

IC, UC, We all \$mell UC

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By Matt Brunk

I'm not from the show me state but there's more than enough lip service paying homage to Microsoft and their cronies. Gate's obsession has been to **replace the desk telephone** and that's been for a lot of years. In fact, his vision or what some think as 'illusion' is shared at least in sentiment by numerous other IT folks who sing the "we're taking over telecom" mentality. To be sure, verifiably- even some of my beloved IT pals are singing this tune. A couple of them have boldly stated on their websites "since the IT industry took over telecom..."



What are the VoIP wars really about?

If you can't sell the concept then sell the benefits and if the benefits don't quite fit, drum up more benefits; so seems to be the mantra coming from the MS choir. Besides, one vendor concept is no good if it's not Microsoft- that's their encore.

Microsoft fan I'm not.

With that said, let's try to figure out a need. Everyone wants better, faster, cheaper. The WalMart mentality along with Kool Aid about VoIP, UC, UM and everything else that looks like a phone, smells like a telecommunications function or sounds like a communications gig is catching on with each news release. It's emotional. The elderly lady that did the former Wendy's commercials, I think, would even agree with me on this point- "where's the beef?" A couple of geeks having a jam session to see and feel the Microsoft ohhhhhh la-la, we've experienced improvements over those that don't have what we're on... doesn't cut it.

My buddy over at BCR whom I admire, sent me an email after I moved my office- "Matt, it's nice to know I can bother you at so many numbers." Now, I love him as a brother and he's talented and just an awesome guy. I wasn't sure though if he was kidding me, egging me on or just simply saying what he said. So, I've pondered over it.

I have an 800 number that rings my desk phone with lots of buttons and a very large display, and after X-number of rings, it then forwards over to my cell/iPhone. The DID number does the same thing. Okay, for all you smarty pants MS drones out there- what kind of technology is this? This is telephony 101! Basic, simple, features. My one number concept is if you want me- you will find me. Want to video-conference me? No worries, you need to be one of my Apple Buddies- my computer has it all built in- sorry, no server required here.

Of course, other features that must rock my world like getting a fax, voice mail or some bozo pressing a conference request off one of our websites to ask me if I know the phone number of the secretary that works over at company X. Absolutely- I must have Microsoft for this advanced technology. My productivity will shoot upward and we will sell more hosted Microsoft telephony solutions with all this collaboration and heck- we may be able to get a cut on setting up a dating service hotline. Instead I opted for simpler solutions like our hosted fax service which puts fax in our email already on our desktops and iPhones synchronized to our iCalendars through our Apple iDisk host account. No server farms here.

Okay, so maybe Gates and his gang as **Brian Riggs reported**, were just goofing around "that office phones have all these buttons that users don't know how to use and most of them have no display"...and according to Gate's survey- "only one in three has successfully transferred a phone call" ...and "the PBX guy took care of everything and that meant that was it" ... and "the PBX has it's own network, wiring, etc...so people just accepted it."

Here's what I heard Gate's imply: business telephony users are idiots that don't have displays on their phones and even if they did, they don't know how to properly use them and it's because they are idiots. They depend upon the PBX guy for everything and because they feel entrapped, helpless and their idiots. Those same idiots use PCs everyday that need patch, change and fixes that make's health care look cheap. Maybe this is another Microsoft "**standard?**" Perhaps this could explain why the dollar is devalued; and why American corporations are at a loss to come up with anything creative in how to be profitable and are stalled at finding new ways to outsource to cheap third world labor; and maybe now- the global negative environmental impact in China and other countries that everyone ignored; along with why their IT projects

have **fork lifted billions of dollars** of profit out of the companies; and have stockpiled huge volumes of **scrapped IT wares**.

Maybe I misheard something- maybe Gates was referring to his users?

I hope the second richest guy in the world has deep pockets and puts his money where his mouth is. Go ahead, prove it, show me, show everyone, show telecom. This will make my retirement easier and I'll sleep better at night knowing that Microsoft and the IT takeover specialists are at the helm of telecom.

If for one minute, I wanted to be bothered by anyone, everyone at any time and any place then rest assured, your's truly will become a techno-dinosaur. So, in a glimpse, think about it. What I want and need are hard facts not soft peddling of more Microsoft juices with success stories of something that isn't even working out-of-the-box without an IT guy hanging his next paycheck or merit increase on.

Lastly, for those wanting to take over the telecom world, make sure you do it without any reboots and I'll pass on the Kool Aid that Gates is high on. BTW: Did he (Gates) invent the Internet or was that guy with the mansion that has a zero carbon footprint? Yes, it's emotional. Office Communications seems to be more about the smell of money and power than it is helping people better communicate without ancient TDM technology devices known as phones.

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