



February 2-4, 2011 - Miami Beach Convention Center in Miami, FL

INTERNET TELEPHONY Conference & Expo

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A/STRA

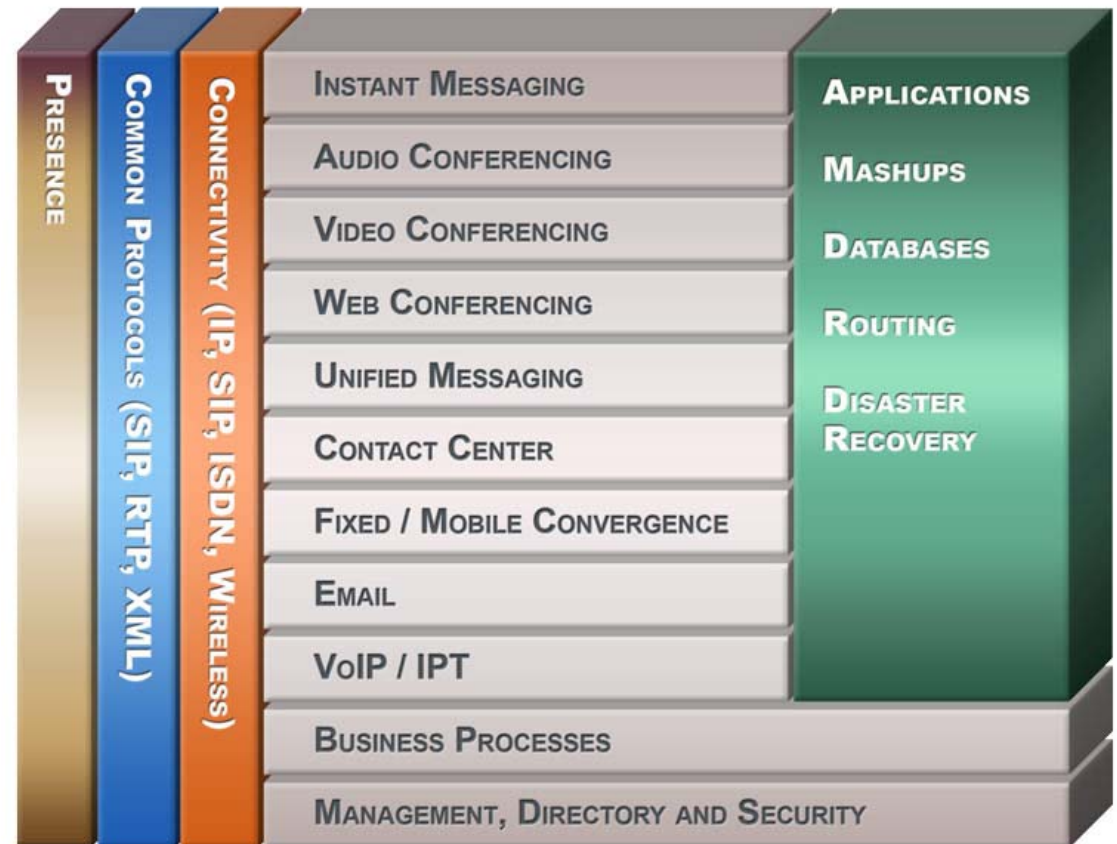
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ITEXPO EAST 2011

