

DEMYSTIFYING VoIP FOR BUSINESS

**10 misconceptions about Voice Over Internet Protocol
and why VoIP might be right for your business.**

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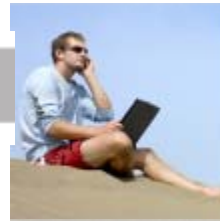


Today's Business Environment



New Economic Realities

- Global Economy
- Share Holder Expectations
- New Business Models
- Business Boundaries Blurring



Social Trends Accelerating

- Blend Lifestyle
- Social Networking
- Environmental responsibility



Technology Enablers

- Network, device, and application everywhere
- Automation/standardization
- Presence and Mobility
- Virtual office

Proof Point 1: Workforce Is Increasingly Mobile

More than 50% of organizations spend more than 40% of their day away from their desk



40% of employees have high-speed data cards

38% of enterprises identify a cellular phone or smart phone as their primary device

45 % of corporations are interested in mobile applications

Proof Point 2: The Nature of Work Has Changed

- Collaboration between employees
- Speeds innovations, makes best use of (expensive) human resources

- Collaboration between companies
- Support dynamic supply chains and effective customer engagement



Status of VoIP

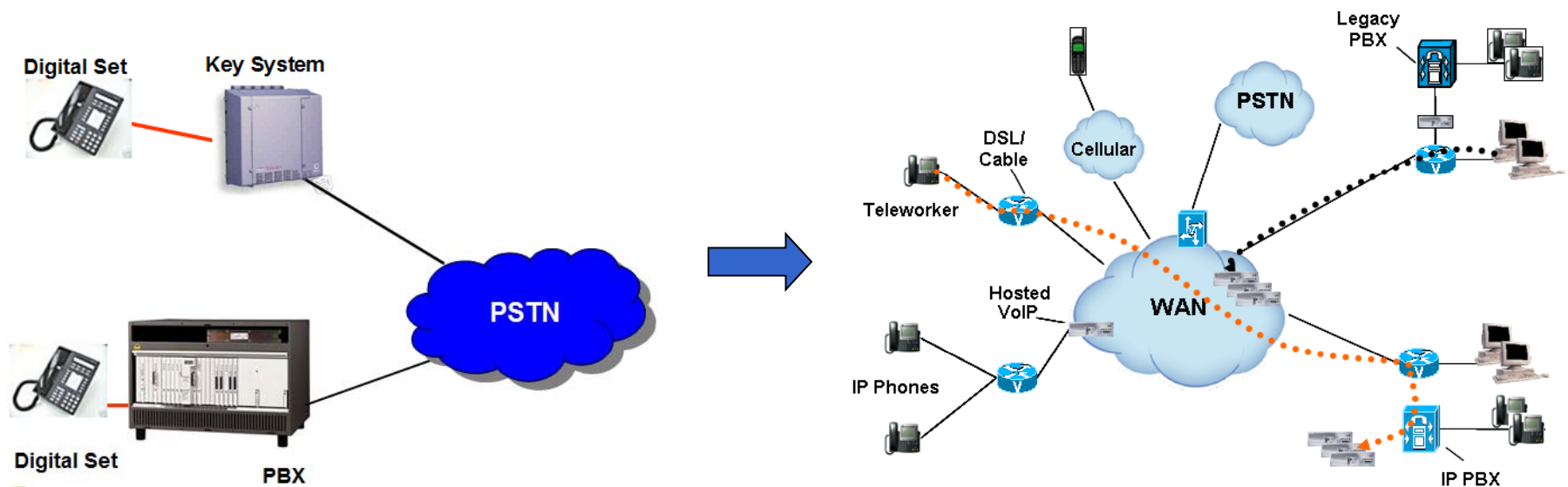
- Companies that have deployed VoIP have realized both cost savings and productivity gains
- Hosted VoIP has become a viable deployment option
- Despite the benefits VoIP has a long way to go to mass adoption
 - 82% of organizations have VoIP deployed in the organization
 - Less than 25% have VoIP fully deployed across the company
- VoIP and Unified Communications have become linked together
- Main barriers to adoption:
 - Difficult to measure the savings
 - High up front costs
 - Integration complexity
- Many of the barriers are perception more than reality...

Top 10 Misconceptions of VoIP

1. VoIP is about convergence
2. VoIP is best deployed by replacing a PBX with an IP PBX
3. Hosted VoIP is the same as Centrex
4. VoIP is risky
5. VoIP has a high up front cost
6. UC and VoIP must be deployed at the same time
7. Fixed telephony is the only driver for VoIP
8. The only value of hosted VoIP is cost savings
9. VoIP is unreliable
10. UC and VoIP will not transform the way we work

Misconception 1

- Myth: VoIP is about convergence of voice and data
- Reality: VoIP is about the IP enablement of voice



