

## Case Study - Deploying IP Telephony

The 20% that takes 80% of the time

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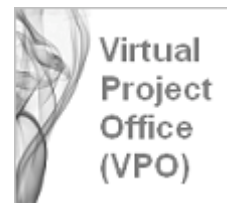
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## About Us

- Founded on key roles in major IP Communications projects cover 10,000+ ends and £30 million.
- Key strengths in IP Telephony, IP Video Conferencing, and Wireless.
- **Benefit from our experience.**



- See more at our website <http://inrich.co.uk>.
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## Case Study Overview

1. Project Background
2. The 80% that took 20% of the time – ‘easy’
3. The 20% that took 80% of the time – ‘hard’
4. Recommendations for your own projects
5. More info

## Project Background

### **Legacy Environment**

- 10,000 handsets, 9 buildings
- Building based Avaya, Nortel and Ericsson PABXs
- Nice Call Recording

## Project Background

### **New Environment**

- 10,000 handsets, 2 buildings (1 existing, 1 new)
- Cisco Call Manager v4.1 (later to 4.2)
- Cisco IPCC Enterprise v7
- Nice IP Call Recording
- Softphone, Video phone, WiFi handsets
- Phone based XML applications for meeting room bookings and AV/ VC control
- All core equipment in outsourced data centres

## The 80% that took *just* 20% of the time

- Defining and delivering voice features
- Migrating users from legacy to new platforms

### Why 'easy'?

- Mature technology, experienced vendors
- “one throat to choke”

## The 20% that took 80% of the time

- Advanced telephony features
- Third party applications
- Operational procedures

### Why 'hard'?

- More complicated
- More stakeholders, less responsibility
- Better requirements definitions required
- More impact on business users

## The 20% that took 80% of the time

### Advanced telephony features

- Call Centre environments
- Operator consoles
- Soft phone (with VPN and WiFi) and Video phone

### Key lessons

- Desktop integration not trivial
- Telephony (not voice) experience is essential
- More training costs and time (esp for support staff)

## The 20% that took 80% of the time

### Third party applications

- Meeting room booking system
- AV room control
- Video conferencing control

### Key lessons

- Convergence can go too far!
- More training...

## The 20% that took 80% of the time

### Operational procedures

- Moves/ Adds/ Changes
- Break/ Fixes
- Training
- Regression testing
- Contractual agreements

### Key lessons

- More complicated environments need more work

## The 20% that took 80% of the time

### Key considerations for your own projects

- Assess the impact on your operational environment while selecting and designing IP Telephony functionality
- More elements, more vendors = more pain if not managed correctly
- Define the telephony experience
- Have strong project managers with IP Telephony lifecycle experience to ensure a controlled delivery



## Further information

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## Offer to IBA Forum delegates

- Free **business focussed workshops** on deploying IP Telephony, Video Conferencing or Wireless.
- Benefit from our experience.