

# Architectural Options for Unified Communications

---

***Wednesday, Nov. 12  
VoiceCon San Francisco 2008***



Marty Parker, Principal  
UniComm Consulting, LLC  
[MParker@UniCommConsulting.com](mailto:MParker@UniCommConsulting.com)  
408-420-5539

# Objectives

---

## This VoiceCon Session Will:

- Highlight the Major UC Opportunity Areas
- Define Four Options for Addressing the Opportunities
- Solicit Feedback from Industry Panelists
- Respond to Your Questions

# What is Unified Communications?

**“Communications integrated  
to optimize business processes”\***

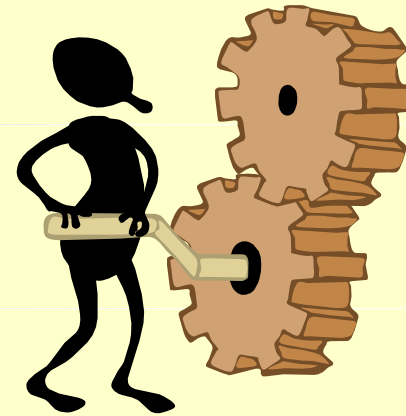
# Unified Communications: Two Categories of Opportunity and ROI

## UC-U: User Productivity



*Helping individual users  
manage their communications*

## UC-B: Business Process



*Enhancing business activities  
with integrated communications*

# Growing List of UC Application Successes In Relevant Industry Sectors

---

<b><i>Application</i></b>	<b><i>Application Effect</i></b>	<b><i>Business Benefits</i></b>
<b>Contact Management</b>	Dramatically increase “first call” resolution	Shorten sales/customer cycles; Increase customer satisfaction
<b>Seamless Information for Mobile Personnel</b>	Deliver information when needed without requiring time, effort by others	Speed issue resolution; reduce support costs
<b>Resource Identification for Problem Resolution</b>	Immediate access to “right” skill or knowledge; automatic follow-through	Speed transactions; increase revenues; automate administrative tasks
<b>Collaboration Acceleration</b>	Speed project completion with less effort, improved information access	Eliminate delays; improve quality of result; cut meeting costs
<b>Communications-Enabled Portals</b>	Communications functions embedded at point of need	Improve speed and accuracy; use best communication tools for job

# UC Value per User per Year\*

UC User Productivity Value		UC - Business Process Value	
<ul style="list-style-type: none"> <li>Improve Conferencing: Increase Utilization; Reduce Travel, Setup Time</li> </ul>	<b>\$3,034</b>	<ul style="list-style-type: none"> <li>Increase sales via UC contact management</li> </ul>	<b>\$115,909</b>
<ul style="list-style-type: none"> <li>Reduce Wasted Time: Avoid calls and messages via IM &amp; Presence</li> </ul>	<b>\$1,137</b>	<ul style="list-style-type: none"> <li>Speed projects via collaboration acceleration</li> </ul>	<b>\$95,000</b>
<ul style="list-style-type: none"> <li>Eliminate Delays: Find resources via IM and Presence vs. e-mail, VM</li> </ul>	<b>\$1,005</b>	<ul style="list-style-type: none"> <li>Lower process cost via communication-enabled job portals</li> </ul>	<b>\$12,880</b>
<ul style="list-style-type: none"> <li>Save Toll Costs: Especially for Int'l calling (assumes 25% Int'l calls)</li> </ul>	<b>\$246</b>	<ul style="list-style-type: none"> <li>Cut operational costs via resource ID resolution</li> </ul>	<b>\$11,875</b>
<ul style="list-style-type: none"> <li>Reduce Admin TCO: One directory; fewer servers</li> </ul>	<b>\$43</b>	<ul style="list-style-type: none"> <li>Drive transactions via info to mobile devices</li> </ul>	<b>\$7,813</b>

\* Based on ROI modeling and Published Case Studies



# UC: “One Size *Does Not Fit All*”

---

- UC investments are driven by the Applications
- To meet these needs, UC can be installed:
  - ◆ In phases and layers
  - ◆ By work groups, teams or locations
  - ◆ Based on specific business process improvements
- Let's examine four UC Options:
  1. Extend Telecom
  2. Extend Desktops
  3. Extend Applications
  4. Extend Mobility

Note: Refer to Ten Suppliers' Options in VoiceCon Tutorial:  
“Who's Offering What?” from Monday, Nov. 10.

