

Business Justification for Adopting a Mobile-to-Mobile Convergence Solution

January 2007



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Solution

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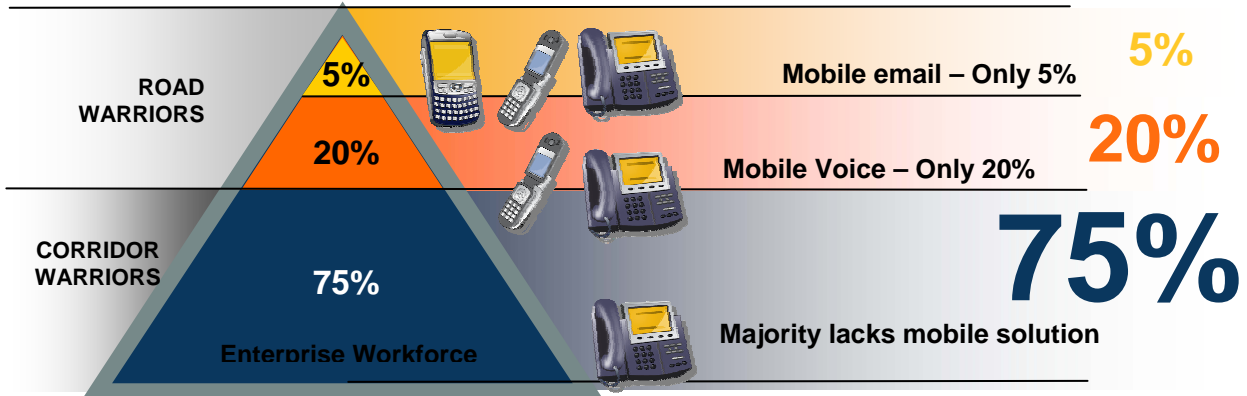
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1 Introduction

Nearly 100 percent of enterprise employees today are assigned a desk phone. However, less than 30 percent are given a mobile phone. Even fewer, just five percent, are equipped with mobile email. Devices enabling workers to communicate with co-workers and customers while away from the office are rationed to select groups¹.



The DiVitas MMC solution is mobile-network (WiFi and cellular) agnostic and lets enterprises extend the flexibility, convenience, and responsiveness of mobile communications to the rest of the workforce. This is especially important for workers who frequently perform functions away from their desk but still need to be available by phone. These job roles can include office assistants supporting multiple executives, engineers meeting in a conference room, and other workers who roam the halls and spontaneously collaborate with co-workers (so-called corridor warriors.)

In turn, these organizations will realize the benefits of increased staff efficiency, productivity, and customer satisfaction. The DiVitas MMC solution provides access to desktop applications such as Instant Messaging (IM) and PBX desk phone functions (corporate voicemail, 4-digit dialing, and call forward). End users are continuously accessible by a single phone number that works with both WiFi and cellular networks, and roams seamlessly (back and forth) between the two environments.

The DiVitas MMC solution consists of two components:

- *The Mobile Convergence Appliance (MCA)*: This is a single device installed at the company's premises, which works in conjunction with the corporate PBX system. The MCA allows an enterprise to control and manage mobile devices as they handoff seamlessly among disparate wireless networks. The DiVitas MCA supports WiFi as well as cellular data connections.
- *The Mobile Convergence Client (MCC)*: This is a handset-independent software client that resides on the mobile device and communicates seamlessly with the MCA. It provides an integrated multi-mode communications interface for ease of use with applications such as voice, SMS, IM, voicemail and presence.

2 Boosting productivity

The MMC solution enables management and employees to respond in real time to customers, partners and coworkers with the goal of ensuring business continuity. No missed calls, no lost sales, no key people unreachable because they stepped out for coffee. MMC brings voice, data and access to enterprise applications to employees whether they are driving down the highway or sitting in the office, at a local hotspot or at home.

In the real (corporate) world, MMC benefits translate to a more flexible work environment. The ability to work from a variety of locations provides a high level of convenience for management and employees, fosters

¹ Source: Yankee Research, Wireless Survey, 2006

work/life balance and contributes to higher productivity and morale. Many enterprises today have incorporated flexible work schedules and alternative work environments, including home-office telecommuting, job-sharing programs and shared work environments within the office campus.

In the case of telecommuting, enterprises often subsidize part or all of the infrastructure costs to connect their home-based employees to the corporate network. In job sharing programs, employees divide the workload to accommodate reduced work schedules. In a shared work environment, private offices and cubicles previously assigned to specific employees are replaced with shared workspaces to facilitate teamwork and collaboration. For employees on the move between home and office or intra-office workspaces, productivity requires that they are armed with flexible mobile-network (WiFi and cellular) and mobile-communication tools.

The DiVitas MMC solution addresses the need for a flexible work environment by increasing employee mobility and extending access to desktop applications such as Instant Messaging (IM) and PBX desk phone functions (corporate voicemail, 4-digit dialing, and call forward). With the DiVitas MMC solution, employees no longer juggle multiple phones – and phone numbers – nor do they need to access multiple voicemail accounts. Employees are continuously connected.

