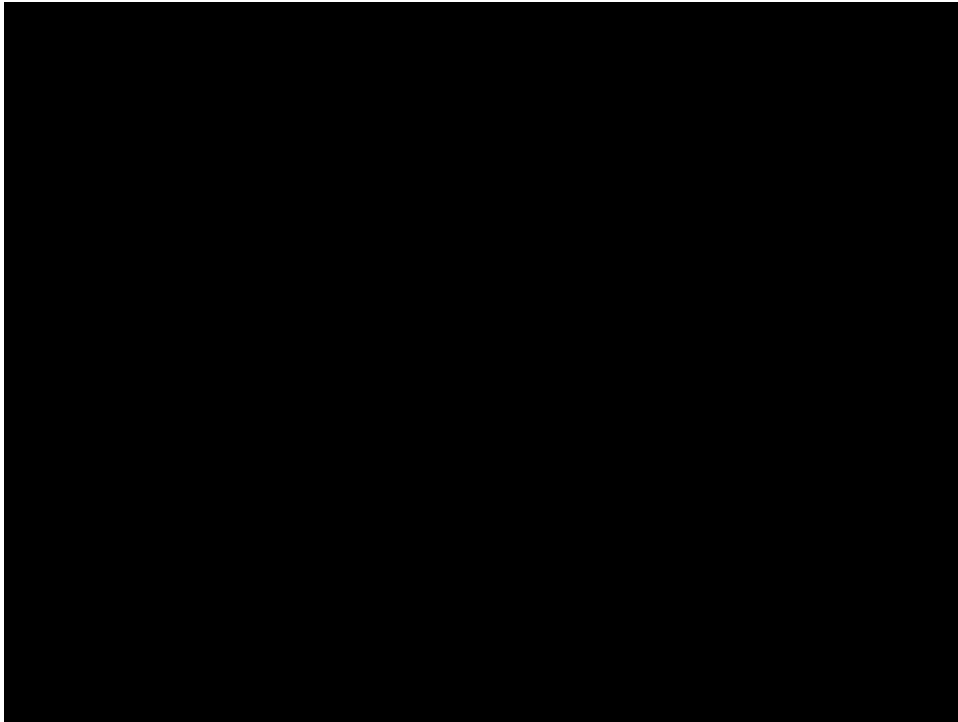




The Next Big Wave:

**Voice Messaging Technologies
in Higher Education**



Presentation Overview

- How are enterprise users voting with their money?
- How close are we to replacing our fixed line PABX phones with mobile phones?
- Why isn't Unified Messaging taking off to the extent we thought it would?
- A 3D enterprise Voice and Messaging "Services Stack".
- A international research institute considering analogue phones?
- Can enterprise communications systems be cut and pasted.
- Preparation for the stepped change ahead.

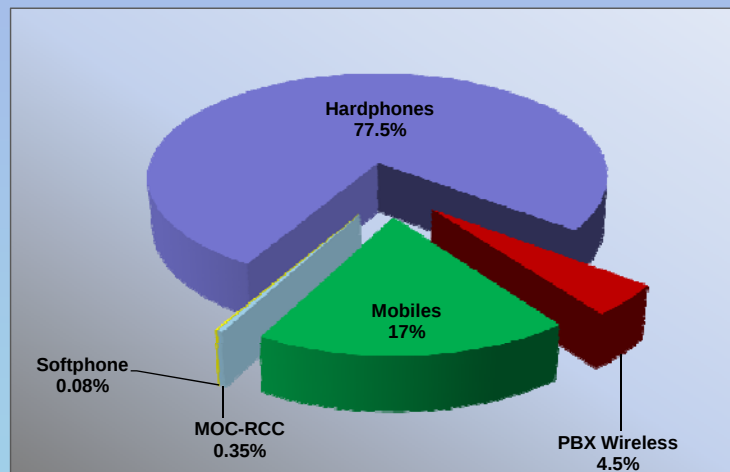


Designing VoIP / IP Telephony

- With VoIP we could dictate the protocol used for the transmission path.
- However; clients have clear preferences and are more passionate and when it comes to applications.

