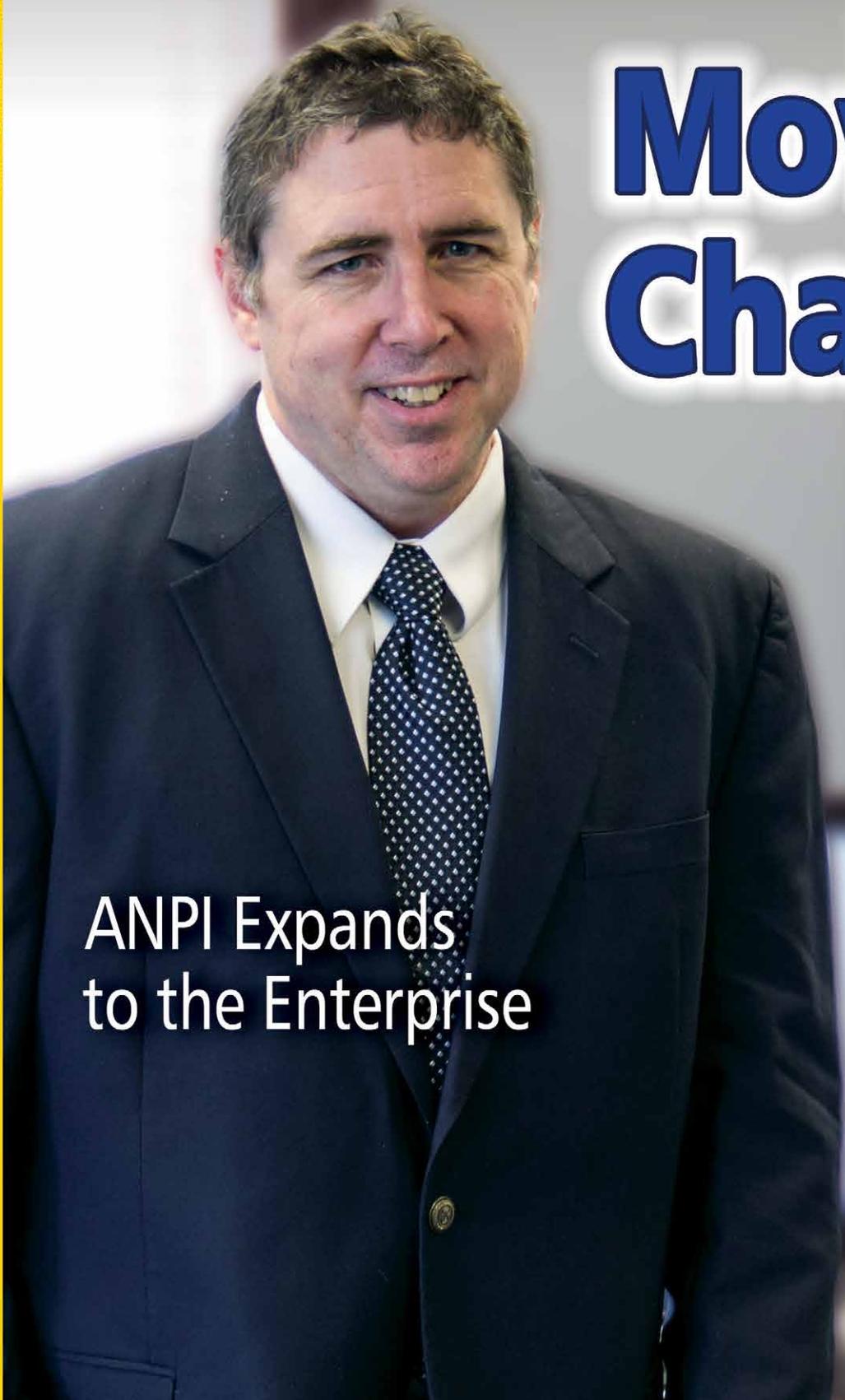




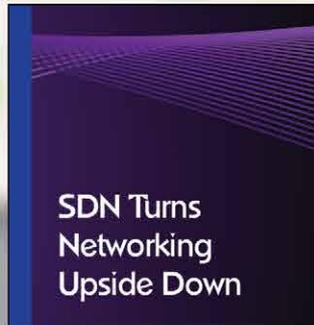
INTERNET TELEPHONY

The IP Communications Authority Since 1998™



Move & Changes

ANPI Expands to the Enterprise



SDN Turns
Networking
Upside Down



WWW.ITEXPOMIAMI.COM
ITEXPO
ITEXPO Miami
Roundup

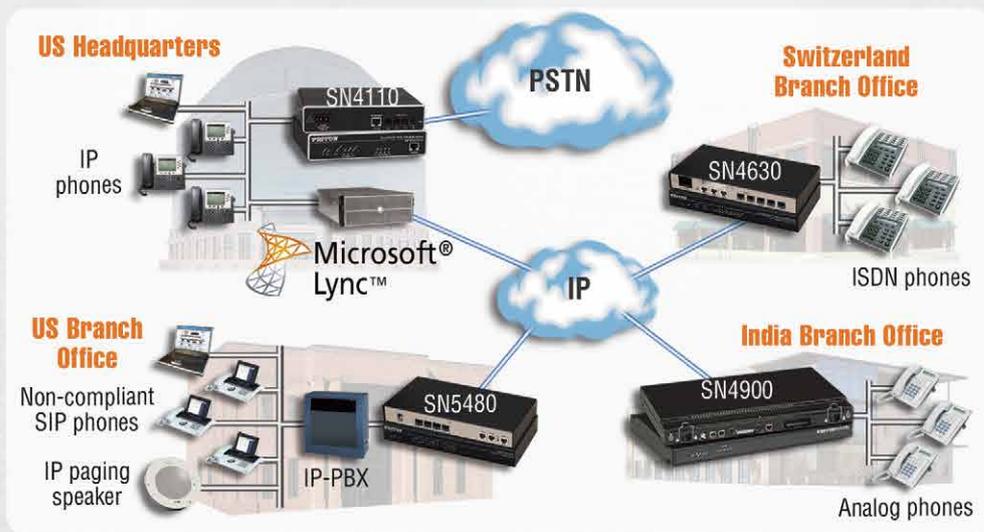


What's New
in the Channel

SmartNode™ The Gateway to Microsoft® Lync™

SmartNode™ VoIP media gateways connect your non-certified office communications to Lync!

- Non-compliant SIP
- Fax
- PBX
- PSTN
- Analog/ISDN phones



Now any enterprise can reap the benefits of unified communications (UC) with Microsoft Lync. Certified by the Microsoft UC Open Interop Program for Lync server, Patton's SmartNode™ products provide the "gateway to Lync" for your office communications equipment and software—certified or not.

SmartNode™ VoIP media gateways preserve capital investment by Lync-enabling your existing phones, fax, PBX and more. By maintaining your PSTN connections, SmartNode™ delivers network survivability for business continuity, plus local breakout for toll bypass. That saves you money!

PATTON
Let's Connect!™

Get Our
Gateway to MS
Lync Overview



patton.com/msync/overview

The overview shows five ways you can Lync-enable enterprise communications using SmartNode VoIP Gateways

SmartNode
VoIP solutions that are more than just talk™

You always get free support!

www.patton.com • sales@patton.com
tel: +1 301.975.1000 • fax: 1 301.869.9293
7622 Rickenbacker Dr., Gaithersburg, Maryland, USA



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

EDITORIAL

Group Editorial Director, **Erik Linask** (elinask@tmcnet.com)
Executive Editor, IP Communications Group,
Paula Bernier (pbernier@tmcnet.com)

TMC LABS

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

ART/DESIGN

Associate Vice President of Creative, **Alan Urkawich**
Graphic Designer, **Lisa Mellers**
Production Manager, **Stephanie Thompson**

EXECUTIVE OFFICERS

Nadji Tehrani, *Chairman and Founder*
Rich Tehrani, *CEO*
Dave Rodriguez, *President*
Michael Genaro, *EVP of Operations*
Tom Keating, *CTO, VP*

ADVERTISING SALES

Sales Office Phone: 203-852-6800
VP Business Development
Anthony Graffeo, 203-295-0234 (agraffeo@tmcnet.com)
VP Events
Joe Fabiano (jfabiano@tmcnet.com)
AVP of Client Services
Jaime Hernaez, ext. 217 (jhernaez@tmcnet.com)
Account Executive
Laura Noya, ext. 299 (lnoya@tmcnet.com)

SUBSCRIPTIONS

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

INTERNET TELEPHONY® magazine is published monthly except February and August. Annual digital subscriptions free to qualifying U.S., Canada and Foreign subscribers. Annual print subscriptions are free to U.S. qualifying readers; \$69.00 U.S. non-qualifying, \$99.00 Canada, \$119.00 foreign qualifying and non-qualifying. All orders are payable in advance in U.S. Dollars drawn against a U.S. Bank. Connecticut residents add applicable sales tax. For more information, contact our Web site at www.itmag.com or call 203-852-6800.

POSTMASTER: Send address changes to: **INTERNET TELEPHONY**®, Technology Marketing Corporation, 800 Connecticut Ave, 1st Floor East, Norwalk, CT. 06854-1628 USA. Canada Post: Publications Mail Agreement # 40612608, Canada Returns to be sent to: Pitney Bowes International, PO Box 25542, London, ON N6G 6B2, CANADA

EXHIBIT SALES

Sales Office Phone: 203-852-6800
VP of Events, **Joe Fabiano** (jfabiano@tmcnet.com)
Companies whose names begin with A-L or #S:
Sr. Global Events Director, **Maureen Gambino**
(mgambino@tmcnet.com)
Global Events Account Manager, **Nicole Pradella**
(npradella@tmcnet.com)
Conference Sales Director,
Frank Coppola (fcoppola@tmcnet.com)

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

Keeping Up in the Age of Acceleration

We're living in the age of acceleration, and things will move faster still going forward – pushed ahead by the low entry costs that the cloud enables, ever-increasing wireless broadband speeds, and the rise of HTML5 and WebRTC, among other factors.

That was the word from "The Age of Acceleration: Tipping Point" panelists in late January at ITEXPO Miami.

The speaker lineup included Phil Edholm of PKE Consulting LLC and UCStrategies.com, who heads up the WebRTC Expo; Carl Ford, CEO and co-founder of Crossfire Media, which puts together the M2M Evolution conference, among other events; and Larry Lisser, principal of Embrase Business Consulting, which stages the StartupCamp event. The panel, which was moderated by TMC leader Rich Tehrani, also included Peter Bernstein and Erik Linask, who are senior editor and group editor at TMC, respectively.

"We're in the maturation of the Internet age," said former analyst Bernstein. "The new normal is that change is the only constant we can think of."

The rate of change, and fickleness of the consumer, makes it very challenging for businesses to decide what offerings to bring to market and continue to invest in, noted Lisser.

"Fast follower," Lisser added, used to be a negative term. But now, he indicated, those that fall into this category have a better chance of success.

While the rate of change is challenging to business, the good news is that it has resulted in devices, infrastructure and tools that allow people to communicate easily and in real time with friends, family, colleagues and customers, said Linask.

WebRTC is positioned to enable even more interesting opportunities for communications in the future.

Edholm explained that WebRTC puts a media engine into the browser and enables individuals to communicate directly with servers, as opposed to requiring server-to-server interactions to enable communication. As discussed in the December issue of **INTERNET**

TELEPHONY, that means developers can build real-time communication into web pages. Indeed, Edholm commented that any organization that owns a website or has key business processes that involve the web ought to learn more about what WebRTC can enable.

As in the past with other technologies, WebRTC is now opening the door to outside forces to enter the communications industry, and that's likely to drive further change, Lisser suggested. He said the next 18 to 24 months is a great window of opportunity for those using WebRTC to do new things and create some great businesses.

WebRTC was also a key topic of discussion during the ITEXPO Miami "The Future of Desktop Communications and Collaboration" panel.

While panelist Jeff Dworkin of Sangoma said he sees WebRTC as just one more way to connect, and added that smartphones are already powerful enough to do what WebRTC promises, others on the panel were very bullish on WebRTC's prospects to ignite significant change.

"WebRTC is feeling to me kind of like SIP did in 1998," said Sherman Scholten of Obihai Technology Inc., adding that SIP was a revolutionary way to implement voice that came out in the 1997-98 time frame.

Vidtel CEO Scott Wharton, also a panelist on "The Future of Desktop Communications and Collaboration" panel, agreed.

"I think it is going to be completely disruptive, especially for ad-hoc meetings," said Wharton, who expects WebRTC to "kill" a lot of the soft client business.

Just last month Vidtel, a provider of cloud-based videoconferencing, revealed that its Vidtel MeetMe and Gateway cloud services natively support WebRTC. A press release quoting Alex Doyle, Vidtel's vice president of marketing, as saying: "With Vidtel's WebRTC support, attendees will be able to join videoconferences as easily as visiting a website, with no bulky downloads or plugins, and Vidtel partners can build compelling new video applications rapidly." **IT**

GoTo:

GoTo:

Table of Contents • Ad Index

March 2013 **INTERNET TELEPHONY**® 1



Sculley Captivates ITEXPO, StartupCamp Audience

John Sculley riveted the audience at StartupCamp 7 at last month's ITEXPO Miami.

Sculley rose to prominence as the leader of food and beverage giant PepsiCo, having served first as vice president in the 1970s and then president from 1977 to 1983. He went on to head up Apple.

He was the first MBA that PepsiCo hired and became the biggest advocate of creating a relationship with the consumer and the brand. At ITEXPO, Sculley talked about life-style and experience marketing and how the company created the Pepsi Experience and Pepsi Generation marketing campaigns.

Sculley also discussed the Pepsi Challenge, for which the company set up booths at which passersby took blind taste tests. The company did research ahead of time and realized Pepsi was slightly preferred in blind taste tests – 54 percent to 46 percent. But rather than just throwing up those numbers, the company wanted to get the expression of people when they realized they preferred Pepsi over Coke. Sculley said that drove Coke crazy.

The PepsiCo CEO was in his mid-30s when he got a call from a recruiter seeking leadership at Apple. Sculley said he was not the first person to be selected; he didn't have computer experience. Moreover, Apple's board thought Steve Jobs was too young to be CEO but was given veto rights.

The first meeting with Jobs took place shortly thereafter – in 1982. Prior to that time, no one had gone from corporate America to Silicon Valley. People running high-tech companies were all engineers at that time.

Eventually Sculley told Jobs no, and the Apple founder then famously asked the PepsiCo exec if he wanted to sell sugar-water for the rest of his life or change the world. A week later, Sculley had joined Apple.

At the time, Commodore and Atari were the market leaders by far, and IBM was up and coming.

Apple had just launched Lisa at \$10,000, which was a fortune for that time period

and still is by today's standards. Macintosh was more than a year away and subsequently, the company needed cash for development. The challenge was, the only cash flow came from Apple II, which was five years old. Sculley was tasked with keeping the cash coming from the old computer line and making sure there was enough of it for marketing of the Mac.

Jobs was fascinated with experience marketing, which is just what Jobs said they needed at Apple. Jobs said Apple would win with Macintosh in the same way as Pepsi, said Sculley, who added, "Jobs was a fast learner."

However, as we all now know, these two leaders eventually bumped heads.

They had a disagreement that led the board to ask Jobs to step down from running the Mac division. Sculley said that it was the wrong decision – really innovative companies need to be run by product leaders. Even if you can do integrated marketing, it is the product that drives businesses, he added, so the Apple board should instead have focused on having the two men work more closely together. Sculley added that he had an amazing friendship and relationship with Jobs, and he just wanted to keep the culture Jobs created going.

Sculley grew the company more than 1,000 percent and was taking the leadership position from IBM. But he was against licensing the MAC OS and was subsequently pushed out. Being kicked out of Apple was the worst thing that had ever happened to him, said Sculley, adding that it took him decades to recover.

Fast forward to today. Sculley spoke about the companies he invests in now and commented on how the country's medical/health care problems can be solved with technology using the cloud. Misfit Wireless is one company in which Sculley is an investor; it uses wearable technology and the cloud to measure the health level of users.

Sculley also added that he wouldn't work for a large company today because all the fun stuff happens in small companies. **IT**



TMCnet (www.tmcnet.com)

TMCnet EDITORIAL

Group Editorial Director, **Erik Linask**
Senior Editors, **Peter Bernstein, Tony Rizzo**
Assignment Editor, **Stefanie Viscusi**
Managing Editor, **Stefanie Mosca**
Contributing Editorial: **Paula Bernier, Susan Campbell, Erin Harrison, Gary Kim, Ed Silverstein, Rich Steeves**

TMCnet PRODUCTION

Webmaster, **Robert Hashemian**
Associate Vice President of Creative, **Alan Urkawich**
Senior Designer & Director of TMCnet Communities and Channels, **Maxine Sandler**
Senior Web Designer, Director of Strategic Web Initiatives, **Chhityz Thapa**
Operations Manager, **Tim Goins** (tgoins@tmcnet.com)

MARKETING

EVP of Operations, **Michael Genaro**
Creative Director, **Alan Urkawich**
Marketing Manager, **Jan Pierret**

FINANCE

VP Finance, **Allen Frydrych**
Senior Accountant, **Betsy Estes**
Accounts Coordinator, **Charles Hendricks**

READER INPUT

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

INTERNET TELEPHONY® is a registered trademark of Technology Marketing Corporation. Copyright © 2012 Technology Marketing Corporation. All rights reserved. Reproduction in whole or part without permission of the publisher is prohibited.

REPRINTS AND LIST RENTALS

For authorized reprints of articles appearing in **INTERNET TELEPHONY®**, please contact:
The YGS Group Reprint Division
3650 West Market Street, York, PA 17404
717-505-9701 or 800-501-9571 x105 • tmcnet@theYGSgroup.com



FOR LIST RENTALS

please contact Jill Olsen at jolsen@listincorporated.com or call 914-765-0700 ext. 105.



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

Subscribe FREE online at www.itmag.com

THE POWER OF ANDROID™



IS NOW ON YOUR DESKTOP



Introducing the GXP2200 Enterprise Multimedia Phone for Android

- Android Operating System
- 4.3" Capacitive Touch Screen
- Gigabit network ports with PoE
- Bluetooth, USB, SD
- 6 Lines, 5-way Conferencing
- Virtually Unlimited Apps

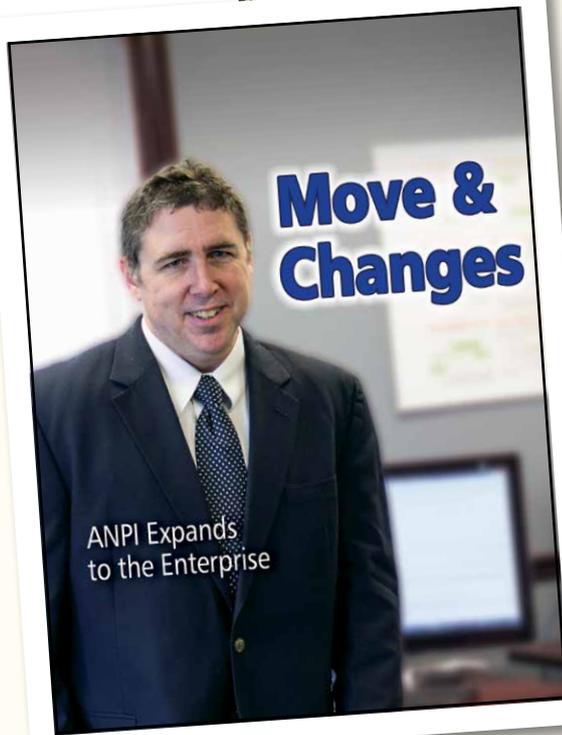
Contact info@grandstream.com for more
www.grandstream.com

*Android is a Registered Trademark of Google Inc.

Follow us:



COVER STORY
ANPI Expands to the Enterprise
26

 Subscribe **FREE**
Today!

COLUMNS

- 1 Top of Mind**
Keeping Up in the Age of Acceleration
- 2 Publisher's Outlook**
Sculley Captivates ITEXPO, StartupCamp Audience
- 6 Infrastructure Peering**
FirstNet Hits the Big Time
- 8 Disaster Preparedness**
The New Normal of BC/DR Planning
- 8 Regulation Watch**
FCC Adopts International Traffic Reporting Requirements for VoIP Providers
- 10 Mobile Musings**
The Disruption, and Subsequent Innovation, from WebRTC
- 12 Rethinking Communications**
Social Networking for Business – Is It Just Social?
- 14 Ask the SIP Trunk Expert**
Business Continuity with SIP Trunking
- 16 Virtualization Reality**
Is Your Network Ready for Virtualization Protocols?
- 18 Guest Room (with Tech-Clarity)**
How to Get the Right Products to Market Fast
- 58 Convergence Corner**
What Made ITEXPO Miami Hot

Departments
The Channel

- 20** On Rad's Radar: The Four Ingredients for Channel Success
- 20** AudioCodes Puts Together One Voice for Lync
- 22** Channel News Briefs
- 24** How the Cloud is Changing Cisco's Relationship with its Channel Partners

Cloud & Data Center

- 28** Cloud Brokerage will Shape Future Cloud Business Models
- 30** Six Strategies to Positively Impact Enterprise Storage in 2013

Network Infrastructure

- 32** SDN Turns Networking Upside Down
- 36** Strong Upside Remains for SBCs
- 38** Troubleshooting VoIP Problems in the Call Center
- 39** Network Infrastructure Briefs

Video

- 40** Why 2013 is a Pivotal Year for Enterprise Video

Security

- 42** Security Briefs

Open Source

- 44** Zurmo Spices Up the Open Source CRM Game

Unified Communications

- 46** How to Overcome WebRTC's Scalability and Firewall Issues
- 50** Firespotter Labs Aims to Spark Innovation in the Voice Space
- 50** Batchbook to Expand Social CRM Availability, Integrations
- 51** Unified Communications Briefs
- 52** The Cost of Not Complying with State Privacy Laws on Call Recording

Wireless

- 54** Mobidia Aims to Leverage Mobile Data Usage for Carrier Promotions
- 55** Wireless Briefs

Special Focus

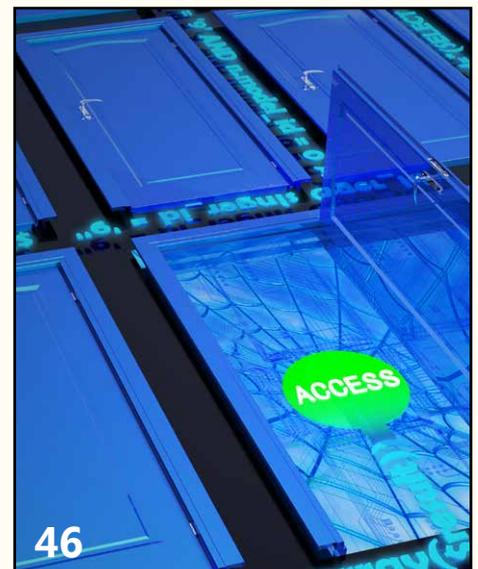
- 56** UC Product of the Year Awards

Ad Index

- 60** Ad Index

Strategic Solutions Series

Shango Establishes a Common Service Orchestration Platform for Unified Communications



Dynamic. Flexible. Intelligent Access.

