



# Office over IP



**Horst Steiner, Tele2 Business**



# Office over IP

Cisco Expo  
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## Changing B2B environment: Several Trends in play

### 1. All-IP

- Merger of telecom and IT
- Virtualization of ICT
- Voice just one of many applications
- Companies want communication solutions, not products

### 2. Industrialization of IT

- From the 'IT craftsman' to 'IT factories', e.g. Salesforce.com
- Companies accept standard solutions and are willing to adapt to standard business processes **AL1**

### 3. Telecom growth halted

- Fixed telecom services in decline
- IT sector still shows healthy growth

Operators are starting to offer...

- system integration
- managed services
- hosted applications...

### Not just infrastructure

Hereby, transforming from telecom into *ICT players*, in order to avoid commoditization and protect growth

### Slide 3

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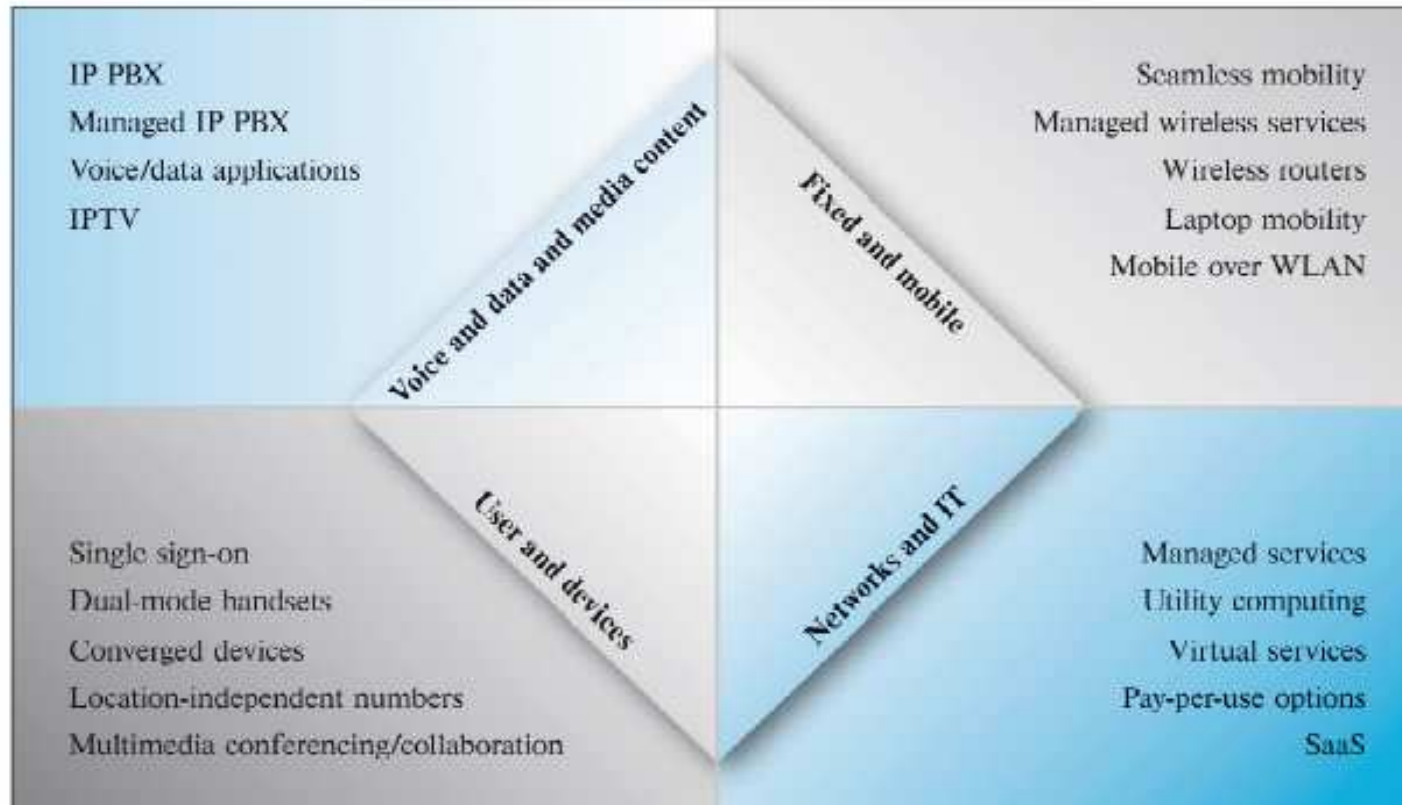
**AL1**

For the biggest Large Account corporate customers, tailor made solutions always will continue to be in demand.

