



UCStrategies.com and UniComm Consulting

UC RFP Template Solution Description Enhanced Voice 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 Enhanced Voice UC Productivity Tools.

Description: Enhanced Voice UC Productivity Tools

UC Enhanced Voice UC Productivity Tools focus on applications of IP Telephony, IP Telephony end-points, Mobility products, Unified Messaging, and/or Conferencing products (audio, video and/or web conferencing). This can occur in any of three ways:

- 1) Linkage of the Enhanced Voice UC elements with Basic UC Productivity Tools (Presence and IM) to provide a more complete and seamless set of user productivity tools;
- 2) Delivery of Enhanced Voice UC Productivity Tools without linkage to the Basic UC Productivity Tools to provide some (but not “complete and seamless”) enhancement to user productivity.
- 3) Integration of communications to optimize business processes. This will involve such actions as using IP Telephony End-Points for display of relevant business information. Examples may include:
 - a. Use of IP Telephony end-points as information displays in retail, educational, or hospitality settings.
 - b. Integration of conferencing functionality with calendars or product management applications to automate group collaboration.
 - c. Integration of Unified Messaging into workflows for document management (filing, retrieval, archiving, compliance).
 - d. Use of Mobility applications to assure delivery of information to specific users or groups.

Each of these examples (3.a. through 3.d.) could be implemented as part of the Enhanced Voice UC Productivity Tools solution set, however, it may be of value to consider the more advanced UC Solutions in the UCStrategies.com set of RFP Templates, since those have more complete requirements for application integration and business process integration.

Please note that in some cases, especially for conferencing products, the “UC” solutions will be installed in-house, displacing a hosted or network service provider conferencing solution. Often the savings generated by ownership rather than fee-for-service are a compelling reason to purchase the products, but is actually a TCO savings rather than a Unified Communications solution. However, you can use this Enhanced UC RFP Template to procure those conferencing solutions.

The goal of this application is to enable employees to work more efficiently between themselves and with suppliers, partners and customers, as appropriate to their jobs and roles.

There usually is not a set of business process improvement goals for this application area, since this Enhanced Voice UC Productivity approach only 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, some users do report more control and faster task completion when using these Enhanced Voice UC Productivity Tools, so it may be possible to observe some improvements (increase in sales performance, fewer project overruns, etc.) though there may be other factors driving or hindering those improvements.

If your company wishes to leverage these Enhanced Voice 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 Personnel
- Job-Specific Communication-Enabled Portals

The primary business areas for application of Enhanced Voice 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 Enhanced Voice UC Tools, but would have the voice communications functions designed into their role-based solutions as suggested above.

UC technologies needed for this application are:

- Basic UC Tools including:
 - 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.

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

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

Technology Element	Typical Examples	Potential Suppliers
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

Potential Bidders for Enhanced Voice UC Productivity Tools

As indicated in the table above, there are two main types of bidders for the UC RFP for Enhanced Voice UC Productivity Tools: IP PBX providers and Desktop (fixed, mobile, virtual) application providers.

Both the Desktop application providers and the IP PBX providers have offerings in the Enhanced Voice UC Productivity Tools application space and also can expand their functions across more media types (by adding or integrating with Presence, IM, Calendar, etc.), the UniComm Consulting recommendation is to include both your enterprise's preferred IP Telephony provider and your enterprise's preferred Desktop Application provider in the selection of potential RFP respondents.

Please note that the requirement to purchase a new IP PBX or new E-mail or Desktop application suite will vary according to which of the the benefits of the UC Enhanced Voice UC Productivity Tools applications you are trying to achieve. Except for the IP Telephony requirement, your enterprise may not need to acquire a new communications system for some or all of your employees, though many of the potential bidders will offer more functionality in conjunction with their latest software platforms.

To proceed with the UC Enhanced Voice 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.