

# Converged Communications Sounds Death Knell for Traditional Voice Telephony

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NextiraOne leads market through breadth and depth of vendor partnerships

8th November 2004. NextiraOne today reported that sales of converged communication solutions outstripped conventional voice telephony in new installations, for the first time in Q2 2004. This marks the inflection point between the new class of technology and its older counterpart.

NextiraOne is Europe's leading integrator of converged IP communications having implemented in the last two years networks connecting half a million IP attached users and more than 65,000 IP Phones.

Gartner highlighted all three of NextiraOne's converged communication partners, Alcatel, Cisco Systems and Nortel Networks in the leaders quadrant of its recent Magic Quadrant for Corporate Telephony in EMEA 2004 report (1). Each of the three is identified in the leaders segment in terms of ability to execute and vision. Gartner defines leaders as vendors who are performing well today, have a clear vision of market direction and are actively building competencies to sustain their leadership position in the market. \*

NextiraOne has one of the greatest number of vendor accreditations across Europe in IP communications and employs 2,600 IP trained specialist service engineers. It holds Gold level partnerships in eight countries for Cisco, 16 Premium Partner status for Alcatel, and seven Gold level partnerships for Nortel in Voice/IPT with more for IP Data.

"This is the death knell for traditional voice telephony. 2004 is the breakthrough year for converged communications. Although many customers continue to get great value from existing investments in traditional voice networks, adoption of this new class is rapid. Enterprises have been quick to recognise the financial and productivity benefits of this new technology," said Christophe Siraudeau, business line director, IP communications, NextiraOne.

A body of evidence points to the shift between traditional voice telephony and converged communications:

- Gartner's forecast for premises switching equipment in Western Europe (Forecast: Premises Switching Equipment, Western Europe, 1999 - 2008) predicts that shipments of IP phones exceed traditional handsets from 2007 and by that time 90 per cent of all lines shipped will be on IP-based systems.
- An enterprise customer study published by NextiraOne in March 2004 predicted that IP networks would become mainstream in the enterprise during 2004, with the ability to reduce network purchasing and operational costs by up to 25 per cent.
- NextiraOne reports that industry sectors that are traditionally early adopters of technology such as finance have now shifted almost entirely to converged solutions for new installations. But other more

traditionally technology averse sectors are being quick to follow such as public sector and retail both of which are keen to reap the benefits of reduced costs and innovative applications such as contact centres.

Converged communications deliver not only provide costs savings through merging voice and data traffic but increase operational effectiveness and flexibility. Employee effectiveness and motivation is enhanced by enabling instant access to enterprise applications and information while converged voice, data, unified messaging and videoconferencing delivered to employees' desktops allows them to work flexibly, whether in the office, at home or when travelling.

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#### About NextiraOne

Headquartered in Paris and Houston, NextiraOne is a leading global provider of integrated enterprise network solutions and services that enable effective, reliable business communications. We cover everything from planning and design to the implementation, support and management of voice, data and converged communications networks. We provide best-in-class technologies from leading partners including Alcatel, Cisco Systems, Genesys and Nortel Networks. And we offer consultation and solutions development ranging from contact centre applications to network infrastructure outsourcing. Discover more at [www.nextiraone.com](http://www.nextiraone.com). NextiraOne is owned by Platinum Equity ([www.platinumequity.com](http://www.platinumequity.com)).

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(1) Research note 20 September 2004: Magic Quadrant for Corporate Telephony in EMEA, 2004 (G00123539) by S. Blood, C. Lock

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