

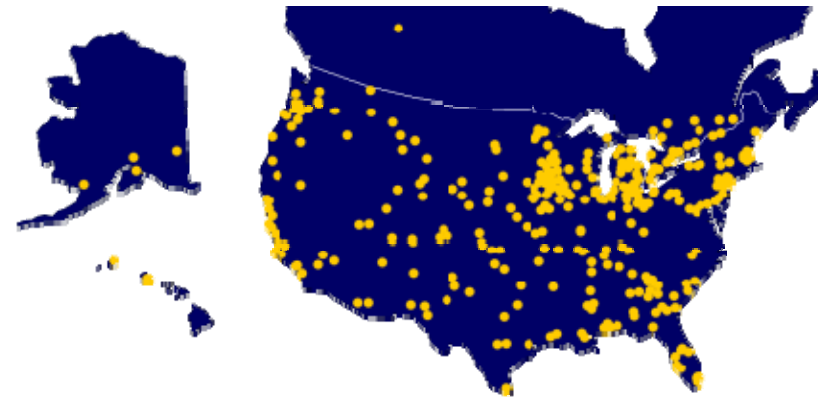
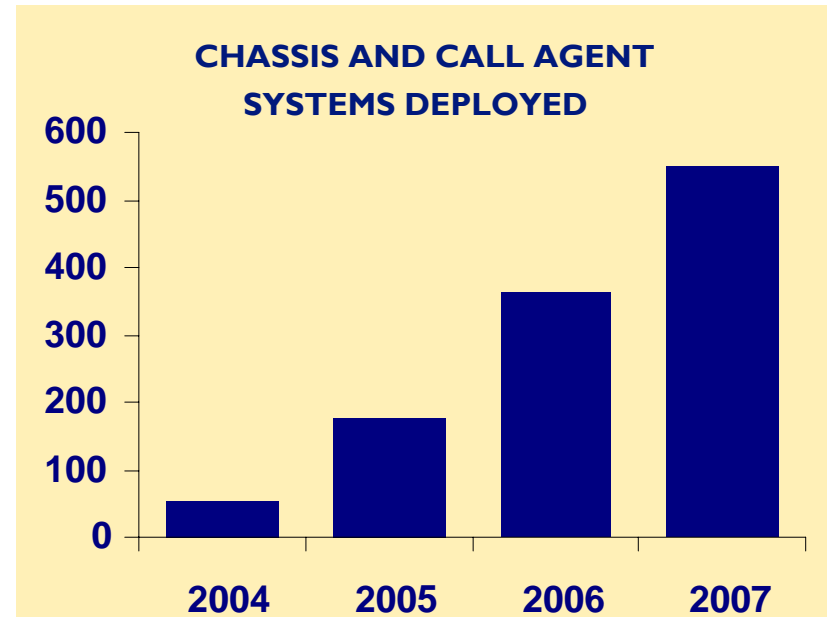


## **Is it Time to Make the Switch?**

**Martin Taylor – VP Product Management, MetaSwitch  
IP Possibilities – April 2008**

## MetaSwitch Introduction

- More than 500 softswitch systems shipped in North America
- Broad base of 320+ customers
- The leading provider of softswitch solutions to rural independents
- Stable, profitable business backed by top-tier investment firms (Francisco Partners, Sequoia Capital)



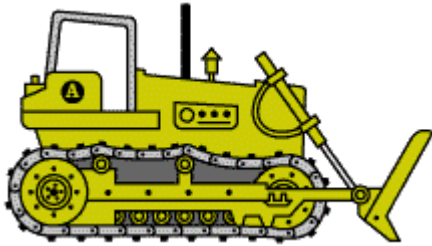
## Time to Switch? – Key Questions

*Is there a good motivation for changing my switch?*

*Is there a there a viable replacement for my switch?*

*Can I see a way to make the migration happen?*

## Time to Switch?



## *Migration Motivators*

- Is your switch past its use-by date?
- Do you want / need to deploy new voice services?
- Are you modernizing your access for triple-play?

