



# Unified Communications - Convergence on Steroids or The Next Logical Step?

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# Mission Statement

"UC Strategies is an industry resource for enterprises, vendors, system integrators, consultants, and anyone interested in the growing Unified Communications arena. A supplier of objective information on Unified Communications, UC Strategies is supported by an alliance of leading communication industry Advisors, Analysts, and Consultants, who have worked in the various segments of Unified Communications since its inception."



# UC Strategies Co-Founders

- Blair Pleasant – *COMMfusion*
- Marty Parker – *UniComm Consulting*
- Don Van Doren – *UniComm Consulting*
- Jim Burton – *CT Link*



Almost a Co-Founder

**Pam Avila**

*Sierra Summit Group*



# UC Experts

- ~~Mit Rosen~~ ~~Fibergan~~ - *dBrn Associates*
- ~~Day Brandstadter~~ *Market Strategy and*
- ~~Nancy Jamison~~ *Analytics Partners*
- Joe Outlaw
- Jon Arnold
- Byron Battles



# Consultant Program

- Mick Sawka – The Brookside Group
- Larry Lisser – ChannelStrength



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## A New Model

- John Furrier - Broadband Developments
  - Pioneer in Web 2.0
  - Social Media
- Web 2.0 = Conversation Marketing/Media
- Social Media + Social Networks =
  - Social Relationships
  - Social Commerce



# Who Remembers the Carterfone Decision?

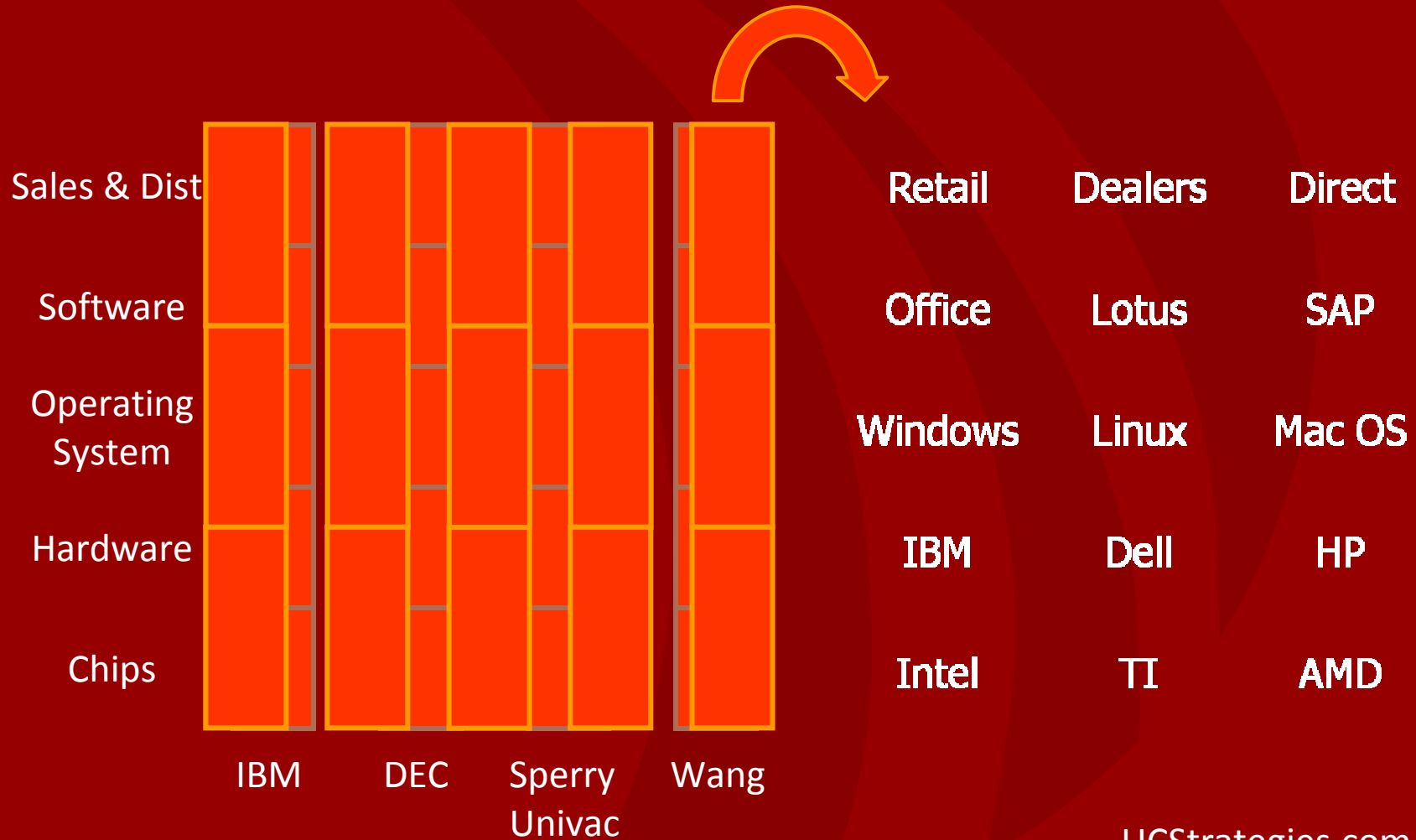


# Our World Is Changing

- More E-mail vs. phone calls
- More IM vs. phone calls
- IM used to start phone call
- More cell phones than people in some countries
- New generation of workers communicate differently
- The communications industry model is following the computer industry model