Traditional telephony

- Static
- Deployed on a node by node basis
- Inflexible

Voice over IP

- IP based
- Flexible
- Dynamic

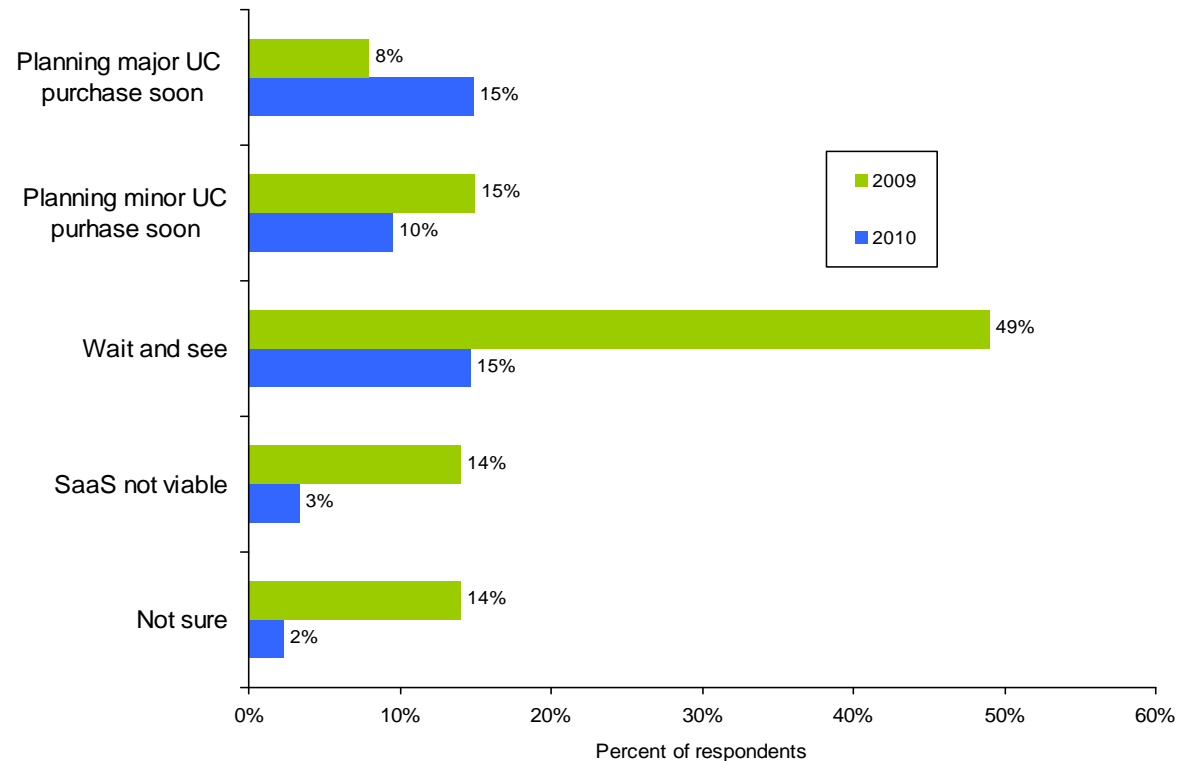
IP brings the dynamic nature of Internet based applications to voice

Misconception 2

- Myth: VoIP is best deployed by replacing a PBX with an IP PBX
- Reality: This was true over 5 years ago, but hosted VoIP provides a viable option today

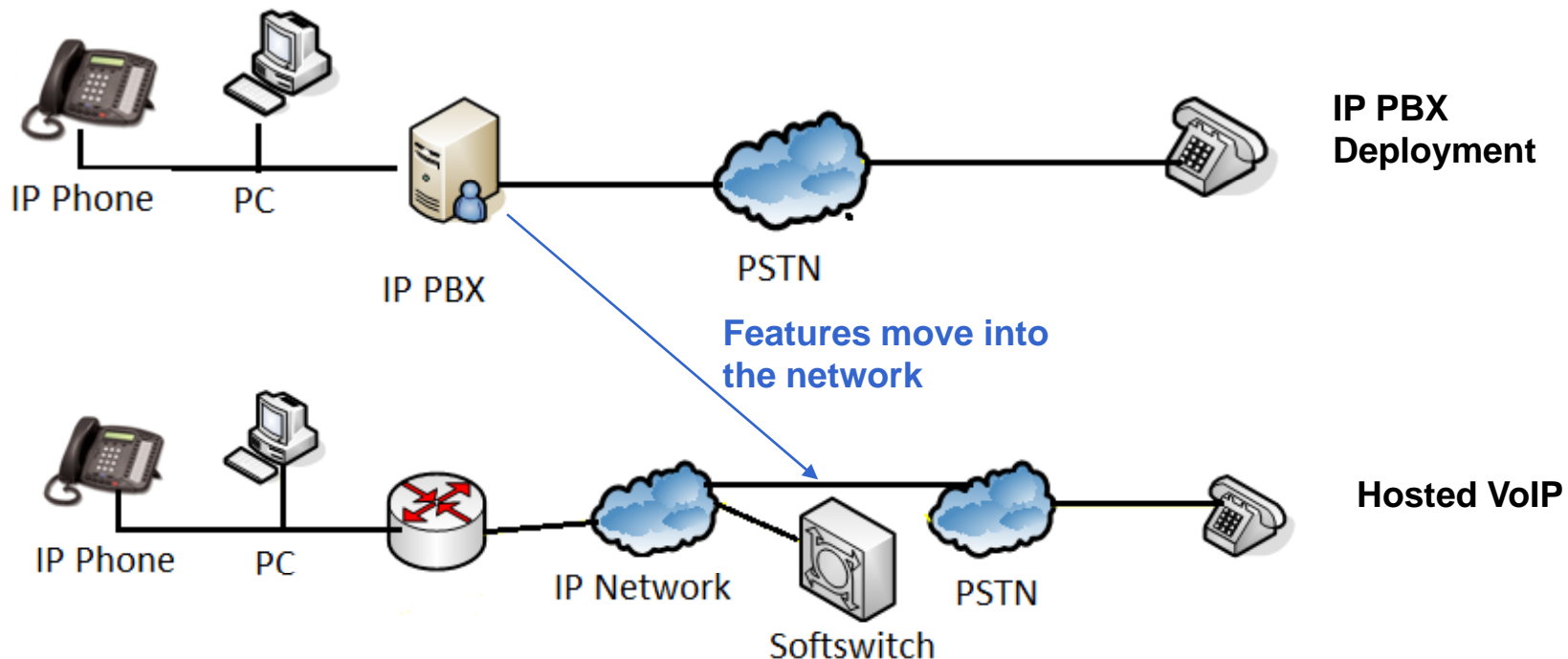
2010 was a major transition year for hosted VoIP. Companies planning a major purchase almost doubled.

