

Voice over Internet Protocol (VoIP)

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The Cisco Unified Computing system is said to unleash the full potential of virtualization, by enhancing the scalability, performance and operational control of virtual environments. Cisco security, policy enforcement, and diagnostics features are now extended into dynamic virtualized environments to better support changing business and IT requirements.

Cisco also launched a suite of new Unified Computing services to help customers capture the full technical and business benefits of the new architecture. They range from architecture design, planning, and migration, to operations, and remote management.

The Cisco Unified Computing System and associated services will be generally available to customers starting in the second quarter of this year.

SIP Print offers VoIP call recording for SMBs

SIP Print says it is redefining VoIP call recording with what is described as the industry's first and only affordable systems tailored to small and medium-sized businesses (SMBs) - up to 200 seats per location. SMBs need to record phone conversations for purposes of training, quality assurance, customer satisfaction monitoring and legal/compliance requirements, such as the Communications Assistance for Law Enforcement Act (CALEA) and Sarbanes-Oxley, but to date have lacked access to affordable system-level SIP call recording capabilities and have ultimately been priced-out of the call recording market because of expensive and complex enterprise systems.

SIP Print recording appliances promise easy installation, simple maintenance and operation, and scalability to support the expansion of high-growth SMBs. SIP Print is compatible with the

industry's leading pure SIP-based communications systems and supports prominent hybrid VoIP systems including Allworx, Astralink, Altigen, Avaya IP Office, Avaya Distributed Office, Cisco, Epygi, Fonality, Grandstream, Mitel, NEC 8100, NEC 8300, Nortel, ShoreTel, Toshiba, Zultys and 3Com.

SIP Print's appliances offer a Web-based GUI, call playback on regular media players, extension and name lookup, caller ID, search by area code and prefix, fast forward, rewind, time and date stamping, archive control, audit trail, remote access, and email-ready call file formats.

While FSA regulations provide a temporary exemption for recording mobile phone conversations, SIP Print's patent-pending platform seamlessly supports the recording of mobile phone calls today. It also has advanced functions such as voicemail

or "follow-me" calls on mobile phones or other off-premise phone numbers.

The company's SIP call recording systems are SIP 2.0 and CALEA-compliant, and are available through distributors, resellers and OEMs worldwide with pricing starting at \$4,995.00 for 15 users. A simple software license key can scale capacity up to 200 users per appliance. For more information, visit: www.sipprint.com.



▲ SIP Print appliance features include Web-based GUI, call playback on regular media players, extension and name lookup, caller ID, search by area code and prefix, fast forward, rewind, time and date stamping.

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in resources and infrastructure. Typically in sourcing is also driven by management preference for how they want to run the company.

Use hybrid model – This is a compromise between the previous two options that will likely be inefficient in the long term but a practical choice by many organizations in the short term who may want to delay decisions, evaluate risks of in sourcing or outsourcing, etc...

Management strategy – Who are my strategic partners?

This is the next important decision. Once the organization has decided on business strategy, then they will need to decide who will be their key partner or partners to execute on the strategy. Generally, organizations will need three types of skill sets from their partner or partners:

First, they will need **business consulting expertise** to create a business strategy for communication enabling the organization's existing IT applications and business processes.

Secondly, they will need **application development expertise** to either consult, support, or execute on the integration of communication into their existing IT applications or business processes.

Finally, they will need **operational expertise** to deliver on the tactical implementation and ongoing system operation.

Partner selection strategy – IT or telecom?

While the deployment of CEA/CEBP is intended to be simple from an end-user perspective, depending upon the degree of integration, the back end of these deployments can be complex and thus a well thought out partner strategy is a critical decision point for an organization.

"The... pace at which more CEA/CEBP will be adopted... is not yet totally clear."

Typically carriers have strength in the telecom side whereas system integrators are stronger on the IT application side. Organizations need to look for a partner with an

ecosystem that spans both IT and telecom.

Financial Strategy – What is my desired financing model?

The last major decision to make involves what financial model the organization wants to move forward with. The organization will essentially face three choices.

Fixed cost model which tends to be upfront capital intensive
Variable cost model which requires little to no upfront capital but will have on-going monthly/annual charges that shrink and grow with your business.

A hybrid model which will have elements of both of the previous options.

The growth outlook

The extent and pace at which more CEA/CEBP will be adopted by organizations is not yet totally clear.

The fact is that the answer will not be in the form of one or two "killer" applications or services. Instead it will be a combination of many "lethal" applications with new levels of intelligence and richer application functionality.

To avoid the "disappointment" pitfalls, organizations must better understand the concepts of CEA/CEBP and how they apply to them and then formulate a strong plan which envelops business, management, partner, and financial strategy.

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