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UC RFP Template Solution Description Advanced UC Productivity Tools

The Unified Communications (UC) RFP Template Toolkits focus on the new solutions that are enabled by new communications capabilities, not on the evolution of established communications tools such as calling, basic voice conferencing, voice mail, e-mail, calendar or web. For an overview of eight (8) UC Solution categories that are supported by the UC RFP Template Toolkits, please visit www.UCStrategies.com.

This is the UC Solution Description for Advanced UC Productivity Tools.

Description: Advanced UC Productivity Tools

Advanced UC Productivity Tools focus on application of UC functionality to change user productivity/effectiveness and to improve business performance. This is provided primarily by integrating the communications with various business software applications.

The goal of this application is to make employees' communications experiences more compatible with the business applications they use on a daily basis. Examples of these types of integrations have already been illustrated in:

- 1) Call centers, where agent desktop applications are linked to customer databases and business information
- 2) Mobile e-mail, where users receive their e-mail at a mobile device, often with integrated communication tools, such as "click to call" the sender of the message or a phone number embedded in the message.
- 3) Logistics industry route drivers (e.g. FedEx, UPS, et al.) or consumer transportation workers (rental cars, airlines, railroads) where all the recordkeeping required in the job is embedded into a custom-designed portal (often wireless) device.

With Advanced UC Productivity Tools the opportunity is to provide such functionality for other employees and or for other parts of employees' jobs and roles.

Often, there is not a set of business process improvement goals for this application area, since this Advanced UC Productivity approach usually assumes that by providing the latest tools, the users will be more effective, of their own initiative. Prior examples of this include cell phones, e-mail, mobile e-mail, softphones for remote work, etc. However, users do report more control and faster task completion when using these Advanced UC tools, so it may be possible to observe some improvements (increase in

sales performance, fewer project overruns, etc.) though there may be other factors causing those improvements.

If your company wishes to leverage these Advanced UC Productivity Tools to produce measurable results, then we recommend you review other UC Solution Descriptions and UC RFP Templates that use enhanced UC tools and target measurable results, such as:

- Contact Management
- Resource Identification and Problem Resolution
- Collaboration Acceleration
- Seamless Information for Mobile Employees
- Job-Specific Communication-Enabled Portals

The primary business areas for application of Advanced UC Productivity Tools include most desk-based information processing jobs such as Information Workers (IW) and Knowledge Workers (KW) in general. Jobs that are more process specific, such as retail clerks, supply chain workers, production positions, etc., usually would not use the Advanced UC Tools, but would have Presence and IM designed into their role-based solutions as suggested above.

UC technologies needed for this application are:

- Basic UC Tools including:
 - The tools included in Basic UC Productivity Solutions and in Enhanced Voice UC Productivity Solutions, included here to allow consolidation of requirements.
 - Basic presence to show availability status of specific persons in the collaborative team; however, best if using “rich presence” as described below.
 - Instant Messaging to enable rapid exchanges or confirmations of questions, information, etc.
 - A mobility client, capable of linkage to the Enterprise’s telephone system and numbering plan to provide a single-number access for the user, with a single call coverage, telephone answering and voice messaging environment (i.e. business voice mail does not end up in the cellular voice mailbox.). The call coverage should include tools for call management, caller identification and screening.

This should also, preferably, include receiving multiple modes of communication including voice and text (IM and e-mail) and also of controlling and, preferably, transmitting the appropriate set of media (voice (i.e. telephone calls), text, images, etc.). This could be provided by an IP PBX client, a mobile desktop client, or possibly a mobile carrier client with synchronization to the enterprise applications (e.g. Blackberry).
 - Conferencing solutions, primarily voice conferencing for group discussion and web conferencing for information sharing and review.

- Unified Messaging to converge all the users messaging queues. This includes message access and action from an appropriate set of devices, usually including a mobile data device such as a RIM BlackBerry, Windows Mobile device, or a mobile device equipped with a PBX-based communications client.
- Programmable IP Telephony end-points that at least offer enhancements to the prior types of phones (e.g. visual directories, visual call controls, visual voice mail header review/selection); preferably the IP Telephony end-point will be programmable to allow for some level of application and information presentation.
- Advanced UC Tools including:
 - Enhanced conferencing to include both group and ad-hoc (i.e. adding parties to a call or moving from IM chat to a voice or web conference session) functionality across all media. Seamless availability of voice, web and video functionality in a single conference. Ability to record conferences and to index them for rapid review and reference by collaborative team members.
 - Toolkits and APIs to allow integration of the UC Productivity Tools into the business applications and processes, as appropriate.
 - Consulting and Professional Services to provide cross-client best practices knowledge and to assist in application design and implementation.

