Verizon Managed IP Telephony Solution



A managed Voice over IP (VoIP) solution enables enterprise IT managers to reap all the benefits of VoIP without getting involved in complex, costly technology rollouts and risks.

Benefits:

- Reduce capital outlay
- Avoid technology obsolescence
- Minimize staffing costs
- Extend the same services enterprise-wide
- Achieve carrier-class quality & security

verizon

Today's IT Challenges

Historically, many Enterprise IT managers have been hesitant to embrace Voice over IP (VoIP)—despite the fact that the technology can cut telecom charges, curtail capital/operating expenses (CapEx/OpEx), and consolidate voice and data networks, which further lowers costs. As IT professionals have gained more confidence in the quality and reliability of VoIP solutions, the pendulum has started to swing in the opposite direction, resulting in unprecedented growth in the IP telephony market.

The caution demonstrated in adopting VoIP in its early years was understandable. A VoIP migration performed by the enterprise—even if it goes flawlessly— represents a significant investment of time, IT resources and costs. Personnel need to become knowledgeable with an unfamiliar technology and as new functions and users are brought online, IT's original commitment can quickly become open ended leaving less time for strategic planning and/or other major projects. Engineering and securing a consolidated network is a major concern of enterprise IT managers. The network must be sized properly and safeguards must be put in place to ward off security attacks.

Standards have been created that enable interoperability between different vendors' equipment and an enterprise doesn't want to find itself tied into a proprietary system. When a technology is evolving as rapidly as VoIP, it's critical for enterprise IT managers to ensure the investment choices they are making today will be protected in the future.

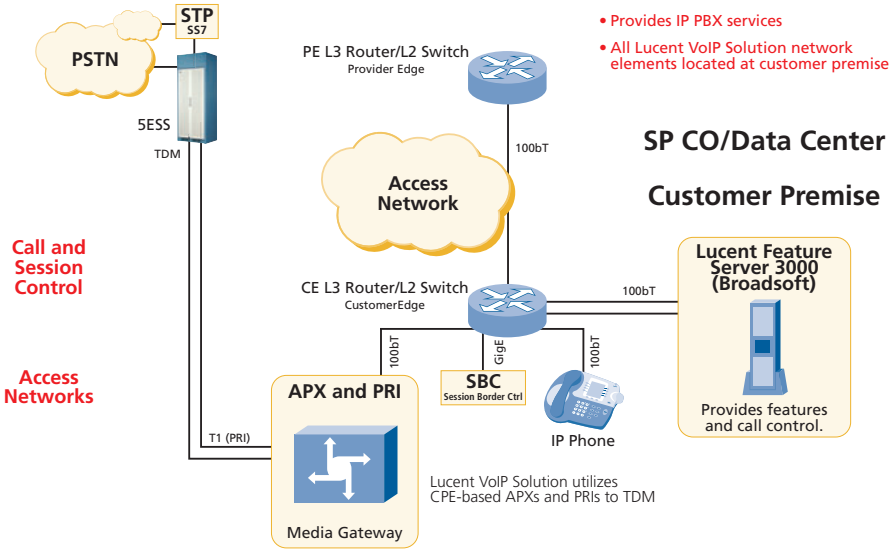
Leading the way to convergence, Verizon has taken its expertise in voice services to the next level with our Voice over Internet Protocol (VoIP) solutions. Our suite of VoIP services offer you a migration strategy for delivering voice services over the Internet—providing you network flexibility and cost savings.

Good news! There is an alternative, a complete IP telephony solution implemented and managed by an experienced service provider, Verizon. This frees IT executives to do what they do best in concentrating on their companies' strategic initiatives. A fully managed solution offers many advantages including:

- Reduced Capital Expense (CapEx)
- Ensure ongoing technology refresh
- Reduced staffing costs
- Uniform services across the Enterprise
- Carrier-class reliability and security
- Self-management
- Massive scalability
- Standard call center
- Carrier reliability
- Unsurpassed interoperability

Reduce Capital Expense (CapEx)

Since this is a managed VoIP solution, Verizon—rather than the enterprise—pays for "big-ticket" infrastructure equipment, including spares, upgrades, replacements, patches, new releases and 24x7 monitoring. Enterprises pay only for what they use. Savings accrue as the VoIP networks expand to additional users, sites and applications because of economies of scale.



