



Solution Brief

Nortel Centralized IP Telephony

Delivering the foundation for unified communications through application integration and consolidation

In today's global and information-driven economy, companies across all industries face the challenge of workforces that are increasingly distributed, yet must work together more effectively than ever before to retain, attract and win customers.

Unified communications addresses the challenges of these disparate workforces by simplifying how people connect and interact with one another as well as with today's communication applications. With unified communications, presence, real-time communications (e.g., IM, telephony, and video and application sharing) and near-real-time communications (e.g., email and voicemail) are "unified" into a single environment that enables employees, partners and suppliers to collaborate in real time.

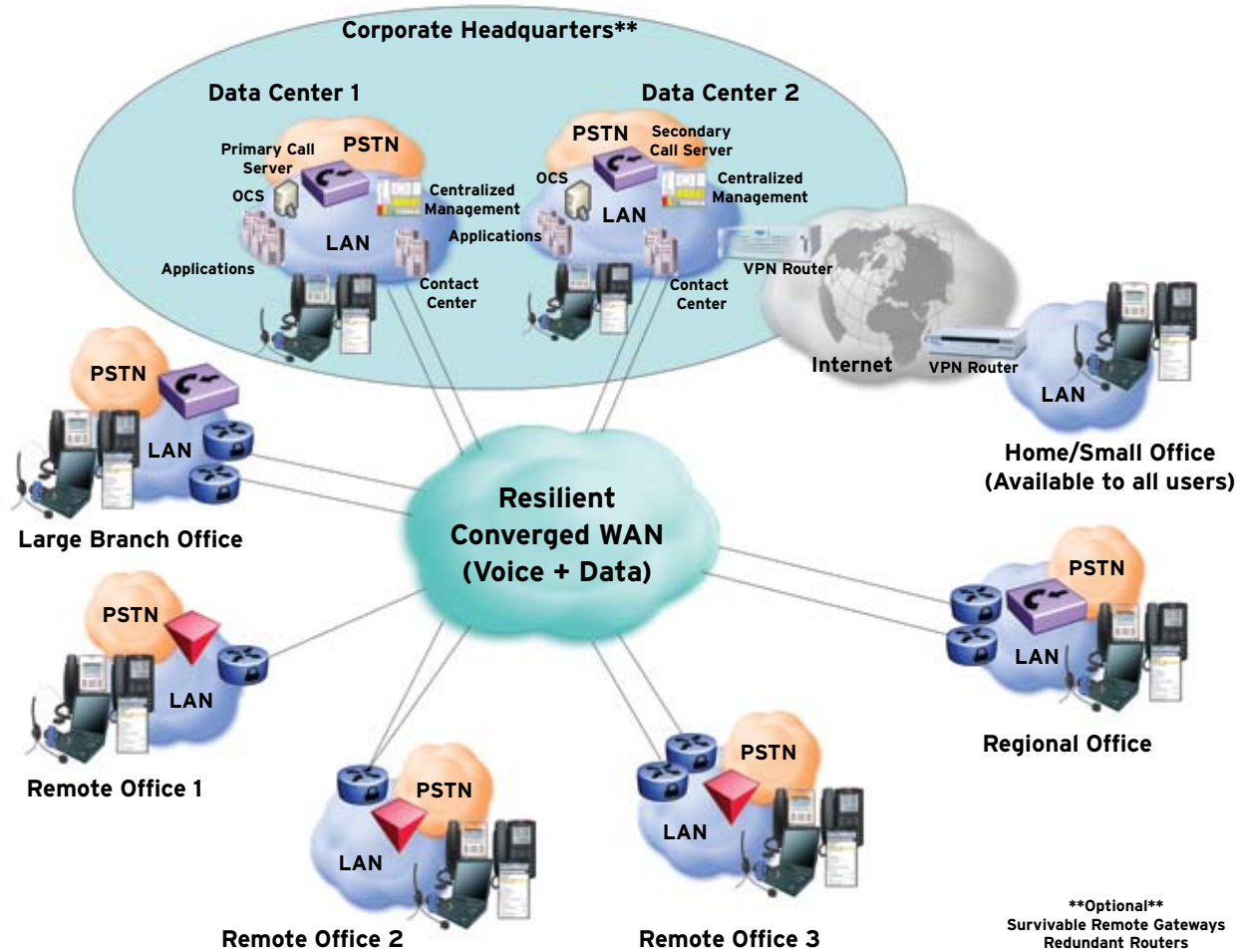
Tight integration between enterprise applications and communications allows users to share information within a matter of seconds. Whether at an employee's desktop or on the private and public networks that connect mobile workers, this unification makes life easier for users and IT personnel alike — and can lead to dramatic cost savings, improved productivity and increased revenue.