## 1977 – First Digital Central Office



*DMS-10  
Ft. White, FL  
Went live in Oct 1977*



*Apple II  
1 MHz CPU, 48k RAM  
Data stored on audio cassette  
On sale June 1977 (\$2,638)*

## Class 5 Switches Approaching EOL?

- ✈ LERG lists 1,561 Siemens DCO switches
  - Customers told:  
“product out of support in 2011”
- ✈ Ericsson AXE-10?
- ✈ How much longer for DMS-10, DMS-100, 5ESS?



## Does Your Switch Have a Roadmap?



IP trunking?

SIP business phones?

Hosted business VoIP?

Flex-T1 access?

FTTx?

SIP application servers?

## The Great Maintenance Stick-Up

An IOC with 10,000 lines was charged \$50k for a patch to deal with the recent change in dates of Daylight Saving Time

(and that was after a “75% discount”)



## Running Costs



Switch replacement can be justified by savings in utility costs alone!

## Hosted VoIP for Small / Medium Enterprise

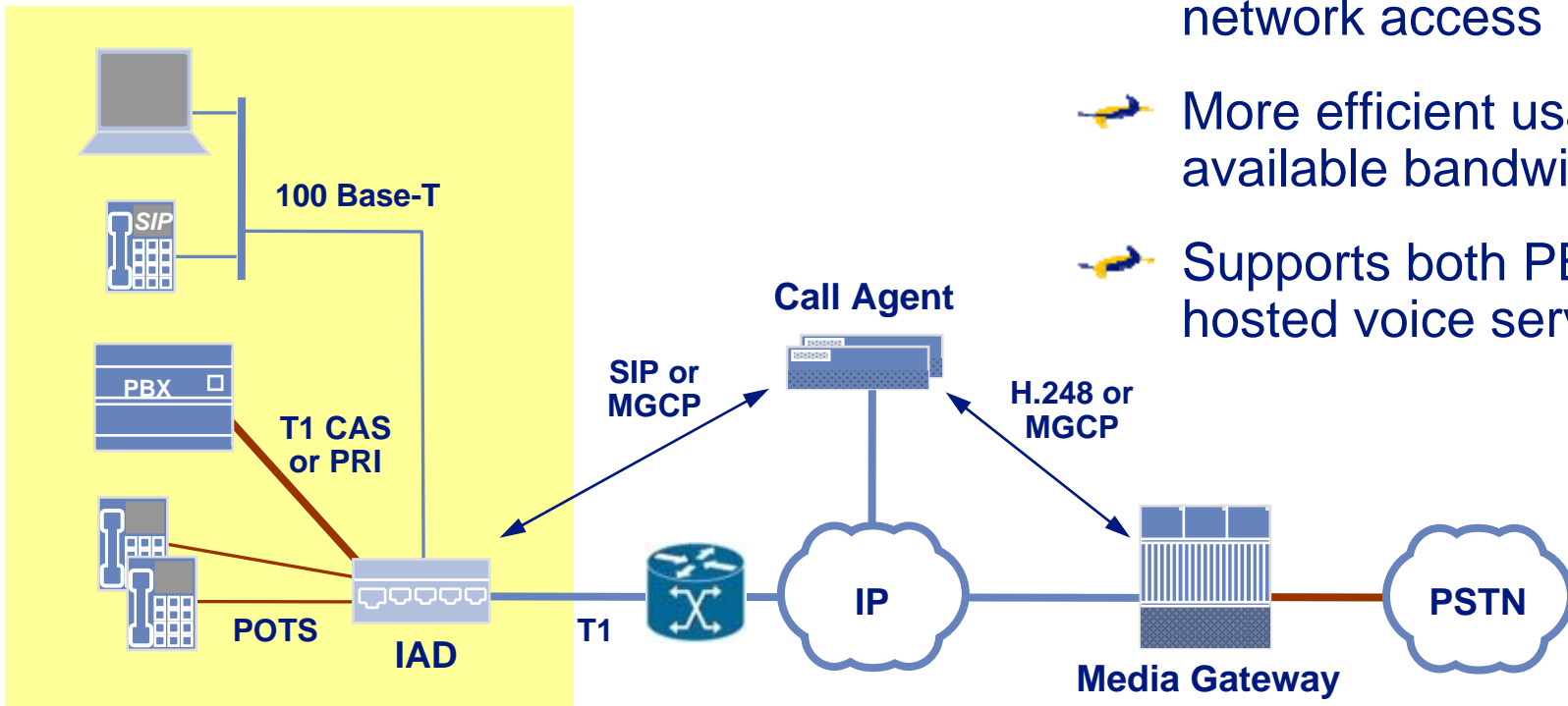
- Hugely under-served market
- In-region and out-of-region opportunities
- Solutions are ready for prime-time
  - SIP business phones
  - Hosted business VoIP services on softswitches
  - Deployment tools (e.g. phone configuration servers)
- Great opportunity for incremental revenues