What is your opinion of using a hosted/Software-as-a-Service (SaaS) for unified communications? (n=443)



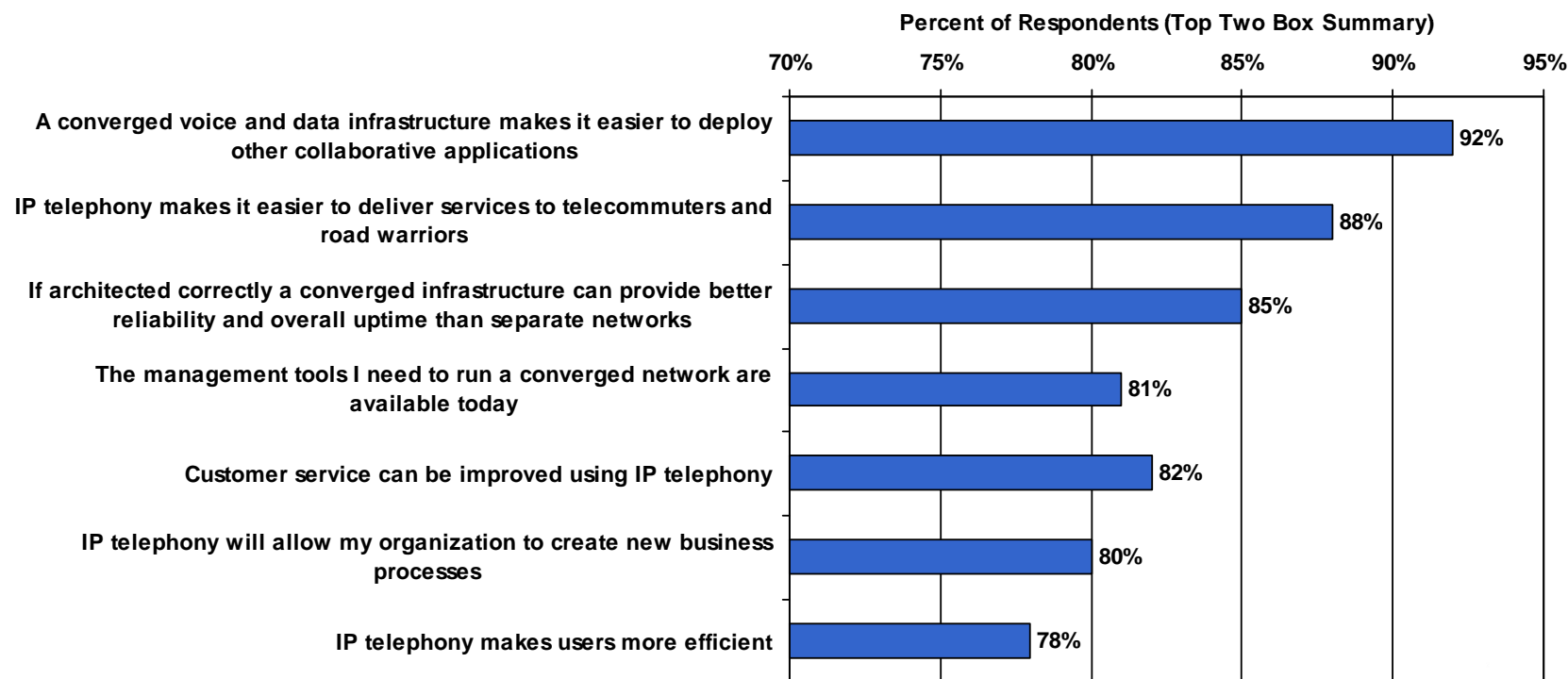
Misconception 3

- Myth: Hosted VoIP is the same as Centrex
- Centrex is expensive, lacks features and can be unreliable
- Reality: Hosted VoIP is deployed on a SIP based soft switch
- SIP standard has matured greatly over the past three years



