Madge WAN Professional Services
HELPING NETWORK MANAGERS DESIGN, INTEGRATE AND MANAGE THEIR NETWORKS

PROFESSIONAL SERVICES

• Network Solutions
• Network Design
• Integration Services
• Project Management

Madge WAN Professional Services offer comprehensive network design, integration and project management services.

In today's increasingly competitive business environment, companies need to focus on their core businesses rather than on specific areas of IT such as telecommunications integration. Technology is changing faster than we can assimilate it and often requires specialization. These skills have short lifecycles and are expensive to acquire both in time and resources. That's where the Madge WAN Professional Services group comes in.

Madge has already invested in the training and experience necessary to deliver these skill sets and shift the burden away from your organization. By leveraging our expertise in private and public switched network technology, you can build an enterprise network that supports multimedia applications.

Madge WAN professional services group can help build the networks you need today to improve your company's communication capabilities. You can be sure your network is designed, integrated, and operating as efficiently, cost effectively, and successfully as possible.

THE ANSWERS TO THE FOLLOWING QUESTIONS WILL HELP YOU EVALUATE YOUR POSITION:

• How do I gracefully integrate new applications such as video into my existing network infrastructure?
• Do I have capacity to handle user demands?
• How can I reduce network usage costs using a private versus public switched network or some combination?
• If I set-up my own in-house video conference bridging service can I reduce my costs?
• Can I improve the video bridging services over the carrier based bridging services I currently use?
• Are there new business applications such as Video Call Centers and remote video kiosks that could give me a strategic advantage over my competition?
• What about Video to the desktop? Which network strategy is right for me at headquarters, branch offices and home?
INTEGRATION SERVICES AND NETWORK SOLUTIONS

Few solutions these days can rely on one vendor, because switched network applications typically involve several vendors’ equipment. The key is to have the expertise to make this equipment and services work together as one symphonic application.

Our staff is involved with developing and integrating breakthrough switched network applications such as:

- **Video Conference Call Centers**
  Establish video kiosks where you need presence in remote locations and video conference back to a central location. Use collaboration software to exchange documents and desktop codecs to see and hear the remote end. Switching at central site distributing video calls to the next available agent.

- **In-House Video Conference Bridge Services**
  Establish your own bridging service. It can be less expensive than carrier based services and you can use Madge’s Professional Services group for support.

- **Private Switched Networks with Access to Public Switched Networks**
  Set-up your own private switched services. We can help you do so without giving up access to public switched services and you use public networks only when you need to.

- **LAN/WAN Integrated Video Networks**
  You can integrate room systems and desktop video conference systems to a single video conference network. Madge helps you use the same private and public switched network and bridging services or migrate them into a common enterprise backbone network such as ATM.

These Network Solutions help put your company ahead of the competition. Our solutions become your solutions, providing better customer service, improved communications, and standard network applications across your organization. You will reduce network usage costs, reduce the cost of doing business, and make the network easier to use, manage, and control.

PROJECT MANAGEMENT

The WAN Access Professional Services group can manage and coordinate all aspects of your network integration project to ensure your network is properly configured, installed, and operating effectively for your networking applications. Planning, allocating resources, and understanding critical path issues are the keys to successfully integrating videoconference services into your switched network. Video conferencing integration projects of involve multiple locations, equipment and software from a variety of vendors, and many carriers.

Our professionals are uniquely qualified to provide project management services. The WAN Access group understands all aspects of the carrier networks’ infrastructure and the networking issues surrounding premise-based equipment, WANs, router based networks, and circuit switched networks. In addition the WAN Access group understands the connectivity issues surrounding public, private, switched and dedicated services. The Madge WAN Access Professional Services group can help you implement brand new services only now becoming available.

Video conferencing integration typically involves multiple locations and equipment, software, and services from a variety of vendors. As the project manager, Madge’s WAN Access group can work with your team of vendors to co-ordinate:

- **Video Call Centers**
- **Switched Video Networks**
- **Remote Access Networks**
- **In-House Video Conference Bridging Networks**
- **Integrated Video, Voice and Data Networks**
- **Network Management Systems**
- **In-House Wiring**
- **Site Preparation**
SWITCHED NETWORKS DESIGN

The Madge Professional Services group is staffed by highly experienced networking professionals who have designed sophisticated switched networks for Fortune 500 companies. When you ask us to review plans for new network strategy or ask us for a network design based on your business or application requirements, you can be assured of an independent and thorough analysis. We make sure the best choices are made based on what your business needs. We can:

- Help you put together private and public dial plans for switched networks.
- Determine allocation and placement of public and private network access circuits including ISDN BRI and PRI, T1, DS3, SONET.
- Determine allocation and placement of premises-based equipment including codecs and associated equipment, PBXs, switches, MUXs, routers, hubs, servers, MCUs, CSUs, line drivers, carrier demarc equipment, management systems, reservation and scheduling systems.
- Help you determine the true cost of ownership and compare with other available network solutions on your existing network or future network options.

In addition, we provide a complete needs analysis to establish the cost effectiveness and payback period for certain equipment. Key questions include:

- Does the network plan satisfy the current users’ requirements?
- What is a reasonable amount to expect to pay for network usage?
- Is there enough bandwidth to adequately support all applications?
- Does the purchased equipment meet future usage requirements?

Upon deployment of the network, it is important to conduct a baseline operational assessment and ongoing assessments. The reliability of the network, the frequency of network problems, and the level of user intervention required to keep the network operational must be considered. This information is crucial to resolve potential reliability problems with the network.

Support requirements are examined by the WAN Access Professional Services group, and we recommended proper technical support levels. Answers to questions like the following are provided and recommendations proposed.

- Is On-Site expertise required to integrate new or existing premise-based equipment?
- Does the project require a staff that possesses network design and integration skills that span multiple platforms?
- Is there a test plan, dial plan, and adequate network documentation?

After these questions are answered, you need to consider the network’s cost effectiveness. Careful planning prior to deployment can guard against useless spending and ensure the user requirements are met and that the network is operating cost-effectively.