



PRESENTS

NETWORLD INTEROP



Voice: A Strategic Weapon for IP Services

Bob Dye

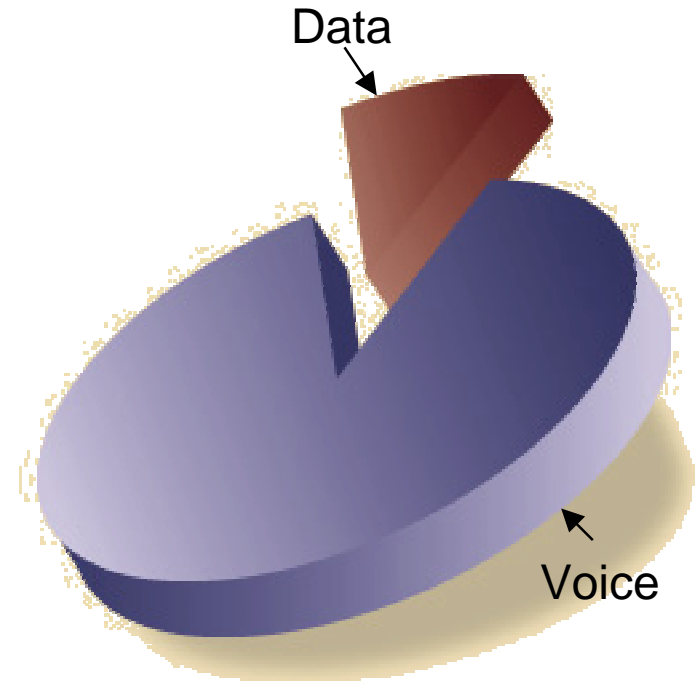
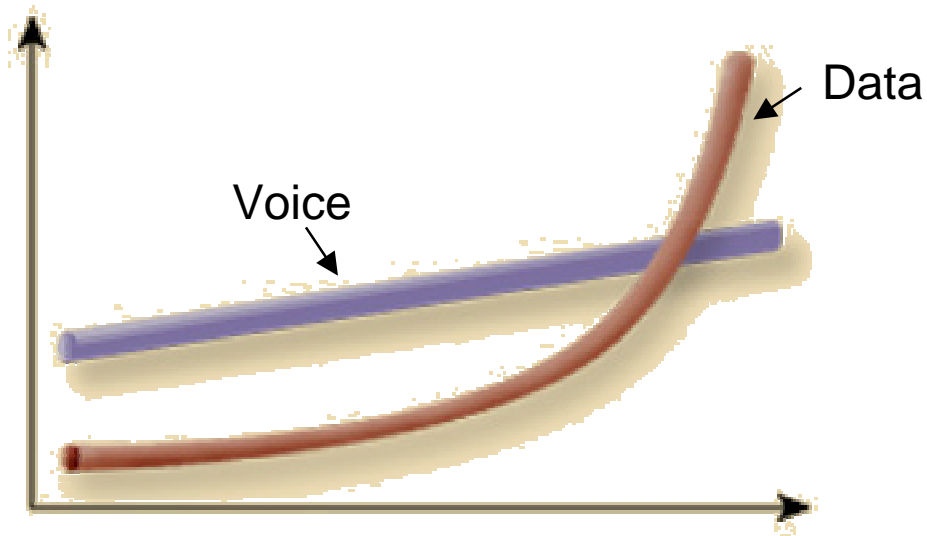
Director, Product Marketing