Misconception 4

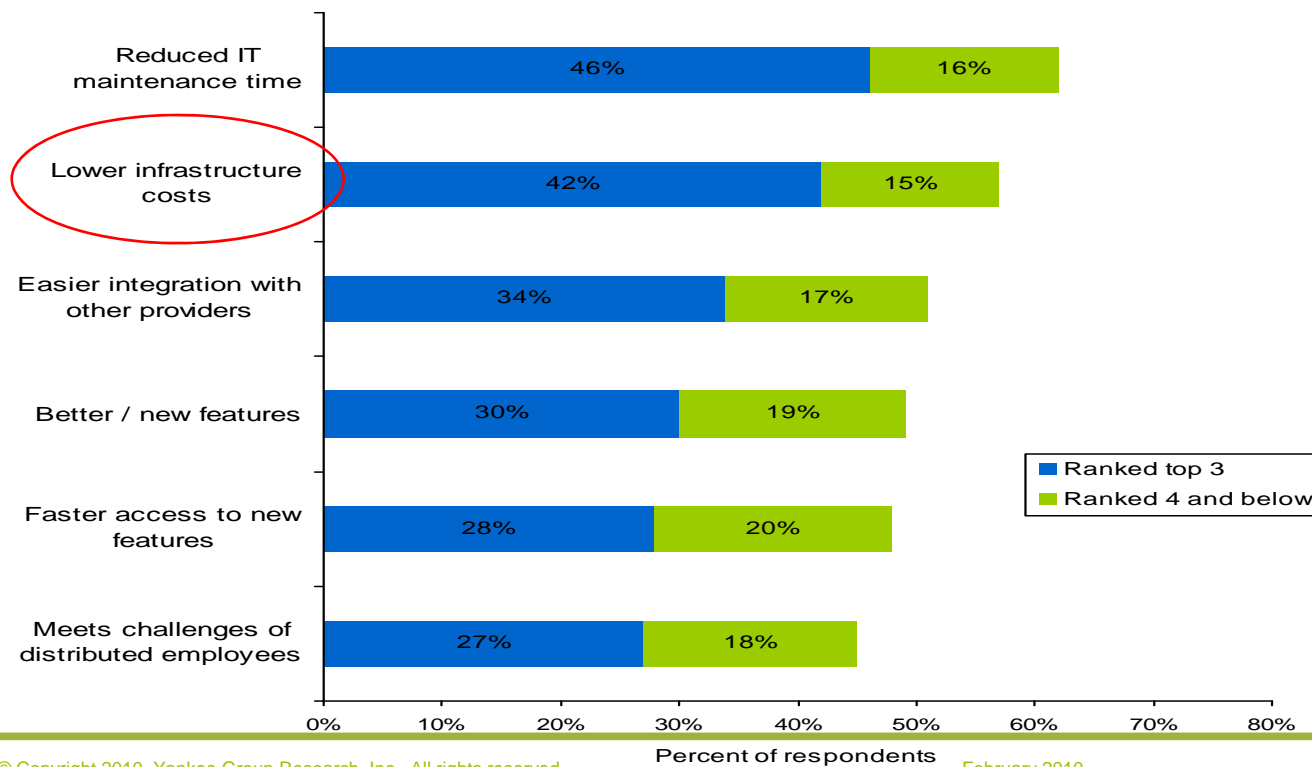
- Myth: VoIP is risky
- Reality:
- VoIP technology is mature and reliable
- There are many productivity benefits and cost savings elements to VoIP
- Not doing VoIP creates risk of falling behind competition



