



Agile Communications

Making it Happen

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ag·ile/'ajəl/

Adjective: Able to move quickly and easily

Synonyms: nimble – quick - brisk

Agenda

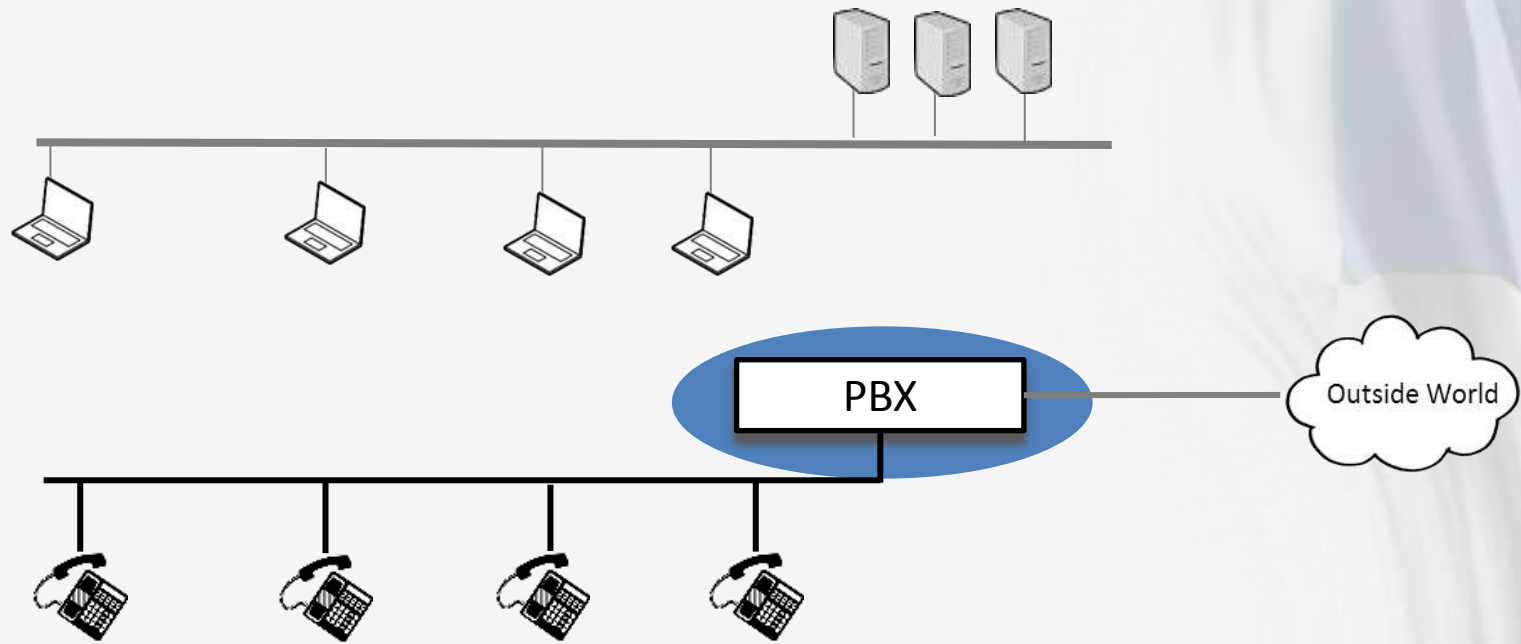
The Past: The journey so far

The Present: Where are we now?

The Future: Where next?



