

Introduction to Unified Communications

Course
Summary

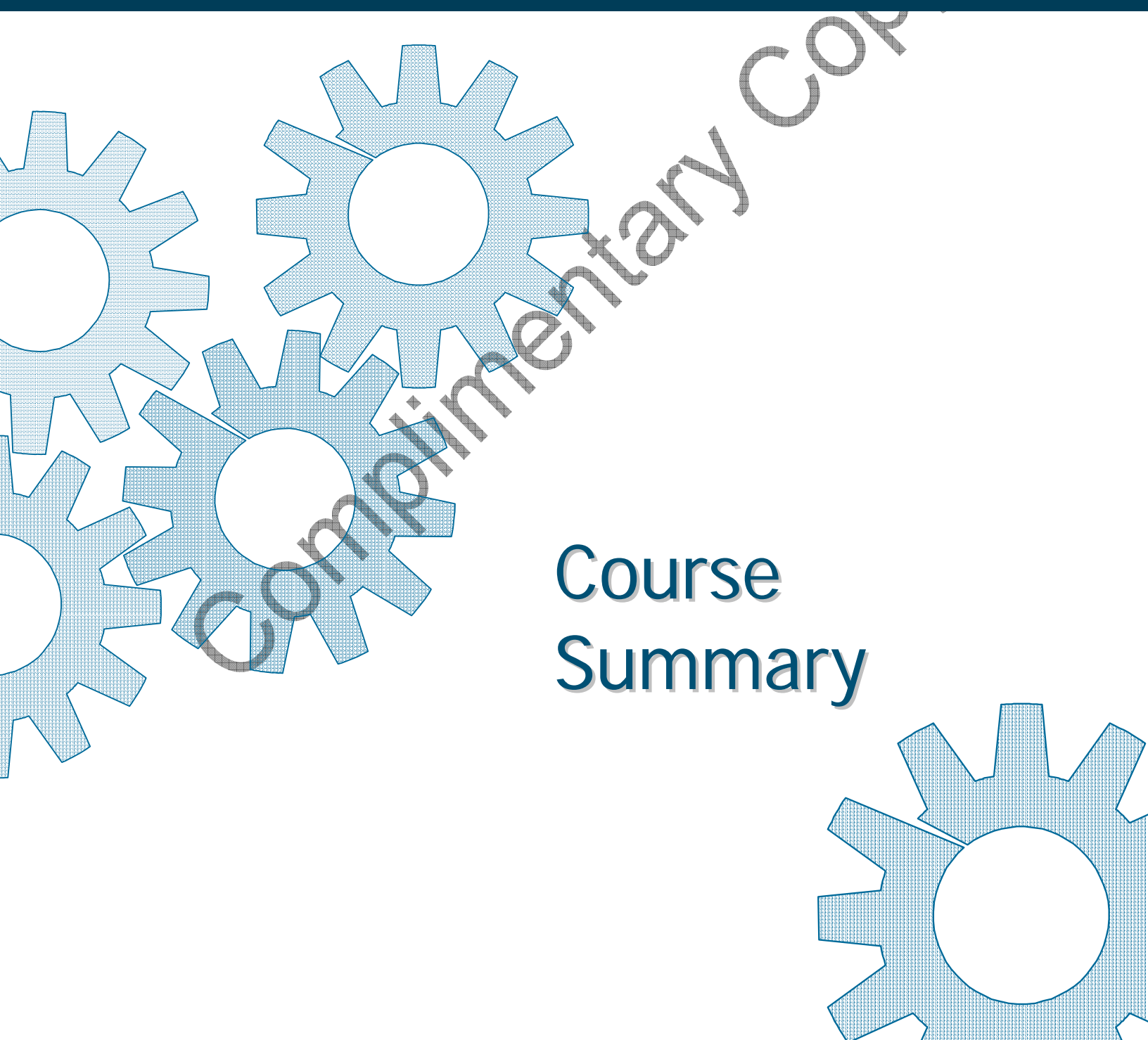


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Introduction

Business processes are like the gears that run the enterprise engine, and communications between the people involved in these processes is a key to the efficient functioning of the enterprise. In most enterprises, communications obstacles in business processes diminish customer service, slow down the pace of business, and impair productivity.

