

Unified Communications: What's Available Now?



A Panel Discussion of Current
Customer Options for
Unified Communications (UC)
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Visit: www.UCStrategies.com

Communication Perspectives

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Panelists

- Nortel: Tony Rybczynski
 - Director, Enterprise Strategic Technologies
- Avaya: Mary Dunlop
 - VP, Product Management
Unified Communications Division
- Parlano: Nick Fera
 - Chairman and CEO
- DiVitas Networks: Vivek Khuller
 - CEO and Founder

Session Format

- Introduction
- Three Questions answered by each panelist
 - Top 2 or 3 recommendations for UC this year?
 - What would be required for implementation of those?
 - What business processes would be improved?
- Q & A

What is Unified Communications?

- Our Definition:
 - *Communications integrated to optimize business processes**
- UC Approach: Change communications in ways that will measurably improve business results
 - Reduce costs for transactions and operations
 - Use less time for communication-intensive transactions or tasks
 - Enable self-service – for employees, customers, suppliers
 - Eliminate or streamline communication process steps
 - Grow or Improve revenues and profits
 - Provide a better product or service
 - Accelerate business speed
 - Improve customer satisfaction and loyalty

Finding High-ROI UC Solutions: Analyze Jobs within Business Processes



Processes	Create	Market	Sell	Produce	Deliver	Service
Typical Jobs	Development	Market'g	Sales	Mfg. or Opns.	Logistics	Service Cust Care
UC Solutions:						
<i>Contact Management</i>			✓			✓
<i>Seamless Info for Mobility</i>		✓	✓			✓
<i>Resource ID & Problem Sol't'n</i>			✓	✓	✓	✓
<i>Info Portal with Communic't'n</i>				✓	✓	
<i>Collaboration Workspaces</i>	✓	✓				

UC “Hot Spot” Solution Example: Sales Contact Management – Incoming Calls

- Use existing PBX or new IP-PBX/IP-Voice Server
 - Answer calls from clients or team; standard VM option.
- Optimize Caller Results – UC solutions
 - Simultaneous Ringing at desk and cell numbers
 - Feature of UC/Mobility server or IP-PBX/IP-Voice system
 - Offer choices: Self-serve, find Rep, team member, msg.
 - Feature of some UC servers; admin, toolkit or custom scripts*
 - Rules-based: Vary caller service based on rules
 - Feature of some UC servers; user-defined to programmable*
 - Presence-based: Vary service on resource availability
 - Requires presence server integrated to choices or rules*.

*** May need links to calendars, contacts, directory, enterprise apps.**

Examples of UC Product Offerings:

Integrate Selected Elements for UC solutions

	Upgrade or Replace Current Systems	Install New or Add-on Functionality
IP PBX – based Solutions	Migrate to IP PBX -- Virtualization -- Interoperation	Mobility Conferencing Presence
Desktop-based Solutions	Upgrade for: -- IP Voice/Video -- Interoperation	IM and Presence Conferencing Collaboration
Enterprise Application Solutions	Enhance for: -- Info portals -- Interoperation	Virtual Access Comm'n Control Job-based UI

