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INTERNET TELEPHONY®

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EDITORIAL

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

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

Copy Editor, **Jennifer Russell** (jrussell@tmcnet.com)

TMC LABS

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

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Senior Director, Creative and Operations, **Alan Urkawich**
Graphic Designer, **Lisa Mellers**

Production Manager, **Stephanie Thompson**

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ADVERTISING SALES

Sales Office Phone: 203-852-6800

VP Business Development

Anthony Graffeo, 203-295-0234 (agraffeo@tmcnet.com)

AVP of Client Services

Jaime Hernaez, ext. 217 (jhernaez@tmcnet.com)

Account Executive

Laura Casal, ext. 299 (lcasal@tmcnet.com)

SUBSCRIPTIONS

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

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Sales Office Phone: 203-852-6800

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Internet telephony is revolutionizing telecommunications through the convergence of voice, video, fax, and data, creating unprecedented opportunities for resellers, developers, and service providers alike.

INTERNET TELEPHONY® focuses on providing readers with the information necessary to learn about and purchase the equipment, software, and services necessary to take advantage of this technology.

INTERNET TELEPHONY® readers include resellers, developers, MIS/networking departments, telecom departments, datacom departments, telcos/LECs, wireless/PCS providers, ISPs, and cable companies.



Break Out the Bubbly

Is social networking a great new way now to connect with friends, family and long-lost buddies? A mechanism to drive work productivity? And the best thing to hit Silicon Valley and Wall Street in a long, long time?

Or is social networking just another way for braggers to brag, cheaters to cheat, and stealers to steal? A drag on productivity? And the next-generation version of the dotcom bubble?

Well, I suppose it depends upon who you talk to. But it certainly is getting interesting.

While some companies in the communications space try to impress upon us how important social networking has become and how it's become so entwined in the fabric of our everyday lives that businesses should embrace it and leverage it whenever possible, other folks are throwing on the alarm. Recent reports decry Facebook and Twitter as workplace time drains. For example, a harmon.ie survey by market research firm uSamp says that the "proliferation of collaboration and social tools designed to increase productivity is actually costing businesses millions of dollars per year in lost productivity." And it goes on to say that more than half of workplace interruptions are due to communications tools including e-mail, instant messaging, text messaging and social networks.

Of course, this all is probably completely beside the point, as where there is money so there is momentum.

The initial public offering of LinkedIn showed there most certainly is a lot of mo on both fronts in the social networking space. Indeed, the offering – which soared 100 percent just minutes after it hit the market – blew the roof off expectations. And, as CNN reported in the wake of the May IPO: "When the dust settled on LinkedIn's IPO on Thursday afternoon, the company was valued at \$8.9 billion, making it worth more than household names like JC Penney, Electronic Arts and Chipotle."

But if you think all this is exciting, fasten your seatbelt. The much-anticipated IPO of Facebook is expected to be in the neighborhood of \$76 billion. And, pre LinkedIn IPO, some folks were putting

Twitter's value at more than \$7 billion.

So what's going on here, and what does it all mean?

Well, as I mention in the June issue cloud computing is enabling companies like Facebook to reach large audiences quickly and affordably. A recent New York Times article quotes Ben Horowitz, a co-founder of venture capital firm Andreessen Horowitz, saying this: "There's never been a company ever that has grown as fast as Groupon or Facebook, because no one could reach such a big audience so quickly."

He goes on to say that "the ability to build a company that gets to \$1 billion in revenues in less than two years is unprecedented."

The New York Times piece goes on to report: "Venture capital investments rose 19 percent, to \$21.8 billion in 2010 – the first annual increase since the downturn, according to the National Venture Capital Association."

That's all great news for investors and many folks in the tech community, of course. But is this also, as many have suggested, just irrational exuberance that could lead to the next big bust?

Maybe.

A May piece in The Economist notes that things are different now given there are a whole lot more people connected to the Internet today and given that many of the companies that crashed during the dotcom era had little or no revenues.

"In one respect the optimists are right," The Economist piece says. "This time is indeed different, though not because the boom-and-bust cycle has miraculously disappeared. It is different because the tech bubble-in-the-making is forming largely out of sight in private markets and has a global dimension that its predecessor lacked."

On the other hand, the piece notes that the global dimension is exactly what could bring this whole thing crashing to the ground. Noting the high valuations that some of China's tech companies are seeing, the piece says that could lead to unrealistic valuations elsewhere. And then there are all the political risks to consider, given the sensitivity to content in China. **IT**

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



Is The Mobile Market Beyond Intel's Reach?

A while back Intel made news announcing its 3D transistors being commercialized. This new Tri-Gate technology can enable increased computing power at reduced energy levels. We all know that this sort of breakthrough is crucial in mobile computing and even general electronics can benefit from increased performance at lower power draws. Think about the benefit of such technology in data centers for example.

Over the years, specialized processors have had to compete with Intel's CPUs, which gave so much more computing power per dollar. Intel had the advantage because it was able to produce so many processors that the price for each dropped dramatically, and it passed along some of these savings to customers. But this meant that specialized hardware in some cases was replaced by software running on Intel CPUs. Case in point is the DSP resource board market where companies like Dialogic, NMS and Brooktrout were leaders in the nineties – powering voicemail, IVR and complex government speech detection, scouring phone networks for keywords that could compromise national security.

In the nineties, in fact, Intel picked up market leader Dialogic so it could migrate its board-based solutions to HMP, which stands for host media processing. In this manner the world's leading processor company decided it could rapidly evolve and even more directly benefit from the move to speech processing via its processors.

It turns out the transition took place, but the communications market was different enough from the processor market that Intel eventually sold Dialogic.

We know smartphones, tablets and other handheld gadgets are a huge and rapidly-growing market, and ARM is king in this realm. Interestingly, Intel too can produce chips based on the ARM architecture, but the margins are insufficient, as you might imagine. That's because Intel on this front is forced to compete on an open playing field where its massive overhead is a disadvantage.

So the company instead is going after the mobile market with its Medfield processor, which is meant to take on ARM chips more effectively with better power/performance characteristics in some instances, such as for playing video. But the company is far behind, as quad-core ARM chips are around the corner, while Medfield-based chips are first available in the single-core variety. If that isn't a big enough problem, the company is facing delays with this chip as well.

By 2014, Intel's 22 and 14 nm technology is said to be coming to its processor line. This is the technology that was discussed as part of the 3D processor announcement. But the question the market will ask is: What sort of advantage will Intel need to offer to persuade hardware vendors to change sides? Moreover, what will be the advantages of switching to Intel designs? Of course Intel could have lots of tools up its sleeve that will make programming for these chips easier – making it similar to a PC but by 2014, the state-of-the-art in ARM technology will have advanced greatly as well.

One has to wonder what sort of leap Intel needs to make to convince the world of smartphone and tablet computing to change sides. And it isn't conceivable to think the mobile market, in part anyway, may be beyond the company's reach. **IT**

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By Mike Sheridan



So What Does the Skype/Microsoft Combination Mean to UC and Customer Collaboration?

Can the consumerization of IT help customer contact? After all, there's been a steady stream of dizzying innovation in consumer web applications – from an array of new features on social networking sites to mobility and gaming advances. We've also seen many of these innovations adapted for use in the enterprise once they've met requirements for things like scalability, security and the means to integrate with other enterprise applications. And the recent announcement of Microsoft's intent to purchase Skype, a software application that allows users to chat and make voice and video calls over the Internet, got me thinking about what this could mean to customer-company communications.

Skype is a consumer technology that mirrors Microsoft's enterprise platform, Lync. As consumers have experienced with Skype, enterprises using Lync benefit from persistent presence capabilities, and can make voice and video calls from their desktops. Now, imagine the potential transformation of customer-company communications when these two technologies converge. Barriers to video communication are removed, presence states between enterprise knowledge workers and consumers can be shared, and conversations can seamlessly shift from one channel to another... all from a desktop or mobile device or even a home entertainment device. The possibilities are both endless and game-changing. Consider these not-too-distant future scenarios:

Customers with Skype utilize click-to-call functionality to initiate a call into the contact center through Skype Connect, which can be connected to Microsoft Lync. Now imagine that both the caller and the agent can conference in a third party or escalate to video at the click of a button.

Another example involves mutual presence states. With technologies like Skype, consumers could have the power to see the presence or availability of an expert – or their dedicated representatives – within a company. And likewise, agents with Lync would have visibility into the availability of key customers. Suddenly, possibilities open up for new levels of service and collaboration: account teams can be more effective and practical, presence alerts have the potential to revolutionize proactive contact and multi-step transactions, and consumers know wait times without having to pick up a phone.

Skype democratized consumer communications with features like videoconferencing, instant messaging and file sharing. And Microsoft Lync has brought technologies like presence, conferencing and desktop sharing to enterprise desktops and mobile devices. With these powerful capabilities in the hands of both enterprise and consumer, I foresee another innovation wave in next-generation customer contact. **IT**

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

Enterprise View

By Max Schroeder



A Reseller Educational Series Hot Reseller Combo Solutions – The Time Is Now

A burger, fries and shake combo or a BLT sandwich are perennial hot combinations for the food service industry, but what hot combos can resellers offer their customers?

In today's market, some technologies like VoIP, unified communications, virtualization and cloud computing are very hot. Large organizations have been migrating to these solutions for some time. The SMB market, however, is the sweet spot for resellers and until now has lagged behind. Fortunately, the time is right to introduce SMBs to the full suite of cloud technologies. A good strategy would be to introduce them as technology combos of complementary and cost-effective bundles. This approach provides a better solution for the end user and higher revenues for the reseller. It is also simpler for the novice buyer to understand than the complexity of implementing several integrated customer premises solutions.

For example, communications-as-a-service technology is now at a stage that is attractive to both SMBs and enterprises. CaaS applications can be combined with other cloud services beyond VoIP and UC including familiar software-as-a-service applications like hosted Exchange, CRM, ERM, SharePoint and financial business

processes. Resellers simply need to review their customer base and determine which CaaS/SaaS components would be the best fit.

A common thread for most cloud services is that they offer the same basic business advantages, including lower startup costs, shorter implementation times, automatic business continuity/DR, plus allowing the organization to stay focused on its core competency.

Of special interest to resellers is that many cloud service providers have programs for channel partners. This makes it very easy to enter this market quickly and with a minimum investment – similar benefits to what end users can expect.

So where to look for ideas? A good place may be a site that I often visit particularly to conduct some of the research for this column – www.tmcnet.com. For cloud services this is the best research site on the planet. Select items such as Cloud Communications from the channel list on the left-hand side of the home page. For more ideas click the blue box TMCnet CHANNELS and don't forget to attend ITEXPO West 2011, Sept. 13-15 in Austin, Texas. **IT**

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

A hand-drawn network diagram on a white napkin. The diagram features several colored circles (orange, blue, green, red) connected by lines, representing a network topology. A central area is labeled with the URL 'high-definition-digital.tmcnet.com'. To the right, there are several colored squares (pink, yellow, blue, green, red) connected by arrows, indicating a flow or sequence of operations. The background of the napkin shows faint, larger-scale network diagrams.

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By Michael Stanford



Dinosaur Desk Phone

Why isn't the desk phone dead? I'm talking about the one on the desk of the generic office worker, the cubicle dweller who has a desk with a phone and a PC. I have a mobile phone in my pocket at all times, and spend most of my day in front of a PC that runs Skype. Aren't they a complete substitute?

The phone in my pocket is a consumer-class device, as is the Skype on my PC, so they don't have the features that a business requires in a phone system: corporate phone number, extension dialing, call detail recording, least cost routing, and so on. But all these are easily added to both my phone and my PC using software from the PBX vendor. Perhaps easily isn't the right word here. There is a vast variety of handsets and to support them all is beyond the capacity of most IT departments.

The classic office desk phone has an incredible user interface. It rings, you pick it up, it connects. In the subtle world of user interfaces, where tiny differences in operation make huge differences in user experience, the cell phone is still far behind this. On most mobile phones you have to find the phone in your pocket or on your desk, and then fumble for the answer

button. On the iPhone you have to swipe a virtual slider – both far clumsier solutions than the simple act of picking up a handset. A computer is even worse than a cell phone in this respect. If it is asleep when the phone rings you have to type in a password, then manipulate a mouse to answer it. And on most PCs the sound quality of the call is atrocious unless you put on a headset, too.

There are times when you need both hands when you are talking on the phone. You can clamp a desk phone handset to your ear with your shoulder. I haven't had much luck using this technique with cell phones. The speaker phone story should be more favorable to the substitutes, because most desk phones have horrible speaker phones. But most PCs and mobile phones are even worse.

The desk phone is superior to the substitutes for the primary function of a phone: answering it when it rings, but the clinching reason that desk phones will be around for a long time to come is simple economics. It's cheaper to stick with them than to pay for something new. **IT**

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

Integrator's Corner

By Cliff McGlamry



Security Without Thought Comes at a Staggering Price

Over the past few years working as a consultant, I have noticed a disturbing trend occurring in companies across multiple industries. Due to the increasing number and seriousness of security breaches, I see companies tightening their security without stopping to consider the total impacts of what they are doing, what problem they are fixing, and how they will identify and address negative issues caused by the changes implemented.

A prime example is a company that decided to implement wholesale security upgrades on all workstations and laptops company-wide. The stated reason for this was to protect customer data in the event of loss of equipment. The company had experienced several stolen laptops containing customer data, and was attempting to resolve the issues surrounding data on stolen portable equipment. However, the upgrade was applied to all systems, including fixed systems and systems that held no sensitive data. The change was implemented without communicating with the distributed workforce about the impacts this change would have.

The net effect of the change was that equipment boot times increased dramatically. Employees reported boot times ranging from 15 to 30 minutes, and severe loss of performance once the system was up. In effect, the company had introduced a daily manpower loss averaging 1/16th of a workday per person across the entire company. (Doing the math, some estimates of the productivity loss from this change were in the mid seven figure range.) Not surprisingly, employees (being people) began to devise workarounds to defeat the so-called upgrade.

Oddly enough, such unfocused security implementation frequently goes unquestioned by the very people who should be asking the most business impact questions: senior management. So, I would ask CEOs and CFOs this question: Have you considered whether it might be more efficient to increase the security budget to provide targeted, granular, appropriate solutions? Will you really be satisfied with a very expensive, wholesale, one-size-fits-all approach that ultimately doesn't solve the problem? **IT**

Cliff McGlamry is a network master consultant at Forsythe (www.forsythe.com).

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Service Providers and the Smartphone Culture

It seems like only yesterday that I got my first cell phone. It was big, clunky, shaped like a brick – and probably weighed that much – with terrible reception and voice quality. But, boy, was it cool. Waxing nostalgic like this makes me realize just how much I have come to rely on my cell phone for survival. It has become more than just a convenience; it is now an integral part of my work environment. It is no longer my cell phone, it is now my smartphone. I recently sat down with Pascal Doré, the mobility product manager at Media5 Corp., to discuss how mobility has changed the way we work today.

