

Purchasing Telecom Services



Steven Fraga
Sr. Account
Manager
Global Crossing



Agenda

- Telecom Services
 - Telecom Market Trends
 - Network Services Overview
 - Conferencing Services Overview
 - Wireless, Fixed Mobile & Unified Communications

- Best Practices
- Vendor Checklist

- Q&A



Key Trends in the Global Marketplace

- Data is growing faster than voice and will be majority of spend
- International voice traffic continues to grow with VoIP becoming an increasingly larger percentage of the mix
- Enterprise demand for IPVPN continues to grow and is replacing existing legacy technology
- IP Broadband data traffic replaces narrowband in access connectivity
- Security continues to be a growing requirement as mission critical applications are centralized
- Wireless is growing faster than wire line and the total spend on wireless will be the same as wire line by 2010
- All types of Conferencing traffic is on a major rise
- Mobility and Unified Communication Services are being broadly adopted as key work group applications and productivity enhancements
- Industry Consolidation will continue to reshape the competitive landscape



Enterprise Business Drivers are Placing New Demands on Regional Service Providers

- ❑ Enterprises are seeking new sources of revenue in global markets.
- ❑ Enterprises are implementing global supply chains based on cost-efficient multi-sourcing methods.
 - ❑ More than 80% of global enterprises consider global sourcing strategies to achieve cost savings and productivity gains¹
 - ❑ Worldwide market for offshore spending on IT services (predominantly) Western companies is at \$50 billion today
- ❑ Enterprises require lower TCO through converged IP solutions with an easy migration path.
 - ❑ MPLS-based networking solutions generate cost savings of 10% to 25%³
- ❑ Enterprises are seeking high levels of security, simplicity and flexibility from their service provider.
- ❑ Collaborative tools are becoming more critical as the world is flattening.
 - ❑ Growth in integrated collaboration 143% over five-year period (through 2010)⁴

Enterprise Drivers

IP Convergence
Global Coverage



“The world is flattening”

- 1 “From Off-shoring Services to Global Sourcing” Gartner (November 2005)
- 2 Gartner estimates. Article in The Economist “Watch Out, India,” May 6, 2006
- 3 Nemertes Research (May 2006)
- 4 OVUM Forecasts (March 2006)



Basic Telecom Terms

- Local Carrier (LEC) - Local Loop or Last mile
- Long Distance (Long Haul) Carrier (CLEC)
- International Long Distance Carrier (ILEC)
- Local/Long Distance/International/Toll Free Voice
- Time Division Multiplexing (TDM) vs. VoIP
- Various Network Speeds - T1, DS-3, OC-3, OC-12, OC-192
- VPN- Virtual Private Network
- VOIP- Voice Over Internet Protocol/ IP Video
- Remote Access (RAS)
- Ethernet
- Private Line, Frame Relay, ATM
- Direct Internet Access (DIA)
- Co-Location Service
- Managed Services- Application Mgmt/Managed Security/Managed Network
- Voice -Outbound/Inbound/Advanced Routing



Network Services Overview

Most Carriers typically provide many services across data, voice, managed

Converged IP Services	Collaboration Services	Traditional Voice Services	Data Transport Services	Managed Solutions
IP VPN	Video Conferencing IP Video and iVideo	Outbound	Ethernet IP	Professional Services
VoIP •VoIP On-Net Dialing •VoIP Outbound •VoIP Local Service •VoIP Toll Free •VoIP Conferencing	Reservationless Audio	Toll Free	Ethernet Private Line	Managed Network
	International Conf.	Local	Co-location	Managed Security
	Event Operator Call	Wireless	Frame Relay/ATM	Managed VoIP
	Web Conferencing •Live Meeting •Webex			Wavelength
			Private Line	Applications Performance Management
IP Video				
Internet Access				
Remote VPN Access				
Dial Up				



Audio, Video & Web Conferencing Services

Audio Conferencing

- Reservation-less
On-demand service with toll-free, toll, International Toll Free and on-net fixed access
- Reservations-based Operator Assisted Event type service
With enhanced services options

Web Conferencing

- Choice of many solutions: Home grown or Live Meeting, Webex
- With reservation-less audio
Provisioned automatically with on-demand reservation-less audio service for integration
- Share multimedia, more
Share files, applications, desktop

Video Conferencing

- Flexible connectivity
IP, ISDN and hybrid
- Operator Assistance
- Managed video services
- HD Video Conferencing
- Telepresence solutions
Build-out rooms



Wireless/Fixed Mobile/Unified Communications

- The world is wireless! More and more applications are becoming mobile
- Underlying high speed networks are allowing more mobility and unified communications
- Presence of everyone on the network to allow for collaboration and productivity increase
- Fixed Mobile- transmission of all data, voice and video communications to and among end users, no matter what location they or their device is
- Wi-Max - a standards-based technology enabling the delivery of last mile wireless broadband access as an alternative to cable and DSL



Best Practices

- ❑ Leverage your buying power by combining all spend possible!
- ❑ (TEMS) Telecom expense management service providers -manage expenses, audit inventory, track usage, shutting of services etc.
- ❑ Our most savvy customers will consistently issue a comprehensive RFP Annually
- ❑ Ensure vendor addresses how they will ensure your solution will be provided on latest Hardware/Software platforms to ensure you don't miss out on critical functionality .
- ❑ Ensure your Account Team is in constant review of your account usage and the direction of its Roadmap to ensure it benefits you as a key partner!
- ❑ Vendor to allow for periodic pricing reviews (bench marking clause or right to revisit pricing).
- ❑ Establish relationship with all key members of your account team, to help leverage all resources your vendor will provide.



Vendor Checklist

- Tools for provisioning adding/deleting end users on usage based services, when they leave the organization and like wise for network and equipment termination
- Billing options and data you can slice & dice- centralized vs. decentralized (by region/dept/cost center/etc)
- Consideration for future proof/future ready solutions
- Billing options that ensure you only pay for what you use – understand your organizations needs and are not committing to more than you need especially in signing long term agreement (3-5 years)
- Online Account Management Web Portal – Allowing access to all service ordering, billing, trouble management and more...
- Local Account team if possible, to allow for better partnership



Account Teams Make the World go 'Round!



- Life-cycle maintenance

Inventory Mgmt.

Issue Mgmt.

Global Crossing
Customer
Experience

Billing
& Payment

Account
Service

Quote

Order

Install /
Turn Up

- Acct Planning/
Maintenance

- Order provisioning
- Ordering
- Paperless environment