

# AVAYA

INTELLIGENT COMMUNICATIONS

## Developing an Enterprise Unified Communications Strategy

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## Agenda

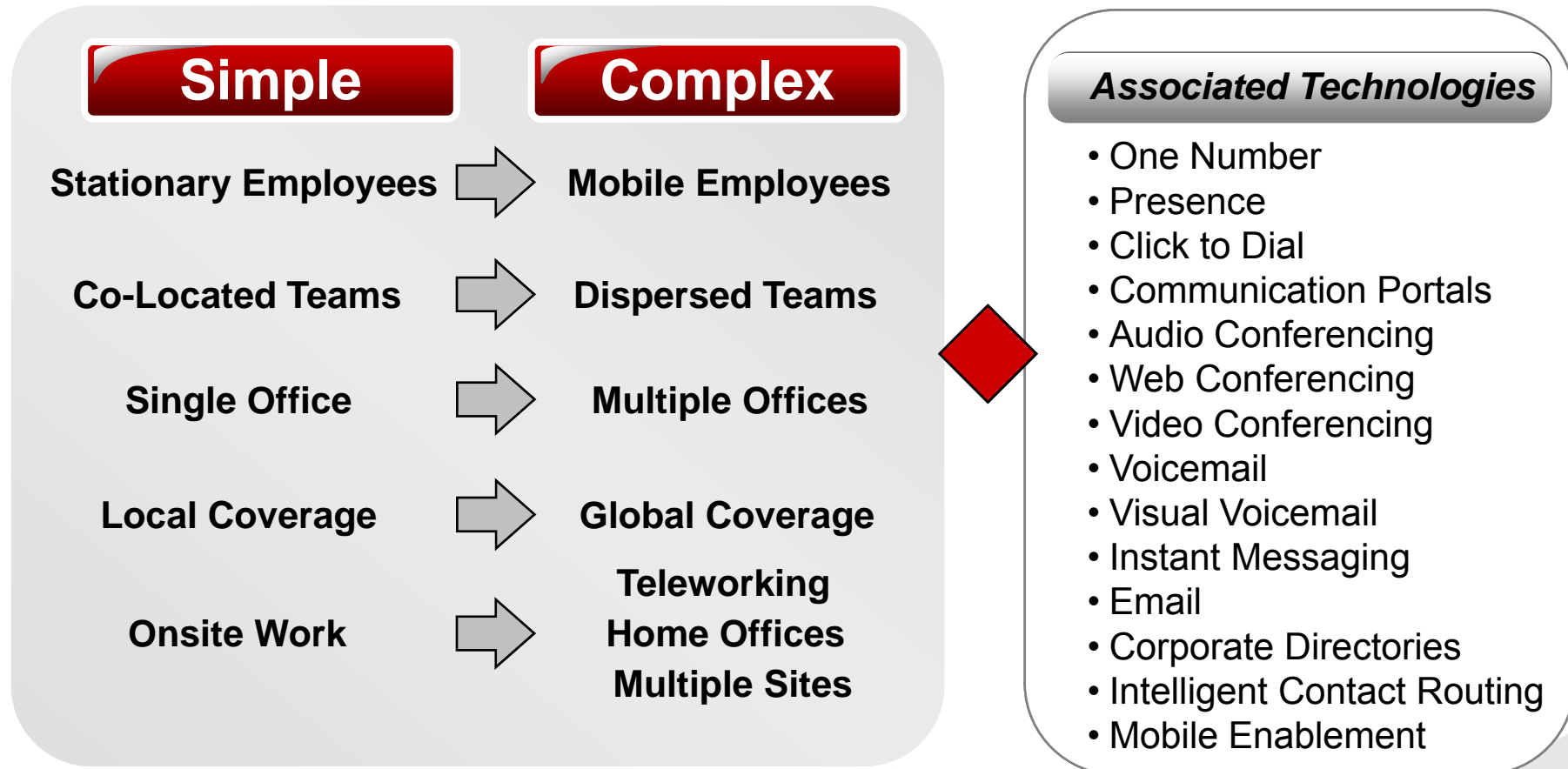
1 What is Unified Communications?