The DiVitas MMC solution enables the enterprise to increase its employee productivity and customer service capabilities by unwiring static employees (70% of the workforce) and by increasing the functionality and efficiency of those employees previously mobilized using cell phones, smart phones and WiFi-only phones (30% of the workforce).

3 Increase Control, Gain Mobile Network Continuity, Reduce Costs

Addressing major pain-points is critical to successfully mobilizing your workforce and creating a more productive, responsive staff.

Cost control is a major concern, as organizations increasingly assign mobile devices to workers (cellular service is up to 10x more expensive than landline). Companies also want control of their communications infrastructure, reflected by an 80% PBX usage rate among enterprises as compared with 20% for Centrex. Companies furthermore need to reduce the complexity of their communications infrastructure. It's inefficient for IT staff to manage multiple devices, just as it is impractical for end users to carry multiple devices and messaging systems. Carrying multiple devices is a recipe for missed calls.

In response to these pain-points, the DiVitas MMC solution offers three major benefits – control, continuity, and cost:

- **Control** – Places total management and control of mobile security, policy and compliance in the hands of IT administrators
- **Continuity** – Provides continuous connectivity by automatically detecting and selecting the optimal network (WiFi or cellular) over which it will route voice or data transmissions
- **Cost** – Reduces cellular costs and offers a purchase price comparable to enterprise desktop phone solutions

3.1 Increase Control

Enterprises need a mobile solution that they can control. They need the ability to: track, monitor, record and block calls; comply with regulatory requirements; customize features and user experience; and remain agnostic to mobile-network infrastructure and service providers.

The DiVitas MMC solution answers the enterprise need for increased access to enterprise applications, employee usage and regulatory compliance; customization of features and user experience; and infrastructure and service providers.

In contrast, a lack of control over carrier-based solutions limits the enterprise's ability to manage employee cellular phone activity and related costs.

An ideal mobile solution needs to provide companies a high degree of customization capability so that a company can tailor the solution to meet its specific needs. The DiVitas MMC solution grants the enterprise complete control over handsets, applications, WLAN infrastructure, policy compliance and media processing (recording, monitoring, storing and searching).

3.2 Gain Continuity

The DiVitas MMC solution mobilizes the job functions of any employee, from any location. DiVitas enables any worker to carry a single device for both voice and data applications, such as inbound/outbound calling, messaging and voicemail. This same mobile device can roam continuously and seamlessly (back and forth) across disparate networks (WiFi and cellular).

Until recently, cellular was the only widely available mobile network for enterprise voice and data. Workers carried one or more cell and/or smart phones, depending on purpose. Today, two new types of networks are rapidly proliferating and they are enabling a world of continuous call coverage. WiFi technology includes enterprise WiFi and public WiFi, which is found in areas such as homes, hotels, hotspots and an increasing number of WiFi-enabled cities. The ubiquity of WiFi networks (free and fee-based) increases mobile workers' ability to make a call without relying on carriers. It therefore reduces cell-phone costs.

Better yet, this increase in WiFi adoption has been a catalyst for development of dual-mode handsets that work in both cellular and WiFi networks. Enterprises need a solution that converges disparate networks and lets them take advantage of dual-mode phone capabilities. At the same time, the solution needs to transparently provide end users with continuous call coverage, and it needs to let them roam seamlessly (back and forth) between WiFi and cellular connections.

The DiVitas MMC solution enables mobile workers to move seamlessly between networks without disruption of service, quality or access to enterprise applications.

3.3 Reduce Cost

The DiVitas MMC solution reduces communication costs by leveraging an enterprise's existing PBX and WLAN infrastructure and reducing the expensive cellular costs of mobile phones and data devices currently deployed in the enterprise.

Current cellular solutions are prohibitively expensive when it comes to company-wide deployment and therefore have found limited acceptance within enterprises. In fact, many companies consider cellular bills to be one of the largest unmanaged IT costs. Therefore, a cellular-based mobile solution is offered only to those who "must" have it, such as senior executives and sales personnel.

The other alternative for mobility has been market-specific solutions, which include expensive, niche-industry handsets and which have found acceptance limited to niche markets or specific functions. These niche-industry WiFi handsets are limited in their reach and extensibility. They offer limited voice capabilities and do not take advantage of enterprise applications such as email, IM and PBX desk phone functions.

The DiVitas MMC solution enables enterprises to extend mobility to their entire workforce because of its cost-saving characteristics. This solution can help reduce mobile communications costs by ensuring that workers rely less on cellular networks for mobile calls. It also lets enterprises extend the benefits of mobility to a larger percentage of their workforce at a cost comparable to the traditional desk phone. The DiVitas MMC solution also gives enterprises the ability to easily monitor and control costs associated with mobile phone usage.

4 Summary

Enterprises today rely on constant communication and real-time information to effectively run their businesses — whether that business is financial, hospitality, manufacturing, healthcare, professional services, or retail. The DiVitas MMC solution enables an organization to improve its communication capabilities and therefore become more competitive in the global marketplace. Giving employees the benefit of increased flexibility, and simultaneously increasing the productivity and responsiveness levels of the workforce within a cost-controlled environment is a win-win for both the employee and the enterprise.