

*Part 1 - IU13 Modern Voice Communication Webinar Series*



# Transitioning to Modern Voice Communication

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# Topics Covered

- Which features matter?
- Getting clarity on your current PBX
- Cloud versus on-premise PBX
- How can we help?
- Q&A / Open forum





## Which features mattered in 2020?

- Ability to join or start a conference from any device, anywhere, anytime
- Caller ID masking (\*67, CLID modification, or DISA)
  - School contact scenario, value of instruction
- Softphone client access without the need for VPN
- Rich collaboration - Instant messaging, video, screen sharing, file transfer
- Voicemail delivered to e-mail inbox
- Text - SMS & MMS

*“Focus on the features that you need for today.*

*Grow into the platform that you need for tomorrow.”*



***“I understand my telephone bill”***

Yes - 56%

Some of it - 35%

No - 9%



## Look Familiar? Get Clarity.

### Telco “geekspeak”:

CLEC - Competitive Local Exchange Carrier

PRI - Primary Rate Interface

CTX - Centrex

POTS - Plain old Telephone Service

DID - Directed Inward Dial

ISDN - Integrated Services Digital Network

#### SERVICES

7 BUSINESS LINE  
1 CLEC PRI ACCESS VARIABLE  
20 20 NUMBER DID BLOCK  
4 CTX 51-100 LNS BASIC SVC 5 YRS  
201 DIRECT IN DIAL POTS NUMBER ID  
4 NUMBER OF DIRECTORIES  
9 NON-PUBLISHED SERVICE  
1 E-RATE SCHL/LBRY DISC PT 1-17  
10 20 NUM DID BLK CONT RATE VAR  
4 BLOCK 9XX CALLS  
1 PRI CALL BY-CAL/CID-VA  
1 CLEC PRI BKUP CHANNEL VARIABLE  
1 ISDN YR PRI RATE INTRFC BUS  
1 REMOTE CALL FORWARDING BUS  
*TOTAL SERVICES*

#### SURCHARGES AND OTHER FEES

FCC END USER ISDN POST-PRI  
ACCESS CHARGE PER FCC ORDER  
FCC ACCESS CHG CENTREX BUSINESS  
ACCESS RECOVERY CHARGE MLC  
ACCESS RECOVERY CHARGE PRI  
911 SERVICE  
FEDERAL UNIVERSAL SERVICE FEE  
PA RELAY SURCHARGE  
*TOTAL SURCHARGES AND OTHER FEES*



# Keeping Costs Under Control

- **Understand features of current platform**
- May not need to “rip and replace”
  - SIP trunks - unlimited usage - long distance included - it’s just another application on your network
- New features may simply require a software update or a call to your vendor/VAR
- Security - Authentication via PIN or application account access to restrict unauthorized use
- Understand licensed feature use - How many users need to use special features?



***“I understand my current local and long distance telephone setup”***

Some of it - 48%

Yes - 45%

No - 7%



# VoIP (SIP) Pricing Can Be Easier to Understand

(Once you understand the technology)

- SIP trunks are virtual **voice** circuits to your telephone provider over **IP (VoIP)**
- Changes in technology have ushered changes in how services are billed
- Telco infrastructure requirements for VoIP requires less proprietary hardware (softswitch)
- Less industry protection related to interconnection fees
- Blocks of long distance minutes with overages are less prevalent among VoIP Providers
- Lines blurred between local and domestic long distance
- Pricing reflects industry shift toward “unlimited” with a “gotcha” here and there
- Need to get the “out the door” price, with taxes and fees, generally priced based on...
  - How many concurrent calls do you need?
  - How many phone numbers (DIDs) do you want?
  - How are you connecting to the provider?



