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**HD**

## The rise of HD voice

By Chalan Aras, Polycom VP of Marketing, Voice Communications

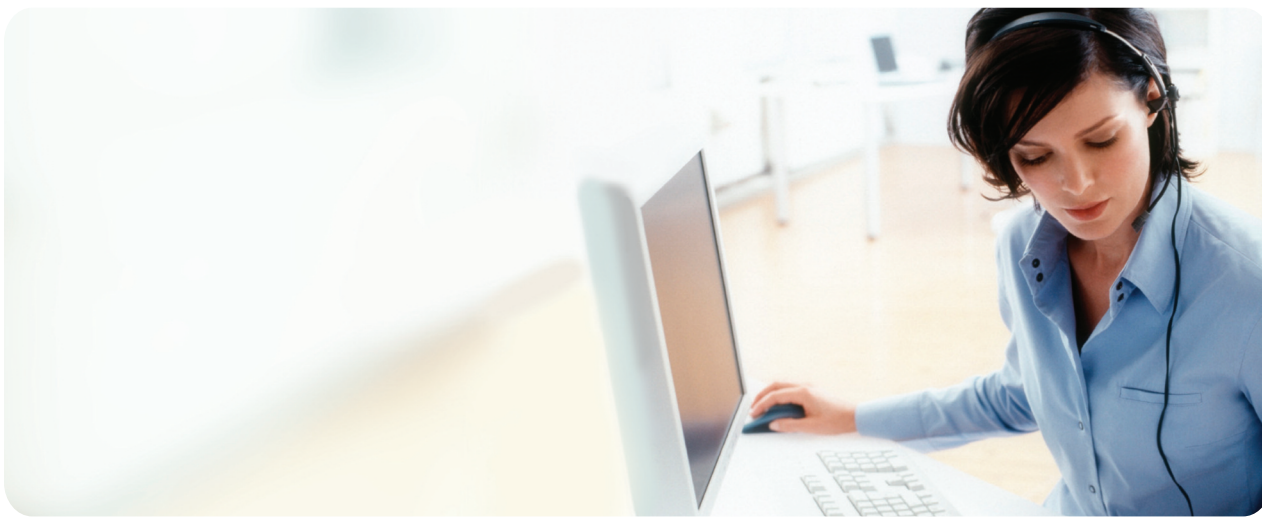
**2008** will arguably be the year that unified communications (UC) becomes mainstream within the enterprise. With companies like Microsoft, Nortel and Cisco competing in this space, there is opportunity for complementary technologies to deliver the value to end users. Among them is HD voice.

HD capabilities are available for many consumer technologies including TV and radio, Skype, and in personal entertainment devices such as the iPod and other MP3 players. So why not for business telecommunications? More and more

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## What are your plans for your contact center this year?



**Are you deploying VoIP? Are you consolidating your infrastructure?  
Are you moving towards a virtualized agent model?**

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**MICHAEL SAUER**



Vice President, Operations, ASC

## On-demand services

By Michael Sauer, Vice President Operations, ASC

**H**ave you ever thought of running your own power plant? Probably not. Instead, you buy electricity on a pay-per-use basis. This approach may soon become a reality for information technology.

Cost reduction and innovation are the two main challenges for any industry. To

See SAUER, page 26

## ADMINISTRATION

### Toshiba network eManager

**T**oshiba America Information Systems, Telecommunication Systems Division announced Network eManager 5.10, delivering web-based, multi-site administration for Strata CIX IP communication systems.

"eManager software gives the administrator of Strata CIX IP systems the ability to remotely manage multiple systems from anywhere there's Internet access," said Eric Abing, product manager. "This saves time and travel expense by being able to connect to any and all systems in the network and make system-wide changes from a single location over the web."

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**CABLE**

**BICSI cabling skills challenge**

The inaugural BICSI Cabling Skills Challenge will feature the world's best information transport systems (ITS) installers testing their skills and knowledge as they compete for Installer of the Year. The event will be held in conjunction with the evening exhibition sessions during the 2008 BICSI Spring Conference, April 27-30, at the Gaylord Palms Resort & Convention Center in Nashville, TN.

