

Bridging Legacy Voice Applications with WebRTC and the Cloud

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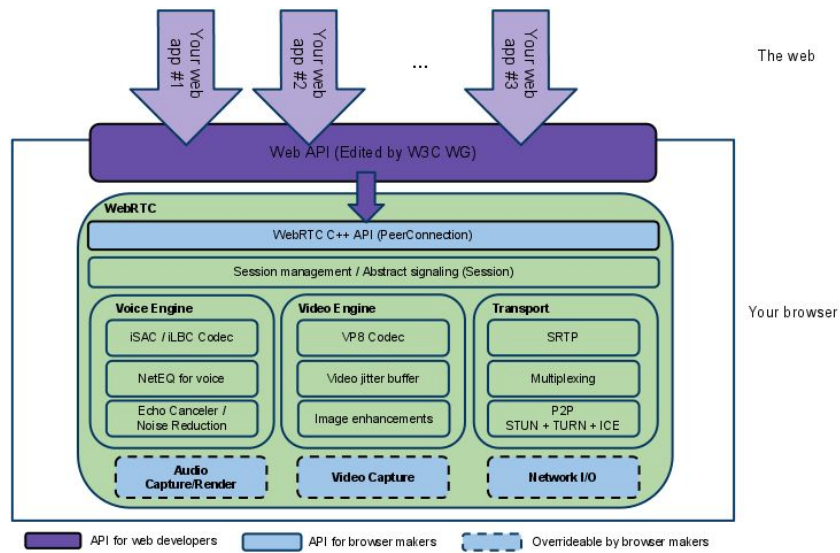
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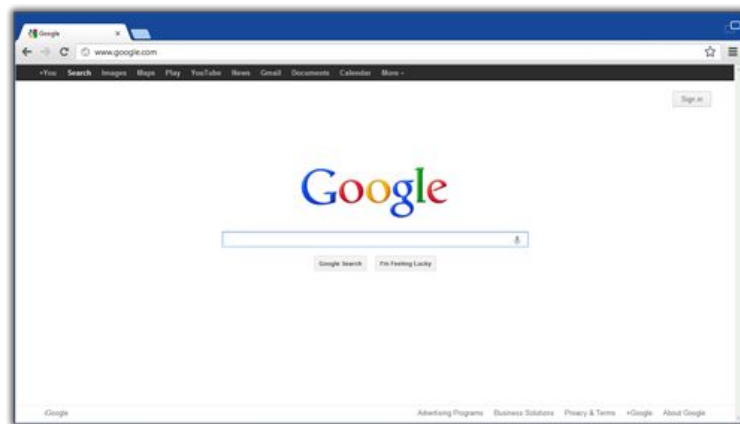
What Really is WebRTC

- Real-Time Communications Stack designed primarily for browser based communication
- Native support on Chrome, Firefox, Edge (but not yet Safari or IE without plugins)
- Open for anyone to use



Why WebRTC?

- Benefits of WebRTC
 - All you need is a browser
 - Easy to build
 - Great UI
 - Integrated options generate unique value
 - Can avoid expensive parts of telephony (aka international LD)



Use Cases

- Call center / Customer care
- CRM integration
- Road warrior



Obstacles for Utilizing

- Huge investments in Legacy!!!!
 - Years and Years of rollout
 - Infrastructure still reliable and redundant
 - Many support SIP/IP but lack WebRTC capabilities
 - Access is hard, networks are closed, etc...
 - Legacy voice applications especially hard
 - Story of telecom professional and moving users, voice mail, etc...



Building Bridges

- **Lowest common denominator**
- SIP is best option if available
- PSTN lowest common denominator
- Water under the bridge? (lowest common denominator)
- End of the day, it's about *connecting people from the handset to the web*



Quick and Easy Solution

- Cloud based telephony API providers
 - TokBox
 - Plivo
 - Twilio



Marketplace for Prebuilt Apps

- Plivo
 - Salesforce
 - Example phone
- Twilio
 - Salesforce
 - Example phone
 - Marketplace



Telecom Geek – DIY/Own it

- OpenSIPs/Freeswitch -> SIP provider -> legacy
 - Can be customized to fit environment
 - Can run voice scripts directly on hardware
 - Javascript and LUA
 - Can sit in the datacenter or in the cloud
 - Requires expertise to implement and maintain
- Example RT



Wrap Up

- You don't need a state of the art voice system to utilize WebRTC
- Others have already built the bridges to connect these systems
- Benefit now from this technology

Thank You!



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