By: Hunter Newby

IP Building Blocks

Peering as it relates to VoIP comes in many different shapes and sizes and for some this can be confusing. Traditional IP Peering has a point of reference and those that understand it may however not fully understand the scope of VoIP Peering, as it has a direct relationship to a specific application, whereas straight-up IP peering does not. Simply put, IP Peering lacks the "Vo".

Basically any application that uses IP can be described as being "over" it and then defined specifically with interoperability standards and be made to seamlessly interconnect whether over the public Internet, or a private IP network. This somewhat dilutes the purist form of peering which is rather simple and simple is usually better and easier to understand. What is also understandable is the challenge of finding a functional similarity in the use of the term peering for all groups in the IP world. The truth is that IP is layer 3, but the Vo is Layers 5-7. Just as with any other religion, though, there are sects, but they share the same common root at some point.

In the VoIP sect there are many developments occurring. VoIP Peering is manifesting itself in application to network bridge-building at several levels. A recent example of this comes from a Dallas-based company, Jaduka (www.jaduka.com). Jaduka and their Transaction Services link Point of Sale (POS) with mobile networks and devices and also ecommerce via the web, all to voice (VoIP and PSTN) networks.

The uses for these capabilities are financial transaction in nature. Working towards a more integrated experience with data integrity and security are very valid efforts and they truly create the "glue that binds". What is particularly interesting about this group and their work is in their roots. Jaduka's parent company, NetworkIP, is a carrier-grade telecom service provider.

For them the concept of developing web APIs as an interface to the voice network was a logical way to drive more traffic. Through the process of creating a web-window to the mobile and fixed voice world with ties to the commerce terminals of brick and mortar they have built an IP version of a free-trade zone allowing multiple parties to virtually meet in the middle and transact. It is virtual real estate for a giant digital Wal-Mart.

As with all things in life, there are building blocks. From those early stages, the future is built. Not many can explain how it all works, but most can benefit from what has been created without even knowing what really went in to it.

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By: Max Schroeder

A Reseller Educational Series: Converged IP Expands into New Markets

The telecommunications industry has certainly embraced convergence in a big way and many resellers feel that there are unlimited new opportunities. One marketing segment is just now coming on strong — imaging. Yes, that copier and Multi-Function-Peripheral (MFP) you pass every day in your office can now be part of your converged IP solution.

A good example is the Sharp OSA Platform from Sharp Corporation, which enables Sharp plus its channel and program members to quickly offer solutions that tightly integrate Sharp MFPs with software applications. Sharp OSA technology uses industry-standard protocols such as XML and SOAP. The platform offers the ability for customization to better address customer needs and promotes a better fit for communications, workflows and business processes.

Nebraska Title Company has been providing timely and comprehensive title and closing services since 1947 but is an example of a "mature dog" learning new tricks. Their reseller, Eakes Office Plus, began in 1945 when the founder, Howard Eakes, returned from WWII. Eakes is another illustration that companies succeed because they embrace new technologies more quickly than their less-than-successful counterparts. Today there are 10 Eakes locations, 120,000 square feet of store space, and 183 employees.

Ne Title wanted to replace their legacy fax machines and copiers but as Doug Gallaway, Eakes' Product Manager, says, "The current vendor was recommending just replacing their existing equipment. We did our requisite full audit of their processes. Based on the audit we recommended that they take advantage of Sharp's OSA-enabled product line to maximize the automation for all aspects of their operations." Ne Title replaced all of their analog fax units and all of their copiers with Sharp OSA-enabled MFPs. They can now send and receive faxes from their desktops, scan in documents at the MFPs for faxing, track all their incoming as well as outbound faxes, and inbound route faxes electronically so they never have to hit paper, all from seven networked locations. Doug also mentioned that Ne Title is very happy with the end result.

Convergence is definitely changing our methods of doing business. Products like the Sharp OSA now facilitate paper-less workflow, fax communications and integration with VoIP and FoIP products. The same MFPs could also communicate utilizing the Dialogic Brooktrout SR140 product line with Dialogic media gateways and VoIP. In other words, full VoIP, data, FoIP and workflow convergence spread over multiple locations and states. Maybe it's time to do an audit of your current product offerings and add some imaging to the mix.

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