOD solution which allows IPTV operators to offer web-based video on demand with a software download to Entone's media hubs – targets telco operators that have not deployed IPTV in certain markets or at all. It also addresses network operators' concerns that they will be relegated to offering dumb pipes as over-the-top services gain steam and as existing pay TV services wane.

www.entone.com

http://tmcnet.com/48910.1

Metaswitch, CounterPath Ally

CounterPath Corp. and Metaswitch Networks have entered into a strategic, long-term agreement. The relationship includes the joint development and marketing of enhanced unified communications capabilities that extend voice, video and messaging services to desktop PCs and mobile devices. "We have seen the arbitrage and destruction of local and long-distance revenues as non-traditional providers enter the market," says Donovan Jones, president and CEO of CounterPath. "With our joint offerings, we are enabling service providers to compete with unique, and in some cases patented, technologies and products that Metaswitch and CounterPath are making possible for the first time."

www.counterpath.com
www.metaswitch.com

http://tmcnet.com/48911.1

NACT Expands Product Line on Multiple Fronts

It's been a busy year for NACT Solutions LLC. This fall the 25-year-old, privately-owned company, which is best known for its prepaid switching platforms, unveiled the VinciSoft Class 4 softswitch, a VoIP/TDM solution featuring call routing services, session border controller functionality, transcoding, billing, reporting and client management capabilities. And at ITEXPO in October, NACT highlighted its new Class 5 features of VinciSoft. That includes point local access, DID numbers, voice mail-to-e-mail functionality, follow-me service, and more.

www.nact.com

http://tmcnet.com/48909.1

Actelis Partners with OneAccess

Ethernet over copper solutions provider Actelis Networks recently revealed it has formed a strategic alliance with branch office router company OneAccess to develop and outfit service providers with complete managed voice and data services infrastructure. Actelis is known for its bonded copper solutions that offer symmetrical 100mbps connectivity. OneAccess sells multiservice routers and Ethernet access devices.

www.actelis.com

http://tmcnet.com/48912.1

eTegrity Introduces New Data Backup Solutions

Online data backup and restoration outfit eTegrity has come out with a variety of new solutions. That includes the introduction of Virtual Office, a new client computing in the cloud solution that allows eTegrity's managed service provider customers to deliver services that enable their customers to store and access data securely, but without having to make the capital investment in on-site storage infrastructure and the related management that goes with it. Also new from eTegrity is a solution that enables enterprise customers to backup laptops in the field whenever they're connected to the Internet. The company also recently has unveiled a local only backup solution, which enables resellers to manage the lifecycle management of data without sending it to the cloud, and a local server turn up service, which can restore an instance of a customer server in the case of a non-catastrophic event.

www.etegrity.com

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ip-telephony.tmcnet.com

http://tmcnet.com/48898.1

Sennheiser Debuts New Headsets

Audio specialist Sennheiser Communications has introduced a new line of headsets, PC 360, PC 163D, PC 333D, and PC 330 G4ME, designed for hardcore gamers. PC 360 is the new flagship headset for pro gamers featuring Sennheiser's Open-Aire acoustics and microphone mute control. Company officials said that Sennheiser Open-Aire speaker technology and a noise-canceling microphone deliver outstanding hi-fi performance.

www.sennheisercommunications.com

http://tmcnet.com/48899.1

Tekelec Signaling Router Addresses 4G

To the extent that the primary motivation for building fourth-generation wireless networks is to reduce the cost of supplying bandwidth to end users, the Tekelec Diameter signaling router can be seen as helping with that objective in the signaling domain, by simplifying the core network. Tekelec's new DSR, intended to simplify diameter signaling within and between wireless networks, helps mobile service providers grow revenue as usage increases, and reduce costs at the same time, Tekelec says. To the extent that 4G networks also are seen as platforms for creating new services and features, the DSR can help control costs by optimizing use of mobile bandwidth, both enabling new products that increase revenue, as well as controlling usage when needed to decrease costs. At the same time, the DSR simplifies signaling operations and cost.

www.tekelec.com

http://tmcnet.com/48900.1

Social Networking Loves Mobile

Social networking as an application is almost tailor-made for mobile use cases. In fact, Facebook has in the past said precisely that. According to Facebook, there are 100 million active users accessing the network through their mobile devices, says Melissa Parrish, Forrester Research analyst. Additionally, mobile Facebook users are twice as active on Facebook as non-mobile users. In March 2010, for example, comScore reported that more than one million people had interacted with Twitter using a mobile browser, and that figure does not include third-party Twitter clients such as HootSuite Media, TweetDeck and Tweetie.

www.facebook.com

http://tmcnet.com/48903.1

Novatel Wireless Showcases MiFi

Novatel Wireless Inc., a provider of wireless broadband access solutions, demonstrated its MiFi 2372 Intelligent Mobile Hotspot for the mobile professional at CTIA Enterprise and Applications, 2010. The MiFi 2372 is pre-loaded with the new MiFi OS and applications aiming to help businesses benefit from secure mobile broadband and get access to information and resources anytime, anyplace. The expanding eco-system of MiFi applications and widgets are offered bundled or separately and can be tailored according to how carriers wish to offer the MiFi Intelligent Mobile Hotspot to their business and consumer customers.

www.novatelwireless.com

http://tmcnet.com/48901.1

BridgeWave Intros 4G Backhaul Solution

A company called BridgeWave, which got its start with LMDS and today sells 60gHz and 80gHz solutions to enterprise and municipal network customers, has introduced a 4G wireless backhaul solution that delivers full-speed gigabit without compression in one box. Amir Makleff , BridgeWave's president and CEO, says everybody is using gigE interfaces, but wireless backhaul solutions from competing vendors deliver more on the order of 300, 400- or 800-megabit capacity, so networks using those products need to use quality of service mechanisms, making those networks more complex. A full gigabit radio like the one BridgeWave offers, he continues, behaves just like fiber, so there's no need to plan for congestion.

www.bridgewave.com

http://tmcnet.com/48902.1

Windows Phone 7 Makes Its Formal Introduction

Microsoft unveiled a new mobile phone operating system in what is seen as an attempt to recover market share from serious competition, notably the iPhone, phones using Google's Android, and Research in Motion's BlackBerry devices. Microsoft chief executive, Steve Ballmer, introduced nine mobile phones powered by Windows Phone 7 during a New York press event. According to Ballmer, the phones will be available through more than 60 mobile operators around the world in 30 countries. The phones themselves will be manufactured by Samsung, LG Electronics, HTC and Dell.

www.microsoft.com

www.samsung.com

http://tmcnet.com/48905.1

Sybase Releases Mobile Sales for SAP CRM

Sybase, a provider of enterprise and mobile software, released the Sybase Mobile Sales for SAP CRM for BlackBerry smartphones. As a result, whether at a customer site or in an airplane, a company's sales professionals will always have quick and reliable access to their CRM data from their mobile device of choice to maximize their productivity and effectiveness.

www.rim.com

www.sap.com

www.sybase.com

http://tmcnet.com/55918.1

U.S. Launches Largest-Ever Spy Satellite

Recently the United States' largest and most powerful unmanned rocket was launched into the skies above Cape Canaveral, Fla., carrying what is said to be the most comprehensive reconnaissance satellite ever sent into space. While the National Reconnaissance Office has refused to comment on the details of the cargo, citing confidentiality and security concerns, several media outlets have suggested that the massive satellite will be used for eavesdropping purposes. Analysts told SpaceFlightNow that the U.S. government needed to elicit the help of the highly-powerful Delta-4 Heavy rocket to get the eavesdropping satellite up to its listening post. Officials with the United Launch Alliance, the commercial rocket company responsible for the launch, said that they were not even told what the satellite would be used for.

www.ulalaunch.com

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INTERNET TELEPHONY, TMC Announce TEM Excellence Award Winners

The telecom expense management market continues to evolve as more providers support both fixed and mobile telecom, TEM suppliers expand their offers, and consolidation continues, Forrester Research notes in a report issued at this time last year.

The report goes on to say that traditional TEM outfits have expanded their services into the business process outsourcing of bill verification and payment, supplier negotiation, sourcing consultancy and mobile device management. Meanwhile, the research firm notes, multinational customers are seeking TEM suppliers that can meet their needs across the globe.

As TEM continues to evolve, it is often helpful to step back and take a look at what some of the most successful solutions providers are offering on this front and how their customers are benefitting as a result. That said, TMC is happy to congratulate the winners of the Second Annual INTERNET TELEPHONY TEM Excellence Awards.

The awards honor those business that exhibit excellence in supporting their customers' initiatives to optimize costs through telecom expense management products and solutions. They have been presented to select companies that provided case studies of TEM success experienced by one of their clients after implementing the nominated product/service. Awards were based on demonstrated improvements that the winner's product/service has made in its client's business.

And the winners are…

Accenture for its Accenture Telecom Expense Management Offering

Accenture's Telecom Expense Management Offering provides a suite of services to help enterprises trim telecom budgets without comprising service or infrastructure. On average, organizations spend 20 percent of their IT budgets on telecommunications carriers' services, which makes cost reduction a clear mandate for any company serious about good governance and effective performance management. Accenture works through a three-phase process with clients to ensure cost compliance and achieve network optimization.

Amtel Inc. for its TIMS, or Telecom Information Management System

TIMS delivers a comprehensive platform for procurement, invoice, and inventory management of telecommunication services for global organizations. TIMS' copyright algorithms for mobile optimization provide an unparalleled value for reducing costs at enterprise-level organizations.

Avotus Corp. for its Avotus ICM eProcurement solution

Avotus brings together eProcurement, expense, and usage management into a fully integrated solution. Avotus provides dramatic and verifiable cost savings of as much as 50 percent of an enterprise's current communications spend and a triple digit in-year ROI. The company offers a wide, deep and flexible solution set available including an on-site enterprise implementation, a hosted application service provider model, and a completely outsourced value-added managed solution.

