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HILES

by Matt Hiles, Chief Operating Officer at Mosaic NetworX ([www.mosaicnetworx.com](http://www.mosaicnetworx.com))

**S**D-WAN as-a-Service bolsters the performance of Unified Communications as-a-Service.

Over the past decade, the world of enterprise communications has dramatically changed. Most of us have a smartphone. But, we all know it's not really a phone. It's so much more. We use it to communicate in myriad ways. We call, text, instant message, video chat, email, and have virtual meetings where we screen share. These are the tools our employees, partners and customers use every day. And, these are the tools every business needs to remain competitive and succeed.

### CLOUD-BASED BUSINESS CONNECTIVITY SOLUTIONS

Unified Communications (UC) allows users to send messages on one medium and receive the same communication on a different medium. For example, a user can receive a voicemail message, and choose to access it through e-mail or a smartphone. If the user is online and chooses to accept a call, the response can be sent immediately through text, chat, or video call.

Unified Communications as-a-Service (UCaaS) are high-value applications and services that address the growing need for diverse, yet integrated, communications. UCaaS creates a seamless system that delivers an optimal collaborative experience for customers, partners, and employees. All apps are integrated into a flexible and ubiquitous UC service platform, and available from anywhere, at any time, and with any device. Many UC applications are real-time, and therefore, they are highly sensitive to Internet characteristics, like latency, packet loss, and jitter. They also place high demands on bandwidth requirements. This means, UC platforms require easily controllable WAN connectivity that's secure, reliable, and always-available. When networks are over-subscribed, VoIP and video quality can create a less than acceptable quality of experience (QoE). To ensure reliability, flexibility and scalability, UCaaS applications are now being run on top of SD-WAN.

MATT HILES continues on page 3 »

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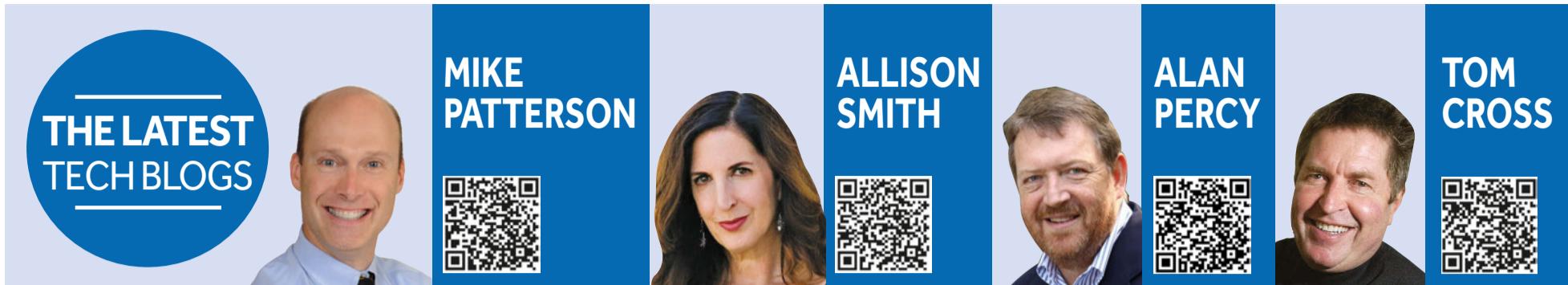


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# 400 years at the center of trade

## Why London will always be a global connectivity leader

**HILES***continued from page 1***RELIABLE, UNINTERRUPTED QOE FOR UNIFIED COMMUNICATIONS**

Enterprise-class distributed communications presents many challenges for Unified Communication systems. Highly distributed UC deployments are costly when run over rigid and expensive legacy WANs. The complexity associated with migrating to the cloud with legacy WAN infrastructure is typically met with long deployment cycles at branch offices. While, the lack of control and visibility of the WAN can result in the inability to effectively manage performance and capacity.

UC relies on communications exchanged over the WAN. And no organization can't afford degradation in link quality and potential downtime that can negatively impact the UC quality of experience (QoE). The ideal WAN solution for UC, is to leverage Internet connections to increase WAN bandwidth at a lower cost, while providing the high-quality experience that users require.

Cloud-based UCaaS, coupled with SD-WAN as-a-Service (SD-WANaaS), is able to replace multiple telcos, carriers, and service providers, with a single provider solution with one contract, and one invoice. This not only simplifies communications system administration, it saves OpEx and CapEx too. SD-WAN as-a-Service helps ease network configuration, and the control and visibility of the underlying network characteristics that can adversely impact UC performance.

SD-WANaaS simplifies WAN infrastructure, and delivers it in a highly orchestrated, single vendor solution. Application delivery infrastructure is simplified by providing a single point of contact for SD-WAN edge devices, multi-carrier transports, and custom network services.

To provide seamless access to UCaaS systems, SD-WANaaS aggregates private circuits, DIA Internet, broadband Internet, LTE, MPLS, and any other transport, and bundles them into one multi-carrier contract. When united together with UCaaS delivered from the cloud, the combined solution creates ubiquitous access with flexible, cost-efficient, and unified communications that moves business forward. ■

**FRAY**

by Andrew Fray, Managing Director UK for Interxion (NYSE: INXN)

Silicon Roundabout, Tech City has become a superhighway for connectivity. Home to three-quarters of the Fortune 500, London's Tech City is now the third-largest technology startup cluster in the world.

London also aims to become the world's smartest city by 2020, a goal in which infrastructure and IT service providers play a major role. Smart cities rely on connectivity; it's the lynchpin that determines the performance of apps powering AI, IoT and Big Data. As such, data centers that provide access to a community of connectivity and cloud providers will play an ever-increasing role in London's digital economy.

**LONDON IS THE FINANCIAL CAPITAL OF EUROPE**

The latest Global Financial Centres Index (GFCI) ranked London as the most powerful financial center in the world after New York and Singapore. London is home to a large community of financial service organizations, from high-frequency traders and hedge funds to European banking companies.

These businesses, which rely on best in class peering environments, need to be within the closest physical proximity to their business partners. As a result, communities of interest form in colocation facilities that offer dense connectivity options: Interxion's London data centers are home to over 200 Financial Services organizations.

