

## Does your IP telephony vendor offer:

**A sound IP telephony migration strategy?** Regardless of how you want to pace your IP telephony migration, Nortel has the solution for you. A simple upgrade — offering up to 60 percent savings over competitive IP telephony solutions — is ideally suited for customers who want to move incrementally, with minimal investment. And for those customers who are starting anew or who want to expedite their transition to next-generation unified communications, a Nortel pure IP system is the finest in the industry.

**Carrier-grade telephony for the enterprise?** Nortel leverages a fundamental understanding of both voice and data networks and an expertise in building highly reliable carrier networks and applies it to enterprise voice solutions. We secure computing, network applications and end-user environments while maintaining five 9s reliability.\*

**Unified communications?** How developed is the vendor's vision and ability to execute? Nortel supports unified communications options that fit your specific application environment. We continue to demonstrate our commitment to the development of the unified communications ecosystem, having now joined with Microsoft to form an industry-unique Innovative Communications Alliance — accelerating the transformation of today's voice, video and data communications components into advanced unified communications solutions — and with IBM to integrate unified communications for IBM Lotus Notes.

**Global Services?** Is your network ready to handle the unique requirements of IP telephony? Nortel provides all the life-cycle services needed to assess your current network and design, integrate, support and manage your transition to Voice over IP (VoIP). And now we've taken that competitive edge one step further with managed Proactive Voice Quality Management (PVQM), the industry's first true Quality of Experience service offering.

\* Reported customer availability metrics across Nortel's popular products exceeds 99.999 percent, August 2004.

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## IP Telephony Myths and Truths



| Competitive vendor myths   | Stop and think: True or False  | The facts   | What other vendors don't tell you   | Other questions   |
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| Implementing IP telephony with a Nortel voice system requires a complete overhaul.   | <b>False.</b> Nortel's IP and IP-enabled portfolio offers an evolutionary migration path, allowing you to upgrade to IP telephony at your own pace.  | Nortel's Communication Server 1000 portfolio is designed to leverage the investment customers have already made in their Meridian 1 systems. For example, the Communication Server 1000 and Meridian 1 platforms share common software, system elements, a management environment and a user interface. This makes for a nearly seamless transition for both users and administrators. And since Meridian 1 digital telephones are supported on the Communication Server 1000, you'll save money and users will be spared the hassle of learning to use new telephones. | Many IP telephony vendors have no TDM experience and very limited overall telephony expertise. Some may claim to offer a smooth, evolutionary migration path. However, they'll fail to mention the loss of features and lack of scalability that then require costly new equipment. Nortel integrates IP networking expertise with proven TDM telephony experience in delivering the broadest range of IP and IP-enabled telephony solutions in the industry. | Does your vendor offer you the option of migrating to IP telephony from your existing TDM portfolio or will you require an entire network overhaul?                           |
| The Nortel Communication Server 1000 is a dead-end platform.   | <b>False.</b> Nortel has made a firm commitment to continue serving our existing and future customer base by evolving our portfolio in line with our customers' demands and requirements.  | As the cornerstone of our IP telephony solution, the Communication Server 1000 will continue to deliver new capabilities and enhancements. This latest release will provide improved reliability and redundancy, enhanced network and voice call security and new E911 capabilities. Interoperability with the Microsoft Office Communications Server 2007 and IBM Lotus Notes means the new release will offer the most advanced unified communications capabilities available on the market.  | Other IP telephony vendors will omit the fact that the latest release of the Communication Server 1000 will extend the platform's support for open standards — with support for an open operating system and delivery on commercial off-the-shelf hardware from IBM and other suppliers — thus improving deployment flexibility and manageability of the network.   | Does your vendor have a portfolio that is open and equipped for the next phase of your business's evolution?  |
| The Nortel and Microsoft Innovative Communications Alliance is nothing unique — many vendors have a relationship with Microsoft. | <b>False.</b> No other vendor has established such a strategic alliance with Microsoft. This four-year initiative goes well beyond integration and interoperability. It involves development cooperation, patent cross-licensing and a joint go-to-market approach for sales and marketing. No other vendor can make this claim. | Nortel and Microsoft have already announced a product roadmap and have opened more than 20 demonstration centers in which customers can experience joint Nortel-Microsoft technology first hand.  | While other vendors bundle existing products and middleware under the unified communications moniker, Nortel and Microsoft are today delivering new and innovative customer solutions. Nortel's Converged Office for the Communication Server 1000 integrates Nortel carrier-grade telephony with Microsoft desktop collaboration and communication systems in a robust, open-SIP, standards-based environment.   | What is your vendor's true relationship with Microsoft? And what is your vendor's vision of unified communications?   |
| Nortel's Global Services expertise is limited to its legacy voice equipment.   | <b>False.</b> Nortel manages some of the most complex enterprise VoIP networks in the world today.   | From VoIP network assessments and health checks to managed PVQM and network services, Nortel will seamlessly migrate you to VoIP and unified communications. Our expertise in deploying, supporting and managing multi-vendor networks, coupled with our investment in global integration labs, lowers your risk and accelerates deployment. We also provide Application Consulting services to optimize and integrate business processes and applications to solve real business challenges.   | In joining with Nortel, you're partnering with a market leader who understands how to effectively plan for IP telephony deployments, manage multi-vendor networks, ensure critical application performance levels, and who will drive down your overall network costs. And as Microsoft's preferred partner for convergence integration services, Nortel is your ideal resource for helping protect an invaluable strategic company asset — your network.     | Can your vendor offer you pre-defined service level targets that address real-time end-user Quality of Experience, application performance and converged network performance? |

**Ask yourself...** Will your migration to IP telephony require an entire network overhaul? What does your vendor know about security? Is it prepared to provide you with true network convergence? And does that vendor offer a path to unified communications?

Get the straight scoop. Dispel the myths. Let Nortel help you discover your best option in transitioning to IP telephony — one that allows you to move at your chosen pace and leverage to best benefit your existing infrastructure.