Rivermine for its Rivermine Version 6

Providing enterprise and government agency customers greater visibility into, and control over, all aspects of the telecom lifecycle, Rivermine 6.0 automates procurement and order management, invoice processing and auditing, inventory management, mobile expense management, dispute management and reporting/analytics. IT

TELECOM EXPENSE MANAGEMENT NEWS

Each NEWS snippet is more in-depth on our Web site.
Point your browser to the URL above the story you wish to read.

http://tmcnet.com/48885.1

How to Reduce Enterprise Mobility Costs

Aberdeen, a Harte-Hanks Company, recently conducted a study to identify strategies to control the cost of enterprise mobility in today's environment of data, mobile applications, and cloud computing. The new research "Controlling Wireless Expenses: Has Logic Gone Out the Window?" is based on a study of 98 enterprise respondents between August and September of 2010. The study focuses on wireless expense management strategies, with specific emphasis on in-house vs. third-party solutions, international roaming, and individual-liable devices. "Strategies for optimal wireless expense management have transformed dramatically as employees have embraced smartphones, netbooks, and tablets in the workplace," says Hyoun Park, research analyst at Aberdeen.

www.aberdeen.com

http://tmcnet.com/48887.1

Local Anywhere Combats High Roaming Rates

Truphone's Local Anywhere service gives users all the conveniences and costs savings of local country mobile phone plans while reducing high roaming rates for calls, text or data, according to the company. The service is available worldwide, on one SIM card, and allows subscribers to easily port their existing U.S. phone numbers over and buy local numbers in Truphone countries, which currently include the U.S., the U.K., and Australia. Based on a recent survey of U.S. businesses by Vanson Bourne, commissioned by Truphone, over 75 percent of employees are under pressure to reduce their mobile communications spending.

www.truphone.com

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Wholesale App Community Gets Opera

Opera Software has become the first browser vendor to join the Wholesale Applications Community, an alliance of the world's premier mobile operators such as China Mobile, Verizon Wireless, Vodafone and others working together to define, create and deploy a common mobile application platform.

www.opera.com

http://tmcnet.com/48889.1

http://tmcnet.com/48890.1

Digium Announces Asterisk Scalable Communications Framework

The Asterisk Scalable Communications Framework is Digium's newest open source project. Asterisk SCF is a framework that enables developers to create real-time communications applications with voice, video and text. Digium will provide Asterisk SCF as a system of distributed components, and enterprises can deploy the solution in clusters on a single system or on a number of systems. The company uses a transportation analogy to compare Asterisk and Asterisk SCF, saying the former is like a car kit, which allows the construction of a car with substantial opportunity for customization, and the latter like a train, for which train cars can be added or removed as needed.

www.digium.com

http://tmcnet.com/48891.1

Pandaboard Launches Open Source Platform

Online resource and collaboration site pandaboard.org has introduced an open source mobile software development platform for developers that use Linux. With PandaBoard, mobile software developers now have an accessible, well-equipped open source development tool based on the high-performance OMAP 4 platform. It's powered by a OMAP4430 processor with two ARM Cortex-A9 processors running at 1gHz each. And it delivers symmetric multiprocessing performance, as well as rich multimedia and 3D graphics support.

www.pandaboard.org

http://tmcnet.com/48892.1

Nokia Won't Bring Symbian In House

A top Nokia executive says there are no plans to bring the Symbian open source operating system back in house, even though it's currently the only tier one user of the platform, according to Rethink Wireless. This news comes after reports that the foundation, set up in 2008 to house the open source OS, was making job cuts prior to winding down altogether, following the exit of President Lee Williams and the departure of Samsung and Sony Ericsson. Although neither of these two companies closed the door to using future releases of Symbian – and both remain members of the foundation – Nokia is now the only top 10 handset vendor actively using the operating system, as well as contributing most of the development and marketing resources.

www.nokia.com

http://tmcnet.com/48893.1

Xorcom Exec Talks Asterisk

The success of Google's Android mobile platform has helped to increase awareness and interest in open source, according to Eran Gal, CEO and co-founder of Xorcom. He notes that open source allows relatively small companies to compete in a field that used to require much more capital. And he says he hopes to see new and creative things being done with Asterisk.

www.xorcom.com

http://tmcnet.com/48894.1

Open Source Outfit Introduces White Label Offer

Aretta Communications now enables resellers to buy its offerings on a wholesale basis to create their own branded IP PBX solutions for customers. Aretta offers an open source software solution leveraging Linux, virtualization, and the Asterisk IP PBX application. Resellers interested in participating must meet certain criteria, including minimum monthly revenue requirements to maintain wholesale pricing. To ensure the success of new resellers in the program, Aretta is providing training, user guides and datasheets, and educational information on how to configure the PBX and VoIP handsets.

www.aretta.com

http://tmcnet.com/48895.1

Commlogik GM Discusses Asterisk Achievements

Leonardo Luna, regional general manager for Commlogik, says that the Asterisk market has changed over the past year in two significant ways: growth and maturity. "The Asterisk market and product offering continues to grow, expanding to new areas and penetrating the core networks more than ever," he says. "Also, products developed on Asterisk are showing an impressive record of stability and maturity, putting aside the shadow of doubt of reliability that legacy vendors used to have regarding Asterisk-based products."

www.commlogik.com

http://tmcnet.com/48897.1

George Grey Tapped as Linaro CEO

Linaro at its inaugural developer conference announced that its board of directors has named George Grey as the company's CEO. Grey's 27-year career has included a number of software and hardware high-tech companies in Europe and the U.S. Prior to this role, he was founder and CEO of Mobicious, a mobile content start-up, and president and COO of SavaJe, a Java-based smart phone operating system. Linaro was created to be an independent company to address the challenges associated with accelerating open source software on systems on chip.

www.linaro.org

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On TMCnet

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2 Boards Voice/Fax
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4 Computers/Industrial
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- B: Service Provider/Carrier
- C: Software Developer
- D: Solutions Provider
- E: Reseller/Distributor

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911 Enable (B,D)
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www.911enable.com
Products/Services: 73

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

A

9Eons (B)
44207160 9700
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Products/Services: 62,64,65,67,70

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

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800-468-3266
www.aastrausa.com
Products/Services: 61,68,70,23,95

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

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Products/Services: 2,6,7,23,94

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610-825-0182 x120
www.adaptivedigital.com
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Products/Services: 93,111,113,114,115

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403-247-8472 x102
www.aksysnetworks.com
Products/Services: 96,95
Other: Server-less Phone System

Allied Fiber
516-455-1869
www.alliedfiber.com
Products/Services: 48

AlloyCP (E)
888-895-8256
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Products/Services: 96,95,100,108,130

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roy@allywll.com
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Amino Communications (A)
676-636-6000
www.aminocom.com
Other: IPTV Set-Top Boxes

AMTELCO (A)
800-356-9224
www.xds.amtelco.com
Products/Services: 68,72,2,6,7

AnchorPoint (C,D)
508-628-4594
www.anchorpoint.com
Products/Services: 911,29,31,32
Other: Telecom Expense Management for VoIP

Andrea Electronics Corp. (A)
631-719-1800
www.andreaelectronics.com
Products/Services: 52,13,17,129,79

Angel.com (B,D)
888-MyAngel
www.angel.com
Products/Services: 70,72,123,31
Other: IVR

Anue Systems (A)
512-600-5400
www.anuesystems.com
Products/Services: 24,25,28

APEX Voice Communications (D)
818-379-8400
www.apexvoice.com
Products/Services: 64,68,82,106,42

Appia Communications (B)
877-277-4297
www.appiaservices.com
Products/Services: 59,61,121,115,40

ApplianX (A)
+44 (0) 1908 273800
www.applianx.com
Products/Services: 94,97,105

appSessions (C)
800-277-1331
www.iscroll.com

Aptela (B,D)
703-386-1500
www.aptela.com
Products/Services: 50,56,63,67,123
Other: Hosted VoIP

Aptilo Networks (C,D)
+46 8 5089 8900
www.aptilo.com
Products/Services: 29,34,39,78,80
Other: Service Management and Access Control Solutions for WiMAX, Wi-Fi Networks

Aradial Technologies (C,D)
416-410-3518
www.aradial.com
Products/Services: 64,128,29,34,80

Arbinet (D)
917-320-2000
www.arbinet.com
Products/Services: 108,127,114,38,40

Arnesys (A)
441158496965
www.arnesys.info
Products/Services: 12,93,96,95,36

Asentria (A,D)
206-344-8800 x144
www.asentria.com
Products/Services: 92,38
Other: Remote Site Monitoring

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Alphabetical Listings

KEY
- A: Equipment Vendor
- B: Service Provider/Carrier
- C: Software Developer
- D: Solutions Provider
- E: Reseller/Distributor

ATCOM technology (A)
86-15012871900
www.atcom.cn
Products/Services: 7,92,96,95,79

Atlantic Communication Products (D,E)
704-676-5880
www.GoACP.com
Products/Services: 94,95,103,133,134
Other: Voice and Data Systems Integrator

Avistar Communications (C,D)
650-525-3300
www.avistar.com
Products/Services: 49,19,23,45,46

B

babyTEL Inc. (B)
514-201-6515
www.babytel.net
Products/Services: 112,115

BandTel (B)
949-640-9700 x6306
Products/Services: 911,59,72,95,115

Bat Blue Corp. (D,E)
212-461-3322 x3010
www.batblue.com
Products/Services: 71,90,114,38,41

BellVoz LLC (B)
954-237-2245 x2103
www.bellvoz.com
Products/Services: 55,70,95,116,117

Benning Power Electronics (A)
214-553-1444 x271
www.benning.us
Products/Services: 14
Other: Inverters, DC power Systems, Installation Services

BillSoft Inc. (D)
800-525-8175 x125
www.billsoft.com
Products/Services: 128
Other: Telecommunication Tax Solutions

Bluemile Inc. (B,D)
760-500-5900
www.bluemilenetworks.com
Products/Services: 62,126,131,132,113

Bravo Communications Inc. (C,D)
408-297-8700 x112
www.bravobravo.com
Products/Services: 60,14,131,120,113
Other: Network Lightning & Surge Protection

Braxtel Communications (A, C)
800-589-2477
www.braxtel.com
Product/Services: 70,72,106,33
Other: Native SIP Call Center Platform

Brekeke Software Inc. (C)
650-401-6636
www.brekeke.com
Products/Services: 59,23,95,104,129

