

# **Return on Investment With Voice Over IP**

**Linda Mills  
Vice President, Voice Applications  
MCI**



# What's Driving Adoption of Convergence?

- **Financial benefits:**
  - > Reduced up-front and recurring costs
  - > More cost-effective system upgrades and maintenance
  - > Affordable solutions for remote offices and tele-workers
- **Strategic imperatives:**
  - > Future-proof network
  - > IP has won the protocol war
- **Productivity-enhancing applications and improvements to the old applications:**
  - > User-friendly, point-and-click Web interfaces for both users and system administrators
    - Web control – Make real-time dialing plan changes, easy MACD process

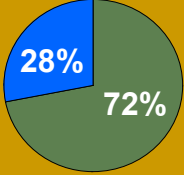
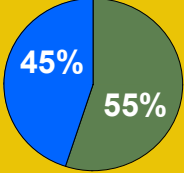
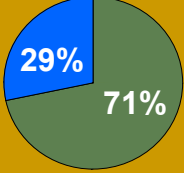
# What's Driving Adoption of Convergence? (cont'd)

- **Productivity-enhancing applications and improvements to the old applications (cont'd):**
  - > Retrieve voicemail messages as e-mail attachments
  - > New features such as “Call Blast” – never miss a call and don't worry about remembering to forward your phone!
  - > LDAP integration
- **Mobility and presence management:**
  - > Seamlessly merge from chat to voice calls
    - Use the buddy list presence to see who is available



# The Productivity ROI With Voice Over IP

- Talking up IP voice:
  - > The productivity benefits of IP telephony are real, according to a recent survey of 100 IT executives.

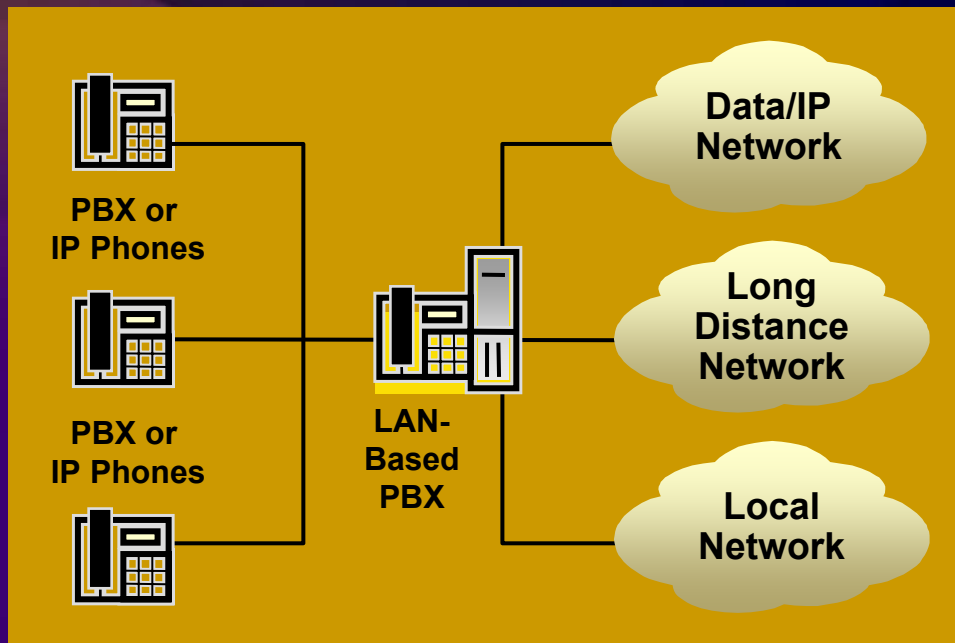
Benefit	Response	Average Benefit Level
Faster moves, adds, or changes	 <p>■ Yes ■ No/Don't Know</p>	1.5 hours per move per user
Faster deployment of phones at new offices	 <p>■ Yes ■ No/Don't Know</p>	3.8 weeks per new office opening
Easier move, add, or change process	 <p>■ Yes ■ No/Don't Know</p>	Three more moves per year

Source: Sage Research



# Why Consider a Hosted Model?

## IP PBXs Only Address Part of the Equation



- Gateways to the PSTN not included (at least today)
- Requires multiple access circuits and service agreements
- Capital intensive