Technologies that are included in the RFP request and the potential suppliers are:

Technology Element	Typical Examples	Potential Suppliers
Presence Servers	Microsoft Office Communication Server (OCS) 2007 IBM SameTime Jabber IP PBX Presence Servers All of the above to provide tools, toolkits or APIs, with VAR or ISV channels, to integrate for “rich presence”	Desktop Application providers, such as Microsoft, IBM, Jabber, et al. IP PBX providers such as Avaya, Cisco, Notel, Siemens, et al. Note that the IP PBX presence servers may have limited functionality, which would show in the RFP response.
Instant Messaging	Microsoft Office Communications Server IBM SameTime Jabber Public IM Services PBX-branded IM servers	Microsoft IBM Jabber IP PBX providers such as Avaya, Cisco, Notel, Siemens, et al.

Technology Element	Typical Examples	Potential Suppliers
IP Telephony and IP Telephony End Points	Avaya Communications Manager Cicso Unified Communi- cations Manager Nortel CS-1000 Family Microsoft Office Communications Server 2007 Digium Asterisk Open Source IP PBX.	IP PBX providers such as Avaya, Cisco, Notel, Siemens, et al. Microsoft
Mobile Communications Client	Microsoft Mobile Communicator. IBM SameTime Everywhere IP PBX mobile clients, though most only support voice and voice mail. RIM Blackberry Some application providers	Microsoft IBM IP PBX providers such as Avaya, Cisco, Notel, Siemens, et al. RIM (Blackberry) BEA Systems, Oracle, SAP
Unified Messaging, preferably with message store in e-mail.	Avaya Unified Messenger AVST CallXpress Adomo Cisco Unity Microsoft UM in Exchange	IP PBX providers such as Avaya, Cisco, Notel, Siemens, et al. Independents such as AVST, Adomo, et al. Microsoft
Basic Conferencing	Cisco Meeting Place Express Avaya Meeting Exchange Express Nortel MCS 5100	IP PBX providers such as Avaya, Cisco, Notel, Siemens, et al. Independents such as Polycom, Tandberg, et al.
Advanced Conferencing	Microsoft Office Communications Server Cisco Meeting Place Avaya Meeting Exchange Nortel MCS 5100 Tandberg Centric Series Polycom PVX, HDX, VSX	Microsoft IP PBX providers such as Avaya, Cisco, Notel, Siemens, et al. Independents such as Polycom, Tandberg, et al. Radvision

Technology Element	Typical Examples	Potential Suppliers
Toolkits and APIs for integration to business processes.	Microsoft ActiveX and other servers and toolkits. IBM Websphere and Eclipse server and toolkits. Toolkits from IP Telephony providers such as Avaya Application Enablement Server, Cisco Audium and Metreos toolkits, et al. Toolkits from Enterprise Application providers such as BEA Systems, SAP (with Genesys Labs), et al. Mobility solution providers such as RIM.	IBM Microsoft IP PBX providers such as Avaya, Cisco, Notel, Siemens, et al. Enterprise Application providers, such as BEA Systems, Oracle, SAP RIM
Integrations To Business Apps, Information Portals, Tracking Systems, etc.	Pro Services or VARs for the selected technologies and the applications in your enterprise.	Pro Services or VARs for: Microsoft IBM IP PBX Providers RIM (Blackberry) BEA Systems, Oracle, SAP

Potential Bidders for Advanced UC Productivity Tools

As indicated in the table above, there are many options for acquisition and deployment of Advanced UC Productivity Tools. The UniComm Consulting recommendation is to focus on those suppliers that are already involved in the appropriate parts of your enterprise's information and communications infrastructure, as appropriate to your application needs.

Please note that there is no requirement to purchase a new IP PBX or new E-mail or Desktop application suite in order to achieve many of the benefits of the UC Advanced UC Productivity Tools applications, though many of the potential bidders will offer more functionality in conjunction with their latest software platforms.

To proceed with the UC Advanced UC Productivity Tools RFP process, please download and review the RFP sample and, if appropriate to your enterprise, please purchase a licensed copy for modification and publication to your potential bidders. Economical consulting services are also available to support your UC RFP process.

For questions, please visit www.UCStrategies.com or write to mparker@UniCommConsulting.com.