

# We've Got a Chance!

## TUV Approves UNIVERGE as a Broadband Standard

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### Introduction

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Taiwan is historically famous in catching the new demand in the quickly changing IT industry. Facing the rising IP Telephony services, several government sponsored and industrial consortium supported project are actively developing IP Telecom related technologies. Major carriers, ISPs and the vendors are keen in the mainstream protocol "SIP" for VoIP services as key factors for the Telephony business expansion. Those aggressiveness to the new product & technologies will create more dynamic environment of the VoIP business in Taiwan.

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### "SIP" Keyword for Its Evaluation

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TUV Rheinland Taiwan, Germany based Audit & certification organization, was seeking the cost effective telephone system based on the new technology. They were familiar with a SIP protocol which creates the application for implementing multimedia communication over IP, and they have requested the several vendors including NEC Taiwan to make presentation about IP telephony solutions. Their requirements vary for many categories, Call center, Wireless terminal, UMS (Unified Messaging System) integration with Lotus Note and SIP terminals. We verified the availability and capability of the required solutions by SV7000 UNIVERGE series and especially as for SIP terminals, we worked out to source many vendors telephones whichever, hard-phone or soft-phone. Finally, the customer became more confident and very much satisfied with the interoperability of NEC products.

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## NEC or Other Vendors?

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TUV finally short-listed three vendors and NEC Taiwan was one of the short listed vendors for this project. The other vendor had the advantage to win because this vendor has already installed the routers and they just explained their router can accommodate the IP based Call Manager to fully implement VoIP services immediately.

Although our competitor had many experiences of IP telephony worldwide, however, here in Taiwan market, they do have very few commercial references and meanwhile NEC is much superior to the voice communication technology. We quickly committed to bring SV7000 into the actual customer site for two-months evaluation, prior to the other vendor's offer. The objective of the evaluation is how NEC SV7000 connects the SIP terminals as

open interface, secondly, that the equipment has the user-friendly integration in terms of the operation and maintenance.

While our competitor's SIP telephones on the way from US, NEC has already connected US vendor or Taiwan vendor SIP telephones with our SV7000. Furthermore, TUV accepted positively that NEC equipment has a rich set of the maintenance function like web-based maintenance console, and the other vendor does not have. Our competitor's engineers have to set-up and tune-up with each component like their Call Manager, router, server and spend many days to fully implement. Finally, NEC won this project with the summary of our advantage over our competitors as follows;

- 1) SV7000 manages all-in one integration with a various kinds of telephone terminals.
- 2) SV7000 allows an abundant features of the exiting PBX, and the other vendor is not



Photo 1 TÜV Rheinland Taiwan.

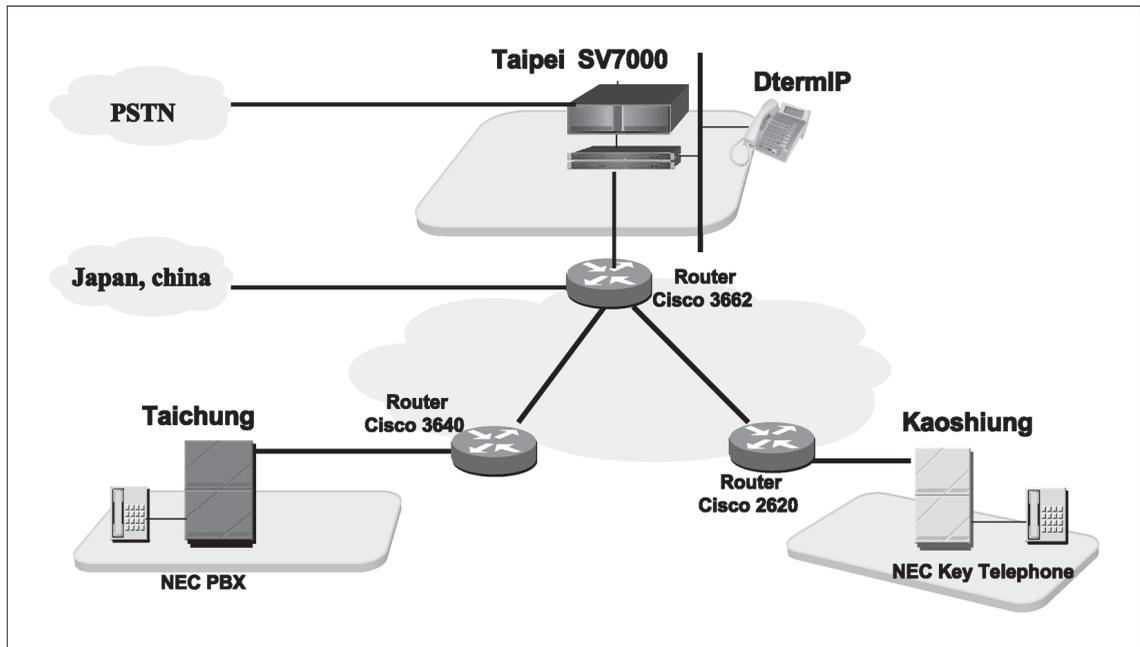


Fig. 1 TUV's IP Telephone Network.



Photo 2 UNIVERGE SV7000 in a 19-inch rack.

able to do.

- 3) SV7000 provides TCO reduction solution through a rich maintenance methods.

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### Not Only Telephone

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In August, we successfully implemented SV7000 with 250 Dterm IP, billing system. We are concerned with QoS, bandwidth control, fax, PoE, firewall and all possible issues to be estimated at its installation. Prior to installation at the customer, we tested again and do not forget to solve those issues at our laboratory.

Our final achievement is not only the telephone system, but IP telephony solution to TUV Taiwan. To make sure the availability of NEC solution, we are proposing UMS with Lotus notes, portal solution, web-based dialing service and SIP based wireless handsets. We believe we will be able to provide those within the next six months with our firm



Photo 3 External view of SV7000.

commitment to the customer.

“We are satisfied with the voice quality of SV7000 and quick response against some problems. Next year we have a plan to provide the soft-phone and other effective communication tools to our office users. We believe NEC

can fulfill our requirements because NEC is a long term partner with us.” Mr. Joe Yih, IT Department Manager of TUV Taiwan, strongly commented with the future expectation to NEC.

