

# How can I achieve lower costs while improving my company's performance?

BellSouth® Converged Solutions (AVVID) Service helps you achieve lower operation costs.

## At a Glance

- Cisco IP telephony specialization
- Cisco Gold Certified
- Network & IP consulting
- PDIO model

## Are You Struggling with the Demands of Managing Your Voice, Data and Video Networks?

Businesses today must manage a myriad of communication channels: from voice mail to e-mail, from WAN to LAN, from Internet to Intranet. Your customers, suppliers and employees are demanding more and more from your networks. To meet the increasing demand and improve network ROI, businesses are beginning to converge networks.

BellSouth offers the network, equipment and professional services to converge your networks resulting in lower total cost of ownership.

## The BellSouth Network and Cisco AVVID: a Total Converged Network Solution.

### BellSouth Voice over Frame Relay Service and Voice over ATM Service

Consistently recognized for high customer satisfaction, BellSouth® Frame Relay Service and ATM Service:

- handle data, voice and video through built-in Quality of Service (QoS) features
- allow Cisco AVVID or traditional PBXs to be connected using Frame Relay Permanent Virtual Circuits (PVCs)
- create easy-to-increase link speeds or Committed Information Rate (CIR) to support voice, fax and data traffic

### Cisco AVVID

Certified in Cisco Internet Protocol (IP) Telephony and Voice Access, BellSouth sells and supports Cisco AVVID (Architecture for Voice, Video and Integrated Data).

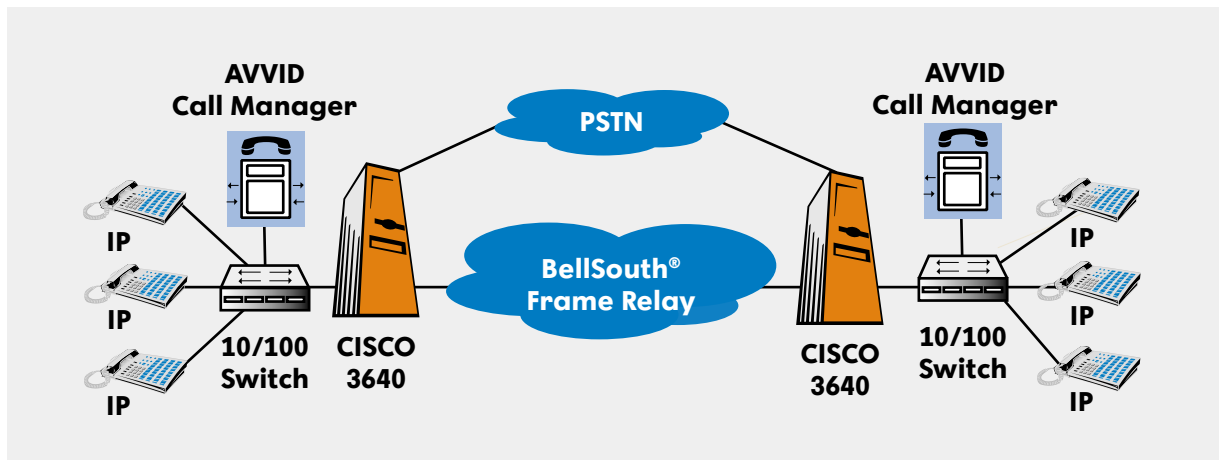


Cisco AVVID provides the intelligent network infrastructure for a converged network. One of the industry's only enterprise-wide, standards-based network architectures, AVVID provides the roadmap for combining business and technology strategies into one cohesive model.

AVVID comprises a breadth of solutions and applications for a converged voice, video and data network. An AVVID solution unifies previously separate technologies into a converged IP network. It can be designed to scale from a small office to a corporate campus with thousands of phones. The architecture is based on three distinct building blocks: infrastructure such as switches and routers, applications such as call control, and clients such as IP phones, personal computers and videoconferencing equipment.

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### The Benefits

By putting voice and video traffic over data networks, companies can achieve lower operational costs, including long distance savings and LAN low-cost moves, adds and changes as well as ease of installation, administration and management. One converged infrastructure can provide an overall reduction in capital expenditure and an increase in employee productivity.

### The BellSouth Advantage

BellSouth follows the PDIO model to ensure proper customer planning, design, implementation and operation.

**Planning:** network assessment and Voice over Internet Protocol (VoIP) readiness audit

**Design:** network design with proper load balancing

**Implementation:** solution configuration, staging, installation, design review and project management

**Operations & Support:** Cisco® SMARTnet® maintenance and proactive performance management and monitoring

BellSouth Converged Network Solution Service includes all the products and services necessary for a scalable, distributed, highly efficient network infrastructure.

**For more information regarding BellSouth® Converged Solutions (AVVID) Service, please contact your BellSouth account representative, or visit us online at [www.bellsouth.com/business](http://www.bellsouth.com/business)**

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