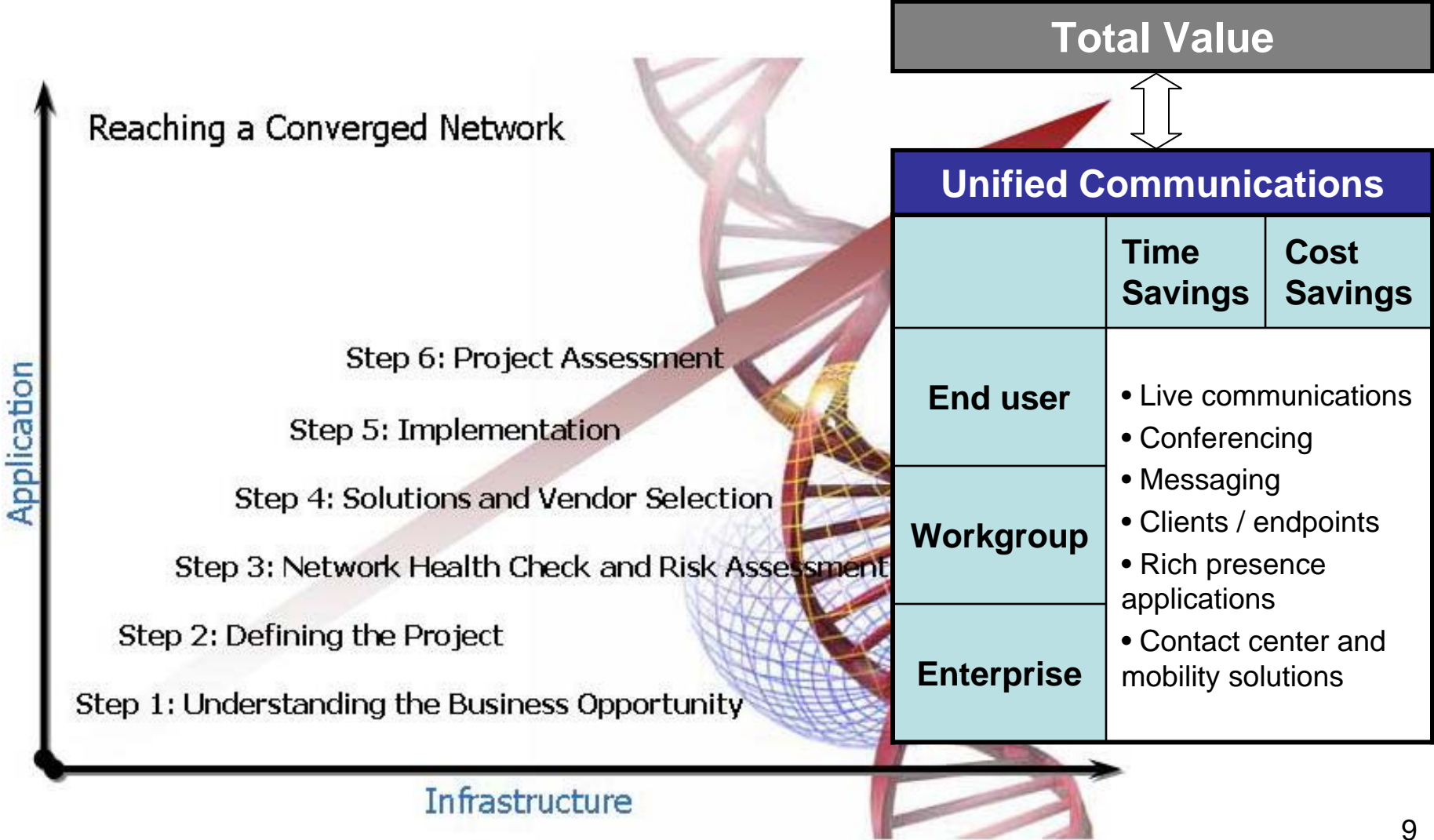
Question 1



What are your top 2 or 3 recommendations for customers who want Unified Communications Solutions this year, and why?



#1 Recommendations For UC Apps This Year, And Why. Step One: Understanding The Business Objectives and Planning



#1 Recommendations For UC Apps This Year, And Why.



UC Application	Rationale
UC for on-site and wide area mobile and nomadic users	Need to stay connected anytime, anywhere over any device
UC-enabled contact center	Need to offer more engaging customer service and better management: responsiveness, up-selling, cross-selling,
UC conferencing and collaboration	Need for better group collaboration

