

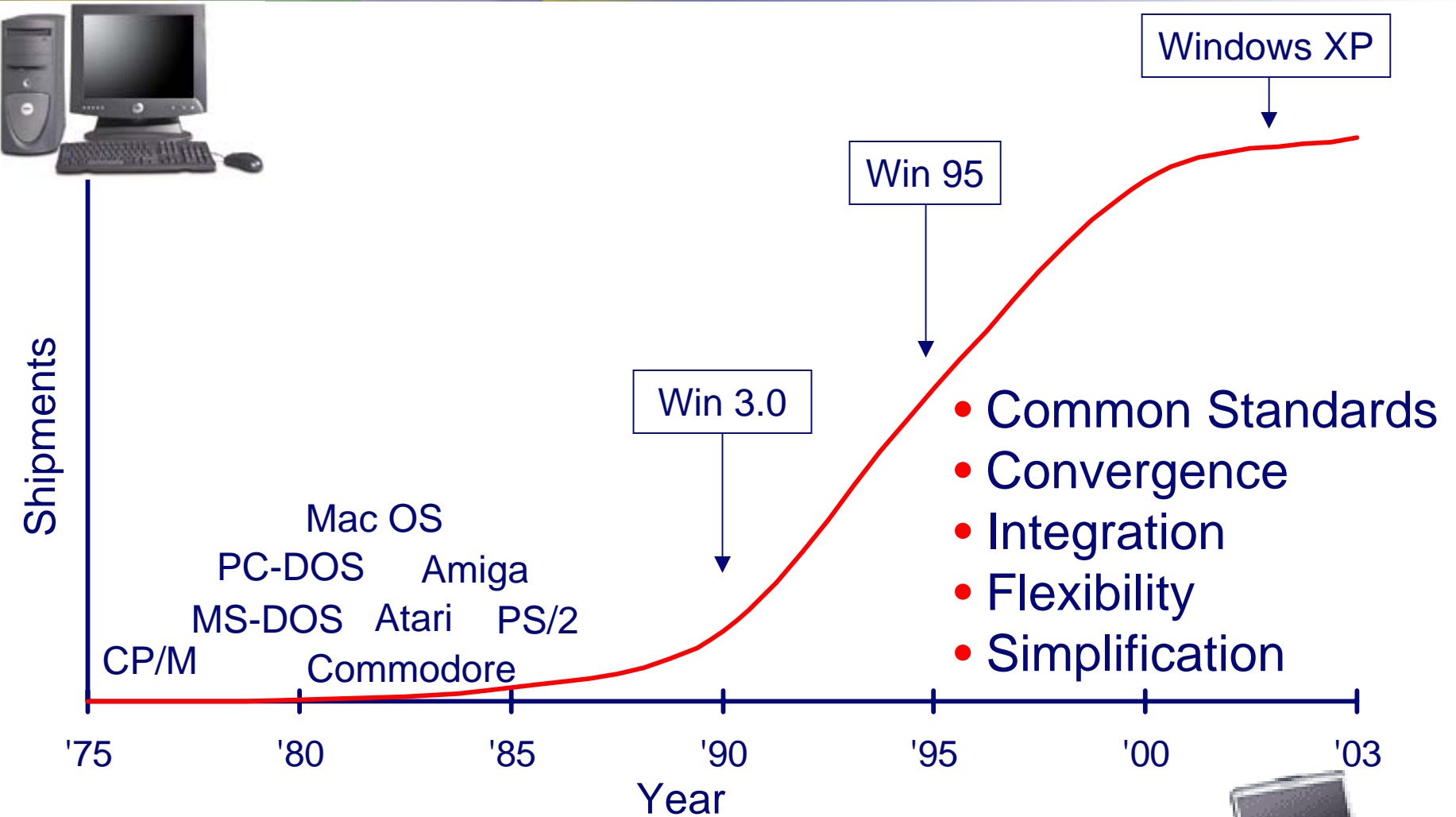
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# IP Convergence: *Is Now the Right time to Deploy?*

