



IP Communication Solutions

Efficient communication for productive employees

The companies and the organizations have entered into a new phase of undertaking IP communications – a category including IP telephony, unified message and voice mail systems, contact center, audio, and web and videoconference applications. The debate was focused so far on reaching the required level of technological maturity but currently, the subject has changed.

According to the market surveys which are envisaging that in 2005, more than 50% of the PBX sales shall be in the domain of IP telephony, it has reached the level where it has been generally adopted. The attention of the specialists is currently focused on the optimal implementation methods.

Currently, there are two implementation methods for the IP communications:

- ⇒ A “hybrid” method, attaching the IP telephony to a TDM architecture, and
- ⇒ A method applying a complete IP communications system.

The first one provides a larger degree of protection for the investments and it allows a gradual migration, while the second one is more appropriate for the implementation at a new location or in case of the replacement of an obsolete system. The second approach leads in the shortest time to the maximum reduction of the operational expenses by using a common infrastructure. Both of them are providing the advantage of the integration of the IP applications and of the voice/video applications at lower costs.

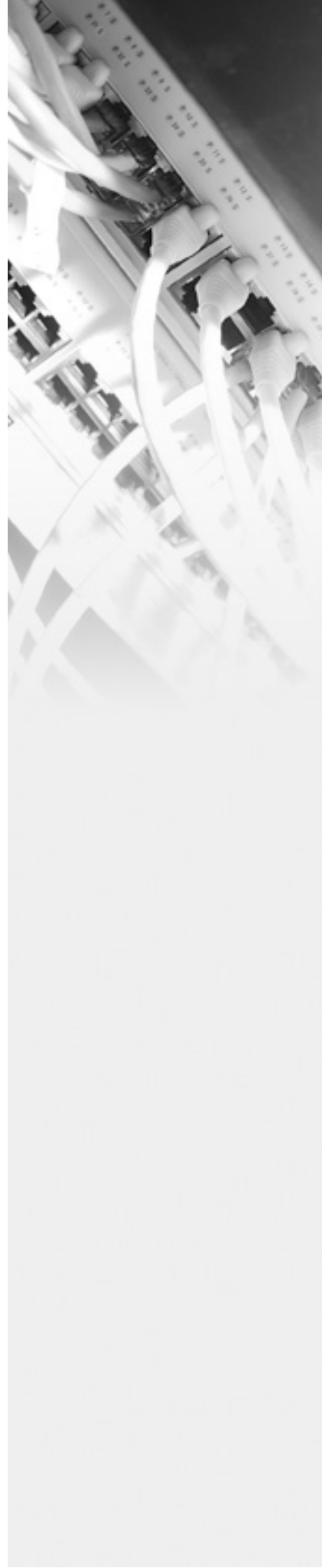
MAIN ADVANTAGES

One of the most convincing advantages is the obtaining of an architecture projected from the start in order to exploit the integration with the IP infrastructure.

The phone calls are managed differently and the inherent limitations of the classic TDM solutions, connected to the time-slot and to the band, are removed.

Except from the efficiency of the network usage and of the IP infrastructure, it provides a wide range of benefits:

- ⇒ **Fast and low cost moves, adds and changes** – The IP phones and the Call Center agent applications may be relocated easily anywhere in the coverage area of the IP infrastructure, inside the client's locations or using remote access connections.
- ⇒ **Increased reliability** – The IP communication solutions supplied by Datanet Systems provide multiple redundancy levels:
 - the LAN/WAN infrastructure is capable of assuring the fast convergence of the communication, in case of equipment or communication line malfunctions (convergence time down to tens of milliseconds);
 - The call processing software and the communication applications may run in cluster or main/standby architectures insuring automatic failover.
- ⇒ **Security** – The solutions insure secure connections, identification, and protection against unauthorized access attempts for all the components of the IP communications system: the infrastructure, the call processing, the terminals and the applications.
- ⇒ **Portability and flexibility** – The employees may be more productive through the fact that their activity is no longer restricted to a geographic location. IP phones operate anywhere within the coverage of the IP network of the company or outside it by remote access.
- ⇒ **Complete IP communication solution** - Datanet Systems provides IP infrastructure, IP telephony, IP contact center solutions, video communications, audio/videoconference for clients with 10 to 30000 employees.
- ⇒ **Video integration as a supplementary service** – the video and videoconference communication solutions supplied by Datanet Systems are perfectly integrated with the IP infrastructure and IP telephony, using video streaming only as another media of an integrated communication system.



