



# Managed and Hosted Services

*for Intelligent Communications*

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IP Telephony

Contact Centers

Mobility

Services

# Issues Affecting Businesses Today

Many businesses need to refresh technology from Y2K upgrades, but they are encumbered with:

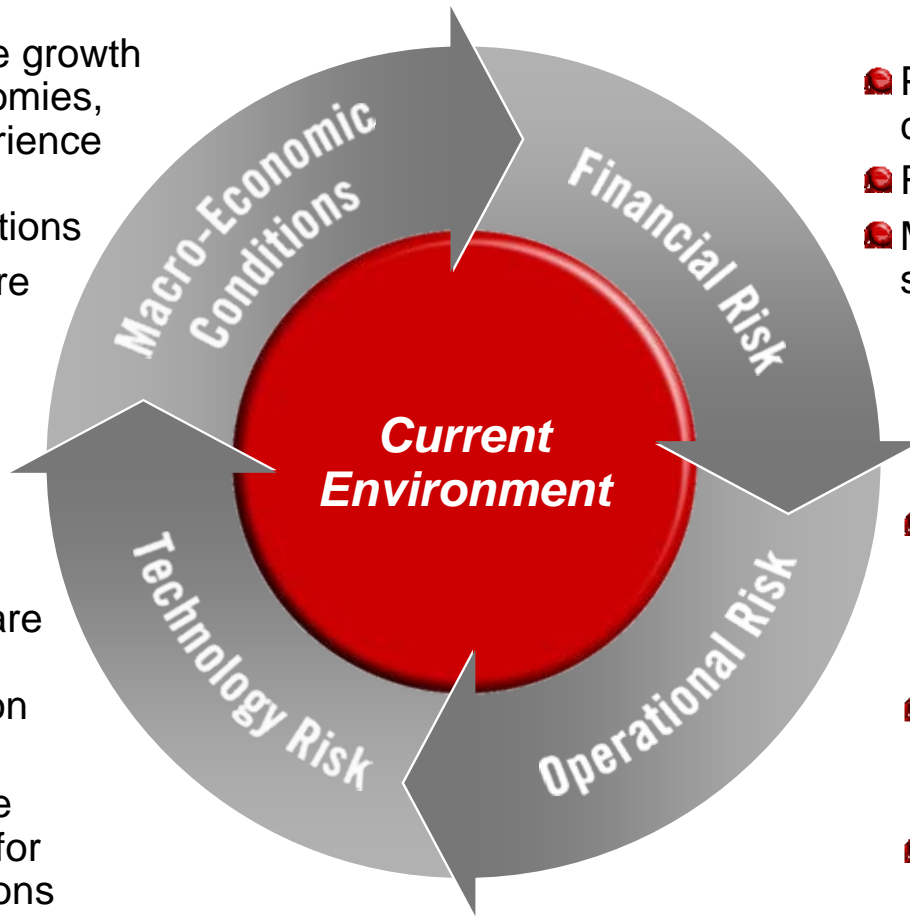
- ❌ Complex technologies
- ❌ Existing legacy systems
- ❌ Capital costs to upgrade
- ❌ Operating expenses that need to be reduced
- ❌ IT departments not equipped to deal with IP migration
- ❌ Risk aversion
- ❌ Concerns about business continuity and security



## External Market Conditions

IP identified as gold standard of communications going forward, but several external conditions are slowing or limiting adoption rates

- Despite moderate growth in most big economies, businesses experience tight budgets and headcount allocations
- Forced to 'do more with less'



- Pressure to minimize capital cost
- Reduce assets on books
- Minimize or eliminate stranded capital

- Move to software centric model, commoditization of hardware
- Need to ensure preparedness for future innovations

- Critical need to ensure convergence delivers on cost savings and operational efficiencies
- Specialized skills needed to implement and integrate IP successfully
- Ongoing maintenance and upgrades pose operational threat