2 Why are People Deploying UC?

3 How to Deploy UC?

4 Q & A

## What is Unified Communications?



*As businesses become more complex, the need to deliberately design communications processes grows*

# What is Unified Communications

## Key UC Concepts

1

One Number

- Removes burden from caller
- Enable use of most appropriate device
- Allow corporate control of contact information and logs

2

Presence

- Increases connectivity by allowing the correct channel
- Decreases cycle time by utilizing available resources

3

Unified Channels

- Agnostic of location, device or medium
- A single experience across all channels

4

Collaboration

- Allow geographically dispersed groups to work together

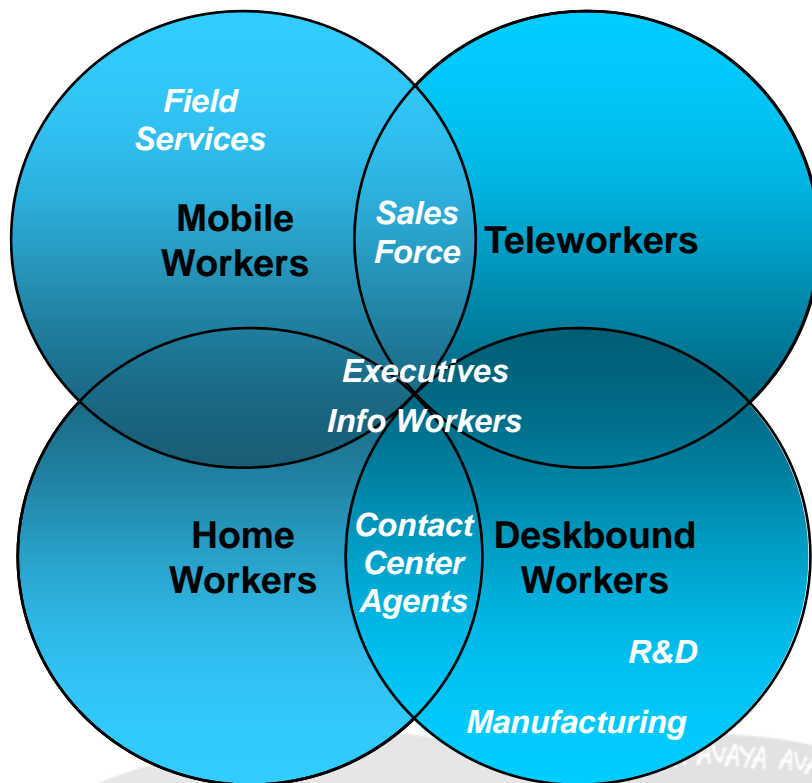
5

Productivity

- Provide rich tools regardless of location and channel
- Reduce time spent managing communications

# What is Unified Communications?

The Key to UC is the Design of Communications Processes, not the Technologies



Avaya has been using a worker profile based approach to redesign communications processes

- Profile your users complete communication needs
- Don't look in at applications in silo's, users will cross profiles
- Choose appropriate technologies once you determine your most important needs

*Technology is only the enabler, Process Design is the Key*

# Why are People Deploying UC?

## Key Drivers

### Productivity

As workers travel more, work on global time schedules and are more geographically dispersed, keeping enterprises connected is becoming increasingly difficult

### Cost Pressure

Cost pressure along with rising usage forcing new approaches to solutions

- Mobile carrier costs
- Real estate
- Management of applications

### Security

Enterprises must begin to manage these new communication modes

- Security as devices and access points proliferate
- Compliance as communication modes proliferate
- Business continuity