20 Years Ago: Separate Systems



1990

1995

2000

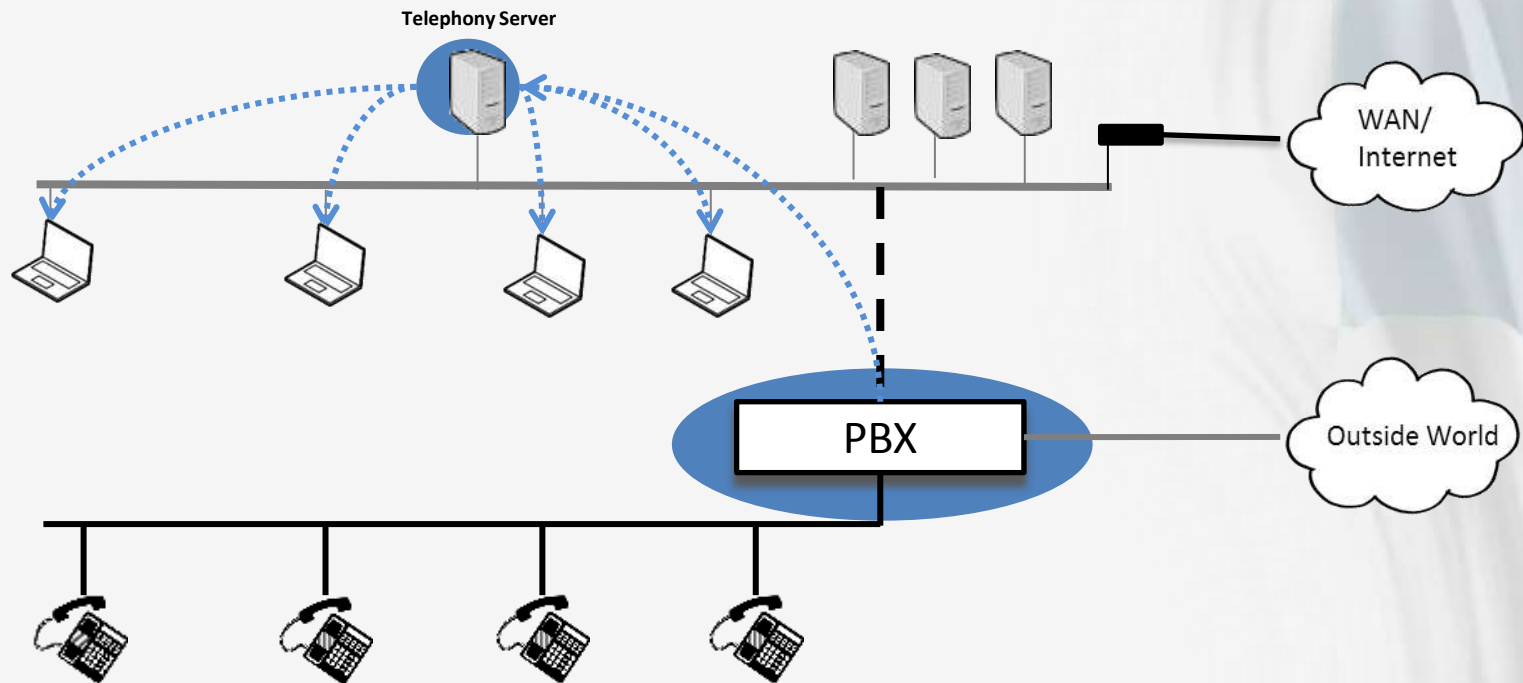
2005

Today

Future



15 Years Ago: Birth of CTI & UC



1990

1995

2000

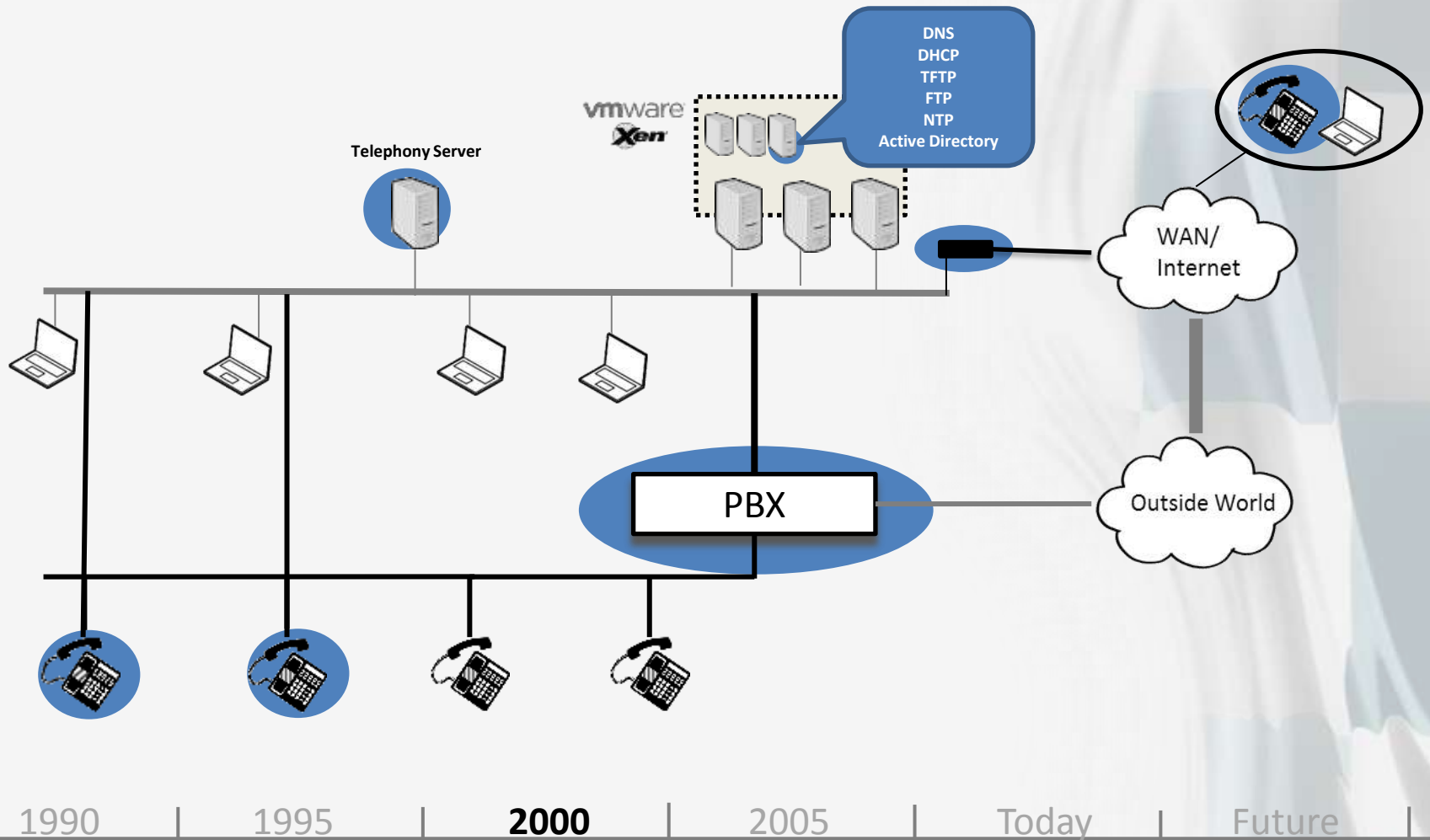
2005

Today

Future



10 Years Ago: Birth of VoIP



1990

1995

2000

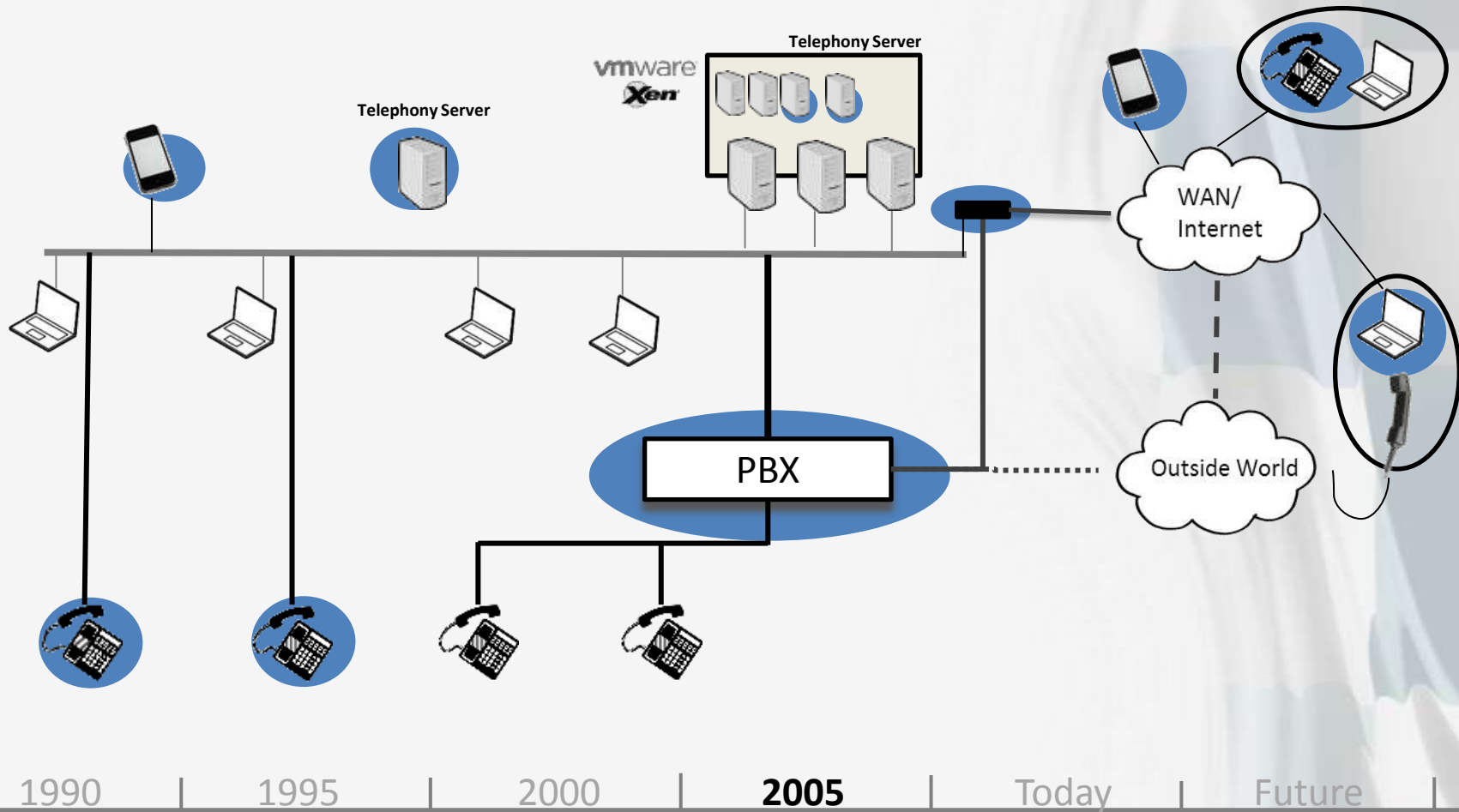
2005

Today

Future



Last 5 Years



1990

1995

2000

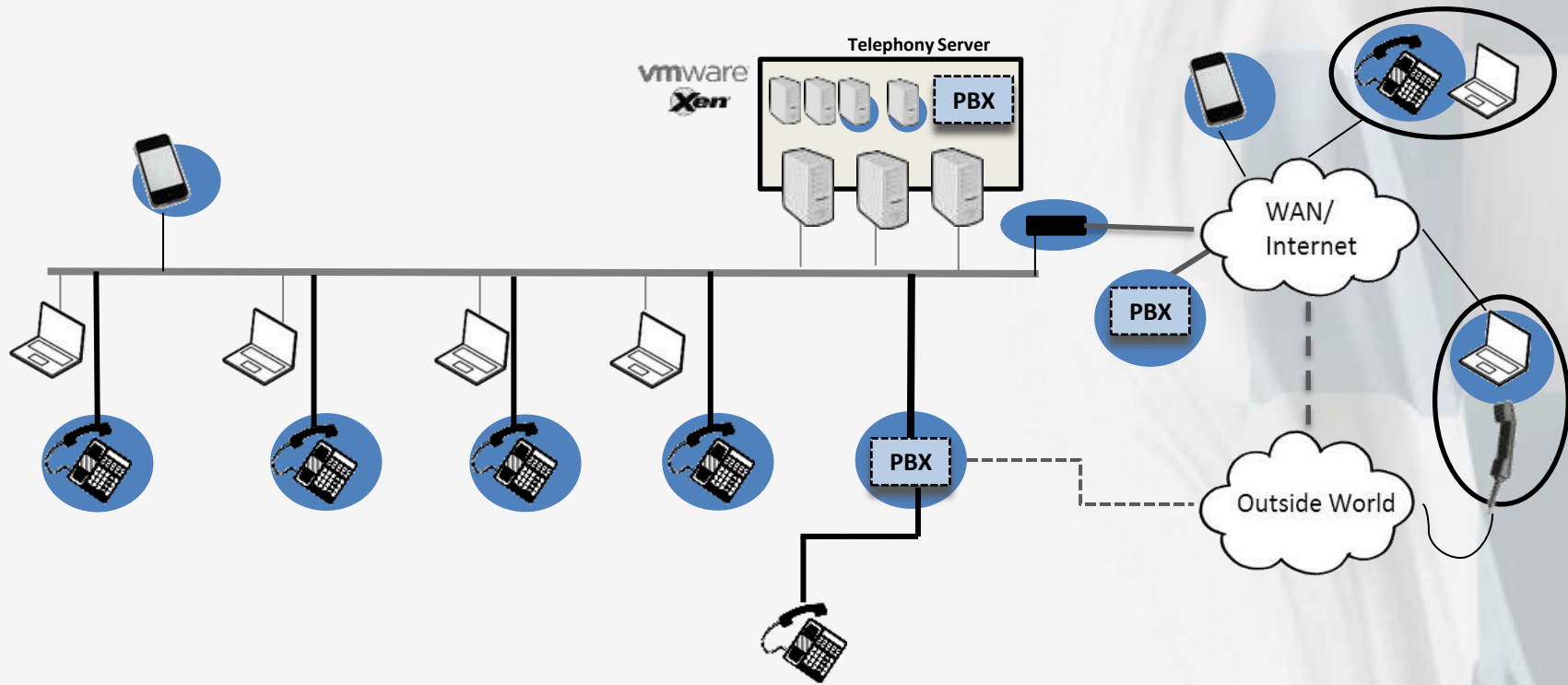
