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VOLUME 14/NUMBER 5 MAY 2011

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Mike Storella, snom COO

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About INTERNET TELEPHONY

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



Goodbye AT&T!

You know those websites that disgruntled customers start about companies with which they've had a less than ideal experience? Well,

I used to think they were a bit over the top. But after my last two experiences with AT&T, I'm starting to understand what drives these individuals to create such forums to vent about what sometimes seems like a complete disregard for the needs and interests of their customers.

In my case, it all started when I dropped my iPhone at an industry event. When I reached down to pick up the phone from the tile floor, the screen was cracked. Bummer.

But I had no idea what a bummer it all was until I returned home and tried to get a replacement.

It all started out just fine. My husband and I collectively mourned the loss of the device, but agreed that the situation was easily fixed. So my family and I happily went into our local Apple store with the expectation that we could trade in the broken device and pay a reasonable amount to get an even better and newer iPhone.

However, AT&T quickly put the kibosh on that plan, telling us that I was not far enough into my contract to qualify for that. (I had two months left in the contract until I was eligible for an upgrade.) To get the latest iPhone, the AT&T rep on the phone told us, we'd have to lay out more than \$400. (Considering that a story on the AT&T-T-Mobile deal in The New York Times mentions that the companies value a subscriber at \$578, I would like to posit that not allowing me to upgrade my iPhone for around \$200 instead was clearly a mistake on AT&T's behalf.)

Under different circumstances we may have just waited for the contract to reach the point where we could upgrade with a reasonable cash infusion, but I was headed to Barcelona for Mobile World Congress the next week, so I needed a phone.

So, we went home, where my husband dug up his old iPhone. We put my number on his new iPhone and his number on the old iPhone. Meanwhile, we would wait for our AT&T contracts to expire and, when they did, take our business to Verizon Wireless.

Bad idea. When we plugged in the phones to recharge and sync, our entire address book disappeared. That was especially problematic for my hubby, who coaches two sports teams.

I went to Spain with my "new" iPhone and had a grand old time. As I was hearing and writing about all the advances, innovations and customer-focused efforts under way in the cellular industry, I would from time to time use my iPhone to check e-mail, and converse and text with colleagues at the event, or with family at home.

Bad idea. Although I called AT&T twice before leaving for Spain, once to get on an international plan and then again just to confirm that I was on the correct plan, I just this week received an AT&T bill that was \$200 more than the already high cellular bill that we usually receive.

The problem was that, although the AT&T representative who I talked to initially about the plan suggested that I sign on temporarily for a low-end international package, I surpassed the amount of data usage on that plan, so was hit with a lot of expensive overage fees as well as 50-cent texting fees (he didn't mention extra international texting costs in our conversation).

When I called to complain, the AT&T contact center rep was not at all understanding. But after 30 minutes on the phone she agreed to credit us some of the balance by making it appear as though I had been on an international plan with slightly higher data usage. Of course, that was a good thing, but arriving at that result required a lot of convincing time and brain damage on my end. And her suggestion that I should have been repeatedly checking my data usage while traveling seemed both unrealistic and was frustrating, given the initial rep never talked about how to do that and told me outright that it would be a non-issue unless I did a lot of heavy surfing or sent photos or videos (which I did not).

That said, I don't care if Verizon's network that supports the iPhone has purportedly lower speeds. I don't care that AT&T is now offering a lower cost iPhone. And, as a customer, I don't care that AT&T expects to strengthen its coverage via the proposed T-Mobile deal.

I'm just biding my time. **IT**



iPad 2 Hands-On Review

Without a doubt, the iPad 2 continues in the Apple tradition of attracting legions of followers who waited in line for hours to be one of the first to acquire the latest and greatest in consumer electronics. With long lines all weekend in many stores, buyers were faced with numerous choices if they did make it to the front of the line. Which carrier – AT&T or Verizon? What color – white or black? And, of course, how much memory – 16GB, 32GB or 64GB? It obviously wasn't uncommon for customers to buy whatever was available as opposed to what they preferred.

Weight and Thickness

Although the new iPad is slightly lighter and thinner than the original, the difference isn't great. I placed the old and new in each hand, and they felt quite similar.

Need for Speed

Where you do notice a difference is in web browsing, as many pages loaded twice as fast in my tests, which used the same version of iOS (4.3) on both units. The web browsing experience is getting close to instantaneous, and that makes the device that much more attractive as a constant companion. I found myself clicking link after link and marveling at the response times.

Cameras

The rear camera on the iPad 2 was long-awaited, and although many have complained about the one-megapixel resolution, the quality of the photos are good. I also tested FaceTime videoconferencing with an iPhone 4. It got a bit choppy at times, but generally the quality was on par with other FaceTime conversations I have had in the past – of course, those were all on iPhone 4s.

Smart Covers

Apple put an uncharacteristic amount of effort into promoting its new Smart Covers, which come in a variety of colors. They are lighter and thinner than the previous black-only cover for the original iPad. The concern I have about this new design is that the exposed metal of the iPad 2 is unprotected and if you drop it, you could damage the corners of the device or potentially the glass screen.

Software

I spent some time with GarageBand on the

iPad 2, and it is indeed a work of software and musical art – making a great device that much more functional. The good news is this software runs on the original iPad as well. Photo Booth made popular on the Mac works only on the iPad 2, and it allows you to take photos with interesting effects. It is certainly a fun app and adds some value.

Power Savings

The iPad 2 is much more aggressive than the original device in terms of dimming the screen and turning it off altogether – a logical tradeoff that has to be made when weight is shaved off and an extra core is added to the processor. Another interesting aspect of this device is it seems to generate little to no heat – which when you realize the computing power inside the device is quite amazing.

LED Backlit Screen

The new LED backlit screen is better than the old iPad screen in terms of brightness. I didn't notice a dramatic difference when using the screen but side-by-side improvement was fairly obvious when watching video and concentrating on an area of the screen like a person's face.

Room for Improvement

It is difficult to understand how smartphones can have 12 megapixel cameras and the iPad 2 doesn't have this same capability. Worse yet is the fact that Apple ignores this reality by leaving camera resolution data off its page dedicated to technical specs for the iPad 2. The speaker quality seems similar to the original; for a device touting multimedia capabilities, this is an obvious area for improvement. The back of the iPad 2 will get scratched in regular use and the Smart Cover I tested didn't adhere magnetically to the back of the device as well as it could have. And although it is tough to be critical about Apple when it comes to design I wonder why the iPad 2 doesn't have the same square design made popular by the iPhone 4. The rounded/beveled edges of this new tablet seem to hark back to the yesteryear of tech instead of being a fashion-forward statement we are so used to with new Apple product rollouts.

Also, Apple could have benefited from including even more free software with the iPad 2. **IT**

Larry Szebeni contributed to this piece.



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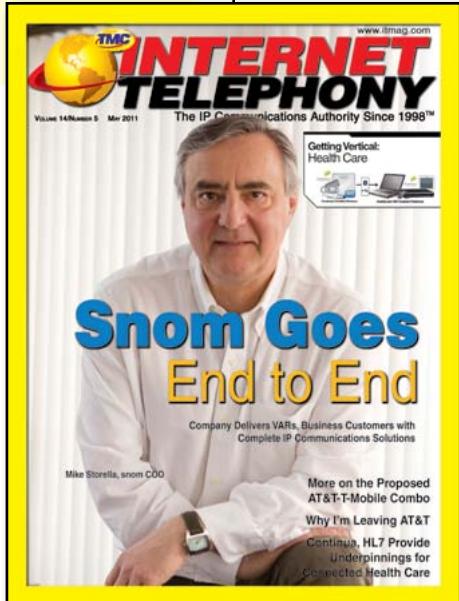
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Continua, HL7 Provide Underpinnings for Connected Health Care

The health care industry has been, and continues to be, one of the leading verticals adopting the latest in communications technology. That's because advances in connected devices, wireless technology and the like can enable better, faster, more cost-efficient and more holistic health care solutions.

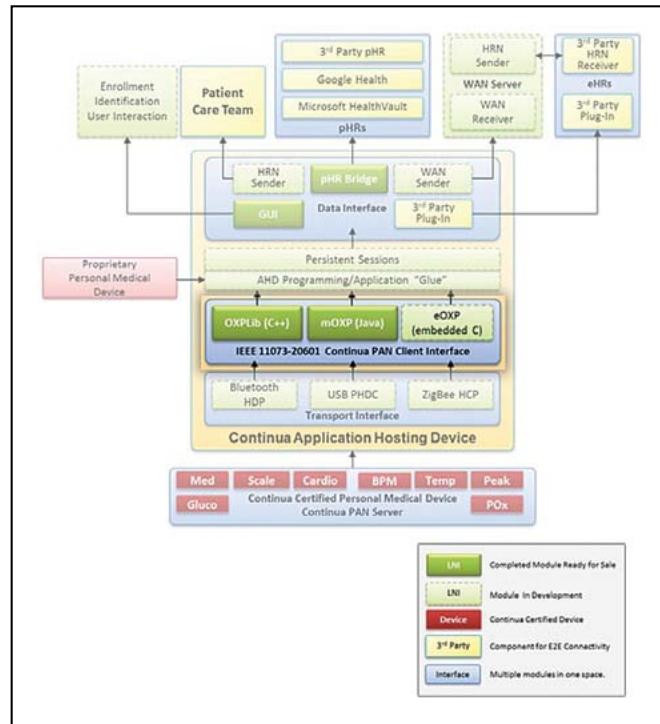
But communication-enabling medical devices; allowing existing and new health care applications to run on new and different platforms; and making all these devices, applications and data work together in a useful and seamless way doesn't happen by itself. It requires a fair amount of industry collaboration. Two of the key organizations helping to make all that work in an efficient and integrated way are Continua and Health Level Seven International.

Continua is a non-profit industry alliance. More than 230 top health care and technology organizations have come together through Continua to develop interoperable personal connected health solutions. Members include such well-known companies as Intel, Qualcomm and Texas Instruments. In fact, Clint McClellan, senior director of market development at Qualcomm, one of the most powerful companies in the wireless space, earlier this year was tapped as president and chair of Continua's board of directors.

"Qualcomm pioneered the wireless health care market eight years ago and continues to work with new partners in the medical field to create technologies that transform health care," McClellan said in accepting the post in January.

"We are excited to increase our board participation this year," he added. "Additionally, we are looking forward to the continued development of end-to-end, future-proof Continua systems that will feed into Health Level Seven International (HL7) systems to assist companies in the medical device, pharmaceutical and health service industries in creating connected health solutions and establishing new business models."

HL7 is a not-for-profit, ANSI-accredited organization working to provide a framework and related standards for the exchange, integration, sharing, and retrieval of electronic health information. It has more than 2,300 members including 500 corporate members that represent more than 90 percent of the information systems vendors serving the health care vertical.



HL7 has a memorandum of understanding with Continua, and the two organizations collaborate with one another, says HL7 CEO Dr. Charles Jaffe.

"We have a very productive MOU with [Continua]," adds Jaffe. "Continua writes the standards for connecting home care devices to local systems. They don't write transport standards within a health information system. Moreover, Continua supports personal health and does not deal with devices used in physician offices or in hospitals."

More on Continua

Continua has created what it calls the Continua Enabling Software Library and a related program through which common source code is available. This is all part of an effort to reduce the amount of software work required to bring products into compliance with Continua guidelines.

Three use cases were taken into consideration as Continua and its membership put together this program. One was to provide a base of code that could be used as a starting point for organizations implementing products designed to be compliant with the Continua Interoperability Guidelines. The second was to provide a reference system that can be used to help understand

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proper operation of the protocols associated with Continua products. And the third was to provide a rapid prototype environment in which implementations of device specializations can be done with a minimal amount of effort.

The CESL code base was developed by Lamprey Networks Inc. via a contract with Continua. It is broken into an object-oriented portion written in C++ that closely models the ISO/IEEE 11073-20601 standard, and a portion, written in C, designed for embedded environments. The source code is available under a perpetual license, which Continua says was modeled after the Apache effort. That includes example code for Continua devices (ISO/IEEE 11073-20601 Agents) and Continua application hosting devices (ISO/IEEE 11073-20601 Managers).

Continua and LNI also have worked together on the creation of two products: a 20601 manager stack and a complete Continua 20601 manager, called HealthLink.

HealthLink OXP is an implementation of the Continua PAN Client interface, an ISO/IEEE 11073-20601 Manager. HealthLink OXP is a required component to collect and manage data from Continua Certified Personal Medical Devices. HealthLink represents a telehealth service and involves the use of Continua's design guidelines to send information across a personal area network interface between medical and other devices, and a communications hub, such as a mobile phone or set-top box; a wide area network linking the user to a remote monitoring database or personal health record; and a health record interface linking a remote monitoring service to an electronic health record system.

At the Consumer Electronics Show in January, Continua Health Alliance and its member companies Andago, Bluegiga, Intel, Texas Instruments, Trac and ZyXEL demonstrated various personal connected health solutions. That included Continua Certified solutions aimed at managing chronic medical conditions such as hypertension, diabetes, congestive heart failure and asthma/chronic obstructive pulmonary disease.

Products involved in the demos included a Bluetooth blood pressure cuff and weight scale from A&D, a Bluetooth pulse oximeter from Nonin Medical and a Cypak USB converter cable designed to connect legacy devices to the Continua ecosystem. These devices were combined with HealthLink

PC managers from companies like Intel and Lamprey Networks that turn PCs into home health gateways. That enables Continua devices to deliver data to personal health records and electronic health records.

Meanwhile, Continua just last month announced that it is partnering with The Continental Automated Buildings Association, which does research related to health care.

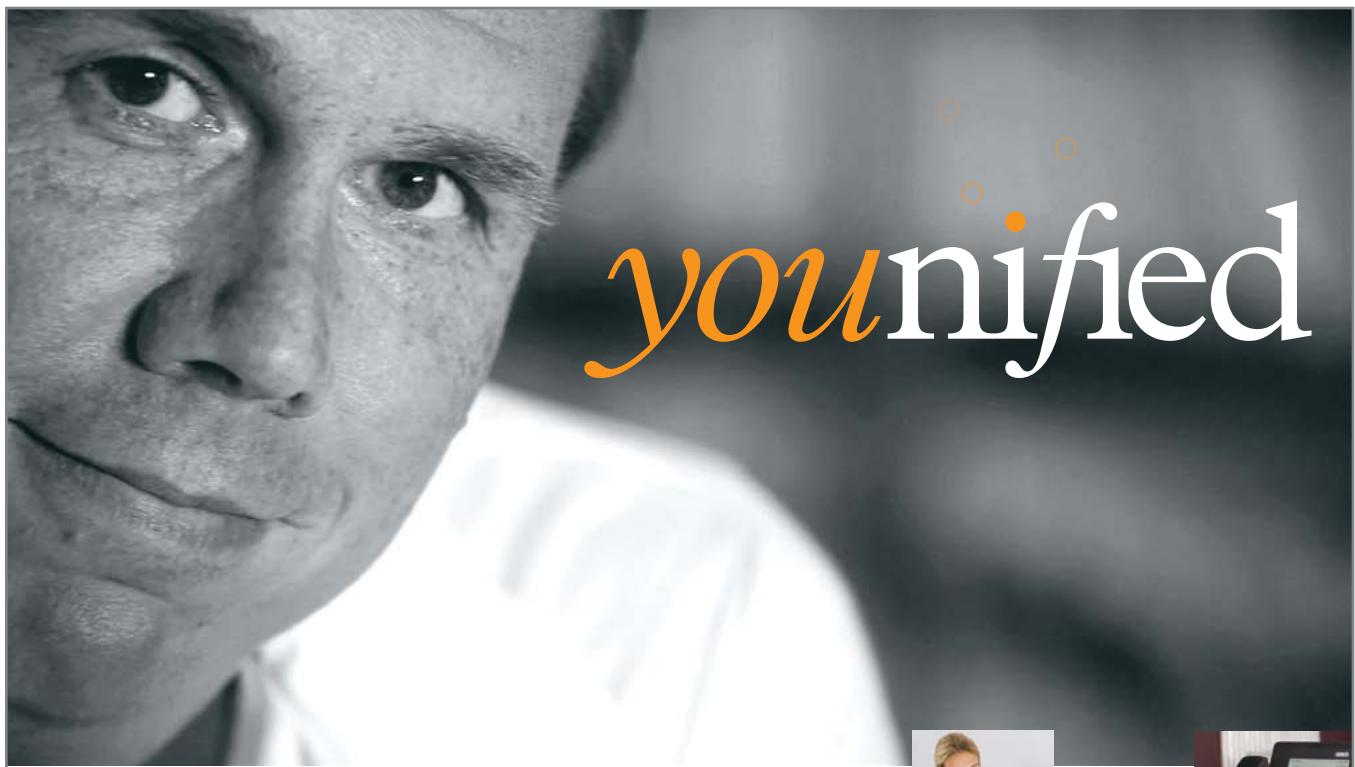
Chuck Parker, executive director of the Continua Health Alliance, says that the partnership will allow Continua "to examine new cost-effective ways to enable individuals who wish to remain living independently in their own homes for as long as possible to use personal connected health care to do so."

