

THE OFFICIAL CIPTUG NEWSLETTER

THE CIPTUG INSIDER

Cisco IP Telecommunications Users Group
exchange. influence. enhance. network.

CLARUS

Page 2

CHAPTERS

Page 2

CALENDAR

Page 3

FORUMS

2010 CIPTUG regional technology forums

CIPTUG members view education programs coupled with networking with peers as the #1 member value. Building on the success of the 2009 Technology Forums, CIPTUG continues the commitment to provide ongoing opportunities for networking and learning through the 2010 CIPTUG Regional Technology Forum Program. The Technology Forums are open to Cisco UC customers and potential customers, and are designed for enterprise telecom professionals interested in: gaining a better understanding of UC and IPT, how to optimize their current investments, business benefits and results, and in learning implementation, configuration and troubleshooting techniques.

The forums offer a well-balanced program of education and networking activities for end users and vendor members. The agendas include end user case studies, Cisco and Cisco Partner product updates and roadmaps, emerging technologies, in-depth ("Deep Dive") technical discussions, product demonstrations, "Meet the Experts" Panel Q&A plus Pass the Mic, and keynote presentations from recognized visionaries and industry experts.

See FORUMS, page 4



The Official Cisco
IP Telecommunications
Users Group
exchange. influence. enhance. network.

LOCAL CHAPTERS FORMING
Visit ciptug.org for details!



CIPTUG 2010
Technology Forums

ADVICE

Meet the Expert:

Berni Gardiner, Global Knowledge certified Cisco instructor

A Certified Cisco Instructor, Berni Gardiner has taught for Global Knowledge since 1998. Her 30+ years of technical expertise spans software development, network design and implementation, and VoIP design and implementation. Over the past nine years she has focused on converged network design, integrating voice technologies into data networks. As the Subject Matter Expert, Berni teaches a variety of Cisco courses including Implementing Cisco QoS, CVoice, Cisco IP Telephony I and II, Administering Unity and Unity Connection, and Implementing Cisco Gateways and Gatekeepers, and has developed material for multiple Cisco training courses in the voice arena. Her real-world experience includes working with local and national ISPs for network provisioning as well as consulting on VoIP implementations across North America.

Berni has authored several whitepapers

including:

Cisco Unified Communications Manager 7 Dial Plan Enhancements and Their Effect on the Dial Plan. An excerpt follows:

Collectively, the CUCM7 dial plan enhancements provide administrators with the tools to simplify dial plan configuration for global environments or corporate environments with multiple locations. These new elements allow dial plans to contain fewer configuration components and provide more flexibility by moving appropriate configurations to the edge devices such as gateways, trunks, and IP phones. This white paper presents the changes to CUCM7 and some of the challenges and solutions CUCM7 provides.

Planning Media Resources for Your VoIP Environment: Media resource design is an important component of overall IP Telephony implementations. Media resources are software- or hardware-based

components that perform processing on two or more connected media streams. Care must be taken to ensure that resources are available at the right locations for maximum link efficiency. This document details how with proper planning and configuration, devices will rely on local resources without placing an unnecessary load on WAN links.

Discussion topics include activation of IP Voice Media Streaming Application on CUCM(s), configuration of DSP farms and DSP Profiles on voice gateways, configuration for support of SCCP on voice gateway, configuration of Media Resource Services on CUCM, configuration of Media Resource Groups and Media Resource Group Lists on CUCM, and assignment of Media Resource Group Lists to endpoints on CUCM. ☞

To download the complete whitepapers and more visit globalknowledge.com.

PERSPECTIVES

Presence and unified communications

By Ginger Dillon and Todd Roark

For several years, technical presentations on presence have appeared at a number of vendor conferences such as Cisco Live, Interop and VoiceCon. Users desiring a primer in presence may visit tinyurl.com/ydljta4 for a great vendor-agnostic view of what presence is and why it is important in UC.

