



INTERNATIONAL



SIEMENS

# Value of CSTA in the Marketplace

*This contribution from ECMA member Siemens shows how the latest CSTA standards (ECMA-323) are valuable to the Marketplace.*

I don't know the difference between.....

**CSTA** or **XML**.

I thought.....

**SOAP** was something you used to wash dishes

I don't even know if.....

**ECMA** is a person, animal or skin condition.....

But my IT director just used **CSTA-XML** over **SOAP** from **ECMA** and saved **800,000 dollars** because we did not have to change our applications when we migrated our communication infrastructure

You should look into how [www.ecma-international.org](http://www.ecma-international.org) is helping real businessmen save money



I write **IP applications** for a living.....

and **programming in XML** is as easy as speaking **English**.

You can imagine how I flipped.....

when the IT director asked me to connect the new SAP application to the **eCRM** center using **CSTA asn.1**

Luckily, I discovered **ECMA has a new CSTA standard based on XML**. I used the skills I already have and the project cost 100,000 dollars less than planned. Convergence works.....

because for the first time we have an application that works for the servers and the phone systems.

You should look into how [www.ecma-international.org](http://www.ecma-international.org) is helping new age programmers make a better living



I sell for a living and am pretty good at my job.....

I've even mastered our companies **comp plan**.

But when we were told a new sales force automation tool..... would allow us to control our telephone and e-mail contacts using **CSTA**.

My first thought was.....

**here we go again.**

I had better get the technical support line memorized.

Now I want to sell this **CSTA** stuff. For the first time my computer, phone, e-mail and sales force tools **actually work together** and **I am more productive**. I guess this is what the hype over XML is about.

Can anybody tell me which companies have products with standards from [www.ecma-international.org](http://www.ecma-international.org) because I have my **CV** all ready?



## The standards perspective

Do you think all the **IP** action is at **IETF**.....

you should check out the details for **ECMA-323**

Does the **W3C** have the market tied up on **XML**.....

No, because you should see how **CSTA-XML** is bringing the telephone and IT world together.

Are you tired of being an expert today.....

...and out of the loop in the morning?

Instead of **.net this** and **java that** you should look into how the **ECMA-323 CSTA-XML** standard is helping CEO's save money, programmers be more competitive and end users be more productive.

Check out what the TG-11 team from [www.ecma-international.org](http://www.ecma-international.org) has done to change the way people are using a time proven protocol today..... Now That's a standard.

