

Three images are arranged horizontally at the top of the slide. From left to right: a photograph of power lines against a blue sky; a close-up of fiber optic cables with light reflecting off their ends; and a photograph of a computer monitor displaying a web interface next to a multi-line office phone.

Architecting Advanced IP-NGN Services for the Connected Business

COMPTEL *PLUS*
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Next-Gen Voice Services for SMBs

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Introduction to MetaSwitch

➤ MetaSwitch – Class 4/5 softswitch for consumer and business voice services

- More than 500 systems deployed
- More than 100 CLEC customers

➤ MetaSphere – IMS app server platform and application suite

- Voicemail / Unified messaging
- Auto-attendant
- Incoming call management
- Fixed / mobile convergence

CLEC and MSO customers include

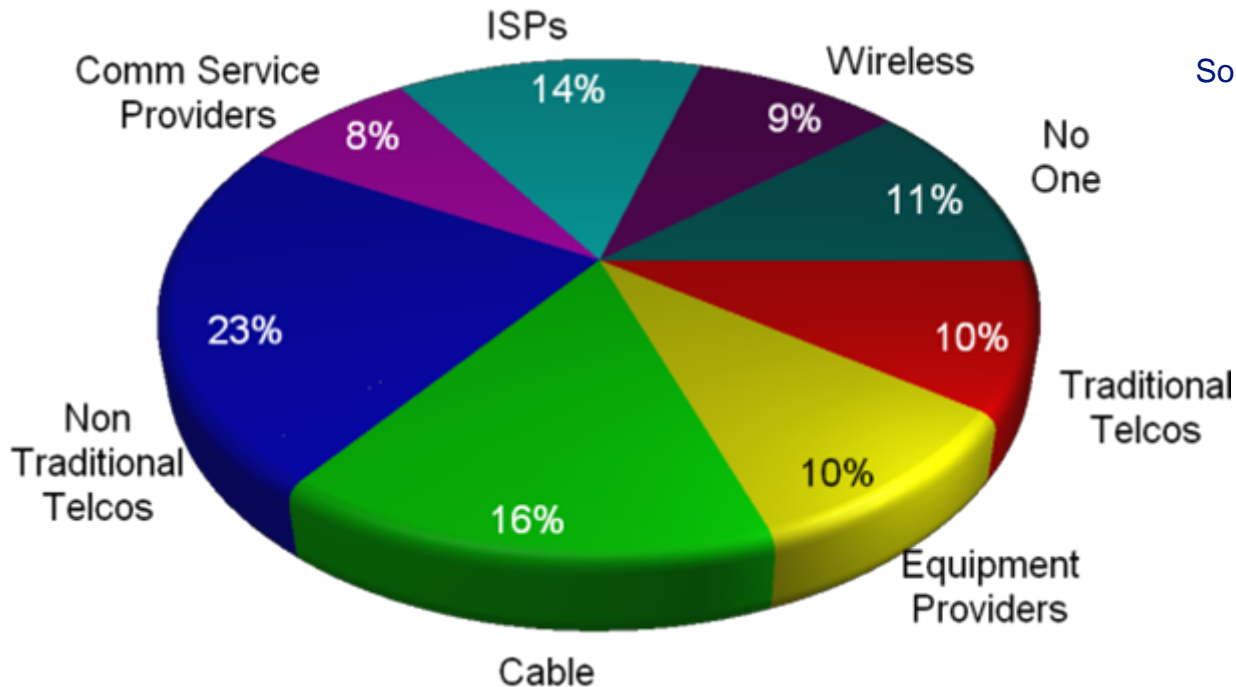


Customers of MetaSphere include



Business VoIP Market Perceptions

Question: whom do you think of as a business VoIP provider?



Source: Savatar, 2006

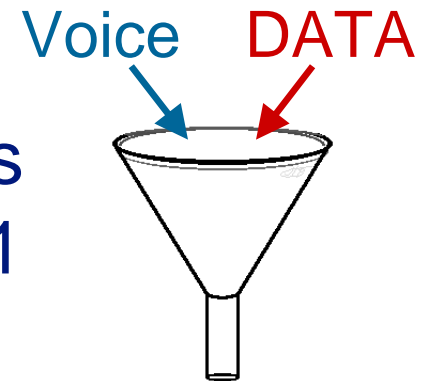
Perception is overwhelmingly in favor of alternatives to traditional telcos