Specifically, the agreement will allow both organizations to leverage CABAs study "Aging in the Connected Home," which will examine and determine potential connected home product, service and business opportunities based on needs and expectations of the senior consumer market to support what the partners call "aging-in-place". **IT**

Continua Member Demonstrations

- Andago has demonstrated a solution that collects patient data from a Continua device and sends it to a Linux mobile phone via Bluetooth. The data is then sent through the mobile network and registered in a personal health record to be analyzed by Open Health Assistant, Andago's care management platform.
- Texas Instruments provides a solution for telehealth and telehealth aggregation managers.
- ZyXEL offers the Smart Home Gateway, which it says is the industry's first battery-powered 3G/802.11n wireless platform for health monitoring and assisted living solutions. At the Consumer Electronics Show earlier this year, ZyXEL demonstrated an SHG-powered blood glucose monitoring solution.

Source: Continua



My NetVanta® UC Story.

My name is Paul Lipscomb. I am a pediatrician and I became a doctor to help people. One of my biggest challenges is being accessible to patients not only during normal office hours but for after-hour emergencies. When an emergency call comes in it can be as simple as a concerned parent needing reassurance, or it can be something critical when seconds matter. And it's my job to find a solution.



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By Scott Mackey



It's Time to Address the Tax Burden on Wireless Service

Everyone has heard state, local and federal policymakers advocate that broadband needs to be in the hands of all Americans, especially those that can least afford it. Expanding the reach of wireless services will be critical to achieving that goal. Yet somewhere in between lofty public policy goals and ensuring affordable access to wireless services lies a significant problem – multiple layers of taxes and fees on wireless bills that drive up costs to consumers. If these services are critical to all Americans, then why are they taxed two to three times the level of other goods and services?

On Feb. 14, 2011, I released a new report entitled *A Growing Burden: Taxes and Fees on Wireless Service*. This is the third report I have done since 2005 examining the excessive tax and fee burdens imposed upon wireless consumers and highlighting the critical need for meaningful communications tax reform because of the important role wireless services and its infrastructure play in today's global economy.

demand for wireless service by about 1.2 percent. Using this estimate, the 9 percentage point disparity between wireless taxes, fees, and government charges and other taxable goods and services would suppress demand for wireless service by about 10 percent below what it would be if the tax and fee burden on wireless was equivalent to that imposed on other taxable goods and services.

Wireless carriers invested about \$25 billion in their wireless networks in 2008, or roughly 17 percent of their gross revenues. If wireless service were subject to the same tax treatment as other taxable goods and services, carriers would have had up to \$2.5 billion more available to invest in network improvements.

More than eleven years ago, the National Governors Association and the National Conference of State Legislatures called upon states to reform, modernize, and simplify the taxation of the telecommunications industry. Most states have failed to enact meaningful reforms. In fact, many have continued to target wireless consumers for additional taxes and fees. The effective rate of taxation on wireless service increased three times faster

It is time for policymakers to recognize the adverse impact excessive rates of taxation on wireless services have on consumers and the overall economy and pursue the solutions needed to modernize the current tax structure.

The study found that consumers in 47 states and the District of Columbia now pay wireless taxes, fees, and government charges that exceed the general retail sales tax rate. The average consumer pays more than 16 percent of his or her wireless bill in federal, state and local taxes, fees and surcharges. This is the highest rate on wireless services that I have seen since I started tracking this data. For other goods and services, the average tax rate is only 7.4 percent.

At a time when the president, governors, and business leaders are calling for continued expansion and adoption of wireless service to improve accessibility and productivity, these excessive taxes actually discourage business and consumer purchases of wireless service and reduce the availability of funds for network modernization and continued deployment.

Consumer demand for wireless service is price sensitive. One study on the price elasticity of demand for wireless service found that each 1 percent increase in the price of wireless service reduces consumer

than the rate on other taxable goods and services between 2007 and 2010, saddling wireless consumers with billions in excessive taxes and fees. The wireless industry and its customers are willing to pay their fair share of taxes, but it is unfair and economically counterproductive for wireless consumers to pay rates two times higher than rates on other taxable goods and services. There is no sound policy reason to tax wireless and other communications services at these high rates.

It is time for policymakers to recognize the adverse impact excessive rates of taxation on wireless services have on consumers and the overall economy and pursue the solutions needed to modernize the current tax structure. Reform of these antiquated tax systems would lower costs to businesses trying to expand and create jobs, speed the deployment of high speed wireless networks, and relieve consumers – especially low-income consumers – of excessive burdens. **IT**

Scott Mackey is a partner at Kimbell Sherman Ellis LLP (www.ksepartners.com).

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By Alan Murphy



Desktop Virtualization: Using and Abusing the WAN

While most IT business initiatives these days are focused on on- or off-premises cloud deployments, a smaller subset of IT is looking at virtualization inside the data center as a streamline management and security tool: the desktop team. VDI – virtual desktop infrastructure – allows IT to virtualize end user desktops and move them from the cube or office and into the data center. This move centralizes desktop resources for more efficient support and, more importantly, for greater control. With VDI, IT has direct access to all user desktops at once and on their schedule.

Just like choosing a virtual platform environment, there are many VDI options available to fit the different needs of individual IT departments. The decision on which VDI solution to go with is typically a business decision – which virtual platform an enterprise is already using, which platform offers the best value for the deployment size, etc. – or a feature decision – which platform will provide the features needed by the enterprise and work in an existing deployment architecture.

The underlying protocols used by VDI solutions are very rarely a decision factor; however, they can play a large role in the success of VDI deployments. All three major VDI players lead with different primary transport protocols (although all support RDP as well): VMware with PCoIP, Microsoft with RDP, and Citrix with ICA.

Regardless of which platform or protocol is selected, one common issue that many enterprise organizations run into during initial testing is a noticeable slowness of the desktop. More often than not this is traced back to a networking issue. Virtualized desktops can put a tremendous load on the network, especially if the desktop is in one location, the user is in another, and access is over the WAN. Two critical factors for deploying VDI over the WAN are latency and bandwidth.

VDI deployments are extremely sensitive to latency – the amount of time it takes to transfer data over the network connection. A better way to state this is that humans are extremely sensitive to latency. As modern desktop users we've become accustomed to watching the spinning hourglass or pinwheel (depending on your preferred desktop flavor) while applications are processing on our local desktop; we simply wait for the application to finish so we can go about our business. With a remote desktop, however, the latent elements are doubled: We're still waiting for desktop applications to run on the remote server, and now we're waiting on the desktop data to be delivered to our local thin client. And that delivery is where latency typically rears its ugly head. If there are any network issues between the user and the server, or the user is connecting to a remote desktop over a long physical WAN connection such as from Boston to Sydney, the user will notice the desktop lag immediately, and it will impact everything the user trying to do on his or her desktop.

Bandwidth is the other issue that users have to deal with: More VDI instances over one network means more bandwidth, and

more bandwidth means more competition. A very common VDI deployment scenario is the branch office; a small cluster of employees will be located in one location, sharing one LAN and one WAN connection back to the corporate office. In a perfect VDI world, the virtualization servers would sit as close to the user as possible; in this case they would be physically located in the branch office, feeding VDI instances locally to users.

But that's not always realistic. Sometimes there aren't enough available resources at the branch to host physical servers (imagine a construction trailer at a worksite, for instance), or the enterprise network may not support extending the management domain to the branch. Ironically, one of the reasons that VDI may be deployed is because the enterprise can't manage physical desktops on-site.

The underlying protocols used by VDI solutions are very rarely a decision factor; however, they can play a large role in the success of VDI deployments.

The solution suggested by all three major VDI vendors is to deploy a specialized WAN optimization solution along with virtualized remote desktops. These WAN optimizers typically work by optimizing both the application data – in this case RDP, PCoIP, or ICA protocol data – which typically helps with bandwidth, as well as the WAN connection between data centers or to the branch office, a solution to address latency. Although each VDI vendor has a WAN optimizing technology they prefer, there is no question that any VDI deployment will benefit from reduced latency and more intelligent bandwidth management. Moving those tasks to dedicated hardware or a virtual machine that's part of the virtual infrastructure takes the burden off of VDI and lets it do what it was designed to do: deliver desktops to users without impacting their productivity while increasing IT efficiency. Much like load balancing has become a standard tool when deploying any new web app, WAN optimization should be a natural extension of any VDI deployment planning. **IT**

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

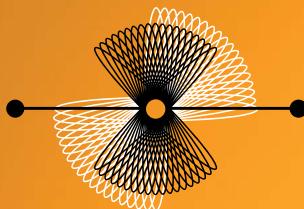
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By Mike Sheridan



Four Steps for Integrating Social Media into Customer Contact

Social media and unified communications and collaborations conversations – especially in regards to the contact center – are heating up.

I had a conversation recently with some executives that were grappling with an interesting social media challenge. The company's marketing leaders had sought to expand their presence on Facebook, and their efforts had delivered impressive results: In just nine months, its number of followers had increased by 150,000.

But the more robust Facebook community also presents some risks: In essence, the company had created a massive, engaged community in an unregulated space. The executives can't afford to assign employees to monitor continuously the growing stream of comments and activity on the page, but they also understand that negative feedback in this space can do disproportionate damage to their brand.

Integrate functional areas

In the example above, marketing was in charge of the social media effort. However, the contact center wasn't initially in the mix. Given the current climate, key functional areas of the company will need to operate in tandem. While achieving greater collaboration will require a shift in organizational structure and processes, accomplishing this goal will enable companies to assemble a more complete picture of their customers and devise more effective responses.

Make strategic use of social monitoring software

As the consumer landscape continues to evolve, social monitoring products have emerged that can help companies track comments about them across blogs, Facebook, Twitter, and other online forums. Products run the gamut of prices and features, so it's important to understand your needs and ensure that the technology you select supports your strategy. The real opportunity comes when companies use this information for proactive contact. Since service agents are specifically trained

While achieving greater collaboration will require a shift in organizational structure and processes, accomplishing this goal will enable companies to assemble a more complete picture of their customers and devise more effective responses.

So they're at a bit of a crossroads; the company recognizes that social media has changed the relationship between customers and companies, and the old tools and strategies won't work. But they aren't sure how to incorporate social media so that they get the greatest return and manage potential risks.

Doing nothing isn't an option. So what's the best path forward? Companies should consider four actions to bring social media into the contact center, increasing the value of these interactions while minimizing risks.

Reorient the contact center around a blended environment

Since consumers want to be able to engage with companies across multiple interaction points, social media can't be viewed as a stand-alone channel. In addition, delivering a seamless experience regardless of the channel is crucial. That means the contact center's infrastructure has to change. Companies should ensure that their contact center utilizes a unified communications platform that can accommodate traditional channels such as voice, e-mail, and chat as well as text messaging and social media.

to interact with customers, the contact center is best placed to execute customer retention strategies.

Consider company-sponsored online forums

To reassert some control over online conversations, many companies have created forums where customers can ask questions, access product information, and interact with employees. With sites such as Facebook, registered users don't expect their posts and feedback to be suppressed. Nestle found out the hard way that trying to restrict opinions was counterproductive. Company-sponsored forums aren't held to the same standard, offering a bit more flexibility while still providing value to visitors.

When it comes to social media, there's no one-size-fits-all approach; instead, before entering the social space, companies should do the hard work of understanding what they hope to achieve by engaging in these channels and then commit the necessary resources to capture the full value of the opportunity. **IT**

Mike Sheridan is executive vice president of worldwide sales with Aspect (www.aspect.com).

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By Steven Johnson



VoIP, SIP Trunks Ready for Prime Time

Large and small businesses are enjoying the benefits of SIP trunking and saving considerable expense. When the installation includes an enterprise session border controller the implementation is fast, integration between the PBX and the service provider is simple, and the service can be more secure than traditional telephony solutions.

But on a recent SIP Forum Board of Directors call it was evident that some still believe these issues are impediments to adoption of SIP trunking.

The SIP Forum and the IETF recently published SIPconnect 1.1, which defines the best practices for delivering and connecting to SIP trunks. Compliant services and systems will be available shortly.

In the meantime, E-SBCs can resolve the interoperability issue cleanly. They are equipped with back-to-back user agents that enable them to stop and reinitiate calls, and in the process resolve differences that may exist between the PBX and the service provider with no discernible delays. They also enforce security policies on the SIP traffic.

SIP applications – VoIP/SIP trunking, video and everything under the unified communications umbrella – can be extremely secure, and deployments can take as little as 20 minutes to configure.

Advance planning will go a long way:

- Until SIPconnect 1.1 is universally supported, E-SBCs can solve interoperability issues between the ITSP and the PBX, making SIP trunking a simple plug-and-play process today!
- Use the E-SBC to enforce security policies and control access to your PBX and the services you pay for 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).
- A good E-SBC should feature an intrusion detection system/intrusion prevention system to protect against DoS attacks based on SIP.
- Use the E-SBC to authenticate users and prevent unauthorized access to your SIP trunking services by criminals seeking to make expensive phone calls using your account.
- E-SBCs should employ TLS and SRTP for advanced encryption, confidentiality, message authentication, replay protection and more. TLS-SRTP shields you from eavesdroppers, hackers and spoofers.

VoIP and everything that falls into the UC category are indeed ready for prime time. **IT**

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

E911 Watch

By Nick Maier



New E911 Services Help Drive SIP and FCE Adoption

Enterprises are embracing SIP and flattened, consolidated and extended, aka FCE, voice networks with a vengeance. This rapid adoption rate is being driven by typical returns on investment of 12 to

24 months. The emergence of hosted E911 network services has removed an important barrier to the adoption of SIP and FCE voice networks by offering reliable, cost-effective 911 call routing for these networks.

SIP networks also are resilient and scalable, and these qualities are encouraging highly distributed enterprises with hundreds or thousands of offices to eliminate local trunks at each site and connect all branch offices to the core with SIP.

Historically, telecom administrators and network architects have been reluctant to eliminate local trunks for two reasons. First, most local offices want to show a local telephone number, so as they call clients in their territory, they project a local presence. Second, local trunking has historically been required to connect 911 calls with the local public safety answering point.

With SIP technology, the localization issue has been solved. Local offices that rely on an enterprise core thousands of miles away to complete their calls can present a local number to their local customers. Using SIP trunks, calls to the local number are then routed wherever necessary.

Today's new breed of E911 network services solves the second issue. With FCE, all 911 calls are captured at the enterprise data centers where they can easily be sent to an E911 network service that is designed to route emergency calls to any PSAP in the U.S. based on the caller's location. These hosted E911 network services eliminate the need for capital investments for hardware and are billed as a monthly expense based on the number of emergency calling numbers and the number of location records stored.

Now, like the other ROI-based business dynamics driving the rapid adoption of SIP and FCE, add E911 network services to the list of ways to optimize your enterprise network. **IT**

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

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By Hunter Newby



The How of Broadband

Last month the “Why of Broadband” was covered. There are several motivations for investing in a real broadband network, but the state of North Carolina did everyone a favor by spelling out with clarity the financial implications to the state if the investment is not made. The reality for North Carolina in analyzing an investment in broadband was not the return on the investment that would be realized in terms of dollars and revenue generated as a result of the effort, but rather that if the investment is not made the state stands to lose everything it already generates in tax revenue.

It is a matter of protecting the base that is the justification for the investment. Only from that vantage can the investment be understood and authorized. Once the reasoning for the investment is understood the proper network system, including the design as well as the business model, must be created and implemented. The model is not as simple as just “building a dark fiber network” and must be taken seriously for the outcome to be positive.

There are three major components to how a broadband network for a community should be built to increase the probability of success. They are:

1. How the model works (philosophy, product, pricing)
2. How it gets financed
3. How it gets built (the design and construction itself)

Just as in the case of the why, it is best to use examples of what others have already done to prove out to the interested and willing what path they should follow. The simple reasons for this are that no one typically ever wants to be first, and they always want someone else to blame if anything goes wrong, but also as a function of nature there are patterns and these patterns are typically of those things that came before and actually worked successfully, so there is real merit in following.

Although there are several good examples around the U.S. and world, Axcess Ontario serves as a starting point for an outstanding model for others to follow.

Axcess Ontario is a public benefit corporation that built, owns and operates a 200-mile, open-access, dark fiber ring around Ontario County, N.Y. It is affiliated with The Finger Lakes Regional Telecommunications Development Corp., a not-for-profit development corporation.

Axcess Ontario leases dark fiber to network operators of all types. It has agreements with at least eight network operators

including Iberdrola USA, which owns the Rochester Gas & Electric utility company; the Ontario Telephone company, which is the ILEC in the area; Verizon Wireless; Time Warner Telecom; as well as others. Lease terms range, but for example the Iberdrola deal was for 20 years.