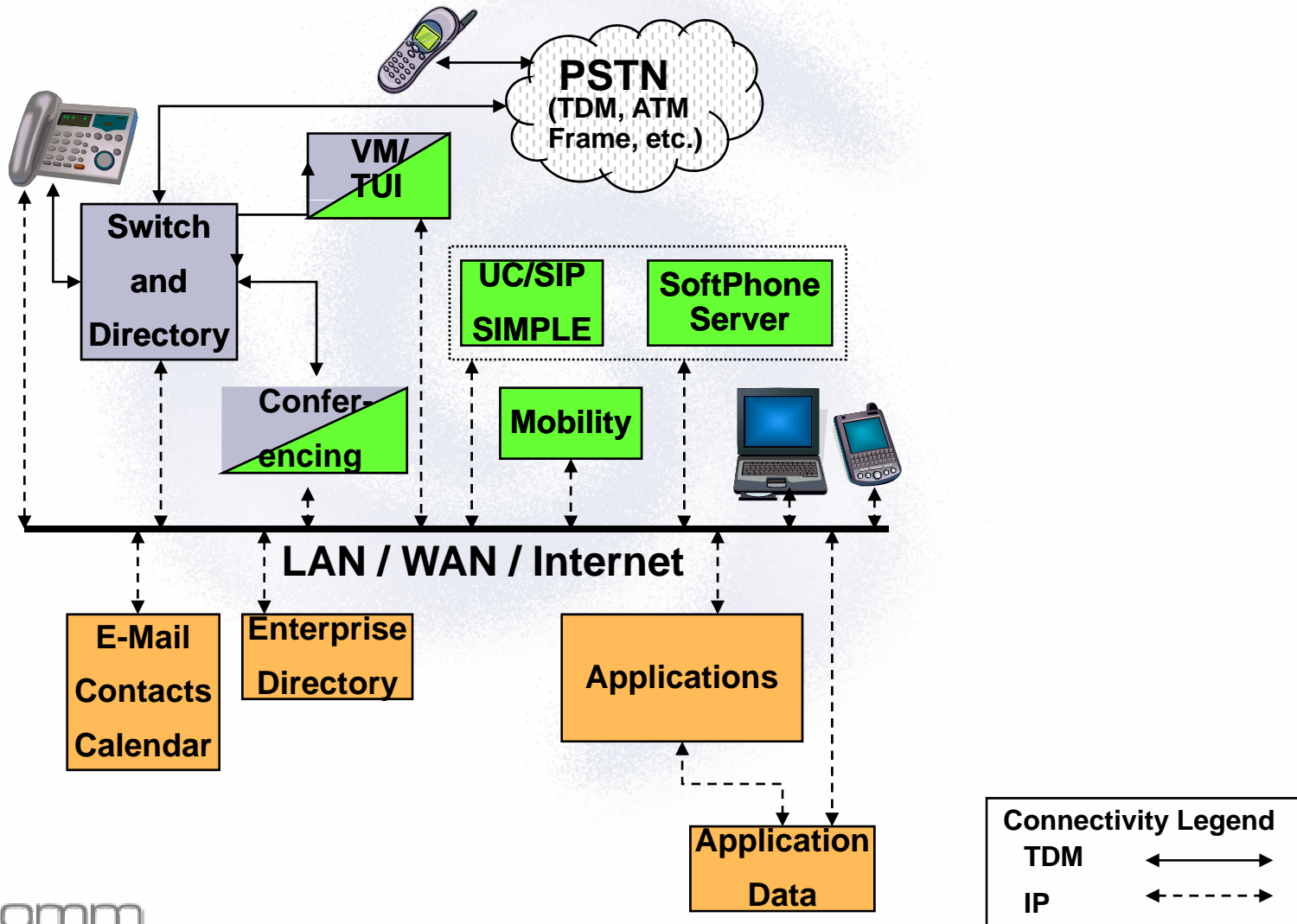
# UC Option 1: Extend Telecom

---

## Extend Telecom

- ◆ Add presence to voice, video
- ◆ Link to e-mail, info resources, and desktop clients
- ◆ Include one or more mobility option(s)
- ◆ Why would you choose this option?
  - If your operation has high number of voice calls
  - If your operation has many field, retail or branch personnel
- ◆ Possible process / job examples:
  - Retail stores or services, retail financial services, brokers, construction, education, services, field sales, local gov't.
- ◆ Example: Contact Management for Shimano Sales Teams
  - Increased annual sales by 20% with Siemens Openscape

# Telecom-Based UC



# Telecom UC Solutions - 2008

Supplier > UC Elements v	Avaya	Cisco	Nortel	Siemens
Presence & IM	SIP Enabl't Svr.	CU Pres. Svr.	MCS 5100	OpenScape UC
Federation	SES, Jabber	CU Pres. Svr.	NA	OpenScape UC
Voice Softphone	ACM User Lic.	CUCM User Lic.	CS1000 User Lc	optiClient 130
Desktop Voice/ Web/Video	one-X Communicator	CU Personal Communicator	MCS 5100 &/or Convrg'd Office	OpenScape UC
Switch <-> Mobile	Yes	Yes	Yes	Yes
Server Mobility	one-X Mobile	CU Mobility Svr	Mob'l Com 3100	Mobile Connect
Audio Conf.	Meeting Exchange	MeetingPlace MP Express	MCS 5100	HiPath Sysys or OpenScape UC
Web Conf.	Meeting Exchange	MP & MP Expr.	MCS 5100	OpenScape UC