Misconception 5

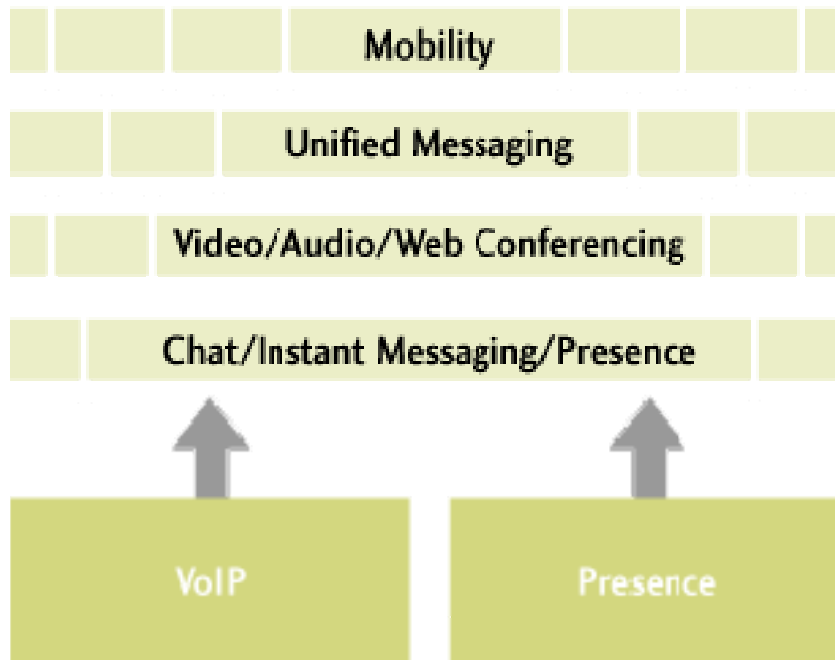
- Myth: VoIP has a high up front cost
- Reality: Replacing all networking and telephony infrastructure at once has a high up front cost
- Reality: Hosted VoIP has a lower cost barrier to entry

What are the most important reasons for a hosted solution



Misconception 6

- Myth: UC and VoIP must be deployed at the same time
- Reality:
- VoIP is a foundational component of UC
- VoIP can be deployed first and then UC added later

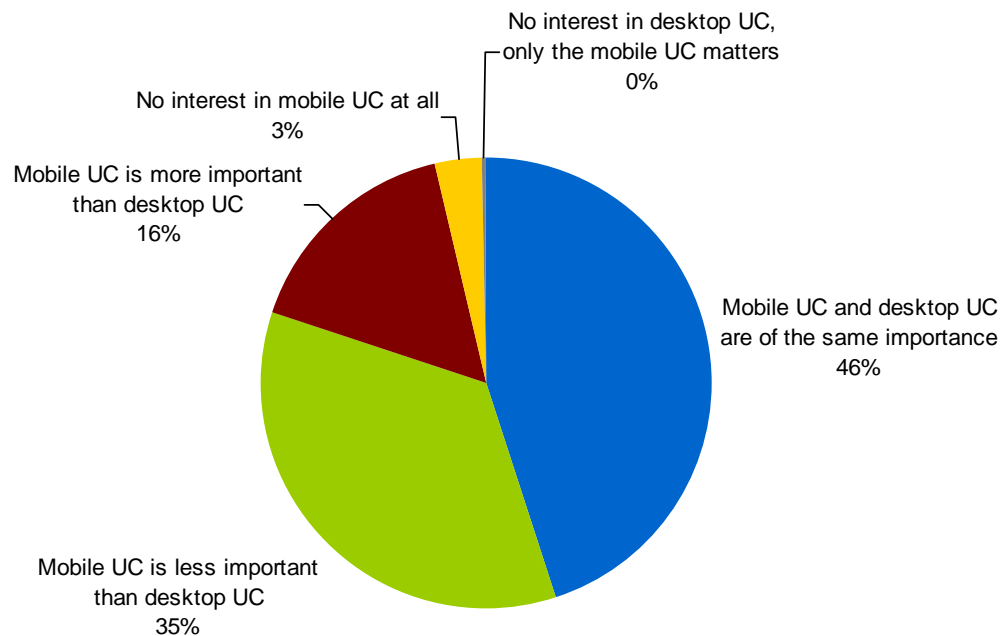


***Companies should
deploy both VoIP and
UC at their own pace***

Misconception 7

- Myth: Fixed telephony is the only driver for VoIP
- Reality: VoIP can greatly reduce fixed telephony costs
- Reality: VoIP benefits mobility as well

