

The IP Telephony Specialist:



Builder of Bridges

M. Dennis Schmidt
Senior Vice President
VoIP Program Executive

Bank of America  **Higher Standards**

The IP Telephony Specialist in theory:



WANTED:

20 year telephony executive with 20 years data experience, and 20 years application development history.

Education to include PM Certs, JD, CPA, and degrees in counseling and therapy. Candidate must be who is capable of negotiating truces between water and fire while maintaining 100% accuracy with a Magic 8 Ball and a “always on” easy button.

The IP Telephony Specialist in Reality

- **Regardless of protocol and transport, telephony is still an application that will require Telephony expertise in determining what feature or combinations of features will be needed to meet the business process.**
 - **Developing User Requirements - “The Station Interview”.**
 - **Telephony Applications - “That’s How We’ve Always Done It!”**
 - **What Lay Beyond the PBX - “The Analog Mess”.**
 - **Product Development “Build it – Will they come?”**
 - **Transformation Impacts – “If we can’t hunt we won’t eat.”**

Key Tasks for the IP Telephony Specialist

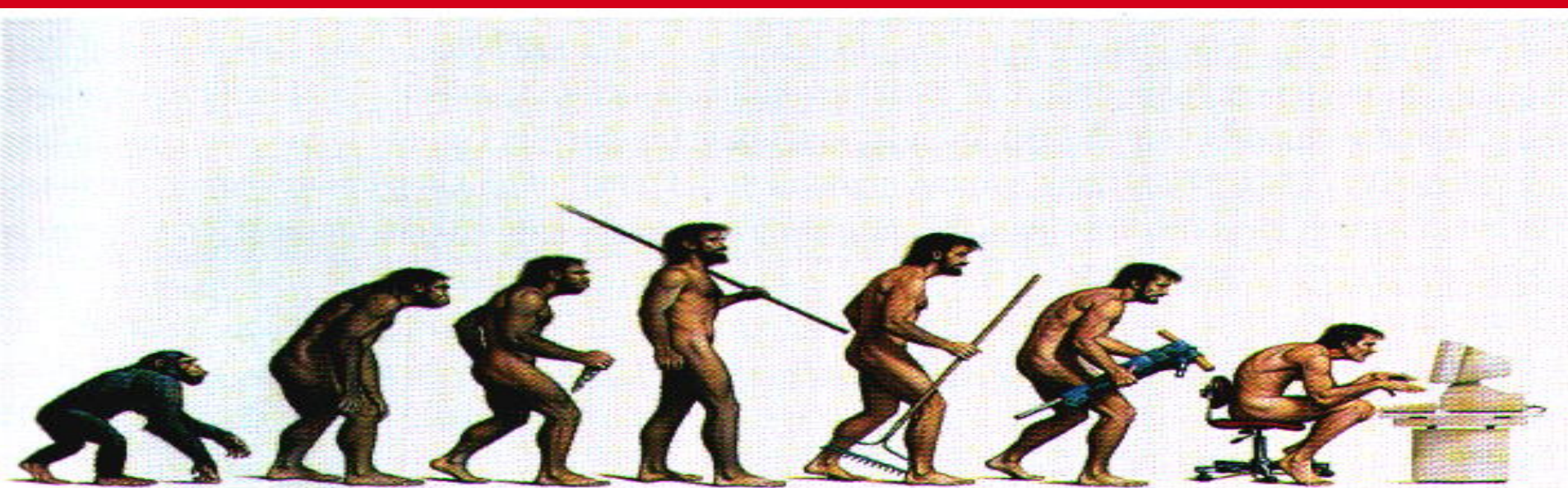
- **The IP Telephony Specialist must have the ability to assess those End to End process threads supporting Voice in the Legacy environment and have the vision to modify for as an organization prepares for convergence.**
- **Requirements Gathering**
- **Pilot Program**
- **Transformation Communication**
- **Program Reporting and Tracking**
- **Asset Transition**
- **Chargeback and Allocation**
- **Customer Satisfaction and Feedback**
- **New Product Request**
- **Roadmap Development**
- **Product documentation**
- **Regulatory and Compliance review and Audit**
- **Telephony Standards**
- **System Resiliency for UPS**

Evolution of IP Telephony Specialist:

As long as the telephone has been evolving....



