

SOA and IP Telephony

Is There A Place For Voice and Video In SOAs?

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Agenda

- SOA – It's All The Rage!
- Introducing “ The Interactive SOA”
- Network & Business Impacts
- Summary

SOA – It's All The Rage!

- Flexibilities and cost efficiencies
 - Static, hard-to-change dependencies are reduced
 - Create network-agnostic loosely coupled cooperative systems
- Business process and workflow controls
 - Funny, aren't telephone calls part of the process & workflow?
- But: SOAs are almost exclusively data application focused today
 - We're in the *Golden Age of Convergence*
 - Where's voice & video in the SOA discussion?

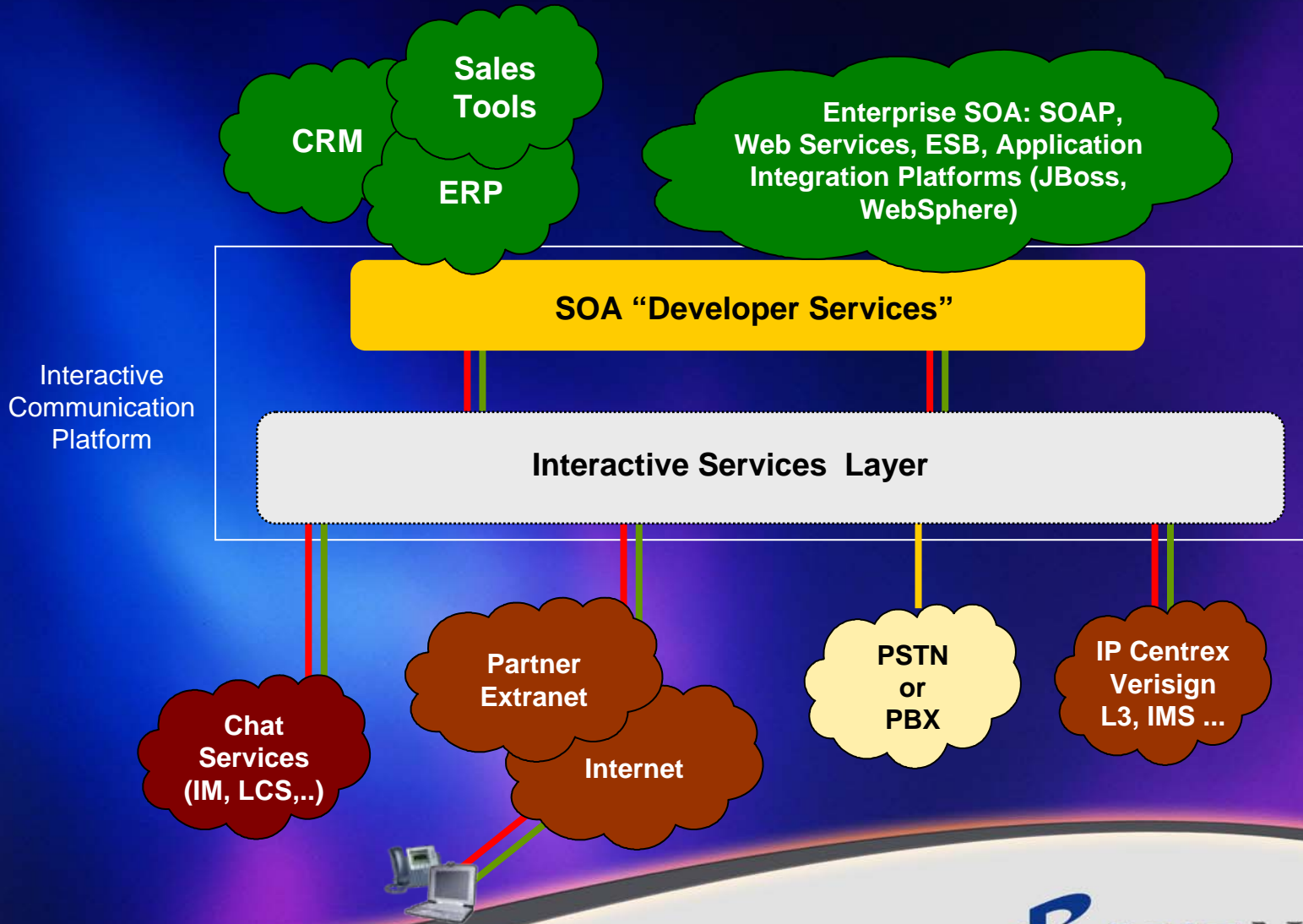
Not Just For Data Applications

- Voice and video should be part of an SOA
 - They're actually services which we "leverage" all the time
 - Dial the phone, voice mail, conferencing, call-forwarding, hold ...
- Making them part of an SOA allows applications to...
 - Make talking, listening and seeing features of that application
 -without carrying all the baggage/technology of TAPI, CTI, etc.
- An "Interactive SOA" allows the infrastructure to...
 - Leverage external services as part of a larger telecom network
 - SIP Peering
 - PBX Integration, PSTN inter-working
 - IM/Chat/LCS, Google, VeriSign