Axcess Ontario's startup costs were originally budgeted at \$7.5 million. This capital commitment was generated through the Ontario County Office of Economic Development/Industrial Development Agency, a quasi-government agency created by the state to generate economic activity. Businesses in Ontario County pay the agency for various services, the revenue from which pays for initiatives like Axcess Ontario.

Through an agreement with the ILEC, Ontario Telephone Co., worth approximately \$2 million, Axcess Ontario was able to justify the construction and actually come in under budget at \$5.5 million. Axcess Ontario received no state, or federal funding.

What motivates buyers of dark fiber to specifically use the Axcess Ontario network?

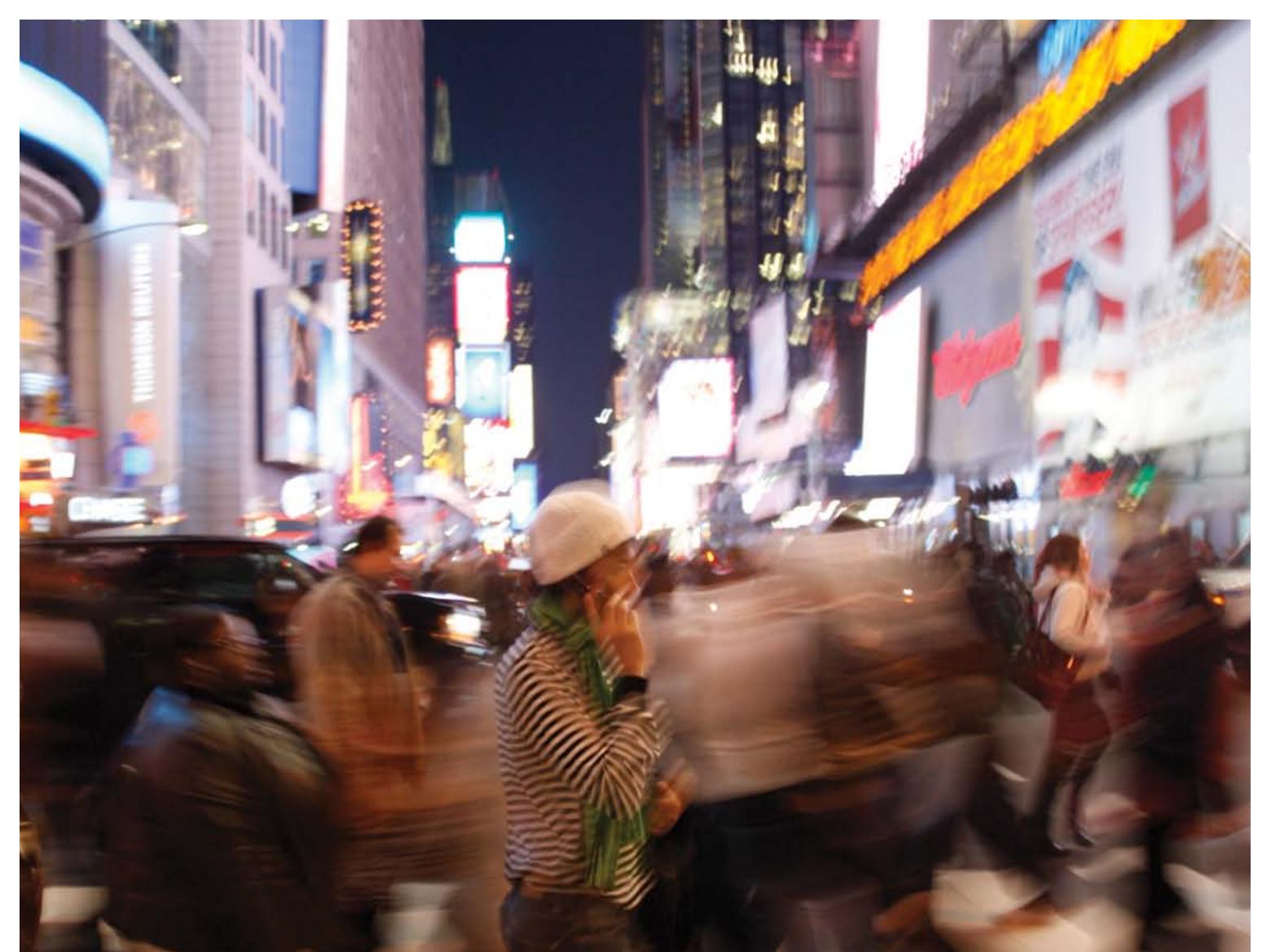
“This investment will allow Iberdrola to provide improved services to businesses and residents throughout the community,” says Dan Hucko, director of media relations at Iberdrola USA. “The agreement also allows our company to hold the line on costs. If we did not have access to the fiber ring, we would either have to invest in the infrastructure ourselves, increasing our capital costs, or see our monthly telecommunications costs rise dramatically.”

These factors are identical to those that motivate all operators of various network types that seek dark fiber to control costs and improve services.

Where the customers, needs and business model all fit the dark fiber networks should and must be built. With the right mix of the ingredients above the investment makes sense.

Ontario County clearly understood the issue the county faced in trying to maintain its base and also provide a platform for growth. The solution was the creation of Axcess Ontario. Its existence has caused the creation of revenue in a non-competitive manner with network operators, but creates competition between them for network service offerings which improve the quality and price that the businesses and end users in the county are provided. This is the chemistry of the best possible solution. **IT**

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



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By Michael Stanford



GUIvolution

Both of the canonical graphical user interfaces were popularized by Steve Jobs, 23 years apart. That's quite an achievement.

Applications that run in desktop PCs depend on a windowing GUI with a mouse. These days it is hard to imagine a serious knowledge worker like an attorney or an accountant working at a desktop with less than two 20 inch screens. But the multi-window plus mouse user interface doesn't work on small screens, so on smartphones it has been replaced by page-able, scrollable, zoom-able full-screen apps with multi-touch control substituting for the mouse and keyboard.

These fundamental differences in GUI between mobile and desktop devices mean that application developers must write two completely different user interfaces for products they expect to run on both phones and desktops, even thin-client applications. The activities associated with these devices are also different. Content creation (like writing documents, creating spreadsheets, editing presentations and movies) demands a desktop-type environment. Content consumption can be done

on either type of GUI. Desktops can't do apps like camera, flashlight, navigation, magnifying glass or wallet, though this is more a function of mobility and form factor than GUI.

This cut-and-dried distinction falls apart on intermediate devices. Laptops, tablets and netbooks are semi-mobile. (They all have Wi-Fi, but only some have WAN data.) Laptops and netbooks all have the window/keyboard/mouse interface, but their screens are too small to take full advantage of it. Some tablets have screens large enough to tempt content creation, but typing and even simple activities like cut and paste are awkward in a multi-touch environment.

Although Apple brought the window/mouse GUI to the mass market with the Mac, Microsoft ended up with higher sales volumes. Similarly, while Apple brought the multi-touch GUI to the mass market with the iPhone, Google seems destined to sell more copies of Android, for the same reason: It is offering it to multiple hardware manufacturers. **IT**

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

Integrator's Corner

By Jeremy Chapman



Why Virtualize Unified Communications Applications?

Virtualization is defined as "the use of software to run multiple applications at the same time on a single piece of hardware."

Enterprise adoption of virtualization has skyrocketed, with more than 90 percent of organizations using virtualization to support enterprise applications. Unified communications applications, however, with their dependence on high-performance networks, high-speed servers and low tolerance for latency, have challenged virtualization.

Virtualization and server technology have, however, advanced to the point that every major UC vendor supports application virtualization including call control, contact center and messaging – albeit on different virtualization technologies and server platforms.

Why Virtualize UC Applications?

For the same reasons that an enterprise virtualizes servers and applications.

- A virtualized UC infrastructure lowers capex by reducing total server count, consolidating storage, reducing network ports and cabling requirements.
- Opex costs are lowered through reduced rack and floor space, reduced power and cooling requirements. And there's a reduction in maintenance and support costs since there are fewer servers to manage.

- Significant efficiency in BC/ DR planning is realized, as the need for separate back and recovery plans for the UC network is eliminated as the infrastructure is located in an organization's data center.
- There also is improved business continuity. For example, organizations as a result have the ability to quickly move virtual machines in the event of a hardware failure.

Virtualization of UC applications can be the first step for customers considering a virtual desktop initiative. UC vendors have solved the problem of having to transport video and voice back to the data center for encoding, thus ensuring that desktop virtualization endpoints now support real-time applications.

Top of Mind Considerations When Virtualizing UC

An organization's IT support staff must have the skills to understand and manage your virtualization software. It is crucial that server, network and storage teams collaborate to ensure a successful implementation. UC vendors have application-specific server hardware, virtualization software and storage requirements. It is important to evaluate vendor solutions requirements and ensure in-house expertise prior to making a UC virtualization decision. **IT**

Jeremy Chapman is practice manager for unified communications at Forsythe (www.forsythe.com).

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Alcatel-Lucent 

By Max Schroeder



A Reseller Educational Series Stocking the Shelves

The second half of 2011 begins on July 1, so now is the time for a mid-year review of your product mix. Failed programs and strategies need to be eliminated or fixed. Successful products and programs should be fine-tuned and expanded.

Start with a review of your company financials from the perspective of which products and services are having the most positive and negative effects on the bottom line. Once the analysis is complete, randomly list the trends on a white board (physical or electronic) to avoid the not-seeing-the-forest-for-the-trees spreadsheet syndrome. Focus on what stands out. For example, "product line B has not kept pace with the competition and only sells when discounted". Another may be that "we are not getting as many add-on sales or support renewals from our installed base as in previous years".

The next step is to have an open discourse with as many key employees as possible. Determine how their observations compare to your analysis and interpretations. Probe for their ideas on how to fix any problems or issues they present. Listen, rather than sharing

your ideas, as your observations may influence their views and you do not want bobblehead responses. Fixing the failures is critical, as they tend to drain valuable resources; but getting staff opinions for expanding successful programs is just as vital.

The key dynamic is "shelf space". Retail operations have a fixed amount of shelf space, so when sales of a product falls off, it is quickly replaced. Resellers have a finite amount of sales and support resources, so the situation is very similar. However, bringing on a new products has an associated startup cost; so make your decisions carefully and consider creative alternatives. For example, launching a stealth sales team by giving your support staff incentives or commissions for add-on sales and support renewals costs little and can have a dramatic effect. Becoming an agent for hosted services like VoIP, FoIP or Exchange has minimal startup costs and can be launched quickly. The TMC website is an excellent source of ideas.

Get started now – July 1 is only a few weeks away. **IT**

Max Schroeder is senior vice president of FaxCore Inc. (www.faxcore.com).

The Channel

By Peter Radizeski



Differentiation

We work in a me-too industry. Many of the telcos sell the same services: SIP trunking, PRI, MPLS, DIA, etc. – and now all the announcements about the cloud. As a channel partner, how do you explain the differences among CLEC A, CLEC B and the ILEC services?

This is one reason why our industry is sold on price. There's not much difference between carriers for many services. It's not a message that the marketing departments of the carriers do a good job of expressing.

Billing, service delivery, customer care, network control and management are key differentiators. But how often does that enter into the equation? The customer wouldn't know about problematic service delivery, billing or network until after it was turned up. By then it is too late – for the customer and the agent.

If the agent has had any issues with a carrier, he stops selling them. The agent's livelihood depends on retaining his customer base and his reputation. He can't do that if he has to deal

with issues on every order. That translates to the only differentiating factor being the agent's own experiences.

Channel partners have a similar problem. How do they differentiate themselves from the direct sales rep and the other agents?

One way is with testimonials. Let your customers tell the story of how much help you were or how you delivered great service.

Another avenue is certification. With TCA's new Certified Telecom Professional program, agents can leverage the certification. Granted it is new, but it still projects the image of someone who takes his profession seriously and is devoted to it. There is value in that. It adds to the agent's reputation.

Is there an advantage to certifying now? One is to stand out. I'm not sure all channel partners will get certified, but I like being ahead of the curve instead of behind it. **IT**

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

<http://tmcnet.com/58738.1>

SAP, Verizon Join Forces

Verizon and SAP America recently announced plans to deliver jointly SAP Customer Relationship Management rapid-deployment solution to enterprise workers through Verizon's flagship cloud offering, Computing as a Service. Workers will now be able to access SAP CRM from their desktops or their mobile devices. Additionally, enterprises can now integrate their SAP applications with Verizon's Managed Mobility platform by leveraging the Sybase Unwired Platform to mobilize applications including the Mobile Sales for SAP CRM application.

www.sap.com

www.verizonbusiness.com

<http://tmcnet.com/58740.1>

Westervelt Gets a Promotion

Business VoIP service provider Broadview Networks has promoted Robert Westervelt to the position of senior vice president of channel partner sales. Westervelt, who worked previously as a vice president of channel partner sales, has been with the company since 2005. His telecommunications experience spans over 17 years and prior to joining Broadview, he served as president of indirect channel and agent sales with XO Communications. Broadview Networks offers communications solutions including local and long-distance voice communications, premises-based and patented hosted VoIP systems, data services encompassing VPN- and MPLS-enabled applications, traditional telephone hardware, high-speed Internet services, a full suite of managed services, and a range of professional services.

www.broadviewnet.com

<http://tmcnet.com/58741.1>

NRTC Takes Sensus

The National Rural Telecommunications Cooperative has entered into a reseller agreement with Raleigh, N.C.-based Sensus. Under the agreement, NRTC will offer to its members the Sensus FlexNet advanced metering infrastructure system, smart meters, distribution automation and demand response solutions. The FlexNet system is a long-range radio AMI solution based on open standards. It communicates via dedicated, primary-use, FCC-protected spectrum; for electric co-ops, this means that the system

can reliably communicate data over long distances and varied geographic terrain.

www.nrtc.coop

www.sensus.com

<http://tmcnet.com/58742.1>

Tiverity Leverages Cbeyond Solution

The Cbeyond Cloud Services Private Label Reseller program provides what channel partners need to extend their product portfolio and differentiate themselves from the competition, according to the service provider. The program offers partner-branded customer management portals, automated activation and account management portals, technical support and co-marketing opportunities. Thanks to the partnership with Cbeyond Cloud Services, the catalyst for CloudSpeak, Tiverity will now be able to offer a full-featured communications solution to small and medium businesses at an affordable, monthly rate while eliminating capital expenditures, maintenance, and support costs, all under Tiverity's own branding of CloudSpeak. Pete Schamberger, CEO of Tiverity, says that the Cbeyond Cloud offering greatly enhances his company's unified communications portfolio, providing a platform on which the company can offer integrated collaborative solutions.

www.cbeyond.net

<http://tmcnet.com/58743.1>

Vocalocity Unveils New Program

Small businesses and channel providers of Vocalocity can look forward to a new reseller program from the cloud-based phone service provider. "We are counting on our channel partners to help us sustain our rapid year-over-year growth," says Wain Kellum, CEO of Vocalocity. "The new program allows tremendous flexibility from partners who simply send us leads, or those that actually manage sales cycles, and up to ones creating sophisticated plug-ins adding tremendous value to our core service offering."

www.vocalocity.com

<http://tmcnet.com/58744.1>

Soliz Named Reseller Manager

Diskeeper Corp., a provider of defrag technology, data protection and recovery solutions, has appointed Dan Soliz to corporate reseller manager. The position of reseller manager was previously occupied by Anthony Crea, who has since relocated to New York. After serving as the corporate representative for the

North Central U.S. territory for five years, Soliz will be joining government reseller manager, John Repetto, in Diskeeper's North American Channel unit.

www.diskeeper.com

<http://tmcnet.com/58745.1>

UC Certification Program Offered



Alteva, a Philadelphia-based provider of UC solutions, announced its Unified Communications Certification program to enhance the value of its channel partner base. The three-tier certification program will allow its channel partners to learn how to position Alteva's cloud-based UC solution, expand their offerings, boost revenues and increase market share. The program includes a technical overview of UC, education programming on how to sell and position UC, and impact/reinforcement training led by the Sandler Institute, a provider of innovative sales and sales management training. Alteva's UC solution consists of hosted VoIP integrated with Microsoft Communication Services.

www.altevatel.com

<http://tmcnet.com/58746.1>

Broadvox Partner Summit This Month

The upcoming Broadvox Partner Summit to be held May 3-5 in Dallas gives attendees many resources to build up their businesses. Last year's Partner Summit, held in April 2010, also in Dallas, had a strong turnout. This year the company is inviting the entire sales channel of over 1,500 VAR Partner Program members – including agents. Attendees will learn about new products and services, meet company executives, and get inspired – all in a fun environment, the company says.

www.broadvox.com

Infonetics: SAN Equipment Market Rebounds, Shifts

The storage area network market is alive and well, although there's some shifting of market share within the segment, according to new data released by Infonetics Research.