Wednesday, Sept. 12, 2001



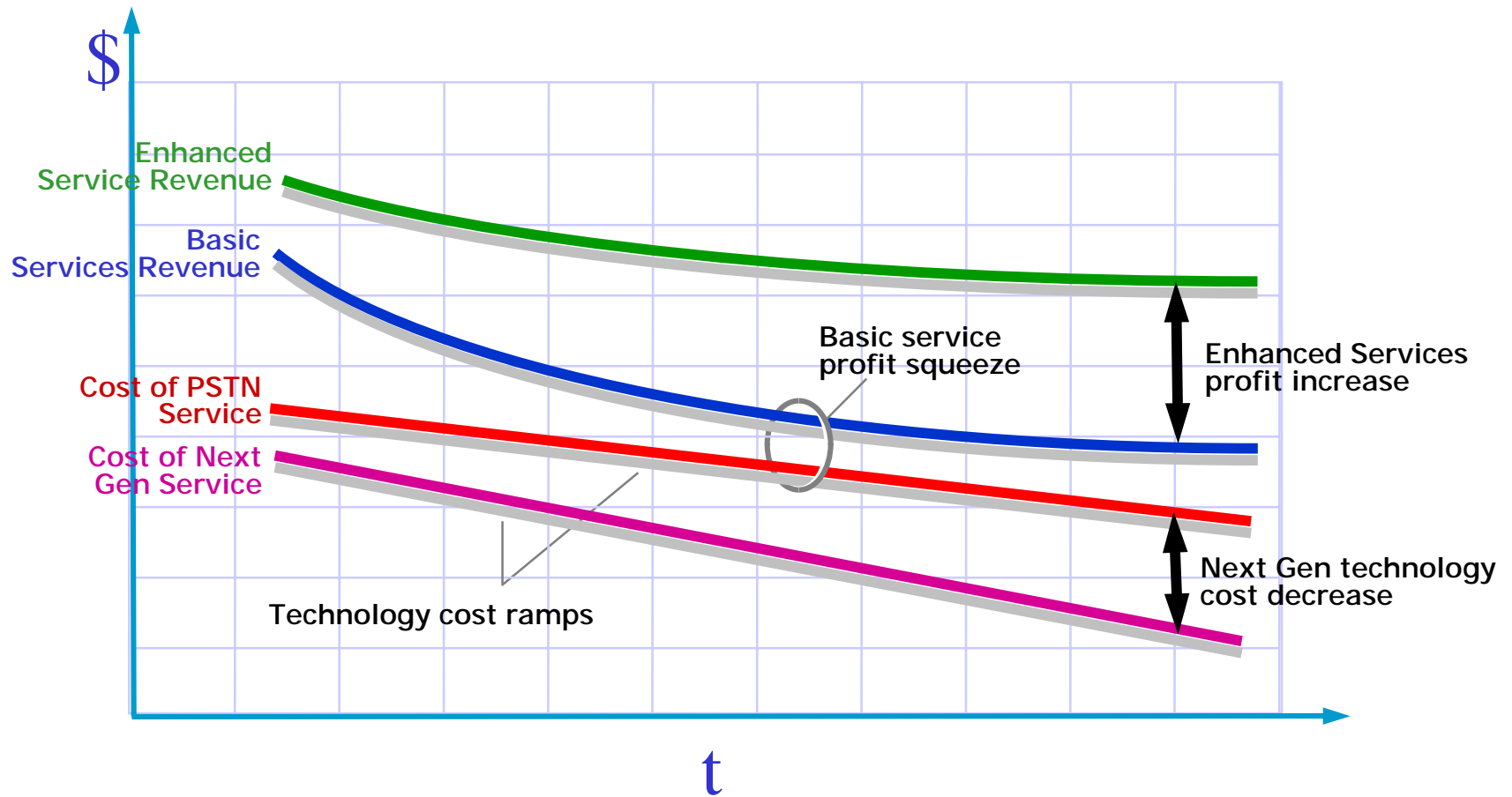
Voice: The Fundamental Opportunity

Data traffic is exploding...