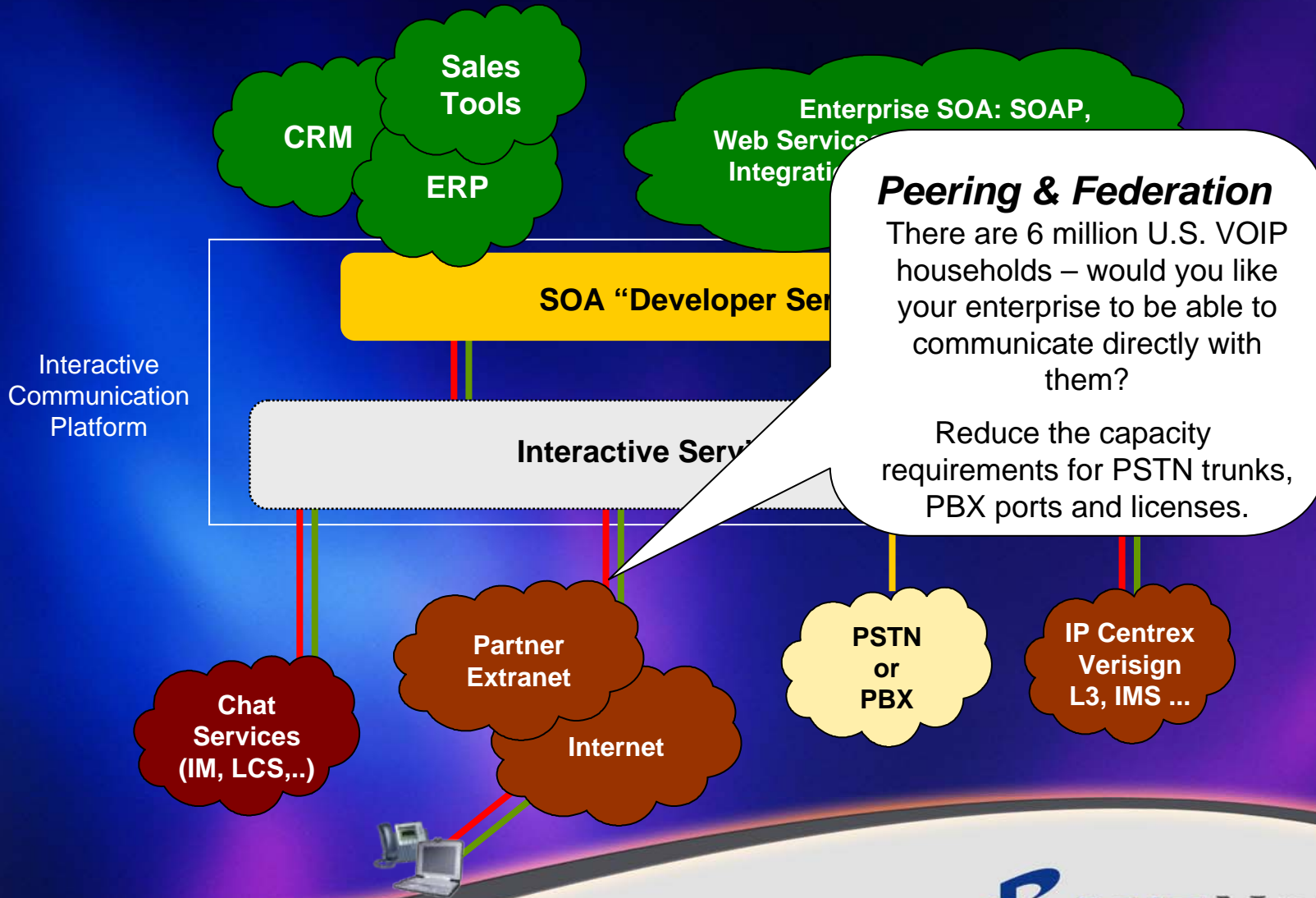
Creating An Interactive SOA

- Enabling true SOA telecom
 - Move from a “hub model” with “fixed applications” to a loosely coupled distributed model
- Interactive SOA: powerful & challenging
 - Interactive communication adds a dimension
- Voice works best in a controlled environment
 - Watch for issues related to:
 - Peering/Federation, Transport & Visibility, Provisioning & Management
- Telecom must play nice with emerging application architecture
 - Composition frameworks, analytics, orchestration, messaging, registry

