

Case Study – IP Telephony Selection Process

Itica lead the technology and market assessment for the Voice requirements for an existing client.

The Discover and Define stages of the Itica process were used to ensure the client selected a Voice technology which would meet their current and future needs.

Benefits Delivered

- > Global Voice Strategy defined
- > Business requirements established
- > IPT Technologies reviewed
- > IPT Manufacturers shortlisted

Situation

Our client is a global business-to-business services company headquartered in the UK with sites in 27 locations around the world.

Having previously delivered a global WAN solution for the client, Itica was requested to assist the client in choosing a Voice technology solution to replace the ageing system at the London Head Office.

The solution needed to meet the requirements of the Head Office and also form the basis of a global technical standard which could be rolled out to the client's other locations.

The client's offices are increasingly working together and the business requires a platform to provide a consistent set of messaging and collaboration services.

Actions

Using the Discover and Define stages of our process, Itica worked with the CIO, key business stakeholders, and IT staff to establish the business and technical service requirements and the current status of the Telephony services.

The key requirements established were to:

- > Replace the existing system on a like-for-like basis.
- > Form the basis of a broader initiative to provide a global Unified Communications and Collaboration toolset.

Once the business and technical requirements had been established the next stage in the process was to establish which IPT Technologies could meet these requirements.

IPT Manufacturers Considered

- | | |
|---------|----------|
| > Avaya | > Cisco |
| > Mitel | > Nortel |

The Itica Process

- > **Discover**
Document the business drivers and risks together with the service, organisation and cultural contexts.
- > **Define**
Agree the business, service, commercial and governance criteria to be met.
- > **Decide**
Select the best solution and supplier.
- > **Deliver**
Transition and monitor performance.



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IPT Technologies

A core tenet of the business vision of the client is to operate as "One Firm" globally. The client was therefore seeking an IPT technology manufacturer who could deliver:

- > Longevity and success in the IPT and UC and Collaboration market and a credible and sustainable investment plan
- > A flexible systems architecture and design that can scale to provide the basis of a reliable and cost-effective solution for non-UK locations
- > An integrated Unified Communications feature set which could form the basis of a broader collaboration service

Itica reviewed the market and established that four manufacturers could meet these requirements effectively:

- > Avaya - offer "open" standards and the ability to integrate technologies from other vendors.
- > Cisco - can deliver a LAN/WAN/IPT end-to-end technical solution.
- > Mitel - is a leading supplier to the professional services market.
- > Nortel - has a strategic relationship with Microsoft.

IPT Manufacturers Considered

- > Avaya
- > Cisco
- > Mitel
- > Nortel

Each manufacturer was approached and all agreed to participate in the selection process.

Selection process

Itica created and issued a Request for Information (RFI) to the four manufacturers.

The RFI focused on the features and options available within the core system and included the approach to security, system reliability and availability, and scalability to provide a global solution. It also examined the strategy for Unified Communications and how each manufacturer addressed Presence, Instant Messaging, Unified Messaging (email, voice-mail, text, fax), application sharing and video-conferencing via a single user interface.

The manufacturers presented and demonstrated the solutions and the evaluation team scored each solution against an agreed set of criteria.

Selection Criteria

- > Governance
- > Assurance
- > Technology
- > Commercial

Results

The evaluation resulted in two manufacturers being eliminated from the process and two manufactures being asked to submit detailed designs and commercial propositions.