So much has changed with the way we look at smartphones. Are we moving too fast?

Doré: Smartphones are providing consumers with the ability to modify and repurpose technology for their own specific use. I don't believe that it is a question of moving too fast or slow, but rather using technology to enable new ways of living, working and socializing. With global smartphone adoption expected to surpass \$1.6 billion by 2017 and nearly 70 million Americans currently owning these devices, this market is here to stay.

I work in an office, at home, and in countless airports and hotels around the world, and I can do this more and more effectively because of my smartphone and because of the technology surrounding it. The software within the phone, the apps, and the growing number of Wi-Fi hotspots are evolving to meet the challenges in the ways in which people work today and will want to work tomorrow.

How are service providers to deal with this new way of communicating?

Doré: We have worked closely with a variety of service providers for over 10 years and feel that we understand the unique needs that they face. They need to differentiate and offer the latest technology in packages that support their market. More and more, smartphones can create tremendous opportunities for new service offerings, and teaming up with companies like Media5 that keep in synch with the latest mobile platform development and technology ensures the mobile offering always reflects the market needs.

Can you tell us about the Media5-fone for mobility?

Doré: The Media5-fone is a mobile SIP application designed

to be part of an overall mobility portfolio for service providers targeting businesses and enterprises with hosted communication services, such as IP Centrex. Media5-fone supports all the basic telephony features but also supports specific and differentiating features, such as Visual Voice Mail and Corporate Directory Access, which may be added through Media5 customization services. These customized features allow service providers to expand their brand recognition into the mobile space and offer a comprehensive mobile solution portfolio for enterprises and businesses. Another example is the Shared Call Appearance feature, which allows business end users to manage their communications at the office or while abroad in a seamless manner.

What do you think the future holds for mobility and for Media5 in the service provider market?

Doré: The smartphone market continues to grow exponentially, and all indications are that this will continue to be a dominant market segment. To continue to be a key player in this area we have just introduced the Media5-fone for Android. As a complement to our other versions of the Media5-fone, the new Android edition features High Voice quality through Wideband & HD Voice, and is highly interoperable and customizable. Also in tune with the evolving market place, we have stopped supporting the Symbian platform, as Nokia is currently in transition to Windows Phone 7.

We are also working to add additional platforms support, including an iPad-specific edition, as well as developing Video Call support for both iOS and Android platforms.

Finally, we are accelerating our roadmap to add Presence and Instant Messaging based on Rich Communication Suite (RCS) and MMTEL standards to our portfolio providing a clear alternative for service providers. With the new mobile portfolio, our objective is to offer service providers and operators a set of solutions to counter over-the-top offerings such as Skype, Google Talk, Apple FaceTime, Fring, Nimbuzz, and the like. The main advantage with RCS/MMTEL is that it is based on SIP standards and thus, will allow inter-operators interoperability, which is key for service adoption.

We can make a parallel with SMS. SMS was really adopted by end customers when it became possible to send text messages to anyone, whoever their service provider is. We expect to showcase our new solution at the next MWC in early 2012. **IT**

To learn more about the Media5-fone, please visit <http://www.media5corp.com/en/softphones/media5-fone-iphone> or sales@media5corp.com.

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By Alan Murphy



Geo-location: Adding Context to Virtual Machine Mobility

One of the most interesting new data center models afforded by virtualization is mobility.

When virtual platforms became a common technology in data centers, many administrators were smitten with the ability to move virtual machines between physical servers, and rightly so. It was trivial to build a server at your desktop and then deploy it without mounting a new server or running new cables.

Companies like VMware, with its DRS technology, took virtual machine mobility a step further by moving virtual machines within the data center as needed based on resource demand. Today, rather than build individual N+1 servers to wait for failure or resource depletion, administrators can build out to their base level of need and let the virtual platform clone and scale up virtual machines as needed.

up an entire data center with physical servers, cabling, headcount to deploy and manage, or the overhead of leasing space or turning to a managed provider. Adding geo-location at the network and application level typically required a large physical infrastructure to support distributing the user load between those locations. Deploying data centers across countries and continents was reserved for only the largest – or the most specialized – companies, drastically limiting the viability of using geo-location for proximity access. Virtualizing the data center and taking advantage of virtual machine mobility removes many of the barriers affecting geo-location.

If we look back at how virtual machine mobility helped spawn the massive growth in enterprise virtualization, we can apply that same model to a globally distributed network of data centers. Entire data centers no longer need to be physical, leased locations; now they can

Virtual machine mobility enhances geo-location by adding resource context to access decisions and availability.

That same architecture can be used to augment geographically distributed data centers today by distributing virtual machines between locations. Admittedly, IT is still in the nascent phases of dynamically moving virtual machines between data centers based on resource demand, but virtual machines can be cloned between virtual data centers in different locations today. These dynamic virtual machines can be used to deliver applications and services to users in a more intelligent manner than the typical active/standby disaster recovery solution. In other words, dynamic mobility between locations may still be bleeding edge, but static virtual machine mobility between locations is available today and can offer new architectural models for virtualized applications.

A perfect use case for leveraging virtual machine mobility for intelligent application delivery across multiple data centers is geo-location: distributing a user, device, or service to the application that's closest to them based on proximity. Geo-location offers multiple benefits to administrators and users, such as faster access to the applications because they are closer to the users, more sophisticated security and control over which users access which services and from where, the ability to create a follow-the-sun architecture for call and support centers...the list goes on and on. Geo-location brings the entire data center closer to the user, but it's not really a virtualization technology; geo-location is more of a networking and infrastructure technology. Virtual machine mobility enhances geo-location by adding resource context to access decisions and availability.

Turning up multiple physical data centers across the globe has always been burdened by cost, time, and ROI. It's expensive to bring

be virtualized in shared locations on existing physical hardware or in cloud locations. Administrators can still create virtual machines at their desks in San Jose, but now they can push those virtual machines to anywhere on the globe at will. One master virtual machine can be copied to the Bangkok virtual data center and then replicated on site, helping to mitigate WAN-related issues such as cost and latency. New services to take on increasing load can be provisioned within each data center as needed, recreating the scale up model in the now-virtualized local data center.

When geo-location is added to this model, dynamic provisioning and virtual machine mobility really takes off, and we start to see the underlying power of virtualizing all of our data center resources. Geo-location combines the best of both scale up and scale out worlds. With geo-location, decisions can be made not only on which data center to send a user based on location, but also on which data center can most efficiently scale up to handle the load. It can also make decisions on scaling out in a particular region with new virtualized data centers as need fluctuates, adding new flexibility to the typical follow-the-sun model. Geo-location allows context to be applied to application delivery, and virtual machine mobility allows that context to scale up and scale out dynamically as needed anywhere in the world. The enterprise can push applications as close to the user as possible, when needed, where needed, and as needed, without the huge up-front capital investment required to build a new data center on every continent. ■

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

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By Steven Johnson



Reliability of SIP Trunks

A common question about SIP trunk adoption regards reliability. Businesses rely heavily on their voice networks; as such, the standard for reliability needs to be much higher than what's generally accepted for consumer use.

SIP signaling has been around for some time, since 1996. It is an RFC standard from the Internet Engineering Task Force. The first enterprise SIP solutions began to appear around 2000. Today, most every IP PBX manufacturer has a SIP solution.

The quality of SIP calls can be excellent. Digital packetization of voice has proven to be better than analog. This is because digital packets do not suffer from audio distortions, loss levels and other weaknesses. The quality of voice is directly related to the quality of the network, with the weak link of VoIP being latency in a slow network. A SIP-capable enterprise session border controller with QoS solves this problem.

Adding redundancy to the network is key to ensuring reliability. By installing a second E-SBC along with the primary E-SBC to create a failover pair, this multiple E-SBC distribution creates a resilient and fault-tolerant network to ensure that mission-critical applications such as voice are always available.

The backup server might be a machine in another physical location, presumably not vulnerable to anything that would cause the primary host(s) to become unavailable.

SIP trunks are delivered over the Internet, which means that the connection to the Internet itself can potentially be a single point of failure. Using multiple Internet service providers avoids this issue should one connection go down. Also, since a SIP trunk is virtual, many service providers can have a primary and a secondary route, should primary become unavailable. Regardless, your E-SBC should have an option to be connected to a secondary ISP.

One signal that SIP trunks are indeed ready for prime time is the tremendous growth of SIP trunk adoption by call centers. The significant volume of calls makes cost-effective voice a priority, and since voice is the core of the call center business it has to be reliable.

For more information on this topic, check out our recent webinar "Successfully Deploying Enterprise SIP Trunking: Tools and Techniques for Overcoming Common Roadblocks" at <http://bit.ly/isVMs3>. **IT**

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

E911 Watch

By Nick Maier



Call It HD Location Information for E911 and Asset Management

Last month, I talked about the shadow side of the mobility advantages of H.323 and SIP phones.

While their ability to plug in anywhere on the enterprise voice network can reduce significantly the time and labor required to move and administer phones, this mobility also can create serious problems in terms of Enhanced 911 protection and asset management if you don't have a strategy in place to keep the location of each phone up to date.

There are two common network discovery methods to track the location of H.323 and SIP endpoints using the network: network regions and layer 2/port level discovery. Since I covered network regions last month, I'll explain what could be called HD location information.

Layer 2/port level discovery is more precise than the network regions approach as it

allows administrators to detect the location of the phone down to the desktop by assigning a location to every port on a layer 2 switch.

This method requires that a detailed wire map be created and maintained that lists all layer 2 switches, their ports, the location for all ports, and ELINs for each port. Physical locations can be assigned to each individual port, or a common location can be assigned to all ports on the switch.

Once the wire map is complete, the data file is uploaded to the E911 system software. As phones move from port to port, they get an IP address from the DHCP server and register with the PBX/call server. The E911 software gets the registration event from the PBX/call server with the IP address and, in some cases, the MAC address of the phone.

The E911 software then performs a search of the layer 2 network, querying the MIB tables on the layer 2 switches, searching for the

IP address and MAC address of the phone. When the E911 software finds the phone, it logs the port and layer 2 switch, looks up the location associated with the port/switch in its database, and writes the proper ELIN back to the PBX/call server for the phone. If the phone dials 911, the PBX/call server outputs the ELIN, which describes the location of the phone. Using this method, users can move from port to port on a layer 2 switch, and their locations are automatically updated down to the desktop.

Phones on a Wi-Fi network work in much the same way, where locations are assigned to each access point and event notifications are provided to the E911 software when phones move from access point to access point. The E911 software updates the PBX/call server with the correct ELIN each time the phone moves. **IT**

Nick Maier is senior vice president of Red-Sky Technologies (www.redskyE911.com).

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By Hunter Newby



The Global Investment in Broadband Infrastructure

Fear of the unknown continues to plague the minds of many in the United States today. Some live in fear of 2012, the Mayan calendar prophecies and the supposed end of the world. Although a cataclysmic event for the entire Earth is not totally out of the question (on a limited basis just ask the people in Fukushima, Japan), there is something more probably realistic that will end and that is the end of a way of life.

Americans of the current and most recent generation have lived in a bubble of being the leader of the world as a superpower their entire lives and do not know what it is like to live any other way. Most have forgotten what it took to get the country to where it is as if it is all just boring history now. What the investment was back then is what we live off of now. We have reached a peak, and it is time to invest again. We should not be afraid of action, only inaction.

Russia, Germany, France, Spain, Italy (the Romans) and many more countries before them have held this position in the past, with the United States currently in the lead, but soon to be challenged by China for the top spot.

3. Transportation & Utilities – an absolute essential component of any great society and nation are its transportation and utilities systems. Everything that comprises transportation including roads, waterways, rail, and airlines as well as electrical power, water and natural gas all exist to support the gross domestic product. The economic output of a nation is hinged on its ability to conduct business like a well-oiled machine.

4. Communications and Technology – having the best communications and technology infrastructure has always been a strategic differentiator. In times of war and peace a well run communications operation is paramount to success. The United States enjoyed the top spot in the world for several

We have reached a peak, and it is time to invest again. We should not be afraid of action, only inaction.

To know the future just study the past. What investments were made by countries over the course of numerous years to create true world leaders?

There are four main components that apply to all great nations.

1. Currency – the strength and acceptance of a nation's currency in the world gives that country stability and power. The United States has been the reserve currency of the world for decades. This is being challenged every day and is on the brink of changing as it faces the new economic power and model of China and the Yuan.

2. Military – the size, and more so the technological capability, of a nation's military and its ability to defend its own country as well as those of its allies and trading partners has made certain nations in history world leaders. The United Kingdom,

decades due to its first-class telephone system (the PSTN) given the size and population of the country. The playing field has been leveled with the global adoption of standards such as DWDM, Ethernet and Internet protocol.

Within this framework a governmental system can exist and function. Depending on its charter and its constitution, it can either breed growth, innovation and prosperity for the many, or the few. The United States is the best example the world has ever seen in support of the many.

America is in the process of being taught a lesson though. It is a lesson learned by many great nations before it, and one that would have been best to avoid rather than repeat by learning from the mistakes of others. But it is seemingly unavoidable. It is the lesson of time itself.

Over time all things mature. In nature there is a process of self creation and destruction. The cycle of the seasons, spring, summer, winter and the fall, all bring with them change. Without change there would be stagnation. No one person, or persons, makes the seasons change. It is something we are all necessarily dealt and must deal with.

Change is rarely ever welcome by humans in life unless it is induced. Inducing change is the definition of control. When things are under control the outcome is usually predictable and optimal. The opposite is when change happens to you, and you must adapt. The outcome is not under control and not always optimal.

The United States would be well served if its leaders understood and acted upon this simple premise and applied it to the four main components listed above. These components of a world leader are not random and disassociated. They are in fact all connected and necessarily support each other.

When the United States' communications was operated by the Bell System and based on the PSTN, it was a national infrastructure and came with an engineering, operations and financial plan with a fixed return in exchange for sustainability and service for all. What we have now is not that. Today it is a profit-based system, and no gains are realized for those that do not fit in the new return profile. This is a weak link in the chain of the four components, as it has broken with a 100-plus year tradition and failed to communicate the consequences.

The unknown is what America will become and how its people will live and prosper if it is no longer the world leader. This is not to say that the uneven and sub-par distribution of the communications and technology platform will be the sole reason for the demotion, but at the current level it is certainly not helping the situation. What the United States needs is a new model that will meet the demands of the people as well as the financial interests.

