

# VoIP 2.0: Witness The Evolution of IP Telephony



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*TMC® President and Conference Chairman*

## "It is good to be in VoIP."

It is so gratifying to see the entire world beginning to realize the amazing value in VoIP. More than ever lately, I've found myself answering the question, "What's next?" Well, having given it some thought, what's next is VoIP 2.0.

The heavy lifting has been done already. VoIP is here to stay. Writing case studies about VoIP adoption is easy. There are literally thousands of deployments happening in service provider networks, in our houses, and across government agencies and enterprises of all sizes. But how do we leverage VoIP to take our organizations to the next level? What hurdles are left to be cleared?

INTERNET TELEPHONY Conference & EXPO Miami 2005 (IT Expo) is where we leave VoIP 1.0 behind and move onto VoIP 2.0.

## Longest-Running, Most Respected VoIP Conference Program

IT Expo is the longest-running VoIP conference to be hosted by the same management team. In fact, TMC has been hosting technology conference for over 30 years!

Since our launch in 1999, this conference above all others has been known for its objective, educational conferences.

This is not the show to hear 'perspectives' from industry players. You attend the IT Expo conference program to learn how to select and deploy VoIP.

But you ask, what exactly is VoIP 2.0? Glad you asked...

## VoIP 2.0 for Service Providers

### Triple-Play Becomes Quadruple-Play, Quintuple-Play, etc.

To succeed, service providers will have to provide voice, video and data to their customers, and perhaps even mobility services and data services like anti-virus. This opportunity presents network challenges covered in-depth in the IT Expo conference program.

### VoIP E-911

The positive press friendly to VoIP that we witnessed for the past year will vanish the moment someone is injured or worse because there is a problem with VoIP and e911 connectivity. I consider this a stumbling block that needs addressing on our way to achieving VoIP 2.0. The IT Expo conference program features sessions that will detail the relationship between 911 and VoIP and help you understand your responsibilities.

### VoIP Peering

This largely misunderstood shift in telecom has potential to change the way VoIP works. Peering is the concept of interconnecting networks allowing IP and subsequently, VoIP traffic to be carried between service providers and companies without the need to pay a middle-man, or in this case, an

additional 'long-distance' service provider. By using session border controllers placed neatly between the service providers, you can provide a 'translation service' between your caller and the recipient who uses a different provider. The new VoIP Peering Summit at INTERNET TELEPHONY Conference & Expo (see page 14) explains both the network and business process implications of peering.

### UNE-P To VoIP

Yesterday's CLECs exist because of a FCC ruling called unbundled network access-platform, or UNE-P for short. This rule specifies the rates that incumbent carriers can charge CLECs to lease their lines. Recently, the FCC has rethought this concept allowing ILECS to raise these rates and subsequently reduce competition severely. UNE-P's demise is VoIP's gain, but the shift is not without its challenges for CLECs. IT EXPO features an entire day of sessions designed to help you seamlessly transition to VoIP and begin making money immediately.

## The Reseller Opportunity

There are two huge opportunities in VoIP for resellers: equipment and service. The equipment play is obvious; more and more VoIP products are being sold on a daily basis. Corporations are snapping them up at a rapid clip. Equally impressive is the opportunity to sell VoIP service. More service providers mean more opportunities to help these providers sell services to new customers. This is the best time to be in this business and resell VoIP. In fact, I can't think of another technology that is seeing as much growth and is generating as much spending as VoIP.

## VoIP 2.0 for Enterprises/Government

### VoIP Deployments Skyrocket

Ford, Boeing, U.S. Department of Defense, the list of large enterprises and government agencies deploying VoIP grows every day because VoIP 2.0 is here. Gone are the voice quality and interoperability concerns. Virtually every session in the INTERNET TELEPHONY conference program prepares you to select and deploy a VoIP system. Learn how to select and install the equipment or how to choose a hosted solution.

### WiFi Telephony/WiMAX

There is no way to overestimate the effects of wireless VoIP. If you have a laptop, or most any consumer electronics device, you will be able to use it as a WiFi telephony device. In urban areas, a WiFi or WiMAX phone will be good enough for most people and it will cost a fraction of a fraction of what Verizon charges today. A WiFi telephony iPOD using VoIP is not too far away. They will likely call it the VoiPOD.

### VoIP Security

Concerns over security in the VoIP network are exacerbated when you add mobility to the equation. Remote access over WiFi and WiMAX networks — a principle benefit of IP telephony — ups the ante for administrators charged with



providing secure, seamless access to corporate data. The enterprise/government solutions track at INTERNET TELEPHONY Conference & EXPO prepares you to head off viruses, attackers and hacks before they get to your network.

### Peer To Peer

The peer to peer phenomenon is real. It is happening. When I say VoIP 2.0 is here it's in part because p2p clients like Skype have had over 32 million downloads. The next frontier for this technology is in the equipment market where p2p allows phones to become virtual PBXs on the network without the need for a centralized server otherwise known as a PBX. This technology really shines in the hosted world where the phones can communicate with each other in the event of a lost WAN connection.

### VoIP 2.0 for Developers

Open source telephony solutions are flourishing from the service provider to the enterprise. Behind the scenes, more and more service providers are using Digium's Asterisk to run their operations and support thousands of customers. Enterprise users are in the testing phase now and word is the early adopters are thrilled with Asterisk. INTERNET TELEPHONY Conference & EXPO Miami 2004 features a New workshop focused on helping developers take advantage of this platform to create new high-demand VoIP applications.

### The Effect of Taxation/Regulation on VoIP 2.0

The FCC has vowed to do its best to keep from taxing VoIP, but politicians are screaming to regulate it, tax it, and secretly, even kill it. One problem is that the Universal Service Fund is drying up as expected. As of late 2004 the company that runs the fund, Universal Service Administration Corp. has asked regulators to increase the percentage of long distance revenue that service providers have to pay from 8.9% to 12.5%!

Others say that amount needs to be doubled to 25%. Potential regulation combined with E-911 and CALEA concerns mean the road to VoIP 2.0 will have to be routed through Washington, D.C.

There you have it, the major issues and technologies as well as business models that will move us as an industry forward. And every one of them is covered in-depth at INTERNET TELEPHONY Conference & EXPO Miami 2005.

Come see how the next generation of VoIP products and services will transform the way your organization communicates with your customers — and with each other.

Sincerely,

Rich Tehrani

TMC President & Conference Chairman

## Featured Keynote Speakers



Wednesday, February 23, 2005

### Grand Opening Session

Cathy Martine  
Senior Vice President  
AT&T Internet Telephony



Wednesday, February 23, 2005

William Tauscher  
CEO  
Artisoft



Wednesday, February 23, 2005

Kenn Epps  
CEO  
BayPackets



Thursday, February 24, 2005

Edward Cespedes  
President  
VoiceGlo



Thursday, February 24, 2005

Phil Edholm  
CTO & VP  
Nortel Networks



Thursday, February 24, 2005

Don Smith  
CEO  
Mitel



Friday, February 25, 2005

Pete Sandrev  
President  
Hosted Telephony Service Operations  
Broadvox



Friday, February 25, 2005

Andy Voss  
President & CEO  
Sansay, Inc.



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