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- [15 Hot Products From VMworld 2008](#)  
The VMworld conference, which has evolved into the industry's premier virtualization event, finished its run in Las Vegas with a host of new products highlighting a range of technology. Here are a few.
- [State of Technology: Security - By The Numbers](#)  
Everything Channel's latest State of Technology survey looks at the trends driving the security market. Here's what solution providers had to say.

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## All-In-One Networking: Does One Size Fit Small?

By [Andrew R Hickey](#), [Fahmida Y. Rashid](#), ChannelWeb  
 12:00 AM EDT Mon. Jun. 23, 2008



From the June 23, 2008 issue of CRN Tech

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A number of vendors are trying to win over the hearts and minds of small-business VARs and their customers by offering up all-in-one solutions. These tidy little offerings do everything from switching and routing to VoIP and security in one box, ultimately reducing the number of appliances a company needs while making services available to them.

Companies like Allworx Corp., Rochester, N.Y., Critical Links, Fairfield, N.J., British Columbia-based Sutus Inc. and others are getting in on the office-in-a-box craze, releasing products that encompass several different types of services.

The idea of adding services such as security or VoIP to [networking](#) equipment is nothing new. [San Jose](#), Calif.-based Cisco Systems (NSDQ:[CSCO](#)) did it with its Integrated Services [Router](#) (ISR) with amazing success, though the ISR is more targeted at the branch office than the SMB space. But VARs are quickly realizing that offering their small-business clients office-in-a-box solutions is generating success.

"There's no doubt that there's a major need out there for companies that are 25 seats and under," said Tom Palmer, president of AdrenaSpeed Solutions, a Sutus partner in Danville, Calif. "You're offering SMBs five or more different solutions all in one box. It's really easy to sell. SMBs are being very careful with their money, but I'm seeing growth."

Jon Dessel, president of Ontario, Calif.-based solution provider ITIQ, a Critical Links partner, agreed. He said office-in-a-box solutions offer VARs inroads to companies that are looking for either just a voice system or are planning for disaster recovery. An all-in-one eliminates the need to cobble together several complex components.

"Now I can go in and say, 'You've got a complete e-mail, Web, voice and security solution,'" Dessel said. "We benefit because it's so easy. If it's not easy, then it won't sell. But it's got to be easy not only to sell, but to install."

David Kolssak, managing partner for Wheeling, Ill.-based solution provider Turnkey IT, summed it up like this: "Office-in a-box solutions tie together the simple things larger companies take for granted. The SMB market is ripe for these new technologies."

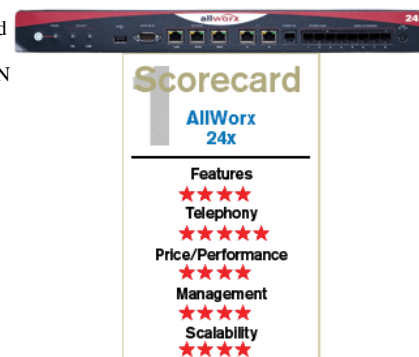
### Allworx 24x

Allworx 24x includes VoIP telephone handsets, combination telephony and network servers, and software packages that can be mixed and matched for an ideal configuration. The packages add specific advanced functions, such as queuing, giving customers the opportunity to buy (license is for unlimited use) just what's needed.

The 24x supports up to 100 employees per site with extender hardware. The server sits between the [LAN](#) switch and external Internet and provides five FXS ports for [analog](#) phone lines. The server has built-in support for up to two T1 data circuits as well as legacy T1 lines that have not been provisioned with PRI. It functions as a router, e-mail and Web server, and SPI firewall. Built-in security protocols protect the external sites it can manage as a public WAN. The [e-mail](#) server supports POP3, SMTP and IMAP4. Finally, the server can [function](#) as a VPN if the optional package is purchased.

Allworx recommends that installation be performed by a reseller. Compared to the other two products, it doesn't offer the simplest setup (the Sutus BC200 gets the nod on that front), but the process is centralized and straightforward. Partners access the Web-based administration console to set up all the server and telephony functions. There is a checklist that details a typical setup, such as configuring the network, turning on the VPN and testing to make sure everything works. The network installation tools, such as the [DHCP](#) Server Discovery and Trace Route, can be used to tweak settings.

Most of the maintenance and configuration can be handled remotely, a plus for resellers. Telephony settings, such as adding extensions and managing auto-attendants, are handled through the interface. Users customize their personal settings, such as presence, conference and phone features, using an internal Web site. Allworx 24x has follow-me calling, where calls can be routed to multiple external phone numbers before returning to Allworx voicemail. Allworx also allows users to make outbound calls through the system even when not in the office. The system can also generate an SMS text message every time a voicemail is received—and if messages aren't retrieved within a set time, they are escalated to a [backup](#) colleague. The reports are fairly comprehensive, providing information about real-time status and call details.



Pricing for the 24x is \$4,345, if the mirror drive (duplicate [hard drive](#) for data redundancy) is installed. Otherwise, it is \$3,995.

Allworx's channel program is simple: Partners sign a reseller agreement, complete a free, four-day technical training course and purchase a demo kit. Margins range from 35 percent to 50 percent, depending on configuration. Since there are no license fees from Allworx, partners can set their own "upgrade" charges.

*Next: Sutus Business Central 200*

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