Some people say that once you are at the top the only place to go is down. Others believe that once you are in the lead there is another way to go – farther ahead. Without a loss though there can be no comeback story. At this point, coming to the brink is enough of a fall from the top for a comeback to be heralded. Whatever happens, America will not disappear, but it will be changed and forced to adapt to a new position if it does not induce the change itself and soon.

It is important to note what investments other purported second and third world nations are making in their communications and technology supporting infrastructure. Many nations such as France and Spain were one time world leaders, and yet they obviously still exist and function not being in the

top spot. Investments are being made by them and others to improve their communications systems because this is what is required to function at the optimal level as a society today.

Below is a select list of highlighted news stories from the May 6, 2011, TeleGeography CommsUpdate. TeleGeography is a supplier of data-driven telecommunications research, analysis and consulting services to carriers, equipment makers, investors and regulators worldwide. The date was picked randomly as well as the countries selected. It is meant to show that investing in communications infrastructure is occurring, is necessary and is essential to even nations that are not considered as world leaders.

Ireland

3 inks EUR38m contract with BT to up broadband speeds to 100Mbps

Sri Lanka

Etisalat Sri Lanka launches DC-HSPA+ network; 'ready for LTE'

Malawi

Celcom awarded license to provide fixed, mobile services

Macedonia (FYROM)

MakTel launches free Wi-Fi service in over 300 nationwide hotspots

Turkey

Turkcell's Superonline unit launches 1Gbps broadband

South Korea

KT points to increased smartphone subs as 1Q revenues, profit rise

Brazil

Brazilian Internet users reached 43.2m in March, report says

The TeleGeography CommsUpdate is distributed five days a week and lists approximately 15 global communications news and developments each day. Clearly those on the list of nations developing first world communications infrastructure do not lack the knowledge as to why the investment is necessary. For those that lack the knowledge, or courage, the real fear should be in not making a proper investment for the future now. The paths are clear. Countries that invest with knowledge and confidence and without fear or ignorance serve their citizens well and will eventually be taking the top spots above those that let vested interests, inaction and stagnation rule. **IT**

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

By Peter Radizeski



Beyond Price

Recently on an agent webinar, one agent was talking about how he collects five quotes for a prospect to find the cheapest possible T1. My jaw dropped. That's a lot of work for the sale – not just for the agent but for five carriers. It's a funnel management nightmare.

I understand that sometimes this is required for some prospects, but it seems counter-productive. Cheap customers are usually a bigger pain in the butt.

And cheaper MRC means less commission.

My question is: Don't you know who the cheapest carrier would be by now? Slinging quotes for a few years means you should have an idea of who has network where, and who should be cheapest.

Low price is a crowded marketplace. Someone always comes along cheaper than you. (I won't even get into the argument that this isn't selling, and it's the reason some carrier execs dislike the channel.) You aren't adding any value to the sale – and can be replaced by a website. In fact, you will be.

The primary value that agents provide is in service. However, on a \$350 T1 with a commission of about \$50 per month, how many phone calls can you take from that customer? How much service can you give him without adversely affecting your business and revenue?

Most of the customer pain occurs during the on-boarding – the whole provisioning process. Setting the proper expectations on installation and turn up dates; coordinating the personnel for turn up; and handling any mishaps are the entire agent's job during provisioning.

The customer expectations are the most important aspect, especially in a consolidating, cost-cutting, skeleton crew world of telecom and in complex sales like cloud. Many customers will work with an agent just to have an expert deal with the duopoly.

There are times when it is all about the price, and you have to shop it. In those cases, providing excellent customer service along with the setting of proper customer expectations can win you a customer for life and even a referral. **IT**

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

The Channel & AGENT NEWS

<http://tmcnet.com/58862.1>

Broadvox Addresses the Channel

At its recent 2011 Partner Summit in Dallas, Broadvox revealed its new secure Internet presence cloud-based solution to sales channel partners, equipment manufacturers and other industry experts who attended the two-day, invitation-only event. Go!Services, a hosted cloud solution for businesses seeking a cost-effective way to broaden their online presence, enables small and medium-sized businesses and enterprises to create a tailored, maintenance- and hassle-free hosted solution. Business web hosting, e-mail management, e-commerce and professional services all fall under the Go!Services umbrella of product groupings. At the event, Chad Krantz, executive director of channel sales for Broadvox, also recognized the accomplishments of many of the Broadvox sales channel partners.

www.broadvox.com

<http://tmcnet.com/58863.1>

Intellifiber Assets Opened to Channel

PAETEC, a provider of advanced communication solutions to businesses throughout the nation, is making its Intellifiber fiber optic network available to third-party master

agents to market nationally. In December, PAETEC acquired the fiber in conjunction with the closing of a deal to buy Virginia-based Cavalier Telephone. The 10,600-route-mile network previously was owned by Intellifiber Networks, formerly a Cavalier subsidiary. "I'm confident ... our channel partners will immediately find ways to increase revenue and lower churn," says Clint Heiden, PAETEC president of fiber services.

www.paetec.com

<http://tmcnet.com/58864.1>

UC Provider Opens Up

ShoreTel has expanded its technology partner program to simplify participation for technology partners and developers. "People often undervalue open API capabilities. But for us, ShoreTel's open API platform was a big deal because we have so many custom-built applications and need to ensure flawless integration," says Dan Lyddy, vice president of information systems for DART Transit Company, one of hundreds of ShoreTel customers leveraging the open platform. "Now we have 322 people using ShoreTel Communicator with Workgroup Agent access," adds

Lyddy. "My team built a widget on the back of ShoreTel Workgroups to eliminate the wait time for drivers to talk to staff, instead initiating a call-back request. That means the ShoreTel system will automatically send our agents a prompt to call the driver back once that agent completes the current phone call."

www.shoretel.com

<http://tmcnet.com/58866.1>

MSO Partners with Channel

Comcast has launched an indirect channel sales program that will allow master agents and value-added resellers to sell the company's services. TBI is among the master agents that have signed on to sell the Comcast services. In a recent interview, Mike Saxby, chief strategy officer at TBI, said currently Comcast is only allowing TBI to sell business-class Internet, business-class voice, PRIs, and television with TBI's bundled packages including things like web posting, antivirus and Microsoft SharePoint that are essentially different kinds of components that are bundled into it.

www.comcast.com

www.tbicom.com



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<http://session-border-controllers.tmcnet.com/>

<http://tmcnet.com/58870.1>

Huawei, ZTE to Disrupt Videoconferencing Space

Videoconferencing solutions by Huawei and ZTE will have a huge affect on the industry in future years, according to Ovum. The research firm is predicting that business spending on videoconferencing will increase annually by 6 percent through the year 2016, when the global market could grow to be worth \$3.8 billion. Currently, the videoconferencing equipment market is almost completely led by U.S. vendors Cisco and Polycom. Although Ovum notes that Huawei and ZTE are both small fish in a big sea right now, it believes they will change the market greatly in the next two to four years. "We expect them to cause quite a lot of disruption," Ovum analyst Richard Thurston says, noting the vendors' aggressive pricing, which in the past has pushed vendors like Nortel and Motorola out of the business.

www.huawei.com
www.zte.com.cn

<http://tmcnet.com/58871.1>

UC Outfit Aims to Simplify Its Business

Mitel is going through a lot of changes lately. The company recently announced plans to simplify its organizational structure, focus on research and development investment for the mid market, and realign sales and channel in the U.S. Rich McBee, CEO of Mitel, says the realigned organization will be flatter, with two geographical sales organizations and three key business units. Meanwhile, its U.S. sales organization will increase investment in its indirect channels while also increasing its focus for the direct sales team on a select group of customers.

www.mitel.com

<http://tmcnet.com/58872.1>

BSA Quantifies Software Theft Problem

Theft of software jumped some 14 percent worldwide last year to set a record of close to \$59 billion, the Business Software Alliance reports. And many users of pirated software do not realize what they are doing is wrong, says the BSA. Pushing the numbers up are emerging economies where shipments of personal computers are increasing, the alliance

adds. The total has basically doubled since 2003, according to the BSA study.

www.bsa.org

<http://tmcnet.com/58873.1>

Clarus Delivers New Features

The Clarus Systems flagship product now includes inventory and configuration reporting for the Cisco Unity Connection voicemail system. The new features will allow users to remotely schedule and execute tests automatically to verify network tagging, connectivity of devices, audio and media streams, or establish calls between two or more pairs of TelePresence endpoints. The ClarusIPC Plus v4.1 also has the ability to integrate with network management system vendors including HP and CA.

www.cisco.com
www.clarussystems.com

<http://tmcnet.com/58876.1>

Dean Clinic Taps Video Guidance



VIDEO GUIDANCE
strategic visual communications

Video Guidance, a videoconferencing, telepresence and audio visual technologies and services provider, recently designed and implemented a successful pilot program for Madison, Wis.-based Dean Clinic, one of the largest integrated health care delivery systems in the country. "Our pilot program first included the implementation of VG Connect's gateway and video bridging services," says Brian Groff, director of sales for Video Guidance. "Then, we trained and facilitated open houses and promotional events for Dean's employees so they learn just how simple the entire program is to use." VG Connect combines HD video, voice, multi-point bridging, streaming and gateway programs into one easy-to-use service. It is being used for various applications such as daily inter-company meetings and conferences and for conducting interviews.

www.videoguidance.com

<http://tmcnet.com/58874.1>

WowWe Does \$20 Web Conferencing

Rapid Software Corp. is now offering web conferencing from WowWe at a

price point of under of \$20 per month. The browser-based WowWe web conferencing can support up to 50 participants, who can also be presenters, along with feeds from as many as 10 webcams. Unlimited video e-mail is offered either as part of a package or as a stand-alone service.

www.rapidsoftwaresolutions.com
www.iwowwe.com

<http://tmcnet.com/58875.1>

8x8 Flies Solo

The new Virtual Office Solo service from 8x8 – targeted at home-based workers and mobile professionals – includes voicemail, call recording and archiving, call forwarding, Internet fax and unlimited local and long-distance in the U.S. and Canada. "With this system, even the smallest one or two person business can have the same professional-grade telephone service and accompanying

collaboration tools you might expect from a big company at

an incredibly low price," says Debbie Jo Severin, chief marketing officer at 8x8. "And, because it offers advanced call forwarding, call management through our free Virtual Office app on iPhone and Android, and computer-based soft phone client, you can get all this business productivity without being tied to a desk."

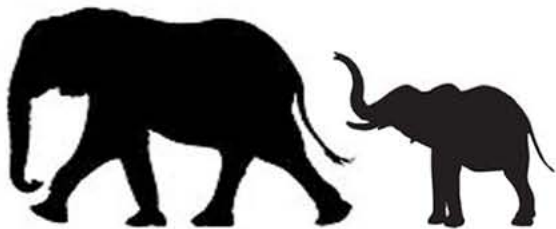
www.8x8.com

<http://tmcnet.com/58877.1>

Video Firm Spotlights New Offers

Glowpoint has enhanced its Open Video platform with the addition of federation and registry services. In making the announcement, the cloud managed video services vendor notes that more than 600 businesses collaborate across different carrier networks using HD video endpoints via Glowpoint's Open Video platform. The latest improvements are aimed at making B2B video calling easier by providing simple federation and intelligent routing of video calls. The new registry technology is planned for global availability later this year.

www.glowpoint.com



The conference phone with a memory...and that's not all

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<http://tmcnet.com/58879.1>

Regulators High on Mobile Charges

One typically expects that regulators will react with skepticism or stout opposition whenever a major mobile service provider announces it will, for the first time ever, levy new and discrete charges on applications such as Skype, instant messaging or entertainment video, instead of subsuming those services in a user's broadband access plan. But KPN, the former Netherlands monopoly provider, now plans to institute separate charges for those sorts of applications, billing for them separately from web surfing, for example, for the first time. And Netherlands regulators say those are good moves, as they could lead to more consumer choice. In other words, perhaps KPN will create new tiers of service that might charge less if users do not have access to streaming video, or do not support VoIP, as well as allowing consumers to choose which of the apps they want to use, and pay for.

www.kpn.com



<http://tmcnet.com/58880.1>

Neustar Takes a Number

Neustar is buying the assets and certain liabilities of the numbering solutions business from Evolving Systems for approximately \$39 million. The new stuff will become part of Neustar's carrier services operating segment. Neustar President and CEO Lisa Hook says: "Neustar is raising the bar for the industry by integrating the Evolving Systems capabilities to create a dynamic

new number management paradigm. This combination extends the breadth of Neustar's Carrier Services portfolio, providing a strong foundation for our customers to meet their current needs and allowing them to harness the power of IP into the future."

www.neustar.biz

<http://tmcnet.com/58881.1>

NBC Universal Hires Baker

A top regulator for the Federal Communications Commission is leaving her post to join Comcast's Washington lobbying office, just four months after she voted to approve the cable provider's highly controversial acquisition of NBC Universal. FCC Commissioner Meredith Attwell Baker took over the position of senior vice president of government affairs for NBC Universal on June 3, about a month before her term was set to expire. Baker, a Republican, was one of the four commissioners who voted to approve the January acquisition; Michael Copps, a Democrat, was the lone commissioner who voted against the deal.

www.nbcuni.com

<http://tmcnet.com/58882.1>

Broadvox Still Shopping

At the recent Broadvox Partner Summit 2011 in Dallas, Andre Temnorod, chairman and CEO, pointed out the company has grown more than 100 percent year over year via the acquisition of Cypress Communications as well as through organic growth. He hopes to continue this staggering growth rate for a few years to come, he said, so expect more acquisitions by the company. He also mentioned the acquisitions likely won't be for market share

reasons; instead, look for Broadvox to buy companies in adjacent areas such as hosted e-mail, hosted storage and security.

www.broadvox.com

<http://tmcnet.com/58883.1>

AT&T Comes to Cius

Cisco's mobile tablet, called the Cius, will be available through AT&T starting in the fall of 2011. "The Cisco Cius further extends our leading portfolio of enterprise mobility devices, and this is

the latest example of our commitment to helping organizations of all sizes increase business velocity," says Shawn Conroy, vice president of voice, collaboration and unified communications services at AT&T Business Solutions.

www.cisco.com

<http://tmcnet.com/58884.1>

Cloud, Mobile Top AT&T List

AT&T says it will commit nearly \$1 billion this year to deploy cloud, mobility and network solutions to global organizations of all sizes. The carrier expects to target its investment strategy in five core areas, headlined by advanced mobility solutions for connected devices, including tablets, e-readers, laptops and other gadgets. In this quarter of 2011 alone, AT&T added 1.6 million emerging devices to its network. The company currently provides wireless service to more than 12 million connected devices and has seen the use of mobile apps on its network triple in the last two years.

www.att.com

<http://tmcnet.com/58885.1>

Fax to Email Service Introduced

Lingo Inc., the VoIP subsidiary of Primus Telecommunications Group Inc., has introduced a new service called Lingo Incoming Fax to Email service. It's now available as a feature, with a monthly charge of just \$14.95. PTGi sells traditional and IP voice, data, mobile services, broadband Internet, co-location, hosting, and outsourced managed services to business and residential customers in the United States, Canada, Australia, and Brazil.

www.lingo.com

<http://tmcnet.com/58917.1>

MSO Tests IPTV at MIT

Comcast is running a trial of IPTV service on MIT's campus this fall. The company will expand testing to Comcast employees later this year. Sam Schwartz, president of Comcast Converged Products, in a recent blog gave some details of its Xcalibur initiative, which could revolutionize the way that Comcast customers browse, search and discover content. "We want to deliver video everywhere people want to watch it," Schwartz said in a recent interview. "We have to do a better job getting people to realize what they are paying us for."

www.comcast.com

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<http://tmcnet.com/58857.1>

A Rad View on Satellite

The Benton Foundation says that a group of satellite broadband providers including Dish Network, EchoStar Technologies, ViaSat/Wildblue Communications and Hughes Network Systems have told the Federal Communications Commission that they should be allowed to participate in the Connect America Fund. Peter Radizeski, head of telecom consulting agency RAD-INFO Inc. and author of the On Rad's Radar column in this magazine, notes that what's ironic is that Hughes Communications, the holding company that operates Hughes Network Systems, was purchased by Echostar in February. Echostar owns Dish Network. He adds that only Hughes and Wildblue currently provide broadband, although Echostar is acquiring that ability. "Satellite companies aren't happy with just their birds in the sky," Radizeski adds. "I find it funny when people get mad at bandwidth caps and network management; satellite has been doing both of those activities for years. They just want a piece of the pie too."

