Applications Convergence: Past, Present, and Future

Larry Hettick
Vice President, Wireline Solutions
Current Analysis
larry@larryhettick.com

Webtorials

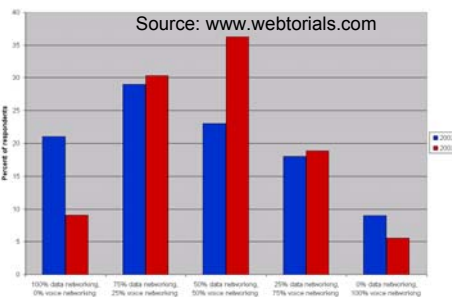# The Present (2000-2004)

Data Services
- IP VPN
- Instant Messaging
- Introduction of Presence
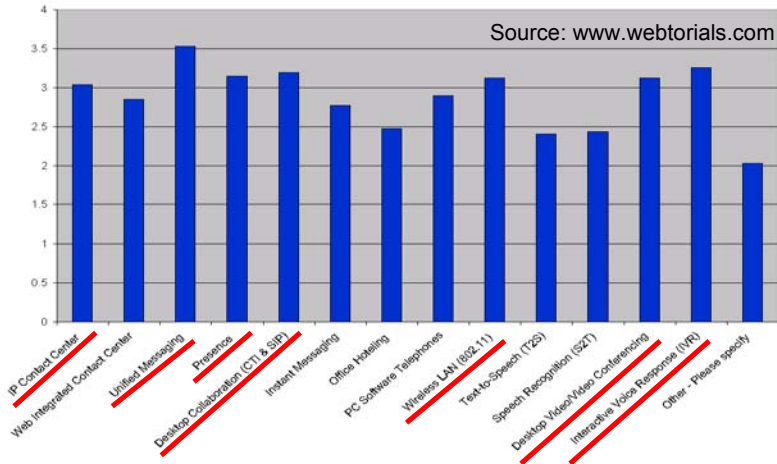- Wireless (802.11)
- Web-Based Interfaces

Voice Services
- VoIP
- Web-Based Interfaces
- IVR/Speech to Text
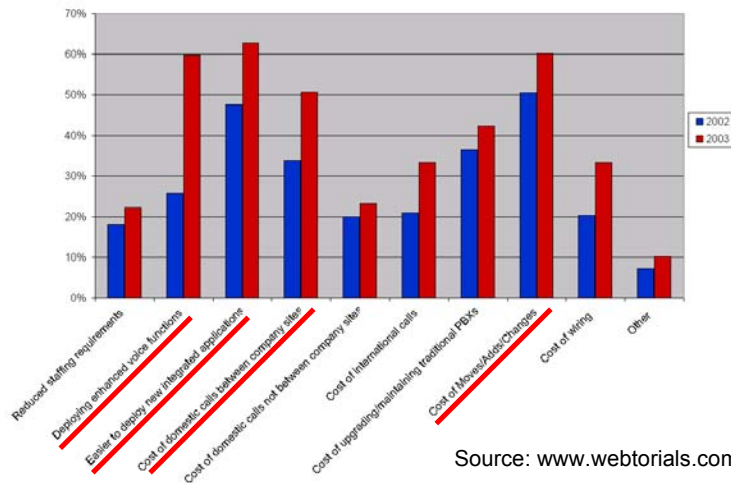- 2.5 G, 3G Enabled and Integrated

Video Services
- Video-over-IP
- Web-Based Interfaces

Source: www.webtorials.com

The Present:
Communications Applications

Source: www.webtorials.com

Making the Business Case for IPT

Source: www.webtorials.com

My Prediction

"Within the next three years, applications convergence will change the way we do business more than the combined effects of voicemail and email."

- Larry Hettick, 2004

Technology Building Blocks of Applications Convergence

| IP | The foundation for networking |

Technology Building Blocks of Applications Convergence

IP	The foundation for networking
SIP	Enables the Application to dynamically adapt to the device you're currently using; provides multimedia, concurrent session control

---

Technology Building Blocks of Applications Convergence

IP	The foundation for networking
SIP	Enables the Application to dynamically adapt to the device you're currently using
XML	Universal format for data exchange

Technology Building Blocks of Applications Convergence

IP	The foundation for networking
SIP	Enables the Application to dynamically adapt to the device you're currently using
XML	Universal format for data exchange
Web Applications Middleware	Provide standard interfaces to Enterprise business systems (e.g.. J2EE, .NET)

Experiential Building Blocks of Applications Convergence

PSTN	Voice features continue to be used

Experiential Building Blocks of Applications Convergence

PSTN	Voice features continue to be used
CTI	Not your father's screen-pop

Experiential Building Blocks of Applications Convergence

PSTN	Voice features continue to be used
CTI	Not your father's screen-pop
SBR	Skills Based Routing

Experiential Building Blocks of Applications Convergence

PSTN	Voice features continue to be used
CTI	Not your father's screen-pop
SBR	Skills Based Routing
Network Device Integration	Unified Messaging becomes Unified Communications Portal

---

The Future Enterprise IT Model
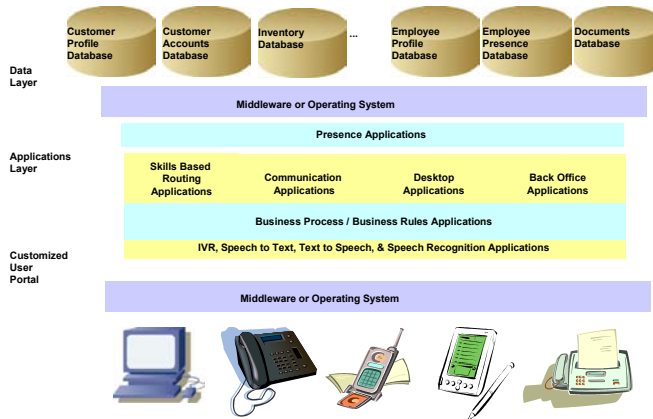
From the Present to the Future

What is:

- Converged Network: IP
- Unified Messaging
- Videoconference over IP
- Speech-Driven IVR
- QoS, Security Solvable
- Wireline + wireless Ethernet
- Cellular = Multimedia (limited)
- Web-Based Interfaces
- Instant Messaging + Presence
- Voice = people to people conversation

Becomes:

- Converged Applications
- Unified Communications Portal
- Video/IP to room, desk, phone
- Speech to Text, Text to Speech
- QoS, Security Solved
- Wireless Ethernet dominance
- Cellular multimedia dominant
- Web-based applications integration
- User-defined "reach me"
- Voice = people to people AND people to applications conversation

---

Resources

- www.webtorials.com
  - Applications Convergence Technology Backgrounder
  - VoIP State of the Market study
- www.nortelnetworks.com
  - VoIP Business Case Modeling Tool
- www.nwfusion.com
  - Convergence Newsletter