



IBM System i IP Telephony



In today's highly competitive business environment, companies everywhere want to extract business advantage from every technology in the enterprise—especially customer-facing communications, such as their telephony systems. Many are looking to the rapidly-growing IP telephony solution area to find ways to lower costs, simplify network management and gain control of their telephony, while more tightly integrating business applications and customer communication with their voice and data networks.

At the same time, many of these companies face the challenge of an overly complex IT environment, and are seeking the benefits of an integrated business system that can help them become more responsive to their customers, improve productivity, operate without interruption and secure their data and

Highlights

- *Lower your traditional telephony costs and enhance productivity with IP telephony*
- *Extend the System i benefits of simplicity, integration, vertical growth and security to IP telephony*
- *Implement a complete IP telephony solution on one easy-to-manage system using the System i management tools you already know*

communications—without large upfront investments in time, skills or money.

With IBM System i IP Telephony, you can get the business benefits and simplicity you seek from both your telephony and IT environments, with one integrated, secure and reliable solution delivered by two industry leaders.

About IP Telephony

What is IP telephony? Simply stated, it is technology that sends voice communication over your data network using Internet Protocol (IP). This is in contrast to traditional phone systems where data and voice networks were totally separate. More companies of all sizes are replacing their traditional phone systems with IP telephony to realize both productivity benefits and infrastructure cost savings.

The reasons for making the switch to IP telephony vary from company to company; however, the most common benefits cited by small and mid-sized companies can be categorized in two areas: cost savings and business advantage. Cost savings can be realized by reducing infrastructure

and operating costs because IP telephony systems have a single infrastructure across multiple offices for voice and data, and these systems are easier to manage and change with the needs of the business. In addition, companies may experience lower long distance calling fees by eliminating toll charges. Business advantages are driven by increased productivity and enhanced collaboration for employees, customers and partners. These are achieved through advanced voice applications such as: contact centers, where organizations can drive customer satisfaction and business revenues; unified messaging, which includes voice mail/email integration and find me/follow me capabilities; and advanced collaborative applications such as instant messaging, presence, and highly-scalable audio conferencing capabilities. IP telephony solutions built on open architectures and industry standards like Session Initiation Protocol (SIP) provide the most flexibility to connect to the third-party applications the business requires.

Realize the benefits of System i IP Telephony

With System i IP Telephony, customers can enjoy the benefits they have come to expect from their System i—integration, simplicity, security, scalability, and open standards—applied to IP telephony. And, with 3Com announcing the first-ever solution of its kind on System i, you can join more than 28,000 pure IP telephony customers of all sizes that 3Com has served since 1998. In support of open standards, the 3Com IP telephony application will be available on System i5 and select iSeries models on the Linux operating system.

About the 3Com IP Telephony Suite

3Com® IP telephony enables companies to implement a next-generation, multimedia IP communications system that uses the Internet Engineering Task Force (IETF) Session Initiation Protocol (SIP) standard. It supports a rich set of productivity-enhancing applications while providing the phone features of a traditional Private Branch Exchanges (PBX) system. A component of the 3Com Convergence Applications Suite,

the IP telephony module lets organizations migrate to an open, IP-based communications system in increments that best fit their business objectives. The module supports centralized administration, configuration, and management that can lower installation and operating costs and optimize IT staff as the system is implemented throughout an organization. To ensure business continuity, the module offers a distributed, replicated architecture to ensure full-function telephony at any site even during a WAN failure.

3Com IP telephony offers the following key benefits.

- *Centralized Management to Lower Costs.* All the communications servers running the module can be managed centrally to lower expenses and staffing requirements. The 3Com IP telephony architecture makes it possible for the servers to auto-configure themselves from central databases as soon as they are connected to the network. And because user profiles and dial plans can be preconfigured at the central systems, administrators can implement a Telephony rollout easily with an installation that is virtually hands-free.
- *Economically Expanded Services to Multiple Sites.*

3Com IP telephony runs on the industry-standard Linux operating system and offers a distributed multi-site architecture that allows it to meet the needs of organizations of all sizes. Businesses will be able to deploy the solution on larger, centralized System i platforms for campus sites or on distributed smaller System i platforms located in the branches of a multi-site organization.

- *Support for Industry Standards Ensures Investment Protection.* The 3Com Convergence Applications Suite can deliver messaging, conferencing, presence, and contact center capabilities throughout the entire organization. Since these applications are based on the SIP industry standard, they are compatible with SIP-based software and equipment available from a range of vendors – allowing companies to choose the right technologies for their business. As part of the 3Com Voice Solutions Partner Program, 3Com regularly conducts third-party interoperability tests and performs rigorous testing of selected devices and applications.
- *Business Continuity.* Regardless of where users are located, their profiles are replicated to a

secondary system for maximum resilience. In the unlikely event of a local system failure, service automatically continues from the backup system, which may be installed at the same site or at a separate location. In addition, a distributed architecture ensures that remote sites do not lose telephony services even if the WAN fails and the sites become isolated.

- *Secure Environment.* To protect applications as part of an enterprise-wide security strategy, each instance of the module runs on a security-hardened version of the Linux operating system and is safeguarded by integrated firewalls.
- *Ease of Migration to IP Communications.* The module may be deployed as an overlay to traditional PBXs by using 3Com gateways for interconnections. This allows the enterprise to integrate advanced SIP-based applications while maintaining an existing Telephony infrastructure. Sites and extensions can then be migrated to IP telephony as the existing PBXs become obsolete or the organization expands to new facilities. In addition to digital gateways, 3Com offers analog gateways to support legacy devices such as fax machines, analog phones, modems, and intercoms.

About System i

With System i, everything you need to run your business applications is integrated into a single system. With the announcement of System i IP Telephony, you can now integrate your IP telephony applications on this system, too. The database, security, performance tuning, backup, reporting, communications, Internet connectivity and file and printing serving are built in. There is no need for additional servers and their added complexity. The System i platform is designed to be easy to operate and maintain. By embracing open standards, the System i platform gives you broader choices and a greater capability to use the system you already have instead of buying a new server for every application. System i models can run multiple operating systems and applications simultaneously. They support applications running in IBM i5/OS[®], Microsoft[®] Windows[®], Linux[®], IBM AIX 5L[™], Java[™], WebSphere[®] and Lotus[®] Domino[®] environments—all at the same time and all on one highly-reliable system. Built-in security features on the System i family can help businesses meet regulatory requirements and safeguard critical data across all of these application environments.

For more information

Contact your IBM representative or IBM Business Partner or visit: ibm.com/systems/i/solutions/iptelephony



© Copyright IBM Corporation 2006

IBM Corporation
Route 100
Somers, NY 10589
U.S.A.

Produced in the United States of America
March 2006
All Rights Reserved

IBM, the IBM logo, on demand business, System i5, System i, Lotus, Lotus Domino, i5/OS, Workplace and WebSphere are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries or both.

Java and all Java-based trademarks are trademarks of Sun Microsystems, Inc. in the United States, other countries, or both.

Linux is a registered trademark of Linus Torvalds.

Microsoft, Windows, Windows NT, and the Windows logo are trademarks of Microsoft Corporation in the United States, other countries, or both.

UNIX is a registered trademark of The Open Group in the United States and other countries.

Other company, product and service names may be trademarks or service marks of others.