



TeleSoft eNEWSLETTER

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Greetings

We hope that you are finding new opportunities in the current economic reorganization.

This newsletter is written for our customers and partners. We hope that you will find useful information regarding new protocol products and enjoy our articles on issues that affect the communications developer.

We welcome any comments and suggestions that you may have. Please see the end of this newsletter for subscription information.

ISDN Comes of Age

Yes, we still have customers licensing ISDN stacks to build custom ISDN phones -- but the majority of our customers are looking to VoIP for their leading edge products and looking at ISDN as the de facto standard representing a significant portion of the installed business and SOHO CPE equipment.

VoIP gateways, Wireless infrastructure, Integrated Access Devices -- they all sound as if they are light years ahead of ISDN -- and they are (figuratively speaking)! ISDN has become the best mature technology to provide reasonable bandwidth in much of North America, Europe, and Asia today while the newer technologies spread slowly.

While newer technologies are cutting their teeth and gaining ground, manufacturers are licensing PRI ISDN for critical applications (e.g., ARINC 746) and test equipment, PRI ISDN and CAS for satellite base stations and media gateways, RBS and CAS for products interfacing to PBX equipment, BRI ISDN for IADs and custom phones, Frame Relay and ML-PPP for DS-3 boards and wireless infrastructure, and the list goes on.

TeleSoft stacks interwork with SIGTRAN, SS7 and other non-TeleSoft stacks, providing a stable foundation for newer protocols that our customers are adding to their products to gain a competitive edge over their competition.

It might help to stop thinking of protocol stacks as their sum total -- ISDN consists of Q.931 which is being deployed within Call Agents, and Q.921 which is being incorporated into IAD base stations.

Customers routinely use TeleSoft code in ways which we had not originally envisioned, and their solutions work because TeleSoft code is written to the ITU-T standards and architected to be flexible and readily modifiable. We are constantly astounded at the ingenuity of our clients in devising ways to use TeleSoft source code in innovative and cost-effective ways to bring new products to market quickly.

A Bull in a Bear Market

During a market downturn in which everyone is suddenly focussed on the bottom line, IT Managers and consumers are less inclined to dump their working technology to invest in leading edge products.

Adding ISDN support to existing products allows your products to work with a significant portion of the installed CPE equipment, which makes for a cheaper solution that your IT Managers and tech-savvy consumers understand and can put to use today.

If your focus is the newer "hotter" technologies, consider adding ISDN ports to support today's market while the packet market comes of age.

Why TeleSoft?

TeleSoft code is well-proven. We started with this code in 1985 and have been meeting market needs ever since.

TeleSoft has extraordinarily low turnover -- our expertise and perspective remains in-house and available to our clients to accelerate portation, API connection, system tuning, and compliance testing. Our technical support is provided by TeleSoft engineers who have been writing and maintaining our code for a minimum of five years.

TeleSoft technical support is extremely responsive (24 hours is what we state -- typical response time is 3 to 4 hours), knowledgeable, straightforward and respectful.

TeleSoft provides access to two senior engineers who will personally support your account, a primary contact, and in case your primary contact is busy with another customer, a secondary engineering contact.

TeleSoft clients receive technical support directly from senior engineers so that development time is not lost while questions are being referred.

TeleSoft enables clients to deliver on their commitments, making their market window. Many companies have licensed TeleSoft code after using another vendor's stack, because Engineering and Marketing departments learn that the cost of a stack is much more than the price.

Other Information

A **brief listing of all of our products** is listed on our web site.

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software_solutions.pdf](http://www.telesoft-intl.com/enewsletter/software_solutions.pdf)

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