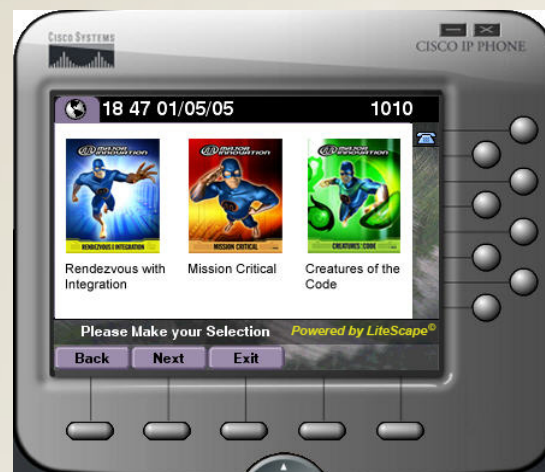


LiteScape

Enhancing the value of IP Telephony

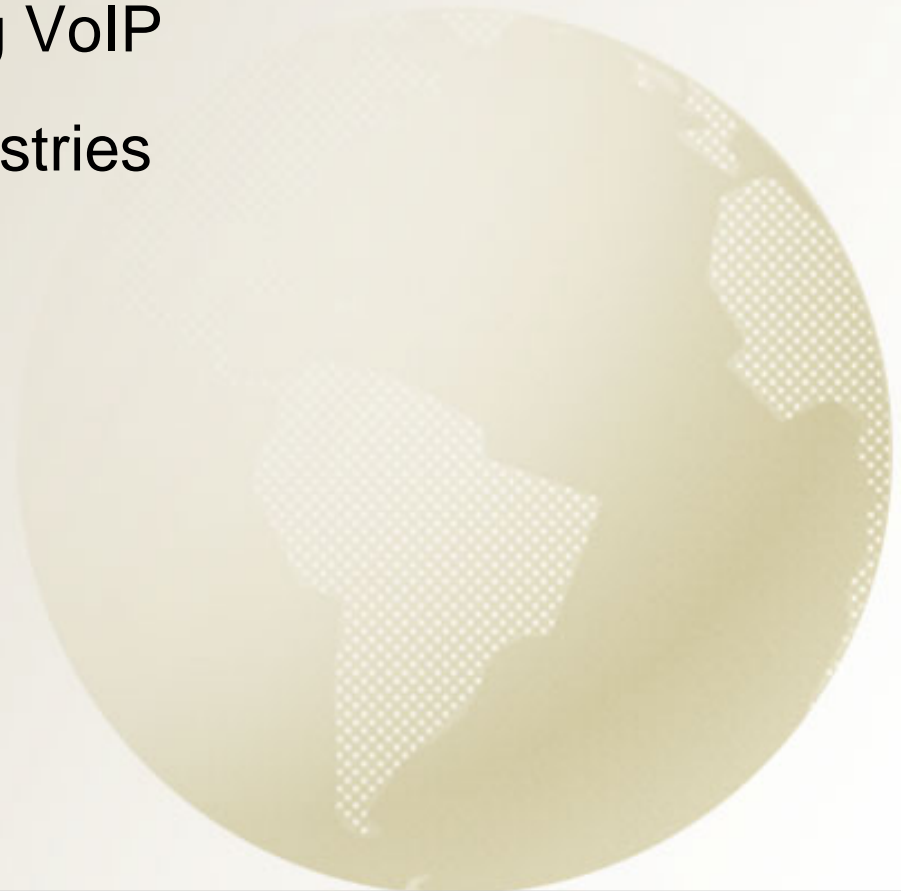
VoiceCon
FALL 2006
The Forum for Business IP Telephony

Creating Applications around VoIP



Agenda

- Reasons for VoIP applications
- Benefits and cost justifications
- What applications are driving VoIP
- Case studies by vertical industries
- The players
- Build vs. Buy
- Summary



VoIP Applications are Inevitable

Reasons found from recent *InformationWeek* Research survey:

- 66% said Lower calling costs
- 41% cited Building a one-stop communications platform
- 36% expect Increased collaboration by combining voice with data-sharing, videoconferencing or presence technology



What are the main applications driving VoIP?