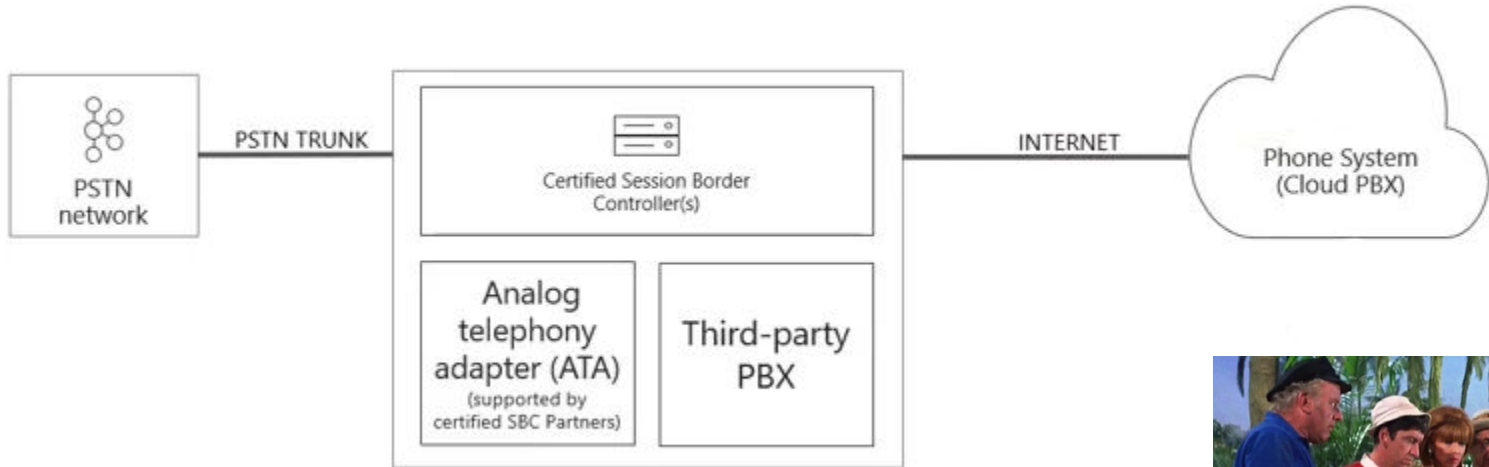


# Cloud Versus On-Premise PBX

- SaaS landscape has offered more benefits moving from on-premise to cloud
- TCO related to hardware is biggest cost driver, but not the only consideration
- Pricing for monthly recurring cost (MRC) of services needs to be considered
- Three main cost elements with cloud-based PBX to consider
  - Direct Inward Dial (DID) - Your phone number
  - Calling plan - Domestic/International, bundled minutes or unlimited
  - Software features and licensing impact - Voicemail, conferencing, etc.
- “What else do I get?”



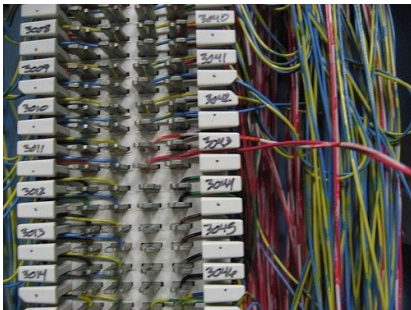
# On-Premise or “Hybrid” PBX Topology



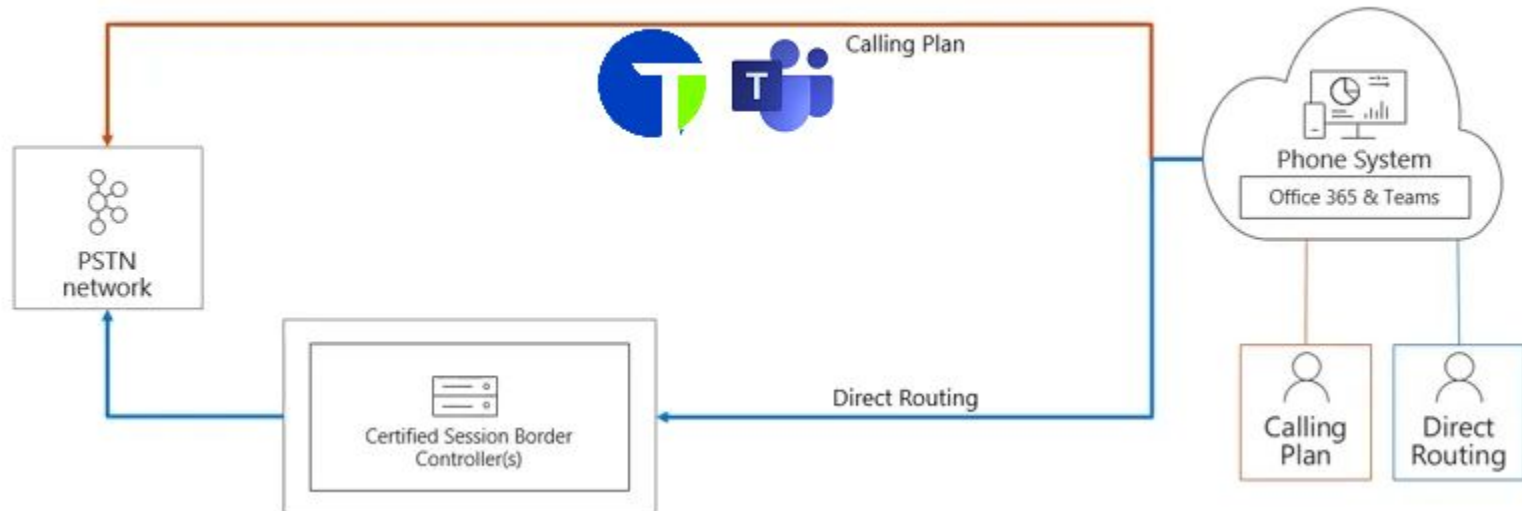
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# Limitations of On-Premise PBX Topology

- Users “anchored” to desk telephones or internal networks to send and receive calls
- Multiple applications needed for audio/video/instant messaging
- Expensive hardware
- Limited technology options (PRI or POTS)
- Dedicated telephone cabling needed to service “last mile” to user
- Maintenance costs



# Cloud Hosted PBX Topology





# Flexibility of Cloud Hosted PBX Topology

- One application for key collaboration features: voice, video, instant messaging and presence
- Consistent user experience between all devices
- Resident group messaging and collaboration framework
- Unified multi-modal collaboration experience for classrooms, offices, external stakeholders
- Minimal or possibly no hardware on premise required
- Software defined telephony
- Flexible coexistence strategies for ease of transition





# Need Information? Let Us Help You Plan for UC!



## Lancaster Lebanon IU13 IP Telephony Services

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**May 3, 2021—May 5, 2021**



## **Q&A and *Open Forum!***

Please join us again...

**Part 2: Using Microsoft Teams to Replace your PBX**

February 3, 2021 at 10:00 a.m.

**Part 3: Deploying Microsoft Teams for Enterprise Voice (and Other Options to Consider...)**

February 17, 2021 at 10:00 a.m.

**Deep Dive into Microsoft Teams Direct Routing**

TechTalkLive 2021, May 3 - 5, 2021, [www.techtalklive.org](http://www.techtalklive.org) to register

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