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# INTERNET TELEPHONY®

VOLUME 13/NUMBER 11 NOVEMBER 2010

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

Executive Editor, Strategic Initiatives, **Erin Harrison**  
(eharrison@tmcnet.com)

#### TMC LABS

Executive Technology Editor/CTO/VP, **Tom Keating**  
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#### SUBSCRIPTIONS

Circulation Director, **Shirley Russo**, ext. 157

(srusso@tmcnet.com)

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## A Delicate Balance

Today's public networks are at an inflection point.

VoIP, video, broadband, and mobile services and capabilities are creating great new functionality for business users and consumers. That can translate into new opportunities for incumbent network operators, competitive carriers and over-the-top application providers to introduce new offerings, capture new customers and, potentially, grow ARPU.

Of course new technologies and networks don't always translate into more money and new growth – at least not for everybody. And they can create a lot of uncertainty for all players in the market as those players, and regulators and legislators, decide on the different models for network engineering, pricing and setting other requirements for new networks and services.

As many of the readers of the publication keenly understand, it can be a huge challenge for newcomers to come up with innovative approaches; find the funding that will enable them to bring them to market and sustain them until they are self sustaining; get the necessary legal, technical, marketing and distribution requirements in place; and then capture and keep enough of the customers that will allow them generate enough margin to enable their businesses grow and become profitable.

Meanwhile, for incumbent service providers – which typically have more assets and have had the experience of addressing new technologies and changing business models over the years – the industry's move to IP-based communications and the open application creation model that has recently emerged are viewed both as an opportunity and a threat.

These companies have existing network assets and customers they are paying for, deriving revenues from, and fighting to protect. At the same time, network own-

ers need figure out how to contend with all this new bandwidth-loving traffic, which is putting an ever-greater load on public networks. That is pushing those that own these networks to invest in new infrastructure so they can bump up their capacity, and better manage bandwidth and real-time application considerations like latency and jitter. The question is, what kind of solutions will help these companies move forward to support more, and more high-margin, services and not set them up for losses, as bandwidth pricing trends are not tracking at the same rate as are bandwidth demands – far from it, in fact.

Another major question for all involved is to what kind of control network owners will be able to have over their own networks, and how it will impact them and their competitors.

At the same time, there's a big question mark as to how remote and rural customers services will be supported over time given the federal government's national broadband initiatives and the fact that IP-to-IP federations are moving traffic – and dollars – away from the public switched telephone network.

Pointing to [Sprint's](#) recent PIN announcement as just one example of services that are enabling VoIP providers to bypass the PSTN, Tom Skidmore, regional sales director of [BillSoft Inc.](#), recently noted that while this may be a positive development for the VoIP space, it only complicates things for Washington regulators who have long been trying to figure out how to contend with the Universal Service Fund's "death spiral".

That said, while there's a great amount of new opportunity out there for companies in the IP communications space, there are also many challenges for both IP service providers, and those that are working with them and other interested parties to create the physical and legal infrastructure to support all of this.

It's a delicate balance. **IT**

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**IDENTIFICATION STATEMENT**

**INTERNET TELEPHONY®** magazine (ISSN: 1098-0008) is published monthly by Technology Marketing Corporation, River Park, 800 Connecticut Ave. 1st Fl., Norwalk, CT 06854-1628 U.S.A. Annual print subscriptions: free, U.S. qualifying readers; \$29.00 U.S. nonqualifying, \$39.00 Canada, \$60.00, foreign qualifying and nonqualifying. Periodical postage paid at Norwalk, CT and at additional mailing offices. Postmaster: Send address changes to: **INTERNET TELEPHONY®**, Technology Marketing Corporation, River Park, 800 Connecticut Ave. 1st Fl., Norwalk, CT 06854-1628 USA. Canada Post: Publications Mail Agreement #40612608 Canada Returns to be sent to: Pitney Bowes International, PO Box 25542, London, ON N6C 6B2, CANADA

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A Technology Marketing Publication,  
 River Park, 800 Connecticut Ave. 1st Fl.  
 Norwalk, CT 06854-1628 U.S.A.  
 Phone: 203-852-6800 Fax: 203 295-3773 or 203 295-3717

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## 10 Reasons Why Cisco Umi Telepresence Will Fail



As I flew cross country last month, the sinus pressure in my head caused by a prolonged cold was exacerbated by thoughts on why Cisco is making a mistake with its new umi home telepresence solution. These are the reasons I believe this solution will fail:

### Skype

Elaboration would be talking (writing) down to you.

### Price

Cisco's solution at \$599 for the equipment and \$24.99 per month is insane for a new consumer technology that has little to no network effect related to Metcalfe's Law. Oh, and you need 3.5mbps upload speed for 1080p calls – meaning higher broadband bills for some.

### Facetime

Apple's Facetime is free and – even though at the recent ITEXPO many people commented that using the software on an iPhone 4 is not great because inevitably your hand gets tired and it falls to your stomach, causing a nose-hair view of yourself to be transmitted – we can expect Apple to Facetime-enable everything they sell. Will umi interoperate? If not, how will it compete?

### Vidtel

Scott Wharton is a VoIP veteran. He was an integral part of VocalTec and BroadSoft, and few people have more experience in telecom and specifically IP communications. Still, he launched Vidtel as a consumer video Vonage replacement (my description) and even hired some of the people integral in getting Vonage to become a major VoIP player. What Scott found is that it is tough to compete with Skype at under \$30 a month. Now the company has moved up market to the SMB space, which could mean umi will have the same fate.

### Consumer applications

Cisco doesn't do consumer well. This was first pointed out, as far as I know, by Om Malik, who crunched numbers. Having said that, we have seen incremental improvements in Flip video devices, and I have to admit I love mine. High-end Linksys APs like the E3000, on the other hand, while gorgeous in design, have split

personalities requiring configuration to be performed partially via PC software and also web interface. And if you change your SSID, the software doesn't work correctly.

### Holiday competition

Assuming this is a killer device and service, it is competing for holiday budgets with new video game solutions that bring tremendous full-body interactivity to the home like Xbox Kinect, which I love. Kids, which product do you want this Christmas? A new video game system, or a way to see grandma with more clarity than Skype?

### Apple

I mentioned Facetime above, but Apple in general is selling products and services we didn't think we needed but can't help ourselves from buying. As you may recall, the global consumer isn't doing too well; and the White House, Senate and Congress are becoming experts at keeping it that way. Let's see, what do I need when I am out and about? Music player? Check. Phone? Check. Tablet? Check. Laptop? Check. File server? Check. Mobile Me? Check. You get the idea.

### Android

Android was less than ideal when it was launched, but in the amount of time it took Microsoft to kill its mobile strategy due to incompetence, Google took a lousy UI and has made it much better thanks to copying many Apple design ideas. Eventually Android tablets will flood the market – I saw some prototype 7-inch tablets with video cameras at ITEXPO in the \$129 range.

### Over-the-top TV

Google TV, Apple TV and Netflix are getting better, and it is unclear how consumer budgets will open wide enough for these solutions to get critical mass.

### Cablecos

Like them or not, cable companies are raising prices, and again – same budget.

### Image

Cisco is not cool. One of its more recent product launches is the amazing collaboration solution Quad – with a UI that is almost as slick as something Apple would design. But, sorry, the company is old and stodgy. Of course, Cisco could go crazy with marketing, but it just doesn't have the built-in coolness factor. **IT**



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Head office:  
1 Lumbley Street, Mayfair,  
London W1K 6TT, UK  
Phone: +44 203 0 265 765



Operation office: 8 Pastera str,  
Office 2, Odessa, Ukraine, 65023  
E-mail: [info@speedflow.com](mailto:info@speedflow.com)  
Phone: +380 48 777 00 77

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## On the Road with Premier & Samsung

**P**remier Transfer & Storage Inc. is always on the move, whether that involves transporting its clients' household, industrial or office goods; enabling its personnel to relocate to get the job done; or expanding its own business. So flexibility in how the company's communications system works is of the utmost importance. That's why the Virginia-based Mayflower transit agency recently adopted an IP-based phone system from Samsung.

Premier did three acquisitions between 2002 and 2009 that allowed it to expand service into new areas of the state. The company began looking for a new communications solution after planning to open an office in Richmond, when it was determined that upgrading the existing telecommunications system and servicing the new office along with its sites in Christiansburg and Salem would be cost prohibitive.

So Premier – which has between 40 and 70 employees, with its staff peaks during the summer months, and operates about 60 vehicles – asked NTouchTel.com to help it find an alternative.

Specifically, the moving company was looking for a solution that could handle high call volumes during peak times without each location requiring dedicated customer service staff and dispatchers; allow for cost-efficient communication between the three sites; instantly and seamlessly reach warehouse, sales or other personnel that move throughout the facilities and between offices; economize on system training for incoming seasonal staff; and enhance call tracking, monitoring and management capabilities.

NTouchTel.com co-founder David Nuckols and his team of technicians recom-

mended the installation of a [Samsung OfficeServ 7100](#) system at each location to enable seamless networking at all three sites. Premier agreed, spending an initial \$18,000 for all three sites; that's much less than the company's previous system, which was \$42,000 to serve just two locations.

Now the Premier offices are connected by the Internet, resulting in reduced costs. The fact that it's an Internet-connected solution means that employees can work at home when it makes sense. And it's just a much simpler phone system to program, says John Phillips, president of Premier.

"The monthly usage cost savings is easily 20 percent less than our costs were before," says Phillips. That's due to long-distance savings, he adds, as the company was able to eliminate its T1 connection as a result.

The move to the OfficeServ system also enhanced productivity and translated to monthly staffing/operational savings of more than \$2,000 for Premier. That's in part because it allowed Premier to centralize customer service. Now it doesn't need a customer service person at each location. Premier has centralized customer

service, billing and dispatch at its Christiansburg office.


Call management also was enhanced with OfficeServ Call. This software was installed to provide PC-based contact tracking and scheduling, on-screen dialing from Microsoft Outlook contacts, and digital telephone programming. And an e-mail gateway provides office staff with fax-to-e-mail capability for receiving sensitive documents.

Premier has also realized simplified and more cost-efficient training. With the Samsung solution, new or seasonal staff can access online tutorials, eliminating the need for costly live training from service technicians. Sales managers are able to monitor the calls of new staff and take over if the sales person needs help. And a call record feature allows for retention of verbal authorizations and credit card charges.

Another benefit of the new solution is business continuity, as intended parties now get calls faster and, if a carrier service outage occurs at one location, calls can be forwarded to the central dispatch and seamlessly routed back to the location with the outage via VoIP.

Additionally, the Samsung solution and related wireless handsets allow for better staff accessibility at Premier's various offices and warehouses. Samsung's OfficeServ Connect function seamlessly transfers dispatch and other calls to the staff cell phones, ringing their desk phones and wireless phones simultaneously, so they're able to get calls wherever is most convenient. **IT**





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# That's How They Roll

## Ford Revs Up Vehicles with Advanced On-Board Communications Features

The smartphone, wireless technology and app stores are enabling consumers to manage their communications and access applications whenever they want, wherever they are – whether that's at home, at work, outside, or even in their vehicles.

While texting and otherwise participating in any activities that take their eyes off the road is clearly a bad idea for motorists, a recent study on texting indicates that some folks are going to use technology while driving regardless of bans on the practice. So it seems to make sense to provide voice-enabled and dashboard-based interfaces for drivers and passengers so distraction is minimized. Ford is among the automotive leaders making that happen.

"We're trying to use technology to do things in safer ways," says Jim Buczkowski, fellow and director of electrical and electronic systems research and advanced engineering for Ford.

Ford introduced a feature called SYNC starting with some of its late 2007/2008 model year vehicles. SYNC enables Ford vehicle owners to sync their Bluetooth mobile phones and media players to their cars so they can use voice commands to call people in their phonebooks and select songs by artist, genre, album name or other parameters.

Then, in late 2009/early 2010, Ford upgraded SYNC with the 911 assist feature, which allows motorists to easily reach a public safety access point, or PSAP. The company also now offers a vehicle health report as part of SYNC. Vehicle health report alerts the driver if the vehicle needs an oil change or other service.



The dashboard view of MyFord Touch

Ford has continued to enhance SYNC, which is standard on Lincoln vehicles and available as a \$395 option for most Ford-branded vehicles, by adding a widget-type service and a traffic corrections and information feature. The former allows users to access SYNC via voice command to tap into news, sports, downloadable and voice-guided directions. The latter leverages SYNC and user phones to deliver directions.

Buczkowski tells INTERNET TELEPHONY there are more than 2 million vehicles with SYNC on the road today, the take rate on the SYNC option is well over 70 percent, and cars with SYNC turn twice as fast on the lot as those without SYNC.

In light of this success, Ford this year introduced MyFord Touch and MyLincoln Touch, which Buczkowski says creates a broader user experience. With the introduction of these features, available now on the on Edge and MKX Lincoln, motorists get two communications-related displays on the instrument cluster, an 8-inch color touch screen in the center stack, and more than 10,000 voice commands.

"This moves more in the direction of a conversational mode," he says, adding that these features will be available on the Explorer and Ford Focus soon, and on 80 to 85 percent of the Ford line in the next five years.

The Touch-equipped vehicles also feature a Wi-Fi signal receiver that acts as an in-car hotspot. Ford says it allows passengers in the car to enjoy connectivity on their laptops or mobile devices while on a trip. Buczkowski says [Broadcom](#) and [Freescale](#) are among the companies that power these SYNC-related solutions.

Ford also expects to offer SYNC AppLink, a downloadable software program, on the 2011 Fiesta, allowing owners to access

The MyFord Touch phone screen interface







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## Why Texting Bans May Increase Crashes

By Paula Bernier

A recent study from Highway Loss Data Institute says that despite texting bans in most U.S. cities, there are no reductions in the number of crashes after these laws took effect. In fact, in some cases accidents have actually increased after such regulations were enacted.

That's based on HLDI before and after research of four states – California, Louisiana, Minnesota and Washington – that banned texting.

"Texting bans haven't reduced crashes at all," says Adrian Lund, president of HLDI and the Insurance Institute for Highway Safety. "In a perverse twist, crashes increased in three of the four states we studied after bans were enabled. It's an indication that texting bans might even increase the risk of texting for drivers who continue to do so despite the laws."

Lund went on to say that "clearly drivers did respond to the bans somehow, and what they might have been doing was moving their phones down and out of sight when they texted, in recognition that what they were doing was illegal. This could exacerbate the risk of texting by taking drivers' eyes further from the road and for a longer time."

