



RUNAS RADIO



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Richard
Campbell

RunAs Radio is a weekly Internet Audio Talk Show for IT Professionals working with Microsoft products. The full range of IT topics is covered from a Microsoft-centric viewpoint.



Greg
Hughes

Text Transcript of Show #073
(Transcription services provided by [PWOP Productions](#))



Jeff Goodwin Rings Us Into Unified Communications!
September 3, 2008



[Music]

Brandon Wenn: From runasradio.com, you're listening to RunAs Radio, the Internet audio talk show for IT professionals with Richard Campbell and Greg Hughes. This is Brandon Wenn, announcing show #73, with guest Jeff Goodwin, recorded Thursday, August 28, 2008. RunAs Radio is produced each week by PWOP Productions, providing professional media and podcasting services online at pwop.com.

Richard Campbell: You're listening to RunAs Radio. I'm your host, Richard Campbell. With me as always, my co-host and good friend, Greg Hughes.

Greg Hughes: How are you doing, Richard? Hello everybody.

Richard Campbell: So, what's new with you?

Greg Hughes: Oh, just same old, same old. Kind of looking forward to having some great conversations on RunAs here. There's been a lot of security stuff to worry about the last few weeks and that's been keeping me pretty darn busy.

Richard Campbell: It's been a tough go for security. What's your main concern right now?

Greg Hughes: Right now, it's web security. A lot of websites between some SQL injection stuff as well as some other vulnerabilities that -- I'm one of those guys that doesn't like to discuss them out loud all that much unless there's a fix for it. I know that's a subject of debate in and of itself someday. There's just been a couple of hacks that have been going on and hitting a large number of application servers and I've been getting a lot of calls on them.

Richard Campbell: It's been a tough summer, no two ways about it.

Greg Hughes: Yeah, it has been.

Richard Campbell: So, we got to call out TechEd and me at TechEd Europe. We're going to be there for the IT week.

Greg Hughes: Yeah, in Barcelona Spain.

Richard Campbell: Yeah, absolutely and from .NET Rocks! Mark Dunn, the original co-host of .NET Rocks, I am incarnation #3, is going to be there for the dev week. He's going to be helping out with the Community Center, the Fish Bowl, all that good stuff.

Greg Hughes: Great and you and I will be there for the IT week.

Richard Campbell: Indeed and over at .NET Rocks, they're starting the sweepstakes. So this is...

Greg Hughes: Ah, yeah, the contest.

Richard Campbell: Yeah, it's a contest where you answer a question about the previous week's show and if you get it right, you get put into a pool and of all the winners for the eight weeks that the contests are running, one of them gets free airfare, hotel, and admission to TechEd Europe.

Greg Hughes: That's a big deal.

Richard Campbell: And you know how much fun that is to be there for the whole week. It's crazy.

Greg Hughes: Now, is that for this fall or is that for next year's TechEd?

Richard Campbell: That's the big twist this year is you have a choice. If you want to go this year, they'll take you this year or they'll take you next year. So, if you need more time to plan or you're already going this year, you can get a free ride for next year.

Greg Hughes: Now, that's a cool way to do it.

Richard Campbell: Yeah, I thought it was a great solution to the challenge of running a contest like that.

Greg Hughes: I don't know where it's going to end up being next year. I don't know if you know or not but I know that Barcelona, the cost of flights to Barcelona, you know, probably pretty average for going to Europe, but the hotel cost there it's pretty darn expensive.

Richard Campbell: It's expensive, yeah, and food isn't cheap either but it's a great experience, but it's expensive.

Greg Hughes: Yeah.

Richard Campbell: I do know where it is but I don't know if I'm allowed to say, so I won't say anything. I'll just say it is elsewhere in Europe next year.

Greg Hughes: We'll hold off on that for now.

Richard Campbell: And if you've got any questions, you want to know more about the contest or you want to know more about the show, you want to make some suggestions about shows, send us an email, info@runasradio.com. All right, let's get to our guest. Jeff Goodwin is the Senior Technologist and Microsoft Practice Lead for The VIA Group. He specializes in Microsoft Exchange and Microsoft Unified Communications. Jeff has been involved in the development and implementation of Unified



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Communications solutions for over 10 years. He has been a presenter at various Microsoft Conferences including TechEd and TechReady. He recently wrote articles for TechNet Magazine on Microsoft Exchange Unified Messaging regarding deployment and migration strategies. Jeff holds a Bachelor of Science degree in Computer Science from Stephen F. Austin State University. Welcome Jeff.