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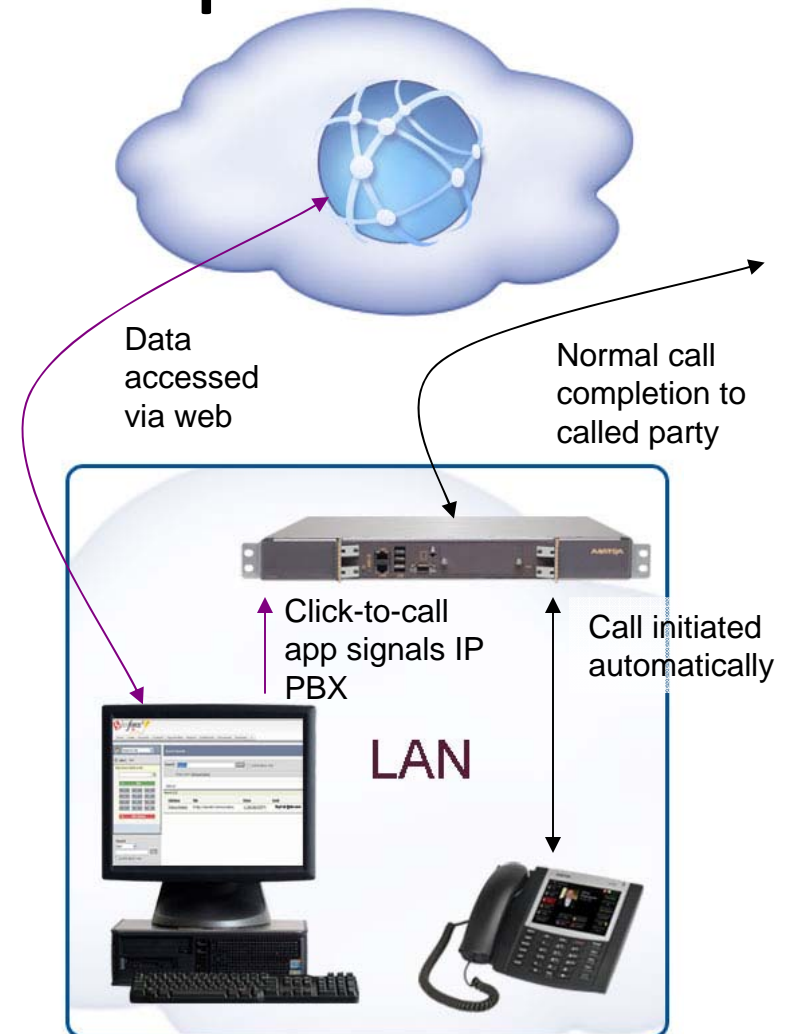
Components of Unified Communications (UC)

- Connecting the right people ...
- To the right information ...
- At the right time ...
- Through a variety of communications channels ...
- To reduce workflow latency.



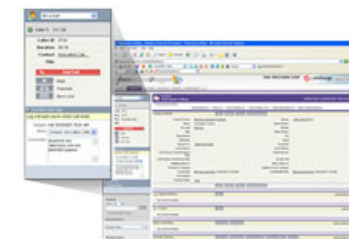
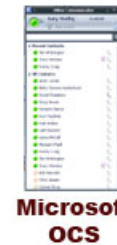
Simple UC Example

- A web services widget is embedded in the web page → mashup
- The widget enables users to perform a one-click dial
- The widget signals the PBX
- Two stage dialing completes the call