UNSi provides the most complete and cost-effective MPLS solution for businesses with multiple locations. **We can deliver EVERYWHERE!**

One Grid, Dozens of Networks

UNSi is the ONE provider that offers multiple Internet access methods to accommodate various budgets, speeds and geographic locations all on ONE bill. We have over 150+ carrier interconnects, 18 Core POPs in the USA, access to over 155,000 lit buildings and a network supported by 24/7 Network Operation Centers geographically dispersed with the most stringent disaster recovery and redundant standards.

Several Flat Rated Access Options Via Our Nationwide Network

- Industry-leading MPLS Exchange Platform (MEP)
- ILEC Ethernet (EoF) with any type of port
- Ethernet over Copper (EoC) "anywhere" with any type of port

Value Added Managed Services with Pro-Active Network Monitoring

- Same IP Failover (SIF) is our award-winning IP redundancy product



Partner with UNSi, the fastest growing next generation provider.
Contact us at **855.UNSi.999** or **partnerships@unsi.net**.

unsi.net

UNSi
united network services, inc



By Hunter Newby

FirstNet Hits the Big Time

As noted by the NTIA: "In February 2012, Congress enacted The Middle Class Tax Relief and Job Creation Act of 2012, containing landmark provisions to create a much-needed nationwide interoperable broadband network..."

For those in the industry who are still not yet aware of the \$7 billion U.S. government funded start-up company, FirstNet, here are a few key points to know:

- FirstNet is the largest telecom project in the history of the United States of America.
- When complete it will be larger than some of the major carriers today.
- It will cover every square meter of the United States with a wireless system.

This may all seem a fantastic story, a giant tall-tale, that there is such a plan and such an organization that is founded, formed, capitalized and in effect building this system. These bullets are in fact not fantasy, but true representations from FirstNet's own chairman.

Here's an excerpt of comments made by Sam Ginn, chairman of FirstNet, at the company's Dec. 11, 2012, board meeting held in Washington, D.C:

"Yeah, and, you know, I understand the perspective because we are talking about big budgets here. But I'd just like to remind the board that this is the largest telecom project in the history of this country.

"When we complete this project, it's going to be larger than some of the major carriers today, okay?"

"If you look at those major carriers and just a simple example, the number of engineers that are working just incrementally on their networks, there are thousands of those engineers.

"And I think we have 12 employees at this point in time. So we have to grow a great deal, this is a complex project. There will be hundreds of thousands of decisions made every day as we get into this project. And I just hope we don't forget about the scale, and how complex it's really going to be, because it is a very large and complex effort. So, I understand Kevin, and I want you to keep us honest about budgets. I'm for control, and just as you are, I'm for holding people accountable for what they do. And if we don't get results, we'll change it, and make sure that we do.

"But this is not a small project in the northern part of Maine. I mean we've got to cover every square meter of this United States with a wireless system.

"And that's going to be a big challenge."

A big challenge indeed! Considering that no other private, for-profit telecom company has been able to accomplish this feat thus far in the United States, one could argue that FirstNet will in fact be the largest and most important telecom network operator in the country when the job is complete.

Imagine that! Even with all of this insight and knowledge about what FirstNet is and will be, many questions still remain about how this will all happen and by when.

For those interested in watching the video of the board meeting it can be viewed at www.ntia.doc.gov. The time stamp of Sam Ginn's statement is 22:58 to 24:57. For those who were not aware of FirstNet, now you are. Everyone should stay tuned. **IT**

One could argue that FirstNet will in fact be the largest and most important telecom network operator in the country when the job is complete.

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



ProjectPhone



Ease of Use - High Performance - Smart Design

The PJP-50USB is a conference microphone speaker with a built-in high performance echo canceller. When connected to a PC with a USB or audio cable, the PJP-50USB enhances your Web conferencing system, enabling multi-person responses that are as smooth as video conferencing. Up to 4 units of the PJP-50USB's can be daisy-chained via audio cables and with a total of 16 speakers and 32 microphones the unit picks up whispers while playing every murmur back, loud and clear for all. The PJP-50USB can also be connected to external speakers, fulfilling the need for higher volume while utilizing the powered speakers in your cabinet.

fōnt  **l**
inc.

Fontel, Inc. understands the importance of offering our customers cutting edge solutions to carry them into the future. We are a Premier Distributor that offers the latest in digital sound and VoIP.

800.238.0787 www.fontel.com

Continuity Planning 101 – A Continuing Educational Series The New Normal of BC/DR Planning



By Rich Tehrani & Max Schroeder

The Northeastern and Mid-Atlantic United States suffered extensive storm damage in 2012, devastating numerous homes and businesses. Many government leaders advised their constituencies to get used to a new normal of living with less. Despite the destruction and power outages, some businesses and individuals managed quite well and remained fully operational during the ordeal. Many simply got very lucky as their locale experienced limited damage and did not lose power. Most, like the authors of this column however, had solid business continuity/disaster recovery plans in place to get them through. Interestingly, these plans were implemented at low or no cost.

A long-established hurdle in implementing a BC/DR plan was budget approval since implementations were usually time intensive and expensive. Today's cloud solutions, however, not only make BC/DR affordable

but have a great ROI and can begin contributing to the bottom-line immediately. Plus, some key plan components like hosted VoIP, hybrid fax services, hosted UC, SaaS and others, could already be in position.

Step 1 of any BC/DR plan is to define critical requirements such as revenue preservation, customer support or data security and regulatory compliance (i.e. HIPPA). Traditionally, Step 2 would be presenting the list to management for initial sign off on the critical requirements and requesting authorization to move forward. Step 3 would be to research and identify potential solutions followed by a cost analysis. A formal proposal would then be submitted for final approval.

A modern-day approach and the new normal of BC/DR planning is merging Step 2 with a presentation of how hosted services like VoIP, FoIP and SaaS combined with other

technologies can dramatically reduce day-to-day costs and improve efficiencies. Getting budget approval for a BC/DR plan is always easier if it looks like a free dessert that comes with the meal. For example, subscription-based technologies hold start-up costs to a minimum. Additionally, they can demonstrate a short pay-back period and substantial ongoing savings. Plus, subscription-based software applications and messaging solutions like e-mail and fax now become a predictable monthly operating expense and are easy to scale as your business grows.

So, the question remains: Do I want to depend on dumb luck or a solid BC/DR plan? **IT**

Max Schroeder is the senior vice president of FaxCore Inc. (www.faxcore.com). Rich Tehrani is the CEO and group editor-in-chief at TMC, and conference chairman of ITEXPO.

Regulation Watch

FCC Adopts International Traffic Reporting Requirements for VoIP Providers



By William B. Wilhelm and Jeffrey R. Strenkowski

Following up on the prior Regulatory Watch article, on Jan. 15, 2013, the FCC released an order extending the commission's international reporting requirements to international VoIP services connected to the public switched telephone network.

Importantly, the commission applied the requirements in this order to cover VoIP entities beyond those "interconnected VoIP" providers it has traditionally applied its requirements to.

Instead, this order covers "international VoIP Service connected to the PSTN," which: (1) enables real-time, two-way voice communications; (2) requires a broadband connection from the user's location; (3) requires Internet Protocol compatible customer

premise equipment; and (4) permits users generally to receive calls that originate on the public switched telephone network (PSTN) or to terminate calls to the PSTN. This differs from "interconnected VoIP service" by including one-way VoIP services.

The order combines the two reports required of international carriers into a single manual. It also requires covered entities to file a Registration Form with the required reports, allows for the use of statistical sampling where actual data is not available, and sets new reporting thresholds based on service revenues. The new reporting requirements will not become effective until approved by the U.S. Office of Management and Budget under the Paperwork Reduction Act because they con-

tain new information collection requirements. Once approved, the FCC will announce the final effective date of the requirements.

Since 2005 the FCC has applied a number of carrier-type requirements on VoIP providers. The new international reporting requirements remove another FCC distinction between unlicensed VoIP providers and traditional telecommunications providers in the U.S. The order also continues the trend toward greater regulatory scrutiny by the FCC of "one-way" VoIP providers. **IT**

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

August 27 - 29, 2013 • Mandalay Bay Convention Center • Las Vegas, Nevada

Cloud4SMBTM E X P O

www.cloud4smbexpo.com

[f](#) [in](#) [t](#) [g+](#) #Cloud4SMBExpo

Join Us In Las Vegas & Find
Answers
& Solutions
Tailor-Made for Your Company

**If you're an SMB, you
MUST attend this event!**

Hot Button Topics Include:

- Cloud ROI
- Choosing the Right Cloud Model and Vendor
- Migration Strategies
- Cloud-based VoIP
- Delivering Mobility via Cloud
- Security and the Cloud



**Register Today
For Only \$95!**

Hurry! This Special Promotional Rate Won't Last!

By Jim Machi



The Disruption, and Subsequent Innovation, from WebRTC

Over the course of my career, I have worked with many disruptive technologies. Perhaps the most disruptive so far have been voice over IP and Wi-Fi. But there is a new technology that has the potential to be just as impactful – Web Real Time Communications, or WebRTC. There is tremendous hype, but if you are an end user, you won't even notice it (after providing permissions for the browser to use your microphone and camera) since it's behind the scenes of how you are communicating.

So what is WebRTC? Essentially WebRTC is a framework consisting of several APIs such as HTML5, Java, etc., but it's about what it changes that makes it so important. The WebRTC API enables voice and/or video calls to be made as part of a web browser. Yes, you could make voice and video calls through the web today, but those calls are made through more elabo-

Does this also mean that how we create communication applications today will go the way of analog phones? It will be a long time before all applications are WebRTC enabled, even if it does take the industry by storm. WebRTC is a Google (and supported by Mozilla, Opera) initiative which means there likely will be organizations that might not really want Google to succeed, and so they won't support WebRTC (at least until they have to). Therefore, we could be in a dual world for quite a while, even in the web call to web call realm.

There will clearly be interconnect opportunities and challenges to solve. Companies like Dialogic will jump in and provide solutions to close the gap and allow for seamless interoperability between WebRTC clients and the rest of the world. Media servers and SBCs will do the heavy lifting to ensure the signaling and media can talk correctly back and forth.

Ultimately, WebRTC will be disruptive. And, all of this will elevate the way we communicate.

rate means, such as tying adjuncts (that enable click to call for instance) into the solution, or through proprietary means. Basically, one needs to know SIP/VoIP to enable web calls today.

With WebRTC, the capability is simply a standard and an open standards part of the browser. Anyone who knows how to program websites/Java can enable these calls. The API handles the hard signaling and media. People who have never even heard of VoIP can now create communication applications. This could enable millions and millions of new communications developers to get into the act – if you assume any Java developer could program these calls. And really, that is why WebRTC is so important – because it opens up the VoIP world even more.

One impact of a browser-to-browser call is that if you are consuming content from a specific browser, then whatever device you use to enable the browser is what you watch or listen to. So if you subscribe to a service, then you can watch it on your Internet TV, your tablet, your smartphone, or your smart microwave – anything you have with a browser. You just log on. This non-device specificity changes the nature of the way one thinks about a communication application. You wouldn't call your cell phone or your home phone. You would just log on.

Another interconnect to the real world that needs to occur is regarding the use of functions like voice mail and conferencing. If a browser-to-browser experience is more the norm, what if the recipient of a call cannot (or doesn't want to) answer the phone? This happens to me on Skype today since I have various ways to talk – desk phone, Lync, cell phone, and Skype. Just because my Skype profile says I'm available doesn't mean I'm actually available. If you want to leave a VM, or equivalent of a VM, a media server will need to be involved.

And what about conferencing, which is a very potent use case for WebRTC because people could point their browsers at a website, thereby enabling a conference. Conferencing (such as loudest talker algorithm, call recording and echo cancellation) is hard. Thereby, media servers will need to be involved in these types of applications as well. My point is there will be a migration, and it will take some time.

Ultimately, WebRTC will be disruptive. Communications applications could be created by millions of developers. We will see applications in the market that we can't even dream about now. And, all of this will elevate the way we communicate. **IT**

Jim Machi is senior vice president of marketing at Dialogic Inc. (www.dialogic.com).

Cloud-based Call Centers – The Sky's the Limit



Add a little SaaS to your customer service
with the power of Genesys.

Genesys now offers complete Salesforce Service Cloud Integration,
meaning your customers get the Voice service they deserve.

Learn more at the
Cloud Call Center Community.

www.genesyslab.com/cloudconnect
+1 888 GENESYS (888 436-3797)

Sponsored by





Social Networking for Business – Is It Just Social?

I think it's fair to say that the term social networking is on par with unified communications and cloud for being amorphous, ambiguous and just a little bit confusing. In the consumer world, most of us have a pretty good idea of what that looks like – Facebook, MySpace, Twitter, Google+, etc. To various degrees, these platforms have business applications – LinkedIn being the best example.

There are lots of ways to use these tools, but the focus tends to be more about being social than networking. There's nothing wrong with that, and being free, it's not hard to find a reason to jump on. You could argue this is a generational thing, and the younger you are, the bigger a role social networking plays in your always-on life. Fair enough, but clearly lots of people find lots of utility here. Just like when Skype came around, Facebook was built on the very 2.0 foundation of build-up-a-huge-user-base-and-figure-out-the-business-model-later. To date, both have been pretty successful, at least for the first part of that equation.

Things are different in the business world, and the stakes get higher when you add "enterprise" to the term. Once you start talking about enterprise social networking (or networks), things take a more serious grown-up tone. In this environment, the emphasis shifts from being social to networking, and finding better ways to share knowledge and collaborate with peers. There certainly are parallels to the consumer world of social networking, but there are some distinct challenges as well.

Before getting to those, let's define the landscape a bit. There are many variations on enterprise social network platforms, and it's just as diverse as the consumer space. The most prominent that would touch the unified communications market come from the leading vendors, with prime examples being SharePoint as well as Yammer from Microsoft, Quad from Cisco, Social Media Manager from Avaya, Connections from IBM, and Socialcast from VMware.

Even among this handful, these platforms are all different, with some being vertical to support the vendor's offerings, and others being horizontal to work across various ven-

дор deployments. Also, to varying degrees, some will be built around proprietary social media applications, while others are meant more to draw from popular public platforms such as Twitter or Facebook. Furthermore, there is a totally separate stratum of ESN solutions with a specific industry focus such as health care or financial services.

The ESN space is definitely complex, and this helps explain why it hasn't gained the runaway traction of consumer social media platforms. This logic seems backwards, given how superficial the latter is, at least relative to the business-level value that ESN is intended to deliver. Not to mention that these platforms are free, so really, what's the holdup?

According to research just published by Deloitte, 90 percent of Fortune 500 companies have some form of ESN in use. However, roughly one in four employees will not sign up for the network, and of those who do, only 40 percent will post content on a monthly basis. If this is the answer to drive collaboration and make the business smarter through pooled knowledge, then maybe we need to lower our sights.

Anyone following the UC space knows how strongly the vendors are emphasizing the value of collaboration. Easy for them to say – they provide the tools, but it's up to the business to actually use them. Not only that, but some vendors tout this as the path to unleashing innovation within the organization – another lofty promise that rests squarely with the customer. Just like wearing a French beret doesn't make you an artist, ESN doesn't make you an innovator. The potential is there – absolutely – but getting these higher order benefits is really about culture and how well people work together on a human scale.

On paper, ESNs can certainly enable these outcomes, but it's hard to do. The Deloitte research provides other data points that show relatively low levels of adoption and engagement, and clearly the promise is not being achieved yet. Part of this is human nature – ESNs are free, voluntary and only exist online. Employees have no personal stake in their ESN, and when out of sight – offline – it's out of mind. In these situations, people follow the

path of least resistance, and it's simply much easier to passively consume content on the ESN rather than create something new that's worth sharing. The Deloitte research confirms that, with data showing that 5 percent of ESN users generate 75 percent of the content.

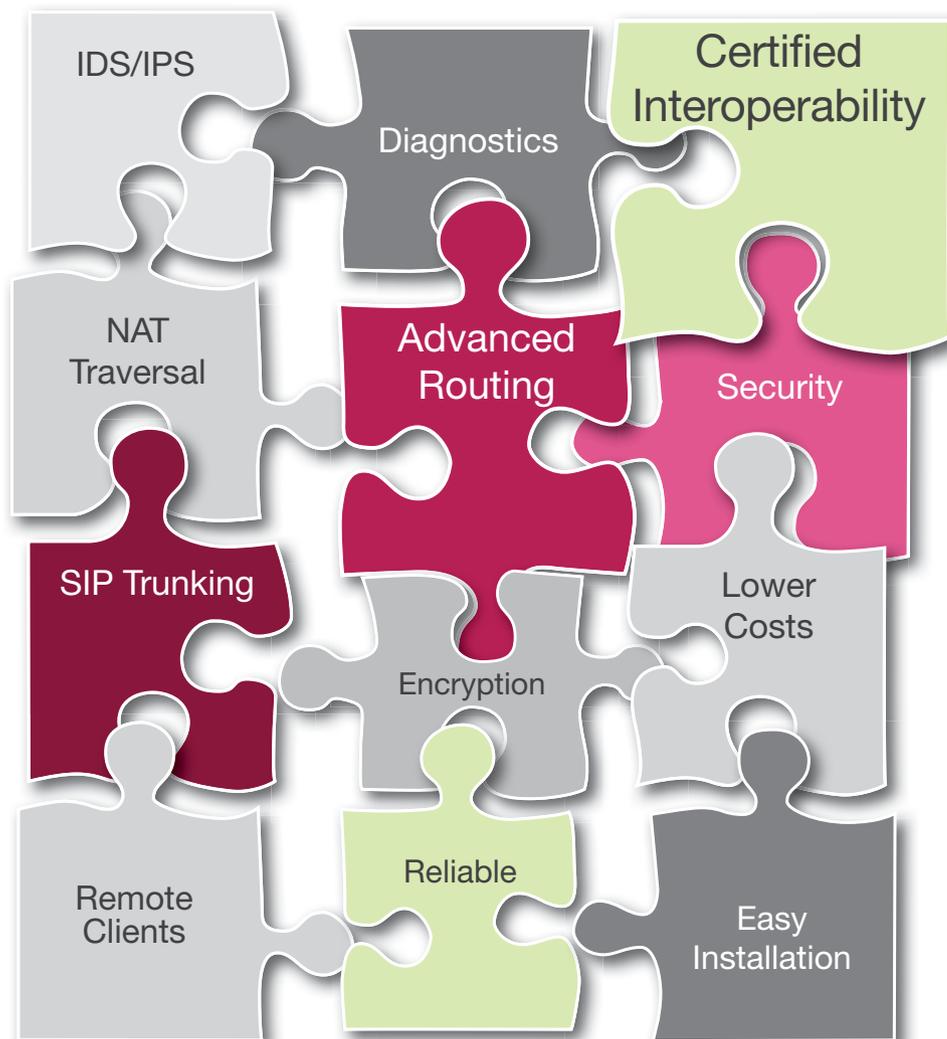
These low levels of engagement really aren't that different from the consumer world of social media, but businesses have a higher purpose with ESNs. A key reason why there isn't so much engagement is the fact that ESNs often exist in a vacuum. They may be great repositories of information, but without direct integration with business processes that drive your workflows, you won't have much incentive to use them in a proactive way.

Add to that issues of trust and privacy, and you can see why employees aren't staying late to populate their profiles. They get the social concept, but if given a choice, would much rather spend that time posting photos to their Facebook Timeline or sharing videos of their kids on YouTube. Social media means different things to different people, and they generally open up the most in a trusted environment. For some, there is a Big Brother aspect to ESNs, and being voluntary, why share any more than necessary? Ironically, there is probably far more risk posting to public social media sites than to your company's ESN, but that's another conversation.

For now, I just want to make the connection between ESNs and unified communications, as the combined impact can be significant – but only if both get traction with employees. The value is there, but to achieve it, businesses need to do a better job explaining it as well as ensuring employees of their privacy. This really is another example of where the technology isn't the issue – the key lies in getting people to use it – and that's why I'm writing about it here at Rethinking Communications. **IT**

Jon Arnold is principal of J Arnold & Associates, an independent telecom analyst and marketing consultancy with a focus on IP communications, and writes the Analyst 2.0 blog. Previously, he was the VoIP program leader at Frost & Sullivan.

Ingate E-SBC Solutions



Now also qualified for Microsoft Lync

*Ingate E-SBC approved and qualified for most major SIP trunking vendors and IP-PBXs
For more information on Ingate with Microsoft Lync, visit ingate.com/lync*



BRINGING IT ALL TOGETHER

Business Continuity with SIP Trunking

We are all reminded of the need for contingency planning for our data as well as voice communications when a natural disaster strikes. However, interrupted service can also be caused by unexpected call spikes, power outages, PBX failures, loss of connectivity, as well as a natural disaster.

When evaluating what procedures to implement in a failover/recovery plan for your business, keep in mind that the number of options is as varied. The technical sophistication of failover options is likely to correlate with the expertise of the service provider.

