# How to commercialise ENUM and VoIP?

Paul M. Kane

General Manager

INternet ONE.

UK

Paul.Kane@InOne.net

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# Who we are

- **InONE.net sister company to ICB plc (69 employees - UK, US,and Japan)**

- **ICB - Platform provider to 53 ICANN Registrars and Hosting Companies – 13ccTLD Registries**

- **ICB – ENUM Tier 1 Registry to +44, +290, +247, +246**

# UK Trial Experience

- The UK trial uses 3 Tier1 Registries – all applications come to ICB (enum.org.uk) and are distributed to Nominet, NeuStar and ICB.

- Authentication of ENUM numbers slow

- No "killer App" available

- Slow allocation of authenticated ENUM enabled numbers

- NAT and Firewalls prevent end-to-end communication

- Lack of exposure to consumers and lack of users

- Range of complex technologies

**I N O N E . N E T**

# Killer Applications

- Seamless provisioning of ENUM enabled numbers

- Integrated Voice and Text Messaging

- Interfacing with PSTN.

- Location and Presence awareness

# Potential benefits for Telcos

- More Services

- More "Last-mile" DSL sales to ISPs

- Cheaper International routing

- Reduced cost of Interconnect.

# Benefits for ISPs

- Additional customer attraction

- Alternative tariff models

- Reduce Churn

- Increase range of complimentary services

- Brand promotion

# InOne.net Community

- Integrated communications platform

- Zero cost deployment

- Traversal of NAT and Firewalls

- Self-brand.

**I N O N E . N E T**

# Thank-you

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VoIP is "happening" – Get aboard….

Questions?

Free 3 month trial

Visit http://InONE.net/RIPE