

Introduction to Unified Communications: *Defining the Parameters*

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17 June 2008



Unified Communications: What Is It?

- Functionality to enable:
 - ◆ The *right* type of communications, using...
 - ◆ The *right* communications device, accessed through...
 - ◆ One “name” for identification, governed by...
 - ◆ “Presence” information, and linked to...
 - ◆ The way we get things done – desktops, applications, etc...
 - ◆ Increasingly through software-driven, automated processes
- What it achieves:
 - ◆ Individual user productivity
 - ◆ Streamlined workflows and business processes

***“Communications integrated
to optimize business processes”***

Unified Communications: Why Now?

- Business imperatives
 - ◆ Increasing need for speed and collaboration
 - ◆ Globalization and virtualization
 - ◆ Communications are increasingly the bottleneck
- Technology changes
 - ◆ Converged communications transport
 - Voice
 - Data
 - Video
 - ◆ Bridges between:
 - Wired and wireless communications
 - Synchronous and asynchronous communications
- ***Transformation from vertical to horizontal industry***
 - ***Standards and open interfaces***
 - ***Ecosystem of developers and partners***

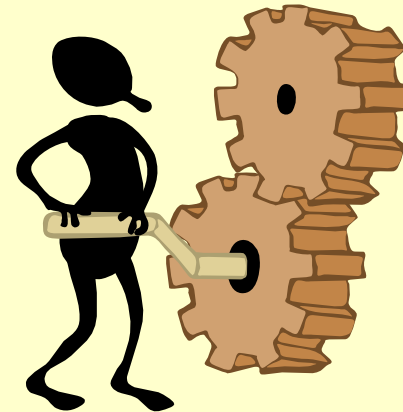
Unified Communications: Two Major Types of Use Cases

User Productivity



*Helping individual users
manage their communications*

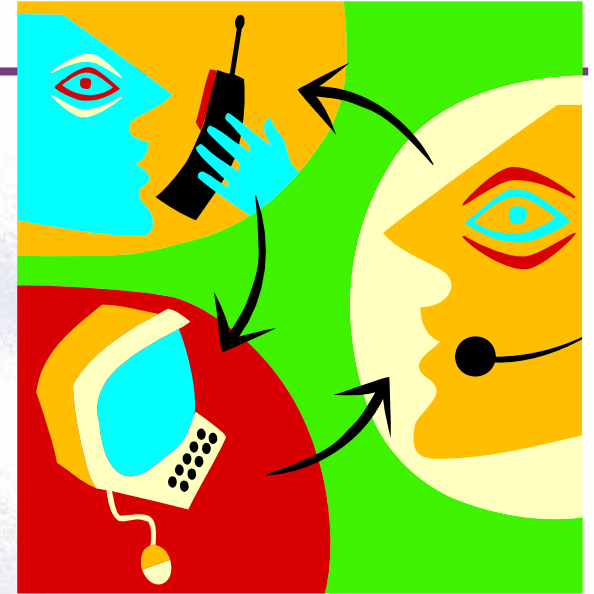
Business Process



*Enhancing business activities
with integrated communications*

UC Components

- **Presence**
 - ◆ Names, Skills
 - ◆ Federation, Aggregation
- **Messaging**
 - ◆ IM, email, voice, video
- **Communications**
 - ◆ Voice, data, video, CTI
- **Conferencing and Collaboration**
 - ◆ Web, audio, video
 - ◆ Web chat, file sharing, document sharing
- **Common user experience**
 - ◆ Portal, desktop, mobility, speech
 - ◆ Single identifier across all devices
- **Rules engine**
 - ◆ Business rules, priorities, and permissions for routing, notification, and other tasks
- **Integration** with business processes, applications, directories



UC Applications in Two Types of Use Cases

UC – User Productivity

- User-oriented tools
 - ◆ IM (with presence)
 - ◆ Softphones
 - ◆ Mobility support
 - ◆ Conferencing
- For Generic groups (~ COS) or Enterprise-wide
- Saves “xx” minutes per day
- Often the “sizzle” of VoIP

UC – Business Process

- Process Optimizations
 - ◆ Rich Presence (with IM)
 - ◆ Roles/Skills vs. Names
 - ◆ Software-assisted
 - ◆ Mobile Information Delivery
 - ◆ Collaborative Workspaces
- Targeted to process groups
- Involves System Integration
- Cut Costs, Drive Revenues

