



Merging Mobility and UC

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Mobile Communications Topics

- Observations
- Role in Unified Communications
- Market Indications of Mobility Adoption
- Examples from the Suppliers
- Questions for Our Panel



Some Mobility/UC Observations

- Wireless, Personalized Multi-media Devices are a (or the) primary communications tool for most
 - A global phenomenon
 - Very affordable, depending on ads and use
- These devices transcend media types
 - Readily used for Text: IM, E-mail, Chat
 - Voice used for special purposes
 - Less privacy, more expensive, single-threaded
 - Increasingly and information access point/portal
 - Video, TV, Maps, Information, Web Access, Social Nets, ...



Mobility: A Dominant Trend

- Mobility – The most important trend
 - In communications – more important than VoIP
 - In Unified Communications – connecting the users
 - In Business Process – accelerating the enterprise
- Mobility – Areas for Action
 - With what you have now
 - With what you might buy
 - With the mobile devices



Mobility Critical in 4 of 5 Top UC Applications

- There are five key types of UC solutions:

1. Collaboration acceleration
2. Seamless information for mobility
3. Contact management
4. Resource identification and problem solving
5. Information portal with communication

- These can be “mapped” to the processes and jobs in the value chain



Mobility Crosses the Value Chain



Processes	Create	Market	Sell	Produce	Deliver	Service	Enterprise Support
Typical Jobs	Development	Marketing	Sales	Mfg. or Opns.	Logistics	Service Cust Care	IT, HR, Finance, etc.
UC Solutions:							
1. Collaboration acceleration	✓	✓					

2. Mobility		✓	✓			✓	
3. Mobile devices			✓			✓	
4. Mobile applications			✓	✓	✓	✓	
5. Mobile networks				✓	✓		



This slide was provided by Marty Parker, UniComm Consulting



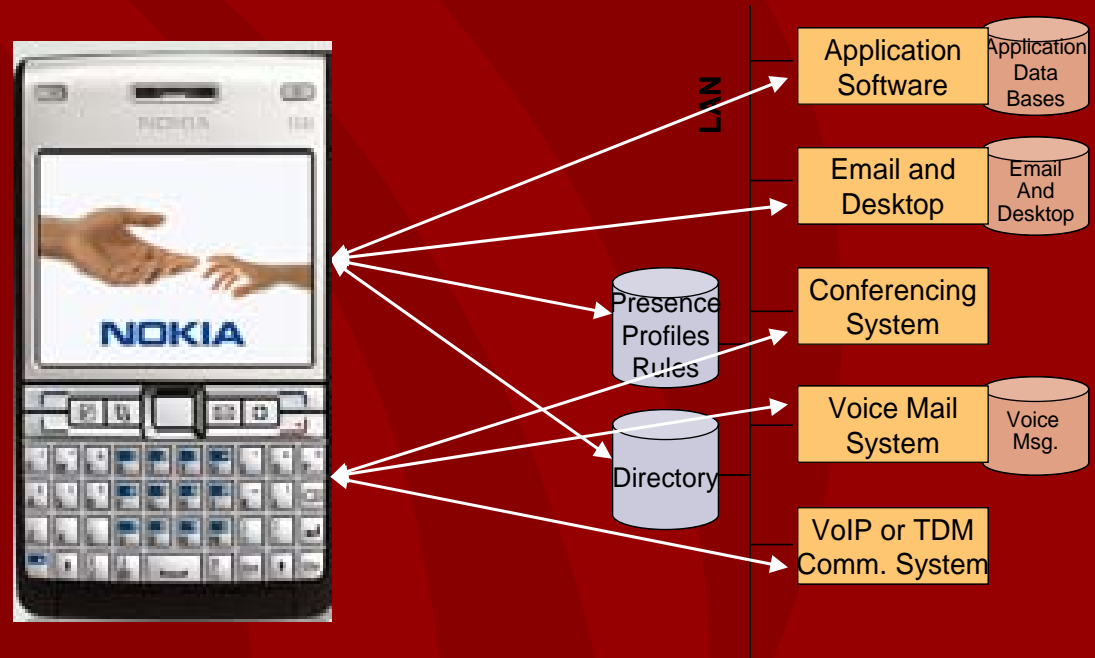
Mobility is a Happening Place...

- Mobility is where the big money is going in Enterprise Communications and UC:
 - RIM growing at 34% Y-to-Y; 28% Op. Mgn. (need to update)
 - Increasing as an application platform
 - Best global coverage
 - Microsoft and IBM are very active, too
 - Communicator Mobile
 - SameTime Mobile and WebSphere Everywhere
 - IP PBX Makers target cell phone as business extension
 - Avaya, Cisco, Mitel, Siemens, Nortel, (other sponsors)
 - Offering both “follow me” and cell phone clients
 - Accentuated by cell phone usage and features in personal use
 - Multimedia devices for personal business and social interactions



You See UC Applications In Mobile Jobs ...

- Bring information to user without delay
 - E-mail (and voice mail)
 - Directory
 - Relevant info portal
 - Notices and alerts
- Enable effective action
 - Message forwarding
 - Resource locator
 - Click-to-call
 - Process action, approval
- If done with a UC analysis, you can optimize results



With mobile voice and data devices, users can have complete connectivity to the UC technology stack, enabling Integration of communications and business processes.



Aastra Intecom

- <http://www.aastraintecom.com>
- http://www.aastraintecom.com/cps/rde/xbcr/SID-3D8CCB73-44F20A94/30/ContinuousCampusWP_07-07.pdf





Nokia

- <http://usa.nokia.com>
- http://www.nokiaforbusiness.com/documents/WhitePaper_HolisticApproach.pdf?doc=nokia_usa





Adomo

- <http://www.adomo.com>
- http://www.adomo.com/library/ds_adomo_mobile_uc.pdf