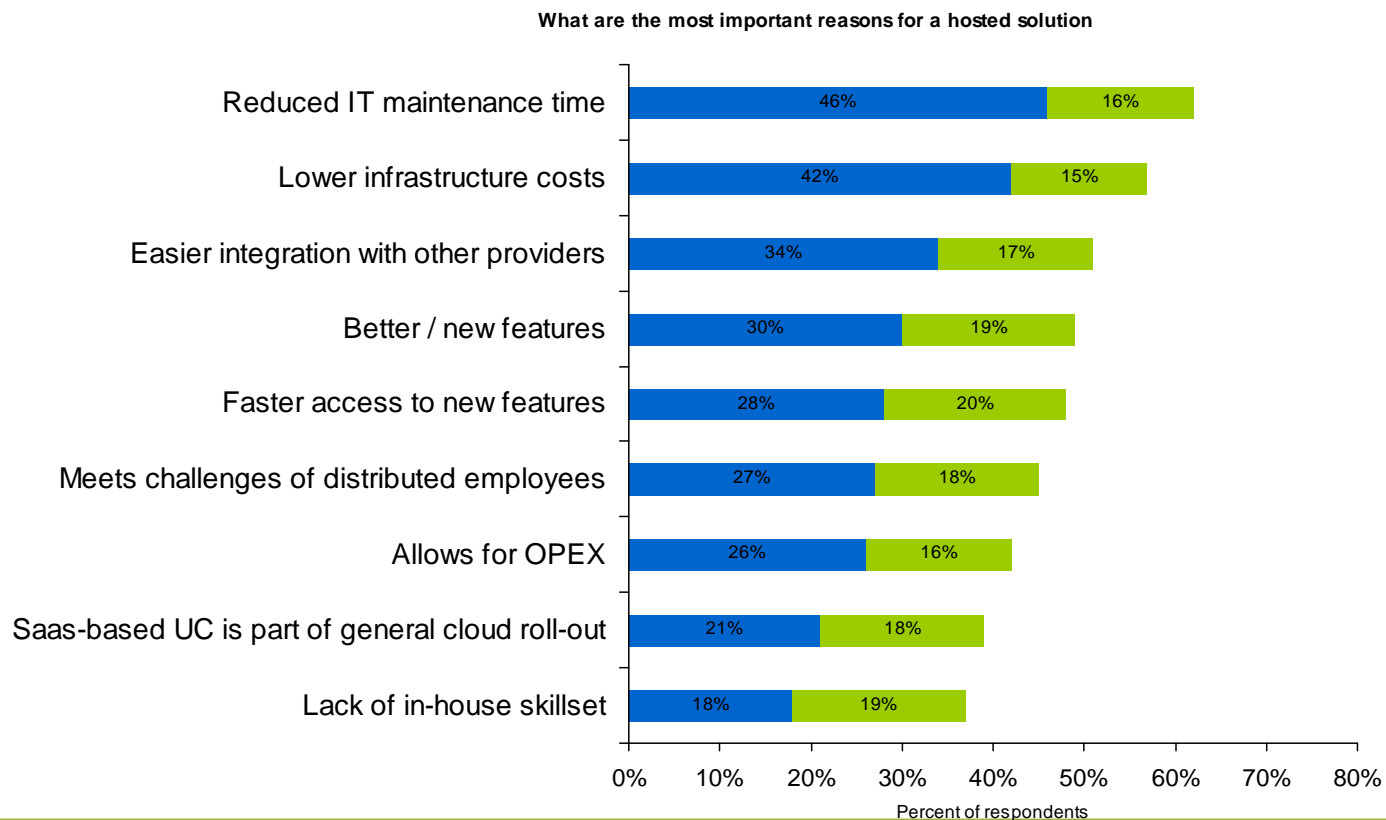
Relative to desktop UC, how important is mobile UC? (Please select one) (n=443)



***FMC and Mobile UC
can provide the same
or greater value than
fixed telephony and
desktop UC***

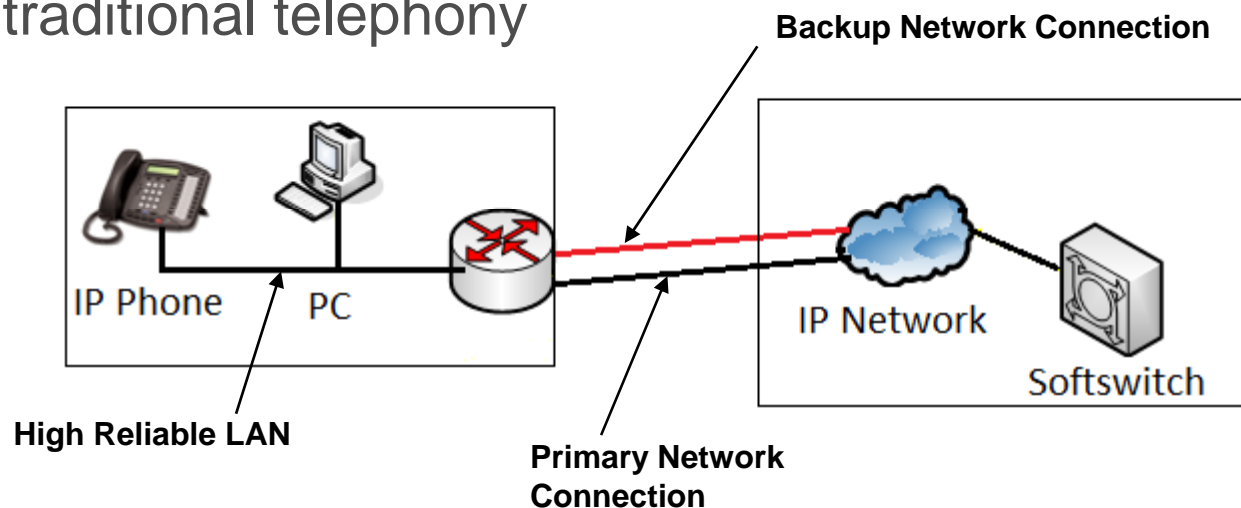
Misconception 8

- Myth: The only value of hosted VoIP is cost savings
- Reality: Value proposition of hosted VoIP is multi- faceted
- Reality: Can address cost savings, maintenance issues, time to features