Unified Communications (UC) applications can deliver improvements to business processes that reduce or eliminate many communications obstacles, enabling an enterprise to:

- Increase revenue
- Reduce costs
- Enhance customer satisfaction and loyalty
- Strengthen competitive position
- Optimize productivity
- Address the communications challenges of growth and globalization.

The greatest potential for these improvements lies in the communications “hot spots” – those places in the enterprise business processes that are communications-intensive and involve large numbers of employees. When a UC application removes a communications obstacle and delivers even a small efficiency for a large number of people, there can be vast overall improvement and significant ROI.

What Is Unified Communications?

We defined Unified Communications as:

**Communications integrated
to optimize business processes**

In this definition:

- “Communications” means NEW communications methods, technology, and systems.
- “Integrated” means “linked to or built directly into a business process”
- “Optimize” means “to make a business process function most efficiently and effectively,” and
- “Business process” means “a sequence of tasks performed to achieve a specific business outcome.”

So, to implement Unified Communications is to

build new communications methods
directly into the sequence of tasks in a business process
to make that process function most effectively.

In other words, “**communications integrated to optimize business processes.**”

Organizations have always integrated new communications technologies to optimize business processes. For example, when voice mail was a new communications technology, organizations used it to eliminate the “ring-no-answer” problem and to improve the accuracy of messages. Interactive Voice Response (IVR) was used to improve customer self-service options. Internet websites opened a new world of communication between an organization and its customers, suppliers, and investors. So integrating new communications technologies with business processes is not a new idea. What **IS** new with UC is the vast range of new communications technologies now available to an enterprise.

Why All the Buzz about UC Now?

There is a lot of buzz about UC now for several reasons.

- *Confusion exists.*

Different communications vendors are presenting different ideas about UC. Different products have the same “UC” label. New entrants to the communications market are challenging the familiar telecom vendors and offering innovative approaches to UC. Many customers feel that vendors have not shown them how UC will benefit their business or what the ROI can be with UC. Customers want to know how the UC market is going to evolve, who will win, and where they can invest safely.

- *Customers face an unprecedented explosion of new communications capabilities.*

Advances in networks and digitization have produced many new communications capabilities. Customers read and hear about portals, conferencing systems, mobility solutions, social networks, syndication, presence, wikis, blogs, collaboration spaces, digitized media, and more. They want to know which of these will truly improve their business and how to make their decisions.

- *Many communications systems are at end of life.*

Customers who have a replacement opportunity want to get “what’s new” to improve their business, but they don’t want to overspend or mis-spend. They want to understand why they should invest in new technologies and they want to make good buying decisions.

- *Mobility rules!*

Cell phones are now the dominant communications endpoint. Wireless voice and data are merging in smart phones. Cell phones can serve as a “desktop” anywhere. Customers want to know how to capitalize on the new mobile services and how to best equip and serve their mobile workforce.

- *Organizations have new communications requirements*

- ✓ Growth and globalization demand that organizations move work and track it among global locations and global workers.
- ✓ A growing need for collaboration requires that collaborative work be faster, easier, more effective and more predictable.
- ✓ As work forces become more mobile, organizations have to provide access to information from anywhere. They must enable the mobile workforce to know the location, status, and availability of the personnel resources who can help them do their jobs.
- ✓ The growing volume of information-based work demands the most efficient data access, capture and coordination. Integrating the communications functions into this information-based work, either with standard software packages or customized portals, can help drive efficiency.
- ✓ A greater emphasis on business metrics requires organizations to capture events and activities within the business processes for analysis and optimization.
- ✓ An increasing amount of work flows through computers and networks. Organizations want to integrate their automated business processes with communications activities to support the people who work in the jobs that touch those processes.
- ✓ Customers and employees are demanding more self-service options. Organizations must have the technologies that enable customers and employees to access information and perform tasks quickly and easily.
- ✓ There is a greater emphasis on fast response. Organizations must find ways to make the business go faster. They want to enable immediate access to the right resource, automate administrative and clerical work, and eliminate all wasteful steps in a business process.