## Why are People Deploying UC? Some Examples

### Mobile Workforces

#### Executives / Professional Services

- Connectivity
- Productivity

#### Sales Forces

- Connectivity
- Customer Satisfaction
- Reduce cycles
- Security & Compliance

#### Field Services

- Productivity (Mobile dispatch, intelligent routing)
- Materials tracking
- Customer satisfaction

### Teleworkers

#### Across Organizations

- Employee flexibility
- Employee retention
- Cost savings
- Going 'Green'
- Government Mandates

#### Contact Center

#### Information Workers

#### Administrative, Support Functions

### Desk Workers

#### Across Organizations

- Connectivity
- Productivity
- Corporate agility

#### R & D, Manufacturing

- Collaboration
- Reducing development time
- Utilizing geographically diverse workforce

#### Contact Center

- Productivity (1<sup>st</sup> call close, skills based routing)
- Customer satisfaction

# How to Deploy UC?

## What is Hindering UC Adoption?

### Confusing Technologies

What applications even exist? Which applications are most important to deploy? What will this all look like in a year? Two years?

### Change to Process And Policy

Who should use which applications? How should they use them? What policies should I put in place? How do I ensure adoption?

### Business Case Justification

What is the real business case justifying all these deployments?

### Multivendor Solution

How will they work with other applications?

- Email, IM, wired voice, mobile voice, conferencing, messaging, video

# How to Deploy Unified Communications?

## A UC Deployment Methodology

A repeatable, programmatic methodology to deploying UC

### Situation Analysis

What is my current state?

- **Who?** Understand your workforce and worker profiles
- Understand your current technology environment, processes and policies

**OUTPUT:**  
Business requirements analysis

### Requirements Definition

How can I improve productivity and reduce costs?

- **What?** What are the best opportunities to create business impact
- **Why?** Develop a business case for change & define success metrics

**OUTPUT:**  
Business plan for change

### Solution Design

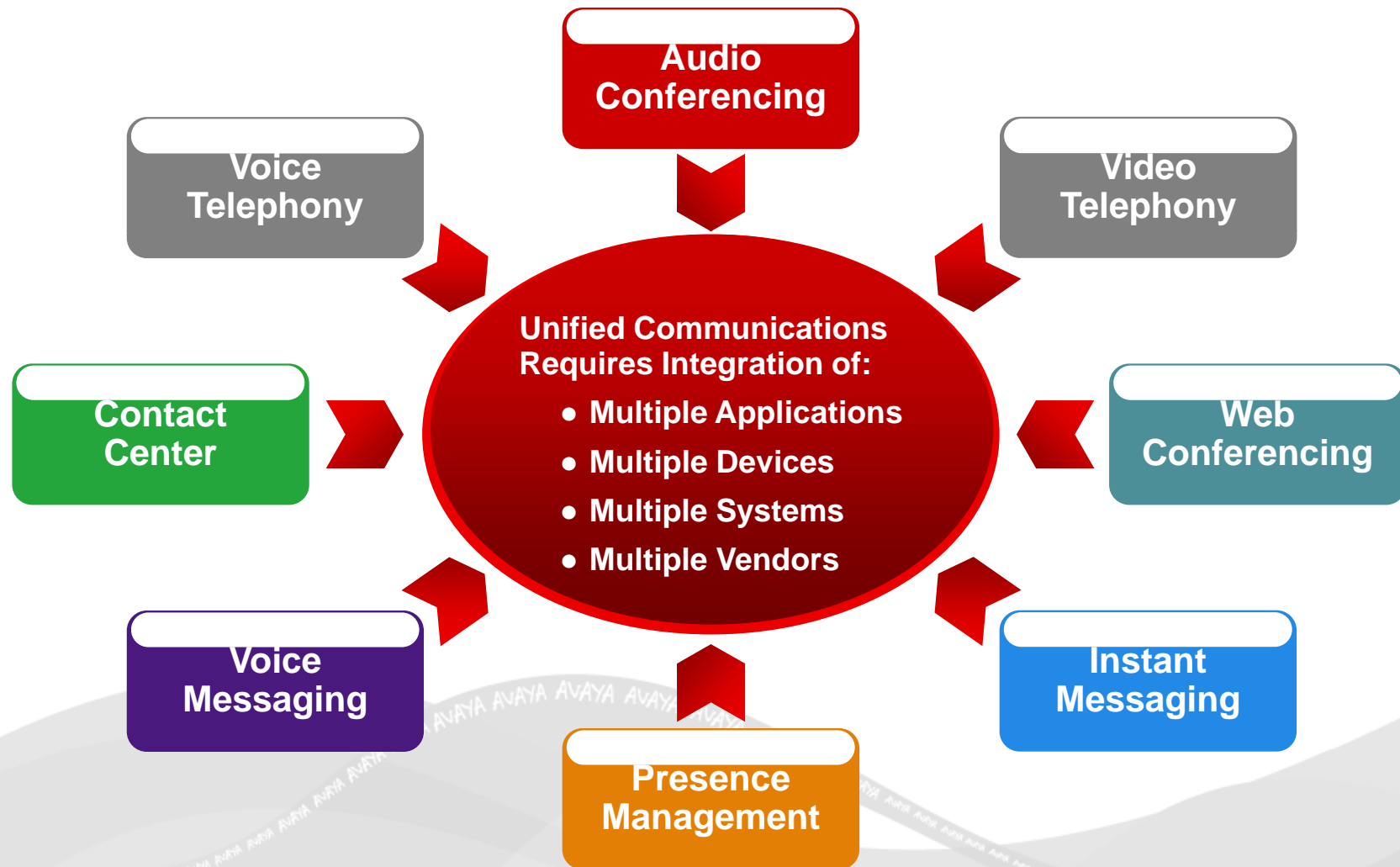
How do I realize these improvements?