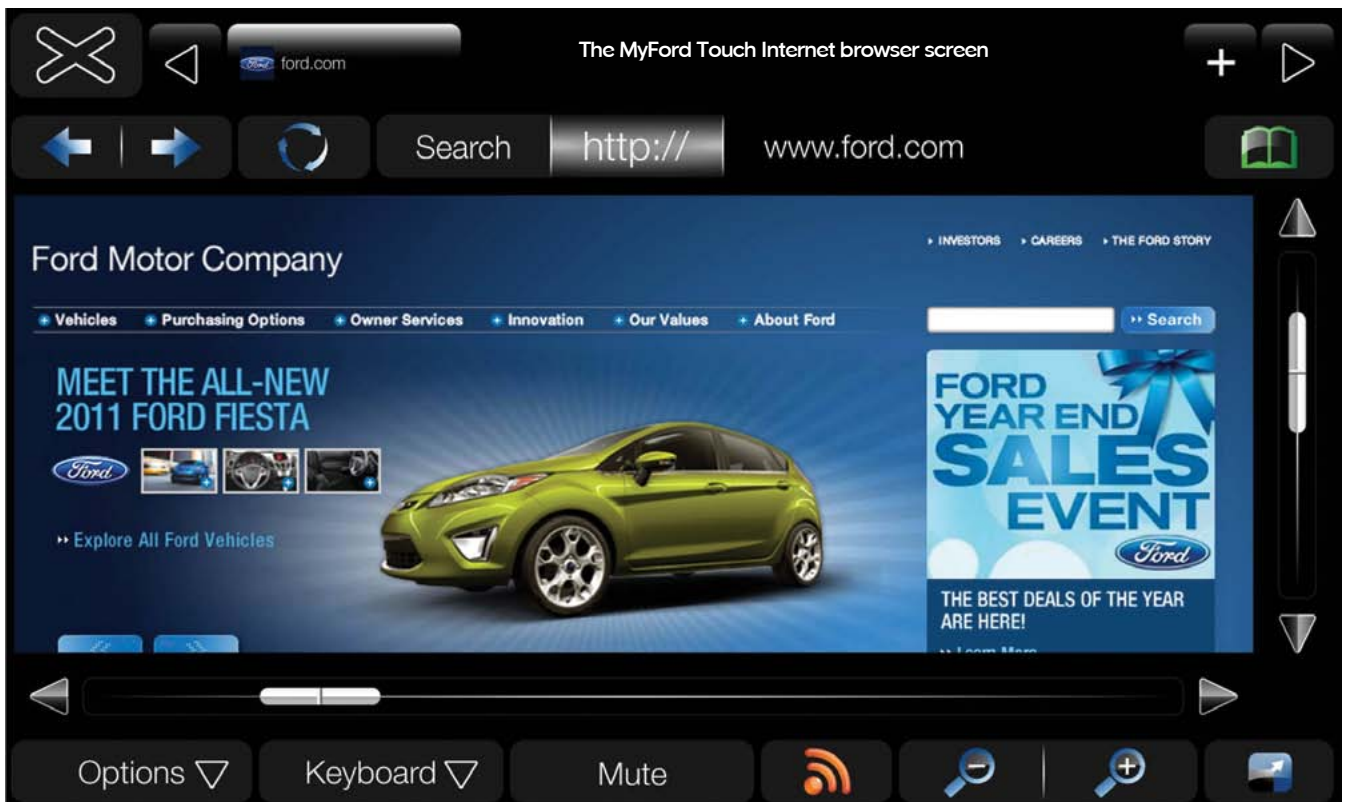
and control [Android](#) and BlackBerry smartphone apps with voice commands and vehicle controls. This effort entailed the creation of a set of APIs to enable apps that run on cell phones to run on SYNC. Ford is working on this effort with [Pandora](#), which delivers an Internet-based radio station application; [Stitcher](#), a collection of podcasts and news that consumers can use to create their own virtual radio stations; and [OpenBeak](#), which helps users manage their Twitter communications.

SYNC AppLink means Ford drivers won't "have to fiddle with the phone to run Pandora, and you don't have to fiddle with the phone to run Stitcher."

Ford research shows that keeping people's eyes on the road and hands on the wheel is the best way to keep them safe, Buczkowski says.

"We want to create the experiences so you can do things with the short glances" and voice commands, he says.

Beyond just helping motorists and their passengers more safely connect and enjoy music, and get directions and other content, Ford also aims to leverage technology to help save fuel by providing tips and eco-friendly routes, and to prevent accidents. The company is working on an accident avoidance solution called ABICAS that warns motorists if they have inadequate space between them and the vehicle in front of them, will pre-charge the vehicle's brakes if the system senses they might be needed, does blind spot detection and helps drivers avoid fender benders when they're backing out. **IT**





## Introducing the **Asterisk Global Online Community**

Open Source Telephony is taking the world by storm.

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By Tom Beck



## Gone With the Wind

How One Company is Using IP Communications to Advance the Green Revolution

Does the telecommunications industry have a place in the green economy? It does if we make one. It's supposed to be our nation's saving grace – the silver lining beneath this economic thundercloud is the opportunity to reinvent industry. Call it a reset, a restructuring, a renewal. What we're talking about is really a revolution, and its color is green.

And all the talk about the green revolution suggests that if you're not a part of it, you ought to be lest you miss this economic ship. So, find a way to get on the boat, and fast.

The green revolution is a large, unwieldy concept, and one that can be difficult to get our heads around. For example, my company, Teo, develops telephone and network communications systems. We've made many improvements to reduce the impact of building our hardware. We also developed a unified communications system that can help businesses and organizations reduce their travel and work more efficiently. But still, in the back of our minds was that nagging feeling that we could do more. And, so, we've been peering into the window to this bright new future to search for more.

The U.S. Energy Information Administration studied trends over the last century and estimated that the domestic demand for electricity would increase at least 20 percent by 2030. Many in the private sector believe this is a conservative estimate. The Western Governors' Association, representing 19 states and a couple of U.S. territories in the Pacific, are leading the charge toward more progressive energy policies that it believes will not just reduce the United States' carbon footprint, but will be the catalyst to rebuilding the economy based on clean, cheaper renewables.

So, what does any of this have to do with telephones?

Out on the windy steps of eastern Washington state's Columbia River Gorge, we see how the new green economy is taking shape. Not only are there more tall white electricity-producing turbines spotting the barren landscape, these projects also attract new supporting business. The Gorge Technology Alliance was recently created for just that purpose. Collectively, hydroelectric dams, wind farms, gas-recovery plants and other renewable energy projects are the major attraction for companies needing that electricity – companies in the high-tech sector, such as Google's server farm at The Dalles, Oregon.

It's an inspiring call to action and a motivator to imagine getting in on the ground floor of this potentially lucrative economic revolution. There are a lot of possibilities for telecommunications, and we in this sector have a lot to gain. Taking a page from the Obama playbook, we have proactively sought out new problems to solve – and we found one. Recently, Teo teamed up with another West Coast firm, Bergelectric Corp., one of the largest electrical contractors in the country, to engineer a vital communications structure for wind farms.

Communications has been challenging for this new industry in terms of both operational and safety concerns. Not only are most wind turbines located in remote, fiberless outposts, they are also tall and noisy. Technicians climb up and down the 80-meter structures all day, and it's critical for them to be in touch with other technicians and operators. Wireless communications don't easily penetrate the steel towers, and the process of communicating has most often involves the use of special, high-powered radios with messages being passed through a middleman with a walkie-talkie.

That's a problem begging to be solved. And so, Teo and Bergelectric began outfitting a couple of wind farms in Klickitat County on the Columbia River Gorge with Internet access, VoIP-based telephones and enhanced 911 technology based on Teo's unified communications system.

"By equipping the top of each turbine with an E911-enabled phone and IP connection points for various devices, such as computers, cameras and sensors, we're not only increasing safety for maintenance personnel, we're also enabling them to become more efficient," says Jason Hayes, of Los Angeles-based Bergelectric. "They can now access electronic work instructions, contact technical support, access manuals and diagrams and operate SCADA from the top of the turbine."

Of course, with a communications solution engineered and ready to deploy, we hope that more wind farm projects are encouraged and developed with these safety features. And as new turbines go up, we'll hopefully see that business rise, as well. Regardless of this particular project, however lucrative its potential, my point is this: With every progressive change to solve an old problem, generally a new problem is created. Human history advances by technology continually solving problems created by technology itself. **IT**

*Thomas Beck is business strategy executive with Teo ([www.teotech.com](http://www.teotech.com)).*

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By Mike Sheridan



## What's in a Name? Trends in UC

Shakespeare's Romeo pointed out that a rose smells the same no matter the name; but in the UC space, names get a lot of attention.

Cisco started it a few years ago by renaming its IP PBX Cisco Unified Communications Manager. And now Microsoft gets in the naming game. While the recent rebranding of Microsoft's next release of its Office Communications Server suite to Lync (meant as a combination of link and sync) certainly seems like the right marketing tack – a simplified, more intuitive name with potentially greater brand appeal, for me it signifies much more than that. It shows that unified communications is key to connecting people, processes and ideas on a much broader and deeper level, as enterprises adopt technologies that bring siloed real-time communications systems together. It starts to create a conversation that is less about the technologies and more about people.

And recognition of how people want to link is critical to an organization's rollout of UC. Here are my thoughts on a couple of applications.

### Social media

You may be tired of hearing it but it is true. Increased adoption of social media, like [Facebook](#) and Twitter, among consumers is driving enterprises to try to catch up to the social computing trend. More organizations are developing strategies to engage with customers in conversations using social networking in recognition of its influence on driving brand equity and customer loyalty. But they are struggling with compliance issues, security and governance,

as well as how to integrate successfully social networking tools with existing (and often disparate) communications tools. Advancements in integration between UC, collaboration software and social software will help address these issues and promote real-time social computing across the enterprise.

### UC in the contact center successfully

While in very early days, the deployment of UC in the contact center is showing the promise to drive significant improvement in agent productivity. Giving agents the ability to connect through voice, e-mail, IM and video to supervisors and other agents on one side, and customers on the other, delivers better customer and agent satisfaction. Capabilities like Ask an Expert are gaining momentum, allowing agents to tap knowledge workers outside the contact center within the enterprise. And federation allows the same degree of communication to occur between contact center agents and business partners outside the enterprise. For example, an agent for an online retailer could click to connect a customer with a designated expert at a manufacturer to address quickly a question, significantly improving first call resolution. In addition, UC-powered workforce optimization is also being extended from the contact center to critical back-office functions to eliminate inefficiencies that increase cost and strain the customer experience.

Maybe even Shakespeare would admit that, when it comes to UC, a name could be much more than that. **IT**

*Mike Sheridan is executive vice president of worldwide sales with Aspect ([www.aspect.com](http://www.aspect.com)).*

## Hot Button

## Embracing the Move to Mobile Relationship Marketing

By Derek Kober

The mobile phone represents the most pervasive channel of communications and targeted engagement on the planet, with more than 5 billion users globally. As smartphones already account for more than 30 percent of the market, users are rapidly migrating to smarter devices and increasingly utilizing their phones for social media engagement. There will be some 800 million users of mobile social networking worldwide by 2012, according to [eMarketer](#).

In the developed world, today's consumer is bombarded with more communications through a broader range of channels than ever before. Both marketers and consumers are beckoning for new digital, mobile touch points that can bring individualized value to billions of readers, responders, and recurring shoppers. Some 44 percent of

consumers would rather receive product information and marketing messages through SMS than any other channel.

In developing countries, marketers face the opposite phenomenon in which much of the world's potential shoppers and decision makers heretofore have had no avenue of access. Yet with this population in particular, the mobile phone craze has firmly taken hold. In India, more than 20 million cell phone accounts are opened every month, accounting for nearly 600 million mobile users in that country alone. African cell phone use increased six fold between 1999 and 2008.

To get a better handle on the issues, challenges, and opportunities that companies face in trying to tap into this global mobile channel, our organization, The Chief

Marketing Officer Council, is teaming with the Mobile Marketing Association to benchmark and explore where and how companies are embracing the new discipline of mobile relationship marketing. The new industry research initiative, dubbed "Engage at Every Stage: Using MRM to Put More Interaction in the Hands of the Customer" will look at new MRM strategies, platforms, applications and best practices and how they are helping brand marketers increase customer contact and conversation, form mobile social communities, motivate and reward buying or referral behavior, deliver just-in-time deals and incentives, as well prompt usage, consumption or purchase. **IT**

*Derek Kober is a senior vice president with the CMO Council ([www.cmocouncil.org](http://www.cmocouncil.org)).*



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By Alan Murphy



## Controlling the Cloud: Using Applications to Manage SLAs

To date SLAs have been the bane of the cloud industry, limiting total, mass scale adoption by enterprise customers. This isn't the fault of the cloud providers; it's more a function of the cloud architecture of shared resources across the entire infrastructure, a phenomenon that isn't seen with traditional hosting providers.

Why can my hosting provider guarantee SLAs, yet my cloud provider – which offers me more operational flexibility – can barely tell me why I had an outage, much less guarantee that it won't happen again? Ironically, it's that same flexibility from the cloud that's killing SLAs; and, unfortunately, the flexibility and failure point are shared between the apps and the network.

Some highly focused providers can offer enterprise-class SLAs today; and, eventually, all cloud providers will follow. Until SLAs become a common buy requirement for cloud services, there are tools available today to the enterprise to take control and ownership of application availability in the cloud.

One such tool is a tried and true method to manage application access, one that works just as well in the cloud as it does in the data center – application health monitoring. It involves checking the status of an application to make sure it's up and responding as expected. The standard for application health today is to communicate actively with the application, routinely simulating a real world client connection and programmatically judging if the response is up to par.

One side effect of cloud computing is that it actually costs money to health check an application from outside the cloud. Health checks inside the data center are free; you can ping and make advanced monitoring checks (with large payloads) all day in your own data center and only have to worry about taxing the applications, not about paying for the resources used to check those apps. Apps in the cloud, however, don't get any freebies. If you run routine app health checks to your cloud app from your data center (where your management platform lives), you may end up paying for CPU resources (the app will be spinning cycles to answer the health request), data transfer costs (such as asking the app to pull DB data), and bandwidth charges (sending in the health request and sending out the application response).

One way to avoid this is to move the health checks into the cloud as well, the same cloud network where your apps reside. Although some providers do charge for internal bandwidth between applications, many don't (depending on how your cloud environment is configured). By running the health checks locally in the cloud and then only pushing out alerts when there's an issue, you are able to limit your cost exposure. The downside to this solution is losing some real-world end user transactional data by moving artificial data requests inside the same network you're trying to monitor.

If there's a failure getting to the app, your internal checks won't necessarily see that (and your pushed notifications out may not make it to you, either).

Another option is to monitor passively real world application traffic as it moves in and out of the cloud network. No new application traffic is generated in this manner, but it does require that some type of application proxy be in place between users and the application. In a cloud deployment, passive monitoring would typically be handled at the same time as application delivery decisions are made, and can usually be performed by a virtualized instance of the application proxy that's natively integrated with your cloud environment and applications. This is typically the preferred approach for internal and cloud-based application monitoring, yet it does require the most up-front architecture and design.

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**Eventually, PaaS providers and architects can begin baking in application health at the platform level, exposing critical health information to the cloud management platform directly from the application itself.**

Eventually, PaaS providers and architects can begin baking in application health at the platform level, exposing critical health information to the cloud management platform directly from the application itself. At this level, the platform becomes self aware, connecting both the infrastructure and the application and will have the ability to push status updates natively. This model will allow both application and cloud developers to think about application health and SLAs from the design phase. Application health can be built in and exposed as part of the core system, maybe in the way of health APIs – developers can present the data to the platform that they feel is most critical to the health of their applications.

As the cloud matures and the line between the infrastructure, platform, and software services begins to blur, using the application as a gauge for SLAs makes the most sense. The app knows best how well it's responding, and in the cloud it should become the key factor in full control over SLAs. **IT**

*Alan Murphy is technical marketing manager of management and virtualization solutions with F5 Networks ([www.f5.com](http://www.f5.com)).*



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By Brough Turner



## Mobile Changes HD Telephony Landscape

Telecom has been slow to adopt wideband audio, now known as HD, but the advent of mobile

HD will change everything. Today, mobile HD is just becoming visible in a few countries in Europe, but these are a leading indicator for the rest of the world.