Typically, failover options from most Internet telephony service providers are either call forwarding or IP address forwarding.

Call Forwarding

This is the most popular choice for small to medium-sized businesses, as it does not require a backup PBX in a different physical location.

When phone service at your business location goes down for any reason — such as a power outage, PBX failure, broadband connectivity loss, or natural disaster — your SIP trunking provider can automatically redirect your calls to any telephone number, including a VoIP, PSTN,

mobile, or international number. You can choose to have all calls to any direct inward dial phone number on the trunk redirect to a prioritized list of numbers, or you can create a specific list for each DID.

There are two types of call forwarding solutions – trunk-based and DID-based.

IP Address Forwarding

This solution generally appeals to larger companies with disaster recovery plans who choose to implement services from more than one carrier, or who have multiple locations.

There are two types of IP address forwarding solutions – single trunk failover and multiple trunk failover.

In addition to these failover/recovery options, SIP trunking provides the VoIP connection, the money savings, and the advanced business continuity features traditional phone systems cannot provide. **IT**

Mike Gruszka is director of product management at Broadvox (www.broadvox.com).



WEBINARS

www.tmcnet.com

Fill Your Sales Pipeline with Targeted Leads!

Market Your Company with Turn-Key Webinars!

Partner with TMC and make your next Webinar a lead generation machine. Use the power of TMC's media outlets to drive attendance. Webinar benefits:

- Completely interactive – moderators ask and answer questions and fully engage the attendees
- Take advantage of TMC & TMCnet's marketing power
- TMC Webinars are complete turnkey events
- Up to one-hour long and you can determine the topic



Let TMC help you execute your next Webinar. Contact Joe Fabiano for details about how you can use the power of TMC publications and TMCnet to draw a large number of qualified attendees. 203-852-6800 ext. 132 or jfabiano@tmcnet.com



Reach out to your world with Allworx

Allworx gives you effortless control over your communications, at your desk or with complete mobility.

Allworx IP-PBX systems offer flexible, reliable communications technology that enable you to connect anytime, anywhere, with the people and resources that matter most.



Allworx Reach™ brings the rich functionality of your Allworx phone to your Apple or Android smartphone. Both Wi-Fi and cellular data networks are available for Allworx Reach access, so anywhere there is a signal — from across the room or across the globe — you are connected.

At Allworx, we're passionate about exceeding customer expectations. To learn more, visit our website or call your local Allworx partner.

www.allworx.com

1-866-ALLWORX

© 2013 Allworx Corp, a Windstream company. All rights reserved.





By Lori MacVittie

Is Your Network Ready for Virtualization Protocols?

Software-defined networking has become the technology darling du jour. With its popularity comes the inevitable over-hyped use of the term to describe everything from network virtualization protocols to holistic dynamic data center fabric-style overlays. Most likely to be adopted in data center networks are network virtualization protocols such as VXLAN and NVGRE.

Designed to provide more control over and isolation of virtualized networks, these protocols bring with them challenges that will need to be addressed before they can be widely deployed. One of the more disruptive changes they bring directly impacts the configuration of the entire network.

Overhead Required

One of the reasons VXLAN and NVGRE have gained popularity is because they're directly supported by the hypervisors most common in the data center. Research firm Gartner sees Citrix and Microsoft as roughly equal to market leader VMware, though figures show Microsoft pulling into second place.

Both Microsoft and VMware have submitted their proposed network virtualization protocols to the IETF, and are considered to be low in terms of implementation complexity. Compared to other SDN-related offerings, which require not only support for new protocols but architectures to support their fabric-based design, it seems likely NVGRE and VXLAN will experience broader adoption before competing solutions.

One of the reasons VXLAN and NVGRE have gained popularity is because they're directly supported by the hypervisors most common in the data center.

But less complexity does not mean there are no changes or challenges ahead. Both VXLAN and NVGRE will have an impact on the already ballooning east-west traffic patterns putting stress on data center networks today. Both proposals require an increase in packet sizes: VXLAN by 50 bytes and NVGRE by 42 bytes. That can often push a packet beyond the standard 1500 MTU for Ethernet, causing fragmentation and impacting performance. While standardizing on Jumbo Frames, with its 9000 byte MTU, would certainly resolve the problem, operators are then left with the problem of ensuring all intermediate devices in the data path are capable of supporting Jumbo Frames.

Surprisingly, many are not. A basic rule of Ethernet says that the smallest MTU used by a node in the network path determines the maximum MTU for all traffic flowing along that path. So unless all network nodes are capable of supporting an increased MTU for protocols like VXLAN and NVGRE, networks will experience increased traffic and utilization due to fragmentation. Both can lead to performance problems.

And that's not taking into consideration the nature of network virtualization protocols, which often rely on broadcast domains that can inadvertently flood a network with traffic, i.e. broadcast storms.

Driving 10+ Gbe Adoption

New traffic patterns introduced with virtualization and an interest in adopting network virtualization protocols that put additional pressures on the core network are necessarily going to drive 10Gbe – or even 100Gbe – adoption in the network. A survey by Emulex in late 2012 indicated a significant mandate to vault past 10 straight to 100Gbe by 2016.

In either case, it's not just routers and switches that must be considered, but the entire infrastructure. Devices like application delivery controllers, caches, IDS and IPS, and other network-focused elements will need to support faster, fatter networking that amount to speed-bumps in the data center network. These choke points will need to be eliminated to ensure the impact of virtualization and network virtualization protocols do not impede performance or availability.

Proponents of SDN and related technologies often hand wave the impact to the network, if it's even mentioned at all. While there are definite benefits and advantages to both SDN and network virtualization protocols over traditional networking, it's important to understand how broad an impact adopting such technology may have on the entire data center network. **IT**

Lori MacVittie is senior technical marketing manager at F5 Networks (www.f5.com).



Enterprise Solutions for Optimized Performance

By integrating a Panduit Structured Cabling System, your enterprise will operate more efficiently and offer higher asset utilization by converging traditionally disparate building systems on to a common physical network.

- Maximize your return by converging and optimizing existing building systems
- Leverage real-time information to reduce IT/BAS infrastructure complexities
- Increase operational efficiency, achieve sustainability and security goals
- Realize higher occupant satisfaction by enhancing user experiences

Unified Physical Infrastructure



For more information on our solutions,
visit us at www.panduit.com/enterprise,
call us at 800-777-3300
or email us at cs@panduit.com.

PANDUIT[®]
building a smarter,
unified business foundation
Connect. Manage. Automate.

By Jim Brown



How to Get the Right Products to Market Fast

The battle cry for most product development organizations today is speed. The sooner a company gets new products to market, the more likely it is to get a jump on the competition. The prize is first mover's advantage, which results in higher market share, price premiums and a profit margin advantage.

A new report, Meeting Fixed Product Development Launch Windows, states that there is even more at stake for some companies. These companies face non-negotiable market windows that they must hit or the opportunity is gone until the next window comes along, or perhaps forever. For example, a greeting card company "can't negotiate with Christmas" over a deadline. Missing a product launch date for these companies can be disastrous, resulting in negative brand impact, loss of loyal customers, and diminished investor confidence, not to mention lost sales.

changes can add a tremendous amount of value. Simply tracking projects, priorities, assignments, statuses and risks in a manner that is central and visible to product executives is a good start. For example, a program manager for a large corporation reports saving millions of dollars by cutting wasteful projects that shouldn't have been in the company's pipeline. They were able to identify what was wasteful simply by enabling visibility into the pipeline, which allowed executives to make decisions and cuts, as reported in the Tech-Clarity report Improving Portfolio Decision Making.

Unfortunately, the information needed to make effective business decisions is rarely available in one place. The most common tool for managing portfolios today is spreadsheet software. Spreadsheets are simply not effective at solving enterprise-level problems because they don't provide visibility across the business, don't

The first step toward right-sizing the pipeline is to understand what products are actually in it.

Even if your company doesn't face do or die deadlines, what can you do to ensure your products launch on time? Not surprisingly, it takes diligent project managers to make sure milestones are met. But when companies miss their dates, the problem usually isn't poor execution but rather poor planning. Most companies miss crucial product timelines when they try to push too much through their product pipelines at once instead of prioritizing efforts.

Experience and research show that a right-sized pipeline will result in greater throughput than an overloaded one. Planview's recent 3rd Annual Product Portfolio Management Benchmark Study finds that nearly 70 percent of product development leaders report "too many projects for their available resources" as a primary portfolio management issue.

The first step toward right-sizing the pipeline is to understand what products are actually in it. Many people are surprised to hear that leaders in many product-oriented companies don't have visibility into their own portfolios. According to the recent benchmark study, product executives today are concerned that they do not have visibility into everything their organizations are working on, let alone current status and issues. It's difficult to make good decisions without accurate, timely and consistent data.

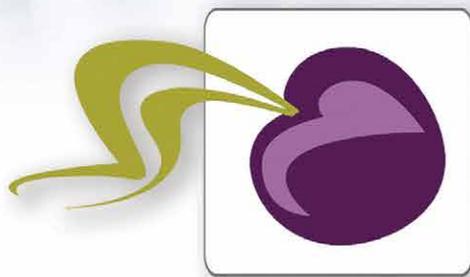
Clearly things must change. Improving pipeline management may sound like a daunting task, but the truth is that some very simple

allow people to collaborate across functions, and are highly prone to errors. Further, it's nearly impossible to gain a timely, integrated view of projects, resources, status, risk and costs required to manage a product portfolio with a tangled web of spreadsheets.

Companies are finding they need purpose-built solutions to achieve the next level of pipeline and portfolio performance. Product executives need visibility into departmental projects, metrics and resources to effectively manage capacity and drive innovation within their product portfolios, as noted by Maureen Carlson of Planview. Product portfolio management software is designed to alleviate the challenges of today's product development organizations by enabling portfolio managers to view their portfolios holistically to analyze risk, prioritize strategies, balance resources and manage project execution.

When time-to-market is critical, organizations have to make sure they are right-sizing and effectively managing their product pipelines. By managing resources with a portfolio management approach, companies can develop better, more realistic plans with the transparency required for effective decision-making. With a PPM software application in place, companies can better manage their pipelines to hit their critical launch windows to get a leg up on their competition and help improve their top and bottom lines. **IT**

Jim Brown is the founder and president of independent research firm Tech-Clarity (www.tech-clarity.com).



Plum's Award-Winning IVR TOOLS

Can Satisfy All Your Requirements, Lower Your Costs and Improve Your Caller Experience

Thousands of Satisfied Customers

Serving Fortune 500 and SMB

Award-Winning VoiceXML Platform

Hosted and Premise-based IVR Solutions

Provider of Next Gen IVR Since 1999

Guaranteed Uptime



sales@plumvoice.com | 800.995.7585

AudioCodes Puts Together One Voice for Lync



AudioCodes recently launched the One Voice for Lync program and, separately, announced its relationship with Voxbone.

The AudioCodes One Voice for Lync program puts all of the company's voice-based UC hardware, as well as professional services and support, under one umbrella, Alan Percy, director of market development, explained at the recent ITEXPO Miami.

He noted that AudioCodes started with gateways, moved to E-SBCs, then added survivable branch appliances, and recently expanded its IP phone line. (AudioCodes last year at ITEXPO West in Austin promoted its 420HD IP Phone. It is the first phone AudioCodes developed that is designed around Microsoft Lync. The phone was built from the ground up for unified communications applications, which means, for example, that it displays presence and manages presence from the phone screen as opposed to requiring the user to get that information from a PC.)

So, now that the company has all the hardware pieces in place to deliver voice-based UC, it wanted to create a branded suite. Percy said the creation of this suite of products and services is particularly relevant for AudioCodes partners coming from the IT space. These folks are not as experienced in the voice realm, so can use a hand with integration, he added. One Voice for Lync gives IT-centric partners one place to go for all the voice pieces.

As of late January, nearly 40 AudioCodes channel partners had voiced their interest in participating in the One Voice for Lync program, Percy said, adding the company is working to bring partners onboard.

On a different note, SIP trunking service provider Voxbone has tapped AudioCodes as part of its new interoperability program. The company will use AudioCodes' E-SBCs and gateways to do integrated Voxbone SIP trunking with customers' existing PBXs and IP PBXs.

"It marries their international network with easy to configure gateways and SBCs" from AudioCodes, said Percy. **IT**

On Rad's Radar

By Peter Radizeski



The Four Ingredients for Channel Success

In my many roles – agent, blogger, consultant, TCA board member – I get to speak with a lot of companies about their pain. The main pain right now is sales.

A lot of companies are chasing the channel for sales. They think it is great to get this free sales force to go sell their stuff. One problem: You have to have an effective channel program in place for that to happen. (And most don't.)

There are four key ingredients for channel program success: partners, attention, business ease, and positioning.

Let's start with attention. Most channel partners already have a business plan or model. That is their focus. Your products or services are

an add-on or a complement to that business line.

Getting their attention will be crucial. How will you garner their attention? The one that adds the most value wins.

Partners are where the rubber meets the road. It isn't a quantity issue; it is a quality issue. It is better to have 50 partners actively marketing your services than 500 who just signed the agreement. If you treat them like true partners, then they will treat you like one. Create a win-win.

How easy are you to do business with? Do you require many forms, a site survey or some other hurdle? How automated are your quoting, ordering and commission systems? How fast can you get a quote turned around? The companies that are easy to do business with, the ones that have automated so that

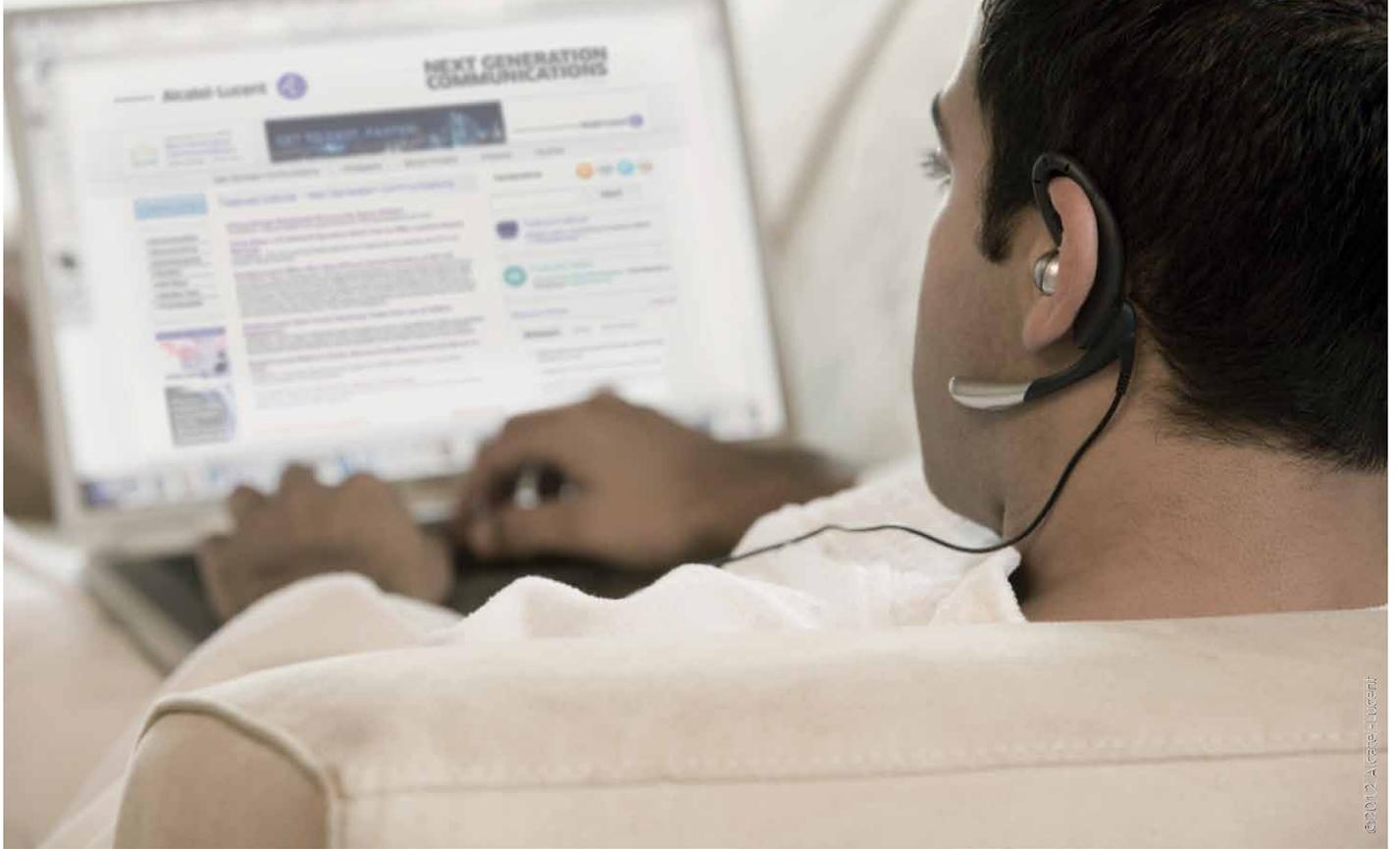
business can happen on Internet time (24/7), are the ones winning business.

In that same vein, remember that your channel managers are the conduit to your company. They have to be knowledgeable and empowered to be effective.

Positioning is important. Selling doesn't happen in a vacuum. There are competitors in the marketplace. How do you stack up? Who is buying your services? Why are they buying them? Where's the value proposition?

Your channel program has to have all four of these ingredients for success. Partners want to work with companies that know how to sell and do business. **IT**

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



KEEP UP TO DATE WITH THE LATEST COMMUNICATIONS TRENDS AND BREAKING INDUSTRY NEWS

Visit our Next Generation Communications Global Online Community. As a trusted partner of service providers, enterprises and industries around the world, we deliver the innovation you need to stay ahead.

Explore new thinking on:

- How to generate revenue while reducing OPEX
- New business models and strategies
- How to leverage a high value network and Web 2.0 capabilities
- New ways to deliver a superior customer experience

Join us at <http://next-generation-communications.tmcnet.com> and follow us at <http://twitter.com/NextGenCom>

CMS Taps Saxby as President

Mike Saxby has joined Communication Management Services as president. San Diego-based CMS is one of the nation's largest master agencies for telecom services. Saxby previously served as the chief strategy officer for Telecom Brokerage Inc. He got his start in telecom while working at media company Virgo Publishing, at which he most recently acted as group publisher of the telecom division.

PlanetOne Takes Off, Gets New Leader

Master agent PlanetOne saw record growth in 2012, including a new revenue increase of 28 percent over 2011. The company also recently named Lauren Shapiro, who had been PlanetOne's vice president of operations, as president. Ted Schuman, CEO, commented: "Lauren is a natural leader with a tremendous feel for the business and industry. You combine that with her 25 years in technology, unquestionable character, integrity, honesty, a proven track record of success and what she has accomplished here at PlanetOne and her appointment was well earned and deserved. I am confident in her new role we'll continue to exceed the expectations of our sales partners and vendors for many years to come."

Women in the Channel Announces Board

The non-profit organization called Women in the Channel has named Nancy Ridge, vice president at Telcombrosers, as its president. Other board appointments include Bitia Milanian, president at BMG Consulting, as vice president of marketing; Laura Bernstein, president at CRA, as board member/committee chair of mentorship; and Hilary Gadda, director at TelePacific Communications, as board member/committee chair of sponsorship. Chris Wilson, president at DataTel Direct, has been named the group's board member/committee chair – conference calls. Anne Stone, director of North America field marketing at Level3, now serves as the organization's board member/committee chair of social and media press. And Nicole Hayward, marketing director at OnSIP Business VoIP, is the board member/committee chair of technology. "WiC members originally were not going to form a board, but the time has come for measurability, accountability and rotating leadership," said Ridge. "We believe that with committed and proven leaders in place, WiC will not only grow in numbers but move to the next level as a highly influential professional organization in the communications industry."

Telefónica Launches New Channel Partner Program

At ITEXPO Miami earlier this year, Telefónica announced its first ever U.S.-based channel partner program. It will give resellers and partners the opportunity to offer a range of solutions including connectivity, cloud and machine-to-machine platform services, from Telefónica USA and Telefónica Digital, the digital innovation arm of Telefónica. "This is one of the few programs that allows you to sell a wide range of top-notch telecommunications and value-added solutions, from International Services to Data Center and Cloud Solutions, on a worldwide basis," said Telefónica USA CEO Marcelo Caputo. "Together with our

dedicated innovation arm, Telefónica Digital, we are constantly evolving state of the art services in high demand areas so our partners have attractive and differentiated offerings. Being able to offer the full program in such an important market as the U.S. allows us to significantly expand our footprint." Telefónica has more than 314 million corporate and domestic customers across North America, Europe and Latin America, while serving primarily Fortune 500 companies in the U.S.

Jenne Offers Education, Support for Avaya Scopia

Value-added distributor Jenne Inc. is now providing comprehensive training on the Avaya video portfolio, beginning with a course on the Avaya Scopia solution. Jenne, which is now an Avaya Connect Value Add Distributor, has also completed the stringent requirements of the Authorized Avaya Learning Partner, with access to Avaya Learning training and materials. In addition to being an authorized distributor for the entire Scopia product line, Jenne is also currently offering comprehensive support services on the entire Scopia portfolio, including pre-and post-sales support, configuration services, installation and implementation services as well as full contract renewal management services. "Avaya's Scopia videoconferencing solutions present an enormous opportunity for resellers serving all sizes of markets, and by offering these innovative products in combination with top-notch training through Jenne University, we are helping Avaya Connect partners take advantage of a business opportunity and to be more competitive," commented Jim Karaffa, director of training and technical services at Jenne. "As an Avaya Authorized Learning Partner, we have worked very closely with Avaya to implement what we consider to be the best certified training and support capabilities available in distribution for the Scopia solution, being able to fully certify our students here at Jenne University via the PearsonVue testing process adds a distinct advantage to our offering."