2005

Today

Future



Now: Blended



1990 | 1995 | 2000 | 2005 | Today | Future



Now: The paths have joined

Wide Area Networking / Internet are ready for voice and video
Virtualisation is ready for voice

- For the first time ever telephony and video are merged - same hardware, protocols
- Voice infrastructure can be networked the same way as any other *customer facing* work
- 1 common infrastructure for voice and video
- Wide Area Networking and your telephony strategy

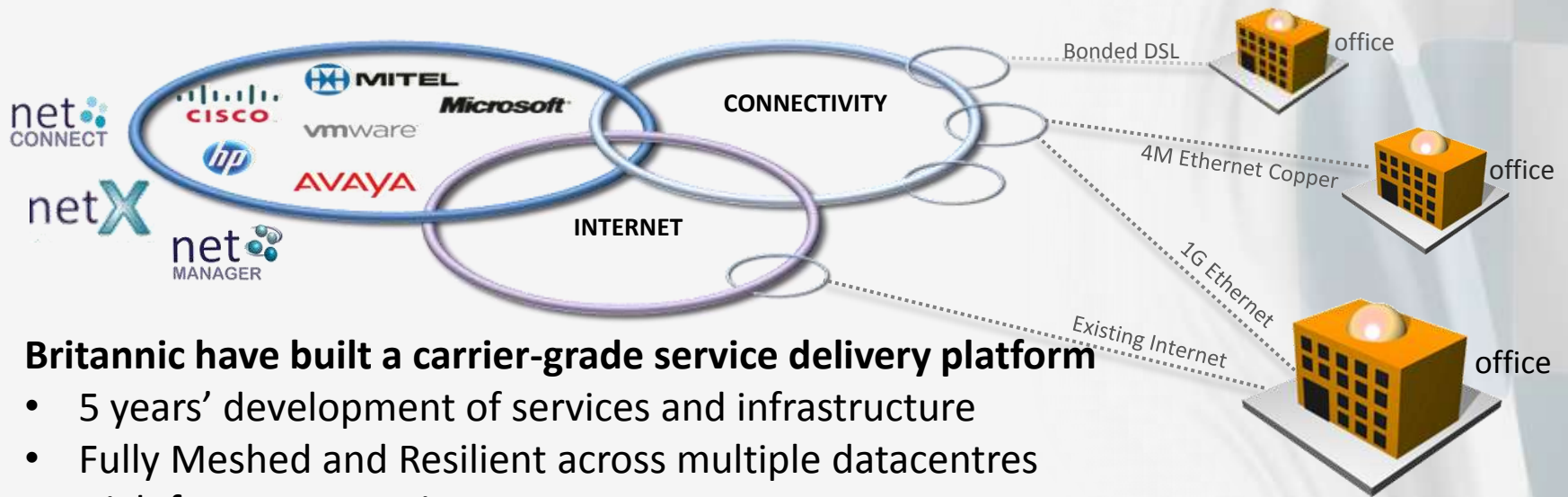
You Tube

- 8 Years of videos are uploaded to YouTube every day
- 3 billion videos are viewed every day

Is your network provider helping you leverage the best from your voice infrastructure?



Now: Britannic Service Platform



Britannic have built a carrier-grade service delivery platform

- 5 years' development of services and infrastructure
- Fully Meshed and Resilient across multiple datacentres
- High focus on security
- Built from the ground up to deliver **real time business applications**
- Flexible – enhance your on-premise solutions – **provides choice!**
 - You can host any elements of your services anywhere
 - All of Britannic's services can be hosted anywhere (private cloud)
- **Managed 24x7 by a dedicated NOC**