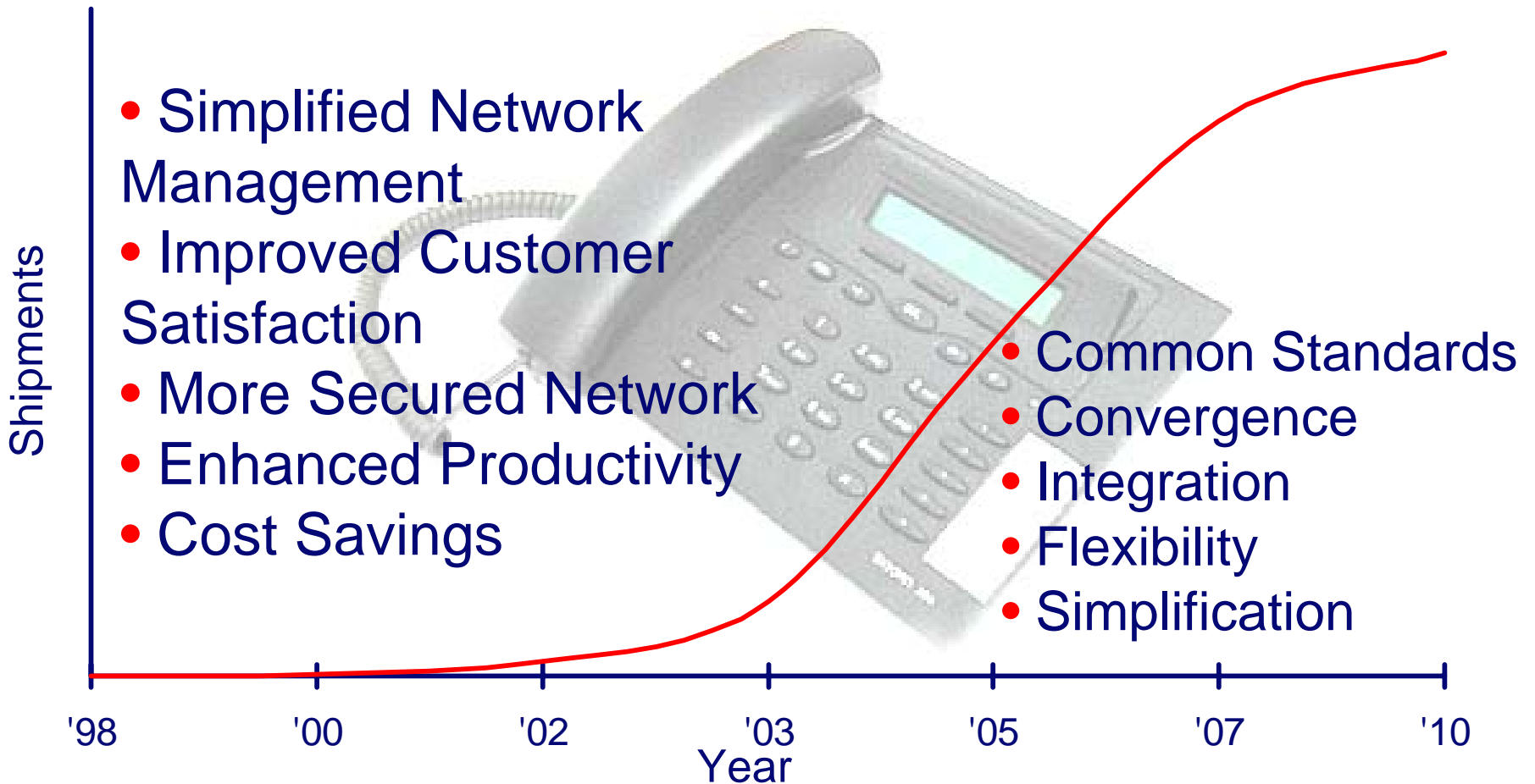
[www.idc.com](http://www.idc.com)



