

## **Taking Stock - Pitting VoIP Against POTS**

By Pat O'Hara

Conquering new technologies is not an easy task especially when the incumbent technology has been around for ages. Pitting VoIP against POTS in this time of bandwagon jumping sounds great in theory, but to make it work as well or better than the legacy circuit becomes something of a challenge.

### **Voicing the Problem**

Why are VoIP deployments difficult and subject to high failure rates? To start, let's look at the obvious: POTS Quality of Service is unwavering. It's crystal clear and reliable. VoIP's QoS on the other hand is not particularly stable or jitter-free unless the proper mechanisms are in place. POTS runs on mature TDM technology with separate voice and data networks. VoIP travels on evolving packet technology that supports voice, video, and data all on the same network.

### **The Customer Speaks**

Since bandwidth is shared for voice, video and, data services, unless it is managed properly to divvy out the suitable amounts for voice -- transmissions will be jittery and certainly not high quality. Implementing a Traffic Prioritization methodology that supplies and adjusts bandwidth to match what is needed to provide QoS services is critical for VoIP success. In order for Traffic Prioritization to be effective, however, it requires accurate inventory data providing an end-to-end resources view.

Another key aspect for VoIP success is Oversubscription Management-- keeping the optimum number of subscribers relative to network capacity. The sheer volume of new VoIP customers can be overwhelming and there needs to be a process to ensure that additional network capacity can be ramped up seamlessly when needed. Oversubscription Management ensures that a network is not being over burdened with too many users. Oversubscription Management also requires accurate inventory data to make it happen.

The Customer experience is an additional area to manage and enhance with VoIP. Much like cell phone plans, VoIP offerings to customers will continue to evolve and change. As VoIP plans take on new coverage territories, pricing will fluctuate and more high-end services will be added. This means information should be updated and available real-time to reflect changes for operations, service catalogs, and pricing. This customer-based information will practically guarantee error-free provisioning.

# Pipeline

Knowledge is Power.



**Business Operations Architects**



## **Envisioning Success**

The way to get VoIP on your side is fundamentally simple: solid Resource Management and Service Management of which Oversubscription, Traffic Management, and Provisioning are subsets. Using a robust OSS to share information across the business in a purposeful way delivers the all-important Enterprise-wide vision. This vision looks past conventional thinking and offers comprehensive Resource and Service Management abilities. The crux of this vision is Inventory Management as it fuels the entire system with data that integrates into other business operations' components to keep a network and its customers working at full speed.