



# VoiceRD

Open Source VoIP. More for Less. Faster.



Novell.

## VoiceRD

**VoiceRD™** is the rapid deployment of a fully featured Open Source PBX. The deployment is complete with hardware, software, line provisioning, network integration, professional services, and training.

### The Business Case

Doc Searls says that markets are conversations. When you enter a conversation about the VoIP business case, what do you hear?

- Will it save me money?
- Will it increase revenue?
- Both?

### Lowering Costs

The operating costs of telephony products dwarf the product costs over the life of the product. Saving on long distance is the primary driver for VoIP. Given that driver, how do you choose a manufacturer? If cost matters, and it always does, then you should consider Open Source VoIP.

The business case for VoiceRD starts with the business case for Open Source. The business benefits from the mix of Open Source software and value-added services is clear from Linux distributions such as SUSE Linux: you pay for the distribution and the support, but not the code. And it is open. You get the benefit of low cost product combined with major manufacturer support and an open platform.

This is the case with VoiceRD. The software (essentially a PBX platform) is Open Source. It is based on Pogo Linux, a high-quality Linux based appliance running Novell's SUSE Linux, Asterisk Open Source PBX Software, Novell eDirectory, Novell Identity Manager and Novell App Armor. It is built to spec to run hassle free and securely. It will integrate into your existing IT infrastructure. The hardware is based on market-tested quality of Pogo Linux and Digium – the leader in VoIP cards, and the primary backer of Asterisk. Novacoast, the originator and leader in rapid deployment (RD™) methodologies, provides the implementation, training, and support in fixed time for a fixed cost.

While the cost-based analysis is overwhelming, the real reason to go with Open Source VoIP is rich func-

tionality, openness, and fast development suited to meet changing business needs.

### Increasing Revenue

Voice remains an essential component of successful business. While Asterisk is a PBX, it includes numerous telephony features such as voice mail, email integration, remote and virtual office integration. These functions provide the basis for creatively connecting management, employees, customers, and suppliers. This results in both increased productivity and in new ways of doing business.

The openness of the platform will accommodate the integration of voice into disparate business processes. Anyone in the system can host their own conference bridge, for example. This means better communication: a rapid response to problems or business opportunities. The networked nature of VoIP at a low cost means extensions can now be put in virtual offices or at home. Soft phones can travel on laptops and calls can be connected wherever there is a wireless connection. Identity management will integrate all user lists, regardless of source, into a single directory. In short, more for less.

### The Technical Case

#### Components

VoiceRD is based on an x/86 appliance that is built to the needs of your enterprise. Novacoast has partnered with Novell, Pogo Linux, and Digium to create an appliance which consists of Pogo Linux server hardware, a Digium 4 port T1 card, a SUSE Linux license, and a copy of Novell AppArmor. Added to the appliance are CODEC licenses for the number of concurrent lines and a Web management tool. Identity management licenses are added to provision the telephone directly from the user directory or other authoritative user source. Handsets are included to the user count.

#### Architecture

The robust architecture is inspired by Linux itself. It consists of core code that operates as the PBX, cleanly abstracted from protocols, interfaces, and



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The Technical Case (cont)

cleanly abstracted from protocols, interfaces, and the compression code that support telephony applications. It has been designed for maximum flexibility. It is a most suitable design for incorporating today's hardware, protocols, and applications, while accommodating those of the future.

**Rapid Deployment Methodology**

Novacoast is a pioneer in the field of rapid deployment. VoiceRD is based on these fixed price, limited engagement methodologies developed by Novacoast. VoiceRD has been developed for complex applications. An example is a multi-site or international deployment where all servers and extensions are integrated and networked. RD methodologies acknowledge long-term design and goals while accomplishing smaller sub-projects. In this example, VoiceRD would proceed through phases:

- **Phase one:** Assessment and design
- **Phase two:** Pre-implementation
- **Phase three:** Implementation
- **Phase four:** Training and support

The assessment and design phase considers the entire project, including all sites, protocols, hardware, features, and applications. Phase two moves from comprehensive design to a limited scope of, say, specific geographic implementation. Phase three implements the limited scope.

The benefits are obvious. The long term ends are fully considered and planned for. A road map is developed where a specific starting scope is defined and rapidly implemented. Integration between legacy and new systems is achieved. This makes for an immediate win with measurable results, while avoiding backward or sideways steps when each additional site is brought up.

**Features**

As a VoIP PBX, Asterisk has all the features of a traditional PBX combined with the flexibility of IP-based systems. A few major features:

Standard User Features		Network (IP) Features	
▪ Call Forward	▪ Call Waiting	▪ Authentication	▪ MP3 Music on Hold
▪ Call Parking	▪ Do Not Disturb	▪ Caller ID	▪ Remote Call Pickup
▪ Call Queuing	▪ Three Way Calling	▪ Conference Bridging	▪ Remote Office Support
▪ Call Transfer	▪ Voicemail	▪ VoIP Gateways	▪ Voicemail to Email

For a complete list of features see <http://www.asterisk.org/index.php?menu=features>