For the large and medium customers customising needs to be done e.g. IP PBX settings, and integration with existing (CRM) systems

Anders Långsved; 25.05.2007

## Trends shaping the ICT Market



Source: European Information Technology Observatory (EITO), 2007

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## Evidences

- „NGN are very high bandwidth networks featuring architecture built for further growth, seamlessly integrating mobility,.. and high-end services.“
- „The battle for the customer will be fought not over access, but over content and services.“
- „Capacity demand will not skyrocket in Europe in the next 5 years, bundling and ubiquity of access will drive attractiveness of broadband products.“

*Arthur D. Little „NGN in Europe: broadband in 2011 and beyond“*

- „... expenses for telecom-services and infrastructure 2006 in Austria: 8200 Mio €“
- „38% VoIP and 63% VPN“

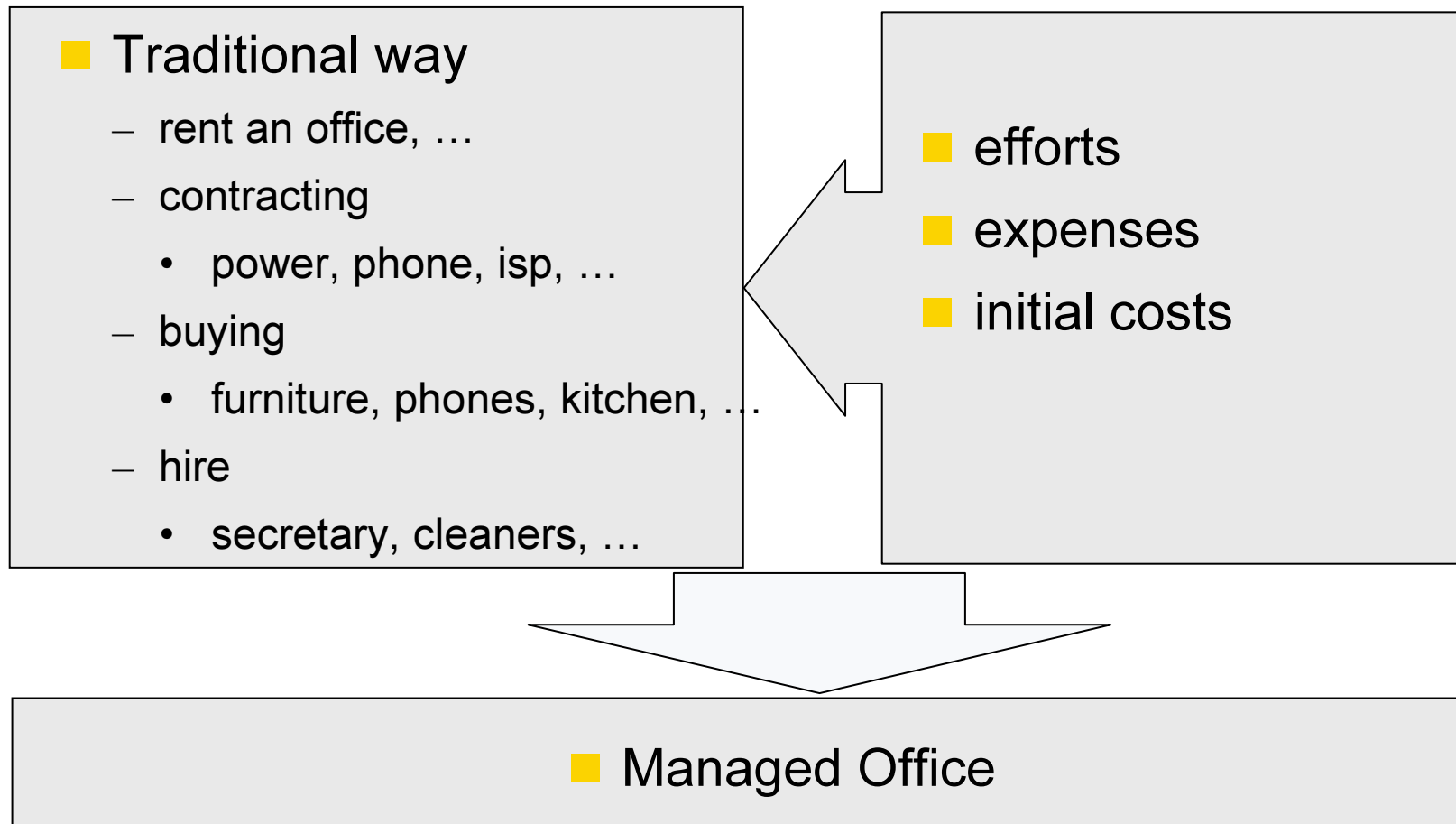
*IDC 09/06*