**LONDON IS A MELTING POT OF CULTURES AND INDUSTRIES**

London is one of the most diverse cities in Europe: last year, London was ranked the leading "dynamic city" in Europe by Savills IM Dynamic Cities. If any area sums up London's diversity, it is East London.

East London's Brick Lane, named in the 15th century for its brick and tile manufacturing, personifies the "colocation" of communities of interest. The location has a rich history, from bricks in the 15th century, to beer in the 16th century, to digital innovation today. From a cultural perspective, Brick Lane has long been home to migrants arriving in the city, starting with the French Huguenots in the 17th century, Irish and Jewish migrants in the 19th century and Bangladeshi communities in the 20th century. The rich mix of different commerce and cultures gives Brick Lane a unique identity.

Today, we see this diversity in the wide range of industries situated in East London, from banks using datacenters for trading, to enterprises using "app hubs" as a location for their critical apps.

**CONCLUSION**

Since we opened our first datacenter in London 20 years ago, the demand for data center services has continued to grow and evolve despite political and economic changes. Even with the upheavals of Brexit and GDPR, the city's mission critical infrastructure is staying—a testament to its power as a global connectivity hub.

In fact, a recent study by The Institute of Directors found that, out of 700 company directors, nearly half were still confident for prospects their firms' prospects despite the U.K.'s exit from the European Union.

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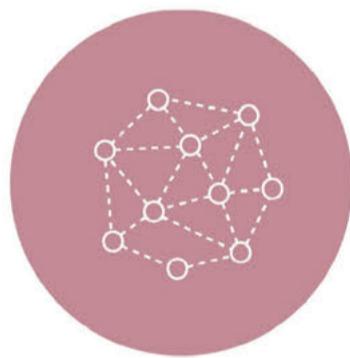


Nectar offers the most comprehensive multi-vendor UC network monitoring, diagnostics and reporting solution for **Skype for Business**, **Cisco**, and **Avaya**, supporting online, on-premise and hybrid deployments. Nectar's award-winning flagship solution, the UC Management Platform (UCMP) is comprised of four integrated components that together deliver exceptional platform, network and endpoint health and performance management. Unique in its vendor-agnostic approach, Nectar believes that conversation is the foundation of any business. Learn more at [www.nectarcorp.com](http://www.nectarcorp.com).



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### ENDPOINT

Devices, Operating Systems, Client Software & User Behavior



# Jabra reveals top workplace productivity trends globally

Working from home now considered the most productive option while noisy colleagues are biggest distraction to getting the job done  
LOWELL, MA - In line with World Productivity Day on June 20th, Jabra, the global leader in audio and communication technology, is revealing the top workplace productivity trends based on a survey<sup>1</sup> among business professionals in the US, UK, Germany and France.

## GLOBAL TRENDS SUMMARY:

- **Workspace:** Home is where the productivity is: four times more employees perceive working from home to be the most productive option for them in 2018, compared to 2015.
- **Hindering factors:** Noise is still considered the number one deterrent to workplace productivity. The type of noise that annoys office workers most in all countries is colleagues talking to each other in their direct vicinity.
- **Mobility:** The workforce became more mobile between 2015 and 2018.
- **Meetings:** Office workers see lack of preparation (38%), decision making (30%) and attendees coming in late for a meeting (30%) as the key obstacles to productive meetings.

## COUNTRY SPECIFIC KEY FINDINGS:

- **US:** According to 50% of employees, discussions without a proper direction are the main obstacle to productive meetings.
- **UK:** Half a working day (43%) is spent away from the desk at the office, be it walking around (13%) or driving to places (9%).
- **France:** The majority (56%) of employees listen to music to focus or block out office noise.
- **Germany:** Half of office workers (52%) are negatively affected by colleagues asking questions or dropping by to chat.

## GLOBAL BUSINESS BATTLE

Efforts to improve workplace productivity have long remained a constant battle for businesses globally. From the type of workplace to office dynamics, several factors play a critical role in influencing productivity levels. Recent data from The Conference Board<sup>2</sup> shows a slight uptick in global productivity, but nowhere near a return to the pre-crisis growth rates. Continuing curiosity about how we organize work to improve productivity is key in keeping this momentum.

Research shows, on average, employees are distracted at work every three minutes<sup>3</sup> and that it can take us as long as 25 minutes<sup>4</sup> to refocus. In a world where businesses are striving for every possible efficiency and productivity gain, there is an imperative to resolve the age-old conflict between collaboration and concentration.

## WORK IS AN ACTIVITY, NOT A PLACE

The home office has emerged as a clear winner when it comes to productivity, with four times more employees perceiving working from home to be the most productive option for them in 2018, compared to 2015. Nearly one in three (32%) US employees consider working from home to be the most productive – yet, interestingly, 56% of US employees report this arrangement is not allowed. This highlights that the majority of US businesses still require employees to work in an office where they encounter many factors that can hinder productivity.

While hot desking was the buzz word in the workplace just a few years ago, it has certainly turned cold in 2018: only 4% of companies offer this type of office environment.

What remained the same over the past three years is the fact that the 'open office' (30%) is the most widespread office design. This makes it of utmost importance to understand how to

optimize the use of open office spaces while limiting the hindering factors.

Interestingly, temperature and amount of light – when not at a comfortable level – were highly ranked in all markets as negatively impacting productivity. Also, cleanliness is considered an issue, though compared to the other markets, the French hardly (5%) find this of importance.

## HINDERING FACTORS

Although noise is still considered the number one deterrent to workplace productivity, fewer office workers in the UK (38%) and US (35%) listed noise as an issue in 2018 compared to 2015. This is a major difference from mainland Europe though, where Germans (54%) and French (48%) rate this issue much higher. The type of noise that annoys office workers in all countries most is colleagues talking to each other in their direct vicinity. Nevertheless, it is a positive trend that in some countries people start to experience less noise disruption, proving that technology like Active Noise Cancellation (ANC) has had a significant impact on noise perception and increasing workplace productivity. The ongoing debate about how we organize work is making its mark.

