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# IPC Integrator

Winter 2006



## Taking the Plunge

*IPC Technologies helps a local financial institution save money and gain needed functionality with a ShoreTel IP telephony system.*



Organizations in the banking industry are facing contradictory challenges: They must answer market demands for innovative products and services while also managing costs. Meeting these challenges requires agility, yet many financial institutions cling to inflexible processes and technologies that inhibit their ability to evolve and grow.

It's simple human nature. Sticking with the "tried and true" seems safer than diving into the unknown.

Ripping out legacy systems can be scary, but Newport News Shipbuild-

ing Employees' Credit Union has proven it's not afraid to take the plunge if business needs demand it. Aging PBXs and leased Centrex phone lines weren't providing the functionality the credit union needed, so the organization decided to replace them with an IP telephony solution.

### Diving In

IP telephony systems are more flexible and scalable than traditional PBXs because calls are routed over the data network using voice over IP. There's no separate voice infrastructure to manage and maintain. Users can plug in their IP phones wherever there's a network connection, and branch locations can tap into the central phone network via a data network link.

Despite these proven benefits, some organizations remain cautious when it comes to replacing their existing voice systems. Many opt for a hybrid system or piecemeal approach.

IPC Technologies

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Newport News Shipbuilding Employees' Credit Union, however, decided to test the waters with an end-to-end IP telephony solution.

"We determined that it would be better to replace all the equipment at all of our branches to save money and get the award-winning ShoreTel Smart™ technology features like 'Office Anywhere,' 'Find Me' and 'Unified Messaging' that we didn't have with the Centrex system," said Jerry Nichols, VP of IS for Newport News Shipbuilding Employees' Credit Union. "We didn't want to look at some of the hybrid-type solutions. We decided that we would go all-out "pure" voice over IP."

### The Water's Fine

Making that decision was easier thanks to Newport News Shipbuilding Employees' Credit Union's long-term partnership with IPC Technologies, Inc. The Richmond-based firm counts IP telephony as one of its specialties, and has a strong relationship with ShoreTel, a leading provider of IP telephony solutions.

"IPC introduced us to ShoreTel at one of their meetings about a year ago, and I was impressed," Nichols said. "That's when we started looking at it closely and building the business case to present to the board of directors."

Two major factors were time and money. The credit union needed frequent moves, adds and changes — MACs, in phone system parlance. Getting Verizon out to make changes to the Centrex lines would take days or weeks, while making changes to the PBXs required costly rewiring.

"We were probably spending anywhere from \$10,000 to \$12,000 a year just in phone moves," Nichols said. "With the IP telephony system we

can handle all the MACs ourselves in minutes — even remotely through a browser-based interface."

### Smooth Sailing

IPC Technologies has completed phase one of the implementation at the credit union's new Hidenwood branch. Nichols says the project is on track and going very smoothly.

"The integration and the support we've gotten from IPC and their technicians has been just great," he said,



"We've been dealing with IPC for close to 15 of their 25 years in business, and they've always steered us in the right direction."

— Jerry Nichols,  
Newport News Shipbuilding  
Employees' Credit Union

"and we haven't had any problems with the ShoreTel equipment. ShoreTel is a very good solution and they have a very good partner in IPC. We're rolling out equipment in all of our branches right now so we should have the project completed in the next three to four months."

Newport News Shipbuilding Employees' Credit Union plans to use IP telephony in its contact center, which handles 30,000 to 35,000 calls per month. In addition, the technology will enable the credit union to connect all its branches via a single system.

"We have close to 300 people now in locations throughout the greater Tidewater area. We're building new branches in Gloucester and Williamsburg this year," Nichols said. "The beauty of the IP telephony system is that we can connect everyone across our wide area network, a high-speed line that carries voice and data. We won't be dependent on Verizon's Cen-

trex system at all — we'll be able to manage the system and give everyone the features they need.

### In the Swim

The ShoreTel IP telephony system offers end-users powerful functionality. Any phone on the network can easily be transformed into a user's personal extension, and the "find me" feature eliminates missed calls. Advanced call handling, notifications and other features increase productivity and create an efficient, professional telephone "persona."

While the ShoreTel system can support traditional analog phone sets, Newport News Shipbuilding Employees' Credit Union decided to replace its desktop equipment as well.

