

# VoiceCon Spring '06: ADTRAN Pushes Convergence Window

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ADTRAN announced the **Netvanta 7100** and it comes from the family of **Netvanta appliances** that are rock solid. The Netvanta appliances include LAN switch ports with PoE (802.3af), router, VPN, CSU, stateful inspection firewall, and an assortment of Network Interface Modules (NIMs).



The 7100 bumps up a few notches by providing the same features including the IP-PBX for 50 stations, SIP gateway, 8x12 Automated Attendant/Voice Mail and plenty of features to boot.

The 7100 also uses the QoS policies wizard incorporated in the Netvanta appliances that also include the stateful inspection firewall assuring higher availability and less network and management issues which users often face in the <100 station market and cannot afford to implement or deal with expeditiously. The VLAN features make it easy to contain voice, data, wireless, guest and other classes of traffic.

The right mix of features such as the two 1-gig ports (fiber~copper) along with the choices of modular voice and network interface modules allows easy configurations on both sides of the network in the <100 station market. This is balance.

Short Analysis on ADTRAN:

ADTRAN is known for Q-U-A-L-I-T-Y  
ADTRAN sits on the edge of many, many networks  
ADTRAN blended their solution with **Polycom**  
Every ounce of convergence applied by ADTRAN makes good sense

What ADTRAN will need to overcome is perception and marketing. Last year I consulted with an investor that was surprised to hear about ADTRAN getting into the IP-PBX market. This is where marketing may need to come in to educate the many users that are already using ADTRAN products and probably not knowing it. They will need that comfort zone with a telephony solution that they can feel, use and see from a manufacturer that they do not know.

The super cool factor about this product is that it makes the customer sticky -- who doesn't like sticky customers? The 7100 has crafted a web of features and services normally found in numerous appliances and multiple appliances do require more work and upkeep than one.

The one box does all -- all that makes sense, considers the interests of the users in delivering simplistic solutions at a good value, and ties all the functions and features together in one appliance. Now that's convergence.

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