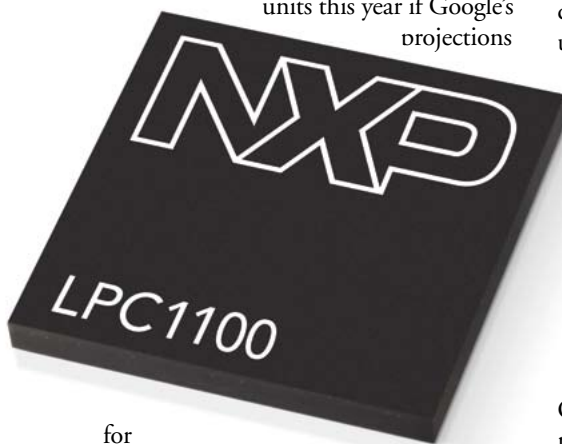
www.hughesnet.com

www.wildblue.com

<http://tmcnet.com/58858.1>

Forecasts for NFC Optimistic

Near Field Communications phone shipments could approach 100 million units this year if Google's projections



for such Android-based devices prove accurate, says NXP Semiconductors CEO Richard Clemmer. The shipment total would include phones supporting all types of operating systems and using chips from all suppliers, not just Google's Android platform or NFC chips from NXP. Chief competitor

Inside Secure is supplying NFC chips to Research in Motion for its rollout of NFC-enabled BlackBerrys and has received orders that could reach 25 million chips. "Every time we talk to our friends at Google, they tell us to double the numbers of Android expectations," says Clemmer.

www.nxp.com

<http://tmcnet.com/58886.1>

Verizon Offers Personal Hotspot



Novatel Wireless' new MiFi 4510L 4G LTE Mobile Hotspot is now available from Verizon Wireless for \$99.99 after a \$50 mail-in rebate (with a new two-year customer agreement on a 4G Mobile Broadband plan). It enables high-speed Internet connectivity over Verizon Wireless 4G LTE and 3G mobile broadband networks for up to five Wi-Fi-enabled devices simultaneously. Customers can expect download speeds of 5 to 12mbps and upload speeds of 2 to 5mbps in 4G mobile broadband coverage areas.

www.novatelwireless.com

www.verizonwireless.com

<http://tmcnet.com/58860.1>

Ericsson Buys M2M Platform

Telenor Connexion, which in 2009 developed an M2M dedicated platform that was subsequently chosen by companies such as Omron, Nissan, TomTom, and Qualcomm for their embedded connectivity solutions, is selling that solution to Ericsson. Under the terms of the deal, eleven Telenor Connexion employees will transfer to Ericsson to work on its Device Connection Platform, which was designed to help mobile network operators offer M2M services to their enterprise customers.

www.ericsson.com

<http://tmcnet.com/58861.1>

Sorting and Numbering M2M

When does a machine fall under the M2M heading? Does a device have to communicate to be considered M2M? Does it have to have mobility as one of the Ms? Reading some of the standards bodies' discussions and the continued expectation for synergies in platforms, the question of identification becomes a telling component of whether the solution qualifies for M2M categorization, according to Carl Ford, partner of Crossfire Media, in this thought piece on M2M and how it relates to E.164 numbering.

<http://m2m.tmcnet.com/conference/west-11/>

<http://tmcnet.com/58889.1>

Silicon Image Grabs SiBeam



High-definition multimedia interface chipmaker Silicon Image is positioning itself to take the lead in the burgeoning market for the semiconductors used in consumer electronics products as a result of its planned acquisition of SiBeam. The true opportunity for this company is in products that offer built-in wireless HD video transfer, according to IHS iSuppli research. "This acquisition sets up Silicon Image – the market leader and founder of the now-ubiquitous HDMI audio/video interface standard – with access to technology that could extend the first true wireless HDMI solutions to the market," says Randy Lawson, manager and principal analyst for display and consumer electronics at HIS. "SiBeam and its technology should prove a valuable asset for Silicon Image because the wireless video interconnect technology plays directly into the fastest-growing market opportunity for Silicon Image and high-definition video interface technology."

www.siliconimage.com

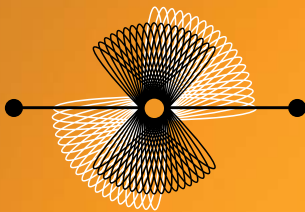
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Going Beyond Traditional TEM for Deepest Cost Savings

With CIOs focused on cutting expenses, many companies rely on telecom expense management to better control their substantial telecom expenditures. While TEM providers deliver bill auditing, provisioning and inventory management, more comprehensive cost-cutting activities frequently fall outside their core offerings. Additionally, with limited integration into enterprise network management processes, TEM providers can lack the visibility necessary to identify many savings areas. To avoid leaving money on the table, companies should ensure they address the following five often-missed telecom cost-cutting opportunities.

Opportunity 1: Combat Off-Market Rates

While TEM providers specialize in catching invoiced amounts that don't match up with contracted rates, most will not monitor for rates that are above market. Companies usually negotiate aggressive pricing for heavily used services, with the corollary that less frequently used services can receive lesser discounts. Issues arise if a company migrates to these services, for example network optimization

more expensive
as a result of a
or acquisition.

Companies should request that their TEM providers examine invoices to identify high-volume

spending areas with rates that appear to be disproportionate. These price elements should then be reviewed as potential candidates for further negotiation with the provider.

Opportunity 2: Remove Unused Services

Telecom services should be periodically compared to evolving business needs. For example, one Fortune 100 company found that a dial-up client (with associated monthly charge) continued to be part of the base image for company laptops when only 5 percent of the staff used the service.

Companies can mitigate this issue by educating their TEM provider to better enable them to identify anomalous service usage. However, the onus remains with the business to verify the business value of its services portfolio.

Opportunity 3: Eliminate Over-Provisioned Services

In today's business climate, many



<http://tmcnet.com/58856.1>

Slew of Partners Go Anomalous

Anomalous Networks Inc. has formed a number of key partnerships with leading telecom expense management companies throughout the global market. For example, Ovation Wireless Management Inc. plans to begin using the Telicost solution to provide its U.S. customers with a central, real-time view of wireless expenses, including international roaming, projected data or voice plan overages, and SMS abuse. In addition to Ovation Wireless, Anomalous Networks has also signed agreements with Australian-based Tracknology; Brazilian TEM firm TeleGestão; and Cotelsa, a U.S.-based TEM company serving the Carib-

bean with a subsidiary based in Santiago, Chile, known as Telenet Chile Ltda.

<http://anomalousnetworks.com>

<http://tmcnet.com/58893.1>

HTLT Highlights Optimizer Pro

Check out HTLT's Hills-B Optimizer Pro to overcome deficiencies associated with the use of Erlang-C and other classic queuing models. The tool is a way to achieve realistic results when performing the four major steps involved with effective call center management. Most workforce management systems use the Erlang-C model for staffing projections, but Erlang-C cannot be used for all of the what if scenarios that address information on variability and extremes, because the results provided by the model are

only averages of key performance measures, HTLT officials say.

www.i2gemini.com

<http://tmcnet.com/58894.1>

Ezwim Unveils Partner Portal

Expanded capabilities of Ezwin's Partner Portal will help Ezwin's business partners deliver high-value telecom management solutions for clients, according to the company. The Partner Portal was designed to enable business partners to easily set up and manage services successfully. A growing number of businesses and organizations across several industries are turning towards web-based telecom management to manage telecom costs and assets.

www.ezwim.com

companies are reducing headcount or falling short of growth projections or causing a lower demand for telecom services. Companies can trim 15 to 40 percent off service cost by right-sizing voice trunks (increased use of cell phones as primary business devices leads to marked decreases in traffic) and WAN head-end sites (where small volume decreases from each remote site can lead to a substantial shortfall in the aggregate).

Circuit utilization statistics for the WAN and voice trunks should be tracked against revised demand and future projections. For underutilized WAN circuits, determine whether a lower capacity service can be substituted cost effectively. Additionally, perform a trunk dimensioning exercise to identify the number of trunks needed for busy-hour traffic at each site and disconnect excess trunks. This exercise may be performed in conjunction with a review of VoIP (SIP) trunking as an alternative to traditional local and long-distance voice access.

Opportunity 4: Optimize Wireless Voice Pools

With wireless devices and services representing an increasing portion of telecom budgets, pooled voice plans are pivotal to optimizing wireless spend. TEM providers should already be ensuring all corporate-liable voice users are incorporated into the enterprise's pooled voice plans. Many will also claim to ensure that the allocation of users to plans within the pool provides the lowest average cost per minute.

Companies should validate their enterprise contract includes zero-minute shared plans, which enable the pool of minutes to

be obtained from higher minute plans (with the lowest cost per minute). Re-optimization of the pool with zero-minute plans can frequently reduce the cost per minute by up to 15 percent. Another important step is to periodically analyze historic usage to better estimate the volume of minutes required to cover monthly use.

Opportunity 5: Engage in Wireless Demand Management

A fundamental way to reduce costs is by reducing the underlying demand for the service through a corporate wireless policy aimed at cost awareness. Establish guidelines such as limited reasonable personal usage and avoiding 411 calls from mobile devices. Also include guidelines that will reduce international roaming charges (e.g., utilizing landlines when available, using VoIP clients on WLAN-enabled devices, avoiding downloading attachments over cellular services). Once the policy has been developed, distribute it to the user base and request they acknowledge review of the document.

Further, it is common for a select group of employees to consume a disproportionate amount of the overall corporate wireless spend. In many cases with corporate liable plans, users are simply unaware of the costs associated with their wireless usage. A brief follow up with these outlying individuals will often yield substantial savings. **IT**

Jonathan Shaw is a principal at outsourcing advisory services firm Pace Harmon (www.paceharmon.com).

<http://tmcnet.com/58895.1>

Company Expands Offers

Kerio's Kerio Control is a full UTM solution for threat mitigation as well as QoS, user management, and more, delivered in a software-only version or as an appliance. But the company has expanded its line into a four-product suite that delivers a full communications solution for SMBs, including Kerio Operator, an easy-to-use SIP-based IP PBX built on Asterisk. Kerio Connect is a messaging and collaboration solution accessible through standard web browsers, and Kerio Workspace is a web-based file sharing solution.

www.kerio.com

<http://tmcnet.com/58896.1>

Google Launches Patent-Sharing Effort

A new patent-sharing program out of Google will work around WebM to protect open source web video formats from any form of a legal attack. The company has introduced the WebM Community Cross-License initiative, which will enable companies to license each other's patents related to the video format.

Some of the companies already involved in this project include AMD, Cisco Systems, Logitech, MIPS Technologies, Matroska, Mozilla, Opera, Samsung, Texas Instruments and the Xiph.org Foundation. WebM uses the VP8 video codec that Google gained access to through its purchase of On2 Technologies last year.

www.google.com

<http://tmcnet.com/58897.1>

RNS Picks Indosoft

Officials of Indosoft, which makes contact center technology based on Asterisk, have announced that RNS Marketing has migrated its call center operations in New Jersey to Q-Suite. Q-Suite is an Asterisk-based VoIP-enabled telephony platform. The move lets RNS Marketing use call center software features in Q-Suite, with the goal of fulfilling "more complex program demands from its customers," as well as finding cost savings, Indosoft officials say. With Q-Suite, web-enabled CRMs and applications can be integrated within web agent screens.

www.indosoft.com

<http://tmcnet.com/58898.1>

Sangoma Strengthens Community

In a bid to introduce new players to open source technology and take it to a higher level, Sangoma Technologies, a provider of software and hardware components with an emphasis on IP communications systems, has entered into a partnership with TMCnet, the parent of INTERNET TELEPHONY magazine. This partnership will allow Sangoma Technologies to sponsor and update a series of three Educational Global Online Communities, including the Asterisk Global Online Community, an IP PBX Global Online Community and an IP Telephony Global Online Community. "We realized that while these three topics are all closely related, there are real distinctions in the decision making and implementation issues addressed by each of the technologies and markets that are addressed by these communities," says Jeff Dworkin, director of marketing for Sangoma. "They are all in states of rapid transition and we want to help as many companies as possible navigate these ongoing transitions."

www.sangoma.com



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By sponsoring communities in these technologies, Sangoma hopes to help as many companies as possible to navigate these rapidly evolving technologies:

- **The Asterisk Community** will serve to introduce new players to Open Source Telephony and advance innovative developments around that technology.
- **The IP PBX Community** will help those who are just now moving their Businesses and Enterprises from TDM-based technologies to an all IP-based infrastructure.
- **The IP Telephony Community** will serve as a resource for Developers, SMBs, Enterprises and Carriers who are looking for the most innovating and up-to-date information and solutions in this space.

Learn how to manage the transition and visit these communities on TMCnet today!

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Can We Trust the Cloud?

Despite some high-profile hiccups along the way, demand for cloud services continues, and it appears as though there's no place for it to go than up. Analysts forecast ongoing growth for such services, telcos and others are snapping up cloud businesses at a rapid pace, and rumor has it that even Apple is funneling some of its energies into launching a cloud-based offering.

