

VOICE/DATA/VIDEO CONVERGENCE

Traditionally, enterprises have built separate technical environments and associated support organizations to deliver information in voice, data and video media. Convergence is the term used to describe the consolidation of these parallel environments into one common environment. At present, and for the foreseeable future, the fundamental building block for the converged environment is the Internet Protocol (IP). Emerging technologies such as IP Telephony, IP Video, and Unified Messaging are applications communicate with each other and with other applications over the common (converged) IP network.

Appropriate to the legacy technology divergence, each support organization tends to establish architecture standards, select and implement technology, and manage the operation and evolution of assets and partners to deliver specific services via the given technical environment. Consequently enterprises with these parallel organizations and stakeholders face substantial challenges in planning and executing the migration to a converged environment, ranging from gaining and sustaining sponsorship, to assessing the current state and future requirements, to assimilating the scope of new technologies.

We help you overcome these challenges by combining strategy, architecture development, vendor evaluations, support model and resource realignment, technology implementation, and operations support in a **Convergence Solution**. We recognize three distinct but interrelated “layers” of Convergence-environment definition and planning:

- **Infrastructure**—the network nodes and circuits which provide common transport, routing, prioritization and security of digital information across multiple protocols;
- **Organization and Process**—the people, methods and tools which provision, administer, monitor, and manage the availability and performance of infrastructure itself and the quality of the services across the infrastructure; and
- **Applications**—the software tools and programs with which end users interact with each other, with other applications, and with partners to conduct and document business activities (including telephony, voice and video conferencing, content delivery, common directory, and unified messaging).

We help you take advantage of common IP transport for voice data and video traffic to rationalize WAN and LAN assets. Among the two dozen ThruPoint clients who have piloted various technologies over the past three years, more than half are now engaged in multi-year migration programs, developing roadmaps and migration plans, selecting vendors, or executing phased deployments. As their convergence initiatives unfold, these clients anticipate:



EMEA 1 The Square
Stockley Park
Uxbridge, Middlesex UB111JJ
+44 (208) 831-8300
marketing@thrupoint.com

USA 1372 Broadway, 6th Floor
New York, NY 10018
646-562-6000
marketing@thrupoint.com

WEB www.thrupoint.com

Mitigation of End-of-Life risk on legacy PBX environments

- Equipment obsolescence/failure/recovery—spares, field service, software patch and upgrade availability, skill set retention
- Future capabilities gaps—features, interoperability

Lowered TCO for voice services

- Provisioning, administration, and service management costs (people, tools, contracts)
- Consolidated core infrastructure (green field build-out and existing space reconfiguration or expansion)

Enhanced Business Performance within enterprises

- Personal productivity—efficient and pervasive communications
- Ease of innovation—enhanced integration of voice and non-voice applications

ThruPoint assists you across the full program lifecycle to determine and pursue optimal benefits from Convergence initiatives. We engage you at any point of the lifecycle, and operate in a variety of roles from advisory through hands-on engineering services and global program management. We organize Convergence initiatives into the following phases:

- **Strategy**—determine the business drivers, the comparative financial impact (TCO/ROI), and the appropriate options for a convergence implementation
- **Architecture and Design**—identify and document requirements, technology standards, detailed technical components, and environment upgrades and changes
- **Migration Planning**—formulate optimal scenarios for migration to converged service platforms (e.g., PBX, Video Delivery) and infrastructure, prioritize anticipated benefits, and consider organizational, financial, regulatory, and operations readiness factors
- **Implementation**—lead or assist enterprise-wide procurement, staging, installation, testing/validation, acceptance, training, and conversion to a converged production environment
- **Operations**—plan, design, and support the organization chartered to manage and maintain the converged environment

The goal is successful deployment of the optimized infrastructure supporting rich IP-based communications applications. Deliverable milestones are:



EMEA 1 The Square
Stockley Park
Uxbridge, Middlesex UB111JJ
+44 (208) 831-8300
marketing@thrupoint.com

USA 1372 Broadway, 6th Floor
New York, NY 10018
646-562-6000
marketing@thrupoint.com

WEB www.thrupoint.com

- **Business Case Report**—investigate and report the financial viability of Convergence in general, and of alternative paths to deployment
- **Technical Architecture Report**—comprehensively specify the elements and interfaces required to deliver and support optimal Convergence capabilities
- **Migration Plan**—present a top-down strategy for technology change, recommended schedule for deployments, and repeatable work plans for client-designated location profiles.
- **Implementation Plan**—compile a detailed task inventory, supporting schedules, check lists for installation, testing plans, and tool recommendations
- **Organization and Support Model**—detail recommendations for realignment or enhancement of service delivery and production support organizations, including managed services options, and the selection and integration of monitoring and analysis tools



EMEA 1 The Square
Stockley Park
Uxbridge, Middlesex UB111JJ
+44 (208) 831-8300
marketing@thrupoint.com

USA 1372 Broadway, 6th Floor
New York, NY 10018
646-562-6000
marketing@thrupoint.com

WEB www.thrupoint.com