1990 | 1995 | 2000 | 2005 | **Today** | Future

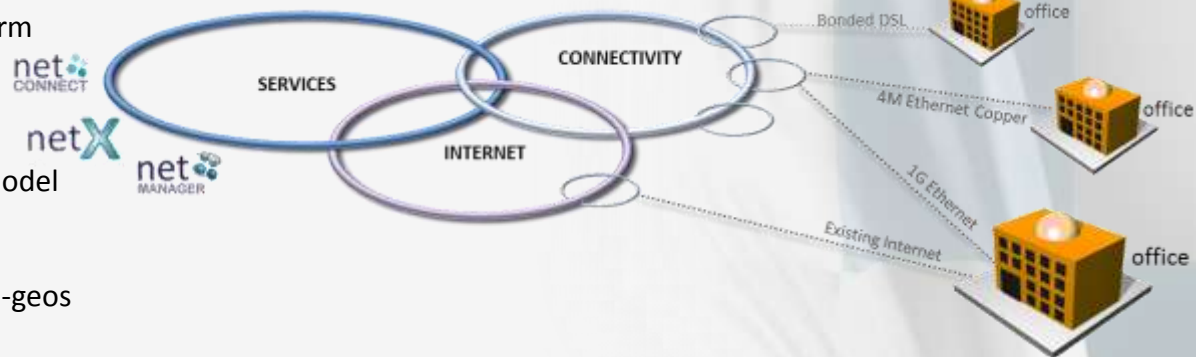


Now: Britannic Services

In addition to hosting many other services, The Britannic Platform also provides:

netX SIP Trunking Platform

- Advanced Business SIP Services Platform
- Resilient and Secure
- Flexible & Dynamic DR routing
- Aggregate your sites centrally
- Huge cost savings against traditional model
- Instant failover
- Routing transparency across sites
- Manage your numbers as easily as non-geos



netCONNECT CTI Integration

- Supports 30+ different phone systems
- Supports most major business applications
- RAPID development environment
- Developer-centric - allows web developers to write voice applications!

netMANAGER WAN/ Application Governance

- Ensure you WAN meets your business requirements
- Right-size your network for your needs – are you increasing your network capacity purely to support recreational applications?
- Carrier and Technology agnostic
- Full control & visibility in converged networks

1990

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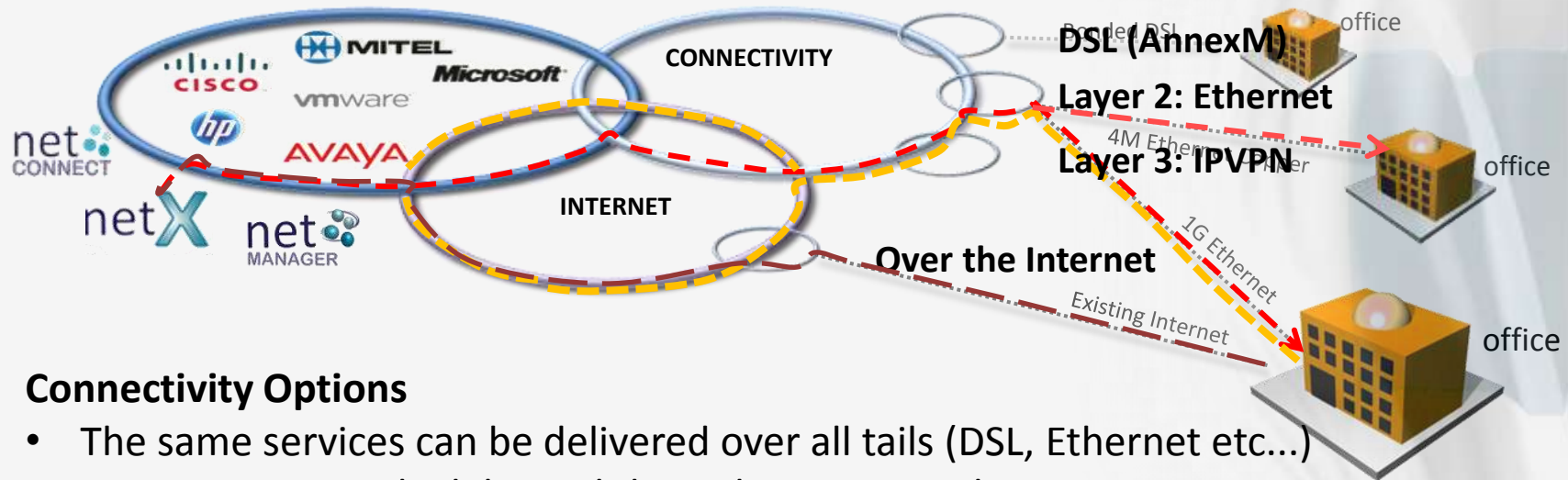
Today