Customers want to know how to meet all of these new communications requirements and optimize their businesses.

The UC / Call Center Connection

Many ideas that now are propelling Unified Communications originated in the call center environment. Call centers operate on these principles:

- Workflows can be defined.
- Work can be shared across teams.
- Service levels matter and can be met.
- Software can assist people and facilitate processes.
- What an employee knows is important.
- Metrics matter.

UC uses these call center principles and applies them to business processes throughout the enterprise.

What are the “New Communications Methods”?

In the definition for Unified Communications – “Communications integrated to optimize business processes” – we said that “communications” meant “new communications methods, technologies and systems.” In the course, we pointed out that there are many new communications methods that enable UC, but you do not need all of them to get started with UC. You pick and choose the methods that enable your UC application. We focused on nine of the new communications methods that are used in UC solutions:

1. **Presence**
2. **Smarter, cheaper, software-based solutions and controls**
3. **Pervasive (wireless) IP networks with multimedia endpoints**
4. **Instant messaging / chat**
5. **Enhanced conferencing**
6. **Collaborative workspaces**
7. **Application-embedded communications**
8. **Natural speech recognition**
9. **Dashboards with metrics**

Many of these already existed in some form but had less functionality, did not interoperate, or worked only with selected, expensive endpoint devices. Today they are more accessible and flexible.

1. **Presence**

Presence is a status indication method that enables authorized users (or software programs) to see the “status” – the location, activity, availability, profile, skills, etc. – of others on the network. Presence can speed up a business process by enabling a user to quickly find the best or right resource needed to complete a business process step. Presence is particularly effective in customer response, supply chain, and collaboration processes.

Because Presence and Instant Messaging (IM) are sometimes packaged together, people may confuse them. But they differ.

- **IM** allows users to exchange short text messages – possibly with images, files, voice, or video – with other individuals or a small group.
- **Presence**, on the other hand – sometimes called “Rich Presence” – uses information about the person who is looking for a resource as well as information about the available resources and finds an optimal match. Presence uses information such as time, place, function, knowledge, and level of skill to produce the match.

For example, if an insurance agent gets a claim for damages due to a specific type of fire, the agent needs to find an adjuster certified for that type of damage who is also in the client’s vicinity. Using Rich Presence, the UC software solution would find an available, certified adjuster and give that information to the agent. The UC software solution could also automatically notify the adjuster via the best method – IM, paging, outcalling, etc. The adjuster can then respond promptly to the need.

2. Software-based Solutions

Software is now the core of communications technology. Software tools are continually improving, and can be built into communication-based business process steps. Software can even control those steps. Software enables complex jobs to be performed more efficiently and accurately, and can accelerate business processes that depend on access to information, records or updates. Software-based solutions are often used to optimize business processes that are highly complex or involve many precise steps.

3. Pervasive IP Networks (wired and / or wireless) with Multimedia Endpoints

With wireless IP networks, users can connect to enterprise networks from almost anywhere via a multimedia device such as a Blackberry, a Trio, or a Nokia phone. Users can receive information wherever they are, at any time. They can reach the resource people they need to complete a step in a business process and advance the process without delay. Wireless IP networks benefit jobs or processes that involve many communications events or require mobile access or extended-hours access to information.

4. Instant Messaging (IM) / Chat

Instant Messaging enables real time text interaction with others across a network. IM can include the ability to include images, files, voice and video. Because users can exchange instant messages with multiple individuals or groups at the same time, IM overcomes the “one-at-a-time” limitation of a telephone call. Users can speed up a business process when they can have short interactions in real time and conduct sidebar conversations in meetings or on telephone calls.

