# **VoIP and Mobility**

### Marie-Paule Odini

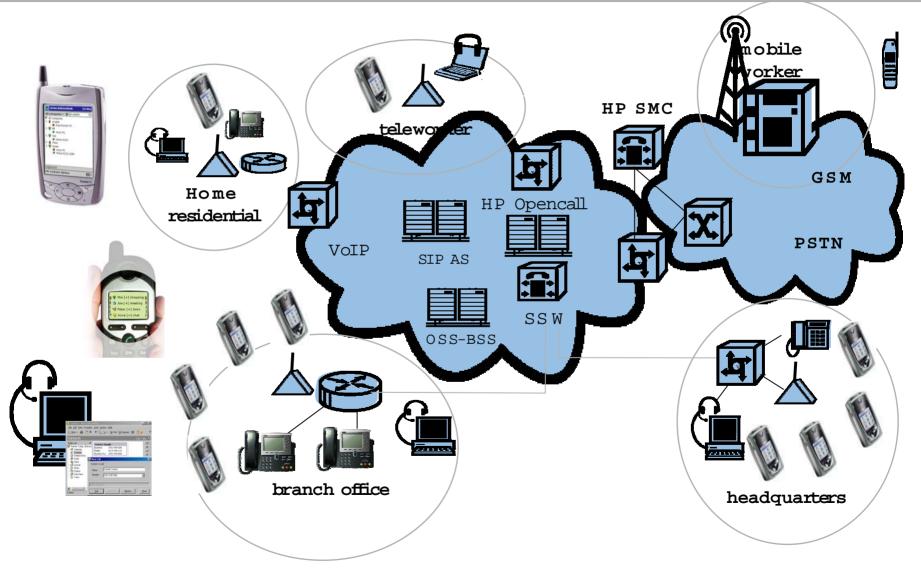
VoIP Program Manager Hewlett-Packard





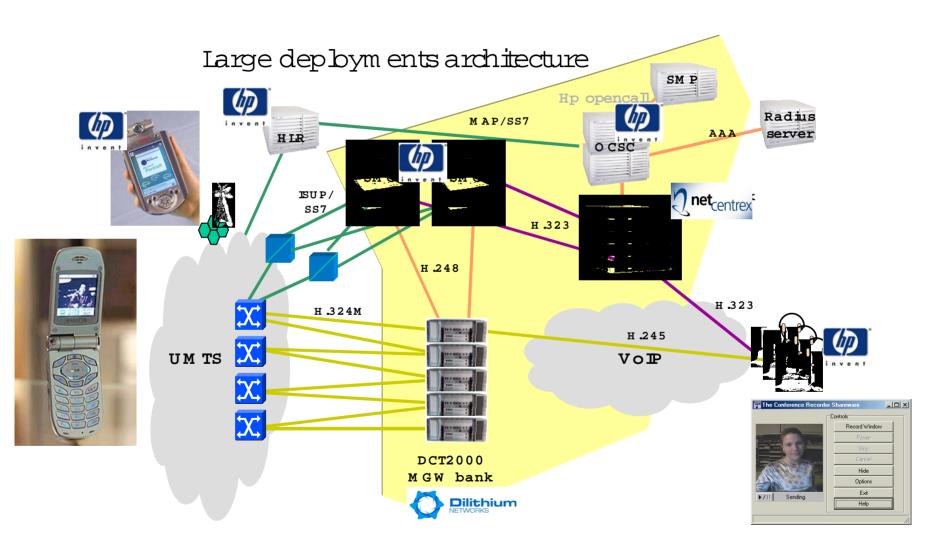


## **Hp Bridges Mobile & IP**





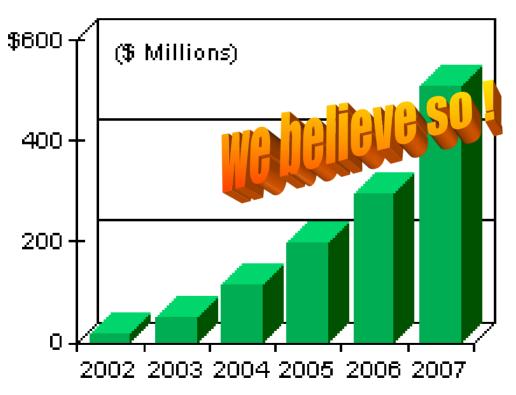
## Video mobile - IP





## Market: Voice over WLan

#### U.S. Voice over WLAN End-User Revenue Forecast



Source: In-Stat/MDR 3/03

# Market: New applications & HP WORLD 2003 Coverage will drive adoption of the control of the cont

# PWLAN Adoption (# of users)

#### PHASE 3

Widespread use by enterprises and consumers

#### PHASE 2

Enterprise User (Mainstream) and consumers emerge

PHASE 1
Enterprise
Users - Early
Adopters

High-speed access for data downloads and Mobile Office applications.

