



New Cisco certification gives Netxar an edge in the IP telephony arena

BY B.G. DOYLE

This past month, Netxar Technologies Inc. became the first and only Cisco IP (Internet protocol) Telephony Certified Company on the island. This certification gives Netxar official status as a fully qualified provider of sales, design, installation, and support services related to Cisco's multi-service network solutions. Frank Santiago, president & CEO of Netxar Technologies, said, "The global market is moving toward IP Telephony because of its convenience, its cost reductions, and its intrinsic flexibility. The question is when and how soon we can implement this technology."

IP telephony refers to technology used for transmitting voice communications over a network using an open standard-based Internet protocol. Built on the Cisco AVVID (Architecture for Voice, Video, and Integrated

Data) network infrastructure, Cisco IP telephony solutions use a single network infrastructure to transmit data, voice, and video, which in turn deliver high-quality IP voice and fully integrated communications. This helps businesses increase productivity and reduce operational costs. Users have the flexibility to choose from a suite of IP-based solutions that can be customized to meet the needs of any company.

In order to receive Cisco's certification, specialists at Netxar were required to undergo an intensive training program that included virtual labs and simulations. They were also required to become Cisco Certified Internetwork Experts, a level reached by only the most knowledgeable and experienced technicians in the worldwide networking industry. "Now with Netxar's local expertise and excellent service delivery, Puerto Rico and the Caribbean can join the rest of the world in [experiencing] the

benefits of IP telephony and other convergence technologies. From small businesses to complex contract centers, customers can now rely on our capabilities to assist them in deploying and managing these solutions," said Santiago.

With a large number of businesses using IP telephony services worldwide, the industry grew by 60% during 2002, and is expected to continue growing annually by 40% over the next three years. Cisco is currently the world leader in IP telephony services and networks. Santiago said: "We need to recognize Cisco Systems for all its support. This was a great accomplishment for our sales and consulting teams, and Cisco was a great partner in helping us get the skills and experience required to deliver the best solutions and exceed customer expectations. Becoming the first IP Telephony Certified Company on the island is further proof of the commitment and respect our people have for our customers." ■