VoIP as Enabler for Business Voice Services



Modernize your network

Attract business customers
with Flex-T1



Generate major new revenue
streams with hosted voice services

Replacing Legacy Class 4 / Class 5 Switches



Drivers

- Equipment end of life
- Maintenance / upgrade / operating costs
- Lack of roadmap or evolution path
- Inability to deliver new services

Requirements

- Legacy network interop
- Class 4 / Class 5 legacy feature parity
- VoIP interop – access / trunk gateways, CPE
- Rich set of new service capabilities
- Roadmap to IMS

Example Next-Gen Local Voice Network

Centralized Management & Service Intelligence

- Lower capex & opex
- Platform for enhanced services

Regional Switching Center

- High-density gateway
- SS7/TDM interfaces

Remote Switching Center

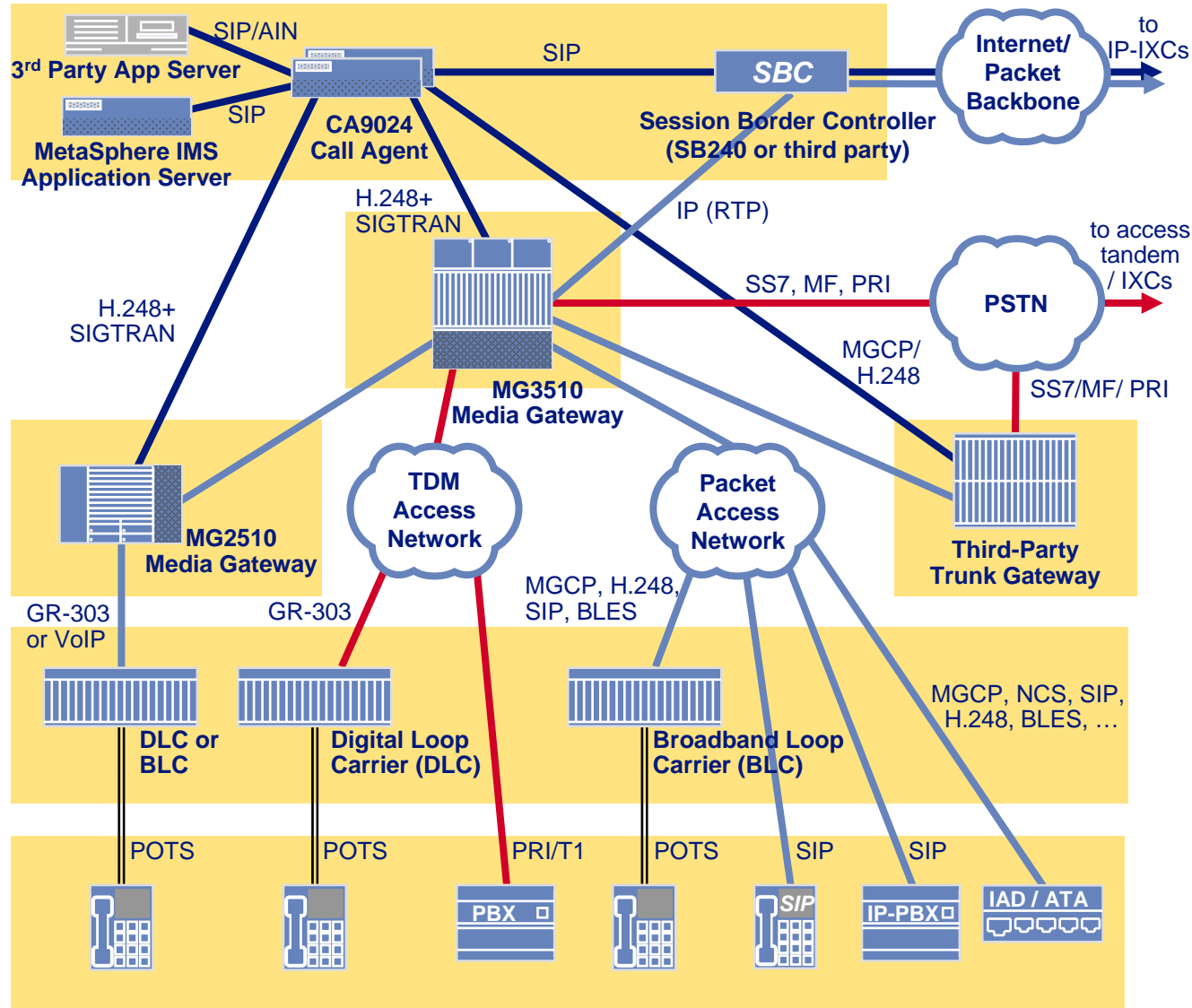
- Configurations start at 16xT1
- Emergency standalone (future)
- MG or Integrated Softswitch