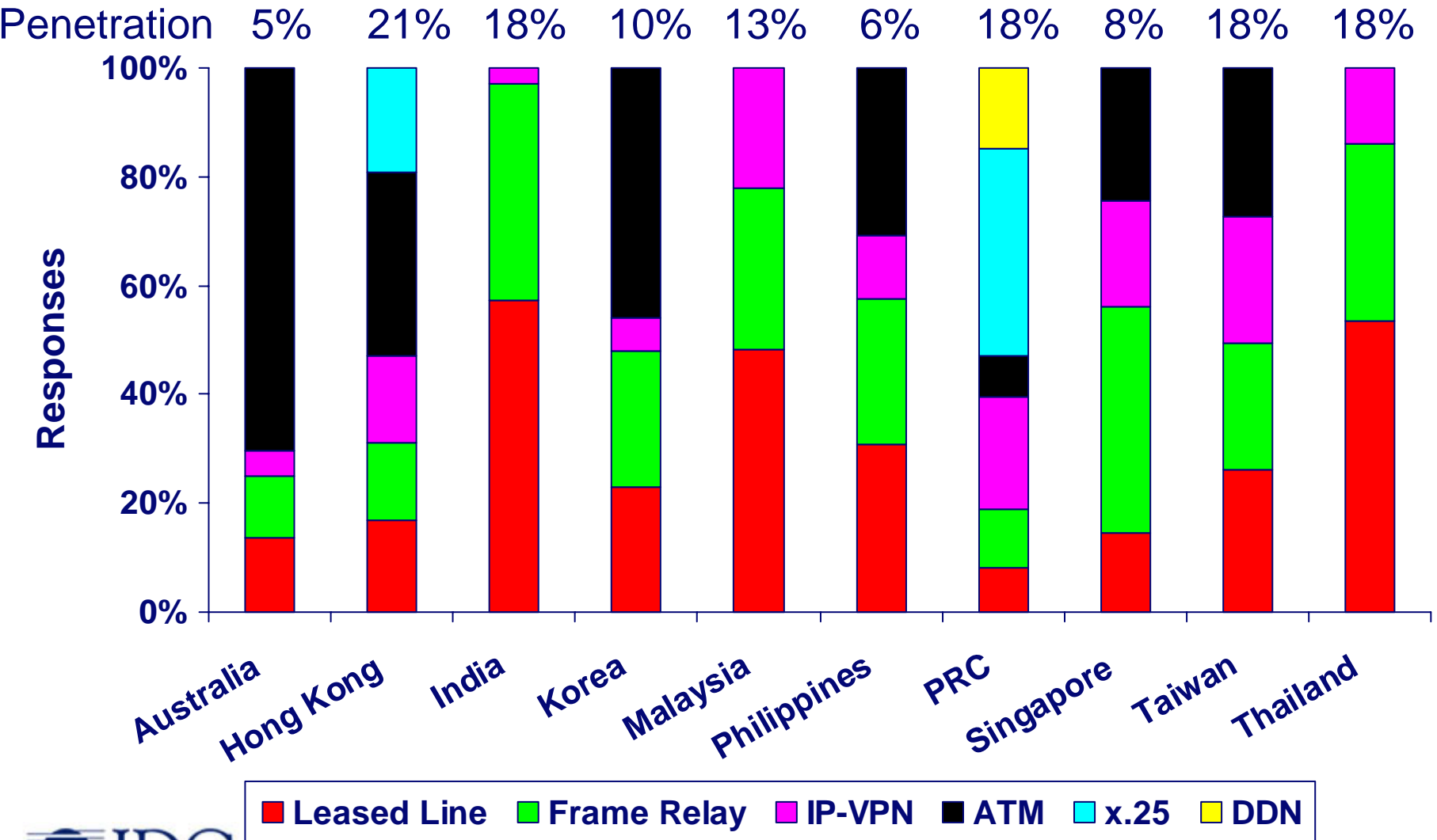
# The PC-OS Analogy



# The IP Convergence Marketplace



# Packet Voice...now



# IP Convergence Myths



#1: VoIP is just a Phone System.

#2: IP is just about Cost Cutting.