Video Conf.	Video Telephony	MP & MP Expr. Telepresence	MCS 5100	OpenScape UC and Video (HD)
VM/UM	Modular Messaging	Unity Versions	Call Pilot UM2000	HiPath Xpressions
Application Tools	App Enabl't Svr. Comm Proc Mgr	Unified Applic'n Environment	Various APIs	OpenScape



# Telecom UC Solutions - 2008

Supplier > UC Elements v	Aastra	Mitel	NEC	ShoreTel
Presence & IM	UC Platform	Your Assistant	OW5000	Vis OCS 2007
Federation				Vis OCS 2007
Voice Softphone	UC Platform	Your Assistant	UC 700	Call Manager
Desktop Voice/ Web/Video	UC Platform	Your Assistant Communicator	UC 700	ShoreWare Call Manager
Switch <-> Mobile	Yes	Yes	Yes	Yes
Server Mobility	UC Platform	Apps Suite Svr	OW5000/UC530	Mobile Call Mgr.
Audio Conf.	Integrated Conference Mgr	Your Assistant + Apps Suite Svr	OW 5000 + Voice Conf. Brdg	SW Converged Conferencing
Web Conf.	Integrated Conference Mgr	Your Assistant + Apps Suite Svr	OW 5000 + Conf. Server	SW Converged Conferencing
Video Conf.	ViPr Conferenc'g (ViPr =Virtual Presence)	Polycom and/or Your Assistant	OW 5000 + Conf. Server	SW Converged Conferencing
VM/UM	UC Platform	NuPoint Messenger IP	Active Voice VM/UM Family	ShoreWare UM
Application Tools	UC Platform	Unified IP Client + SunRay Svr.	UniVerge 360 Comm'n Engine	Telephony Web Server +Svcs.



