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IPC Integrator

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The Road to Success

Virginia Blood Services counts on IPC Technologies for leading-edge solutions and cost-effective support.

Virginia Blood Services President and CEO Bob Carden calls his company’s journey “from Westwood to Emerywood.” Over the past several years, Virginia Blood Services (VBS) has grown dramatically, culminating in its move from its Westwood facilities to a brand new, state-of-the-art headquarters on Emerywood Parkway in Rich-

mond. Although relatively short in distance, this journey required many hours of hard work by the VBS team.

IPC Technologies has accompanied VBS along its path, supporting the firm’s technology needs as it has grown to become the sole-source supplier of blood products to hospitals throughout central Virginia. The relationship between the two firms began in 2002, when VBS needed help desk support at night and on weekends.

“We outsourced our help desk to IPC Technologies many years ago. We get 24x7 coverage that is much more cost-effective than having someone on-site all the time. It’s also very reassuring to know that we have a help desk we can depend on around the clock because we’re an around-the-clock business,” Carden said.

“Since then, IPC has helped us with a wide range of projects. We have always been extremely delighted with the service that we’ve received from them.”

First Steps

Outsourcing its help desk through IPC’s TechFirst program was Virginia Blood Services’ first step in streamlining its technology infrastructure. VBS has a dedicated in-house IT



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The Road to Success

team that partners with IPC Technologies when and where it makes sense.

“We have a philosophy here in IT management to use selective outsourcing where it gives the company a technical and financial advantage,” said Tom Smith, Senior Director of Information Technology, Virginia Blood Services. “When I joined the company in February 2002, the IT staff was manning the help desk and there was a beeper that would get rotated among four people who had to cover nights and weekends. We were constantly getting interrupted and dealing with break/fix problems, plus we were about to lose our main help desk person.

“We decided to go with TechFirst and it turned out to be a very big technical and financial advantage for us. IPC took over the nights and weekends, enabling us to keep the staff at three people and concentrate on strategic projects. By then our headquarters had expanded into three buildings and we were opening new locations in Charlottesville and Charlotte, N.C. We had a lot going on so we appreciated having IPC as a partner.”

From an end-user’s perspective, the TechFirst program is absolutely seamless.

“If I have a problem with my computer I simply call the help desk. I don’t necessarily know that I’m calling IPC — I just know that I’m calling the help desk,” Carden said. “The technicians can take over my computer from their monitoring station and fix it, or if necessary they will send someone out to fix it on site. It’s very convenient for us.”

Next Stop: Emerywood

A new headquarters facility became Virginia Blood Services’ next destination. The company decided to build a new building rather than purchase and renovate an existing facility.

“We decided to build the building from the ground up, which gave us the opportunity to build the technology from the ground up,” said Smith. “By the time we started that process in 2006, we already had a four-year relationship with IPC Technologies. So we started talking with them about the work they were doing in telephony with ShoreTel.”

VBS’ old phone system was a hybrid of traditional PBX and new IP-based technology. The company wanted a fully IP-based system that was easy to administer and allowed for shared voice and data cabling. IPC won the contract in a competitive bid, and deployed a ShoreTel solution at VBS’ new headquarters.

“As people began moving in here, the IPC team would bring their phones up and transfer their extensions from the old system to the new system,” Smith said. “IPC was great about getting the new phones



installed and configured properly. They also installed software on everybody's computers that gave us the ShoreTel Call Manager capability for unified messaging."

Expert Guidance

IPC trained VBS staff in how to use the new system and take advantage of its many features. End-users like the system, and the IT team appreciates how easy it is to administer.

"The combination of IPC's installation, configuring the hardware and software, and training of all our users made the transition very smooth," Smith said. "It has really been a good telephone system — much easier to administer than any phone system I've used in the past. It's been really solid for us."

IPC Technologies then helped VBS implement a LifeSize videoconferencing system. The IP-based system makes it easy to set up videoconferences between VBS' Richmond headquarters and its Charlottesville donor center.

"IPC put in a smaller LifeSize system up in Charlottesville and bigger one here in Richmond," Smith said. "Now when we have larger meetings or training sessions monthly we can bring the Charlottesville location into the meeting using the LifeSize videoconferencing."

The Journey Continues

IPC's TechFirst program remains an integral part of VBS' IT strategy. As new solutions come online, IPC is there to provide expert support.

"Because we were using IPC for our help desk support, it made sense to fold the phone system and videoconferencing system into that program," said Smith. "If there were to be a problem — which there hasn't been — the same crew that handles the servers, network and desktops would handle the telephones and videoconferencing. That has made it a very nice fit."

Virginia Blood Services has come a long way since 2002. It has become self-sufficient — a big step for a blood bank to take — and has moved into a beautiful headquarters facility. Technology has played a key role in that process, and IPC Technologies has been there every step of the way.