# Case Study #1

sanofi~synthelabo

## Sanofi-Synthelabo

A DIY VoIP Infrastructure



# .....Sanofi-Synthelabo

## The Problem

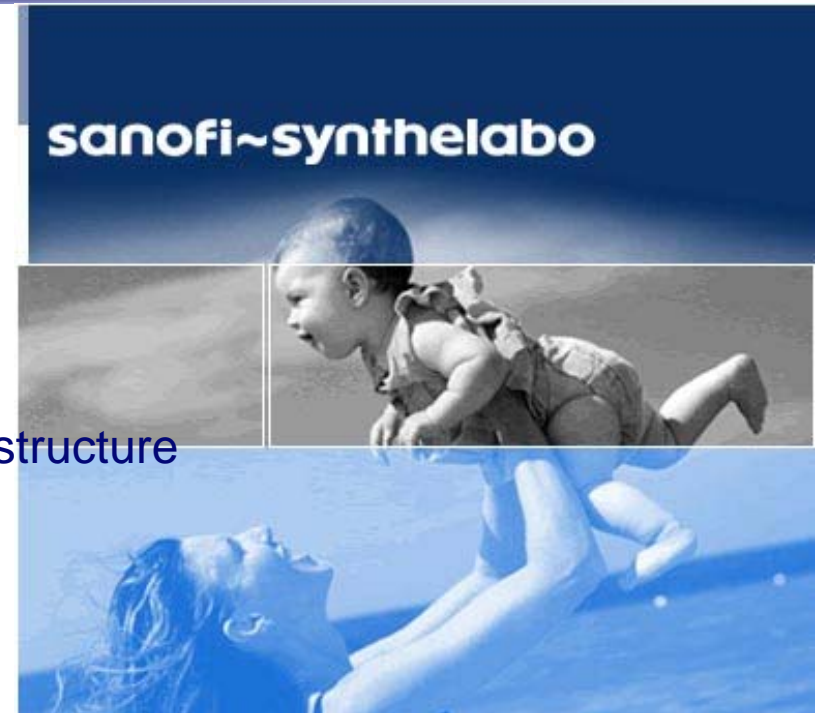
- Obsolete telephone system
- Relocation to new premises
- Integrated Applications

## Selection Process & Criteria

- Product features
- Integration with the rest of IT/Network infrastructure
- Cost (Initial CAPEX & TCO)
- Branch connectivity
- System Integrator's experience

## Implementation

- Began in November 2001 and went live in August 2002
- Apps include Search directory, Call center management, Unified messaging
- 150-200 users in Sydney
- 4 Call centers (Medical Center, Customer Service, IT Helpdesk & Human Resources)



# .....Sanofi-Synthelabo

## Benefits Experienced/Expected

- Higher Productivity
- Lower TCO

## Lessons Learnt

- Testing, Trialing & Training IT personnel & users
- Teething problems - hardware configuration issues
- Reputation & job on the line due to the high risk of adopting an unproven technology

