

Global Softswitch Industry – PEST Framework Analysis

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Date: April 2012

Pages: 20

Price: US\$ 175.00 (Single User License)

ID: GA1F2D4964BEN

Abstracts

A softswitch, an abbreviated form of 'software switch', is a generic term for any open application program interface (API) software that is used to bridge a traditional Public Switched Telephone Network (PSTN) and Voice Over Internet Protocol (VoIP), by linking PSTN to IP (Internet Protocol) networks and managing traffic that contains a mixture of voice, fax, data and video.

Aruvian's R'search analyzes the Global Softswitch Industry in a PEST Framework Analysis. A PEST analysis is concerned with the environmental influences on a business. The acronym stands for the Political, Economic, Social and Technological issues that could affect the strategic development of a business. Identifying PEST influences is a useful way of summarizing the external environment in which a business operates.

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