



Creating Applications Around VOIP

Gordon Payne

Vice President of Marketing

Citrix Systems, Inc.



Many “Killer Apps” for IP Telephony



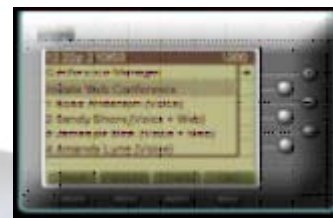
Inventory Check



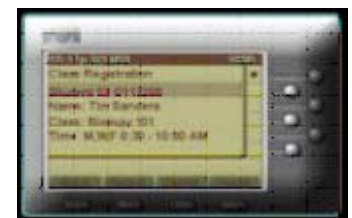
Flight Schedule



Interest Rates



Employee Directory



Class Registration



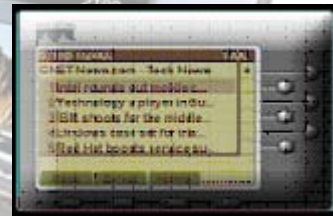
Emergency Bulletin



Wake up Call



Time Card



Headline News



Shipment Tracking



Advertising



Instant Messaging



Purchase Requisitions



Conference Manager



Outlook Integration



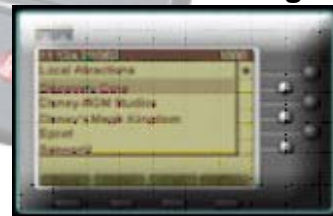
Account Codes



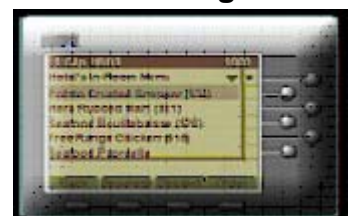
Unified Messaging



Employee Benefits



Local Attractions



Room Service

The Killer App Is Really....



Inventory Check **Flight Schedule** **Interest Rates** **Employee Directory** **Class Registration**

Emergency **Wake** **Call** **Idle** **View** **Share** **Tracking**

Advertising **Instant Messaging** **Purchase Requisitions** **Conference Manager** **Outlook Integration**

Account Codes **Unified Messaging** **Employee Benefits** **Local Attractions** **Room Service**

Usability

Usability Matters



Usable Applications Get Used!



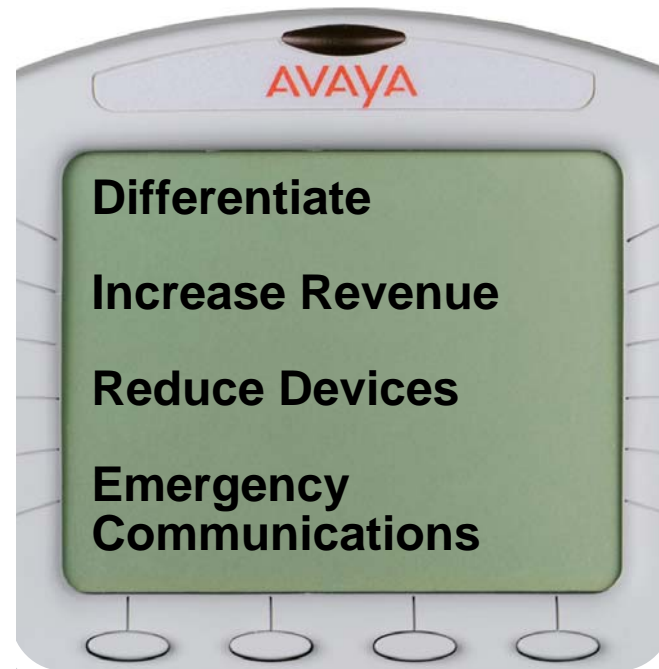
Successful IP Telephony Applications



Horizontal Applications



Vertical Applications



Packaged Applications And Simple Deployment is Key

Successful IP Telephony Application Examples



Horizontal Applications

- Express Directory
- Visual Voicemail
- Zone Paging
- Alerts
- Click-to-Call



Vertical Applications

- Hospitality
- Legal





CISCO CORPORATE DIRECTORY
CISCO IP PHONE 7960



EXPRESS DIRECTORY

CISCO IP PHONE 7960

MAGELLAN RESORTS

Welcome Aaron Vidotto

Front
Desk

Room
Service

House-
keeping

THE CLUB

Dist

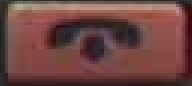
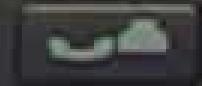
Prev

Menu

Next



BackSpec



1

2 ABC

3 DEF

4 GHI

5 JKL

6 MNOP

7 PQRS

8 TUV

9 WXYZ

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#



Create Applications Around VoIP or Integrate VoIP into Applications?





