



# Unified Communications – Everything You Need to Know

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# NEW Definition of UC

- ***Communications integrated to optimize business processes (ucstrategies.com)***
- **UC integrates real-time and non-real time communications with business processes and requirements based on presence capabilities, presenting a consistent unified user interface and experience across multiple devices and media types.**
- **UC manages business transactions and projects across populations of users, providing an integrated, consistent communication experience for users, resulting in optimized business processes and results.**

# What UC Does

- **Microsoft:**
  - Breaks down today's silos of communications experiences and provides rich capabilities that allow people, teams, organizations to communicate simply and effectively while integrating seamlessly with business apps and processes.
- **Avaya:**
  - Provides the right communication services, user experience, and corporate resources to the individual in an intelligent way.
- **Cisco:**
  - Integrates communications more closely with business processes, ensuring that information reaches recipients quickly, through the most appropriate medium.
- **Nortel:**
  - Improves business process - streamlines the tasks each of us perform in business today, improves productivity and ultimately takes the human out of the "process" enabling us to work more efficiently.

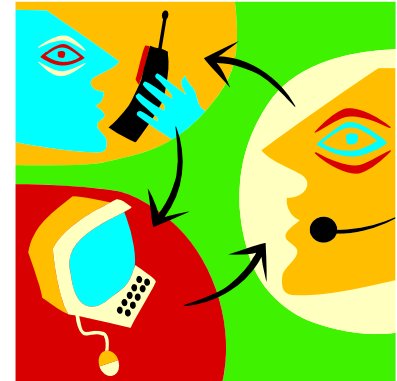


# Value Proposition

- **Enhanced collaboration**
- **Simplification**
  - **Makes collaboration and communications easier**
- **Improved productivity**
- **Improved customer service**
- **Streamlined Business Processes**
  - **Significantly lower process workflow costs & overall business costs**
  - **Business process improvement, targeted at operational efficiencies**

# UC Components

- **Presence**
- **Messaging**
  - IM, email, voice, video
- **Communications**
  - Voice, data, video, VoIP/SIP, CTI
- **Conferencing**
  - Web, audio, video
- **Information sharing**
  - Web chat, file sharing, document sharing
- **Business processes, applications, directories**
- **Common user experience**
  - Portal, desktop, mobility, speech
- **Rules engine**
  - Business rules, priorities, and permissions for routing, notification, and other tasks



# Presence is Key

- **Presence: Real-time availability and capability status**
  - **Indicates connection status of desired contact**
    - On the phone
    - On-line, available
    - On-line, busy
    - Off-line or other status
  - **May indicate desired contact's location, device in use**
  - **Can customize services based on that information**
- **Requires rules, permissions, priorities to be effective**
  - **Who can contact me, when, how**
    - If boss, send to mobile phone
    - If I'm on mobile phone, let me use speech rec