# Computer Industry Transition





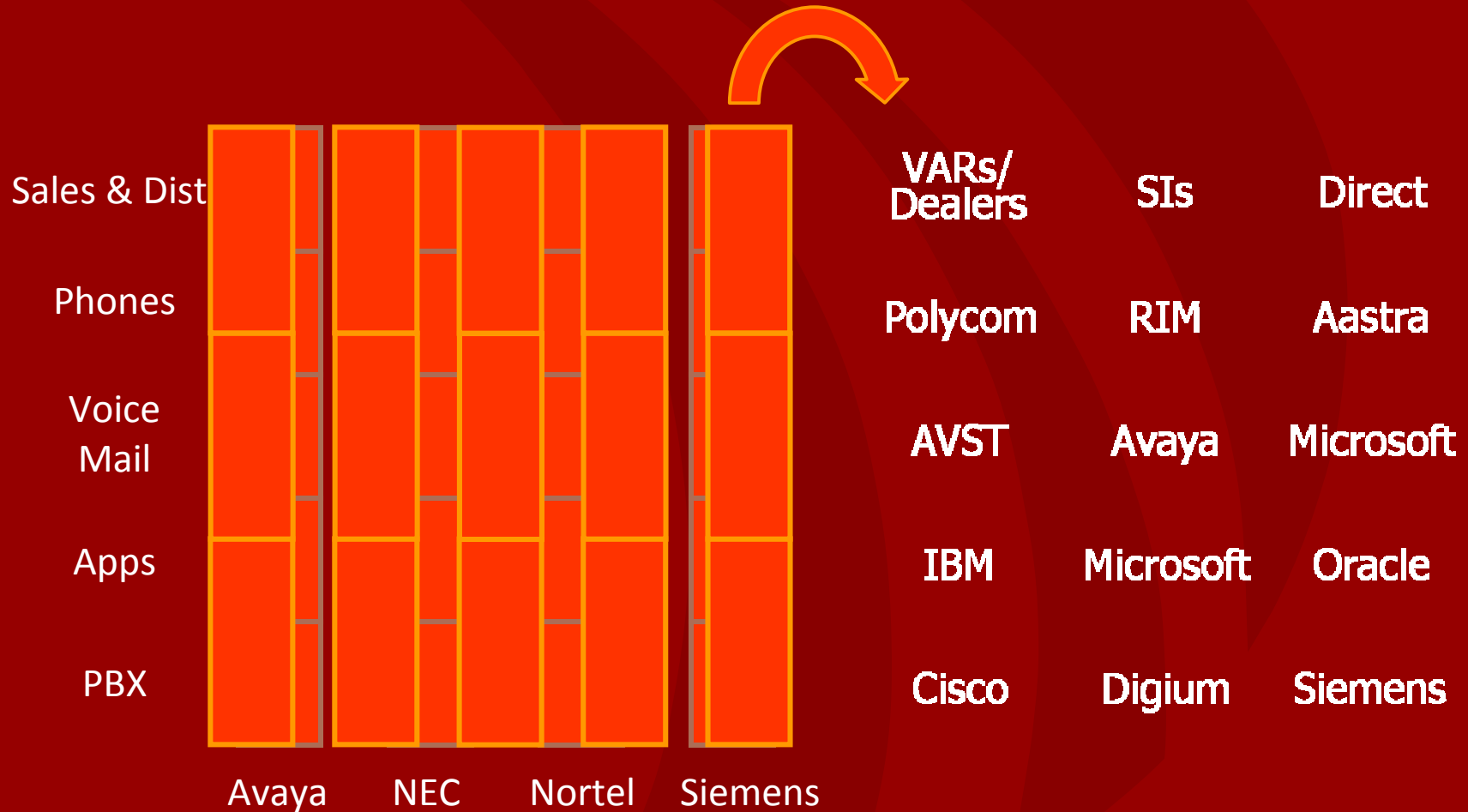
# Déjà Vu

## Telecom Industry Transition

- Hardware model to a software model
- Microsoft & IBM – major telephony players
- Vertical market solutions will drive choices
- Voice endpoints will evolve
- Major industry consolidation



# Telecom Industry Transition





# Communications Silos

**Enterprise Telephony**

**E-Mail & IM**

**Audio Conference**

**Video Conference**

**Web Conference**

**Voice Mail**



# UC Elements

- Presence
- Messaging - IM, email, voice, video

**Please Note:**

**IP-PBX is not on the list**

- Rules engine
  - Business rules, priorities, and permissions for routing, notification, and other tasks



# UC Definition

Unified Communications  
integrates real-time and  
non-real time  
communications



# UC Definitions

“Communications integrated  
to optimize business  
processes”



## 2 Types of UC

- UC-U (User) - horizontal
  - Individual and workgroup productivity
  - Click-to-communicate
- UC-P (Process) - vertical
  - Business process integration
  - CEBP
- Both fit the definition
  - Communications integrated to optimize business processes



# Organizational Changes

- These events did not create a change
  - The Carterfone decision
  - The break up of AT&T
  - The introduction of VLSI
- The introduction of Unified Communications is prompting enterprises to reengineer their organizations to leverage UC

Everything  
is changing  
and  
you  
may  
need  
to  
change  
everything



# Endpoints

Cell phones and dumb PBX handsets are evolving into wireless tri-mode (GSM, WiFi and Bluetooth) hand-held devices that support voice, data, and video. These next generation endpoints are the major driving force behind the communications/information productivity revolution.