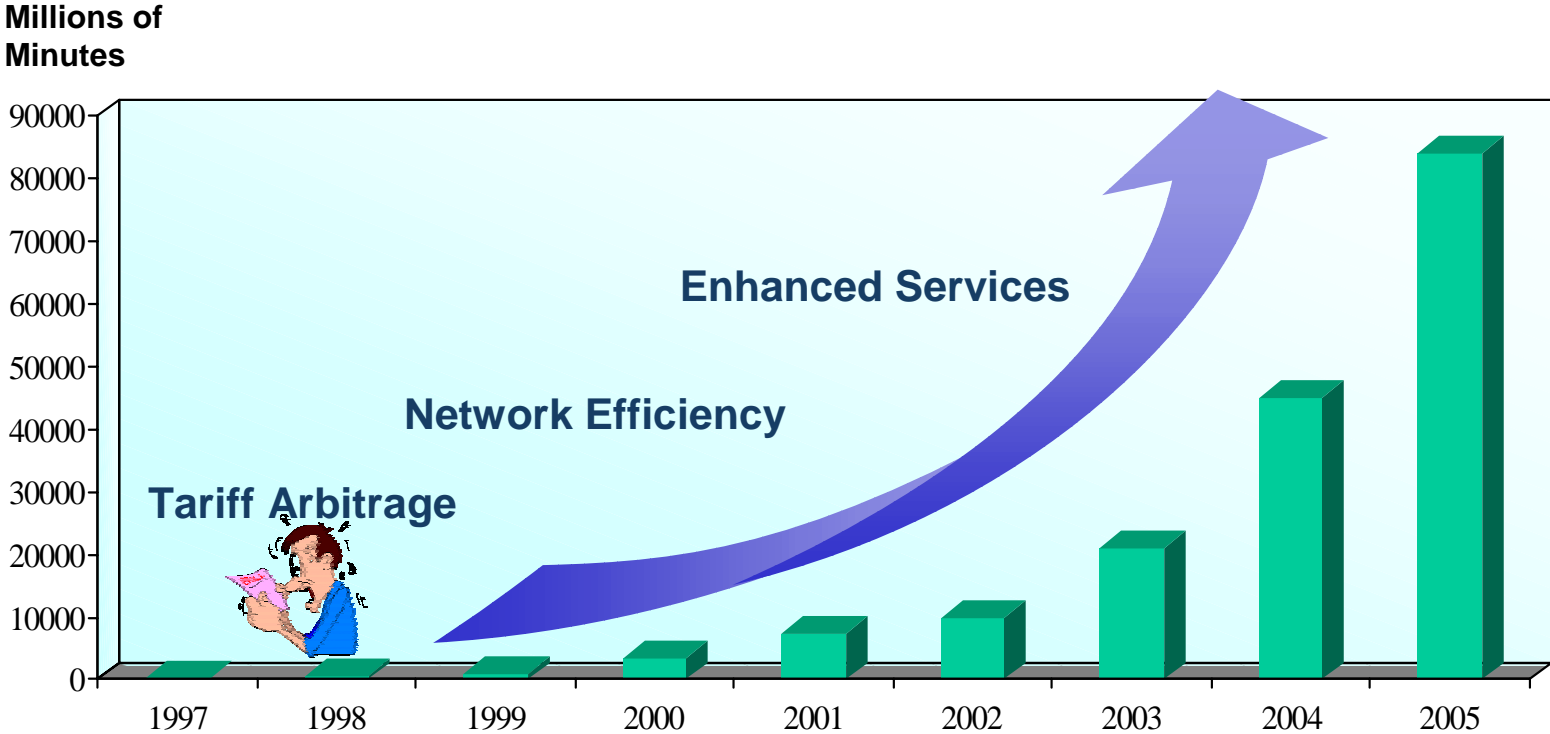


...but voice pays the bills

The Economics



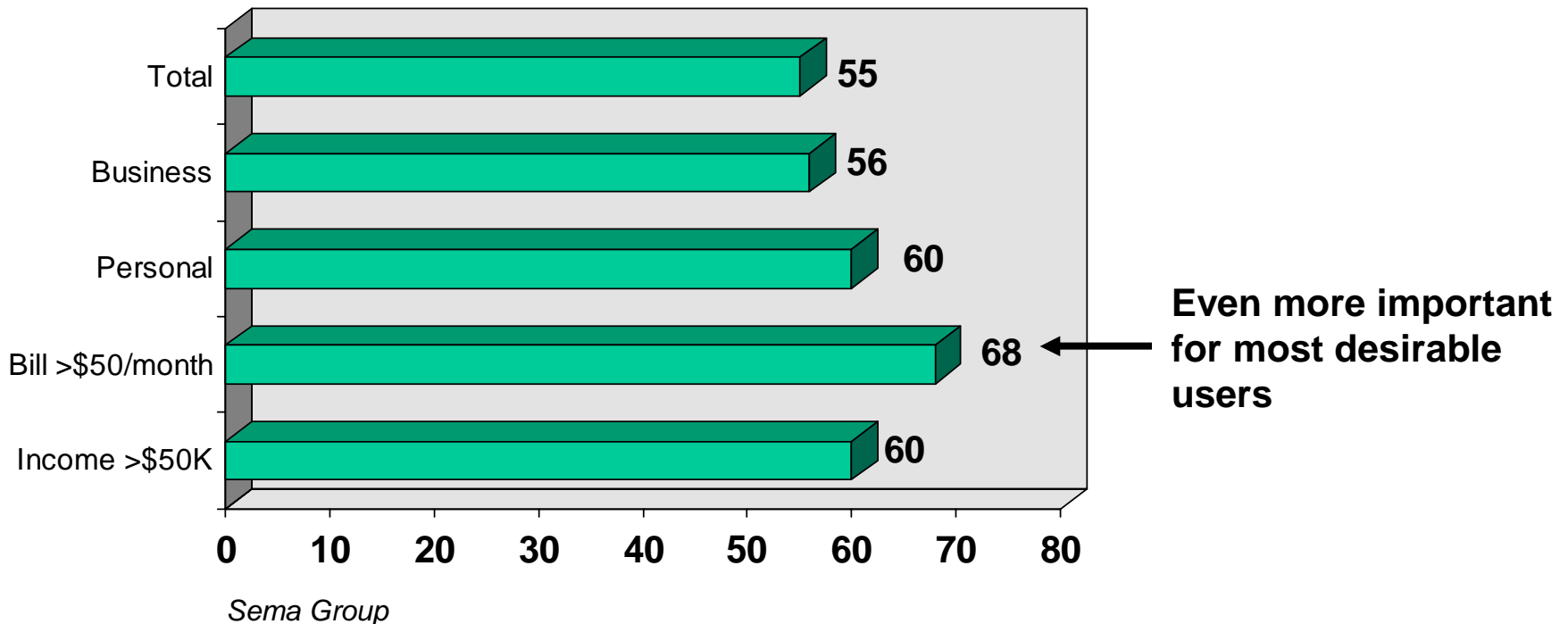
