

# Telecom Reseller

## Grandstream IP MM Phone

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Technology, as everything else, continues to change. Enterprises are constantly on a quest to reduce costs while increasing efficiency, and one way is by transitioning their telephony infrastructure from analog to IP. Key to a successful implementation are endpoints for employees. A wide range of telephones are available ranging in functionality from low-end to multimedia with built-in applications.

Businesses can implement an IP MM phone in a number of ways. For example, a New York City designer works with a manufacturer in another country to produce her new line of clothing. In between critical face-to-face meetings she can rely on the phone to visually see the progress being made.

It can be used as a virtual receptionist. Rather than having a person sitting at a desk

to greet visitors, upon entering the guest picks up the phone and dials a number that immediately displays an employee who can provide further assistance. Hotels can implement a live video concierge for after-hours hospitality.

Video conferencing has always been an alternative to travel but was reserved for those who could afford the equipment and network costs. With these phones businesses can now make free video calls and give users the ability to communicate with both audio and video.

Service providers are recognizing the potential and are evaluating the devices. We are working closely with Broadvox, who is taking a keen interest in understanding how they will be managed on the network, ensure the required bandwidth is available to deliver a good user experience, and that the devices are feature-rich and productivity-enhancing enough to keep customers connected to their network.

Andre Temnorod, Broadvox CEO, said, "We believe video conferencing is growing significantly in the telepresence marketplace and that these devices are on the verge of becoming prevalent and prolific in the enterprise."

The phones are also carving a path into the consumer market. Pew Internet & American Life Project estimated that as of December 2008, 57% of adults in the US had broadband access at home, compared to 42% in March 2006 and 30% a year earlier. The integration of multimedia and free video conferencing lets anyone with broadband access enjoy social MM applications along with the convenience of a home telephone. Even individuals that are not tech-savvy or don't own a PC can utilize the video capabilities as well as Internet entertainment and information like weather, music, photos and video streaming. 📞

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