

# Is There A Place For Voice And Video In SOAs?

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# Agenda

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- SOA – It's All The Rage!
- Introducing “ The Interactive SOA”
- Network & Business Impacts
- Summary

# SOA – It's All The Rage!

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- Flexibilities and cost efficiencies
  - Static, hard-to-change dependencies are reduced
  - Create network-agnostic loosely coupled cooperative systems
- Business process and workflow controls
  - Funny, aren't telephone calls part of the process & workflow?
- But: almost exclusively data application focused today
  - We're in the *Golden Age of Convergence*
  - Where's voice & video in the SOA discussion?

# Not Just For Data Applications

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- Voice and video should be part of an SOA
  - They're actually services which we "leverage" all the time
    - Dial the phone, voice mail, conferencing, call-forwarding, hold ...
- Making them part of an SOA allows applications to...
  - Make talking, listening and seeing features of that application
  - ....without carrying all the baggage/technology of TAPI, CTI, etc.
- An "Interactive SOA" allows the infrastructure to...
  - Leverage external services as part of a larger telecom network
    - PBX Integration, PSTN inter-working, IP PBX/Centrex inter-working, IM/Chat/LCS, Google, VeriSign

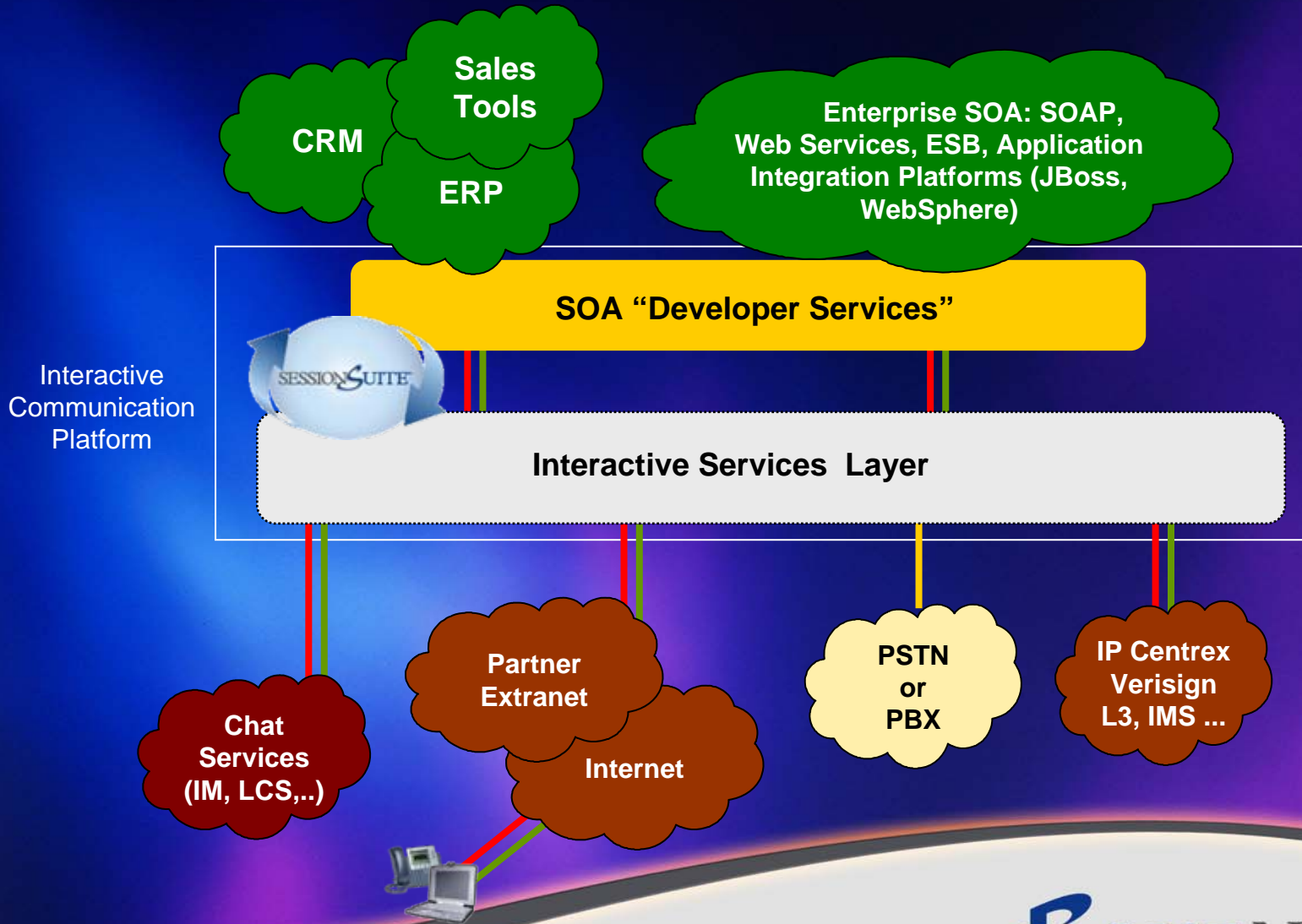
# Creating An Interactive SOA

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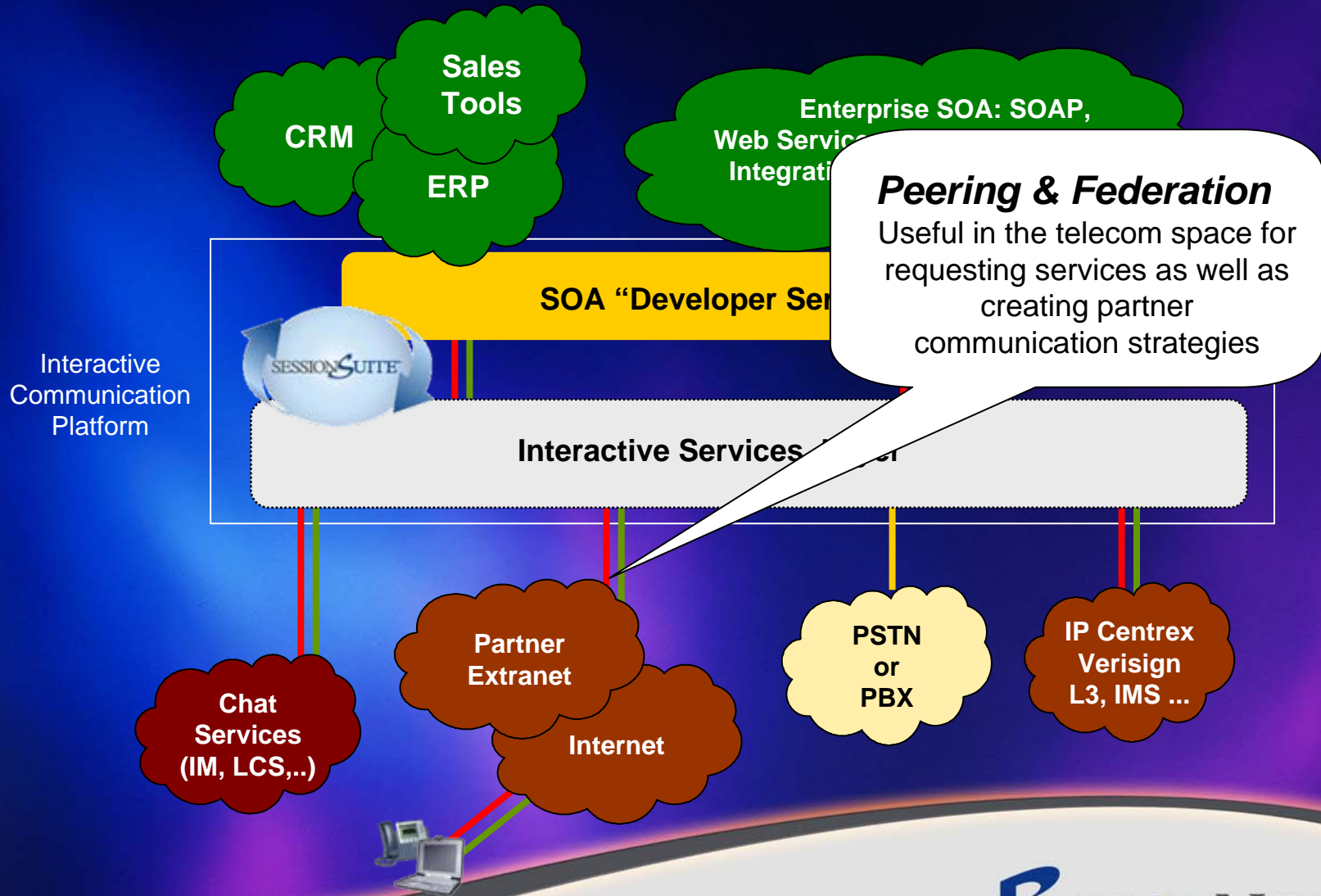
- Enabling true SOA telecom
  - Move from a “hub model” with “fixed applications” to a loosely coupled distributed model
- Interactive SOA: powerful & challenging
  - Interactive communication adds a dimension
- Voice works best in a controlled environment
  - The “LAN” network paradigm becoming “connected” services
  - Watch for issues related to:
    - Peering/Federation, Transport & Visibility, Provisioning & Management
- Telecom must play nice with emerging application architecture
  - Composition frameworks, analytics, orchestration, messaging, registry