BridgeWave Communications (A)
775-636-7138
www.bridgewave.com
Products/Services: 77
Other: Multi-Gigabit Wireless Connectivity Links, GigE Wireless Backhaul

Broadview Networks (A, B)
914-922-7900
www.broadviewnet.com
Products/Services: 68,71,111,116,33

Broadvox (B,D)
214-646-8000
www.broadvox.com
Products/Services: 59,68,115,46

Bullseye Telecom (B,D)
877-773-3277
www.bullseyetelecom.com
Products/Services: 71,111,114,116,29

Business Mobility Systems (A,C)
866-854-7487
www.businessmobilitysystems.com
Products/Services: 68,93,129,31,79
Other: FMC-UC

C

Call Center Group (B)
650-579-1298
www.callcntr.com
Products/Services: 70,128

CallCopy Inc. (C,D)
888-922-5526
www.callcopy.com
Other: Call Recording

Catalyst Telecom (E)
800-790-2029
www.catalysttelecom.com
Products/Services: 68,130,41,80

Celergy Networks Inc. (B,D)
760-268-1913
www.celergy.com
Products/Services: 83,103,110,36,80

Cellular Specialties Inc. (D)
603-626-6677
www.cellularspecialties.com
Products/Services: 110,38,78,80
Other: In-Building Wireless Solutions

CEPOINT Networks LLC (A,D)
603-883-7979
www.cepoint.com
Products/Services: 11,3,4,84,134

CITEL Technologies (A,D)
206-957-6270 xsales
www.citel.com
Products/Services: 23,94,96,95,36

ClearOne Communications (A)
800-707-6994
www.clearone.com
Products/Services: 50,67,68,17,96

ClearSight Networks (A,D)
510-824-6001
www.clearsightnet.com
Products/Services: 24,25,26,27,28

Codima Technologies (C)
610-639-9235
www.codimatech.com
Products/Services: 24,26,27,28,38

Commetrex (C)
770-407-6025
www.commetrex.com
Products/Services: 58,2,17,18,129

Commlogik Corp. (D,E)
305-677-7888
www.commlogik.com
Products/Services: 68,7,93,96,97

Concord Technologies (B)
305-947-2224
www.concordfax.com
Products/Services: 58,65,68,121,112

Alphabetical Listings

KEY
- A: Equipment Vendor
- B: Service Provider/Carrier
- C: Software Developer
- D: Solutions Provider
- E: Reseller/Distributor

Consolidated Technologies Inc. (B,D)
914-935-6070
www.consoltech.com
Products/Services: 59,100,113,115,36

Contact Solutions (B,D)
703-581-6315
www.contactsolutions.com
Products/Services: 118,120,125,31

Contactual (B)
650-292-8611
www.contactual.com
Product/Services: 70,31,33
Other: ACD, IVR, On-Demand Contact Center Software

Copia International Ltd. (C,D)
800-689-8898
www.copia.com
Products/Services: 53,54,58,68,20
Other: Fax Server Bladeware solutions

CosmoCom Inc. (C,D)
631-940-4200
www.cosmocom.com
Products/Services: 70,72,31,33
Other: Unified Customer Communications Virtual IP Contact Center Technology

CRE8 Group Inc. (D)
813-649-8504
www.cre8groupinc.com
Other: Telecom Marketing and Public Relations Firm

CRI (B,D)
732-974-4371
www.crinj.com
Products/Services: 68,139,82,129,134

CSF Corp. (C,D)
732-302-0222 x6608
www.csfcorp.com
Products/Services: 51,62,134,119,39
Other: Toll Free Provisioning and Routing Software

CTC Connections (C,D)
214-270-1394
www.ctcconnections.com
Products/Services: 94,95,100,101,105
Other: Multi-Tenant IP PBX Cluster, VoIP Softswitch Cluster, Enterprise IVR Cluster

CustomCall Data Systems (C,D)
608-274-3009 x233
www.customcall.com
Products/Services: 29,39
Other: Billing, Workflow, OSS, and Business Process Management Solutions

Customer Services Audit Ltd (B,C)
0064274546460
www.customerservicesaudit.com
Products/Services: 128,129,40,43,47
Other: Call/Contact Center Self Audits

CyberData Corp. (A)
831-373-2601 x334
www.cyberdata.net
Products/Services: 60,68,7,23,93
Other: SIP Endpoints for Unified Communications

Cynergy Software Corp. (C,D)
405-516-2420
www.cynergysoftware.com
Products/Services: 67,68,131,123,47

Cypress Communications (B,D)
404-869-2500
www.cypresscom.net
Products/Services: 59,68,70,111
Other: Unified Communications as a Service

D

D2 Technologies (C,D)
805-564-3424 x357
www.d2tech.com
Products/Services: 16,17,20,21,23

Dash Carrier Services (B)
303-228-8822
www.dashcs.com
Products/Services: 911,113
Other: DIDs, CNAM, Directory Listings

Data Foundry (B)
888-839-2794
www.datafoundry.com
Products/Services: 114,38,41

Delphi Inc. (D)
703-908-0965
Products/Services: 128

DemandVoice LLC (B,D)
678-999-3949 x801
www.demandvoice.com
Products/Services: 20,23,118,123,125
Other: VoiceXML Hosting

Dialexia Communications Inc. (D)
514-693-8500 x214
www.dialexia.com
Products/Services: 59,23,95,104,29

Dialogic (A)
800-755-4444
www.dialogic.com
Products/Services: 2,139,84,97,105

DIDWW Ireland Ltd. (B)
1-718-7667744
www.didww.com
Products/Services: 113
Other: DIDs

Digital Rapids (A,C)
905-946-9666 x212
www.digital-rapids.com
Products/Services: 66,16

DiVitas Networks (A)
650-625-1900
www.divitas.com
Other: Mobile UC

Dorado Software (C)
916-673-1160
www.doradosoftware.com
Products/Services: 119,38,43
Other: Network Monitoring

DragonWave Inc. (A)
613-599-9991 x2282
www.dragonwaveinc.com
Products/Services: 83,78
Other: Packet Microwave, Wireless Backhaul

DVEO division of Computer Modules Inc. (A)
858-613-1818
www.dveo.com
Products/Services: 60,66,10,97

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

Alphabetical Listings

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- A: Equipment Vendor
- B: Service Provider/Carrier
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- D: Solutions Provider
- E: Reseller/Distributor

E

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

Edison Carrier Solutions (B)
800-634-7999
www.edisonconnect.com
Products/Services: 111
Other: Fiber Network, SONET, Wavelength, Dark Fiber, Custom Builds, Wireless Sites

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

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

Emerson Network Power (A)
602-438-5720
www.Emerson.com/EmbeddedComputing
Products/Services:
136,135,137,138,140

Emertec Ltd. (A,E)
4401273270270
www.emertec.co.uk
Products/Services: 93,94,96,95,46

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

Endeavor Telecom (D)
678-264-8133
www.endeavortelecom.com
Products/Services: 131,134
Other: CPE Installations, Inside Wiring, Trouble Tickets, Site Surveys

Endstream Communications (B)
212-796-5501
www.endstream.com
Products/Services: 112,113,114,117

Ensim Corp. (C,D)
408-496-3769
www.ensim.com
Other: Infrastructure Management Software

Entone Inc. (A,Service Provider)
650-572-7000
www.entone.com
Products/Services: 97,99
Other: IPTV Home Connectivity Solutions

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

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

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

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

eTechHelp (D,E)
212-372-7700 x7701
www.eTechHelp.com
Products/Services: 23,128,129,133,134

eTelemetry Inc.
410-266-6513
www.etelemetry.com
Products/Services: 911,38

Evolve IP (D)
610-230-0420
www.evolveip.net
Products/Services: 68,70,118,123,41

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

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

EXFO (A)
418-683-0913 x3475
www.EXFO.com
Products/Services: 24,25,26,27,28

Exordium Networks Inc. (A,D)
877-638-4747 x252
www.exordiumnetworks.net
Products/Services: 58,28,95,134,36
Other: VoIP for Senior Living

Extek (A)
+44 115 849 6965
www.extek.info
Products/Services: 12,93,96,95,36

Eyeball Networks (C,D)
604-921-5993 x422
www.eyeball.com
Products/Services: 50,61,20,23

EZ Call Inc. (B)
212-803-1746
www.sipcarrier.biz
Products/Services: 113,115,117

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

eZuce (D)
978-296-1005 x2016
www.ezuce.com
Products/Services: 68,23,96,95,36

F

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

FastLink Software Inc. (C,D)
623-551-9647
www.fastlinksoftware.com
Products/Services: 129,29

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

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

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- A: Equipment Vendor
- B: Service Provider/Carrier
- C: Software Developer
- D: Solutions Provider
- E: Reseller/Distributor

Fonality (B,D)
877-366-2548
www.fonality.com
Products/Services: 51,70,72,95,123

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

Freeside Internet Services Inc. (C,D)
415-462-1624
www.freeside.biz
Products/Services: 29,39

Freeway Communications (B,D)
213-225-2200 x101
www.freeway.com
Products/Services: 61,96,95,115,116

G

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

Global Crossing (B)
973-937-0431
www.globalcrossing.com
Products/Services: 49,50,61,113,35

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

GLOBALINX
585-321-5693
www.GLOBALINXsolutions.com
Other: VoIP Provider

GlobalPhone Corp. (A, B)
703-533-2122
www.gphone.com
Products/Services: 55,59,63,64,116

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

Gogobeans (B,D)
650-931-6344
www.gogobeans.com
Products/Services: 65,67,71
Other: Cloud-Based Storage

Grandstream Networks Inc. (A)
617-566-9300 x823
www.grandstream.com
Products/Services: 23,94,96,95
Other: IP Video Surveillance Cameras

H

HD Communications Corp. (A,E)
888-588-3800
www.wirelessnetworkproducts.com
Products/Services: 110,130,133,78,80

HEAD acoustics GmbH (A,C)
+4924075770
www.head-acoustics.de
Products/Services: 24,25,27,28,40

Hermon Labs (C)
972-4-626-8450
www.hermonlabs.com
Products/Services: 23,25,27,28,129

