



## WEEKLY MESSAGELINK

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### **THE KEY TO UC IS INTEROPERABILITY**

UC vendors "talk the talk" but rarely "walk the walk" when it comes to true interoperability within a customer's existing environment or when trying to deploy best-of-breed components from several different vendors. Interoperability — everyone's for it, until it's time to deploy.

Enterprises and customers are not ignorant of this attitude. They claim to want interoperability in order to lessen their dependence on a single vendor, to enable them to assemble unified solutions and because, theoretically, it should create lower prices.

These same buyers also know that when products from multiple vendors are involved there are some significant downsides: Inventory management becomes more complicated, and expensive, they have to train people within the IT shop and end users on a broader assortment of gear, there's more likelihood that integration costs will rise, and without a single neck to choke, the blame game becomes a serious support issue.

The vendors are keenly aware of these trade-offs, and coupled with their strong resistance to anything they perceive as diminishing their ability to differentiate themselves, has enabled them to successfully avoid making real progress on interoperability for decades.

Evidence of this is with SIP itself as a standard and open protocol, particularly now that SIP Trunking is becoming more widely available. The SIP standard has almost as many variations and proprietary extensions as there are vendors. As a result, there are interoperability hurdles getting SIP gear from one vendor to work with others, getting on-premises gear to talk to the service provider network and between carrier networks. The result is full feature/function transparency or interchangeable parts, however, remains still not UNIFIED.

Make your vendor of choice for UC walk the walk and show you through live deployments and case studies they can truly work in a best of breed environment and offer a true **UNIFIED SOLUTION** that delivers on the interoperability promise!

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