

# Fixed-Mobile Convergence for the Enterprise

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**Ericsson Enterprise**

VoiceCon, Orlando, March 2007

## Sharing

MySpace /  
YouTube

10.000 mobile  
phone hours

## Blogs

Careers

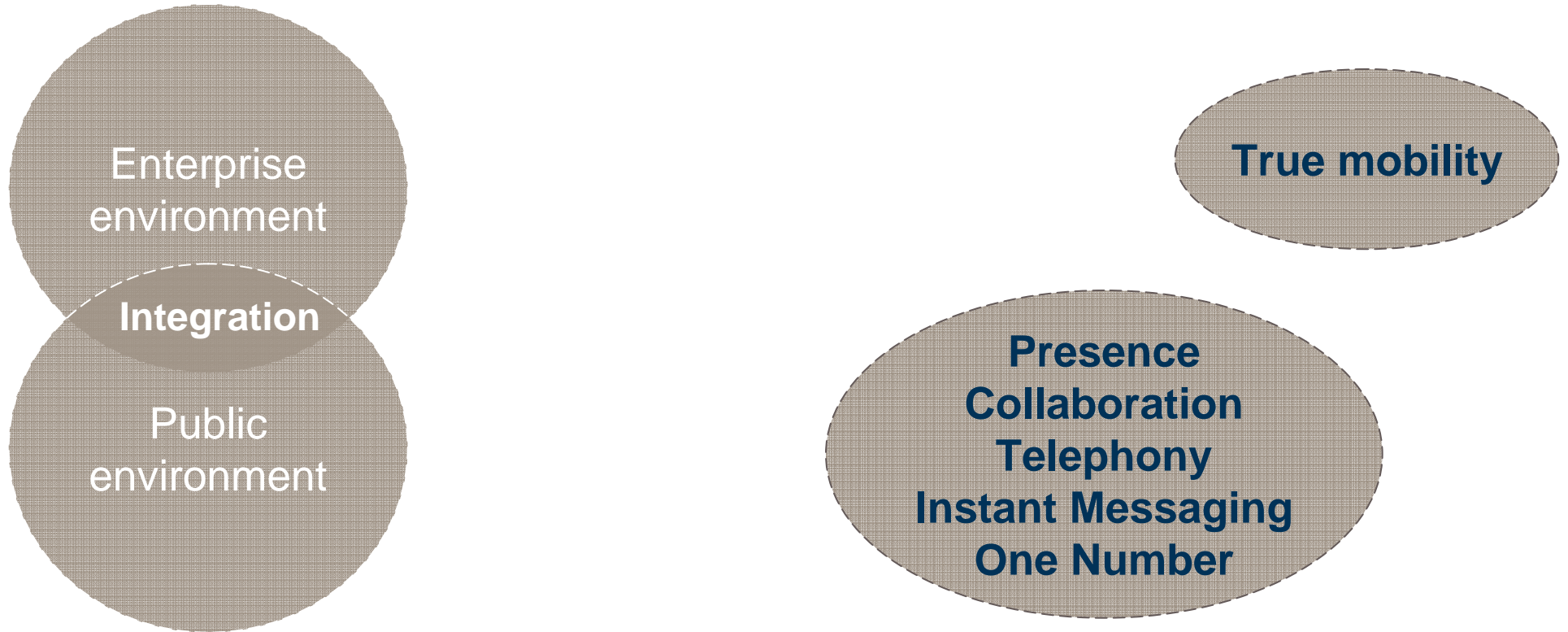
250.000 messages

3500 hours  
online time

5000 hours  
of playing  
video games



# Visualizing Converged Enterprise



Convergence in all aspects

# The Best FMC

## IP Multimedia System (IMS)

- Seamless service between enterprise and public networks
- Seamless service to mobile users by standards-based multi-network support
- Reduced UC deployment cost utilizing standardized set of integration rules
- Standard-based unified addressing bridging telecoms and IM domain
- Integration with legacy switching equipment

Unified Communications bring  
efficiency and productivity to mobile professionals