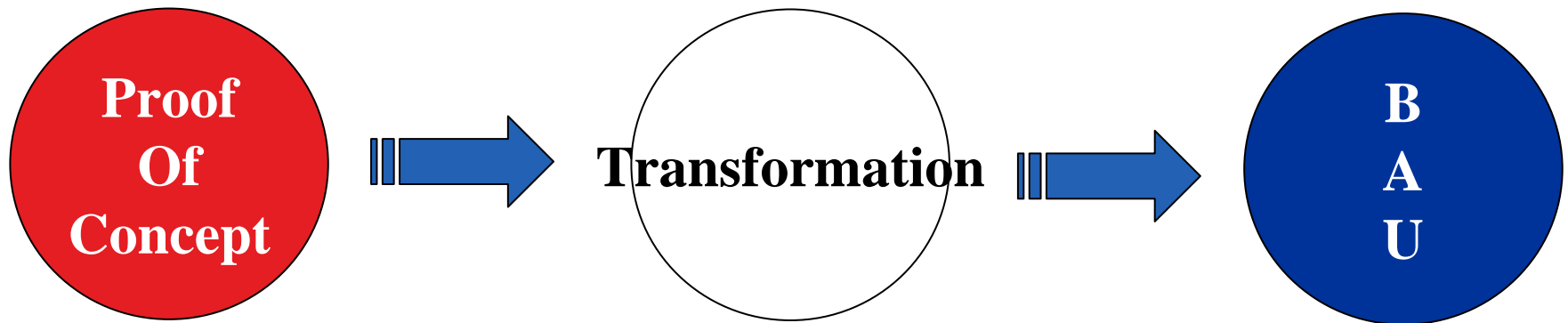
Evolution of IP Telephony Specialist:



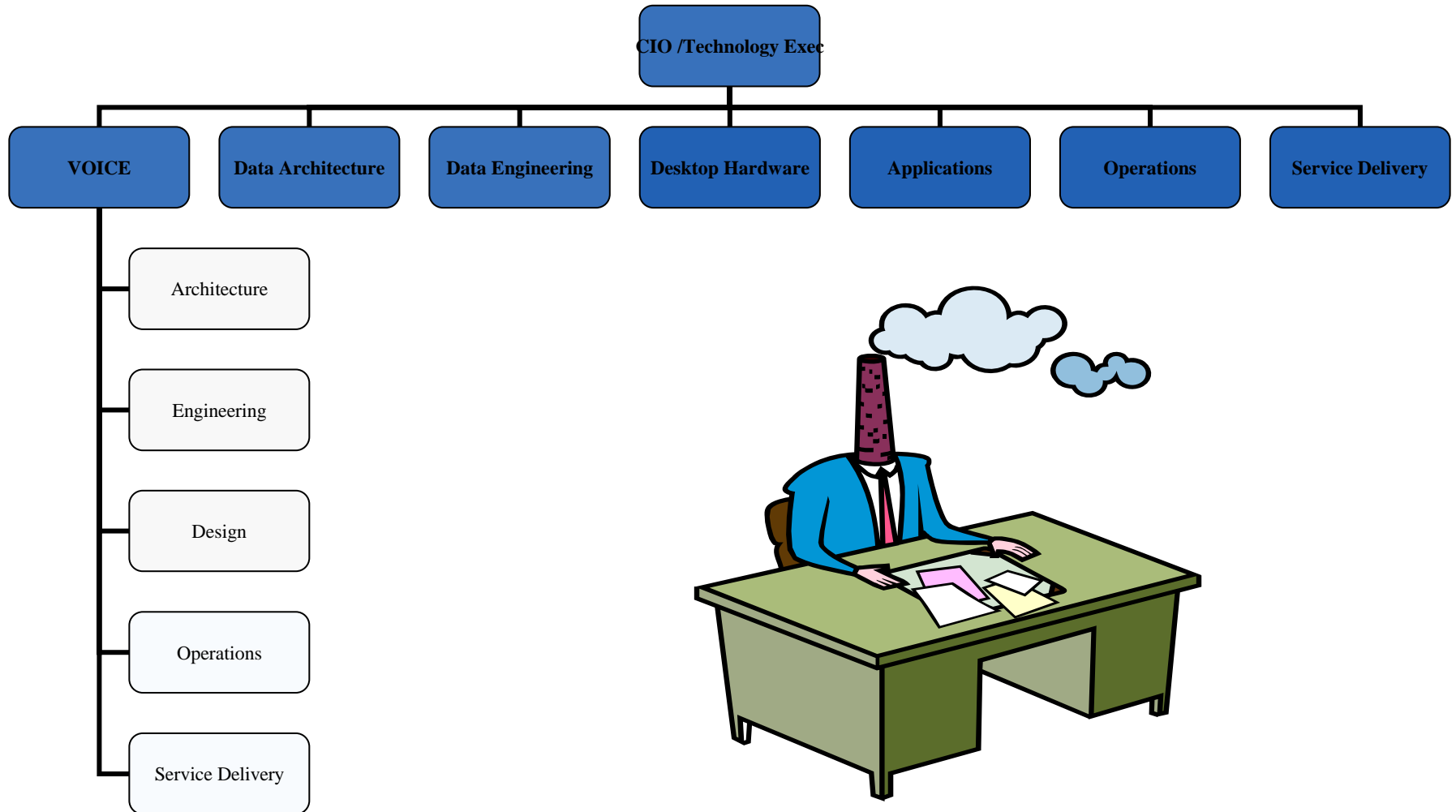
So has the Telephony Specialist....

