



Welcome to the Newsletter of SpliceCom Australia

IP Telephony Features, Functionality and Profit

Voice over Everything!

-Is it more than just alphabet soup?

Voice over Everything (VoE) is the incorporation of voice into desktop applications. It is more than just using the same network, but taking convergence to the next level. We are doing more than just combining networks into one, we are leveraging this converged platform so that applications complement each other in the most logical and functional way possible.

VoE is evolving in a similar way to that of the web. A few years ago the web was a place to go to search for knowledge or directions. But when "hyperlinked" applications converged with internet communications it instantly became an essential and integral part of our business day.

"Today we dial; tomorrow we click," said Geoff Johnson, research vice president at Gartner. "Voice will be embedded in everything and mobility will be crucial. Calls will be made by clicking through a document or an email rather than dialling a number."

The current trend of voice embedded in IT applications, according to Gartner Group, will take most chief information officers (CIOs) by surprise. It is expected to fundamentally change the way voice communication is used in the workplace. Gartner says half of all IT applications will have voice services "within two years".

"Business owners and CIOs need to evaluate IP telephony and prepare themselves for VoE," advised Mr Johnson. "They need to become aware of the way that voice is becoming embedded into their mainstream business applications such as email, ERP and voice-escorted web browsing to aid customer transactions. Similarly, IT application developers must be flexible and prepare as they will increasingly be asked to include voice in their applications."

SpliceCom Australia is working with a number of enterprise solution developers to bring VoE to a reality now. Not in two years.

Martin Petersen, CEO SpliceCom Australia

Editorial

Thank you for the tremendous response to our first Newsletter. It was indeed gratifying to get such good comments and enthusiastic feedback.

After the traditional Christmas/New Year holiday period everyone is slowly returning with their New Year resolutions. Is your New Year resolution to be more successful and to make more money this year? We will can help you succeed with your New Year Resolution.

I guess you have heard of Voice over Internet protocol (VoIP), but have you heard of VoE? Well it is Voice over Everything. In fact Communications is going to become so important that it will demand a Board position. (See our article "What's your problem")

In this issue we have included details of our February Roadshow (see "Centre Stage") and an interesting customer testimonial (see "A Battle to be Won") and a section with some innovative "Tips and Tricks" taken from our Reseller Forum on the web.

We wish you have a Happy and Prosperous New Year.

We Like Customer Testimonials

A Battle to be Won by Ray Shaw

In the red corner we have the traditional phone system providers; in the blue are computer retailers and network support companies. At this stage, both have equal rights to claim this emerging space but VoIP logically sits more in the IT networking domain than that of the phone suppliers. However, like the multimedia convergence battle, will the IT industry lose another market it is best equipped to service? The problem is that when businesses want to buy a phone system they go to the phone guys. They don't overcomplicate things - it is handsets, existing wiring and PABX/key systems. Sort of white man's magic - it just works and they charge accordingly.

When talking about VoIP (which really means overlaying voice on your local or wide area network) IT people still seem to think it is about quality of service (QoS), switches and routers. They forget that to the average user a phone is just a phone. All you use it for is to make calls!

I took the headlong dive into VoIP (a company I chair has offices Australia wide) and it was the easiest and coincidentally the lowest cost route to take. The journey began by contacting traditional phone companies such as NEC, Samsung, Panasonic and then the newer IT based suppliers like Mitel, Avaya, Cisco, SpliceCom and a few other contenders.

Being IT savvy I knew that all these offerings would replace my aging PABX/key system and allow for VoIP (read no cost) access over our VPN to the other offices. Anything else was a bonus.

Quid Pro Quo in 2006

Continuing our national expansion and strength in numbers it's only natural that SpliceCom Australia would now seek to reinvest in our community stake holders.

During this year we will offer a rare and golden opportunity to local TAFE and University "rising-star" Telco students. Each month a chosen nominee will receive an invite to attend a sponsored 3 day accreditation training course – only one place per course is available.