Whaleback Managed Services Expands

Managed unified communications services outfit Whaleback Managed Services has opened two sales offices in Chicago and Atlanta to expand its channel and customer support, and address the growing demand for its CrystalBlue Cloud-based Managed Unified Communications Services in these areas. The company says the new offices are part of Whaleback's broader, long-term plan for local office expansion throughout the United States. "While our resellers and customers span the country, we are seeing strong interest among small and medium sized businesses in the Chicago and Atlanta metro areas for our managed unified communications services," said Chris Daly, Whaleback Managed Services chief revenue officer. "We want to provide the local feet on the street support in those regions to better serve their needs." Whaleback's CrystalBlue Partner Program offers channel programs and packages designed for a variety of partners including enterprise cloud and voice managed service providers, telecom carriers, interconnect companies, telecom and datacom VARs, IT services firms, network systems integrators and sales agents.



June 25-27th, 2013

Cobb Galleria
Atlanta, Georgia
www.webrtcexpo.com

WebRTC CONFERENCE & EXPO



Attend WebRTC Conference and Expo.

It is the opportunity for enterprise companies, web application providers, investors and developers to understand the exciting opportunity that WebRTC opens and how it will challenge and change much of today's communications landscape. WebRTC is making an impact, secure the knowledge you need to succeed — WebRTC Conference and Expo will help you map the course!



Make Plans to Attend

ATLANTA • GEORGIA

Diamond Sponsors:



Platinum Sponsors:



Gold Sponsor:



How the Cloud is Changing Cisco's Relationship with its Channel Partners

The enterprise technology landscape is evolving at all levels of the supply chain. Based on 2012 year-end revenue reports for both Cisco and its channel partners, trends indicate that profitability is an ever-changing dynamic between products and services.

In a third quarter 2012 report on networking trends published by Canalys in mid-November, Cisco's service gross margin was cited at 66.9 percent, while product revenue — including switching and routing — was down for the year. Similarly, in a November board report for Cisco channel partner Alexander Open Systems Founder and CEO Gary Alexander noted that the company was up 8 percent year-to-date in product revenue, while, comparatively, service revenue was up 46 percent.

AOS, a consultative technology partner in the Midwest, has built a gold-level partnership with Cisco since its beginnings in 1992, including a Master certification in unified communications, security and managed services. As a part of our "consult, architect, implement, support" business model, AOS utilizes Cisco products and technologies for communication, networking, data center and security solutions, among others.

President Thatcher Alexander attributes the growth of service revenue to a gradual change in the sort of projects undertaken by AOS.

"In the early years, our business was 80 percent product and 20 percent services," Alexander said. "The change is simply that the products we are selling take longer to install, and we have offerings that are purely or predominantly services. Solution sets are higher content in services."

At the broader level, where Cisco is concerned, this service revenue growth can largely be attributed to enterprise business, such as the \$5 billion acquisition of NDS Group for video technology services referenced by Canalys. While these professional services do not include channel partners, such as AOS, they are yet another example of this growing shift in demand — and the trickle-down effect it's having on all parties involved.

Cisco's spike in service offerings has given the company's channel partners new positioning in the marketplace. As the demand for products goes down, the customer demand for teams to manage their networks and their data centers is up. More importantly, customers want local solution providers who understand their business, providers that can be considered as extensions of their team; that is the gap that channel partners are equipped to bridge.

With this new breed of customer desires in mind, Cisco has put a larger emphasis on developing its partner network to be able to address clients' service needs. Cisco partners communicate regularly

with Cisco Services Partner Development Managers, who assist in the planning and implementation of partners' Cisco service offerings (such as AOS' AOS ONE — Operational Network Essentials program). The hands-on relationship between Cisco and its partners translates to the partners' relationships with their clients, ensuring that every organization receives close attention and guidance.

Cisco and its partners are taking advantage of a slew of new opportunities afforded by the products-to-services evolution. Most recently, Cisco introduced the Global Services Partner Program at its annual partner summit in April of 2012. This initiative gives partners access to the latest, most advanced corporate-branded and collaborative service offerings, providing organizations like AOS with an enhanced menu of solutions to increase their competitive edge and better serve existing clients.

Cisco's Services Partner Program will only further enable AOS and its contemporaries to provide quality service offerings to its customers while, at the same time, increasing collaboration between partners. The resulting high caliber services will allow partners and clients to take advantage of high value, high margin projects.

In sum, both Cisco and its partner companies have (separately) built their offerings around market demand. As customer projects become increasingly in-depth, the resulting demand for service — maintenance or otherwise — provides a new opportunity for growth and profitability. Increased collaborative efforts between channel partners ensures that this market demand will be met in a way that is both beneficial for the provider and, most importantly, for the customer. **IT**

Erin Everett is a marketing specialist at AOS (www.aos5.com).



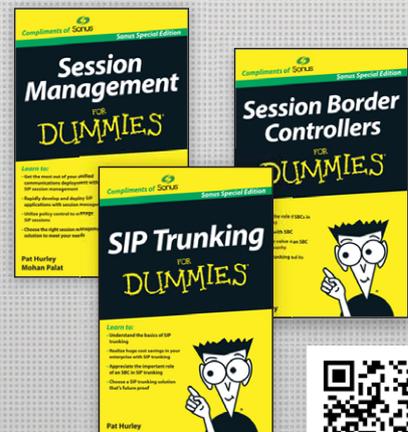
The Fastest Growing SBCs on the Market

Unifying Unified Communications

Interoperability	 Sonus SBC 1000 1-100 Sessions	 Sonus SBC 2000 1-600 Sessions
Security		
Integration	 Sonus SBC 5100 Up to 10K Sessions	 Sonus SBC 5200 Up to 64K Sessions
Survivability		

Sonus Session Border Controllers (SBC) provide secure access to SIP Trunking enabling you to simplify your network design, reduce costs and effectively deploy new applications such as Unified Communications and video.

As a leader in secure SIP networks, Sonus offers a portfolio of purpose-built SBCs for the enterprise and service provider market enabling up to 64,000 sessions. With the broadest portfolio of Microsoft Lync qualified SBCs and the industry's only end-to-end portfolio to deliver SIP-enabled applications from the branch office to the central office, it's no surprise that Sonus is the fastest growing SBC brand on the market*. Call 1-855-GO-SONUS today.



Scan to Get Your Free Copy

* Infonetics 2Q 2012 report "Service Provider VoIP and IMS Equipment and Subscribers"

Move & Changes

ANPI Expands to the Enterprise

The world of communications is changing, and ANPI is changing along with it. And the service provider wants to help its traditional base of customers (independent local exchange carriers), and an entirely set of new ones (enterprises and SMBs), respond to and benefit from recent technological advances, regulatory changes, and workplace trends as well.

ANPI's new IP network, including strategically placed data centers; its 2010 merger with Zone Telecom; and its expertise in running networks and back-office systems, position the company well to move in this new direction, says President and CEO Dave Lewis, who in recent months has hired on a contingent of experienced staff members to move the strategy forward.

Lewis, who began his career with the Illinois Commerce Commission, started ANPI in the mid 1990s as part of a consulting engagement with the firm GVNW where he served as Midwest vice president and partner in which 10 ILECs hired him to help them diversify their businesses beyond dial tone. That was around the time of the passage of 1996 Telecom Act. Today, however, the impetus for independent LECs to reconsider their strategies is no less urgent.

Indeed, today's ILECs are faced with the uncertainty of what Universal Service Fund and InterCarrier Compensation reform will bring. But one thing is certain: that rural LECs are going to have to look beyond the friendly confines of their existing product portfolios and geographic footprints to sustain their businesses and realize growth. They need to do that not only to react to USF and ICC changes, but also to address the acceleration of change in how people communicate, notes Lewis. And that change includes the fact that wireline connections continue to drop, while wireless and VoIP connections continue to rise.

ANPI is half owned by a group of 125 small ILECs, and the company is the largest provider of wholesale services to this type of telco, serving nearly 500 of them today. So ANPI's reason for wanting to help these communications companies recalibrate is clear.

At the same time, like its traditional customer base of carriers, ANPI is working to diversify.

It's doing that by expanding its customer target to include enterprise and SMB customers. ANPI's October 2010 merger with Zone Telecom, which moved it into the enterprise space and doubled its revenue, was a significant step in that direction.



ANPI's Dave Lewis



"We're taking progressive steps to become a strong platform provider to the enterprise as well as to wholesale customers," says Lewis.

"We have revenues north of \$100 million, so we've achieved reasonable scale. We're not leveraged, so we're flexible. And we have strong access to capital," he says, adding the other half of ANPI is held by a group investors out of Hong Kong that has had past successes in the communications space.

ANPI had \$123 million in revenue. As Lewis mentions, ANPI doesn't have any debt, and it enjoys a strong cash on hand position.

At the moment, 70 percent of ANPI's revenue comes from wholesale customers, while the other 30 percent is derived from enterprise business. Lewis says he'd like to see that flip flop in the not-too-distant future.

Given the enterprise market for hosted solutions and SIP trunking is enormous (estimated to be worth \$15 billion), and that it's only seen

10 percent penetration to date, the opportunity for growth on this front is certainly out there – both for ANPI, and for any wholesale customer that wants to private or white-label its offerings, Lewis notes.

ANPI will serve both business and wholesale customers using its recently completed network, which is powered by equipment from Sonus and BroadSoft, among others. Comprised of switches in Chicago, Las Vegas and New York, and points of presence in Atlanta, Los Angeles Dallas and Nashville, the network can support both IP and TDM traffic, although the company is de-emphasizing its TDM offerings.

What ANPI will emphasize are its SIP trunking connectivity and hosted offerings; Cloud IP PBX, Collaboration, DNS, messaging (audio and video); and conferencing (online audio and video) solutions. SIP trunking will roll out at the end of this quarter, while ANPI will debut its hosted suite of solutions in the second quarter. Lewis adds that many existing carriers with which ANPI will compete try to sell one set of products, and they're not interested in fractional opportunities, but that ANPI is keen to help prospects with even a portion of their business.

ANPI also is promoting the fact that it offers solutions that integrate with customers' existing platforms, such as their CRM systems and Microsoft Office applications. And, Lewis emphasizes, the company can deliver a common user experience – even in environments involving various wireline and wireless devices.

The company will support the more application-oriented services using a combination of its own resources and by working with partners. Lewis explains that ANPI is overlaying its network with feature servers (in Chicago and Los Angeles) so that, in addition to offering SIP trunking and hosted services, it can provide various applications and more integrated and value-rich experiences. The company's diversified PoP structure, he adds, gives ANPI the flexibility to interconnect with a variety of partners that offer complementary services.

In addition to its switching infrastructure, Lewis and his staff note the back-office systems that allow for flexible billing, quick provisioning and efficient troubleshooting

are also important parts of what ANPI has to offer. That means ANPI can effectively and affordably scale, Lewis says, adding that would be difficult for a smaller ILEC to replicate. These back-office systems, some of which ANPI is building from the ground up, also can integrate with customers' existing internal business applications. Lewis says ANPI built its network and back-office infrastructure recently, and after learning from the mistakes of some of its peers, so it understands the value of creating systems that can address fluid business strategies involving the quick introduction and alteration of services and features as needs evolve, and are free from legacy limitations or approaches that hobble the user experience or administrative efficiency.

ANPI in October announced it had hired on Ramprakash Narayanaswamy as chief information and technology officer. The former 8x8 Inc. CTO, who has 25 years of software and systems development leadership, is now responsible for ANPI's technology architecture, service suite deployment and optimization, OSS integration, performance calibration, and third-party application solution integration.

This is just one of many executive-level additions ANPI has made in recent months.

David Byrd also joined ANPI in the fall. Byrd previously worked at Broadvox as a marketing executive; he's also held partner-related vice president position at Telcordia. As chief marketing officer, Byrd is involved in both the wholesale and enterprise sides of the business, and is helping lead the company's charge to win more enterprise and SMB business.

Ronnie Bailey, senior vice president and general manager of business solutions, will be leading the effort to expand the agent channel and SMB/enterprise sales. Bailey has successfully held executive management roles with GTE, MCI and MCI WorldCom, in finance, product management, pricing and business development, and he served as senior vice president of customer operations for Cypress Communications.

To date, ANPI has relied on channel partners to reach enterprise and SMB customers, but the company aims to build a direct sales force to target the enterprise and SMB set, while at the

same time expanding its channel effort. The launch of the first direct sales team, to target the Dallas-Fort Worth area, is slated for April. A second team, in Los Angeles, will hit the streets starting in May. And a third team will emerge in the third or fourth quarter. ANPI is now exploring in what markets it makes the most sense to deploy direct sales teams. As for channel partners, ANPI today has somewhere in the neighborhood of 75 to 100 agents. The goal, Bailey says, is to have several thousand agents by 2015.

In a series of moves that emphasize the company's ongoing commitment to its wholesale customers, ANPI also recently hired on Randy Lemmo as senior vice president of carrier solutions; Timothy M. Chenoweth as director of carrier relations; and Joel Poythress as vice president of carrier services. Lemmo previously worked at ANI Networks, where he held the positions of vice president of operations and, more recently, COO. Chenoweth has more than 18 years of experience operating within the wholesale market segment, having previously managed strategic vendors and purchasing vendor services for Hypercube and ANI Networks in addition to holding various management positions at Verizon, MCI and WilTel. Poythress has in the past worked for wholesale organizations at BellSouth Long Distance and CenturyLink as well as in management at AT&T, BellSouth, Funmobility, Neustar, and Qwest.

ANPI also recently announced the selection of Craig Freeman as senior director of product and access services. In that post, he is responsible for product management for the company's broadband value-added services and tandem solution. Freeman previously served as general manager of TMP Corp., dba Simmetry Wireless, a GSM cellular carrier operating in west-central Illinois and northeast Missouri, where he was responsible for all aspects of the traditional carrier and wholesale MVNO operations.

Don Kinison also recently joined ANPI, as vice president of business solutions sales. Kinison has 15 years of experience in the telecommunication and wireless industries where he has managed sales teams for various carriers including Cbeyond, Time Warner, CellularOne and Western Wireless. **IT**

———— Presents: ————

**Shango Establishes
a Common Service
Orchestration
Platform for Unified
Communications**

Featured in:



Sponsored by:



By Paula Bernier

Shango Establishes a Common Service Orchestration Platform for Unified Communications

While the telephone used to be a single-purpose and uniform device, with a relatively simple network to which it was connected and operated by a single entity, it no longer has the sole purpose of delivering voice connectivity. With the proliferation of IP, the demand for unified communications, and given the rise of the ‘smartphone,’ the industry has founded the premise that the telephone network is now a platform that can support various third-party applications; which has left communication service providers to rethink how they use communications.

There’s no doubt that while IP communications is still very much in its evolutionary days, it has disrupted the very way that carriers and service providers offer up and deliver voice and data communications and network services. The speed at which the industry is changing has left them continually seeking ways to unify and integrate communication offerings through an increasing variety of devices and applications; and lately, especially those connected via the cloud. Providers are still bound by the legacy workflows of the PSTN, forced to pull through and manage disparate applications at the front end, while the ambition of unified communications systems still hope to ease the difficulty in application sourcing and fulfillment for end-users.

All the while, change beyond its means has only compounded the rise of CSPs within the industry. It has opened the door to an even larger number, each with their own business and service models, network infrastructure, and wholesale service providers from which to buy and sell services, and push products out to – all intent on rivaling to reach the crest of this IP wave, and contain mounting end-user demands for better and faster communication applications, features, and devices.

However, the ability to leverage IP and pull together a unified offering for sale or resale is still tougher than ever. Whether it’s a facilities-based provider that’s supplying wholesale voice or an Internet Telephony Services Provider (ITSP) or an application provider that needs to buy on- or off-net services quickly and just-in-time, the process is like putting together a jigsaw puzzle.

“Imagine trying to bring together numerous mismatched pieces strewn across a table into a unified image; similarly, to bring together a unified communications offering, some pieces may belong to one network while numerous others are scattered

across other provider networks, explains David Walsh, CEO of Shango. “The task of sorting, matching and joining them together seamlessly to create that product requires some ubiquitous manner of orchestration—that’s the underlying challenge facing providers day-to-day, is coming up with one; and without strategies like utilizing APIs to instill some automation, the orchestration issue is only compounded,” he asserts.

To leverage provider network services today comes with the reality that bringing a product to market could take months, given that the pieces reside on different networks. Plus, the ability to orchestrate disparate components on both the buy side and the sell side to bring a product to market is a very complex and tedious process, and taxing on operations when you bring in cost, resources, and even API development into the mix.

The Shango marketplace facilitates the order and fulfillment process of any IP service or application from any provider. Through its common API, Shango has created an open, common platform for CSPs, which eliminates the need for manual swivel chair processes when putting together an IP-based offering. In fact, Shango enables carriers, operators and their service provider customers to pull through best-of-breed, third-party applications, manage and fulfill those orders, and present applications out to customers in a seamless way.

“The marketplace is providing a common meeting place for buyers and sellers of wholesale IP communications to provide direct access to new features and services,” says CTO of Shango, Evin Hunt. “With Shango, CSPs can now simplify and better manage service fulfillment and instantly transact with any IP services provider in one place.”

“Now, emerging service providers can easily source services from multiple vendors, and those that want to tie in voice functionality can access the services they need through a single interface,” Hunt explains. “The marketplace also enables carriers and network operators to transcend legacy constraints by setting up their inventory within it, and more easily offer up the new types of services and applications that their customers are demanding,” he continues.

In just its first year, the Shango marketplace has already facilitated more than 5 million transactions across a plurality of voice and data applications for more than 1,400 trading partners. Shango marketplace members include Tier 1 global telcos and other leading providers of DID and toll-free telephone numbers; CNAM, E911 and SMS features; hosted PBX and routing platforms; and even providers of cloud applications like video conferencing, as well as back office solutions such as billing and storage, which are also in the ever-expanding marketplace ecosystem.



Amidst the evolution of the telephone and the phone number, new emerging players such as application providers are bringing new over-the-top (OTT) applications, features and services to market to be sold to a variety of end-users; simply by tying voice services and numbers together in new ways. These applications are changing the customer base of wholesale providers, especially carriers and operators, who are increasingly turning to Shango to enable them to meet and serve this evolution head on.

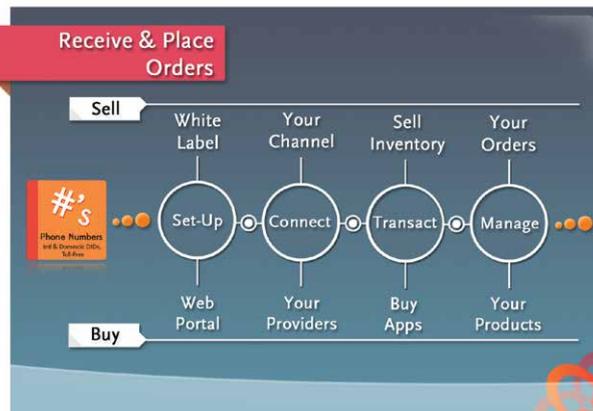
With the demand for OTT services on the rise, both wholesale providers and their customers have sought an easier way to push out and pull down IP-enabled services and applications to-and-from one another faster and more seamlessly. Wholesale enablement through the Shango marketplace is allowing both buyers and sellers of IP-enabled services to cross legacy constraints. They are attaining greater autonomy from traditional partners through the marketplace's carrier-agnostic transport layer, which can also support transactions across all voice services, such as VoIP, wireless, and wireline, enabling them to more easily scale wholesale channels and revenue.

Take for example emerging OTT service providers, such as ITSPs, cloud application providers, and those providing cloud applications through UCaaS or a Cloud Services Brokerage model, which all need the ability to easily source wholesale services. As a member of Shango, an ITSP can aggregate its providers to a single UI and API; likewise a UCaaS provider can gain a single point of integration in order to source and fulfill applications from its multiple vendors, and a Cloud Services Broker could more easily source and bundle cloud-based applications and set them up for resale to its own customers.

The need for simplified service fulfillment is clear. UCaaS subscriber numbers are forecasted to grow sixteen-fold over the next five years, and UCaaS revenues are expected to grow almost as quickly, according to Synergy Research Group. The global research and advisory firm Gartner has also predicted that IT expenditure on cloud services are

expected to hit the \$100 billion mark by 2014, indicating a great need to reduce IT capital and operating expenses.

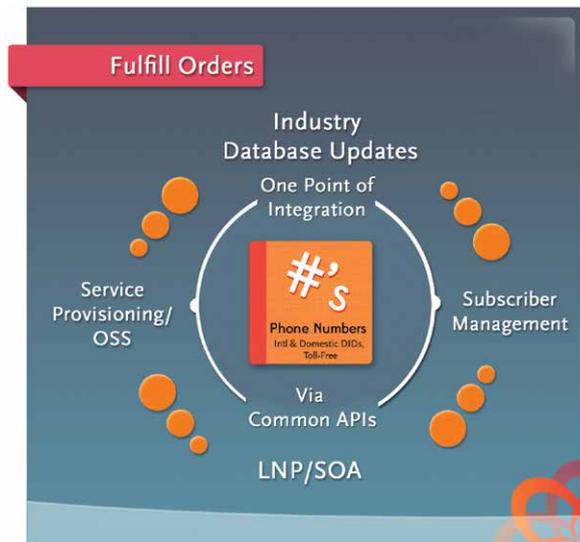
Similarly, carriers that want to grow existing wholesale channels or to serve new types of OTT applications to new markets can easily offer up their inventory, or even incorporate OTT offerings into their own value-added services. Within Shango, they can identify new revenue streams for new products by leveraging an ecosystem of new potential customers already buying services from existing and new partners active within the marketplace. Indeed, telecom revenue mix forecasts point to an increasing shift toward wholesale and "smart" operators, with 50 percent of service provider revenues expected to come from wholesale/indirect channels by 2020, according to 2012 data from Ernst & Young.



As it stands today, infrastructure complexities plague wholesale supply chain and distribution processes. Plus, with various B/OSS and activation systems on the backend, alternate solutions would require providers to overlay customer-specific multi-tenancy and differing workflows to various trading partners. Further, every new partner or customer relationship would require new agreements, processes, features, and services that need to be enabled. Not to mention, the possibility that new APIs that would need to be developed or augmented, and in the case of many legacy carriers, they may not even be available.