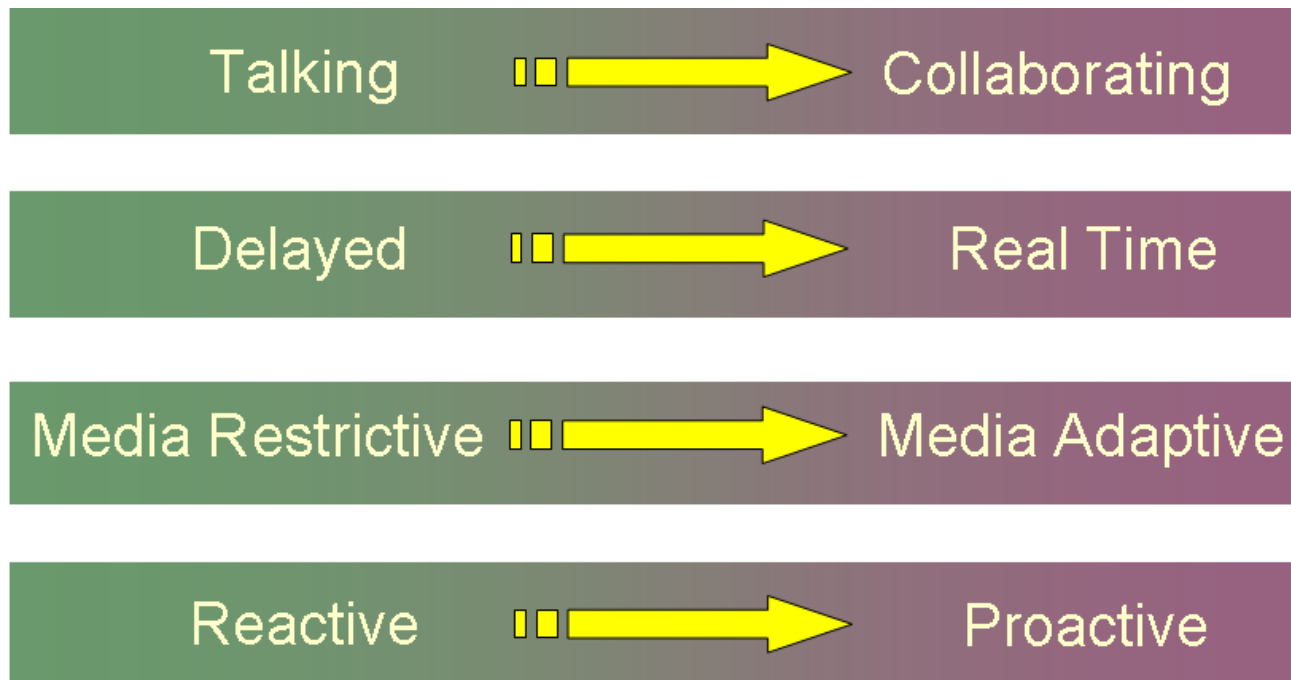
Misconception 9

- Myth: VoIP is unreliable
- Reality:
 - Consumer VoIP can be unreliable
 - Business grade VoIP is highly reliable
 - Network issues can be addressed through building a redundant network
 - If architected correctly, VoIP can be more reliable than traditional telephony