"We're putting in all new IP phones," Nichols said.

"That makes it a little more expensive initially but we elected to make an investment in the future. The system is so scalable that we can easily add more phones without bringing in a forklift, as they say."

Replacing legacy systems is never easy, but Newport News Shipbuilding Employees' Credit Union is enjoying a smooth and successful transition to IP telephony thanks to IPC Technologies and ShoreTel. In the final analysis, this positive sea change comes down to strong relationships.

"We've been dealing with IPC for close to 15 of their 25 years in business, and they've always steered us in the right direction. I felt like their partnership with ShoreTel would benefit us as well," Nichols said. "In this day and time, a technology vendor that is in business for that long clearly has the right kind of service model. We're not a big business, so we really rely on them. The relationship has been very valuable to us."

# IPC Technologies Continues to Grow

IPC Technologies is expanding at a rapid rate. The firm has added key personnel in its Richmond, Va., headquarters as well as in offices throughout the area.

Kent Scearce recently joined IPC Technologies' headquarters as Account Executive for the Consulting and Professional Services Division.

Jim Krieger is now Director of Business Development for IPC Technologies' Washington, D.C. Metro Operation with offices in Waldorf, Md. and Chantilly, Va.

Mac Smith joined IPC in December and is Director of Business Development

for IPC Technologies' Roanoke Valley Region with operations in Roanoke, Va. Joining Mac is Mike Weidig, Business Development Representative, formerly with RGTS of New York City and Tyson's Corner.

Linda Dorsey of TeleConnection Services has joined IPC Technologies to lead the opening of its Virginia Beach/Norfolk operations.

Eric Bowling has been promoted to Vice President of Sales for IPC Technologies' IP Telephony and MSP (Tech-First) practice.

"We are pleased to welcome these talented individuals to the IPC Tech-

nologies team," said Ken Banks, President and CEO of IPC Technologies. "Our staff's technical expertise and shared commitment to customer service has enabled us to continue to grow."

IPC Technologies is counted among this country's premier IT solution providers. Since 1981 IPC has delivered award-winning consulting services, managed services and training to support an ever-changing array of "best-of-breed" technology products. IPC Technologies serves hundreds of companies, ranging from the Fortune 100 to startup enterprises.

## WHICH WAY TO



There's no doubt that VoIP is gaining momentum but how do you get there from here?

DATE	CITY	FACILITY	FOR	TIME
March 7	Richmond, VA	IPC Technologies Building	Financial Services: Banks/S&L Technology & Service Cos.	11:30 AM to 1:30 PM
March 8	Richmond, VA	IPC Technologies Building	Government Entities/Agencies Medical & Healthcare Orgs.	9:00 AM to 11:00 AM 11:30 AM to 1:30 PM
March 9	Richmond, VA	IPC Technologies Building	Manufacturing/Wholesale/Retail Non Profit Organizations Technology & Service Cos.	9:00 AM to 11:00 AM 11:30 AM to 1:30 PM
March 10	Richmond, VA	IPC Technologies Building	Education: K-12, College Financial Services: Insurance Real Estate, Stocks & Bonds	9:00 AM to 11:00 AM 11:30 AM to 1:30 PM
March 15	Vienna, VA	The Tower Club	Financial Services, Education, Technology & Service Cos. Consultants	11:30 AM to 1:30 PM 4:00 PM to 6:00 PM
March 16	Roanoke, VA	Windham Hotel	Financial Services, Education, Technology & Service Cos.	11:30 AM to 1:30 PM
March 23	Norfolk, VA	Marriott Hotel	Financial Services, Education, Technology & Service Cos.	11:30 AM to 1:30 PM

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# Go With the Pros

*Outsourcing network support allows organizations to access expertise while concentrating on essential business matters.*

Ramses the Great, perhaps the most illustrious of the ancient Egyptian pharaohs, knew a thing or two about core competencies. During his 67-year reign, Egypt enjoyed a period of great prosperity marked by the construction of many extraordinary temples, statues and obelisks that still stand some 3,500 years later.

When it came to military matters, however, Ramses understood his empire's limitations. In anticipation of war with Egypt's long-time nemesis, the Hittites, Ramses augmented his army with thousands of paid professional soldiers. It is history's first recorded use of mercenaries.