Typical Managed VoIP Solution Architecture

Ensure Ongoing Technology Refresh

Verizon has expertise at deploying state-of-the-art equipment and implementing new technologies to provide the best services available at competitive rates. Integrating the new technology seamlessly into current offerings is a costly task that service providers do best, which allows enterprise IT executives to focus on mission objectives and not systems integration.

Reduced Staffing Costs

With an experienced team of VoIP experts tending to the network 24/7, there's no need for IT managers to scramble to find qualified employees or get caught up in costly bidding wars for staff. This benefit doesn't just translate into savings, it also means enterprise IT executives can accomplish more with a smaller staff.

Uniform Services Across the Enterprise

IT professionals know that value-added services bring exponential benefits to the business when they're available enterprise-wide. With our managed IP solution, Verizon ensures that a consistent feature set is accessible at all locations and to all mobile professionals and teleworkers. This same commitment to feature ubiquity is particularly valuable during mergers and acquisitions, since it helps guarantee that new employees are migrated efficiently and cost-effectively into the business.

Carrier-Class Reliability and Security

Since this managed VoIP solution is built on Unix, it's inherently more secure than systems based on other platforms. Among the safeguards: tiered authentication; VoIP aware firewalls and session border controllers that protect voice traffic on a data network.

Self-management: Today's enterprise employees are always on the go, and are just as likely to conduct critical business in the car, at the airport, from their hotel room, or from home. Trying to keep track of these moving targets can be a logistical nightmare, but this managed solution makes it more like a dream. An easy-to-use Web portal gives end-users real control, letting them indicate where they are and how to reach them. And since this is a Web-based feature, employees can make changes in service delivery from anywhere in the world.

Massive scalability: Consolidation is becoming a norm for today's companies. Mergers and acquisitions can mean a steep influx of personnel consequently requiring that communication systems be modified. This managed VoIP solution ensures the changes can be accommodated and capacity scaled quickly to meet rapidly changing needs. Seamless scalability extends from 250 to 1.75 million end users, which provides even the most ambitious company plenty of room to grow.

Standard call center: The enterprise call center is a crucial communications point for customers, employees, vendors, and other business partners. With this managed solution, companies can provide basic call center functionality to their entire enterprise, which includes multiple distribution policies, night service, call queuing, statistics, and screen pops.

Carrier reliability: This managed solution offers the differentiated function of geographic redundancy and the other functions inherent in a Verizon offer. What's more, all VoIP equipment meets the same carrier grade "five-9s" uptime guarantee required of equipment used to support the public network. This resilience and redundancy helps eliminate downtime and ensures that your mission critical voice applications remain in service.

Unsurpassed interoperability: Session Initiation Protocol (SIP) is designated by the Internet Engineering Task Force as the standard for VoIP protocol. The managed VoIP solution works entirely on open standards and Media Gateway Control Protocol endpoints to achieve interoperability with the broadest array of desktop, network, access and back office equipment. Verizon's solution employs the most mature SIP software stack in the industry thereby providing a reliable and stable enterprise platform.

Other Advantages

This state-of-the-art VoIP solution delivers other benefits to IT professionals, such as enhanced ease of use, greater productivity, and increased service to your customers. Flexibilities are extended to users themselves, with the integration of voice, e-mail, Instant Messenger (IM), and video to a single end-point.

Get the Lucent Advantage

There's one other advantage this managed VoIP solution offers enterprise IT executives: Lucent Technologies and Bell Labs experience and expertise. Lucent, which has been building carrier-grade networks for more than 100 years, is responsible for all network integration and operations. Bell Labs, Lucent's "innovation engine," is internationally recognized as one of the leading R&D facilities in the world.

Flexibility of Your VoIP Investment

Mergers and acquisitions are commonplace in today's hypercompetitive business environment. Global outsourcing represents another rapidly rising trend, which results in a tremendous amount of Moves, Adds and Changes (MACs) to the enterprise network. A Verizon managed VoIP solution neutralizes some of the obstacles to unifying enterprises into a cohesive unit. Verizon can expertly provision service when and where it's needed.

For more information about this managed VoIP solution, please contact your Verizon sales representative.

You may visit the Lucent web site at www.lucent.com.

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