Implementing converged network solutions
As network traffic increases and information technology (IT) budgets decrease, organizations will be required to implement various network cost-containment activities. Under these budget constraints, it can be difficult to keep up with the advances in technology or to deploy new business solutions with minimal lead time, which are essential in today’s Internet-driven economy.

Voice, Video and Data Network Convergence for e-business integrates voice and data networks to help streamline your IT infrastructure, while reducing technology and telecommunication costs. Implementing a converged network model can optimize your existing resources, improve business processes and enhance overall customer service. The people of IBM Global Services work with you to provide advanced solutions for greater efficiency and higher levels of customer satisfaction, allowing you to be more responsive to the dynamic electronic marketplace.

Enhancing customer service
Integrating voice technology with the Web gives customers realtime interaction with service representatives—an important element in translating Web visitors into Web buyers. Improving the buying experience increases the likelihood of repeat visits and transactions on your site. You can dramatically improve your customer’s ability to make quick and well-informed decisions by promptly addressing their questions or concerns. A converged network system enhances the buying experience for customers, enabling e-businesses to achieve greater customer loyalty.

Reducing IT operational costs
Managing a single, integrated voice, video and data network is more cost-effective and efficient than maintaining separate voice and data networks. Our experienced professionals can develop a comprehensive design and implementation plan that will converge voice and data networks with minimal impact to your current operations.
Our skilled professionals can design a reliable and integrated network that supports these applications. These scalable solutions grow with your company and help increase your competitive advantage.

Decreasing telecommunication charges
An integrated network solution helps streamline your IT infrastructure by optimizing existing bandwidth. Contracting with telecommunication service providers often means paying fixed costs for leased lines with predefined, sometimes underutilized bandwidth capacities. By routing voice traffic over existing data communication lines, you will be able to optimize line utilization and thus reduce voice traffic charges. Even fax traffic, usually transported by voice networks, can be transmitted using the data network without impacting normal data traffic. We can optimize your existing bandwidth, translating into overall network cost savings.

Supporting leading-edge applications
Using industry-leading applications that support your e-business initiatives, you can potentially increase productivity, maintain higher levels of customer satisfaction and increase revenue. Because e-businesses are so competitive, they need an infrastructure to deploy powerful, integrated voice, video and data applications that support:

- Web-enabled call centers
- Unified messaging
- Realtime collaboration

For more information
To learn more about IBM Network Consulting and Integration and IBM Global Services, contact your IBM sales representative or visit:

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