Greg Hughes: Hey Jeff.

Jeff Goodwin: Thanks so much.

Richard Campbell: So, I got to admit, I found you as a guest by reading your articles in TechNet.

Jeff Goodwin: Oh great.

Richard Campbell: It was finally really a clear picture of what's going on in the Unified Messaging world. This is a huge topic and we've only got half an hour. Where do you start? What does it really mean, Unified Messaging?

Jeff Goodwin: Yeah, there are a lot of people out there that have this whole understanding that Unified Messaging and Unified Communications are such a big beast to sort of tackle and so there's a lot of confusion in the marketplace and things like that. I've been very fortunate to be invited by Microsoft over the past year-and-a-half or so to be speaking about Unified Communications and Unified Messaging at various conferences to help demystify so to speak the Unified Messaging and UC space.

Richard Campbell: You've been talking about this topic for 10 years now or been involved in this for 10 years but Microsoft hasn't been. What did you work on before this?

Jeff Goodwin: There are other third party manufacturers that had unified messaging solutions out there. Actel and Avaya had solutions out there. Various other smaller companies, Interactive Intelligence and things like that had unified messaging solutions that I've supported all over the world for the last eight years or so and then got invited with Microsoft probably about three years ago before their unified messaging solution was even announced to the public, so we've been involved with their product for quite a while and been deploying it ever since.

Richard Campbell: So, has this really come down to integrating PBX and email technologies together?

Jeff Goodwin: Yes. Unified Messaging is basically the ability to have a single repository of all of your messages whether they're voice mail messages, email messages, fax messages, or any type of other messages that may come along in the future, but it's

the ability to have those messages in a single repository, be able to administer them from a single location and sort of tie that back to sort of a legacy or even in some cases to a VoIP phone system.

Richard Campbell: I love the whole VoIP technology for no other reason that I hate pulling different wires for different purposes so the fact that we are all just using Ethernet makes me happy.

Jeff Goodwin: Right.

Richard Campbell: Plus, I think people live in Outlook fundamentally. That's the only app everybody has always got open, so the fact that everything comes there is really compelling. What about instant messaging? Is that part of the equation too?

Jeff Goodwin: Yes, so Microsoft's Unified Communications suite includes Office Communication Server 2007 as well as Exchange Unified Messaging. The OCS suite provides the ability to do instant messaging and Presence. Presence is a big win for a lot of customers today because of the ability to actually get work done much more quickly. Let's say that I needed an answer from you about how many widgets we're shipping in a single box. So, I'd call you, you weren't there. I'd email you, you didn't respond. That may be an hour's worth of time out of my day trying to find out such a simple answer and so with Instant Messaging and Presence, I could simply look on my list and say, "Okay, you're available for me to talk to." I'd throw you a chat session, instant messaging session, or I'll call you on the phone and you could immediately answer my question. So, productivity tools are huge with the instant messaging and presence capability.

Greg Hughes: So Unified means this all ties together into common interfaces, right?

Jeff Goodwin: That's exactly right. Today, if you were to do -- there are various third party manufacturers other than Microsoft that has solutions that you do instant messaging with. One application you do, web conferencing with another application and you do Unified Messaging with even another application. With Microsoft solution, it's all tied in back into the Office suite. So, Office Communications Server is one platform that provides all of that capability.

Greg Hughes: Now, I've had a chance to use and deploy the Office Communicator or the -- what is it called now? It's Communicator, right? It's not Instant Messaging?

Jeff Goodwin: Office Communicator, right.



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Greg Hughes: Right and that's a pretty darn cool tool. Maybe we should sort of drill into some of that client side technology and talk about what that enables.

Jeff Goodwin: Yeah, absolutely. The Office Communicator client is, basically, if you want to think about it as you sort of live in Microsoft Outlook today so from a communications standpoint, you can sort of live in Outlook and say I manage my calendar, I manage my email, I manage my tasks, lists, things like that. Well, with Office Communicator, it's sort of an integrated app into Office so I have the ability to check people's calendar if they're on my team, I have the ability to click to call, I have the ability to instant messaging and Presence, I can see people's calendar, there are various things that I can do in the Office Communicator client that basically makes me more productive as an end user.

