

BRINGING CLARITY TO  
IP COMMUNICATIONS

“

Across the European countries and vendors that we sampled, NextiraOne emerges as the integrator with the broadest and deepest sweep of accreditations across leading convergence vendors... The consistency of its multi-vendor approach is notable compared to its peers...

”

**Telecommunications Strategies Europe**, Euan Davis, Yankee Group, 2004

## JUST HOW CLEAR IS IT THAT IP COMMUNICATIONS TECHNOLOGY IS THE WAY AHEAD?

IPC (Internet Protocol Communications) has become a mainstream technology over the last few years. In the beginning, organisations that implemented IPC solutions were regarded as pioneers. And it was still valid for a few industry analysts to question whether IPC would ever become a widely accepted technology. By the end of 2004, IPC implementations were commonplace. And the almost universal consensus was that IPC had already become a widely accepted technology.

NextiraOne became one of the first supporters of IPC. Very early on, we recognised that, if correctly managed, it was a highly affordable technology that could be straightforward to implement. And we saw that it could create considerable value for organisations through increased productivity and efficiency, and through substantial cost savings.

### **Today NextiraOne is one of the leaders in IP Communications in Europe.**

- We already ship more voice extensions (traditional and IPC) to European customers than any other integrator.
- We already have across Europe more than 1,000 qualified professionals who are trained on IPC products.
- We already have unrivalled contact centre integration expertise, having deployed over 170,000 agents' seats in Europe.
- And we already are the leading European partner of key IPC vendors, including Alcatel, Cisco and Nortel Networks.



IN SHORT,  
NO OTHER INTEGRATOR  
IN EUROPE CAN MATCH  
NEXTIRAONE'S IPC CREDENTIALS.



## WHAT PRECISELY IS IPC?

Internet Protocol Communications is based on Voice over Internet Protocol (VoIP) and Internet Protocol Telephony (IPT) technologies. However, it differs from those in that it additionally provides affordable and easy access to powerful business process tools through a wide range of IP applications and XML-based web services, such as unified communications, collaboration tools, video and conferencing.

IP Communications encompasses all aspects of voice and data solutions for mobile systems and contact centres, to unified messaging and managed XML applications. All areas of business are touched in some way by IP Communications as it enables the systems that support the organisation to work more productively and efficiently.

IPC enables an organisation's voice (telephony) traffic to travel over its data networks, including across a Wide Area Network (WAN), private network, Virtual Private Network (VPN) or – less commonly – the Internet. As a more developed form of VoIP and IPT, IPC allows an organisation to create the best possible value from its convergence of data and telephony technologies.

A typical migration from a traditional, diverged infrastructure to a converged IPC solution will see the organisation's data networks either replaced or – more usually – upgraded. They must be able to cope with the additional capacity and security demands that voice traffic will make, and to provide the Quality of Service (QoS) that will keep calls crystal clear. Once this work is completed, the networks will have become 'IPC-enabled'. It is now usual for an organisation to specify IPC enablement in any renewal or significant upgrade of its data networks, even if it is not yet ready to migrate fully to an IPC environment.



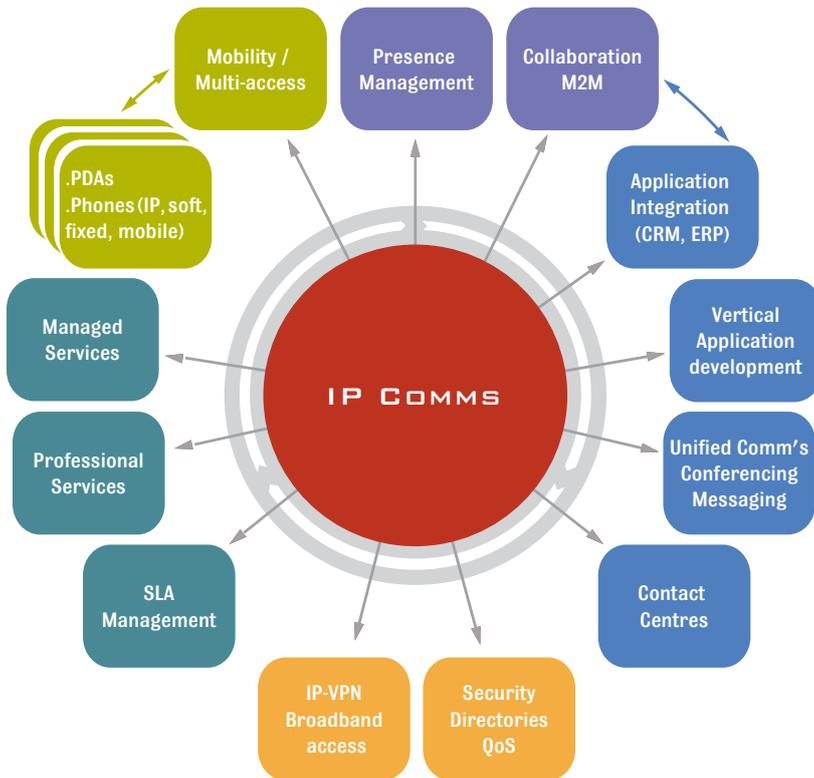
IPC BREAKS DOWN THE BARRIERS  
BETWEEN DATA AND TELEPHONY  
SERVICES, AND ALLOWS THE  
ORGANISATION TO UNLOCK THE  
SYNERGY BETWEEN THE TWO.  
IT ALSO TENDS TO REDUCE  
COSTS SIGNIFICANTLY