# 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

## Joined-Up Thinking

### Engineering

- ✈ Maintenance
- ✈ Support
- ✈ Network economics
- ✈ Management costs

Business case?

### Marketing

- ✈ Flex-T1
- ✈ Hosted business VoIP
- ✈ SIP phones
- ✈ Unified communications

Business case?



***You need a new switch!***

## Triple-Play



FTTx or ADSL2+

Voice access  
over IP

Don't convert  
VoIP to TDM!

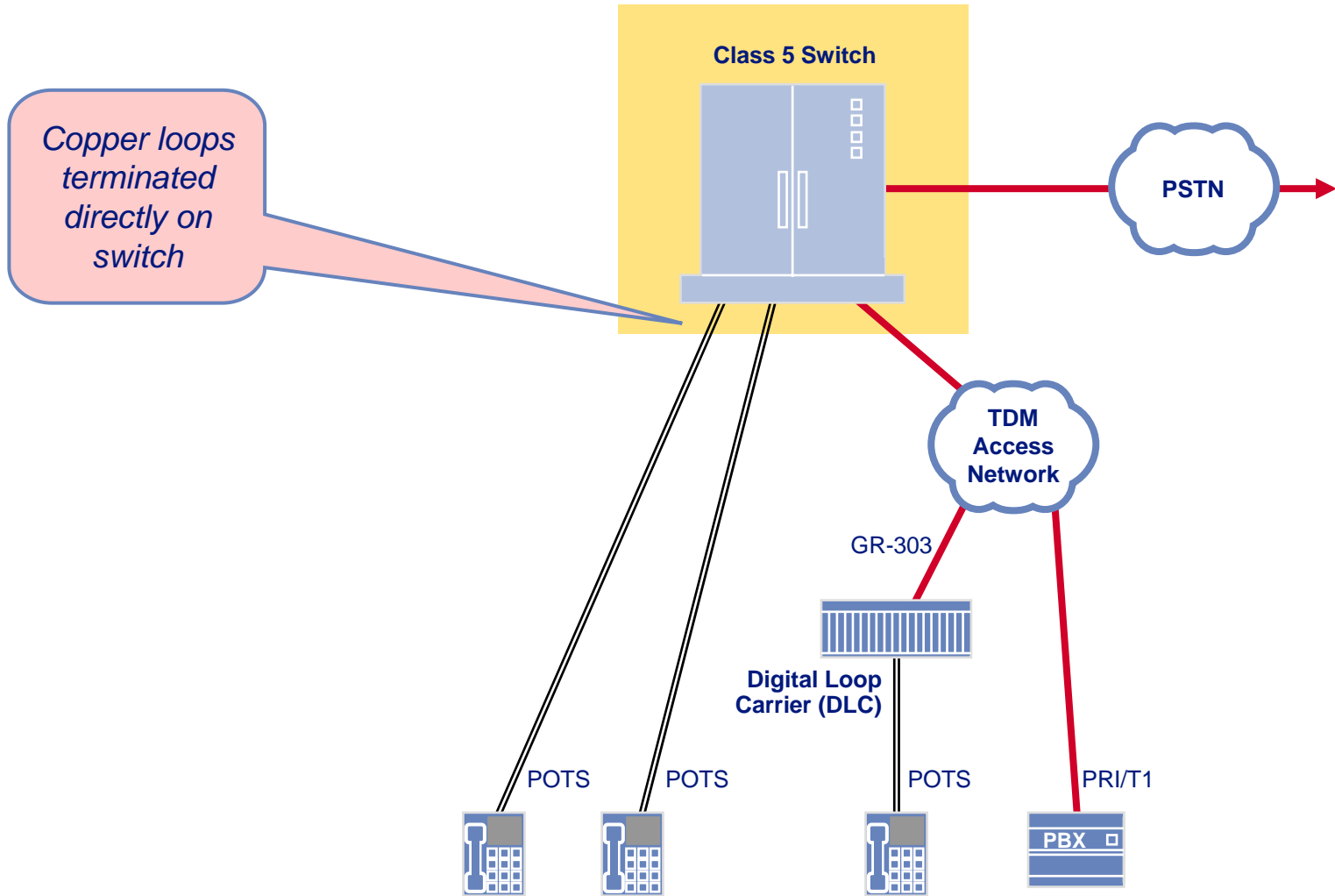
Deploy a new  