"The SAN switch and adapter market rebounded nicely in 2010 after the drop in 2009, with revenue growth driven mainly by Cisco, which posted a 60 percent increase in SAN switch revenue in 2010," says Michael Howard, co-founder and principal analyst for carrier and data center networks at Infonetics Research. "Brocade remains the market leader in the overall SAN space of course, but it lost 6 points of market share while Cisco gained 7. Cisco is in a good position here with its strong lead in the Fiber Channel over Ethernet switch segment, widely seen as the future technology of the data center."

As Infonetics notes, SAN equipment simplifies the complexity of consolidating and increasing the size of data centers. That's an im-

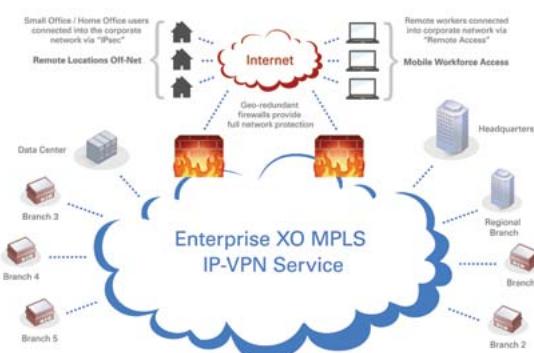
portant trend, and its importance is growing, as data center owners move to address massive amounts of video and data content.

Here is some of the data the Infonetics is highlighting from the study:

- The combined SAN switch and adapter market grew 15 percent in 2010 over the previous year, to \$2.76 billion worldwide.
- For the quarter, SAN switch and adapter revenue is up 10 percent in 4Q10 over 3Q10, to \$749 million worldwide.
- The worldwide SAN equipment market is forecast to grow to \$8.4 billion in 2015.
- In the adapter space, the two leaders, QLogic and Emulex, showed solid revenue increases in 2010 over 2009 (10 percent and 12 percent, respectively).
- Worldwide FCoE SAN switch revenue jumped more than 200 percent in 2010, albeit from a small base. **IT**

<http://tmcnet.com/58750.1>

Cloud Offer Tackles Security



XO Communications, a subsidiary of XO Holdings and a provider of advanced broadband communications services and solutions for businesses, enterprises, government, carriers and service providers, has unveiled a cloud-based network security solution. It offers businesses the ability to more quickly and cost-effectively deploy and manage comprehensive network security capabilities across their enterprise networks. XO Enterprise Cloud Security is ideal for multi-location companies that want to reduce the costs of buying, installing and managing IT and network equipment across their enterprise networks.

www.xo.com

<http://tmcnet.com/58751.1>

WLAN Market Sees Record Revenues

A recently published report by market research firm Dell'Oro Group reveals that the worldwide WLAN market achieved a record high in 2010 as revenues grew 25 percent to surpass \$5 billion. Additionally, the study indicates that the small office, home office segment surpassed \$3 billion, while the enterprise WLAN segment

grew at its fastest rate since 2006 to exceed \$2 billion in 2010. Loren Shalinsky, senior analyst of WLAN research at Dell'Oro Group, says: "The enterprise WLAN segment has now seen seven straight quarters of revenue growth, having pushed its way over the \$500 million mark for the first time in the third quarter of 2010, and then over the \$600 million mark in the fourth quarter."

www.delloro.com

<http://tmcnet.com/58752.1>

Rogers Offers Wi-Fi Calling

WiFi Calling for Business from Rogers allows users to place mobile calls from their smartphones over Wi-Fi networks registered on their devices. The service is available starting at \$10 per month as an add-on to existing Rogers Business Voice Plans. Customers with the \$10 per month add-on can make calls over Wi-Fi – and those calls won't count toward their monthly voice plan minutes. Jon Arnold, an industry analyst, says: "Wi-Fi calling is a smart and simple way to make your business voice communications dollars work better for you. It's nice to see companies like Rogers thinking like a customer and bringing services like this to market."

www.rogers.com

<http://tmcnet.com/58753.1>

Inlet Enveloped by Cisco

Cisco Systems has completed its acquisition of Inlet Technologies, a maker of digital media processing software that had been privately held. Cisco announced its intention to purchase the video solutions provider back in February. By acquiring Raleigh N.C.-based Inlet, Cisco should be able to enhance its Videoscape TV platform, which offers users access to digital television, online content and social media and communications applications – all through an IP network. Specifically, Cisco will be deploying Inlet's advanced Adaptive Bit Rate technology, allowing service and content providers to deliver higher quality video over IP networks.

www.cisco.com



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<http://tmcnet.com/58755.1>

Cableco Targets California Businesses

Comcast has introduced 100mbps data and scalable voice service in California. The bundle shows the cable provider is very serious about becoming a major player in the fixed-line voice and data business. Combining SharePoint, Exchange Server and antivirus software, Comcast Business Class Internet is for companies that want to outsource much of their information technology needs to their carrier.

www.comcast.com

<http://tmcnet.com/58756.1>

May Marks Start of Bandwidth Caps

AT&T will impose a 150 Gigabytes-per-month data cap for its digital subscriber line customers, effective May 2, with a cap of 250 Gigabytes for U-verse customers. DSL users who exceed 150 GB will be charged \$10 for every additional 50 Gigabytes a month they consume; presumably the overage charge will be similar for U-verse customers. AT&T says that less than two percent of its customers will be affected by the new policy, and that the average DSL account uses about 18 Gigabytes per month.

www.att.com

<http://tmcnet.com/58757.1>

Comwave Intros New Plan

Canadian VoIP service provider Comwave Telecom has announced a new Home Phone Global Plan that offers unlimited local calling, unlimited long-distance to Canada and the U.S., and unlimited long-distance to nearly 60 countries worldwide. Users have to pay \$29.95 monthly to start using this plan, which includes all features of Comwave. Customers can even choose a month-to-month plan with no contract or obligation.

www.comwave.com

<http://tmcnet.com/58758.1>

InPhonex Talks Growth

Matt Bramson, chief marketing officer for InPhonex, a provider of white-label hosted VoIP services, says the company had a strong, breakout year in 2010. According to Bramson, the segment of the business that grew most was "packaged services for small businesses," such

as hosted PBX and SIP trunks. The company saw growth of better than 200 percent year over year. "I think the real story is the emergence of a whole group of cloud-based service providers who have an application that solves a business problem," he says. "What they don't have, and are eager to develop on their own, is all the telephony services – the origination, the termination, the L&P services."

www.inphonex.com

vice president of regulatory and state legislative affairs, and Maxfield is senior vice president of Congressional and federal government affairs. Zachem, who joined Comcast in 2008, has been responsible for leading Comcast's advocacy before federal agencies, including the Federal Communications Commission, and state regulatory and legislative bodies. Prior to joining Comcast, Zachem worked for the law firm Wilkinson Barker Knauer LLP.

www.comcast.com

<http://tmcnet.com/58762.1>

Pulling the Plug on FiOS TV



Frontier Communications paid \$8.6 billion for Verizon's cable television, broadband Internet and landline phone business in 14 states, but has discovered the impact subscriber scale can have on a video entertainment business. Frontier recently notified cable regulators in a number of communities that it does not intend to renew its video franchises in a number of Oregon communities. The notification does not affect current offerings, but does put franchising authorities on notice that Frontier might not extend its current franchises for another 12-year term. The termination will cost three local cities \$171,000 in franchises fees per fiscal year; however, the decision will probably be felt more keenly by FiOS TV customers, at least some of whom it is trying to mollify with subsidized deals on DirecTV satellite service.

www.frontier.com



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- Why it is essential to partner with a respected editorial team when building your Community

**Available to view on-demand in
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Each NEWS snippet is more in-depth on our web site.
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<http://tmcnet.com/58764.1>

Proxim Paper Addresses Backhaul



Carriers can future-proof their deployments of any access technology – including GSM, WiMAX, 3G, 4G, Wi-Fi, Mesh, WCDMA, GPRS, HSPA, EV-DO, LTE and others – by taking advantage of the enormous data rates offered by next-generation wireless back-haul solutions, according to a new white paper from Proxim Wireless. Proxim's high-capacity, wireless point-to-point bridges and point-to-multipoint solutions provide reliable, secure and easy to deploy solutions for interconnecting corporate and telecommunications networks.

www.proxim.com

<http://tmcnet.com/58763.1>

NAB Alleges Spectrum Hoarding

Recently, the National Association of Broadcasters enlisted the help of Congress to find out whether two TV conglomerates are participating in something referred to as "spectrum hoarding," according to a recent blog post. NAB turned to members of the House Energy and Commerce Committee and the Senate Commerce Committee to find out whether Dish Network and Time Warner Cable are "warehousing their spectrum licenses so they can sell them off at a huge profit to bandwidth-starved operators," according to a recent report. In a letter NAB CEO Gordon Smith explained that "The pattern of spectrum speculation from Time Warner Cable and DISH Network is especially troubling given that the FCC's National Broadband Plan proclaimed a year ago that there is a 'looming spectrum crisis'. If America is truly facing a spectrum shortage, then it is imperative that policymakers receive an unbiased and thorough report on how private companies like Dish, Time Warner Cable and government agencies are using or warehousing this precious resource."

www.dishnetwork.com

www.nab.org

www.timewarnercable.com

<http://tmcnet.com/58765.1>

New Dawn Rises a Day Late

Intelsat recently announced a one-day pushback for the launch of its New Dawn satellite, moving the target date to March 30, 2011. It was only a minor pause for Intelsat New Dawn, billed as the "first ever" African private sector communications satellite. Built by Orbital Sciences Corp. and put into space by an Ariane 5 ECA rocket, New Dawn has a combination of 28 C-band and 24 Ku-band 36 MHz transponders designed to supply communications infrastructure for African countries. The satellite will operate from a geostationary slot at 32.8 degrees East, delivering wireless backhaul, broadband and media content.

www.intelsat.com

<http://tmcnet.com/58767.1>

Is Fiber Displacing Satellite?



While satellite systems once provided the world with its primary means of moving around video, the proliferation of fiber is starting to displace trucks and dishes for many events, says Global Crossing. While HDTV, 3D and Internet video bandwidth demands continue to grow by leaps and bounds, it is fiber that is carrying a lot of the load. "Historically, all video moved on telecom circuits," says Mike Antonovich, managing director for Global Crossing Genesis Solutions. "Then satellites came along in the '70s and revolutionized distribution.... as fiber takes ascendancy, it's going full circle now."

www.globalcrossing.com

<http://tmcnet.com/58766.1>

TacSat-4 Readies for Launch

Scheduled for launch this month, the

TacSat-4 spacecraft was transported on March 1 to the Kodiak Alaska airport via an Air Force C-17 and trucked to the Alaska Aerospace Kodiak Launch Complex. This is part of a Navy-led joint mission managed by the NRL Naval Center for Space Technology. The mission of TacSat-4 is to experiment with new satellite communications techniques. Mike Hurley, section head at NRL Spacecraft Development, says: "The ability to provide communications on the move without having to stop and point a SATCOM antenna was the most important user requirement and one which drove the design of the system."

www.nrl.navy.mil

<http://tmcnet.com/58768.1>

Execs Discuss Robots in Space

At Satellite 2011 in Washington, D.C., in March Romain Bausch, president and CEO of SES; Michel de Rosen, CEO of Eutelsat; Daniel Goldberg, CEO of Telesat; and David McGlade, CEO of Intelsat,

talked about everything from the first commercial robotic satellite servicing deal to how the industry needs to be working on being faster and more innovative. McGlade revealed Intelsat had signed a satellite servicing deal with Canadian robotics powerhouse MacDonald, Dettwiler and Associates. The services to be provided by MDA to Intelsat under the agreement are estimated to be worth more than \$280 million. MDA expects to launch its first service robot in about 3.5 years after the program starts building; there's also about six months of specifications to be worked out between the companies before the build starts, so we won't see Mr. Roboto execute his first mission for about four or so years.

<http://tmcnet.com/58769.1>

Tangoe Buys Telwares



Tangoe Inc. has acquired Telwares' telecom expense management practice and has formed a global strategic alliance with Telwares' network and IT advisory business. Telwares is a provider of network and IT advisory and cost-out services, and exclusive producer of the CIO Global Forum, a bi-annual educational event serving the global CIO community. Tangoe is a global provider of enterprise communications lifecycle management software and related service. As per the terms of the pact, Tangoe will assume ownership of Telwares' invoice management, call accounting and mobile device management operations including the related customers, support services and staff located in Pueblo and Greenwood Village, Colo., and Parsippany, N.J. "Tangoe's business strategy continues to encompass organic growth, key acquisitions and strategic alliances," says Al Subbloe, president, CEO, and founder of Tangoe, in a statement. "This acquisition provides immediate expansion and scale, and the Telwares strategic alliance provides additional market reach which fuels future organic growth."

www.tangoe.com

<http://tmcnet.com/58770.1>

New Report Analyzes Satisfaction

AOTMP this month is expected to publish a report that explores "enterprise satisfaction with TEM & WMM Supplier performance across 16 specific fixed and mobile telecom management activities," according to Timothy C. Colwell, senior vice president of global performance management at the company. Suppliers in the report are rated by enterprises. "Our expansion of the groundbreaking State of the Industry Series

into enterprise satisfaction across 16 fixed and mobile telecom management activities

will deliver the precise information enterprises need to make informed decisions about TEM and WMM Suppliers," says Colwell. The areas covered are wide-ranging, including sourcing and procurement, invoice processing, auditing, optimization, service ordering, change control, contract management, asset/inventory management, service inventory management, policy and governance, help desk management, mobile device management, mobile application management, risk management, security and reporting and analysis.

www.aotmp.com

<http://tmcnet.com/58771.1>

Emptoris Announces Two New Hires

Emptoris Inc., a provider of strategic supply management, enterprise contract management and telecom expense management solutions for Global 2000 companies, has announced two C-level appointments to help take the company through its next growth stage. Mark Logan, former president and CEO of TEM market leader Rivermine, has been named COO of Emptoris, and Lori Webber has been promoted to CMO. Webber previously served as senior vice president and CMO at SupplyScape Corp., a provider of software and services that secure safety and value in the pharmaceutical supply chain.

www.emptoris.com

<http://tmcnet.com/58772.1>

TEM National Summit Is This Month

The Center for Communications Management Information, a provider of telecom rate and data information and applications, and Voice Report, a free, online information service for enterprise communications technology professionals, have recently announced the opening of the Telecom Expense Management National Summit 2011. The 7th annual Telecom Expense Management National Summit will be held this month – on May 23 and 24 at The Madison hotel in Washington, D.C. The TEM Summit will focus on three key themes: contracts, expense management core functions and transformative tech-

nologies, like SIP trunking. The summit, designed to attract communications technology professionals from Fortune 1000 companies across the country, will also feature an exhibit area, the TEM Expo, where enterprise attendees can see and compare the latest expense management solutions from top tier providers.

www.temnationalsummit.com

<http://tmcnet.com/58773.1>

About the Wireless Tax Moratorium

The proposed Wireless Tax Fairness Act of 2011, which provides for a five-year moratorium on any new discriminatory wireless tax or fee, will ease the wireless tax burden on customers, small businesses and low-income families, according to those who support it. The Wireless Tax Fairness Act was introduced in the U.S. House of Representatives and the U.S. Senate by Reps. Zoe Lofgren (D-CA) and Trent Franks (R-AZ) as well as Senators Ron Wyden (D-OR) and Olympia Snowe (R-ME). The House Judiciary Committee was expected to hold its first hearing to examine the Wireless Tax Fairness Act of 2011 on March 15. (For more information on this subject, check out this issue's Guest Room column.)

<http://tmcnet.com/58774.1>

Ooma Offered Free Calling to Japan

Many companies and organizations have reached out to help with the recovery effort in Japan. Ooma is one such business. In March, the company offered free international calls to Japan to address the needs of people that wanted to reach friends, family and colleagues impacted by the earthquake and tsunami. Of course, many people from all over the world have been trying to call Japan to check on the well-being of relatives, friends and co-workers.

www.ooma.com

<http://tmcnet.com/58775.1>

iSYS Captures USACE Contract

A multi-year contract with the United States Army Corps of Engineers has been awarded to iSYS LLC. The contract has been awarded through the General Service Administrations Federal Strategic Sourcing Initiative. iSYS will be providing wireless telecom expense management services to the USACE under this contract. The contract has been signed for an eight month base period with a three year optional extension.

www.isysllc.com

Talking with CommuniGate Systems

The communications industry has been on a roller-coaster ride for more than a decade. Yet, despite all the ups and downs, there are many stories about companies that have weathered the storm(s) with strength and growth. CommuniGate Systems is one such company. INTERNET TELEPHONY recently spoke with Jon Doyle, vice president of business development at CommuniGate Systems, about the company's story, its products and services, and industry trends.

When and how did CommuniGate get started?

Doyle: CGS was founded in Kohlberg Germany in 1991, and opened its San Francisco headquarters in 1994. We have always been in communications software products.

