

We speak to many clients that find technology convergence and terms like, VoIP, SIP and so on very confusing. Here is our simple explanation of convergence technology.

Phone networks (voice) and computer networks (data) evolved as separate, incompatible technologies. In the twenty-first century, one converged network (at the core network level) is being built.

The carrier networks, especially BT, will make tremendous savings by running one core IP network, and providers like Modern Communications will therefore be able to deliver more flexible solutions to clients.

IP has emerged as the winner because most private data networks and the Internet use Internet Protocol (IP) signalling, so voice communication is rapidly switching over to Voice over IP (VoIP).

Most modern phone systems will work with VoIP and we are helping our customers through the changes and keeping them informed of the opportunities convergence will open up for them.



Voice and data convergence is bringing a lot of benefits – for instance, customers have to pay to maintain only one network for both voice and data communications. VoIP also allows free inter-client (and inter-country) calling.

Computer telephony integration (CTI) allows users to integrate data and telephony for applications such as 'screen popping' where customer records appear on-screen before answering a call or the flipside of this, dialling from screen (Outlook, ACT etc.) allowing networkwide visibility of activity.

There are a host of other benefits such as hotdesking, unified messaging, remote teleworking, PC based call handling. If you would like more information give Modern Communications a call and we will be pleased to discuss the options with you.

Call **0844 257 7777**

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