Greg Hughes: Including hooking into a VoIP system maybe on a digital PBX or something like that.

Jeff Goodwin: Yeah, it doesn't even have to be digital PBX. It can be even PBX that's 10 years old, a Legacy TDM type switch. We can tie into those old switches as well. That's one of the points that customers make today is, "Well, we can't do Office Communication Server because our PBX is 10 years old." Well, that's not necessarily true. We can make that work using various what they call SIP gateway product and the SIP gateway product basically takes a TDM interface and then converts it to something that Office Communication Server can understand which is SIP over to the...

Greg Hughes: Got you. So, SIP is the Session Initiation Protocol, right? That's sort of the common protocol for VoIP type of activity.

Jeff Goodwin: That's right.

Greg Hughes: Got you. I've also noticed and deployed integration with SharePoint, that's kind of cool. So, you have your Office SharePoint and instant messaging and all of the above sort of tied together. It really does become a pretty cohesive package, doesn't it?

Jeff Goodwin: Yeah, you know, again, like I said it's Office Communication Server, the keyword there being Microsoft Office, so any of the Office suites are sort of integrated into Office Communication Server. So, SharePoint has the ability to do the same exact things that an Office Communicator client would be. If you have a SharePoint site that you need published to the outside world or published inside and someone lived in SharePoint, they have the same Presence and IM capabilities, click to call capabilities that someone

would have using an Office Communicator Client. So, Office Communicator, and I've heard them refer to it as various things, but they call it Jelly Beans is what I've heard them refer to it mostly, but the Jelly Bean is basically the Presence icon so whether they are available or away or online or various other Presence capabilities.

Greg Hughes: Yeah, I kind of like that term. It's pretty cool.

Richard Campbell: I guess the other side of Unified here is this idea that a given person is now one entity whether it's an email from them, an IM from them, or their phone number, all of that contact information relates back to one identity.

Jeff Goodwin: Yeah, that's a great point. So, whether you're on the road, whether you're at your desk, whether you're at the house, basically your SIP address is what your identity is. So, when you log in to your Office Communication Server or your OC client, when you log into that, that becomes your sort of identity so it doesn't matter if you're in a hotel in Las Vegas, sitting at your home, or anything like that, that is the point of contact that people are going to reach you at. So, if someone calls you from their mobile phone, it's going to redirect to your OC client if that's the way you have it set up. There are various ways to set it up but basically I carry around my laptop and that is my sort of Office space.

Richard Campbell: It's very cool that it's portable with you anywhere it goes. Certainly, in the early days of VoIP, I remember carrying around one of those small routers that was the VoIP point so that I could plug it into any internet connection and the phone number came with me and that was basically the same SIP trick. It's a little more robust version of that.

Jeff Goodwin: Exactly. You know, they have an Office Communicator client for Windows Mobile as well. Today, about the only thing that you can really do with the Windows Mobile client is actually see Presence information of people on the network, you can do instant messaging with those people as well but you can sort of think about the future technology of that client and, you know, this is just thinking outside the box, but the future technology of that sort of client capability would be to do a data call not using your cellular minutes but you would be using the actual VoIP, voice over IP, data traffic to make a call within the OC client.

Richard Campbell: Right. I'm looking at the various diagrams and so forth from your article around Unified Messaging with Exchange and it always references various kinds of PBXs. Is that the normal configuration that we have in existing PBX or



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we buy a PBX to tie into this or does Microsoft have an offering in that area?

Jeff Goodwin: As of today, the Microsoft marketing position is what they call VoIP As You Are and what they mean by that is if your organization already has PBX in place, they are not looking to displace that PBX. They're simply looking to sort of tie into that PBX behind on the back-end.

Richard Campbell: Right.

Jeff Goodwin: I have run into companies that do not have PBXs in place or they may be opening a really small office with 25 or 50 people and in that case, the Office Communication Server actually can act as the PBX if that's something that they want it to do.

Richard Campbell: Interesting.

Greg Hughes: So how does that work?

Jeff Goodwin: So, we would simply, you know, we would have to get a PRI line, a Primary Rate Interface from the Telco, the local Telco provider.