Another way that business professionals choose to block out office noise is listening to music. Most employees listen to music at work to focus better. Music creates both a concentration zone and functions as a tool to relax and recharge. Employers must recognize that employees use music to lower their stress levels and work more productively. Interestingly, the survey highlighted that there are office workers in every country that are unsure if they are allowed to listen to music at work, suggesting that businesses should offer clear guidelines on multimedia consumption to avoid productivity being disrupted by uncertainty.

## GREATER MOBILITY OF STAFF

The research also shows that the workforce has become more mobile in the past three years. A higher number of people claim that more time is spent away from their primary workplace. In the US, more than a third of the working day (39%) is spent away from the desk at the office, be it walking around (12%) or participating in meetings (8%). This data indicates not only

a growing need to consult with colleagues to access expertise, but also a shift in the way we do business. In today's digital age, the need for mobile interaction and information exchange is increasingly important.

## MEETING CHALLENGES

For most office workers meetings are considered an excellent platform to share knowledge between colleagues. Worryingly, in the past three years, we do not seem to have made much progress in making meetings more productive.

Office workers see lack of preparation (38%), decision making (30%) and attendees coming in late for a meeting (30%) as the key obstacles to productive meetings. One of the fastest growing annoyances is meetings not starting on time due to technical issues: the US saw a 100% increase and the UK a 111% increase in such occurrences in 2018 compared to 2015.

The Millennial workforce (18–35 years) in particular find discussions without direction (46%) to be the biggest cause of unproductive meetings, highlighting that businesses must look into ways to improve their internal meeting structures to ensure the most productive use of time.

Bjoern Ekner, Senior Director Product Marketing at Jabra said: "Monitoring the state of modern office work is a key initiative for us, and I am pleased to once again share our insights. In order to understand the dynamics of knowledge work, we have to stay curious. We need to create the optimal environment for office workers to thrive and eliminate what gets in the way of their focus and the ability to collaborate. This year's number one hurdle for productivity in the workplace, was once again noise. I hope managers and leaders will join Jabra in helping secure the 'concentration zone' for our employees."

1 Source: Jabra & Kantar 'Knowledge Worker Study 2018', June 2018, 1,350 respondents

2 <https://www.conference-board.org/press/pressdetail.cfm?pressid=7372>

3 <https://www.wsj.com/articles/SB1000142412788732433920457817325223022388>

4 <https://www.nytimes.com/2013/05/05/opinion/sunday/a-focus-on-distraction.html?r=0>

More at [www.jabra.com](http://www.jabra.com). ■

# TransNexus Releases Targeted Pumping Robocall and Telecom Fraud Prevention

Improves Telecom Network Performance While Blocking Malicious Calls

ATLANTA, Georgia - TransNexus has announced a new service in their ClearIP software to detect and prevent unwanted robocalls and telecom fraud attacks from disrupting legitimate telecom traffic. This service, Targeted Pumping fraud detection, provides greater flexibility and precision that carriers need to monitor, divert or block these calls.

"We found that robocalling traffic was disrupting performance in our telecom network. The robocall and fraud prevention technology in ClearIP helps us block these calls. As a wholesale telecom service provider, however, we needed additional controls to apply the service within in our network," said Jay Cox, Transport Director with EvComm, a telecommunications service provider that uses ClearIP for fraud detection and routing. "TransNexus added a targeted-pumping call detection method to ClearIP that gives us exactly what we need to detect and prevent these calls to specific subsets of our network based upon both origin and destination."

"Robocalls don't just annoy and defraud subscribers," said Jim Dalton, CEO of TransNexus. "They can also disrupt a carrier's network. Working with EvComm, we designed a targeted-pumping call detection feature that gives telecom service providers, either wholesale

**TRANSNEXUS** continues on page 7 »



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## Pedestal Mount Solutions with Viking's VE-GNP Series

HUDSON, WI – Viking's weather resistant VE-GNP Series of gooseneck pedestals offer a tough and reliable solution for outdoor stanchion mounting applications.

"The VE-GNP Series pedestals are sturdy, strong, and built to last – so they fit right in with the rest of Viking's products." – Mike Busby, Marketing Manager, Viking Electronics, Inc.

Viking's VE-GNP Series of pedestals are made from vandal resistant 11-gauge steel with a weather resistant black powder coating or 15-gauge stainless steel with a weather resistant 304 brushed finish. Some models feature pre-machined holes for mounting to a cement pad while other models are designed to be mounted directly in the ground. All Viking pedestals are constructed for universal car height, and a double gooseneck version is available for applications involving tall vehicles.

The VE-GNP Series is designed to work with Viking's VE-Series of surface mount boxes, providing a complete mounting solution for most applications.

For more information on the VE-GNP Series, visit: [www.vikingelectronics.com/product\\_docs/DOD/424.pdf](http://www.vikingelectronics.com/product_docs/DOD/424.pdf)

Viking Electronics designs and manufactures over 500 security and communication products; such as Emergency Phones, Entry Systems, Paging Interfaces, Amplifiers, Mass Notification Systems, Hot Line Phones, Auto Dialers, Enclosures, and more. In addition to our extensive analog line, we also offer a large selection of IP based solutions. Viking's VoIP

products are SIP compliant, with features such as built-in relays and automatic noise canceling. We are continually developing new ideas using the latest technology to expand our product lines. As always, Viking products are designed, manufactured, and supported in the USA and backed by a two year limited warranty. For more information, please visit: [www.vikingelectronics.com](http://www.vikingelectronics.com)



## Ribbon Communications Signs Agreement to Acquire Edgewater Networks, Inc.

Immediately accretive acquisition elevates Ribbon to market leadership position in Enterprise Session Border Controller and Network Edge Orchestration

WESTFORD, Mass - Ribbon Communications Inc. (Nasdaq: RBBN), a global leader in secure and intelligent cloud communications, has announced that it has signed an agreement to acquire Edgewater Networks, a market leader in Network Edge Orchestration for the small and medium enterprise (SME) and Unified Communications (UC) market. The acquisition is projected to result in Ribbon becoming the market share leader for enterprise Session Border Controllers (SBCs) and Network Edge Orchestration. This acquisition will allow Ribbon to offer its global customer base a complete core-to-edge product portfolio, unrivaled end-to-end service assurance and analytics solutions, and a fully integrated SD-WAN service.