By the time Cisco offered customers the Cisco Unified Presence Server (CUPS), many organizations already had an existing investment in a similar Microsoft solution. As with my employer, there was a small customer base that used the IM services available in Exchange 2000. This provided an invaluable way to communicate with customers in multiple support locations and offered productivity options for communicating between IT staff and end users. We often used this tool in concert with Cisco's MeetMe adhoc conferencing for post-migration desktop troubleshooting. When IM capability was moved out of Exchange 2003, it was a no-brainer that

See PERSPECTIVES, page 3

arc
solutions

Maximize your investment in Cisco Unified
Communications and collaboration
technology

www.arcsolutions.com



Preferred
Solution



PARTNER NEWS

Clarus Systems acknowledges debt to CIPTUG

By Ray Horak, Technology Editor

Clarus Systems, Inc. is a leading provider of voice service management solutions for Cisco IP Communication deployments, upgrades and transformations. More specifically, Clarus provides scalable IP communications solutions that combine automated end user testing and configuration management and performance management applications with strategic service. In concert, these solutions validate all aspects of a Cisco VoIP communications environment as operating as expected, thereby ensuring system availability and performance.

Brendan Reidy, President and CEO of Clarus Systems, gives a lot of credit to the Clarus product development team but,

at the same time, offers plenty to the end user community—most particularly the CIPTUG membership. “Clarus enjoys a highly collaborative relationship with the Cisco end user community, thanks in large part to CIPTUG. As an independent organization, established and funded by end users and existing solely for their benefit, CIPTUG provides an honest and open forum for the informal exchange of ideas and experiences. We send our entire product development staff to CIPTUG meetings and spend days debriefing afterwards. The insight we gain from this process is phenomenally constructive and contributes greatly to our ongoing product and service design efforts. Clarus owes CIPTUG a great debt of gratitude.”

From my not-so-lofty perch here at Telecom Reseller, it seems as though the respect and admiration equation is well-balanced. ClarusIPC Plus+ won the “Board of Directors Choice” award in the Application “Bake-Off” at the CIPTUG 2008 Annual Conference. Previously, Clarus was awarded “Best Tools” category in an Application “Bake-Off” at the CIPTUG 2007 Annual Conference.

More about Clarus Systems at clarussystems.com. More about CIPTUG at CIPTUG.org.

Note: We at Telecom Reseller value our relationship with CIPTUG, as well, even though we haven't won an award lately. In truth, my perch is rather plain and certainly not lofty.

CLARUS

Clarus Systems: End-to-end VoIP services management

By Ray Horak, Technology Editor

Clarus Systems, Inc. is a leading provider of VoIP management solutions for Cisco Unified Communications (UC) deployments. That wasn't exactly the initial plan. The VoIP market is dynamic, to say the least, and companies that fail to adapt soon fail to exist. Clarus Systems was founded in 2001 to support an early adoption of IP Telephony, including deployment certification products for system integrators. In 2005, Clarus shifted its focus in answer to the demands of the enterprise segment of the market. The company enhanced its managed service provider relationships in 2007 and added several dominant financial services leaders as key clients. Clarus now is well known for providing scalable IP communications solutions that combine automated end user testing, configuration management and performance management, and business intelligence applications. In concert, these solutions validate all aspects of a Cisco VoIP communications environment as operating as expected, thereby ensuring system availability and performance.

Brendan Reidy, President and CEO, explains that Clarus Systems typically becomes involved during system implementation, as the first components are installed. As the Cisco handsets or Cisco wireless DECT handsets are installed behind CallManager, Clarus software collects

asset, configuration and system information such as inventory number, firmware, telephone number and builds a database of device attributes. The system then tests every phone for call permissions, perhaps ensuring that each phone can dial a local branch office and 911; that the lobby phone is restricted to dialing internal extensions, local calls and 911; that the CEO's phone is completely unrestricted, the data port is activated, unanswered calls roll over to voice mail and the voice mail port is activated. This process takes just a few seconds per phone and Clarus can test thousands of phones simultaneously.

Clarus software can actually seize control of a phone and use it to test system capabilities, perhaps causing hundreds of phones to simultaneously dial into a conference bridge and test for two-way audio. Clarus software monitors packet latency, jitter and loss and can set MOS alerts to notify the system administrator if an individual call or the average of calls drops below a definable level, e.g., 3.5. It can also alert on blocked or dropped calls, or unexpected changes to the CallManager configuration, sending alert information into existing network management systems. The Clarus solution also can assist a sniffer or probe in deep dive diagnostics, getting as granular as an individual PRI or handset.