Initially we built technology for the Germany cable networks, and later moved to speech and fax technologies, with great success on the Apple platform, being shipped on the Geo Port CDs with each new computer sold. In the late 1990s we shifted to provide Unix-based technology for large-scale e-mail deployments at leading ISPs around the globe. In the mid 2004 time frame we began an evolution to a platform strategy, adding in a programming language, APIs, and SDKs for real-time communications.

Today our platform is used by over 180 million subscribers, powering 15 tier 1 operators and over 250 tier 2 operators globally. We have deployments in every part of the world except Antarctica and the Space Station.

What is the company's ownership and financial situation?

Doyle: The company has a strong financial record, being profitable for 15 years, and going through several economic downturns, including the bubble in the 90s, and this most recent financial institution depression, with growth and market expansion. We are a tightly privately held organization, with fully self sustaining legal entities in Germany, the



U.S.A., and Russia, with regional offices in Western Europe, Japan, and Latin America.

What does CommuniGate sell to whom?

Doyle: We provide a platform that enables network operators and ICT providers to host communication technologies under their own brands (white label) to residential and business subscribers. This platform is called CommuniGate Pro. Most of the key real-time applications we ship on the platform are open source, and we enable developers to enhance or extend these products or create their own through easy tools and APIs in our SDK. We also ship a client framework for the desktop, web browser, and smartphones called Pronto!, which has 3 variants: Pronto! Pro is a desktop client framework; Pronto! Web is a browser-based client; and Pronto! Mobile is available for iOS (iPhone, iPad) and Android. We provide free access to these clients at www.MobileOffice.biz.

What important trends and developments related to security for UC are you seeing?

Doyle: ASP, SaaS, cloud or hosting has been around for 20 years, and the main thing that is troublesome for many business owners is protection of data, and fear of the loss of data – meaning, can somebody have a look at it, can somebody lose it? Like you hear about credit card theft from time to time, this issue will not go away. More needs to be done to encrypt data and have escrow keys, or potentially

having hybrid storage mechanisms. Services run in the data center, and data itself is stored locally or only cached remotely. Certainly many people are OK with data being off premises, or we would not see success with companies like Salesforce.com or Google Apps. But it does not mean there are no real or perceived issues to better solve. A good example is health information about patients. Not many people would want your health care docs in the Google cloud for security reasons or in the Microsoft cloud for data loss, as an example.

Many companies offer hosted Microsoft services, but I've also heard it's not a particularly high margin business. What are your thoughts on what customers want on this front, how successful service providers have been at selling and packaging these services, and what it's important for businesses to know about the hosted Microsoft services on the market?

Doyle: Enterprise applications like those from Microsoft or IBM or Cisco are meant to be run by IT departments, and simply are not efficient at scale or designed for hosting from the ground up. Thus, it is very hard to maintain these products at scale. Ten thousand users on Exchange is one thing, 5,000 companies on Exchange with five users is far different, from a self-care/management and change management perspective. **IT**



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OpenLogic to Resell MuleSoft's Tcat



OpenLogic, which provides enterprise open source software support, scanning and governance solutions, has signed a partnership agreement to resell MuleSoft's Tcat Server, the leading enterprise Tomcat app server, which is built on the open source project Apache Tomcat. With capabilities such as performance monitoring and diagnostics, application deployment, and server and configuration management, Tcat Server addresses key gaps in "plain vanilla" Apache Tomcat. Tcat Server is based 100 percent on the Apache Tomcat binaries, with zero changes to the core code.

www.mulesoft.com
www.openlogic.com

<http://tmcnet.com/58778.1>

OrecX Addresses HIPPA

The Health Insurance Portability and Accountability Act, when passed into law in 1996, created a profound impact on how health care providers in the United States conducted business by establishing numerous new regulations and processes relating to patients' health care information, and civil and criminal penalties for those failing to adequately protect it. To help organizations address all that, OrecX provides a handy listing of the HIPAA requirements and details on how OrecX can help organizations fulfill those requirements. For example, the law states: "Procedures must identify employees or classes of employees who will have access to protected information. Access must be restricted only to those employees who need the information to complete their job functions." To address that OrecX offers "built-in access controls easily configured to restrict access to only those individuals who are authorized to access voice files. Access sharing can be restricted to specific employees or groups."

www.orecx.com

<http://tmcnet.com/58779.1>

What's New at CTI Group

CTI Group Holdings, a provider of

enterprise communications management software and services, is introducing advancements in call recording and call accounting. SmartRecord is a VMware-ready offering certified on BroadSoft's BroadWorks UC platform, the Avaya Aura IP communications platform, as well as Cisco's Unified Communications Manager. It's billed as a product that helps finance, government, contact center and insurance sector organizations meet their regulatory and compliance requirements, providing what company officials say is "a number of significant added-value benefits, including trend analysis, performance monitoring and enhanced sales and marketing intelligence." CTI Group's Proteus call accounting application, meanwhile, is described "to provide organizations with a clear and consolidated view of the data and information that flows through their business, simultaneously helping to identify areas where costs can be reduced."

www.ctigroup.com

<http://tmcnet.com/58777.1>

Svenska Spel Chooses Kaltura

Kaltura has been selected by Svenska Spel, a Swedish government-owned gaming company, to power video across the Svenska Spel website and its e-gaming web properties. Kaltura, which provides what it says is the world's first open source online video platform, in February reported it has secured an additional \$20 million in a round of financing. The financing round includes new investors, Nexus Venture

Partners and Intel Capital, along with existing investors, .406 Ventures and Avalon Ventures and technology lender Silicon Valley Bank. Kaltura's open source video management platform,



which it says has rapidly grown over the last 18 months, is now the most widely adopted solution in the market, according to the company.

<http://corp.kaltura.com/>

<http://tmcnet.com/58780.1>

New Platform Release Offers Rapid Time to SOA

Red Hat Inc. has announced the availability of JBoss Enterprise SOA Platform 5.1, with new extensions for data services integration. JBoss Enterprise Data Services Platform 5.1, a superset of JBoss Enterprise SOA Platform 5.1, is an open source data virtualization and integration platform with tools to create data services out of multiple data stores with different formats, presenting information to applications and business processes in an easy-to-use service. These data services become reusable assets across the enterprise and value chain, increasing return on data assets. With an open source subscription model, an enterprise achieves these benefits on a simpler, more open, and more affordable platform. With the JBoss Enterprise SOA Platform, Red Hat and its SOA partner ecosystem deliver a rapid time-to-SOA solution.

www.redhat.com

<http://tmcnet.com/58781.1>

Asterisk Made Great Strides in 2010

2010 was a banner year for Digium, the Asterisk project and the vibrant community that supports its development. Asterisk 1.8 long term support was released with four years of support in October of 2010 and brought with it a substantial number of new features including secure real-time transport protocol support, IPv6 support, calendaring integration, enhanced call logging, and much more. In addition to the successful completion of Asterisk 1.8, Digium, with the help of the community, continued to enhance the 1.4 and 1.6 branches of the Asterisk project, making these versions more stable, secure and functional for its more than one million implementations around the world. The work completed in 2010 allows Asterisk to maintain its position as the most stable, capable and widely adopted open source communications solution in the market.

www.digium.com



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

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Snom Goes End to End

Company Delivers VARs, Business Customers with Complete IP Communications Solutions

Snom is well known as a provider of IP phones. But if you think this company is just a desktop phone outfit, think again. Snom has evolved to deliver a broad set of IP communications solutions and applications.

The company formally set out in this direction with the introduction of IP PBX software back in October of 2010. The IP PBX solution, called snom ONE, provides customers with a software-based IP telephony system that supports all the functionality of snom IP phones.

"In the past we've experienced problems with customers missing out on some of the key features delivered by our phones, due to the installed IP PBX systems," says Jonathan Greenwood, snom ONE product manager and managing director of snom UK Ltd. "With snom ONE, our customers can continue to install and run our VoIP phones on every SIP-based PBX, whilst having additional access to a series of easy to install telephony systems, perfectly tailored to our phones. This is our response to the many compelling requests by resellers and users in recent years."

Mike Storella, snom's chief operating officer, says that the snom PBXs can emulate key system operation in all snom phones, adding that not all IP PBXs support shared lines. He says the end-to-end snom solution also can support more busy lamp interconnection, and, over time, snom will develop some cool new features designed to leverage applications using both its IP PBXs and phones.

The snom ONE solution is available in three versions, all of which offer the same features. The product called snom ONE free is downloadable free of charge for up to

10 extensions. There also are two resale systems. The snom ONE yellow version addresses applications involving up to 20 extensions. Meanwhile, snom ONE blue supports an unlimited number of extensions and multi-tenant applications involving up to five companies.

Storella says that there have been thousands of downloads worldwide for the free version. Meanwhile, hundreds of the PBX software packages – which are available in 60 countries via 200 distributors – have been sold.

"So we've had a lot of success," says Storella. "Clearly our distributors took up the software very rapidly."

Now snom is busy educating its distribution channel on a new hardware-based PBX solution the company unveiled this spring.

Snom ONE plus is a new hardware-based version of the company's snom ONE IP PBX. It's targeted at organizations with five to 150 extensions. And snom says it is one of the most scalable and easy to install systems on the market.

The snom ONE plus provides VARs with a plug-and-play hardware appliance for business IP telephony that is pre-installed and configured with snom ONE IP PBX software. That enables easy deployment with snom business IP desktop phones and endpoints, including the snom 3xx series, snom 8xx



Snom ONE plus is a new hardware-based version of the company's snom ONE IP PBX. It's targeted at organizations with five to 150 extensions.

series, snom m9 DECT phones, and snom MeetingPoint conference phone.

Snom says that this solution provides small and medium size businesses all the advanced IP PBX functionality they need today and positions

centralized address book, auto attendants, hunt groups, hot desking, shared line emulation and CRM integration. It also entails various advanced presence and monitoring features, such as remote extension monitoring, agent groups, remote worker support and cell phone twinning.

This kind of scale and flexibility at this price point "is unheard of in the industry and ensures that growing businesses won't have to replace their entire telephony system if they grow beyond a certain point or need to change connectivity platforms," says Greenwood.

Storella adds that the snom One plus offers VARs a total solution for the easy and efficient deployment of IP communications at a price point that provides value for their SMB customers.

"By offering a fully integrated system including hardware, full-featured IP PBX software and a full suite of IP phones and endpoints, VARs can accelerate

them with all the features they'll require well into the future. That includes a

installation and focus on building their own businesses," he says.

This nice little 2U device can be wall mounted or installed in a rack, Storella adds, and it's great for VARs and installers that don't want to make choices relative to hardware. And it's tested, full featured and is priced to include the full array of features, he notes.

The snom ONE plus became available in North America as of March of 2011 through snom's distributors and value-added resellers, and comes with a three-year hardware warranty. It actually comes in two versions. The snom ONE plus yellow was designed for installations with up to 20 extensions. The snom ONE plus blue is for customers that need to support up to 150 extensions.

These solid-state appliances also support SIP trunk or multi-functional PSTN connectivity, allowing for multiple termination options, including analog, PRI, BRI, T1 and E1, expandable from four-port FXO to 16 ports, from two-port BRI to six BRI, or from ISDN to T1/E1.

Pricing varies depending on configuration, but it ranges from about \$2,100 (for the lowest-cost hardware-based yellow solution) to less than \$4,000 (for a high-end blue solution).

"The price is very attractive," says Storella, adding that's between 20 and 40 percent less expensive than what the competition delivers. "It's under \$4,000 – and that's list."

Of course, these new hardware-based IP PBXs are just part of what snom offers.

"It's a tool in our bag to present to customers that are doing IP communications," says Storella.

Meanwhile, snom continues to add to its intelligent endpoints and devices, with which the company is on its fourth generation.

Earlier this year snom announced that its executive business phone, the snom 821, has been tested and approved by Microsoft Corp. for interoperability with Microsoft Office Communications Server (OCS) 2007 R2, and is being tested for use with Microsoft Lync 2010.

"We have always been keenly focused on interoperability in all our products, so achieving qualification of the snom 821 with Microsoft Office Communications Server 2007 R2 marks the next step of closer interoperability with Microsoft environments, adding new functionality to the snom OCS edition firmware," says Michael Knieling, executive vice president of marketing and sales, snom technology. "The snom 821 is our most popular executive-class phone and with a full color display and HD audio codecs, it is a great phone to take advantage of all the benefits of a Microsoft OCS 2007 R2 environment."



The snom 821 has a high-resolution TFT color display. It can display presence, supports speed dialing of client contacts, and hosts a gigabit Ethernet switch. Capable of supporting up to 12 accounts, snom says this is the only phone in the market that can concurrently operate in a mixed environment of Microsoft OCS R2 and SIP on a single phone, offering maximum flexibility to the end customer.

"This qualification with Microsoft as part of its Compatible Device Program is a great reference point for resellers and distributors who need an advanced, business-class desktop phone that is tested with Microsoft OCS 2007 R2," says Storella. ■

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Big Time

Taking Inventory on the Proposed AT&T-T-Mobile Combo

It makes perfect sense from a technological and market perspective, but it's also fraught with regulatory risk; it will put 80 percent of U.S. wireless services market share into the hands of just two players; and could – in the process – significantly kill off the drive for competition and innovation in the cellular services arena.

We're talking, of course, about AT&T's proposed acquisition of T-Mobile, a \$39 billion deal announced in late March on the eve of CTIA, the cellular industry's biggest stateside confab. Naturally, the deal became the talk of Orlando that week, and it continues to be a source of much interest and debate.

Here's what people are saying.

A piece on The New York Times website quotes Wall Street telecommunications analyst Jonathan Chaplin as saying that he has "never seen a deal with more regulatory risk be attempted in the U.S." and that "massive divestitures and concessions" are to be expected. On the other hand, he says, AT&T wouldn't be attempting to push this deal through if it didn't hold the strong belief the acquisition would make it through the regulatory approval process without resulting in an untenable position for the wireless giant.

Chaplin in the piece goes on to say that if the deal goes through, it will set up AT&T and Verizon Wireless as the wireless equivalent of Coca-Cola vs. Pepsi, making other competitors "almost irrelevant."

Indeed. Although Sprint has long been considered a top-tier wireless provider, it runs a distant third to Verizon Wireless and AT&T, even if the T-Mobile deal is not in the mix.

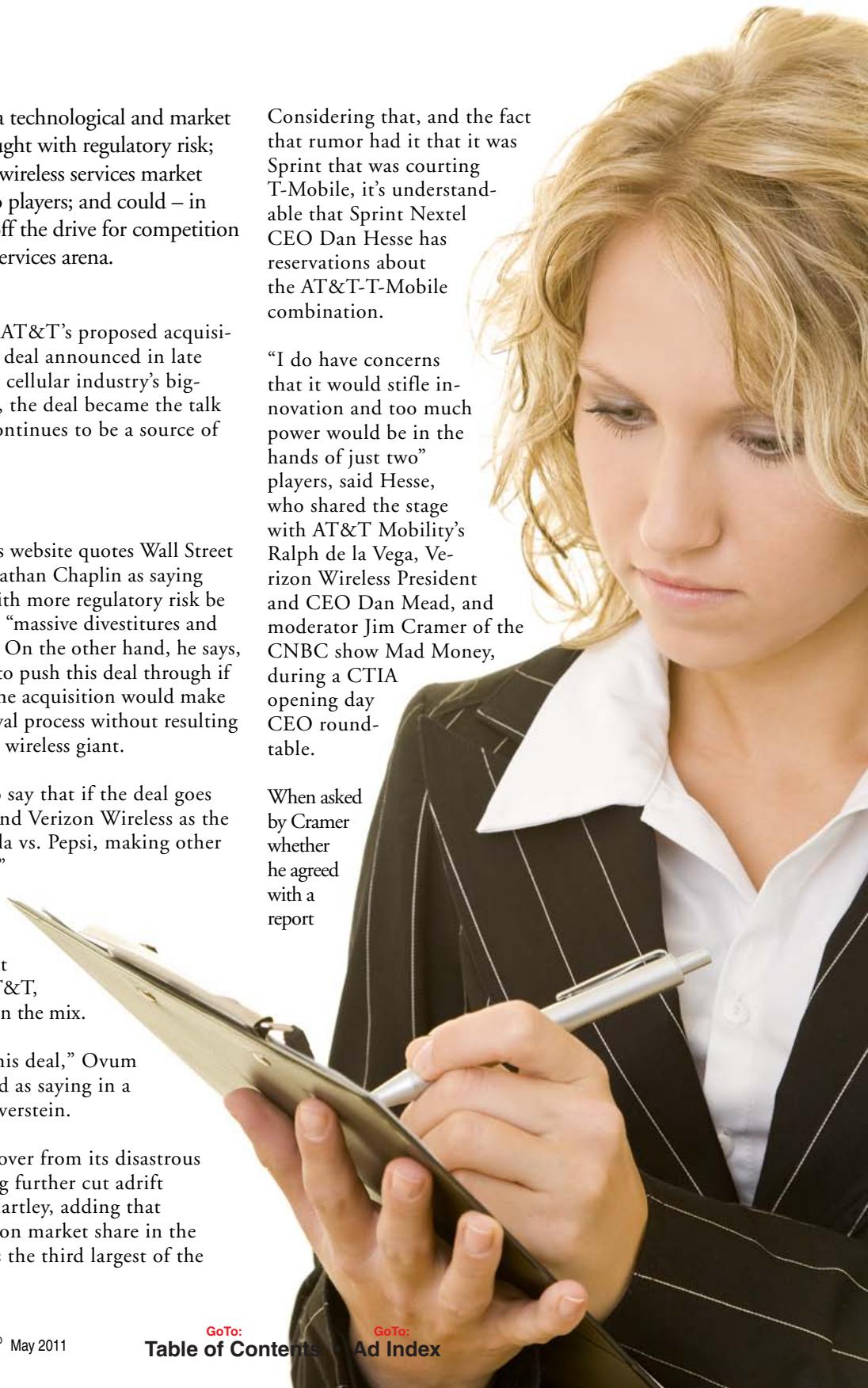
"Sprint is the biggest loser in this deal," Ovum analyst Steven Hartley is quoted as saying in a recent TMCnet story by Ed Silverstein.