- **Perhaps a good place to start**
- **Builds acceptance and understanding**
- **Still requires adoption support**

- Area of greatest benefit and ROI
- Source of business differentiation
- Similar to contact center investments

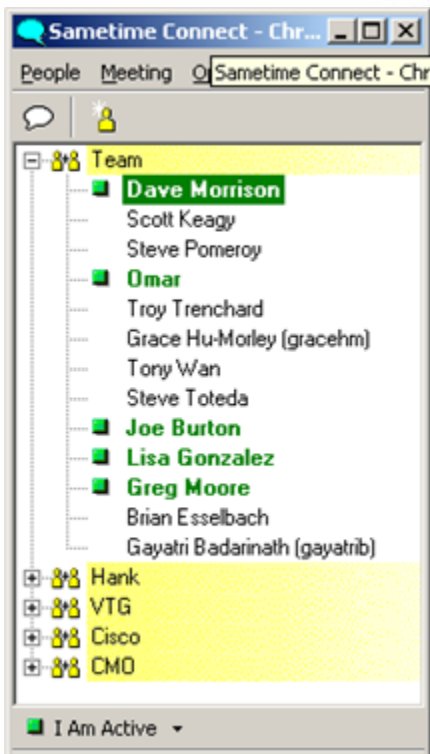
User Productivity through Unified Communications

Presence shows availability of colleagues

Select person and method of communication

Decide when to communicate

Unified Communications does the rest!



- Send an instant message
- Start a voice conversation
- Start a video conversation
- Send email
- Start a rich media session
- Show profile/directory entry
- Make a phone call

- Right now
- As soon as possible
- First available slot

Options available conform to presence status and rules



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- **Use for business differentiation**
- **Similar to contact center investments**

Five UC-Business Process Applications To Fix Communications “Hot-Spots”

| <i>Application Area</i> | <i>Business Impact</i> | <i>Benefits</i> |
|---|--|--|
| Contact Management | Dramatic increase in “first call resolution” | Shorten sales cycles; Increase customer sat. |
| Seamless Information for Mobility | Deliver information when needed; without using others’ time and effort | Avoid call backs; speed resolution; reduce support costs. |
| Resource Identification and Problem Resolution | Immediate access to “right” skill or knowledge; automatic follow-through | Eliminate delays; speed transactions; increase revenues; automate administrative tasks |
| Collaboration Acceleration | Speed project completion with less effort; improved information access | Eliminate delays; improve quality; cut meeting costs |
| Job-Specific Information and Comm’n Portals | Communications functions embedded at point of need | Improve speed and accuracy; use best comm’n tools for job |

