

## WORLDWIDE IP Telephony and CTI MARKET STRATEGIES FORECASTS TO 2002

CTI and Internet telephone markets are expanding beyond gateways and point solutions to systems in response to opportunities presented by the Internet and high speed data networks. Full systems support enhanced multimedia solutions.

IP telephony networks cost 20% of the amount needed to build an equivalent switched network using switched technology. Additional cost savings are available as a result of IP telephony's unregulated status. Circumvention of the tariff structure presents a risk factor as well as a market driver. Cost-based rationale for IP telephony relates to the economies of building and maintaining IP networks balanced by anticipated demand for taxes. On balance, IP telephony market promise strong growth in response to increasing demand from a number of sectors.

Internet access solutions require interface logic that links telephones to computers. Data and voice solutions demand interface logic. CTI serves as a telephone to data and data to telephone interface link. Applications integration interfaces link computer applications to the Internet. The Internet link provides communication tools positioned to permit companies to use the Web as a marketing device.

Callers are able to click on an icon when visiting a company's Web site. Online voice communications are facilitated via a PC connection to the call center. CTI supports migration from a traditional automatic call distribution (ACD) center to a modern skills based contact center. CTI combines routing calls, capturing e-mail, making web requests, and integrating faxes intelligently.

Open applications servers enable developers and systems integrators to build combined call control and media control. Applications seamlessly connect to PBXs. Microsoft's TAPI is a defacto industry standard. As new network elements emerge, existing applications with advanced call and media capabilities are evolving.

CTI implements systems to support the convergence of voice and data. CTI supports applications integration. CTI supports IP telephony. CTI can be used in local area networks (LANs) to stem fax costs. Private fax numbers are achieved via multichannel fax boards.

CTI markets are driven by convergence of the telephone and data networks. Markets at \$3.1 billion in 1997 are expected to reach \$9.4 billion by 2002. CTI offers solutions. A new study from WinterGreen Research **WORLDWIDE IP TELEPHONY CTI MARKET STRATEGIES FORECASTS TO 2002** provides a presentation of opportunities. See WinterGreen Research at the Web site [www.wintergreenresearch.com](http://www.wintergreenresearch.com).

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	<b>\$2,800</b>		

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