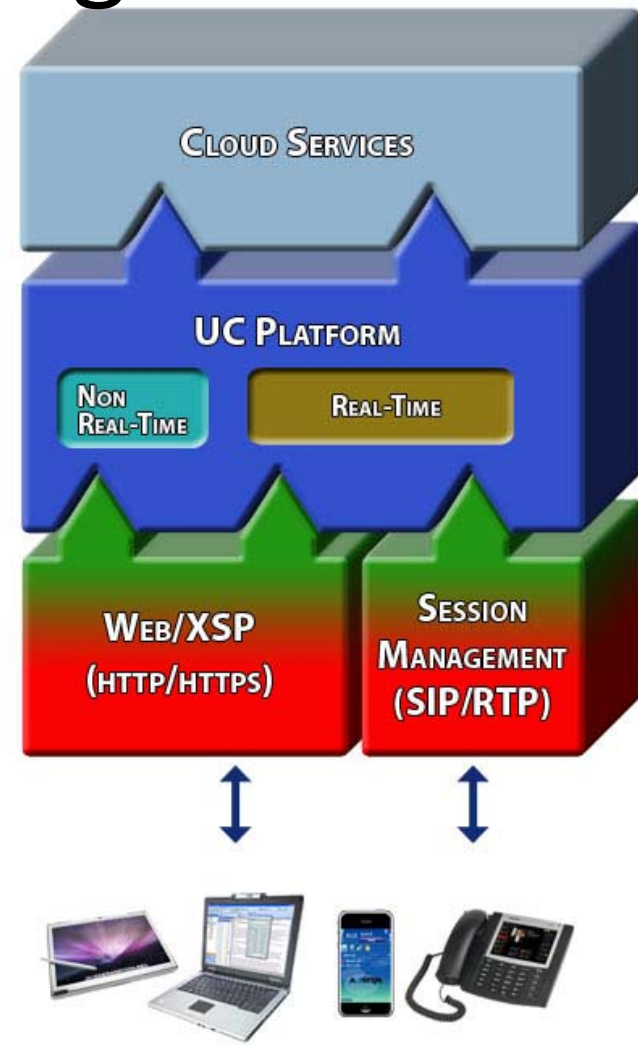
UC Examples

- Easy and fast integration to a wide variety of apps
- Most accomplished with simple http(s) commands
- Fast prototyping and productization of web service apps
- Easy integration of cloud-services
- Commercially available or develop your own



Real World UC Integration

- Security
 - Need DMZ components
 - Web/XSP (Apache/Tomcat)
 - SIP Session Management (SBC)
 - Authentication of both users and endpoints in the UC Platform and Cloud Services
- Call control transactions are accomplished with web services
 - http(s) PUTs and GETs
 - Helps avoid network topology issues
- Any type of browser-enabled or xml-enabled device can be integrated



Don't Forget About Cloud Services

Productivity

- Salesforce.com
- Google Apps & Docs
- MS Office

Finance

- Quickbase
- Bill.com
- Outright.com

Risk Management

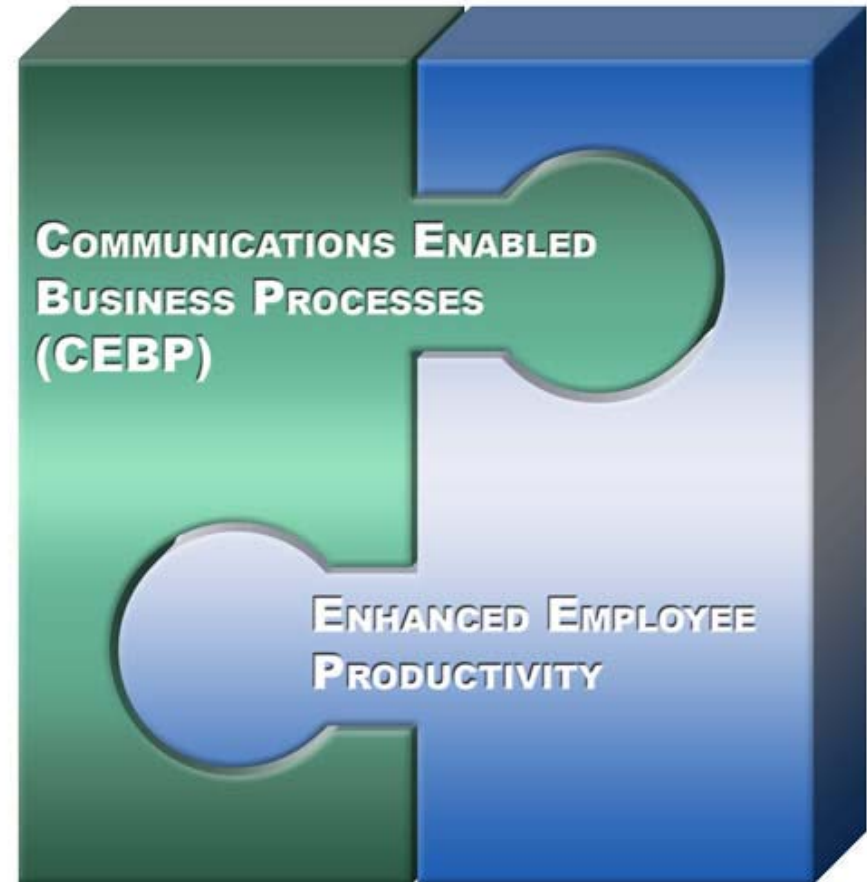
- Carrier redundancy
- Disaster recovery
- E911

Worldwide cloud services revenue is forecast to reach \$68.3 billion in 2010, a 16.6 percent increase from 2009 revenue of \$58.6 billion. The industry is poised for strong growth through 2014, when worldwide cloud services revenue is projected to reach \$148.8 billion.