Greg Hughes: Right, that's like a trunk ISDN line.

Jeff Goodwin: Yeah, a T1 trunk or something like that from a Telco provider, so if it's AT&T or Southwestern Bell or whoever your provider is, we simply have them bring one in, we could hook up what we call a SIP gateway from Dialogic or AudioCodes and in that SIP gateway, we connect into the T1 line from the provider and we would buy DID numbers or phone numbers from the provider as well. So, I'd give that out to you and say, "Here, call me, 281-XXXX." You would call me at that number, it goes to the provider, it goes to my SIP gateway, and then ring my OCS client.

Greg Hughes: Very cool.

Jeff Goodwin: There are also newer technologies coming out where for instance a provider might provide something like a SIP trunk and what a SIP trunk is basically is an IP endpoint so that I would actually point my OC server to a Telco provider IP address and so instead of having that SIP gateway or physical T1 copper line coming into my facility, it would all just be over IP. So, when that technology sort of catches on and we're pretty close to that as well, but when that technology actually catches on, you'll see a lot less T1 connectivity from providers or PBXs.

Greg Hughes: Really, abstracting that all and offering it all as a service, that's really pretty interesting.

Jeff Goodwin: Exactly.

Richard Campbell: Yeah, I can get a picture now of where this stuff is going. It sounds like there are actually lots of moving parts here, right? I mean you've got Exchange involved, you've got the Unified Messaging Server, and also the Office Communication Server or are those the same thing?

Jeff Goodwin: That's right, those are three separate boxes.

Richard Campbell: Okay.

Jeff Goodwin: Typically, in an enterprise company, they like to break out the services into separate boxes.

Richard Campbell: Sure. Even Exchange ends up being broken out, edge transport servers, hub transport servers, the mailbox servers. This can be a lot of gear.

Jeff Goodwin: Yeah, even Office Communication Server, you can break that into OCS server, an archiving server, a mediation server, an edge server, so you can break that up as well just like an Exchange server will be broken out.

Greg Hughes: It starts to make me think about what about things like federation and connecting into other, you know, maybe other organizations or partner organizations, multiple sites and things like that? What's the story for Unified Communications in that regard?

Jeff Goodwin: Yeah, so that's an excellent point. Today, Office Communication Server supports this concept of what we call federation and federation basically means the ability to intercommunicate with another company or another entity outside of your organization. So, at the VIA Group for instance, one of the services that we provide to our customers is we actually federate with our customers so that they have a much easier ability to get in touch with us. What that means is they would open up their OC client and they're sitting at company XYZ, they could actually see our Presence information, make a VoIP-to-VoIP call to us, etc. They could even see our calendar if we publish our calendar information to them which is, you know, fantastic. We're federated with Microsoft. Federation with Microsoft has opened up so many doors for us because that's where all the knowledge is, right? I can reach out to the engineers, I can reach out to the people who are actually doing development



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in Microsoft and ask simple questions when they're available online.

Greg Hughes: That's pretty powerful, I mean the ability to connect and reach in real time presence outside of your domain, your forest, if you will.

Jeff Goodwin: That's right.

Greg Hughes: It can really open some doors.

Richard Campbell: Well, the idea of different Exchange environments talking to each other in a friendly way because for a long time that was impossible. They were just talking at an STMP level, a very, very simple communication level.

Jeff Goodwin: Right, exactly.

Richard Campbell: Do most companies get involved in this sort of thing primarily to provide branch office communications at low cost?

Jeff Goodwin: I think that's one of the bigger value adds, absolutely, so in the enterprise space today which is typically where we play in the enterprise space, but in the enterprise space today, you've got companies that may have a thousand users in their headquarters location but then they have these 120 remote branch offices that have two or three or five people in them and the expense of putting out an Exchange server, the expense of putting out an OCS server or PBX or whatever it is at the location just doesn't make sense.

Richard Campbell: Right.

Jeff Goodwin: So, with OCS technology, I can simply put a laptop out there and have them connect back to my Exchange server, my OCS server, provide them email, provide them voice, provide them instant messaging, provide them, you know, all of the necessities that they need without having to do any kind of end applications at the branch office.

Richard Campbell: So, what's in the branch office? Is it just a fast internet connection? Is there some kind of termination device?

