UBS Telecoms Enterprise Day 2014

The Evolution of **Traditional Telecoms** to **IP Communications**

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Hot topics

❑ The shift from **TDM to IP** communication platforms

❑ The growth in **connectivity** and **devices**

❑ The **convergence** of voice and data

❑ The increasing need for **Unified Communications**

❑ The uptake of **video** communications

❑ The challenges around multiple devices and platforms (**BYOD**)

❑ The emergence of **hosted services** and data centres

❑ Summary

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The shift from TDM to IP communication platforms

- ❑ Voice over IP (VoIP) technology has reached a mature level

- ❑ Global PBX vendors all offering IP solutions

- ❑ Telecommunications has moved from Facilities to IT

- ❑ Key driver is cost savings

- ❑ Exponential growth of data usage

- ❑ Initial challenges around the capabilities of the WAN and LAN

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The growth in connectivity, devices and apps

❑ Bandwidth prices continuously dropping, but still high in global terms

❑ Increased demand for fixed line connectivity to VoIP providers

❑ Explosion in number of devices users bring to the office

❑ Pressure on IT to provide suitable wireless LAN capacity and reach

❑ Users demand multi channel communications: voice, email, IM & video

❑ Free consumer apps such as Skype, WhatsApp, Viber, Dropbox driving
business requirements

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The convergence of Voice and Data

❑ Traditionally voice and data were split across different lines or circuits

❑ Seeing consolidation and move towards convergence

❑ The aim is to simplify the IT environment by consolidating infrastructure

❑ Convergence aims to reduce admin and support overheads by dealing with a single service provider

❑ Pressure on ICT players to become a One Stop Shop

❑ Companies need to pick reputable ICT solution and service providers

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The increasing need for Unified Communications

❑ More connectivity options and more devices, means exponentially more communication options

❑ Video calling via Skype, VoIP calling via Viber, Voicemail, Emailing from various devices, messaging via WhatsApp, scheduling meetings on mobile phones, tablets and Outlook … the list is endless … searching communication history for records is chaotic

❑ There is a definite need for Unified Communications

❑ Currently expensive and the vendors have not yet got it totally right

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Video Communications

❏ Skype okay for personal use, Lync struggling in the corporate space

❏ Video apps are pervasive on devices, but quality still not great

❏ Point-to-point video solutions still too expensive

❏ Adoption rate for incorporating video in business still slow

❏ Possible business cases for some applications:

  ➢ Meetings in large distributed, multi-branch environments

  ➢ Remote technical support

❏ Not enough drivers to bring this technology to maturity yet

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The challenges around BYOD

❑ Consumerisation of mobile technology definitely driving corporate IT

❑ High expectations by users for effective use of mobile devices at work

❑ Pressure on CIOs and CTOs to provide wireless WAN and LAN capacity and reach, to manage mobile devices, to manage user access and to secure corporate data

❑ Corporate BYOD Policy is not enough, companies need to invest in technology solutions to enforce the policy

❑ Companies need to pick the right ICT solution partner

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The emergence of Hosted Services and Data Centres

- ❑ Users now have many more ways to access the corporate network from outside the company using fixed and mobile technologies

- ❑ Single VPN access from a home laptop to on-premise application servers is not enough anymore

- ❑ CIOs and CTOs are looking to move applications and data into secure data centre environments to make them more accessible

- ❑ Business applications moving into the cloud

- ❑ Challenges are mainly around security and trusting hosted providers

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In summary …

❑ Slowly heading towards ubiquitous connectivity from any device, anywhere at any time

❑ Users are driving corporate IT policy due to mobile usage behavior

❑ Corporate IT needs to provide access, capacity, business applications on multiple platforms and securely manage company data

❑ Companies need to invest in BYOD technology solutions

❑ There is a need for UC, presence and mobile communications

❑ Hosted PBX is real, UCaaS is almost here

❑ Costs need to reduce even further

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