



## The story of voice transformation

A remarkable journey that redefines possible and gives the world something to talk about

It started with a simple seven words: “Mr. Watson, come here, I want you!” Over 135 years ago, Alexander Graham Bell had converged sound, speech, and an electrical current to invent the world’s first telephone.

In the business world, companies didn’t just hear bells ringing, they heard opportunity knocking. And when two AT&T executives made the first around-the-world call, it opened the door to expanding commerce on a global scale.

Voice transformed again when digital technology began to take voice to new places – laying the groundwork for a new generation of converged voice and data services.

### Voice Goes VoIP

When digital packets of voice began hitching a ride with data on the same network, it meant voice could be delivered like any other digital service. For the first time, you could pick up your voice mail on a network – rather than a clunky tape-based answering machine – and from nearly anywhere.

The Internet explosion took voice into cyberspace. Voice over Internet Protocol (VoIP) became a new way of making traditional phone calls by transporting voice over an Internet connection.

Today, the high bandwidth, lower cost and reach of IP networks can help you reduce phone bills, improve voice clarity and take your voice virtually anywhere there is high-speed Internet access.

Multiple voice clients – from the PC or phone on your desk to the laptop or smartphone you take with you – can have fast and easy access to an expanding array of advanced VoIP features. Just think about the flexibility of a “find me/follow me” voice service that enables a single phone number to ring on different devices at work, at home or about.

### SIP Speaks

But hold the phone! What impact does VoIP have on Private Branch Exchanges (PBX), key systems, and trunk lines that have been connecting internal business phones to the external public phone network for decades? Say hello to SIP.

As a VoIP service, Session Initiation Protocol (SIP) trunking connects PBX and key systems to the public phone network via the Internet. This is good news for companies wanting to protect PBX investments and adopt emerging voice services.

For example, contact center calls can be automatically routed virtually anywhere around the world based on a range of variables – by volumes, time of day, or even agent expertise.

And, by merging voice services with customer relationship management (CRM) applications, agents can view critical customer information or call history to speed problem resolution. It all adds up to voice services that can be potentially more cost efficient, portable, and versatile than ever.

SIP kicks the benefits of IP networks and VoIP up a notch. With voice and data converged on one network, you can maximize unused capacity, help curb equipment costs, and simplify management. You can quickly allocate bandwidth to adapt voice services to changing business demands – and do so without the time and expense associated with adding expensive transport lines.

### Opportunity Calls

From video conferencing and instant messaging to presence applications that share the availability of key decision makers, the tools

### Transform Your Network

AT&T offers a range of VoIP solutions, including SIP Trunking and Hosted VoIP services, with flexible on-premises or managed options.

With a rich legacy of voice and one of the world’s largest IP networks, AT&T is uniquely qualified to help you transform your business with the unified communications of today and the enhanced applications of tomorrow.

To learn more about AT&T VoIP and AT&T Unified Communications services, visit [www.att.com/collaborate](http://www.att.com/collaborate) or [have us contact you](#).

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we use to communicate and collaborate are converging in ways that would amaze our Forefathers of the Phone.

It's called unified communications (UC), and it can do more than increase productivity. As it integrates voice capabilities with the business applications and processes that drive your organization, it can accelerate cycle times, help shrink the order-to-revenue gap and strengthen customer relationships.

UC uses an intelligent VoIP network, and adds new capabilities, like integrating other forms of communications into one converged platform. It takes you from a many device world to a cohesive experience delivered on a single device of your choosing. Further, it enables you to use applications in new ways and new places.

From humble beginnings in an inventor's lab to the integrated experiences of today, voice communications are part of nearly every aspect of our work and life. Now, the remarkable journey continues as SIP helps you maximize network investments and productivity, enjoy advanced applications and make your voice heard nearly anywhere. Welcome to the network of tomorrow.

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