Market Evolution



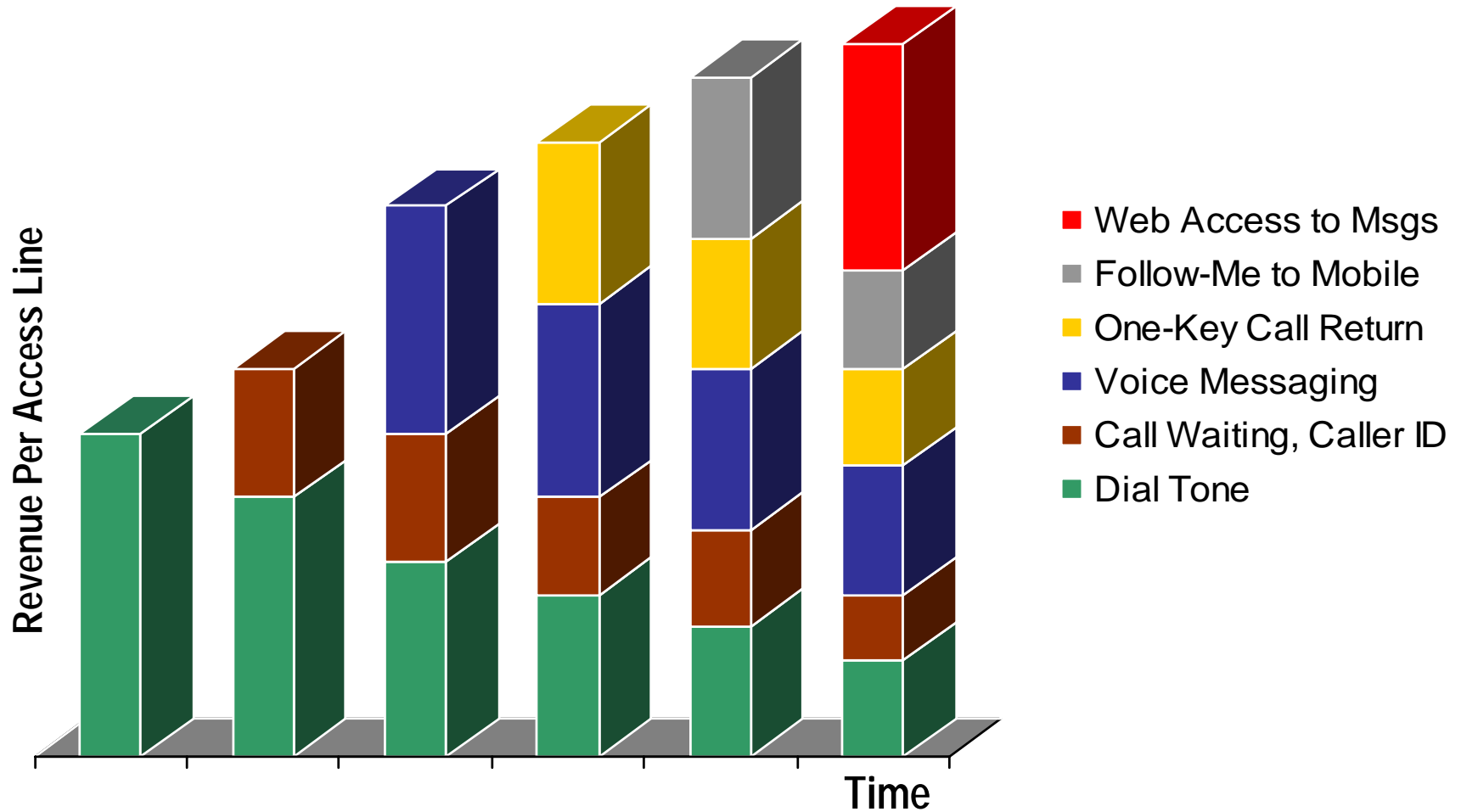
Source: Probe Research, Inc.