5. *Enhanced Conferencing*

While audio and video conferencing are not new technologies, they have been enhanced with features and functions that vastly improve the conference environment. Presentation-, file-, and application-sharing, white boarding, recording, and cheaper video – all with IP transport – have made conferencing more effective. As a result, workers can accelerate business processes while reducing travel costs. Enhanced conferencing facilitates collaborative jobs and processes, customer communications, and supply chain communications.

6. *Collaborative Workspaces*

A “collaborative workspace” is a software application that allows a team of users to share a complete set of tools for collaborative work. The workspace typically provides:

- Communication tools for presence, IM, email and conferencing
- Web 2.0 tools and collaboration methods such as blogs, wikis, and podcasts
- Coordination tools such as a calendar and Real Simple Syndication (RSS feed)
- Skill profiles
- Social networks or access to social networks
- Access via secure network links

Collaborative workspaces enable people working on project-oriented, team-oriented, or creative assignments to work more effectively, speed up the process, and get the project result faster. Collaborative workspaces also make it easier to manage projects that require the participation of customers, suppliers, or other outside groups.

7. *Application-embedded Communications*

When communications tools are embedded in software applications, users can speed up transactions and work more efficiently. For example, suppose that a manufacturing company has an inventory shortage. The supply chain management software could invoke communications modules to alert the assigned logistics management, or even automatically convene a conference call to enable the key players to solve the problem. In a health care setting, rapid response teams (code blue, code red, etc.) can be assembled faster by programming the hospital information system (HIS) to automatically search for the best skills currently available to respond to the situation.

Application-embedded communications are most effective in:

- Jobs or processes in regulated industries such as health care, government, and finance
- Repetitive, tedious, or error-prone processes such as logistics and sales records
- Process-oriented jobs such as HR and finance.

8. *Natural Speech Recognition*

Natural speech recognition converts the spoken word into digital data, which can then be used to activate a computer process. Applications include voice dialing, simple voice data entry such as a credit card number, and voice documentation such as a radiology report.

Speech recognition for key words, actions and commands can enable mobile personnel to work hands-free and eyes-free, and can eliminate the delays in tedious touchtone menus.

9. *Dashboards with Metrics*

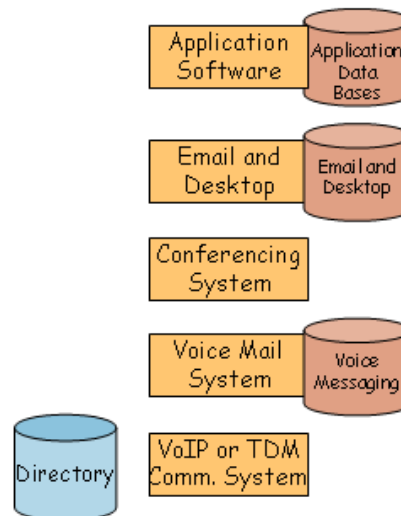
A dashboard with metrics is a visual – often graphical – display of key data about a process or job. The data is collected and analyzed by a software application using specific databases.

For example, in a call center, the onscreen or wallboard display of “average time to answer” and “calls in queue” is a dashboard linked to the metrics of the call center.

The performance feedback provided by a dashboard that is continuously updated in real time enables managers and employees to improve performance and make rapid adjustments to meet their metrics and goals.

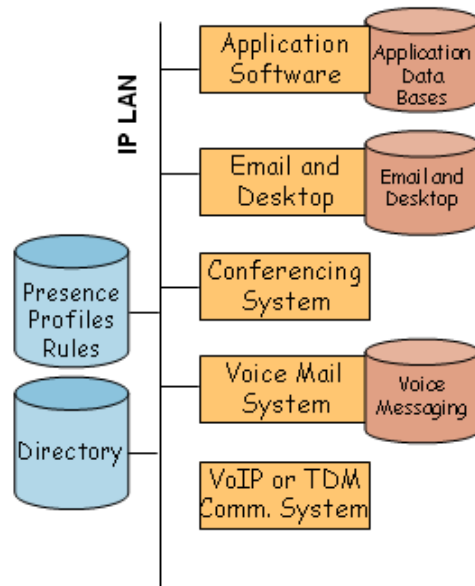
Before and After UC

The diagram below depicts a communications infrastructure without UC. The communications systems may not be integrated. Software applications may not talk to communications tools. Voice mail does not talk to email. The PBX or communication system does not talk to the conferencing system.



