ISP VOIP Issues and Opportunities
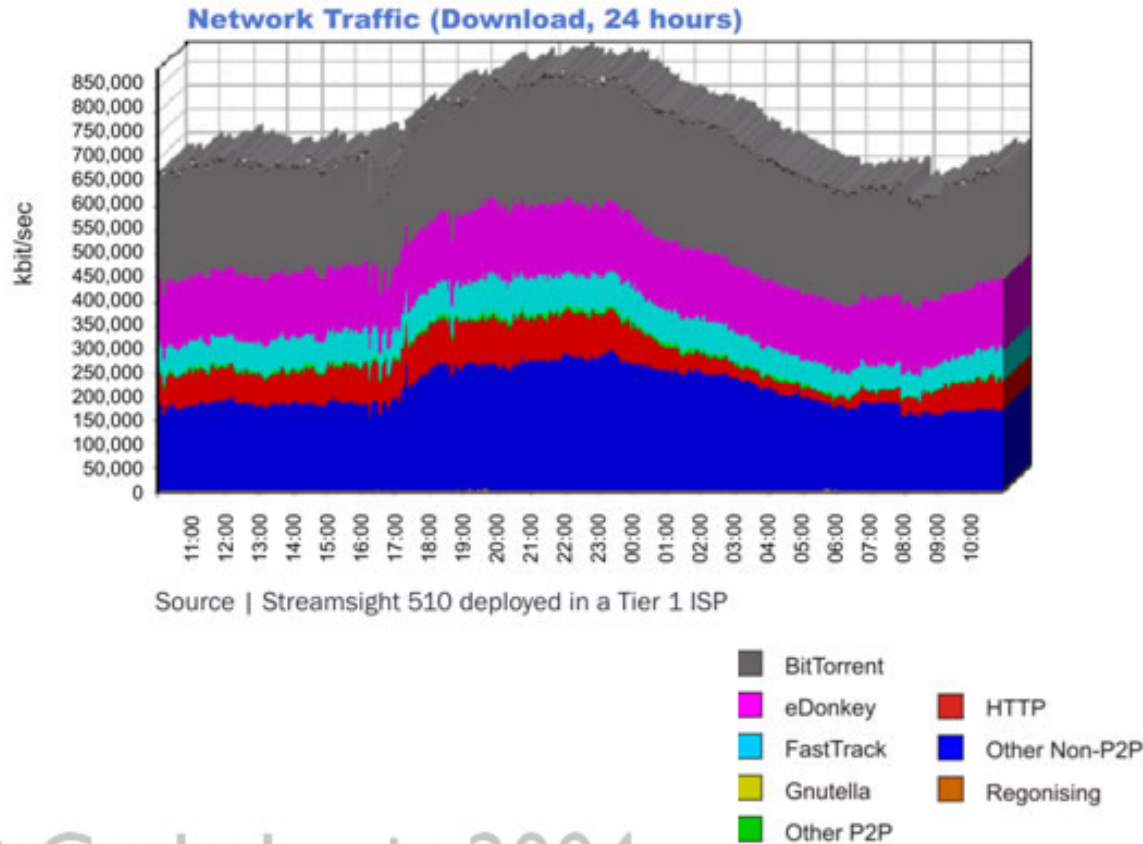
UKNOF Meeting 25/05/05
Tim Brooks

Cimol Technology
Delivering Innovation to the World of IP

What's On Your Network?

Network Traffic (Download, 24 hours)