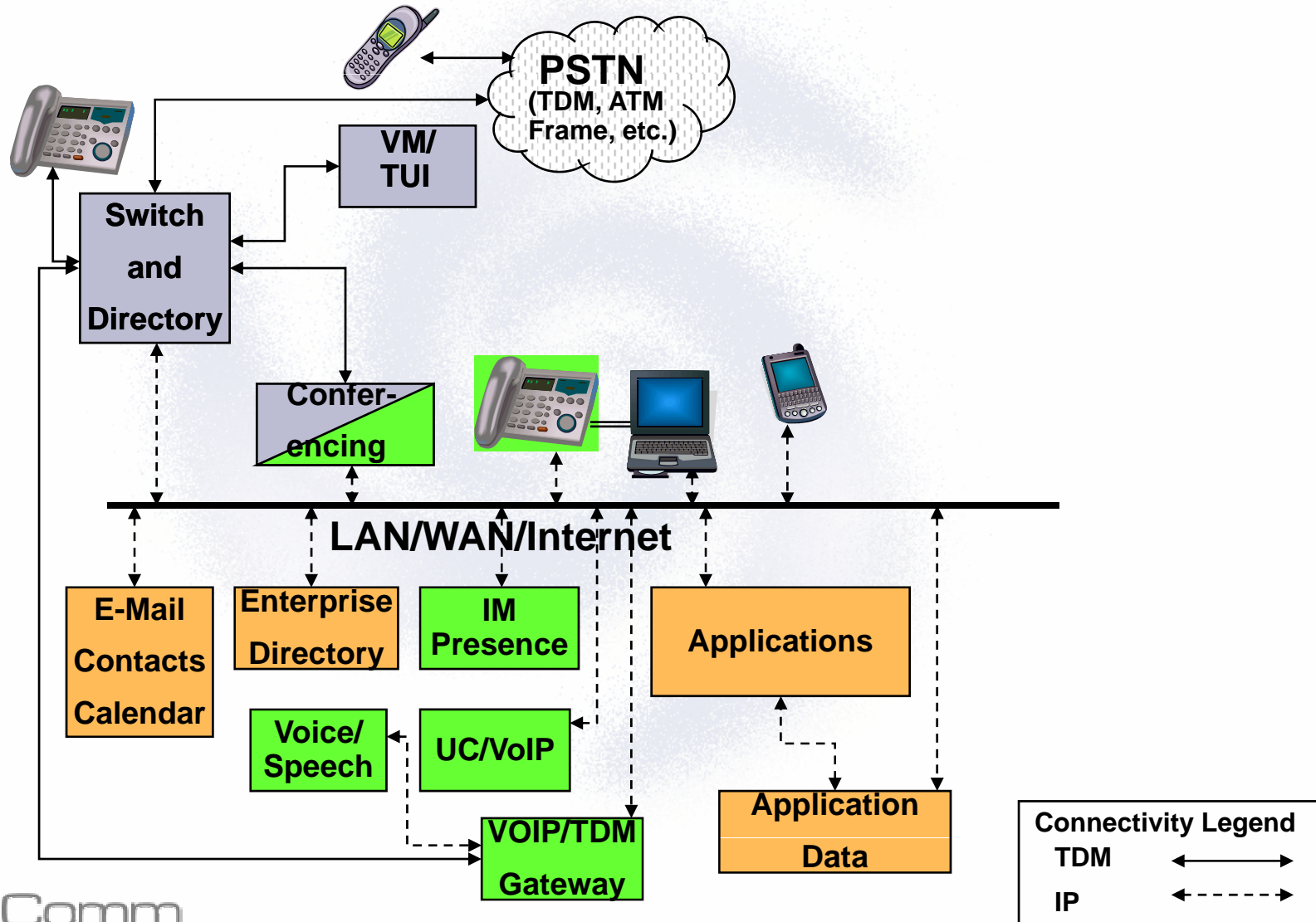
# UC Option 2: Extend Desktops

---

## Extend Desktops

- ◆ Add IM/Presence with voice, web and video
- ◆ Enable desktop features on wireless devices
- ◆ Link to collaborative workspace tools
- ◆ Why would you choose this option?
  - If your operation is based on e-mail and documents
  - If your business is centered on knowledge and collaboration
- ◆ Possible process / job examples
  - Professional services , HQ/staff, Marketing, Development, State / National government, Investment Management
- ◆ Example: Problem Resolution for Global Crossing
  - Costs down 75%, service up 80% with Microsoft LCS/OCS

