

# VoIP realities. post "902" SA.

Dave Gale

BusDev Director - **storm**

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# VoIP

convergence in SA?

 storm

(gives new meaning to:  
"the line went dead")



**VoIP**

# VoIP. how we're doing.



diginet / QoS

- this ain't America!

gateways vs IP PBX or voice enabled routers

- migrate, don't leap!

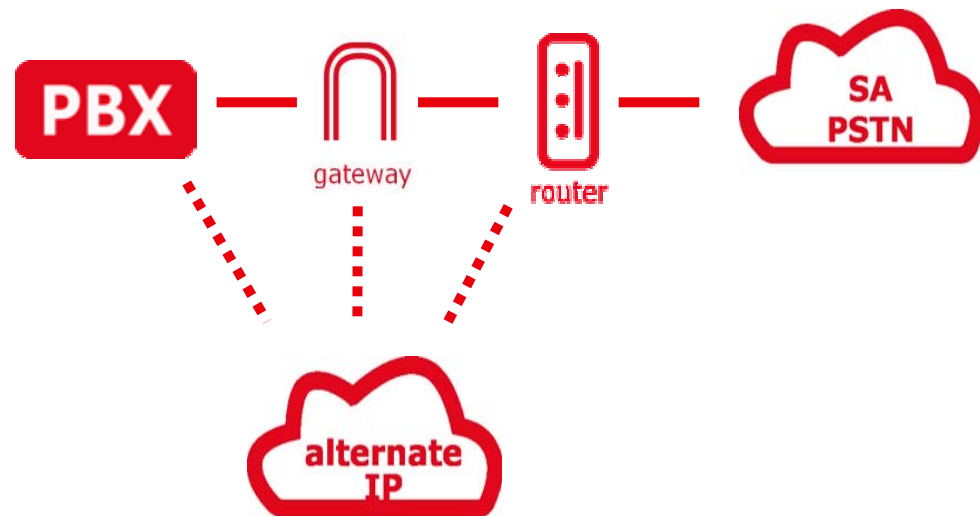
H.323 -> SIP

- horses for courses

VPN + Net + VoIP

- makes good sense

no capex required



# VoIP

**we're happy with our progress.**



16% of call centre market in Cape Town alone  
almost 100 customers using daily  
on-net calls (not inter branch) already noticeable  
great references

- (after early teething problems)

*"I was very skeptical about it - but let me just say that after about 2 months of running on VoIP, I have not regretted it for a second. International calls might as well be local."*

Francois Geldenhuys  
IT Manager  
Smit

# VoIP

## overcoming the challenges.



the product offering.

- challenge was to build a model that was call based alone, while covering fixed costs
- ROI is always a pain to sell
- customers are not ready for flat rate billing
- connectivity will become a commodity

firmware.

- do not assume that a trusted supplier has tested extensively
- test before you implement - even if the patch is going to solve one of your pressing headaches!
- need to develop good relationships at technical level

standards and interconnection.

- even H.323 has its challenges when different vendors are involved!

# VoIP

## overcoming the challenges.



redundancy.

- IP networks are not normally built for 5 nines (~7' pa!).
- need to have many "inexpensive" network elements instead of one or two expensive "telco" devices
- do your "what if" scenario planning

telkom dependency.

- with one *de facto* infrastructure supplier with whom you compete, you are at their mercy when it comes to capacity
- plan and over provision well in advance

new tech phobia.

- many customers want to "try" before they "buy"
- references are invaluable

# VoIP

# overcoming the challenges.



## cost of BW.

- no need to preach to the converted here about BW costs!
- last mile BW is the killer ~R2,000 for the first 64kbps
- blows quality VoIP out the water for Small companies.