# Market Trends

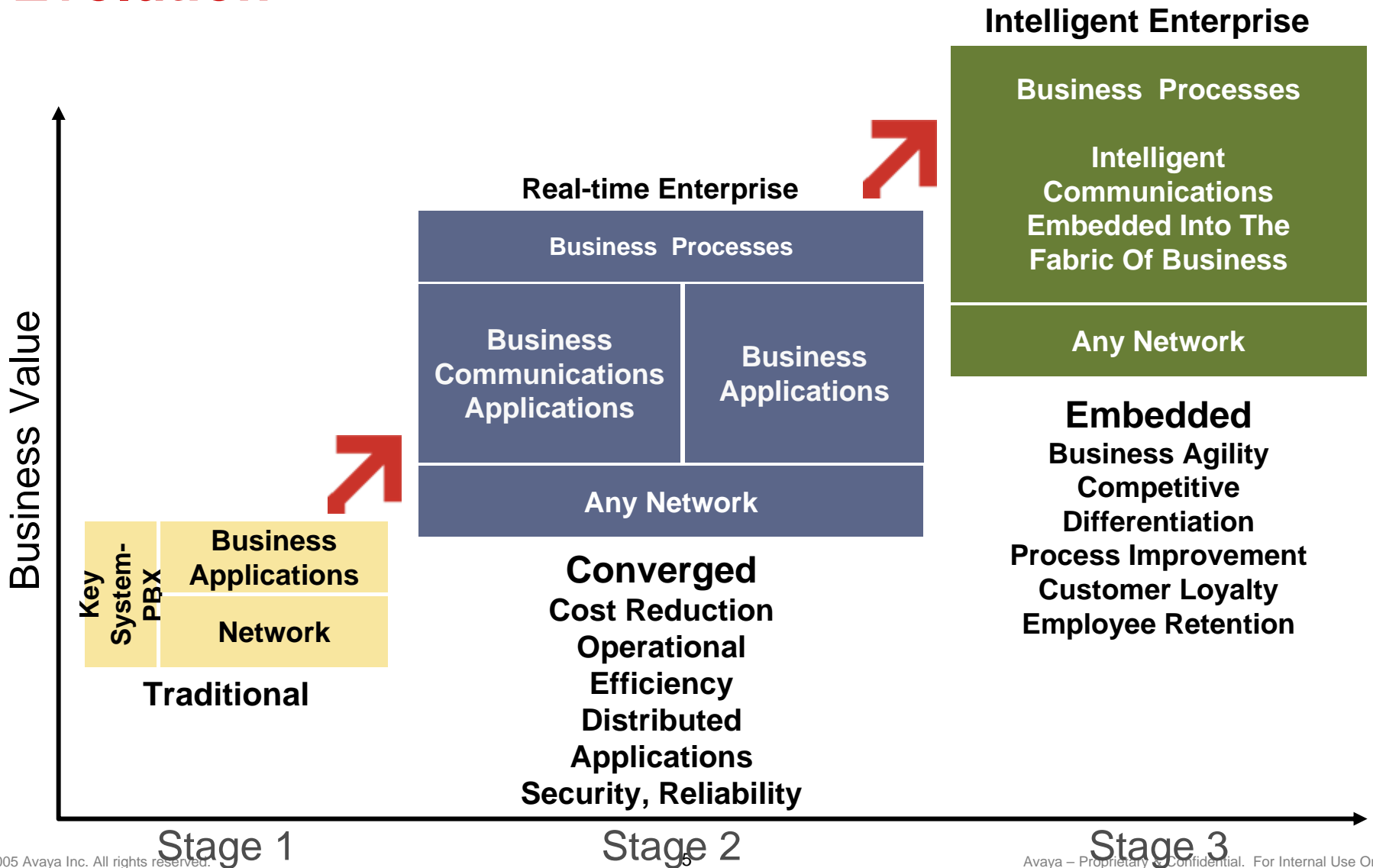
## *CIO Point Of View – Innovation On The Rise*