Source | Streamsight 510 deployed in a Tier 1 ISP

Legend:
- BitTorrent
- eDonkey
- HTTP
- FastTrack
- Other Non-P2P
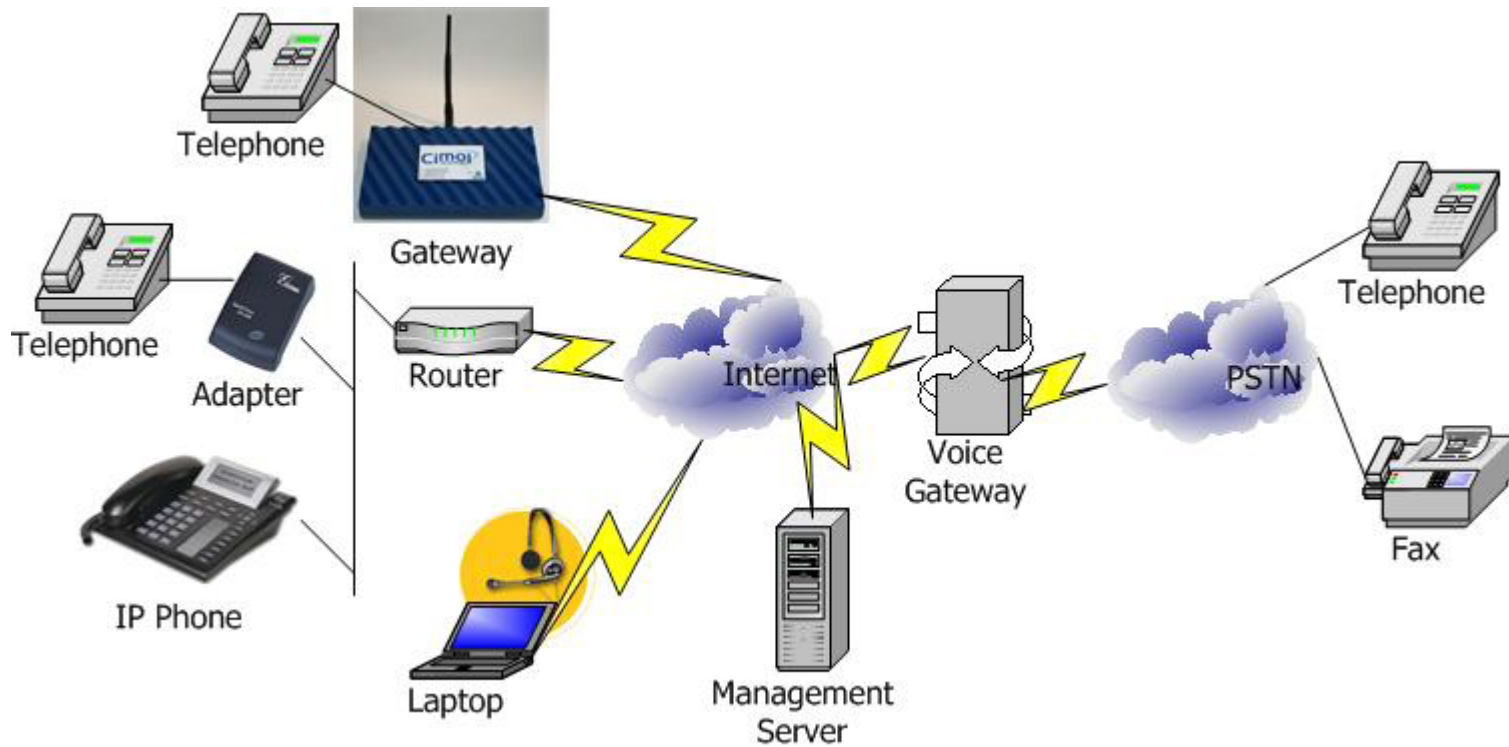- Gnutella
- Regonising
- Other P2P

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Facts

- VOIP is here!
  - your subscribers are using it.
- It's going to break:
  - Your business models
  - Your networks
  - Your customers
- You can't fight it so join it!
  - Make revenue, don't just accept cost and reduced margins

Reference Model

Headset or Handset?

- Headset
  - Ties you to your computer.
  - Useful "On the Road"
  - Emphasises IT system
- Handset
  - Traditional Approach
  - Intuitive Interface
  - Service Expectation

Adapter/IP Phone or Gateway?

- Adapter/IP Phone
  - Management devices on a LAN
  - NAT, etc.
  - Traffic Management?
  - Power Supply Proliferation!
- Gateway
  - Managed at the edge
  - Traffic Management

Managed or DIY Service?

- Customer:
  - What is your customer expecting Versus what are you offering?
  - What can the customer break?
- What can you do today:
  - Usage based/variable billing?
  - Remote Management

To be or not to be a Telco?

- What is C7/SS7?

- Insource:
  - Number Ranges
  - Gateways
  - Feature Sets
  - Capital Outlay
  - Competency

- Outsource:
  - Service Model
  - IP Peering
  - Revenue
  - Expertise
  - Scalability

- Commodity/Longevity of Gateways?

Other Issues

- The Protocol Debate?
  - SIP/H323/MGCP/Codecs
- Network Optimization
  - I-Mix/MTU Utilization
  - Synchronous/Asynchronous
- The 999 Debate?

Other Opportunities

- Reduced Churn
- Upgrade
- Multi Site Sale
- Other "Pay as You Go" Applications

THANK YOU!

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