While many ITSPs have invested in certain systems and technologies to improve activation and provisioning intervals, the reality is that today many carriers and operators are still bound by legacy assets that can't meet the technical demands of their customers; and who themselves don't have the IT or human capital to handle the manual swivel chair processes required to orchestrate or pull down services directly. In fact, these are the same buyers of wholesale services that are increasingly growing accustomed to real-time access, like pulling applications down from "app stores," causing carriers to rethink everything from activating and

orchestrating services, to everyday MACDs required for meeting demand.



Much like Amazon.com lets vendors set up a store front and present inventory, and then handles order fulfillment through its back-end systems, Shango does the same thing for wholesale buyers and sellers of IP communications. Suppliers put their inventory in the marketplace, and buyers can pick out their services and features through one point of integration.

The marketplace, through its platform and simultaneous workflow handles all necessary orchestration, activation and service fulfillment, bonding selected services and features to a number, hosted seat, or OTT application. Within the marketplace, sellers, called “Merchants,” can offer a single point of integration across a portfolio of network service offerings to buyers – who in turn can more easily source services from new and existing providers. Even sellers without an API can post inventory and

make it searchable for buyers to pull down products instantly. Likewise, a buyer can turn around a reverse API and offer up its services, such as OTT features and applications to carriers and operators who want to expand their own service portfolios.

The numerous buyers and sellers already engaged in the marketplace echoes a desire to move beyond the legacy of traditional operations – just as the phone number has been released from the confounds of the telephone network, now connected to a range of devices and people, in a verve of greater mobility and elasticity, service providers are also charged with intent of evolving their business relationships, interactions, transactions and revenue growth through greater autonomy.

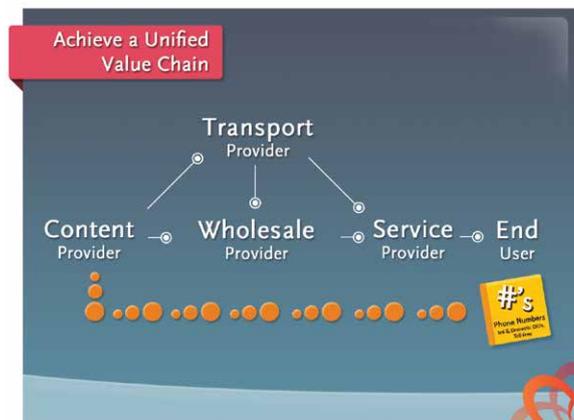
The marketplace's ability to flex value chains, and pre-integrate to various platforms for activation and fulfillment has enabled wholesale provider members to earn new revenues from existing network assets, and bridge the buy/sell relationships from just a small number of traditional telephony providers, to making the most of new and emerging customer bases.

How Buyers Benefit from the Shango Marketplace

- access to multiple suppliers in a single environment
- activation across providers via a common API
- blended tier groups of your providers
- instant selection of voice services
- least-cost sourcing from your own provider relationships

How Sellers Benefit from the Shango Marketplace

- link customers to your services via a single point of access
- open new channels to increase revenue
- quickly onboard subscribers
- use partner-sourced product offerings to create unique offers and extend the portfolio presented to your channels



While in the past it used to be enough to release some new features every year or two, today's CSPs need to be able to bring new offers to market as quickly as customers demand of them and as opportunities present themselves. The reality is that those CSPs who don't move on such opportunities will find themselves at risk of losing business to competitors, be they facilities-based outfits or new OTT service providers.

Today, the marketplace's activation and fulfillment engine helps to mitigate that risk by simplifying interactions and transactions across disparate partners, applications, and service providers, helping them remain relevant in what has quite rightly been deemed the age of acceleration.

Cloud Brokerage will Shape Future Cloud Business Models

Service providers are faced with a number of challenges in fast moving, difficult times. The cloud is often billed as the answer to everything. It offers countless possibilities, from increased agility and reduced operational costs, to a new revenue saviour for service providers as they take their first steps to becoming a cloud broker. Adopting the cloud broker model can give service providers the chance to go beyond commodity offerings and differentiate in the cloud, by aggregating and combining their own offering together with cloud services to offer these high-margin, value-added services to customers.

But cloud brokers beware, there's a risk of trying to be all things to all people. It's vitally important to ensure that a broker's offering is targeted and created to meet the needs of a specific market. For example, enterprises and SMBs may be unlikely to subscribe to all cloud services from a single provider. So which approach is best for which target market?

Telcos have significant opportunity as a SaaS broker with SMEs

For telcos, the software-as-a-service broker is the best way to go. This allows them to leverage their broad customer access and sell SaaS to SMEs combined with their carrier portfolio. SMEs will expect consolidated provisioning and billing but also service aggregation and federated SaaS applications provided by the broker.

For example, CloudItalia is working with Cordys to offer a core set of services that are vertically focussed and aimed specifically at the SME customer segment. This approach is all about providing pre-packaged service building blocks that are obvious, intuitive and compelling for SMEs to work with. The ability to create smart applications or enterprise mash-ups is critical here. They provide the capability to build new high value business applications made up of telco assets such as voice, cloud services and mobile capability that SMEs are most likely to require.

Together with orchestration tools this allows users to consume exactly the business capability they need and combine building blocks into new applications. Because the cloud service provision component is highly efficient and based on the company's existing telecom network, this gives customers significant benefits and Cloud Italia the chance to differentiate.

Forrester's Forrsights survey data shows that by the end 2012, on average, nine different SaaS applications will be used at

the same time in a single business. This will increase to 13 this year. This requires a higher automation of billing, provisioning and integration across the SaaS portfolio, a flexible subscription approach for individual employees and the ability for the telco to create value on top of these vanilla SaaS applications.

Selling to the enterprise as an infrastructure broker

Enterprises are moving to IaaS and typically require a mixture of multiple cloud infrastructure services, probably from multiple providers. Systems integrators and dedicated cloud infrastructure providers can create significant new business opportunity by becoming IaaS brokers. Providing dynamic sourcing across public, virtual private and private clouds, the IaaS broker model leverages temporary spare capacity on premises and combines it with spot price offerings of virtual private or public cloud providers.

IaaS offerings vary by a number of factors including reliability, price, local presence of data centers, legal compliance, performance, and many other characteristics. SIs can retain long-lasting customer relationships or win new business with enterprise buyers by mixing and matching and offering a full portfolio of their own cloud services and reselling public cloud IaaS from others. Infrastructure broker services add a unique value and make the multi-provider portfolio consumable.

According to Forrester's Forrsights Hardware Survey, 9 percent of all enterprises today use a hybrid cloud infrastructure, mixing a private cloud with an external cloud provider. This number is expected to increase to 26 percent by 2015, and Forrsights data indicates that half of that group will be using sophisticated cloud management such as policy-driven provisioning. This group will drive the adoption of infrastructure broker services in the future.

The unified cloud broker

In the future – these two flavors of broker may converge and a single company might become a unified cloud broker, offering SaaS and infrastructure brokering. The availability of a sophisticated process-driven provisioning frameworks, which support the dynamic sourcing of both infrastructure and SaaS applications, would give huge synergy for providers looking forward to a unified cloud broker.

Leading technology vendors are already offering the platforms to support this universal provisioning spectrum. However, it takes a cloud provider at least a year to merge discrete broker services into a unified cloud broker business model and technology stack. We haven't seen a unified cloud broker offering yet, but watch this space. It's coming. **IT**

Matt Davies is senior director of product marketing at Cordys (www.cordys.com).

85%

**85% of organizations do not successfully design their physical infrastructure to maximize private cloud benefits*...
are you one of them?**

Panduit can help.

Panduit provides intelligent data center solutions optimized for cloud computing – streamlining the process of physical infrastructure design, deployment and operation establishing a scalable foundation for your cloud environment.

*IDG Research Survey conducted May 2012

Learn more at www.panduit.com/cloud



PANDUIT®

building a smarter,
unified business foundation

Connect. Manage. Automate.

Six Strategies to Positively Impact Enterprise Storage in 2013

In 2012, we saw the rise of a number of new technologies and a number of new players across the IT spectrum. While 2012 was packed with technology innovation and developments, 2013 will see even greater changes likely to impact the enterprise storage industry.

Converged Infrastructure Players Seeks a Niche

Many large firms and small start-ups alike have been using the phrase converged infrastructure to explain the notion of pools of assets that can deliver storage, server and networking resources to applications. These assets are managed as a single entity that can be provisioned, monitored and administered from a single location. While there may be initial promise to such solutions, they introduce a significant element of inflexibility into the organization, which defies the general aims and goals of virtualization, which promises endless flexibility.

Both small and large players have yet to address the issue of flexibility, leaving converged solutions as choices for only a subset of the market. As one reviews large converged infrastructure plays, for example, it's discovered that they have narrow configuration options. On the other end of the spectrum, emerging converged infrastructure devices do not allow organizations yet to separately address dwindling resources. For hardware that is supposed to simplify the data center, it will be quite some time before converged hardware can do so in a truly cost-effective way that enables administrators to fully balance all resources.

Virtualized Infrastructure Management Becomes Increasingly Complex

There are multiple trends coming together that are going to create new challenges for the 2013 virtualization administrator. First, the industry continues to see the expansion of virtualization to an ever-increasing number of workloads while, at the same time, many organizations are beginning to explore adding a secondary hypervisor to their IT environments.

It's already well known that the majority of new workloads run on the virtualization layer rather than being deployed on physical servers. However, companies have now become so comfortable with their virtualized infrastructures and hardware – especially storage – that even the most intensive application can safely reside in the virtualized environment. After lagging for a number of years, 2012 saw the rise of a number of new storage vendors with the ability to bring this promise to virtualization.

2012 also saw the release of Microsoft's Hyper-V 2012, an enterprise-grade hypervisor with enterprise-grade features. With

many companies considering the implementation of Hyper-V as a secondary hypervisor, environment management will become more complex in 2013, although it will become easier as multi-hypervisor management tools grow in capability and maturity.

Hybrid Economics Drive VDI Forward

For years the market has been saying that this is the year that virtual desktop integration arrives. However, 2013 may very well be the year that this recurring mantra finally comes true and VDI gains a strong hold in the enterprise. Unfortunately for many CIOs, VDI deployments have been plagued by the need to deploy very costly storage, which has driven up the cost of VDI to a point where the financials no longer made sense.

The reason is simple: Storage arrays have finally come of age from both a performance and pricing standpoint, bringing VDI into the realm of financial reality. Tegile believes we'll see VDI as a nascent slice of the mobile workforce device market share in 2013.



That being said, there is still significant work to be done to get the acquisition cost and the operational economics for VDI to work. Customers are still telling us that storage takes upwards of 40 percent of the budget for a VDI implementation, but we're working hard to bring that number down to help make VDI deployments a reality.

Big Data Not a Big a deal to Storage Admins

In 2012, big data hit the wires in a big way. Customers love what big data stands for and the promise that it can bring to decision-making and helping organizations find the next big thing in what otherwise appears to be random information. So, the idea and the promise of big data has big understanding, but there is still big uncertainty around how the advent of big data will make things so dramatically different for IT. After all, while big data may require big infrastructure, hasn't IT always had to provide robust services?

As has always been the case, users still need blazingly fast infrastructure running at low latencies and large repositories for unstructured data. This sounds awfully familiar to what we in the IT market have been working on for many years now. What appears to be different is the confluence of cost, performance and the ability to leverage cloud-based solutions to answer bigger questions than we've been able to in the past. That's the big deal – not the big data itself. Still, in the end, yes, big data should help business drive big earnings. To the IT team in the boiler room, managing all this data will likely look very familiar.



Today's big data initiatives are leveraging emerging hardware and software tools, some of which only became big news in 2012. Emerging hybrid and all-flash arrays both have the potential to support even the most intensive big data projects. Further, new tools such as Hadoop have come on the scene, enabling quick deployment for organizations that want to jump on the big data bandwagon.

Solid State Drives Go Mainstream

For a decade, the storage market sat maxed out with spinning drives at 15K RPM and didn't move much beyond that until the last couple of years. Relatively recently, though, solid state drives hit the market and, over time, have dropped in price and become all but mainstream, a process we expect to see move to completion in 2013.

The move to SSDs has been aided by the aforementioned price drops, but also by the need by organizations to better balance their storage capacity costs with their storage performance costs. In recent years, SSDs have really made an impact in how we optimize storage tiers for IOPS. Much has been written about SSDs being the death knell for hard drives. The almost religious position some vendors have taken is reminiscent of the tape-is-dead debate that has been going on for almost 20 years. The hard drive industry has proven time and time again that with hard-core chemistry, engineering and tribology, the super-paramagnetic limit can be lifted and the \$/GB curve will continue to drop, bringing further decreases in the cost per gigabyte of hard drives. In 2013 and beyond, there will still always be a place for hard drives that are optimized for \$/GB. HDDs optimized for \$/IOP are a dying breed.

The job of optimizing for IOPS will instead move to SSDs, but with a twist. Read on.

Hybrid Storage Architectures Move Center Stage

It's a fact that SSDs carry with them lower costs per IOPS than HDDs, but, on the flip side, HDDs bring a \$/GB figure that is orders of magnitude lower than even the least expensive SSD. It is this balance between cost and performance where the beauty of a hybrid approach to storage becomes apparent. There is simply no other way at present to better balance the very low cost per GB of HDDs and the very low cost per IOPS of SSDs. Even as SSDs are dropping in price, we do not see \$/GB price parity with HDDs coming anytime soon, and certainly not in 2013 or 2014.

The acquisition and operational cost of SSDs is far superior to HDDs. This is why so many newer vendors are focusing on hybrid architectures and using SSDs for performance optimization and HDDs for capacity optimization. Although there are a few niche scenarios that call for an all-SSD shared storage system, the opportunity for hybrid arrays is far bigger and far more reasonable for mainstream IT workloads. **IT**

Rob Commins is vice president of marketing for Tegile Systems (www.tegile.com), a provider of primary storage deduplication in virtualized server and desktop environments.

An Architecture for the Application Age

SDN Turns Networking Upside Down

SDN is considered by many to be one of the most important, and potentially disruptive, developments in networking since the rise of the Internet. To date, networks and connectivity have come first, and applications have followed. The software-defined network turns this model on its head, approaching networking from an application- and services-first standpoint.

"To me, [SDN] is one of the most interesting pivot points in networking I've seen pretty much since the Internet," said Eve Griliches, vice president of optical research at ACG Research, and a panelist at the recent SDN Precon at ITEXPO Miami.

The Concept

This architecture separates the control and data planes of the network, she explained. But Griliches added it's really about much more than that. SDN is about looking at active flows in the network, understanding the requirements of those different flows, and using the network to provide those flows with the appropriate bandwidth and other network resources.

What SDN will do is open up the network in the way we've opened up the applications on the iPhone to enhance what we are doing in the network, she said. This view of the network is very disruptive considering we've traditionally built networks from the ground up, with connectivity at the forefront.

"It's an entire paradigm shift here, and people are going to have to think very differently with SDN," she said.

SDN is a more logical approach to networking than we haven't really been able to do before, according to Griliches. However, this kind of thing is now possible due to the algorithms that enable us to better understand flows, and due to the decreasing costs of hardware. Griliches believes that at least half of enterprise and wide area networks will leverage SDN in some form within about five years.

Users and Applications

David Krozier, principal analyst of network infrastructure at research firm Ovum, told INTERNET TELEPHONY there are a significant number of data center SDN deployments today because every major university is participating in one of the research network implementations of software-defined networking using OpenFlow. It doesn't take much work to deploy this kind of thing, he added, saying you just get a couple of switches, some software, a connection to the university network, and you have an SDN lab. In fact, he said, HP alone has more than 60 such deployments.

Meanwhile, enterprise deployments of SDN are "very small," said Krozier, and service providers are using, or at least testing, SDN.

"NTT has been a big proponent of SDN in general, and NTT actually as far as I can tell is offering the first commercial service based on SDN," he said. "The service is called enterprise cloud and uses an OpenFlow-enabled network to migrate virtual machines between data centers. It's something that's being offered in Asia today."

AT&T has also deployed Nicira software, Krozier added, but he said he's not clear about exactly what the telco is doing with it. The telco could've just been for trial purposes, he said.

As for Verizon, Krozier said that telco is leveraging SDN technology to control the quality of experience of video on wireless networks. The service provider is using SDN to control the quality of experience for video delivery.

"There's a lot out there about SDN and [the] data center, but I think where SDN will have a lot of impact in carrier networks is in wireless networks," Krozier said.

However, probably the biggest name driving the SDN movement is Google.

Google already is using an SDN-like solution, based on OpenFlow, that it developed itself at significant expense to more effectively interconnect its data centers, according to a report by Woodside Capital Partners, which notes that Verizon is also a key proponent of SDN. "We view the Google application as a good proof of concept for SDN and the OpenFlow protocol, rather than a commercially viable solution," according to an August report from the Silicon Valley-based investment banking firm.

Suppliers and M&A

Of course, there are plenty of SDN solution providers out there. The list includes Big Switch Networks, Embrane, ContexTream, PLUMgrid, Midokura, and Pica8, among others. And Alcatel-Lucent has launched a business called Nuage to address the SDN opportunity.

But the number of little guys in the SDN space is getting smaller as some of the bigger names in networking snap up what have recently become important assets.

VMware Inc. in July cut a deal to buy Nicira Inc. for \$1.26 billion. That same month, Oracle followed suit with its purchase of privately owned Xsigo. (Nicira products

SDN Precon Speakers



ACG Research's Eve Griliches



Huawei's Mike McBride



ALU's Houman Modarres



Infinera's Ping Pan



Plexxi's Nils Swart



WCG Research's Sean Blakley

are already in use by AT&T, DreamHost, eBay, Fidelity Investments, NTT and Rackspace to accelerate service delivery. Meanwhile, the Xsigo solution has been deployed at hundreds of enterprise customers including British Telecom, eBay, Softbank and Verizon.)

Things picked up on the SDN acquisition front again in November, with Brocade revealing plans to acquire Vyatta, and Cisco announcing its intent to buy privately held Cariden Technologies, which reportedly has done some SDN work. (Brocade at the time of the deal noted that Vyatta is shipping products today and is developing a next-generation, on-demand network OS that delivers advanced routing, security and VPN functionality for physical, virtual and cloud networking environments. Cisco said Cariden's IP/MPLS planning and traffic engineering software is in use by many major service providers.)

Then, in December, Juniper Networks quietly made its move to bring SDN startup Contrail Systems into the fold. A month later, Juniper publicly announced its software-defined networking strategy at a partner event.

"This transformation is one of the biggest things we will ever see," said Bob Muglia, executive vice president of the software solutions division at Juniper Networks, referring to SDN.

Infrastructure Angle

Fellow network equipment supplier Cisco, meanwhile, seems to be downplaying the importance of SDN.

Shashi Kiran, senior director of data center and cloud networking at Cisco in late December told INTERNET TELEPHONY that the concept of SDN is nothing new. Elements of SDN are things that Cisco has been doing for some time, he said. However, he went on to say that to address the requirements SDN aims to meet, Cisco is investing in ASICs and opening up its gear – from the smallest router to biggest products – via developer kits. The company also is investing in its own controller, which supports OpenFlow, he said, adding that really is what the SDN model is about. Kiran also points to the Cisco Nexus 1000V, which he describes as an overlay solution that mostly works in cloud/virtualized environments, and uses OpenStack and RESTful open source technology. Cisco's onePK is also part of the company's Open Network Environment, which involves SDN.

Responding to recurring commentary that the new software-focused view of networking that SDN espouses will negatively impact the business of network equipment companies, and Cisco in particular, Kiran commented that the network recently has become far more central to the IT infrastructure than perhaps at any time in the past, and trends like SDN and open networking are just enforcing that fact.

"SDN put a spotlight on the strategic nature of networks all over again," said Kiran.

Juniper CTO Pradeep Sindhu expressed a similar sentiment during the SDN strategy announcement by his company, in which he -- in what seemed an agitated tone -- reminded analysts and reporters that physical infrastructure will continue to anchor even the most software-driven networks.

Houman Modarres, senior director of marketing in Alcatel-Lucent's core networks group and a speaker at TMC's SDN Precon, noted that his company as of late January hadn't yet announced its SDN strategy, but he did say that Alcatel-Lucent believes that allowing apps to make requests of the network is an important step in making the network side as responsive as the compute side.

Today, the network is not a product, he added, it's a means to an end. There have been strides in recent years on the Layer 2 network virtualization front that made heads turn, he added, indicating that may have fueled interest in SDN. But rather than getting excited about a new buzzword, Modarres indicated that what we should be talking about is where we are going, why, and how (and if) SDN can help us get there. The answers for different organizations will vary, he added.

Huawei, which sells everything from wireless handsets to carrier network equipment, has embraced SDN, said Mike McBride, as a fine-grained way to introduce new services and to offer policy and control that the company's service provider customers seek. McBride, a principal engineer within Huawei's network technology CTO office and a representative of the ONF, was also a panelist at SDN Precon.

"We're fully on board" with SDN, he commented.

That said, Huawei customers have spent a lot of money on their existing equipment, so the vendor wants to enable its network elements to accept blades with OpenFlow chipsets, he added. That way, he said, Huawei's service provider customers can implement OpenFlow and SDN in an incremental way.

ONF recently created a migration working group to address how to transition non-OpenFlow equipment to support OpenFlow, said McBride, who is doing double duty these days, representing both Huawei and the Open Networking Foundation. The industry group is working off the Google model, he said, noting that Google has created an OpenFlow-capable new WAN, and is slowly migrating its data centers to that WAN. That's been very successful for Google, and it's good for the ONF, he added.

Ingredients

So just what are the components that will make up the software-defined network? Well, answers vary.

As ACG Research's Grilitches sees it, the SDN architecture includes switching elements that are optimized for fast switching but that do not have a higher order intelligence; and a controller, which is centralized, and controls the switches and can be used to manage

network resources and performance based on the apps. A northbound interface on the controller can allow for apps to hook in, she added.

Ping Pan, chief architect at optical transport switch company Infinera and a speaker at SDN Precon, believes there are three functions of SDN: the ability to provision to the needs of the applications; configuration; and monitoring. As a result, he said, the transport network will be more visible to the applications.

