

The time of the integration comes

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After several days to the passage in privately held company “STREAM- TV” Director-General of company CTI Andrey Volodin gave the interview for the journal “standard”.

- Andrey, company CTI in this year were carried out five years. What stages and the key points of development is past it in this time?

“As in their time appearance and the development of IP- telephony changed representation about the market for oral communication, so also IP- TV it can change representation about the [mediynom] market”

- As autonomous unit company CTI appeared in 2002 on the base of the center of the IP- telephony Of compTek and it from the very beginning specialized exclusively in the region of IP- technologies. Began from the IP- telephony - “measure MVTS”, Cisco Of callManager, sluices, [softsvichi], SBC. Only it is later, in year, “is banal” the theme IPCC - IP Of contact Of center. Still only are later, in the beginning 2004, they studied IP-TV - even abbreviation- that of such was not, spoke Video-over-IP. In parallel we created with this and we continue to develop the large briefcase of our own program products, which make it possible to in the best way integrate the solutions into the infrastructure of customers proposed by us. We call them “the points of integration”, precisely, they they make it possible to to a considerable

degree enlarge the functional possibilities of the solutions and to painlessly [kastomizirovat] them in the interests of client. When they began, us there were less than ten people, it is now in the company more than 120 colleagues.

- In what segments is represented your company and its solutions?

- Company works in four basic directions, and they all are connected with the IP- technologies. The first - operator and corporate IP- telephony of all varieties and sizes. From small corporate IP- ATS to the large operator networks and assemblies. The second - centers of processing calls on the base IP or IP-contact- centers (IPCC). In essence we is built average and large [TsOVy]. The third - IP-TV. Young, stormily growing region.

The fourth - the building of IP- infrastructure - networks and the assemblies, corporate and operator. It cannot be manage without this, if you are occupied by IP- communications and IP- applications. In last year actively developed the themes OSS/BSS, built the up-to-date center of maintenance and [autsorsinga], which passes

now certification on the international standards. We actively develop [konsaltingovoe] direction, enlarging our sentence to customer from the delivery and installations of the solutions to the development of business- services on their basis.

- Which did be possible to reach CTI in five years?

- In the years of work was realized a large quantity of projects, our clients became more than 500 companies. I will transfer the brightest achievements CTI. Developed together with the company “[Mera].[ru]” transit softswitch MVTS (MERA Of voIP Of transit Of softSwitch) of c[tal] by legendary product in the networks of IP- telephony, is more than 300 installations. The continuation of the development of this direction became the first Russian telephone assembly Of comSwitchPro, which is the firmware complex, which consists of the industrial components of operator class and constructed exclusively on the IP- technologies. In 2006 ComSwitchPro successfully passed certification as the telephone center of local and internal communication. The interest of customers in this product is colossal. In five years [S]TI built more than 50 centers of processing calls, with the summary capacity of operator work sites more than 5000 are leader in this direction among the Russian system integrators. CTI - the first of the system integrators, which realized the design of installation and successful commercial starting of the program switchboard of the 5th class Of broadWorks of the company Of broadSoft and it preserves the leading position on a quantity of such installations and the quality of introductions. [S]TI built Russia's first [multiservisnuyu] network on the technology of 10 GigabitEthernet. A quantity of projects IP-TV approaches second ten.

- Working at the survey on the call- centers for this number “of standard”, journalists heard this phrase: “with this seriously deal two companies: Avaya and CTF”. This is joke?

- What already here jokes! We are actually actively built contact- centers, after ensuring already more than 50 introductions to the operators of the fixed and mobile connection, to banks, to insurance companies, to corporate clients. Our customers are: “[Dalsvyaz]”, “mobile teles-system”, “Russian standard”, “[Uralsib]”, “capital of fucoids”, “new telephone company”, [Probiznesbank], “tele-contact”, “Norilsk -[Telekom]”, the Magnitogorsk Metallurgical Combine, “[Rusfinans]”, Cetelem, Panasonic and many others. Our program products of the ruler CTI Of contact Of center Of suite: Agent Of desktop, Outbound, Recording and Speech Of solution, considerably enlarge the functionality of the solution and they make it possible to substantially increase the effectiveness of the work of contact- center. From the very beginning work CTI he remains the best salesman Cisco IP of contact- centers. According to the results of the work of 2006 CTI she became the best partner Of cisco in the products Of unified Of communication in Russia and countries of the CIS. In this year we signed partner agreement with the American company Of cosmoCom - by world leader of the market for hosted of contact- centers. The introduction of these solutions in the networks of the operators of the fixed connection will allow them to leave for the new market for the highly remunerative [servisorientirovannykh] services “contact- center on the query” for the corporate customers.