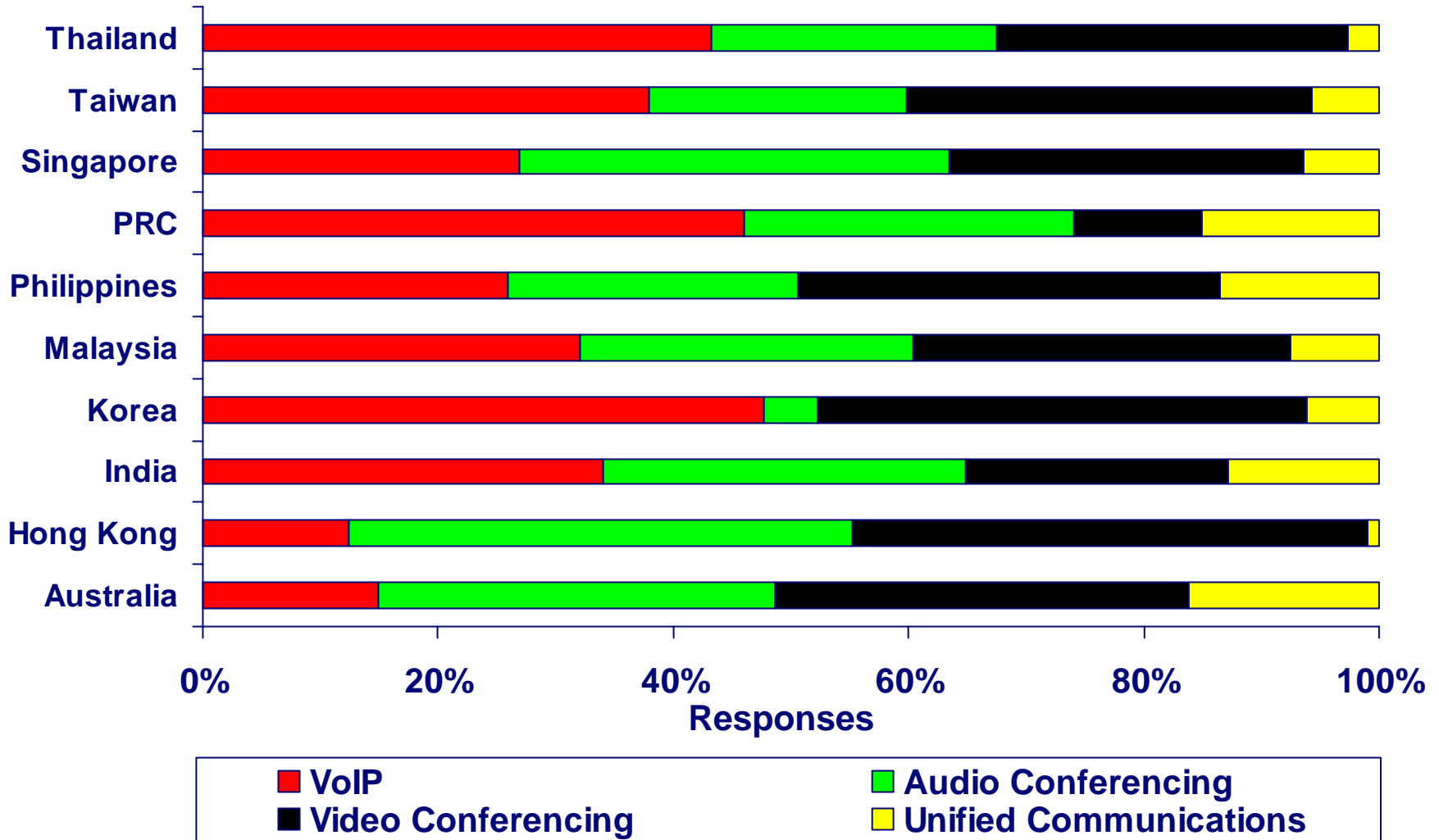
## Expected ROI & the Next Step

- TCO is expected to be 25% lower than the old system
- Extension of the infrastructure to other branches
  - A total of 350 users nationwide
  - Due to be completed in 2004
- Including new features such as taking calls/mails from home, allowing softphones to log into the call centers & logging in meetings in voice-based dbs
- Voice & video over MPLS