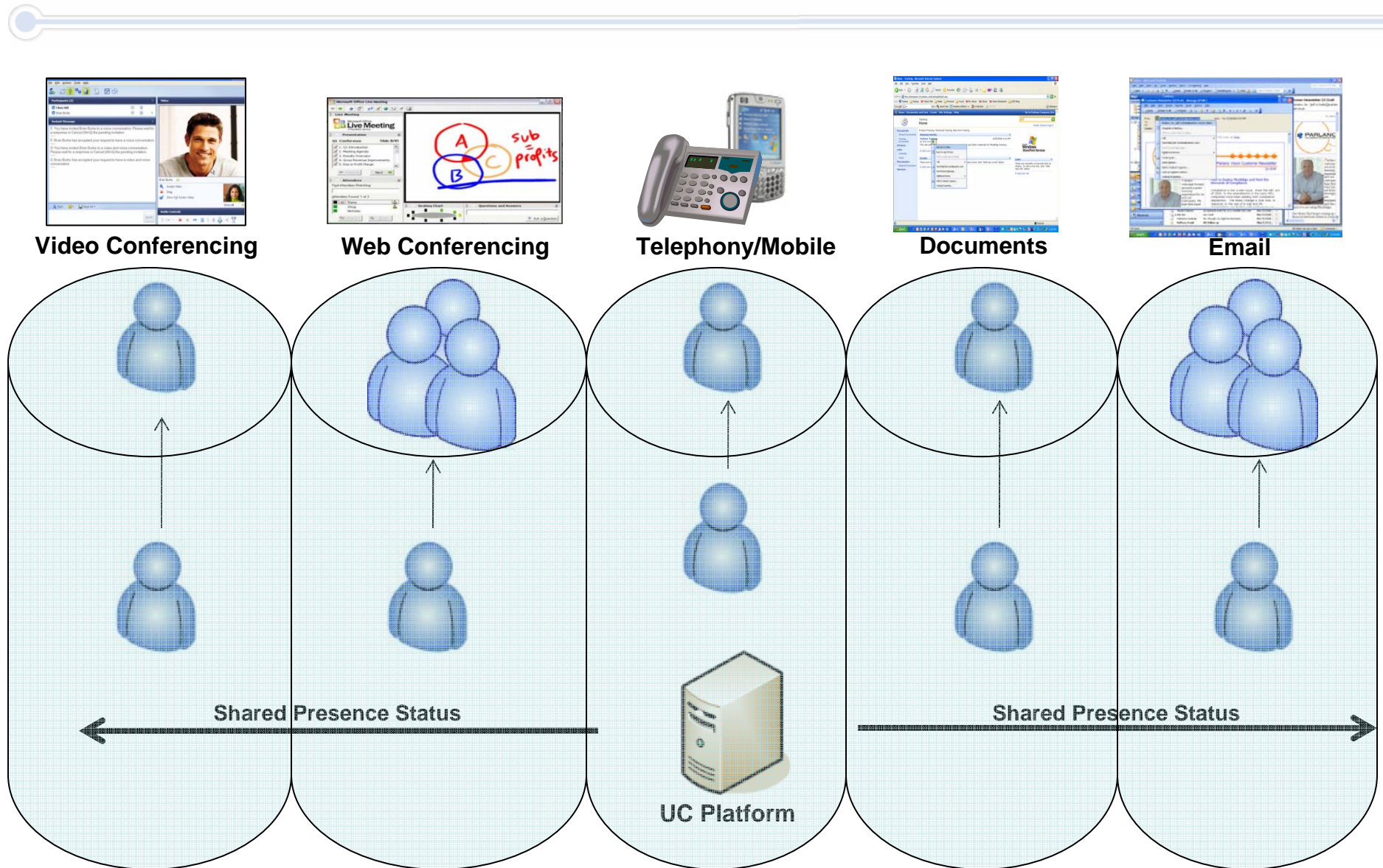
Top 2-3 Recommendations For Users Who Want UC Solutions This Year

- Establish a vision of UC for your organization – and remember that UC will change the way people work, meaning requirements will evolve
- Do an inventory of:
 - current applications and lifecycle status (e.g., release numbers, asset/lease status, performance)
 - current projects (e.g., email/voicemail upgrades, IPT, IM, etc.)
 - key priorities (e.g. business continuity, mobility, productivity, customer service)