The acquisition expands and enhances Ribbon's solution offerings to its customers. The combined portfolio is expected to further strengthen the new Ribbon Protect UC security offering with voice and data intelligence from the enterprise edge and customer premises. With the ability to serve the core to the edge of the network, Ribbon

will be equipped to provide an end-to-end connection to the enterprise and deliver unparalleled service assurance, security and monitoring capabilities. Upon completion of the transaction, the Kandy Unified Communications as a Service (UCaaS) offering will also be enhanced with the ability to provide analytics and service assurance capabilities across the enterprise network edge. In addition, Ribbon's Microsoft Skype for Business and Teams offerings will be expanded by Edgewater Networks Intelligent Edge solutions.

"With Edgewater Networks strong, sustained growth in recent years and their complementary solutions set, this acquisition makes sense on a number of fronts for Ribbon, allowing them to strengthen their position in enterprise SBCs," said Diane Myers, senior research director for IHS Markit. "This is a high synergy, low overlap combination that gives Ribbon a broad product line that serves customers of all sizes and can be offered and distributed through multiple channels."

"This transaction demonstrates how we are delivering on our strategic objectives and extending our market reach," said Fritz Hobbs, President and Chief Executive Officer of Ribbon Communications. "The

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combination of Ribbon Communications and Edgewater Networks creates a best-in-breed, complete platform that extends our leadership position in the SBC, cloud UC, security and analytics markets."

"The customer footprint of our combined organization is unmatched in the marketplace," said David Norman, Chief Executive Officer of Edgewater Networks. "The combination of Ribbon and Edgewater Networks will allow us to better serve customers globally and accelerate our pace of innovation in the UC and SD-WAN markets."

Kevin Riley, Chief Technology Officer and Executive Vice President of Advanced R&D for Ribbon Communications commented, "Together, Ribbon and Edgewater Networks' solutions address the entire enterprise market. Communications Service Providers, Managed Service Providers and Systems Integrators will have a comprehensive product line and support organization to deliver services to the rapidly expanding Unified Communications market."

#### OVERVIEW OF EDGEWATER NETWORKS

- Edgewater Networks is a private company, founded in 2002.
- Edgewater Networks has more than 635,000 actively deployed edge devices and more than 20 million connected endpoints.
- Edgewater Networks has approximately 80 employees and is headquartered in San Jose, California.

#### TRANSACTION DETAILS

- At the closing of the merger agreement, Ribbon will pay Edgewater Networks shareholders an aggregate of \$110 million,

subject to customary post-closing net working capital and debt adjustments, comprised of:

- \$50 million of cash (subject to customary net working capital adjustments) to be paid at the time of closing and to be funded through Ribbon's existing credit facility.
- \$30 million of deferred cash payments, to be funded through existing operating cash flows and completed within 18 months from the closing date.
- \$30 million of Ribbon common stock to be issued at the time of closing, not to exceed 5.2 million shares.
- The transaction is expected to close in the third quarter of 2018 and is subject to customary closing conditions and regulatory approvals.

#### EDGEWATER NETWORKS FINANCIAL HIGHLIGHTS

- Edgewater Networks revenue was \$64 million in 2017 and \$50 million in 2016, primarily derived from sales within the U.S. Over the past four years, Edgewater Networks has recorded annual double-digit sequential revenue growth.
- Adjusted EBITDA<sup>1</sup> was \$4 million in 2017, 98% increase compared to \$2 million in 2016.
- The transaction is expected to be immediately accretive to Ribbon's Adjusted EBITDA and Non-GAAP EPS post-closing.

Please see the reconciliation of non-GAAP and GAAP financial measures in the press release appendix.

#### KEY TAKEAWAYS

- The combination is expected to make Ribbon a market leader in enterprise SBCs from SMEs all the way up to large enterprises.
- The acquisition of Edgewater Networks differentiates and extends Ribbon's leadership position in the SBC, cloud, security and analytics markets by offering the only portfolio of edge-to-core solutions to service providers and enterprises of all sizes.
- The acquisition allows Ribbon to take Edgewater Networks solutions to market globally with a much larger distribution channel.
- The Edgewater Networks portfolio enhances multiple Ribbon offerings and strategic initiatives, including Kandy UCaaS, Ribbon Protect and Microsoft Skype for Business and Teams solutions.
- Edgewater Networks' SD-WAN service provides Ribbon customers with a complete solution for the SME market.

#### ADVISORS

TAP Advisors LLC served as Ribbon's financial advisor, Latham & Watkins LLP served as Ribbon's legal advisor and Ernst & Young LLP served as Ribbon's advisor for financial diligence and related matters. AGC Partners served as Edgewater Networks' financial advisor and Gunderson Dettmer Stough Villeneuve Franklin & Hachigian, LLP served as Edgewater Networks' legal advisor.

More at <https://www.prnewswire.com/news-releases/ribbon-communications-signs-agreement-to-acquire-edgewater-networks-inc-300671402.html> ■

## TransNexus Releases Targeted Pumping Robocall and Telecom Fraud Prevention

*...continued from page 5*

or retail, greater flexibility and precision to assign these controls to specific subsets of their network. We're pleased to help our customers with this powerful new feature, so they can continue to provide the reliable, trouble-free service that their customers expect."

ClearIP is a new software-as-a-service from TransNexus. It's hosted in the cloud, so service providers can use it without installing any hardware or software on their premises. The software uses SIP Analytics to analyze VoIP (voice-over-internet-protocol) telephone calls in milliseconds, before each call begins. This provides the fastest method of fraud and robocall detection available—much faster than older methods that analyze call detail records after calls are completed.