The second phase in an IPC migration involves the replacement of PBXs with IPC platforms, the integration of those platforms with the organisation's legacy systems, and the alignment of new functionality with business processes. It is often desirable to create a hybrid environment in which PBXs are replaced only when each reaches the end of its useful life.

<sup>1</sup> Extensible Mark-up Language



## IP COMMS 'ECOSYSTEM'



With the IPC infrastructure in place, applications such as unified communications, video, conferencing, integrated contact centres or XML-based web services can be deployed across the business.

IPC applications link people to the business application and information they need to make informed decisions.

By streamlining business processes and improving employees effectiveness you can make significant improvements in productivity and customer satisfaction.

## IS IP COMMS REALLY AS GOOD AT DELIVERING CALLS AS A TRADITIONAL VOICE NETWORK?

**Yes. There are two factors by which any telephony system is judged:**

- **Reliability.** Now that data networks can match the availability of traditional voice systems, an IPC solution can be just as reliable as an ordinary switchboard (PBX, or 'private branch exchange') as well as offering more advanced back-up and security options.
- **Quality.** Users cannot tell the difference between a call connected over old fashioned telephone networks and new IPC solutions.

**In most cases, users report no difference in the quality of their voice communication, only an improvement in their access to voice services.**



## WHAT ARE THE TOP-TEN BUSINESS DRIVERS THAT HAVE MADE IP COMMUNICATIONS MAINSTREAM?

- 1 Cost of implementation.** It is much less expensive to replace a single PBX with an IPC solution than with a new PBX. And it is usually more expensive to implement a traditional two-network solution than a single, converged IPC voice and data network.
- 2 Cost of migration.** It is not always possible for a convincing business case to be made for an expensive “forklift” (i.e. complete and instant) shift to IPC. In those circumstances, it is desirable for an organisation to run hybrid IPC/TDM<sup>1</sup> infrastructures, replacing each PBX only when it reaches the end of its normal life cycle.
- 3 Cost and availability of productivity enhancers.** Traditional telephony infrastructures are proprietary environments, which means that many productivity enhancement applications are either unavailable or prohibitively expensive. IPC is an Open Systems environment, which means that many more applications are available – and are almost invariably more affordable. Nowhere is this more true than in contact centres, where much functionality that used to be prohibitively expensive is now accessible to all IPC-based organisations.
- 4 Cost and convenience of a single network solution.** An organisation that is yet to adopt IPC has separate telephony and data networks. An organisation with IPC has one, converged network. It is cheaper, easier and more efficient to implement, maintain and manage one network than two or three.
- 5 Ease of interfacing data and telephony services.** A traditional voice network employs technology that is entirely different from any computer system, while IPC is a computer system. Thus IT applications interface with IPC in an inherently more straightforward (and more cost effective) way. Not only does IPC make it easier to integrate existing, legacy IT systems, but it also simplifies the development and integration of the most desirable new applications, which use standards-based technologies such as XML, SIP and IP.

<sup>1</sup> TDM = Time Division Multiplexing, the technology that underlies traditional voice solutions.

- 6 Working smarter, not harder.** These new applications – which include those associated with unified messaging, mobility, contact centre integration and business application integration – allow an organisation’s people to work more effectively without the additional stress that normally accompanies productivity enhancements.
- 7 Organisational agility.** IPC networks are inherently flexible and help an organisation to respond to new opportunities and challenges with great agility.
- 8 Savings on telecom bills.** Where a multi-site organisation has a WAN or VPN, calls between its sites can be routed across its data networks instead of the public telephone network. These calls will, of course, be toll-free. Organisations commonly find that this application of IPC slashes their telephone bills by 15 per cent.
- 9 Improved security.** A properly designed and developed IPC solution is actually more secure than a traditional two-network infrastructure.
- 10 Overall profitability.** Together, the above advantages that IPC delivers can be used to create a compelling business case for the technology. It is now relatively simple to demonstrate that IPC can make a significant contribution to most organisations’ bottom lines.



