

# Aspects of SIP-enabled Enterprise Communications

VON Europe 2002  
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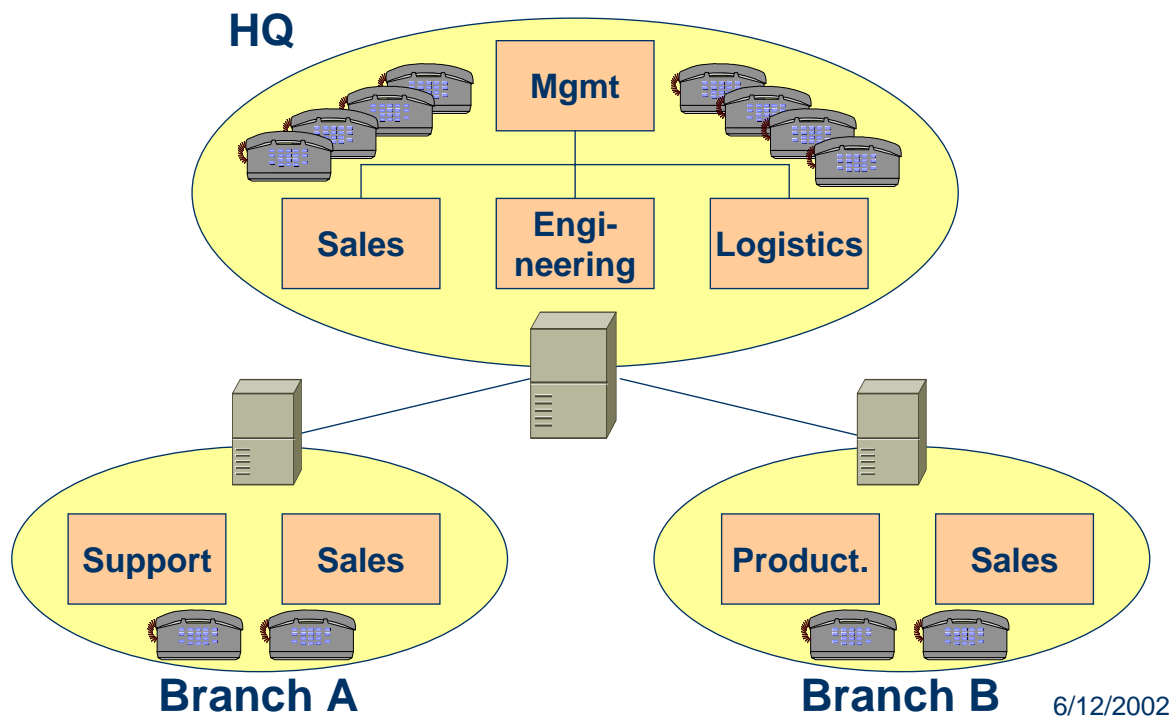
Jörg Ott  
ipDialog, Inc.  
jo@ipdialog.com

ipDialog, Inc.

## Overview

- Traditional Telephony in the Enterprise
- IP Telephony in the Enterprise
- Example 1: Beyond CTI Integration
- Example 2: Presence and Instant Messaging
- Example 3: Outsourcing Services
- Example 4: Decentralized Management
- Conclusion