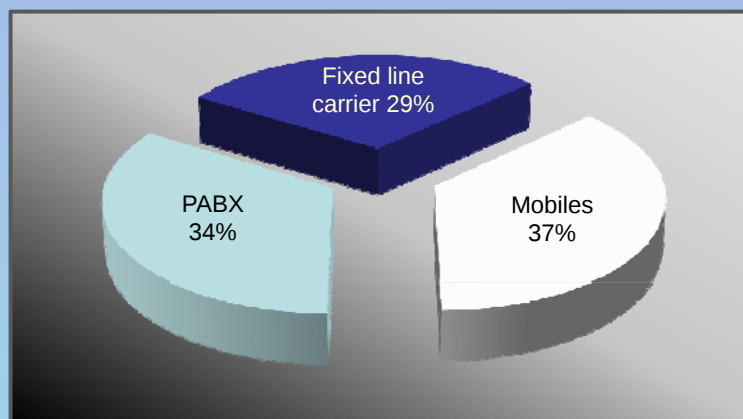


How are enterprise users voting with their money?



How are enterprise users voting with their money?

Relative Voice spend 12 months



Replacing existing PABX / VoIP phones with mobiles



versus



Lets look at a 5000 user voice system

- The PABX will come in at \$4.8M capex
- A pure mobile replacement option follows...



Replacing existing PABX / VoIP phones with mobiles

1000 users Sampled,
Monthly AVG per user

Voice Spend	SMS	Data Spend	Roaming
\$13.00	\$4.50	\$14.50	\$15.00

Exclude Data and
Roaming costs
"Voice Only"

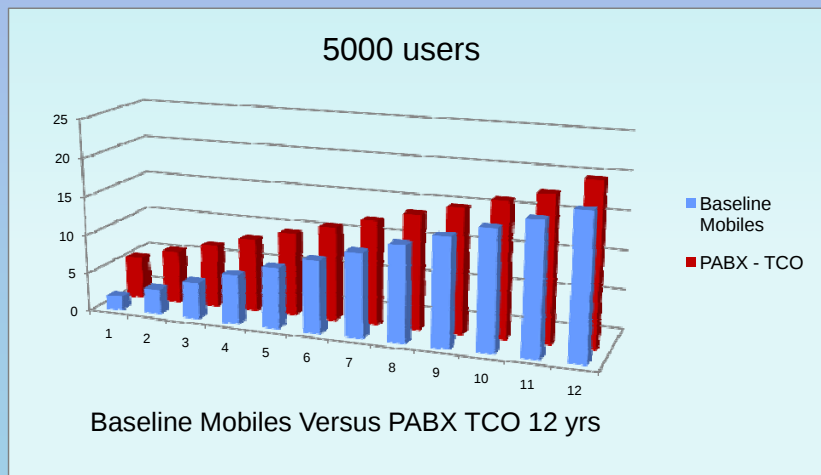
Voice Spend	SMS	DATA Spend	Roaming
\$13.00	\$4.50	na	na

5000 Baseline Mobiles
Cost per year

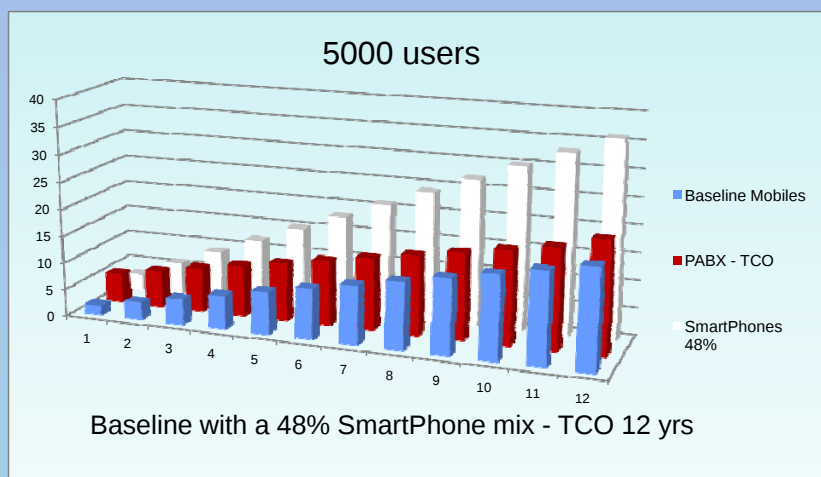
Voice Spend + SMS	DATA Spend	Roaming
\$1,050,000.00	na	na



