

## **Latest VoIP Solutions Provide Enterprises with Flexibility to Transition to All-IP Environment**

Enterprises are seeking solutions to simplify the complexities inherent in convergence, migrate to IP at their own pace, do more with less, realize more than cost savings from VoIP, and get more than a pipe.

Global Crossing employs a flexible approach to delivering converged IP network solutions to enterprise and government organizations, as well as the carriers that serve them. The migration from a customer's existing legacy network service environment is paced in precise alignment with the needs of the business. Future proofing the network and protecting the customer's investment underpin the value proposition we offer with our suite of converged IP services.

We're moving forward as a leader in our space with enhancements to our IP services, specifically our Enterprise VoIP portfolio. Global Crossing VoIP On-Net Plus Service for instance is the industry's first fully integrated, network-based voice Virtual Private Network (VPN). It enables the migration of a customer's existing legacy network service environment, while addressing the growing needs of their business.

VoIP On-Net Plus empowers enterprises to reap the immediate advantages of IP convergence with existing infrastructure and without disrupting their existing voice VPNs. Advantages include implementing voice VPNs using a single dial plan, which end-users can easily manage through Global Crossing's online portal, uCommand® for enhanced productivity. Our network-based VoIP services also enable enterprises to achieve lower total cost of ownership as they seamlessly and securely migrate to a converged IP network.

VoIP On-Net Plus is network-based and fully independent of premise-based equipment and indifferent to routing protocols, enabling enterprises to manage a migration to an all IP environment at their own pace. Enterprises can complete calls to their office locations over Global Crossing's worldwide VoIP network, reaching more than 600 cities in 60 countries. Enhanced to support private dialling plans that can range from four to 16 digits in length, customers can also benefit by adding Global Crossing Ready-Access audio conferencing service to their network as an on-net private dialling plan number, enabling them to fully integrate audio conferencing capabilities into their corporate VoIP solutions.

A distinctive feature of VoIP On-Net Plus is our cross protocol routing, providing the customer with increased flexibility and more simplified installation. Our network accepts the IP or TDM call and makes any necessary translations to complete it through the customer's Voice VPN. Calls can be completed IP to IP, IP to TDM, TDM to IP, or TDM to TDM.

Global Crossing is uniquely positioned to deliver Converged IP services. We stand out in the industry because Global Crossing's technology, security, support and control model is a strong differentiator and essential to expanding our customer base. Global Crossing was an early adopter of VoIP – we began deploying Sonus VoIP switches in 1999 and today have the largest global SIP-based VoIP platform. Our wholly owned, fully meshed MPLS-based global IP network operates at five nines of availability and packet delivery. Our VoIP backbone carried more than 26 billion minutes for all of 2005 and exceeded 7.6 billion minutes for the first quarter 2006. The company's VoIP traffic is more than 2.4 billion minutes per month, more than 74 percent of all voice traffic and on track to be virtually 100 percent by year end 2006.



Enterprise business associates can also now enjoy the cost benefits of migrating to a full on-net VoIP solution without implementing a private number dialing plan. Global Crossing's VoIP Community Peering enables communications efficiencies for extranet partners and communities of interest such as supply chains, business partners and affinity groups, and it requires no special provisioning or dial plan management.

For example, a pharmaceutical company that has empowered each regional division to operate independently and manage its own dial plan still experiences a significant amount of intra-location calling. Members of the peering community can call any phone number provisioned as a Global Crossing VoIP local service number, thereby avoiding standard PSTN off-net usage charges.

The peering community includes both internal locations and external parties who are Global Crossing VoIP Local Service customers.

Protecting the customer's investment is also a requisite in selecting converged IP services. Converged IP networks require high levels of transparency, end-to-end monitoring and end-to-end management to achieve consistent reliability and quality for real-time applications," Anthony said. "By gaining such a high degree of visibility into and control over their VoIP network performance, enterprise network managers can maximize the productivity of their organization and achieve lower total-cost-of-ownership efficiencies.

Global Crossing's VoIP Integrity Service captures data in one-second increments, empowering network managers to pinpoint and resolve the causes of VoIP performance and to optimize their current VoIP network configuration and utilization, as well as plan for changes in network design based on current user needs.

Global Crossing's VoIP Services are generally available in most commercial centers throughout North America and Europe. VoIP expansion will continue in markets currently served by Global Crossing's traditional voice services, including Austria, the Czech Republic, Finland, Greece, Hungary, Poland, Portugal and Slovakia. Global Crossing VoIP Services are also planned for Mexico, Hong Kong, Singapore and Australia.

**About the author:** Anthony D. Christie is the Chief Marketing Officer and Executive Vice President at Global Crossing. Christie oversees Global Crossing's marketing organization and its Agent Channel, comprising enterprise resellers and VARs. The marketing organization is dedicated to assessing customer needs, evaluating Global Crossing's position relative to competitors in satisfying those needs, and developing, positioning and managing the products and services Global Crossing offers. As chief marketing officer, Mr. Christie is responsible for product development, product management, pricing, strategic marketing and market development. In his role overseeing the Agent Channel, Mr. Christie focuses on expanding relationships with Global Crossing's Agent partners and developing new ways to support their growth.