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## Integrated Solution Servers: Defining the Future of Your Communications

You've probably seen the ad. A group of employees is trying to get their videoconference equipment to work, but to no avail. They call IT for support, and a single employee walks in and places a single phone handset on the table-and tells them their new videoconferencing network is ready to go. The only problem is that they neglected to mention the bank of servers and several thousands of dollars in hardware costs that it took to get to that point. But there is a way to make such robust functionality a reality - and without the traditional nightmare of new hardware implementation. Integrated Solution Servers makes it possible.

An Integrated Solution Server is a platform that integrates the latest communication formats (VoIP, H.323, SIP and TDM) into one cohesive unit. The result is that what took 5-6 servers can now be accomplished with 1 or 2 at the most.

To demonstrate this difference, let's review the method many companies use to expand their telecommunications network today. Most businesses have an existing PBX phone system already in place. As they start to upgrade to VoIP technology, videoconferencing (H.323) and new voicemail systems, they start adding hardware. New servers are added, and then new analog cards and custom scripting is added so that the new and old servers can communicate.

All of these servers need to be maintained. That means a dedicated IT staff to keep the complex network up and running. It also means a big electricity bill. And it means something else that many companies don't think of-heat. That many servers generate a significant amount of heat and must be kept in a precise temperature and humidity controlled area. This means even higher electricity bills.

An Integrated Solution Server drastically reduces the server infrastructure, so your company can now maintain your vital communications with as little as a single IT employee, maybe even a part-time employee (depending on the size of your company). Your electricity costs will be significantly less and you will not need nearly as much space or climate control to accommodate your servers. In fact, some of the new Integrated Solution Servers run cool enough that they do not even require cooling fans (these are the best products).

### What This Means to You

What this means is with this type of approach, your company will be much more



receptive to adopting the latest telecommunications functionality that you have been pushing for. You can gain access to features like text to speech or automatic speech recognition and deploy remote access to your phone system, greatly enhancing your employee's mobility and overall efficiency. You will be able to reach key team members when you need them, and they will be able to define and customize how they communicate in order to maximize the productivity of their day.

And there is an inherent, dedicated functionality improvement gained by integrating disparate technologies into one unit. Take the example of videoconferencing. Traditional videoconferencing is point-to-point. But by integrating H.323 into your telecommunications server, you can network in multiple audio callers in different locations, just like a traditional conference call.

But the real differentiator of an Integrated Solution Server network is its ability to grow with your business. No matter what type of communication applications you decide to add in the future, you will have a network that's ready for the change. This forward-looking capability is what your organization will need as these new technologies continue to improve and evolve. That means that as new tools come out to further streamline and enhance how your employees work, your company will be ready to adopt them with minimal effort.

When looking at different vendors to deploy this type of operating environment, just be sure it is truly an integrated solution. Many vendors will promise this functionality, but will deliver it through the traditional model of multiple servers and customized software. But there is no reason for this model anymore, as the days of the "server farm" are numbered.