Enhanced Services

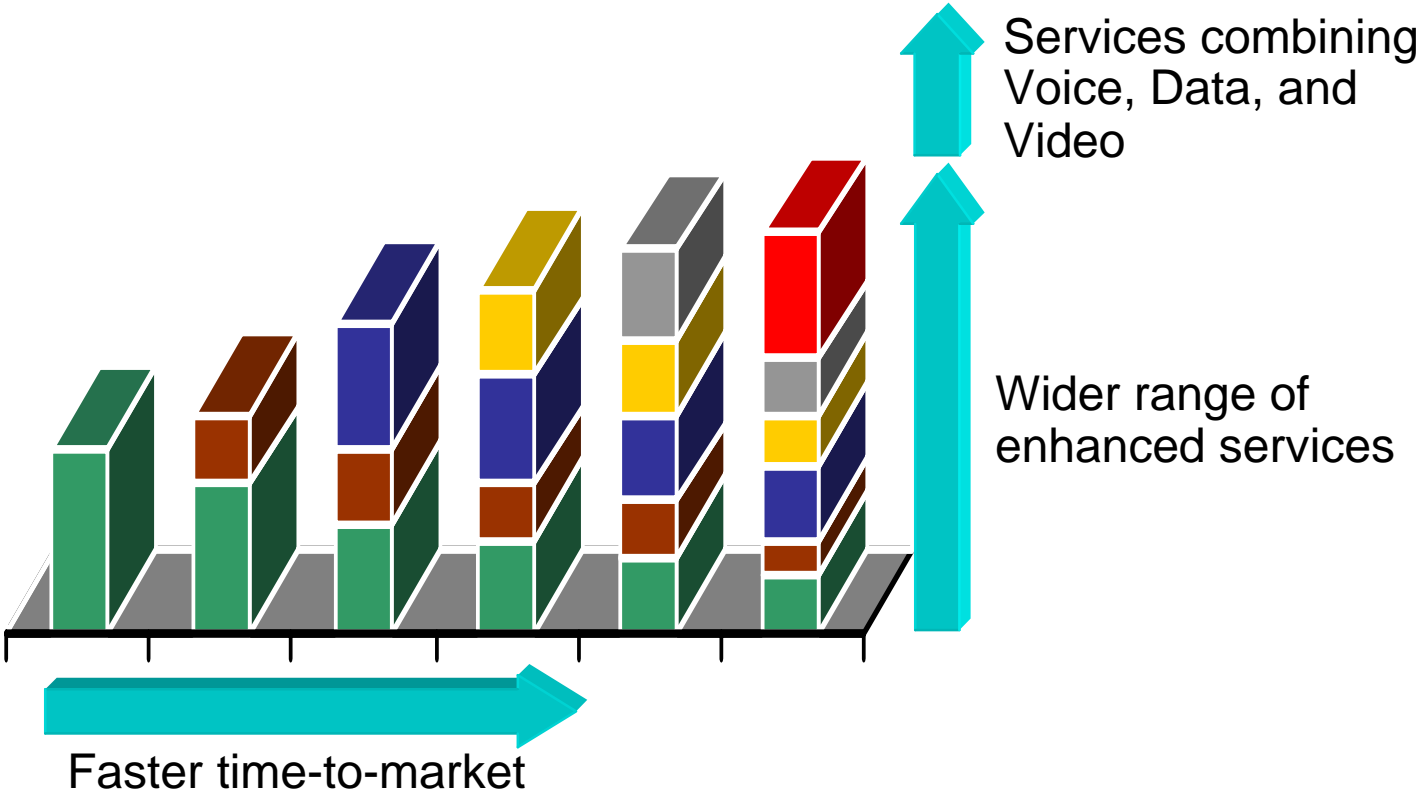
- Rank high as factor in choosing service provider



Build Revenue and Profit



Competitive Opportunities



Where Should Services Come From?

- Carrier in-house
- “Switch” provider
- Third-parties



In-House

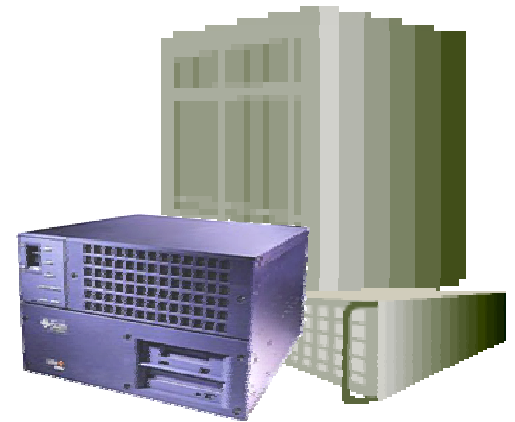
- Small pool of developers
- Limited range of ideas



