

## *Clarus Systems® Delivers Solutions to Manage the Complexities of Deploying and Scaling an Enterprise IP Telephony Practice*

### CLARUS SYSTEMS

Clarus Systems, the leader in automated Cisco IP telephony testing and documentation solutions, offers software for systems integrators and enterprises seeking enhanced visibility into their IPT environment. Systems integrators deploying and enterprises managing large, distributed IP telephony networks use Clarus Systems' solutions to save testing and management costs, ensure an available IP telephony network and increase user confidence and satisfaction.

### MSN COMMUNICATIONS

MSN Communications is one of the Rocky Mountain Region's largest and most experienced network integrators. MSN is dedicated to helping their clients more effectively design, deploy, manage and optimize their network communications. This commitment to the customer has helped MSN continue to record quarter to quarter and year on year growth. MSN has been a Cisco Systems GOLD-certified partner specializing in several technologies including IP Telephony for several years.

### The Opportunity

The IP telephony market is growing. The Yankee Group forecasts that the business VoIP market will grow from \$840 million at the end of 2005 to almost \$3.3 billion by 2010. According to IDC, 61% of medium and large companies will deploy IP telephony by 2007. Converged data and voice networks save carrier costs and offer features like teleconferencing. TEQ Consulting forecasts that U.S. IP phone sales will increase from 4 million in 2005 to 5 million in 2006. Sage Research reports that 61% of IT professionals trialing and deploying IP telephony networks trialed solutions from Cisco Systems. Cisco Systems continues to lead the market as the dominant provider of IP networking equipment and of IP telephony systems.

### The Solution:

#### ***ClarusIPC™ Certification and ClarusIPC Operations***

ClarusIPC Certification and ClarusIPC Operations are the only solutions available to validate that all aspects of a Cisco IPT environment meet actual user requirements both at deployment and throughout the life of the network. Costly and time-consuming end-to-end manual testing that is not possible for large and distributed deployments can be done proactively and systematically and the results presented in clear and useful reports.



## The Challenge

As the IP Telephony market grows it is also becoming more complex. Enterprise networks and systems continue to increase in power and complexity and so do the variety of IP Communications offerings from Cisco Systems. MSN turns the mix of operating systems, servers, voice video and data integrated networks, IP-PBXs, directory services, multiplexers, gateways, routers, switches, phones and related applications such as voicemail and unified messaging into business solutions that provide a strong ROI for Rocky Mountain region firms.

With the widespread adoption of IP Telephony comes increasing implementation complexities. The shift to IPT has created a great opportunity to address systems integrators' need for solutions that enable objective and automated testing improving installation efficiency and profitability. Deployments and trials take too long as the enterprise only gradually comes to trust the new IPT system. No amount of network, system, or service monitoring can prove that the sales team can receive calls from the outside right now, or whether forwarding to voice mail is absolutely working as designed. Only active testing, taking phones off hook and putting them through their paces to verify features, functions, and configurations, can provide objective assurance that the installed telephony system is ready for business use. And only this critical proof point can reduce the time spent on installations and speed the time to ROI for enterprises.

“There is no doubt that ClarusIPC has helped us achieve **more sales**. More importantly, it lets all those that we work with know that we have the **highest standards** that are applied consistently when it comes to our **deployment and support practices**. This includes our partners at Cisco Systems, who see that we are continuing to scale our organization via people and technology. It is critical that we continue to do a great job for Cisco customers as we grow.”

Ron Guernsey, Executive Director  
IP Communications - MSN



## Presales Benefits

MSN uses Clarus Systems' solutions in presales activities to proactively manage the expectations of potential IP Telephony customers and to demonstrate the rigor with which MSN manages their deployment processes. By showing enterprises that they test each deployment in a consistent and thorough manner, MSN can further differentiate their offering from that of other integrators and may be accelerating the decision by enterprises to deploy Cisco IP Telephony. Perhaps most importantly, acceptance testing provides objective proof of performance at the cut-over date, allowing customers to trust that their deployments are complete and correct at that point, thereby accelerating the time to ROI for both the enterprise and MSN. These benefits are difficult to quantify but real nonetheless.

## Deployment Benefits

It is relatively simple to measure the direct cost savings of automating acceptance testing versus the direct costs of extensive manual testing. Manual acceptance testing can take anywhere from 2 to 15 minutes per handset depending on the complexity of the implementation and the rigor of the testing desired. On a thousand phone installation, assuming fairly extensive manual testing of 10 minutes per handset, this means that use of ClarusIPC can save tens of thousands of minutes, or over 150 hours, by automating standard testing criteria. At a \$150 per hour billable rate this translates into a potential savings of \$20,000 in labor time due to the use of ClarusIPC.

“Having **proactive visibility** into end to end performance from any **handset** to any handset on a deployment at your fingertips takes some getting used to. It changes your practice, for example **enabling** you to move deployments into production more quickly, **confident** that you will catch and correct issues before they impact end users. ”

Ron Guernsey, Executive Director  
IP Communications - MSN

## Deployment Benefits (continued)

Manual testing is not only costly; it has other issues as well, including:

- Manual testing can allow incorrect configurations and other problems to slip through the cracks. These problems can result in costs far greater than the value of the time saved thanks to loss of customer and partner satisfaction, delayed production deployments, and troubleshooting time.
- Second, manual testing is almost impossible to standardize and without standardization it is impossible to scale best practices.
- Third, automated testing can perform tests that are difficult to perform manually, such as simultaneous conference calling or multi party calls into an extension.
- Forth, and most importantly, manual testing is not as credible as the reports generated by ClarusIPC(tm). Enterprises simply believe the results of a third party piece of software more than they believe the results of manual testing.

## Conclusion

MSN Communications provides a great example of how leading systems integrators can leverage solutions from Clarus Systems to grow more quickly while maintaining an excellent delivery record and increased profitability.



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“...It also means you **focus** your top technical resources on matters other than test plan design and execution. And it means **no more return site visits** to fix features that are not broken – if the problem is that the end user does not know how to use the new system yet, we can provide the assistance **remotely**. We are very happy with the **ROI** we have received from using ClarusIPC Certification.”

Ron Guernsey, Executive Director  
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