Key Recommendations

Recommendation	Importance
<p>Establish an enterprise-wide presence backbone that supports common UC standards</p> <p>(your new “dial tone”)</p>	<ul style="list-style-type: none"> ✓ Consistency ✓ Application integration ✓ Avoidance of excessive “gateways”
<p>Layer in activity-based discussions for cross functional teams</p> <p>(group “presence”)</p>	<ul style="list-style-type: none"> ✓ Modeled after how we work ✓ Eliminates one-to-one information silos ✓ Broadens information awareness ✓ Improves team effectiveness ✓ Focuses on capture and reuse of tacit knowledge ✓ Creates unique & sustainable competitive advantages ✓ Provides a launching point for text, web, voice & video conferencing
<p>Integrate voice, video, and web conferencing & mobile</p> <p>(your leverage)</p>	<ul style="list-style-type: none"> ✓ Seamless interaction ✓ Frictionless movement between modes ✓ Connect workers to their teams in the most effective way given device capabilities

Leveraging Team Presence Increases UC's Return



The future calls for UC + Mobility. Therefore, look for a solution which:

Unifies all types of applications

- Communication – voice, video, PTT
- Messaging – IM, Email, voice mail
- Information – SFA, Field Support, etc.

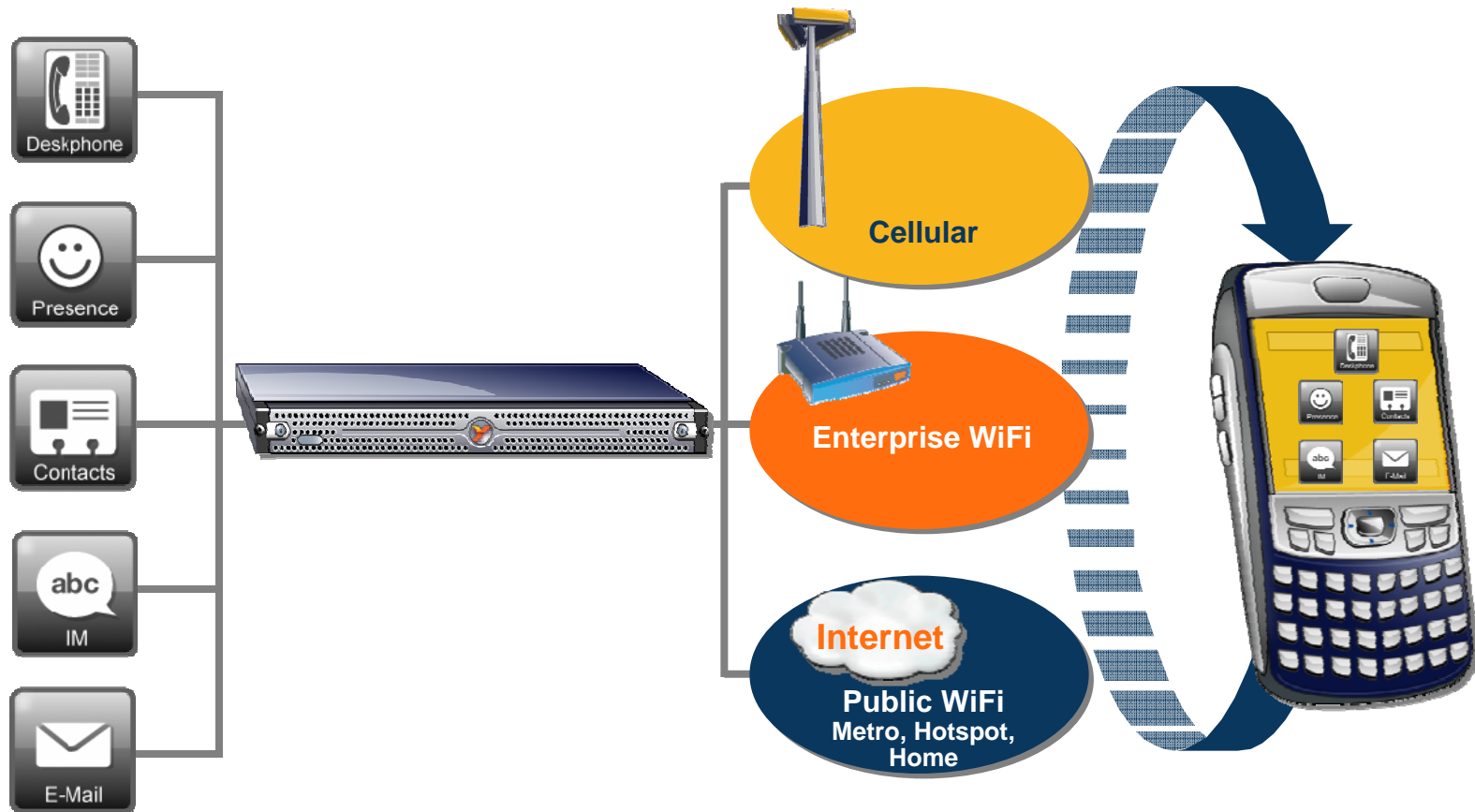
Over any mobile network

- Cellular
- WiFi

Over a variety of handsets

- MS-Windows – Motorola, Samsung and HP
- Symbian – Nokia
- Linux -- ?

DiVitas Recommendations



Question 2



What would a customer have to do
to implement the
Unified Communications
Solutions you recommend?

#2 Implementing The Recommended UC App



UC Application	Implementation
Common First Step	Assess network readiness IP/SIP-enable your telephony system
UC for on-site and wide area mobile and nomadic users	Soft clients for users: MOC, MCS, softphone SIP/presence/IM engine: LCS/OCS, MCS Desktop integration: Exchange & Lotus Notes Exchange 2007 UM