For more information, visit [transnexus.com](http://transnexus.com) and [evcomm.net](http://evcomm.net). ■



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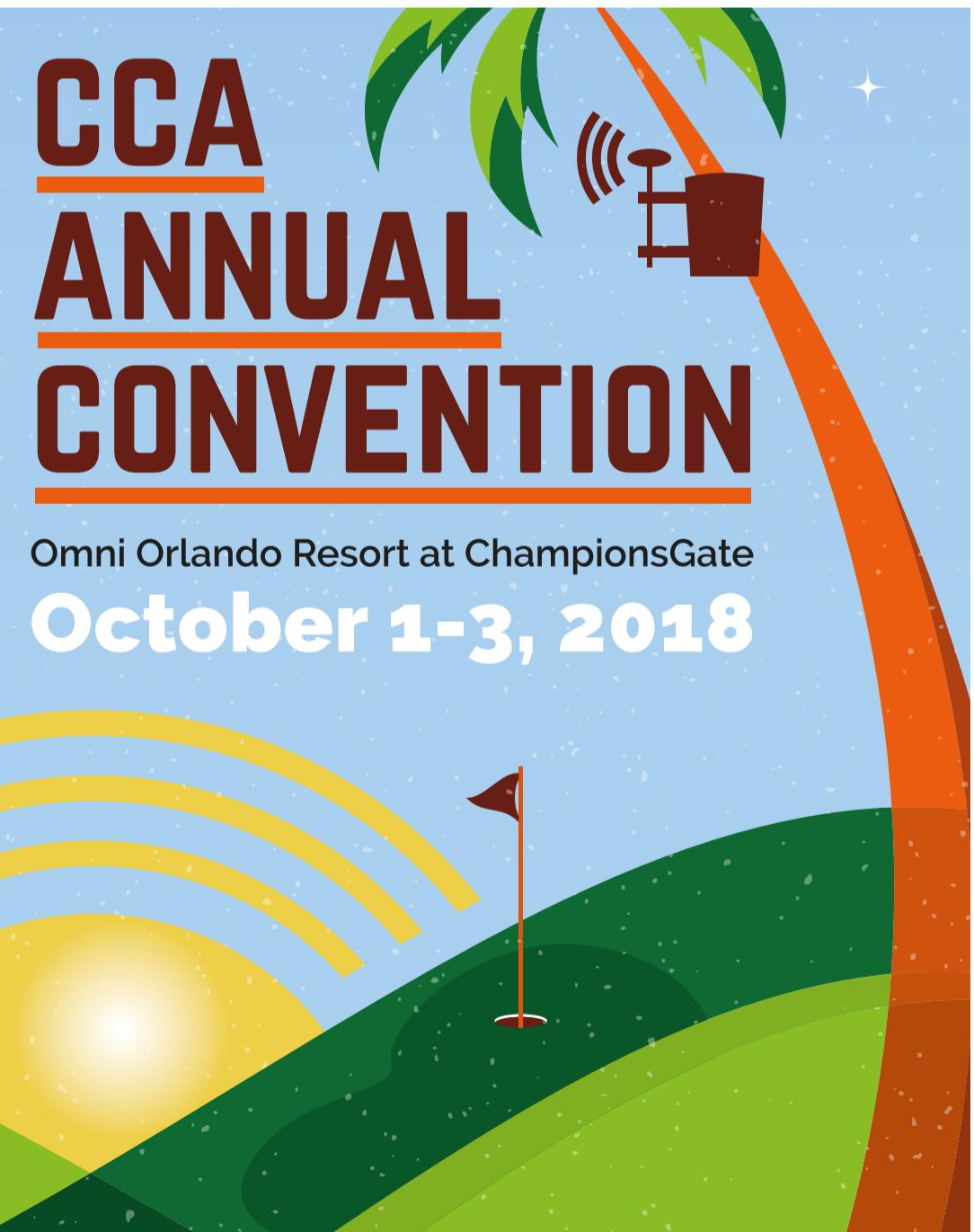


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## For Ultimate Data Centre Security, Technology Alone is Not the Answer



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**Telecom & Mobile  
Technology: Strategic  
Asset or Service Delivery?**

### PAGE 11

**RingRx Brings Fully Integrated Phone  
Services, HIPAA-Compliant Cloud  
Communications to Enterprise  
Healthcare Providers and Channel  
Partners**

The security of data – and in particular people's personal data – has been a hot topic in recent months. The EU's rollout of new GDPR regulations; the Cambridge Analytica scandal; or the seemingly weekly revelations of financial institutions or consumer service providers which have had their databases hacked, are all examples most of us will be aware of.

Less often discussed but just as important as the security of our data, is the security of the data centres that house it. And at first glance, identifying, reviewing and prioritising

all the elements that a data centre must contain in terms of security would appear to be a very complex subject, depending on myriad variables including facility size, organisation type, service commitments, system complexity, customer requirements, the list goes on...

However, independent of the variables mentioned above, in my view data centre security can be boiled down to just two areas – physical security and operational security. And while both of these clearly depend to a great extent on technology, the single most important element is the establishment of appropriate policies, processes and operating procedures – and critically, of course, actually following them.

Unfortunately, over the years I have seen many examples of security – both physical and operational – being seriously compromised through the lack of clear and well-defined security processes and procedures. And ironically, I have seen this most often in data centre facilities that had state-of-the art security equipment installed.

For example, implementing the latest and most sophisticated biometric access systems does not, by itself, ensure that supposedly secure areas are actually secure and that access is fully controlled. On the contrary, I have witnessed unauthorised and unsupervised personnel wander in and out of secure areas at will. The failure here not being due to any fault with the access control equipment itself but to appropriate security protocols not being implemented or maintained.

As for operational security, a standard requirement for any modern data centre is to have redundancy capabilities fully integrated in order to ensure continuous operation even if disaster strikes. And for many data centre operators' customers, this is non-negotiable, given their dependence on the often mission-critical systems the data centres house.

However, just as with ensuring physical security, implementing systems for fully redundant facility operation is not simply a matter of installing more of the latest equipment. Ensuring data centre redundancy is a hugely complex undertaking. Initial design is clearly important, as is the correct installation and interlinking of redundant systems, whether for power, cooling, monitoring, or communications. But most important of all, once again, are the protocols and procedures that must be implemented and followed in order to ensure that redundant gear actually kicks in to action if and when it needs to.