Source: M. Parker; BCR Magazine June 2007

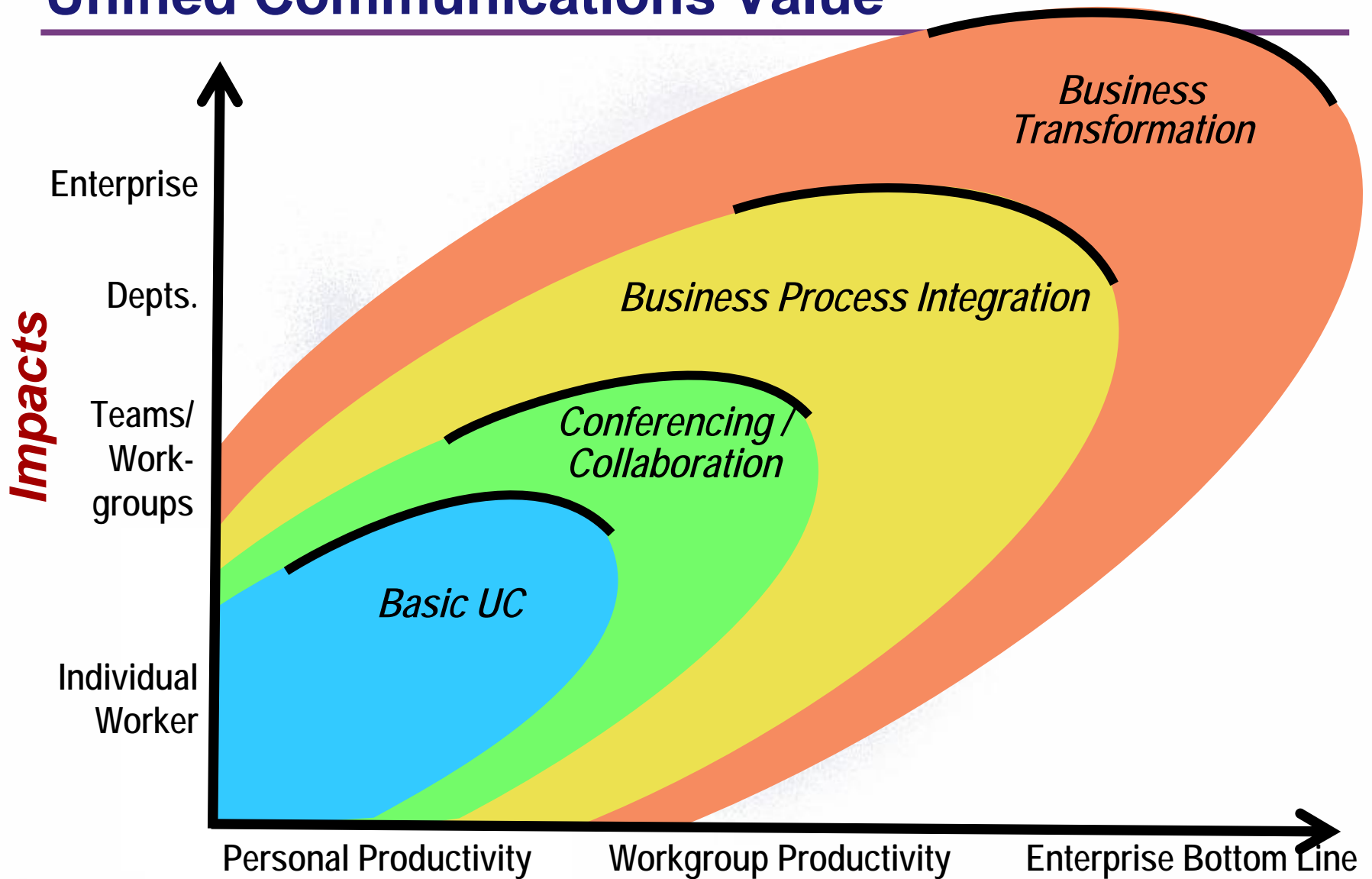
“Top 5” UC-Enabled Applications Address Process “Hot Spots”



| | IT, HR, Finance | R&D | Marketing | Sales & Support | Fin Analyst Appln Process | Money Mgt Reg & Comp | Support Services |
|---------------------------------|-----------------|-----|-----------|-----------------|---------------------------|----------------------|------------------|
| Collaboration Acceleration | ✓ | ✓ | ✓ | ✓ | ✓ | | |
| Contact Management | | | | ✓ | | ✓ | ✓ |
| Resource ID & Problem Solving | | ✓ | ✓ | ✓ | ✓ | | ✓ |
| Comms Enabled Job Portal | ✓ | | | | ✓ | ✓ | |
| Seamless Info. For Mobile Staff | ✓ | ✓ | | ✓ | | ✓ | |

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Unified Communications Value



