IT Telephony
The Enterprise Infrastructure

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In conjunction with
Objectworld IT Telephony

- Unified Communications and Unified Messaging
- IT Telephony - telephony as part of the Microsoft Windows ecosystem
- Software only solution
- Simple wizard-based deployment
- Seamless integration with Active Directory, Exchange, CRM and other business processes
Business Communications

Powerful, commodity hardware for end users and the data center

+ Widespread adoption of SIP across user and network devices

= Provide open, user-centric telephony software for the IT data center
Market Disruption

Interoperable and integrated IT products sold by IT channel, managed centrally by IT departments

Proprietary telephony products sold by telephony channel, managed by specialized telephony VAR, minimally integrated

End-to-end business communications provided by the IT channel, managed by IT departments — featuring single sign-on, central point of administration, fully integrated with business processes.
Unified Communications – Part of the IT Infrastructure

Business Decision Makers

Technology Decision Makers

Employees

Customers and Partners

Objectworld UC Server®

SIP Edition

Active Directory

Windows Server 2003

Microsoft Dynamics CRM/ERP

Microsoft Office Server Family

SAP

Oracle

Windows IT Datacenter

Business Applications

IT Operations Servers

Microsoft Operations Management Server

Microsoft Systems Management Server

Microsoft Internet Security And Acceleration Server

SIP Telephony

Legacy CPE Support

Application Transportation

Windows Server

Automated Federation With Active Directory

UEM / UC

IKTF

ITU
Unified Communications in the Microsoft® Environment

**Deployable**
- Unified Communications in the data center through integration with Active Directory

**Manageable**
- Admin tools, hardware, security models, clustering and redundancy of the Microsoft ecosystem

**Affordable/Scalable**
- Unified Communications is now affordable for small and medium businesses
IT Telephony - Landscape

Microsoft Windows

Microsoft Office
- Outlook
- CRM
- ERP
- LCS/OCS
- Unified Messaging
- Presence
- Smart Tags

Objectworld
Business Integration
- UC Client
- ucCompanion
- Screen Pops
- Unified Messaging
- Desktop Telephone
- Presence

Objectworld UC Server®
SIP Edition

Microsoft Active Directory
Databases: SQL, ODBC

Exchange Server

Communications
- PSTN
- ITSP's
- ISP
- Home Office
- Tele worker
- Remote Office

inGate
Ingate Firewall and SIP Phones

LAN
SIP Trunking aligns with IT Telephony

- ITSPs redefining landscape to an all IP network
- Geographic independence
- Economies of scale
- Tools, training, and skill set are consistent with IT professionals usage
- Simple provisioning and deployment of SIP Trunking
SIP Trunking in the Microsoft Environment

- IP Phone is now ‘just’ another managed device
- SIP Trunks are now ‘just’ other managed devices
- Tie in with other mission critical applications such as Exchange, SQL Server, Office
Objectworld Connect™
Interoperability Program

• Objectworld Delivers Software
• Distributors, VARs, Users Choose Hardware and Services
  – IP Infrastructure, Servers/OS, SIP Phones, SIP Gateways, ITSP’s
• Objectworld Interoperability Branding
  – Objectworld Supports Certified Devices & Services
• Objectworld Connect™
  – 2nd Tier Support For Interoperability Supported by Objectworld
  – Phones/Gateways Manually Configured with supporting Documentation
• Objectworld Connect PLUS™
  – 2nd Tier Support For Interoperability Supported by Objectworld
  – Phones/Gateways Automatically Recognized and Configured
  – Objectworld Setup Documentation Online
Summary - IT Telephony and SIP Trunking

• IT Telephony cuts costs, simplifies administration and improves business productivity by leveraging Active Directory, Exchange, CRM and other tools

• What’s key? Interoperability, simplicity of ordering, deployment, administration and management

• SIP Trunking and ITSPs deliver value-added services with a delivery model that fits the needs of IT Professionals in a way that does not require specialized expertise
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Turn your Microsoft platform into your business communication solution with Objectworld.