The Acceptance

Sixty percent of 3,000 global CIOs that IBM recently surveyed said their organizations are ready to embrace cloud computing over the next five years as a means of growing their businesses and achieving competitive advantage. (That's nearly twice the number of CIOs who pledged their allegiance to cloud computing two years ago.) The IBM research also indicates that seven out of 10 CIOs in the U.S., Japan and South Korea, and 68 percent in China, now identify cloud as a top priority. Meanwhile, Ovum says 63 percent of multinational corporations in the Asia Pacific are using at least one type of cloud service, which the firm defines as including networking, communications, applications, corporate IT systems, data management, security and backup.

As for other businesses, Microsoft reveals that about 39 percent of small and medium-sized organizations expect to adopt cloud services – such as collaboration, data storage and backup or business class e-mail – within the next three years, compared to the 29 percent that are paying for such services today.

That helps explain why Gartner forecasts that by the end of 2011 cloud-based services will account for almost a quarter of the overall hosting



market, excluding co-location and mass-market hosting.

“Cloud computing and hosted managed services will without doubt become the primary method of IT delivery to organi[z]ations large and small,” says Keith Bates, chairman of the Cloud Computing Centre.

The Investment

That said, it's no surprise that many communications businesses are entering, or expanding their efforts, relative to cloud services.

Indeed. Fresh off from closing its deal with Qwest, CenturyLink Inc. this spring announced plans to buy Savvis Inc., a leader in the cloud infrastructure as a service and web hosting

space, for \$2.5 billion. That came in the wake of Verizon completing its \$1.4 billion purchase of Terremark Worldwide Inc., as well as Cincinnati Bell's CyrusOne acquisition, Time Warner Cable's NaviSite buy, and many others.

As the 2010 Gartner Magic Quadrant study on this sector notes: “This is a time of both great opportunities and great risks for the service providers in this market. New entrants are altering the landscape, and established hosters that previously lagged the market have been able to make bold investments in an attempt to catch, or even overtake, more established competitors. Most providers are investing aggressively in technology innovation and exploitation, and

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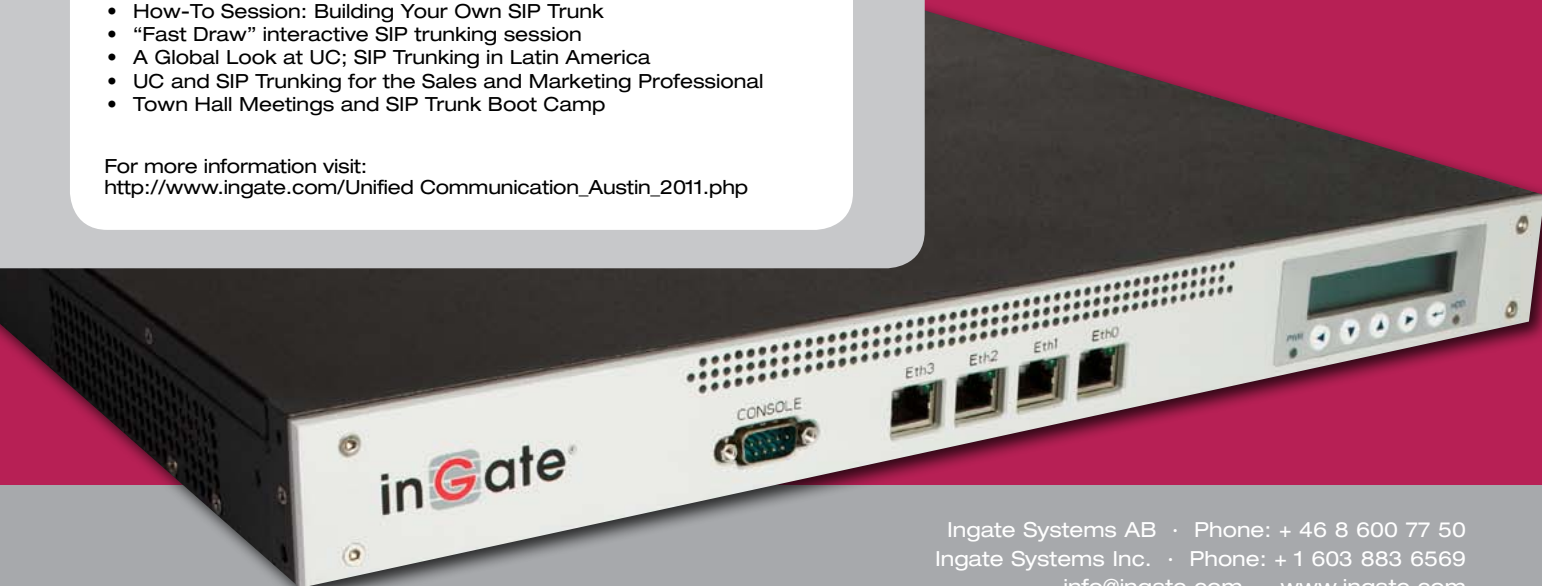
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we believe that mergers and acquisitions will become more commonplace as vendors seek to decrease their time to market, obtain engineering expertise with new technologies, and build market share.”

Of course, it's not just web hosting businesses and telephone companies that are moving on the cloud opportunity. Amazon, which got its start as an online bookseller, is considered the leader in cloud services, with more than 40 percent market share in 2010. And reports indicate that another A-list company – Apple – may not be far behind.

Apple didn't respond to INTERNET TELEPHONY's requests for an interview for this piece, but GigaOm reports that Apple may have paid four and a half million dollars to purchase the domain name iCloud.com from Xcerion, which had used the name to host its cloud-based storage system. Xcerion recently changed its domain from iCloud to CloudMe, according to the same piece. That and the fact that Apple recently hired former Microsoft data center guru Kevin Timmons are clear indicators that the inventor of the iPhone is getting serious about the cloud, some believe.

The Lapse

This all bodes well for the future of cloud services. But just as such offerings are gaining broad acceptance, incidents like Amazon's recent web services outage have given greater credence to concerns about the reliability and security of cloud communications.

In mid April Amazon experienced a multi-day outage resulting from a configuration problem during a regular capacity upgrade effort in a data center in northern Virginia. The company said that disconnected both the primary and secondary network simultaneously, leaving the affected nodes completely isolated from one another. And that took down a bunch of websites, including the sites of popular social networking sites Foursquare, HootSuite, Reddit and Quora.

Naturally, Amazon apologized and promised to “do everything we can to learn from this event and use it to drive improvement across our services.” And, naturally, everybody else examined and opined about what the event means for the cloud service space and what it should mean for customers using or considering such options.

What is clear is that applications will live in the data center – whether those applications and that data center are owned and operated by Amazon or another cloud service provider, or by the company itself – and with that comes a certain amount of risk. Whether that risk is any higher when the application or infrastructure is outsourced to a cloud provider is what is at issue.

“I think it's a mistake to expect cloud computing to be fool-proof,” Mike Eaton, CEO and founder of Thousand Oaks,

Calif.-based Cloudworks, tells INTERNET TELEPHONY. “It's not. It's still IT, and IT is complex, and complexity is the enemy of reliability.

“The question is whether cloud computing is more reliable than other forms of IT delivery,” Eaton continues. “And it is. When faced with the option of cloud computing or bringing IT in house, I think there is no question that cloud computing, dollar for dollar, is significantly more reliable than an in-house alternative.”

Thomas Howe of consulting firm Embrase, which produces the Cloud Communications Expo, seems to agree. As quoted in a recent TMCnet article, Howe says “The question isn't: Is the cloud safe? The question is: Is the cloud safer than what I can do? For nearly all companies, Amazon wins that battle.”

The Safeguards

Howe went on to suggest that companies concerned about reliability might limit the damage from such outages by diversifying their cloud services provider supply chain.

John Engates, CTO Rackspace Hosting, adds, “Companies should do their diligence with regard to the promises made by their cloud provider and the SLAs in place to back them up. Transparency is key. If the provider is not transparent with their architecture, it's impossible to fully understand if what you're building is going to be resilient and highly available on top of that provider.”

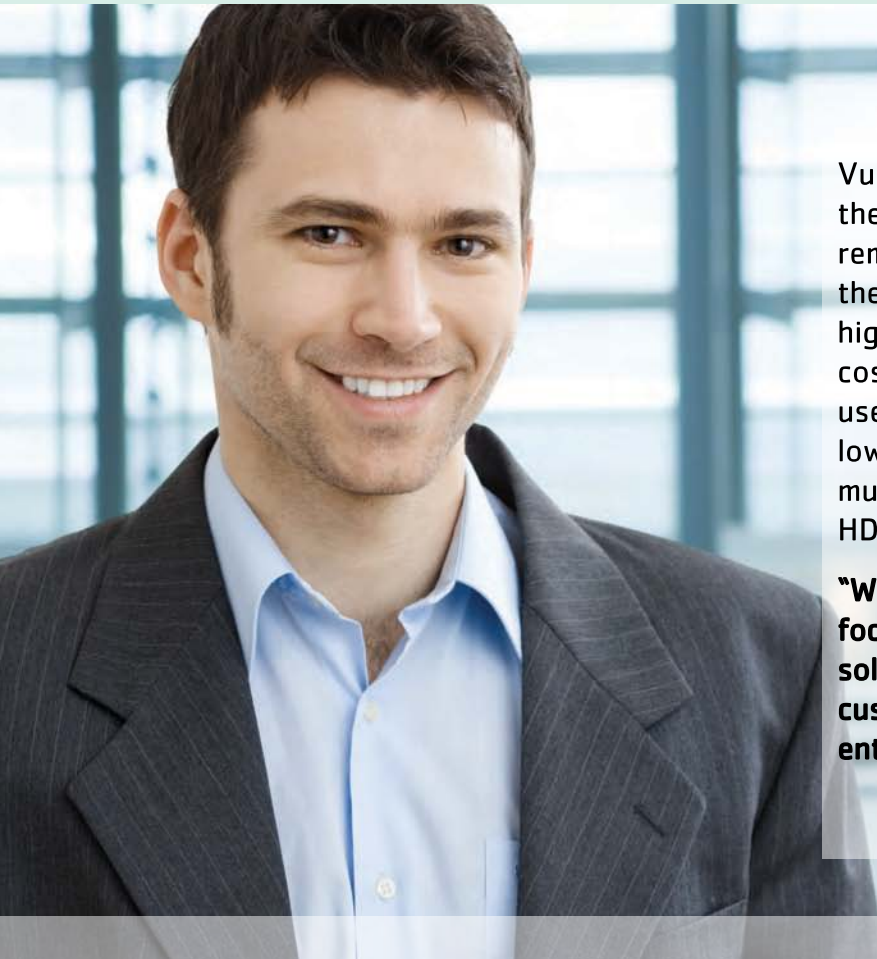
And Jake Sorofman, CMO for rPath, comments: “The recent Amazon EC2 outage was a highly complex event, but it was ultimately triggered by a single manual configuration mistake in a multi-step operational procedure. Clearly, the oft-quoted statistic that 80 percent of outages are due to config mistakes holds true, even in the largest and best-run shops. The answer, as always, is automation – multi-step procedures must be sequenced in an orchestration system, while low-level config changes must be model-driven and pre-validated.”

While it was a configuration change that led to the Amazon outage, what happens within the data center is just a part of the reliability equation, as several sources note.

As Alan Murphy discusses in the Virtualization Reality column in last month's issue, “Nowhere does the WAN play a stronger role than in off-premises cloud computing.”

The F5 Networks technical marketing manager and regular INTERNET TELEPHONY magazine columnist went on to write: “By design, off-premises clouds are at the mercy of the WAN because they reside outside the walls of your data center and off the LAN. But also by design, and one of the major differentiators between cloud deployments and traditional hosted environments, is in most cloud architectures the off-premises infrastructure needs

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Just as cloud-based offerings are gaining broad acceptance, incidents like Amazon's recent web services outage have given greater credence to concerns about the reliability and security of cloud communications.

to be tied to your on-premises infrastructure; there needs to be some connectivity over the WAN between your data center and the cloud provider. Not only do you have to deal with optimizing and managing data to and from your cloud provider (and users), but now you have to bring those issues in-house."

The Network

That would seem to be a tricky one for Amazon given, as Forrester notes, the Elastic Cloud Compute platform operator lacks the co-location, dedicated connectivity and servers, managed services and SLAs that many of the leaders in the cloud services/web hosting space have in their portfolios.

Indeed, companies like Verizon Business consider their ownership of wide area network assets as a differentiator for them in delivering and supporting cloud-based solutions.

Peter Konings, director product marketing at Verizon Business, points out that as customers put more of their applications in a data center in the cloud, the underlying network is a key component in the solution. That's one of the reasons, he says, Verizon continues to invest heavily in providing redundancy on its MPLS network. The company employs mesh network technology to allow restoration of its network even in catastrophic situations like in the tsunami in Japan, he says.

SL Sweet, director of managed services product at MegaPath, says that MPLS is the preferred way of getting a private connection into the cloud.

"MPLS is not the only game in town, but it has the performance of any game in town," Sweet says, referring to the traffic prioritization via QoS features of MPLS.

Konings adds that Verizon Business customers are requesting investment in more diverse nodes within existing regions or existing cities. Customers that previously were comfortable using a diverse node in a connection into a city a few thousand kilometers away probably no longer find that acceptable, he says. Now customers want redundancy within a city region. Even when outages occur, he continues, customers are still looking for very reliable latency.

Then there's the public vs. private connectivity issue. As part of the Verizon Business computing as a service solution, which relies on multiple Verizon data centers in Asia Pac, Europe and the U.S., the company provides customers access to servers, storage, etc. When the service launched Verizon gave customers the choice of using either public IP connectivity or private connectivity. Konings says that 75 to 80 percent of its customers are going for private connectivity because it offers end-to-end solution control and enables Verizon to offer stricter service level agreements.

When customers are moving to public cloud-based applications like Gmail and Google Docs, he continues, they need to consider the impact of that change to their wide area network services. In such situations, he says, customers tend to put a lot more data on the public IP network, so they might want to look at using private links for the most important applications to control quality.

"These are things which I think we will continue to see more and more," says Konings. **IT**

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Interactive Intelligence Event Draws Record Crowd

The migration to cloud-based contact center applications; the adoption of social media as a new channel in the contact center; and managing increasing contact center regulatory/compliance mandates were the major themes of “Interactions 2011,” Interactive Intelligence’s annual global users’ forum, held May 24-26 at the Indianapolis Downtown Marriott in the company’s corporate hometown of Indianapolis, Ind.