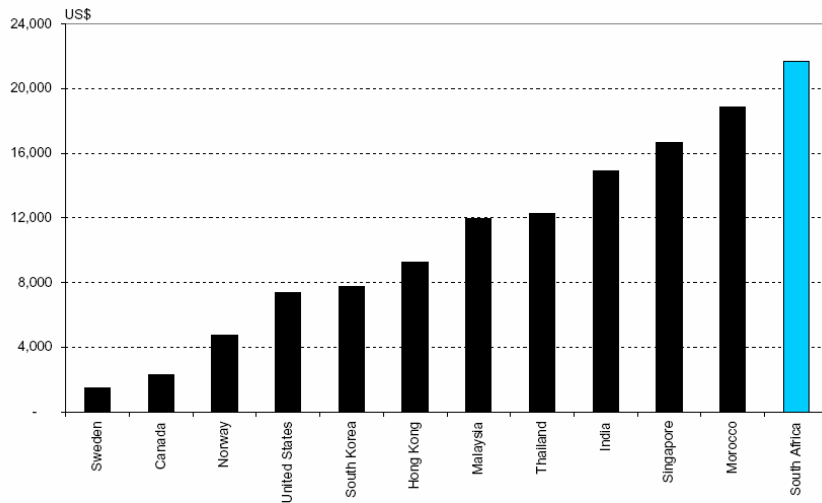


Figure 7: Domestic leased lines, annual fee for 2Mbps under a distance of 10km  
Source: Company websites, telecommunications regulators websites, Telkom (telephonic quote for a circuit from the Melrose Arch interchange to the Benmore Gardens interchange)

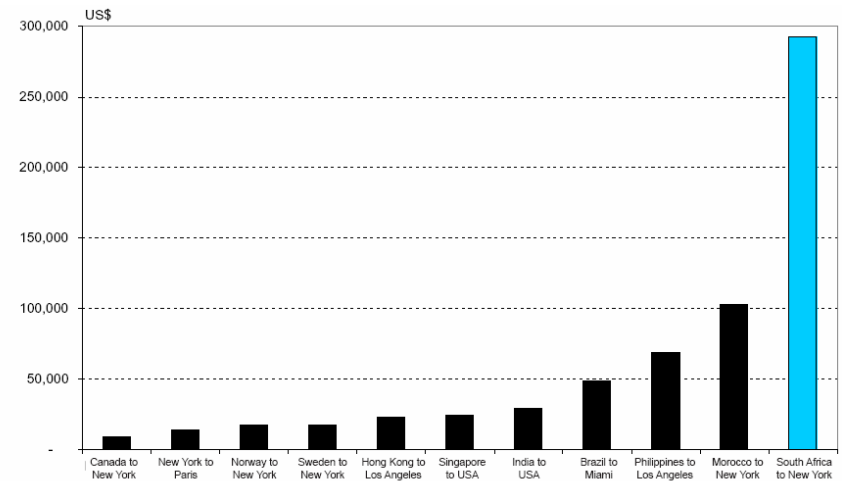


Figure 1: International leased lines, annual fee for 2Mbps  
Source: Primetrica, telecommunications regulators websites, Telkom website

# VoIP

## overcoming the challenges.

alternatives?

- SNO, Sentech, PTN's, CNSPs?

beware of WiFi in ISM band.

- no QoS
- “Wild West” approach

ADSL almost OK for some.

- home or SOHO
- maybe some small businesses
- but not for business grade VoIP – same for any contended service with no QoS mechanisms

selling solutions.

- staff training
- pre sales technical support

 storm



# VoIP

## the way forward.



Convergence Bill (next slide)

interconnect (next slide)

broadband

lowering cost of bandwidth while boosting usage

MS, Skype, VoIP Buster, "garage app" wizards

– Do not ignore these guys!

IP Video Conferencing

VoWiX

presence / IM

mobile Convergence (BT's Bluephone project)

open source vs Microsoft battle to continue

NBIC... (more shortly)

# VoIP

## the way forward.



takes Telkom PSTN out of the equation! 😊 😊

big win during Convergence Act hearings

- thanks ISPA for the nudge!

here **storm** aims to

- connecting networks
- get medium/large vans to market with a working VoIP model instantly
  - sales support,
  - installation support,
  - billing and routing,
  - 2nd level support etc.

good for us as it builds on-net community 😊

- but introduces competitors! 😞

# VoIP

## NBIC. mental telegraphy?



“In about 20 years, conventional telecommunications will cease to exist and ambient intelligence will take its place.

... the next global IT buzzword would be NBIC (**nanotechnology, biotechnology, information technology** and **cognitive science**) convergence, which essentially means ICT will be seamlessly integrated into everything around us.”

British Telecoms (BT) futurist Ian Pearson,  
addressing the Futurex 2005 conference in Sandton via a  
live satellite link  
May 2005.

# VoIP

thank you!



Dave Gale

+27 21 442 4200

daveg@storm.co.za

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