



Challenges of Voice Transformation

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Harnessing technology to create better ways to connect people and organisations



Enterprise

We help customers meet their business needs, growth and cost outcomes by providing communications technology, consultancy, solution delivery and service management.

Customers include: Admiral, Association of Train Operating Companies, Aviva, Domino's, HMRC, Kuoni, Morrisons and NFUM.



SMB

We help businesses operate more efficiently, provide better customer service and achieve growth by providing and managing connectivity, network services and cloud services.

Customers include: Foot Anstey, Furniture Village, Hull College Group, RNLI, RSPB and The Range.



Consumer

We help people communicate and live their lives in a digital age by providing broadband, talk, TV and other packaged communication services in Hull and East Yorkshire.

Customers in this market include more than 130,000 households in Hull and East Yorkshire.



What have we got?

A Network of TDM Switches:

- TDM Interconnects to third parties via SDH
- TDM services delivered to customers via SDH
- TDM Connections to Application Platforms
- Residential Services Provided over Copper
- Broadband Services and over Copper (ADSL / VDSL) and Fibre
- Growing SIP Networking

Why do we want to Transform?



Why are we doing this:

- Provide Next Generation of Services
- Reduce Complexity / Consolidate
- Replace end of life equipment
- Reduce Costs :
 - Lower Operating Costs
 - Reduce Power Consumption Cooling Requirements



The Challenge



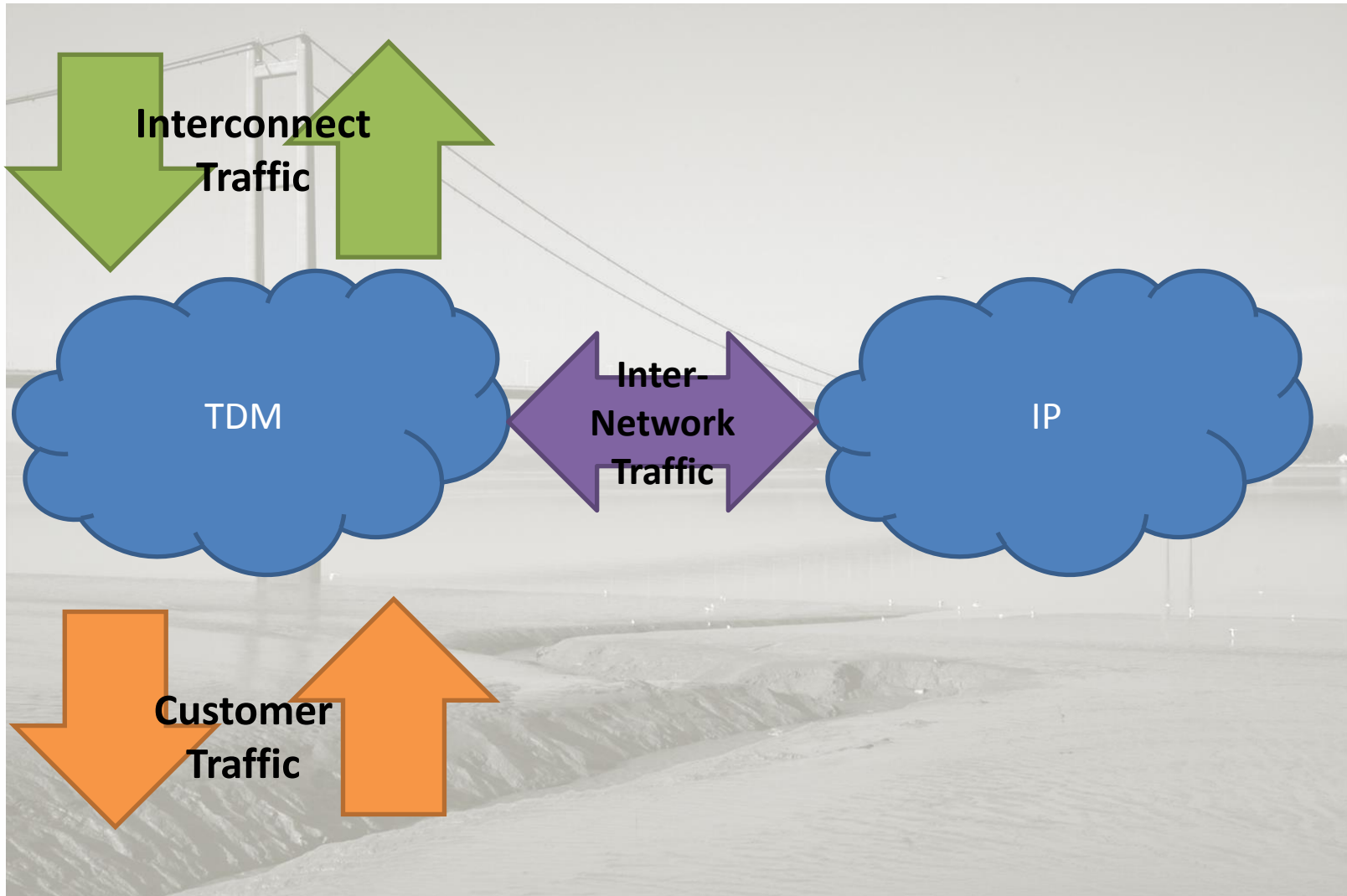
**Fixed-originated voice call volumes
declined by 12.6% in 2014***

MDF



**Over 20% of
Households have
no Internet
access**

The Migration - Business and Interconnect



SIP

RFC's



IUP

ISUP

NICC

ISDN

IP-PABX Interoperability

What are we doing?



- Exploiting the Broadband Network
- Interop testing with Vendors and Partners
- Establishing IP Interconnect
- Working with Vendors on Gateway Solutions

Thank you for your time
Any Questions or Comments?