The publicly-traded tech firm, which saw strong growth through the recession, also announced several new products at the event, including its new Interaction Analyzer real-time speech analytics solution, which will be offered as a module for the next release of its flagship contact center/enterprise communications platform, Customer Interaction Center, CIC

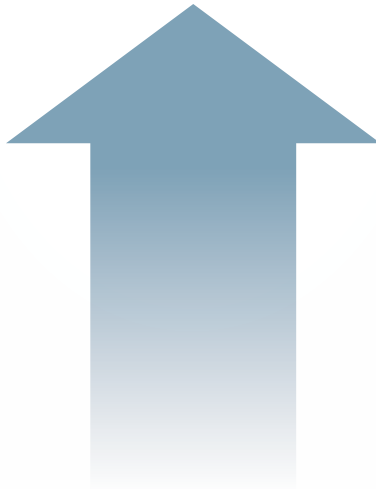
4.0; Interaction Web Portal, a new web-based reporting tool; and Interaction Content Manager, a new tool for intelligently storing, organizing and searching content.

Despite the serious storms that moved through the area that week, which caused some major travel delays, this year’s forum attracted a record crowd of nearly 700 people – almost double the attendance of last year’s users’ forum – from 18 countries. During an interview, Interactive Intelligence founder, Chairman, CEO and President Dr. Don Brown attributed the impressive increase in attendees to the quality of the sessions and keynotes being offered – which keep getting more in-depth every year – as well as the fact that the company has significantly broadened its product offerings in the past couple years, particularly through the acquisition of insurance software solutions provider AcroSoft and accounts receivable management

Dr. Donald E. Brown, founder and CEO of Interactive Intelligence, gives one of his two keynotes delivered during the “Interactions 2011” event.



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solutions provider Latitude Software. Promotion through TMCnet via Interactive's Contact Center Solutions community and Business Process Automation channel also helped boost attendance, he said.

"We are seeing a broader array of users every year, partly as a result of the fact that we are placing more focus in certain industries," Brown said, adding that as Interactive Intelligence continues to expand its offerings, it is driving increasing need among users for in-depth educational sessions such as those offered during "Interactions". The three-day event featured numerous sessions geared specifically to users working in the insurance and collections industries.

fact that its CIC platform now enables integration with other social listening products. During the sessions entitled "The Customer Interaction Center and Social Media" and "Best Practices in Social Media," Tim Passios, director of solutions marketing for Interactive, helped attendees navigate through all the hype surrounding social media, in order to help them determine whether or not it should be part of their strategy, and also went into detail about how social media channels can be integrated with the CIC platform.

With its special focus on the insurance and accounts receivable management industries, Interactive Intelligence is also playing a more prominent role in helping its contact center customers

As Interactive Intelligence continues to expand its offerings, it is driving increasing need among users for in-depth educational sessions such as those offered during "Interactions".

Interactive Intelligence continues to see strong adoption of its Communication-as-a-Service offering, which it officially rolled out in June 2009 (with new applications, features and functionality added in June 2010). The company had previously offered its CIC platform and related applications on a limited, traditional hosted basis prior to unveiling this new, all-web-based version of its all-in-one software suite. According to Chief Marketing Officer Joe Staples, the company added about 300 new customers in 2010 – many of them CaaS customers. In addition they've seen many existing customers switch over to the CaaS model, as organizations continue to look to cloud-based services to shift capex to opex as well as to gain fast access to the latest and most advanced applications.

"CaaS is one of the fastest growing parts of our business," said Staples. "In several of the most recent quarters, it has represented 25 to 30 percent of our new order dollar volume. Of our CaaS customers, the majority run our inbound ACD and many have deployed additional CIC applications such as recording, predictive dialing, and IP PBX capabilities for their business users."

The company is also playing a key role in helping contact centers make greater use of social media as a new communications channel. Helping to facilitate this is its partnership with social listening solutions provider Buzzient, as well as the

get a better handle on increasing regulation and compliance mandates, which to a degree are impacting how contact center solutions are designed, in terms of architecture and feature sets. In the session titled "Contact Center Compliance – Top 10 Federal and State Issues," Ryan Thurman, director of sales and marketing for consultancy Contact Center Compliance, along with attorney Joseph Sanscrainte, discussed U.S. and international "Do Not Call" legislation for contact centers and strategies that organizations can use to keep their companies "out of hot water."

This year's User's Forum, sponsored by CRM solutions provider RightNow Technologies, VoIP solutions provider AudioCodes and TMC, among others, was indeed a strong testament to Interactive Intelligence's prominence on the contact center space, not just as a solutions provider but as a key strategic partner to the entire industry. Also an indication of Interactive's commitment is the fact that it won numerous industry awards in the last 12 months – including CRM Magazine's Service Award, as well as awards from CIO and Network World magazines.

Perhaps most impressive of all is that the company continued to grow through the recession – taking in more than \$35 million in revenue in the first quarter of 2010 and more than \$47 million in the first quarter of 2011 – a 37 percent quarter-over-quarter growth rate. **IT**



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.

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That's Logistics

M2M Solutions Support Asset Tracking, Real-Time Supply Chain

Traditionally, airports have been erected near cities, and road were paved to allow the exchange of people and goods between those transportation hubs and surrounding communities. The new model, however, puts the airport at the center of the community, with housing and other supporting infrastructure springing up around it. At least that's the theory of a book I'm reading called *Aerotropolis: The Way We'll Live Next*.

Whether you believe that's true or not, this new tome by John D. Kararda and Greg Lindsay highlights the growing importance of global trade, just-in-time delivery, and a collective short attention span both in business and personal life. And it details the stories of how pivotal FedEx and UPS have become not just for Memphis and Louisville, the cities they call home, but also for life as we know it.

Indeed, as the book notes, FedEx and its overnight rivals carry 75 percent of all U.S. air cargo, despite prices three or four times higher than incumbents. Businesses and individuals are willing to pay a premium for such services because they are fast, trackable, and pretty darned reliable.

Of course, delivering these kinds of services requires a whole lot of infrastructure and process on the back end. Clearly, the brand of outrageously orchestrated process that companies like FedEx and UPS have put in place is unique. But whether we're talking about a company of this ilk, or any size company with a fleet of vehicles, and/or a need to reliably track and otherwise keep tabs on assets or individuals, the ability to have the right tools in place is of the utmost importance.

Machine-to-machine communications is playing a growing role

in these efforts. And the fact that prices for M2M radios, which a few years ago cost a couple hundred dollars, are dropping down below the \$10 mark, likely means we'll be seeing a lot more of this type of thing going forward.

Stratton Nicolaides, CEO of machine-to-machine-based service provider Numerex, was guarded when asked about how, if at all, his company works with the big overnight shipping companies. But he did say that FedEx, UPS and many others are doing some intriguing things related to location-based services that they could leverage internally or use to offer new types of services.



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He talked about how new technologies and solutions can help organizations better determine traffic patterns to allow for more efficient shipping. Nicolaides also mentioned it is now possible to follow an item throughout its lifecycle – for example, “tracking a weapon from its origin to its destination, and then finding out what the weapon will do during its history.”

businesses and governmental institutions are already employing such solutions. For example, Numerex has been tapped by its partner QinetiQ to supply an asset tracking solution for the federal government’s Federal Emergency Management Agency. This enables FEMA to get a handle on where in the country its trucks and other equipment are located at any given time.

It is now possible to follow an item throughout its lifecycle – for example, “tracking a weapon from its origin to its destination, and then finding out what the weapon will do during its history.”

– Numerex CEO Stratton Nicolaides

Of course, tracking vehicles themselves is a widespread and well understood application for location-based technology. Many

Nicolaides added that one of the key verticals on which Numerex is focused is the insurance industry. Some

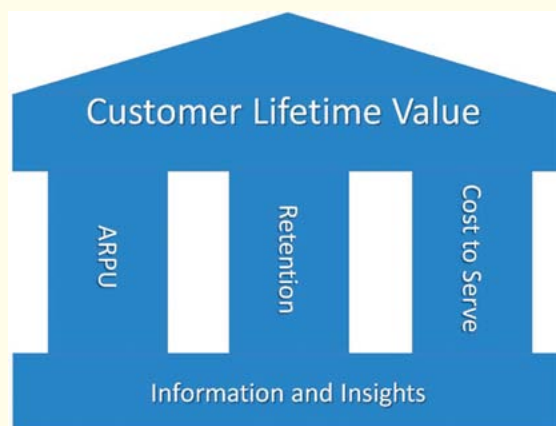
By Paula Bernier

LBS and Contextual Marketing

Despite iPhone Flap, This Dog Will Hunt

It’s a tricky situation. At the same time that wireless technology and over-the-top applications are creating a wealth of new possibilities for location-based and contextual marketing, many consumers are hyper-aware of the Big Brother effect new communications technologies can engender, and are increasingly frustrated with the barrage of telemarketers and pop-up ads competing for their attentions.

Just look at the brain damage Apple and Google incurred after reports surfaced this spring about how the iPhone collects and stores for up to a year customer location data, even when the location feature is not activated by the user. (Similar claims have been made against Google and devices based on its Android mobile phone operating systems. And both companies in early May faced federal lawmakers in an attempt to address such concerns, which reports indicate have led to the introduction of at least four online privacy bills this legislative session.)



Still, for marketers, being able to target not only the best prospects, but the ones best positioned to act on their marketing messages, can be an invaluable key to unlock new branding and sales opportunities. And marketers can always have systems that enable custom-

younified

My NetVanta® UC Story.

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

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ers to make the decision as to whether their location is available to whom.

“Customers should all be told of the anti-privacy concerns,” says Jeff Kagan, industry analyst. “They should also be told of the benefits. Then the customer can decide. If they decide to participate they can opt-in and sign-up. The rest would not be part of this system.

“The reason companies don’t want to do this is it gives them a much smaller list of customers to market to. And it is all about marketing,” Kagan adds. “The bigger the list the more profitable for the companies.”

Of course, not all communications marketing tools rely on location tracking anyway.

Cullen Davidson, director of product management at Globys, talks about how telecommunications service providers can leverage their treasure trove of customer information to offer special packages and messages for select customer groups. Globys, a VeriSign spinoff that got its start in the electronic bill payment and presentment space, offers tools and consulting services that provide service providers with insight into customer behavior and enables them to do that targeted marketing so they can win and retain high margin customers, and grow ARPU.

Davidson says that overall the customer experience and customer satisfaction levels related to telecommunications services, including wireless, are pretty low. He attributes that in part to the fact that these types of companies tend to have huge numbers of customers with a wide variety of service turn up dates, contract windows, service plans, usage behaviors and geographies. That’s an enormous range of activity for a company to track and respond to, Davidson adds, saying that Globys can help service providers with that.

Right, but how is that any different than the telco data mining efforts we’ve been hearing about for about two decades, you may ask. Davidson explains that while data mining tends to be manually

intensive – requiring data gathering using advanced algorithms followed by human research of those results – what Globys delivers is an automated system that allows marketers to figure out how and when best to communicate with customers so they will result in a bigger spend.

For example, a telco could offer a customer unlimited texting when that subscriber is just about to go over his or her plan’s allotted amount of texts. Globys can work with a wireless service provider to get a better return on prepaid customers. It can do that by helping communicate to customers that their service window is nearly closed, yet they have a set number of minutes or bits left to use in a limited time. The telco can then suggest how the customer might use those bits, by visiting a new website, for example, and that could help drive more use by that customer and more traffic on the select site in the future, Davidson says.

“The concept of contextual marketing has expanded beyond online search to mobile and with the right tools, this represents a major transformation in how marketers engage with consumers,” says Duane Edwards, co-founder and senior vice president of product management of Globys, which earlier this year launched ContextualMarketing.com, a site dedicated to educating the entire mobile ecosystem – carriers, brands, app developers, handset manufacturers – on the opportunities that contextual marketing presents. “The mobile experience is filled with contexts like relative location, time of day, what an individual is interested in, and how their social network influences their purchase and usage behaviors. Those who tap into all of these contexts to deliver a personally relevant experience will have much higher success rates than those who continue to aim blindly.”

Davidson explains that the goal of contextual marketing is not to deliver advertising or push people to spend more money by spamming them, the goal is to improve the customer’s experience relative to their telecom and data communications services. He adds that Globys isn’t tracking where customers are; rather, everything is completely done internally and within an automated and secure system.



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Whether we're talking about a FedEx or UPS, or any size company with a fleet of vehicles, and/or a need to reliably track and otherwise keep tabs on assets or individuals, the ability to have the right tools in place is of the utmost importance.

businesses in insurance are interested in more accurately gauging their customers' behaviors behind the wheel – including how fast they drive in given settings and scenarios – and how that aligns with the driving behaviors those same customers described when they signed up for their insurance policies. Numerex, he says, is building a platform and has a service bureau to provide insurance companies with such information, which is captured by M2M devices that insured motorists are asked to place in their vehicles. In mid May Numerex was in multiple trials with several insurance companies to monitor such behavior, in an effort to help those businesses not only better understand customer driving behavior, but potentially use that information to offer select customers different insurance options when appropriate.

Of course, these are just a few examples of how M2M can figure into people and asset tracking solutions. Other examples can be found in the health care (monitoring patients in their homes), real estate (tracking the activity on a lockbox) and pharmaceutical (checking the condition of medication en route) industries, to name just a few.

Pharmaceutical is among the key vertical targets for OnAsset Intelligence Inc., said Nikki Cuban, vice president of marketing and business development for the company, which provides shipping companies with M2M-

based solutions to help track and protect their customers' high value products.

CDC Software, a cloud-based ERP outfit; CH Robinson Worldwide; DHL; and Flemming Cargo Securement are among OnAsset's distribution partners. OnAsset offers its solution for a monthly service fee per M2M device, and the network and management piece is provided at a per-device fee lower than most people's monthly cell phone bills, Cuban said.

The OnAsset service leverages M2M technology to look at a variety of factors. For example, if an M2M device on a palette or box registers excessive shock, that's typically a sign of theft, Cuban explained. In this case, one of the companies can take steps to check the cargo and call the police, if needed. This capability has already registered big returns for some of the companies using the OnAsset solution, including one business that was able to recover more than \$1 million in stolen goods.

In addition to shock, the OnAsset devices can provide information on humidity, temperature, pressure, and light relative to a shipment. Cuban noted that maintaining certain levels of humidity and temperature windows is important in ensuring the effectiveness of some medications and the safety of many things intended for human consumption. **IT**

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Extreme Makeover

Pac-West Finds New Focus, Leadership

It's been a busy few months for Pac-West Telecomm Inc. The company last fall completely changed its business model from that of a traditional carrier-focused CLEC to a cloud infrastructure company, and it's been investing in and learning more about customer needs around this new strategy ever since. In addition, Pac-West just recently welcomed aboard a new CEO.

James Hensel, a long-time Pac-West board member, took the helm of the organization in May. Hensel has served as senior vice president of Columbia Ventures Corp., Pac-West's parent company, since 2005. CVC's other telecom portfolio companies include Hibernia Atlantic, Magnet Networks, Pivotal Group, and PocketiNet Communications.

