

Convergence and IP Telephony

Converged Network Benefits

✓ **Provides an integrated IP environment - preserving existing and future investment**

Through a cost effective and timely migration strategy in-line with your existing upgrade/replacement timescales

✓ **Reduces operational costs**

Offering simplified administration brought by IP, consolidation of IT skill sets, and elimination of multiple infrastructure sets

✓ **Decreases Telecommunication charges**

Dramatically reducing voice charges through better utilisation of existing data communication lines

✓ **Provides guaranteed QoS and assured reliability**

Offering simplified architecture, and network-wide QoS industry standard compliance for Voice, Video and Data management (including H.323 and SIP)

✓ **Supports leading-edge applications for increased productivity**

Through collaboration tools such as unified messaging, "find me/follow me" technology, and viable video conferencing to ALL – accelerating the decision making process and time to market

✓ **Reduces application costs through centralised call processing and hosting**

Offering branch offices and remote workers the same applications and services without additional multi-site investment, whilst giving greater network control.

✓ **Enhances customer service**

Improving the e-buying experience by integrating voice within Web services, increasing customer loyalty and likelihood of new sales



Start benefiting from converged technology by adopting a clear, cost-effective migration path

Convergence, also known as multi-service networking, refers to the integration of data, voice, and video solutions onto a single (IP-based) network. The technology and tools for companies to converge their networks now exists, as evidenced by a recent META Group study of Global 2000 enterprises:

"73 percent of Global 2000 enterprises are already migrating to a converged network or are planning to do so within the next one to two years" META Group

No longer limited to the transportation of voice traffic over WAN, current convergence technology now continues all the way to the desktop, opening a whole new set of possibilities and business tools.

Converged networks can play a critical part in helping a company identify new ways to generate revenue, reduce costs, increase organizational flexibility, and generate a sustainable competitive advantage. The business applications deployed on converged networks can provide immediate ways to increase personal and workgroup productivity, whilst enhancing customer care and responsiveness.

Offering the reliability and Quality of Service able to support mission critical communications, convergence has progressed to the point that most organizations should seriously evaluate its role in the future of their networks.

ITC and Cisco AVVID Converged IP Solutions

Integrating a converged network is different for all companies – one size does not fit all! Adopting a migration strategy that allows natural, timely transition from legacy networks to IP-based telephony, and at a rate that matches business requirements, can substantially increase the financial payback of this technology. Typical transitional events that can accelerate this transition include corporate change, End of PBX leases, and planned network upgrades.

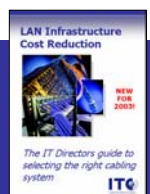
At ITC, our RCDD designers and expert network consultants can help you to fully evaluate this new technology for maximized ROI and business benefit.

Furthermore, our close partnership with Cisco Systems ensures the technology you receive offers both the reliability and full range of benefits to suit your needs. Together, our combined knowledge in centralized and distributed call-processing, application-hosting models, and industry-leading expertise in Internet and IP routing, ensures you receive the most cost-effective and seamless migration solution that best fits your needs.

FREE IT Director's guide to selecting the right cabling system

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Convergence Key Features

- **Unified IP network for Voice, Video and Data**
 - Significantly reduces operational and management costs through simplified moves, adds and changes e.g. IP phones
 - Offers users access all the services from any point connected to the network
 - Allows rapid deployment of new services through common IP infrastructure and open standards interface
- **IP Telephony over WAN**
Using a single network to transmit voice and data applications, a multi-site enterprise can:
 - Eliminate the cost of a separate corporate voice network and/or reduce their intra-corporate long distance charges
 - Reduces the cost associated with wide area network management and administration
 - Efficiencies can be gained through centralized management tools
- **Interoperability, facilitating migration strategy**
Supporting legacy PBX systems through H.323 & SIP standards compliance, designed to provide a low-risk migration strategy from your current infrastructure
- **End to end QoS policy management**
Performed using standards-based settings including differentiated service code points (DSCP) and IEEE 802.1Q class of service: guaranteeing Voice and Video quality, and prioritisation of mission critical data
- **Redundant and high availability configurations**
Supported by power backup, assuring reliability comparable to existing PBX architecture
- **Leading-edge communications applications**
Enhancing productivity and customer care through:
 - **IP Phones and IP Soft Phones:** Eliminates hard phones; offers Telecommuters with high-speed access the option to take home their phone extension
 - **IP Video Solutions:** Available to all employees from the desktop
 - **Unified Messaging:** Combining voicemail, e-mail, and fax into a single application
 - **Multi-Media Contact Centers:** Click-to-dial functionality, allow call agents to be located remotely; facilitates geographic independent multimedia client interaction
- **Auditing of existing infrastructure**
Completed by industry experts, assuring future QoS capability and synchronisation of LAN and WAN migration strategies



About ITC Connects

ITC designs, delivers and supports Network LAN Infrastructure for companies in the Southeast. Our clients include government, blue chip and growing companies, who seek industry-leading experts for open, unbiased consultancy and cost effective infrastructure solutions. ITC is also one of the UK's leading Cabling specialists for the Design & Build community.

Unlike our competitor's, ITC principally installs in Central London and Canary Wharf. This allows us to provide a better, more focused, fully managed service at competitive cost, helping you to reach your business objectives on time and within budget.

Cisco AVVID architecture

Cisco Architecture for Voice, Video and Integrated Data (AVVID) is the intelligent network infrastructure for today's Internet business solutions. As the industry's only enterprise-wide, standards-based network architecture, Cisco AVVID provides the roadmap for combining business and technology strategies into one cohesive model.

Why choose ITC for your network cabling requirements?

- ✓ **Quality Assurance & Standards Compliance**
Networks designed by RCDD industry experts, installed by BICSI qualified engineers, exceeding standards requirements
- ✓ **25-Year Warranty Guarantee**
One of the most comprehensive programs available for lifetime assurance, underwritten by Molex, a \$1.6 billion org
- ✓ **Industry knowledge & experience**
This will become apparent when you meet our engineers!
- ✓ **Manufacture accreditations and industry partners**
ITC are a BICSI Corporate member, Molex Certified Installer (CI), & Cisco Premier Partner
- ✓ **Cost-effective & future proof approach**
We take the responsibility of ensuring you get the right solution, for maximum ROI
- ✓ **Project Management**
D&B experienced managers ensure projects are always completed on time & within budget
- ✓ **Continuity & Reputation**
Since 1995, we're proud to have worked with organisations like Capita Maclaren, Fox Entertainment, NASDAQ, Hyundai, Woolworths - as well as Government and many SMEs

ITC Connects services

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| ✓ LAN Design & Installation | ✓ Telephone Systems |
| ✓ Moves & Changes | ✓ Audio Visual |
| ✓ Voice & Data over Cat5e, Cat, Cat7 & Fibre | ✓ Maintenance & Managed Services |
| ✓ Wireless | |
| ✓ Communications Room Design & Build | CONSULTANCY: |
| ✓ Power & Power Backup | ✓ Infrastructure Audits |
| ✓ Active Hardware Provisioning | ✓ Pre-Tender Consultation |

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