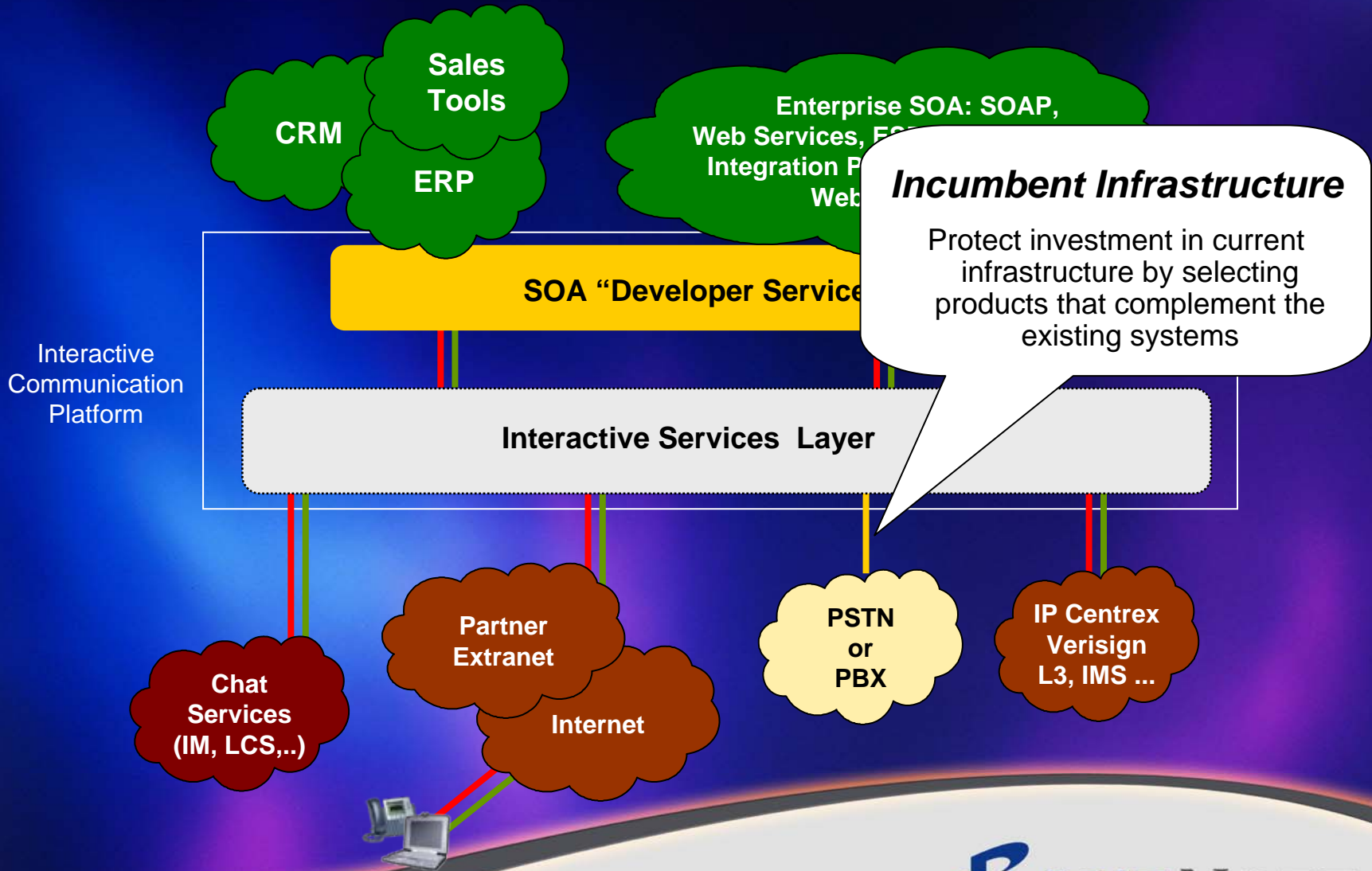
Impact of Interactive SOA



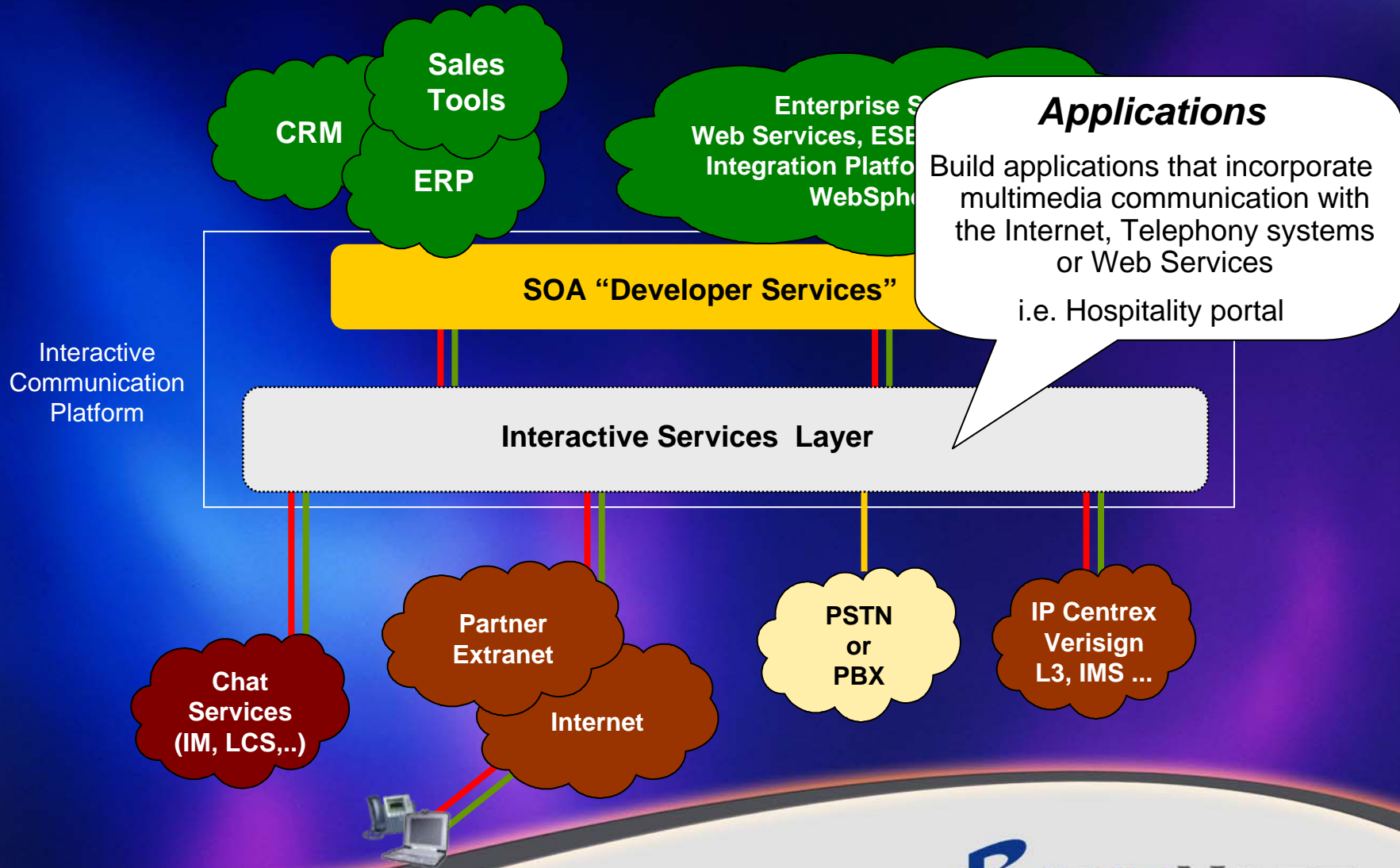
Impact of Interactive SOA



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Impact of Interactive SOA



Add Voice & Video To...

Customer Relationship Management

E-Commerce

Enterprise Resource Planning

Customer Care Solutions

Human Resource Systems

Supply Chain Management

Social Web Sites

Business & Personal Matching Services

Web-based Advertising

Internet Gaming Sites

Next Steps...

- Talk to the different organizations in your company
 - Business process modeling
 - How important is voice as part of business process?
 - How crucial is desktop voice service?
 - How do I want to talk to customers and partners?
 - How do I want to leverage the Internet for my nomadic users?
 - How can I reduce the reliance on a traditional PSTN carrier?
- Map services to business processes
 - Service Registry
 - Services outside of your enterprise
- Define the application architecture to put in place

Summary

- Interactive SOAs and applications yield power
- Be careful of...
 - Voice platforms retrofitted to support IP and Web Services
- SOA is not just for data, but should also include voice
 - Think about talking, listening and seeing as application features