



Overview

Country or Region: Canada

Industry: Manufacturing—High tech and electronics

Partner Profile

Dialogic offers hardware and software that companies use to implement Internet Protocol (IP)-based communications. The global company employs 650 people and has more than 5,000 customers worldwide.

Business Situation

Companies want to deploy new IP-based solutions such as VoIP and enterprise messaging without expensive, wholesale replacements of existing telephone equipment and networks.

Solution

Dialogic has created the Dialogic® 4000 Media Gateway Series that companies can use to integrate Microsoft® Office Communications Server 2007 into existing PBX infrastructures.

Benefits

- Simplified, cost-effective communications enhancement
- Faster rollout of unified communications solutions
- New markets for telecommunications companies

Firm Helps Enterprises Run New IP-based Solutions on Existing Telecom Networks

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Jim Machi, Vice President of Marketing, Dialogic

Many companies today are eager to take advantage of Internet-based communications features such as voice over IP (VoIP), instant messaging, integrated e-mail and voice-mail inboxes, and integrated video and voice Web conferencing, but their existing Private Branch Exchange (PBX) equipment and telephone networks often make it difficult. Dialogic is a global telecommunications equipment manufacturer that helps companies build new solutions on existing infrastructures. Dialogic has created a portfolio of media gateways that simplify the installation of Microsoft® Office Communications Server 2007 and Microsoft Exchange Server 2007 alongside existing PBX systems and the Public Switched Telephone Networks (PSTN). Using Dialogic® Media Gateways, companies can enhance their telephone networks with unified communications capabilities that are fast and cost-effective to deploy.

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Situation

Since the advent of the Internet, Dialogic has been at the frontier of Voice over Internet Protocol (VoIP)-based communications solutions. In the ensuing 20-plus years, the global company, now headquartered in Montreal, Canada, has grown to 650 employees located in 30 offices worldwide and provides a range of solutions to more than 5,000 customers in more than 100 countries. These customers are telecom equipment manufacturers that build enterprise communications systems, service providers that offer communications services, and independent software vendors that create communications applications.

Dialogic straddles a fault line that is causing upheaval in both the communications and computing markets. Deployed previously as two independent technology silos in most organizations, communications and computing are undergoing dramatic changes as they converge. Dialogic products bridge the gap between the two and help customers take advantage of the latest IP-based solutions without having to discard their existing communications infrastructures.

“Enterprise customers want to benefit from new VoIP-based applications, but they have significant investments in traditional hardware-based PBX [Private Branch Exchange] and circuit-switched telephone equipment that they can’t jettison,” explains Jim Machi, Vice President of Marketing at Dialogic. “Our customers look to us to help them make the transition to IP-based networks so they can develop and deploy the latest IP-based solutions.” These solutions include Voice over Internet Protocol (VoIP); secure, multiparty instant messaging; Web conferencing featuring integrated voice, video, and data; one-click dialing; and integrated e-mail, voice-mail, and fax inboxes.

Solution

As companies transition into the new territory of unified communications, they need assurance that new, innovative applications await them and that these solutions will be relatively painless to implement and support. “Microsoft has put a strong vision out there surrounding unified communications that is helping to dissolve the barrier between telephony and the desktop,” Machi says. “By integrating telephony functions into software, Microsoft is building on a foundation that most companies already have—namely, Microsoft productivity and messaging software—and doing much of the integration work to make it easy for enterprises to move into this space quickly and cost-effectively.”

Machi adds, however, that enterprise customers and solution providers typically need partners that are knowledgeable about telecommunications, partners that can help them link new IP-based applications to existing PBX environments. That’s where Dialogic comes in.

Dialogic, a Microsoft® Gold Certified Partner, has created a portfolio of media gateways that work with Microsoft unified communications offerings. During the development of these products, Dialogic collaborated closely with Microsoft in testing beta versions of both Microsoft Office Communications Server 2007 and Exchange Server 2007.

The Dialogic 4000 Media Gateway Series (DMG4000 Gateways) are the most recently announced and the most advanced of the company’s gateways that support Microsoft unified communications software. The DMG4000 Gateways are integrated systems that connect Office Communications Server 2007 to existing PBX systems and the Public Switched Telephone Networks (PSTNs).

In addition to its support for Office Communications Server 2007, Dialogic Media Gateways are also approved for use with Microsoft Exchange Server 2007 Unified Messaging. "Although unified messaging has been available to enterprise customers for more than a decade in one form or another, the adoption rate has always lagged market forecasts for various reasons," Machi says. "E-mail server integration and licensing costs over and above traditional voice-messaging solutions were often cited as inhibitors."

So when Microsoft explained to Dialogic its plan to integrate voice messaging, fax messaging, text-to-speech, and speech recognition technology into Exchange Server 2007 to make the Microsoft Office Outlook® messaging and collaboration client a universal inbox with multimodal access, Dialogic saw this as an accelerator to drive unified messaging adoption. "Whereas most unified messaging offerings are derived and delivered from a voice-messaging solution, the Microsoft offering is incremental to the e-mail server environment," Machi says. "We think many enterprise customers will like this consolidated approach better, and we are pleased to be so closely aligned with Microsoft through our media gateways, which make the solution possible."