Regardless of whether the data centre in question is hyperscale or a relatively small edge facility, having the right processes in place and the right people following them are typically what makes the difference between, on the one hand, a data centre's security being fully maintained and on the other, a catastrophic failure.

So when securing even the most technical of environments, technology is only part of the answer. Without the disciplined application of associated policies and processes, success cannot be guaranteed. After all, the best tools in the tool box are of little value without the appropriate knowledge and experience to use them. ■

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# RingRx Brings Fully Integrated Phone Services, HIPAA-Compliant Cloud Communications to Enterprise Healthcare Providers and Channel Partners

Fully integrated voice, fax, text, and on-call service built specifically for healthcare providers adds new enterprise communication features; RingRx API powers third-party integrations with EHR/EMR, revenue cycle management & practice management partners

SANTA BARBARA, CA - The world's first business-class cloud-hosted communications platform designed for healthcare has expanded its service offerings to improve how enterprises and large healthcare organizations manage communications. RingRx's new features remove the friction in healthcare communications while still maintaining the same level of security and compliance their solution was built on.

For years RingRx has provided a single solution that addresses the voice, mobile, texting, fax and after-hours communications for healthcare organizations. The rich portfolio of features prioritizes HIPAA compliance with security and auditing designed into every layer of the product. RingRx is tailored to handle the intense communication needs of healthcare providers

while adapting to the industry's changing regulations and marketing dynamics.

The newly launched features provide an even more robust suite of communication solutions, backed by RingRx's secure cloud-based and HIPAA compliant environment. These new feature improvements will help larger offices and healthcare systems manage communication and data flow between doctors, patients and internal staff.

"Through working with hundreds of healthcare organizations, we found that enterprise users could face challenges beyond the security and reliability of their communications," says RingRx CEO, Doug Parent. "Now we are happy to announce the launch of a new suite of features to improve mobility, team collaboration, and interoperability."

The new RingRx features include a redesigned mobile app, enhanced web and machine faxing and texting capabilities, and a new web portal which provides an On Call System, improved mobility, transcribed voicemails, HIPAA compliance and security, fully customizable

office phone systems, and a support team with healthcare communications knowledge to facilitate transition.

The improved mobile app now displays transcribed voice messages to improve efficiency and brings with it SMS and team messaging support to allow for more seamless communication. The new web portal allows even greater collaboration through notes, and shared mailboxes while customizable access management and auditing ensures security and compliance. These advanced features also allow better tracking for inbound reputation scoring and greater insight into operations.

"While large teams were seeing great success with RingRx before these updates, we can now say that our solutions are built with enterprise collaboration top of mind," says Parent.

Evolution has been a key theme of RingRx's business from the beginning as they have consistently stressed the need for healthcare institutions to evolve with technology. These new advancements make it easy for organizations to integrate RingRx with other healthcare solutions and work with EHR and Health IT Channel Partners. The powerful REST API allows for third party integrations with EHR/EMR, revenue cycle management, and practice management partners and serves as a foundational building block for the future of healthcare communications.

Dr. Mark Dombeck, a RingRx user, says, "As you adopt new kinds of tools for electronic health records and electronic claims and payment systems, for example, RingRx will serve as a worry-free solution that can extend and connect to new tools down the road."

New users can sign up to receive a free trial of RingRx by visiting <https://ringrx.com/free-trial/>. Channel partners interested in learning more can contact the company directly via its website. Learn more by visiting <http://www.ringrx.com>. ■

# Globalgig Expands Channel with Intelisys

Intelisys Sales Partners have access to fully-managed suite of mobility and wireless connectivity solutions

San Antonio - Globalgig, a provider of managed mobility and wireless connectivity solutions, has teamed with technology services distributor Intelisys, a ScanSource company, as it expands its channel program. Through this relationship, Intelisys will deliver managed network solutions that leverage mobility and wireless connectivity across 200-plus countries through Intelisys' network of Sales Partners.

Connecting offices, employees and mobile travellers globally is a complex challenge. Globalgig orchestrates hyperconnectivity through its patented Multi-IMSI (International Mobile Subscriber Identity) SIM card that enables partners like Intelisys to deliver a combination of wireline and wireless solutions seamlessly, securely and uninterrupted in over 200 countries.

"As our Sales Partners expand their client footprints globally and strive to meet the demand for increasingly complex total solutions, we look to innovative organizations like Globalgig to enhance

**GLOBALGIG** continues on page 13 »

## Fusion Networks' Partnership with Bicom Systems

Port Jefferson, NY - Fusion Networks has partnered with Bicom Systems to provide hosted voice-over IP to their customers. VoIP has been growing and will continue to grow into the foreseeable future. Fusion Networks saw this opportunity and chose Bicom to partner with due to the flexibility and reliability of Bicom's Solutions.

Bicom Systems offered "a great feature-set without nickel and diming you for everything," according to Philip Simunek, VP of Sales and Marketing at Fusion Networks.

With a fast growing VoIP market, it only made sense for Fusion Networks to get involved.

### ABOUT BICOM SYSTEMS

Bicom Systems is the only Unified Communications provider with all of the pieces to start and grow a telephony company. Established in 2003 with the first ever open-standards, turnkey telephony platform, Bicom Systems synergizes telephony, mobility, security, and billing on rock-solid stability to support partners around the world to grow their businesses. Seven highly-featured products integrate seamlessly to boost sales, growth, and profit, topped off with gloCOM, a desktop and mobile Unified Communications app that enhances and simplifies business communications. For more information, please visit our website at [www.bicosystems.com](http://www.bicosystems.com) or contact us at [sales@bicosystems.com](mailto:sales@bicosystems.com) today.

### ABOUT FUSION NETWORKS

Fusion Networks was created with over 100 years of combined experience in the IT, telecom and carrier industries. Fusion Networks created the first carrier that can provide all the voice and data services needed, while offering full system integrations to the desktop." ■

## Star2Star & Zift Solutions Join Forces To Improve Partner Program

Sarasota, FL - Star2Star Communications, provider of the World's Most Complete Full Spectrum Communications Solution, has announced that they have chosen Zift Solutions, the leader in Enterprise Channel Management, as their new Partner Marketing Hub platform provider. Zift and Star2Star have been hard at work onboarding Partners to the new version of their marketing platform and training them on the new tools and features available. Zift Solutions provides Channel as a Service (CHaaS) technology that empowers and enables Partners to manage all of their core marketing activities from a single, streamlined platform. Star2Star selected Zift because of the high levels of functionality it offered including bulk customization and co-branding for documents, co-op funds management, enhanced analytics, and seamless multi-touch campaigns to maximize customer engagement. All of the features Zift offers have allowed Star2Star to better meet the needs and desires of their Partner base.