- Collaboration
- Broadcasts
- Reducing/eliminating cost of long distance calls
- Secure access to information
 - Authentication
 - Personalization for extension mobility
- Converged CRM
 - Inventory tracking
 - Customer self-service
 - Employee self-service
 - Call tracking and billing
 - Attendance, student profile information



Benefits and Cost Justifications

- Already invested in infrastructure
- *Collaborative* communications
- Familiar, ubiquitous device
- Phones more readily available, always “On”
- Less training required
- Greater security to access of information
- Lower maintenance, fewer virus attacks (for now)
- Automating manual tasks can save time, reduce errors, increase income



Collaboration and Broadcasts



User Presence Status
via MS LCS

Conference in groups
or dial users

Provide User Details from
Directories and Presence

Ability to broadcast
immediately to users

Secure Identity Management

Secure, authenticated & personalized access to:

- **Calls, conferences & broadcasts**
- **Multi-site Extension mobility and device presence management**
- **Directories**
(corporate, personal, public)
- **XML Applications**
 - Magnetic Cards
 - Bio Metric
 - RFID
 - Smart Cards



Bio Metric Reader

Case Study – Major Government Agency

- **Problem pain / aggravation points:**
 - No directory visibility outside of local CallManager
 - No easy group and departmental broadcasts
 - Needed secure access to information
 - No authenticated and reconciled telephone use
- **Productivity and ROI:**
 - Increased productivity with secure access to all network directories from the phone
 - Secure profile management giving employee simple access to extension mobility
 - Call usage tracked by department

Converged CRM Applications

Add personalization to Collaboration with converged CRM applications

- Retail
- Financial
- Healthcare
- Legal
- Manufacturing
- Education



Case Study – Retail

- **Problem pain / aggravation points:**
 - Long waiting time in fitting rooms for customers
 - More sales associates needed
 - Time spend checking inventory
 - Time consuming manual processes for sales associates
- **Productivity and ROI:**
 - Added convenience and reduced wait time for customers increased sales
 - Real-time inventory tracking
 - Stronger customer loyalty
 - Associate self-service



MITSUKOSHI

Solutions for Financial



- Self-service applications
- Employee business apps and customer interface
- Broadcast notifications

Case Study – Legal Firms

- **Problem pain / aggravation points:**

- Time intensive manual reconcile and inaccurate billing of client telephony
- Needed access to directories at multiple sites
- Emergency and group notification capability needed
- Poor group meeting attendance due to inadequate notification

- **Productivity and ROI:**

- Capture and reconcile all Client and Matter Codes
- Time saving access to information
- More secure environment
- Better meeting participation

HANSON
BRIDGETT

MARCUS
VLACHOS
RUDY-LLP

ALLEN & OVERY

ARNOLD & PORTER LLP

FOLEY ■ LARDNER

Case Study – Education

- **Problem pain / aggravation points:**
 - Needed to meet security requirements in each classroom for mass notifications
 - Lost money on “late” students
 - Needed to authenticate outbound calls
 - Needed to drive Speakers/PA systems
- **Productivity and ROI:**
 - Lowered loss revenue from truancy
 - Better communications room to room, office to classroom and teachers to parents
 - More secure environment



Players: Platform for Application Development

- Citrix – acquired Net6 for application gateway and voice office suite, vendors supported: Cisco, Avaya, Nortel
- IPCelerate – vendor supported: Cisco
- LiteScape Technologies – Multi-modal Application Platform (MAP) includes applications for collaboration, personalization and identity management, vendors supported: Cisco, Avaya
- Metreos – recently acquired by Cisco, applications not included, vendor supported: Cisco
- Cistera Networks – XML-based applications for voice recording, broadcast, PIN, directory, vendor supported: Cisco
- Aptigen – server used to convert application objects into dynamic runtime versions, vendor supported: Cisco

Source: IDC Technology Assessment, What Lies Ahead: VoIP Applications, April 2006

Buy vs. Build

Enterprise Options for Integrating Voice into Business Applications

Option	Pros	Cons
Buy application from IP PBX vendor	Inexpensive	Cookie cutter, hard to customize
Buy from ISV	Vertical focus	Expensive, may be difficult to tie desired functions together
Build in-house	Customized to business	Expensive, big time and resource commitment

Source: IDC Technology Assessment, What Lies Ahead: VoIP Applications, April 2006

Evaluation Summary

- How can Applications increase productivity, security and/or facilitate compliance?
- Can VoIP applications be implemented within days, not months?
- Look for significant ROI
- Buy with development platform that includes SDK
- Directory access across multiple locations and clusters saves time
- A physical IP-security solution increases security
- Vertically focused / CRM modules personalize IP network