Only a partial solution

Equipment Provider

- Should provide “basic” services
- Enhanced services not their primary business
- Want to avoid vendor lock-in



Third Parties

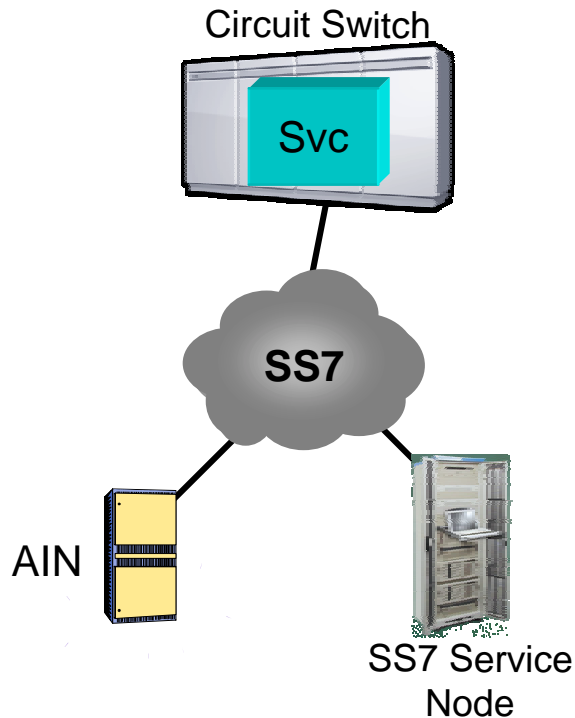
- Experience in voice market has not been impressive
 - Small number of applications
 - Relatively simple applications
 - Slow pace of application development



Contrast With the Internet

- Large number of applications to choose from
- Rapid innovation
- Fast time-to-market
- Many opportunities for differentiation

PSTN Services



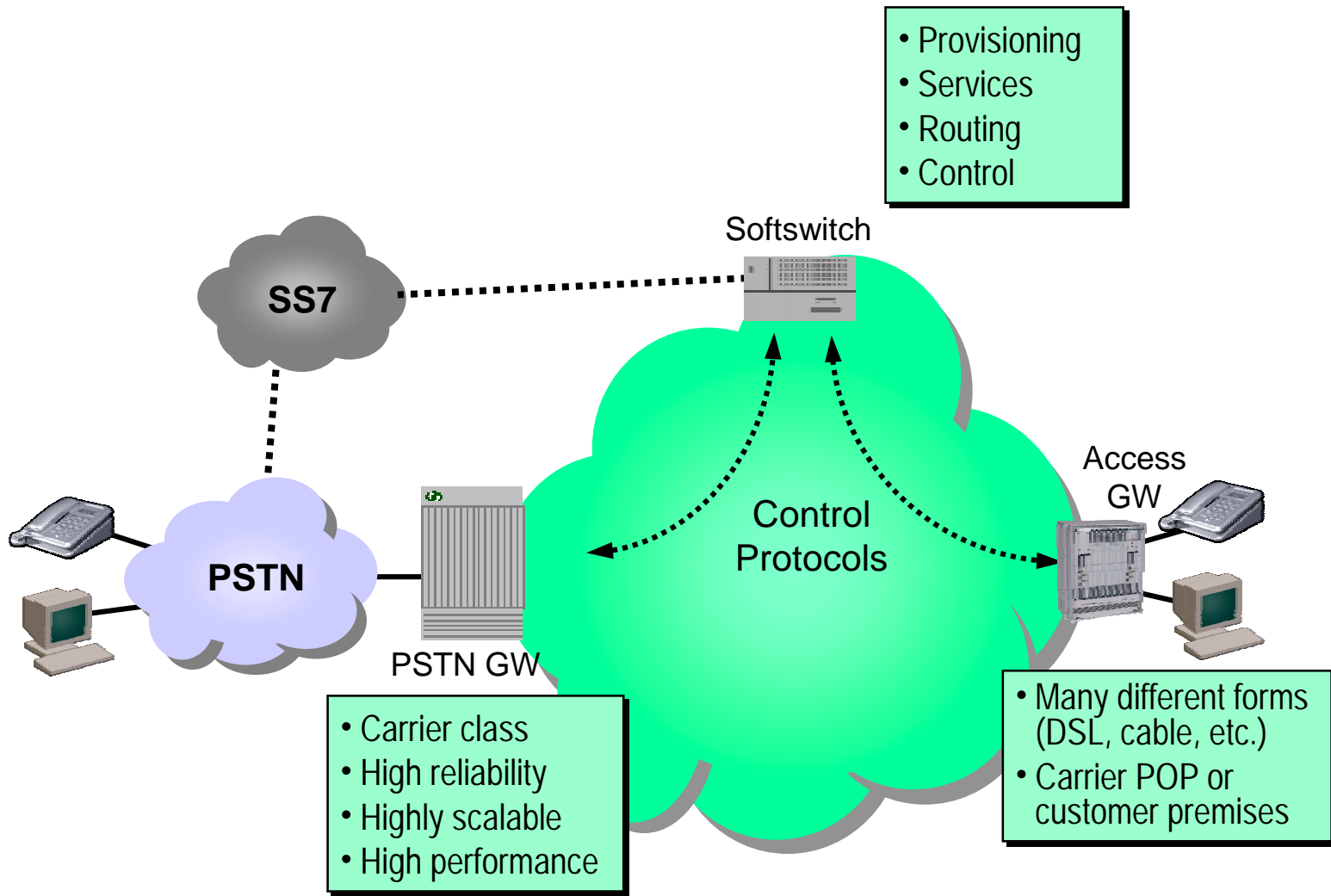
- Requires specialized skills
- Environment complex and proprietary (despite standards)
- Development difficult