Jeff Goodwin: That's what I was going to talk about was what's interesting is out at the branch office, they don't even need to be VPN'ed into the network. We actually have this concept of what we call edge services just like on Exchange where we have this edge transport server that will actually authenticate people outside of our network.

Greg Hughes: So, people on the internet, for example, that maybe at their house or traveling.

Jeff Goodwin: Yeah, exactly. I could be sitting at home and actually log into my network over just a plain old internet connection and be authenticated back into my network over OCS or Exchange.

Richard Campbell: Wow, so I don't have to be -- the advantage of that of course is now that I'm not doing something special at my branch office, I can take advantage of my guys on the road or people working from home and have the same level of connectivity that a branch office would.

Jeff Goodwin: That's right, that's right. One of the things that I carry with me, I have a small pouch basically and inside this pouch, I carry a speakerphone which is basically a USB device, I carry a webcam and that's about it. So, when I go travel because I'm all over the country traveling, when I travel, for instance last week I was in Las Vegas sitting in the hotel room with an internet connection and I hooked my laptop up, I hooked my speakerphone and webcam up and I was actually conducting business right out of my hotel office.

Greg Hughes: That's terrific. I'm curious, which USB speakerphone are you talking about?

Jeff Goodwin: I was using the Polycom CX100.

Richard Campbell: Of course, you were. It's a phenomenal product.

Greg Hughes: I've been looking at those myself is the reason that I asked, a little self-service self-interest there.

Jeff Goodwin: Yeah, if you want one, give me a call, I'll hook you up. They are the greatest little speakerphones actually. I heard that they are actually back-ordered because they are so popular.

Richard Campbell: Those guys make really stunningly good products. I'm always amazed at the quality that I get.

Greg Hughes: I've always been happy with the Polycom stuff.

Jeff Goodwin: Yeah, Polycom actually also makes another phone codenamed by Microsoft Tanjay, but it's a CX700 phone is what the brand name is from Polycom and it basically is a real phone, it's got a dial pad on it, it's got a handset on it, it actually has a color screen on it that has basically the OC client built in, so I can see all my contacts with their Presence information right on my screen.

Greg Hughes: That's really cool.



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Jeff Goodwin: One of the things that I really like about that phone is I actually run that out of my house so again I've taken this Polycom phone, taken it to my house, I plugged it into my Ethernet connection at my house, I've logged in as a OC user so I used my OC sign-in address, remember that single point of presence that we talked about earlier? I logged in as my single point of presence and now I'm an OC user sitting at my house. I have a phone with full capabilities of anything.

Greg Hughes: That's very cool.

Richard Campbell: You're just another local on the PBX effectively.

Jeff Goodwin: That's right, that's right.

Richard Campbell: So, what happens when you go out in the field and that phone is there? Do you sort of pull the SIP over to you and the phone disconnects?

Jeff Goodwin: I typically log out of the phone but I could leave that phone logged in. If I kept the phone logged in, basically what would happen if someone would call me, it would ring that home office phone Tanjay as well as it would ring my OC client, so it rings both location.

Richard Campbell: Interesting.

Greg Hughes: So, simultaneous ringing.

Jeff Goodwin: Right.

Richard Campbell: But at least it has tolerance for that multiple point of contact.

Jeff Goodwin: Absolutely.

Greg Hughes: That's really cool.

Richard Campbell: You could totally geek out on IP phones. There are so many –

[Laughter]

-- and there's an interesting angle on this is if you're working with Communicator and Exchange and so forth, if your contact list is part of that whole system, you're either using your PC to do this or you need a phone that handles it.

Jeff Goodwin: Right, right. If you want to talk about geeking out, I mean you just come into my office. I've actually got eight different phones running in my office so it's kind of a nightmare actually when

someone calls me because I've got eight phones simultaneous rings.

Richard Campbell: They're all on the same SIP, that's hilarious. We talked about this sort of on the road effect and I've got to worry about the quality of most hotel networks. How tolerant is this stuff when the connection gets cranky?

Jeff Goodwin: Yeah, so Microsoft has actually developed a proprietary codec called RTA or Real Time Audio and there are some great documentation out on Microsoft's TechNet website regarding how they take care of when tolerances and internet tolerances but essentially what the results show and I do this all the time, so I believe in the testing that they've done, is that using Real Time Audio is about 300 times better than even using like a quality of service type capability. So, you don't even have to implement quality of service on your network in order to use Microsoft's RTA.