"The IPC team has been very instrumental in helping us get to where we are through help desk support, the new telephone system and the IP-based videoconferencing system. It's been very financially advantageous for VBS, very cost-effective. We get very good value from IPC, and their technical expertise and ongoing support are excellent," Smith said. "IPC has been a very strong technology partner."



PICTURE THIS

The new, video-enabled ShoreWare Professional Call Manager is at the center of what's new in ShoreTel 8. The Professional Call Manager leverages the improved look and feel and enhanced usability delivered to all levels of the Call Manager and adds new multimedia capabilities.

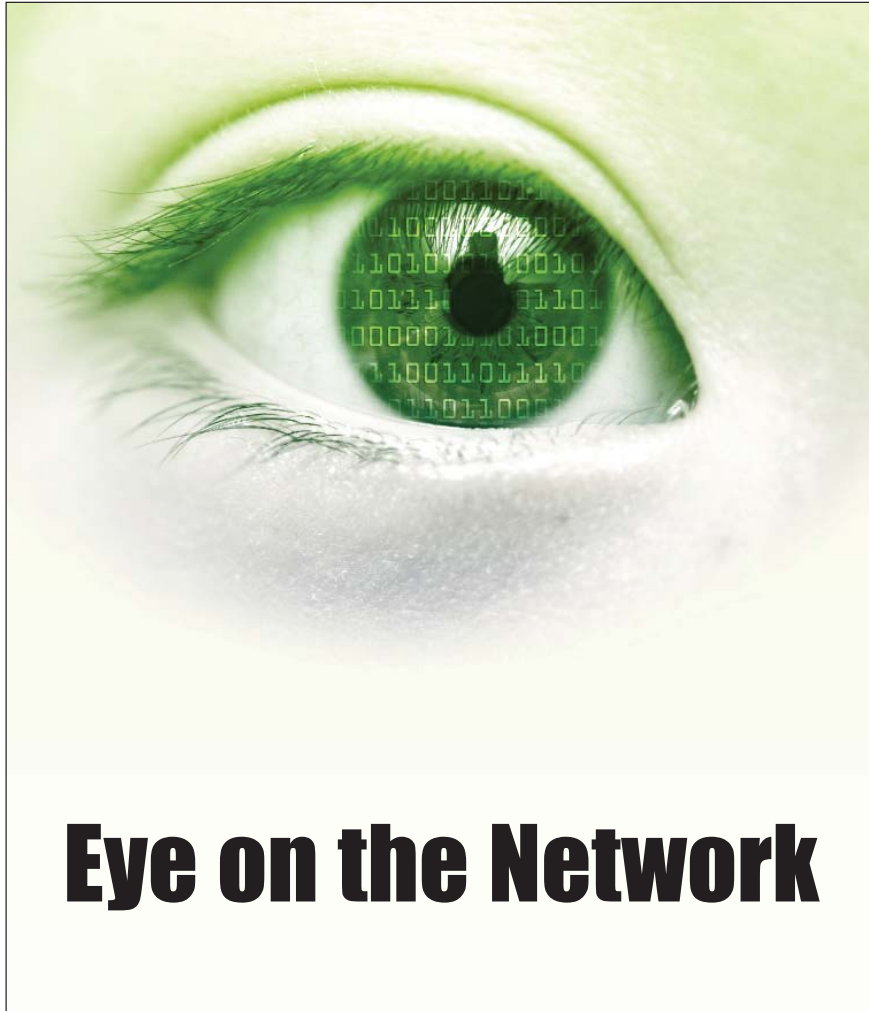
In addition, ShoreTel 8 also includes improved support for connecting SIP-based endpoints to the system, improved security, better management and many other new telephony features.



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Eye on the Network

Video surveillance technologies take a bite out of crime — and inefficient business practices.

Rapid advancements in network-based video surveillance are shifting the emphasis away from guns, guards, gates and dogs and placing it on more sophisticated and scalable security solutions. Video surveillance, like video conferencing, is becoming more common on data networks, and offers many of the same benefits as other IP-based communications technologies: lower-cost deployment, greater flexibility and scalability, and simplified management.

ABI Research forecasts the total video surveillance market — encompassing both analog and IP-based solutions as well as related hardware, software and services — to be worth more than \$41 billion in 2014.

“Many observers underestimate the size of this market because they only include cameras and network video recorders,” said ABI Research Vice President and Practice Director Stan Schatt. “They ignore all the other facets of video surveillance, which also include other hardware, cabling and other infra-

structure, professional services, and software. When you put all that together it’s a pretty sizeable number.”