- Gartner, 2010

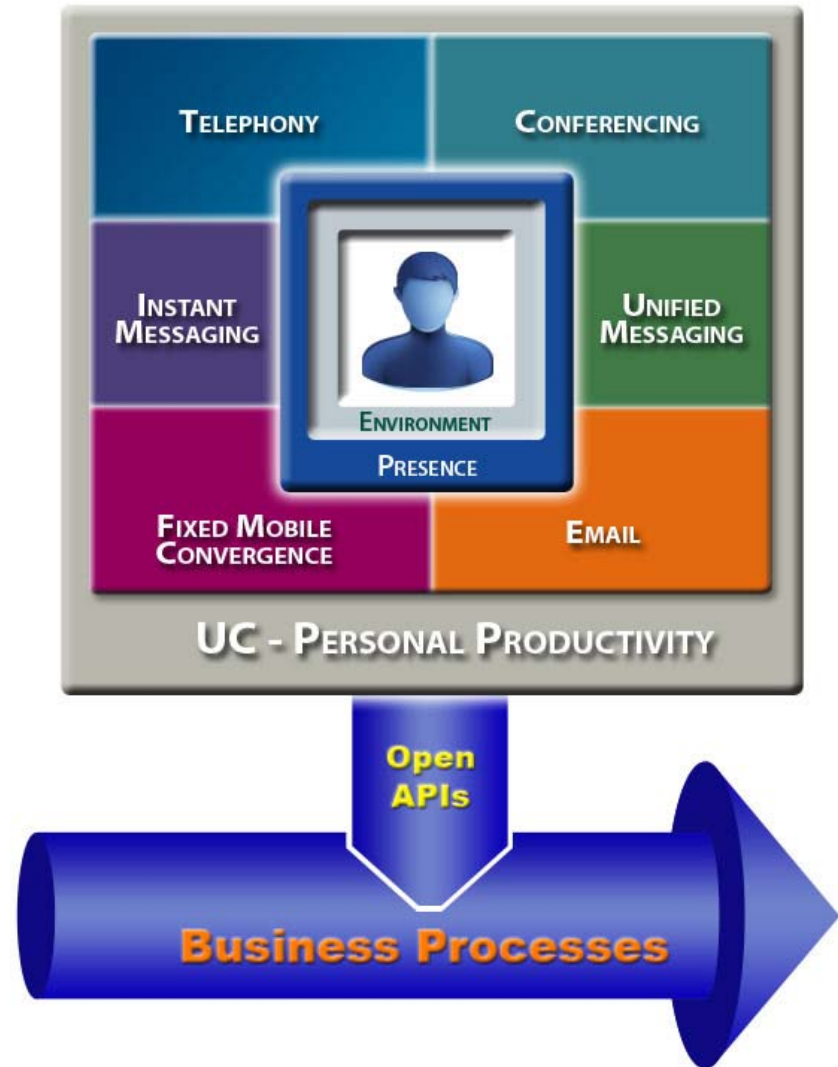
Finding UC ROI

- Two pillars of UC ROI
 - Enhanced employee productivity
 - Communications Enabled Business Process (CEBP)
- CEBP produces the most significant ROI
- The purpose is to optimize processes and to ensure continuous, low-latency, real-time communications among the customers, suppliers and employees of an enterprise.



A Wider View of UC

- UC for Personal Productivity
 - Personal environment
 - Multiple “media channel”
 - Enhanced collaboration
- CEBP leverages individual productivity to streamline workflows
- Open APIs are critical
 - Webservices
 - Service-oriented Architectures (SoA)





Summary

End Users

- Invest in personal productivity first
- Understand how personal productivity might be leveraged in work processes
- Consider overlay technologies
- Reformulate work processes
- Insist on vendors using open standards and published APIs

VARs and Integrators

- Ensure vendors adhere to standards and published APIs
- Look for vendors that offer web-services integration
- Consider leveraging “process experts” to add value for customers
- Look at integrating/developing vertical specific applications

A global company that develops and markets products for open and unified communication networks

- World Headquarters in Toronto, Ontario
- Publicly Listed on the Toronto Stock Exchange - Symbol AAH.TO
 - 3,000+ employees
 - 300,000 customers in 80 countries
 - 13 million+ lines installed
 - Presence in 17 countries
 - North American HQ in Frisco, Texas



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