- The issue is no longer cutting cost
- The study reports 73% of the CIOs believe IT should proactively envision business possibilities and initiate with technology
- Security and high availability remain key, but are “table stakes”

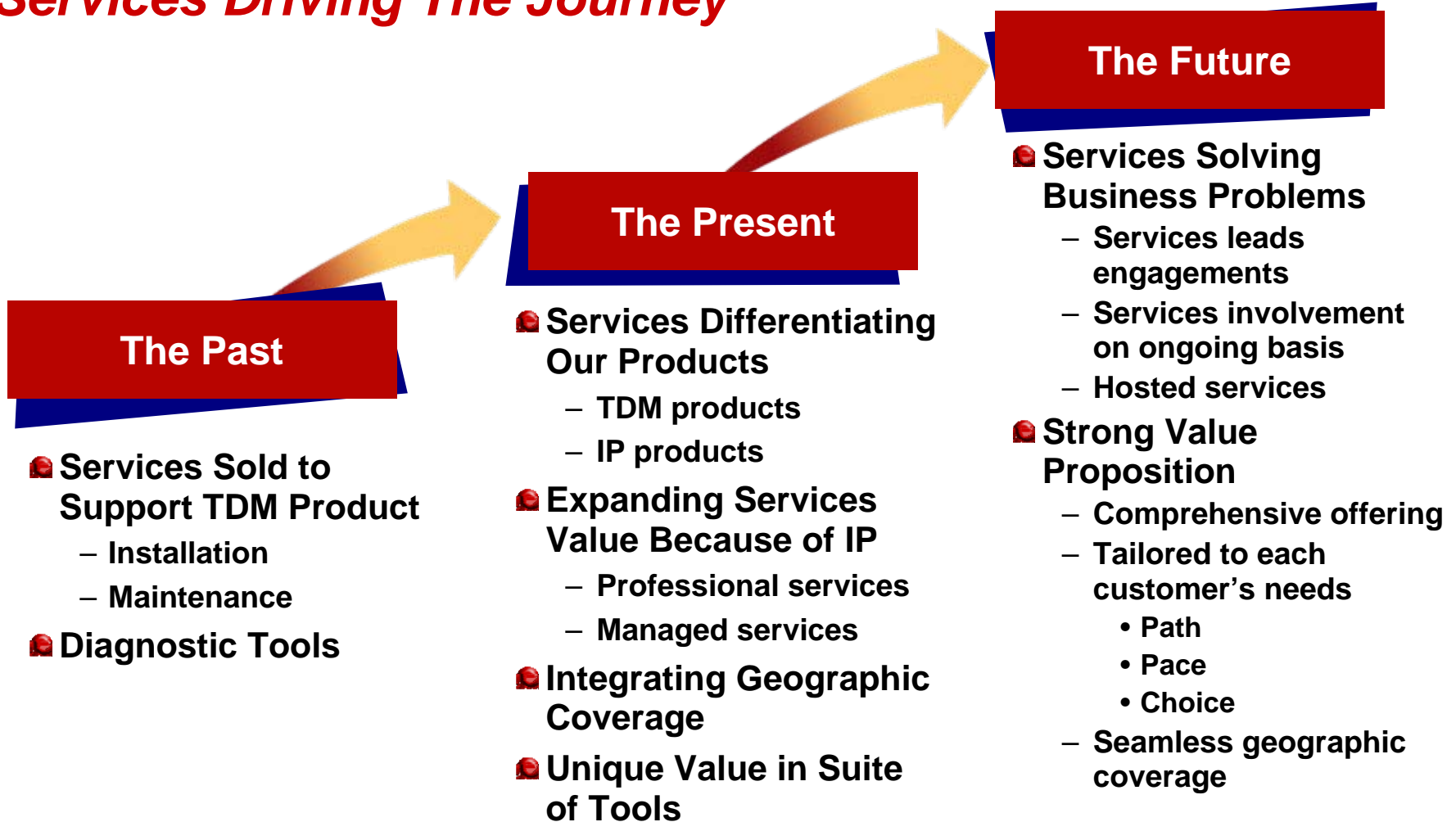
<b>IT's Impact on the Enterprise</b>	<b>2006 Expectations</b>
<b>Reduce costs through efficiency/productivity</b>	<b>1</b>
<b>Enable/drive business innovation</b>	<b>2</b>
<b>Create or enable competitive advantage</b>	<b>3</b>
<b>Improve external customer satisfaction</b>	<b>4</b>
<b>Grow existing revenue streams</b>	<b>5</b>
<b>Generate/enable new revenue streams</b>	<b>6</b>
<b>Enable regulatory compliance</b>	<b>7</b>
<b>Enable global operations</b>	<b>8</b>
<b>Streamline supply chain</b>	<b>9</b>