UC-enabled contact center	Agent soft client and optional phone Contact center server & app integration SIP/presence/IM engine: MCS, OCS (2008)
UC conferencing	Conferencing platform: Nortel App server SIP/presence/IM engine: LCS/OCS, MCS

What Would An Enterprise Have To Do To Implement The Solutions You Recommend?

- Start beginning to unify by embedding UC capability into existing plans and layering onto existing infrastructure
 - Voicemail or email upgrade to unified messaging
 - Deploying IM ... be sure to telephony-enable it
 - Mobility requirements ... enable “work from anywhere”
 - Evaluating audio or web conferencing ... unify them

Steps To Implement Our Recommendations

Steps	Considerations
<p>1. Choose an enterprise IM and presence platform</p>	<ul style="list-style-type: none"> ✓ SIP based for easier integration ✓ Must support the VoIP network in place ✓ Extensible to your partners ✓ Supports Group Chat
<p>2. Select a Team-based collaboration solution</p> <p>Email? Team Workspaces? (Connected/Disconnected) Real Time Group Chat?</p>	<ul style="list-style-type: none"> ✓ Need is real time (that's how we work, that leverages presence) ✓ Portals, team sites, etc., get little use and are single threaded wrt projects ✓ Everyone is multi-tasking ✓ We all have different roles in the "discussion" ✓ This is were tacit interactions become sustainable advantages ✓ Your groups become huge assets
<p>3. Focus deployment on functional teams and get the easy, early wins</p>	<ul style="list-style-type: none"> ✓ Build momentum by showing incremental successes ✓ Business users will drive expansion ✓ Business users will "explain" the seamless interaction of voice, video, web and text ✓ The ROI will be obvious, but unique