Evolution of IP Telephony Specialist:

And thus shall our organization....

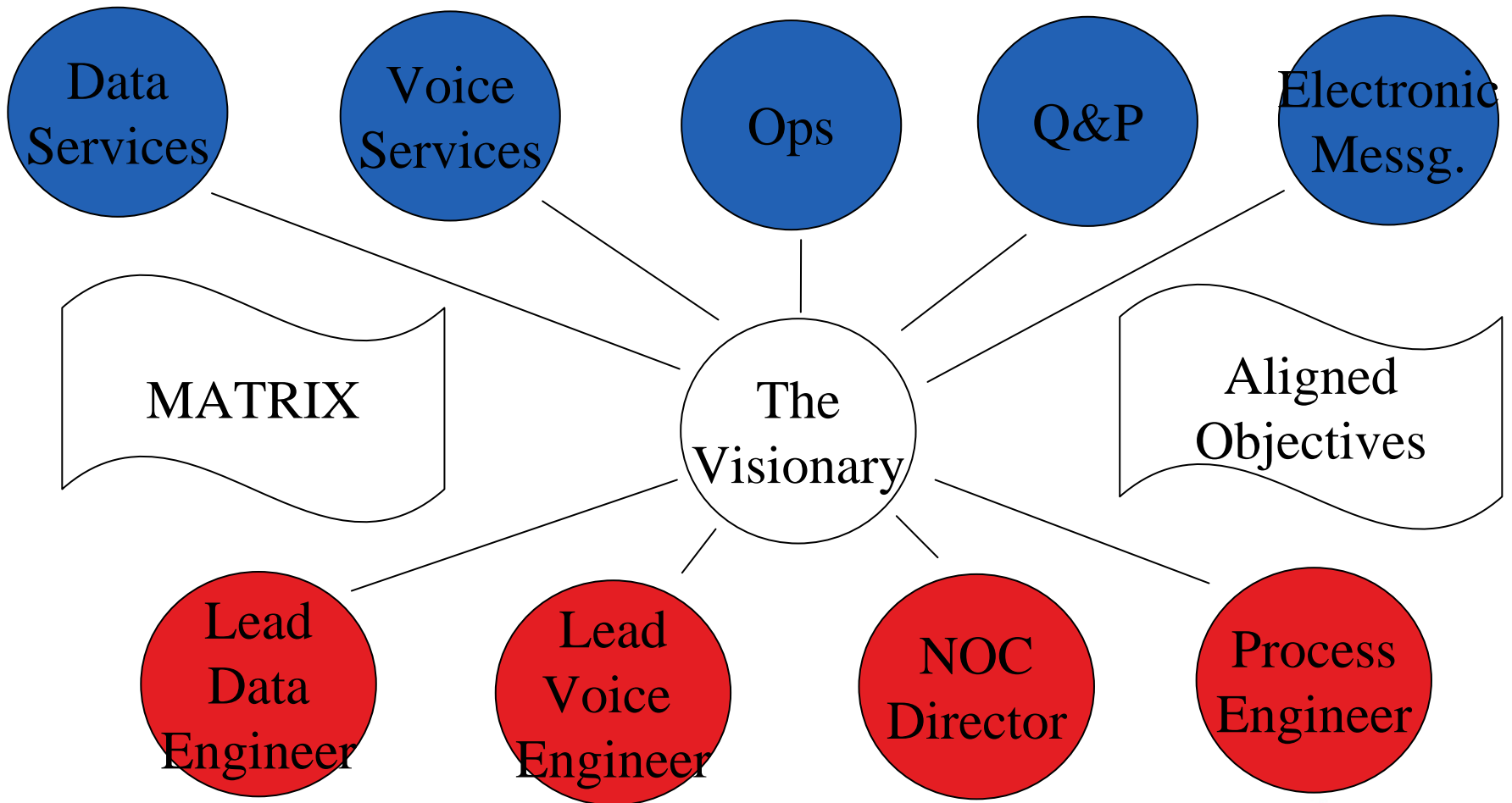


Today's Functional IT Shop - Including Voice



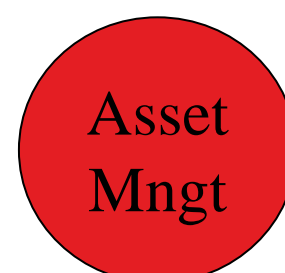
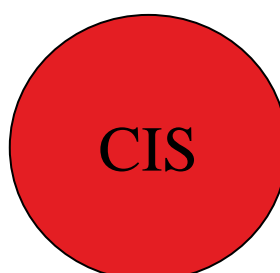
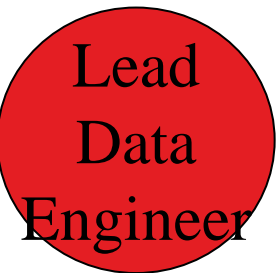