Access Network

- Multi-service convergence
- Any access: POTS, T1, DSL, Cable, Fixed Wireless, Fiber, ...
- Integration with BLC ESA

Customer Premises


- Deliver service to any end-point
- POTS and PBXs
- IP Phones, IADs, ATAs

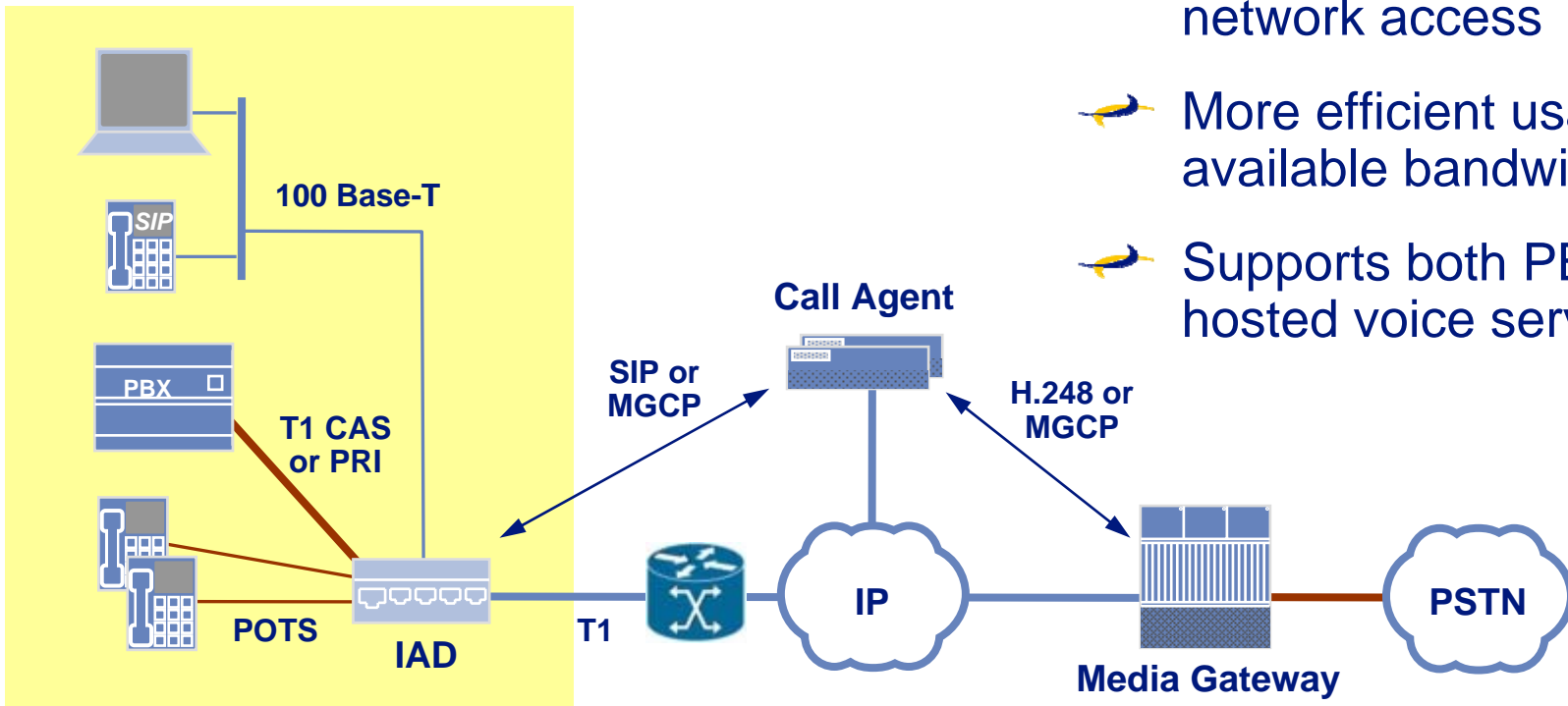


Flex-T1 – Easy to Deploy, Rapid Returns



Cisco 2431

-  Deliver combined voice and data services over T1
-  Supports existing CPE
-  Immediate cost savings in network access
-  More efficient usage of available bandwidth
-  Supports both PBXs and hosted voice services



Hosted Voice for SMB: Key Requirements

Call Features

Residential feature set plus:

- Shared Line Appearance
- Attendant Console
- Call Park / Retrieve
- Multi-Line Hunt Groups
- etc etc

Enhanced Services

- Unified Messaging
- Auto-Attendant
- Media On Hold
- Conferencing
- Paging
- etc etc

SIP Phone Support

The latest SIP phone hardware . . .
but user interface must follow established and familiar patterns.