The Solution?

- Enable voice applications based on standard, open environments
- Allow use of modern development tools
- Employ standard protocols and APIs

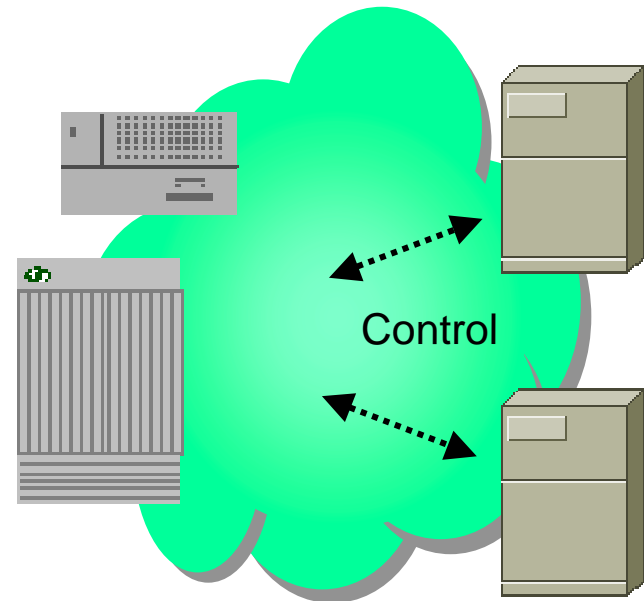
Leverage the Internet!

The Environment



Next-Gen Service Platform

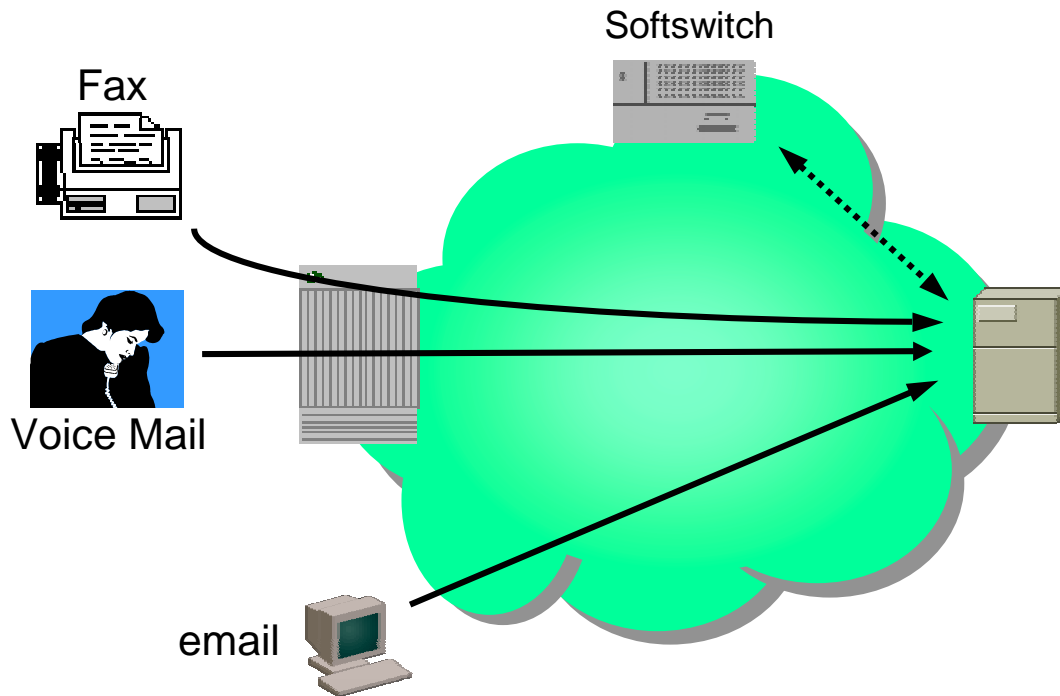
- Application Server
 - Standard HW/SW
 - Standard protocols (IP)
 - Internet application development tools
- Standard interface



