



## Modern Communications ROI

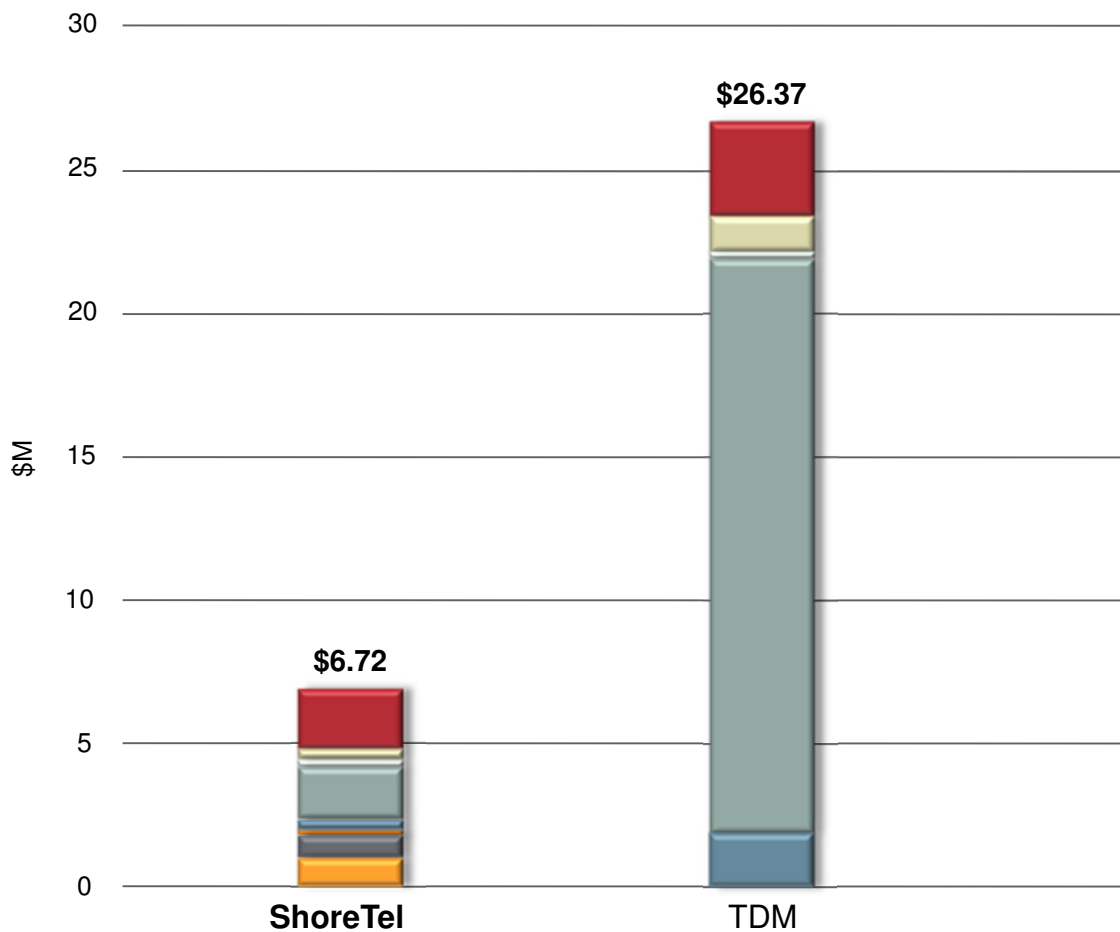
Jeffrey Ridley  
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# Can you afford the Status Quo?