# Desktop-Based UC



# Desktop UC Solutions - 2008

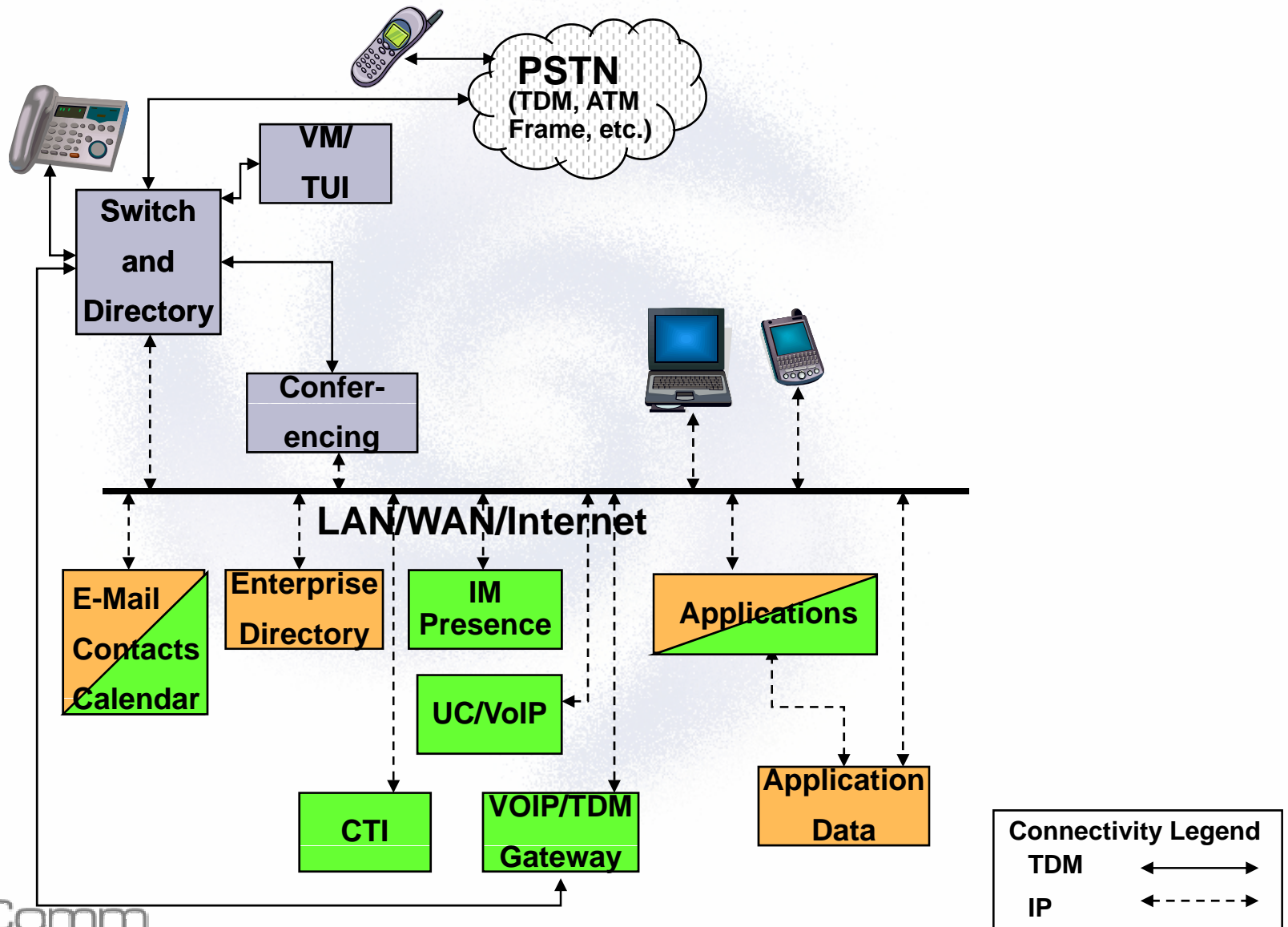
Supplier > UC Elements v	IBM	Microsoft	Webex	Google
Presence & IM	Sametime Entry	OCS (Std CAL)	In WebOffice	Google Talk
Federation	Sametime Adv.	OCS Std. +	NA	Limited
Voice Softphone	Sametime	OCS Std & Ent	Web Meeting	Google Talk
Desktop Voice/ Web/Video	Sametime Std or Adv.	OCS Std & Ent	Web Meeting	Google Talk: Voice, Files
Switch <-> Mobile	Yes	Yes	NA	NA
Server Mobility	Sametime Std	OCS Ent	NA	GT on Cellular
Audio Conf.	Sametime Unyte	OCS Ent	Web Meeting	NA
Web Conf.	Sametime Std	OCS Ent	Web Meeting	NA
Video Conf.	Sametime Unyte	OCS Ent	Web Meeting	NA
VM/UM	NA	UM Exch. 2007	Sync to Others	Gmail
Application Tools	WebSphere etc	OCS SDKs	TBD	SDKs