Because workers have to manually “connect the dots” to coordinate these functions, communications can be slow and waste time. For example, suppose that a sales person is preparing a response to an RFP and needs an answer to a technical question. The sales person might spend time calling three different people without reaching any of them. She can leave voice messages and send emails but still not have the needed information.

With Unified Communications, the communications systems are integrated, as shown in the next diagram. They can talk to each other and work together. Their “interaction” may even be facilitated by software and a database that provides presence, profiles, and rules.



In this scenario, software – instead of the user – can connect the dots. Applications can control communication tools. Conferencing can be integrated to the desktop, applications, and the PBX. Voice mail and email messaging are unified into a single client or store. There are seamless interfaces for desk and mobile access. The result? Communications are far more efficient.

Working with the integrated systems enabled by Unified Communications applications, the sales person preparing the RFP response can avoid the communications obstacles and delays. With UC, the software can find an available person with the knowledge to answer the sales person’s question, and will automatically place the call to the device on which that resource person is available. No time is wasted with voice mails, emails, or extra callbacks from messages, and the business process of responding to the RFP goes faster.

What UC is NOT

- Unified Communications is **not** a “product” like email, voice mail, or conferencing that customers can buy and install.
- UC is **not** VoIP, although VoIP supports UC by allowing communications to be routed to standards-based endpoints such as softphones, wireless mobile devices, and specialized appliances that otherwise could not be reached.
- Unified Communications is **not** Unified Messaging. People frequently use these terms as synonyms, but they are not the same thing.
 - ✓ Unified Messaging is software that provides a single, integrated in-box for multiple message types such as voice mail, email, fax, and video clips. It allows a user to access all of these message types from a single information device such as a phone or a PC.
 - ✓ Unified Communications is **communications integrated to optimize business processes.**

Unified Messaging can support Unified Communications, but UC and UM are **not** the same thing.

- Unified Communications is **not** interoperability for interoperability’s sake. UC requires interoperability, but it puts interoperability into the service of optimizing a business process.
- UC is **not** “many any” communications – communications any time, any place, on any device. UC is about communicating with the right resource in the right place at the right time via the right device in order to optimize a business process.
- Unified Communications **IS:**

**Communications integrated
to optimize business processes**

How UC Optimizes Business Processes

Unified Communications (UC) applications can deliver improvements to business processes by **reducing or eliminating communications obstacles**. By improving business processes, an organization can:

- Increase revenue
- Reduce costs
- Enhance customer satisfaction and loyalty
- Strengthen competitive position
- Optimize productivity
- Address the communications challenges of growth and globalization.

The greatest potential for achieving these business results lies in removing the communications obstacles and bottlenecks in business processes. So we must find the communications “hot spots” in the processes – those places in the processes that are communications-intensive and prone to delays or errors.

In the course, we used an example of a communications-intensive sales process for a high tech company and found many communications “hot spots.” You might remember these:

- The customer does not reach the sales rep on the first call.
- The sales rep does not reach the customer on the return call.
- The sales rep does not reach the product specialist on one or more calls.
- Messages do not get prompt attention from the sales rep or the product specialist.
- The sales rep or the product specialist does not fully understand the request from the message.
- Information may be missing for the analysis or the conference call.