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

Hibernia Atlantic
908-988-1988
www.hiberniaatlantic.com

Homisco Inc. (A, C)
866-583-7193
www.homisco.com
Product/Services: 69,70,72,29,44

I

I.D Rank Security
888-448-7265 x1
www.mykryptofon.com
Products/Services: 23,121,123,41,79

IceHook Systems (C,D)
212-222-6263
www.icehook.com
Products/Services: 129,29,39
Other: CDR Management and Storage

iControl Networks (C,D)
650-322-2300 x205
www.icontrol.com
Products/Services: 41
Other: Broadband Home Security

Ifbyphone (D)
888-832-4962
www.ifbyphone.com
Products/Services: 70,123
Other: Hosted IVR

iKnowWare (B,D)
512-215-4305
www.iKnowWare.com
Products/Services: 49,72,124,74,78
Other: Software As A Service

ILD Payments (A)
904-273-2440
www.ildpayments.com
Products/Services: 911,50,51,127,29
Other: Operator Service Provider

Incendonet Inc. (A,C)
760-944-7698 x1004
www.incendonet.com
Products/Services: 72,23,125,32
Other: Speech Recognition Solutions

Incognito Software (D)
604-678-2865
www.incognito.com
Products/Services: 51,39,45,46

IndustryDynamics (A,D)
416-848-1850 x101
www.industrydynamics.ca
Products/Services: 23,93,94
Other: Skype for Business Gateways

Infinite Conferencing, an Onstream Media Company (B,D)
973-218-0192
www.infiniteconferencing.com
Products/Services: 49,50,66

Influent (B)
800-856-6768 x2701
www.influentinc.com
Other: Inbound and Outbound Customer Service and Sales Contact Center

Info Directions Inc. (B,C)
585-924-4110
www.infodirections.com
Products/Services: 119,29,39

Alphabetical Listings

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- A: Equipment Vendor
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- C: Software Developer
- D: Solutions Provider
- E: Reseller/Distributor

Ingate Systems (A)
603-883-6569
www.ingate.com
Products/Services: 23,90,93,41
Other: SIP Trunking, Unified Communications, Remote Connectivity, Enterprise SBC

INPHONEX (B,E)
305-728-4647
www.inphonex.com
Products/Services: 65,21,123,113,115

Inphonite LLC (C)
520-797-1844
www.inphonite.com
Products/Services: 20,129,119,123
Other: IVR

InsideSales.com (B,D)
801-853-4070
www.insidesales.com
Products/Services: 54,56,72,119,123
Other: B2B Dialer Technology, Which We Blend into CRM Solutions

Intec Telecom Systems (C,D)
404-705-2800 x2982
www.intecbilling.com
Products/Services: 29,39

Intelliden Inc. (D)
650-853-0270 x7003
www.intelliden.com
Products/Services: 38,39,40,41,42

IntelliNet Technologies Inc.
321-726-0686 x303
www.intellinet-tech.com
Products/Services: 20,105,44
Other: Diameter

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

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

Interlink Communication Systems (E)
800-638-8481
www.interlinkweb.com
Products/Services: 130

International Research Center (B,D)
602-470-0389
www.researchedge.com
Products/Services: 128,129,119

Inventive Labs (C,D)
866-923-5290 x104
www.voiceelements.com
Products/Services: 20,119,31
Other: .NET Development Toolkit

Invox (B,D)
877-554-6869
www.invox.com
Products/Services: 121,123,125

IPgallery (C,D)
678-420-7474
www.ipgallery.com
Products/Services: 59,63,104,129,119
Other: Converged Communication Applications

IPiFony (C)
205-443-0710
www.ipifony.com
Products/Services: 911,54,28,104,119

IPitomy Communications (C,D)
941-306-2200 x2233
www.ipitomy.com
Products/Services: 67,68,94,96,95

IQ Services (B)
612-243-5124
www.iq-services.com
Products/Services: 25,27,28

IR LINK Corp. (A,D)
+82 2 404 3372
www.irlink.net
Products/Services: 72,12,13,96,31

iscoord ag (C,D)
+41 44 258 88 82
www.iscoord.com
Products/Services: 50,61,21,23,30
Other: Softphones and UC Clients (incl. OEM)

ISI Telemanagement Solutions Inc. (C,D)
847-592-3278
www.isi-info.com
Products/Services: 128,129,119,29
Other: IP Network Assessment and Business Case

ITS - Integrated Telemanagement Services Inc. (B,D)
805-520-7020
www.itstelecom.com
Products/Services: 57,59,63,111

IVR Technologies Inc. (C,D)
310-943-2721
www.ivr.com
Products/Services: 55,63,64,104,29

IVR Technology Group (B,D)
800-715-9990
www.ivrtechgroup.com
Products/Services: 56,69,121,123,42

K

KnoahSoft (C,D)
702-722-5000
www.knoahsoft.com
Products/Services: 18,40
Other: IP-based Call Recording, Quality Monitoring

L

Lenzi Martin Marketing
708-848-8404
www.lenzimartin.com
Products/Services: 128

Level 3 Communications (B,D)
877-2LE-VEL3
www.Level3.com
Products/Services: 911,66,111, 113,116

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

Lightyear Network Solutions (B)
502-410-1530
www.lightyear.net
Products/Services: 50,103,133,74
Other: Full Array of Network Services

LiveVox Inc. (B,D)
415-671-6060
Products/Services: 70,72,23,125,40
Other: Cloud Contact Center Platform (ACD, IVR, Dialer, CRM, and Call Recording)

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KEY
- A: Equipment Vendor
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- D: Solutions Provider
- E: Reseller/Distributor

M

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

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

MeetingOne (D,E)
888-523-9194
www.meetingone.com
Products/Services: 50,61,66,67

MegaPath (B)
925-201-2621
www.megapath.com
Products/Services: 67,71,41,46
Other: Broadband Internet Connectivity

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

Minuteman UPS/ Para Systems Inc. (A)
972-446-7363 x226
www.minutemanups.com
Products/Services: 14
Other: Uninterruptible Power Supply Systems

MRV Communications (A)
818-337-3438
www.mrv.com
Products/Services: 88,106,35,38,40
Other: Carrier Ethernet and Optical Transport WDM

Multi-Tech Systems Inc. (A)
888-288-5470
www.multitech.com
Products/Services: 8,89,94,103,80

my1voice (B)
866-358-6366
www.my1voice.com
Products/Services: 63
Other: Virtual PBX, Virtual Phone Service, Virtual Receptionist, Toll-Free Phone Number

MyFax (B)
866-378-2373
www.myfax.com
Products/Services: 58,112

Mzima Networks (B)
888-446-9462
www.mzima.com
Products/Services: 114

N

Narus Inc. (C,D)
408-215-4300
www.narus.com
Products/Services: 119,38,41
Other: Real-time Traffic Intelligence

NCH Software (C)
303-785-1761 x101
www.nchsoftware.com
Products/Services: 50,23,104,129,30

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

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

NetComp Communications Group (B,D)
561-202-8007
www.netcompcg.com
Products/Services: 61,71,133,120,78

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

NetIQ, An Attachmate Business (C)
713-418-5182
www.netiq.com
Products/Services: 27,28,119,40,43
Other: IP Telephony Management

Netlink Technologies (D)
888-677-0712
www.netlinkweb.com
Products/Services: 133

NetQoS, a CA Company (C,D)
512-334-3713
www.netqos.com
Products/Services: 27,28,119,38,40
Other: VoIP and Video Quality of Experience, Unified Communications Monitoring

NetScout Systems Inc. (D)
800-309-4804
www.netscout.com
Products/Services: 38,39,40,43
Other: Unified Service Delivery Management

Network Dynamics Inc. (D)
813-818-8597
www.ndiwebsite.com
Products/Services: 35,36,38,43
Other: Nationwide Network Installation and Maintenance

Neutral Tandem (B)
866-388-7251
www.neutraltandem.com
Products/Services: 114,41

New Edge Networks (A, B)
360-906-9813
www.newedgenetworks.com
Products/Services: 111,38,40,46
Other: MPLS Network Provider

NexInteractive (B)
954-525-3566
www.nexinteractive.com
Other: Hosted Predictive Dialer for Call Centers

Nitel (A,Service Provider)
773-770-1383
www.nitelusa.com
Products/Services: 133,111

Noble Systems Corp. (A)
404-851-1331 x300
www.noblesys.com
Products/Services: 70,72,37

Norstar Telecom (B, E)
703-757-4005
www.norstartelecom.com
Product/Services: 50,68,71,111,113

Novitell (C,D)
+45 70220301
www.novitell.com
Products/Services: 23,108,30,79
Other: FMC solution

Alphabetical Listings

KEY
- A: Equipment Vendor
- B: Service Provider/Carrier
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O

o1 Communications (B)
888-444-1111
www.o1.com
Products/Services: 111,116
Other: Wholesale VoIP, Voice Origination and Termination

Octasic Inc. (D)
514-282-8858
www.octasic.com
Products/Services: 5,6,17,95,97
Other: Multi-core Processor for Voice and Video over IP

Odin TeleSystems (A)
972-664-0100 x103
www.odints.com
Products/Services: 6,7,24,94,95

OneCall Manage (C,D)
845-679-3338
www.onecallmanage.com
Other: Wireless Expense Management

OPNET Technologies (D)
240-497-3000
www.opnet.com
Products/Services: 24,38,39,43
Other: Network Planning and Diagramming, Configuration Auditing, App Performance Management

Optelian (A)
770-690-9575
www.optelian.com
Products/Services: 11,18,88,99,38

Optivon Inc.
787-625-2720
www.optivon.com
Products/Services: 59,63
Other: CLEC providing Long-Distance Termination and Origination to Puerto Rico

P

Pac-West Telecomm Inc. (B)
877-626-4325
www.pacwest.com
Products/Services: 111

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

PanTerra Networks (B,D)
408-457-8941
www.panterranetworks.com
Products/Services: 911,68,70,123,113

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

Patton Electronics (A,D)
240-912-1228
www.patton.com
Products/Services: 92,94,102,103
Other: Multiservice Access Equipment