40% of all workers in the US are mobile

*Source: Yankee Group, 2005*

The speed at which staff respond to e-mails has a direct impact on organizations' success

*Source: Gartner, 2004*

For larger companies, the greater driver for convergence is not per-minute telephony cost reductions, but productivity improvements

*Source: Yankee Group, 2006*

Businesses can cut costs by making mobile phones part of the corporate PBX

- 50% on national calls
- 25% on international calls

*Gartner, 2005*

Mobility drives enterprise efficiency

# Our customers ask us...

How can my company:

- **reduce** the overall total **cost** of ownership for my communication solution?
- create **predictability and control** over mobile costs?
- increase our **customer's satisfaction**
- adapt new technology and ways of working that drive our **competitiveness**?

Reduce total cost of ownership – and become more efficient

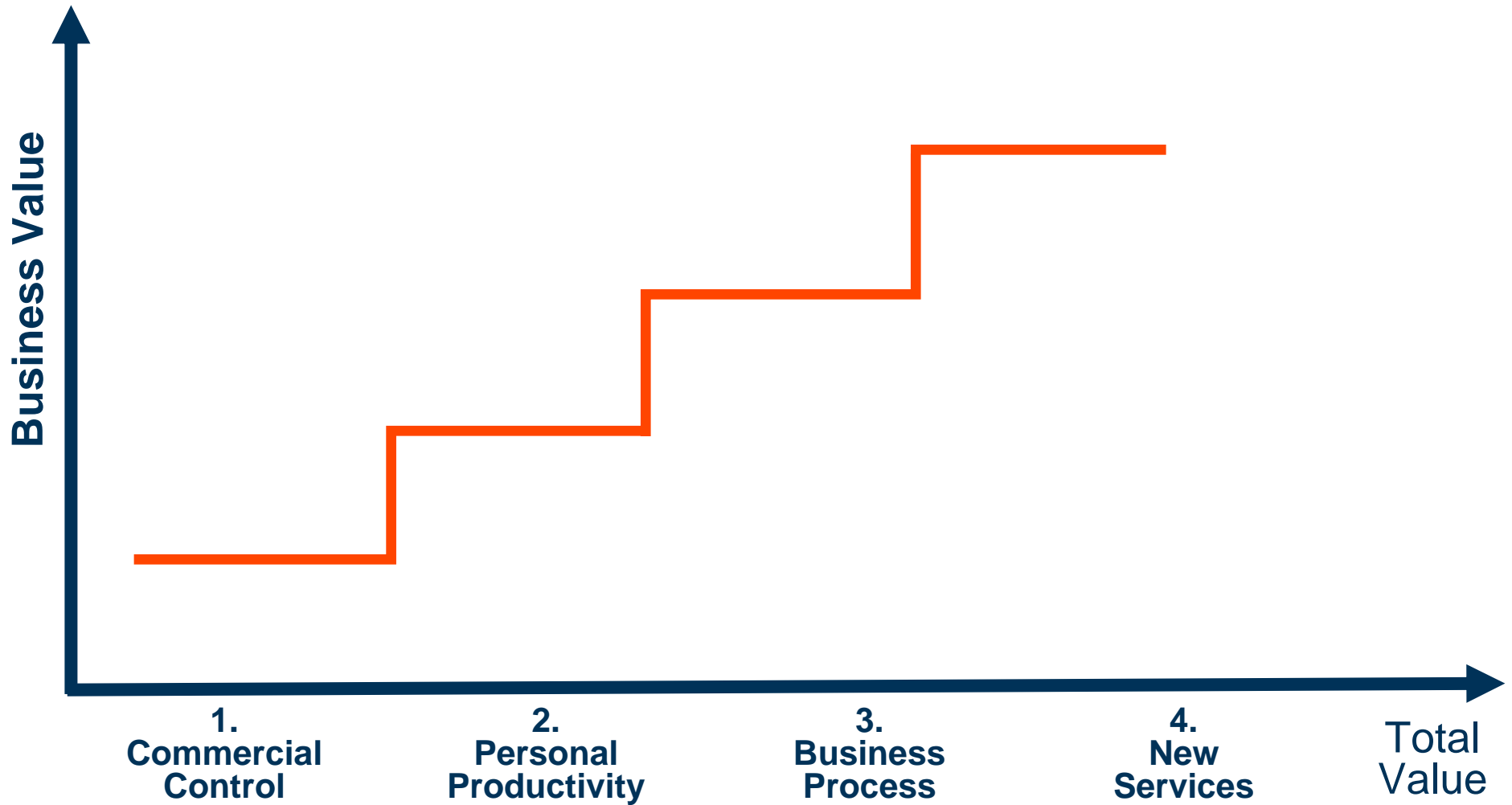
# Customer value

## Simplify communication – financed through reduced TCO

- Reduced number of
  - Terminals
  - Phone numbers
  - Voicemail boxes
- Reduce International Roaming costs
- Efficiency tools
  - Communication profiles
  - Scening
  - Directory access
  - Calendar integration
  - Routing rules (If or when...then)
  - Availability rules (If I am...then)
  - Single number reach
  - Sequential ring
  - Short number dial