Source: CIO Research, July 2005 - State of the CIO

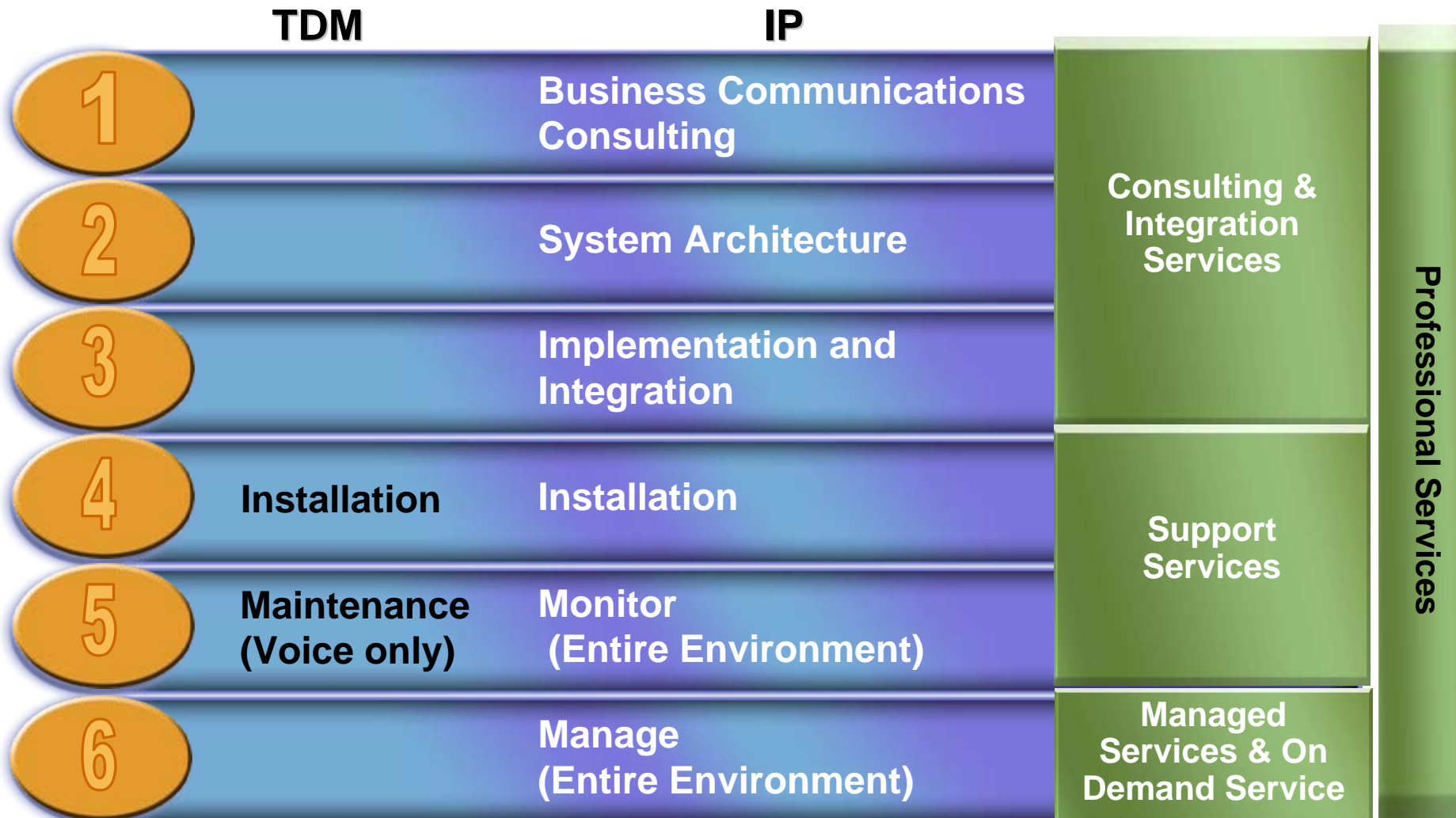
## Business Communications Applications Evolution