Phonologies (India) (A,D)
+912227684560
www.phonologies.com
Products/Services: 95,97,101,104,31

Phybridge Inc. (A,D)
905-901-3633 x104
www.phybridge.com
Products/Services: 83,94,105,108,40

Pipeline Telecom (B)
321-409-9971 x11
www.PipelineTelecom.com
Products/Services: 64,118,113,116,117

Pivotal Connection (B,E)
619-282-4380
www.pivotalconnection.com
Products/Services: 70,72,128,132,33

Polaris Wireless (C)
408-492-8900
www.polariswireless.com
Products/Services: 911,75

Polycom Inc. (A)
925-924-6000
www.polycom.com
Products/Services: 13,10,74

Polystar OSIX AB (A,D)
+46 8 50 600 600
www.polystar.com
Products/Services: 27,38,39,40,44

Positron Telecom (A)
514-345-2220 x8001
www.positrontelecom.com
Products/Services: 50,68,1,2,95

Power Knot (A,D)
408-587-9333
www.powerknot.com
Other: Energy Efficiency for Network Rooms

Profitec Billing Services Inc. (C)
203-679-7010
www.profitecbilling.com
Products/Services: 51,29,31,39,47
Other: CRM and Call Center Services

Pronexus Inc.
613-271-8989
www.pronexus.com
Products/Services: 68,23,26
Other: IVR Voice Toolkit

PSS (B,D)
800-506-7119
www.psshelp.com
Products/Services: 68,97,125,31
Other: IVR/CTI support & maintenance

Q

QT Talk (B)
212-796-6179
www.QTTalk.com
Products/Services: 64,117,79

QuadManage (C,D)
+972-9-7460241
www.quadmanage.com
Products/Services: 21,38,39,40
Other: BSS

Quagga, a PAETEC Company (B,E)
585-413-2056
www.quagga.com
Products/Services: 82,93,95,133
Other: Headsets, Conference Phones, Storage

QualiSystems (C,D)
877-QUALI-10
www.qualisystems.com
Products/Services: 25,26,28,40
Other: Test Automation Software Framework

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QualityLogic Inc. (A)
805-531-9030 x135
www.qualitylogic.com
Products/Services: 58,24,25,40
Other: Fax Over IP Test Tools

Qudo Hosted VoIP (B)
02082881234
www.qudo.com
Products/Services: 59,46
Other: Hosted PBX

R

R.J. Enterprises (A,E)
212-557-7251
www.rj-enterprises.com
Products/Services: 12,9,92,99,118
Other: High-Speed Computer Networking Devices, Cat.5/5e/6/6A Jack/Patch Panel etc.

Radicom Research Inc. (A)
408-383-9006 x112
www.radi.com
Products/Services: 8,80

RCCSP Professional Education Alliance
708-246-0320
www.the-resource-center.com
Other: Training and Certification

REDCOM
585-924-6500
WWW.REDCOM.COM
Products/Services: 59,84,95,105,104

RedShift Networks (A,C)
925-242-2530
www.redshiftnetworks.com
Products/Services: 90,105,108,41
Other: IP Voice, Video, Unified Communications and Collaborations Security

Redwood Technologies Ltd. (A)
+44 1344 304 344
www.redwoodtech.com
Products/Services: 97,101,104,29,31

ReliOn (A)
509-228-6553
www.relion-inc.com
Other: Fuel Cell Backup Power

Resource Software International Ltd. (C,D)
905-576-4575 x228
www.telecost.com
Products/Services: 911,68,29,31
Other: Call Accounting/Communications Management

REVE Systems (C,D)
+65 6502 7880
www.revesoft.com
Products/Services: 61,95,104,29,79
Other: Mobile VoIP Applications, Callback Applications, Tunneling Products

Ring Ring LLC (B,D)
001-248-8196838
www.ringringllc.com
Other: Vanity Phone Numbers

Rivermine (C,D)
703-995-6000
www.rivermine.com
Products/Services: 51,119
Other: Telecom Expense Management

S

Sagem-Interstar (A,C)
514-787-2100
www.sagem-interstar.com
Products/Services: 53,54,58,68,89
Other: Unified Communications Solutions

Sangoma (A,C)
905-474-1990 x2
www.sangoma.com
Products/Services: 2,7,94,97,44

Sansay Inc. (A)
858-754-2200
www.sansay.com
Product/Services: 20,23,105,104,127

ScanSource Communications (E)
877-847-7000
www.scansourcecommunications.com
Products/Services: 50,61,94,96,130

SECNAP Network Security (B)
866-732-6276
www.secnap.com
Products/Services: 90,41
Other: Anti-spam, E-mail Security

Sennheiser Communications (E)
877-736-6434 x152
www.sennheiserusa.com
Products/Services: 13
Other: Telephone Headsets, PC/IP headsets, Wireless Headsets, Bluetooth Mobile Headsets

serVonic (C,D)
+49 8142 4799 x12
www.servonic.com
Products/Services: 53,68,89,119,31

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fax: 408-331-3333
info@shoretel.com
www.shoretel.com

ShoreTel's brilliantly simple IP phone system with fully integrated unified communications is designed so organizations can easily leverage business process applications and best-of-breed solutions in an open ecosystem that offers choice and flexibility. ShoreTel's easy-to-use interface, ShoreTel Communicator, unifies all the tools necessary to boost productivity and improve efficiency, and includes ShoreTel Mobility, a powerful solution for users on the go. ShoreTel's unique distributed architecture is purpose-built for IP with no single point of failure, offering mission-critical high availability and N+1 redundancy. The result is a reliable, centrally managed system with the lowest total cost of ownership in the industry.

Sidera Networks
508-621-1869
www.sidera.net
Products/Services: 38,40,43

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- A: Equipment Vendor
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Siemens Communications (A, B)
800-310-6308
www.siemens-enterprise.com
Products/Services: 62,68,23,104

Simena (A)
570-323-2001
www.simena.net
Products/Services: 24,25,26,81,101

SimpleSignal (B,D)
949-429-4758
www.simplesignal.com
Products/Services: 50,59,68,116,31

Simton (A)
781-752-1110
www.simton.com
Products/Services: 50,70,96,95,100

Sipera Systems (C)
214-206-3210
www.sipera.com
Products/Services: 71,28,90,41

Skype (C, D)
direct.skype.com
www.skype.com
Product/Services: 61,67,68,23,79

snom technology AG (A)
781-569-2044
www.snom.com
Products/Services: 59,23,96,95,74
Other: SIP VoIP Phones and Solutions

Soffront Software Inc. (C,D)
510-413-9000
www.soffront.com
Products/Services: 47
Other: CRM Solution Provider

Sonetel (B)
857-207-3900
www.sonetel.com
Products/Services: 58,59,95,100,30

SoTel Systems Inc. (B,E)
314-787-1800 x7735
www.sotelsystems.com
Products/Services: 9,96,95,130,115

Speakeasy (A)
800-556-5829
www.speakeasy.net
Products/Services: 59,65,114,45,46

SPIRIT (C)
408-540-6033
www.spiritdsp.com
Products/Services: 16,17,18,37,79

Spiritcraft Records LLC (B)
813-695-6110
www.spiritcraftaudio.com
Products/Services: 66,128
Other: Custom Message/Music-On-Hold, Telephone Advertising

Stage 2 Networks (B,D)
212-497-8078
www.stage2networks.com
Products/Services: 23,106,95,100,111

StarView Solutions (B,D)
512-949-5707
www.starviewsolutions.com
Products/Services: 51,23,95,100,116

Stoke Inc. (A)
408-855-2900 x2943
www.stoke.com
Products/Services: 84,88,92,34

Stratus Telecommunications (A)
972-359-6600 x170
www.stratustelecom.com
Products/Services: 59,64,106,104
Other: Session Border Controller

Sun Telephone & Electronics Corp. (A, B)
781-289-4337
Products/Services: 12,15,94,96,95

Surf Communication Solutions (D)
508-682-2789
www.surfsolutions.com
Products/Services: 1,2,5,6

Sutus
778-371-5286 x2108
www.sutus.com
Products/Services: 87,93,95
Other: All-in-One Appliance

SVK Software Corp. (C,D)
416-273-1639
www.svksoftware.com
Products/Services: 64,21,23,94,29

Syntellect (C,D)
800-788-9733
www.syntellect.com
Products/Services: 70,72,23,125,31

System Engineering International
301-694-9601 x214
www.seipower.com
Products/Services: 14
Other: Mid Span Power over Ethernet

T

Talari Networks (A)
408-423-9100
www.talari.com
Products/Services: 81,34,38,40
Other: Bandwidth Optimization

Target Distributing (E)
800-873-5528
www.targetd.com
Products/Services: 13,10,93,94,130

TCO Certified (B)
310-801-8769
www.tcodevelopment.com
Other: Environmental and Performance Label - Headsets

Tekelec (A,D)
888-628-5521
www.tekelec.com
Products/Services: 82,105,39,40,44

Tel-Assist (B)
888-446-8854
www.telassist.com
Products/Services: 56
Other: 1st Level Help Desk Service

Telacquire Marketing Group Inc. (E)
604-677-7780
www.telacquire.com
Products/Services: 58,128,133

Telarus (E)
801-790-4902
www.Telarus.com
Products/Services: 50,71,132,133,48
Other: Master Agent

Telcentris (B,D)
866-612-8647
www.telcentris.com
Products/Services: 59,63,68,115,36
Other: Hosted VoIP

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- A: Equipment Vendor
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Telco Depot (A,E)
631-619-0990
www.TelcoDepot.com
Products/Services: 96,95,133,115

Telco Systems, a BATM Company
800-221-2849 x2250
www.telco.com
Products/Services: 81,88,92,97,107
Other: VoIP Gateway,VoIP IAD, VDSL, IP/Ethernet Switches/Demarc, TDM, Fiber Transport

TelcoBridges (A)
450-655-8993
www.telcobridges.com
Products/Services: 139,7,84,97,44

Telecorp Products Inc. (C)
248-960-1000
www.telecorpproducts.com
Products/Services: 72
Other: Digital Signage, Call Record, Dashboards