switch instead

## Is there a viable replacement for my switch?

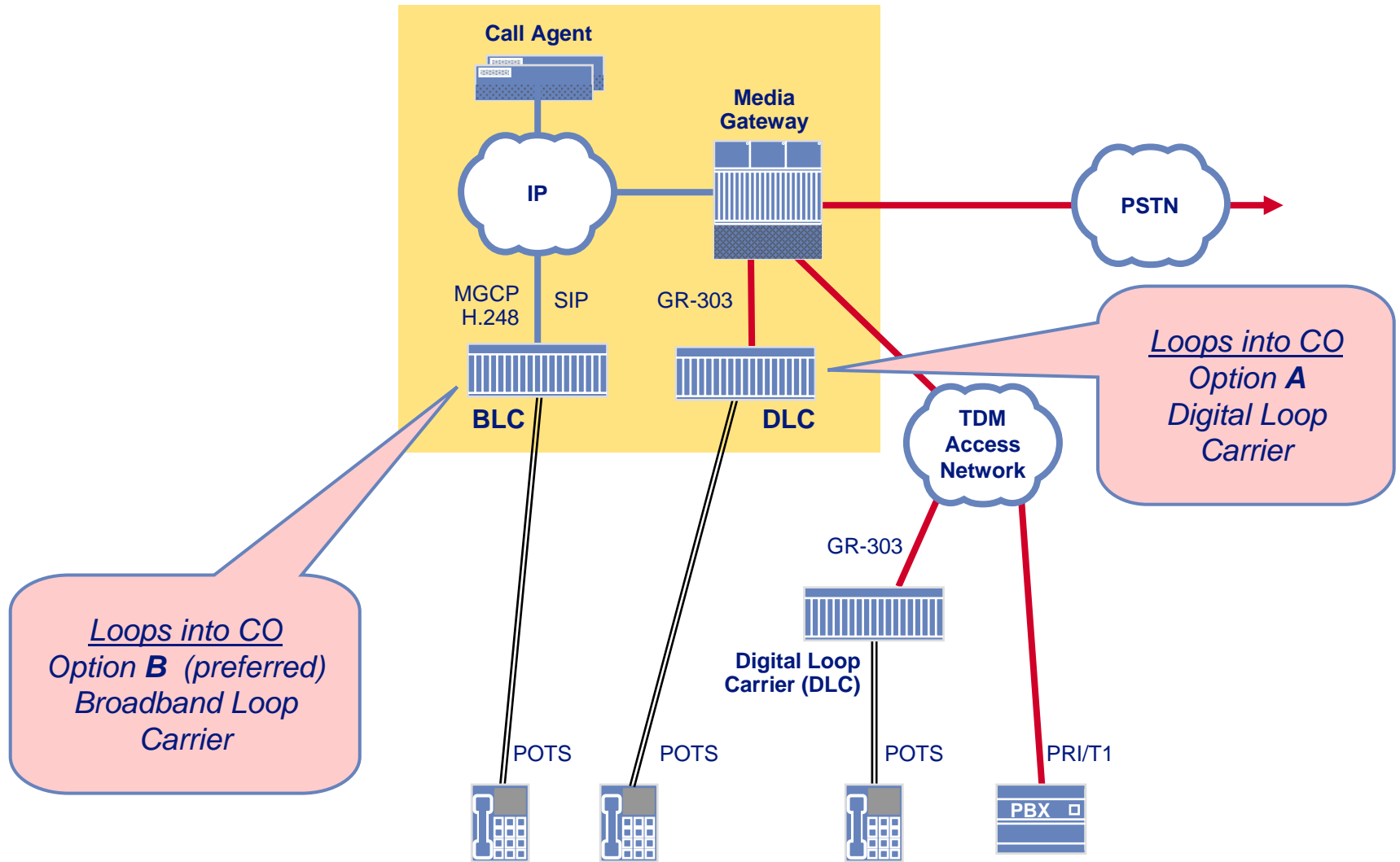
- ✈ Regulatory
  - CALEA, LNP, Equal Access, E911
- ✈ Legacy interop
  - GR-303, T1 CAS, PRI, MF, SS7, AIN
- ✈ Feature parity
  - Residential, business group, PBX access
- ✈ Management
  - Billing, alarms, provisioning integration, statistics
- ✈ VoIP interop
  - Broadband Loop Carriers, Session Border Controllers, FTTx Optical Network Terminations, SIP phones