- **How?** Technology choices including 3rd party applications and services
- Deployment plans including what potential implementation steps, training, marketing will be required

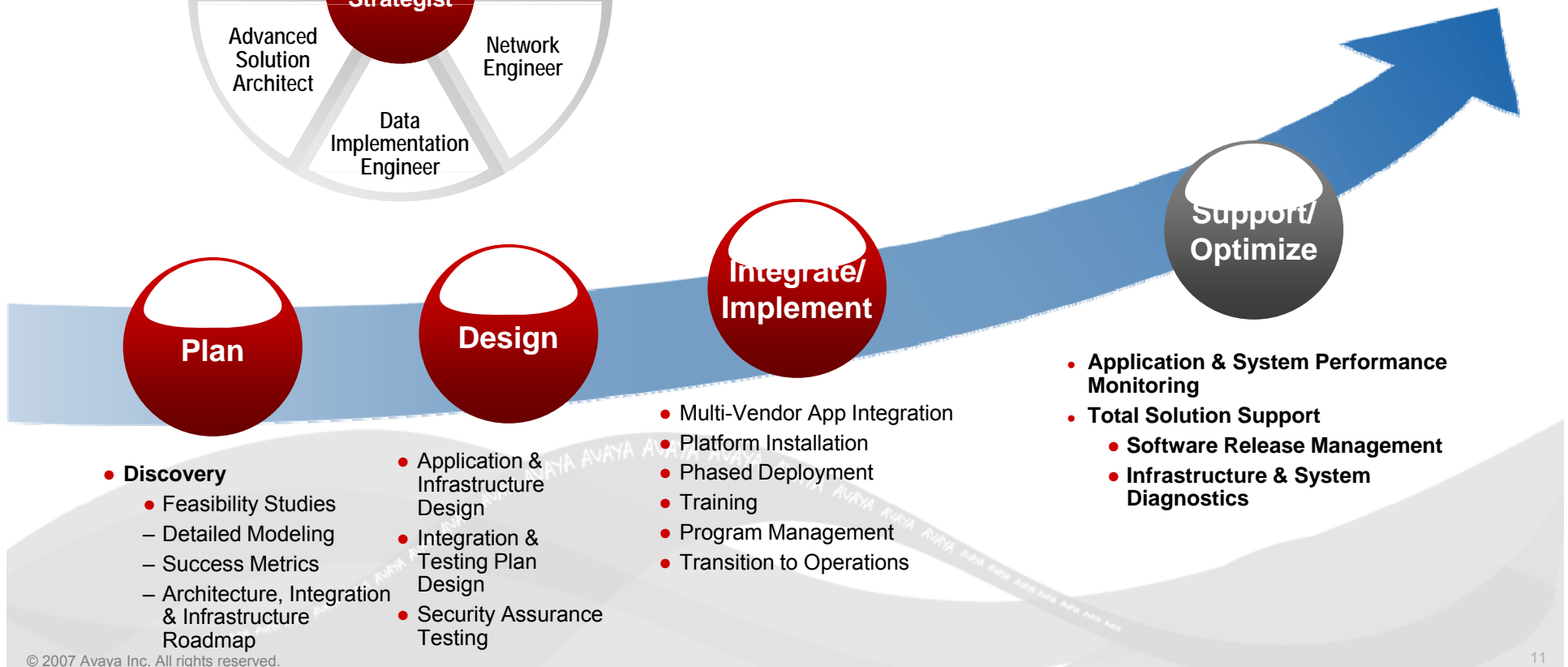
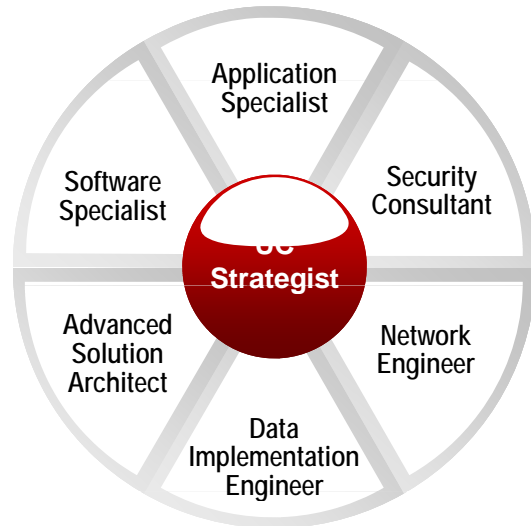
**OUTPUT:**  
Detailed implementation / migration plan

## How to Deploy Unified Communications?

Success with UC Requires Expertise with Multiple Technologies and Vendors



## How to Deploy Unified Communications? Successful UC Deployments Require Knowledge Experts and a Lifecycle Approach



## How do you Get Started?

Take advantage of a collaborative UC consultative engagement to ensure the long term success and business impact value to your company.

- **Assess and re-design communication and business processes to drive increased value**
- **Build a communications roadmap**
- **Design, integrate and consolidate seamless multi-vendor solutions for optimized performance**
- **Ensure, evaluate and manage end user adoption**

### Key Areas to Consider

- **What is your current UC strategy?**
- **What UC applications are most important to your business?**
- **How does UC fit into your communications technology roadmap?**
- **How much of your overall communications costs are for collaboration, messaging, conferencing, remote/ mobile workers? What are the drivers of that cost?**
- **What security and compliance mechanisms are in place for your mobile endpoints? How does this differ from your laptop computers and fixed assets?**