Nortel Centralized IP Telephony highlights

- Reduces the ongoing costs of branches by consolidating legacy nodes onto a centralized communications server
- Enables energy and cost savings through the consolidation of multiple facilities
- Provides investment protection by converting your distributed PBXs into survivable remotes and retaining current handsets
- Reduces Total Cost of Ownership (TCO) through data center consolidation, use of a converged network for transport and consolidated PSTN access
- Lowers network costs through economies of scale, bandwidth sharing and the elimination of under-utilized TDM trunks
- Maintains branch identity local number portability via SIP trunk services
- Ensures a consistent user experience through centralized unified messaging at the data center
- Offers business flexibility through centralized control of applications and resources, contact center consolidation and accelerated roll-out of new applications to end users
- Delivers simplicity and cost savings through integrated management and a common GUI across the enterprise
- Eases integration with Microsoft and IBM desktop applications and unified communications environments



Figure 1. Example centralized IP telephony solution with multiple branch configuration options



Nortel: The unified communications leader

As unified communications takes businesses toward new frontiers, Nortel is at the forefront of developing innovative new technology, products and services that accelerate business processes and decision-making while protecting your existing investments. Nortel’s Centralized IP Telephony solution is an important first step that many enterprises are taking in the move to unified communications and communications-enabled applications.

Nortel Centralized IP Telephony

IP telephony is intrinsic to enabling unified communications and communications-enabled applications processes. As enterprise voice and data networks

continue to converge with widespread acceptance of IP telephony, unified communications is the logical starting place to implement voice as an enterprise application.

Nortel Centralized IP Telephony enables enterprises to migrate from a traditional distributed TDM voice network that’s based on multiple independent PBXs and separately managed key systems to a solution that consolidates multiple network management platforms and databases.

By transforming their traditional dispersed network to a centralized one where everything is essentially “in one place”, businesses can begin realizing lower TCO and taking advantage of the speed and agility that’s required to roll out additional applications and services to end users.

A data center approach to voice networking? Why not?

Today, businesses around the world have implemented and are benefiting from the advantages of a data center model, including:

- Consistent user experience across the enterprise
- Centralized and simplified management and administration
- Economies of scale on network requirements
- Easier and faster rollout of new features functionality

It’s clear that data centers have demonstrated what can be achieved through centralization, which leads to the question, “Why not use the same model

The Nortel Centralized IP Telephony solution is an important step towards unified communications, establishing a strong and necessary foundation for converging voice and communications into your business-process applications.

for voice?” Through Nortel’s Centralized IP Telephony solution, that’s exactly what your business can do to enjoy these compelling benefits.

Agility in rolling out new services

Businesses that opt for a centralized rather than a distributed (e.g., multiple PBXs) model have a definite advantage when it comes to rolling out unified communications solutions. With a traditional distributed model, adding and integrating a unified communications solution, such as Microsoft® Office Communications Server, into your existing voice solution requires you to implement the solution at every IP-PBX across the network — a time-consuming and costly process.

With the Nortel Centralized IP Telephony solution, the same unified communications service gets rolled out to all your enterprise users at once — delivering a consistent user experience across your organization. For example, a centralized voice solution enables you to implement unified messaging into your voicemail application one time across the enterprise rather than multiple times at each individual site.

Management made simpler

With Nortel’s solution, the “centralized” in Centralized IP Telephony also applies to network management. As a centralized function, management becomes faster and simpler than a distributed solution. And since personnel are required to learn only one rather than several products to manage the network, this can lead to significant savings in terms of resources and training required.

