



Success Factors for Unified Communications



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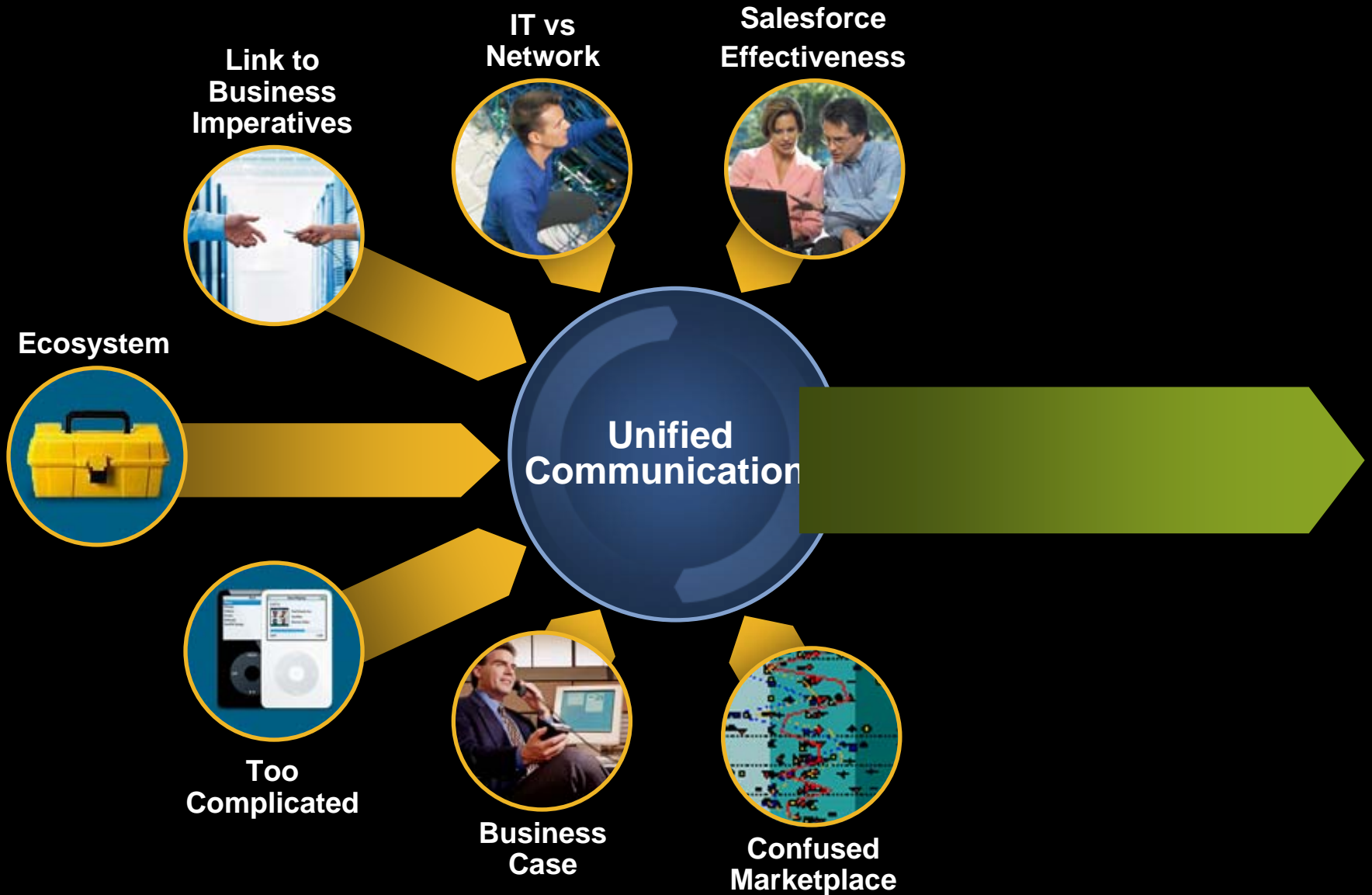
Executive Summary

How to Avoid Pitfalls and Deliver Real ROI

- Solutions that just replace TDM at lower TCO can be a good first step—but should not be the end goal
- Unified Communications (UC) is a critical IT platform that enables measurable business outcomes
- The market is still evolving but there are clear first-mover advantages with very positive ROI
- Key must-haves: inter-operability, security, open standards, presence



Adoption Challenges for UC



The State of UC Solutions

- Speech portal, STT to enable UM and compliance/search
- **Mobility** and support for multiple connectivity options
- Integrated support for **rich media/video**
- **Security** architecture
- **Presence** and roadmap to federation
- Multi-language/country support
- **Real-time**, personalization
- **Open standards, platforms, and integration layer**
- Support for **Microsoft and IBM** environments
- Integrated operations tools



Repositioning Unified Communications

Moving from Work Silos to an
“All IP Enterprise”



**Disconnected
and Disparate**

**Converged
Data/Voice/Video**

**Accelerate
Workflow**

**Extended
Enterprise**

**Network
Convergence**

**Employee
Productivity**

**Business
Transformation**

Focus on the Business Process

Marketing and Sales (CRM)

- More Efficient Sales Teams
- Keep Dispersed Affiliates or Partners Up-to-date on Products
- Share Information With High Value Customers

Design and Develop

- Monetize Knowledge Capital
- Speed Editing and Publishing Processes
- Supplier Collaboration

Intellectual Property

- Better Reuse of Resources
- Expert Reviews; Multi-site Engineering

PM/Exec BI

- Turn Information Into Action
- Issue Escalation
- Project Management on Steroids

Broadcast

- Security and Safety Information
- Employee Training
- Breaking News (External or Internal)

Best Practices in Deployment

Establish cross-**functional** team with **clear** executive sponsorship

Create **standard** design templates that can be repeated across enterprise

Follow a **proven** methodology that accounts for entire lifecycle

Enforce strong change and configuration management processes

Phased approach vs. big bang (e.g. critical users, buildings, etc)

Pay attention to **security** and **operations** as you would for any critical IT application

Evaluate requirements and used features, especially for migrations and regulatory **considerations** (e.g. HIPAA, Sarb-Ox, E911, etc.)

Do not assume that users will intuitively know how to interact with the new system—**communicate** and **train**

Architect for **integration** to other IT applications

Set user **satisfaction** metrics and provide feedback mechanism

Selecting a Partner/Vendor

- Consider sourcing options: CPE or managed/hosted service
- Infrastructure and/or Application
- Assess experience and stability
- Value methodology and tools
- Relationship with UC vendor and other relevant product vendors