Mobile professionals, field agents, and other vertical workers rely on high-speed access for Mobile Office and enterprise-specific applications.

Consumer use of PWLAN is driven by convenience and the availability of WLAN-enabled devices and some value-added contents.

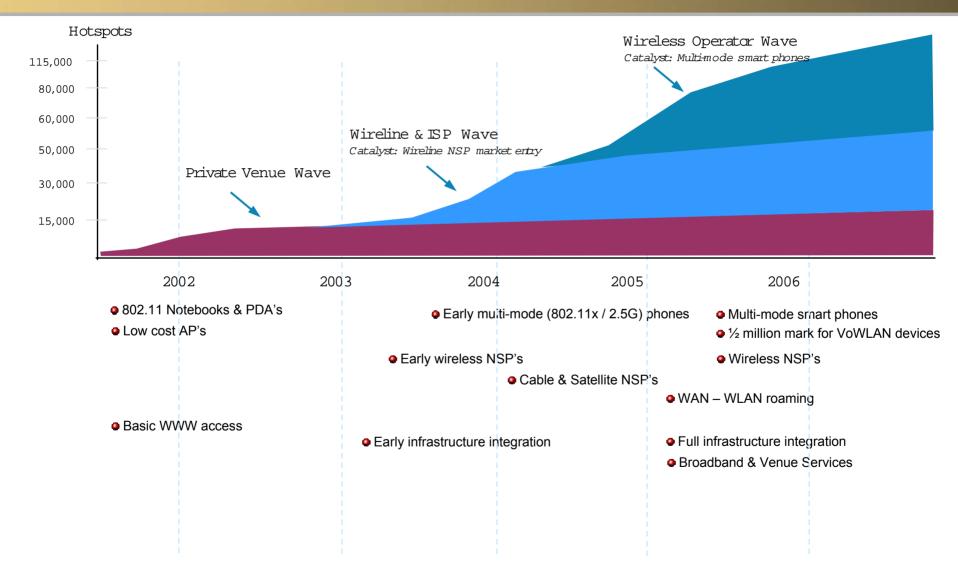
Business demand is driven by the increased efficiency and productivity through the use of PWLAN.

Consumer demand is driven by convenience and the wide availability of value-added content, applications, services, and different high-end devices

#### **Time**

# Market: PWLAN Market Timeline: 3 Waves



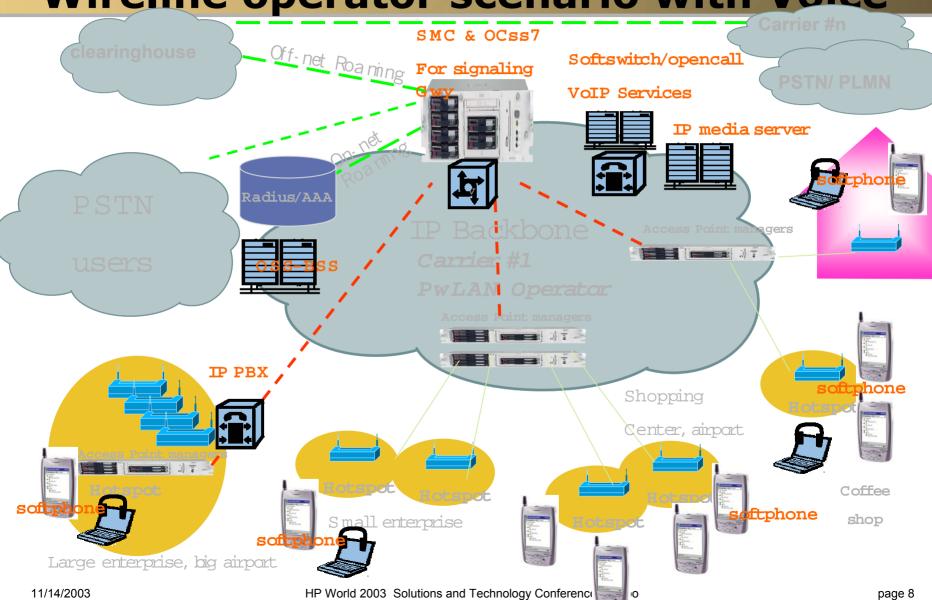


## Wifi for Voice

- 802.11b operates at 11Mbps (8 times faster than most DSL & cable modems)
- => With one handset: ie laptop, iPaq (pda) or any IP-802.11 enabled phone (ie Cisco, mitsubishi) ... you can do Data/Video & Voice!!
- VowLAN handset shipments will grow from 20,000 last year to 500,000 in 2006 (In Stat/MDR)
- VowLAN handset market will reach \$250million in revenue in 2006.
- 802.11i proposes some Qos & VoIP enhancements
- 1<sup>st</sup> phase NOW: in the corporate, house or venue (airport, coffee, shopping center) = extension of IP phone
- 2<sup>nd</sup> phase : with QoS/security/roaming-handover 2005