From the earliest days of VoIP, wideband audio has been a potential VoIP competitive advantage, but early VoIP systems struggled just to reach toll quality so few were prepared to work on wideband audio. Skype changed that in 2003 when it launched with dramatically better sound quality. From the start, Skype sounded like you were in the same room as the other person.

Today, Skype remains the leader in wideband audio telephony, but most PBX vendors offer HD as an option, at least while communicating within the same PBX network. Unfortunately, most PBXs are islands of HD that only connect to Skype or to each other via the conventional phone

network (with conventional telephone quality). Now mobile HD has launched in select European markets using a third set of (incompatible) standards. How could this result in any useful outcome?

There are two reasons why mobile HD will trigger the tipping point. First, HD provides a dramatic improvement in mobile voice telephony – much more than with traditional fixed line phones. Mobile calls have always been second best – noisy, distorted and with occasional dropouts. Mobile HD dramatically improves the mobile calling experience, providing crystal clear sound even in noisy environments and putting mobile quality ahead of fixed in most cases. Second, mobile is consumer oriented and ubiquitous. Consumers make the buying decision, not cost-conscious IT directors.

With mobile HD launched on the Orange networks in the U.K. and France, we'll soon be able to judge adoption rates and see how quickly the competition is forced to respond. (Several experts predict a competitive response in less than six months).

And as mobile HD becomes widespread, a whole series of business opportunities will arise. Since mobile HD, PBX HD and Skype use different voice codecs and different signaling protocols, someone needs to facilitate interconnection. Businesses may not care about connecting with other businesses' islands of HD but, when their customers have mobile HD handsets, business call centers will benefit if they can answer in HD and senior-level road warriors will want to talk in HD with their PBX-bound colleagues.

Since the action is starting in Europe (the U.K. and France, for now), U.S. companies need to pay attention, or better, participate in EU markets. From a consumer point of view, this is the biggest change in telecom since the advent of mobile. For telephony vendors, this is a big opportunity. **IT**

*Brough Turner is founder and CTO at netBlazr Inc. ( [www.netBlazr.com](http://www.netBlazr.com) ).*

## Enterprise View

By Max Schroeder



## A Reseller Educational Series Driving Business in the Fourth Quarter

Fourth quarter sales are always critical for resellers in determining if the year was a successful one. With

only two months remaining, it is time to shift sales into overdrive.

First, let's address strategies for driving business in the fourth quarter. Certainly, targeting all sales in the pipeline is fundamental, but prioritizing the opportunities that can close by Dec. 31 is crucial. I am not suggesting you to ignore the other opportunities but simply work them as usual so you can stay focused on the closable sales.

Second, you can still open and close new opportunities if you develop and implement a plan now. Begin by setting realistic goals.

Step 1 is to review your catalog of products and select those with a closing cycle of 45 days or less. Next, review your customer base and determine which of your customers can use one or more of these products. Establish and implement a closing strategy immediately with your sales team.

Step 2 is determining which customers are in need of hosted services, upgrades, addition capacity, etc. These types of sales are excellent for driving end-of-year business since they have short sales cycles.

Step 3 is to implement a strategy I have always found very productive – get your support team engaged. They are online or on the phone daily as part of their regular support functions, positioning them to identify effortlessly customers in

need of additional products and services. A commission or finder's fee for any opportunity that goes to sale prior to Dec. 31 will definitely jump-start this process.

Fortunately, Internet communications is an ever-changing market segment with exciting advances being announced daily. Resellers are ethically obligated to keep customers up to date on these advances so that their customers can stay current. Plus, at this time of year, organizations are trying to exhaust their 2010 budgets. Avoiding any lengthy approval processes is critical. Hosted services, upgrades and add-ons generally fall outside of most approval processes, making them particularly suited for year-end reseller sales. **IT**

*Max Schroeder is senior vice president of FaxCore Inc. ( [www.faxcore.com](http://www.faxcore.com) ).*



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By Michael Stanford



## ViPR and IME

Back in March Cisco announced an IETF initiative called ViPR, which standards for verification involving PSTN reachability, together with a Cisco implementation of the ViPR protocol, called inter-company media engine, or IME. ViPR seems designed to retrofit to SIP all the advantages that Skype enjoys, like ease of setup, firewall and NAT traversal and distributed architecture. ViPR couples these improvements to the feature for which it is named, the ability to derive (securely) IP addresses from phone numbers.

ViPR is a potential game changer. It is hugely empowering to end users, especially enterprises that are looking for a low-cost, low overhead personal videoconferencing solution similar to Skype, but based on open standards. The Cisco implementation is a box that serves an entire local network, but the draft specification allows for ViPR to be implemented in a single PC, or even a phone.

Here's how it works: You make a phone call in the usual way. After you hang up, ViPR looks up the phone number you called to see if it is also ViPR-enabled. If it is, ViPR performs a secure mutual verification, and exchanges SIP URIs with the person you just

called. The next time you dial that phone number, ViPR makes the call through the Internet rather than through the phone network, so you can do wideband audio and video with no per-minute charge. These subsequent calls bypass your telephone service provider, so don't expect service providers to promote ViPR.

The enthusiasts will be equipment providers like Cisco, and corporate IT departments looking for better unified communications solutions.

Service providers are likely to point out that since these calls are made over the Internet there are no QoS guarantees. But QoS issues are mainly due to congestion on the access link, and ViPR users will be able to beef up their bandwidth with the money they save on voice service.

If you are an IT manager looking to implement converged communications, ViPR is well worth investigating. Start by entering into your browser IETF draft [vipr](#). **IT**

*Michael Stanford has been an entrepreneur and strategist in VoIP for more than a decade. (Visit his blog at [www.wirevolution.com](http://www.wirevolution.com).)*

## Integrator's Corner

By Jeremy Chapman



## Improving the Contact Customer Experience with IP Technology

Today's customer demands a lot. Companies must quickly respond to these demands or risk losing the customer forever, and perceptions of an organization are often defined by the contact center experience.

Customers expect 24/7 service from knowledgeable representatives who have quick access to information, provide accurate resolutions and service with a virtual smile. Customers also expect the ability to interact seamlessly with organizations in a variety of ways, including phone, e-mail, web chat, video, text and social media platforms like Twitter and Facebook.

No longer can enterprises afford to not focus on contact center interactions. Internet protocol technology allows contact centers to virtualize, quickly deploy

advanced applications and provide an integrated customer service experience.

Virtualization enables dispersed call centers the ability to better manage peak call volumes. An IP infrastructure also makes it easier for an organization to scale contact centers and centralize maintenance and support, a key consideration when calculating the total cost of ownership.

Computer telephony integration can provide up-to-date customer information to the agent desktop, ensuring a personalized contact experience and the ability to cross-sell and up-sell services and products. Presence-based applications also allow agents to locate enterprise expertise outside the contact center, quickly determine availability of a subject matter expert, and bridge them into the call. This provides the right resource at the right time to service customers and increases first-call resolution, a critical factor

in customer satisfaction and retention.

IP contact centers also enable the concept of location-independent agents and supervisors. Enabling remote workers to be a part of the larger base of employees, who have access to enterprise applications, allows companies to have flexibility in scheduling and can tap into a global labor market, managing real estate and employee costs.

IP technology, in and of itself, does not improve customer interactions. It does, however, provide benefits that enhance customer relationships through improved operational efficiencies. It makes the customer contact center a strategic differentiator, providing companies with a competitive advantage in today's demanding marketplace. **IT**

*Jeremy Chapman is Forsythe's unified communications practice manager ([www.forsythe.com](http://www.forsythe.com)).*



## 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.

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By Steven Johnson



## What's Happening in SIP IDS/IPS Security

With IP attacks to steal VoIP service a genuine threat, weak passwords still providing an opportunity for malicious activity, and the potential for overloading VoIP systems a possibility, intrusion detection system/intrusion prevention system solutions for SIP have become a crucial security measure for enterprise SIP deployments.

SIP IDS/IPS is a software solution that enables the enterprise session border controller to detect denial of service attacks based on SIP, and to block malicious SIP signaling packets designed to attack certain SIP phones, servers or other devices on the enterprise LAN – including the IP PBX. This secures the enterprise network, as the edge device handles the attacks while the servers and other SIP devices in the network can still be used.

For DoS attack detection, the administrator specifies what should be regarded as an attack. This offers the administrator flexibility to set the criteria for the number of requests or responses per time frame as environments and functions vary, and must thus be defined individually. The rules may also be written to limit requests/responses from specific IP addresses

or domains within a time period, or to block all requests/responses from an IP address or domain if it is determined that the attack is being launched from that site.

All logs can be exported for analysis and, based on the findings, the administrator can refine the rules to minimize attacks and intrusions, while also allowing normal communications to continue.

SIP IDS/IPS is just one (very important) part of the security puzzle. In SIP trunk deployments (and for all SIP applications) there are additional layers of security you can and should employ: full SIP proxy for maximum control over SIP signaling; transport layer security, which authenticates communication parties and encrypts the signaling on the public side, even if it is in the clear on the LAN; and secure real-time transport protocol, which adds encryption when the voice media streams are transported outside the enterprise LAN.

When combined with TLS, it further shields users from eavesdroppers, hackers and spoofers. **IT**

*Steven Johnson is president of Ingate Systems ([www.ingate.com](http://www.ingate.com)).*

## E911 Watch

By Nick Maier



## Your First E911 Decision? PS-ALI or Third-Party Solution

There are many ways to optimize an organization's E911 approach to improve the accuracy of location information, reduce costs, simplify maintenance, etc. More often than not, the first decision an organization must face when migrating to a new phone system is whether or not it wants its local exchange carrier to be responsible for getting location records into the LEC's ALI database, which provides location records (address, floor, room) to a public safety answering point, or PSAP, when a 911 call is received.

The product used by the LECs to handle this life-saving location information is called PS-ALI – or private switch automatic location identification. It has been around for almost 30 years. Historically, buying and setting up a PS-ALI account from a LEC was a painful process. It was difficult for an enterprise to find someone who knew about the product, and the ordering process was hard to navigate. Also, enterprises using more than one LEC had to sign PS-ALI contracts with each provider, and those that use CLECs for dial tone must sign interconnect agreements to get location records into the ALI database.

Things are beginning to change for the better as some LECs are streamlining the purchasing process and training their field sales personnel about PS-ALI. Also, interfaces to the ALI databases are gradually improving as they adopt XML Web services interfaces so organizations can update location records using the Internet.

However, PS-ALI isn't ideal for enterprises embracing mobility and its need for real-time location updates to track users on the go. Since ALI records are only updated in the database once every 24 hours, PS-ALI is not a good solution for mobile enterprise (inside and outside the enterprise) using softphones or with teleworkers who work remotely. These users require real-time location updates that can only be serviced by a voice positioning center, which can route 911 calls to any PSAP in the U.S. and Canada based on the location of the caller.

Decisions, decisions. **IT**

*Nick Maier is senior vice president of RedSky Technologies ([www.redskyE911.com](http://www.redskyE911.com)).*



# Helping Customers Get Answers

## Multi-Channel Self-Service



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By Hunter Newby



## The Voice Interconnect and Peering Conference

What's new in the voice peering world? This conference. The inaugural Voice Interconnect and Peering Conference (VIPeering) was collocated with TMC's ITEXPO in Los Angeles, and it brought out the movers and shakers in the business.

As the announcement stated, "VIPeering will explore the interconnect, registry and numbering technologies, best practices and partnerships that carriers and service providers need to keep pace with consumer and business demands for end-to-end IP communication services".

Exploration is important as it helps to identify paths that should be followed. Although commercial voice peering in an IP environment has been around for 7 years now it still seems as though it is just in its infancy. Hopefully with these bright minds at work the way forward can be furthered.

All of the speakers are experts in their domains and each highly regarded, so this conference was expected to produce meaningful results. Each speaker was notable and his/her value to the cause is significant. The speakers that stand out to me as true innovators, Jim Dalton, Michah Singer, Rod Ullens and Scott Wharton, are people who can really contribute to the education and awareness process. So, what does this all mean for voice interconnect and peering?

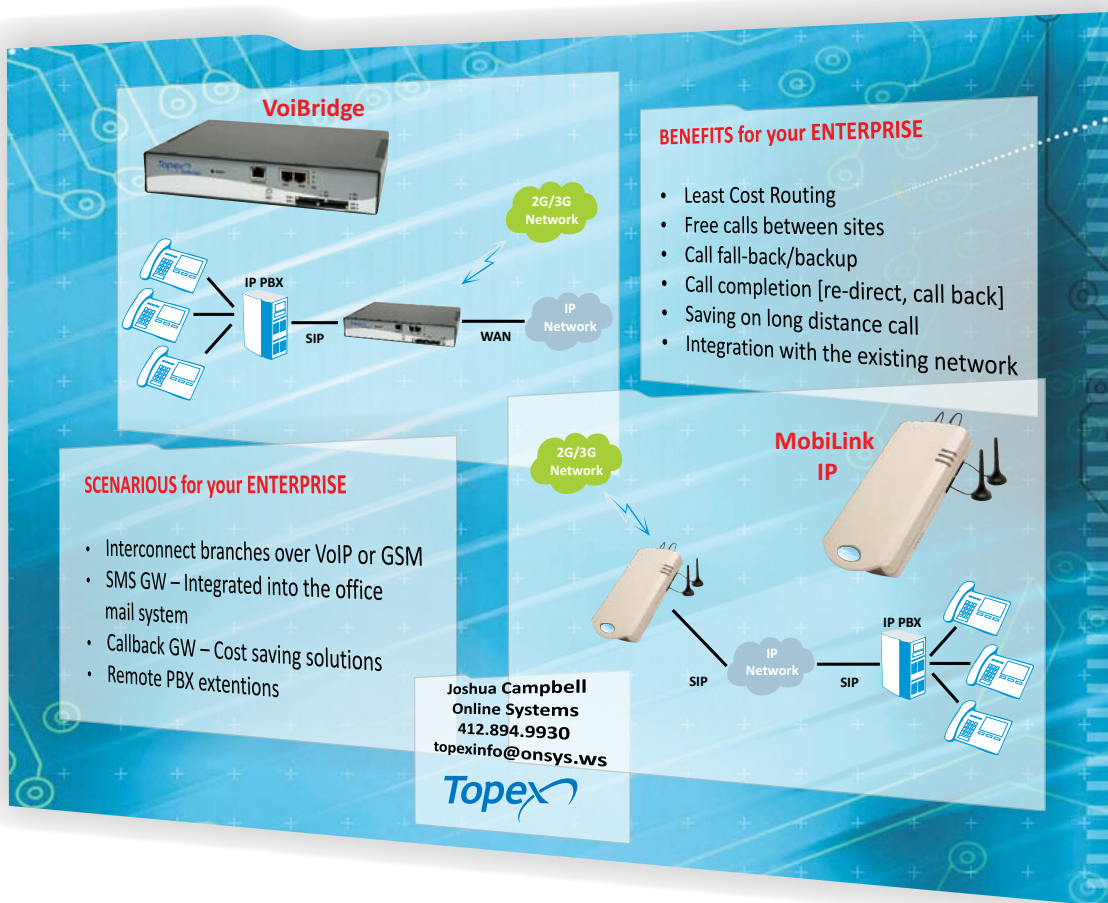
It means that it is a very real dimension of the greater industry. It commands its own conference within the larger ITEXPO, and for good reason. There are many players and opportunities in the segment and the roles they play are relevant to the functionality, efficiency and economics of service provider and enterprise networks. The vast ecosystem of VoIP is better understood and implemented through VoIP peering, and it is good to see that there are others that understand that fact as well.