10 year analysis based on  
VoiceCon standard large  
enterprise configuration:  
**1,500 users across 3 sites**

- Long distance charges
- Network costs
- Electricity consumption
- System management, MACs, downtime
- Support services
- Implementation and training
- Capital cost for network upgrade
- Capital cost for telephony system

Source Data: Ferris Research, Inc., Wainhouse Research,  
Nemertes Research, Alinean Research, The Tolly Group




## Modernization – Drives Down Ongoing Costs



- Cost of Operations
- Cost of Maintenance
- Cost of Energy
- Cost of Training
- Cost of Lost Productivity

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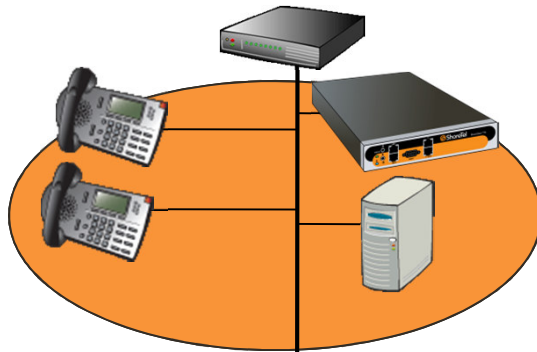


Cost of Telephony Services  
Via Leveraging SIP and IP

- Cost of Training
- Cost of Lost Productivity

# A Look at a SIP Implementation

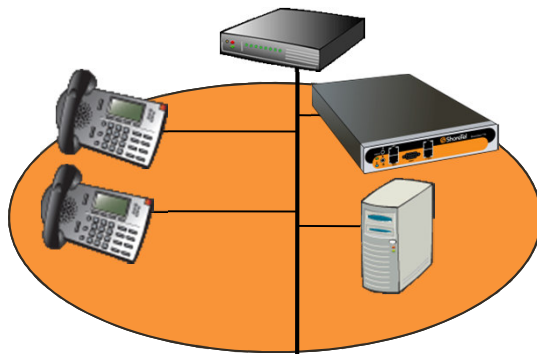
## Unified Communications System



The World

# A Look at a SIP Implementation

Unified Communications System



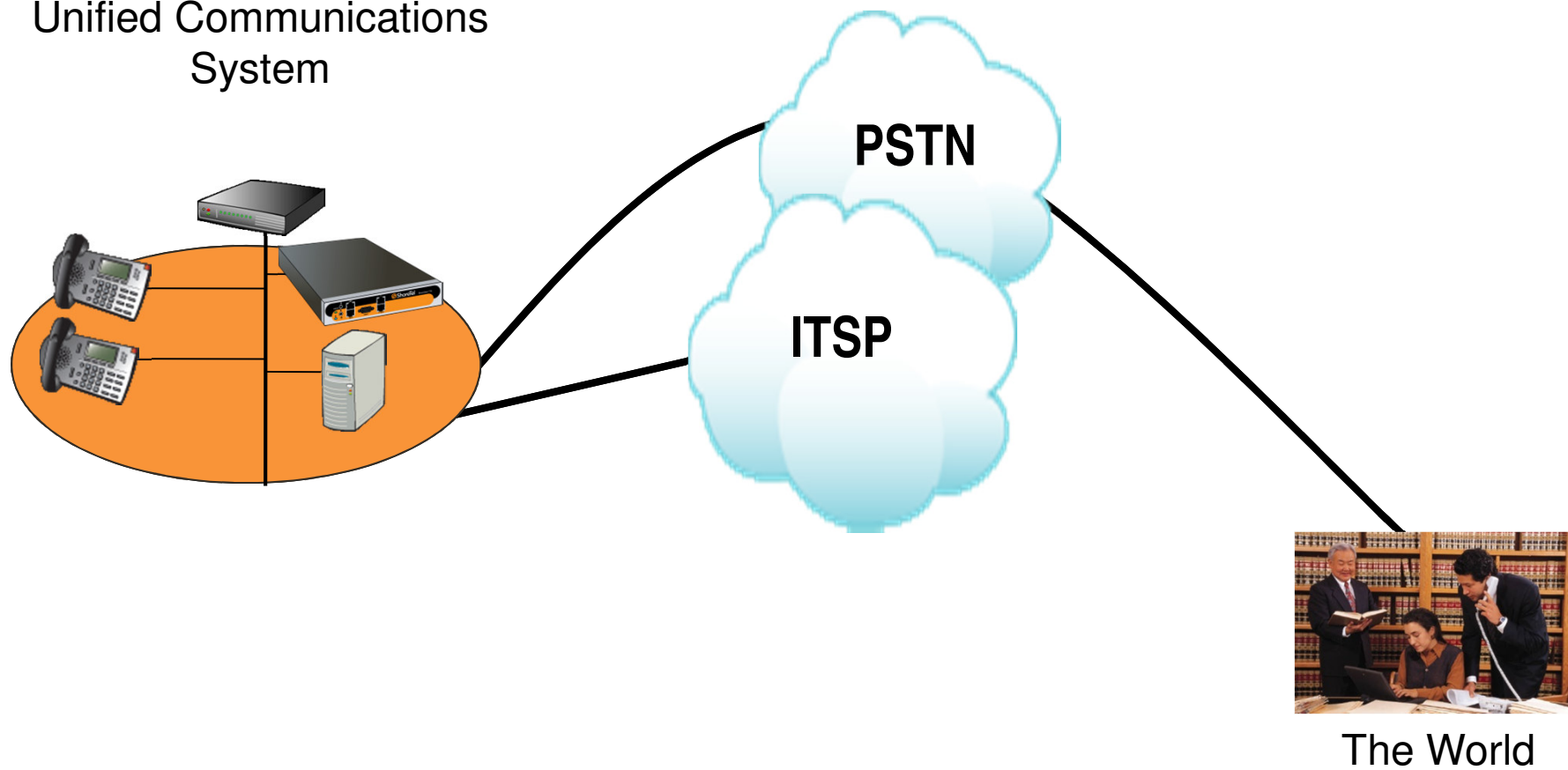
Fixed Legacy Rates  
Maximum Capacity



