

OUTSOURCED IP COMMUNICATIONS FOR BUSINESS

3 November 2011



22 Industry Insights

How to implement IP Communication Services on your network

- 💡 **01** - The Cloud is not new - The first online cloud service was email.
- 💡 **02** - The “Cloud” is the End-to-End Experience.
- 💡 **03** - The future is the Hybrid Cloud.
- 💡 **04** - Essential Elements are a hosted application, hardware and the network
- 💡 **05** - SIP is the enabler of common telephony features over IP Voice
- 💡 **06** - The human brain will exert its energy to make up for information that technology cannot or will not provide
- 💡 **07** - HD Voice translates into real business benefits that mean it should be considered as far more than a nice to have
- 💡 **08** - User Experience, Elastic Resource, Integration, Support, Managing Operations and Utility Pricing are the key service provider challenges.
- 💡 **09** - A two tier 'Premium' Internet is inevitable
- 💡 **10** - The most effective method of ensuring QoS is the correct implementation of CoS on an adequately provisioned network
- 💡 **11** - Network congestion is the primary factor contributing to IP Voice quality issues
- 💡 **12** - The subjectivity of voice quality in part fuelled the perception that IP Voice is sub-standard in quality
- 💡 **13** - Class of Service (CoS) helps protect the quality of the call.
- 💡 **14** - Hosted Contact Centre calls are queued in the Cloud
- 💡 **15** - Calls, Queues, Quality and the online experience is fully measurable with our portal
- 💡 **16** - Telepresence is here now - an amazing life-like experience.
- 💡 **17** - 3D is the next big “Medium”, the last being the Internet.
- 💡 **18** - The fundamental technologies behind IP Voice are not new
- 💡 **19** - The Ultimate Demonstration showed 11 video devices linked up over the cloud using a video bridge. The demonstration would not have been possible without insights 20, 21 and 22
- 💡 **20** - Polycom - global leader in telepresence, video and voice communications
- 💡 **21** - Cable&Wireless Worldwide – for their Next Generation MPLS Network Core
- 💡 **22** - Gage Networks - knowledge and technical expertise to turn world class technologies and products into innovative and relevant business solutions

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