Telehouse America (B,D)
718-355-2500
www.telehouse.com
Products/Services: 114,41

Telekenex (B,D)
415-287-1208 x1208
www.telekenex.com
Products/Services: 63,23,111,40
Other: Hosted VoIP

TeleMatrix
719-638-8821
www.telematrix.net
Products/Services: 96

TelePacific Communications (B)
800-399-4925
www.telepacific.com
Products/Services: 50,67,71,111,114

Telesis A.S. (A)
+903123840540 x060
www.telesis-pbx.com
Products/Services: 94,96,95,100,104

TeleSoft International Inc. (C,D)
512-373-4324
www.telesoft-intl.com
Products/Services: 23,94,105,119,74
Other: ISDN Protocol Stacks

Telesoft Technologies (A)
+44 1258 480 880
www.telesoft-technologies.com
Products/Services: 106,97,31,44

Telesphere (B,D)
480-385-7000
www.telesphere.com
Products/Services: 59,68,70,120,123

Telesphere Networks Ltd. (A, B)
303-586-9703
www.Telesphere.com
Products/Services: 51,63,68,71,70

TeleTech (D)
303-397-8958
www.teletech.com
Products/Services: 56,70,72,33,47

TELONLINE CORP. (C,E)
954-894-6181 x2105
www.telonlinecorp.com
Products/Services: 70,95,130,134,31

Telrex (C)
425-827-6156 x2
www.telrex.com
Products/Services: 119
Other: IP Call Recording, Workforce Management, Quality Monitoring, Speech Analytics

TelStrat (A)
972-543-3500
www.telstrat.con
Products/Services: 67,70,102,36
Other: VoIP Call Recording/Logging

Teltronics Inc. (A)
941-753-5000 x7725
www.teltronics.com
Products/Services: 23,27,95,100,43

Telx (A)
212-480-3300
www.telx.com
Products/Services: 131
Other: Data Center and Colocation

The Buzz Killers (A)
888-966-2899
www.TheBuzzKillers.com
Products/Services: 50,37
Other: Mobile Telephone Accessory

The Connection (D)
800-883-5777
www.the-connection.com
Products/Services: 70
Other: Outsourced Contact Center, US Call Center, Technical Support Call Center

The Taylor Reach Group Inc.
877-979-8692 x200
www.thetaylorreachgroup.com
Products/Services: 128

Tigerpaw Software (C)
402-592-4544
www.tigerpawsoftware.com
Products/Services: 118
Other: CRM Software

TILGIN (former i3 micro technology) (A,D)
+46857238600
www.tilgin.com
Products/Services: 51,18,23,94,30

Tinet (B)
+39 070 46011
www.tinet.net
Products/Services: 114,38,40

Tone Software Corp. (C,D)
714-991-9460
www.tonesoft.com
Products/Services: 27,28,38,40,43

TOPEX (A,D)
0040214083900
www.topex.ro
Products/Services: 95,97,103,105,104

Toshiba America Information Systems, Telecom Systems Division (A)
949-583-3700
www.telecom.toshiba.com
Products/Services: 63,68,10,95
Other: Wireless IP Phones, Feature-Flex, Digital Phones, Softphones, Client Software

TotalTel (B,D)
908-342-6895
www.totaltel.com
Products/Services: 95,111,115,116,36

TouchTone Communications (B)
877-888-6471
www.touchtone.net
Products/Services: 111,113,114,116
Other: Service Provider: Hosted IP/PBX

Towerstream (B)
866-848-5848 x437
www.towerstream.com
Products/Services: 114

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TransNexus (C,D)
404-526-6060
www.transnexus.com
Products/Services: 62,104,127,29,39
Other: Number Portability

Transparent Video Systems (A)
650-508-8699
www.transparentvideo.net
Products/Services: 60,61,97,37

TriNET Systems (A,D)
888-874-6383
www.trinetsystems.com
Products/Services: 61,68,96,95,97

Tripp Lite (A)
773-869-1111
www.tripplite.com
Products/Services: 14

Trisys Inc.
973-360-2300 x104
www.trisys.com
Products/Services: 23,129,119,30
Other: Call Accounting, Telecom Expense Management, Call Recording, VoIP

TriumTele.com (B,D)
+442034688625 x2
www.triumtele.com
Products/Services: 59,64,131,115,29
Other: Mobile VoIP Dialer Developer

Tropos Networks (A)
408-331-6800
www.tropos.com
Products/Services: 83,84,110,77,78

TTC Marketing Solutions (B,D)
773-205-4903
www.ttcmarketingsolutions.com
Products/Services: 72
Other: Inbound and Outbound Call Center Services, Customer Service

tw telecom inc. (B)
303-566-1000 x1354
www.twtelecom.com
Products/Services: 111

Twisted Pair Solutions Inc. (C,D)
206-442-2101
www.twistpair.com
Products/Services: 68,20,30,79
Other: Unified Communications Software D

U

UniData Communication Systems Inc. (A)
82-2-3443-3390 x102
www.udcsystems.com
Products/Services: 61,12,96

Unimax (C,D)
612-204-3643
www.unimax.com
Products/Services: 51,68,129,131,134
Other: Unified Voice Administration, Multi-Vendor PBX and Voice Mail Software

V

Valicom (B)
800-467-7226
www.valicomcorp.com
Other: Telecom Expense Management

Valid8.com Inc. (C, D)
781-938-1221
www.valid8.com
Product/Services: 22,23,24,27,28

Varolii (B,D)
206-902-3900
www.varolii.com
Products/Services: 121,123

VARPHONEX (B,E)
305-728-6200
www.varphonex.com
Products/Services: 20,21,28,123,115

Veeda Software LLC (C,D)
617-762-0010
www.VeedaSoftware.com
Products/Services: 53,20,23,129,31

VeEX Inc. (A,D)
408-970-9090
www.veexinc.com
Products/Services: 25,27,28,38,40

VegaStream
+441344784900
www.vegastream.com
Products/Services: 58,62,67,94,46

Veramark Technologies Inc. (C,D)
585-383-6883
www.veramark.com
Products/Services: 119,29
Other: Solutions for Telecom Expense Management and IT Performance Management

Vidtel Inc. (A, B)
650-273-4104
www.vidtel.com
Other: Videoconferencing Service Provider

Vitelity Communications (B,D)
303-997-2309
www.vitelity.com
Products/Services: 911,51,58,112,113

VIXXI Solutions (B)
303-228-8822
www.vixxisolutions.com
Products/Services: 911

Vocal IP Networx (B,D)
646-485-2555
www.vocalipx.com
Products/Services: 59,93,114,36,38

Vocantas
877-271-8853 x545
www.vocantas.com
Products/Services: 29,30,33,36,37
Other: Interactive Voice Response Solutions

Voice Teleservices (B)
207-699-2484
www.voiceteleservices.com
Products/Services: 128

VoiceGate Corp. (A,D)
800-668-2387 x201
www.voicegate.com
Products/Services: 911,50,121,123,31
Other: Call Recorders

VoicePulse (B,D)
732-339-5100
www.VoicePulse.com
Products/Services: 113,115

VoIPConsultants.biz LLC (B,D)
847-230-9225
www.voipconsultants.biz
Products/Services: 55,113,115,117
Other: Hosted IVR, Voice Broadcasting

Voipswitch/Voiceserve (C,D)
44 20 8136 8001
www.voipswitch.com
Products/Services: 95,104,108,29,30
Other: VoIP Clients for Mobile Phones

VoSKY (A)
866-341-3285
www.vosky.com
Products/Services: 12,93,94,36
Other: Skype Gateway

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By Paula Bernier

INTERNET TELEPHONY's Year in Review

The economy has been the overarching theme for all industries in 2010. But despite the challenges that it created for many businesses and individuals, there were many important and positive developments this year on the communications front in general, and related to VoIP and unified communications in particular.

Douglas Page, manager of global sales at Interact, which provides IVR application development and online charging and prepaid rating solutions, says the economy is still a factor. In this environment, he says, time to market is even more important. He adds that while many companies are trying to gain an advantage in this environment, others are sitting still.

Here's a look at the movers and the shakers in the communications space, and the new solutions and initiatives they spawned and moved forward in 2010.

Tablets Blow the Lid Off Computing

This year started off with a boom when, in late January, Apple unveiled the iPad.

The $499 device, which features a color 9.7-inch touch screen, can enable users to browse the web, read and send e-mail, enjoy photos, watch videos, listen to music, play games, read e-books, and interface with other applications.

According to Gartner, the iPad will propel the worldwide sale of media tablets to 19.5 million units this year. The research and consulting firm expects tablet sales to increase 181 percent to 54.8 million units in 2011. Gartner and IDC also have indicated that the rise of the tablet may be putting a damper on PC sales as both consumer and business users debate whether to buy personal computers or to instead embrace the tablet.

Beyond that, Steven Johnson, president of Ingate Systems, says that the introduction of the iPad and similar devices is another step toward unified communications.

The iPad, and the iPhone before it, also have pushed companies throughout the communications space to re-examine their solutions and try to focus more on products and interfaces that are both intuitive and fun to use. "It used to be about function," notes Ernie Wallerstein Jr., president of Zeacom. "Now it's also about form."

Christian Von Reventlow, vice president of new products at Avaya, says that using fun products and user-friendly interfaces to collaborate can make such interaction a pleasure.

That was the goal of Avaya when it set out to build the Avaya Flare Experience, which is the interface for the Avaya tablet and is expected to be used on other devices in the future.

Apps of Steel (Or, Dropping PBX Pounds)

Another interesting and potentially important development in 2010 was Microsoft's introduction of PBX functionality within its Office Communications Server 2007 R2 product. While the software giant in unveiling this capability didn't put the emphasis on the fact that it could ultimately kill off the PBX as we know it, that point was not lost on many news organizations and industry analysts.

This quote, which Tom Keating of TMC/INTERNET TELEPHONY delineated in his blog earlier this year, puts that possibility in stark relief: "Office Communications Server 2007 R2, debuting just one year after the Microsoft unified communications launch, highlights the pace of innovation that is possible with software," said Stephen Elop, president of the Microsoft Business Division at Microsoft. "This new release puts Microsoft on a rapid path to deliver voice software that does much more than a network private branch exchange and with much less cost."