# UC Option 3: Extend Applications

## Extend Applications

- ◆ Build communication links into application portals
  - Usually the Application Providers' software
- ◆ Leverage established communication services
  - Integrate to PBXs or other VoIP solutions (via SOA or WSDL)
- ◆ Why would you choose this option?
  - If your operation is primarily driven by software applications
  - If your people work on transactions, logistics, supply chains
  
- ◆ Possible process / job examples
  - Manufacturing, distribution, insurance , retail brokerage, logistics, transportation, health care
- ◆ Example: Comm-enabled Sales Portal at Brokerage Firm
  - Customer contact up 67% with Salesforce.com with Cisco UCM

# Application-Based UC



# Application UC Solutions - 2008

---

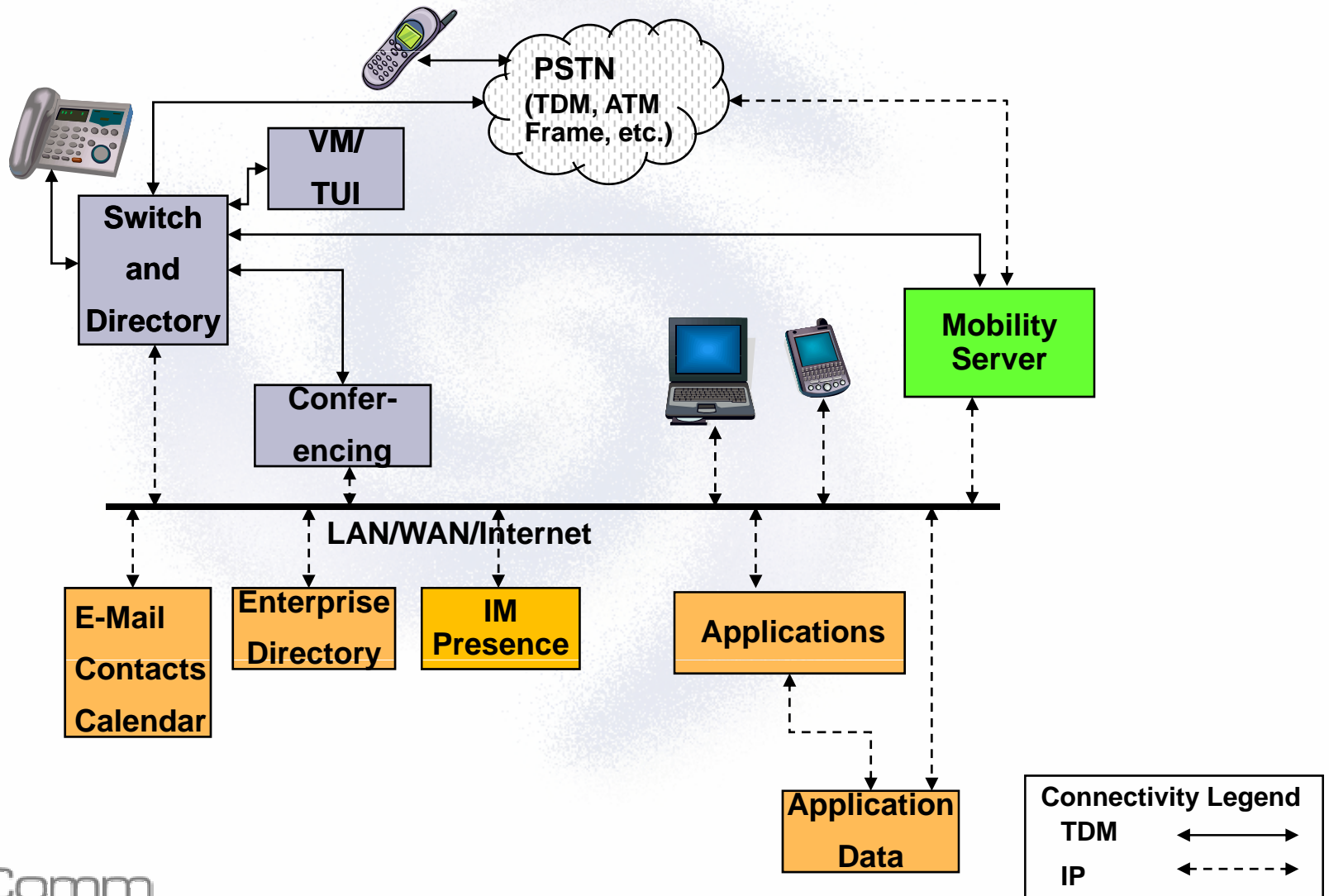
Supplier > UC Elements v	SAP	Salesforce
Presence & IM	Genesys	Google Talk
Federation	Genesys	Google Talk
Voice Softphone	Genesys	CTI Integration
Desktop Voice/ Web/Video	In MySAP and MySAP Mobile	CTI Integration; Desktop Tools
Switch <-> Mobile	MySAP Mobile	Cellular Portals
Server Mobility	One-X Svr.	Sf Mobile
Audio Conf.	Genesys	CTI Integration
Web Conf.	SAP Portal	Desktop tools
Video Conf.	NA	Desktop tools
VM/UM	NA	Integration to Outlook, Notes
Application Tools	Genesys, SAP	Force.com