We looked at Unified Communications applications that could alleviate these problems and found that:

- Software – using directories, presence, or routing – could be used to help the customer reach an appropriate contact on the first call.
- Document references could be facilitated with shared workspaces.
- Conferencing could bring a product specialist in on a customer call and eliminate separate calls to the specialist as well as the need to repeat the customer request. Conferencing with document-sharing could optimize productivity.
- Click-to-call in a proposal, especially with a Presence option, could facilitate quick connection to the right resource.
- Call recording options for calls and conferences could reduce errors and the time required to process requests.

As we said before, when a UC application eliminates a communications obstacle and delivers even a small efficiency for a large number of people, there can be vast overall improvement in the business process and significant ROI.

Clues to Communications Hot Spots

Here are the top ten clues to communications “hot spots” in a business process. Look for points in the process that involve:

1. **Serving or routing incoming contact requests**
2. **Finding or waiting for a specific resource, skill, or person**
3. **Voice mail, email or task queues, especially from customers**
4. **Prioritizing, scheduling, or logging responses to queues**
5. **Process steps that trigger communication**
6. **Getting approvals in order to continue or complete a process step**
7. **Consultative processes such as analysis, negotiation, or decision-making**
8. **Calling and / or messaging for information, especially for mobile personnel**
9. **Collaborative processes such as research and development, marketing, HR, legal, and management**
10. **Interruptions for information, status, or questions from email, voice mail, instant messaging, or telephone calls**

Once you find the hot spots, you can determine whether there is an opportunity for a UC application.¹

Major UC Applications and Opportunities

There are two zones of opportunity for UC applications:

- User productivity zone (“UC-U”)
- Business process zone (“UC-B”)

User Productivity Zone (“UC-U”)

The user productivity zone is the realm of productivity improvement for individuals based on enhancing the speed, effectiveness and convenience of their work. For example, when a user can mouse over a phone number in a Blackberry email and click-to-call, he can work faster. In this case, software allows the Blackberry to control PBX-based calling. Improvements in the User Productivity Zone result from the use of UC methods and tools that are usually delivered in packaged products and may be enhanced with training, support, or customization.

¹ Communication Perspectives offers a two-day custom workshop for organizations who want help in analyzing their business processes and identifying the potential for UC applications. The workshop is based on a step-by-step, tried and true process that enables customers to develop a strategic plan for UC implementation.

Business Process Zone (“UC-B”)

The business process zone is the realm of business process optimization, which can increase revenue, reduce costs, enhance customer satisfaction and loyalty, strengthen competitive position, optimize productivity and address the communications challenges of growth and globalization.

Where is the Jackpot?

There are dramatic differences between the ROI from the User Productivity Zone and the ROI from the Business Process Zone. The jackpot for UC is clearly in the Business Process Zone, where the ROI repays the efforts to identify and implement business process improvements. Recall this slide from the course:

UC User Productivity Value		UC - Business Process Value	
▪ Improve Conferencing: Increase Utilization; Reduce Travel, Setup Time	\$3,034	▪ Increase sales via UC contact management	\$115,909
▪ Reduce Wasted Time: Avoid calls and messages via IM & Presence	\$1,137	▪ Speed projects via collabora- tion acceleration	\$95,000
▪ Eliminate Delays: Find resources via IM and Presence vs. e-mail, VM	\$1,005	▪ Lower process cost via communication-enabled job portals	\$12,880
▪ Save Toll Costs: Especially for Int'l calling (assumes 25% Int'l calls)	\$246	▪ Cut operational costs via resource ID resolution	\$11,875
▪ Reduce Admin TCO: One directory; fewer servers	\$43	▪ Drive transactions via info to mobile devices	\$7,813

* Based on ROI modeling
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Major UC Applications for the Business Process Zone

We have identified five basic UC applications for the business process zone. While the UC application may look different when it is implemented in different industries or different business processes, we have found that all UC implementations can be mapped to these five core UC applications:

- 1. Contact management**
- 2. Seamless information for mobile personnel**
- 3. Resource identification for issue resolution**
- 4. Collaboration acceleration**
- 5. Communications-enabled portals**

1. Contact Management

Contact management applications use Presence to enable users and / or software to identify, locate, and contact personnel resources. These applications dramatically improve the rate of first-call resolution and can shorten sales cycles, improve customer service, and reduce the time required to resolve issues. Contact management UC applications typically use Presence, software, and pervasive networks.