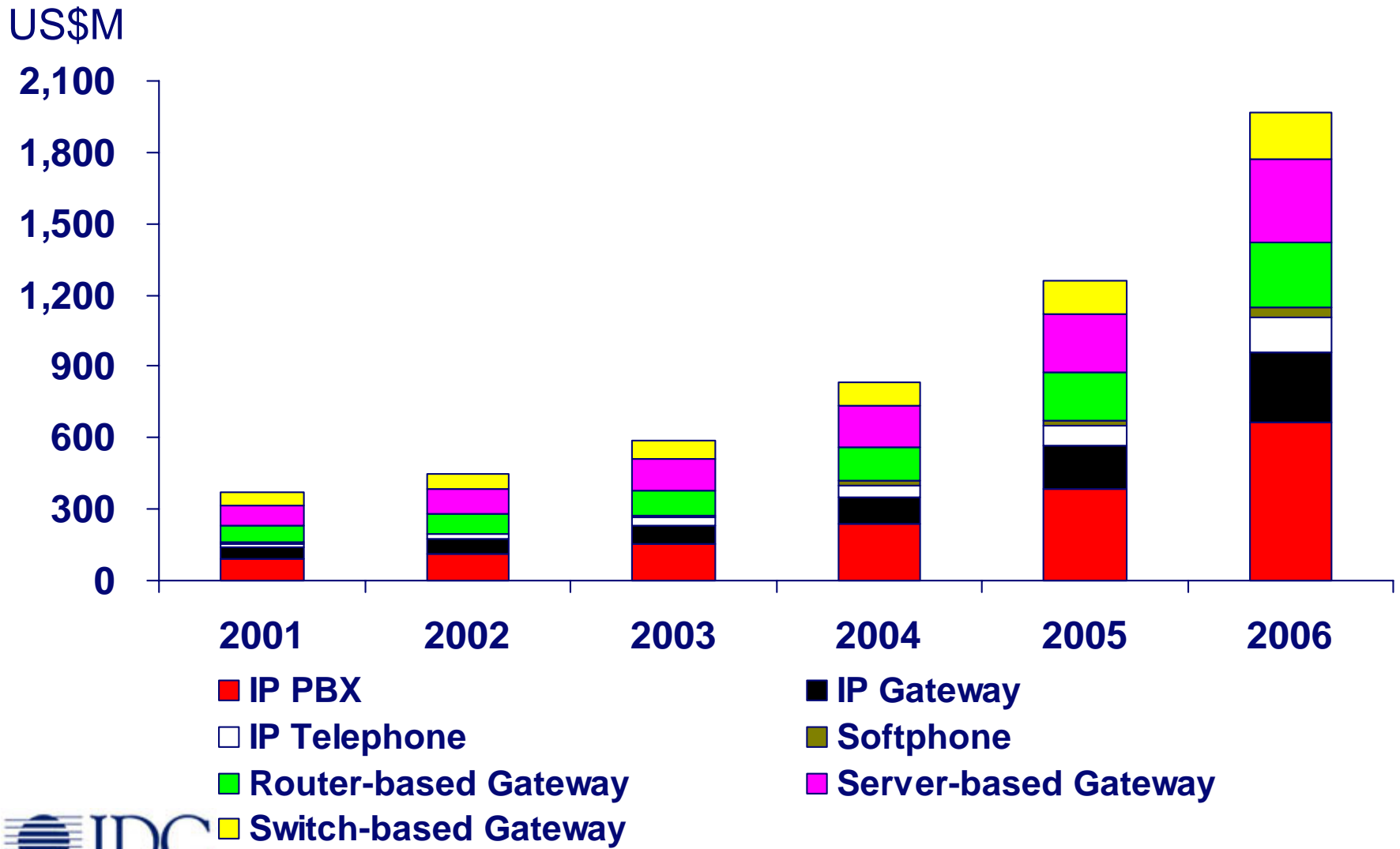
# IP Voice Related Traffic



N=1,648

# The VoIP Infrastructure Spending Outlook

## *The Enterprise Segment*



# Case Study #2



## Phillip Securities

### A DIY IP-VPN Infrastructure

# .....Phillip Securities



## The Problem

- Manual transaction execution process
- Inter-country databases were not linked
- Transactions were not conducted on a real time basis

## Selection Process & Criteria

- Interoperability with key partners' existing infrastructure
- Extensive site-to-site connectivity
- Security features

## Implementation

- Trial began in 2000 with first link to its US partner
- The second connection was with HK, followed by Malaysia, Thailand & London
- International IP-VPN connection with Local leased circuit access

# .....Phillip Securities



## Benefits Experienced/Expected

- Real-time execution of transactions resulting in greater customer satisfaction
- Increased productivity
- Secured remote access connectivity is achievable without incurring expensive connection expenses
- Cost savings

