

## Outline for VoIP Case Study Forum

### FULL OUTLINE

#### VoIP Purchasing Overview

- Expectations & Realities
- Buy vs Build
- Services
  - Centrex/Hosted VoIP
  - Do-It-Yourself
- Pricing
- Trends
- Alternatives

#### For Each 30 minute Case Study:

- Company/Industry Background
- Problems being solved, issues, drivers
- Procurement
- Design and Architecture
- Implementation
- Migration / Training
- Operation
- Problems & Solutions
- Expectations & Realities
- Lessons Learned

#### Carrier Case Study 1

#### Carrier Case Study 2

Case studies of organizations who have used VoIP services offered by regional, national or global carriers. This group includes basic VoIP services and IP-Centrex.

#### Service Provider Case Study 1

#### Service Provider Case Study 2

Service providers generally differ from carriers in that they add some additional capabilities such as hosted IP services that include, but are not limited to VoIP and IP-VPN based services.

#### Equipment Vendor Case Study 1

#### Equipment Vendor Case Study 2

This is one of the "do-it-yourself" categories. Case studies in this category include organizations who purchased their own equipment and installed their own VoIP systems. This category also includes VoIP over WiFi and IP phones.

#### Software-Based System Case Study 1

#### Software-Based System Case Study 2

Another "do-it-yourself" category. These case studies highlight companies who purchased software, such as softswitch software, that does telephony functions but uses platforms such as UNIX or Windows servers.

#### Application Case Study 1

#### Application Case Study 2

Applications run on top of the other systems and may include hosted or owner-operated applications. Items in this category include multimedia messaging, IM, presence, IP-call centers and a full range of IP-enabled capabilities, many of unique to VoIP.

#### Technologies to Watch/Conclusion

A very brief overview of technologies that are not yet widely implemented but which will have a profound impact on future voice communications.

*Most organizations will need "building blocks" from several categories to create a complete VoIP solution. While it is impossible to provide all of the answers in one day the VoIP Case Study Forum provides valuable, time-saving insights.*

*Participants will also receive the "VoIP Buyers Road Map", a decision support tool for the procurement of VoIP systems.*

*Case Studies presented by organizations implementing their own system will be one hour in length.*

*"I had always suspected VoIP was not 'just another IP application'."  
- VP, Voice Services  
Global 200 Company*

#### PROGRAM "AT A GLANCE"

**Program Type:** Forum  
**Available to Public:** Y  
**Available for Single Client:** N  
**Program Length:** 1 day  
**Program Times:** 9:00 am - 4:30 pm  
**Lunch Provided:** Y  
**Audience:** Buyers, Sellers and Implementers of/VoIP Products & Services.  
**Prerequisites:** Basic knowledge of the Internet and telephone systems..  
**Difficulty Rating:** 1 out of 5 (!....).

#### PRINCIPAL PROGRAM DEVELOPER



**James P. Cavanagh**

James P. Cavanagh has worked closely with the top five telecom technologies of our time very early in their life cycles. He has been intimately involved with the engineering, sales support, marketing, design, installation and training for ATM, Frame Relay, IP, optical networking and xDSL since their early commercialization. Mr. Cavanagh has also been closely involved in network security, disaster recovery planning and infrastructure security since the early 1980s. Jim is able to combine his experience with creativity and a long, varied career to develop exceptionally effective solutions for his consulting clients as well as having a rich background for his teaching and writing. Jim is a former member of the ATM forum.

To request a class, contact us at [VoIP@MobileIN.com](mailto:VoIP@MobileIN.com)  
[www.MobileIN.com](http://www.MobileIN.com)