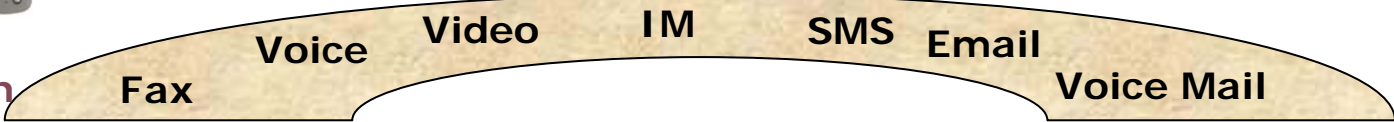
# UC - Tying It All Together

Linking to the Right Resource at the Right Time

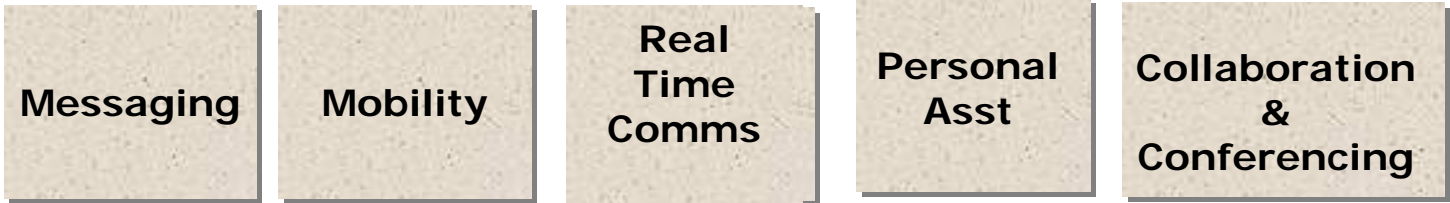


Devices

Communication Mode



Solutions



Voice mail, email, fax, video

Multiple devices  
Cross-modal

Call Control  
IM

Speech Access  
Navigation  
Control

Web, audio, video conferencing



Integration to Business Processes

Supply Chain Mgt  
ERP, CRM



# Players

Telephony	IM/ Email/ Presence and/or Search	Business Process	Voice Messaging	Conf'ng/ Collab	SIs, Other
<p>Alcatel Avaya Cisco Inter-Tel Inter Intelli Mitel NEC Nortel Shoretel Siemens others</p>	<p>AOL IBM/Lotus* Google Microsoft* On-State Orative Tello Yahoo Skype</p>	<p>Oracle* SAP Siebel Vertical apps</p>	<p>AVST Active Voice Adomo Esna  plus all telephony providers</p>	<p>Citrix WebEx Interwise Polycom Sonexis</p>	<p>HP Accenture Dimension Data Spanlink eLoyalty</p>

\* Vendor is in multiple categories



# Cisco

- **Cisco's UC Strategy: put intelligence onto the network to allow applications to take advantage of that intelligence**
- **Rebranded everything under UC brand (including CallManager)**
- **Cisco Unified Presence Server**
  - **Integrates with Cisco Unified Personal Communicator, Lotus Sametime and Microsoft LCS**
  - **But may also compete with Microsoft's LCS**
- **Cisco Unified Personal Communicator**
  - **See selected contact presence info and "click to call"**
  - **Similar to and competes with MOC –both can act as controlling client with the Cisco apps**



# Nortel

- **Converged Office**
  - Delivery of Nortel's telephony and services to LCS
  - Will be the software used as part of MS's OCS 2007
  - Can take advantage of other Nortel apps (contact center, UM)
- **MCS 5100**
  - **Collaboration tools** — Web collaboration, whiteboard, file exchange, Web push, co-browsing, IM
  - **Personalization features** — Call management and tracking, picture caller ID, personal and global directories
  - **Multimedia applications** — Video calling, ad hoc video conferencing, Meet Me audio, video and Web conferencing
  - **Mobility services** — Network-based applications, advanced screening and routing, click-to-call, user portability
  - **Presence capability** – on MCS only

<b>Communication Services</b>	<b>Communication Applications</b>	<b>Unified Access</b>
<ul style="list-style-type: none"><li>■ Application Enablement Services</li><li>■ SIP Enablement Services</li><li>■ Speech Services</li><li>■ Mobility Services</li><li>■ Orchestration Services</li></ul>	<ul style="list-style-type: none"><li>● Telephony</li><li>● Messaging</li><li>● Audio Conferencing</li><li>● Video Conferencing</li><li>● Instant Messaging</li></ul>	<ul style="list-style-type: none"><li>■ one-X Desktop – GA 02-07</li><li>■ one-X Deskphone</li><li>■ one-X Mobile</li><li>■ one-X Speech</li></ul>

- **HiPath OpenScape**
  - **Out-of-the box integration with Microsoft business communications applications (LCS, Exchange, MOC, Office, Live Meeting) and WebEx web conferencing**
  - **Offers natural speech-enabled Voice Portal - lets users access their unified (voice and email) Outlook inbox from a telephone**
  - **TTS engine enables messages to be read over the phone**
  - **Users can also review calendar appointments, task lists and other Outlook folders from the phone**
  - **Conferences can be launched or joined from the phone**



- **3300 Live Business Gateway (LBG)**
  - Provides integration between the Mitel 3300 IP Communications Platform (ICP), legacy communications solutions, LCS 2005 and MOC
  - Lets users access presence and collaboration applications throughout their business.
  - Users can invoke telephony and presence features from within Microsoft Office suite and from within Mitel applications including Mitel Customer Interaction Solutions and Mitel NuPoint Messenger IP
  - Allows MOC and other Microsoft applications to access Mitel's IP-based telephony infrastructure
  - Enables eight-party ad hoc conference-calling among Microsoft Office Communicator clients