"CVC has long been enthusiastic about the growth, innovation and direction of Pac-West," says Kenneth D. Peterson Jr., chairman and CEO of CVC. "With Jim taking an active role in the leadership of the company, he brings with him the resources of CVC as a whole to expand the growth potential and take Pac-West and Telastic to the next level."

Telastic is a combination of telephony and elastic cloud computing. It describes Pac-West's new family of on-demand carrier services. That includes a software-based session border controller – which includes policy and security management, routing, and LNP dips – that can be accessed via the cloud. Also under the Telastic umbrella is a white-label PBX offering including billing, mediation and other support systems. This provides service providers with quick time to market and low-cost market entry.

Hensel says that Pac-West has put a tremendous amount of energy and resources into product development since launching Telastic. And the nationwide origination footprint, flexible termination options, and expanded security and functionality on the Telastic border controllers and white-label hosted VoIP, he says, have generated enormous interest from the industry.

The company is no newcomer to telecom space. In fact, Pac-West has been around for more than 30 years. Its focus has been on wholesale since the mid 2000s, after Pac-West sold off its retail to operations to TelePacific, says Peter Gaylord, vice president of marketing and product management at Pac-West.

And today, the company is focused on the cloud.

A couple years ago Pac-West management began a close evaluation of industry and technology trends, including what was happening with VoIP and the new focus on the network edge, and sought to answer the questions of what it means to be a carrier and how to sustain its business going forward. Pac-West saw a lot of carrier investment in heavy gear, including session border controllers and PBXs, and noted that this new infrastructure was requiring

Pac-West's new leader,
James Hensel



significant training and other human resources challenges for service providers, says Gaylord. That said, Pac-West saw an opportunity to create a service making it less expensive for carriers to launch VoIP. So Pac-West introduced its Telastic services a few months ago.

Gaylord explains that Pac-West initially supplied SBC with least cost routing and transaction services as a service bureau offering that was fully hosted and centralized, but now it provides it as a software capability. By distributing it out in a software model, he says, Pac-West allows its carrier customers to put software in their networks on stock hardware – so those service provider customers have more control over their traffic.

As for the Telastic hosted VoIP solution, Gaylord says Pac-West had expected that service to see the most traction with mid-sized carriers. But, he adds, the company is seeing demand on the high and low ends of the carrier spectrum as well.

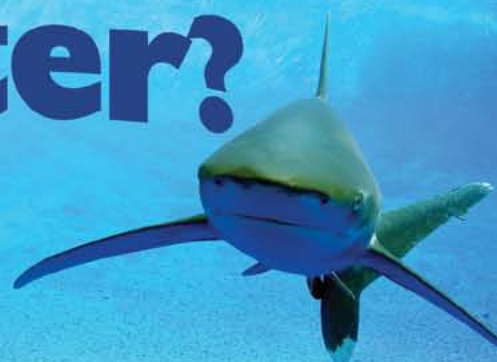
There are a lot of smaller players out there that want to do hosted VoIP, he says. Pac-West figured they were already doing SIP trunking or delivering PBX services via homegrown solutions based on open source solutions like Asterisk, Gaylord continues, but now it understands that these options may not be as efficient, so there's an opportunity for Pac-West to deliver packaged option for Class 5-type features and transport.

Speaking to the larger carriers, Gaylord adds that Pac-West initially assumed this group would prefer a solution based on a BroadSoft or Metaswitch solution. In fact, he says, some do, but some others are frustrated with those products or are cobbling together different PBX solutions gained through acquisitions, so they are seeking solutions that can normalize their operations without a lot of upfront investment.

Pac-West aims to be there with the right solutions for these customers. **IT**



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INTERNET TELEPHONY Congratulates TMC Labs Innovation Awards Winners

TM C Labs has enjoyed discovering new and truly unique and innovative products and services within the VoIP industry for several years and presenting them with a TMC Labs Innovation Award. Our 12th annual TMC Labs Innovation Awards effort was certainly no exception.

TMC Labs has been testing, examining, and reviewing products since 1994, and one of the best parts of the job is seeing unique and innovative products for the first time. This year marked the appearance of several strong contenders in these specific areas: testing tools, video, and unified communications.

TMC Labs uses a rigorous process when selecting innovative products. This year, TMC Labs proudly bestows 19 companies with TMC Labs Innovation Awards, which will be published in two parts to accommodate our in-depth write-ups for the winners. The complete winners list will be published in both issues; however we will publish the detailed write-ups in alphabetical order beginning with 01 Communique this month and ending with Jabra. Next month, we start with Lyrinx, Inc. and end with VOCALCOM.

01 Communique

ImInTouch Meeting
www.01com.com

ImInTouch Meeting is a secure web-based service that enables businesses to conduct online meetings with the ability to share a computer screen with up to 15 attendees. The service has text and VoIP audio chat, whiteboard capabilities, ability to assign the mouse or keyboard to anyone attending the meeting, and of course allows users to schedule multiple meetings. 01 Communique told TMC Labs, "01 owns the patented technology that allows for this innovation. Due to our rights to the patents, 01 Communique is the very first to develop this particular technology." In addition to typical collaboration capabilities, the product uniquely allows you to share printers and files."

ImInTouch Meeting uses a concurrent license model so you only purchase the maximum simultaneous employee usage and not the total number of employees. Each employee can still have his/her unique user name and password allowing for administrators to accurately track individual usage. Their remote access technology ensures a secure communication session is established between all meeting participants and all data transmitted is encrypted using industry standard 256-bit SSL encryption. It supports file transfer and easy remote printing that enables attendees to print copies of documents from your desktop to their local printers. In the last 6 months they've added video, Mac support, in-session polling, and a post-session survey feature.



ADTRAN Inc.

ADTRAN Ultra Broadband Ethernet
www.adtran.com

Fiber to the home potentially addresses 30 to 50 percent of the homes in many networks. However, the cost and deployment time for FTTH solutions limits availability in many serving areas. Further, service providers are facing increasing pressure from cable operators that are rolling out 100mbps service using DOCSIS 3.0, which is faster than DSL offerings. To solve the cost and deployment time issues, ADTRAN has developed Ultra Broadband Ethernet, which leverages ubiquitous copper phone wiring in homes to quickly and affordably deliver high-bandwidth services to subscribers by virtually eliminating the need for fiber dredging. This new Ethernet-based solution delivers 100mbps symmetrical broadband service with ultra-low power and low latency. Also, Ultra Broadband Ethernet doesn't require direct electric grid power and can be deployed and installed virtually anywhere – telephone poles, underground, in the basement of multi-dwelling units, or elsewhere.

It leverages the distribution point, the location in the network where existing subscriber drops fan out to individual homes. The DP is usually a maximum of 200m away from the eight to 16 homes it serves, though it is often much closer. Placing ADTRAN's multiport Ultra Broadband Ethernet Optical Node Terminal at this location and feeding it with fiber allows operators to deliver fast Ethernet over the existing subscriber drops. This avoids the cost and delay associated with trenching fiber under roads, sidewalks, and driveways for each individual home. This also saves the cost and time associated with installing individual ONTs and the long in-home installation procedure.

In the home, a self-installed Media Adapter delivers a standard Ethernet interface to a computer or residential gateway. Uniquely, the Media Adapter also delivers power to the Ultra Broadband Ethernet ONT via a low DC voltage pulled from the homes on the ONT. As a result, the Ultra Broadband Ethernet ONT does

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not require power from the network – powering is instead shared between homes it serves. This capability is unique to ADTRAN and a first in the broadband delivery solutions market.

When asked how leveraging the customer's own electrical power to power the ONT affects customers' electrical costs, ADTRAN explains, "In a typical broadband deployment today, the customer uses their own power for their service. For example, DSL modems, cable modems, and FTTH ONTs are all powered by the subscriber's commercial power. These devices typically require 6 to 8 Watts each. UBE makes a significant improvement on that model. UBE leverages power from multiple subscribers to power one UBE ONT. In a fully shared scenario with

eight active subscribers, the UBE customer only uses an eighth of the power of a typical FTTH deployment. That means at 12 cents per kilowatt hour, the UBE subscriber would pay about 50 cents per month vs. up to \$4 per month on a traditional FTTH service."

We also asked how this product compared with AT&T's U-Verse, which uses fiber to the neighborhood and then also uses phone wires to the home. ADTRAN states, "UBE is different from other broadband deployments (including U-Verse) because it uses fast Ethernet (100mbps symmetric) on the facility drop vs. a form of DSL that is asymmetric. Plus, there is no DSL solution on the market today that can achieve 100mbps in both the upstream and downstream direction over a single twisted pair facility."

Company	Product	Website
01 Communique	ImInTouchMeeting	www.01com.com
ADTRAN	ADTRAN Ultra Broadband Ethernet	www.adtran.com
ADTRAN	ADTRAN Optical Networking Edge (ONE)	www.adtran.com
Digium	Switchvox	www.digium.com
Fluke Networks	Fiber OneShot PRO	www.flukenetworks.com
Grandstream Networks	GXV3662_HD IP Camera	www.grandstream.com
Grandstream Networks	GXV3175 IP Multimedia Phone	www.grandstream.com
inContact	Plugin Agent	www.incontact.com
Interactive Intelligence	Customer Interaction Center (CIC)	www.inin.com
Jabra	Jabra PRO 9470	www.jabra.com
Lyrix Inc.	Mobiso Cloud Based Speech Assistant	www.mobiso.com
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- How your Online Community can be more cost-effective, and powerful, than Search Click Ad campaigns
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- Why it is essential to partner with a respected editorial team when building your Community

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The architecture supports 1gbps using pair bonding with more than a single twisted pair, and the distance has to be less than 500 feet. ADTRAN UBE is truly an innovative product to keep your eye on since it will enable service providers to offer higher speed broadband and video/TV services simply using ubiquitous phone wires. Currently Ultra Broadband Ethernet is in trials with tier 1 operators on three continents.

ADTRAN Inc.

ADTRAN Optical Networking
Edge (ONE)
www.adtran.com

Mobile bandwidth is exploding with the advent of smartphones, mobile web surfing and apps, as well as video streaming. As mobile broadband networks continue to drive the transformation to IP and Ethernet with the deployment of new technologies, such as long-term evolution, high-speed packet access, evolved packet core and IP multimedia subsystems, the access network between the Ethernet edge and the IP core must keep pace or become a bottleneck. This exponential growth of carrier-grade bandwidth pushes the need for fiber-based Ethernet services and blurs the distinction between access and transport networks.

ADTRAN explains, "Without revolutionary technical advances at the edge, the core network will have significant difficulties dealing with the wave of traffic. Operators need cost-effective and easy-to-deploy advanced solutions at the edge of the network to deal with this bandwidth explosion. Up to now, technologies like WDM, OTN and ROADMs combined with scalable carrier Ethernet have been too expensive and costly to deploy at the edge, but this is about to change. ADTRAN's Optical Networking Edge (ONE) portfolio enables service providers to bridge the gap between network access and transport, leverage their installed base, and extend the bandwidth efficiencies of the core all the way to the optical edge. It provides the modularity needed to address current and future services, while accelerating time to revenue, eliminating multi-box complexity, simplifying operations and reducing costs."

Essentially, ADTRAN's ONE portfolio enables service providers to bridge the gap between network access and transport, leverage their installed base, and extend the bandwidth efficiencies of the core all the way to the optical edge. ADTRAN states, "ONE is the only solution on the market that combines legacy networks and services like SONET/SDH with advanced optical access services like gigabit Ethernet, active Ethernet and GPON, with technologies more commonly found in core networks like DWDM, CWDM, scalable carrier Ethernet, OTN and ROADM. The advanced solutions, typical of core networks, have been edge-optimized so that they can be deployed with less capital and with only minimal training."

With ADTRAN's ONE solution, instead of a new box, operators can simply add a card into the integrated system when necessary. While competing solutions require multiple boxes to terminate either transport or access technologies, the modularity of the ONE solution accommodates both of these functions in a single device. This speeds up deployment and keeps the cost down. The use of the ADTRAN ONE solution allows operators to modernize their edge networks such that they can roll out new services without concern for capacity constraints. In addition, it takes a load off the core and metro layers since the bandwidth is aggregated and groomed at the edge.

The initial release supports high-bit-rate carrier Ethernet aggregation, SONET/SDH multi-service provisioning platform on a card, CWDM and DWDM networking scalable from a single wavelength to 400gbps on a single fiber pair, thus eliminating network edge bandwidth limitations. This solution enables service providers to compete effectively in any market while planning and implementing their transition to 3G and 4G mobile networks.

Digium Inc.

Switchvox 1.0
www.digium.com

Switchvox is Digium's flagship product built on the power of Asterisk delivering unified communications capabilities, Web 2.0 functionality, VoIP, fax, chat, video calling, conferencing, and contact center features. Switchvox SMB packages Linux, Asterisk, and other open source technologies onto hardware appliances for small, mid-size, and larger SMBs. This full UC solution is built on open source technology and open standards protocols. Featuring an easy-to-use user interface that is customizable, the Switchboard provides an interactive dashboard view into call control, phone book, presence, chat, profile information, and any other third-party web application.

A big differentiator for Switchvox is the open API. Users can query any database and pull pertinent information from third-party applications with each incoming or outgoing call. In CEBP fashion this application integrates easily with Switchvox's IVR to establish call strategies optimizing business processes. Mashups between Switchvox and applications are easy to create, implement and deploy into the Switchboard, allowing users to see relevant data about their callers. Also using Switchboard, users can perform drag-and-drop transfers, monitor, whisper or barge in on queue members they manage, and see which other users are on the phone and get information about those calls.

Important features include Outlook integration, mobility, and unified messaging. End users also have their own management interface for voicemail, custom greetings, reports, and call routing settings (find me, follow me) as well as Outlook contacts, mail and calendar integration and mobile phone integration. Video calling is also supported. Callers can create video panels within their Switchboard to allow for full video and audio conferencing collaboration.

Switchvox is compatible with any SIP-compliant phone and has very tight integration with Polycom and snom phones to auto-provision the phones. For mobility it has freely-available iPhone and Blackberry applications that allow users to place and receive calls directly from their cell phone as if they using their office extension identity (CallerID).

FLUKE NETWORKS

Fiber OneShot PRO
www.flukenetworks.com

Fiber OneShot PRO is a new product that just came out in March that enables communications service providers, installers, contractors, cable television operators, RBOCs and regional telcos to troubleshoot fiber. The product maps single-mode fiber links and measures faults up to 15 miles in less than five seconds. This all-in-one troubleshooter locates connections, faults and breaks and distances to failures, making it the essential first response diagnostic tool for anyone working with single-mode fiber. In addition to

SECOND THOUGHTS?