"Just as it was beginning to recover from its disastrous previous few years, so it is being further cut adrift from the leaders," continued Hartley, adding that Sprint had 16 percent connection market share in the fourth quarter of 2010 and was the third largest of the four national carriers.

Considering that, and the fact that rumor had it that it was Sprint that was courting T-Mobile, it's understandable that Sprint Nextel CEO Dan Hesse has reservations about the AT&T-T-Mobile combination.

"I do have concerns that it would stifle innovation and too much power would be in the hands of just two" players, said Hesse, who shared the stage with AT&T Mobility's Ralph de la Vega, Verizon Wireless President and CEO Dan Mead, and moderator Jim Cramer of the CNBC show Mad Money, during a CTIA opening day CEO round-table.

When asked by Cramer whether he agreed with a report



More About the Players & the Proposed Deal

	<u>AT&T</u>	<u>T-Mobile</u>
Headquarters	Dallas	Bellevue, Wash.
Employees	266,590	37,795
Network	GSM-based, with deployed HSPA+	GSM-based, with deployed HSPA+
Wireless Subscribers	96 million	34 million
Wireless Service Revenues	\$53.5 billion	\$18.7 billion
Total Wireless Revenues	\$58.5 billion	\$21.3 billion
Wireless Service EBITDA Margin	40.7%	29.2%
Postpaid ARPU	\$62.57	\$52.00
Total Churn	1.31%	3.40%

Transaction: On March 20, 2011, AT&T and Deutsche Telekom entered into a stock purchase agreement under which AT&T agreed to acquire the T-Mobile subsidiary of Deutsche Telekom in exchange for approximately \$39 billion, consisting of \$25 billion in cash and up to \$14 billion of T common stock. The amount of stock will depend on AT&T's trading price for the 30 trading days ending three business days prior to closing and will be subject to reduction for closing indebtedness, certain divestiture and regulatory costs and any pre-closing distributions in excess of pre-closing cash flow.

that the AT&T-T-Mobile combination offers consumers little to cheer about, Hesse responded: "I have to agree with the Times."

Of course, AT&T has been pushing the message of how competitive the wireless market place is and will continue to be should the T-Mobile deal be allowed to close.

In its press release announcing the proposed combination, AT&T states: "The U.S. is one of the few countries in the world where a large majority of consumers can choose from five or more wireless providers in their local market. For example, in 18 of the top 20 U.S. local markets, there are five or more providers. Local market competition is escalating among larger carriers, low-cost carriers and several regional wireless players with nationwide service plans. This intense competition is only increasing with the build-out of new 4G networks and the emergence of new market entrants."

AT&T went on to say that a 2010 report from the U.S. General Accounting Office states the overall average price

(adjusted for inflation) for wireless services declined 50 percent from 1999 to 2009, and that period saw five major wireless mergers.

But other sources have commented that while AT&T is urging regulators and other industry watchers to look at competition on a market-by-market basis, they also need to consider the larger picture, which puts in stark relief the fact that only a select few cellular outfits offer nationwide coverage and only two – AT&T and Verizon Wireless – have the scale to allow them to introduce the iPhone.

This, of course, helps explain why Mead of Verizon Wireless – which just earlier this year began offering the iPhone – is apparently not sweating the T-Mobile news.

"I think we're in a very innovative environment," Mead said at CTIA, "I think we're going to continue to be that way."

Mead also noted that Verizon Wireless is sitting pretty when it comes to wireless spectrum, which was a key

driver behind AT&T's interest in T-Mobile. "We're very confident in our position," Mead said.

However, AT&T – which has been heavily criticized for weak coverage, particularly in the New York area –clearly feels it's in need of more spectrum and more capacity, and that's a big part of what the deal with T-Mobile is all about.

"This transaction quickly provides the spectrum and network efficiencies necessary for AT&T to address impending spectrum exhaust in key markets driven by the exponential growth in mobile broadband traffic on its network," according to AT&T's press release, which states that its mobile data traffic grew 8,000 percent over the past four years and by 2015 it is expected to be eight to 10 times what it was last year.

If the deal with T-Mobile passes, AT&T says, customers will benefit from improved voice quality, increased cell tower density and broader network infrastructure.

"At closing, AT&T will immediately gain cell sites equivalent to what would have taken on average five years to build without the transaction, and double that in some markets," AT&T says. "The combination will increase AT&T's network density by approximately 30 percent in some of its most populated areas, while avoiding the need to construct additional cell towers. This transaction will increase spectrum efficiency to increase capacity and output, which not only improves service, but is also the best way to ensure competitive prices and services in a market where demand is extremely high and spectrum is in short supply."

In fact, Chris Nicoll of The Yankee Group says that the proposed acquisition highlights "the clear failure of U.S. spectrum management and policy."

"The U.S. is lacking a clear spectrum plan," Nicoll recently blogged. "The FCC promise of 500mHz of spectrum is just that, a promise, but competitive pressures require action now. Any future auctions are too far in the future for operators to plan for now. The smarter move for AT&T was to take what is available today."

Calling AT&T's grab at T-Mobile "a bold move to establish its position as the market leader," Nicoll went on to say that: "The significant spectrum assets and cell sites from T-Mobile match AT&T weaknesses nearly perfectly and the compatible technology choices make integration even to the device level simpler."

Nicoll at CTIA mentioned to INTERNET TELEPHONY that while the technologies of Sprint and T-Mobile were a mismatch, both AT&T and T-Mobile have a history with GSM-based technology. And he's quoted in a TechNewsWorld piece saying that AT&T now aims to bring T-Mobile AWS assets into its LTE network.

Strategic Rationale

- Strengthens and expands U.S. mobile broadband infrastructure
- Enables next era of American innovation and continued growth of U.S. high tech industry
- Addresses impending spectrum exhaust due to explosive demand for mobile broadband networks, devices, apps and content that both companies face in key U.S. markets
- AT&T will extend its 4G LTE deployment to 95% of U.S. population, helping to achieve policymaker goals of deploying broadband to smaller, rural communities
- Will provide access to 4G LTE service for T-Mobile's 34 million subscribers
- Quickly and dramatically improves network capacity and quality of service for customers of both companies
- German-owned T-Mobile — the only major foreign-controlled U.S. telecom network — becomes part of a U.S.-based company and the only major U.S. wireless company with a union workforce

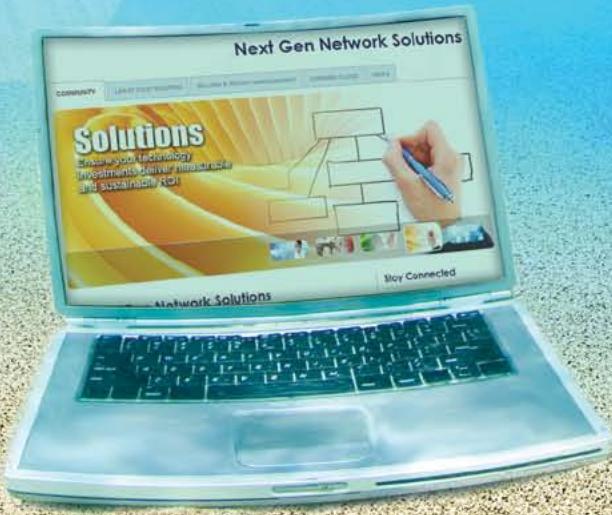
Source: AT&T

"The globalization of standards – GSM, HSPA, UMTS – will make it easy for AT&T to merge the AWS spectrum with its own," Nicoll said, according to TechNewsWorld.

But, as Hartley said to TMCnet, the website affiliated with INTERNET TELEPHONY, AT&T and T-Mobile do need to address some technical issues, such as the fact they operate in different GSM spectrum bands. **IT**



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VoIP Test Solutions

Looking into the SIP Trunk

IP communications has been a boon to business network managers far and wide. Not only does it enable them to put multiple traffic types on single connections, it can significantly lower their costs and enhance the functionality of employee communications themselves.

Of course, that's not to say that these new networks don't have their own challenges. Indeed, as a result of new converged networks and dynamic IP-based connections, network operators today more than ever need to make sure latency-sensitive traffic like VoIP is handled in a way that ensures end users get the quality of experience they have come to expect as a result of their history using dedicated, nailed-up phone connections supported by legacy infrastructure.

So test and measurement companies are now delivering tools that enable network operators to get an end-to-end view into their networks and look at traffic at a more granular level so they can better manage the end user experience.

Testing SIP Trunks
Tone Software Corp. is one such solution provider. The company earlier this year came out with SIP management through its ReliaTel VoIP QoS and Converged Infrastructure Management software.

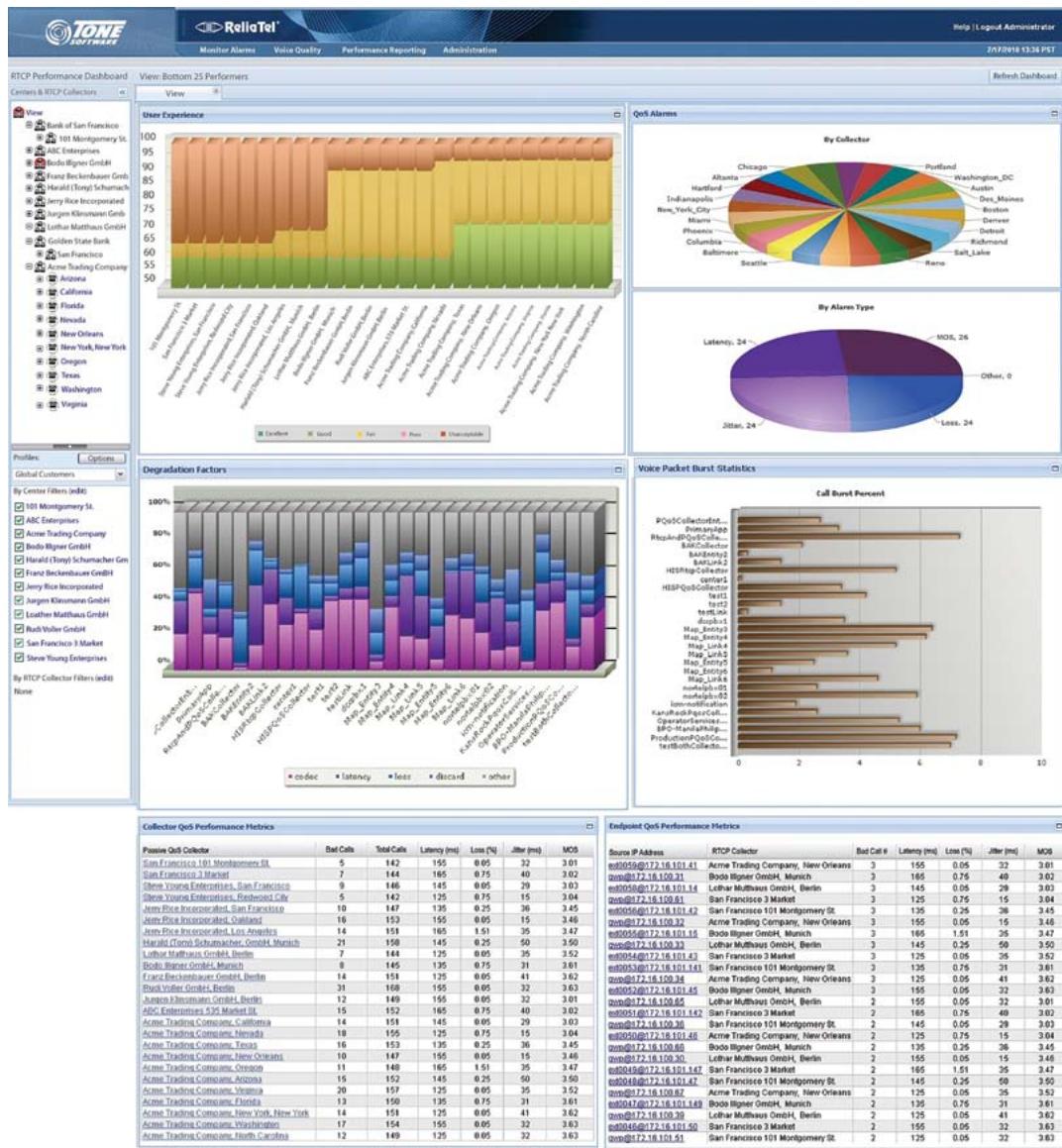
This solution addresses the rapid adoption of SIP trunking

in corporate telephony environments. Indeed, as Tone points out, SIP trunks can help businesses significantly lower their communications overhead, and SIP technology is becoming a foundation for deploying and implementing unified

communications, mobility, collaboration and telepresence applications.

However, as Amit Kapoor, director of strategic technology advancement for Tone, notes, quality issues frequently originate at the SIP trunks, prior to the voice packets ever reaching the corporate gateways or switch.

That's why Tone has introduced the new solution, which includes four



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components: fault and management application; performance management; automation; and VoIP quality of service.

Kapoor tells INTERNET TELEPHONY that the fault and management application looks at such parameters as infrastructure availability, connectivity between devices, bandwidth, usage, memory, processor, alarming, traps, etc.

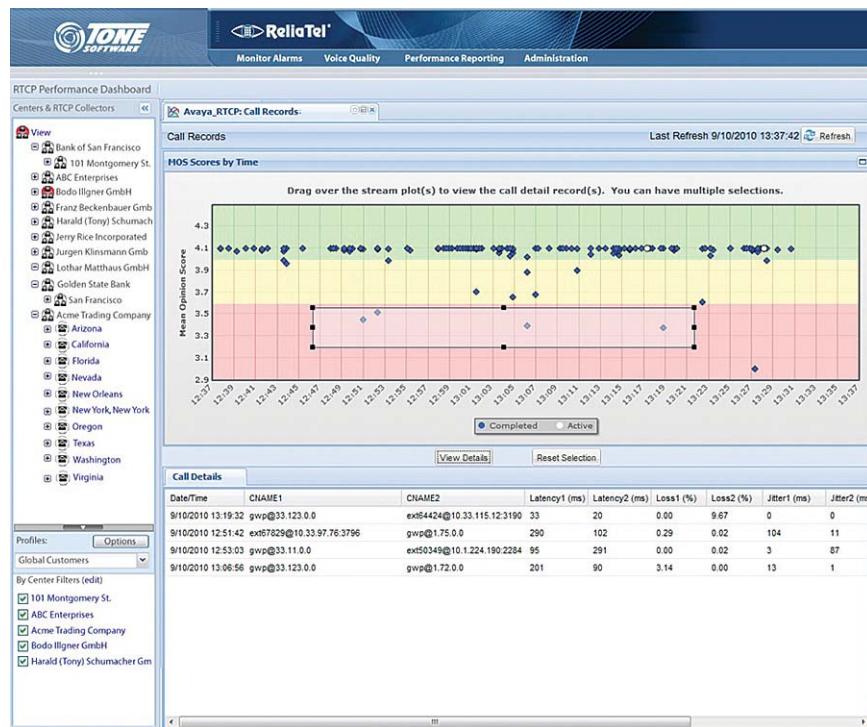
Performance management, meanwhile, provides information on what relevant performance metrics there are to a device. A PBX, for example, might have trunks, so it would look at trunk usage, capacity use; or, for a router, the solution would provide visibility about processing power, performance of links, etc.

The automation capability of the solution allows it to go beyond basic methods of data collection to automate troubleshooting.

With VoIP quality of service, the Tone solution dives into the service that's traversing the infrastructure and offers statistics on it on an end-to-end basis. Those stats are about such parameters as packet loss, latency, jitter and other information.

Tone's solution is unique in that it can work with network elements from any vendor, and it allows for segmentation of customers, meaning managed service providers can leverage this product to offer services, says Kapoor.

