

By: Hunter Newby



## The Old Frontier Ahead of Us

Discovering treasure is a rewarding experience in more ways than one. It's something of value that others seek as well, but you are lucky enough to have found it. Finding hidden treasure is even more exciting. Hidden treasure implies that someone or something is intentionally or inadvertently trying to keep it from view. It is even possible for great treasures to be hidden in plain sight by nothing more than the veil of unawareness.

For many years now Internet Protocol (IP) has been talked about and held in the highest regard as a technology of the future. The future that our predecessors spoke of is our current day. The uses for IP were at one time seen as things that did not exist, or that would be created and change the way applications and communications functioned. All of this has proven to be true, but as much as IP has created new things, it also improves old ones. The old things are still what they are, only better.

Call centers have been around for decades. These are places where people acting as processors of information receive inbound information for routing and resolution as well as generate outbound contact with other people for sharing and collecting information. Call centers can provide support for products and services as well as generate

direct sales. Their purpose in the world is critical, but the value is lost in translation somewhere.

The term "Call Center" is to the point, but not very flattering. Part of that has to do with the word "call". Ever since IP and the Internet came along, anything that was "web-based", or has an "e" or an "i" in front of it (ecommerce, ibanking) became all the rage. Voice and calling services became old-school almost overnight. Along came VoIP, but the Internet got most of the credit even though it has little to nothing to do with Voice over Internet Protocol. Unless of course the voice call goes over the Internet, but that is not a given.

Through all of this transformation of "everything to IP" possibly one of the greatest opportunities for Voice Peering has been overlooked – a Call Center Grid. The reasons are numerous, the need is present and, best of all, almost every tool necessary is already built and available. There are only two things missing, awareness and execution. For those of you in the call center industry, what is about to happen is that magnificent transformation to unified IP communications that has already had an impact on the rest of the world. Treasure found. **IT**

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## Enterprise View

By: C. Don Gant



## SIP, SIP Trunking and FoIP – The Miami Perspective

FaxCore was privileged to exhibit at an innovative pavilion at ITEXPO East 2008 – the Disaster Planning Communication Forum (DPCF) Pavilion. During the course of the event I spoke with a lot of attendees as the show attracted a significant amount of floor traffic. The most frequently asked question was, "Does your product support FoIP using a VoIP provider?" The answer is no, but that's not because of any FaxCore product limitations. Frankly, the state of the service provider networks is such that they're not ready to support this type of solution. Naturally, the next question was, "When will it be ready?" I needed some guidance on this question so I consulted Marc Robins and Richard Shockey of the SIP Forum.

The Forum is a non-profit IP communications industry association and has a plethora of skilled professionals from the leading industry companies. It is not a standards-setting body but works closely with the Internet Engineering Task force which defines the core SIP protocol. The Forum also operates the SIPconnect Compliant Certification Program and sponsors SIPit interoperability test events.

Richard Shockey, Director and Distinguished Member of the Technical staff at NeuStar and Chair of the SIPforum Technical Working Committee said, "The SIPforum has sponsored the development of the SIPconnect 1.0 specification for the interconnection of IP-PBX

systems and service provider networks. Though the needs of the industry have initially focused on voice, fax is an integral part of the communications landscape and helping to facilitate FoIP in service provider's networks is certainly something we should actively look at."

He added, "The SIP Forum is driven by the direct actions of the members with respect to working on specific task groups. I strongly encourage companies that want to facilitate SIP and SIP trunking for FoIP to take an active roll in the SIP Forum now."

Next, I sought out the advice of Marc Robins, the SIP Forum Managing Director. Marc has years of experience as an advocate of new IP Communications technologies, so he is in a unique position to comment on how to evolve technical innovations. Marc commented, "The SIPconnect 1.1 task group is newly-formed and active and the SIP Forum is currently soliciting input from members. This is the perfect time to join the Forum and take an active role in evolving FoIP communications interoperability."

So, if you are seriously interested in facilitating FoIP in service provider's networks, contact the SIP Forum site ([www.sipforum.org](http://www.sipforum.org)) and sign up for an individual Participant or corporate Full Membership. **IT**

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