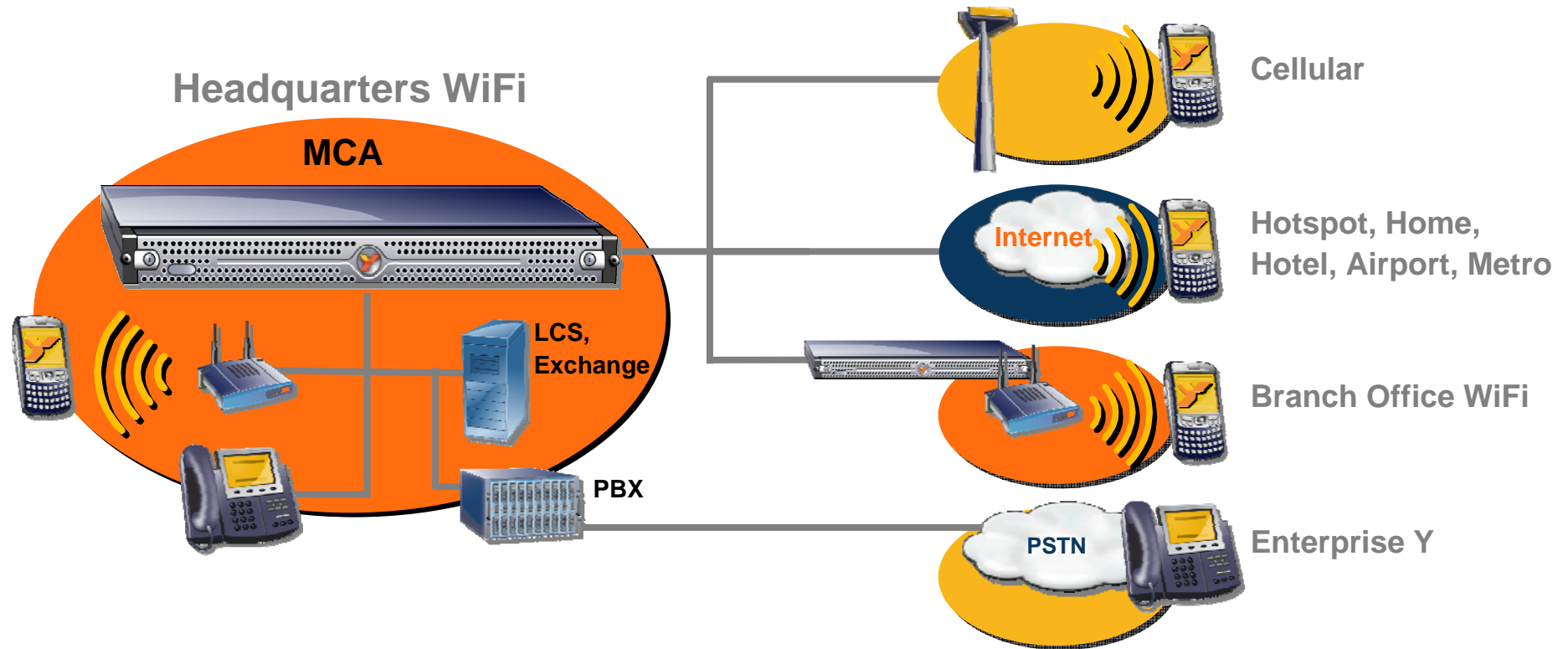
Pick a solution that you can control

- Integrate with selected applications
- Customize – both client and server
- Manage – support is going to be critical

Select the right infrastructure

- WLAN – voice grade, secure
- PBX – SIP compliant
- Applications – SIP, XML
- Handsets – Smart and dual-mode
- Network service interfaces – IP, SIP trunks

DiVitas on Implementation



Leverage Existing Infrastructure and Offer Complete Future Flexibility

Question 3



What business processes will be most improved by these Unified Communications Solutions and how will that be measured?

#3 Business Processes Improved By UC And Metrics?



UC Application	Metrics
UC for on-site and wide area mobile and nomadic users	Time to X (customer closure, sale, resolution)
UC-enabled contact center	Revenues/services per customer Response times Closure rates
UC conferencing	Shortened project time lines Lower cost of delivery Higher quality deliverables

#3 Business Processes Improved By UC And Metrics? UC Applications By Example



UC Application	Experience
UC for on-site and wide area mobile and nomadic users	Reduction of M&A client closure times to 30 minutes anywhere in the world (Goldsmith Agio Helms) \$12M savings (Nortel)
UC-enabled contact center	Enhanced customer services through multimedia kiosks working into CC (e.g. Vantis)
UC conferencing	\$5M cost avoidance by in-sourcing audio conferencing (Nortel) \$5M travel savings (Nortel)

What Business Processes Will Be Most Improved By UC Solutions?

- Business Continuity Mandate
 - 80% customers interviewed had active program
- Enhanced Customer Experience
 - 77% of enterprises are implementing UC solutions to be responsive to customers
- Support Mobile Sales/Work Force
 - 61% have a plan in place to deploy reachability of executives and mobile workers

Results from Web based focus groups, blind independent study commissioned by Avaya, and Aberdeen Dec 2006.