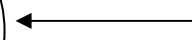
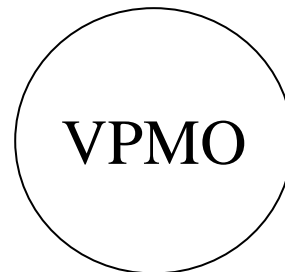
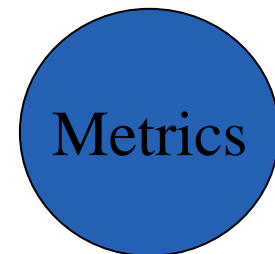
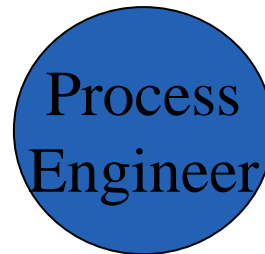
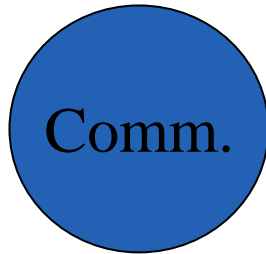
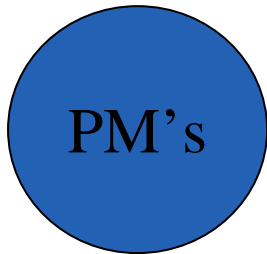
Proof of Concept