UC Value by Category

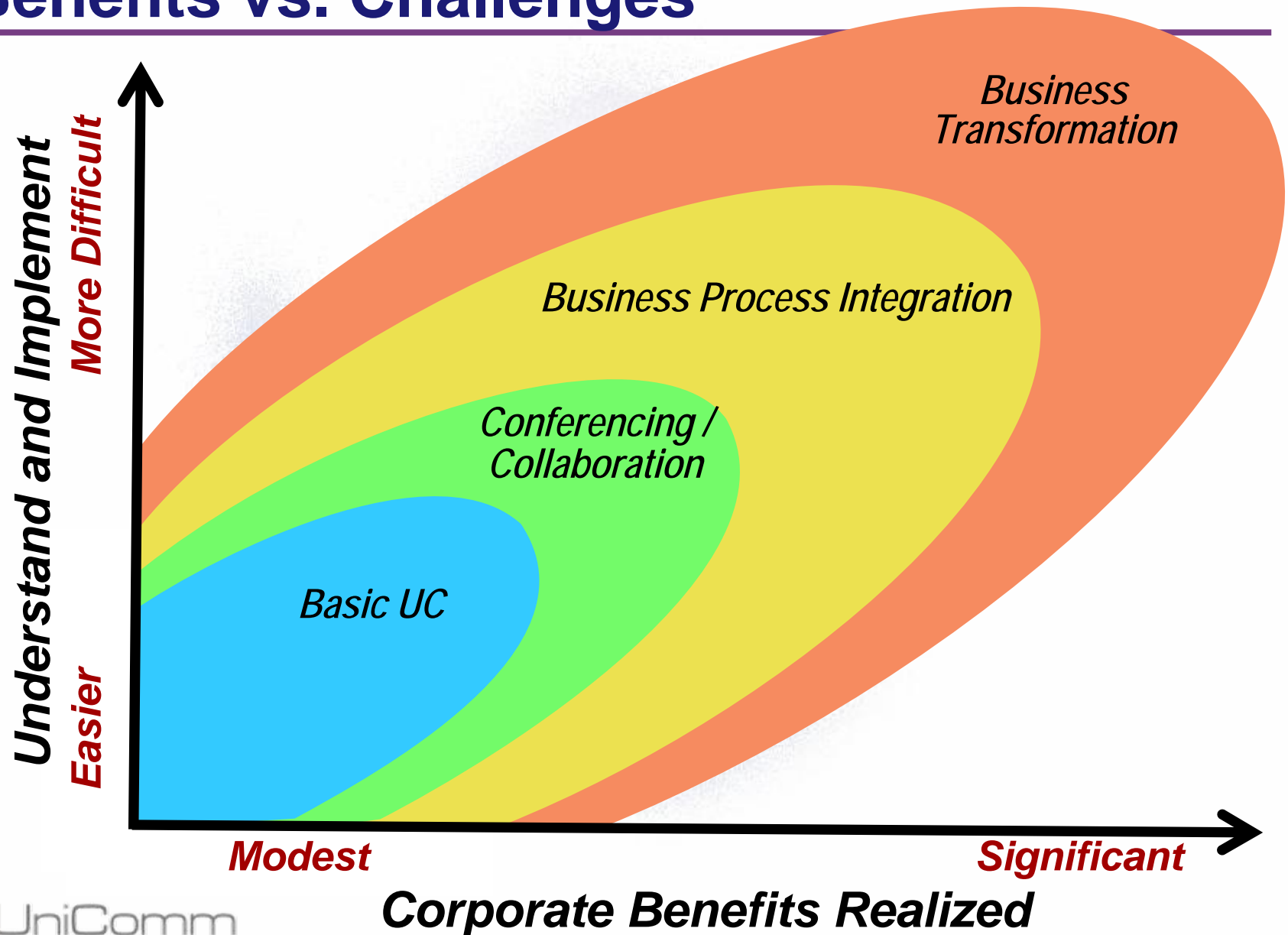
Benefits Per User Per Year Based on UniComm Consulting Modeling

| <i>User Productivity Improvements</i> | |
|---|----------------|
| ■ Conferencing Gains: Increase Utilization Reduce Travel, Setup | \$3,034 |
| ■ Comm. Efficiency: Avoid call/message waste via IM & Presence | \$1,137 |
| ■ Eliminate Delay: Find resources faster via IM & Presence | \$1,005 |
| ■ Toll Cost Savings: Assuming 25% Int'l calls | \$246 |
| ■ Admin TCO: | \$43 |

