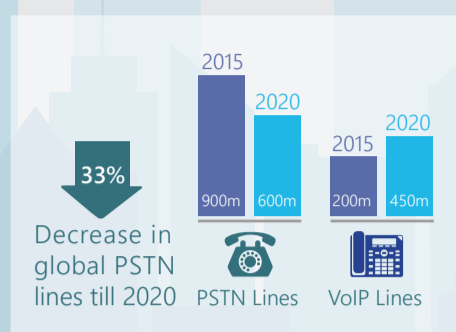# Enhancing Your Journey to All-IP Transformation

The Time is Right to Start the All-IP Transformation Journey

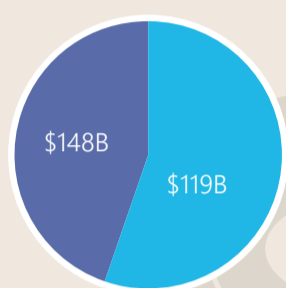### The fixed line communications market landscape is changing quickly

33% Decrease in global PSTN lines till 2020

PSTN Lines — 2015: 900m, 2020: 600m
VoIP Lines — 2015: 200m, 2020: 450m

The All-IP Transformation motivators

- **Up to 90%** real-estate foot print reduction
- **Up to 50%** power consumption reduction
- **Increase Revenue** from additional IP Services
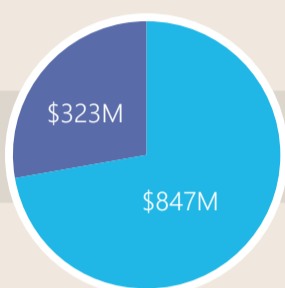- **Reduce** maintenance costs

The end of life of the TDM switches has arrived

- **Support cost** of the TDM switches increasing due to lack of parts and expertise
- **25 years** typical TDM switch lifecycle
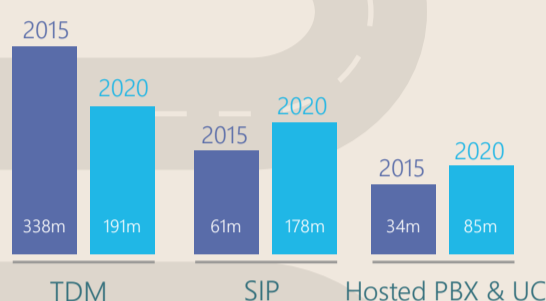- **40,000 TDM switches** installed today in telcos COs

On the Road to Business Costumers

2015 global fixed voice lines revenue: $148B / $119B

2015 global fixed voice lines: $323M / $847M

TDM — 2015: 338m, 2020: 191m
SIP — 2015: 61m, 2020: 178m
Hosted PBX & UC — 2015: 34m, 2020: 85m

44% of the global fixed voice lines revenue comes from the Business Segment

27% of the global fixed voice lines are Business Lines

276% increment in the number of total VoIP seats until 2020

Paving the Way to Successful Migration from TDM to IP

Cover any Deployment Option
- Address any customer size
- Support any topology type (on-prem CPE, COGatways)
- Enable the usage of the exiting PBX systems

Avoid Churn
- Minimum business disruption during migration
- Assure high quality of service and experience

Minimize Cost
- Reduce equipment and logistic cost
- Reduce installation and engineering cost

Optimize Time
- Quick installation and configuration of the on-site devices
- Use remote management tools

Enable Future Value
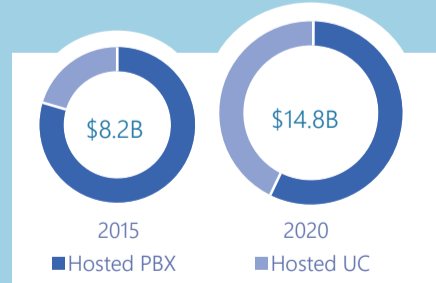- Leverage of additional revenue steams through the All-IP network

Choose the 'right' transformation partner that can provide and support the 'right' CPE and CO gateways as part of the PSTN migration. This is critical for the fixed line providers as it will have a direct impact on the churn, cost, time and future services.

The Path to Successful Cloud Transformation

From dump pipes to value added services

Fixed line providers have a great opportunity to leverage their existing managed communication network and their existing customer footprint to cloud revenue generation services

2015: $8.2B
2020: $14.8B
- Hosted PBX
- Hosted UC

80% increase by 2020 of the Cloud Voice Services Revenue

Use Gradual Migration Plan

77% of SMBs still use on premises KTS/PBX systems

Modular Design
Start with simple and quick deployment of SIP services and enable future gradual migration to hosted services

Hybrid Solutions
Enable coexistence between the on-premises PBX systems and the hosted PBX

Promote the Cloud Advantages

Productivity is the top motivator for SMBs moving to the cloud

Provide enhanced user experience with super voice quality, zero-touch configuration options and advanced remote management

Allay Customer Fears from the Cloud

Reliability, QoS and Security are the top concerns of SMBs moving to the cloud

To learn more about AudioCodes All-IP Transformation solutions visit
www.audiocodes.com/all-ip-transformation

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