The network-based video surveillance segment of the market is expected to skyrocket, increasing by an average of 45 percent yearly, according to new research from IDC. The research firm expects worldwide network surveillance camera shipments to grow from 9.3 million in 2007 to 26.5 million in 2013, surpassing those of analog cameras in 2012.

From Analog to IP

The global economic downturn has slowed the expansion of video surveillance markets in 2008 and 2009 but they have nonetheless posted a healthy 10 percent growth rate, according to ABI. That rate will accelerate — led by the retail and financial segments — as the economy starts to recover in 2010. In the U.S., government funding provided through economic stimulus measures will further reinforce shipments and revenues.

“People and organizations are still buying video security systems despite the recession,” said Schatt. “In fact, some large retailers have increased their deployments to counter recession-induced shoplifting. Meanwhile U.S. government spending, particularly on enhanced border, port and airport security, will be a mainstay in the short to medium-term.”

The recession has produced a change in the kinds of systems being purchased. While video surveillance technology has been in a transition period from purely analog systems through hybrids to purely IP-based systems, analog systems’ lower costs — especially for companies with large amounts of legacy analog equipment — mean that more analog and fewer IP products are currently shipping. IP system growth has been further slowed by an ongoing debate over standards.

Once the standards battles are settled and the wider economy improves, IP-based systems sales should grow quite dramatically. IP-based surveillance cameras can be securely monitored, recorded and administered from any device on the LAN or over the Internet. In addition, secure wireless hotspots can be defined for real-time monitoring using laptops, handheld cameras and PDAs.

Security and More

While some sectors — education, gaming, public safety, retail and transportation — have been eager to adopt network surveillance solutions, others have been more reluctant to integrate security functionality into their net-

work infrastructure. However, advances in camera and access technologies, as well as reduced hardware price points, are converging to create a perfect surveillance storm.

"Market changes are causing a major shift in the way organizations protect their business assets," said Chris Chute, research manager, Worldwide Digital Imaging Solutions and Services at IDC. "Moving forward, security administrators will rely less on human observation to address their most critical security demands."

In addition to protecting sensitive resources and property, companies are beginning to recognize how surveillance data can be used to improve/streamline a growing number

of business processes. Retail, transportation and gaming verticals are successfully implementing network surveillance as a business enablement tool. The retail industry has utilized video analytics to track customer flows through stores and adjust merchandise placement accordingly. The transportation industry can respond to traffic incidents in a more timely fashion, using video data to make fact-based decisions on future infrastructure initiatives. Beyond the critical security that surveillance offers the gaming industry, it also provides important business information about the games' popularity and ultimately their placement on the casino floor.

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IPC Technologies works closely with our vendor partners to conduct regularly scheduled symposiums and seminars that help you stay abreast of the latest technology industry advancements. To learn more about our seminars — including dates, locations and registration information — please go to our Web site:

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Virtualization Going Mobile



Developing technology aims to turn handheld devices into full-blown computing platforms.

There's little question that mobility has become a key feature of the technology landscape. What's changing is that mobile users want access to more than just e-mail. Organizations seeking to maximize the productivity of an increasingly mobile workforce need to give road warriors access to enterprise applications through their handheld devices.

That's easier said than done. Given the wide variety of handhelds, with a mix of features, operating systems and network technologies, organizations are struggling to incorporate mobile devices into their data center strategies. On top of that, mobile technologies are constantly changing, creating a moving target.

Virtualization can help. With virtualization, end-users can access their complete desktop operating environment through any network-connected device. Done right, virtualization makes it easy to deliver applications to mobile users and improves security because applications and data are centralized in the data center.

"Gartner sees virtualization in the mobile space as a very promising and

potentially a fast-emerging market. We predict that by 2012, more than 50 percent of new smart phones shipped will be virtualized," said Monica Basso, Research Vice President at Gartner. "Virtualization can enable enterprises and consumers to easily manage and secure their phones and it can also help handset vendors reduce bills of materials and shorten development cycles to allow for faster releases."

Breaking the Link

The key to this anticipated success is choosing the right virtualization solution. VMware, Citrix, Virtual-Logix, and a handful of other companies including Green Hills Software, Open Kernel Labs, Trango Virtual Processors and Wind River Systems are among companies developing ways to apply virtualization technology to handheld devices.

Without virtualization, a mobile phone's underlying hardware can theoretically support any number of operating systems — but only one at a time. As a result, handset manufacturers traditionally have had to pick one OS to be linked to the hardware for the life of the product. So the product becomes either a Windows Mobile phone, a Symbian phone or an Android phone, etc.

With mobile virtualization, a hypervisor is embedded on a handheld device to decouple the applications and data from the underlying hardware. The virtualized device is then capable of running multiple software stacks, regardless of differences in chipsets, operating systems and device drivers. It's even possible to run two different operating systems side by side on the same device.