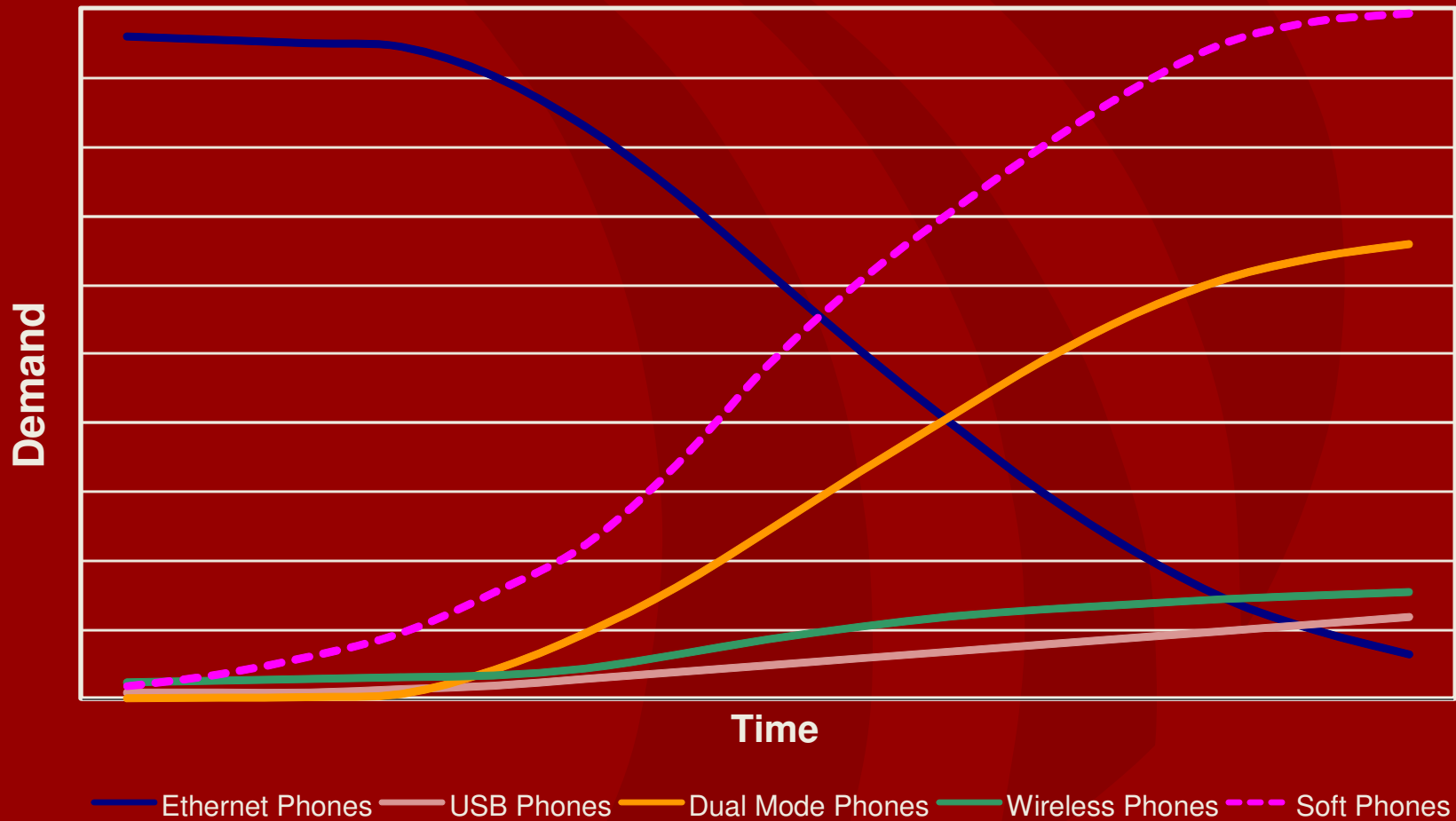


# Mobile Devices

Over time, the addition of robust speech recognition capabilities will allow the size of mobile devices to be based on the desired display size and other features supported.



# Endpoint Demand Trends





# **Unified Communications - Convergence on Steroids or The Next Logical Step?**



# Timing is Everything

2008 to prepare

2009 and beyond to  
make it happen

\$



Déjà Vu

# Carte blanche Comptes rendus



# The Future