## The Path to Intelligent Communications Services Driving The Journey



## Services Continuum Supports the IP Environment



# IP Deployment Models

## *Solution Delivery Options*

Model	Customer Characteristics
<b>Owned, monitored, managed and maintained internally</b>	Robust IT department, need for high level of customization
<b>Customer managed, services vendor maintains</b>	Robust IT Department, desire for control
<b>Services Vendor maintains, performance manages</b> <ul style="list-style-type: none"> <li>-Performance monitoring</li> <li>-Software release management</li> </ul>	Higher degree of comfort with outsourcing, distributed enterprise with limited resources in branch
<b>Customer outsources complete operation of application</b>	High degree of comfort with outsourcing, desire to focus on core competency  Often seen in application-centric solutions, like Contact Center

# IP Deployment Models

## *Hosted and Blended Outsourced*

### Fully Hosted Model

- Various combinations of Service Providers, VARs and vendors
- Centralized and Distributed models
- Provide financial, technical, implementation, management and future proofing risk mitigation
- ROI and efficiency

### Blended Outsourced/Hybrid Model

- Uniform platform across locations
- Highly efficient for large distributed enterprises



## Hybrid Premise/Hosted *XM Satellite Radio*

### Situation Analysis:

- #1 Satellite Radio Service with Over 6 Million Subscribers
- A rapidly growing and changing organization
- During the holidays, call volumes more than triple for 30 days, requiring agent resources to ramp from 1600 agents to more than 3000

### Solution to Meet Customer Needs:

- Premise solution with Managed Services handles standard call volume
- Seasonality overflow will be handled by hosted center solution from Avaya
- Fully integrated with on premise solution



## Fully Hosted Model

### *Large national wireless carrier*

#### Situation analysis

- High degree of comfort with outsourcing
- Has been working with a full service contact center outsourcer
- Desire to separate infrastructure from agent, to increase flexibility and control over customer service

#### Solution to meet customer needs

- Adoption of a fully hosted infrastructure solution with complete managed services wrap
- Agents remain employees of the outsourcer, but wireless provider maintains the intellectual property of call routing, reporting, etc.
- Wireless provider can now ensure that they are getting the most out of their outsourced agent pool

# Parting Thoughts

- The decision of delivery model depends on your particular goals and strategic direction
- Think creatively to solve your problems – often the solution resides in a hybrid approach
- Outsourcing some or all of the IP implementation can help to reduce risks of many sorts
- Look for vendors who understand that IP telephony means Intelligent Communications:
  - Software as a service
  - Business process integration
  - Intelligent networks driven by applications
  - Comprehensive, flexible portfolio
  - Financial viability





**Thank you**

Questions?

**IP Telephony**

**Contact Centers**

**Mobility**

**Services**