Implications

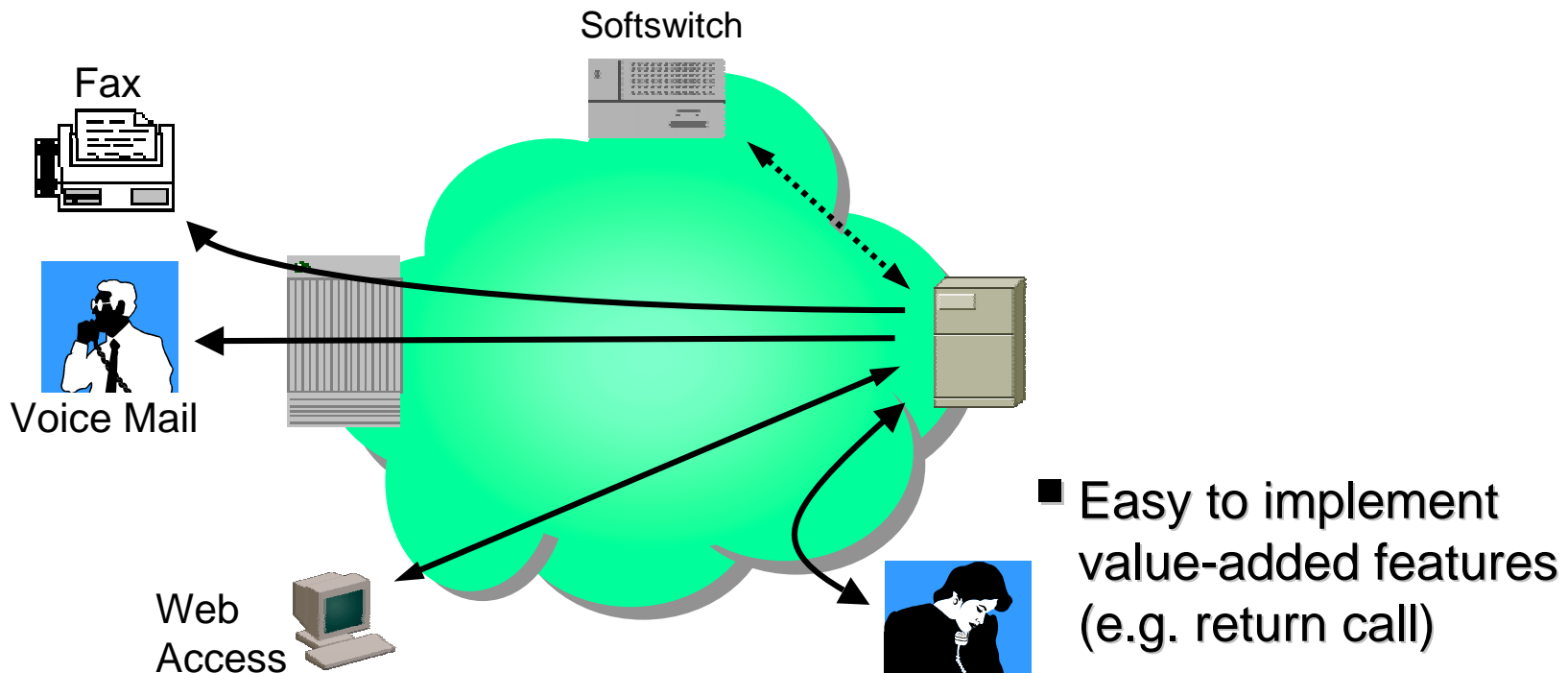
- Dramatically faster service development
 - Standard environments
 - Powerful Internet development tools
- Unlimited service possibilities
 - Voice-oriented
 - Data-oriented
 - Converged
- An explosive increase in third-party applications

Example: Unified Communications



- Media uses high-capacity, low cost IP links
- Software-only (no specialized HW)
- Platforms similar to Web servers

Example: Unified Communications



Summary

- Next-Gen voice services are just as important as a Next-Gen network
- Services innovation and speed to market will be key
- Converged networks demand a more open, Internet-like services architecture
- New architectures will lead to explosive growth of third-party applications

Thank You

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