Enterprise-Class IP Voice
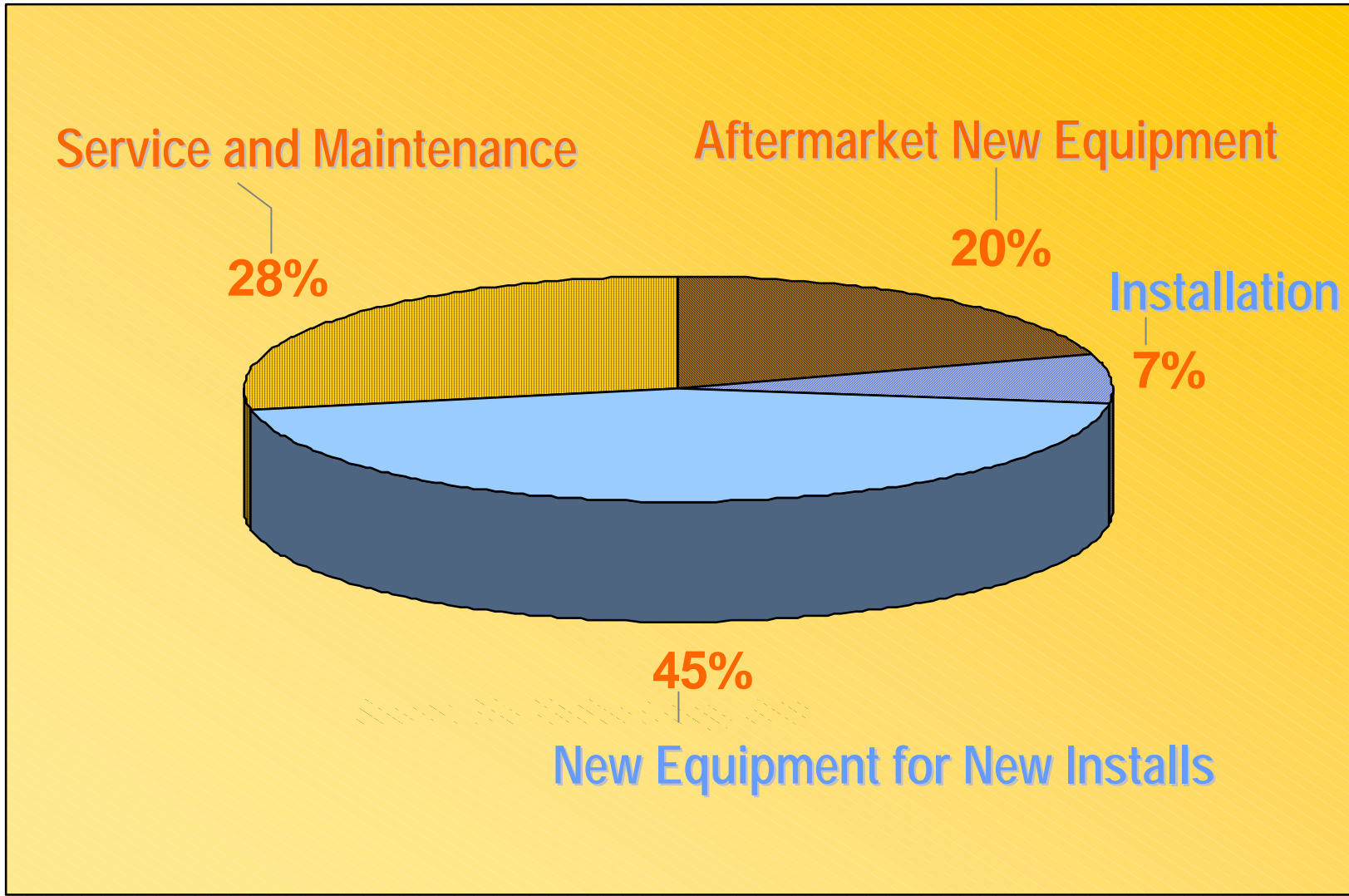
Barry Castle

VP Marketing

Thursday Sept. 13, 2001

www.interop.com

Criteria for Considering a new voice Architecture

- **Reliability**
  - **Make and take calls irrespective of the state of the underlying network.**

- **Business Performance**
  - **Provide immediate improvement in manageability and organizational integration**