# Alcatel-Lucent

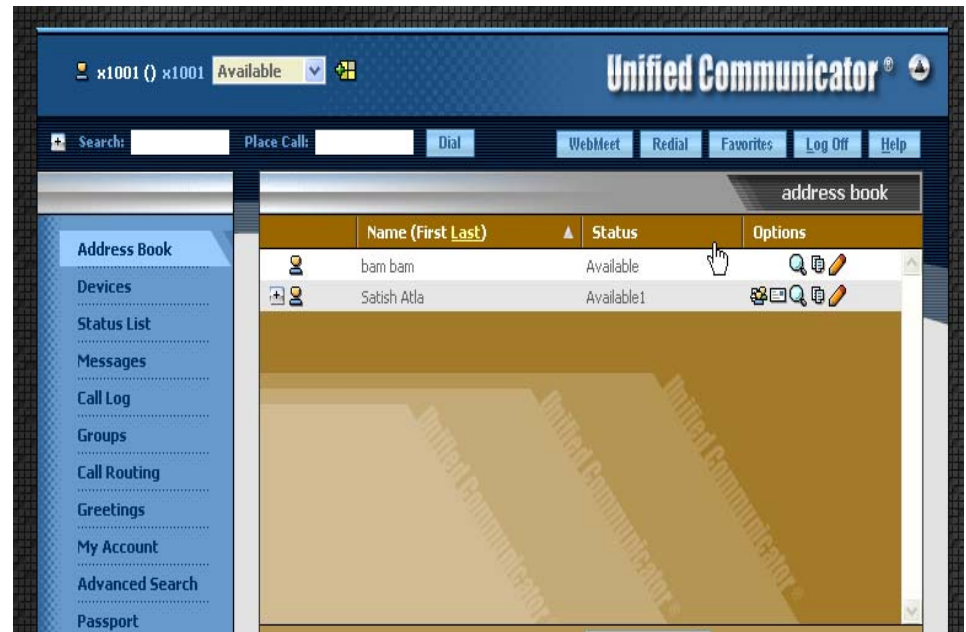
- **OmniTouch UC Suite**
- **My Phone**
  - **Softphone in 2 versions – PC client and web based softphone**
- **My Messaging**
  - **True UM, TTS, media blending, etc.**
- **My Teamwork**
  - **Integrates with and enhances LCS**
  - **Provides audio conf capabilities to LCS**
  - **Integrates premise-based audio conf with LCS**
- **My Assistant**
  - **Personal routing manager that lets each user define who gets through to them and how**
  - **System routes calls based on user ID, can send certain calls to your cell phone and others to voice mail**
  - **Integrates with Outlook calendar**

# Alcatel's Genesys GETS

- **GETS enables telephony presence and collaboration for MOC/LCS**
- **Provides telephony presence across a variety of switches, indicating whether a colleague is available for a live voice call and managing voice interactions.**
- **Adds both inbound and outbound calling capabilities to LCS**
  - **Transfer calls to a designated device**
  - **Provide information about missed calls**
  - **Click-to-dial capabilities – even from within Microsoft Office applications**
  - **Email notification of missed calls**
- **Work across multiple PBXs - over 100 PBXs**
- **Leverages enterprise's current architecture**
  - **Can connect to any TDM, IP, or Hybrid PBX**

# Inter-Tel

- **Unified Communicator Software**
- **Call routing to control who, where, when and how calls reach you**
- **Manage multiple endpoints as if you had one**
- **Find-me, follow-me capability**
- **Share “presence” status with co-workers**





# Microsoft

- **Focusing on communication-enabling tools**
  - Leveraging presence, IM, IP voice, IP video, web collaboration, and groupware products
- **Live Communication Server (LCS), Office Communications Server (OCS) and Microsoft Office Communicator (MOC)**
  - Federates with public IM
  - Integrates presence with the Microsoft Office System
- **Microsoft controls the majority of the desktop OSs and shipped over 400 million seats of Microsoft Office Suite**
- **But, minimal telephony capabilities – uses partners**
- **Embedding telephony into OCS**
  - Using Gateway to integrate with other parts of enterprise, but could operate without PBXs

# Microsoft's Impact on the Market

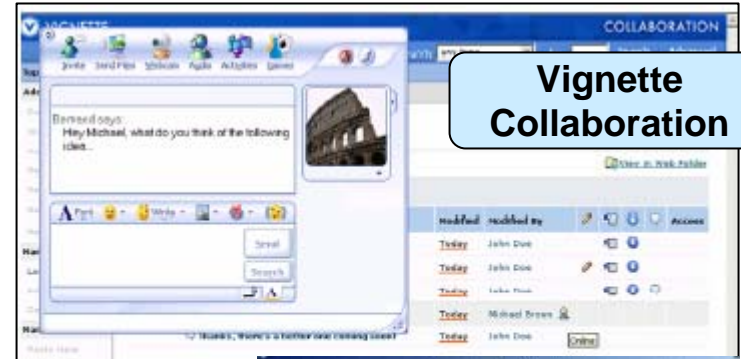
- Are most businesses really willing to put all of their communications eggs in a Microsoft basket?
  - “Blue screen of death” on phones?
- Will MS be able to execute on their vision?
- Will enterprises put IP PBX purchases on hold until waiting to see what MS does?
- Microsoft will cause FUD and paralysis