Replacing existing PABX / VoIP phones with mobiles



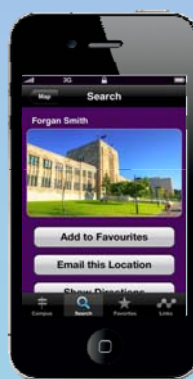
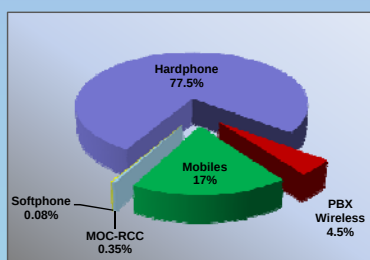
Replacing existing PABX / VoIP phones with mobiles



Why isn't UC taking off?

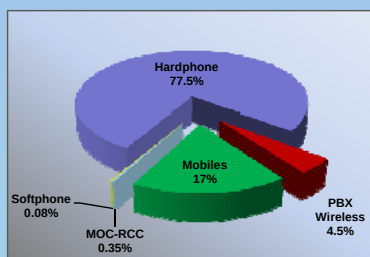
Why isn't UC taking off to the extent or the direction we thought it would?

Clients have clear preferences and are more passionate and when it comes to applications



Why isn't UC taking off?

- UC vendors – one size does not fit all !
- Unclear ROI (compared to Email or Voicemail)
- Overshadowed by Smartphones and iPhone Apps