Creating a basis from which to stand and then documenting the way forward is a service in and of itself to everyone who stands to gain from the knowledge of the proper ways of VoIP interconnection and peering. Whether by traditional bilateral VoIP peering, registry-based bilateral and, or multilateral VoIP peering, or any other permutation, the benefits exist and need to be exploited and shared.

Sharing is the essence of peering. It is reciprocal. You get back what you give. What you put in is what you get out. When it comes to the expense of time and energy, there is no better return on the investment.

I look forward to covering future VIPeering conferences and disseminating the documented advancements of the VoIP peering community. **IT**

*Hunter Newby is CEO of Allied Fiber ([www.alliedfiber.com](http://www.alliedfiber.com)).*





By Peter Radizeski



## Certified Telecom Professionals

Many industries offer a professional certificate. It is a designation of a qualification. It can re-shape an industry segment. Look at what Cisco's certifications have done for networking: Solid educational levels with demonstrated proficiency.

Finance has levels of certifications. Would you rather have your business taxes handled by an accountant or a CPA? Do you want to use a financial advisor or a CFP? The certification sets the person apart.

Of course, not everyone knows the difference between a CPA and an accountant. CPAs are considered some of business' most trusted advisers, according to a recent survey conducted by the American Institute of CPAs. Education, ethics, experience and the exam go into becoming a CPA. (There are no requirements to be an accountant, btw).

Our industry has a similar problem. Anyone can call themselves a telecom agent. And one bad apple can ruin the whole barrel (as I have discovered a few times). As we move to IP services, being a trusted advisor is going to be extremely important.

First, the agent will need the skills to sell as a trusted advisor, in place of being a quoting machine. Master agencies will have to make this shift as well. Then, the agent will need product knowledge of IP, such as VoIP and SaaS, including the differences between the vendors. That final step can be a professional certificate.

The MSP Alliance has a certification. SMB Nation has a pocket MBA. Now, the Technology Channel Association (TCA, [tcasite.org](http://tcasite.org)), the only non-profit trade association for agents, has developed a certification program for the channel.

"It is a stated goal of the TCA to raise the level of professionalism and reputation within the channel. The creation of the Certified Telecom Professional (CTP) is one of many steps in that direction. It addresses fundamental knowledge, ethics and experience validation to adequately add a value to the customer experience," states Ben Henkels of Communication Management Partners and TCA certification committee chairman. **IT**

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

## The Channel & AGENT NEWS

<http://tmcnet.com/41570.1>

### Time Warner Enhances Master Agent Program

In an effort to create a more nationalized partner program, Time Warner Cable Business Class has increased its master agent support. This comes six months after the cable company tapped the former XO Communications channel chief Jim Delis to head its indirect sales program. TWCBC has added a new order management and tracking platform, which was integrated into salesforce.com, the company's CRM application. The channel is also being supported by more manpower, as the company has added three channel managers and three more are expected to be added in 2011.

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

<http://tmcnet.com/41572.1>

**Master Agent Makes Inc. 5000 List** Network Hardware Resale, a provider of pre-owned and new networking equipment, has been recognized as one of the nation's fastest-growing private companies by Inc. magazine for the fourth consecutive year. This year NHR was ranked No. 48 on the list of the nation's top computer hardware companies with an overall ranking of No.

4,058, based on consistent three-year revenue increases. The company says its focus on product and service quality is what continues to fuel NHR's growth worldwide.

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

<http://tmcnet.com/41575.1>

### GENBAND Names VoIP Logic a Master Reseller

GENBAND early last year launched its global reseller program, making some in the group master resellers. Verscom was the first to be named a master reseller as part of the effort. This fall, GENBAND revealed that VoIP Logic also has been added to that list. VoIP Logic, a provider of turnkey hosted VoIP systems and solutions for retail and wholesale carriers, is now a master reseller of GENBAND's S-Series. The S-Series session border controller portfolio covers the new GENiUS version of S9, which GENBAND says now provides the highest scalability in the market; the S2 Security Gateway, a building block of FMC solutions such as femtocells, and Wi-Fi-based mobile data offload and coverage solutions; the S3; and the SR3 session router products.

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

<http://tmcnet.com/41574.1>

### Zeacom Highlights Channel Successes

The keys to success with selling via channels – i.e. consultants, integrators and other value-added resellers – are strong products, excellent sales approaches and support. This formula appears to be working for Zeacom and its channel partners. Zeacom, which focuses its unified communications and contact center software lines on small-to-medium-sized enterprises or SMEs, reports higher market penetration and increased success with its resellers.

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

<http://tmcnet.com/41573.1>

### Kapsch Joins Radware as Master Agent

Radware, a specialist in integrated application delivery solutions for business networking, announced that Kapsch CarrierCom is now a Radware master agent partner. Kapsch will work closely with Radware to sell Radware's solutions such as application security and application delivery product lines, including the Alteon 4-7 application delivery product line, the Alteon Application Accelerators and Alteon Application Switches that Radware acquired from Nortel.

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

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*By Jay Krauser*

## The Integrated Solution Model Is the Next Step for Higher Education

The higher education sector is continually evolving, with trends emerging from political, economic and social influences. Colleges and universities can now begin building upon the success of migrating to IP technology by adding services and infrastructure that will enable them to better respond now and in the future.

The traditional landscape of higher education is changing. Current college-age students are the most tech-savvy of our time, and they expect colleges and universities to accommodate their technological expectations. What's more, the federal government is currently undergoing an initiative to increase the number of college graduates by 2020. Institutions of higher learning will soon see a rapid increase of non-traditional students who will need more convenient ways to further their education. With budgetary stresses over the past year leaving many colleges and universities financially weaker, colleges and universities will need cost-effective ways to address changes within the campus environment and population.

It facilitates innovative teaching methodologies, online education, independent study, workforce development and non-credit course offerings. This helps make programs more accessible, which improves student retention and increases graduation rates. It also enables collaboration, allowing colleges and universities to partner with other schools and organizations in different time zones and countries. This expands research opportunities and creates new opportunities for other institutional-advancement projects.

From an operational perspective, an integrated solution model provides more shared information, which can help colleges and universities drive new sources of revenue, manage costs and improve ROI. Colleges can track and manage the entire student lifecycle on one platform, collecting data from the recruitment and admissions process all the way to graduation and alumni development. Data center optimization improves efficiency, reduces power and cooling costs and supports green initiatives. E911 solutions now provide efficient information in an IP environment and include digital signage, emergency notifica-

**An integrated solution model allows colleges and universities to improve services to all aspects of the campus environment. It facilitates innovative teaching methodologies, online education, independent study, workforce development and non-credit course offerings.**

Over the past decade, colleges and universities have made significant investments in IP voice networks. Many universities, however, have only scratched the surface of their migration.

Recognizing that campus networks often grow in segments over time rather than as a whole all at once, colleges and universities can leverage existing infrastructure to respond to current challenges. By taking the next step, colleges and universities can add new services to support new programs and do more with less.

An integrated solution model allows colleges and universities to improve services to all aspects of the campus environ-

tion, emergency conferencing, emergency recording and contact centers. This allows campuses to support planning and response for critical situations.

Current trends within higher education will create permanent change. Institutions of higher learning can leverage the agility and adaptability of their existing IP networks to respond. By expanding the network for more robust offerings, colleges and universities can make every aspect of the campus environment more effective and efficient. **IT**

*Jay Krauser is general manager and senior technology strategist for NEC Corp. of America ([www.necam.com](http://www.necam.com)).*

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

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<http://tmcnet.com/41577.1>

## Chrome Adds Luster to Aptela

Aptela, a provider of business-class and VoIP phone service to small businesses and mobile workers nationwide, has announced the release of **Aptela Anywhere** for Google Chrome. This extension is the latest addition to the Aptela Anywhere Apps suite, which includes desktop plug-ins with one-click dialing, website widgets that make it easy for customers and sales prospects to get in touch, and mobile applications that turn smartphones into powerful PBX devices. The new Google Chrome extension, combined with the entire Aptela Anywhere Apps suite, supports Aptela's mission to improve small business and mobile worker productivity by extending call management capabilities to commonly-used computer applications and communication devices.

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

<http://tmcnet.com/41578.1>

## Avaya Makes Business Video Better

Leveraging video for work applications is far from widespread, and that seems to be because the barriers of entry for making video work easily as needed – and where desired – are still a bit high for many organizations and employees to overcome. So says Lawrence Byrd, director of unified communications architecture at **Avaya**. To help propel video in the workplace into the mainstream, Avaya has come out with SIP support for its Windows-based client software; and a range of new video products, including the Avaya 1000 family of dedicated video solutions for conference rooms and small groups, and an exciting tablet featuring a new drag-and-drop interface that merges Outlook, Facebook, IM, presence, video and other collaboration tools.

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



<http://tmcnet.com/41579.1>

## Big Blue Buys Netezza

IBM's shopping spree continues with the acquisition of analytics firm **Netezza** for \$1.7 billion, or \$27 a share.

Big Blue has spent \$12 billion over the past four years purchasing 23 analytics companies. IBM says it plans to spend \$20 billion on acquisitions through 2015.

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

<http://tmcnet.com/41581.1>

## Tolly Highlights Force10 Product



Force10 Networks Inc.'s core switch/router consumes significantly less power than comparable Cisco and Juniper switches, according to independent tests conducted by The Tolly Group and using test, collection and analysis tools from **Ixia**. The Force10 Networks product tested was the ExaScale E-Series chassis-based solution. According to Tolly Group, the ExaScale consumes less than half the power of the Cisco Nexus 7000 and 23 percent less than Juniper in line-rate gigabit Ethernet and 10gigE configurations.

[www.force10networks.com](http://www.force10networks.com)

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

<http://tmcnet.com/41582.1>

## Google Plans Two-Step Verification

Google reportedly is working on a two-step verification security solution aimed at addressing cloud computing requirements by making remote access as secure as on-site access. The offer is aimed initially at Google Apps Premiere, Government, and Education edition users. Google users will get an SMS message or voice call on their mobile phones with a login verification code. However, users of Android-based and BlackBerry handsets (and, soon, iPhones) also

will have the option to use the Google Authenticator application to generate a login verification code.

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

<http://tmcnet.com/41583.1>

## New Study Addresses Security Buying

**Infonetics** Research has announced the release of a market research study of security buying plans of 240 U.S. and Canadian small, medium, and large organizations from a wide variety of vertical markets. This latest report is named, **Threat Protection and SaaS: North American Enterprise Survey**. The survey mainly focuses on wish lists and buying plans through 2012 for protection against Web, IM, and e-mail threats and content-related attacks, from viruses and spyware to malware and data leakage.

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

<http://tmcnet.com/41584.1>

## 911 ETC Offers 911 Reminder

When a company transitions their voice communication system from TDM to VoIP one important component is often overlooked. If Enhanced 911 is not considered when rolling out a new VoIP phone system a lot of time and money can be wasted. If a company waits until after the entire VoIP phone system has been setup to start thinking about E911 many of the steps to implement an E911 solution will likely be overlooked. That's the word from Kevin Kito, regional account manager at 911 ETC.

[www.911etc.com](http://www.911etc.com)

<http://tmcnet.com/41585.1>

## VoIP Provider Intros Video Offer

IP5280 Communications, a national business voice over IP and unified communications provider, has unveiled a new suite of video services leveraging **Polycom's** video solutions. IP5280's new IPvideo services include IP5280's upgraded video seat package and new Open-SIP Multipoint Video Bridge. IP5280's IPvideo includes the full set of hosted VoIP service capabilities, along with the Polycom VVX business media phone, for \$65 a month and a \$99 one-time set up.

[www.ip5280.com](http://www.ip5280.com)

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



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- ~ Product Demos
- ~ Partner Spotlights
- ~ Expert Commentary

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

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<http://tmcnet.com/41356.1>

## Calix to Buy Occam

As part of the communications industry's ongoing consolidation effort, two multiservice broadband access gear suppliers have announced their plans to become one.

Calix plans to buy Occam Networks for \$171 million in stock and cash. Calix in early September revealed that it has shipped more than one million fiber access ports in North America, the Caribbean and to service providers in Latin America. Occam reports that it has more than three million BLC 6000 ports deployed at over 380 service providers worldwide.

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

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

<http://tmcnet.com/41362.1>

## Overture Brings CoS, QoS to Carrier Ethernet



Overture Networks has introduced a variety of enhancements to its ISG 6000 multi-service Carrier Ethernet edge aggregation platform and release 10.1 of its MaestrOS software. This latest version of MaestrOS brings application, quality of service and operational enhancements to the ISG 6000 platform that can save service providers between 60 and 70 percent in capex and help them differentiate themselves from the competition, according to Overture. New features include aggregation of E-LAN and E-Line services over wholesale Ethernet access facilities. Additional WAN protocol encapsulations were also added to the IP forwarding application so service providers can avoid further investment in WAN aggregation switches and IP routers currently being used to terminate IP services over T1/E1 and DS3 WAN connections. In other Overture news, the company announced that Verosity Technology Partners LLC of Westford, Mass., is using the ISG 6000 to reach customer locations not currently served by fiber.

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

<http://tmcnet.com/41357.1>

## RCN Metro Gets a New Handle

The COMPTTEL event this fall in Dallas

served as a coming out party of sorts for Sidera Networks. Sidera is the new name of RCN Metro Optical Networks, which recently was split off from its cable business and purchased by ABRY Partners LLC. Sidera is the Latin word for a constellation of stars. Maura Mahoney, Sidera's vice president of marketing and business development, notes that the company's fiber network is sort of like a constellation, and that the company's staff and customers are all "stars" as well. She adds that the theme also takes a cue from the RCN logo, which included a star.

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

[www.sidera.net](http://www.sidera.net)

<http://tmcnet.com/41358.1>

## BTI Addresses Video, Metro Core

Packet optical networking outfit BTI Systems was at COMPTTEL this fall in Dallas talking about its new content-aware networking server module targeted at video applications. It's called WideCast, and it will be integrated into the BTI 7000 DWDM/carrier Ethernet platform that's already in use by more than 220 customers, says Jason Smith, solutions marketing manager at the company. WideCast enables service providers to locally cache popular content, whether it's coming from a service provider content partner or over-the-top source, so they don't waste bandwidth resending the same content to a particular neighborhood, for example. That can result in a 20 to 40 percent reduction of bandwidth requirements for the middle mile, allowing service providers to defer investment on such infrastructure, Smith says.

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

<http://tmcnet.com/41359.1>

## RAD Does Demarc at Radical Price

RAD Data Communications has introduced the ETX-203A, which Chris Fleming, the company's marketing director, describes as a low-cost, feature-rich carrier Ethernet demarcation device. Fleming says the device is notable for the number of features it offers for just \$400 per unit in volume, which the company says is about half that of similar competing devices. "This type of carrier Ethernet demarcation device has the potential to be a game changer in the competitive business services market segment," says Michael Howard of Infonetics Research, who was quoted in RAD's

press release announcing the new product. "The cost point looks to be about half of what we've seen in the best high-volume EAD contracts this year. It has a full feature set, too, so we believe service providers will want to take a look."

