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IP Telecommunications
User Group

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CIPTUG 2007 APPLICATION BAKE-OFF WINNERS

Overview of Application Bake-Off Competition

At the 2007 Annual Conference, CIPTUG hosted the Application Bake-Off Competition where end users and vendors demoed their recently released, or not yet released applications that solve unique, complex business problems across a variety of vertical markets. The Bake-Off provided an opportunity for attendees to give direct, valuable feedback to developers to drive innovative application development for Unified Communications, and to provide an avenue for communicating between customers and developers.

Purpose of Application Bake-Off was for Attendees to

- Participate in hands-on live demos with a Unified Communications focus with Cisco Partners and end user customers
- Learn how other customers have developed and implemented applications enabling them to meet business goals, and gain a competitive advantage
- Talk to other users, Cisco Partners and engineers to learn what applications can be developed for their converged network
- Learn more about return on investment for Unified Communications solutions and applications
- Drive innovative application development for Unified Communications

Below is the list of winners and the application descriptions that were entered for competition.



911 Enable

www.911Enable.com

Description of Application

911 Enable specializes in E9-1-1 Call Routing and Location Information Management for organizations utilizing Cisco Unified Call Manager (CUCM). 911 Enable has developed a world class emergency services network with enhanced 9-1-1 coverage available to over 4,500 PSAPs in the U.S. When 9-1-1 is dialed, 911 Enable handles all aspects of call routing and ensures that the location and callback number are displayed at the appropriate PSAP. 911 Enable also provides its customers with location reporting tools which support employee mobility and advanced CUCM capabilities.

Business Problem Solved

911 Enable has developed a unique location management and E9-1-1 call routing solution for organizations using the Cisco Unified Call Manager (CUCM). The solution addresses Cisco's emphasis on technologies which improve workplace efficiency and employee mobility. Features of the Cisco Unified Call Manager allow employees to access the company IP-PBX remotely, move their phones with greater ease on the network, and make use of devices such as softphones and IP phones. 911 Enable's solution ensures that these features can be supported by a reliable E9-1-1 service in times of crisis.

1. Recording video calls for call centers that utilize video phones and VT Advant
2. Recording and playback of video conference calls
3. Supporting doctors and hospitals by recording remote tele-medicine sessions
4. Remote witness testimony capturing and playback for legal proceedings
5. Provide visual verification of defective products in retail and manufacturing areas

Vertical Markets Entered

Government
Healthcare
Retail



World Wide Technology

www.wwt.com

Description of Application

World Wide Technology would like to introduce a solution for the Healthcare Industry we call "Unified Communications at the Point of Care".

It is made up of solution integration of Cisco IP Personal Communicator for voice, video, chat and Cisco security applications and wireless infrastructure in the format of a an infectious controlled C5 Medical Clinical Assistant Tablet. This solution for mobile clinical user bundles mobility, voice, presence, active asset tracking capabilities into a single device and has been developed for a medical environment with camera, video, and wireless capabilities

Business Problem Solved

The "Unified Communications at the Point of Care" solution addresses many business issues that occur daily in the healthcare field.

1. Provides a 1-1 ratio of devices to clinicians per shift to ensure information access.
2. Practitioners can maintain eye contact with client while accessing important medical applications.
3. Presence status information of coworker's availability.
4. Real-time asset location of important medical equipment saves time and frustration.
5. Ability to receive and initiate nurse calls to and from patients.

Vertical Markets Entered

Government
Healthcare
Manufacturing