Competitors will be selected from the field of entrants based on qualifying criteria such as professionalism, quality of resume and work experience. Over the course of the three-day challenge, they will compete in the following six events:

- Structured Cabling Systems (SCS) Installation
- Copper Cable Terminations
- Fiber Terminations
- Cable Assembly
- Cable Troubleshooting/Technical Support
- Competency Exam

Scores will be based on resume, orientation (attendance and promptness), attitude, safety, tools and equipment, attention to detail and aesthetics. The award ceremony will be held on April 30 during the closing session of the conference.

"The Cabling Skills Challenge offers a substantial opportunity for BICSI Registered Installers and Technicians to highlight the expertise they've gained through years of training and experience working in the ITS industry," said Dan Morris, RCDD, Chair, BICSI Installation Committee. "We are very excited to develop the event as part of our continuing effort to broaden our outreach to the heart of our industry, the installers and technicians."

For more visit [bicsi.org](http://bicsi.org).

**DE-FI MOBILE**

Continued from page 6

network combines carrier-grade architecture and next-generation mobile technology to deliver a seamless, feature-rich user experience.

"Voice-centric cellular networks are becoming increasingly stressed by media-rich IP applications and services," commented Jeffrey P. Rice, De-Fi's chief executive officer. "We built our own IP network to provide an alternative for media-rich, bandwidth-intensive, real-time mobile applications and services. Wherever WiFi is available, mobile users can access our platform to receive BroadWorks-based voice services."

BroadWorks provides a range of services, providing the pre-IMS architecture required to deliver high bandwidth mobile applications direct to mobile handsets provisioned with the De-Fi SIP client. De-Fi Mobile subscribers will also have access to features such as simultaneous ring and alternate numbers.

"Whilst rich mobile applications offer carriers differentiation and new revenue opportunities, poor user experience and costs associated with the delivery of such high-bandwidth services are preventing mass adoption. Consumers are hungry for a better user experience with exciting new applications," said Scott Wharton, vice president of Marketing for BroadSoft. "De-Fi represents a fundamental shift in the mobile services industry toward mobile VoIP services defined by quality, features and price predictability."

For more visit [BroadSoft.com](http://BroadSoft.com).

**POWER**

Continued from page 3

solve both at the same time seems like an impossible mission. The IT industry may need to develop alternative sourcing to satisfy the requirements of clients. On-Demand Services (ODS) such as Application Service Providing (ASP), Hosted and Managed Services, Software as a Service (SaaS) and Utility Computing are already available.

They decouple infrastructure from services provided, offering cost-savings, increased productivity and freedom for users to focus on core competencies. It also represents a shift for management relative to the need to keep infrastructure up-and-running.

Advantages include:

- conversion of fixed into variable costs, with increased transparency of resource consumption and cost allocation.

- increase in flexibility and scalability to cover extreme usage peaks and rapid growth.
- cost-savings through economies-of-scale for provider and customer.

Since VoIP is already deployed in major segments of the IT and telecommunications industries, the time may be right for such an approach. It provides advantages not only for transmission and switching of any kind of communication (voice, data and video) but also for recording and analysis.

What does that mean for the contact center market, where it is critical to deliver quality and cost-effective service? Recording, monitoring business processes and making agent communications a valuable data resource are increasingly becoming major requirements. However, building up a sophisticated solution requires large investments of time and money which could be more effective in other areas, like

improving agent skills. Also the attempt to keep up with rapidly-changing technologies could distract operators from their key task, the provision of services.

Providers and customers benefit from cost savings, low entry costs, a short set-up time and updates with next-generation technology. Especially for large centers, where capacity management is essential to respond to extreme usage peaks and rapid growth rates, ODS provides a good solution.

With layered platforms, software-based VoIP recording solutions and workforce optimization systems, companies can address the growing service-providing market. Solutions can be customized to meet the requirements of any organization and provide full ODS capabilities. All types and sizes of businesses can profit without separate systems and with the advantages of outsourced IT.

For more visit [asctelecom.com](http://asctelecom.com).

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