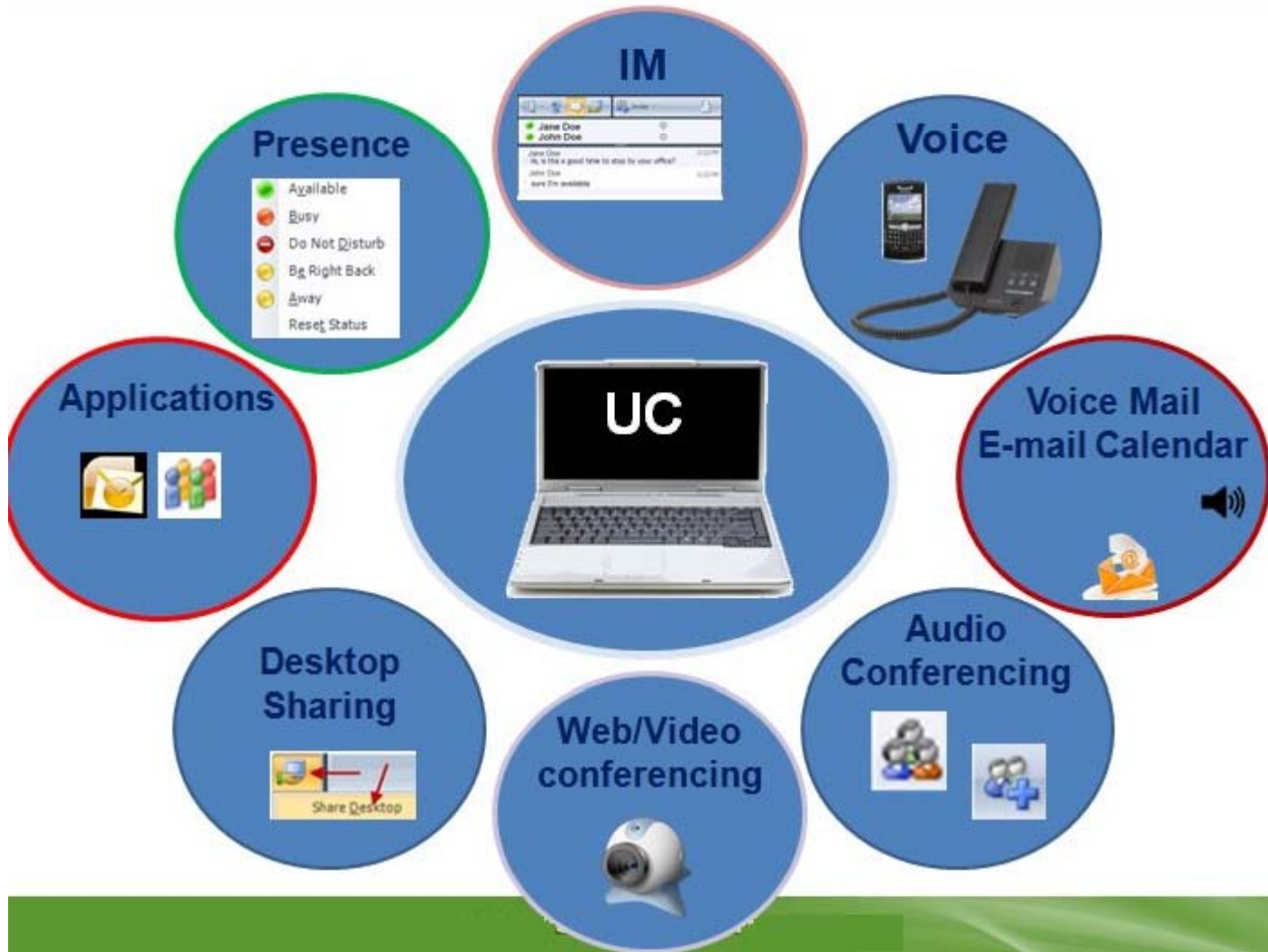


Misconception 10

- Myth: UC and VoIP will not transform the way we work
- Reality: SIP based communications allow for multimedia communications over a variety of devices
- Any communications mode to any user on any device



UC Ecosystem



Conclusions

- VoIP is a mature technology which can be architected to be as reliable as traditional telephony
- There is greater risk in not deploying VoIP than deploying
- UC is the evolution of VoIP but can be deployed in phases
- Hosted VoIP provides a cost effective, scalable, low risk deployment option
- VoIP is a cornerstone to the mobile office and a collaborative work environment
- If the proper pre-work is done, VoIP does not need to “break the bank”



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windstream® 
connecting business to business

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How is Windstream VoIP different from traditional VoIP?

Windstream

- ✓ Voice traffic stays within our secure, private network
- ✓ All voice traffic takes priority over Internet data traffic
- ✓ Emergency, directory and operator services handled internally

Traditional

- ✗ Voice traffic travels over public Internet (at risk for security issues)
- ✗ Voice IP Packets get no priority treatment or tagging – which can cause quality issues
- ✗ Some VoIP carriers do not support emergency, directory and operator services

Introducing the Windstream Hosted VoIP & Data Bundle

Windstream can provide a complete communications system, including:

- ✓ Voice
- ✓ Internet
- ✓ Networking
- ✓ Equipment
- ✓ Routing

Introducing the Windstream Hosted VoIP & Data Bundle

- ✓ Windstream can host or manage all of your services, to provide a one-stop shopping experience and avoid upfront capital expense or high vendor fees
- ✓ A Hosted VoIP and Data bundle gives any business the look and feel of an enterprise company
- ✓ Employees will never miss a call with Auto Attendant and a variety of forwarding options
- ✓ Make real-time changes to your own hunt groups, phone configurations, Auto Attendant, Voicemail greetings and more



Advantages of choosing a Windstream bundle

- ✓ Dedicated internet access
- ✓ No upfront capital costs, no IP PBX to purchase
- ✓ Predictable operating expenses
- ✓ No maintenance expenses, because Windstream owns the equipment
- ✓ Easy management with a simple online interface
- ✓ No obsolescence as routine upgrades handled by Windstream at little or no cost

What do SMBs need to know about deploying a hosted solution?

Not much at all – Windstream handles it for you!

Just tell us:

- ✓ How you want your voice traffic to come into your site
- ✓ Which IP phones you'd like to use
- ✓ When you want to schedule installation

In addition to our hosted solution, Windstream can provide a holistic solution with services such as:

- ✓ Managed Network Security
- ✓ VPN MPLS
- ✓ Online Data Backup
- ✓ And more



Q&A



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Windstream Staff Manager-
Product Marketing



THANK YOU

**Contact Windstream today and let us
put VoIP to work for your business.**