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

<http://tmcnet.com/41360.1>

## Stimulus Winners Tap GENBAND

Three broadband stimulus award winners have tapped GENBAND to provide its C15 Compact Softswitch. Farmers Mutual Telephone Co., Federated Telephone Cooperative and Halstad Telephone Co. will use the solution to bring voice and data services to residential and business customers. Iowa-based Farmers got \$9.7 million in stimulus funds to build out fiber facilities and services to rural parts of its serving area. Federated got \$3 million a part of the federal government's program. HTC received \$11.7 million in broadband stimulus monies to expand communications services to underserved and unserved folks in Minnesota and North Dakota.

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

<http://tmcnet.com/41361.1>

## Neutral Tandem Selects ADVA



Interconnection services provider Neutral Tandem has revealed plans to use ADVA Optical Networking gear to increase its network capacity. The company is employing the ADVA FSP 3000 expand the metro core transport capacity on its OC48 by forty times. The DWDM gear will connect Neutral Tandem's network nodes at 75 Broad St., 32 Avenue of the Americas and 60 Hudson. As a result, the company has the capacity for up to 40 10gigE circuits on the 100-kilometer three-node ring.

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

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

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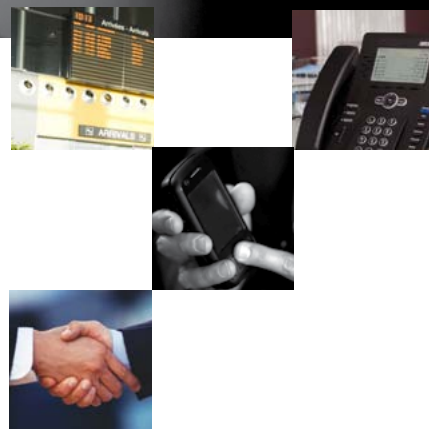


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### Sprint Takes FMC Wholesale

**Sprint** has been a pioneer of fixed mobile convergence on the end user front. Now its wholesale business is getting in on the act. The company has introduced Wholesale Mobile Integration, which enables the company's wholesale customers with a wireline bent to bring wireless into the fold. That's important, says Dan Dooley, president of Sprint Wholesale, because it enables service providers to offer a new service and mobile capabilities to those customers with which they have deep relationships on the wireline side. The service, which is priced based on the number of supported handsets, initially works with **BroadSoft** and Mitel PBXs.

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



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<http://tmcnet.com/41350.1>

### Google Docs Plans Upgrades for Android, iPad

Good news for Google Docs users: The Mountain View giant plans to unveil mobile editing capabilities for Google Docs running on Android-supported smartphones as well as Apple's iPad. Up until now, Google Docs has only allowed users to view documents in real-time from the cloud anywhere, anytime. With 3 million business customers, Google Apps' updating – letting co-workers co-edit files simultaneously from a wide array of devices – will help the company go toe-to-toe with cloud collaboration offerings from the likes of **Microsoft** and **IBM**.

[www.google.com](http://www.google.com)  
[www.ibm.com](http://www.ibm.com)  
[www.microsoft.com](http://www.microsoft.com)

<http://tmcnet.com/41351.1>

### Gazelle Link Picks Sprint Wholesale

An Iowa-based CLEC named Gazelle Link has partnered with Sprint Wholesale to bring a wireless component to its Smart Communications Consortium quad play offering. SCC is the name of what Gazelle Link CEO Johnny M. Brown says will be a group of broadband stimulus award winners that will come together to more efficiently and cost effectively deliver voice,

data, television and wireless services. Brown says Gazelle Link plans to leverage the kiosk interface he invented for the quad play services. He declined to provide names of what broadband stimulus award winners are or might be involved in the SCC.

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

<http://tmcnet.com/41349.1>

### SpectraLink 8400 Series Adds XML API, Bar Code



Polycom has unveiled a new family of SpectraLink wireless handsets targeted at health care, industrial and retail applications such as nurse call, bar code medication administration, inventory control and equipment monitoring systems. New with these products, which fall under the SpectraLink 8400 series, are an XML-based API, a higher level of durability, 802.11n connectivity, instant messaging and presence with Microsoft OCS, and an HD voice docking station. This line of devices also provides integration with the company's SIP software and a higher level of SIP interoperability. And the 845X models include an integrated bar code imager.

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

<http://tmcnet.com/41352.1>

### Apple Readies iPad 2

**Apple** reportedly is working on a new and smaller version of its iPad, which is expected to include a seven-inch touch screen, front-facing VGA camera and one-megapixel rear camera. The Apple iPad 2 reportedly will be manufactured by Tai-

wanese outfit Pegatron, the company that puts together the CDMA-based version of the **iPhone** that Verizon is expected to distribute. This new device reportedly will help Apple protect its tablet market share in an environment in which companies like **Dell** and **Samsung** have introduced five- and seven-inch tablets, respectively.

<http://tmcnet.com/41353.1>

### Globalstar Launches New Constellation

Oct. 19 of last month (before press time of this magazine) was set as the date on which **Globalstar** expected to launch six new generation satellites. Arianespace was slated to carry out the four launches, each of which were to carry six satellites. The effort was to employ the Soyuz launch vehicle, on which Globalstar has relied in the past. The 24 new satellites will work along with Globalstar's eight existing satellites, which went up in 2007.

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

<http://tmcnet.com/41354.1>

### Samsung Unveils Galaxy Tab

**Samsung** Electronics Co. has introduced an iPad competitor called Galaxy Tab. It's named Galaxy because it delivers "a new galaxy of possibilities". Features of Galaxy Tab include mobile videoconferencing and a video chat function. It has a 3-megabyte digital camera with a flash and another camera for videoconferencing; battery life in the seven- to eight-hour range; support for 3G, Bluetooth and Wi-Fi connectivity; a 7-inch touch screen, which means it's about a third smaller than the iPad screen; and an **Android** 2.2 OS that can run HTML5 and Adobe Flash.

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

<http://tmcnet.com/41355.1>

### Immediacy Is Key for Mobile Apps

Convenience is the key to designing useful smartphone apps, says J.P. Gownder, Forrester Research analyst. "Mobile products must offer services that matter instantly, not later when they could be achieved on a bigger PC screen," says Gownder. "For example, if it's time to exercise a stock sale, the mobile user needs to know right away." When an app is designed to be used in store, at a retail location, consumers need product information, price comparisons, reviews, and other information on the spot during shopping excursions.

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

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## Consolidation in Billing

### CSG Systems to Purchase Intec

Two key companies that have long delivered billing and business support solutions to service providers are combining operations. CSG Systems earlier this fall announced its intention to buy Intec Telecom for about \$372 million. The combined entity will be the second largest BSS provider in the world, according to CSG.

"The communications industry is dramatically changing," says Peter E. Kalan, president and CEO of CSG Systems. "Consumers have more choices for content, devices and providers. This has created an opportunity for service providers to differentiate their offerings by being more flexible and responsive to the end consumers. We believe that both Intec's broad suite of solutions aimed at fixed/mobile and next-generation networks and CSG's extensive customer interaction management suite will be attractive to one another's customer base as well as service providers worldwide."

CSG Systems is a 25-year-old company that got its start selling customer service-related solutions such as call center scripting and billing solutions including calculation, printing, mailing and electronic presentment to cable TV network operators. The

company today delivers "customer interaction solutions from A to Z" not only to cablecos but also to telcos, utilities, government customers, and businesses, Alan Denton, executive director of marketing, told INTERNET TELEPHONY at the September COMPTEL show. To date, CSG has sold its solutions through a direct sales force within North America.

Intec, based out of the United Kingdom, is an international provider of BSS software and serves 60 percent of the world's top 100 communications service providers.

CSG decided to bring Intec into the fold to expand its portfolio of products and services "that address the ever-expanding needs of communications service providers to manage and maximize customer interactions in real time,



and provide a compelling combination of domain expertise in video, voice, and content." With the combination CSG also aims to broaden its addressable market and gain greater scale.

In the past couple of years CSG has made two other acquisitions. At the end of 2008 it announced plans to buy Quaero Corp., a marketing and technology services firm out of Charlotte, N.C., for \$15 million. CSG closed that deal in early 2009. A few months prior to that, CSG snagged DataProse Inc., a statement presentment and direct mail services provider headquartered in Oxnard, Calif., for \$39 million in cash. **IT**

<http://tmcnet.com/41599.1>

#### EMS TrafficNet Caters to Smaller Carriers

EMS Services LLC, a global funds disbursement and software company for the telecom industry, announced the unveiling of EMS TrafficNet. EMS TrafficNet is a billing, rating and traffic management software application that brings tier 1-quality management capabilities to smaller carriers. With the introduction of EMS TrafficNet, smaller carriers can attain automated mixed-cycle billing, rate management and notification,

route verification as well as advanced traffic analysis through specialized reports and functions.

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

<http://tmcnet.com/41600.1>

**MoneySend Enables Money Transfers** MasterCard Worldwide has launched the MasterCard MoneySend service for BlackBerry smartphones. The application is a way to transfer money in the United States from person-to-person easily and securely. It's available for free download on BlackBerry App World.

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

<http://tmcnet.com/41601.1>

#### TEM Outfit Gets New Digs

Veramark Technologies Inc., a provider of telecom expense management solutions, has moved its corporate headquarters from its current location in Pittsford, N.Y., to a new facility four miles away in Henrietta, N.Y. The new headquarters will contain 22,878 square feet of space. The company says the new environment has been designed to encourage teamwork and collaboration, boost productivity, and help the company employees serve the customers more effectively.

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





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# What's Next for Novell?

As of press time in late September, rumors were swirling about the potential acquisition of Novell Inc., one of the large companies that contributes to and distributes products and services supporting the popular open source technology known as Linux. Most reports indicated that VMware Inc. is the most likely company to take control of Novell. The Wall Street Journal in September also suggested that Attachmate Corp., a private-equity backed software company, may be interested in some of the Novell assets, including NetWare, Novell's network operating system. And that spurred reports that a two-part deal with Novell could be at hand.

VMware already clearly has an interest in [Novell](#), as the two companies announced an expanded partnership in June. Then, at VMworld 2010 in early September, VMware and Novell announced the general availability of SUSE Linux Enterprise Server for VMware, as the first step in that partnership.

With SUSE Linux Enterprise Server for VMware, customers who purchase a VMware vSphere license and subscription also receive a subscription for patches and updates to SUSE Linux Enterprise Server for VMware at no additional cost. And VMware offers customers the option to purchase technical support services for SUSE Linux Enterprise Server for VMware. The idea here is to reduce the cost and complexity of deploying and maintaining an enterprise operating system running on VMware vSphere.

Joe Wagner, senior vice president and general manager for global alliances at

Novell, says that "SUSE Linux Enterprise Server for VMware is the logical choice for VMware customers deploying and managing Linux within their enterprise. This agreement is also a strong validation of Novell's strategy to lead in the intelligent workload management market."

Gartner blogger Chris Wolf on Sept. 16 wrote that in announcing that a SUSE Linux Enterprise Server license would be included with vSphere licenses, VMware also talked about how it would train its support organization to offer SUSE Linux support. "The fact that VMware was making an investment in its support organization hinted at the potential of a larger deal," says Wolf.

"In addition, VMware stated that its virtual appliance authoring tool, VMware Studio, would eventually offer SUSE Linux as the default VMware appliance OS. This marked a significant departure



from VMware's own Just Enough OS (JeOS) operating system," Wolf adds.

Wolf goes on to write that an acquisition by VMware of Novell would make sense given JeOS hasn't received widespread acceptance in the enterprise. And he adds that while VMware competitors Microsoft, Oracle and Red Hat offer hypervisors as part of solutions based on their own operating systems, VMware "is at the mercy of OS vendors and it's understandable that its competitors would optimize their own OSs to work best with their hypervisor offerings."

While Novell has some attractive solutions, the company has been grappling with falling revenues. Net income in the third quarter fell to \$15.7 million, or 4 cents per share, from \$16.7 million, or 5 cents per share, from a year ago. Revenue dropped 8 percent to \$199 million from \$216 million. Of course, Novell attributed that to "customer uncertainty over the company's possible sale."

The company's board on March 20 authorized a review of various alternatives to enhance stockholder value. According to that announcement: "These alternatives include, but are not limited to, a return of capital to stockholders through a stock repurchase or cash dividend, strategic partnerships and alliances, joint ventures, a recapitalization and a sale of the company."

This move by the board came in the wake of Novell's rejection of Elliott Associates L.P.'s proposal to acquire the company for \$5.75 per share in cash, an offer the company called inadequate. **IT**

<http://tmcnet.com/41597.1>

## Actel Appeals to SmartFusion Set

[Unison](#) is an ultra tiny Linux compatible OS for SmartFusion smart mobile devices. When using SmartFusion intelligent mixed signal FPGAs, developers now have the option for Linux-based embedded design. Ease of adoption of SmartFusion devices for embedded designers will be provided by Actel as it continues to broaden its ecosystem. Wendy Lockhart, senior manager of design solutions marketing and training at [Actel](#) says: "Our ability to offer a Linux-compliant OS opens the door for a whole new range of SmartFusion designers. These designers now have access not only to a Linux operating system but an OS that has a modular memory so they can further reduce the memory footprint."

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

<http://tmcnet.com/41596.1>

## Gartner Deems Digium a Visionary

[Digium](#), a provider of open source-based products, has been positioned in the Visionaries quadrant of Gartner's Magic Quadrant for Corporate Telephony report. Digium has been steadily growing for the last 10 years and provides a range of phone systems and custom telephony solutions for small, medium and large businesses. In the last year, Digium introduced a new version of its unified communications phone system, expanded its channel program with new partners, and provided training and certification opportunities and an online community marketplace for [Asterisk](#)

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





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# Come Together

## Service Provider M&A Picks Up in a Big Way

The COMPTEL show in mid September started off with a bang when keynoter Arunas Chesonis stepped on stage. PAETEC earlier that day had announced its intention to acquire Cavalier Telephone. But while the deal provided a nice exclamation point for the PAETEC CEO's speech, news of the acquisition itself wasn't really much of a surprise. That's because M&A action in service provider circles has been brisk in recent months.

The PAETEC-Cavalier news wasn't the only telco acquisition revealed in September. That same month Massachusetts-based metro fiber and bandwidth provider Lighttower Fiber Networks announced it would buy New York-based dark fiber network builder Lextent Metro Connect. Around the same time Lighttower completed its previously announced acquisition of Verosity Technology Partners, a provider of fiber-based data and Internet connectivity. September also marked the close of a three-way merger of MegaPath, Covad and Speakeasy. The company, which provides businesses of all sizes with voice, data and security services over its nationwide IP network, operates under the [MegaPath](#) name.

A month earlier broadband wireless service providers Airband and [Sparkplug](#) announced their plans to merge. Meanwhile, Windstream revealed plans to snap up Q-Comm subsidiaries Kentucky Data Link and Norlight. The summer also saw [Windstream](#) close its acquisition of Iowa Telecom; that followed Windstream's close of its NuVox purchase in February and of its Lexcom buy in December.

