

# Enhancing VoIP for UC

*How Much Unified Communications (UC) Value  
Can Our Enterprise Realize Through Our  
VoIP System Investments?*

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# The Major Questions on the Table:

- Where does UC fit into my Enterprise?
  - ◆ Personal Productivity Enhancement
  - ◆ Business Process Optimization
  
- Based on the UC Applications we select:
  - ◆ How much can be built on our current VoIP system?
  - ◆ How much should be provided through interoperation?
  - ◆ How would this influence a new VoIP system purchase?
  - ◆ What additional elements do we need to buy?
  - ◆ What are the costs, risks and success factors?

# Two Major Zones of UC Opportunity

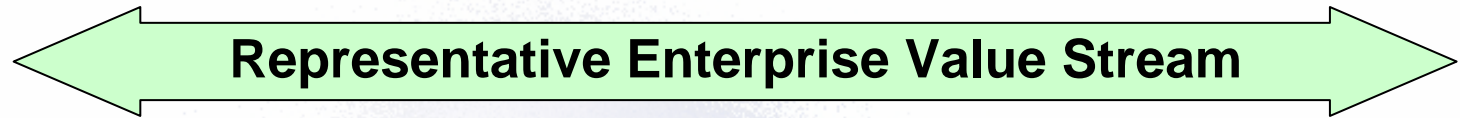
## The Productivity Zone

- User-oriented tools
  - ◆ IM (with presence)
  - ◆ Softphone
  - ◆ VoIP Hardphone
  - ◆ Mobility support
  - ◆ Conferencing
- Generic groups (aka COS) or Enterprise-wide
- Save “xx” minutes per day
- On-site vs. Hosted
  - ◆ And private vs. public
- Often the “sizzle” of VoIP

## The Business Process Zone

- Process Optimizations
  - ◆ Rich Presence (with IM)
  - ◆ Mobile Information
    - E-mail, VM, and more
    - Information Portals
  - ◆ Software-assisted
    - Automated rules
    - Informed communication
  - ◆ Roles/Skills vs. Names
- Targeted to process groups
- Involves System Integration
  - ◆ Similar to call centers
- Cut costs, Drive Revenues

# Business Process Zone: Top Applications Address “Hot Spots”



	IT, HR, Finance	R&D Engineers	Marketing	Sales & Support	Manufacturing	Logistics	Support Services
Contact Management				✓			✓
Seamless Info for Mobility	✓		✓	✓			✓
Resource ID & Problem Solving	✓	✓		✓	✓	✓	✓
Collaboration Acceleration	✓	✓	✓				
Job-Specific Info Portals	✓				✓	✓	

Source: M. Parker; BCR Magazine June 2007

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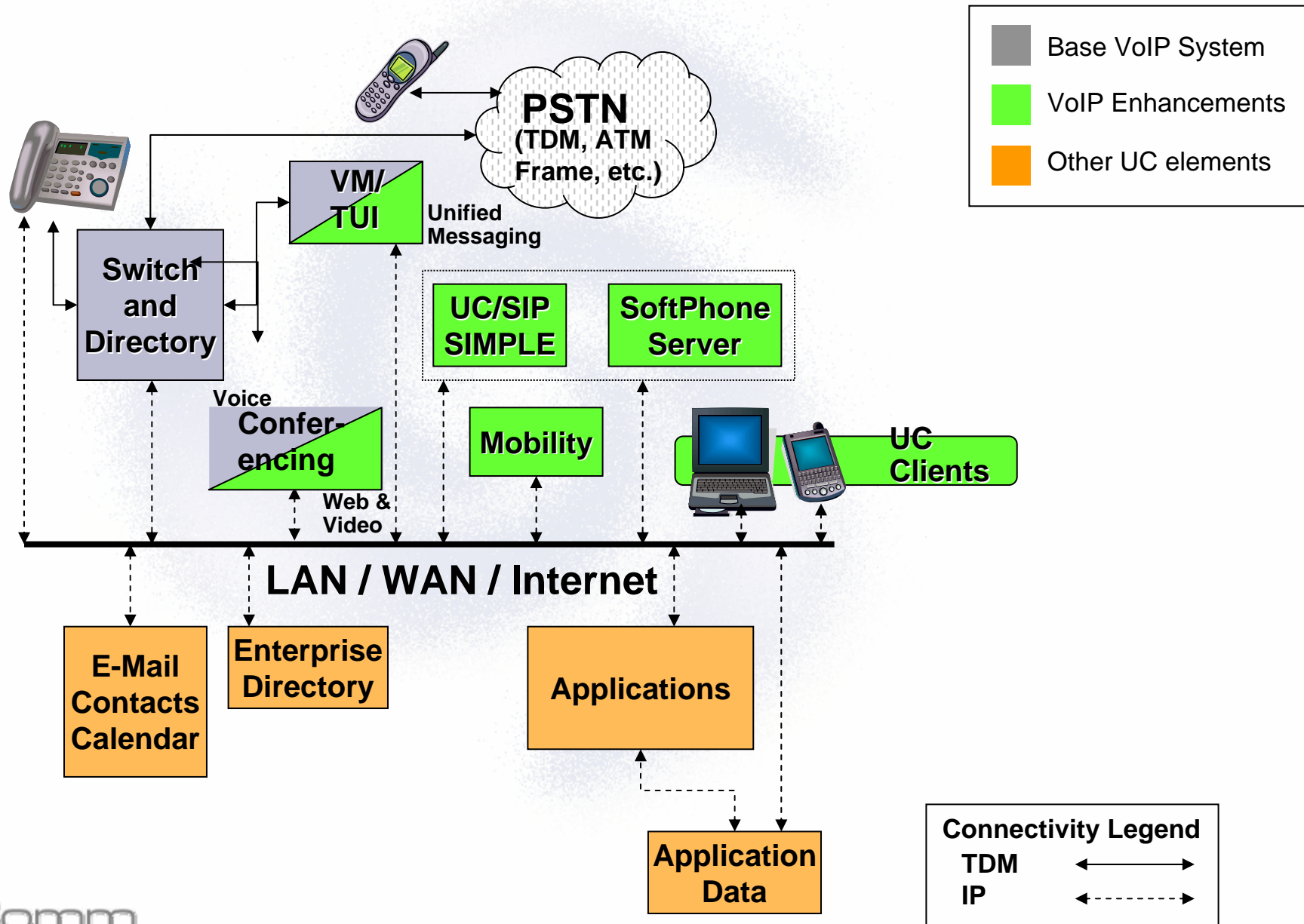
# Enhancing Telecom Systems: One of Three Main Options for UC Action