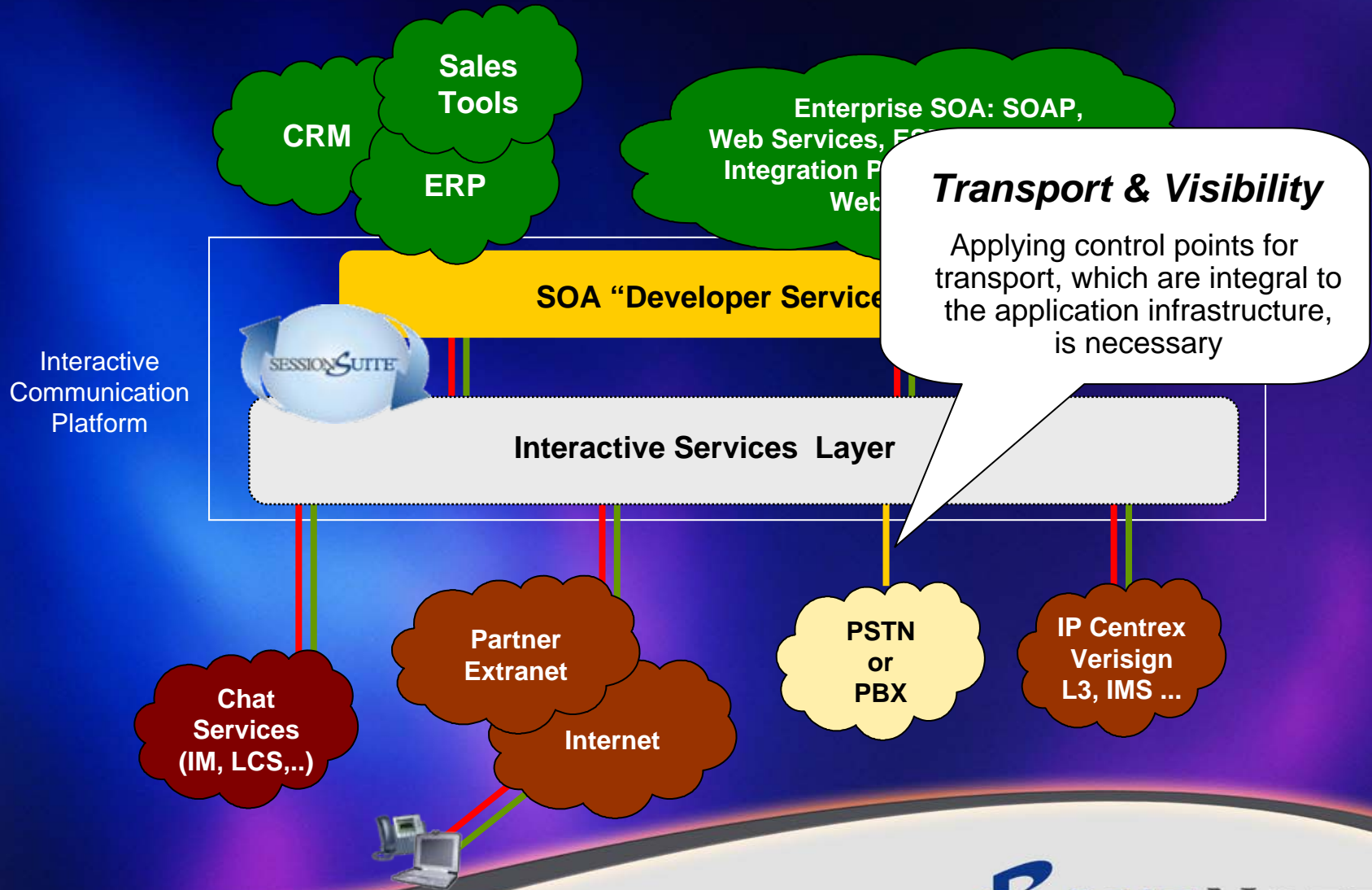
# Network Impact of Interactive SOA



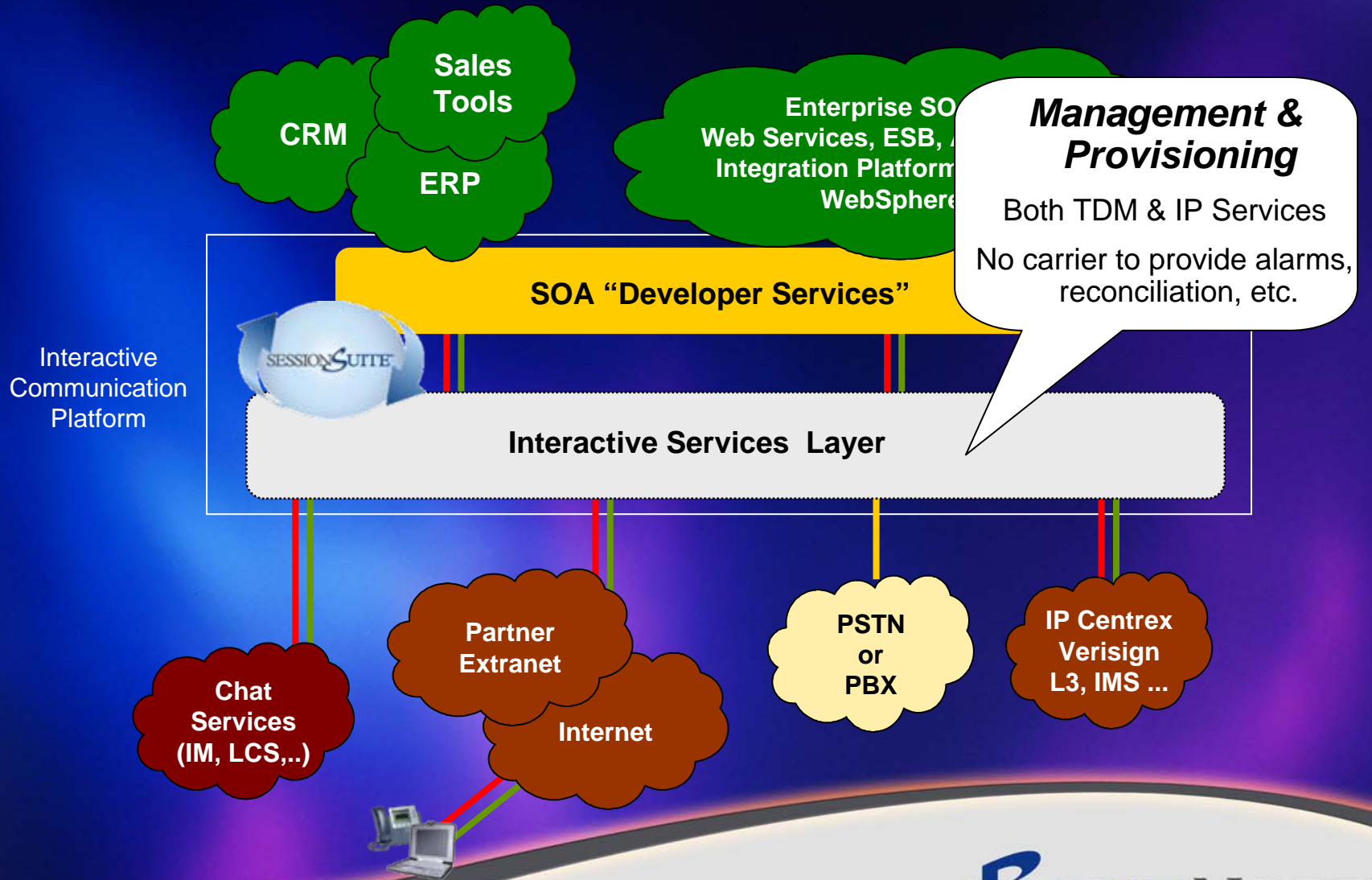
# Network Impact of Interactive SOA



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# Add Voice & Video To...

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Customer Relationship Management

E-Commerce

Enterprise Resource Planning

Customer Care Solutions

Human Resource Systems

Supply Chain Management

Social Web Sites

Business & Personal Matching Services

Web-based Advertising

Internet Gaming Sites

# Next Steps...

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- Talk to the different organizations in your company
  - Business process modeling
  - How important is voice as part of business process?
  - How crucial is desktop voice service?
  - How do I want to talk to customers and partners?
  - How do I want to leverage the Internet for my nomadic users?
- Map services to business processes
  - Service Registry
  - Services outside of your enterprise
- Define the application architecture to put in place

# Summary

- Interactive SOAs and applications yield power
  - Service-oriented interactive communications: talk, listen and see
- Be careful of...
  - Voice platforms retrofitted to support IP and Web Services
- SOA is not just for data, but should also include voice
  - Think about talking, listening and seeing as application features

# Thank You!

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