The potential savings should make this solution interesting not only to the large enterprises for which Microsoft has noted the product is targeted, but also to small and medium businesses, according to analysts. The fact that the

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solution is all software based also should help usher in a new age of unified communications.

Zeacom's Wallerstein says that's great news for companies like his that are working to push IP technology and UC forward.

"Microsoft getting in now will make the industry much more application centric," he adds, opining that the entrance of Microsoft in this space will have an even more Earth-shaking impact than did Cisco's move before it.

Indeed. With that comment earlier this year Wallerstein seemed to foreshadow the late September unveiling of Microsoft Lync. Lync is the new family brand for the products formerly known as Communications Server, Communications Online and Communicator, and it also now includes Lync Web App, and Lync Online. It was designed from the ground up to work with Microsoft Office, SharePoint and Exchange, which Microsoft says helps reduce end user adoption hurdles and increase return on investment.

Gurdeep Singh Pall, corporate vice president of Microsoft's Unified Communications Group, recently predicted that in the next three years UC will become the norm in business communications, with more than half of VoIP calls at work including more than just voice, "and your communications client will enable UC with more than 1 billion people.

"Three years from now, new applications written by corporate developers, system integrators and software vendors will be communications-enabled by default," he added. "We predict that three out of every four new business applications will include embedded communications."

Collaboration, Social Networking & UC Take Hold

That theme dovetails nicely with the themes of collaboration and social networking, which INTERNET TELEPHONY sources say took hold even more strongly this year.

"Even though voice is the No. 1 app, being able to do IM, chat, etc. so people can message back and forth to get a problem solved is critical," says Bill Soto, sales manager for the U.S. and Canada at Xorcom. "Collaboration is big."

Huw Rees, vice president of business and channel development at 8x8, agrees, adding that in 2010 he saw increased adoption of UC and hosted PBX services in the enterprise and federal government markets.

Joe Staples, chief marketing officer at Interactive Intelligence Inc., adds that social networking is becoming a key component of our interactions, both in terms of our personal lives and, increasingly, in the business world.

He notes that 77 percent of 18 to 24 year olds have profiles on social networks. For those in the 25 to 34 age bracket, that percentage is 65 percent. And just more than half of the population between 35 and 44 are into social networking. All told, 139 million people have Facebook profiles – that's a whopping 44.7 percent of the population.

That probably explains why so many top brands are on Facebook too. Staples said that list includes Xbox (with nearly 3 million Facebook fans), Best Buy, JCPenney, Playfish, Southwest Airlines, Taco Bell, Verizon Wireless and Walmart.

Even more shocking is the fact that there are 160 million Twitter accounts worldwide, says Staples. There are about 90 million tweets a day, which is a huge jump from the million tweets a day about two years ago, when only 5 percent of U.S. consumers had any knowledge of Twitter.

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Video on the Verge

Videoconferencing is expected to be the next big thing in unified communications.

It's already gotten bigger and better through the introduction of telepresence solutions from such companies as BrightCom, Cisco/TANDBERG, LifeSize, Polycom, Vidyo and Vu TelePresence.

At the same time, video has become more accessible via desk phones introduced by some of the above-mentioned organizations and others, including snom; the availability of mobile videoconferencing applications from some of those same companies as well as Apple, which delivered the FaceTime video application with the introduction of the iPhone 4 this year; and video calling services from such companies as Skype.

Jim Cantalini, president of High Speed Video, which offers ClearVision, a standards-based videoconferencing service, says videoconferencing is expanding beyond the executive suite and beyond conference rooms. He calls it the "democratization of videoconferencing." Steve Vonder Haar, research director with Interactive Media Strategies, adds that interest in business video and demand for video-enabling technologies continued to grow in 2010.

"As illustrated by Cisco's acquisition of videoconferencing giant Tandberg, large technology companies began investing more heavily than ever before in developing and delivering video-based communications solutions to the enterprise," Vonder Haar says. "Continued sluggishness in the economy did not hamper investments in video technologies during the year. Indeed, pressures on travel budgets combined with the need to enhance work day efficiency prompted expanded use of communications platforms incorporating video."

Most notable was the growing demand for telepresence solutions, as "a variety of vendors jumped onto the telepresence bandwagon, offering a range of solutions designed to make telepresence more affordable and – for some – making the potential of desktop telepresence a reality," he adds.

Roger Farnsworth, senior director of VSG solution strategy at Polycom, says it's interesting to see the slow growth and appreciation in video. While videoconferencing has been introduced to great fanfare in the past, he adds, he believes its time has come.

"Maybe this time it is different," he says, noting that he's seen people on video calls at the airport using tools like FaceTime, but that videoconferencing can also help some business people stay away from the airport and in their own offices to conduct meetings with far-flung colleagues.

Pulling Together Through Federation, Interoperability

Of course, communications and connectivity can only go so far if they exist on technological islands. To get to mass market you need the ability to connect and communicate with a broad community of individuals, networks and, preferably, endpoints and other gear. That's probably why we've heard so much about federation and interoperability this year.

In late summer, a handful of vendors came together to form the Unified Communications Interoperability Forum, whose aim is to unify what they say is a fragmented but vibrant UC ecosystem.

As companies like Polycom push the benefits of HD voice, we also saw XConnect announce an HD voice peering federation in an effort to make wideband audio a mass market phenomenon.

Another important development on the interoperability front is the SIP Forum's work on SIPconnect, which specifies a reference architecture for SIP trunking, narrowing implementation rules and guidelines around SIP implementation. Ingate's Johnson says that the release of SIPconnect 1.1, which is expected by the end of 2010, will be a big step toward standard SIP trunking implementations.

On the carrier Ethernet front, 2010 saw various companies, including startup CENX, Equinix and Telx, launch carrier Ethernet exchanges. Nan Chen, CEO of CENX and president and board director of the Metro Ethernet Forum, explains that CENX offers a portal through which members can see what carrier Ethernet services, at what speeds and other parameters, are available, so other carriers purchase connectivity where and when it's needed. And CENX does translation mapping between different tags or classes of service.

Jim Theodoras, director of technical marketing at ADVA Optical Networking, says that the launch of CENX was great validation of the MEF's carrier Ethernet specification, but that as a result Ethernet services will become commoditized.

M&A Makes a Comeback

But for many carriers and equipment companies, simply banding together through industry groups or individual partnerships was not enough to meet their aspirations for broader reach. That led many this year to do mergers and acquisitions.

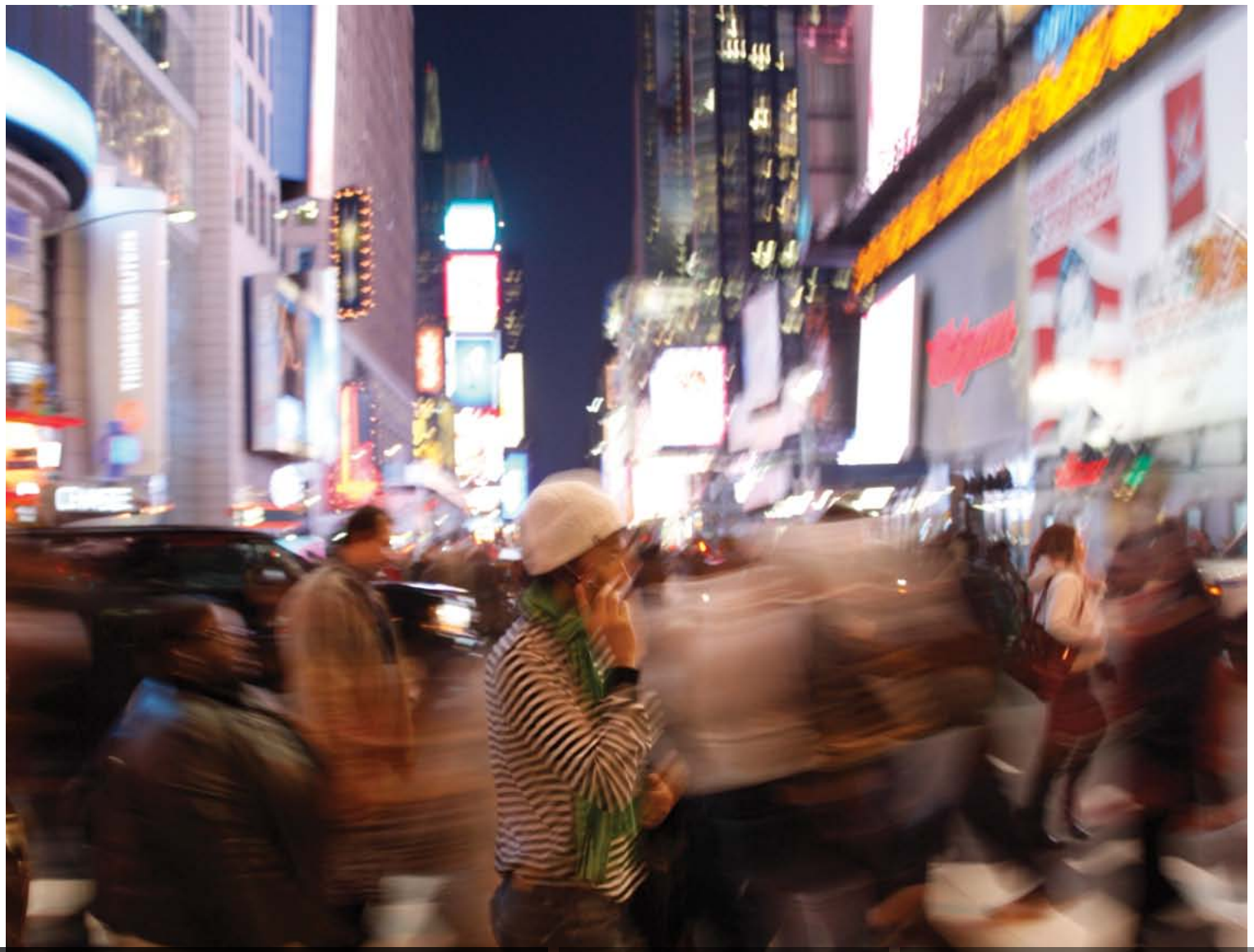
The Wall Street Journal recently reported that telecommunications this year has been the busiest market for M&A, followed by the financial services sector.

