

VoiceCon Spring '06: One-X Splash

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Avaya turned out a product-to-market solution pretty darn quickly by acquiring Nimcat Networks. So why is L-enterprise or why would they be interested in the **One-X** solution?



One-X is a peer-to-peer solution, no-server-required-Ma type of solution.

One-X is targeted at SMB/E and it's an easy installable system, self contained even without the gateway- the phones still work and it's low cost in spite of the "retail" price shown.

Avaya- in the short analysis:

Avaya has capital and resources,
Avaya has a sizeable customer base,
Avaya has a recognizable brand name,
Avaya has a lot of marketing -- they even have all the seats taken at the Old Hickory Steakhouse tonight !

Avaya made a smart move buying **Nimcat Networks**. Their booth was crowded today if that's any measure of success. For those viewing the product and seeing the demo and ease of firing up a new phone seemed to be a bit magical for them. There's not a lot of effort required and that's largely the attraction and that the gateway is an interface to the TELCO and hosts the Automated Attendant function. No cards, no hard drives and wiz-bang wares to install, configure, test...and then hope that it all works.

Importantly -- the One-X will hit the mark, and I think right on. The 100-station-or-less market is big and the One-X will fit nicely into a lot of installations. Most remember the Merlin being the choice system from Avaya (AT&T / Lucent). The classic Merlin was, and still is, alive in many offices today. Perhaps the One-X will be that new product that everyone hopes to make a big splash.

Now- tomorrow is a new day and in the early bird session of P2P I'll have three questions for the presenters (Avaya & Global IP Sound):

- 1. How to effectively manage the telephone upgrades of P2P systems? Pushing software out to phones is new in contrast to the old TDM method of upgrading the box.*
- 2. IF P2P proves successful in the SMB/E space then why would anyone in L-Enterprise buy an IP-PBX?*
- 3. What does the future roadmap of P2P look like?*

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