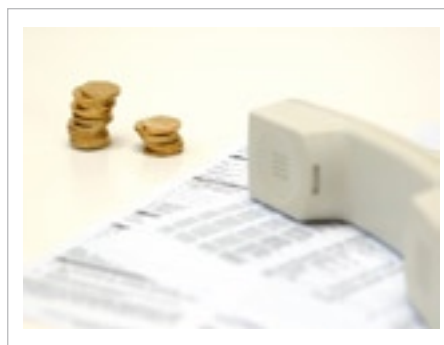
Not only will this seed and propagate the future of VoIP in Australia, but it will also offer an individual the opportunity to step up into the Telco industry through workplace experience and technical know how.

If you currently know of "shinning lights" and "budding stars" attending such TAFE courses in QLD, NSW or VIC please contact us on the numbers as shown in "Contacts".

By David Rowden, Account Manager Qld, SpliceCom Australia

The response from phone companies was similar with expensive solutions based on lots of hybrid hardware, reasonably high installation costs and a promise of 'she'll be right mate'. There was little to differentiate. Most did not know what I was talking about when I asked for a total IP environment using my existing VPN and many tried to talk me out of pure VoIP.

We settled on a lesser known UK-based company called SpliceCom for reasons that may make a computer reseller happy. They understood IP, they treated the phone system as part of the LAN/WAN and ran it on pretty open standard Linux-based hardware that is infinitely more flexible.



To say the solution was elegant, cost-effective and simple would be an understatement. In each office we placed a 1U rack-mounted IP call server, connected it to our WAN, plugged in IP phones or no-cost software phones running on PC, Mac or Linux workstations, opened up the browser-based configuration tool and got the system running internally. It took less than a day for 60 staff to be able to dial each other.

The next step was to connect the ISDN On-Ramp (BRI) or PRI cables that ran to our old PABX/key systems. We were up and running without downtime or angst. As we get to know the software we are enabling more and more features and I truly believe this is a product that should have traditional phone companies shaking in their boots because it is so simple and so flexible. There are two keys to selling VoIP. First, invest some time in studying the technology, go to a training session and maybe install a small system in-house. A few grand will cover it.

Then data mine your clients and approach any of them who has remote offices (anyone with a WAN or VPN) or anyone that wants to offer a hot-desk environment for telecommuters. All you have to say to potential clients is that they can have all the functionality of a normal phone system and they can wrest control of the white man's magic back from a telecommunications industry that has relied on proprietary solutions to make higher margins than the IT industry.

What's the Problem?

Combining technology stalwarts such as POTS and IP is a sure way to ignite change and VoIP is already transforming the business landscape. Communication costs are down but customer service levels are up. Workers are staying at home but operating more cohesively than ever. The barriers between 'customer-see' and 'customer-do' have been reduced to a single click.

Cost savings are always welcome and are easily communicated but possibilities are opening up on every business front. So how do you help your clients understand that the savings are just the beginning? That the real value is in re-thinking the operation, collapsing old processes, rolling up duplicated infrastructure, increasing flexibility and easing the way for innovation?

If ICT was ever needed in the Boardroom the time is now but, unless you double as your client's management consultant, your attempts at a deeper and more strategic relationship may meet with skepticism. (In the final analysis, you *are* the vendor.)

One way around this is to put the question 'What's your problem?' Then, after some serious note taking, creative thinking and a discussion with SpliceCom Australia, take back an eye-catching solution. And don't stop with the ICT Manager. Get a copy of the organizational structure. Ask Human Resources, Finance, Sales & Marketing: 'What's your problem? What's your problem?'



Maximiser is an open system, a problem solving platform developed with the full gamut of business challenges, opportunities and skills in mind. Let it loose on problems like these:

- ❖ School teachers need more time with students, but more time communicating with parents too
- ❖ A hotel chain must cut housekeeping costs but increase guest satisfaction at the same time
- ❖ An aged care facility is welcoming to families but must maintain security
- ❖ An emergency response team needs to convene a conference and it has to happen *now!*
- ❖ A business professional must be increasingly mobile but can not relax on record keeping

SpliceCom Australia are geared to support you in the resolution of your clients' business issues. When you make your customer's problem our problem our R&D and scripting teams devise a way forward that includes low-cost (or no-cost) advice and development. And when your solution solves problems the length and breadth of an industry, why stop with one client?