- „Competition is shifting from price competition (to allow basic connectivity) to service induced bandwidth competition. The ultimate key factor determining the broadband access competitive game will be service and content availability, not the infrastructure capabilities“

*Forrester Group 06*

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## Analogy: Company Start Up



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## ■ Offering of services



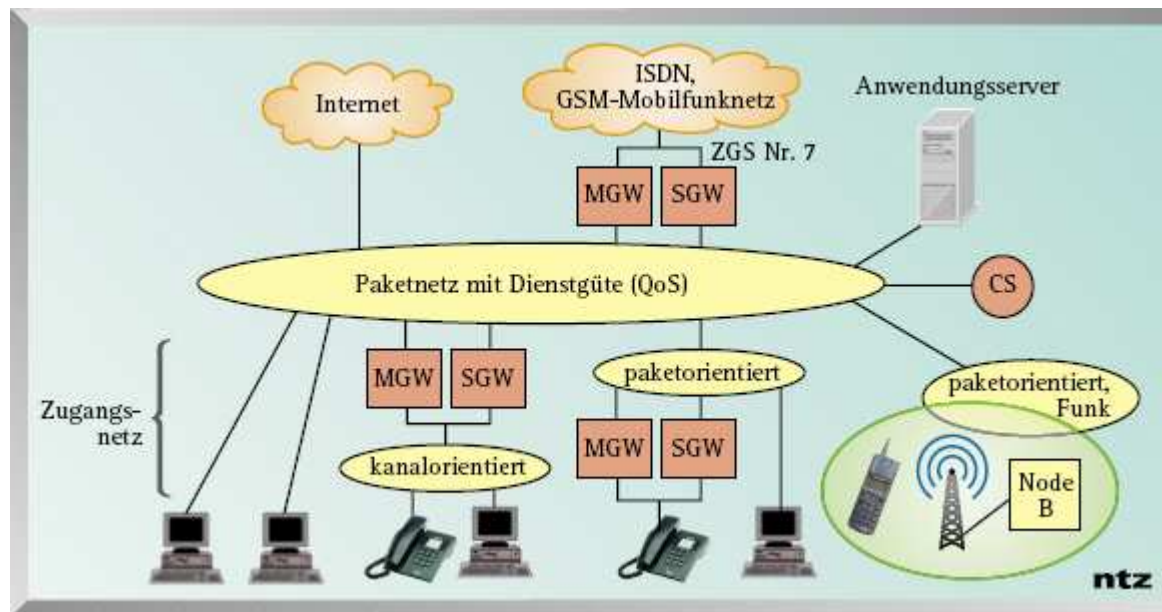
## Office over IP

- Delivering services over IP

### IP Trunk



## Next Generation Network



- packet-oriented core net
- open architecture: strict separation of signalling & control and application data - CallServer (CS) and gateways (MGW, SGW)
- services via application server (Anwendungsserver)
- real time communication (protocols): QoS is essential



## Office over IP

- Services over IP will be offered
- Single services will be booked depending on the actual demand of the company
- Seamless up-, cross- and downgrading
- Generating value creation for customers

## The future of Service Providing

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