# Hosted VoIP Provides a Compelling Alternative to the IP PBX Model

- **Uses a network-based intelligent architecture:**
  - > Remote connectivity is not reliant on a hub location
  - > Network-based upgrades
  - > Scalable architecture for large deployments
  - > Less CPE to purchase, host, and maintain at the customer premises/reduced CapEx
- **Interoperates with PBX and key systems:**
  - > Preserve your investment in legacy hardware and handsets
  - > Migrate at your own pace
  - > Save money with voice compression and unlimited local and long distance pricing

# Hosted VoIP Provides a Compelling Alternative to the IP PBX Model (cont'd)

- **Efficient architecture for customers with several small locations:**
  - > Ability to provide same features to all locations – regardless of the size
  - > Retail, financial services branches, and field offices are excellent candidates
- **Ability to buy complete communications package:**
  - > Internet, Local, LD, features, and CPE – for one price from one vendor
  - > One necktie to grab, one contract for both sales, and maintenance



# Making the Business Case

- Financial justification for VoIP is particularly strong at locations with the following business events:
  - > A PBX maintenance contract up for renewal
  - > Data network upgrades to handle increased employees or new applications
  - > Expiring equipment leases
  - > Moving to new facilities
- Maximizing ROI with the hosted VoIP model (example: MCI Advantage®):
  - > Reduced CPE acquisition costs
  - > MCI-provided CPE maintenance
  - > Merged voice and data network costs
  - > All domestic direct-dial calling expenses included in the monthly fee



# Why MCI Advantage®?

## Value and simplicity:

- > Bundled pricing plans combine access, CPE, and unlimited local and long distance calling
- > Eliminates overhead costs associated with intra-network modifications
- > Robust features like “Find Me” and voicemail integrated with Web and e-mail
- > More efficient use of customers’ WANs (Wide Area Networks)

## Consolidation:

- > Local and long distance service over a new or existing MCI® data network
- > Customers can use existing PBX or new cost-efficient combination of equipment targeted to their specific needs



# Why MCI Advantage®? (cont'd)

## Convenience:

- > Customer control of features and routing at all sites via Web browser
- > A complete suite of network-based voice services allows all locations to receive same network features and voicemail

## Quality of service:

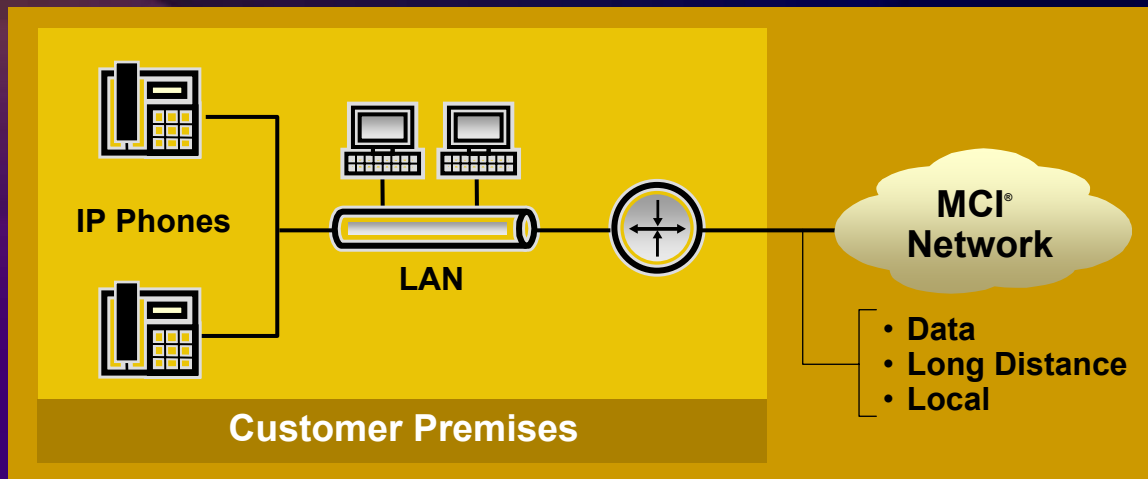
- > Priority given to voice traffic to ensure optimum quality
- > Ability to monitor and control all traffic

## Availability:

- > Available in 100+ metropolitan service areas where MCI® owns local service facilities



# MCI Advantage® Provides Complete Convergence for Maximum ROI



- Voice becomes a data application
- Media control and features at the edge
- Web-based command and control
- Business grade service supporting all office sizes