- **Economics**
  - **Provide demonstrable cost savings (beyond toll bypass)**

Breakdown of $20B US Spending

Service and Maintenance — 28%

Aftermarket New Equipment — 20%

Installation — 7%

New Equipment for New Installs — 45%

Rate Potential Benefits of IP Voice

Very Important

Lower Cost of Ownership	51%
Integrated Network Management	45%
Moves Adds and Changes	38%
One System Simplicity	34%
Call Center / CTI	26%

Source: Phillips Infotech (2000 Research Study)

Enterprise Voice Categories
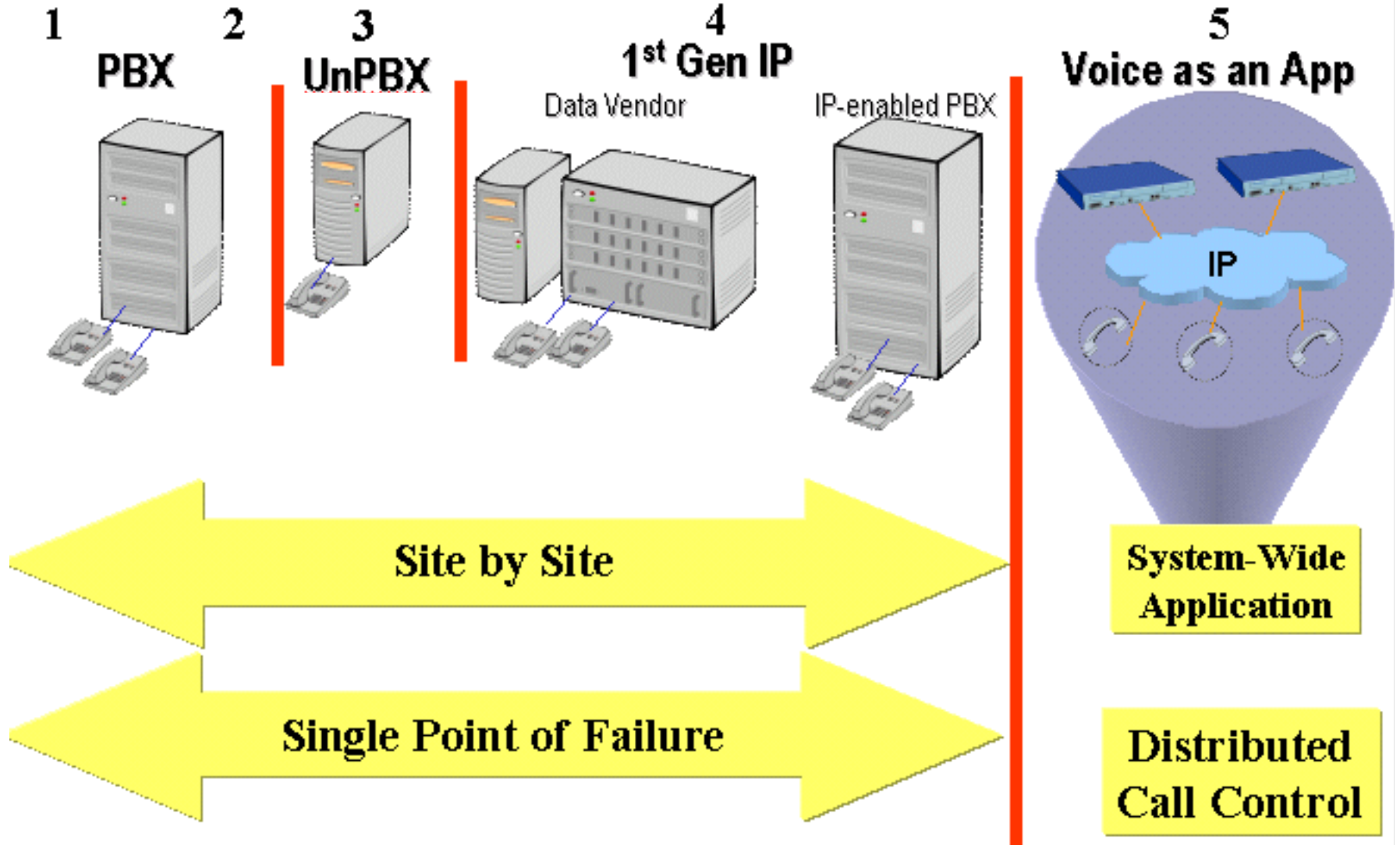
Large Enterprise Site Solutions