2. Seamless Information for Mobile Personnel

This UC application focuses on delivering information to the mobile user without delay. With mobile voice and data devices, users can have complete connectivity to the UC technology “stack.” For example, mobile users can access e-mail and voice mail, directories, information portals, notices and alerts. They can take effective action on a timely basis using software-based controls such as click-to-call, message forwarding and resource locator. As a result, they can speed problem resolution, reduce support costs, and make business processes move faster and more efficiently. This UC application typically uses software controls, pervasive networks and communications portals.

3. Resource Identification for Issue Resolution

This UC application helps enterprises manage their internal business processes. When an issue or problem arises that needs a response from experts, this application allows users to quickly find the right set of resources and get them working to solve the problem. For example, a hospital might need a rapid response team to meet a patient emergency. This UC application can speed that response. It typically uses Presence, software controls, IM and conferencing.

4. Collaboration Acceleration

Collaboration Acceleration applications enable teams to work in software-defined “workspaces” that provide the information and tools needed by the team to produce a business result. The workspace can include:

- Documents and files
- Reference information for a project such as project plans, contracts, reference manuals, etc.
- Task lists, timelines, calendars, and schedules
- Assignments and status reports
- Team profiles and information
- Communication capabilities for presence, calling, conferencing, call and conference recording, wikis, blogs, podcasts, RSS and alerts.

A robust shared workspace can accelerate collaborative processes and provide metrics and audit trails for continuous improvement. This UC application typically uses collaborative workspaces, conferencing, and software.

5. *Communications-enabled Job Portals*

A job portal is a software application that assists a worker with a specific job or process. It provides a single point of access to information, tools, and other software applications within the enterprise that are required to perform that job. A **communication-enabled** job portal is one that includes communications capabilities in the set of tools.

For example, a portal for a purchasing manager might provide an on-screen, multi-pane workspace with tools for:

- placing new orders
- monitoring backorders and exceptions
- tracking prices on key components
- tracking vendor performance.

When this portal is communication-enabled, it would also include:

- click-to-call or conferencing to contact current or potential suppliers
- Presence and IM linkages with others in the supply chain
- federated Presence, IM, calling and conferencing with partners or suppliers
- recording and logging features to provide an audit trail of transactions
- pop-up and information displays for incoming calls from suppliers or partners.

With communications capabilities built into a job portal, users can access and use communications tools right when they need them as they work on a business process step. For example, the sales representative who has a “click-to-call” function in Salesforce.com can place calls right away without having to switch to another window, look up a phone number, and either cut and paste or re-key the number into the telephone.

Built-in communications capabilities can reduce delays in business processes, support more informed decision-making, eliminate wasted time and errors, and ensure consistency and compliance. Communications-enabled job portals typically use applications-embedded communications, software controls, and Presence.

UC Value Proposition

All of the examples we used in the course showed that Integrating communications to optimize business processes can:

- Increase revenue
- Reduce costs
- Enhance customer satisfaction and loyalty
- Strengthen competitive position
- Optimize productivity
- Address the communications challenges of growth and globalization.

Does this sound only too familiar? It should. These “values” are the ones you look for whenever you invest in innovation. Like any other business investment, UC must deliver on one or more of those expectations.

A UC investment is competing with other investment choices that offer similar value propositions, so if you want to invest in UC, you must be able to find the ROI and cost justify your UC investment. This introductory UC course gave a few general examples of ROI², but the course “Planning and Implementing Unified Communications” includes a full explanation and demonstration of how to find the ROI for UC applications in your enterprise.³

Above all, remember that you are buying communications capabilities that can be integrated into your business processes to optimize them. So focus on **specific capabilities**, not on something that just has a “UC” label.