The Remote Hands feature allows a help desk technician to seize control of a phone

and operate it remotely in support of an end user. Should a user call the help desk to report a problem accessing an outside line or perhaps invoking a feature such as call forwarding, the remote technician can take control of the phone and execute the dial pattern while the user follows the process on the phone's visual display. Such a technique not only saves the costs associated with dispatching a technician, but also increases end user satisfaction considerably.

Clarus software resides on industry standard server and can be shipped as a pre-staged hardware/software package, upon request. As Partner in the Cisco Developer Network, Clarus Systems works with pre-release software to ensure that its solutions are always fully compatible with general release software. Clarus solutions currently manage 750,000 Cisco phones, with the largest deployment involving approximately 200,000 phones at more than 6,000 sites. Clarus sells direct to large enterprises, as well as to system integrators and service providers, who can either resell Clarus solutions or offer them, perhaps rebranded, as a feature of a managed service. In any event, Clarus provides all support from its Service Operations Center (SOC) in Redwood City, California. Software development has been largely in the US. (I had to ask.) ☘

For more visit clarussystems.com.

PERSPECTIVES

Continued from page 1

we needed to provide a Microsoft Live Communication Server infrastructure in order to maintain the service. Over time, additional users became LCS users, spanning multiple domains and data centers. Functionality was later added for public IM connectivity to AOL, MSN and Yahoo.

Several evolutions later, Microsoft's LCS became Office Communicator Server (OCS). Concurrently, we were further into our Cisco IP phone deployment across the organization and there was interest in using the OC Client for call control with the new phones. We installed Cisco's Presence Server and successfully performed call control using Cisco's Personal Communicator client (CUPC). Even though Cisco's client was an attractive option and we had spare device license units (DLUs) for licensing, we doubted our existing OC client user base

would switch and lose their public IM functionality. Pursuing MOC call control functionality via integration between OCS and CUPS proved troublesome, however. After troubleshooting with Cisco TAC, we were encouraged to upgrade to CUCM version 7.X, which as of this article is still pending.

Meanwhile, in July 2009 Cisco strategically offered its Cisco Unified Integration for MOC client, better known as CUCIMOC. Users can instantly access enhanced Cisco Unified Communications directly from the MOC 2007 client on their PCs. It provides a tight integration that affords organizations the benefits of investment protection with existing Microsoft and Cisco infrastructures and reduces complexity by using Cisco as the single call control solution. It offers streamlined communications with telephony presence, visual voicemail, communications history if desired, and IP phone control from the desktop. It likewise offers collaboration

with Cisco's video and web applications, such as Unified MeetingPlace and WebEx.

Users wanting to learn more about CUCIMOC may be interested in these two links: cisco.com/cde_content_elements/flash/voice/uc_10317/index.html and cisco.com/en/US/products/ps10317/index.html.

Todd is presently taking advantage of a free proof of concept for Unified Communications: IM, presence, and conferencing offered by Microsoft to build a pilot system for 100 users - tinyurl.com/ykfxqcn. Since we both have some experience with presence applications, we thought readers would be interested in a series of future Telecom Insider articles related not only to our own user experiences but include yours as well. We would like to hear about your successes and challenges integrating presence within your suite of UC applications. Please email