"Applications need some resources, and networks need some information," said SDN Precon panelist Nils Swart, director of technical marketing at Plexxi, a software-defined network startup.

Plexxi offers a controller that takes information from applications and uses that data to optimize the underlying network. The company also sells top-of-rack, high-capacity switches so data center operators can adjust uplink capacity based on what applications require. The company, Swart explained, removes network complexity by delivering control via a single pane, and rather than bolting on its solution to existing routers and switches, it uses hardware in a ring topology with software that handles the control.

"We believe SDN is absolutely already here," said Swart.

In announcing its SDN strategy, Juniper executives described what it sees as the six principles of the software-defined network. SDN, according to Juniper, entails cleanly separating networking software into separate management, services, control and forwarding layers or planes. It requires the centralization of the appropriate aspects of management, services and control software to simplify the network and lower operating costs. It involves using the cloud to allow for flexibility and scalability. It will require a platform for network applications, services and integration into management systems to enable new business solutions. The industry will have to standardized protocols to allow for vendor interoperability. And, Juniper believes, network operators and their partners will have to broadly apply SDN principles to all networking and network services including security from the data center and enterprise campus to the mobile and wireline networks used by service providers.

Juniper then laid out its product strategy to address those six principles. First, Juniper executives said, the company will centralize network management, analytics and configuration functionality to provide a single master that configures all networking devices. The Juniper Junos Space applications put customers on that path today, according to the company.

Then, Juniper will enable its customers to extract networking and security services from the underlying hardware by creating service virtual machines based on industry-standard x86 hardware. Pulling services and network management capabilities out of network elements and instead running them as virtual machines on x86 servers will allow for "truth in management" and will mean that "the device is no longer the master," Muglia said. JunosV App Engine, which becomes available this quarter, and Juniper's new software licensing program, which enables licenses to be expanded to x86 platforms, will help enable that.



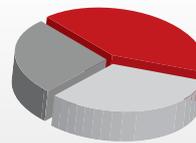
The Channel - Magnified.

Since 2001, iAgentNetwork has provided tens of thousands of channel partners the latest information on products, services, promos, conferences, training events, roadshows, magazines, newsletters, webinars, press releases, career opportunities and much more via our industry leading e-blast service.

We have the most comprehensive email database of Agents, VARs, VADs, System Integrators, Carriers, Resellers & CLECs in the telecom industry. We have established long-standing relationships with key publications, conferences and associations within the telecom channel. What does that mean to you? We've done all the legwork to identify the potential partners to help you resell your telecom product or service!

iAgentNetwork offers design services for our clients. Our designers are uniquely talented, highly specialized and have years of design experience within the telecom industry. E-mail advertising remains a highly effective form of marketing. iAgentNetwork designers not only have the talent to make your e-blast ads look great, they employ best practices of email marketing to ensure the highest deliverability of your e-blast ad to iAgentNetwork's database.

iAgentNetwork Database



- **9,000**
Master Agents, Agents, International Agents
- **7,000**
VARs, VADs, Interconnects & System Integrators
- **6,000**
Carriers, Resellers & CLECs

E-Blast Examples



Database + Design + Deliverability = RESULTS



Contact us today to reach the channel tomorrow!
(877) 867-2553 or **sales@iagentnetwork.com**

A centralized controller, which Juniper got via the Contrail acquisition, is the third key tenet of Juniper's SDN strategy. That, the company said, will allow multiple network and security services to connect in series across devices within the network. Juniper refers to this capability as SDN Service Chaining, a feature it expects to deliver starting next year via the Contrail solution and a next-generation version of the JunosV App Engine.

"Service chaining functionality is crudely accomplished in today's physical world using separate network and security devices," according to the Juniper press release. "With SDN Service Chaining, networks can dynamically respond to the needs of the business. This step will dramatically reduce the time, cost and risk for customers to design, test and deliver new network and security services."

Like Cisco, Juniper also tells its hardware optimization story when discussing SDN, pointing specifically to its MX Series and SRX Series products, which it says will evolve to support Service Chaining. And Juniper's Muglia said that while layer 7 services can run on general purpose x86 servers, functions like forwarding packets and flows may be best served by ASICs, which are optimized for

that kind of thing and can deliver an order of magnitude better performance for applications and services that require it.

While many industry players will tell you they consider OpenFlow as a key component of SDN, Muglia commented that it's a protocol that Juniper will support, but added OpenFlow is just a small piece of SDN -- and not a very important one.

It seems that at least one analyst agrees.

"One of the definitions [of SDN] flows around the Open Networking Foundation and OpenFlow," said Krozier of Ovum. "I think that definition is rather restrictive. I really see SDN as an architectural concept that includes abstraction of the physical network, programmability, network virtualization. I think it's really a movement toward a much more flexible network."

But getting to this flexible network looks to be a significant challenge, and one that, according to Sean Blakley, managing director of WCP Research and an SDN Precon speaker, presents a significant opportunity for someone to step in and integrate the different pieces of the SDN puzzle. **IT**

By Paula Bernier

Strong Upside Remains for SBCs

Session border controllers have been around for a long while, but there's still ample opportunity for them related to SIP trunking, among other potential applications such as unified communications normalization. Indeed, Oracle Corp.'s recent move to purchase SBC company Acme Packet for \$2.1 billion emphasized the value of the session border controller and the fact that these products still have a long runway ahead of them.

The vast majority of SBCs deployed today are used to interconnect carriers.

It's an established market, but not a mature one, so we can still expect to see huge amounts of growth in this arena, says David Tipping, vice president and general manager of the SBC business unit at Sonus Networks. On the enterprise front, there are many large businesses that have deployed VoIP and now want to extend it out so they don't need PRI gateways for external calls, he says. Tipping adds that the information within a session is a real driver now in interest around SBCs.

SIP trunking revenue grew 23 percent in the first half of 2012 compared to the second half of 2011, led by strong activity in North America, according to Infonetics. The research firm predicts that \$377 billion will be spent on business and residential and SOHO VoIP services over the 5 years from 2012 to 2016, driven primarily by SIP trunking and hosted VoIP/UC services.

T1 lines are still the most popular way to do trunking today, but SIP trunks continue to make headway, with a third of enterprises surveyed by Infonetics using SIP trunks today, and 42 percent planning to do so by 2014.

Indeed, SIP trunking has only scratched the surface, notes Jason Rolleston, director of product management for the routing services group at Cisco, which Infonetics recently named the marketshare leader in enterprise SBCs. That's because voice is a notoriously slow-moving space given people are very cautious about making changes to this mission-critical capability.

"There are a lot of inhibitors to moving" like changing numbers, for example, Rolleston says. So "this transition will take a long time." Worldwide revenue for enterprise SBCs

hit \$82.5 million in the first half of 2012, according to Infonetics Research. The top SBC applications among service providers, according to Infonetics, are interconnection to other service providers, SIP trunking, and hosted business VoIP.

While Cisco is now leading the enterprise SBC space, Acme Packet is still up front in the service provider SBC rate.

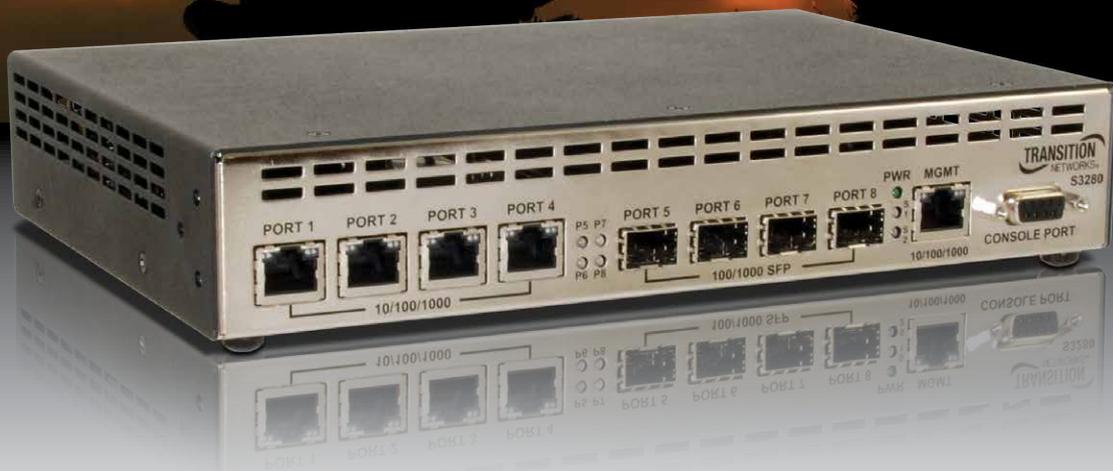
On the enterprise side, some SBC vendors are positioning their devices as a way to normalize communications among different vendors' UC solutions.

With some SBC companies, especially those with a keen interest in enterprise applications, talking up the role of session border controllers in unifying different vendors' UC solutions, the question also arises as to what role the SBC might play as WebRTC become more prominent.

Alan Percy of AudioCodes says SBCs have the potential to play an important role here in transcoding, given WebRTC uses a relatively unique codec that phones commonly used in contact centers, and existing UC solutions, typically do not support. **IT**

**A NID is a NID
is a NID. Right?**

Not exactly.



Transition Networks' suite of carrier grade products are built to support the most stringent service level agreements (SLAs), while providing easy methods of provisioning and managing customer connections. The depth of the portfolio solves carrier needs for 3G and LTE Mobile Backhaul, Legacy Mobile Backhaul, Fiber Based Ethernet Services, Reclaiming Fiber Count, Maximizing Fiber Usage, and Aggregation of Metro Ethernet and Backhaul Services. Transition's product will revolutionize your networks with easy management, reduced OpEx & CapEx, enhanced network capacity, and reduced time to provision all while providing a higher availability of uptime.

www.transition.com/difference



24 hours/7 days a week
support worldwide
+1-952-941-7600
info@transition.com

YOUR NETWORK. OUR CONNECTION.

Troubleshooting VoIP Problems

How to Get to the Root of the Problem Fast

Ahh, VoIP – the miracle technology that helps businesses streamline call center operations and deliver better customer support. It's a dream, right? So why all the frustration when most of today's call center equipment and applications have built-in management software and tools to help you see and fix problems?

In this case, the devil is in the details: the granular packet level details to be exact. With today's complex deployments, if you can't dive in deep – all the way down to the packet level – you can't find root cause. If you can't find root cause, there's a high likelihood you'll see this problem again and again. The again and again costs you time, money and loads of frustration with your customers and employees.

Without question, the management software and tools most call center equipment and applications offer are key to helping you monitor hardware availability, call center efficiency KPIs, QoS monitoring and real-time event alarming. However, these solutions fall short of helping you isolate root cause, as they usually lack the transaction-level granularity to identify the source of VoIP performance or transaction issues between components of the call center infrastructure. This makes it difficult for you to get at the true source of a network problem and isolate it, which means you might see this problem again.

To get the level of detail you need to find root cause and fix problems for good, a packet capture appliance that gathers data from multiple points on the network and correlates those data streams in real time, will save you and your organization time and money, while increasing customer satisfaction.

The following are four key VoIP/call center issues you've likely encountered already (or will), but were unable to resolve with your standard tools, and some highlights on how a packet capture appliance with real-time statistical analysis can help you solve the issue:

Voice Quality Caused by Poor WAN and Network Performance

When a traditional VoIP monitoring system reports quality issues, it does not provide the source and destination IP address information of the calls that exhibited the issue. As a result, it is difficult to isolate the network or service provider that the calls transverse to isolate the issue.

HOW TO FIX IT: Packet capture solutions that analyze and keep detailed call by call source, destination address and ID informa-

tion (while streaming all packets to disk) allow you to go back in time and review the actual groups of calls that exhibit poor call quality. You can then review the correlating IP network links that exhibit the problem. Actual packets with detailed timing information can be retrieved as proof and given to the network service provider to isolate the root cause, if needed.

Callers Complain of Intermittent Problems

When a user or an agent complains about call issues, it is necessary to identify the specific user traffic flow and isolate it from the other calls. Unfortunately, most users do not typically know their IP address, and to complicate matters, IP addresses often change as they transverse across proxy server/call managers.

HOW TO FIX IT: Packet capture solutions that index packets that belong to a call – based on caller and callee ID – and correlate that information to an IP address, allow you to quickly identify the relevant call (back in time) through smart filtering by call status or user ID. This dramatically reduces the time needed to retrieve all relevant packets and review the transaction details between various system components to identify the root cause of the problem. The call trace with the actual packet(s) can be offered as proof to fix the problem and verify the solution.

Call-Forwarding Issues within the Call Center Systems

Many system components are involved when accurately and quickly routing customer calls to the appropriate operator or application. Some of these transactions involve more than just VoIP signaling protocol, such as SIP, and include complex multi-tier transactions between servers. To identify the problem, you need to be able to view the grouping of the call that exhibits the forwarding problem in order to narrow down the problem's scope.

HOW TO FIX IT: Having full visibility of all calls with a full range of statistics is important to isolating call-forwarding issues. If you can't track it, you can't find it. Therefore using smart filtering that allows grouping of calls based on a range helps narrow down the server involved. You can, for example, filter by call duration, call complete status, MOS scoring, or caller/callee address range. The packet related to the server can then be retrieved with a context-sensitive retrieval filter to get to the root cause of the problem faster.

Intermittent Issues that Appear after Equipment Firmware or Hardware Upgrades

During system firmware upgrades in the call center, problems may result from bugs in new firmware. Or, hidden issues with other vendor devices can suddenly emerge. Left unaddressed, these issues can escalate into cataclysmic call

center events. These types of problems are especially difficult to resolve without packet-level visibility. It is extremely important to have all the packet information available to show to the respective vendors involved, so that the true source of an issue can be identified and the problem resolved.

HOW TO FIX IT: Packet capture solutions allow you to capture transactions between all servers. In addition to the ability to retrieve VoIP call-related packets, other application transaction can

be retrieved using application or pattern matching filters. Multi-tier transactions can be merged into a multi-tier transaction view with timing information, making identification and comparing of transaction flaws before and after an upgrade simple.

The good news is that the technology to quickly isolate root cause is available.

Stop struggling to isolate your VoIP issues and invest in a packet capture solution with 100 percent stream-to-disk

and real-time VoIP KPI analysis. It will give you and your team the level of detail needed to accurately walk through a sequence of events, correlate the data, and solve problems fast. In the end, this will save your organization money, and increase end user and employee satisfaction with the call center. And, you'll be a network hero. **IT**

Vincent Choi is product marketing manager at Visual (www.visualnetworksystems.com), a Fluke Networks (www.flukenetworks.com) brand.

Oracle Buys Acme Packet

Despite pronouncements by some that it's all about the software, and that network infrastructure is on the decline, software company Oracle Corp. is paying about \$1.7 billion to purchase network equipment outfit Acme Packet. The acquired sells session border controllers, which sit at the intersections of networks to ensure security and do translations. Acme Packet's solutions are in use by more than 1,900 service providers and enterprises around the world. "The communications industry is undergoing a dramatic shift as users become more connected and dependent on mobile applications and devices. Service providers and enterprises need a comprehensive communications solution that will enable them to more effectively engage with their customers," said Bhaskar Gorti, senior vice president and general manager at Oracle Communications. "This combination will enable secure and reliable delivery of real-time interactive communications through the most comprehensive, best-in-class communications portfolio in the industry."

Ericsson to Purchase Devoteam's SI Business

Devoteam Telecom & Media operations in France is set to become part of Ericsson. The acquisition of the consulting business is scheduled to close by the beginning of the second quarter. The deal will see 400 skilled, France-based, IT services professionals join Ericsson. It includes also the acquisition of TV SmartVision operations. "Acquiring activities of Devoteam adds unique expertise in complex, strategic and technical consulting engagements that will enable us to immediately enhance the value that we bring to our customers," said Magnus Mandersson, Ericsson's executive vice president and head of business unit global services. "It is further proof of Ericsson's commitment to act as the partner of choice for the business transformation currently taking place within the telecommunications industry."

Redknee Grabs NSNs' BSS Operation

Billing and charging software company Redknee has reached a definitive agreement to acquire Nokia Siemens Networks' Business Support Systems business. The deal, which is expected to close in the first half, includes 15 million euros in cash at closing, plus a maximum of 25 million euros for certain performance-based cash earn-

outs expected to be paid over 12 to 36 months post-closing. Nokia Siemens Networks' BSS business provides real-time charging, rating, policy, and customer care solutions to more than 130 communication service providers. Approximately 1,200 employees will join Redknee as a result. Lucas Skoczowski, Redknee's CEO, commented: "This planned acquisition marks a significant milestone in Redknee's long-term growth strategy. It would add strong long-standing relationships with new Tier 1 operators and expand Redknee's market share and presence in high growth markets. Our expanded team would drive the continued success of our customers, as we strive to be the provider of choice for real-time converged billing, customer care, policy, and payment solutions in the communications industry."

Yankee Group Changes Hands

The 451 Group has purchased the Yankee Group. In announcing the deal, The 451 Group noted it is focused on enterprise digital infrastructure and said that "Yankee's mobility expertise is a good fit."

Zayo Hangs 100

A 100G wavelength service from Zayo Group is now available in the Northeast Corridor. This is the company's first 100G route and runs between New York City, Philadelphia and Washington, D.C. It was designed to serve the financial, government and large enterprise customers concentrated along the eastern seaboard. "This 100G route is now deployed and ready for customer implementations," said Zach Nebergall, vice president of Zayo's Wavelength Product Group. "Zayo designed the network to be able to offer compelling economics to our customers across this key, high demand corridor."

Infinera Powers CenturyLink Backbone

CenturyLink Inc. has deployed Infinera's DTN-X to enable its nationwide backbone transport network to support critical video, mobile, and cloud IP services, and extend its ability to deliver up to 100 Gigabit Ethernet services to the company's data centers and customer facilities around the country. The DTN-X delivers 500gbps super-channels and integrates 5 terabits per second of OTN switching per chassis.

Why 2013 is a Pivotal Year for Enterprise Video

Many of the technologies that we rely on in business today reached their current penetration levels through a hockey stick adoption curve – starting slowly, growing steadily for some time, and then rapidly accelerating due to a combination of technology advancements, IT capacity, and customer demand.

The rise of mobile phones followed this pattern, with measured growth in the early 2000s being eclipsed by the influx of iOS and Android devices in the past few years.

I believe that enterprise video is approaching a similar inflection point. For as long as I've been researching and building video products for large organizations, video created by and for the enterprise has largely been confined to the experts – AV and IT organizations that have the technical depth and specialized equipment to capture, produce, and distribute professional-looking recordings.

But advancements in video technology – particularly in software – combined with the commoditization of high-resolution cameras are driving enterprise video adoption past the tipping point. In the next 12 months, we'll really begin to see some changes – changes in the quantity and quality of employee-generated video, changes in how IT manages corporate video assets, and some transformative changes in how we extract value from video.

In 2013, IT will take a more active role in video management. IT executives are facing an influx of video on their corporate networks. Over the course of six months in 2012, corporate network bandwidth consumed by video more than tripled. At the same time, existing corporate videos are often scattered across general-purpose storage systems such as SharePoint, Drupal, and file shares where they lack discoverability and standardized encoding. In 2013, IT will take steps to proactively manage video within the enterprise through the use of centralized video content management systems. Among the functions served by the VCMS: managing access control, providing analytics, and integrating with existing learning and content management systems.

Video solutions will begin shifting from siloed to integrated. Many of the customers I speak with today employ video point solutions across their enterprise. The marketing department uses a lightweight screen recording application, corporate training uses a hardware-based broadcasting solution, the events team uses a dedicated encoder and several video editing suites,

and IT is piloting a VCMS. In 2013, organizations will look for integrated video platforms that reduce the seams between these point solutions, and the time and costs of manually piecing them together. Integrated video platforms will provide screen recording, multi-camera video capture, live broadcasting, encoding, basic editing functionality, and a VCMS for hosting and management.

Mobile video will become a first-class citizen. It was recently reported that more iPhones were being sold than babies were being born in the world every day. Cisco estimates that two-thirds of mobile data traffic will be video in the next four years. And I can't tell you the last time I had a customer meeting in which mobile video delivery wasn't discussed. With the explosion of video-capable phones and tablets, businesses are looking for ways to bring high-quality video to their employees' mobile devices. In 2013, we should expect an increase in corporate events, training, and other video assets that are streamed live and on-demand in mobile-friendly formats with automatic device detection.

Video will enable the social enterprise. Mobile devices won't just be a delivery mechanism for enterprise video; they'll also play an important role in the creation of employee-generated video. As more employees carry HD camcorders in the form of smartphones, tablets, and webcams, everyone in the enterprise becomes a videographer. At the same time, many organizations are realizing the value of knowledge sharing using video – encouraging employees to record their ideas and best practices, and share them on the corporate network. Together, these trends will bring about a rise in YouTube-style enterprise video portals, in which employees can share knowledge and insights using a range of recording devices.

Inside-video search will become mainstream technology. The ability to find valuable information inside video content remains a last-mile problem of online search. As enterprises amass hundreds or thousands of videos, the need for structured information retrieval from within unstructured video content becomes critical. In 2013, video search engines will overcome this long-standing challenge. They will enable employees and customers to find keywords inside of videos as easily as they find them in e-mail and documents today. These search engines will also transform the VCMS from the digital equivalent of a tape archive into a living repository of easily accessible corporate knowledge. **IT**

Eric Burns is CTO at video capture and management platform company Panopto (www.panopto.com).

ITEXPO®

Mandalay Bay Convention Center | Las Vegas NV | August 27-29, 2013

World's Communications & Technology Conference

- Over 200 Exhibitors
- World Class Keynote Speakers
- Free Educational Workshops
- Networking Opportunities



Covering:

- VoIP
- Lync
- Mobile
- Cloud
- Tablets
- Super WiFi
- M2M
- And Much More...



