



# Challenges of managing branch-office IP telephony

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# Background

- **Old TDM world**
  - Service provided by a large utility telecommunication company
  - Telephony system in sealed boxes serviced only by system provider
- **VoIP branch-office world**
  - Head office IT department now responsible for the technology, the dynamic environment, and what goes on inside the boxes
  - IT personnel are now required to provide performance and service quality at a utility provider level

# Challenges

- **Limited technical resources**  
Branch offices are very unlikely to have telephony expertise (only 18.4% of branches actually have IT personnel!)
- **IT budgets are only increasing by single digit growth**  
(7% in 2006, 4% in 2007) - but complexity of systems and the resource requirements to support are increasing exponentially. Budgetary increases are not sufficient to provide adequate support to VoIP deployment and ongoing management, especially in very distributed branch environments
- **Branch-office VoIP deployment is growing**  
55% of organizations started using VoIP in past two years (mainly in head offices), and are now moving out to widespread deployment to bring branch-offices into line

# Challenges

- **Increasing demand for complex telephony services due to growth in virtual workplace**  
More reliance on communications-enabled applications to remain effective/productive
- **Possibility of multi-vendor telephony environments**  
(or mixed technologies from one vendor) in large, branch-office network
- **Many companies looking to MSPs for solutions**  
Service provision, ongoing management and reporting, etc.

# Management requirements

**Head office IT departments need centralized, telephony-centric tools to manage the technology:**

- Tools to monitor and manage remotely (can be follow the sun)
- Tools to manage multiple branch offices in a single view (it takes 1 to 3 times longer to isolate and resolve IP voice problems than TDM) SCB1
- Tools that can give local staff a simplified view to perform basic administrative functions
- May need to integrate VoIP into centralized NOC management processes and possibly with MOMs

Slide 5

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SCB1

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Sue Bradshaw, 03/30/2007

# Globally distributed branch environments



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# Critical success factors