Greg Hughes: That's one of the most painful things with doing VoIP is quality of service problems.

Jeff Goodwin: It is, it is, and some customers have older routers and switches that don't even support quality of service.

Greg Hughes: Right.

Jeff Goodwin: There's an upgrade cost in upgrading to that.

Greg Hughes: Not to mention if you're working from a home connection or something like that, you're probably not going to have that capability.

Jeff Goodwin: That's right.

Richard Campbell: So, Microsoft sort of circumvented this whole problem just by creating a protocol that's essentially soft that solves it on its own.

Jeff Goodwin: That's right.

Richard Campbell: That's very clever.

Greg Hughes: You know, when you throw the word proprietary in, though, that kind of scares me a little bit. Is there something that Microsoft, do you have any knowledge they're going to push for this to be maybe a new standard or where's that going?

Jeff Goodwin: I don't know that, no.

Richard Campbell: That's fair. Let's see what happens to it, you never know.

Jeff Goodwin: Yeah.



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Richard Campbell: Most of this infrastructure I think is focused at the large enterprise and I know certainly VIA makes their living on the large enterprise, but in the smaller office, if we're running an Exchange server, and I got to think that's sort of a requirement to get going on this, is this something we can consider?

Jeff Goodwin: Absolutely and I just want to clarify, Exchange Server is actually not a requirement to run Office Communication Server.

Richard Campbell: Really?

Jeff Goodwin: Exchange would be required to run Unified Messaging.

Richard Campbell: Okay.

Jeff Goodwin: Again, sort of the two components of Microsoft's UC solution would be the Unified Messaging and the OCS components, so Office Communication Server and Exchange Unified Messaging. If you want to run the Exchange Unified Messaging, Exchange would be required.

Richard Campbell: Okay.

Jeff Goodwin: If all you want to do is run the Office Communication Server, Exchange actually is not required although there are some benefits to being able to run Outlook 2007 with OCS.

Greg Hughes: Right. What I understood was that you said that if you're using Exchange, for example, that you're probably going to have three servers set up. One of those is instant messaging or Office Communication Server, one is Exchange, but is there one in between?

Jeff Goodwin: There's a mediation server and what the mediation server does is actually if you're going to be running what they call the enterprise voice piece of OCS -- so there are three components of OCS, the Instant Messaging and presence that we talked about, the web conferencing piece, and what we call Enterprise Voice. So, the Enterprise Voice piece is what we've talked about where you have the ability to click to call and things like that. In order to implement that, you'd have to have what they call the mediation server and the mediation server actually knows how to talk RTA or SIP over TCP and so that's sort of the interface between any kind of SIP PBX or things like that.

Richard Campbell: So, basic configuration, again, I'm still getting my head around the small office solutions, so they've got a multi-line phone-in system which is not a PBX, they've got Exchange, maybe

they're running it as part of SBS small configuration and they're thinking do we buy PBX, do we not, can we move to Unified Messaging. I've seen these scenarios before so there's an Integration server, there's this mediation server, but then that really ties the whole now we're replacing the phone system or where does the phone system fit into that?

Jeff Goodwin: It could, it could replace the phone system but, again, it doesn't have to. In most small businesses that we've been sort of running into, and when I say small business, I want to say like a 250 user office.

Richard Campbell: That's about as small as we get. When you talk about business server, you're talking under 75, like 50.

Jeff Goodwin: Okay, so if you take an office of 50 people, for example, and they had an existing PBX and they wanted to implement all of Microsoft's UC technology, basically, what they could do is they can stand up an Exchange server and then they can stand up a single OCS standard edition server and with those two servers, we could probably run all the services necessary to run the entire Microsoft UC platform.

Greg Hughes: Got you. What about small businesses that have started out and maybe they have deployed like an open source Asterisk PBX which is SIP compliant? I assume they can integrate to that and keep that running and not have to reinvent the wheel.

Jeff Goodwin: Yeah, you know, I don't think it's one of the "supported" platforms today just because Asterisk hasn't gone through the formal testing process with Microsoft but absolutely, we have made Office Communication Server work with an Asterisk PBX.