Future



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Now: Connectivity



Connectivity Options

- The same services can be delivered over all tails (DSL, Ethernet etc...)
- Connectivity is only delivered through Tier1 providers
- Choose the most appropriate connection for each site
- Services are not bound to tails – they are naturally dynamic
- Multiple Services can be provided and managed across single circuits
- Circuits and Networks can be made resilient – carrier neutral
- Networks delivered across different technologies are bridged

1990

1995

2000

2005

Today

Future



AVAYA

CISCO

hp

Microsoft

MITEL

net
CONNECT

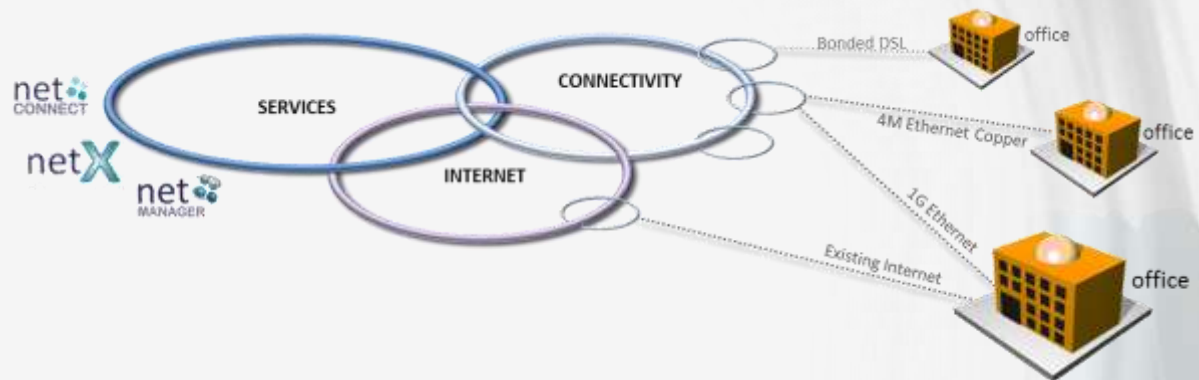
net
MANAGER

netX

vmware

Today

- The technology exists to
 - Allow you to “Pick n’ Mix” your topology:
 - Totally “in the cloud”?
 - Host in you own datacentres “private cloud”?
 - Host it on-premise?
 - Hybrid?
 - Leverage the same investment in your IT infrastructure for communications
 - Deliver multi-layered resilience (network, hardware, location) and business continuity
 - Manage multiple real-time services across your WAN reliably
 - Ensure you are not limited by a single network or vendor
 - To be truly agile



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Future



What do we know?

- The Internet and IP Networking have driven the evolution of communications.
- Voice is now able to leverage the same technologies as other internet technologies

Infrastructure

- 4 billion mobiles worldwide, 1.08 billion are smartphones
- By 2014 there will be **more mobile devices connected to the internet than desktop**
- **½ of all local searches** are performed on Mobiles
- On average Americans spend **2.7 hours per day socialising on their mobiles**
- **91% mobile internet usage** is for socialising

Behavioural

parent handling of Video, IM, Voice, etc...
“smart device”
will they be used for calls?
do you use your home line more for calls or broadband?
Directory Authorities (are 16 digit numbers really needed?)