"Using ReliaTel SIP management, MSPs and enterprises have the visibility necessary to differentiate where these issues occur and the nature of the quality impairment – which significantly increases their ability to rapidly resolve quality issues and control VoIP quality and service levels," he says. Whether you're talking about service provider networks or private networks, the objective is to ensure the end user has a good experience, says Gordon Eddy, director of product management and marketing for the network assurance business unit at Empirix, which provides testing and performance management solutions.



That creates a requirement for end-to-end testing and monitoring, adds Tim Moynihan, vice president of marketing for the contact center business unit at Empirix. In the enterprise space, says Moynihan, Empirix offers tools that allow customers to do pre-deployment testing as well as ongoing monitoring and analysis. Empirix also offers an outsourced testing service in which Empirix comes in and does the job for you.

In any case, Empirix has various solutions that can evaluate calls whether they come in as TDM or IP traffic, measure latency and other parameters of a call, do load testing before or during deployment, and identify where congestion and other potentially service-affecting issues are occurring in the network, he says.

More on SIP Trunking

Irwin Lazar, vice president of communications and collaboration research at Nemertes Research, last year said that about 55 percent of companies are either deploying or evaluating SIP trunking.

The reason for the business world's interest in SIP trunking is clear: The service is

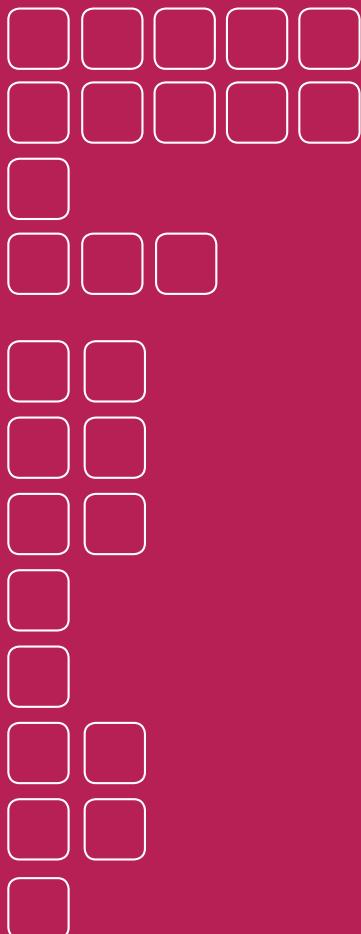
far less expensive than buying PRI lines for voice traffic.

"There hasn't been a compelling business case for SIP in the enterprise for anything other than interconnection of PBXs," says Lazar. "Most of the companies we talk to who are doing trunking internally are doing it to save long-distance costs."

As Rick Pfleger, director of sales engineering at managed service provider VoIP Logic, recently told INTERNET TELEPHONY, an average mid-sized company typically uses a T1 for data and a PRI for PBX voice communications. But moving to SIP trunking can enable the company to get rid of the PRI or PRIs and instead put all of its traffic over a single connection, potentially a bonded copper or fiber-based Ethernet link.

Lazar of Nemertes Research says SIP trunking can produce 20 to 60 percent in savings for a company.

SIP trunking also has some other nice features, says Lazar, adding that companies can leverage the technology to route calls based on time of day or on load and to set up virtual numbers in remote parts of the world. ■



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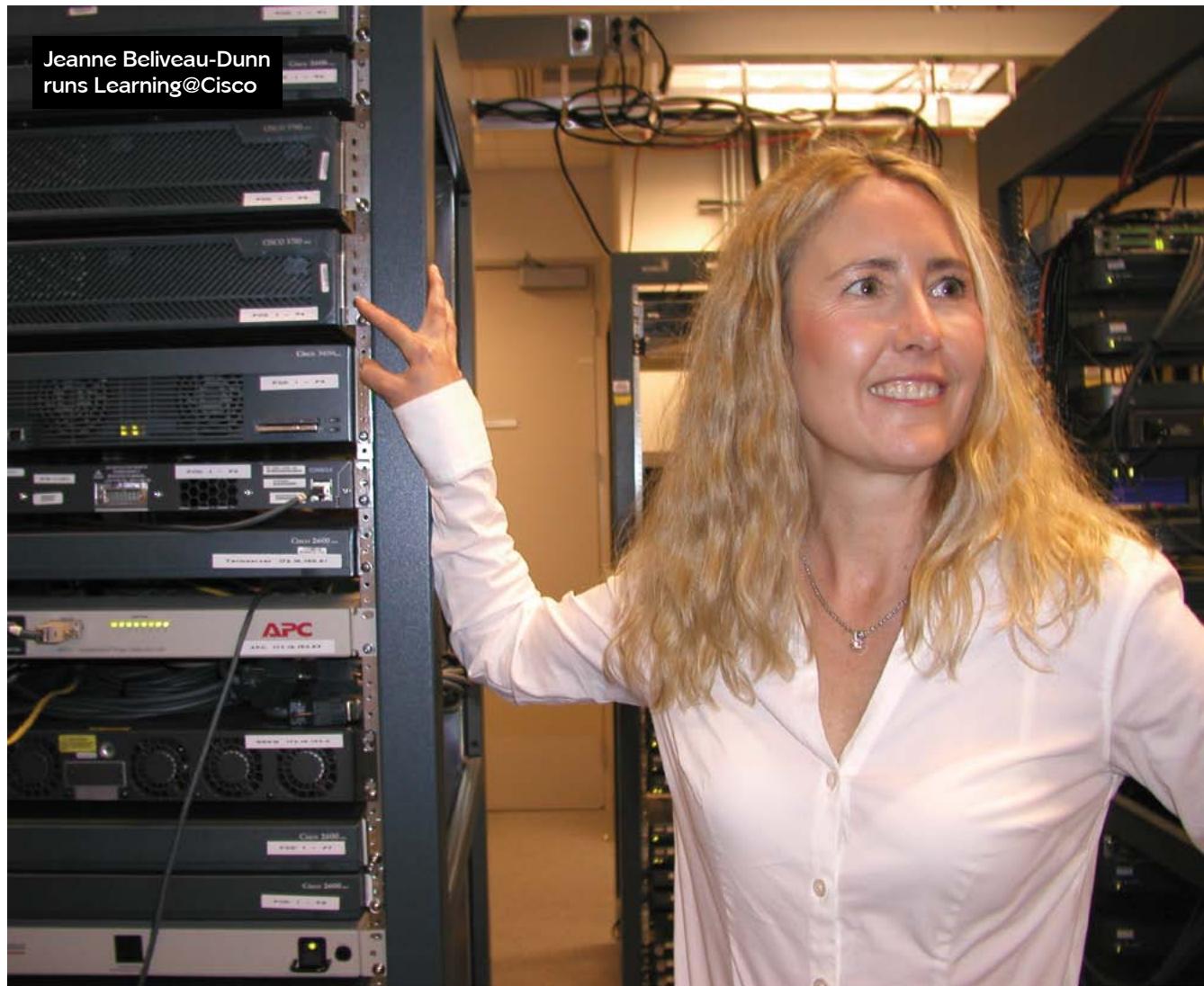
Cisco Systems has long been a leader in the communications space. In addition to boasting market share leadership in various areas of communications, its early identification of new networking trends, its stance on the front lines of new product development and acquisitions of companies that are addressing the next big thing, and its unofficial position on Wall Street as the bellwether for tech stocks, Cisco is big into education.

No, we're not talking here just about using Cisco TelePresence and its underlying networking infrastructure to enable distance learning, although the company is certainly pushing that effort as well. Rather, this story is about how Cisco is using both in-person and online resources to help provide current and future

IT and telecom employees with the information and tools they need to do their jobs, allow for better adoption of new networking solutions, and get insight into larger trends in the communications space.

For example, let's say you are a network security architect and handle all intrusion detection matters for your company. Cisco offers a targeted curriculum for a person in this type of position to understand what it takes to perform that role in a business. Of course, this is just one of many defined positions in the program.

The company has about 300 different disciplines, including assessments, labs, online training and live sessions, and 30 different certifications that map to various job roles, explains Jeanne Beliveau-Dunn, vice president and general manager of Learning@Cisco.



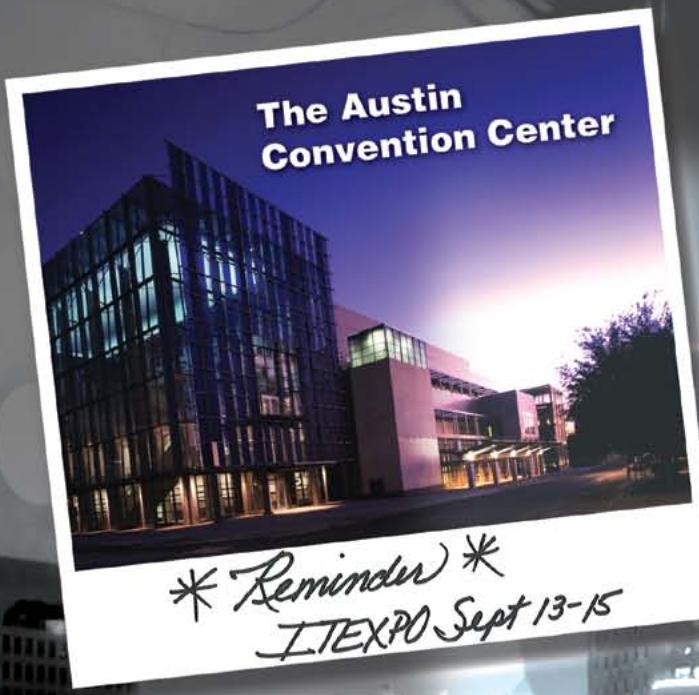
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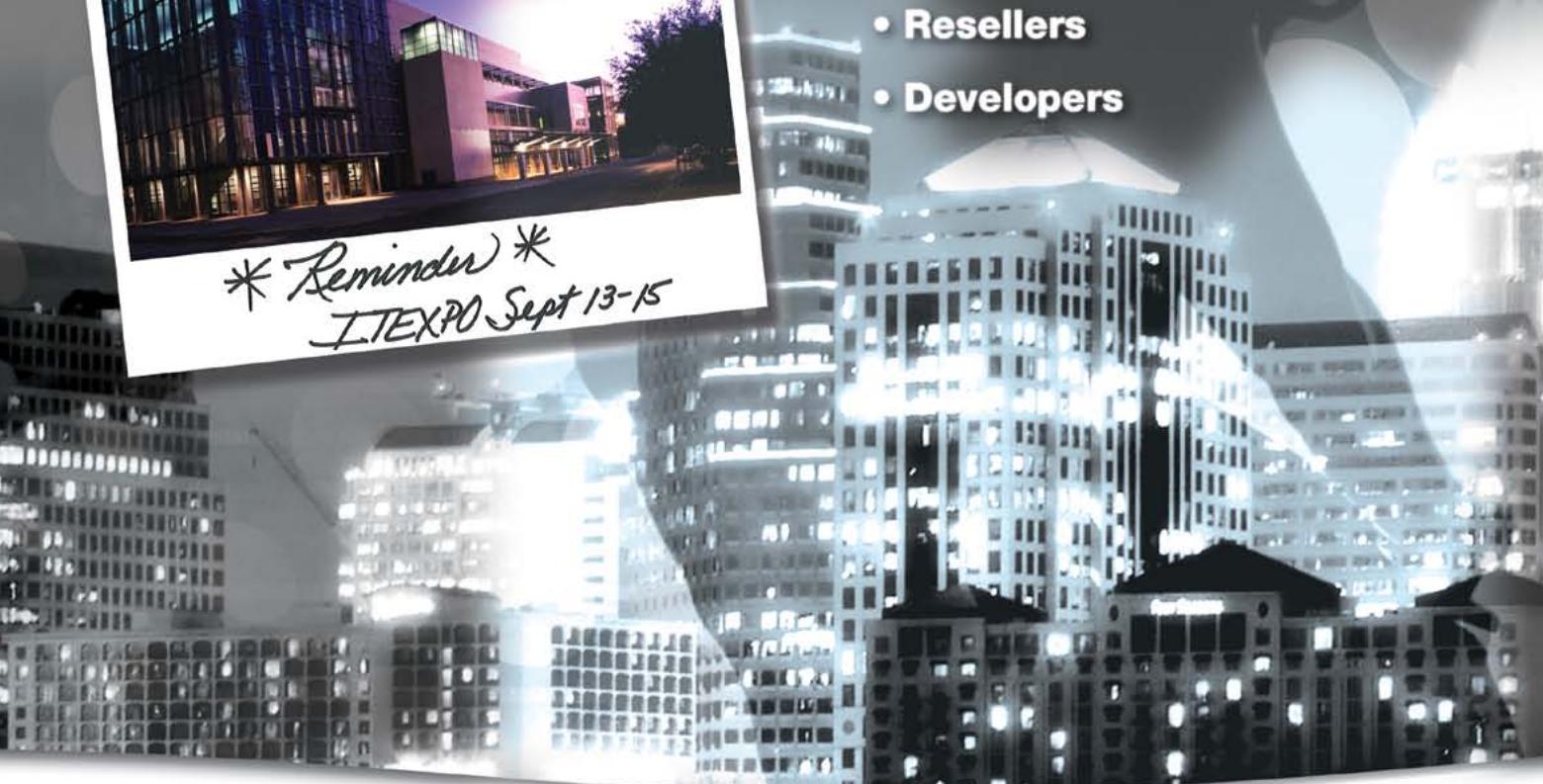


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Hands-on education

There are many initiatives that fall under the Learning@Cisco umbrella.

Cisco Learning Partners offers hands-on skill development in a live classroom. Beliveau-Dunn says Cisco has nearly 300 partners doing this and 250,000 people going through the two-week classes offered as part of this program.

The Cisco Learning Network, meanwhile, is the world's largest social learning network, according to Beliveau-Dunn. It has allowed millions of customers to come together to research what they need to learn. As part of this effort, Cisco provides assessments and test practice so participants can better understand what they need to know based on their roles. It enables folks in similar positions at various companies to talk to each other about solving problems. And there's a bunch of information on The Cisco Learning Network that you can use whether you're looking to get an introduction to the latest technology, hear experts talk about key aspects of new technologies or look at job listings.

The Network Academy, meanwhile, is Cisco's way of infusing network basics, etc., into community colleges and high schools, explains Beliveau-Dunn. Colleges and

universities can sign up to participate in this program, and those schools have to have their own teachers to champion these efforts.

The Cisco education packages, which focus on job requirements rather than specific products, are sold at various price points and modalities. Sometimes they're bundled as part of a customer's purchase of Cisco gear, but that's not a prerequisite.

Beliveau-Dunn says Cisco's aim is "to remove the barriers for the talent as much as possible."

All of the above is an effort to address the "knowledge gaps" that exist within the communications work force, she adds.

Although the economy has been on a rough ride in the past several years, and job loss has been staggering, President Obama continues to talk about the need for people to be educated in high value fields such as communications/networking in an effort to be more competitive as a country.

"At the end of the day we've talked about having all kinds of challenges in the past, economically, but we're getting through those," Beliveau-Dunn says.

Developing talent will be a big part of the recovery effort – and network is becoming critical to this transformation around the globe, she says.

"It's going to be a war for talent over the next five years, I guarantee that," she continues.

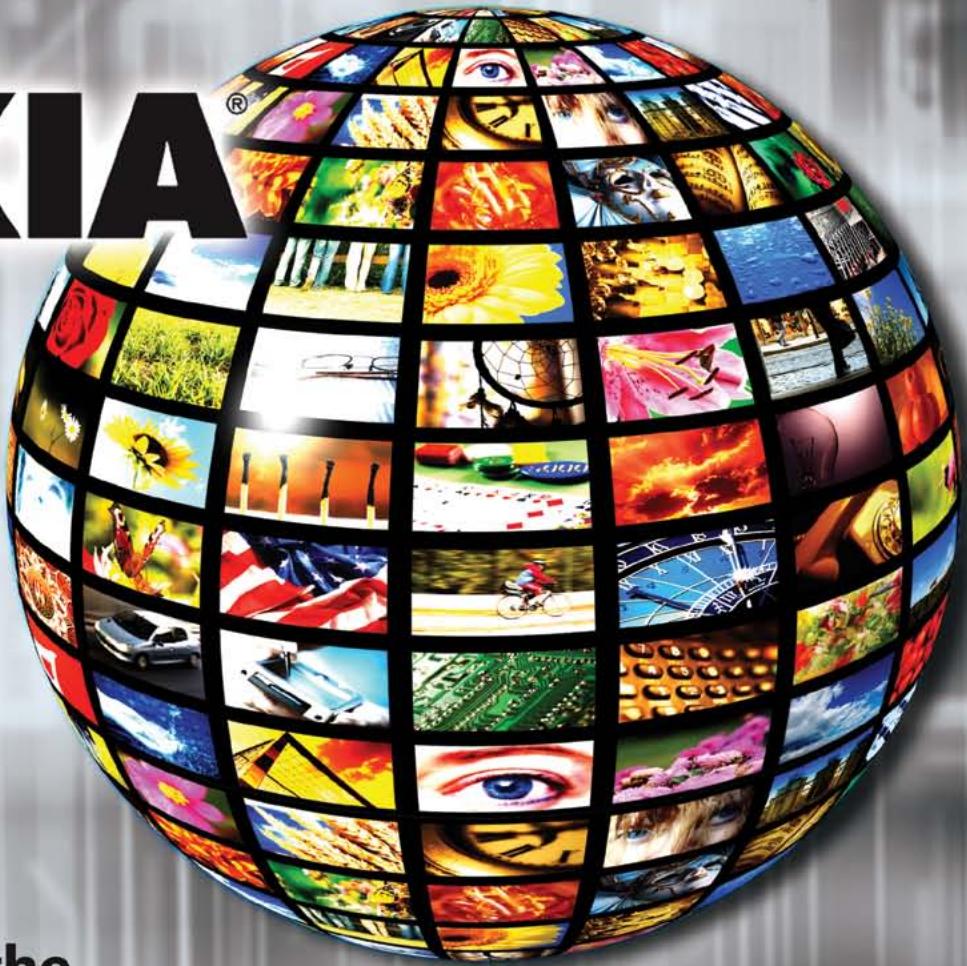
Key areas in which there are "knowledge gaps," according to Beliveau-Dunn, are in converged collaboration solutions, data center solutions, security and wireless.