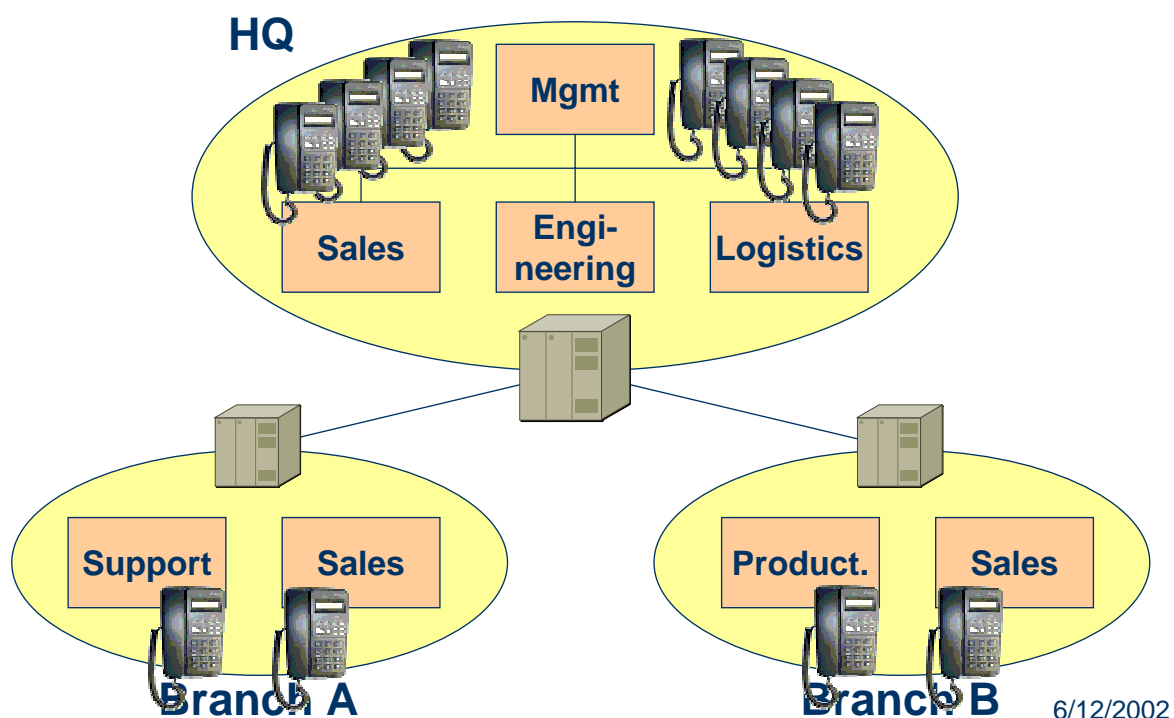
# A Sample Organization...



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# ...moving to "VoIP"

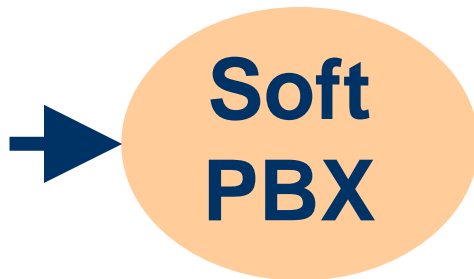


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## What a change...

Corporate  
Environment



# Why?

**Proprietary...**

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## “We’ve always done it this way...”

- Centralization of Services and Management
  - In the Soft PBX
- PBX and Supplementary Services
  - Hunting features (check lists) instead of ideas?
- Pretty closed environments
  - In spite of standardization
- Adapt traditional tariff models
  - Per minute instead of based upon service!

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## Restricting to **Voice-over-IP...**

- People view IP telephony as a replacement technology – not as an evolution!
  - Makes it comparable
  - Provides no direct value-add
  - Sells only (or: at most) for cost savings
  - Focuses thinking backward-oriented
- IP Telephony is *more*
  - *than just replacing your old PBX (SoftPBX)*