## Wireline operator scenario with Voice

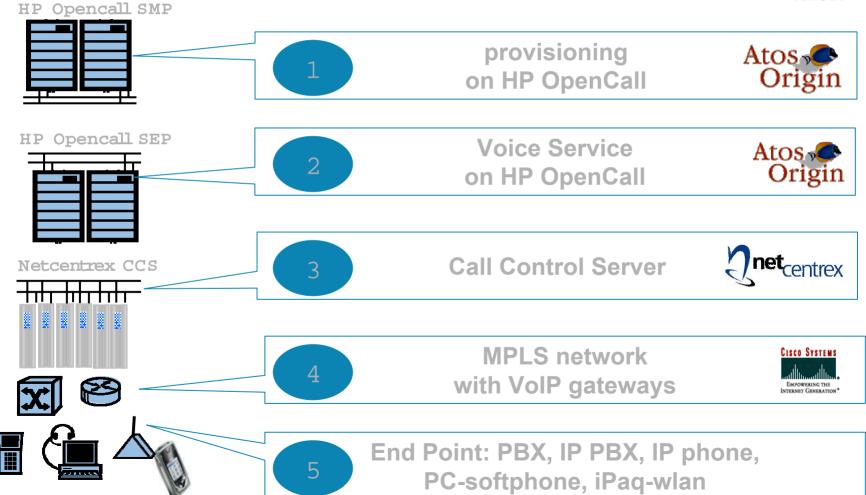




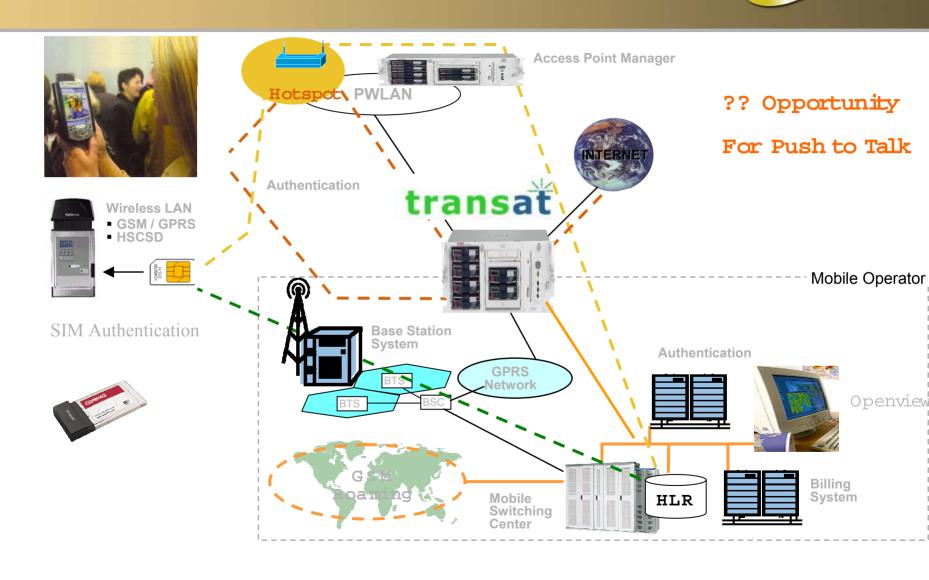
## **VoIP VoIP Components**







# Wireless Operator scenario P WORLD 2003



# What HP Provide for VoIP wlan?



#### Enterprise customer

- hp access points ProCurve
- hp access cards
- hp secured wifi iPaq
- softphone h323-sip-mgcp (with partner eyePmedia)
- -IP PBX on HP HW (Cisco, Mitel) supporting wifi, HP procurve and integrated with HP VoIP service provider VPN-IP centrex), IP call center on HP HW (cisco, netcentrex)
- HP Openview for management

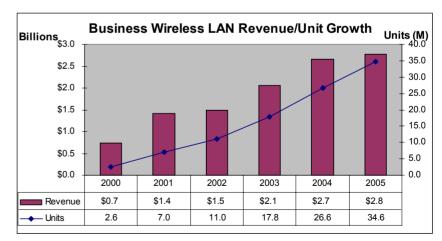
#### Service Provider customer

- wireline: VoIP services (residential, enterprise VPN-IP centrex, PSTN-IP interconnect), IP media server, OSS-BSS, partner IP PBX & IP call center on HP HW, partner softphone ...
- wireless: IP Push to Talk, IP presence
   management ...