Many Benefits

Mobile virtualization offers numerous benefits for handset vendors. They typically spend a considerable amount of time porting a software stack multiple times, once for each platform. Virtualization eliminates that slow and expensive process, speeding time to market and cutting development costs.

Much as virtualization enables server consolidation, it also allows mobile devices to operate with fewer chipsets. Handhelds customarily have three separate processors for communication, applications and multimedia, but virtualized devices can do the job with just one or two chips.

Device security is improved through the compartmentalization of functions. Core phone services can be isolated from OS functions, reducing the risk of cross contamination. Mission-critical code and sensitive data can be “sand-boxed” into a trusted environment. In fact, organizations could deploy a corporate phone personality that runs separately from the user’s personal phone on the same physical device. IT would be able to set up a “work” profile based upon corporate security policies while allowing the user a great deal of flexibility with their personal profile.

User Demand

Although mobile virtualization is still a nascent market, end-users are pressing for solutions that will allow them to use handheld devices as full-on computing platforms rather than mere communication tools. A recent survey by Open Kernel Labs found that corporate end-users and IT professionals believe mobile access to enterprise applications growth will outpace the growth of mobile e-mail over the next two years. Although this type of access is typically provided through a secure virtualized environment managed by corporate IT departments, the study further illustrates that corporate users expect to access this data from their mobile handsets.

In the survey of more than 500 IT professionals and corporate end users from the U.S. and U.K., 87 percent said it is “critical” that mobile workers have access to enterprise applications from their mobile phones. This includes access to corporate desktop applications, access to corporate servers and mobile access to corporate databases.

“As virtualization reaches out from the server room to make the desktop just another enterprise infrastructure asset, these handheld devices will be next,” Rachel Chalmers, research analyst at 451 Group wrote in a recent study. “They’re easily capable of functioning as mobile enterprise application end points. They’re going to need exactly the same kinds of security, policy enforcement and central manageability as anything else in the modern, Web 2.0-friendly, regulatory-compliant enterprise. Enter virtualization. “



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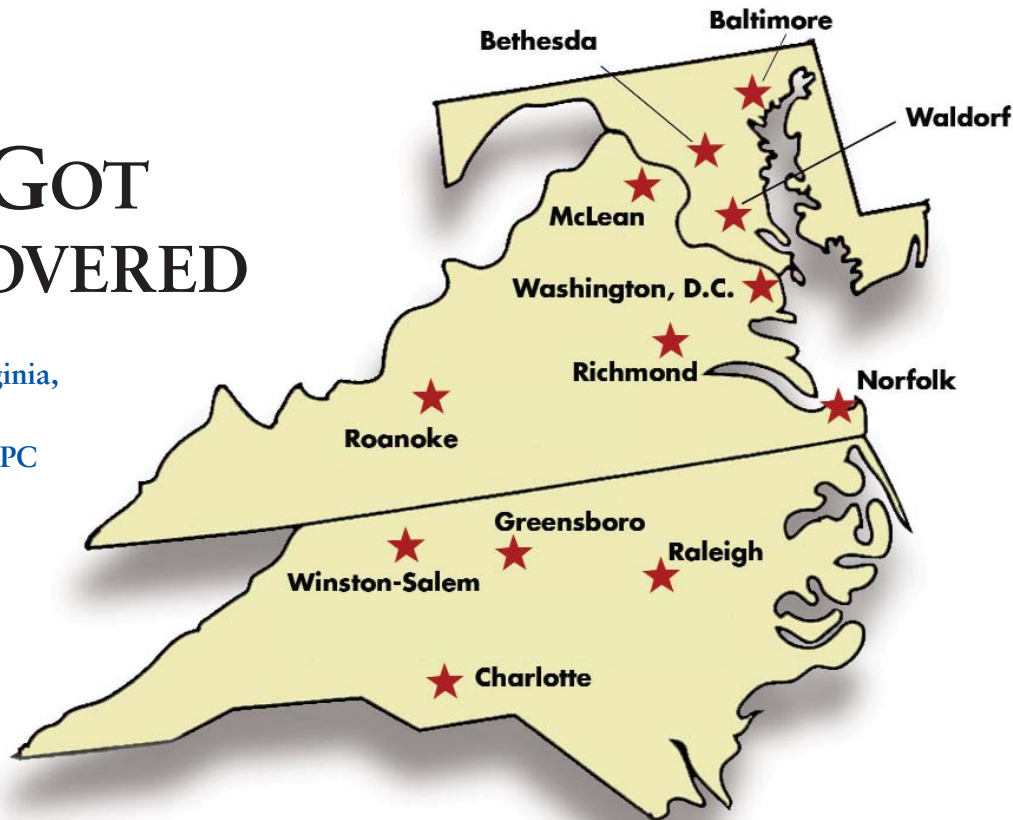
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