Address <https://na1.salesforce.com/0033000000080stC> Go

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Salesforce Setup Help & Training Logout

Home Campaigns Leads Accounts **Contacts** Opportunities Forecasts Contracts Cases Solutions Products Reports Documents Dashboards

New Task | New Lead | New Account | New Contact | New Opportunity | New Forecast | New Contract | New Case | New Solution | New Document | New Unit | New Product | New License | New RFE | Recycle

Search

Search
+ Advanced Search...

- Recent Items**
- Aaron Videtto
 - ACME Blinds
 - CDW
 - Canon Technology Solutions
 - Six Degrees Consulting
 - SAIC
 - SRC DataComm
 - SRC
 - Bell South
 - Central Minnesota Jobs and Training Services

Contact: Aaron Videtto [Customize Page](#) [Help](#)

[Edit](#) [Delete](#) [Clone](#) [Printable View](#) [Request Update](#) [Enable Self-Service](#)

<p>Contact Owner: Barry Phillips (Change)</p> <p>Name: Aaron Videtto</p> <p>Account: ACME Blinds</p> <p>Title: Director of IT</p> <p>Department: Information Technology</p> <p>Birthdate: 4/3/1990</p> <p>Reports To: View Org Chart</p> <p>Lead Source: Seminar - Partner</p> <p>Email Opt Out:</p> <p>Contact Type: Other</p> <p>Address Line 1: 123 Main Street</p> <p>Address Line 2:</p> <p>Address Line 3:</p> <p>City: San Jose</p> <p>State: CA</p> <p>Zip Code: 95134</p> <p>Country: USA</p>	<p>Phone: (408) 715-8700</p> <p>Home Phone:</p> <p>Mobile: (408) 555-1234</p> <p>Other Phone:</p> <p>Fax: (408) 678-3301</p> <p>Email: aaron.videtto@cmix.com</p> <p>Email VPN Support Updates:</p> <p>Assistant:</p> <p>Asst. Phone:</p>
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Begin typing the client's name

When the correct client appears in the list, click on the name to show associated client matter codes.

Client Name

- Insurance, Abraham [10993]
- Abraham Insurance [10993]**
- Blake, Amy [90298]
- Amy Blake [90298]
- Black, Andrea [32894]
- Andrea Black [32894]
- Abbott, Andrew [78785]
- Andrew Abbott [78785]
- Adams, Arnold [10432]
- Arnold Adams [10432]

Matter code

- No code.
- Arbitration vs. McVideo [4932]
- Vs. Class Action Defamation [4555]
- Vs. West Coast Construction [4873]
- Patent Case vs. Main Street Plumbing [4828]
- Injury Case vs. Kiel LeBaron [4838]
- Property Claim vs. Murli Thirumale [4976]**
- Immigration- Ravinder Braich [4927]
- Trademark Infringement- Docket 98766 [4864]
- Patent Claim- No. 8329088509 [4701]

Abraham Insurance
Alan Dixon
Adell Insurance

Voice: (408)567-3231
Client code: 10993
Matter code: 4976



[Click to Call 15 10993 4976 \(408\)567-3231](tel:4085673231)

Communications Embedded Applications



Sidebar

Roll Call

70% (1021)

30% (434)

Bulletins

All Ft Lauderdale offices closed until Monday
Bottled water available at building 851
Emergency cash available from human resour

Message Board

Employee offered assistance
Employees that need assistance
Community emergency services announcement

Express Directory

Enter Search here

Documents

Applications

GotoMyPC

News

Over 72,800 Hurricane Evacuees Helped In 5
FEMA Awards \$2.95 Million Grant To Hyde Co
North Carolina's Carteret County Gets \$1.7

Citrix Communicator

Logged Off:

ERT

- Rob Rodriguez (Offline)
- Dashiel Pare-Mayer (Offline)

Earthquake San Jose

- Dashiel Pare-Mayer (Offline)
- Goutham Rao (Away)
- Rob Rodriguez (Offline)

ORGANIZATION

- Goutham Rao (Away)
- Hamid Mola (Contractor) (Offline)

Personal