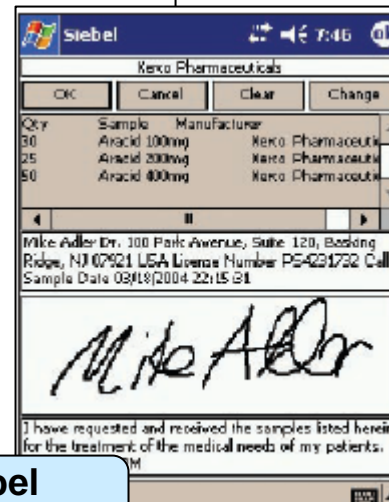
- **Extend Application Presence (and Notes)**
- **Emphasis on SameTime**
  - Presence and Conferencing
  - Telephony Integration with PBX suppliers
  - Click to Dial
- **Business Process via WebSphere**
  - Portlets created for specific jobs, tasks
  - Portal Connectors to SAP, Lotus, PeopleSoft, Siebel
  - WebSphere Everyplace delivers mobility

# Application Vendors

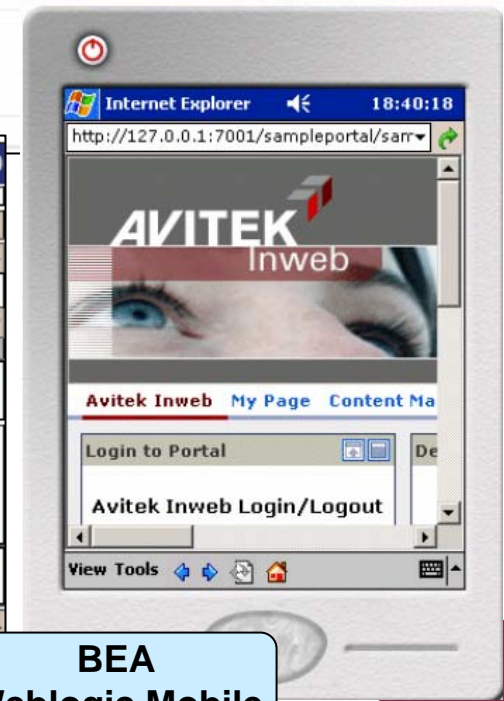
- Most major application software firms offering mobile interfaces for info and transactions
  - Oracle Siebel Mobile
  - SAP
  - Portal Producers
    - BEA
    - Vignette



Vignette Collaboration



Siebel Mobile



BEA Weblogic Mobile

# Public Portal/IM Vendors

- **Most of the Internet Portal Operators have initiatives to capture business usage**
  - **Yahoo! Go: seamless office/mobile services**
  - **Windows Live MSN: IM-based unified communication**
  - **AOL: Continues to add to communication suite**
  - **Skype: Range of services, moving to business quality**
  - **Google: GoogleTalk**
- **A breakthrough in federation between providers could radically change business process options**

# UC Adoption

- **Next 1-2 years:**
  - Enterprises thinking about business processes and how UC can be used
  - Will compare MSFT, Cisco, IBM, and telephony vendors' offerings
  - IT currently leading and controlling the adoption
  - Trials in leading-edge companies
  - Small pockets of users within enterprises
  - Will start with general business processes & apps
- **18 mos-3 years:**
  - UC products become more mature, more capabilities
  - New entrants to market – business process and app vendors, others
  - Viral impact: workers will see others using UC and want to try it
  - Business users will lead this, not IT
  - More trials, expanding to different groups and processes within enterprises and to more enterprises
  - Start moving to more defined business processes (verticals)
  - Communications will increasingly be linked to processes and transactions. (people will make calls and have meetings off of calendars, task lists, etc.)
- **3-5 years:**
  - UC as a competitive weapon
  - Moves to mainstream

# Forecast?

- **Voice will be integrated into enterprise business processes and applications**
- **UC will become a key competitive advantage – those who wait to figure out their UC strategies will be at a competitive loss**
- **Communication vendors will not only be the traditional switch vendors – new entrants will dramatically change the game**
- **Microsoft will shake up the market – don't underestimate its control over the user experience**

# Final Thoughts

UC is a vision or philosophy  
that leads to solutions –  
it is not a product!

- **Thank you**
- **Questions????**
  
- **Contact me at [bpleasant@commfusion.com](mailto:bpleasant@commfusion.com)**
  
- **For more info, go to [www.ucstrategies.com](http://www.ucstrategies.com)**