The Enterprise

	Branch Office	Regional Office	Head Quarters
Avaya	IP 600 (-400), Definity Prologix(40-400) Definity ONE(20-40) Merlin Magix (15-200)	Definity BCS(80-400) Definity ECSsi(2400)	Definity ECSr (200-25000)
Nortel	Norstar (BCM) Meridian Option 11c (50-300)	Meridian Option 61c (100-1000)	Meridian Option 81c (1000-5000)
Mitel	Ipera 2000 SX-50 (20-120)	SX-200 (10-650)	SX-2000 LIGHT
3Com	NBX 25 NBX 100	SS3 NBX 750	
Cisco	ICS (200)	MCS	MCS

Site by Site

Large Enterprise Site Solutions

Large Enterprise Single System Solution

The Enterprise

Branch Offices   Regional Offices   Headquarters

Shoreline③™

PSTN

IP WAN

Shoreline Customer Case Study

Headquarters San Francisco (1200 ports)

Legacy PBX Cambridge

IP WAN

Legacy PBX New York

Nationwide Voicemail And 5 digit dial plan
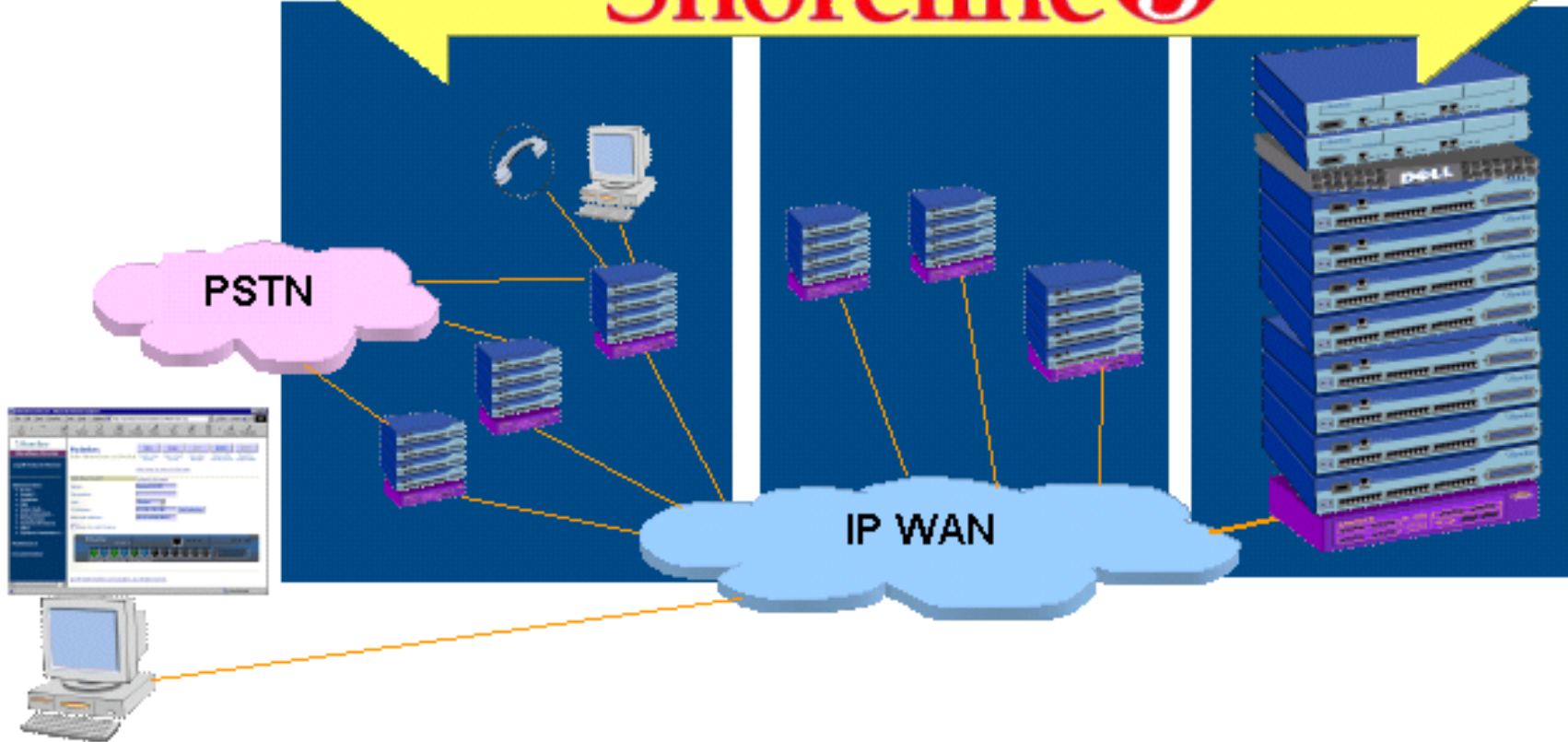
New Jersey
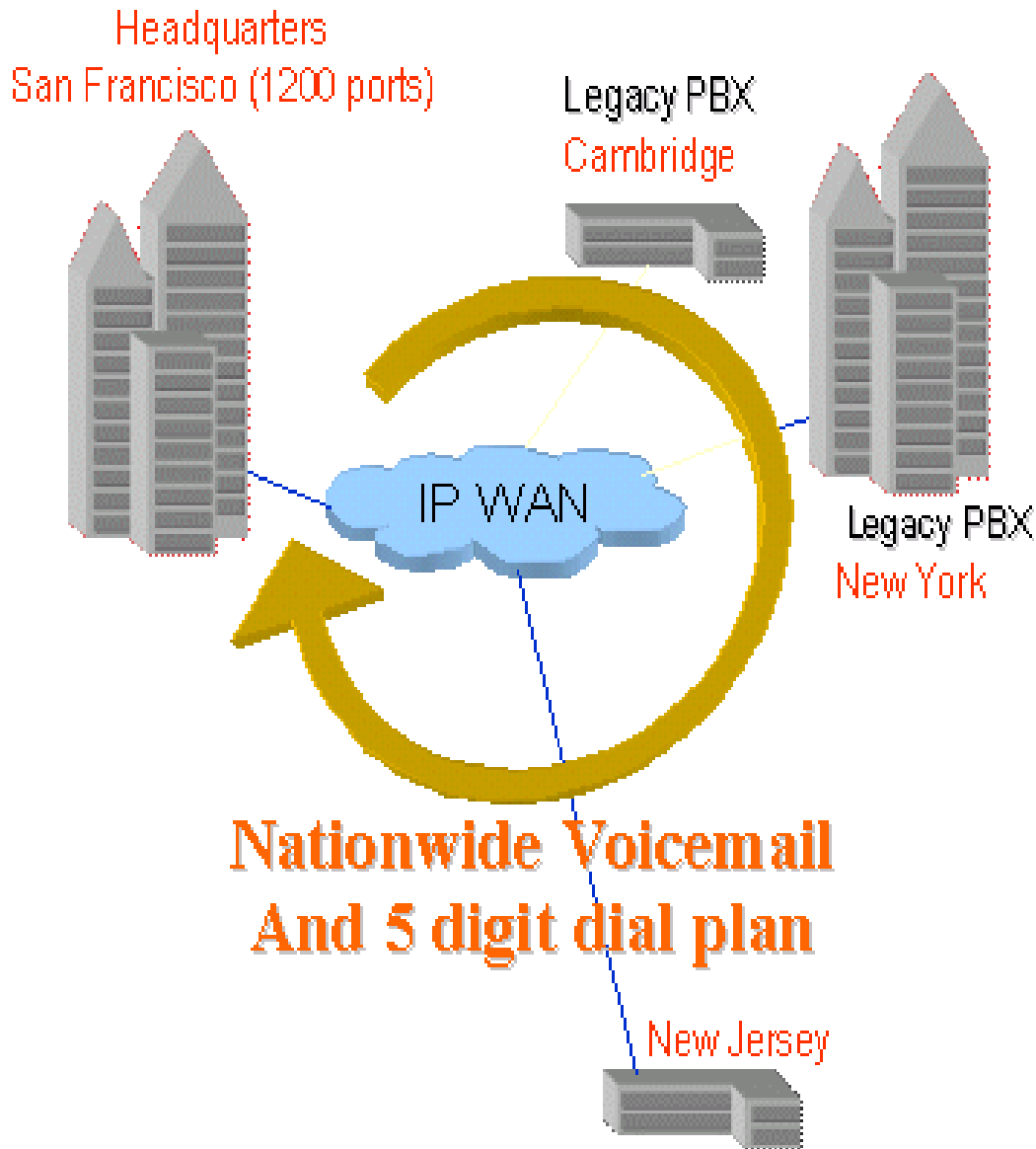
- ❖ Leading news/media organization
- ❖ Phase 1: Nationwide seamless voice network
  - ❖ Shoreline Voicemail nationwide
  - ❖ Single nationwide dial plan
  - ❖ Legacy Avaya and Nortel integration
- ❖ 1200+ employees (USA only)
- ❖ Standardized on Shoreline for Global deployment
- ❖ Wanted a low TCO voice network that could embrace teleworking
- ❖ Immediate Saving of $100K on cabling alone
- ❖ Competitor: Avaya/Cisco
- ❖ Quote: "Shoreline simply offered us the best solution."