It is important to note that the interest of Russian market in the contact- centers became much riper mature and thought out - now this no longer mode, as frequently there is already three ago, but the realized business- need.

- Only “lazy” did not declare about the fast starting of service IP-TV on the base of its network. It is known about a significant experience CTI in this region, the greatest quantity of realized projects. What new products and the solutions company does propose in this year?

- You are right, IP-TV today this - sequential boom. It is confident, that IP-TV will become “second wave” after IP- telephony, and, as in their time appearance and the development of IP- telephony forever changed representation about the market for oral communication, so also IP-TV it can change representation about the [mediynom] market and the market for information-entertainment services.

In this year we let out fundamentally new program product - TVengine, which is the central element of control of interactive services in the solutions OF IP-TV. The basic merit Of tVengine they are flexibility in development and addition of new services, which makes possible for operator to preserve the competitive advantage. With its development we used entire our three year experience in this direction.

Furthermore, the problem of filling [kontentom] remains one of the operators insurmountable for the majority. Together with the first Russian [kontent]- aggregator, the company “[Mediaresurs]” we created alliance on the rendering of the complex services “of video on the query” and “virtual film auditorium”. CTI created complete technological chain according to the preparation of [mediakontenta], its description and cataloging, coding and distribution.

“[Mediaresurs]” signed agreements with the rightholders, completely prepared [kontent] for the broadcasting in the IP- networks, supplied with its necessary descriptive information. And today this our partnership makes possible for operator to begin the assignment of services IP-TV within a week and wholly to be concentrated during the attraction of subscribers and the development of supplemental services, but not to run according to the rightholders. And, as practice showed, this model is completely justified for the operators - you will agree that it is difficult to present the success of the negotiations between Warner Of brothers and small operator from Uryupinsk city.

- What segment of clients is most priority for CTI? Do work you beyond the limits of the Russian Federation? And could you describe what companies they are today your clients?

- I would not begin to divide our clients into the priority and the nonpriority. Only it is more than half of our customers - this the operators of connection, ISP, ITSP - from the entirely small, to the large. Second-half - customers of the corporate solutions of IP- telephony and IP- infrastructure, and also - [TsOV]'[y], contact- centers. We work in the entire country and in the countries of the CIS - in Kaliningrad there are customers, in the

Petropavlovsk-Kamchatka, in Tashkent and Norilsk. In last year we actively began to work in Kazakhstan and Azerbaijan.

Very frequently our customers, who have positive work experience with CTI in Russia, with the expansion of their business in the countries of the CIS select us as the basic supplier of services. Such customers are: “Russian standard”, Tchibo, “[Fininfor]” and other

- As you do see the basic trends of development of the market for system integration?

- That that I see now - this is, first of all, complication of the object of integration, namely: IT and communication line infrastructures, a constant increase in quantity and complexity of services, swiftly rises the influence of the up-to-date [infokommunikatsionnykh] technologies on conducting and development of business, an increase in the requirements for the reliability, fault tolerance and wholeness. And is certain, the continuous development of IP- technologies in the region of communications, the appearance of completely new methods of communications, which entails a change of the business- processes in those organizations, which begin with them to use. In my opinion only now comes the time actually of the integration as the complicatedly organized system and complex activity in the creation of the multicomponent and complicatedly organized [infokommunikatsionnykh] systems, which requires the participation of the highly skilled analysts, designers, managers, engineers and programmers. But it is not simple the deliveries of equipment and its [puskonaladki], at best. It is slow, but this process continues and will go, because the systems, which are necessary to customer, everyone is complicated and because activity in their construction often precedes the stage literally Of [nIOKRa], when the significant volume of engineering- research work is carried out by integrator for determining the best precisely for this customer, for this case of the solution, the set of his components and methods of their integration.

Furthermore, already today integrator can take upon itself the supplemental services, which earlier did not enter into product briefcase. I have in the form the development of new business- models for the conclusion by the customer of new services for the market, beginning from product marketing, including education and training business- personnel of customer, and concluding by strategic marketing, which makes it possible to create the new directions of activity with the long-term outlook. The success of [konsaltingovykh] projects is determined by three things - real qualification and experience of executive, realized by the need of customer and by the mutual confidence of customer and executive. The project will fall through without any of these three components. But experience, confidence and realization - function of time. The fundamental change, in my opinion, yet it did not occur, but with the normal development of market compulsorily it will occur, again - this is a question of time.