*One reason why just **VoIP** is hard sell...*

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## Examples using SIP

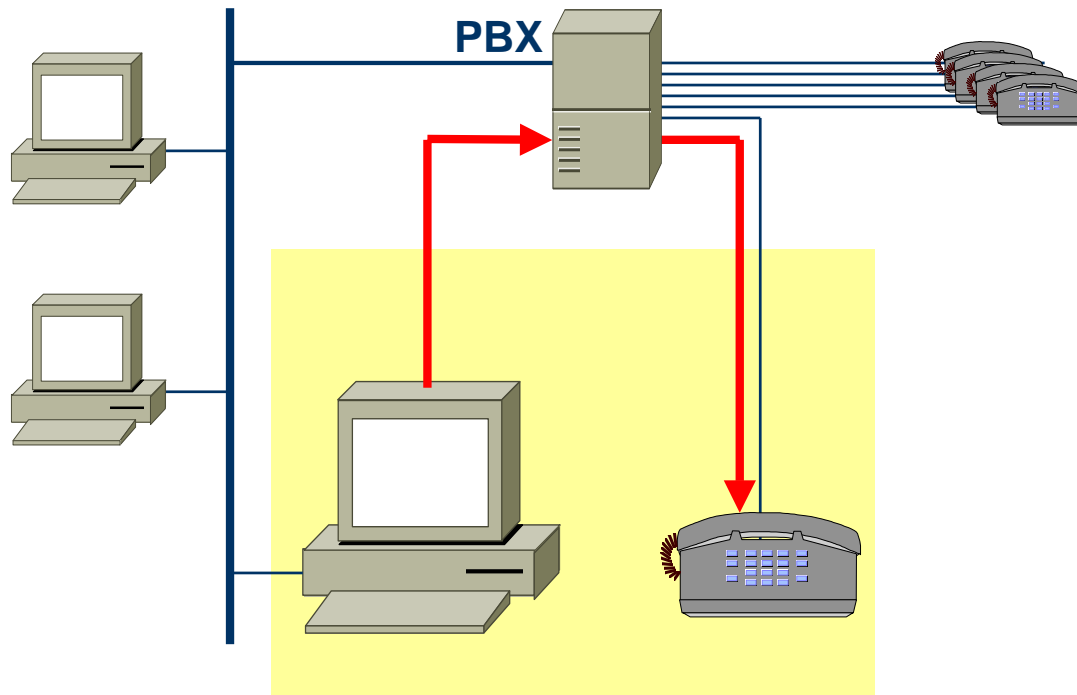
*appropriately*

**to make a difference...**

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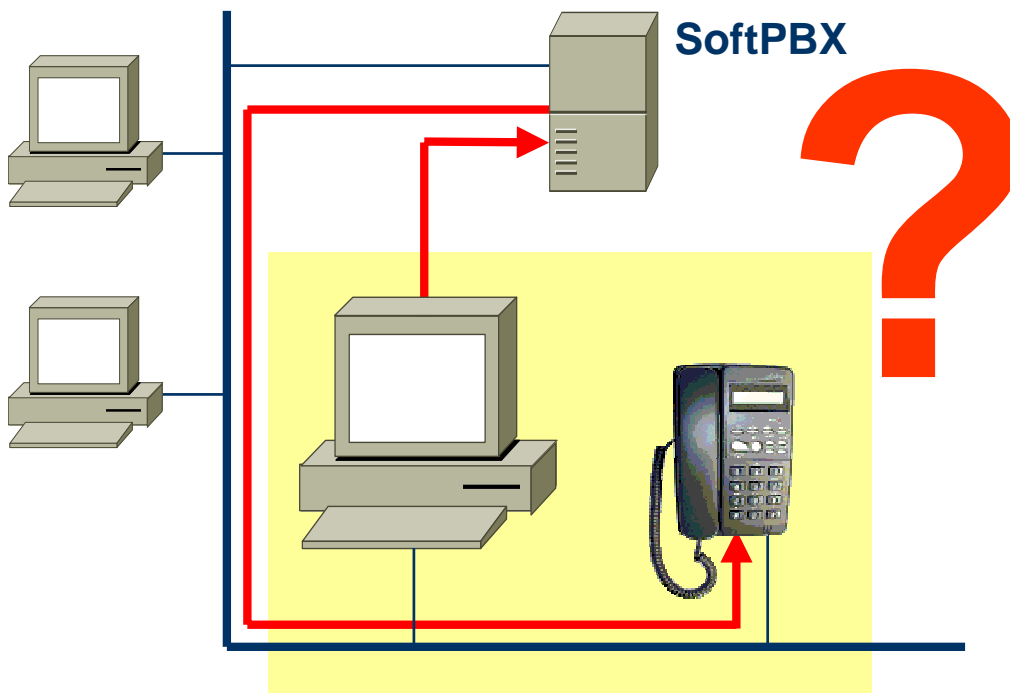
## Example: Beyond CTI (1)