Richard Campbell: SIP is SIP, right? It should all work.

Jeff Goodwin: Yeah, basically anything that talks SIP over TCP. There's two ways that vendors typically implement SIP. One is called SIP over UDP and one is called SIP over TCP. UDP of course just says, "I'm going to send all the information in a sort of non-formatted way, but you're just going to get everything." SIP over TCP instead says, "I'm going to send this to you. I want acknowledgement back that you received the packet in the correct format."

Greg Hughes: The connection protocol, right.

Jeff Goodwin: So, if a vendor implements SIP over TCP, then we can probably make Microsoft Office Communication server work with that PBX.



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Richard Campbell: That's cool. How secure is all of this? We talked about avoiding VPN's for those remote connections and so forth. How are we protecting the communications between our remote users and the head office?

Jeff Goodwin: Yeah. So, Microsoft is -- I guess this is sort of the way that the industry is headed from a Microsoft perspective but basically what they're doing is they're starting to implement this process of security certificates. You can use security certificates to actually say, "If you don't have this valid security certificates, then I'm not going to talk to you." So, you load up a certificate on your laptop and it says, "I'll allow you to come through as an authenticated user, but if you don't have it, I'm not talking to you."

Greg Hughes: Right, it might be a machine certificate or a user certificate or both.

Jeff Goodwin: That's right.

Richard Campbell: Do you see this ultimately coming up as a service product from ISPs the same way we can buy Exchange mailboxes? Are we going to be able to buy OCS or can we now?

Jeff Goodwin: That's an interesting concept. I do know that, well, two years ago, I worked for a company up in Fremont, Washington. The name of the company is Chinook, C-H-I-N-O-O-K, Chinook Hosting, and we worked with them for about two months, three months to actually architect a hosted OCS and Unified Marketing solution. I believe that they're actually providing this in a hosted environment today.

Richard Campbell: Cool. Oh look, I just went to chinookhosting.com, not a sponsor of the show or anything, and they offer hosted unified communications.

Greg Hughes: That's really cool.

Jeff Goodwin: Right, right.

Richard Campbell: Of course, the model we described here, we have a head office and all these branch offices. There's no reason the head office couldn't be an ISP and everybody is a branch office.

Jeff Goodwin: That's right, that's right.

Richard Campbell: It just offers amazing potential for distributed businesses to quickly put together something that looks like a full office with its locals and all those sorts of effects without actually having to build it.

Jeff Goodwin: Very quickly and very inexpensively.

Greg Hughes: That's cool. What's the one mistake that IT people tend to make out of the gate when they are first deploying this if they don't take everything into consideration and plan very well?

Jeff Goodwin: That's an interesting question but I would say that the biggest mistake that an IT person makes is actually not working or not interfacing with the telecom group. If there's a separate telecom group within a company, that's probably the biggest number one mistake that I've seen companies make when they're implementing any UC solution is one group, in particular the IT group, they say, "Yeah, not a problem. This is a data product. We're going to implement this for everyone in the company." Well, they don't necessarily understand a lot of the telecom concepts and the telecom applications that are already running in the environment. A lot of times they don't take those applications into consideration so they implement something where they haven't taken any consideration in those applications and users start screaming saying, "Well, I've lost this feature," or "I've lost this particular capability."

Richard Campbell: Interesting problem.

Greg Hughes: Part of that enterprise requirements and making sure you've got them all covered.

Richard Campbell: Well, Jeff, I think that's a show. I feel like we've just gotten started talking about Unified Communications. I have a picture of everything that's out there but I'm sure there's a lot more detail we could be getting into.

Jeff Goodwin: Yeah, I do too. I wish we had more time. This has been a great conversation and if you guys want to reach out later, feel free to do so.

Richard Campbell: Yeah, maybe we just got to bring it back and keep going.

Greg Hughes: I'm sure some of our listeners will have questions and comments and maybe we can take those and do something again in the future.

Richard Campbell: Yeah, you bet. Jeff, thanks very much for coming on.

Greg Hughes: Thanks Jeff.

Jeff Goodwin: Hey, thank you guys. I appreciate your time.



Jeff Goodwin Rings Us Into Unified Communications!
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Richard Campbell: And we'll talk to you next week on RunAs Radio.