IN SOME CASES,  
THE INTRODUCTION OF IPC CAN  
HALVE THE COSTS ASSOCIATED  
WITH A TRADITIONAL DIVERGED  
NETWORK INFRASTRUCTURE  
WHILE DOUBLING THE  
PRODUCTIVITY  
BENEFITS DELIVERED TO THE  
ORGANISATION’S BOTTOM LINE.



## WHAT MAKES IPC-BASED CONTACT CENTRES SPECIAL?

All forms of contact centre can benefit from IPC technology. They can all take advantage of IPC's closer CTI (Computer/Telephony Integration) and much more affordable functionality.

However, IPC also enables the building of Virtual Contact Centres (VCCs). These extend all the functionality of the contact centre to home workers (including part-timers), and also permit multiple contact centres to be integrated seamlessly so that they operate as a single entity.

Because inbound calls that are forwarded between contact centres and to remote workers' home are routed over existing WANs and broadband connections, there are potentially huge savings on company's telephone charges, compared with traditional call forwarding models.

Moreover, VCCs allow sophisticated load-balancing techniques to be employed. For instance, where centres are located in different time zones, they will encounter predictable peaks in call traffic (the one o'clock lunch time rush, for example) at different times. This means that contact centres can assist with each other's peak periods. Equally, on-call, part-time home workers – who can be brought online very quickly – can easily be deployed to help with unexpected traffic peaks and staff illnesses. Both of these load-balancing techniques mean that fewer agents need to be rostered for duty at any one time, which allows those who are working to be busier and more productive.



IP COMMUNICATIONS ALLOW ORGANISATIONS TO IMPROVE AGENT PRODUCTIVITY, BE MORE AGILE IN MEETING CUSTOMER DEMANDS, AND REDUCE COSTS.



### CASE STUDY: DIRECT SEGUROS, SPAIN

Part of the AXA Group, Direct Seguros is one of Spain's most innovative providers of motor insurance. It exclusively uses a direct selling model, which means that its contact centre, which is located in Madrid, is arguably the most critical operational element in the entire organisation. The 250 people employed at that centre together serve the company's 300,000-strong customer base and process about 1.25 million voice, fax and email interactions a year.

Direct Seguros decided to restructure its contact centre. The company wanted to continue to grow quickly without either compromising on the excellence of its customer service or losing control of costs. NextiraOne proposed an IPC-ready technical solution based on an Alcatel OmniPCX Enterprise platform and employing a suite of Genesys contact centre software systems.

Patrice Denoncin, Direct Seguros's IT director, comments: "NextiraOne made a powerful case. With this new solution, we are making the move towards a highly developed contact centre, which will provide better integration and awareness of who is calling, and optimise sales and service."





## XML APPLICATIONS – BRINGING VALUE TO IP COMMUNICATIONS

IP based communications solutions simplify the development and integration of the most desirable new applications, which use standards-based technologies such as XML. By using XML it is simple and easy to develop, integrate and deploy applications that will significantly add value to the business.

At NextiraOne we understand that interactive communications relies on an open suite of standards-based tools and we are incorporating XML technology into our communications solutions and applications. XML provides the necessary structure to enable systems and people to communicate. Business, government, healthcare and education have been impacted by XML because it is the glue that binds the Internet, legacy computing systems, browsers and voice, together.

### **Some examples of applications currently in use;**

Information Push; Database Access - Stock Check; Pop-up on incoming calls; Directory Access - Easy call set up; Traffic Updates; Meeting Room Reservation; Desktop Companion.



### **CASE STUDY: QINETIQ, UNITED KINGDOM**

With 10,000 employees, QinetiQ is Europe's largest science and technology organisation. Until it was privatised in 2001, it was an agency of the British Ministry of Defence and worked exclusively on projects with military applications. Since then, its research, testing and evaluation services have become available to private sector companies around the world. However, QinetiQ still works on many top-secret projects, and security remains an overriding priority.

NextiraOne has built a highly secure ICT infrastructure that serves and links three new QinetiQ establishments across the UK. The solution is based on Alcatel OmniPCX Enterprise technology and uses a Cisco wide area network backbone. It is fully integrated into QinetiQ's existing networks. Calls between the three new sites are carried using Voice over IP technology, yet are so secure that they are certified for conversations with a Ministry of Defence 'restricted' security classification.