"With Zift, Star2Star is deploying the most comprehensive and innovative channel management tools available to make our channel partners as successful as they can be," said David Portnowitz, Chief Marketing Officer at Star2Star. "As the only 100-percent channel-focused company in our space, empowering partners is part of our DNA," he said. "Launching Zift is one more step in providing our partners with the best channel program in the industry."

Gordon Rapkin, CEO of Zift Solutions, had this to add regarding the partnership: "Star2Star's selection and implementation of Zift Solutions further validate our ability to provide our customers and their partners with the most innovative and comprehensive channel management solutions available today."

Learn more at [www.star2star.com](http://www.star2star.com) and [www.ziftsolutions.com](http://www.ziftsolutions.com). ■

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## Globalgig Expands Channel with Intelisys

*...continued from page 11*

our solutions portfolio," said Jay Bradley, president of Intelisys. "It is unique in the industry to find a partner with the technology, flexibility and

extensive geographic reach to deliver wireless data services globally with no roaming charges, and a great addition to our Sales Partners' arsenal."

Working with Globalgig, Intelisys agents can immediately offer customers managed solutions that leverage global wireless connectivity, such as automated fail-over to a wireless connection, wireless solutions bundles with customized data

plans, mobile broadband for global travelers, personal WiFi hotspot devices that enable users to connect multiple devices to a secured network globally, and IoT/M2M applications for tracking and supply chain logistics.

"We are very excited to work with Intelisys and its community of top performing Sales Partners in delivering solutions that orchestrate

hyperconnectivity for enterprises," said Ernest Cunningham, CEO of Globalgig. "We share the same commitment to the channel in creating customized and comprehensive services for customers. Our companies have already identified several opportunities to pursue."

To learn more, visit [www.Intelisys.com](http://www.Intelisys.com), [www.scansource.com](http://www.scansource.com) and [www.globalgig.com](http://www.globalgig.com). ■

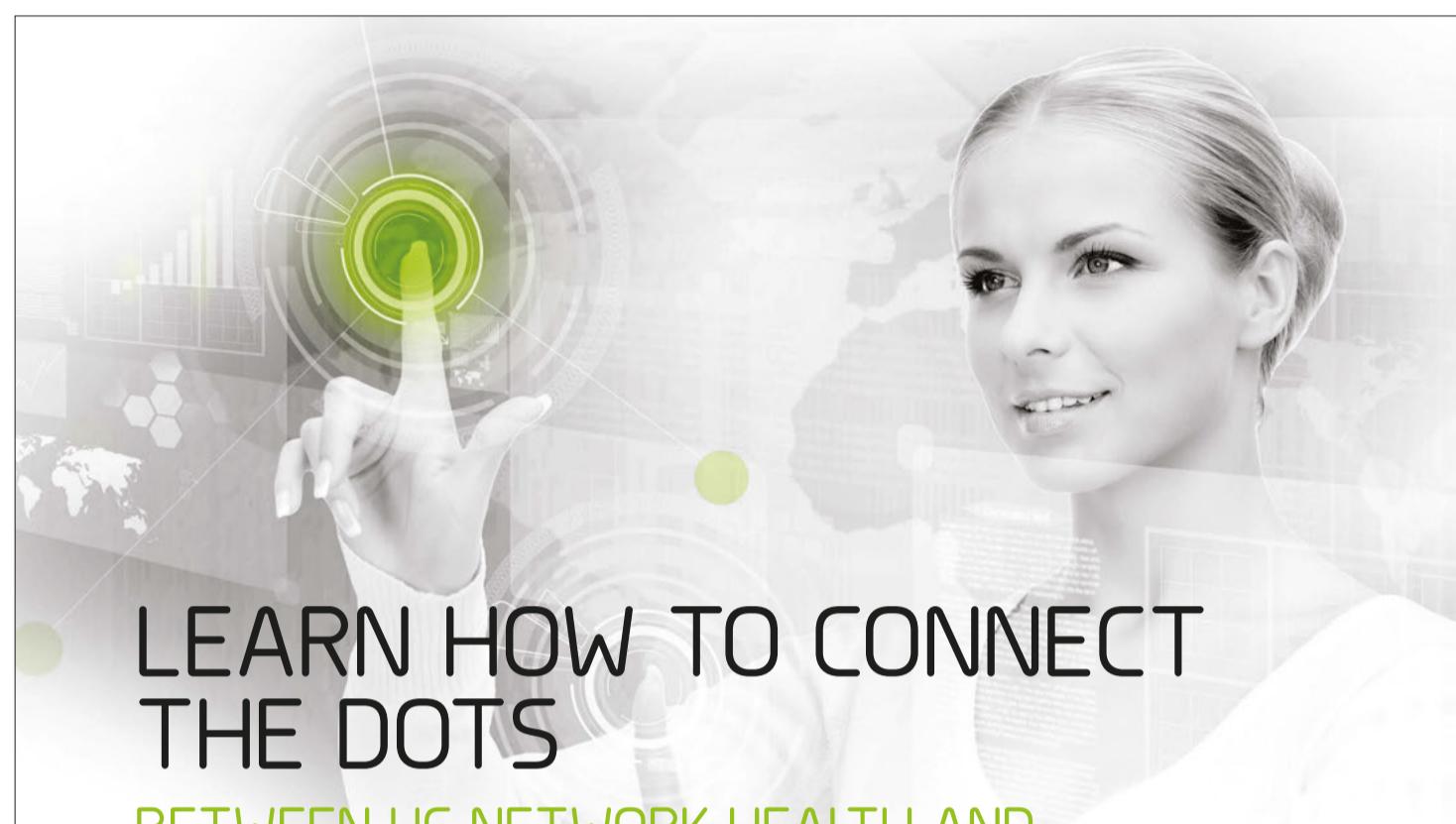
## Grandstream's GDS Series of Facility Access Control Devices Certified with BroadSoft

BOSTON - Grandstream, connecting the world with award-winning SIP unified communication solutions since 2002, has announced that their GDS series of Facility Access Control devices is fully interoperable with BroadSoft's Broadworks Platform. Service providers, their customers and enterprises around the world using the BroadSoft Business Platform can now seamlessly deploy Grandstream's award-winning GDS series to construct a comprehensive facility access control, voice/video intercom, and security monitoring solution. The GDS series, which currently consists of the GDS3710 IP Video Door Camera and will soon be expanded to also include an IP Audio Facility Access Control device, was rigorously tested with BroadSoft's BroadWorks® SIP platform.