UC requests – Business Apps

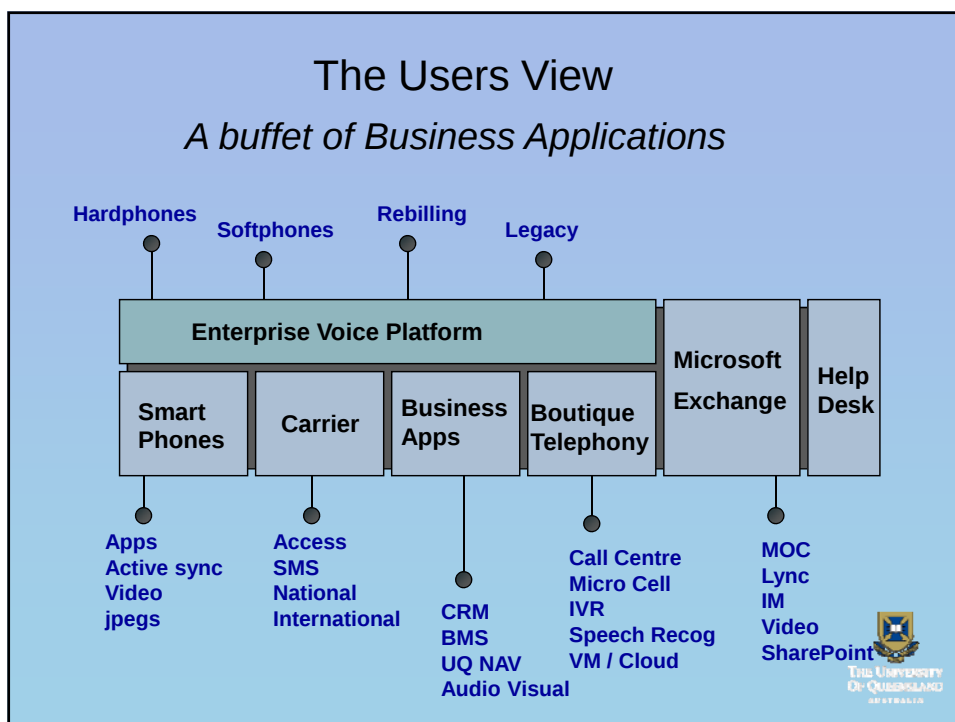
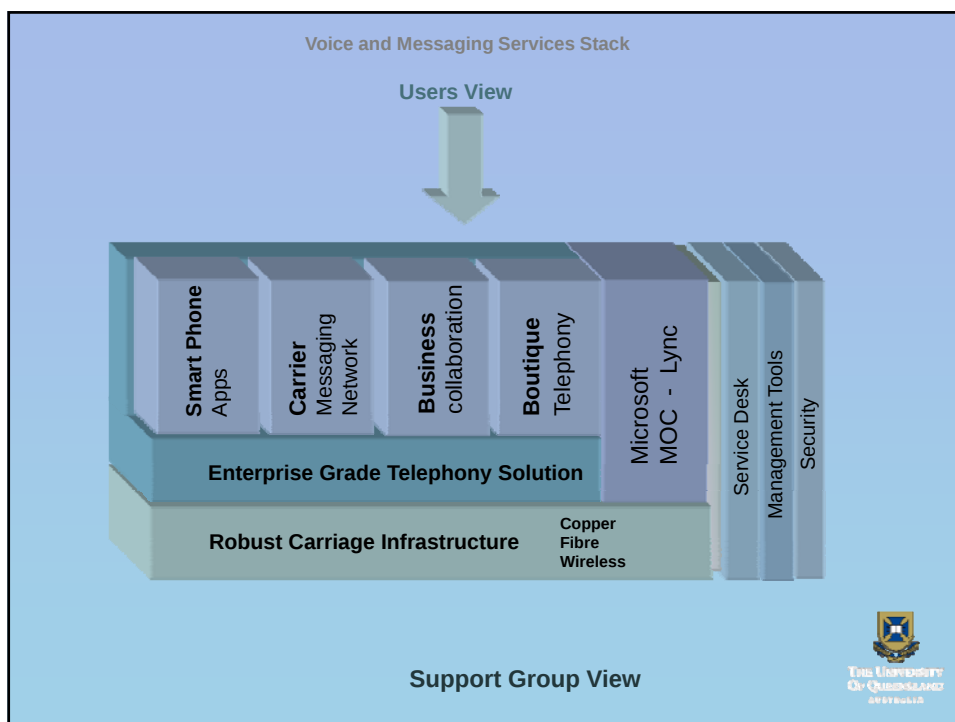
- CRM plug-in for call centre
- Touch screen phone interface for Building Management System (BMS)
- PABX soft client for the iPhone



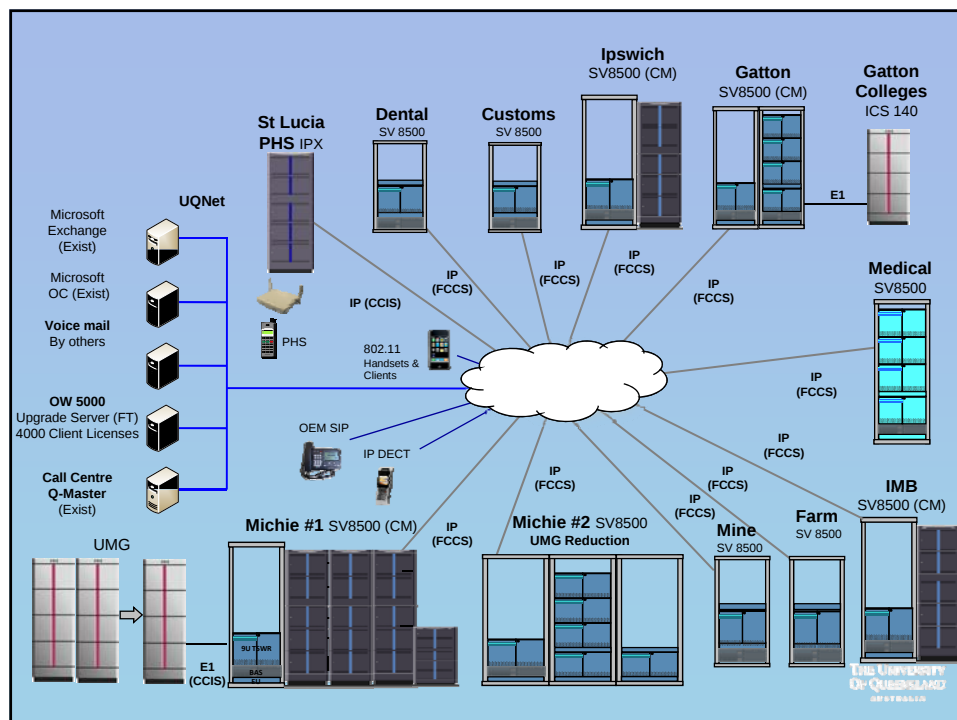
Enterprise Voice and Messaging “Services Stack”