Ramses was simply acting on a principal that has become common in today's business world: Focus on what you do best, and outsource the rest.

"Outsourcing is not just a trend; it is an integral part of how smart companies do business," the Harvard Business Review wrote. "The concept has matured. It now connotes a strategic relationship between partners, with shared risks and goals — a relationship in which a company concentrates on its core business and relies on outsourcing partnerships to get the rest done."

## Network Complexity

Today, outsourcing partnerships are particularly useful when it comes to the management of network infrastructures. A robust, reliable and



dependable network is a business imperative, critical for enabling rapid communication with internal staff, business partners and customers. However, the increasingly complex nature of today's IT systems require dedicated resources and expenditures that can distract from the core business focus.

Keeping up with the multitude of new developments in hardware, software and infrastructure can be overwhelming for IT staffs that are already stretched thin. Any network issue quickly becomes more difficult and more expensive to resolve if the IT staff is not aware of new tools, new versions of existing tools or new problem-solving methodologies. In addition, networks are constantly changing — organizations frequently add new assets, remove others or upgrade existing components. This is why connecting, reconfiguring and maintaining the network are such time-consuming and ongoing challenges.

It can also be quite expensive to retain a high-quality IT staff in a competitive market. Organizations commonly spend time and resources to train new network administrators and

other support staff, only to see them leave for better professional opportunities.

Faced with a tug-of-war between network requirements and budget constraints, more organizations are choosing to outsource all or part of their network support needs to a technology partner with specific expertise in the management, monitoring and maintenance of network devices, servers, system software and more.

## Key Benefits

In November 2005, technology research firm IDC published a study of the top 100 outsourcing deals completed the previous year. In the report, IDC identified the following business drivers for network support outsourcing:

- **Cost management.** Companies have a better picture of costs and a better understanding of cost drivers, and can manage more effectively the operational costs associated with outsourcing.

- **Focus on core competencies.** Companies are stricter than ever about focusing their resources on activities related to their core mission and com-

petitive strength, and outsourcing to reduce their involvement in operational technicalities.

■ Risk management. Savvy companies are reducing their financial, technical and organizational risks by leveraging service providers' process expertise and dedicated capabilities.

IDC has also identified a major shift in outsourcing contracts — a shift that should make network support more accessible for small to midsize businesses (SMBs). In addition to the “soup to nuts” comprehensive support packages traditionally offered, service providers are now responding to market demands for a menu of individual services.

“Discrete outsourcing will ensure improved IT strategic decision-making processes as well as making sure that core IT systems stay within their internal control,” said IDC analyst Katherine Chan. “Another major driver would be cost predictability that might

help decision makers plan their annual financial budgets better.”

### Opportunity NOCs

While keeping tabs on all the factors that impact network performance would normally require a significant investment in network management and monitoring tools, service providers achieve economies of scale by spreading the cost of their state-of-the-art network operations center (NOC) across numerous customers. An SMB can utilize the NOC resources at a very small fraction of the cost of deploying them in-house.

A discrete outsourcing model helps SMBs alleviate this problem by allowing an organization to pay only for what it needs. Important services for SMBs to consider for outsourcing include management of hardware, document output, software and infrastructure, as well as off-site services such as remote monitoring, remote maintenance

and managed security.

Gartner reports in a recent survey that nearly 60 percent of SMBs are now interested in outsourced IT services such as network support. Gartner says the increased interest is due to the convergence of several factors, including the complexity of managing network security, the increasing availability of powerful and cost-effective network management tools, the growing view of “software as a service” that builds trust in hosted solutions, and the desire to create a sense of predictability regarding IT expenses.

Thousands of years ago, Ramses the Great and his for-hire army defeated the Hittites and brought Egypt to the height of its imperial power. In doing so, he demonstrated that outsourcing difficult tasks to experts made good sense. In today's world, outsourcing network support duties can give organizations of all sizes a fighting chance to achieve their goals.



## IT Costing You a Fortune?

A driving question for CIOs is how to maximize the value of their IT investments. IPC Technologies' Tech-First Group helps CIOs accomplish this goal through comprehensive outsourced IT services that can help organizations reduce costs by up to 50% over conventional support. But even more important, proactive systems maintenance by highly trained and certified engineers helps organizations maximize the efficiency of their hardware, applications and networks. We help you take advantage of the under-uti-

lized features and functions in your systems which can make your infrastructure even more efficient. Faster systems mean more effective employees...which leads to higher overall corporate value.