**Yes**

# Legacy Class 5 Switch – Ready for Replacement

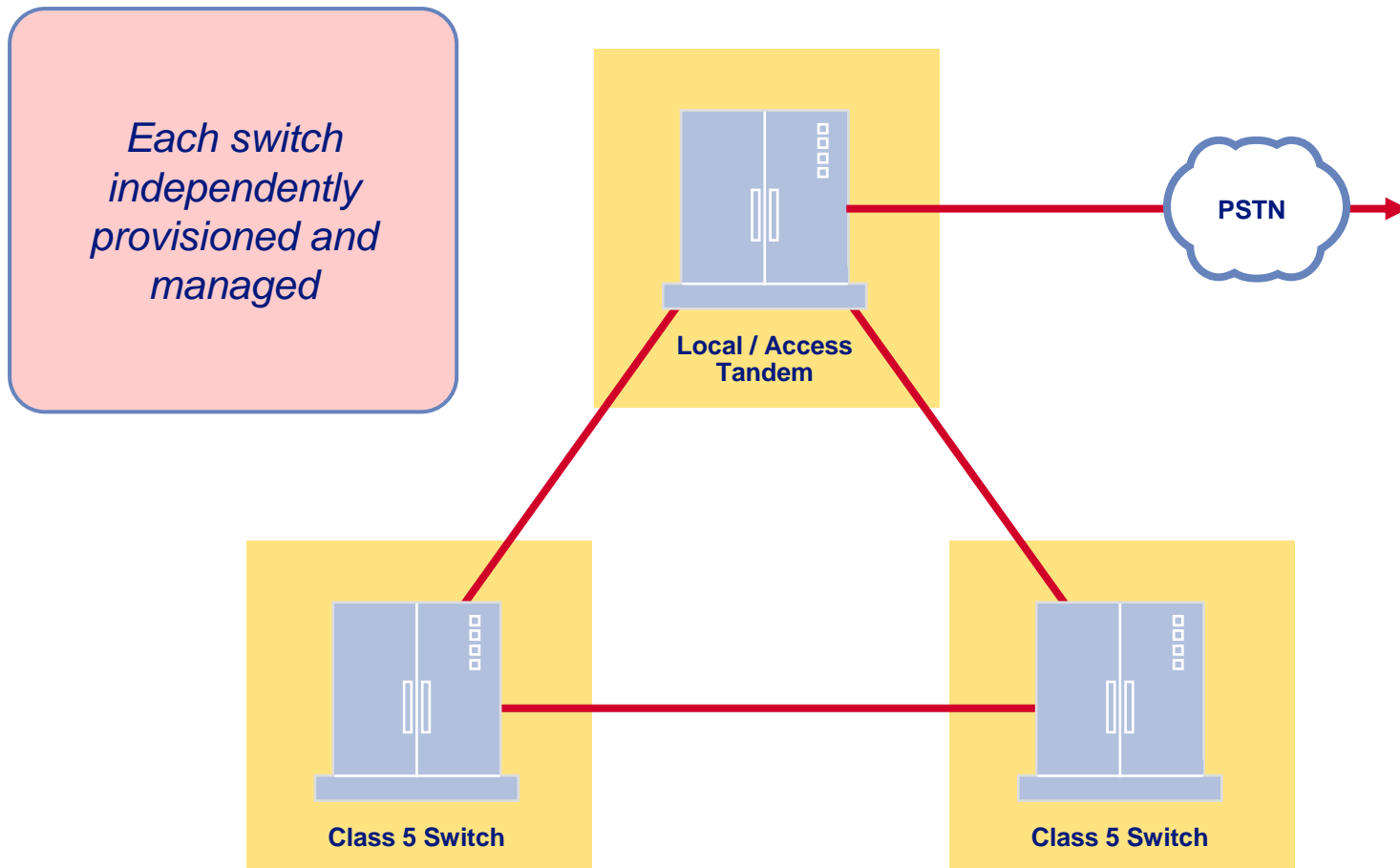


## VoIP Solution as Replacement



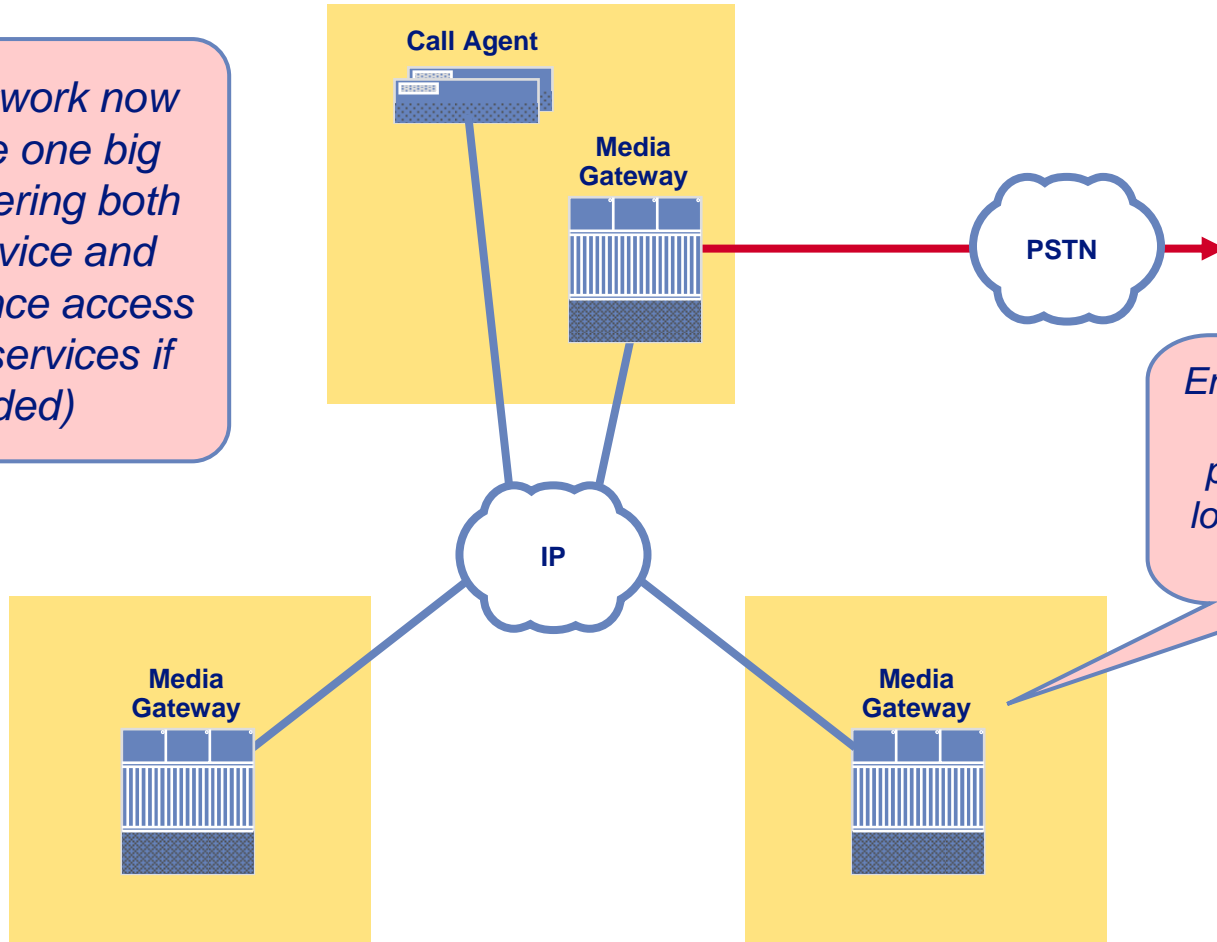


# Legacy Class 4/5 Switch Network



# VoIP Network Replacement

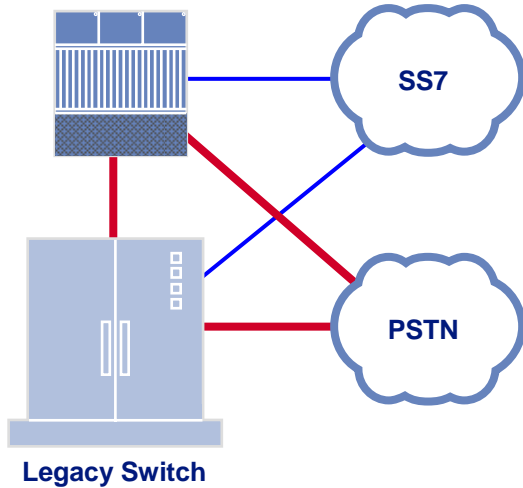