And just last month [Broadvox](#) announced plans to merge with Cypress Communications. Broadvox is known as a SIP trunking services specialist, catering both to carriers and small and medium enterprises in the U.S. and Canada. But recently the company, which has an eye on expanding its penetration in enterprise accounts, began broadening its portfolio to include cloud-based services liked hosted IP PBX, which it sees as complementary to SIP trunking. Meanwhile, Cypress Communications helped define the unified communications as a service category and has been providing hosted communications to small and mid-sized businesses and enterprises for more than 25 years, according to the companies.

"We are excited about this opportunity to enter into a merger agreement with a leader in unified communications as a service," says Andre Temnorod, chairman and CEO at Broadvox. "The new, combined company will be in a position to expand its ability of providing high-quality and innovative services to our target markets and this strength will be a key to our continued future success."



Of course, all these deals pale in comparison to CenturyLink's plans to buy [Qwest](#) in a \$10.6 billion stock swap, which will place the once little-known telco in the No. 3 U.S. telco position, behind AT&T and [Verizon](#). CenturyLink (previously CenturyTel) last year acquired Embarq, the former local telephone operations of Sprint.

And there may well have been other service provider consolidation plans unveiled between the time this issue went to press in early October and this November issue date.

While every deal has its own unique justifications, clearly, these acquisitions are all about scale.

Mergers and acquisitions can result in larger network footprints and broader product portfolios to enable a service provider to target more and, sometimes, larger customers. That can position a company to better compete with incumbent service providers and, potentially, rely on the ILECs less for access and transport services.

Bigger companies are also often able to get better per-unit prices from their suppliers given their higher volume buys. Size also matters when it comes to a company's ability to raise funds and forge partnerships.



# Introducing the Global IVR Community

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

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"Any person that's going to compete against AT&T, Verizon, Qwest, you really need to have a balance between special access, circuits, your own fiber bypass and your own wireless bypass," Chesonis said in his COMPTel keynote speech. "It's really to build more scale for most of us who compete against them."

The \$460 million cash acquisition of Cavalier, a private company in which Boston private equity firm M/C Venture Partners holds the largest stake, will add nearly 17,000 fiber-route miles to PAETEC's network footprint. That will provide PAETEC an alternative for last-mile connectivity to customers and reduce overall expenses through improved cost structures and network grooming.

"This transaction offers clear shareholder and customer benefits by increasing the scale of our business and creating a significant operating synergy opportunity without materially changing our capital structure," says Keith Wilson, chief financial officer of PAETEC.

With the Cavalier purchase comes the company's subsidiary Intellifiber Networks, which is one of the largest network providers in the nation and offers service provider, enterprise, and government customers private network solutions, low-latency routing, SONET services, wavelengths, Ethernet, and other data solutions. Intellifiber is the source of the above-referenced 17,000 route

mile fiber network, which represents more than \$2 billion of investment. That includes a 12,262 route mile intercity network spanning the Midwest and Eastern U.S., as well as 4,689 route miles throughout several existing PAETEC metro areas.

"This planned acquisition of Cavalier fits our strategic plan to add both fiber assets and regional density to better serve our customers and realize increased network synergies, both in the local loop and long haul," said Chesonis. "Cavalier's fiber infrastructure, network assets and corporate culture make it a perfect match for PAETEC and dramatically strengthen the company in the Eastern United States."

Chesonis added that Cavalier over the years bought some great distressed assets from Dominion Telecom, Net2000 and others, which it got at rock-bottom prices. Those acquisitions will help contribute to PAETEC's new growth, as the company expects to have a local presence in 86 of the top 100 metropolitan statistical areas and a presence in 1,178 collocations (an increase of 95 percent) as a result of the Cavalier acquisition.

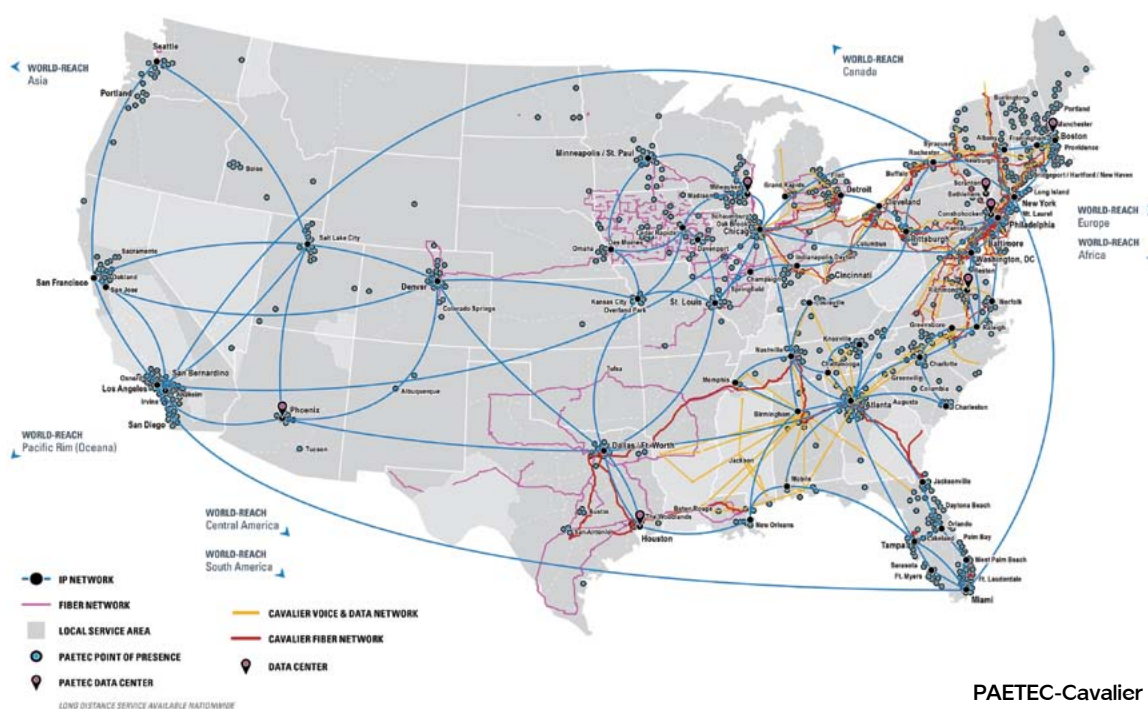
As for Lighttower, the acquisition of Lextent expands its existing fiber footprint and customer base in the greater New York City region, including New Jersey, by adding more than 150 fiber route miles and over 200 commercial buildings. Lighttower also adds low-latency routes between critical

New York City and New Jersey financial exchanges and data centers. With the acquisition of Verocity, Lighttower expands its fiber footprint and customer base in the Boston metro market, increases its network facilities throughout New England and New York City, and adds a national long-haul network connecting major cities across the U.S. The Verocity network adds more than 2,000 network route miles to Lighttower's network.

In yet another effort to achieve greater scale, Airband and Sparkplug have merged. This deal created the largest fixed wireless company for businesses in the U.S., according to the company – which is headed by the former Sparkplug CEO, but goes by the name Airband.

Prior to the merger, Sparkplug offered services over its own networks in the Des Moines, Iowa; Las Vegas; and Phoenix metropolitan areas. The new Airband, however, provides a suite of voice and data services in 17 markets. Services run over Airband's broadband wireless network and include data offers from 1mbps into the gigabit Ethernet speeds as well as VoIP services, including hosted VoIP and SIP trunking. Now Airband can not only deliver its services over a wider swath of markets, but it provides new opportunities to sell to larger business customers with offices in multiple Airband markets.

Airband CEO Mike Ruley says that wireless broadband outfits that do business in just a



PAETEC-Cavalier Network Map



FPL FiberNet President Carmen Perez



handful of markets are limited in the scope of their offerings to customers, as well as in their financial prospects related to the investment community. This deal, he says, helped the companies move to the next level.

"The industry needs to consolidate, simply put," Ruley told INTERNET TELEPHONY prior to the announcement of the Airband-Sparkplug merger. "You have to have more of a physical reach through more markets to create the viability of the business. We think the business is viable; clearly it's viable. But in order for it to be a more competitively sustainable product in the marketplace, you have to have more footprint."

Sparkplug was a late stage VC-backed company with less than \$20 million in annual revenue. The newly enlarged Airband has annual revenue in the sub-\$50 million range. As part of the merger, Airband received \$20 million in financing from Ignition Partners, Key Venture Partners, M/C Venture Partners,

MMV Financial, Silicon Valley Bank and Trilogy Equity Partners. The new financing will be used to fund growth and acquisitions.

That said, clearly many of those companies that have already been on the M&A train are still on track for more acquisitions. At the same time, some service providers that haven't been active in M&A certainly seem open to it.

Craig Clausen, executive vice president of Chicago-based research and analyst firm New Paradigm Resources Group, says that among the companies that could be ripe for the picking are regional players like Integra Telecom out of Portland, Ore., which he says has become a solid player in the competitive communications space, and wholesale service provider Pac-West.

Meanwhile, 360networks, a facilities-based wholesale service provider with 18,000 miles of network in the West and Midwest, is just one of many service providers that is candid about its potential interest in expanding via acquisition.

"Regional fiber assets would be nice for us to add," Rick Coma, senior vice president of 360networks, recently told INTERNET TELEPHONY.

But not everybody agrees that consolidation – at least not on a large scale – is the way to go for service providers or their customers.

"As in most industries, some level of consolidation among telecommunications providers is good, especially in markets that are fragmented or that have numerous providers," says Carmen Perez, president of FPL

FiberNet, a wholesale provider of fiber-based services. "However, we strongly believe that too much consolidation is not good for the industry and the customers it serves, as it limits competition and innovation. And, let's face it, competition makes us all better."

But while some might assume that consolidation of service providers will result in increased costs for customers, Clausen says that's not the case.

"We have not seen higher prices," he says. "Overall pricing is pretty stable, and it's not generally affected by consolidation one way or the other."



PAETEC CEO Arunas Chesonis

Clausen adds that while mergers and acquisitions can help companies expand their portfolios, it can take a while for new service offerings to roll out to new markets. That's because sales force training and network integration are often required before extending services to new locations, and that doesn't happen overnight, he says, adding it typically takes between 9 and 12 months.

Although there are consolidation challenges to M&A, Clausen says the fact that it's happening now makes sense given that telecom has not been hit as hard as other areas of the economy. That has those companies that are struggling to manage their resources feeling insecure and trying to figure out what to do so they're not caught in a real bind if economic conditions worsen. It also has those companies that are healthy and have cash on hand, or access to capital, looking at how they can become stronger so they're in a good position when the economy recovers.

"Now is a good time to shore up operations," he says. **IT**

## Carlyle Group Goes Shopping

In other action on the M&A front, The Carlyle Group last month did two big communications-focused deals. It 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 fiber mile 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.

# Visit the Voice Quality Community

On TMCnet

While the cost-saving benefits of VoIP are well documented, voice quality has emerged as one barrier to adoption, for businesses and consumers alike. Now, consumers have access to a device from Ooma that provides free U.S.-based telephone calls and advanced telephony features for superb voice quality.

Ooma's appliance offers exceptional voice quality and the reliability of a traditional phone service, but at a fraction of the cost. You don't need a headset. You simply connect the device to your high-speed Internet and your existing phone, and that's it. You're ready to start calling and experience Ooma's great voice quality.

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- Track breaking news about voice quality in VoIP appliances and services.
- Read white papers relating to IP telephony.
- Get access to case studies detailing successful deployments of Ooma's products.



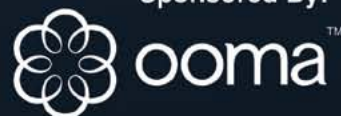
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# Mobile Consumers Look for Basics As Innovation Accelerates

Look around and try to imagine the world without mobile applications. Read the newspaper, make a dinner reservation, update your Facebook page, play games – chances are if you can think of it, there is an app for that. Smartphone technology is influencing how we interact, learn, and entertain ourselves. And wireless companies are competing to win the hearts and minds of consumers with the next great technological breakthrough.

But as communications service providers compete to deliver hot new devices and innovative apps, are they taking the time to stop and listen to their customers?

These questions may sound simple but service providers must address them if they are to win and retain customers. Oracle recently completed a study entitled “Opportunity Calling: The Future of Mobile Communications,” which surveyed more than 3,000 mobile subscribers around the world to assess their perceptions of mobile devices, interest in new technologies, and expectations for the next generation of mobile communication. What they had to say was in some cases surprising. Contrary to popular belief, it’s not all about the coolest phone or latest apps. Customers love to download fun, exciting content, but overwhelmingly the brass tacks – price, service, reliability – still remain their primary concerns when choosing and sticking with a wireless service provider.

The survey found that 82 percent of mobile consumers are happy with their current service provider. The boardrooms of major wireless carriers should be jumping for joy over such a staggering number. But the number comes with a catch – 77 percent of customers would consider switching to another carrier for a better price. When it comes to choosing a wireless service provider, customers are only concerned with what companies have done for them lately.

And what do customers want right now? High-quality service and reliability at a low price. When asked to rate the most important qualities they

look for in a mobile phone service provider, 85 percent of respondents rated reliability as highly important, with price coming a close second with 81 percent of respondents. In addition, customers are willing to look almost anywhere to find the right blend of reliability and cost. Eighty-three percent of respondents are even willing to look beyond the traditional major service providers – such as Verizon, Sprint, and AT&T – and select non-traditional telecommunications providers such as Sony or Facebook if they decide to enter the market and as long as they provide similar pricing and service quality.

While consumers put price and reliability above the latest technology, it certainly does not mean that the proliferation of apps and smartphones will slow. If anything, the survey demonstrates that technology’s importance will continue to appreciate over time. Mobile users aged 18-33 are nearly three times as likely to use their phones as entertainment devices and twice as likely to use their phones as personal computers, compared to their counterparts aged 46-64. Younger generations see their phones as more than a means to communicate by voice – relying on them to listen to music, watch videos, read work documents, send e-mails, and manage finances. As younger generations garner a greater share of the mobile market place, voice’s significance will continue to degrade as consumers purchase more books, movies, news, and games on their smartphones.

That said, there are definitely opportunities for service providers to develop new



Oracle's Dan Ford

revenue streams with location-based services. When asked about the possibility of mobile phone service providers determining their location and sending relevant content – such as information on a new restaurant opening or a coupon to a store in the area – 40 percent of users aged 18-33 expressed interest in that feature. By educating consumers on location-based features and allowing them to opt-in to the service, wireless providers can build trust with their customers and generate additional revenue.

Communications service providers are always looking for the next great technological breakthrough to give them a competitive edge. They have endless opportunities to expand their offerings – and subsequently revenue – but cannot lose sight of both their customer base and what brought them to this point. Staying on the cutting edge by providing innovative new content and applications is critical – but service activation, delivery, and billing are still the pillars that maintain consumer confidence. Service providers that develop new innovations around this foundation will be the ones to succeed as mobile communication advances. **IT**

*Dan Ford is vice president of product marketing at Oracle Communications ([www.oracle.com](http://www.oracle.com)).*





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# Collaboration Tools Make Work Fun

Work is not a place. Rather, with today's communications tools, it's become an integral part of life. But most folks are OK with that, especially if they can use products and services that are fun to use to communicate and collaborate with co-workers and partners to conceptualize, design and deliver solutions.

That was a theme expressed by various speakers and sources at last month's ITEXPO in Los Angeles.