Summary

The introductory course and this summary booklet have covered:

- The definition of Unified Communications (UC)
- Why there is buzz about UC now
- The new communications methods that enable UC
- How business processes work before and after UC
- How UC can optimize business processes
- The major UC applications and opportunities
- The UC value proposition

We encourage you to build on this basic knowledge about UC, find the high return opportunities in your company, and act on those opportunities. The sections below describe training programs and other resources that can help you.

Additional UC Training

Communications Perspectives and UCStrategies.com offer other UC training opportunities.

For Customers and Others Interested in UC

Current training for customers includes: ***Planning and Implementing Unified Communications***, a two-day workshop given by Marty Parker, Principal at Communications Perspectives and UC Strategies Expert at UCStrategies.com. The purpose of this workshop is to create a roadmap for a Unified Communications strategy and implementation based on an analysis of your enterprise business processes. The workshop is offered to the public through BCR Training (www.bcrtraining.com). It is also available as a custom, on-site workshop.

² See “Where is the Jackpot?” on page 13.

³ See “Additional UC Training” on page 16.

An online course titled **UC Market Overview** will also be available soon through UCStrategies.com. This course will cover:

- The technology elements that stand behind UC solutions
- The types of players in the UC market and who does what
- UC market trends
- How to make UC buying decisions.

For UC Sales Representatives

Communications Perspectives in partnership with the instructional design firm Parker and Associates will soon offer a sales training curriculum through UCStrategies.com. Available training courses will include:

- Foundation Courses
 - *Introduction to UC for Sales Professionals*
 - *UC Market Overview for the Sales Professional*
- UC Applications
 - *How to Find UC Applications and Solutions*
 - *UC Applications in Vertical Markets (5 modules)*
 - *UC Applications in Cross-Market Key Business Functions*
- How to Sell UC Solutions
 - *Fundamentals of UC Solution Selling*
 - *How to Sell UC Solutions*

Please visit www.ucstrategies.com for more detail on all of the training offerings.

Other UC Resources

Tutorials

Tutorials on UC Implementation and Vendor Offerings are available at industry conferences, especially VoiceCon and InterOp. You can find information on UC tutorials at these websites:

- www.voicecon.com
- www.interop.com.

UCStrategies.com Website

The UCStrategies.com website is rich with resources for anyone interested in UC. There you can find application descriptions, technology and RFP templates, customer cases, implementation resources, UC alerts, blogs, articles by UC experts on a range of topics relating to UC, and online training courses in UC.

About Communication Perspectives

Communication Perspectives is a consulting firm known for delivery of educational programs to the Unified Communications (UC) marketplace in partnership with Parker and Associates, a specialized Instructional Design firm. The primary example of these educational programs include the premier UC Course, "Planning and Implementing Unified Communications" offered through BCR Training in both public and on-site private course formats. Other examples include tutorials at VoiceCon and InterOp conferences, webinars such as this one, white papers on relevant topics, and educational articles in various industry journals such as BCR Magazine, and Strategic Path (Australia).

Communication Perspectives works in alliance with UniComm Consulting which provides the educational content and more via consulting engagements with enterprises who are planning, selecting and implementing Unified Communications solutions and business process optimizations.

The founder and Principal Business Advisor at Communication Perspectives is Marty Parker, who applies decades of leadership experience in data communications, voice messaging and unified communications to each course and engagement.

About UCStrategies.com

UC Strategies is an industry resource for enterprises, vendors, system integrators, 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 the Unified Communications market since its inception. For more information, go to www.ucstrategies.com.

About Unicomm Consulting

Unicomm Consulting is a consulting firm focused on helping enterprises achieve the benefits of Unified Communications. The firm provides expertise along with proven tools and techniques to help clients ensure success with UC solutions and projects. Unicomm Consulting was co-founded by Marty Parker of Communication Perspectives and Don Van Doren of Vanguard Communications, two thought leaders in Unified Communications. For more information, go to www.UniCommConsulting.com.