Telephony as a Web Service

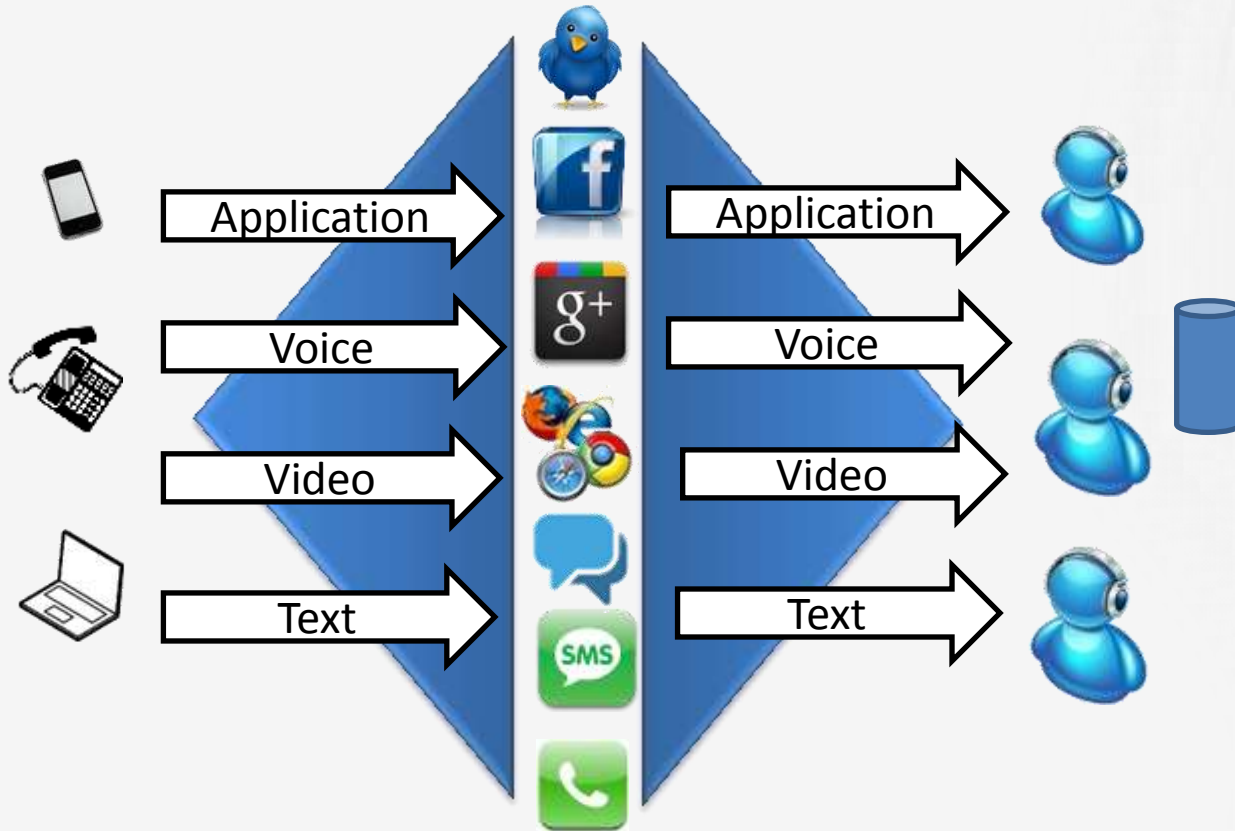
Device

Technology

Medium

Staff

Back office



- Separation of Technology and the Medium
- Joining of Technologies and reporting.
- The technology a customer chooses to talk should not dictate the reporting capabilities

1990

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AVAYA



Microsoft



netCONNECT

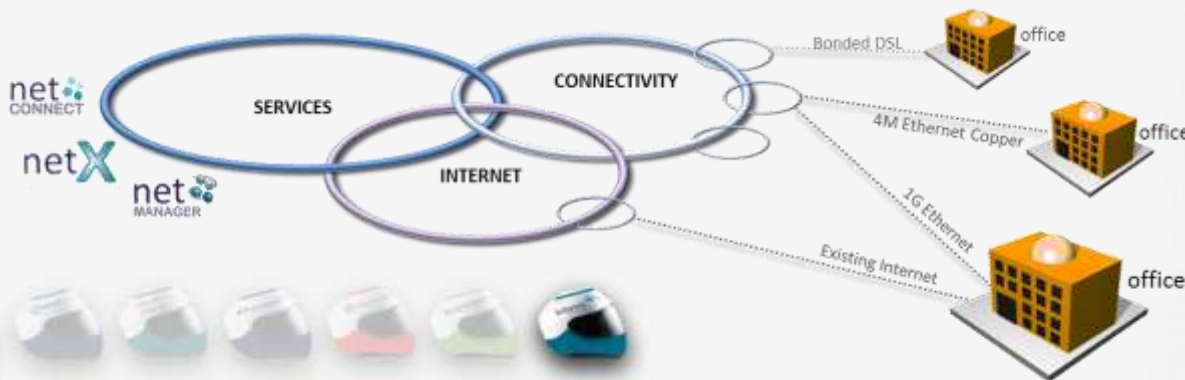
netX



vmware

Conclusion

- Let's move the discussion on from just infrastructure.
- We have had a glimpse of the future, it is built on 20 years of maturing innovation.
- The technology exists today to leverage the Internet and your IT systems fully
- How shall we use the technology to drive value?
- Britannic can help you leverage the technology appropriately & safely to enhance your customer experience
- Britannic's services (**NetX**, **NetCONNECT**, **NetMANAGER**) are already built and are designed to complement & deliver all of the functionality you will see today.



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Thank you

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