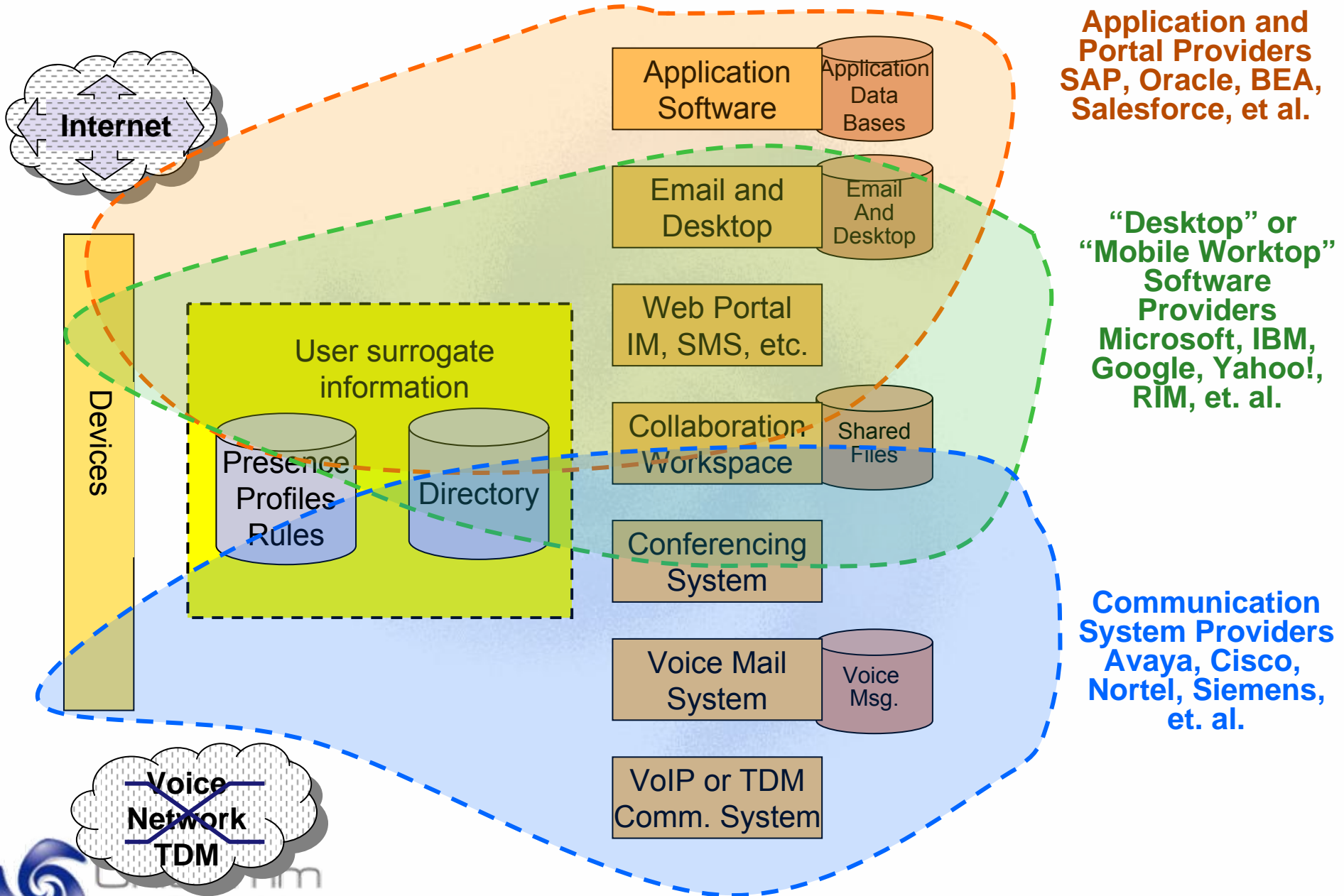
| <i>Business Process Transformation</i> | |
|---|------------------|
| ■ Increase Sales: via UC Contact Management | \$115,909 |
| ■ Speed Projects: via Collaboration Acceleration | \$95,000 |
| ■ Lower Process Cost via Comm-enabled Job Portal | \$12,880 |
| ■ Cut Operat'l Costs: via Resource ID, Problem Resolution | \$11,875 |
| ■ Drive Transactions via Info to Mobile Devices | \$7,813 |

Model based on cross-vendor use cases for Unified Communications

Benefits vs. Challenges



UC Suppliers from Different Segments



Key Strategic Question for Enterprises: Where Is the Focus of Your UC Deployment?

- IP PBX:
 - ◆ Enterprise phone number is the center of communications
 - ◆ IP PBX clients or integration to desktop software and apps
- Desktop Software:
 - ◆ User interface is the center of communications
 - ◆ Desktop apps and workspaces will include communications
- Application Software:
 - ◆ Applications are the center of work, and communications
 - ◆ Portals are designed for the process and job, with embedded communications
- Mobile Device or Network:
 - ◆ Your personal device is the center of communications
 - ◆ Bandwidth, coverage, integration to deliver all communications needs

Predictions for the UC Future

- Almost all communications will have *software assistance*
- Increasingly, communications will occur from *within a business application*:
 - ◆ CRM, ERP, Workspaces, Portals, Social Networks
- Communications will *automatically be launched* in the best mode given the purpose and available resources
- More use of multi-media devices, mostly *mobile wireless*
- There will be amazing opportunities for *applications developers and systems integrators*
- *Prices* for basic telephony will decline dramatically; yet *investment* per user will rise with more applications and integration

Thanks For Attending This Session!

UniComm Consulting is an independent consulting firm, which helps clients incorporate unified communications concepts and capabilities to help achieve business goals.

Please contact us if you have any questions about this presentation, or about how some of these ideas might apply to your company.

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