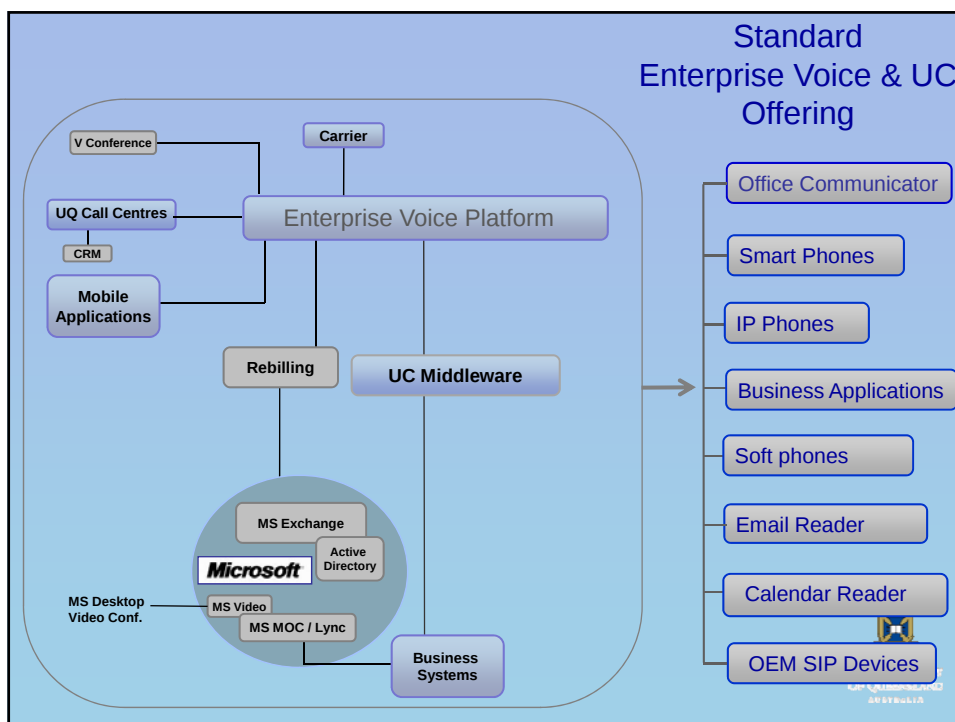
The service management framework
mixed
with the 7 layer model





A typical Voice and Messaging Network *re-drawn* from a Services Perspective





Analogue technology in a new million dollar building?



Can Enterprise Voice and Messaging Systems be cut and pasted for student systems?



Staff and Enterprise



"Z" Generation

- Student systems are cloud based, concurrent user licenses.
- Enterprise systems, high availability, individual user license models
- Giving PSTN access to student systems (IE collaborative learning) can very expensive.



Preparation for the next big wave – Dots

Develop and implement *user base* education programs.

Market voice and UC services to AM/FEO's as well as the technology to faculty IT staff.

Ensure your new platforms can support URI based dialling schemes - ACMA renumbering scheme. sip:33652200@pbx.uq.edu.au

Monitor your enterprises Smartphone trends – examine carrier offerings.

Develop a UC services stack - see where to join the dots – see where it fits with overall business applications.

Ensure your enterprise "cloud" design can meet the demands of Time Constrained Apps.





The Next Big Wave:

Voice Messaging Technologies in Higher Education

Questions?



THE UNIVERSITY
OF QUEENSLAND
AUSTRALIA