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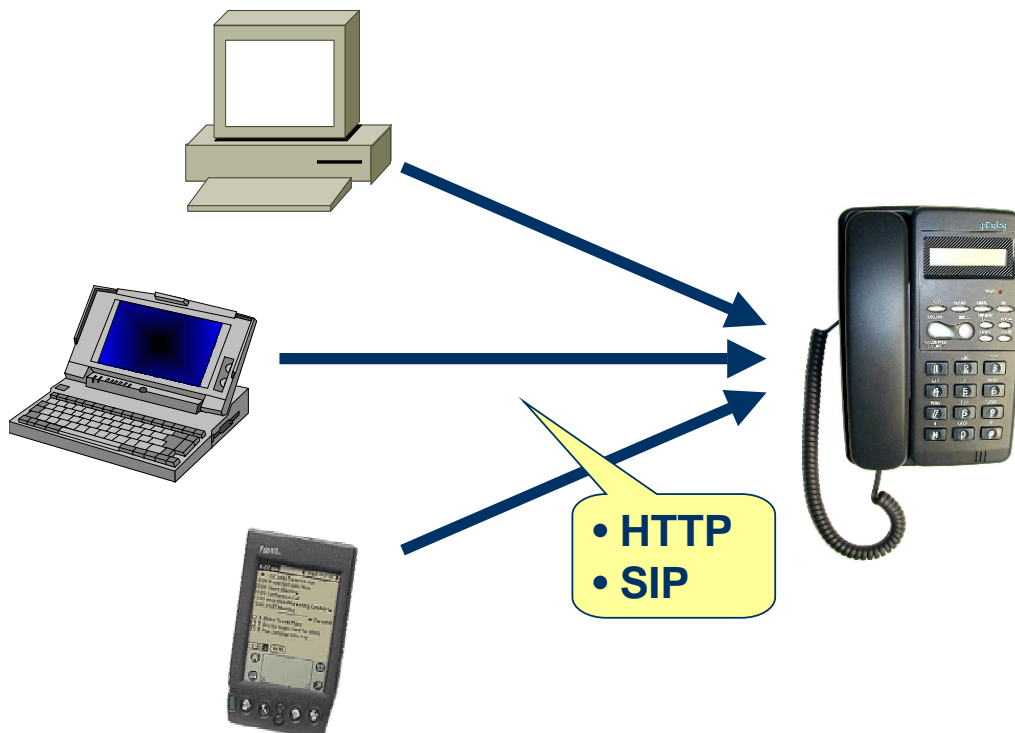
## Example: Beyond CTI (2)



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## Example: Beyond CTI (3)

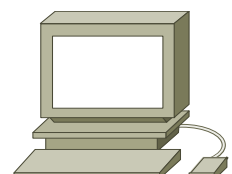
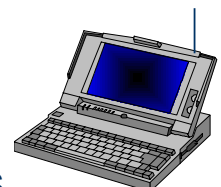


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## Example: Presence and IM

- Awareness of other users
  - Across domains, networks, organizations, ...
- To perform and improve existing services
  - User location, call completion, polite calls, ...
- To enable new services
  - User availability
  - Basis for more complex (business) services
  - Location-based services
- Simplify the user's life!



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## Example: Providing Services

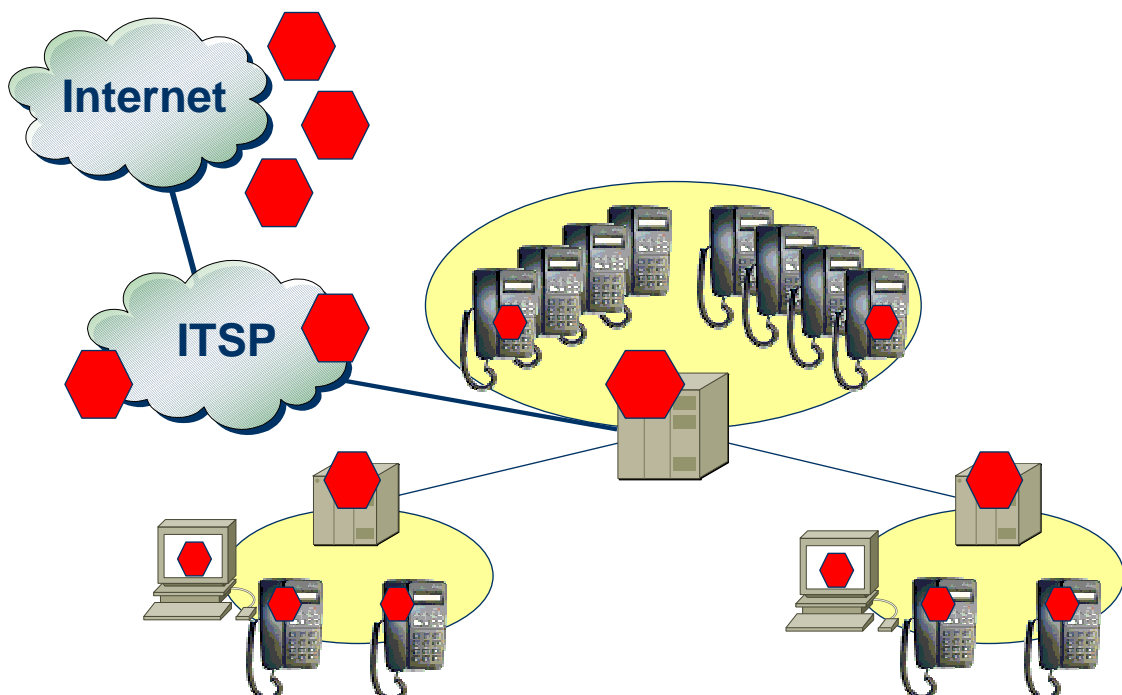
Many spots for creating services (decentralized!)