- Less call back
- Access to persons
- Access to information
- Efficient backup
- One user behaviour
- Short ROI

# Designing and Building FMC

Solve right things first

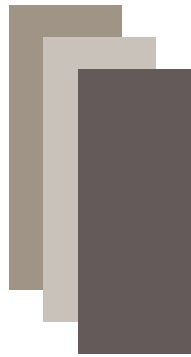


# The Challenge

Technology evolution 2006-2010

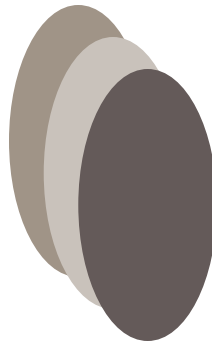
Mobile workforce

## The “Circuit” world



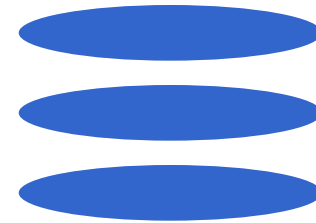
- + High availability
- + Well tested
- + Known suppliers
- Monolith solutions
- Proprietary
- Costly to integrate
- Vendor centric

## The “Hybrid” world



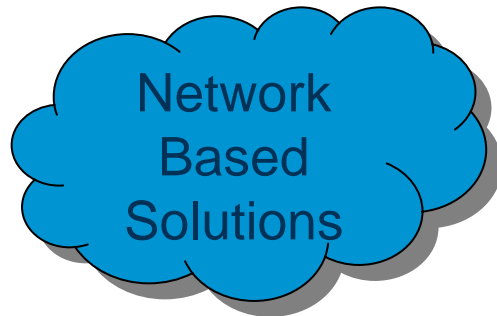
- + Competition
- + Price press
- + Some openness
- + New more collaborative services
- Immature technology
- Costly investments
- Risk / Hype
- New players
- New competence

## The “ALL IP” world

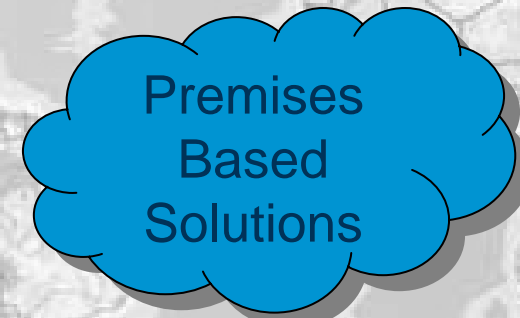


- + TCO reductions
- + Service continuity
- + User/context centricity
- + Collaborative com.
- + New services
- + Openness/standards
- Immature technology
- High expectations
- Complex industry
- New players
- New competence

# The Right Solutions



- Device Agnostic
- PBX Agnostic
- Carrier Independent



## **Smaller Companies**

Limited buying power  
Simple organization  
No In-house Competence  
Point Solutions  
No Brand Loyalty

## **Larger Companies**

Strong buying power  
Complex organization  
In-house Competence  
Long Term Investment  
Brand Loyalty