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## **IPT & VoIP Service Provider Excellence - an Approach for Optimized Service Development, Delivery and Deployment Environment**

In today's challenging service conception, development, delivery and deployment environment, the critical issue that needs to be absolutely addressed when developing, enhancing and deploying next-generation services is how can Service Development entities (Carriers, Integrators, etc.) create an optimized service development, delivery and deployment 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 service development, delivery and market expansion of IP Telephony (IPT) and other Voice-over-IP (VoIP) services. Global-i believes that helping Service Provider client's understand and execute on service development, delivery and deployment excellence is the key for client organizations to leverage the costs of investing and capitalizing on the market opportunity of the 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.

**Service Development, Delivery & Deployment**

**=**

**Service Line Extension**

**+**

**Market Opportunity**

**Service Deployment Balancer™ (SDB)**

However, as client organizations follow a multitude of development and delivery approaches and most external staffing vendors don't even follow any 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 "Service Deployment Balancer™" or SDB. Global-i defines SDB as the approach for next-generation technologies development, delivery and deployment 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 service line extension and market opportunities for the service.

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

Global-i has perfected the development and delivery, service 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 Service 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 IPT & VoIP and related Converged Services.

Finally, after the service(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 and 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 SDB model described above.

Global-i via its subject matter expertise in the IPT & VoIP and overall Converged IP-based services subject areas provides both project-based contracting and turnkey consulting via deep understanding of current and evolving landscape, internal thought development and service development/delivery/deployment expertise across all entities that can use Converged IP-based Services.

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 technology markets, deep understanding of emerging/current/legacy technologies and consulting models to help clients achieve "Critical-Performance".

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To discuss how Global-i can help your organization to establish excellence in IPT & VoIP-based Converged Services Product Development and Delivery:

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