In addition to all the programs mentioned above, Cisco is working with the public sector, along with its Authorized Learning Partners, such as New Horizons, Ascola and Skyline, and local Workforce Investment Agencies to provide training to displaced workers, and when possible, leverage government funding to cover the costs, which can amount to more than \$3,500.

For more information on how individuals can take advantage of government-funded programs, check out the list of WIA eligible training providers in California here: <http://etpl.edd.ca.gov/wiaetplind.htm>. There are similar programs in place across the country and internationally. **IT**



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Optical Networking

New Solutions Add Capacity, Efficiency

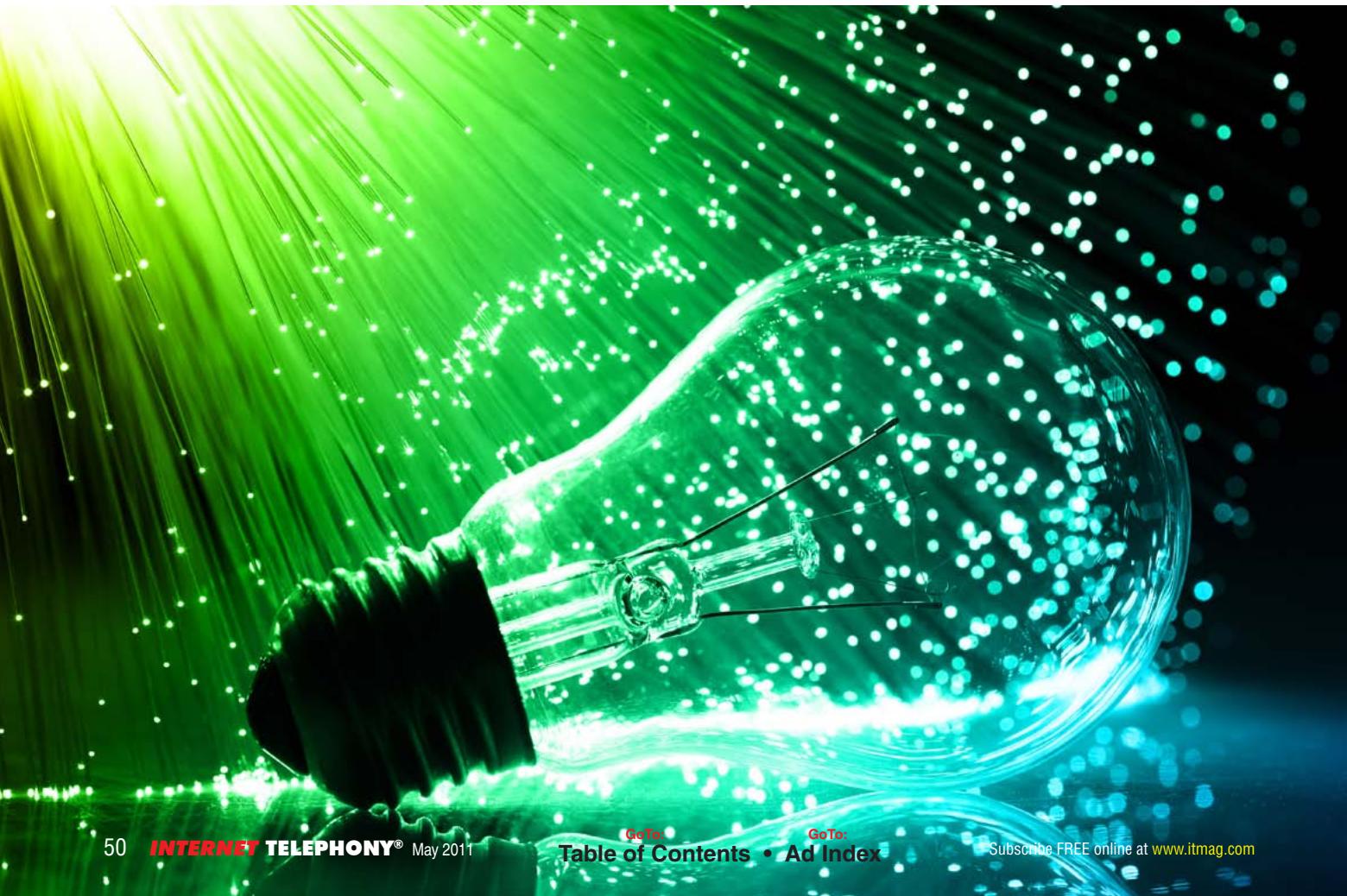
Optical technologies continue to make great gains, not just in the capacity they can deliver, but also in the efficiency with which they provide it. Recent new advances in this space include coherent optics, Raman and ROADM solutions.

"Today's present solution – simply adding more bandwidth – does not sufficiently solve the underlying capacity and efficiency problems," says Eve Griliches, managing partner at ACG Research. "Instead, service providers are asking for an agile and scalable approach with fewer sites, which will enable operators to architect networks with intelligence to increase their profitability in this increasingly competitive market."

Coherent optical processors represent a basic shift in how traffic runs over optical networks. They enable service providers to use optical network resources more flexibly and on-demand.

ADVA Optical Networks is among the companies embracing coherent optical networking. The company earlier this year announced the addition of a coherent express layer to its flagship FSP 3000 product.

"Besides the obvious benefit of increasing the capacity per wavelength, the true power of the technology lies in the extra link budget gained with coherent detection," according to the ADVA press release announcing the new capabilities. "To benefit from the extra link budget, the 100gbps capabilities are complemented by cost-effective, compact



OIF Sets the Stage for the Next Great Capacity Battle

By Paula Bernier

The telcos and their suppliers spent years debating over how best to take the best step up from 10G technology – 40G or 100G. Now that many carriers have made that transition, or are on track to do so, those in the optical space are positioning for a whole new debate: the battle between 400G and 1 terabit.

That's the word from Lyndon Ong, senior technology director of network control architecture at Ciena Corp. and vice president of marketing for the Optical Internetworking Forum.

OIF has gotten input from its service provider members, which seeing their capacity demands

grow in light of bandwidth-hungry video applications and other services.

Ong says that 400G is logically the next step if you look at past increments – yet some see 1 terabit as the way to go. All of this is still up for debate, even within the OIF, he says.

"The OIF is very active in educating and informing the industry about the technical work and collaboration taking place among the varied member companies within the forum," says Ong. "Our members are leading the charge to bring 100G products to market quickly and cost-effectively and are looking ahead to beyond 100G."

and performance-optimized amplification schemes, all fully integrated into the control plane. The new 100Gbit/s 'pipes' are not only bigger, but smarter as well, as the service manager has full control over the links."

The FSP 3000 also includes what ADVA says is the latest in ROADM technology as well as Raman amplification.

The ADVA ROADM technology, which is integrated into the FSP 3000's control plane, is based on modular building blocks that support colorless, directionless, contentionless and gridless configurations. That allows service providers to deliver any transport service on any port, over any wavelength, to any direction in a network.

The company last year introduced latency-optimized Raman amplifier technology to its solution.

"The main advantage of Raman amplification is its ability to provide amplification without the need to add supplementary fiber to the network, therefore allowing a shorter overall fiber path and faster transmission," according to ADVA.

While erbium-doped amps boost optical signals before sending them, this new Raman technology allows amplification within the fiber itself, which reduces the number of amps needed throughout the network.

Coherent optical processors represent a basic shift in how traffic runs over optical networks. They enable service providers to use optical network resources more flexibly and on-demand.

"In our trials, we have seen the new ultra low-latency Raman amplifiers reduce equipment latency by as much as 50 percent on key financial links," says Brian Quigley, director of low-latency sales and strategy at ADVA Optical Networking. "This announcement is an example of ADVA Optical Networking's continued commitment to drive latency from high-performance networks." **IT**

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Talking Enterprise Social Networking with Calabrio

Calabrio Inc. got its start in 2007 with an integrated suite of workforce optimization software that it says is easy to implement, use and maintain. As a spin out company, Calabrio has more than 20 years of product development experience behind its software, which it distributes through channel partnerships and via an OEM relationship with Cisco. It's a member of the Cisco Developer Network and a gold member of the Avaya DevConnect program.

Tim Kraskey, Calabrio's vice president of marketing and business development, recently spoke with INTERNET TELEPHONY about the company and the opportunities it sees in the enterprise social networking.

What does Calabrio sell to whom?

Kraskey: Calabrio builds workforce optimization software applications – including call recording, quality management, speech analytics, workforce management and performance management for enterprise or service provider end users. We sell these applications through an authorized partner network around the world.

Why is it important for enterprises to embrace social networking?

Kraskey: They really have no choice. Either they embrace it, or the users of their products and services will do it for them. Imagine an unhappy customer who bought a new mobile phone. If the person doesn't get acceptable service from either the mobile provider or the mobile phone manufacturer, he or she may just use a social media channel to tell the disservice story to thousands of possible readers. It could be a Tweet; blog post; Facebook comment; LinkedIn comment; or other site that has thousands or even millions of eyes. This has already happened to many companies today, and they can no longer ignore the social networks. Companies need to embrace the change and get ahead of it.

Calabrio this spring unveiled its redesigned call center agent desktop, which now incorporates Web 2.0 and social media features like widgets. Tell us about this new product and what kind of new benefits it can deliver to customers.

Kraskey: Calabrio ONE is the first workforce optimization suite to draw on proven techniques of the social web (www.opensocial.org) to deliver workforce optimization tools that are

Tim Kraskey



intuitive, flexible and simple to support. The Calabrio ONE suite allows for a personalized dashboard, which is presented as a series of widgets. Each user can choose from the widget library of performance graphs and activities, then position and configure the dashboard according to his or her own needs and preferences. For example, an agent can set his or her dashboard to monitor his or her own schedule, adherence metrics, average quality scores for the day or the week, alerts and overall performance against team key performance indicators.

It's about personalization and an efficient user experience with intuitive navigation. The user is just a click or two away from any task, and there is a consistent look and feel between all applications. These factors are designed to improve user

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satisfaction, eliminate wasted time moving from application to application, and dramatically reduce training time (the goal is no user manuals and intuitive learning through great design). Other advantages of the suite include freedom and flexibility, whether it is delivering applications to users on mobile devices or setting up time-saving task workflows.

Some of your competitors are already delivering social networking tools as part of their call center solutions.

What is Calabrio's unique angle on this?

Kraskey: Calabrio has been working with its customers to deliver a solution that addresses their needs in this area. An example is the ability to do quality evaluations on Facebook, Twitter and chat interactions, for example. This is an area of growth, and we are at the early stages of helping our customers establish a practice in this area.

We added the capability to do QA for social networks in this latest release. It includes key areas such as adding the feature for hyperlinking to other data. We are also adding scheduling capabilities in our workforce management application. This is only just the beginning of what we will be delivering in this area.

Beyond the call center, where else might businesses want to consider enabling social networking capabilities?

Kraskey: Another key area where these tools and applications are being provided is in marketing and human resources departments, and not just the call center. Sales should also be aware of conversations in social networks because they affect their potential future sales.

What's next for enterprise social networking?

Kraskey: This is somewhat happening by trial and error and there is necessity now to make it more formalized in companies. Consolidation of the various applications and channels will be necessary. Tools like Cisco Social Miner will be key to bringing that discipline. Enterprises will need to define an owner (i.e. contact center vs. marketing), provide training and implement policies and best practices. It is not unlike the way contact centers had to shift to address e-mail when that channel was new to the contact center.

The demographics of users are changing. For example, hiring Gen X and Y into the call center will change how we use tools and applications. These same groups are also more likely not to call for help but send an e-mail, tweet, chat, etc. They will use their thumbs before they speak! **IT**



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By Erik Linask

For the record, at one point, I was one of those people, simply because I couldn't wait to get rid of my BlackBerry. Now, several weeks after becoming a proud owner of a brand new HTC Thunderbolt, I can do nothing but repeat that recommendation.

Let me first make it clear that I'm not one to always run out to get the latest and greatest technologies, understanding well the risks of first-run products, compared to their second- and third-generation siblings.

That said, as I stated previously, the biggest flaw of the Verizon iPhone is "it's a 3G device in a 4G world." Apps are apps, and you'll get them whether you go Android or iOS. But, speed is another story, which is why I got the Thunderbolt when it launched, knowing I was heading out to Las Vegas – a 4G market – a few days later, and could try it out immediately.

I was not disappointed. The standard browser is blazing fast, opening even the busiest Web pages at least as quickly as my laptop. I could search for information in a fraction of the time it took others I was traveling with, whether looking for sports stats, reading news, finding places to eat, or confirming flight departure times. As for the apps, there's nothing wrong with how quickly apps on 3G devices download and install but, with the Thunderbolt, I was running apps while 3G devices were still downloading them.

Perhaps the biggest test was at COMPTEL, when I activated the mobile hotspot capability so the TMC team could connect to check e-mail, post articles, and browse the Internet. Again, the results were nothing short of amazing, with connectivity and transfer speeds putting 3G to shame (even when you discount the volume of 3G users typically on a 3G network at a tradeshow). "Amazing" and "blazing fast" were words my colleagues used to describe the connection. Furthermore, the only time the service was disrupted was when I answered phone calls, meaning there were no unexpected outages and, as soon as I disconnected from the call, the hotspot was automatically reactivated and connectivity was restored.

Needless to say, I was disappointed to have to head back to Connecticut, off Verizon's existing 4G grid. In fact, I kept an eye on the phone as I passed from New York into Connecticut,

3G is Fast, 4G is a Lot Faster

Back in the February issue, I suggested people considering switching to the Verizon iPhone the moment it officially launched would be well served to ponder their options before making a decision.

just to see how far the LTE signal would reach, praying against hope the coverage map was inaccurate. I was sent back into the mundane world of 3G, or so I thought.

As it turns out, the Thunderbolt itself, is far from mundane, still downloading and running apps and browsing the Web faster than your average mobile device.

A few days ago, however, I noticed the unmistakable 4G LTE icon on my connectivity bar. Could it be? 16mbps downstream and 25mbps upstream data speeds say it could. Verizon's rollout plans indicate the area around TMC headquarters is planned for LTE rollout by the end of the year but, if these figures – and the corresponding speed of applications directly leveraging the data network – are any indication, trials are already under way. No, those speeds won't hold up once the LTE network is in full production mode with thousands of

users on the network, but it's quite impressive, nonetheless.

Technology has an inherent persuasive nature to it and, particularly in this age of social sharing and multimedia content, speed and capacity can change the user experience.

But does it really matter? If all you want out of your mobile device is the ability to check e-mail and send and receive text messages, probably not. But, technology has an inherent persuasive nature to it and, particularly in this age of social

sharing and multimedia content, speed and capacity can change the user experience. For instance, watching TMCnet Newsroom videos provides an experience very similar to watching on my laptop on a Wi-Fi connection, and a much improved experience compared to typical 3G network connections. I also decided to try something longer, like an episode of Body of Proof, with the same result. Of course, it's not quite the same as watching on a big-screen TV, but for mobile use, it's pretty darn good.

Want to check Facebook updates or Tweet the latest article you read on TMCnet? It doesn't get much easier. In fact, there isn't much that isn't easy to do on the Thunderbolt with an LTE connection, other than figuring out how to make the battery last longer, which, as far as I can tell, is the only drawback. It's somewhat ironic that connectivity issues are rapidly disappearing, while power is again surfacing as a primary need. Yes, I make sure I have a power cord with me wherever I go but it's a small price to pay for the speed.

No, there is nothing wrong with the iPhone – it's a great device. But, if you're in the market for a new mobile device and you plan on getting the most out of your monthly charges – and you may as well, considering how high they are – why not go with something that will let you experience today's technology to its fullest capacity. 3G is yesterday's network. **IT**



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