Shoreline Customer Case Study

R&D Champaign, Illinois

Seymour, Illinois

Sprint WAN

Kansas City, Kansas

Single System Management

Dublin, CA

Germantown, TN

R&D Greenville, Mississippi

Headquarters
Walnut Creek, CA

Longwood, Florida

- ❖ Farm products supplier, division of Sumitomo LTD
- ❖ Nationwide, seamless voice network with 12 offices
- ❖ 500+ employees
- ❖ Migrated to IP voice in 1999
- ❖ Saved $200k in support and maintenance expense in first year alone
- ❖ **BUSINESS2.0** *"VoIP equipment is so easy to operate that it's going to put the maintenance companies out of business"* Dennis Frost

VALENT
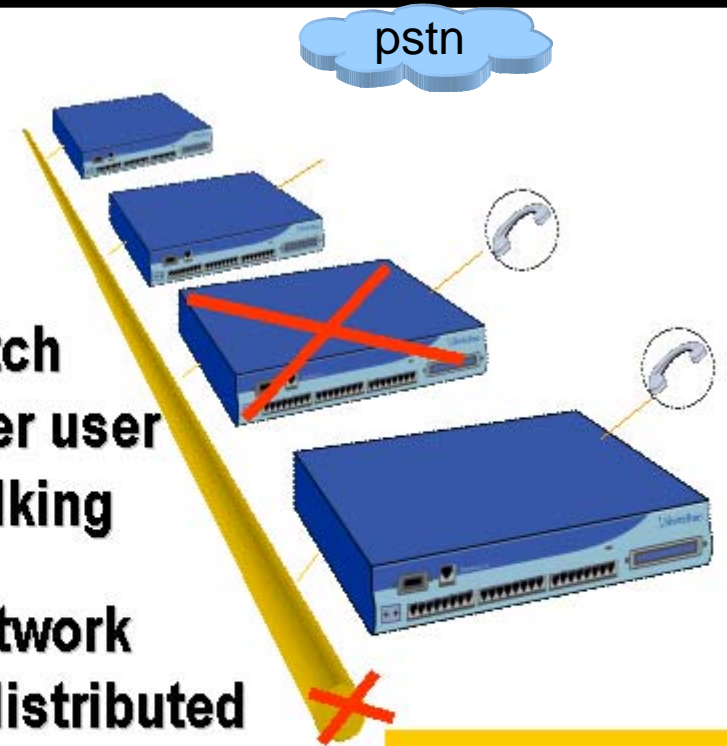PROFESSIONAL PRODUCTS

Unmatched Reliability

PBX
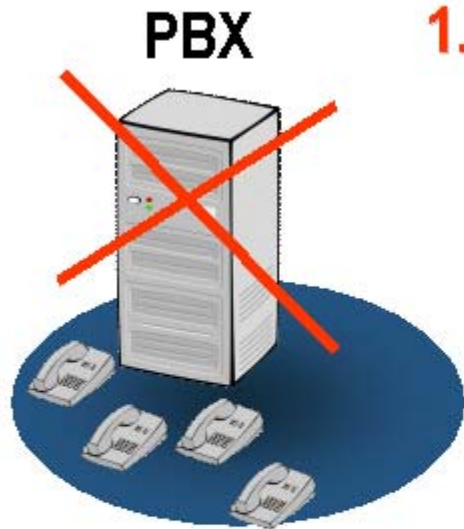
Single Point of Failure

1. If a PBX goes down Everyone is down

2. If a distributed Switch went down Every other user would just keep on talking

3. If the IP Network Goes down, distributed Call control keeps Switches working autonomously

pstn

Distributed

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