Steering Committee

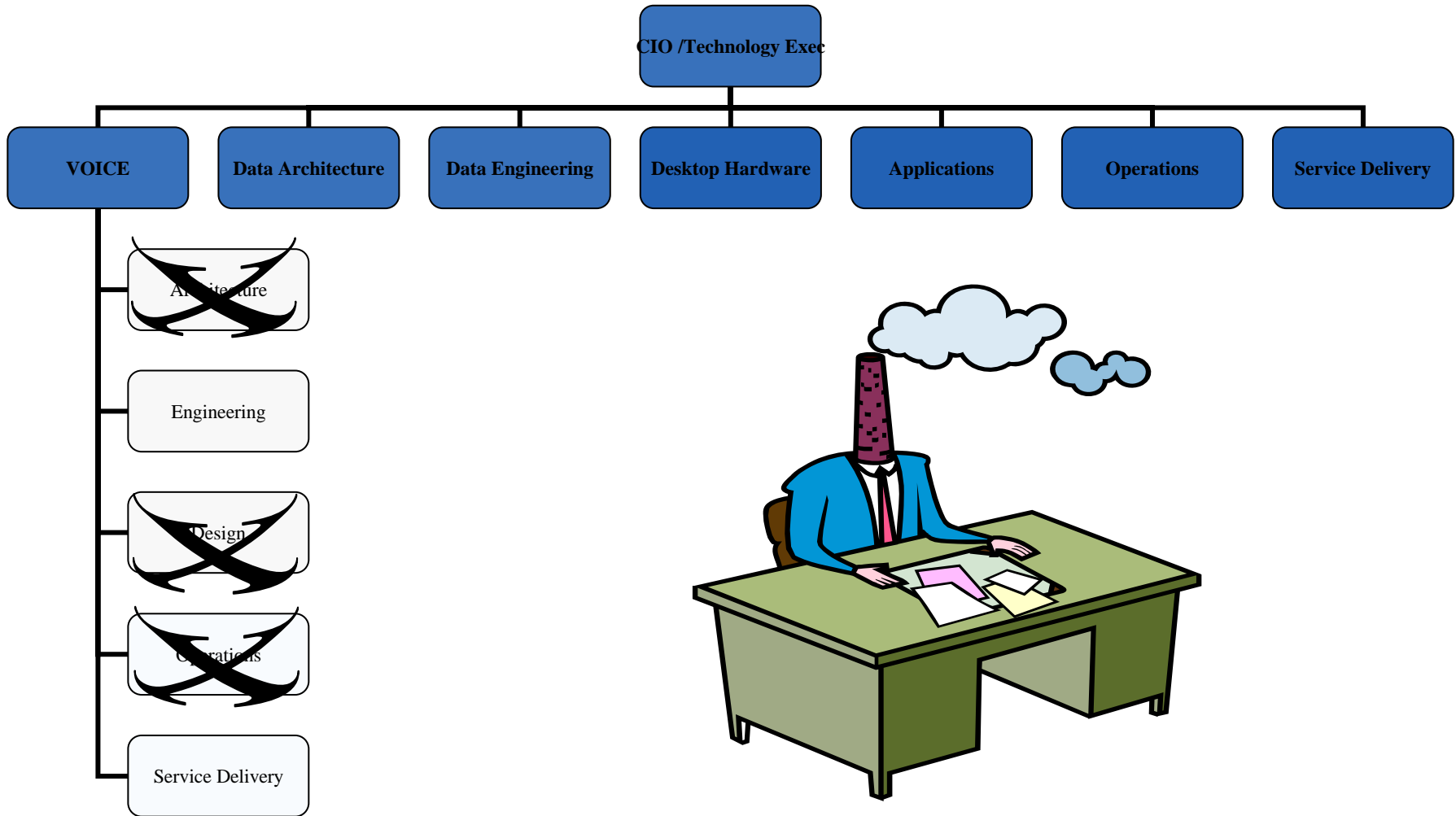


Transformation

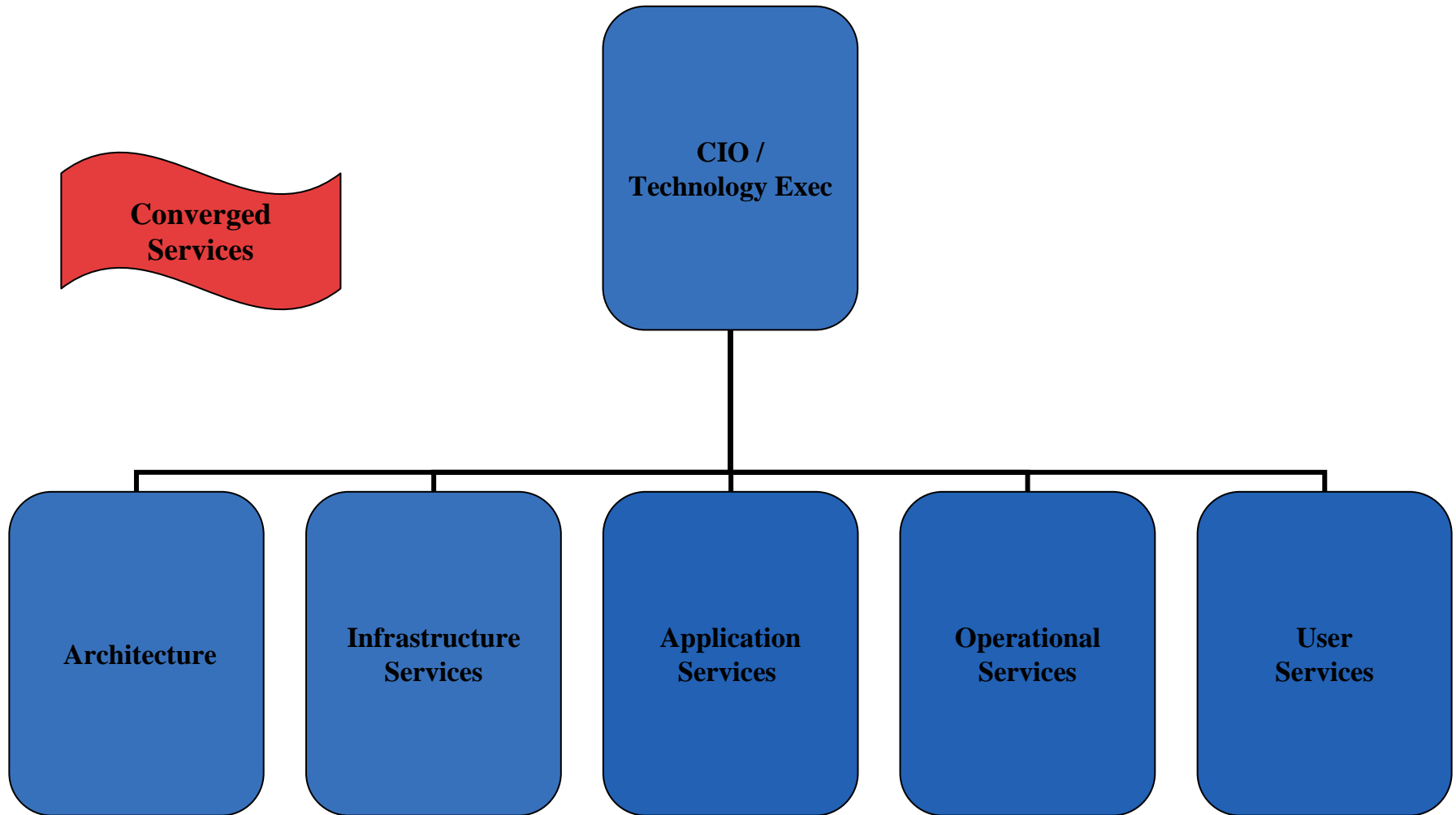
Steering Committee



Net Result of Convergeance



Tommorrow's functional IT Shop: *The BAU (Business as Usual)*



To Matrix, Seed and Converge...