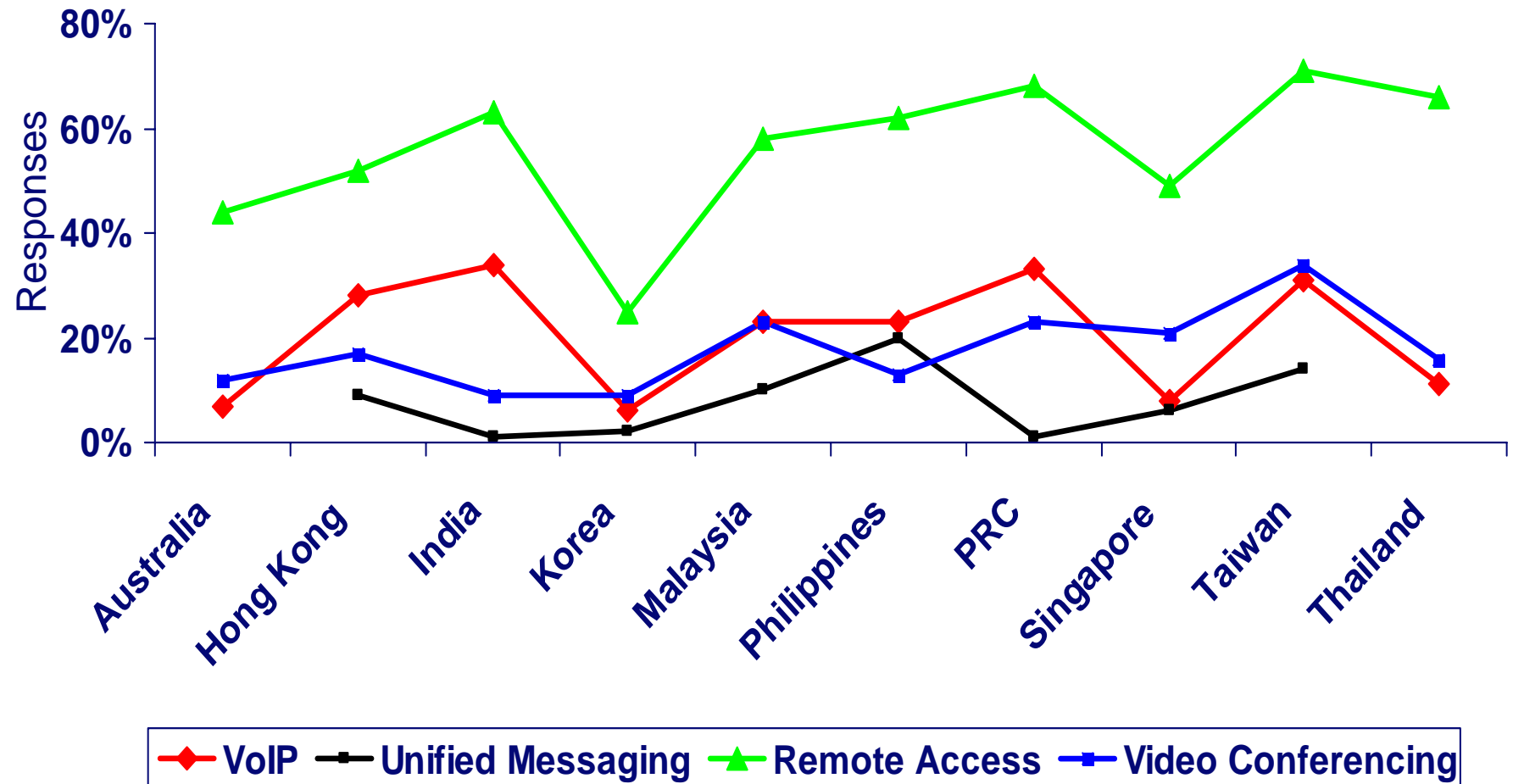
## Lessons Learnt

- Extensive trial period due to the less proven technology

## The Next Step

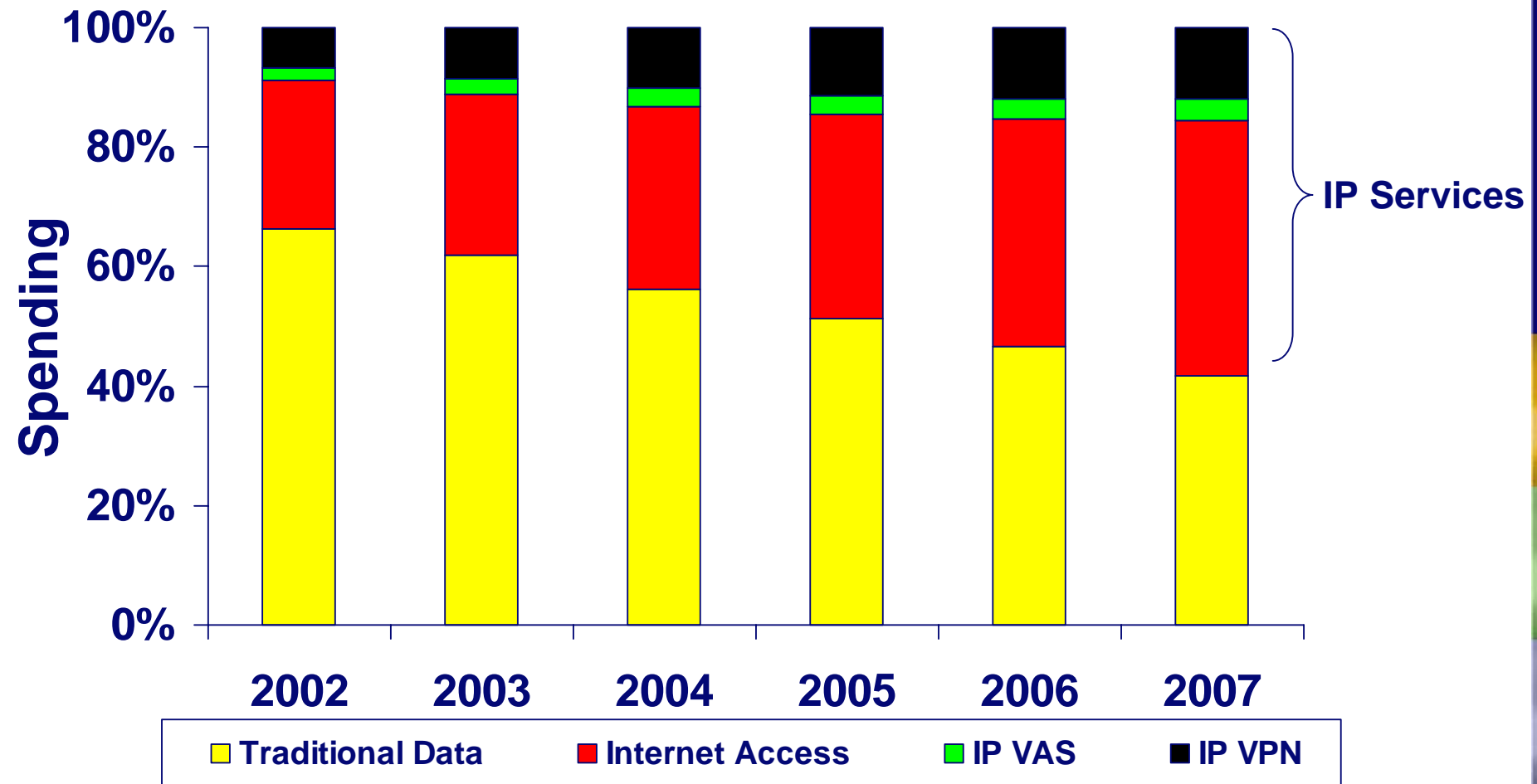
- Connectivity with Japan will be the next phase of the implementation

# Applications over IP-VPN



# Data Services Spending Outlook

## *The Enterprise Segment*



# Takeaways

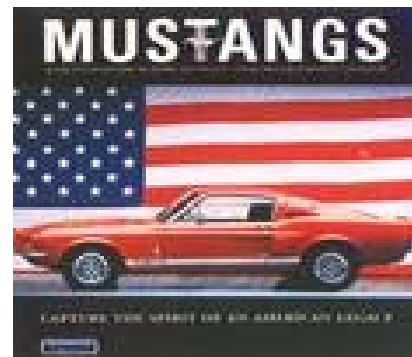
- ✓ Integrated Platform is the Leading Driver
- ✓ It's Not just about Cost Savings
- ✓ Service Providers are pushing; Vendors are driving; More resources are allocated on R&D and Customer Support
- ✓ Now is the Right Time to Evaluate





**"What use could this company make of an electrical toy?"**

*The President of Western Union responding to Alexander Graham Bell's offer to Western Union of the exclusive rights to the telephone for \$100,000 in 1876*



**"The horse is here to stay, the automobile is only a fad."**

*President of Michigan Savings Bank, advice to Horace Rackham, lawyer of Henry Ford, 1903 (Rackham ignored the advice and invested \$5,000 in Ford stock, selling it later for \$12.5 million)*



**"I think there is a world market for maybe five computers."**

*Thomas Watson, Chairman of IBM in 1943*

*By 1970, computer sales had made IBM the largest and most profitable industrial company in history*