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COMMUNICATIONS

PBX TECHNOLOGY IN 2007

The Rapid Evolution Of the PBX

TRADITIONAL PBX

- **Pros**

- Proven
- Cheap
- Reliable
- Lots of Service Vendors

- **Cons:**

- Hard To Administer
- No Remote Phones
- Proprietary
- No SIP Trunking
- No Redundancy
- Hardware Intensive
- Dead End
 - 8 Track Tape
 - VCR Horse & Buggy

TRADITIONAL PBX MFRS

- Avaya
- Nortel
- NEC
- Toshiba
- Inter-Tel
 - Mitel
- Panasonic

HYBRID PBX

- **Pros**

- Re-use existing phones
- Supports remote phones
- Old-time vendors can support it
- Keeps old manufacturers in business

- **Cons:**

- ½ old, ½ new
- Engineering compromise
- TDM/VOIP Conversion
- Administration challenges
- Stopgap technology
- Limited lifespan

HYBRID PBX'ES

- Avaya IP Office
 - Nortel BCM
 - NEC Aspire
 - Toshiba CIX
- Inter-Tel Axxess
 - Mitel 3300
- Panasonic KX-TDA

TYPICAL HYBRID



IP PBX

- **Pros**

- Current technology
- Can expand easily
- Easy to maintain
- Flexible
- Applications
- Somewhat future-proof
- Proven since 1999

- **Cons:**

- Not as well understood as older technology
- Higher cost in some instances (Cisco!)
- Smaller # of vendors sell and support
- Still proprietary
- May not migrate to SIP
- Next generation on its way

IP PBX'ES

- Cisco Unified Communications Mgr
 - 3Com NBX
 - Inter-Tel 5000/7000

SIP PBX

- **Pros**

- Open Standard
- More Phone Choices
- Low Cost Applications
- Aligned With Microsoft

- **Cons:**

- Standard Still Evolving
- Less Established Reseller Network
- Catching Up On Features

SIP – THE PBX STANDARD

Phones are universal – no more proprietary telephones

Interoperability – no more proprietary applications

PDA's, IM, PC, laptop, desk phones and video all SIP devices

Microsoft is going SIP

Utilizing SIP trunking, can dramatically lower monthly phone bill

SIP PBX'ES

- Fonality PBXtra & Trixbox
- Digium Asterisk
- 3Com VCX
- TalkSwitch
- Allworx

TECHNOLOGY LEADERS BEHIND SIP

- Intel
- Microsoft
- IBM
- 3Com
- HP
- AT&T (SIP trunking)

NEW SIP ARRIVALS

- Nortel SCS500
- 3Com VCX Connect
- 3Com NBX Open
- Fonality Trixbox Pro

TECHNOLOGY IS DRIVING DRAMATIC CHANGE

....The last five years....

- Bluetooth
- Blackberry
- Speech Recognition
- Wireless
- GPS
- USB Flash Drive
- iPod
- DVD
- Camera Phone
- Google
- Tivo
- HDTV

PBX'ES FOLLOWING THE TECHNOLOGY TREND

- Hoteling
- PDA Integration
- Speech Recognition
- Wireless LAN
- Dual Mode Cell/SIP Phones
- User Portals
- Presence
- Integrated IM/Phone/ Conferencing/ Screen sharing

TRADITIONAL VENDORS ARE FIGHTING IP PBX'es

- **They have not made the investment to stay current:**
 - Technology
 - Personnel
 - Training
 - Support
 - Inventory
- **Protecting their profits**
 - Decreased labor revenue w/SIP
 - Cheaper installation
 - Less site visits
- **Old Dogs**
 - Many won't make the transition

THE FEAR MONGERS

It's Unproven! – FACT: The initial SIP standard was created in 1996. There are over two million SIP Users today.

Poor Call Quality! – FACT: Hysteria caused by incorrect comparison to Vonage and the like.

Phone Calls Over The Internet! – FACT: A SIP PBX can use the same telephone lines as a traditional system

EVOLUTION OF THE PBX

SYSTEM TYPE	DIGITAL/ TRADITIONAL	HYBRID IP/ TRADITIONAL	PROPRIETARY IP PBX	SIP IP PBX
Timeframe	1987-2003	1999- 2007	1999 – 2010	2007 →
Technology	TDM	½ TDM, ½ VOIP	Proprietary	Standards-based SIP
Telephones	Proprietary	Proprietary- 2 different types	IP Proprietary	Any SIP phone
PDA integration	No	Limited/No	Limited/No	Yes
Wireless device integration	No	Limited	Limited	Yes
Cell phone integration	No	No	No	Yes
IM integration	No	No	No	Yes
Microsoft Office 2007 Support	No	No	No	Yes
Microsoft Exchange 2007 Support	No	No	No	Yes
Presence	No	No	No	Yes

WHAT'S RIGHT FOR YOU?

- My Business Never Changes – Traditional PBX
- I Want To Retain My Phones – Hybrid PBX
- I Want Current Technology – IP PBX
- I'm Buying For The Future – SIP PBX
- I Want To Build My Own System – Open Source PBX

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