Value Of Better Tacit Interactions

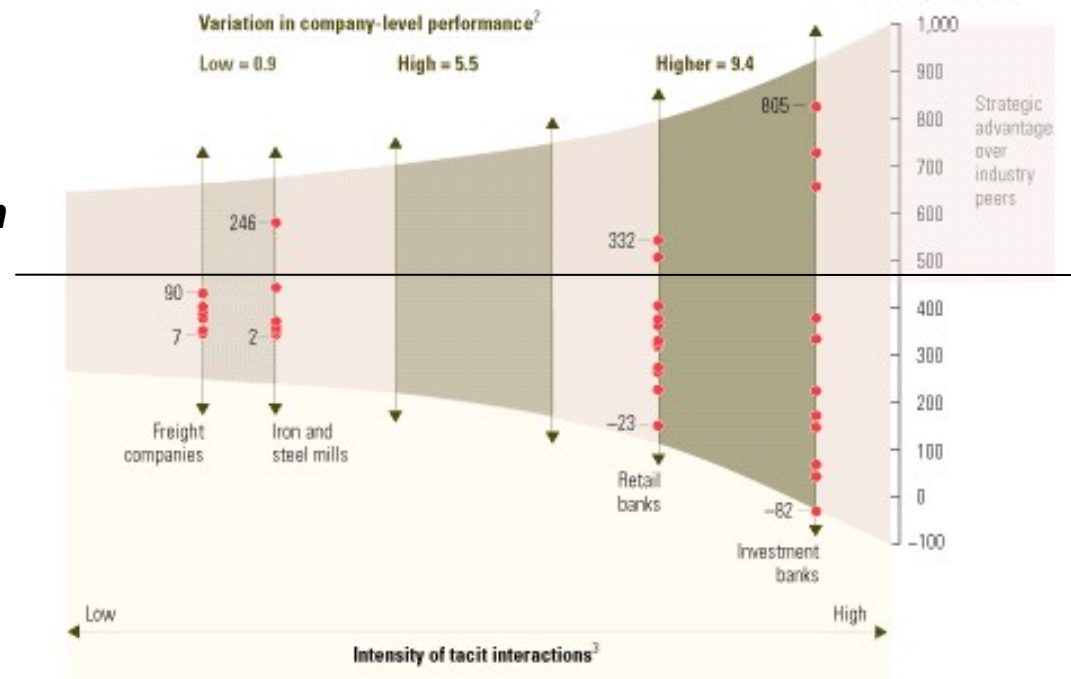
McKinsey&Company

EXHIBIT 2

Performance varies for the highly tacit

• Disguised company

Average EBITDA¹
per employee,
2002-04, \$ thousand



For many employees today, collaborative, complex problem solving is the essence of their work. These "tacit" activities— involving the exchange of information, the making of judgments, and a need to draw on multifaceted forms of knowledge in exchanges with coworkers, customers, and suppliers... But building these advantages won't be easy: companies must alter the way they craft strategies, design organizations, manage talent, and leverage technology.

From McKinsey Quarterly – Competitive Advantage from Better Interactions

¹ EBITDA = earnings before interest, taxes, depreciation, and amortization.

² Defined as ratio of standard deviation to mean for EBITDA per employee within each industry.

³ Level of intensity defined as: low—below 14% interactions workers; high—14% to 62% interactions workers; higher—above 62% interactions workers.

Source: Compustat; McKinsey analysis



DiVitas Business Improvements

Continuity

- Use one phone seamlessly over any mobile network for all business applications including work phone, IM and presence

Control

- Features – new features, upgrades and customization
- Policies – user, device, applications, network/call routing, compliance
- Security – remote access and threats
- Infrastructure – handsets, WLAN, PBX, security, and WAN
- Carrier choice – work with any carrier GSM or CDMA

Cost

- Reduce current cellular costs for road warriors
- Mobilize corridor warriors at low cost
- Consolidate multiple devices into one
- Leverage existing enterprise infrastructure

Drive Productivity, Retain Control, and Reduce Cost

Q & A



What are your questions for
our Panelists?

Thank You!



Thanks to All Attendees
And to Our Panelists!

May you have a year of great UC returns!