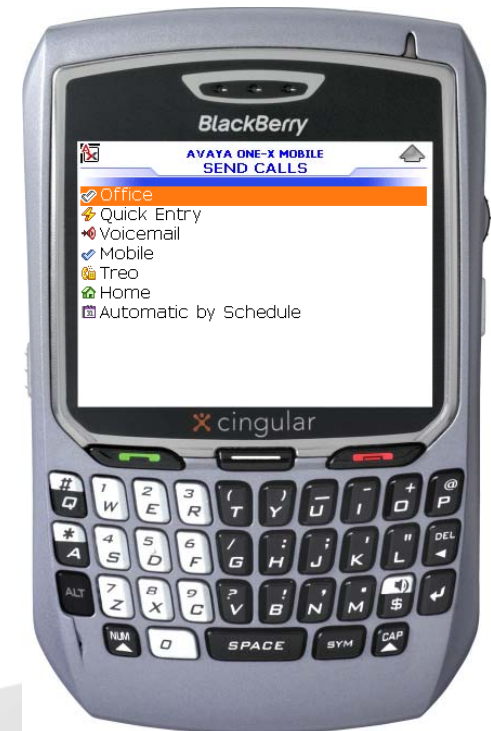
# Backup



### Mobile Workers

#### Drivers

- Increased Connectivity
  - Higher contact rate
  - Presence / Preference
  - Faster response to voicemail
- Increased Productivity
  - Converged voicemail, email, logs
  - Directory and click to dial
- Decreased Costs
  - Control of toll charges
  - Reduced real estate
- Increased Security
  - Corporate control of contact
  - PBX Routing
  - Remote control of devices



## Teleworkers / Home Sourcing

### Drivers

- Worker Retention
  - Worker Flexibility
  - Reduction in commute time / cost
- 'Green' Concerns
- Reduction in Real Estate costs
- Government Mandates and Initiatives
  - State of Utah
  - Section 359 Transportations Appropriations Act
  - Commute Trip Reduction Law (Seattle)
  - Central London Congestion Charge & Workplace Parking Tax

### Concerns

- Supervisors
  - Ensuring productivity
  - Ensuring collaboration
  - Managing remotely
  - Training
- HR
  - Employment contracts
  - Policy and enforcement
  - Terminated or resigning employees
- IT
  - Installation
  - Training
  - Support
- Other
  - Information Security
  - Compliance (OSHA, HIPAA, etc.)
  - Tax Implications

## Teleworker Experience

The screenshot shows the Avaya one-X Portal interface in a Microsoft Internet Explorer browser. The user is identified as Lisa Jones (x0101010) on a desktop. The main area displays a 'History' of communications with a search bar and sort options. The list includes several entries with call icons and 'Call' or 'Listen' buttons. A 'Message Player' window is overlaid on the list, showing a message from Stanley Martin received on Fri 1/26/2007 5:38 PM, with playback controls.

This screenshot shows the 'Compose Message' form. The subject is 'RE: Voice Mail Message ( 19 seconds ) - Message'. The 'To' field contains 'stanleymartin@000.com' and the 'Subject' field contains 'Customer Opportunity'. There is an option to 'Attach Original Message' and a 'Voice' section with a play button and a file path 'C:\mymessage.wav'. The message body contains 'Hey Sam, Got your message. That sounds great!' and a 'Contacts' section is visible at the bottom.

The screenshot shows a Microsoft Office Communicator window titled '22953 - Conversation'. It features a menu bar (File, Edit, Actions, Tools, Help) and a toolbar with icons for adding participants, chat, voice, video, and file sharing. The 'Participants (2)' list includes Donna Eastman and 22953. An 'Instant Message' section shows a notification: '22953 is calling you for a phone conversation. Do you want to Accept (Alt+C) the call?'. A 'Send' button is on the right.

This screenshot shows the contact list in Microsoft Office Communicator. The window title is 'Microsoft Office Communicator' and the menu bar includes 'Connect', 'Contacts', 'View', 'Actions', and 'Help'. A search bar labeled 'Find' contains 'Enter name or number'. The contact list is divided into 'Friends (2/3)' and 'Resources (10/12)'. Visible contacts include Chris Hill (In a meeting), Adam Barr (Online), Amy E. Alberts (In a meeting), Anders Riis (Do Not Disturb), Brian Burke (Busy - Working from home today), and Clair Hector.