The adoption of an IP communication integrated solution leads directly to the following:

- ⇒ **Reduction of expenses**– IP networks can be substantially cheaper to operate and maintain.
 - The simplified architecture of the network infrastructure of the Internet Telephony solution lowers the costs by connecting the IP phones to the LAN network and by eliminating the dual cabling costs.
 - IP telephony may also reduce the costs of the traffic between the client locations. By using the available WAN bandwidth for IP telephony, you maximize the efficiency of the existing investment.
 - The maintenance and operation of the entire data/voice/video IP communications system can be assured by the same team that is currently managing the data network.
 - The integration of the IP infrastructure with the IP telephony reduces the complexity of the network and decreases the operational expenses.

- ⇒ **Increasing the client satisfaction** – New e-business applications contribute to the improvement of the customer support process, contributing directly to the entire business success. Insuring rapid access of the clients to the sales staff and phone, web and e-mail support, your company or your organization may assure high quality customer support services.

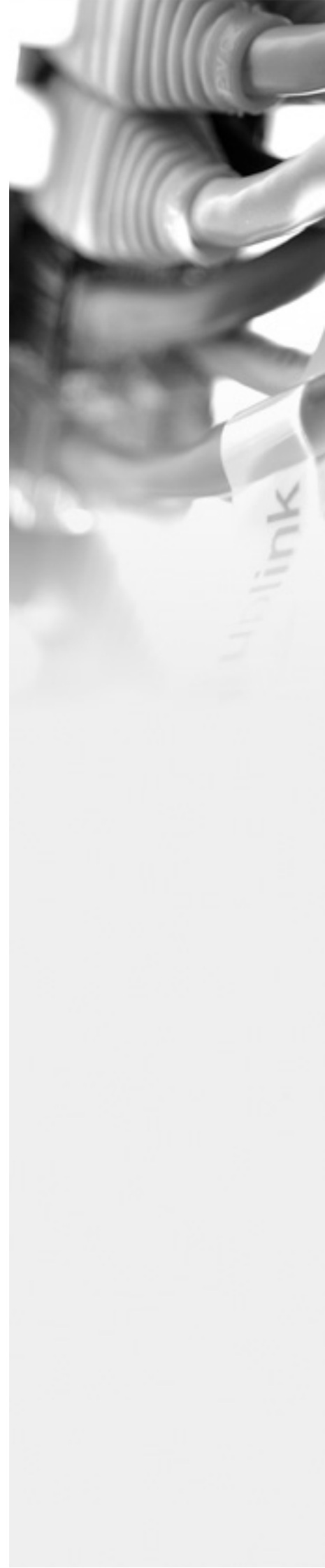
Successful Implementation at BancPost

“Banc Post has identified rapidly the benefits of the VoIP technology, by implementing it since the year 2000”, said Liliana Nedelea, Manager, Telecommunications Department, Banc Post

“Together with the specialists from Datanet Systems, we have developed a plan identifying and determining the communication needs of the bank.

This project was initiated last year, at the Banc Post central office, relocated at a new headquarters, where we implemented the total IP telephony system on the Cisco CallManager platform; in the near future, we shall extend the digital telephony solution to the territorial network.

This communication platform opens the way for the benefits of digital telephony, since the solution is scalable, redundant, easy to update, and customize according to the end user requirements.”



Datanet Systems Offer

Datanet Systems provides both implementation solutions mentioned above, cooperating with you for the identification of the optimal architecture for each case.

We provide a large range of products, starting from **integrated communications equipments assuring LAN switching, routing, IP telephony, IP call center, voice mail and specialized security features, up to complete IP solutions with high availability, serving hundreds of client locations.**

Together with the products, we also provide the entire range of services necessary for optimal implementation and operation: **the analysis of the existing situation, the sizing of multiple solutions, the implementation within the project management framework, training, maintenance and service, assistance for the network development and for the implementation of new services.**

The Datanet Systems technical team has producer certified personnel at professional and expert levels and trained and experienced project managers. Among the Datanet Systems clients are the most banks and the major telecommunication operators, together with numerous multinational companies operating in Romania.

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