# UC Option 4: Extend Mobility

## Extend Mobility and Wireless Devices

- ◆ Wireless Device becomes primary or only user end-point
  - PBX supports dial plan, gateway, and perhaps dual-mode
- ◆ Calls to enterprise managed by Mobility server
  - Includes most call routing and hand-off functions
- ◆ Why would you choose this option?
  - If your operations center on a mobile workforce
  - If people are core to processes or transaction completion
- ◆ Possible process / job examples
  - Manufacturing, distribution, transportation, insurance, health care, government, pro services
- ◆ Example: Mobile sales calls & info at FFF Enterprises
  - Sales up 15% with fewer callbacks using BlackBerry portal

# Mobility-Based UC



# Mobility UC Solutions - 2008

Supplier > UC Elements v	RIM	Nokia
Presence & IM	Via Others	Via Others
Federation	Via Others	Via Others
Voice Softphone	Included	Included
Desktop Voice/ Web/Video	Via Others Docking Option	Via Others Docking option
Switch <-> Mobile	Ascendent or Not Needed	Call Connect or Not Needed
Server Mobility	Ascendent	Call Connect
Audio Conf.	Others	Others
Web Conf.	Plazmic	TBD
Video Conf.	Future - Others	Future - Others
VM/UM	Via Others	Via Others
Application Tools	Plazmic	Future

# Recap: Four Main Options for UC

---

- We reviewed four UC Options:
  1. Extend Telecom
  2. Extend Desktops
  3. Extend Applications
  4. Extend Mobility
- UC investments are driven by the Applications
- To meet these needs, UC can be installed:
  - ◆ In phases and layers
  - ◆ By work groups, teams or locations
  - ◆ Based on specific business process improvements
- Most Enterprises will use more than one option, over time
  - ◆ The selection and timing of the options is the essence of your Enterprise's UC Strategy.

# Let's Hear from Our Panelists

---

- What would you add to this “UC Options” review?
- How would you advise choosing the best UC options?
- What are strengths and concerns of these UC options?
- Which options do you see as providing the best ROI?
- Are some options easier to implement or operate?
- Which suppliers are best for the various options?

# Architectural Options for Unified Communications

---

*Thank You!*



Marty Parker, Principal  
UniComm Consulting, LLC  
[MParker@UniCommConsulting.com](mailto:MParker@UniCommConsulting.com)  
408-420-5539