The GDS3710 is a SIP based IP Video Door System that also serves as a high-definition IP surveillance camera and IP intercom to offer facility access control and security monitoring for buildings of all sizes. It offers 1080p Full HD real-time video with a 180-degree super-wide viewing angle for wall-to-wall coverage, a built-in RFID chip reader for secure keyless entry, touch keys, a microphone and speaker for video intercom, and alarm-in and alarm-out interfaces for integration with other security systems or sensors. For management of the GDS series, Grandstream offers a free software, GDS Manager, which allows administrators to provide customized access to employees and guests, track check-in and check-out times, access detailed reports, view real-time video/audio feeds and more. It also provides a centralized platform that can manage and provide reports from GDS series devices in multiple physical locations.

One of the best aspects of the GDS series is its ability to be integrated with Grandstream's GXP and GXV series of SIP phones, as well as DP700 series of cordless DECT IP phones, all of which are fully compliant with BroadSoft. The combination of these devices offers a complete solution for access-control, video intercom and security monitoring. When associated with a GDS series device, Grandstream IP phones & video phones, as well as cordless DECT phones, are optimized to allow users to open doors connected to any GDS devices simply by pressing a soft key on the phone, in addition to providing real-time audio/video intercom functionality.

More at [www.grandstream.com](http://www.grandstream.com). ■



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## Ask the Telecom Pro - July 2018

**Q:** Does the elimination of net neutrality rules affect business customers?

**A:** Removing protections that ensure all internet-delivered content is treated equally does have potential ramifications for business users. From a business operations perspective, the impact for business users is most likely financial, as costs for acquiring throttled data may increase. From a business commerce perspective, businesses that produce and deliver content via the internet may face increased costs associated with paying ISPs to prioritize throttled content delivery. Ultimately, the lack of net neutrality regulations puts the free market economy in control of internet bandwidth and content; demand will drive supplier actions.

**Q:** Is a factory reset adequate to wipe all data from a smartphone?

**A:** No. Running a complete data wipe program that prevents software based recovery of data is a best practice. There are several wipe programs available, as well as MMS

# Telecom & Mobile Technology: Strategic Asset or Service Delivery?

Telecom and mobile technology is integral to businesses and increased focus on digital transformation efforts illustrates a strong belief in the power of technology as a business accelerator. Telecom, mobility and technology leaders believe in the transformational power of technology. Business leaders also believe in the transformational power of technology. Employees demand and consume technology at a breakneck pace and proclaim the technology helps them be more productive and valuable to the business – this sentiment is especially true when citing mobile technology. All around, technology feels like the key ingredient in business success. Business will transform, evolve, and prosper with technology.

While businesses may believe in the power of technology, maturity in measuring and reporting on the business impact of the telecom, mobile and technology estate has not been fully adopted. According to a recent AOTMP Research study, just over half (53%) of telecom/

and asset disposition and recycling vendors that will perform and certify data wipes. If you are evaluating data wipe programs to use on your own, consider programs that conform with the DoD 5220.22-M standard.



**COLWELL**

by Timothy C. Colwell, SVP  
Efficiency First® Adoption –  
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IT departments indicate they measure the business impact of the technology estate. This finding raises some interesting questions. Are technology leaders unaware of how to measure business impact? Do business leaders have an implicit trust in the value of technology negating the need to measure impact? Is the correlation of technology and business impact too abstract for empirical measurement? Or, is the root of this finding simply an indication that businesses are still innovating and exploring the relationship between technology and business impact and variables in business value have not been fully rationalized?

I suspect the latter is the most likely cause of this research finding and suggest that the role of telecom, mobility and technology leaders in digital and business transformation is to baseline, measure, monitor and report business value and impact influenced by the technology estate. When direct correlations between technology and business results are established, the technology estate becomes a strategic business asset, eclipsing service delivery status. ■

## CallCabinet & Exabar Telecom Form New Partnership

Exabar Telecom expands their call recording functionality by including CallCabinet's Atmos into their VoxECall Cloud Phone System

Exabar Telecom and Call Cabinet Corporation are pleased to announce their strategic partnership to provide customers with Atmos, an unlimited secure cloud call recording solution.

The product will go to market branded as VoxECall Optimizer. This is an integration of CallCabinet's Atmos call recording, quality management system, and compliance solutions with the VoxECall cloud phone system. VoxECall Optimizer will address telecom needs for small to medium businesses and call/contact centers.

"Exabar Telecom is ecstatic about the partnership with CallCabinet and bringing the Atmos call recording solution to our customers. Atmos is the best call recording solution that provides quality workforce optimization, compliance solutions, secure storage and reporting. Our customers are already starting to reap the benefits of CallCabinet's Atmos," says Exabar Telecom President Mark Barry.

Atmos is an award-winning cloud-based call recording and quality management SaaS

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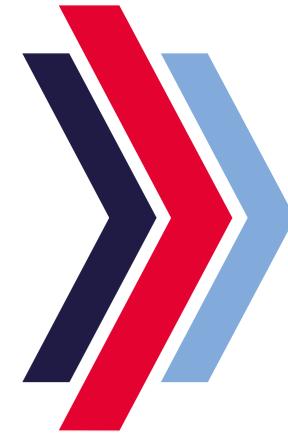
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