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# Zero Hour



## *New breed of filters closes the gap on virus outbreaks.*

A few short years ago, computer viruses caused more aggravation than significant damage. Distributed mainly by infected diskettes, they took a long time to spread and do damage. Anti-virus vendors had plenty of time to develop countermeasures based on the virus signature, the unique binary pattern that — like a fingerprint — can be used to identify malicious code.

Signatures still form the basis of most anti-virus measures, but they are becoming increasingly inadequate to prevent outbreaks. With spam distribution technology, a virus-laden e-mail can be sent to many millions of computers well before anti-virus vendors have been able to develop and distribute corresponding signatures.

In a recent Osterman Research survey of 115 IT and security managers from 12 vertical segments, 93 percent reported that their organizations had been infiltrated by some form of malicious code, even though all of them reported having anti-virus protection in place. Since signatures are fully effective once they are released, this level of vulnerability is primarily due to exposure during the so-called “zero hour” — the interval between the launch of a new virus and the identifi-

cation and distribution of its unique signature.

“It is striking to note that more than three out of four messaging decision-makers consider zero-hour virus protection to be important or extremely important in the context of protecting their messaging systems,” said Michael Osterman, president of Osterman Research. “We anticipate that anti-virus vendors will be quite aggressive over the next 24 months in developing zero-hour protection capabilities integrated with their anti-virus offerings.”

Vendors are attacking this problem in several ways, but a common approach is to isolate e-mail containing programs that could be viruses. Vendors use automated tools to analyze these files and make educated guesses about the potential for malicious activity based on rule sets they’ve developed — a technique known as heuristic detection. Common indicators, for example, would be any code that attempts to replicate itself or install itself in a computer’s boot sequence.

IronPort, Avinti and Commtouch are among the vendors who have developed these early warning systems. While they all take somewhat different approaches, these virus outbreak filters generally analyze global traffic patterns to identify anomalies. Any suspect files

are then quarantined until the traditional anti-virus signatures are updated.

Each time a new signature is issued, the quarantined files are re-scanned. Messages that do not match the outbreak signature are then released. While this process can result in false positives that temporarily delay legitimate e-mail messages, the tradeoff is significantly better protection. Industry experts say these tools provide protection an average of about 14 hours ahead of signature availability. Iron-Port claims its filters have stopped approximately 5 million malicious messages before they could infect desktops, saving customers an estimated \$100 million in clean-up costs.

A series of recent viruses and worms clearly demonstrated how rapidly malware can spread across the

Internet. The MS Blaster, Slammer, Sasser and Korgo.W worms showed that signature-based antivirus software is not enough to protect networks. While traditional anti-virus tools remain essential to any organization's security infrastructure, organizations of all sizes need to realize that reliance on signature-based products creates a significant window of vulnerability — one that virus writers will continue to target it in various ways.

“Most new virus outbreaks proliferate rapidly, rather than spreading slowly and silently,” said Richi Jennings, e-mail security practice lead at Ferris Research. “In the face of this trend, there's now a clear need for zero-hour virus protection. Traditional signature-based approaches will not be able to protect users fully from these new rapid-fire outbreaks.”

## IPC Integrator

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**IPC Technologies**  
7200 Glen Forest Drive  
Richmond, VA 23226  
804-285-9300  
877-9-IPCTEK  
(877-947-2835)

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WTG-05



## A flexible phone solution

The ShoreTel IP phone system scales seamlessly from 1 to 10,000 users, making it a perfect match for large enterprises as well as small and medium sized businesses. The ShoreTel system is a completely integrated system with PBX, voice mail, and automated attendant functions and includes installation, administration, and management tools that will liberate you from the cost and complexity of other vendor solutions.

The ShoreTel system is not a legacy-based, retrofitted solution, but is built from the ground up to be the easiest to use, easiest to manage, full-featured IP PBX system on the market today. And, it is ideal for multi-site companies because the distributed architecture spans multiple locations so that their phone system appears and behaves as one, unified system.

The flexibility of the ShoreTel phone system allows it to be configured to your particular business needs. To learn more about the ShoreTel phone system, contact IPC Technologies.



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