

Prosyn's Guide to VoIP

Over the past number of years voice over IP has moved away from being a revolution into being the evolution. Traditional phone systems are now becoming obsolete and while some vendors still sell these in most cases you will be directed to a VoIP offer as the preferred solution.

What is VoIP?

Previously there were two separate systems to provision on your company. One was voice and the other the computers. VoIP unifies these two systems and the voice runs over the computer network.

Understanding the terms are the first step toward learning the potential of this technology:

- **VoIP** refers to a way to carry phone calls over an IP data network, whether on the Internet or your own internal network. A primary attraction of VoIP is its ability to help reduce expenses because telephone calls travel over the data network rather than the phone company's network.
- **IP telephony** encompasses the full suite of VoIP enabled services including the interconnection of phones for communications; related services such as billing and dialing plans; and basic features such as conferencing, transfer, forward, and hold. These services might previously have been provided by a PBX.
- **IP communications** includes business applications that enhance communications to enable features such as unified messaging, integrated contact centers, and rich-media conferencing with voice, data, and video.
- **Unified communications** takes IP communications a step further by using such technologies as Session Initiation Protocol (SIP) and presence along with mobility solutions to unify and simply all forms of communications, independent of location, time, or device.

Who are the industry leaders in unified communications*

- Microsoft
- Cisco
- Siemens
- Nortel
- Alcatel

Prosyn find that the Key SMB vendors at the moment are Microsoft, Cisco and Avaya

*According to the Gartner report



Pros and Cons

Below is a useful webpage documenting many of the industry perceived strengths and weaknesses of VoIP. The highlights are below.

<http://www2.rad.com/networks/2001/voip/proscons.htm>

The Main Advantages:

- VoIP is cost effective – properly provisioned this technology can significantly reduce voice call costs.
- Convergence – using the full functionality of your IT and Telephony solution together should increase you internal, external and remote working communications and as such increase your productivity.
- Scalability and interoperability – IT networks are more scalable and able to grow with your organization.
- Evolution towards better communication services

The Main Disadvantages:

- VoIP faces some difficulties when running on standard IP networks
- Network delays
- Quality of calls
- Cost of initial implementation
- Poor Internet provision will affect calls

How do Prosyn deal with disadvantages?

- Ensure the network infrastructure is secure, redundant and reliable.
- Provision multiple routes for calls and internet traffic
- Build in redundancy wherever possible

Why Prosyn for VoIP?

- Prosyn are not vendor focused. We provide best of breed solutions that are market leaders.
- We almost always use the solutions we sell internally so we are often our own best case study. This also ensures we are able to keep at the forefront of technologies.
- We continually train our engineers to have the required qualifications. Our staff has an impressive range of qualifications.
- Quality of service is very important to us. We are qualified as ISO 9001:2000 organization.



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