Lower Total Cost of Ownership

Nortel Centralized IP Telephony can drive reduced TCO on many fronts, including offering the economies of scale not possible through a traditional dispersed model. For example, new services and capabilities can be implemented quickly and easily using your existing equipment, eliminating the need for further investment. Other ways that Nortel Centralized IP Telephony leads to lower TCO include:

- Bandwidth sharing reduces total trunking requirements
- Elimination of under-utilized TDM trunks at the branches

- Minimized costs associated with PBX upgrades and enhancements
- PSTN trunking consolidation and reduction provides better utilization of access resources

Enhanced productivity through SIP

Nortel Centralized IP Telephony supports the latest standards such as Session Initiation Protocol (SIP), which not only offers a smooth evolution from older technologies, but also delivers a solution that is future-proofed to grow with your business. SIP trunk services provide additional benefits to a centralized solution through trunk consolidation with local number portability, which enables employees to maintain their local identities.

Elevating customer satisfaction levels

The advantages of Centralized IP Telephony also extend to your customers when they call your contact center. Through advanced capabilities such as centralized Interactive Voice Response (IVR), Nortel enables you to connect customers to automated self-service facilities that can complete many transactions on the spot, eliminating the need to talk to an agent or endure long wait times for service.

A look at unified communications applications

- **User experience:** Unified experience across phone, mobile and PC through tight integration with desktop applications; presence-enabled personalization and customization; and network-enabled find-me/follow-me
- **Collaboration:** Multimedia, video and audio conferencing and collaboration, secure instant messaging, application sharing, and file exchange to drive enhanced productivity and faster decision-making
- **Customer services:** Multimedia collaboration, mobility, productivity and information interactions as the basis for new engaged-customer services and customer contact center operational effectiveness
- **Unified communications-enabled applications:** Embedding unified communications in applications to accelerate business processes

Conclusion

Are you ready to reap the benefits of unified communications? Then now is the time to partner with Nortel — the company that has been delivering telephony and data systems to the world's largest service providers and enterprises for decades, has pioneered the digital revolution and is leading the way in the development of unified communications solutions.

To find out how your business can take advantage of centralized IP telephony and make the move to unified communications, please contact your Nortel representative or visit www.nortel.com/uc.

Key attributes of Nortel Centralized IP Telephony

Consolidation can lead to immense benefits for your organization, including cost savings, lower TCO and greater efficiency, but only if you choose a solution that delivers some key attributes. For example, the solution must offer scalability and capacity capabilities for consolidation and growth. Reliability must be second to none to ensure the delivery of real-time communications such as voice. And finally, to ensure that it's business as usual regardless of what happens, the solution must offer business continuity and branch survivability.

Key attributes of Nortel Centralized IP Telephony

Attribute	Nortel solution
Scalability	<ul style="list-style-type: none">• Maximum number of SIP lines: 250,000• Maximum number of IP lines: 125,000• Maximum number of SIP, IP, SS7 trunks: 150,000
Reliability	Carrier-grade and business-grade solutions enabling five-nines plus reliability
Business continuity	Multiple redundant options are available to address varying requirements; for example, geographic survivability, which splits the core across two data centers, enabling transparent call failover capabilities
Branch survivability	Multiple solutions are available, and can be chosen based on the size and importance of the branch designated to provide survivability should data center connections be lost

Nortel is a recognized leader in delivering communications capabilities that make the promise of Business Made Simple a reality for our customers. Our next-generation technologies, for both service provider and enterprise networks, support multimedia and business-critical applications. Nortel's technologies are designed to help eliminate today's barriers to efficiency, speed and performance by simplifying networks and connecting people to the information they need, when they need it. Nortel does business in more than 150 countries around the world. For more information, visit Nortel on the Web at www.nortel.com. For the latest Nortel news, visit www.nortel.com/news.

For more information, contact your Nortel representative, or call 1-800-4 NORTEL or 1-800-466-7835 from anywhere in North America.

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In the United States:

Nortel
35 Davis Drive
Research Triangle Park, NC 27709 USA

In Canada:

Nortel
195 The West Mall
Toronto, Ontario M9C 5K1 Canada

In Caribbean and Latin America:

Nortel
1500 Concorde Terrace
Sunrise, FL 33323 USA

In Europe:

Nortel
Maidenhead Office Park, Westacott Way
Maidenhead Berkshire SL6 3QH UK
Email: euroinfo@nortel.com

In Asia:

Nortel
United Square
101 Thomson Road
Singapore 307591
Phone: (65) 6287 2877



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