Paul Pugh, executive creative director of frog design and a speaker at the Avaya Technology on Tap event at ITEXPO, talked about how "the laptop was the gateway drug" that got workers hooked on being connected whenever and wherever they are.

With communications tools and connectivity, he noted, multi-disciplinary teams can create a virtual place and space to gather, converse, and share materials. They

can also set up portals, like frog design did with frogMob, to invite people to offer input on particular subjects, he said.

Christian Von Reventlow, vice president of new products at Avaya, added that collaboration between teams, with users and the world at large is important, as anybody can offer a new perspective on an issue. Using fun products and user-friendly interfaces to collaborate can make such interaction a pleasure, he added.

That was the goal of Avaya when it set out to build what is now known

as the Avaya Flare Experience, he indicated.

Bill Soto, sales manager for the U.S. and Canada at [Xorcom](#), also touched on bringing the fun to work via communications in a discussion with INTERNET TELEPHONY at ITEXPO.

"Even though voice is the No. 1 application, being able to do IM, chat, etc., so people can messages back and forth to get a problem solved is critical."

And bringing video and document sharing into the mix will only improve communications and make interactions more engaging, he added, saying that it no longer requires the resources of a big company to enjoy these tools. **IT**

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IT RESOURCES
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REALTIME INVENTORY
- ✓ **SUPPORT**  
LOYALTY PROGRAMS
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DIGITAL SIGNAGE AND KIOSKS
- ✓ **SPEED**  
PAYMENT TRANSACTIONS
- ✓ **CONNECT**  
DIRECTLY TO PAYMENT PROCESSORS
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IT COSTS





# The Growing Maturity of VoIP Drives Positive Change For the Business Consumer

The technology and installation of traditional wired phone service has remained much the same since the days of Alexander Graham Bell. In stark contrast, IP-based voice communication for business use has made aggressive strides forward while overcoming some of its past barriers and misconceptions. Today, VoIP technology coupled with quality-of-service enabled networks can provide businesses with enterprise-grade reliability and high-definition voice quality at a lower cost. Technology and networks are maturing as businesses are increasingly taking advantage of the comprehensive features and unmatched scalability of VoIP services without sacrificing quality.

## How has VoIP matured, and what is the impact of today's best-of-class technology?

A critical element of VoIP maturation has been the VoIP providers' increased utilization of private IP networks. Most of the free or extremely low-cost VoIP services offered to businesses were often an off-shoot from consumer-based offerings where the service providers deliver their voice communication via the public Internet. This means the voice traffic was routed based on a best effort service as capacity allowed from available Internet bandwidth.

Since voice prioritization is virtually impossible when using the public Internet, voice quality issues such as garbled calls and awkward timing delays in dialogue caused by dropped packets, latency and jitter were common.

Since the business use of VoIP has driven a low (or zero) tolerance for quality and reliability issues, VoIP providers have evolved to create private IP networks that prioritize voice traffic over data traffic. Similar to segmented lanes on a freeway with voice calls taking priority via the express lane, uncongested fast lanes were created on the network to ensure quality and reliability. Because the network acknowledges the priority of a voice packet over a data packet, the business consumer is awarded a high-quality voice experience.

Additionally, because the voice packet can be traced from origination to destination, it allows troubleshooting and monitoring to an unprecedented degree. B2B service providers are differentiating themselves with fully managed services that include 24x7 monitoring from end to end, including the local loop. If you have a fully-hosted VoIP solution, the service provider can diagnose and troubleshoot down to the individual phones.

## Hosted VoIP? Premises-based phone system? There's no wrong choice.

VoIP solutions are flexible and can be used by businesses of any size. Whether the business is a small single-location



Mike Ruley

flower shop on the outskirts of Las Vegas or a large enterprise in the heart of Dallas, there are VoIP solutions available to completely meet the needs of each business.

Hosted VoIP is a fully-managed voice solution that provides the business with enhanced features, easy technology upgrades and a lower cost of ownership.

Hosted VoIP is a great solution for the small business that does not have an in-house IT staff, a business with an antiquated phone system in need of a major overhaul, or an enterprise with a dynamic and ever-changing workforce – even a company with multiple locations with a need to connect them together.

If a business wants to integrate its phone system across six locations in six different states, switching to hosted VoIP delivers a single bill and reduces the carrier relationships from six down to a single relationship that has end-to-end monitoring and troubleshooting capabilities. Sweetening the pot even further, the VoIP solution can reduce or eliminate long-distance and toll charges.



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The company also gains the ability to seamlessly add service for new locations affordably and the flexibility to add or remove individual users/stations. Communications between office locations is also simplified with four-digit dialing. This integrated solution provides impressive benefits over a traditional solution.

There are many companies that are eager to transition to a VoIP solution due to its cost savings, scalability and enhanced features, but are not ready for a forklift replacement of their current phone systems. The ability to leverage VoIP through SIP trunks has improved dramatically. Integration has become cleaner, faster and easier as technology and hardware-related incompatibility issues are overcome. A business does not have to upgrade to an IP-based phone system to be able to take advantage of VoIP solutions. Service providers are offering affordable plug-and-play VoIP services for existing phone systems connected to PRIs or analog lines by deploying a standard-based integrated access device.

In a testament to the growth and maturity of premises-based VoIP solutions, Gartner reported in its "2009 Enterprise Telephony Equipment Market by Seat Licenses in North America" research that new IP seat licenses outsold (59 percent) traditional TDM seat licenses (41 percent). According to the firm, an IP seat license is a telephony seat that is in use and part of an IP-enabled PBX or IP PBX system that terminates with an IP phone, whereas a TDM seat license is a telephony seat that is in use and part of an IP-enabled PBX or traditional PBX/KTS system that terminates with a digital or analog non-IP phone.

**Hosted VoIP is a great solution for the small business that does not have an in-house IT staff, a business with an antiquated phone system in need of a major overhaul, or an enterprise with a dynamic and ever-changing workforce.**

Just a few short years ago, integrating a legacy phone system with IP-based telephony was a formidable challenge. Since then, the tide has significantly turned with the evolution of SIP trunking. The SMB market is primed to reap the benefits of SIP trunking and is the area where significant growth is expected, driven by hardware, software and network providers moving from proprietary to standards-based systems and services.

In the near future, many more businesses will take advantage of the cost savings and operational efficiencies of SIP trunking, but will also leverage trunking services for other cloud-based applications.

The powerhouse of VoIP has been its next-generation class of features. Find me/follow me, remote office, simultaneous ring, and unified messaging are all essential tools in today's business briefcase.

The busy account executive who has become accustomed to receiving his or her voicemails and e-mails in a common portal, or having his or her cell phone ring if someone tries to reach his/her desk phone, would put up a valiant fight if asked to revert to the antiquated features of traditional phone service.

As VoIP continues to evolve, its future sits soundly as a fundamental element of unified communications.

UC is the integration of real-time communication services such as instant messaging, telephony, videoconferencing, call control and speech recognition with non-real-time communication services such as unified messaging (integrated voicemail, e-mail, SMS and fax). UC is not a single product, but rather a set of products that provides a consistent unified user interface and user experience across multiple devices and media types.

With the continued evolution of UC, the organization's telephony applications become less isolated and more integrated into the total solution. VoIP features will become a mandatory element of a robust UC portfolio.

To satisfy the demand and requirement of business VoIP users, successful service providers must offer scalable solutions backed by quality of service guarantees. From hosted PBX services to SIP trunking, deploying lower cost Internet-based solutions no longer means having to sacrifice voice quality. As you can imagine, different VoIP providers specialize in specific types and delivery of VoIP service, technology and integration.

As we've learned, all VoIP services are not created the same. When evaluating communication providers for your business, it is very important to obtain an apples-to-apples comparison of like solutions.

Here are five basic questions that you need answers to before obtaining quotes for VoIP service:

- Based on our needs, do we require a vendor with a private IP network, or is best effort service delivered over the public Internet sufficient?
- Do we need to continue using our current key system or PBX, or do we want a fully hosted solution where the provider is responsible for all equipment, maintenance and upgrades?
- Would it benefit us to consolidate from multiple voice/data providers down to a single vendor?
- What are my long-term communications needs that should be considered before I make a decision on which provider to use?

VoIP is a powerful tool in your business arsenal. When you look closely at your potential vendors, we hope this information helps you determine the best-fit provider that meets your needs in the short- and long-term. **IT**

*Michael Ruley is the CEO of Airband Communications (www.airband.com).*





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# Mind the App

## Consulting Firm Lets Carriers Outsource Developer Programs

Apple with its App Store set the expectation that a wide variety of applications would be available to mobile users – whether they're looking for a virtual beer-drinking experience, a game, a restaurant, or whatever. As a result, large wireless service providers have worked diligently to create developer programs of their own in an effort to drive more applications onto their networks and handsets.

But working with the large and varied application developer community is a whole new ballgame for service providers, some of which don't have the assets to create and support developer programs on their own. That's why KPI Consulting launched its DeveloperPrograms.com division.

Kenneth Plunk, CEO of DeveloperPrograms.com, explains that KPI was involved in helping several tier 1 wireless operators, including Orange, Sprint and T-Mobile USA, launch their developer programs. Now DeveloperPrograms.com aims to help tier 2 and 3 wireless service providers (as well as customers in the automotive and health care verticals) recruit, educate and support application developers.

"We love it when we get the opportunity to demonstrate to people how much they can actually save by outsourcing their developer support program, and the benefits it brings to have the applications and content that developers bring to the fold," says Plunk. "With the economy the way it is right now, it just makes good business sense to outsource, rather than add so much to your overhead by bringing people aboard full-time."

DeveloperPrograms.com delivers a completely outsourced, branded, turnkey service. That offering includes the development of a website through which a service provider can invite developers to register to develop applications and access APIs; a means through which to communicate its needs to the developer community; qualifications of application submissions from the developer community; cataloging of accepted applications; and, if desired, settlements with developer partners.

The company alerts developers about what technologies and applications in which the specific carrier has an interest. DeveloperPrograms.com does this both via an Internet website and through educational events it holds at major conferences.

While wireless service providers are keen on both consumer and business applications, Plunk adds, business-focused applications are particularly interesting for these clients given they're the most lucrative customers they have. By offering these, or any, customers attractive mobile applications, Plunk says, wireless service providers can help prevent customer churn. **IT**

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### Benefits of Outsourcing a Developer Program

#### Saving money

The amount of money that can be saved by outsourcing cannot be overstated. There are significant savings for companies that outsource, compared to hiring someone and having to pay yearly salaries and benefits.

#### No retention issues

With outsourcing, companies avoid the retention issues that accompany hiring someone directly. Companies that hire people and then lose them and have to re-hire others add to the overall expenses involved. Outsourcing eliminates this costly issue.

#### Quick turnaround

By outsourcing developer support programs, you can take advantage of a team of professionals that will work on your project, providing a quicker turnaround to help you meet your goals.

#### Find experts

Hiring professional developers directly can be costly, and it can be a challenge to find people who are qualified to fill the positions. By outsourcing a program to attract, recruit, support and retain third-party developers, you tap into more talent opportunities and may be able to obtain more qualified experts to work on your projects than you could hire directly.

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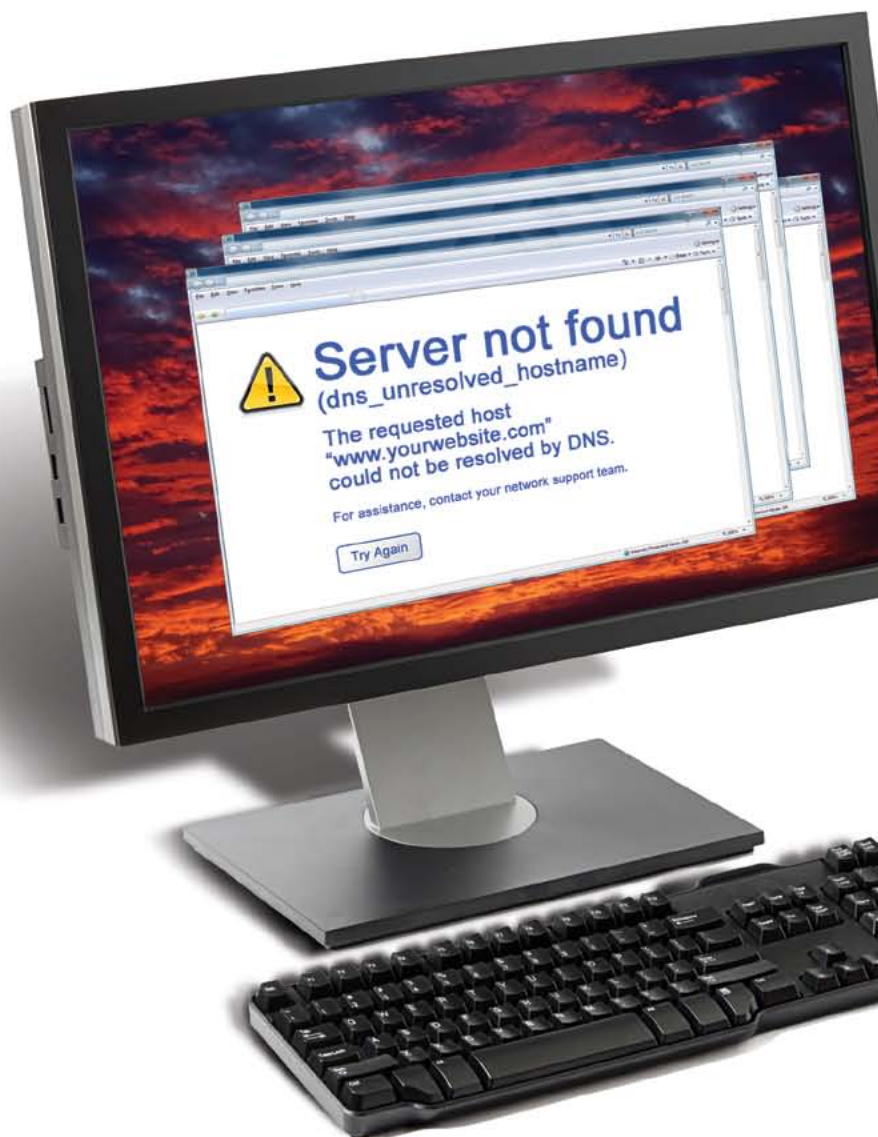
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# What's in Store

## New Study Forecasts New Retail Push Around Tech Products, Services

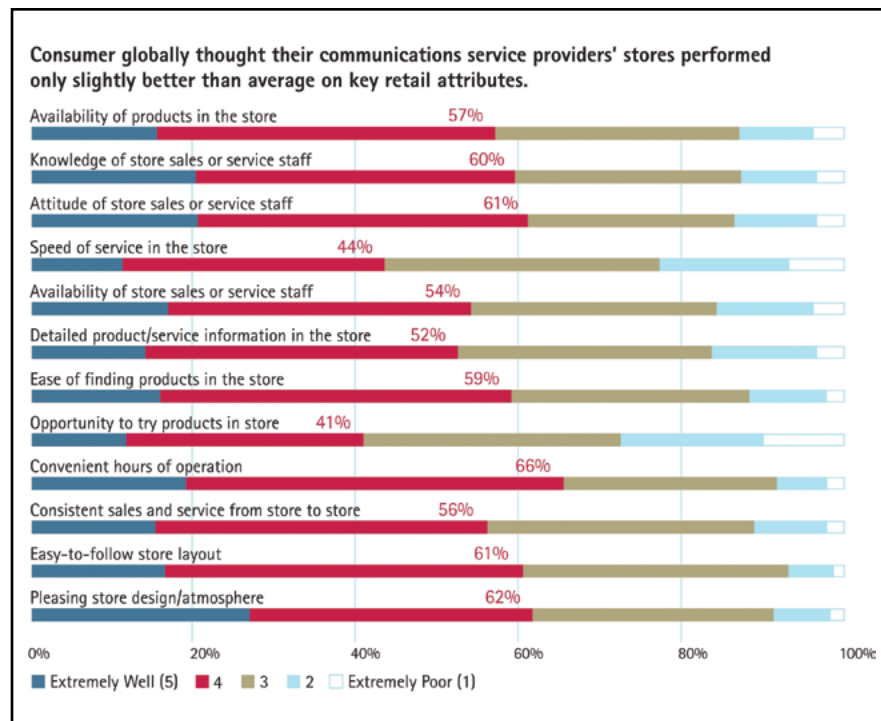
In a world in which online shopping has become mainstream, it seems a logical conclusion that sales of high-tech communications services and gear would be the first to migrate away from bricks-and-mortar locations and into the ether. While that has happened to some extent, news of popular retailers like Target selling the iPad and Wal-Mart coming out with its own branded post-paid wireless service, as just two examples, continues. Meanwhile, network operators like Verizon Wireless like to push the latest smartphones and related services through their own branded locations – and such activities are expected to accelerate in the near future.

