

VoIP and Collaboration

Architectures for Converged Networks

2 May 2006



Voice & Video in An SOA

Agenda

- Data Center Economics
- The Transport Network
- Going With Standards
- Right-Size Investment
- A Platform For Your Future SOA
- Unified Management

Leveraging Data Center Economics

- Software only platform
- Leverage commodity hardware
- Modular solution
- Distributed
- On-demand computing

Using the Appropriate Transport

- It's not always going to be the PSTN, and it's not always about cost. Consider:
 - Internet
 - Intranet
 - Extranet
 - PSTN
 - Cellular

Beware Of Proprietary Solutions

- Go with open standards
- Leverage existing corporate directories
 - Don't accept proprietary directories
 - Don't maintain user information across multiple directories/databases
 - Beware of requested schema changes to existing directories
- Stay away from inflexible “bolt-on” implementations
- Beware vendor lock-in

Is Value Greater Than Cost?

- How do you use your communications infrastructure?
 - What is the cost of cell phone use?
 - How often is the desk phone being used?
 - Do you worry about where your users will be 1, 2, 5 years from now?
- Understand the value proposition of the solution
 - Where are the cost savings? Calls? Management? Productivity?
- Does everyone need a desktop hard phone?
- Can you improve business processes?
 - Customers/employees/partners

Video & Voice in an SOA

- Communication services should be part of your SOA
 - SDK, Web services, classes, Java, .NET, BPEL
 - Stay away from low level signaling & media app integrations (i.e. CTI, TAPI)
- Communication services are business assets
 - Session orchestration
 - Service registry
 - Integration with business processes
 - Quicker execution of projects
 - Correlation of phone and Web data
- Worldwide usability: from any device to anyone
- Multi-application integration – not just the desktop

Centralizing Management

- One management system for all the components
 - Registrar
 - Proxy
 - Gateway
 - Border
 - Media
 - Voicemail
 - Conference Bridge
 - IVR
- Web Services APIs for integration with existing corporate provisioning, management, alarming, alerting

Summary

The Top 6 Things To Consider In Your Converged Network Architecture...

- Data Center Economics
- The Transport Network
- Going With Standards
- Right-Size Investment
- Platform For Your Future SOA
- Unified Management

Thank You!

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