*Entire network now looks like one big switch offering both local service and long distance access (and LD services if needed)*



*Emergency Stand-Alone (ESA) protects against loss of IP network connectivity*

# Migration Techniques

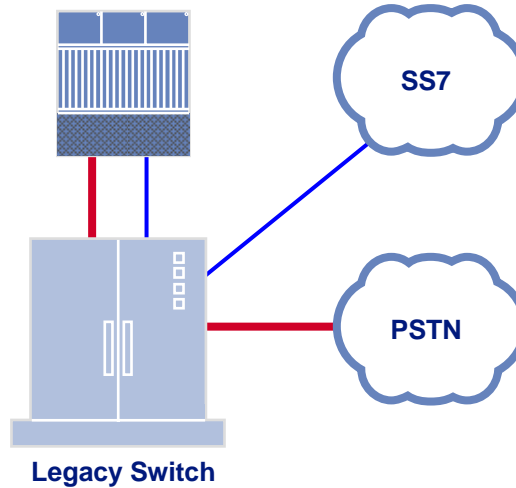
Call Agent +  
Media Gateway



## Parallel Switches

- Two SS7 point codes
- Use LNP to move DNs from old switch

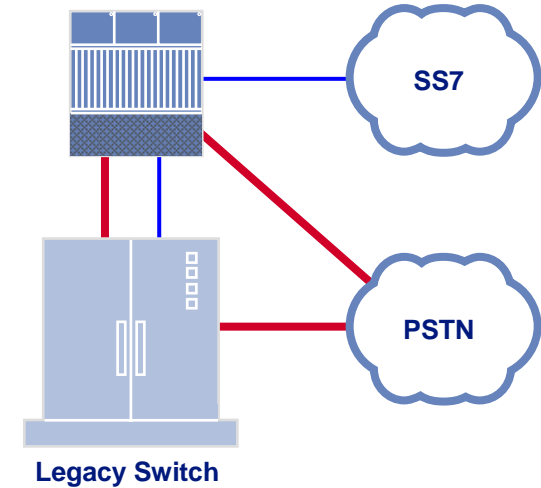
Call Agent +  
Media Gateway



## Legacy Tandem

- Two SS7 point codes
- Use routing to move DNs from old switch
- May require legacy switch upgrade