As discussed in last month's INTERNET TELEPHONY cover story, combinations of business-focused telephone and data service providers looking to expand their fiber assets and service portfolios have been widespread this year.

There was also a fair bit of M&A action among telephony/UC cloud providers.

For example, this fall Broadvox, in an effort that appears aimed at helping meet its cloud-based aspirations, announced plans to merge with Cypress Communications, which is known for its UC- as-a-service offerings. Around the same time, BroadSoft signed a definitive agreement to acquire Casabi, a provider of cloud-based content and messaging applications for the consumer market, for approximately $1.95 million.

Private equity firms also are expanding their communications-related holdings these days via acquisition. In October, Carlyle Group agreed to buy Syniverse Technologies Inc. for $2.6 billion and CommScope Inc. for $3.9 billion. The Carlyle Group is a private equity firm with more than 900 corporate and real estate investments in its portfolio, including Ethernet in the first mile



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equipment company Actelis Networks, mobile messaging and marketing outfit Air2Web, Internet business exchange business Equinix, and several other communications-related holdings. Syniverse provides mobile roaming, messaging and network solutions to more than 800 mobile operators, cable and Internet providers, and enterprises in more than 160 countries. CommScope sells wireless and wireline infrastructure solutions to business and service provider network operators.

Service Provider Pool Contracts, Expands

While M&A has been big among service providers, which would seem to shrink the number of companies hawking communications solutions to businesses and consumers, VoIP and the prevalence of broadband have at the same time lowered barriers of entry, enabling new providers to join the fray.

Indeed, Aculab's Ian Colville, product manager, notes that there's a new breed of service providers, including twilio and Voxeo, delivering communications as a service. And growth in SIP trunking, he adds, makes the move to hosted IP PBX or other hosted voice services easier.

Tom Skidmore of BillSoft adds that newer, non-traditional entrants in telecom services also include companies Best Buy and Walmart. Best Buy announced earlier this year plans to sell its own branded version of Clearwire 4G broadband services. Walmart sells prepaid services from all the big U.S. cellular providers and this fall announced plans to introduce a Walmart-branded post-paid cellular offer.

The iPad, and the iPhone before it, have pushed companies throughout the communications space to re-examine their solutions and try to focus more on products and interfaces that are both intuitive and fun to use.

Prepaid Wireless Is So Money

But while Walmart is expanding to post-paid cellular, there's a wireless movement toward prepaid, according to Dan Dooley, president of Sprint Wholesale.

He says 2010 saw more prepaid than post-paid subscriber additions, which he attributes to the challenging economy and availability of better prepaid phones.

The Move to 4G

Speaking of wireless, 4G – the latest version of broadband wireless technology – made some significant gains in 2010.

Verizon Wireless, the LTE poster child, expects to go live with LTE in as many as 30 major metropolitan areas by the end of this year. But it was MetroPCS Communications that grabbed headlines this fall when it was first to market with an LTE network launch.

AT&T, meanwhile, has been involved in trials of LTE this year, and recently disclosed plans to launch LTE commercially.

And Clearwire continues its rollout of WiMAX-based 4G services and reportedly is taking a look at LTE technology as well.

LTE is expected to be a game changer not only because of the higher bandwidth it delivers, but also because it's entirely based on IP technology and is expected to avail service provider networks to the web developer community on a whole new scale.

Virtualization Creates Data Center Shift

As the rise of smartphones and tablets, the launch of more capacious networks and the move to cloud-based services move more applications onto servers at the data center, businesses and service providers have pushed for ways to host and manage those apps and infrastructure more efficiently. One important recent advance enabling that is server virtualization.

As noted by F5's Alan Murphy in this month's Virtualization Reality column: "According to IDC, 2009 was the year when virtual workload deployments exceeded physical workloads and 2010 saw a projected 28 percent increase of virtualization deployments. With enterprise IT adoption of virtualization bordering 50 percent for production use (according to some hypervisor-based statistics), there's no denying that 2010 was the year virtualization became mainstream."

The rise of virtualization has led many players in the IP telephony and unified communications space to join forces with virtualization specialists. For example, ShoreTel recently announced it has achieved VMware Ready status, which means its solutions can run in embedded VMware environments. That means ShoreTel customers as a result can further lower their total cost of ownership by reducing server requirements, and saving energy and space, notes Kevin Gavin, ShoreTel's vice president of marketing.

VoIP Rebuilds Its Rep

As discussed in the October issue of Unified Communications Magazine, a sister publication to INTERNET TELEPHONY, ShoreTel is just one of the many companies in the VoIP/UC space that registered good gains in 2010 despite the challenge economy.

Joan Citelli, director of corporate communications at 8x8, adds that VoIP is no longer "a four-letter word" to the investment community.

Of course, VoIP got a black eye on Wall Street several years ago as a result of the Vonage IPO, which was widely considered disastrous.

But the bad rep that once followed VoIP seems to have lifted, according to Citelli and Rees at 8x8, who note that this year BroadSoft also went public and that Skype in August filed for an IPO. Rees adds that some companies in the VoIP space, like 8x8, are starting to make some pretty good profits.

INTERNET TELEPHONY's own Rich Tehrani earlier this year blogged about the planned Skype IPO, saying "I think the IPO route makes more sense for a number of reasons. You see the company is a perfect play for this economy – it lowers long-distance costs and also allows video, rich IM and social networking." IT

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By Erik Linask

SIP Makes the World Go 'Round

It's hard to believe we've just about wrapped up another year – it seems only yesterday that we, at TMC, moved into our new corporate headquarters just after returning from ITEXPO East in Miami last January. In the past year, so many exciting things have happened in the communications space. I can't possibly even begin to touch on them all here, but Paula Bernier recaps many of the exciting trends in her Year in Review on page 54 – appropriately starting off with the explosion of the tablet market. As you visit TMCnet each day, you'll be sure to see even more reminiscing about the biggest stories of the year and what we expect will top the wires in 2011, starting with Paula's "20(10) Days of Techness" series (http://tmcnet.com/57071.1).

Certainly one of the most hyped events in recent memory was the launch of Microsoft's Lync 2010 unified communications platform, and is a significant improvement over its OCS platform from three years ago. More importantly, it ties into one of the biggest trends in business communications from the entire year – the continued growth of the SIP trunking industry. By basing its architecture on SIP, Microsoft is both acknowledging and driving SIP as the protocol that will drive the next generation of unified communications.

I spoke to Matt Vlasach of Unwired Revolution, who agrees, and further points out that this only increases the importance of SIP Trunking in ensuring scalability and functionality of unified communications systems and helping bridge the gap between TDM and IP-based communications.

That said, SIP trunking is still a relatively new technology and despite its growing adoption, many businesses and integrators are still hesitant because they are unsure as to how to ensure QoS and interoperability with PBXs and other network elements. In fact, Vlasach says much of his work involves helping customers salvage their unsuccessful SIP trunking deployments, simply because they didn't have all the information.

"There are so many implications that carriers and PBX manufacturers aren't telling you," he says. "Customers need to understand these things when they are looking at SIP projects if they want to deploy successfully."

There are some PBX vendors, though, which have started to strongly push the idea of an enterprise session border controller (E-SBC), which not only helps with interoperability between SIP trunks and PBXs, but also as a security measure.

"Security conscious enterprises are starting to look closely at E-SBCs for their security features and firewall technologies, in addition to helping overcome normalization and interop issues," Vlasach adds.

But there's only so far PBX vendors can take the initiative, especially when carriers typically suggest deploying SIP trunks is a simple process, overlooking the fact that, while their part may be easy, they leave the enterprise with an often daunting task of ensuring their communications systems function as expected.

Businesses are seeing the warning signs and, while some are putting off their projects, many are wisely performing more due diligence before signing on with any vendor or provider, ensuring they know exactly what they're getting into. Yes, in most cases, with SIP-enabled PBXs, setting up basic call flows is fairly easy, but advanced features and UC capabilities are another story, requiring guaranteed interoperability.

As with any technology deployment, the only way to know for sure what is needed to ensure successful SIP trunking deployments is to educate yourself. Vlasach suggests the best place to get a wealth of information about SIP trunking, security, and unified communications is the SIP Trunk-Unified Communications Summit in Miami, Feb. 2-4, 2011 (collocated with ITEXPO). The event, sponsored by Ingate, calls on a number of experts from the community, including analysts, carriers, and PBX vendors, offering a complete educational program over the course of the three-day experience.

In Los Angeles this past October, Vlasach discussed an implementation in which Unwired Revolution designed a system that included a data center component, a ShoreTel communications system, and Microsoft OCS for integrated IM and Web conferencing, demonstrating how an E-SBC pulls the complete solution together and ensures interoperability between the trunks and communications components.

I expect the sessions in Miami to be even more exciting, especially with vendors and providers seeking to leverage the Lync platform in true UC solutions. In fact, Ingate also is looking to dedicate an entire group of sessions to the service provider community, helping educate them as well – the fact is, most of them will be doing their customers a great service by attending, thereby better equipping themselves to fully prepare their customers for deployment.

If Shaheen Haque, territory manager of the Middle East and Turkey for Interactive Intelligence, is right in suggesting the M&A trend in the tech space will continue in 2011 – and most of us would agree he is – education can become a differentiating factor for the diligent provider. (More of Haque's predictions for 2011 can be found here: http://tmcnet.com/57188.1.)

Whether you are an enterprise/SMB, service provider, or technology vendor, this conference is a can't miss event: "Anyone who is involved with or is considering a project with SIP shouldn't maybe go, they must go," says Vlasach. "This is a call to get people informed about SIP trunking technologies, and it's worth the time to attend."

For even more educational resources on these topics, I also want to direct you to two valuable resources on TMCnet: the SIP Trunking community (sip-trunking.tmcnet.com) and the Enterprise SBC channel (www.tmcnet.com/channels/enterprise-sbc).

Good luck with your SIP projects, and see you in Miami! IT

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