



IP Telephony Migration Justification

InfortelSM IP Traffic Assessment by ISI

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approving a project.

*from Building an IT Business Case That Will Sell,
Packet Magazine, Q1-03*

ISI Telemanagement Solutions, Inc. has created a unique service called *Infortel IP Traffic Assessment*, that can help you justify the conversion to an IP telephony system, close those deals faster and ensure that your customer's new system is properly designed. *Infortel IP Traffic Assessment* uses hard data and facts from the customer's current legacy system so you can create a solid business plan using actual Return on Investment (ROI) information. *Infortel IP Traffic Assessment* is economically priced on a per-PBX basis.

Infortel IP Traffic Assessment delivers a written analysis of your customer's traffic, along with supporting reports. ISI collects call detail records (CDR) from the customer for a period of 15 days. Interviews are also conducted with the customer, dealer or Sales Engineer, based on the situation, to better understand the toll-bypass objectives.

Once the data is collected and the interviews are completed, the data is processed. An ISI analyst prepares a written report, customized with the dealer's name, if desired, for the customer. The report provides the following key elements:

- Recommendations of PSTN gateway requirements
- Recommended WAN and toll-bypass bandwidth requirements under various codec and compression scenarios
- Calculated savings, in real dollars, from toll-bypass

Infortel IP Traffic Assessment provides a number of key benefits to the reseller. By using hard facts instead of guesses, you can present a sound ROI argument to the customer. By presenting a better ROI argument, you can shorten the sales cycle and increase your close rate. And, when it comes time to implement the actual system, the analysis will help you better deploy a system that meets the customer's requirements.

How does it work?

ISI will supply the customer with solid-state buffers that will capture call detail records from the customer's existing PBXs. The customer or the reseller will be responsible for connecting the buffers to the existing PBXs. On a daily basis, ISI's servers will dial into the buffers to collect the CDR and bring them back to our Schaumburg, Illinois data center. Typically, we will poll for a fifteen-day period. At the end of the data collection period, the buffers will be returned to ISI.

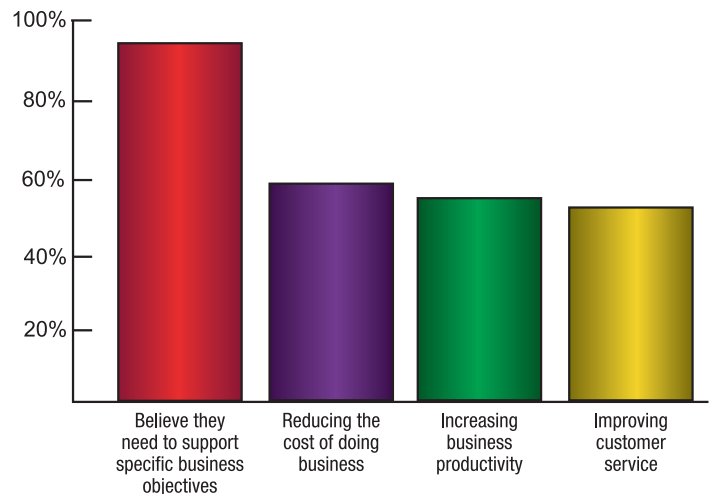
During this phase of the project we will also conduct interviews to get an understanding of the toll-bypass objectives so that we can properly conduct our analysis. Depending on the situation, interviews may be conducted with the customer, the dealer or perhaps the sales engineers. We will document the findings of these interviews so that we may use the information in our final report.

At the end of the data collection, we will process the data through our Infotel Analysis Engine so that we may prepare the report for the customer.

The ROI Equation

Eighty percent of organizations require an ROI analysis prior to approving a project, according to the article "Building an IT Business Case that Will Sell" in Cisco's Packet Magazine, First Quarter 2003. That ROI analysis needs to be built on hard facts using actual customer data, or a CIO will typically discount the impact by as much as fifty percent, according to Mike Kisch, Marketing Manager for Cisco.

According to Cisco's white paper, "Strategic and Financial Justification for IP Communications," 92 percent of IT professionals believe that future IT initiatives need to support specific business goals. They include reducing the cost of doing business, increasing business productivity and improving customer service.



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