IT Telephony™ – Integrating SIP Trunking with business process

In conjunction with Jeff Wissing
Ft. Lauderdale, FL
January 23-26, 2007

Sponsored by TMC
IT Telephony™ Defined

- Unified Communications seamlessly integrates multi-modal business communications with business processes to optimize business operations, and thereby business results.
- IT Telephony™ is Unified Communications delivered entirely within the IT infrastructure.
  - For Objectworld this means delivering Unified Communications as a Microsoft application integrated with Microsoft Windows Server System™,
    - allows IT departments to deploy and manage “telephony” using their normal operational and business practices.
  - A hardware neutral, software-only solution
    - Moore’s Law
      - Capacity and scalability increases while costs decrease
      - Proprietary hardware systems cannot easily take advantage of improvements in cost or performance.
IT Telephony™
the next step in the evolution of business communications

A fundamental shift in Business Communications fueled by:
- Standards emergence IETF/SIP and ubiquitous IP network infrastructure
- Commoditized, standards based hardware

Market Disruption:
- Business Communications moves from the Telecom Channel into the IT Channel
- Solutions move from proprietary bundled to open unbundled
- Decision makers/OA&M move into Enterprise IT Departments

Traditional PBX is eliminated & telephony becomes part of the IT infrastructure
IT Telephony™ – Success Criteria

- IT Telephony™ - 5 Criteria for Success
  - Business Communications integrated with Business process
  - Service Development Environment
  - Single Point Administration within IT
  - Tight Integration into IT and other Enterprise Bus. Process Applications
  - User Self Service
    - Presence, Integration with applications (smart tags, contact dialing, screen pops)
    - Incoming caller self service - ability to help themselves. Get the right information at the right time
IT Telephony™ Architecture - Landscape

Business Integration
- Presence
- UM
- Screen Pops
- Desktop telephony

SIP Phones
(hard and soft phones)

LAN

SIP/PSTN Gateway
Analog or Digital

PSTN

ITSP’s

ISP

Remote Office

Home Office

Tele-worker

Microsoft IT Domain

LEGACY PBX

System

ACTIVE DIRECTORY OAMP WITH MICROSOFT APPLICATION INTEGRATION

E-mail Server
Database Server
Microsoft LCS

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Objectworld Connect™ Interoperability Program
Interop Certification for Products and Services

• Distributors, VARs, Users Choose Hardware and Services
  • IP Infrastructure, Servers/OS, SIP Phones, SIP Gateways, ITSP’s
• Objectworld Delivers Software
• Objectworld Interoperability Branding
  • Objectworld Supports Certified Devices & Services
  • Objectworld Connect PLUS™
    • 2nd Tier Support For Interoperability Supported by Objectworld
    • Phones/Gateways Automatically Recognized and Configured
  • Objectworld Connect™
    • 2nd Tier Support For Interoperability Supported by Objectworld
    • Phones/Gateways Manually Configured
    • Objectworld Setup Documentation Online
• SIP Forum also expecting to provide certification programs
  • SIP Forum released "SIPconnect" trunking technical standard in 2006
  • Forum expected to launch certification program mid-2007
ITSP enters into IT Telephony™

- ITSPs redefining landscape to realize the conversion to an all software deployment model
- Sheds the constraints of deployment models and payment schemes
  - Geography is not relevant
  - Cost and ordering scale with size of organization
- Language is consistent with IT professionals usage
  - You don’t need to be a telephony expert to understand ITSP
- Simplicity is key
  - Simple to order, configure, manage
  - Integrated with administration using simple Microsoft Wizards
- Customers demand security
  - Network security concerns for VoIP are every bit as important as the rest of IT Infrastructure
  - Data and Access
    - User Account with Active Directory
Summary - “IT Telephony™” and SIP Trunking

• SIP Trunking is a crucial part of IT Telephony™
• Simplicity of ordering, administration and management are key
• Interoperability is key
• 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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