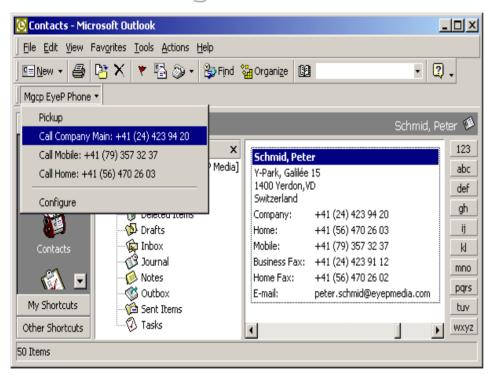


Source: In-Stat, July 2002

# Softphone: SIP, H323, MGCP - PC or iPaq



Outlook integration



Stand alone on PC oriPag



## **Services**

- Services to Business customers
  - Voice VPN
  - Web collaboration, Video conferencing ...
  - IP centrex
  - Location based services
  - Mobile printing (?)
- Services to consumers
  - Voice on home bill
  - Personal profile, directory ...
  - Video , internet ...
  - SIP based services : presence, IM, SMS to IM ...

# Value of hosted value added services



- Global view network, service, users
  - Benefit : management, features, business model
- 1) management
  - Centralized provisioning with user customization -> best of both worlds (one 'operator' control point + user control)
  - Centralized monitoring —> facilitate problem isolation
  - Centralized billing -> facilitate consolidated fixe-mobile-multi application

#### 2) features

- Optimized routing: least cost, on-net/off-net, gwy load -> optimize network use + service cost
- Convergent platform with Opencall service platform (ie same vpn for voip or mobile)
- 3) business model
  - Portfolio of applications with try and buy model
- Cost benefit
  - Shared cost, multi-tenant solution with security, cost
  - Outsourced maintenance cost -> reduced Opex
  - Reduced capex
- Investment protection, roadmap, tco, flexibility
  - Evolution driven by multiple users with common needs
  - Possibility to combine centralized & on site applications (ie VPN, IP centrex, IP PBX)

## **Key hp differentiators**

#### HP end to end solution

 end-to-end solution – validated by HP - ready to operate with REAL experience on VoIP deployment, partner qualification & integration

#### HP Product assets

 HP carrier grade servers and HP OpenCall (carrier grade, proven, number one ss7-sigtran-sip, hundreds of customers/roadmap, scalable, unix-linux, effective centralized provisioning) with references in Voice Over Packet

## HP support

www telecom expert support for end to end solution

## HP partner strategy

 ww contracts, HP drives roadmap, checks partner financials, early access to HP release, co-selling

## **Voice over Packet customers**



- Equant -ww (france/US) ATOS/NetCentrex VoIP
   VPN
  - => Ranked today as the best quality VoIP ww network & service
- Fastweb VoIP residential, VoIP VPN, freephone
- Intraconnect Greece Interconnect (SMC)
- Hanaro Korea VoIP VPN
- WIND Italy VoIP VPN-IP Centrex
- NEC Japan VoIP deployment on Opencall
- Portugal Telecom Portugal PTI ICW
- France Telecom, Orange, Tiscali France HP interconnect (with Opencall ss7)
- KT & SKT Korea VoIP deployment
- French cable

# HP and Starbucks – largest wlang WORLD 2003 802.11 deployment







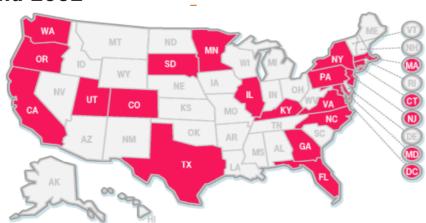


T-Mobile customers

Only \$39.99 per
month for T-Mobile
HotSpot service

Starbucks, T-Mobile and HP announce global rollout of the country's largest, high-speed wireless network after 500-store pilot proves successful.

World's largest coffee chain says 2,000 stores to have 802.11b highspeed wireless Internet access available for customer use by yearend 2002



+ 50 shops in UK



# Thank You



Interex, Encompass and HP bring you a powerful new HP World.





