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NETWORLD INTEROP



Making VoIP Work for Enterprise

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What are the latest trends in VoIP?

- **Maturity and Stability**

- The next generation of solutions are beginning to emerge

- **Applications**

- The delivery of applications and services that fulfill the promise of improved productivity and efficiency

- **Value-added IP devices and peripherals**

- Going above and beyond basic telephony

- **Tighter network integration**

- exploiting the power of IP

- **Total cost of ownership**

- An IP infrastructure can reduce costs and be cheaper to implement

Acceleration of Adoption

- **Compelling Reasons**

- Mergers/Acquisitions
- Moving into a new facility
- New business
- Reducing costs to connect multiple locations
- Churn of existing base to “must-have” IP-based applications that simplify business needs
- Satisfy mobile worker needs - “work where I am”
- Market forecasts have increased

Barriers to Adoption

- **Reliability**

- Enterprise users expect the same reliability out of an IP-PBX as they do out of the traditional PBX

- **The promise of IP-based applications**

- What can I do with VoIP that I couldn't do on my traditional PBX?

- **Feature Transparency**

- Enterprise users expect the same features as they had on their traditional business telephone system

- **The “other” category**

- security, e-911, voice quality, interoperability, migration/integration to traditional system

Things to look for in a VoIP vendor

- **A Flexible Architecture**

- Architecture that provides intelligent call switching and integration of both IP and TDM calls

- **IP platforms that address all levels of business**

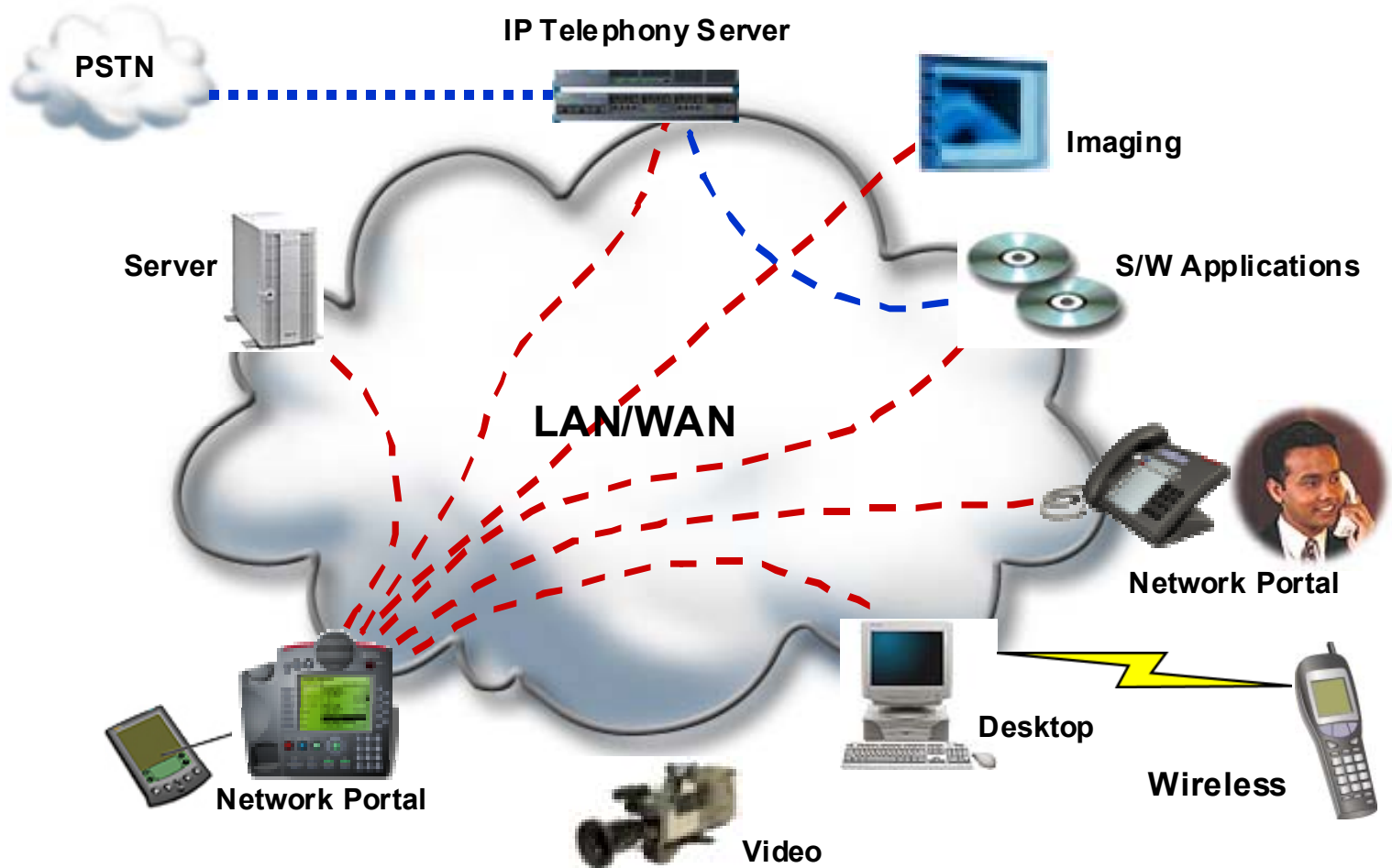
- Vendors must provide scalable solutions that address all needs of business from the SME to the large enterprise

- **Applications and devices that deliver “real value” to enterprise**

- **Strong distribution channels**

- **Key technology relationships**

A Flexible Architecture



Platforms that Address Business Needs

- **Small/Branch Enterprise**

- “Office in a Box” solutions
- Enterprise can cost-effectively deploy voice and data infrastructure from a single platform
- Simplified management and user interface

- **Medium and Large Enterprise**

- Comprehensive set of voice features
- Easily scalable with full feature transparency between controllers and multi-site integration
- Integrated support of advanced applications



IP Devices and Peripherals

- **IP Appliances**

- Always-on real-time access to information
- Integrated applications
- Enhanced network-based services
- High quality voice conferencing at the desktop
- Accommodate mobility in and out of the office
- Easily Integrate to other business devices, i.e. PDA, mobile phone



IP-based Applications -“Ready for Primetime”

- **Speech Recognition**
 - Speech-Enabled corporate services
- **Voice Portals**
 - VXML-powered portals to the Web
 - Speech-enabled V-business
- **Contact Centers**
 - Web-centric multimedia applications
- **Igniting the broadband network**
 - Integrated Voice/Video/Data solutions



Summary

- **VoIP is finally coming of age**
 - Vendors are now capable of delivering solutions that deliver on the promised benefits of convergence
- **Promise of value beyond TCO is finally starting to be realized**
 - The delivery of applications and intelligent devices is finally giving customers that “compelling reason” to migrate
- **Market adoption accelerating across all segments**
 - The benefits of VoIP are being realized in both vertical and horizontal markets