Self-Service Administration

The Web portal is a powerful tool for attracting and retaining customers.



From	Received	Duration
Barndall, Andy (001-367-0336)	Tue 11/21 7:06 PM	00:01:13
Hartree, Rob (408-353-0390)	Tue 11/21 5:55 PM	00:02:34
Arfita, Brent (408-344-4356)	Tue 11/21 4:53 PM	00:00:45
100-999-9994	Mon 11/20 4:50 PM	00:02:01
Heath, Tim (214-445-0801)	Mon 11/20 4:31 PM	00:04:08
442-345-8796	Mon 11/20 4:25 PM	00:02:04
346-009-8990	Mon 11/20 4:18 PM	00:03:01
Baron, Steven (807-945-2426)	Mon 11/20 3:45 PM	00:00:12
Heath, Tim (214-445-0801)	Mon 11/20 3:35 PM	00:02:05
Anonymous	Mon 11/20 2:25 PM	00:02:05

SIP Business Phones: Capabilities and Form Factors

- ✈ Aastra, Cisco, Linksys, Polycom, Snom, ...
 - Low-cost basic models
 - High-end executive handsets
 - Hard attendant console (side-car)
 - Wireless (WiFi & DECT)
 - Conference phones
- ✈ Advanced feature support
 - Hard keys for hold / transfer / conference, voicemail
 - Direct Station Select / Busy Lamp Field (attendant console)
 - Shared Line Appearance
 - Programmable Call Park keys
 - Push-to-Talk and Intercom Call keys

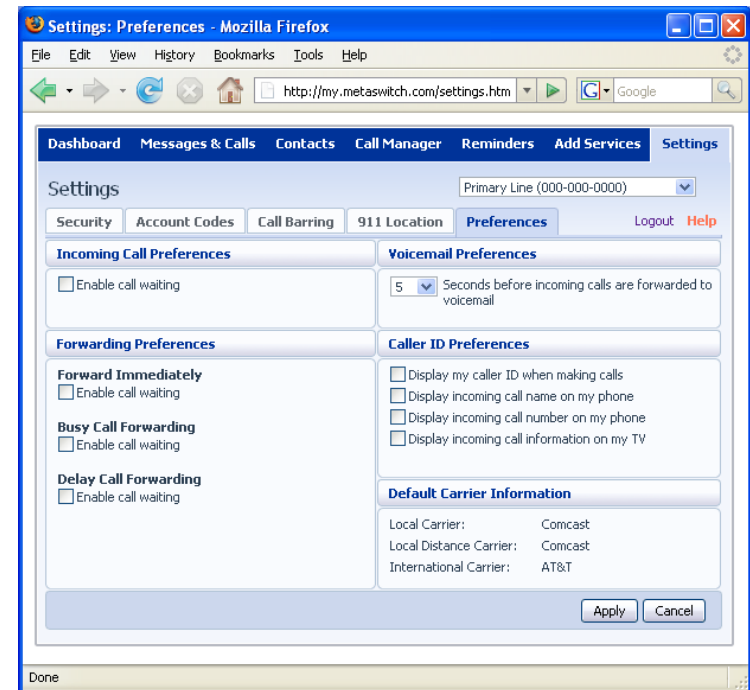


Self-Service Administration

Empowers business group administrators and reduces CSR time and support costs

Web access to

- Intercom code / DID mappings
- Account Codes
- Multi-Line Hunt Groups
- Call Pickup Groups
- Auto Attendant menu structure
- Media On Hold upload / settings
- All individual line settings for any phone in the group
- etc



Summary and Conclusion

- Focus on **costs** → network modernization
 - Well-trodden path to replace TDM switches with VoIP
- Focus on **customer acquisition** → Flex T1 service
 - Easy to deploy (assuming a VoIP network!) and fast ROI
- Focus on **ARPU** → hosted voice services for SMB
 - Services supported by SIP business phones maturing fast
 - Market momentum is building rapidly



Thank You

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