

The ability to successfully integrate voice, video and data traffic on a single Internet Protocol (IP) network is fundamentally changing the way we do business. This shift extends beyond enhancing how companies interact with their customers and employees. It is also driving innovation and creating new opportunities to secure, improve and grow the organization and its business.

IP is the catalyst for this change. Today's IP technology has resolved the challenges surrounding voice quality over data networks. New data applications are breaking down the barriers between telecom and computing. IP convergence is now well established across all industries and among organizations of all sizes. For any company looking to maintain and extend its competitive advantage, migrating to IP is an essential business imperative that can help organizations improve productivity, streamline business processes and enhance customer service.

## Business Challenge

While companies continue to control costs, they must also now focus on leading business growth. To contribute to the business, senior executives need to deliver a portfolio of IP based applications that drive business processes and improve the way they do business. An integrated IP network is critical to supporting a portfolio of secure, integrated IT services.

Corporate decision makers play a crucial role in helping their companies balance the costs and benefits of IP convergence. They also play a pivotal role in instilling this forward-thinking culture into the broader organizational structure.

## Business Benefits

Convergence is changing the way we do business. Organizations are finally realizing the benefit of having all their communications run over one IP network. It makes it easier for companies to roll out new IP-enabled applications, build new services and capitalize on new business opportunities. With this new, advanced networking technology, businesses are becoming more connected to their stakeholders than ever. IP convergence is empowering companies with innovate services that were simply not available when voice and data were on separate networks.

By leveraging Allstream's networking experts, companies can support overtaxed internal IT teams and reduce the risk inherent in moving from multiple networks to an integrated one. Furthermore, by eliminating the need for separate networks, IP successfully saves you money.



## Why Allstream?

The business world is fast becoming IP-centric, forcing organizations to evaluate their readiness to move to a single converged network. In the future, how well an organization achieves convergence will determine its profitability and potentially even its survival. At the same time, companies are faced with the delicate balancing act of managing the inevitable transition to converged IP while continuing to support their business.

The key to overcoming these challenges is the right partner. Allstream's flexible portfolio of connectivity and managed services is well suited to meet the unique needs of every organization. Furthermore, Allstream's deep IP expertise and proven convergence experience provide the insight and assistance to ensure success.

Allstream can help you understand the benefits of convergence, assess the business challenges it represents and help you develop an effective, all-encompassing strategy to harness the power of convergence.

### To learn more about Allstream:

- Contact your Sales Representative
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