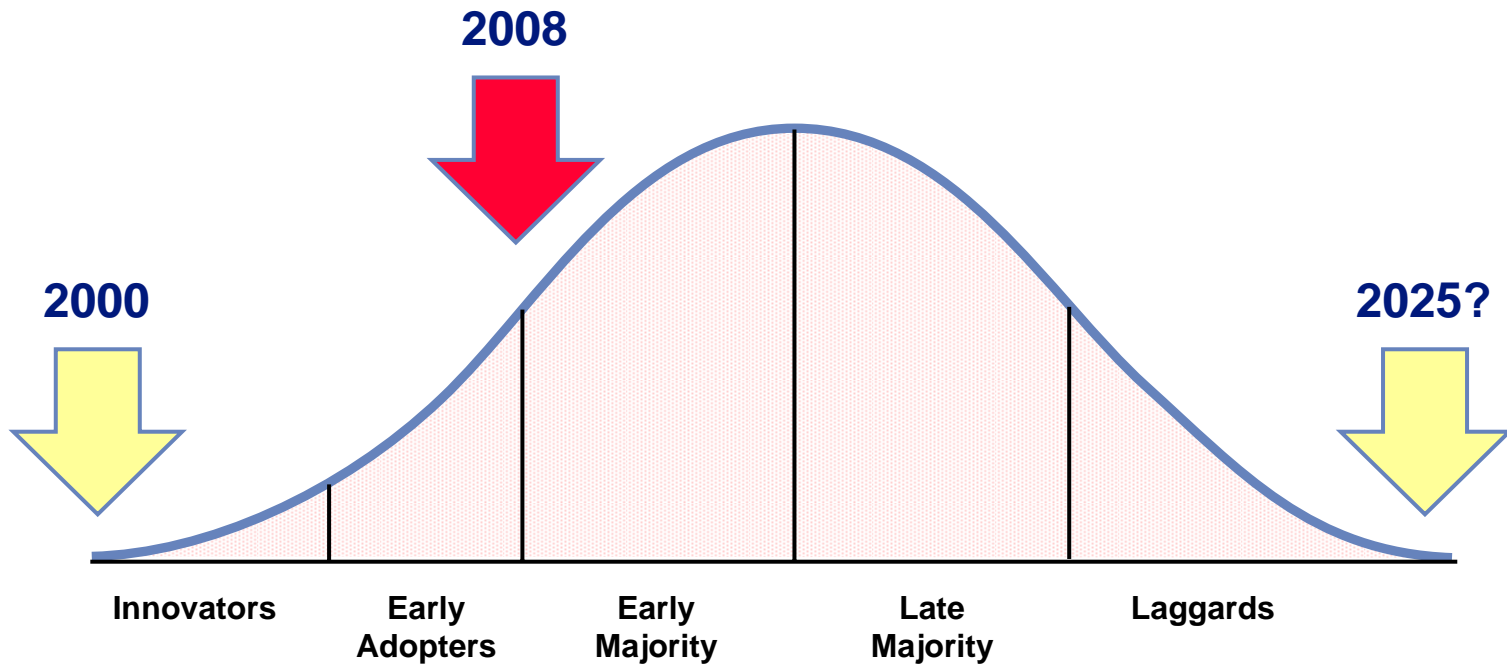
Call Agent +  
Media Gateway



## Point Code Proxy

- One SS7 point code
- Migration of DNs is transparent to PSTN

# Softswitching and the Technology Adoption Curve



*2008 is the year that softswitching “Crosses the Chasm”*

## Time to Switch?

*So, the answer to the question  
“Is it Time to Switch?”  
is another question:*

*What are you waiting for?*



**Thank you!**  
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