- In the enterprise
  - In the phones
  - In the user's or other PCs, laptop, palmtop, ...
  - In the SIP servers and other application servers
- Outside the enterprise
  - From your ITSP(s)
  - From any third party
- Mix and match what fits your needs best

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## Example: Providing Services



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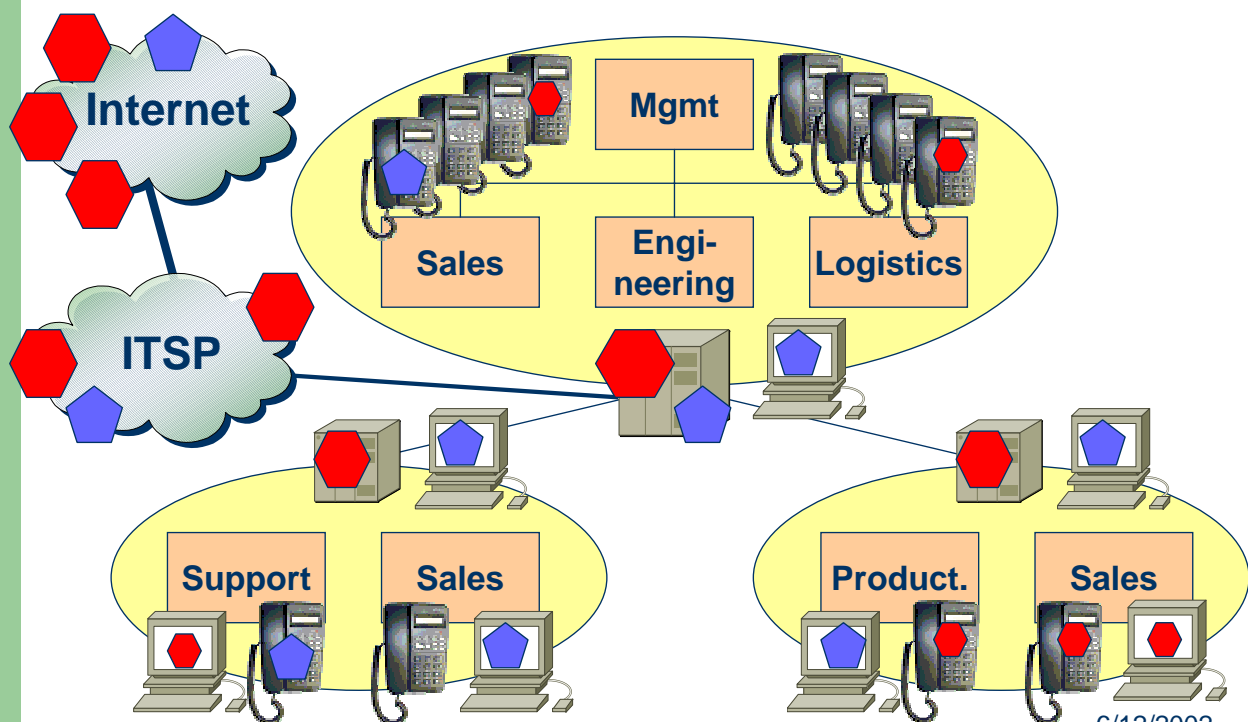
## Example: User Management

- PBX: Centralized control and user mgmt
  - “How long does it take to get a phone moved?”
  - Central feature management
- (S)IP-based communications
  - Central control possible (e.g. for security)
    - To keep the IT department happy
  - Decentralized user management
    - Enable departments to configure their users independently
    - Enable users to manage their own features
  - Web-based configuration
- Improve efficiency, productivity, ...

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## A Different IP-based Solution...



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## Conclusion

- Don't try to replicate old features
- Use SIP as enabling technology
  - Easy: Simplify and improve existing services
  - Powerful: New services through **Rich Clients**
  - Flexible: Combine service from various providers
- Keep control together with the knowledge what is needed (→ decentralized)
- Empowering the “Users”!

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## Our contribution...



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