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Up to 30 calls	\$460	SN4960/1E30V SN4960/4E30V	SN4961/1E30V SN4961/4E30V
Up to 48 calls	\$750	SN4960/4E48V	SN4961/4E48V
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measuring more than 75,000 feet of fiber in less than five seconds, it can save and store up to 99 test results for later review, confirm channel connectivity by analyzing the fiber link, locate sources of bit-error rates caused by end-face contamination or poor connection leads, and find breaks or potentially weak network cabling areas. Additionally, it detects active fiber lines to prevent potential service interruptions and is compatible with all PON wavelengths (1310nm, 1495nm, 1550nm and 1625nm).

FLUKE claims that because the product analyzes the fiber link in less than five seconds, it cuts the average job time by up to 30 percent. The company says it's easy to use with no confusing data to interpret, no complex OTDR interface, and that its one-button test feature means no training is necessary. Important for this test category is the fact that it is handheld and ruggedly built for the outdoor environment.

Fiber OneShot PRO essentially analyzes a single-mode channel by measuring backscatter from thousands of pulses it injects with a 1550nm laser. Fiber OneShot PRO uses an OTDR-like hardware configuration with a custom FPGA, driving 20ns laser pulses through a coupler and measuring with a pin diode. Based on these measurements, it displays the length and characteristics of the entire link.

FLUKE tells TMC Labs, "This is first in the market in its category – a single-mode fiber troubleshooter that displays loss and reflectance measurements for multiple events (patent pending on this technology). Fiber OneShot PRO is easy-to-use, portable, practical and affordable – no fiber experience or training required. OTDRs can be complex, difficult to interpret and unwieldy for outdoor environments. Fiber OneShot PRO provides 80 percent of the functionality of an OTDR at a fraction of the price. Total cost of ownership of Fiber OneShot PRO is also the lowest in the industry – no calibration or costly servicing required. Customers can now afford to equip all technicians with an affordable Fiber OneShot PRO for the first step in diagnosing fiber trouble, rather than require crews to share one OTDR [tool] or wait for an experienced fiber technician. Fiber OneShot PRO is ideal for less experienced technicians, tier 2 technicians that refer fiber problems, and technicians that don't usually test fiber."

Grandstream Networks

GXV3662_HD IP Camera

www.grandstream.com

The GXV3662_HD camera is a new HD camera from Grandstream designed for challenging outdoor or indoor environments. For example, outdoor environments with weather/vandal issues or indoor applications prone to vandalism or high traffic/potential damage areas like malls, stairwells, warehouses, etc. are ideal candidates for the GXV3662_HD, which with integrated PoE is easily installed and integrated with new or existing surveillance networks.

The GXV3662_HD is a cost-effective physical security solution for businesses requiring exceptional images (uses an IR-cut filter vs. an infrared LED) for day and night in a weather-proof (IP66-compliant), vandal-resistant casing. It features an advanced image sensor processor powered with an auto-exposure/auto-white-balance algorithm and a high-quality lens. It also sports multi-rate H.264 and MJPEG real-time video compression (up to HD720p), day/night mode, advanced mega-pixel CMOS sensor with wide dynamic range, and even a built-in heater and fan. The

GXV3662_HD supports the ONVIF standard and HTTP API for integration with various video management systems and offers bi-directional SIP/VoIP audio and video streaming capabilities to mobile phones and video phones, including Grandstream's GXV3140 and GXV3175 IP multimedia phones.

Key features include an advanced 1/3-inch 1.2 megapixel CMOS sensor with wide dynamic range and high-quality lens, alarm input/output, audio input/output, integrated power over Ethernet (802.3af), day/night mode with light sensor and mechanical IR_CUT, SDHC slot for local storage, 24MB pre-/post-event recording buffer, and a built-in streaming server to allow 10-plus simultaneous viewers. It also supports GSurf, Grandstream's free video management software that controls up to 36 cameras simultaneously. Grandstream explains, "The GXV3662_HD camera is the first of its kind to integrate the advanced varifocal lens with integrated auto-IRIS and IRCUT, along with advanced WDR megapixel sensor and advanced 2A imaging algorithms (auto exposure and auto white balance)."

Grandstream Networks

GXV3175 IP Multimedia Phone

www.grandstream.com

The GXV3175 IP Multimedia Phone is a SIP-based VoIP and video phone in a thin tablet form sporting multimedia capabilities, including web browsing, one-touch access to personalized feeds of real-time online information services (such as news video or RSS feeds, weather, IM, stock/currency updates, etc.), and can stream Internet radio stations, as well as play back YouTube videos. It also supports major web photo sites (Yahoo Flickr, Photobucket, Phantare), popular social networking sites (Facebook, Twitter) and Last.fm. It even supports Google Voice integration, making this the first desktop IP phone to support direct Google Voice integration.

The GXV3175 is portable and has integrated Wi-Fi, allowing people to use it anywhere there's a broadband connection. Considering all the features it has, including a 7-inch 800x480 resistive touch screen LCD, 1.2 megapixel tiltable CMOS camera, integrated PoE, HD audio, VGA video resolution 256 MBRAM, 256 MB Flash, support for nine languages, dual network ports, support for up to three SIP accounts, and more, it's amazingly low priced at less than \$350.

Released in late 2010, the GXV3175 is Grandstream's newest, next-generation IP multimedia phone and, it includes support for two-way or three-way video calling out of the box. It has typical business desktop phone features including conferencing, busy lamp, line appearances, etc. It also has a high fidelity full-duplex speakerphone with a high performance acoustic echo canceller.

inContact

Plugin Agent

www.inContact.com

The inContact Plugin Agent provides a full-featured call center interface combined with a customization layer, all within the browser. The customization layer enables users to intelligently route calls, render telephone numbers as clickable links to dial calls, and pop contact and other screens according to the appropriate workflows of any particular call center. The inContact Plugin Agent leverages the browser to bring call center telephony to distributed CRM applications. A flexible configuration layer allows for various implementations that leverage screen pops, scripting,



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and intelligent routing and account lookups. Features include ANI screen pops, click-to-dial, DNIS scripts and custom screen pops, and automatic call record creation in a CRM database.

The inContact Plugin Agent will even render HTML data on the fly to produce clickable numbers within the browser for ease of dialing. The abilities to render custom information and drive the desired workflow within the CRM application are the foundational goals of the Plugin. With this solution businesses can use a unified interface in the browser, so there is no switching between the CRM and inContact applications. Users can also embed screen pops in the CRM, which serves up the corresponding customer data when the call is routed to an agent.

Placing calls is easy without the need to key the numbers by leveraging the click-to-dial feature. According to inContact, "As far as we know, the Plugin Agent is the first to integrate the call routing interface with a browser-based CRM." The company adds, "The Plugin Agent breaks new ground in providing a more user-friendly interface for agents to consult with the inContact dashboard, then move it out of the way to accomplish other tasks. No matter how many browser windows are opened, the inContact controls move with you, making the customer service experience much more seamless."

Interactive Intelligence

Customer Interaction Center (CIC)
www.inin.com

Founded in 1994, Interactive Intelligence was at the forefront of the PC-PBX revolution offering a Windows-based phone system, which even predates VoIP-based IP PBXs. The flagship product, Customer Interaction Center, is an application-rich, all-software, SIP-based IP PBX for mid-size to large enterprises that includes contact center and business process automation functionality. It truly is an all-in-one contact center and unified communications solution.

CIC includes multichannel access such as phone, fax, e-mail, web, SMS, and business objects. It has an advanced ACD that has multichannel queuing, priority and skills-based routing, and even e-mail routing. It also features interaction tracking, real-time presence management, and support for remote and at-home agents. It has CRM integrations, including screen pop and blended inbound/outbound campaign management. Further, it features an IVR that supports speech recognition. Important to any contact center is quality monitoring, which this product supports, including both voice and screen recording.

Unique to this powerful solution is that Interactive Intelligence offers this product as both a customer premises and as a communications-as-a-service offering. In the hosted CaaS offering, the company leverages its SIP-architected software platform, and it's delivered using voice over IP and a multi-protocol label switching network. Importantly, it supports SRTP and TLS for security.

CIC includes APIs for integration to CRM, ERP, and other back-end data systems with deep integrations to Salesforce.com, RightNow, and Microsoft. Interactive Intelligence tells TMC Labs, "With the company's acquisition of AcroSoft and Latitude Software, CIC also now deeply integrates with insurance and debt collection systems, respectfully. In addition, Interactive has applied its core UC platform for interaction routing, presence and collaboration to business process automation. This first-of-its-kind

communications-based process automation product, Interaction Process Automation, captures, prioritizes routes, escalates, and tracks work through each step of a business process."

Interactive Intelligence is releasing a major upgrade, version 4.0, which was designed to simplify system management and administration, while providing flexible deployment options via on-premises or the cloud. CIC 4.0 introduces a new application for real-time speech analytics called Interaction Analyzer, which provides keyword spotting for increased customer retention and improved customer service. CIC 4.0 also offers increased scalability and reliability, improved virtualization environment, a new cloud-based business user licensing model for improved cost-effectiveness, and additional business user e-mail/web access options and collaboration features.

Jabra

Jabra PRO 9470
www.jabra.com

What won't electronics product developers put a touch screen on? Well, apparently, even a small headset can improve usability simply by using a touch-screen control. Jabra PRO 9470 is the first wireless office headset with a touch screen with the goal of easier call control. Thanks to Multiuse technology, the headset can take calls from three types of devices: desk, mobile and softphones. Each of these phones are united by a stylish touch-screen base. The base connects to a headset via DECT, offering a wireless range of up to 450 feet. Equipped with a SmartSetup wizard, the touch screen helps users connect phones and choose preferences to get started. The colorful icons and intuitive menu system make call handling very simple.

A dual-microphone Noise Blackout system with advanced digital signal processing helps eliminate background noise. It has wideband quality and SafeTone technology to protect hearing. The Jabra PRO 9470 is future proof with firmware updates that enhance existing functionality and currently delivers features such as call merging, placing callers on hold, or data recording that are valuable to contact center supervisors or office enterprise users.

The intuitive 2.4-inch touch-screen display enhances call management and enables non-technical users to navigate easily through the menu prompts to operate and use the headset. With the Jabra automatic set up server functionality, users can dial into an 800 number, and the PRO 9470 automatically configures the microphone and telephone switch settings to eliminate complex manual configurations.

Jabra explains to TMC Labs, "The Jabra PRO 9470 provides a unique offering in the U.S. DECT wireless headset category because it is the industry's first triple connectivity platform, first with an intuitive touch-screen display, delivers exceptional audio performance, and supports free firmware upgrades for the life of the investment maximizing the value, and lowering the total cost of ownership."

Other features include 10 to 11 hours of talk time, field-replaceable batteries, and support for UC softphone drivers such as Cisco CIPC, CUPC, CUCI-MOC, IBM Sametime, and Avaya one-X Communicator, Avaya IP Softphone and Avaya IP Agent. It also supports Microsoft Lync. **IT**

Tom Keating is vice president, CTO and executive technology editor/SEO director of TMC.

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By Erik Linask

Mobility and Video: Education is the Future

Video is supposed to be the next great thing to come to communications. It may well be, at least at the two extremes of the user spectrum – multi-person conferencing (high-end systems) and consumer video chat (Skype, ooVoo, and others). But where it will continue to find adoption challenges is in the daily business communication space (see my column in the March 2011 issue, www.tmcnet.com/58925.1).

“People like Web collaboration – they like the ability to share documents, but they really don’t care about looking at each other,” noted Jon Nelson, product marketing manager, Toshiba Telecom, told me when I asked him about video capabilities with Toshiba’s new IPedge phone system. “Collaboration has been very popular from a desktop sharing standpoint, but not necessarily with video.”

That said, there are certain markets that will help drive video communication, notably healthcare and education – combined with the surge in tablet adoption.

It’s certain the drivers of video communication will be today’s younger generations, making the education market an ideal living lab for video applications.

Take the University of Ottawa, for instance, which with technology from Aruba Networks, delivered a series of six educational applications to classes of 100 concurrent iPad users across a wireless network.

The six applications included:

- Learning Management via Blackboard Mobile Learn – all students were able to simultaneously access digital course content and curricula, and view on-demand unicast streaming video.
- Video-based Curriculum – all clients were able to stream educational video content in a distributed environment.
- Video Conferencing via Facetime – allowed students to gain access to knowledge experts (e.g., professors and other specialists) via video conferencing in a class lecture environment.
- Dynamic Presentation via Apple AirPlay – multimedia content streamed to an Apple TV, which was connected to a classroom projector.
- IPTV via HaiVision’s Furnace IP Video System – enabled the distribution of live local video content to client devices.
- Electronic Testing and Assessment via ResponseWare by Turning Technologies – real-time polling to enable electronic collection of learning assessment data.

While this test case was deployed to 100 users, Aruba says the same experience can be delivered equally effec-

tively to many hundred users – even the largest lectures can leverage the latest technology to deliver an enhanced educational experience. Usage is also not limited to iPads. Rather, applications can be delivered to any combination of laptops, tablets, smartphones, or any other IP-enabled devices. There will be limitations based on proprietary applications restricting usage to certain devices (e.g., Facetime), but there are many applications available that will enable similar experience across a wide range of devices – and more to come.

In fact, with access to network resources, students can participate in lectures from remote locations and in distance learning environments. Similarly, professors immediately can expand the scope of the educational experience by introducing guest experts via IP video technology.

Students are in classrooms to learn. But because they are often on the leading edge of technology adoption, they are now in a position to become educators themselves, showing how video, wireless networking, and mobile devices can transform the educational experience – and how similar applications can be leveraged in other vertical markets and in the general business communications landscape.

As mobility becomes increasingly important the ability to bring a multimedia experience to mobile and remote workers also increases.

“Mobility is absolutely essential,” says Nelson. “Not every customer buys mobility, but almost every customer needs mobility to some extent and nobody will buy a system without knowing mobility is available when they need to add it.”

While two-way video communication is nowhere near mainstream – and has a long way to go to get there – mobile usage will drive the use of one-way video and multimedia collaboration, and will eventually lead to greater adoption of two-way video. It may not happen until today’s students – whose learning experiences are being enhanced by video and mobility – grow into business technology decision makers, or at least influencers. But, their experiences in today’s classrooms will most certainly translate into tomorrow’s business communications strategies, just like consumer use of social media is driving its growth in business markets.

Want to get the latest scoop on how mobile devices are transforming business communications? Don’t miss ITEXPO West in its new home at the Austin Convention Center, September 13-15. Conference sessions have been dedicated to the mobile experience, enterprise video and, of course, social media. Get all the details at www.itexpo.com. **IT**

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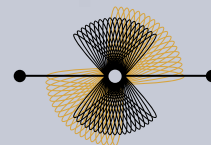
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