Roger Smith, QinetiQ's operations and performance manager remarked: "I compliment the installation. It met the timescales. It went very well indeed." When asked his view of NextiraOne's technical people, he responded: "Very impressed. Very, very knowledgeable people... The project management side was excellent. It was an ambitious project and we got there."





## WHICH IPC PARTNER WILL BEST HELP ME?

If I accept that IP Communications technology is clearly the way ahead, there is only one remaining question: which IPC partner will best help me to develop and implement my ideal migration strategy?

NextiraOne is already the IPC partner of choice for many of Europe's most important businesses. That is not surprising, because our credentials are excellent:

- We have installed more than half a million IPC ports in Europe alone
- We have deployed over 170,000 contact centre seats across Europe, and built up an annual contact centre business worth €120 million
- For many years, we have been consistent advocates of the convergent technologies that led to IPC. As a result, we have a unique installed base of successful IPC (and IPC-enabled) solutions. Fuller details about the case studies contained in this brochure (and others) are available from our web site at [www.nextiraone.com](http://www.nextiraone.com)
- Judged by the number of extensions that we ship to our customers, we are the European market leader in voice (including both traditional and IPC) solutions
- We are a serious player in the European ICT security market, with some 150 security specialists and 250 security-certified technicians
- We have many years' experience in the integration of communications technologies with business processes and applications
- We are the largest independent provider of communications solutions for the European enterprise market
- We are one of Cisco Systems' top multinational partners worldwide
- We are Alcatel's premium partner for all forms of technology worldwide
- We are the leading Genesys partner in Europe for contact centre solutions
- We are a Nortel gold solution

**"...NextiraOne impresses with the range of expertise that it possesses across key convergence vendors and growing momentum in its managed services capabilities."**

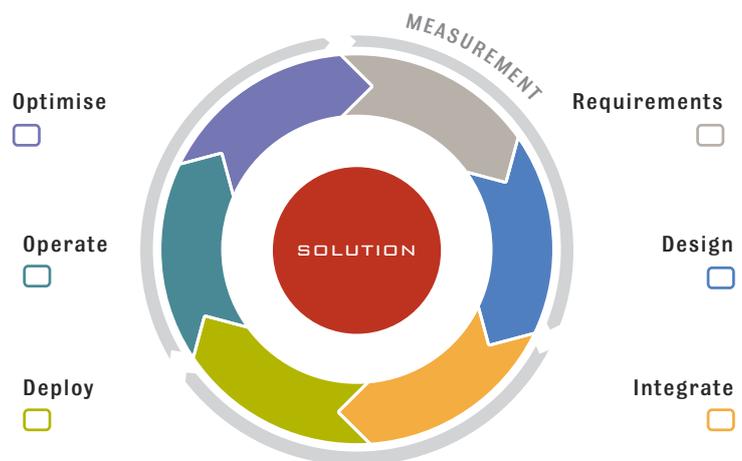
Telecommunications Strategies Europe,  
Euan Davis, Yankee Group, 2004





## THE NEXTIRAONE ADVANTAGE

We exist only to provide services for our customers, and we constantly strive for excellence as we do so. Our consultancy and support offerings extend across the entire lifecycle of a solution, and include evaluation and planning, design, integration, deployment, operational management, and continuing optimisation.



Our customers can choose the level of assistance they require from our supremely flexible range of service modules, and we can complement an in-house team on a project or continuing basis. Sometimes we are asked to provide advice on technical and/or business issues. Sometimes we undertake sophisticated integration work. Sometimes, we provide ongoing monitoring, optimisation and incident management services. Frequently, we provide all of these – and more – throughout a solution's lifecycle.

### The support of Managed Services

However, our customers are increasingly finding that the switch to IPC provides an ideal opportunity to move to a Managed Services solution. They are attracted to the cost predictability and risk management advantages. They like the new levels of access that they have to our world-class expertise. And they enjoy being free to concentrate on strategic issues, once we have relieved them of the day-to-day tasks that used to dominate their working lives.

### We offer our Managed Services customers:

- enforceable SLAs
- flexible, on-demand pricing
- financial engineering and tailored Managed Services programmes
- proactive and dynamic account management through a single point of contact
- committed local people who care about their businesses



NextiraOne offers comprehensive services IP Communications solutions throughout Europe.  
For local contact details, please visit: [www.nextiraone-eu.com](http://www.nextiraone-eu.com)

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