- **“Cross Training” is an overused theoretical term often used with little understanding of the requirements for “Operationalization” of new products.**
- **Matrixed Leadership of the converged vision.**
 - To align the necessary resources as a “hard line” org. will do nothing but recreate the entirety of the Functional IT.
- **Seeded Line and Production Organizations with SME’s**
 - To attempt a transformation via distinct and separate factory groups will prove highly impacting
- **Converged Technical/Consulting/Decisioning Groups.**
 - Data vs. Voice. Engineers / Technicians / Consultants / Designers all will be laden with levels of religion and philosophy. Without breaking through these barriers for collaborative decisions the outcome will be: rework / incomplete solutions / unexpected convergence outcomes.

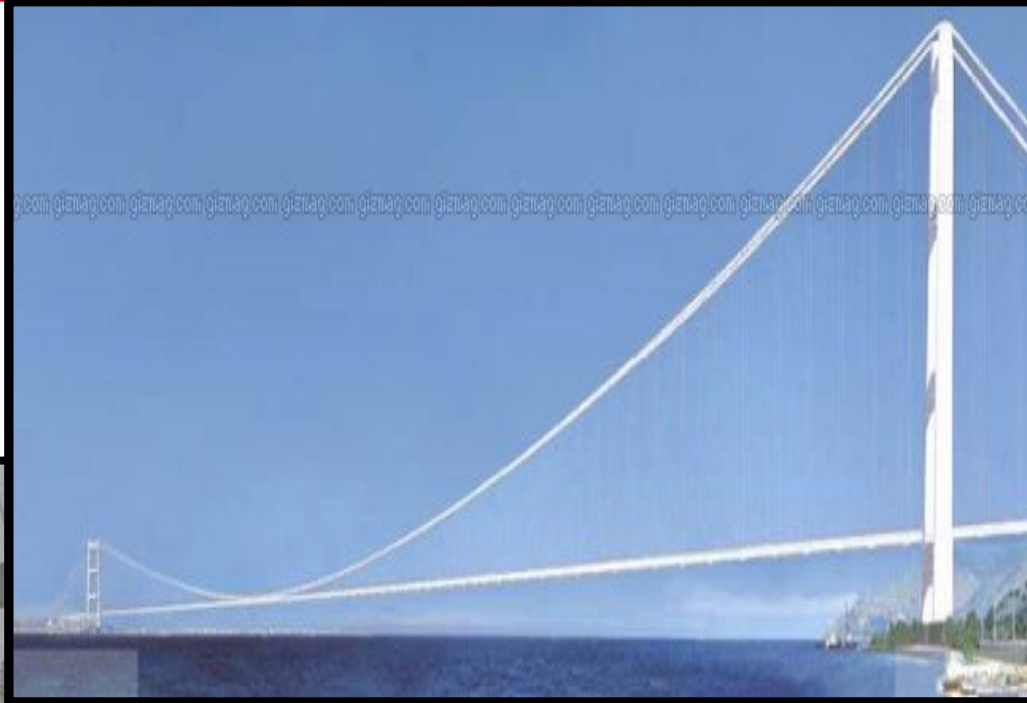
What we as IP Telephony Specialists Must Accept :

- **VoIP is inevitable.**
- **VoIP will impact ALL users.**
- **Telephony is imbued with Religion.**
- **Telephony , IP or not, is an application.**
- **VoIP requires convergence – not just the “pipes” but the people too.**
- **VoIP is not a “Dial tone Replacement” or a network “refresh” for Voice Services.**
- **Installing an IP Phone without advanced features is not in itself a benefit to your Business.**
- **The first question to be answered in a converged environment is “Are we all together?”**
- **The best question asked in converged environment is not whether “We Can?”, but “Whether we should?”.**
- **FINALLY THE MOST IMPORTANT QUESTION FOR THE IP TELEPHONY SPECIALIST IN A CONVERGED ENVIRONMENT IS:**

WILL THIS BENEFIT THE BUSINESS?

The Only Question is:

Which Bridge



Will you build?