Platinum Sponsors:



INTERACTIVE INTELLIGENCE®



NETXUSA
VoIP Made Simple

Gold Sponsors:



Cisco Buys Cognitive

In late January, Cisco announced plans to acquire Cognitive Security. The privately-held company uses artificial intelligence to detect anomalies that could be a sign of cyber threats. Cognitive, which is headquartered in Prague, Czech Republic, has a long-standing collaboration with the Czech Technical University, enabling the company to benefit from the school's scientific contribution to the field of network security through a joint research program; this collaboration will continue after the acquisition, at which point Cognitive Security's employees will join Cisco's Security Technology Group under the leadership of Senior Vice President Chris Young. Cisco announced the purchase in Hilton Romanski's blog, which states: "Mobility and cloud are drastically changing the IT security landscape, where traditional security approaches aren't enough to protect customers against an evolving threat landscape. ... Cisco's cloud-based global threat intelligence and Cognitive Security's real-time behavioral analytics, will integrate to a common policy engine that controls distributed network enforcement in an intelligent network and mitigates advanced cyber threats."

UPnP Not all on the Up and Up

Universal Plug and Play, in addition to several related features, could be leaving devices such as computers and printers accessible over the Internet, according to a recent TMCnet posting. The U.S. Government's Computer Emergency Readiness Team advised users to disable UPnP to better protect their devices, according to the piece. TMCnet explains that UPnP is a communications protocol designed to make it easy for users to set up networks by allowing networks to readily identify and communicate with equipment. Dave Marcus, chief architect of advanced research and threat intelligence with Intel's McAfee unit, explained: "Historically, these are amongst the last to be updated and protected properly which makes them a gold mine for potential abuse and exploitation."

Network Security Vendors in Safe Spot

The new security space is healthy and could get even better, according to new data from Infonetics Research. Global network security appliance and software revenue is up 7 percent from the year-ago third quarter, according to the firm. And integrated security appliances have gained share every quarter since the fourth quarter of 2011, and Infonetics expects continued quarterly gains through the third quarter of this year. "Looking at the top three network

security vendors' quarter-over-quarter revenue performance, Cisco increased 1.5 percent, Check Point increased 3.2 percent, and Juniper increased 11.1 percent," said Jeff Wilson, principal analyst for security at Infonetics Research. "Overall the network security appliance and software market saw moderately strong growth in the third quarter, and there is always potential for a great fourth quarter because of seasonal budget flush." He added that companies with broad security product portfolios are in the position to shift revenue by continuing to integrate web and mail security functions into firewall and IPS platforms while maintaining standalone solutions.

SaaS-based Security Offered as White Label

CommTouch has launched a private-label e-mail security SaaS solution that combines premium protection against e-mail-based threats such as spam, phishing and malware. CommTouch Email Security SaaS is designed to enable CommTouch partners to rebrand the solution and sell it through their channel partners or directly. "CommTouch Email Security SaaS dramatically increases market and revenue opportunities for our OEM and service provider partners by allowing them fast, easy access to the security as a service market – one of the fastest-growing market segments in information security," said Shlomi Yanai, CEO at CommTouch.

C29x Scales Security

Freescale Semiconductor has introduced the C29x family of crypto coprocessors, a new line of security accelerators engineered to help data center equipment manufacturers handle dramatic increases in secure network traffic. C29x crypto coprocessors enable multi-chip, single PCI-E card solutions providing more than 120K RSA-2048 operations/second and delivering more than three times the performance of more expensive PCI-E options currently available from today's market share leader, according to Freescale. "Internet traffic security requirements are increasingly stringent and complex, yet the security coprocessor market is currently served by very few vendors. Customers are asking us for high-performance, cost- and power-efficient choices for coprocessors," said Tareq Bustami, vice president of product management for Freescale's Digital Networking group. "Freescale has leveraged its communications processor leadership and 30 years of embedded security R&D investment to develop the new C29x crypto coprocessors, which offer the security and scalability data centers need to handle tremendous increases in data volume."

VoIP Never Sounded So Good!

Your IP PBX increases the productivity of your users and lowers your operational costs. It makes excellent business sense. Enhancing your system with SIP PRINT makes it even better.

SIP PRINT offers award-winning solutions for:

CALL RECORDING - Record in-bound and out-bound calls for specific users, for training, quality assurance, customer satisfaction or legal compliance requirements

CALL ACCOUNTING - Control costs and compliance with detailed reports on historical usage, and plan for the future with forecasting

UNIFIED COMMUNICATIONS MANAGEMENT - Monitor your environment for quality-of-service and business effectiveness, and control all elements from any location

And Much More! - Visit www.sipprint.com
For more Information



Zurmo Spices Up the Open Source CRM Game

Zurmo this spring is bringing out a commercial version of its open source CRM solution to address the needs of medium-sized businesses with 50 or more users. Release 1.5 will include enhanced mobile integration, gamification features, reporting, various e-mail integrations, and workflow capabilities.

"1.5 is going to make us at parity with SugarCRM Enterprise Professional Edition," says Zurmo Community Manager Stafford McKay.

Zurmo was founded by Jason Green and Ray Stoeckicht. Green was an early employee of SugarCRM. He went on to establish Intelstream, which offers consulting and services related to SugarCRM. McKay and Stoeckicht worked for Intelstream as well.

Up until the release of 1.5, Zurmo's only offering was its Open Source Edition, which is a do-it-yourself, kit-type solution available for free download, explains McKay. Open Source Edition, which became available in June, is now used in more than 2,000 active installations.

Open source solutions like the Zurmo CRM are appealing because they allow user to do customization, such as adding extensions, to meet their specific needs, McKay notes. What makes Zurmo's solution different from the other open source CRM offerings in the market is the fact that its code base is brand new, while competing products date back to 2004. Zurmo was built using a PHP framework called Yii. McKay explains that it's a newer, better framework for building a software application as opposed to what he describes as "older, messier frameworks" used 10 years ago.

Another Zurmo differentiator is that it tests every line of code

before release to avoid bugs. "When you have bugs that's pretty bad because people are less likely to use it and less likely to want to build on top of it," McKay says.

As noted, gamification is also a feature of the Zurmo CRM solution. In fact, McKay notes, gamification is built in to the core architecture of the application, as opposed to being an extension or add-on.

Every activity done in the application is tracked through gamification. As a result, organizations can award points for user adoption, upping employees' score every time they add or update entries in the CRM system. They can also use the gamification functionality to encourage best business practices and task completion, such as closing out a support ticket on time or ahead of schedule.

"It's almost like a report card in school" that supervisors can use to help employees with their performance.

An organization might have a great sales person, but that individual might be a horrible communicator, and that may be costing the company money, he says.

Gamification can help track how that sales person

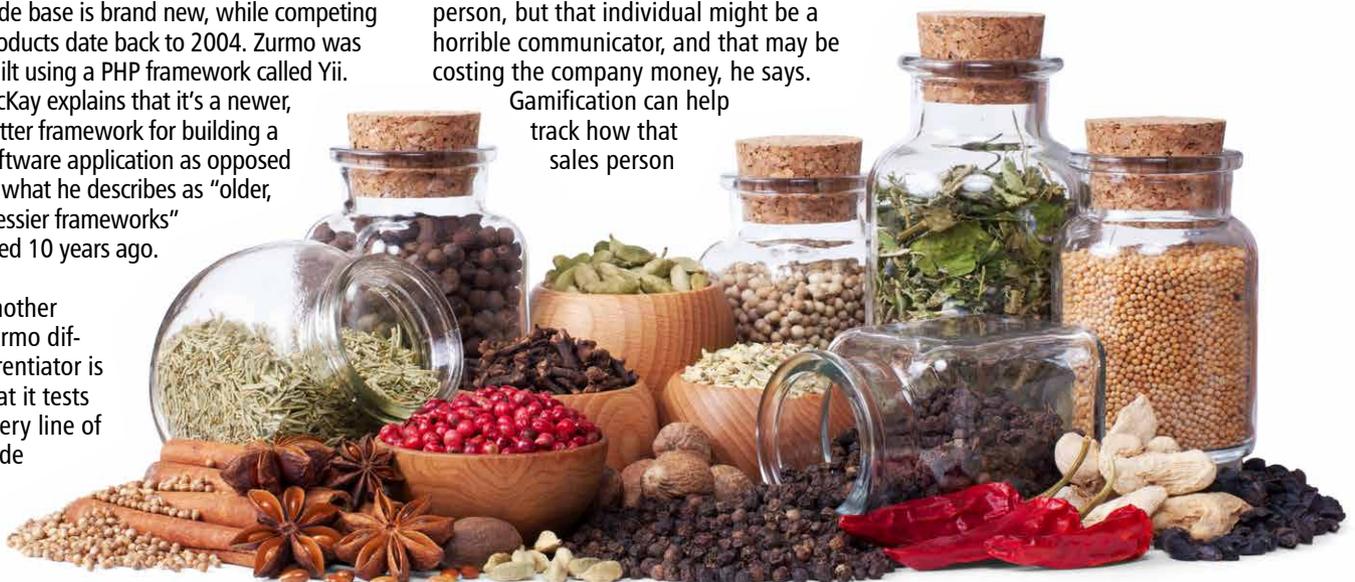
is communicating, or not, so an organization can take steps to improve internal and/or external communications.

Gamification also is good way to recognize employees, McKay adds, commenting that non sales folks sometimes don't get recognized for their roles in closing a sale.

In addition to its new release, Zurmo recently brought some new features to its product to address international requirements. In January, Zurmo announced a new Drupal-based translation method that enables developers that use the CRM platform to more easily work together and do quality control.

"We've laid the foundation for language contributors in our community to have a place where they can organize their efforts to reach the best translation quality," states Sergey Fayngold, a Hamburg-based PHP and MySQL developer. "New labels are added much faster and are moderated by native speakers. Additionally, better translation suggestions are implemented through an out-of-the-box release management tool, making it easier to improve older versions of the application."

McKay notes that the Zurmo CRM product also includes a real-time currency capability that enables users to select different currency for deals done in CRM, and support for international measurements. **IT**

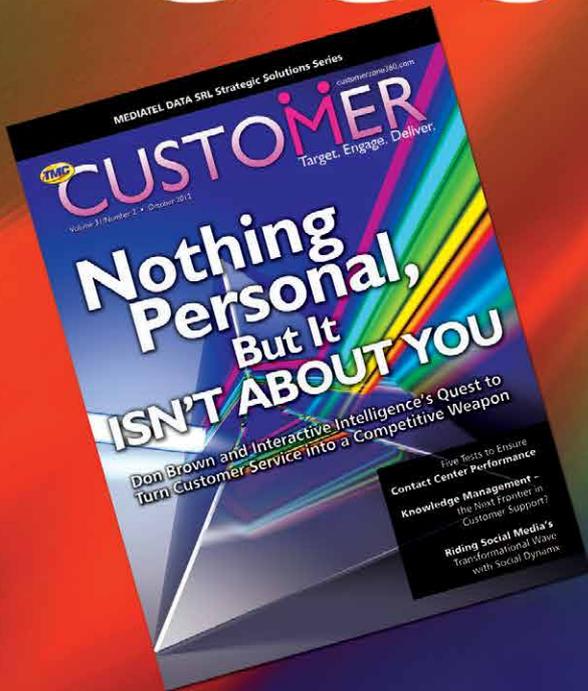


Examine the Best Ways to target Your Customers Using Today's Finest Technologies.



CUSTOMER™

Target. Engage. Deliver.



Formerly **TMC CUSTOMER INTER@CTION Solutions**

Subscribe Today!
customerzone360.com

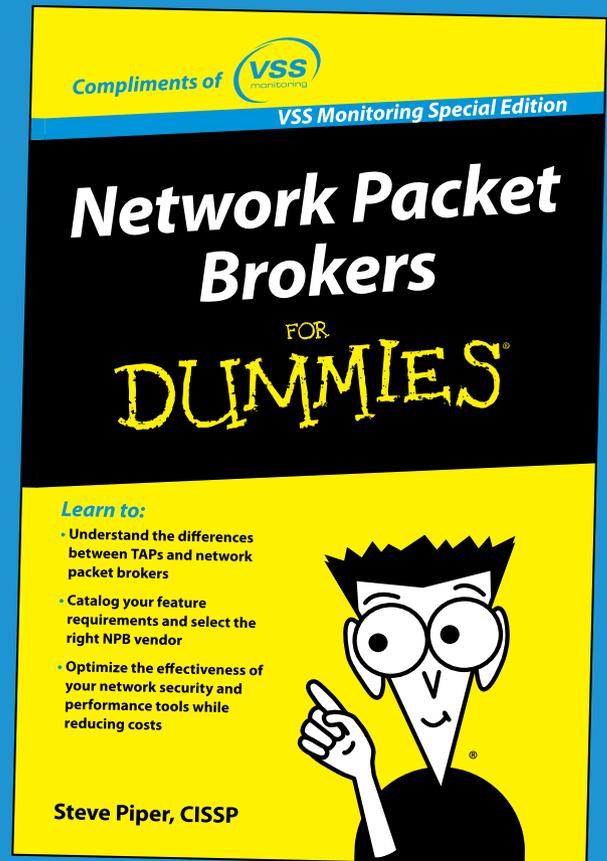
To Advertise, Contact Client Services at:
203-852-6800 or inquiry@tmcnet.com.



Technology Marketing Corporation
800 Connecticut Ave., 1st Floor East
Norwalk, CT 06854

Reduce the Costs of your Network Security and Performance Tools

- TAP versus NPBs Feature comparison table
- Real-world NPB deployment use cases for network security and performance tools
- Diagrams of alternative NPB interconnection designs
- A handy NPB shopping checklist



Download for FREE at:
<http://www.vssmonitoring.com/resources/Dummies.asp>



Brokering Packets. Optimizing Tools.
vssmonitoring.com



Unified Communications

would revolutionize videoconferencing. As with any technological advance that removes barriers for entry, usage typically soars. The increased usage and demand will ultimately cause the development of more robust applications, which benefits everyone.

Breaking through the firewall

One of the main struggles with peer-to-multi-peer communications involves firewall restrictions. Central to the firewall concern is the need for a trusted single source for communication. For communications outside the firewall, exceptions need to be made by the organization. This creates a security concern that is critical to any enterprise application, and hinders the ability to connect to unknown sources. To resolve repeatedly creating exceptions, a single connection point or hub service could be used instead. This would enable anyone to connect through that service rather than with direct links to one another.

Signaling & routing

Once the firewall concerns are addressed, signaling is the next important piece to address. Currently, signaling and coordination would still require the need for a third-party application. Users would need an application to receive notification for incoming and outgoing requests to communicate. Additionally, these services would accommodate users' varying configurations and capabilities. For example, if one person is connecting through

Firefox and another is connecting through Chrome, a third-party service would need to configure the appropriate settings and negotiate a common codec. If there is no common standard between the two, the middle solution could transcode the video to accommodate. This need opens the space further for videoconferencing technology platforms to develop solutions.

The future of simple communication is within reach

Though significant, the challenges surrounding WebRTC are not impossible to overcome. The ultimate vision of accessibility for collaborative experiences for anyone from anywhere makes it worth the investment in time and resources to successfully implement. The possibilities become endless both in business and in our personal lives. Enterprises will have the ability to readily connect with clients, staff or prospects from anywhere in the world. Friends and family will be able to have face-to-face experiences from the various locations across the globe, from offices to homes to coffee shops.

Although this functionality exists today with third-party services, an extra step to make the direct connection work is required and not yet adopted as a standard means of communications. We believe with the adaptation of WebRTC, this form of communication will become a natural instead of a pipe dream. ■

Nathan P. King is senior solutions director at Watchitoo (www.watchitoo.com).



**Though significant,
the challenges
surrounding WebRTC
are not impossible
to overcome.**

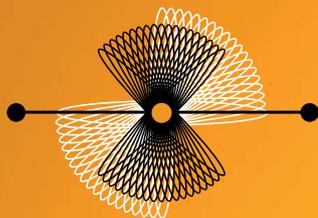
Contact Center Solutions



<http://callcenterinfo.tmcnet.com/>

Log On Today!

A Global Online Community sponsored by:



INTERACTIVE INTELLIGENCE®
Deliberately Innovative



Powered By:



Firespotter Labs Aims to Spark Innovation in the Voice Space

A little start-up called Firespotter Labs has some major backers and big ambitions in the voice space. The company was at ITEXPO Miami earlier this year telling its story. And its CEO, Craig Walker (founder of Google Voice and Dialpad), was among the judges at the co-located event StartupCamp 7.

Firespotter Labs, now a two-year-old enterprise, this summer closed a \$15 million Series B round, which was led by Andreessen Horowitz, with participation from existing investor Google Ventures. That is helping fuel Firespotter Labs' ambitions to expand its profile in audioconferencing and beyond.

Conferencing is a multi-billion dollar industry, noted T.R. Missner, head of telephony at Firespotter Labs. But it's not the end all for the company, he added. Firespotter Labs expects to do more for SMB and enterprises in the voice space.

Missner declined to elaborate on what that means. But he did provide details on the company's existing audioconferencing service.

Known as UberConference, the service launched last May. The UberConference line includes free, paid and enterprise-grade versions. The \$10 a month paid option enables users to select a local number and can support up to 100 users on a call (the free version tops out at 20). The enterprise version, meanwhile, allows an administrator to manage multiple UberConference users through a single account. And the company in December came out with an Android app that has seen 10,000 downloads.

What's unique about UberConference, according to Missner, is it was built with quality and ease of use as the central goals. He said the team at Firespotter Labs, which includes former Google and Microsoft employees, is "good at design and blending voice with awesome web design."

Firespotter Labs, which now has about 27 employees and recently moved its offices to downtown San Francisco, is also looking to rapidly expand its ranks.

"We are hiring like crazy," said Missner. **IT**

Batchbook to Expand Social CRM Availability, Integrations

Batchbook is opening its social CRM service to a broader swath of users' employees, bringing blogger comments into its tool, and integrating with a wide variety of other business solutions.

Ray Bonachea, Batchbook's vice president of marketing, at ITEXPO Miami told INTERNET TELEPHONY that the company plans to come out with new pricing to enable small business users to make its CRM tools available to as many of their employees as they wish. That is not always possible for organizations today because many CRM pricing plans are based on the number of users, so business managers are sometimes forced to pick and choose who gets to use these tools. Batchbook wants everyone at its business users to be able to leverage CRM, said Bonachea, adding the company will offer more details on this strategy during its formal announcement of it at the South by Southwest event.

Bonachea also revealed that Batchbook will integrate blogger comments into its CRM solution. The really powerful thing about social CRM, he said, is that it allows companies to develop more powerful relationships with their customers. An individual who blogs about a company already is engaged with that company, he added, so the Batchbook CRM solution will enable companies to act on that.

"That really is the beauty of our system," he said. "There are so many times businesses spin their wheels because they don't know what customers to go after. We help them identify those champions."

Batchbook, whose CRM solutions are offered via the SaaS model, is also doing integration with a variety of other business tools. For example, the company recently announced that Batchbook social CRM users can now connect the data in their accounts with information in Xero online accounting software. That way, Bonachea explained, companies can open up information once only available to accounting folks – like pending invoices, customers' sales histories, and more – to marketing and sales employees.

Among the users of this integrated Batchbook-Xero solution is a New Zealand-based company that sells beanbag chairs for yachts, and a Rhode Island-based CPA firm.

Batchbook is also working on integration with help desk ticket systems, as well as with social media management dashboard HootSuite. **IT**

Polycom to Buy Sentri

Unified communications and collaboration outfit Polycom plans to acquire Sentri Inc. The latter company is described as a leading provider of advanced services with expertise in Microsoft technologies (such as Microsoft Lync, SharePoint and Office 365), UC&C, video collaboration, cloud services and networking. "Sentri provides Polycom and our partners with needed advanced services capabilities to consult, design and implement UC&C solutions, and Sentri's expertise in providing specific Microsoft Lync services is a key skill set as Lync adoption continues to increase," said Sudhakar Ramakrishna, president of products and services at Polycom. "Delivering a robust services portfolio provides Polycom and our partners with the opportunity to not only grow revenues, but also to increase the strategic value we bring to customers by serving as trusted advisors to help them solve their communications objectives as their businesses grow." The global market for video collaboration advanced services is \$1.6 billion in 2013, growing to \$1.94 billion in 2016, according to Gartner. Ira M. Weinstein, senior analyst and partner at Wainhouse Research, said: "As enterprises seek to expand their video and UC footprint, they will need support from qualified partners with real-world experience installing and managing Microsoft Lync deployments. By adding Sentri's capabilities to its service organization, Polycom can empower its channel partners with the skills they need to plan, sell, and support joint Microsoft and Polycom installations. This is both a differentiator for Polycom and a value-add for its partners and end user customers."

ALU Makes OpenTouch More Visual

Alcatel-Lucent Enterprise with release 1.2 of its OpenTouch Suite allows for more visual collaboration and mobility. It can enable users to leverage short video clips to discuss agenda items in invitations to meetings and conference sessions. This release enables full ad hoc or scheduled conversations involving multiple media across a variety of devices including PCs, tablets, interactive whiteboards and LifeSize video endpoints. After the conversation, the OpenTouch Video Store is a cloud-based solution that enables enterprises to record, store and share conversations to broaden the conversation.

NICE Leader in Speech Analytics

According to DMG's 2012/2013 Speech Analytics Product and Market Report, NICE holds a 28.3 percent market share based on number of seats, up from 23.2 percent in the previous report, and has the largest number of customers. This is the fourth consecutive year that NICE has taken the top spot in DMG's Speech Analytics report. In the report, NICE received a perfect CSAT score in two categories, innovation and speech analytics workshops. In the category of product satisfaction, the company earned the top score with a rating of highly satisfied based on criteria that included ease of configuration, system

flexibility, ability to conduct root cause analysis, ability to conduct discovery, and more. "Speech analytics is a key application in the emerging area of multi-channel analytics. DMG expects the speech analytics market to continue to perform very well for the next several years, with projected growth rates ranging from 22 to 16 percent between 2012 and 2015," said Donna Fluss, president of DMG Consulting LLC. "Real-time analytics and guidance solutions are also starting to catch on in contact centers. This emerging group of applications is dedicated to influencing or altering the outcomes of customer interactions and has great potential benefits for contact centers."