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# A Look at a SIP Implementation

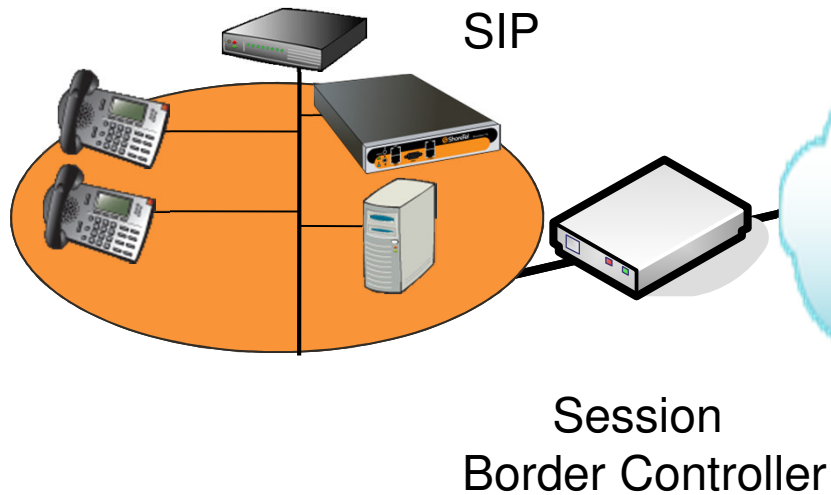
Unified Communications System



# A Look at a SIP Implementation

No Limits on Your  
Point of Presence

Unified Communications  
System



Variable Bandwidth  
Pay for Based on Real Usage



The World



## The Economic Advantages

- **Burst Base Pricing Options**
- **No Distance Based Pricing**
- **Local Presence with Single Interface and Provider**
- **Leveraged the Network**



## Practical Considerations

- **Network address translation ( NAT )**
  - NAT resides at L3/L4 – SIP at L7
  - NAT processing “breaks” SIP addressing
- **SIP Communication security**
  - Physical medium is the IP pipe
  - Firewalls control what goes in or out such pipe
- **SIP Protocol Compatibilities**
  - Not all SIP are created equal ... and compatible
  - Open Standard ...open to interpretations

inGate



ShoreTel®  
Technology Partner

## ROI of SIP and IP Communications

- SIP Reduce Services Cost
- Part of the Total Savings Picture





**THANK YOU**