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## **IPT & VoIP OEM Development Excellence - an Approach for Optimized Product Development and Delivery Environment**

In today's challenging product conception, development and delivery environment, the critical issue that needs to be absolutely addressed when developing and enhancing next-generation technologies is how can Product Development entities (OEMs, ODMs, ISVs, etc.) create an optimized development and delivery environment leveraging the market opportunities and the investments in getting the products to market? The answer to this question becomes even more acute when it is put into a framework of development and delivery of evolutionary technologies that touches on all facets of the organization's competitiveness and in its entirety. Every organization should attempt to its very best to not make this decision any more difficult than it is, in order for the favorable impacts to far outweigh the unfavorable impacts today and for years to come. One such set of technology that impacts just about every business and work processes in most organizations relates to the product development and delivery of IP Telephony (IPT) and Voice-over-IP (VoIP) products. Global-i believes that helping OEM client's understand and execute on product development and delivery excellence is the key for client organizations to leverage the costs of investing and capitalizing on the market opportunity of evolutionary, next-generation technologies and position them to serve the needs of their end customers for years to come.

In an increasingly commoditized development environment, companies need to find ways to eliminate the risk of partnering with entities that don't have the core expertise and the methodologies-based consulting approach to allow them to create the development and delivery environments on which their very existence counts both from a top-line and a bottom-line standpoint. Most development organization's start from the understanding that some kind of recruiting and professional service-based partner will be able to contribute towards their overall development and delivery goals. However, as client organizations follow a multitude of development and delivery approaches and most external staffing vendors don't even follow any

**Product Development & Delivery**

**=**

**Product Line Extension**

**+**

**Market Opportunity**

**Product Delivery Balancer™ (PDB)**

approach(s), therefore, it is hard to pinpoint and accept the most feasible approach that will tie the approach to what Global-i calls as the client organization's "Product Delivery Balancer™" or PDB. Global-i defines PDB as the approach for next-generation technologies development and delivery in order to deliver to client organizations an optimized value package generated by balancing development and delivery values with those of the values generated from the product line extension and market opportunities for the product.

Global-i defines product development and delivery values as the set of parameters that are met at the service conceptualization, planning, designing, development and delivery stages. Product line extension values are values delivered to client organizations upon the line extension and enhancement of the product and market opportunity values are generated over the life of the product.

Global-i has perfected the development and delivery, product line extension and market opportunities value optimization model via Global-i Methodologies® and delivers the values to clients utilizing related Global-i services which offer organization's seamless product development, delivery and deployment.

On the early Product Development side Global-i through its ReStrat™ service provides clients a Proof-of-Concept (POC) service in order to validate client's end-customer's needs. Via this service Global-i creates a highly effective decision-making assessment in the framework of key ecosystem elements, formulates a strategy, justifies the investment and creates a program meeting the strategy and investment justification for a set of recommended high-level requirements.

Upon establishing and proving the POC, Global-i offers to clients' full scale product development and delivery via its Global-i LifecycleDrive™ service. Global-i LifecycleDrive™ offers a suite of services allowing the client to develop and launch new products and services, and enhance/upgrade its existing products and services. Via this service Global-i creates the functional offices needed to resource the functional areas for full- lifecycle development and delivery of the new/enhanced UC products.

Finally, after the product(s) have been launched, Global-i via its D2IS™ (Decision-to-Implement) suite of services offers implementation, deployment and integration of IPT & VoIP infrastructure, systems and services for the client's end-customers. Once again Global-i will create the functional offices in order to implement the solution. Within this suite of services the Global-i program and project management services are a key service which would help clients ensure that the services are implemented aligned with targets set forth per the PDB model described above.

Global-i via its subject matter expertise in the IPT & VoIP subject areas provides both project-based contracting and turnkey consulting via deep understanding of the IPT & VoIP current and evolving landscape, internal thought development on IPT & VoIP and product development/delivery/deployment expertise across all entities that can use IPT & VoIP products and services such as Enterprise, Government, Education, Finance, Banking, Insurance, Healthcare, Hospitality and all other verticals.

Global-i is a consulting, outsourcing and technology services solution provider. Created to deliver innovation and achievement, Global-i collaborates with primarily converged communications clients to help them become value-achievers. Our expertise is in lifecycle and implementation consulting, know-how of converging technology markets, deep understanding of emerging/current/legacy technologies and consulting models to help clients achieve "Value-Driven Performance".  
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**To discuss how Global-i can help your organization to establish excellence in IPT & VoIP Product Development and Delivery:**

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