That may be because, as discussed in a new study by [Accenture](#), most consumers like to see, feel and try new smartphones – and other communications devices and related services – before making a purchase.

In the Accenture consumer survey conducted earlier this year, more than 3,000 consumers in 18 countries were asked how the physical retail channel impacts their relationships with communications providers. Three out of



Accenture's John Liesching



four indicated they prefer shopping in a communication provider-owned store when buying a communications product or service.

That said, it appears that selling communications goods and services via physical retail stores is here to stay.

John Liesching, executive director of the retail communication practice at Accenture, says he's seeing growth in communications services-focused retail in both mature and newer markets. Indeed, three out of four global communications providers plan to open more communication provider-owned retail stores over the next two years, according to Accenture.

About 62 percent of the providers represented in the survey operate retail stores in Europe, 38 percent

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in North America, 38 percent in Asia Pacific, 27 percent in India,

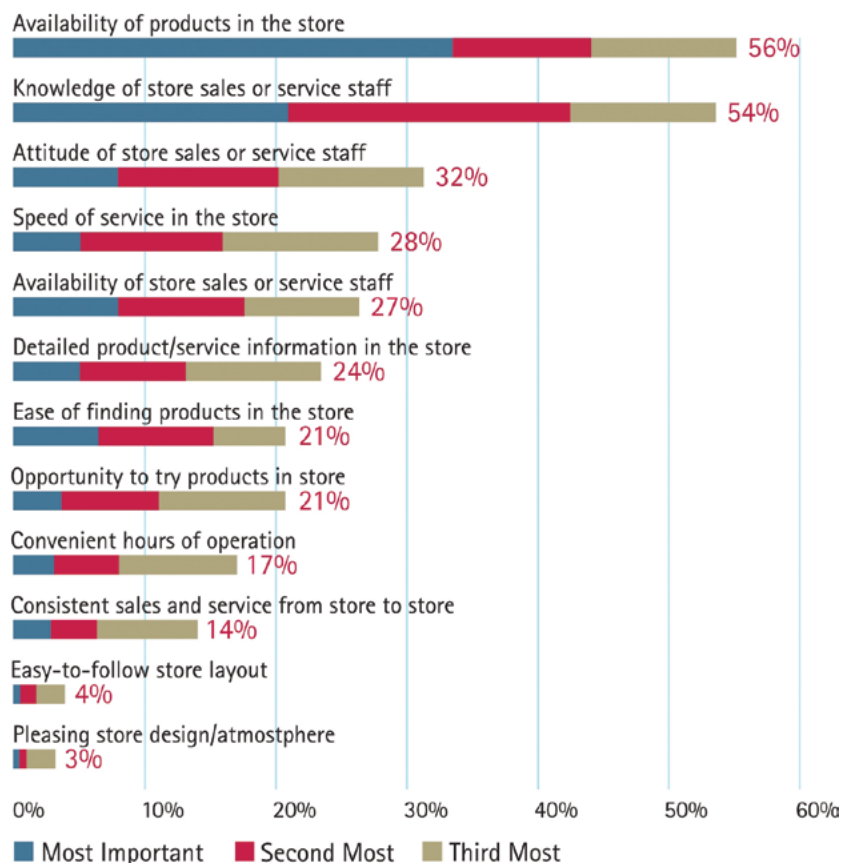
and 16 percent in China. When asked about the geographic areas in

which providers expect to increase the number of their company-owned stores, half said North America, 40 percent said China, 38 percent said Africa, 33 percent said India and 32 percent said Europe.

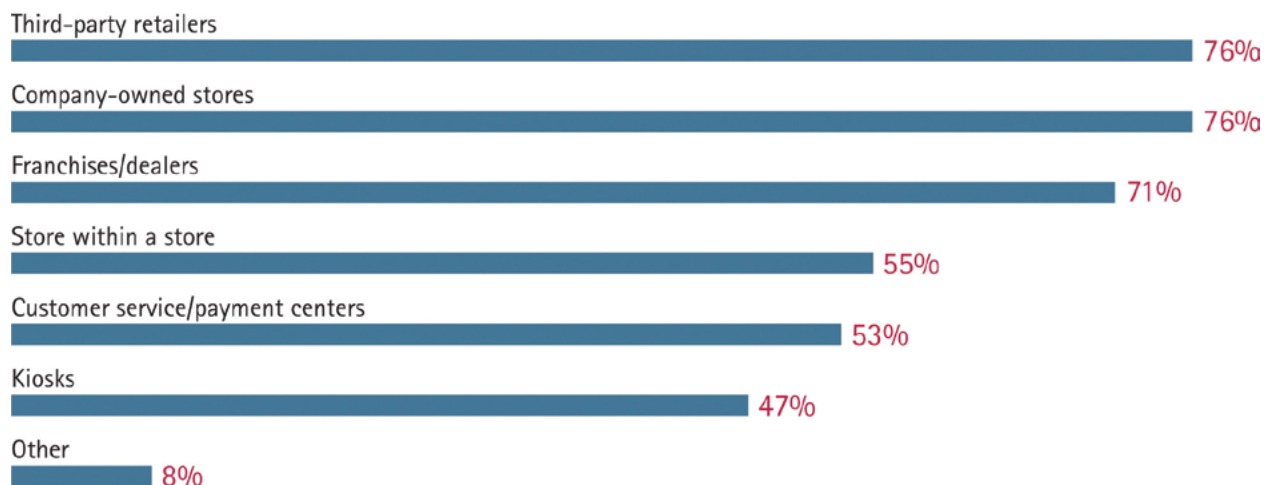
That data was collected during Accenture's telephone interviews of 51 executives at communications companies with annual revenues of at least U.S. \$500 million operating in 18 countries. The survey, which took place between January and March 2010, polled executives in charge of global retail operations. The majority of these individuals described their companies as converged service providers, while one-third were predominantly wireless telephony service providers. The others were described as providers of cable, satellite or wire-line services.

Of that group, about 76 percent of respondents said they plan to increase the total number of storefronts through which they sell, primarily with communication provider-owned stores. Eighty-eight percent said a strong physical retail channel is either important or very important to their company's current growth strategy. And 84 percent said retail stores

### Attributes that consumers globally look for in a retail store.



### Nature of providers' physical retail presence today.





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- » Examination of the key sub-components (email, voice, mobility, web conferencing) integrated within unified communications



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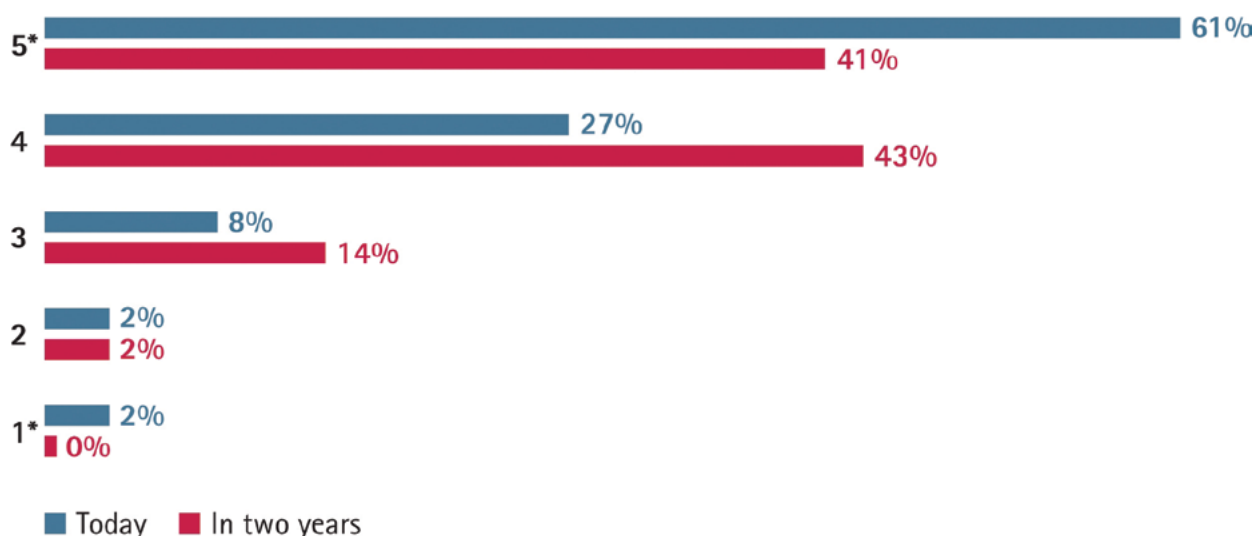


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## Importance of the physical retail channel to providers' growth strategy.



\*Percentage rating on scale of 1=not at all important to 5=extremely important

would remain important or extremely important over the next two years.

Overall, respondents expect the physical retail channel to represent a larger percentage of total annual sales over the next two years, growing from 43 percent to 50 percent. And about 75 percent of those executives expect to see growth from the small business and home office sector.

Liesching tells INTERNET TELEPHONY that both service providers and end users – whether young, old or somewhere in between – overwhelming value retail today and have the same expectation in future. In fact, he adds, consumers prefer to purchase and learn about products via retail more than through any other channel.

Of course, some high-tech companies, like the wireless service providers, are already out there with lots of retail locations. Liesching says AT&T, T-Mobile and Verizon each have about 2,000 branded stores, while Sprint is somewhere in the 1,200 range.

Others like the cable TV companies historically have had service centers, but haven't been big in traditional retail, he says. However, he notes, the traffic in these cableco service centers is enormous, so smart cablecos might want to figure out how to

translate that traffic into sales by getting sales people involved or training service center people on how to upsell.

But whatever the service provider or retail outlet, Liesching continues, there clearly are significant opportunities to improve customers' in-store experiences, drive new sales and build customer loyalty. One

example of how to do all that is by providing training for store employees so they can better cater to individual customer needs, and customizing stores based on regional requirements, according to the Accenture study. In any case, he adds, companies that sell high-tech products and services via retail need to figure out how to differentiate their retail strategies from the pack.

That seemed to have worked for Apple, which garnered a lot of attention when it opened very high-end, heavily-manned stores in top tier cities like New York and Chicago. It later brought that concept to second and third tier markets, where it launched equally nice but

smaller retail locations. These stores not only enable customers to touch and try many of Apple's products, they also have helped build the company's brand as one of value and coolness.

Microsoft and Sony glommed on to the retail concept made famous by Apple by later opening up their own retail locations, which are trying to create a similar vibe. ■

### Three Main Reasons for Increasing the Focus on Retail Operations

- customers demand stores for making purchases and interacting with providers
- stores give providers a chance to effectively upsell and cross-sell
- providers can teach customers how to use their products and services

Source: Accenture



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By Erik Linask

## Desktop Virtualization Made Easy

Virtualization is quickly becoming as big a trend as social media or unified communications, and for good reason. It allows users to leverage the benefits of UC and integrated enterprise social media platforms – and all other business resources – while relieving IT departments of the burden of having to manage individual PCs for each user and simplifying resource administration and management.

In fact, at several recent trade shows, the most widely discussed topic, by far, was virtualization – whether communications, security, storage, application and service delivery, or, of course, desktop virtualization.

In all my conversations, one stuck out for its simplicity and ease of use and, that, we know, is a key consideration when IT managers and business executives make purchasing decisions. In fact, according to Parmeet Chaddha, executive vice president of products and technology at Pano Logic, his company has seen great traction with its desktop virtualization appliance, and I use that term very loosely.

In fact, the Pano Device is hardly an appliance at all. It is a sleek 2.5 x 3.5 x 3.5 inch box that sports a zero client architecture, making it merely a dumb box. The zero client architecture is also what Chaddha says differentiates Pano Logic from other VDI vendors.

“It’s about as dumb as it gets, and that’s the beauty of it,” he says. “It allows you to focus on your centralized host.”

The Pano Device has no CPU in it. Instead, it acts merely as a connector between the user and the data center. It includes three USB ports for connecting a mouse, keyboard, and other USB devices (a USB hub can be connected to support additional devices), as well as a VGA port for a desktop monitor, audio in and out ports, and of course, an RJ-45 for connecting to the network. For those users needing multiple displays, Pano Logic also provides a dual monitor adapter.

One Pano Logic partner has taken it a step further, embedding the zero client architecture into its monitors, further simplifying deployment and removing one more piece of hardware from the system.

The device is also much more energy efficient than running PCs at each desk, drawing a mere 3.5 watts of power, compared to PCs that can draw as much as 200. Chaddha says one client received

a rebate check from its utility company that was three times its investment within one year of deploying the Pano system.

The cost savings doesn’t stop there. In addition to comparing favorably to the purchase price of business PCs at a mere \$489 per user up to 50 devices, including any necessary licenses, businesses can enjoy a reduction in upgrade costs of as much as 80 percent, according to the Chaddha.

For mobile workers or laptop users, there is also Pano Remote, a secure USB key that extends the Pano virtual desktop across a WAN or wireless LAN. Users can connect via their Pano Device when at their desks, and via Pano Remote when in conference rooms or other office locations, at home, or traveling.

The entire virtual infrastructure is controlled by Pano Manager, which runs on any data center server and discovers and controls all the Pano Devices on the network, ensures availability of virtual machines, handles the connections between users and their virtual desktops, and monitors the status of active user sessions. The system currently supports multiple VDI platforms, including Microsoft’s HyperV and VMware’s vSphere, with Citrix XenServer coming soon. It is also in the process of being certified for use with VMware’s View 4.5.

Naturally, the virtual infrastructure must be deployed by the IT group, but once that is in place, the Pano Logic solution offers a simple, easy to use VDI solution that provides maximum flexibility for users, while reducing TCO and IT management and can be deployed in less than an hour.

And for all its benefits to users and IT departments, the Pano Device is also as attractive a desktop device as you’ll find. **IT**



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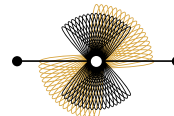
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