Based on a standard 1U rack-mount server running the Windows Server® 2003 operating system, the DMG4000 Gateways are hybrids that provide both the media gateway function and the Mediation Server role of Office Communications Server 2007. The Mediation Server software is a required element of an Office Communications Server 2007 deployment, with PBX and PSTN integration to support the coders and security model used in the Microsoft unified communications infrastructure. The DMG4000 Gateways come preinstalled with Mediation Server software and communicate using the Session Initiation Protocol (SIP) and Internet Protocol.

To date, Dialogic has installed DMG4000 Gateways in pilot implementations at multiple customer sites, many of which plan to roll out Office Communications Server 2007 to several thousand users. "It's very easy to install our gateways in multiple locations to support this kind of scalability," Machi says.

Benefits

By partnering with Microsoft in creating unified communications solutions around Office Communications Server 2007, Dialogic helps enterprises to take advantage of new communications capabilities such as software-based VoIP, enterprise instant messaging, multimedia Web conferencing, and presence (the ability to discover availability of an individual and their preferred mode of communication)—without expensive network upgrades. With the integration work that Dialogic has already done, systems integrators are able to provide rapid deployments of Office Communications Server 2007 at customer locations.

Cost-Effective Communications Enhancement

By using Dialogic Media Gateways, enterprise customers will be able to deploy Office Communications Server 2007 in their existing PBX and PSTN infrastructures without having to "rip and replace." "Enterprise customers will get to turn on presence, instant messaging, VoIP, and Web conferencing without huge PBX upgrades or replacements," Machi says. "They'll be able to add unified communications to their existing infrastructure in a phased manner while protecting their investment in telecommunications equipment. The cost per user will be incremental rather than astronomical."

Because VoIP gateways can support multiple users per port, adding unified communications-ready ports to an existing PBX can cost less than \$50 per user. Machi

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adds. “The unified communications software licenses, servers, and endpoints represent additional expenses, but they are required whether an organization upgrades their whole infrastructure or just adds to their existing system,” he says. “At under \$50 per user for the add-on infrastructure, adding VoIP applications to an existing PBX using a gateway is not only cost-effective but also less disruptive for the enterprise.”

Also, because the DMG4000 Gateways are bundled with the Mediation Server role of Office Communications Server 2007, enterprises are able to reduce the number of servers needed for a unified communications solution and minimize administrative effort—both of which result in lower total cost of ownership.

“We worked closely with Dialogic and Microsoft through the development and release of Microsoft Exchange Server 2007 Unified Messaging last year, and currently with Office Communications Server 2007,” says Tim Bakke, Product Manager for Avtex, an application and systems integration company that designs, deploys, and supports unified messaging, contact center, and IP telephony solutions. “As a leading provider of end-to-end business communications solutions, we see the arrival of the hybrid media gateway as a means of simplifying and reducing the cost to deploy the Microsoft unified communications solution for enterprise customers.”

Faster Rollout of Unified Communications Solutions

Because Office Communications Server 2007 is preinstalled on Dialogic Media Gateways and Dialogic has tested the two products extensively, systems integrators experience a streamlined deployment process. “Global systems integrators can have a high degree of confidence that they will be able to quickly connect Office Communications Server 2007

to an existing PBX or circuit-switched telephony network,” Machi says. “Our product gives them a fast, trouble-free path to customer success with new unified communications solutions.”

New Opportunities for Integrators

Machi points out that new Microsoft unified communications software presents systems integrators with profitable new opportunities. “Unified communications—and Office Communications Server 2007 in particular—present a new type of application that the market is keenly interested in,” he says. “Microsoft innovations present new market segments for us all. As people vigorously adopt these solutions, opportunities expand for the entire ecosystem of companies in the computing and communications area.”

For More Information

For more information about Microsoft products and services, call the Microsoft Sales Information Center at (800) 426-9400. In Canada, call the Microsoft Canada Information Centre at (877) 568-2495. Customers who are deaf or hard-of-hearing can reach Microsoft text telephone (TTY/TDD) services at (800) 892-5234 in the United States or (905) 568-9641 in Canada. Outside the 50 United States and Canada, please contact your local Microsoft subsidiary. To access information using the World Wide Web, go to: www.microsoft.com

For more information about Dialogic Corporation products and services, call (514) 745-5500. Outside the 50 United States and Canada, please contact your local Dialogic sales office, which can be found by visiting the Web site at: www.dialogic.com

Unified Communications

Unified communications bridge the gap between telephony and computing to deliver real-time messaging, voice, and conferencing to the desktop environment. For more information, go to: www.microsoft.com/uc

Software and Services

- Microsoft Office
 - Microsoft Office Communications Server 2007
- Microsoft Server Product Portfolio
 - Microsoft Exchange Server 2007