See PERSPECTIVES, page 3

Ciptug 2010-2011 Board of Directors

Vice President & Acting President

Dewayne Kendall
DewayneKendall@ciptug.org

Treasurer

Andrew Schaper
AndrewSchaper@ciptug.org

Director of Membership

Syed Ahmed
SyedAhmed@ciptug.org

Director of Technology

David Rubin
DavidRubin@ciptug.org

Director of CIPTUG 2010 Technology Forums

Joseph Mlodzianowski
JosephMlodzianowski@ciptug.org

Immediate Past President

Mike Kok
MichaelKok@ciptug.org

CIPTUG Chapters

Alberta, Canada

Birni Tkachuk • ciptug-alberta@ciptug.org

Baltimore

ciptug-baltimore@ciptug.org

Boston

John Turner • ciptug-boston@ciptug.org

Central Virginia

Rick Arsenault • ciptug-central.va@ciptug.org

Chicago

Janine Lee • ciptug-chicago@ciptug.org

Houston

Wendy Weinberger • ciptug-houston@ciptug.org

Kansas

ciptug-kansas@ciptug.org

Minnesota

Lori Tuttle • ciptug-mm@ciptug.org

North Carolina

Josh Atwell • ciptug-triangle.nc@ciptug.org

Northern Virginia/DC

Dewayne Kendall • ciptug-nva.dc@ciptug.org

Northwest

Sharon Olsen • ciptug-northwest@ciptug.org

Phoenix

Peter Graves • ciptug-phoenix@ciptug.org

Rocky Mountain

Todd Roark • ciptug-rocky.mt@ciptug.org

Sacramento

Ginger Dillon • ciptug-sacramento@ciptug.org

San Antonio

Sean Lynch
ciptug-san.antonio@ciptug.org

South Florida

ciptug-so.florida@ciptug.org

Southeast (GA)

John Cauthen • ciptug-southeast@ciptug.org

St. Louis

Richard Altheide • ciptug-st.louis@ciptug.org

United Kingdom

Robert Vass • ciptug-uk@ciptug.org

Utah

Royce Weight • ciptug-utah@ciptug.org

For chapter information and events calendar visit ciptug.org.

FORUMS

Continued from page 1

The forums will be held as one or two-day events. The two-day Technology Forums will also offer an optional technical training day conducted by Global Knowledge. The events scheduled for May are the CIPTUG Southwest Technology Forum, San Antonio, Texas, May 12 -14 – a two-day event plus optional training day hosted by the CIPTUG San Antonio Chapter; and the CIPTUG Central East Coast Technology Forum, Arlington, VA, May 25 – a one-day event hosted by CIPTUG Northern Virginia/DC Chapter.

Additional events are being planned for Fall 2010: CIPTUG Southeast Technology Forum, a one-day event hosted by the CIPTUG Triangle (NC) Chapter; CIPTUG Southeast Technology Forum, a two-day event plus optional training day hosted by the CIPTUG Southeast (GA) Chapter; and the CIPTUG Northwest Technology Forum, a one-day event hosted by the CIPTUG Northwest Chapter. ☞

For details visit ciptug.org.

PERSPECTIVE

Continued from page 2

your comments to perspectives@ciptug.org by mid-April 2010 to be considered for our next article. We will provide an update on Todd's progress and experience with the Microsoft pilot.

The challenge that we face is providing a cohesive strategy for deployment of the new technologies from developers who both compete and complement each other. Obviously our daily tasks cannot be accomplished without at least some of the technology from both Microsoft and Cisco, primarily. As the designers and administrators of enterprise solutions we're challenged with providing the best end experience for our peers, clients or customers, both now and for the future. ☞

Visit CiscoTribune.com
for the latest
Cisco UC news

EVENTS LISTING

April 6

Minnesota Chapter Meeting

April 13

Northern Virginia/DC Chapter Meeting

May 12 -14

Southwest Region Technology Forum

May 25

Central East Coast Region Technology Forum

June 1

Minnesota Chapter Meeting

June 9

E911 Webinar

June 22

Northern Virginia/DC Chapter Meeting

July 13

Northern Virginia/DC Chapter Meeting

For current CIPTUG event information visit ciptug.org.



You belong here.

The CIPTUG INSIDER reaches over 8,000 Cisco users.

Call Marie-France today to learn how CIPTUG INSIDER can reach your target market. 1-514-634-0338

Cisco UC User? Join us today!

Cisco Partner?
Ask us about
Vendor
Memberships



Cisco IP Telecommunications Users Group

exchange. influence. enhance. network.

Here are some of the many advantages of a CIPTUG membership:

- Networking with other IT professionals
- Educational resources and programs
- User message boards
- Annual conferences and trade shows
- Advanced Product information
- Professional development
- Membership directory
- Product, Training & Publications Discounts
- Industry news
- Electronic newsletters
- Volunteer opportunities
- Access To valuable information

Visit www.ciptug.org

arc

s o l u t i o n s



**Software applications developed
exclusively for Cisco**



Operator Centers



Helpdesk Solutions



Cost Analysis



Phone Applications



Directory Integration

**Contact the
experts now!
877-956-0272**

**Arc applications maximize
investment in unified
communications and
improve person to person
collaboration**

www.arcsolutions.com

Cisco RTP Campus, Durham, NC
e: inquiries@arcsolutions.com w: arcsolutions.com t: 877-956-0272