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## 1. Extend Telecom

- ◆ Add presence to voice communications
  - Choice of methods; avoid IM duplication
- ◆ Link to e-mail, calendar, info resources, desktop clients
  - Generally via interoperation or plug-ins
- ◆ Include mobility options
  - Routing, and perhaps mobile clients; avoid duplication
- ◆ Use Softphone for remote and office (w/ or w/o Hardphone)
- ◆ Consider Conferencing investments
  - Upgrade from voice-only to web and perhaps video
  - Consider in-house vs. service provider
- ◆ Evaluate IP Phone as information terminal or portal

# Telecom-Based UC



# Factors in the “Enhance VoIP” Approach

- Strengths of this approach:
  - ◆ Leverages existing investments in many cases
  - ◆ Can build on Call Center experience in your Enterprise
  - ◆ Often seems like a natural organizational fit
  - ◆ Top option for:
    - Voice-centric business/functions – field, branches, etc.
    - Retail, Field Services, K-12 Edu., Local Govt., Hospitals
- Concerns with this approach:
  - ◆ May require major VoIP Switch Upgrade
    - Consumes time and money prior to achieving benefits
  - ◆ May conflict with other methods in-place or emerging
    - IM, Presence, Desktop and Directory strategies and timing
    - Cellular and Wireless Data deployments
  - ◆ May have limited or deferred interoperation capabilities
    - Is the VoIP Supplier investing in code and alliances?

# What to Add To Your VoIP System

## The Productivity Zone

- Best, most appropriate Client that you can afford
  - ◆ Desk and Mobile
- Tools to Match the Jobs
  - ◆ Routing, UM for mobility
  - ◆ Conferencing for teamwork
  - ◆ Presence & IM for interoffice
  - ◆ Softphone for remote work
- Match to needs and jobs
- Allow for expansion based on adoption and learning.

## The Business Process Zone\*

- Interoperation Functionality
  - ◆ Presence links to MS, IBM
  - ◆ Desktop telephony controls
  - ◆ Links to e-mail, calendar
  - ◆ Links to collab. workspaces
  - ◆ Links to Enterprise Apps
- Advanced Call Controls
  - ◆ Software modules or Expand Call Center Lic.
- Application Dev. Toolkits
  - ◆ APIs, SDKs, SOA function
- Systems Integration Services

*\*ROI Justified – Session this PM*

# Questions to Our Distinguished Panelists

Round 1: What do you recommend?

- What UC Enhancements do you recommend?
- Why do you recommend these UC Enhancements?
- Do these require a new system, or work existing gear?
- What are the major interoperations presently available?
- What Customer success story would you share?

Round 2: What are the costs, risks and success factors?

- What are the typical added costs per user? (\$ and %)
- What are the additional implementation efforts, risks?
- What System Integration Services available?
- What Customer success example would you reference?