Live Chat Offers Salesforce Integration

Comm100 Live Chat 7.0 includes seamless integration with Salesforce. As a result, users can clearly see if a website visitor is already a lead or contact in their Salesforce CRM and retrieve his/her information with just one click, meaning more targeted and effective customer communication. In turn, a new visitor can be automatically added into Salesforce as a lead or contact for future tracking and follow-up with the information gathered through Comm100 Live Chat. The Comm100 Live Chat operator console is also updated with what the company says is a cleaner and more user-friendly design that presents the operator with vital information about open chats and historical data.

Vidtel Makes WebRTC Solution GA

Vidtel has created a way to send a simple link to a person, and allow him or her to connect to a one-on-one or group video conference simply by clicking on the link. The solution works with WebRTC, Skype, conferencing systems and more, explains TMCnet's Rich Steeves. The solution had been in beta, but is now available to the public.

Sansay Adds High Capacity Transcoding to Enhance VoIP Services

Sansay has introduced a line of high-capacity transcoders that enable any-to-any audio and video transcoding, reports TMCnet's Peter Bernstein. They are available in n+1 redundant configurations and include sophisticated call routing capabilities, which Sansay believes makes them stand out from competitive products that do not have such functionality. What the new transcoders do is basically make it so session boarder controllers can differentiate themselves in the market by claiming in essence, "This is not your father's VoIP." The list of applications supported includes such things as wholesale termination, cellular, hosted business, SIP trunking, residential voice, wireless broadband, and WebRTC-based services.



By Perrie M. Weiner, Edward D. Totino and Stephanie V. F. Smith

This Call May Be Recorded for Quality Assurance Purposes

The Cost of Not Complying with State Privacy Laws

Providing quality customer service often depends upon a business's ability to evaluate customer communications by monitoring and recording telephone calls. However, recording or monitoring calls in violation of state privacy laws may expose companies to legal liability costing hundreds of millions of dollars.

The complexity of state privacy laws combined with diverse standards among states have made it increasingly challenging for businesses to comply with regulations governing the monitoring and recording of calls. In fact, many states have their own sets of laws and regulations, which often differ from federal law. For instance, while federal law makes one party's consent to the recording of a telephone conversation a defense to a claim of unlawful recording or monitoring, state laws may require all parties to the conversation to have consented to the recording or monitoring, or at least be notified that the call may be monitored or recorded. These state laws, originally aimed at nefarious activities like industrial espionage, have been amended or interpreted over time to cover facially innocent activity such as a company monitoring its telephone calls for quality assurance.

In California, for example, Penal Code section 632, part of the California Invasion of Privacy Act, requires the consent of all parties prior to recording confidential communications. However, whether a telephone call actually is a confidential communication depends on many different factors, such as whether it took place in an open or public place where others could readily overhear the conversation. Indeed, the Ninth Circuit Court of Appeals recently suggested that the content of certain calls may negate a reasonable expectation of privacy, thereby causing a plaintiff's claim under section 632 to fail.

This seemingly good news for businesses may be fleeting. Given the uncertainty of what amounts to a confidential communication, plaintiffs have been filing many cases under Penal Code section 632.7, a different section of CIPA that requires consent before recording certain wireless phone calls. Courts are finding that CIPA section 632.7, unlike section 632, by its terms does not require the communication to be

confidential, meaning that plaintiffs no longer need to allege they had a reasonable expectation that the call would not be recorded. Although section 632.7 may appear to be a silver bullet for plaintiff's lawyers, many issues remain such as whether the communication must be intercepted or recorded while being transmitted over the airwaves, rather than after reaching its destination. Courts have also not decided whether section 632.7 applies to calls involving VoIP.

While businesses face the threat of litigation for failing to meet the challenge of complying with each states' complex laws governing the recording or monitoring of calls, there may be some relief in sight. Plaintiffs often face uphill battles in certifying classes in these cases. For example, in California, courts have denied motions for class certification for claims brought under CIPA section 632 because the court could not determine, on a common basis, whether each class member had an objectively reasonable expectation of privacy in the communication. Likewise, under CIPA section 632.7, plaintiffs face class certification issues because section 632.7 only applies where at least one party uses a cellular or cordless phone. This is good news for businesses because class actions can potentially impose hundreds of millions of dollars of damages on businesses since the statutory penalties under the state laws and regulations range from \$100 to \$10,000 per violation. The threat of these damages sometimes causes businesses to agree to multi-million dollar class action settlements.

Businesses should review their policies regarding the recording or monitoring of telephone calls and modify them as necessary to ensure compliance with the states' complex monitoring and recording laws. This includes, at a minimum, an examination of the state's laws where the parties to the calls are located, as well as where the telephone or recording equipment is located. The safest approach may be to provide notification of monitoring or recording on every call and to have a system that creates and maintains proof that such notification was given. However, even then, enterprising plaintiff's lawyers may create arguments regarding whether the type of notification given was sufficient to obtain consent to recording. **IT**

Perrie M. Weiner, Edward D. Totino and Stephanie V. F. Smith work at law firm DLA Piper (www.dlapiper.com).

The World

Has evolved beyond the deskphone.

Has evolved beyond being "out of office".

Has evolved beyond resisting BYOD.



Has your business?

Teo empowers businesses with seamlessly integrated communications capable of meeting the demands of our real time anywhere and everywhere connected world.

Teo[®]

Evolve

www.teotech.com // 1.800.524.0024

Mobidia Aims to Leverage Mobile Data Usage for Carrier Promotions

In the world of all-you-can-eat mobile broadband, no one much new – or cared – how much wireless data they consumed. But as wireless service providers begin to alter their data package options and these same carriers look to find new sources of revenue, many people are becoming keenly interested in mobile data usage in terms of bandwidth used and media type consumed. That's why Mobidia created a mobile app to track all of the above.

The 5-year-old Vancouver company early on aimed to help people understand their mobile data usage – by bits and media types – in an attempt to avoid bill shock. The app to enable that has seen 3 million downloads. In fact, 15 major service providers including AT&T Wireless actively promote the Mobidia app to customers who contact customer service regarding data usage questions.

Now Mobidia is emphasizing the ability of service providers to leverage this information (which Chris Hill, vice president of marketing, says some end users voluntarily share with Mobidia) to better target their promotions (like special data plans or international roaming options), and the products of their partners (maybe a phone accessory provider that wants to sell its headphones to heavy users of Pandora), over-the-top providers (like a VoIP outfit that wants to better understand usage patterns) and potential advertisers.

Mobidia is just one company that is providing tools to help end users and others better understand mobile data usage. Another approach is to do such data collection from a network element within the wireless network. For example, Allot in early 2012 came out with a fun little pinball application that demonstrates the relationship between different types of applications and various service packaging and pricing options. It was put together for Allot service provider customers, but at the time the company said that those customers could potentially leverage the application to educate their own customers. **IT**

Report: Preference Against Tracking Could Diminish Big Data Returns

Ovum says 68 percent of the Internet population across 11 countries would select a "do-not-track" feature if it were easily available. This hardening of consumer attitudes, coupled with tightening regulation, Ovum suggests, could diminish personal data supply lines and have a considerable impact on targeted advertising, CRM, big data analytics, and other digital industries. "Unfortunately, in the gold rush that is big data, taking the supply of 'little data' – personal data – for granted seems to be an accident waiting to happen," said Mark Little, principal analyst at Ovum. "However, consumers are being empowered with new tools and services to monitor, control, and secure their personal data as never before, and it seems they increasingly have the motivation to use them."

TMCnet's Tony Rizzo says that nothing will prove to be further from the truth. "It may very well prove to be the case that Samsung wins the total smartphone battle, but ultimately loses the total smart mobile device revenue war," Rizzo writes, noting that eight or nine out of every 10 smartphones Samsung sells in the next five years are likely to be on the low end of the scale. "Apple is once again going to raise the bar substantially in 2013, not only for smartphones but for tablets as well," Rizzo adds. "When it does, Samsung will once again find itself chasing Apple through at least 2015 just to begin catching up to what Apple will deliver in 2013. Apple will retain full ownership of the state of the art end of the market, where the word 'cheap' does not exist and where Apple will drive where the largest share of high-end revenue ends up going."

TMCnet Editor Disputes Forecast for Samsung Dominance

ABI Research recently released an industry report that forecasts that Samsung will dominate the mobile handset market going forward from today until at least 2018. But

DoJ, FCC Delay Sprint Softbank Deal

Moves by the Department of Justice and the FCC to delayed the Sprint-Softbank deal to investigate national security issues "is the right thing to do," according to tech analyst Jeff Kagan. "This is not a first," Kagan wrote. "This always happens when foreign companies want into the U.S."

marketplace. And it is comforting to know this is being looked into very closely.”

Safety Telematics in One of Seven Cars

Penetration of factory-installed safety and security telematics shipping globally in new cars will reach 15.7 percent in 2013, according to data from ABI Research. That is being driven in part by mandates for stolen vehicle tracking in Brazil and emergency calling in Russia that go into effect this year, said ABI Research Vice President and Practice Director Dominique Bonte, who added that eCall in the European Union will launch in 2015. Safety and security telematics systems can monitor driver behavior to encourage safe driving and reduce the risk of accidents, and provide prognostics and preventive maintenance to avoid break downs and reduce repair costs. ABI Research reports that “OEMs and dealerships are increasingly looking at telematics as a customer relationship tool to enhance the car experience, piece of mind of car ownership, and ultimately build a more loyal customer base.”

BlackBerry Partners with Trend Micro

Fresh out of the starting gates to a hopefully more successful future, BlackBerry (formally Research in Motion), in anticipation of many new users taking advantage of numerous third-party apps for its new BlackBerry devices, is now working directly with Trend Micro – a long-time mobile vendor focused on cloud security – to expand the protection it already provides to BlackBerry customers against malware and privacy issues related to third-party applications. As TMCnet’s Tony Rizzo reports, BlackBerry will incorporate Trend Micro’s Mobile Application Reputation Service into its own existing internal, proprietary system for analyzing applications. With the cloud-based Trend Micro Mobile Application Reputation Service, both current and new applications submitted to the BlackBerry World storefront will be scanned for potential malicious behavior.

Sierra Wireless Dedicates Itself to M2M

In a move to enable it to focus exclusively on the M2M space, Sierra Wireless is selling its AirCard business to NETGEAR for \$138 million. The deal is expected to close this month. “With the sale of its AirCard business Sierra Wireless becomes an M2M and connected device pure play company focused on providing innovative hardware, software, and cloud-based solutions that work together to enable customers across a broad range of markets to connect their machines to the Internet of things,” according to the press release Sierra Wireless issued. The company went on to say that it intends

to use proceeds of the sale to continue its acquisition strategy in the M2M market, strengthening its leadership in existing markets and expanding its position in the M2M value chain.

Report: Wearable Technology Growth is No Put On

A new report from Transparency Market Research claims that the global wearable technology market stood at \$750 million in 2012. The health care and medical segment held the largest revenue share, followed by fitness and wellness in 2012. The global market, according to Transparency, will reach \$5.8 billion in 2018, representing a compound annual growth rate of 40.8 percent from 2012 to 2018. North America, according to the report, is expected to maintain the lead position in the market, which Transparency projects will be 43 percent of the global wearable technology revenue share in 2018. North America will be followed by Europe, with Japan and South Korea owning the remaining major regional markets. Europe and the Asia Pacific region will collectively account for about 49 percent of the market revenue by 2018.

Saguna, FibroLAN Cooperate

FibroLAN has integrated Saguna’s CODS software into its wireless backhaul solutions. That pairs Saguna’s technology for optimizing the delivery of content and applications over mobile networks and FibroLAN’s Falcon series for LTE mobile backhaul. “It’s no secret that the demand for mobile content continues to grow at a tremendous rate and that mobile operators around the world are looking for solutions to optimize their networks and ensure that mobile content is profitably delivered to customers,” explained Shamir Stein, CEO of FibroLAN. “We searched extensively for a technology that would fit our products and positioning and would deliver the maximum value to mobile operators and their subscribers.”

New Solution Offers More Control

Vasona Networks Inc., a provider of platforms for mobile network capacity and resource management, has announced the SmartAIR1000 edge application controller to address cellular bandwidth congestion. The platform works with traffic across all applications, at granularity of every cell in a network. It assesses and acts on congestion based on exactly where it is occurring and what is causing it. Bandwidth is allocated to each application in real time for the best overall subscriber experiences. “Mobile networks can be unruly because traffic has no regard for other traffic – selfishly contending for as much resource and capacity as it can get,” said Biren Sood, CEO of Vasona Networks. “Vasona Networks is working closely with mobile operators on establishing the SmartAIR platform to overcome bandwidth contention problems and enhance subscriber experiences.”

TMC Announces UC Award Winners

Unifying voice, video, wireless, presence and other communications technologies, can result in more efficient communications and improved employee productivity. But unified communications solutions come in many forms.

In an effort to recognize some of the best UC solutions on a variety of fronts, TMC is spotlighting the winners of our UC Product of the Year Awards. **IT**



WINNERS

Company	Product	Company	Product
8x8, Inc.	8x8 Virtual Office/Virtual Office Pro	Logitech	Logitech BCC950 ConferenceCam
ActionPacked! Networks	LiveAction	Mitel	Mitel UC360 Collaboration Point
ADTRAN, Inc.	NetVanta® Unified Communications Solution Suite with Notification Server	NEC Corporation of America	UNIVERGE 3C UC for Enterprise
Aspect Software	Aspect Unified IP 7.1	NetScout Systems, Inc.	nGenius Voice Video Manager
Avaya Inc.	Avaya IP Office Server Edition	Nextiva	Nextiva Office
CSG Systems International, Inc.	AgentHub	Plantronics Inc.	Voyager Legend UC
Digium	Switchvox	Presence Technology	Presence Suite 9.1
Esna Technologies	Officelinx 9.0	RHUB Communications, Inc.	TurboMeeting 5.0
FaxCore Inc.	FaxCore Evolution eV5	ShoreTel	ShoreTel 13
IntelePeer, Inc.	IntelePeer CoreCloud Unified Communications (UC) Bundles for SIP Trunking services	Spirit Technologies Inc	VideoMost Space 2.0
Jabra	Jabra SUPREME UC	TelePacific Communications	TelePacific Hosted PBX
Lilee Systems	Lilee Systems WMS-2000 Connectivity and Application Controller	Unify Square	PowerMon
		uReach Technologies	uReach BusinessCall Mobile
		Virtual PBX	Virtual PBX Complete
		Voice Carrier	Voice Carrier Hospitality PBX 4000C



Upcoming **TMCnet** Webinar Schedule

5465368894331258794523215
3323024648948555464852552
145632710047599841202546
1254404044565212

Archived • View Today!

What to Consider When Selecting a Cloud-based Contact Center Software Provider

Sponsored by:



http://www.tmcnet.com/webinar/five9/selecting_cloud_contact_center_five9.htm

Archived • View Today!

How to Integrate Lync-based UC into Your Business

Sponsored by:



<http://www.tmcnet.com/webinar/arkadin/integrate-lync-uc.htm>

Archived • View Today!

Add More Depth to Your Defense: Maximize Malware Detection by Scanning Data with Multiple Antivirus Engines

Sponsored by:



<http://www.tmcnet.com/webinar/opswat/max-malware-engines.htm>

Archived • View Today!

Global Mobility Trends to Act on for 2013 and Beyond

Sponsored by:



<http://www.tmcnet.com/webinar/vodafone/global-mob-trends-2013.htm>



457923564
546215785



By Erik Linask

What Made ITEXPO Miami Hot

Having just recently wrapped up an incredibly successful ITEXPO Miami, I came away with a few important observations – other than the fact that South Beach is much warmer than New England in January.

First was the heavy attendance at the HD Voice session. I expected solid interest, but not for it to be SRO and one of the best attended sessions of the entire program. To me, it shows that the market is starting to recognize something I've known for years – the difference between HD and SD audio

gas. (Check out www.itexpo.com for all the latest sessions, keynotes, exhibitors, and other opportunities.)

Second was the WebRTC session, Phil Edholm's follow-up to a fantastic WebRTC Conference & Expo in San Francisco, also SRO. If you haven't gotten wind of the latest disruptive communications technology, you haven't been paying attention. The open source standard enables native browser-to-browser applications for all forms of communication, extending communications to anyone with a web browser.

service provider revenue generation and protection, which is always crucial to success, but even more so now, considering recent research from both Gartner and Forrester predicts continued growth in IT spend in all areas – devices, data centers, enterprise software, IT services, and telecom.

And of course, I have to mention the ITEXPO Miami Best of Show winners, which represent as diverse a group of technologies as any we've seen to date: <http://tmcnet.com/59227.1>, representing not only the breadth of content and product at ITEXPO, but more generally, the evolution of the communications and technology markets that ITEXPO embodies.

We'll be hosting the next WebRTC Expo in Atlanta this June (www.webrtcexpo.com).

is at least as striking as the difference between HD and SD video. Once you have experienced it, it's hard to go back to anything less.

"We're seeing more active talk about routing HD voice calls between carriers and, the fact is, broadband carriers have to start exchanging SIP and supporting HD voice because customers are going to demand it with all U.S. carriers supporting it in 2014," explained Doug Mohney, TMCnet contributor and HD Voice News editor.

What that means is the market is also starting to understand the value of HD – it's not just a nice to have, but a real business asset.

"People are starting to get that time is money," Mohney added. "Lesser quality voice calls waste time, because people have to repeat themselves or Siri has no idea what you said or the speech-to-text voice mail message makes no sense at all."

We've all been there. But, if you weren't in Miami, don't miss Doug's reprise of the HD Voice session at ITEXPO Las Ve-

gas. Its simplicity has the potential to increase use significantly not only in the desktop environment, but also in the mobile world, where users demand ease of use more than anything. With a single click on a link, delivered via email, IM, or text message, users are instantly added to calls. We'll be hosting the next WebRTC Expo in Atlanta this June (www.webrtcexpo.com).

Third was the launch of BlackBerry 10, which technically didn't take place in Miami, but ITEXPO was the first place it was on display. If you thought BlackBerry was dead, the constant crowds around its booth suggest otherwise. Of course, it's because BlackBerry has finally come out with a device and OS that are worthy of the modern smartphone generation. Check out my conversation with BlackBerry's John Cash here: <http://tmcnet.com/59226.1> (and please fight the temptation to call the company RIM – it's about time that change was implemented).

And, as you might imagine, also hot was a group of sessions dedicated to

- Best Service Provider Solution: 911 Enable, Dialexia, Sansay
- Best SMB Solution: Allworx, Epygi, Gladinet
- Best Enterprise Solution: iscoord
- Best Open Source Solution: PaloSanto Solutions
- Best Mobile/Wireless Solution: Matrix-ComSec, Pulse Supply, Telefonica
- Best Contact Center Solution: Genesys
- Best Onsite Product Launch: Vitelity
- Best Cloud Solution: CloudConnect, Ring Central, Smart Network Solutions
- Most Innovative Solution: CloudTC, NetxUSA
- Best Consumer Offering: ABP Tech, DrayTek

These are only a few of the highlights from ITEXPO – there were many more, from the M2M Battle of the Platforms to John Scully to Microsoft, Cisco, HP, Citrix, IBM, and Gartner all on one stage together discussing cloud computing. If you missed Miami, don't make the same mistake twice – book your travel and register now for ITEXPO Las Vegas.



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



Communicate with Choice

Communicate with Confidence



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

To find out who is in this new community, visit thevpf.com/members.

Advertising Index

8x8 Inc.61 www.8x8.com/Switch	Patton IFC www.patton.com
Allworx15 www.allworx.com	PlumVoice19 www.plumvoice.com
ANPI62 www.anpi.com	SIP Print43 www.sipprint.com
Cloud Call Center Community11 www.genesyslab.com/cloudconnect	Sonus25 www.sonus.net
Contact Center Solutions Global Online Community49 http://callcenterinfo.tmcnet.com/	Stealth59 www.thevpf.com/members
Grandstream3 www.grandstream.com	TEO53 www.teotech.com
iAgentNetwork35 iagentnetwork.com	Transition Networks37 www.transition.com/difference
Ingate13 www.ingate.com	UNSi5 www.unsi.net
Next Generation Communications Global Online Community21 http://next-generation-communications.tmcnet.com	VSS Monitoring47 www.vssmonitoring.com
Panduit 17, 29 www.panduit.com/enterprise, www.panduit.com/cloud	Yamaha-Fontel7 www.fontel.com

Coming Next Issue...

LTE

Small Cells

UC Across the Enterprise

To advertise, please contact Client Services inquiry@tmcnet.com, 203-852-6800 www.itmag.com



Frustrated?

There are many frustrations in business but your phone service shouldn't be one of them.

Switching phone service providers can be a chore.
But sometimes it can make all the difference in the world.

With 8x8, you get:

- **Unlimited calling** to the US, Canada, and 8 international locations
- **Sleek Polycom IP phones** loaded with features and HD Voice
- **Fortune 500 features** like auto attendant, conference bridge, voicemail-to-email notification, direct numbers, extension dialing, all included in your monthly fee
- **Number transfer** so you can take your existing phone numbers with you
- **A US-based** expert support team
- A company that **owns its own technology** and knows it inside out

Call **1.888.331.9279** | www.8x8.com/Switch

Only
\$24⁹⁹
per mo/line*



Plus first month free
Offer expires 04/30/13



8x8, Inc.

Empowering **CONVERSATIONS**

*Applies to Unlimited Extension Service Plans and requires 1 year service agreement. Ask your sales consultant for pricing beyond the first year of service. Applicable taxes, shipping and activation charges apply.

© 2013 8x8, Inc. All Rights Reserved.



Looking to grow your
business with more
recurring revenues?

Here's an
APP for that!



Become a member of the
ANPI Premier Program (APP)

Sell industry leading SIP Trunks
and telecom solutions!

- Generous commissions
- Profitable and growing 17 year company
- Experienced channel manager support
- Outstanding customer service
- Online quoting and customer account management
- Nationwide robust private IP network

Managed Services | SIP Trunks | Broadband

Join the ANPI Premier Program!

channelsales@anpi.com • 877-366-2674 • anpi.com