Next time your customer asks for a quote, set your sights on their business strategy. Ask 'What's your problem?', then talk to SpliceCom Australia. We are here to support you in your role of trusted business advisor.

By Kim Prince, Research & Development Manager, SpliceCom Australia

A couple of "Tips & Tricks"

Partnering your mobile phone to **maximiser** couldn't be simpler. It can be a remote extension on your system or it can ring at the same time as your office extension...you won't have to remember to transfer to your mobile again.

Also when you receive a call on your mobile and find out you need some information from the office or to transfer to someone else simply dial *******. You will then hear a dial tone. Phone anywhere or anyone! It can be an extension or an external number. If you want to transfer hang up the mobile. Or to get the caller back dial ******* again. The call can be parked or you can transfer into a meet me conference. You don't pay for the second call and once transferred the mobile call is ended.

Also, if you use "follow me" to ring both the mobile and your extension, should you answer on the extension your mobile ceases to ring and therefore there is no call cost.

These are standard features on SpliceCom **maximiser**

By Gregory Roberts Senior Technical Assistant, SpliceCom Australia

You Want to be "CentreStage" Don't You?

William Shakespeare wrote "All the world is a stage and all the men and women merely players". Sometimes the roles we play go unrecognized and there are those seemingly rare moments that we grab our "fifteen minutes of fame" and take CentreStage. At SpliceCom Australia CentreStage is not just a destination or location, it is a goal to strive for, and for the achievers, a position to be revered.

CentreStage is the philosophy behind everything we do at SpliceCom from product design, support, training, R&D, even third party product integration. We put the resellers at the heart of our thinking so that you can perform for your clients CentreStage.

Firstly we are committed to limiting the number of Resellers in the Australian market. We want our Resellers bids to have a clear differential to their competitors. If everyone proposes the same solution with the same product then they are all just part of the same chorus.

If you would like to learn more about our CentreStage philosophy and how, as a SpliceCom Reseller, you would be have a noticeable and exceptional market advantage, then your chance will be in February 2006. This February SpliceCom Australia will embark on its most ambitious road show to date in Brisbane, Sydney and Melbourne, appropriately titled CentreStage.

This production will showcase our key product the maximiser IP PBX system and we will demonstrate how everyday business applications, involving either hardware or software, can be more powerful when integrated with a true IP telephony platform.



CentreStage is also about how we intend to care for our Resellers and how our Australian Research & Development team provides local solutions and deliver practical business applications to Australian markets. SpliceCom encourages its Resellers to be part of this process because no one knows your customers better than you do and it is real market advantage to deliver a solution back to a customer that you have had a part in developing.

So join us Centre Stage this February. Time & date information is listed below and venues will be finalised shortly. You can email us at centrestage@splicecomaustalia.com to reserve your seat. Reservations are essential as we were embarrassed at our last road show in some states it was standing room only.

- Sydney - February 14th, *Registration 8.45 for a 9.15 start*
- Brisbane - February 16th, *Registration 8.45 for a 9.15 start*
- Melbourne - February 20th, *Registration 8.45 for a 9.15 start*

By Craig Walsh, Account Manager NSW, SpliceCom Australia

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Try our new improved support numbers:

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Offices also in London & Hong Kong

Remember we are the only



IP PBX solution able to run on Apple.

"CentreStage" comes up in February... but if you cannot wait to learn more about this amazing product (*or more importantly want to start making money now*) then ring Craig Walsh on 02 9922 0969 in NSW, Dave Nguyen on 03 9038 5120 in VIC, David Rowden on 07 3237 7920 in QLD or Email info@splicecomaustalia.com