

llamatrax

by llamawerx

...an innovative solutions partner™

Waves of Change

The sands are shifting and a new communications paradigm is emerging. You've probably heard the first waves of digital convergence hitting the beach. Voice over IP – aka VoIP – is leading the way towards a common network.

Analog telephony – think Alexander Graham Bell – uses electromagnetic waves and point-to-point circuits to transmit voice. In the 1960's, waves became binary data and efficiency improved, but point-to-point circuits remained. The 90's brought the Internet, and new networks capable of transporting digital signals. These networks were open and inviting to experimentation, so engineers took digital voice, added some new protocols, and started making free phone calls. A couple of technology generations later, VoIP reaches the mass market.

Enough history. Why should you care about this? Will it affect your business? Your competition? Your bottom line?

VoIP's most quoted benefit is reduced cost. Instead of two networks, you have one. Equipment convergence enables support convergence while removing complexity and reducing specialization. Cost is further reduced by software allowing you to plug your phone into any network jack – around the block or

around the world. Don't want to move your phone? Fire up your laptop and use a "softphone" instead.

So, telephone service will be cheaper, with better support, and easier to maintain. What's not to like? Wait, there's more. The real advantage lies in converging voice and data to transform your business.

Features. VoIP allows small companies to leverage PBX features that larger companies have enjoyed for years. Follow-me, conferencing, 4-digit dialing, music-on-hold – features previously found in expensive PBX systems are now available to smaller businesses.

Services. In many cases, your phone is evolving into another information device. Programmable interfaces, keypads, and screens integrate with corporate ERP or CRM services.

Directories. Speed-dial numbers and corporate directories simplify dialing. Want to know who's available? Presence information, like out-of-office and do not disturb, shows you instantly.

Unified Communications. Bringing together voice mail, email, fax, and text messaging, unified messaging gives you one "Inbox" for all your communication channels.

So the waves of digital convergence are rolling in. Grab your board, paddle out, and catch the wave. If you don't ride this one, your competition will.

Llamawerx is an agile technology services group using proven and cutting-edge techniques to solve real-world problems. From concept to final integration, the power to succeed.

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