



# Success Factors for Unified Communications

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# Agenda

## Why Unified Communications is a Must Play

(what technical and business-enabling features will UC have to deliver to gain traction in the enterprise?)

Benefits and Measured Success

Challenges for suppliers

Hurdles to pass

# Complexity impacts business productivity

Devices and Applications Proliferating...



...Unable to Reach Coworkers on First Try...



...Results in Delays and Missed Deadlines



Employees Increasingly Mobile...



...Have to Use Multiple Methods of Reaching Coworkers...

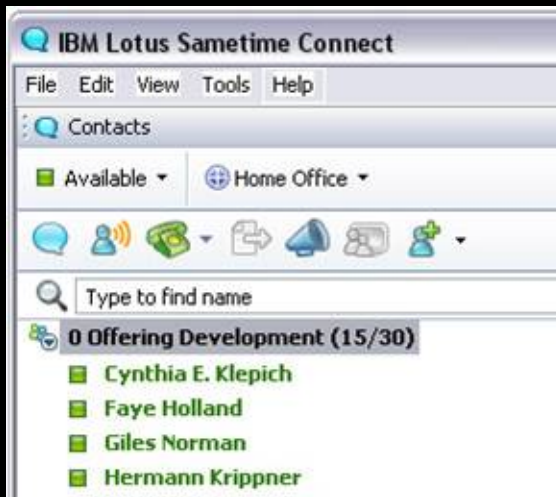
*Impacting the Bottom Line*

# Why Converged Communications is a Must Play

## Are you online?

### Presence:

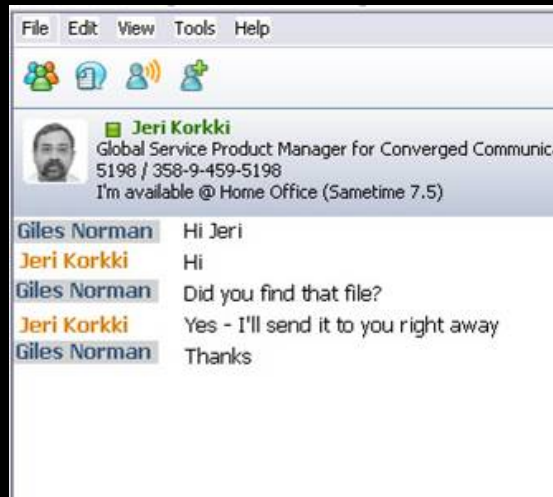
- Who could answer my question?
- Who is available?
- Who is busy?
  - on the phone
  - in a meeting
- Where are you – physically?
- Best way to communicate?
- Alert me when person is free?
- Who has dialed in into our meeting?



## Can you chat?

### Instant Messaging/ Voice chat:

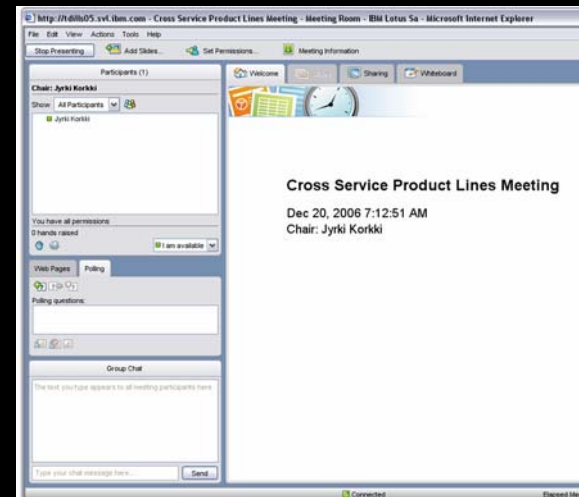
- I have a quick question !
- Let's invite Harry into this chat
- Let me send you this screen capture
- Can transfer that file?
- What was it that s/he typed?
  - chat history
- Can we switch over to voice chat?
- Faster response than e-mail
- Enables multitasking



## Can you show that to us?

### Rich-media conferencing:

- Can you present that deck of slides?
- Show me how the application looks like
- Let's setup an instant meeting
- I'll conference-in other people
- Can you share your screen?
- Can you draw that to the white board?
- Let me do a poll on this issue
- Let me record this meeting for playback



# Move into converged communications and real-time collaboration

## Asynchronous collaboration

- e-mail
- Voicemail
- Fax
- Team spaces
- Discussion forums
- Blogs
- Wikis

## Real-time collaboration

- IP telephony
- Voice chat / Group chat
- Audio conferencing
- Unified messaging
- Presence
- Instant Messaging
- Web conferencing
- Video conferencing

from IP network to:

Converged communications ready IP network

# Agenda

Why Converged Communications is a Must Play

## **Benefits and Measured Success**

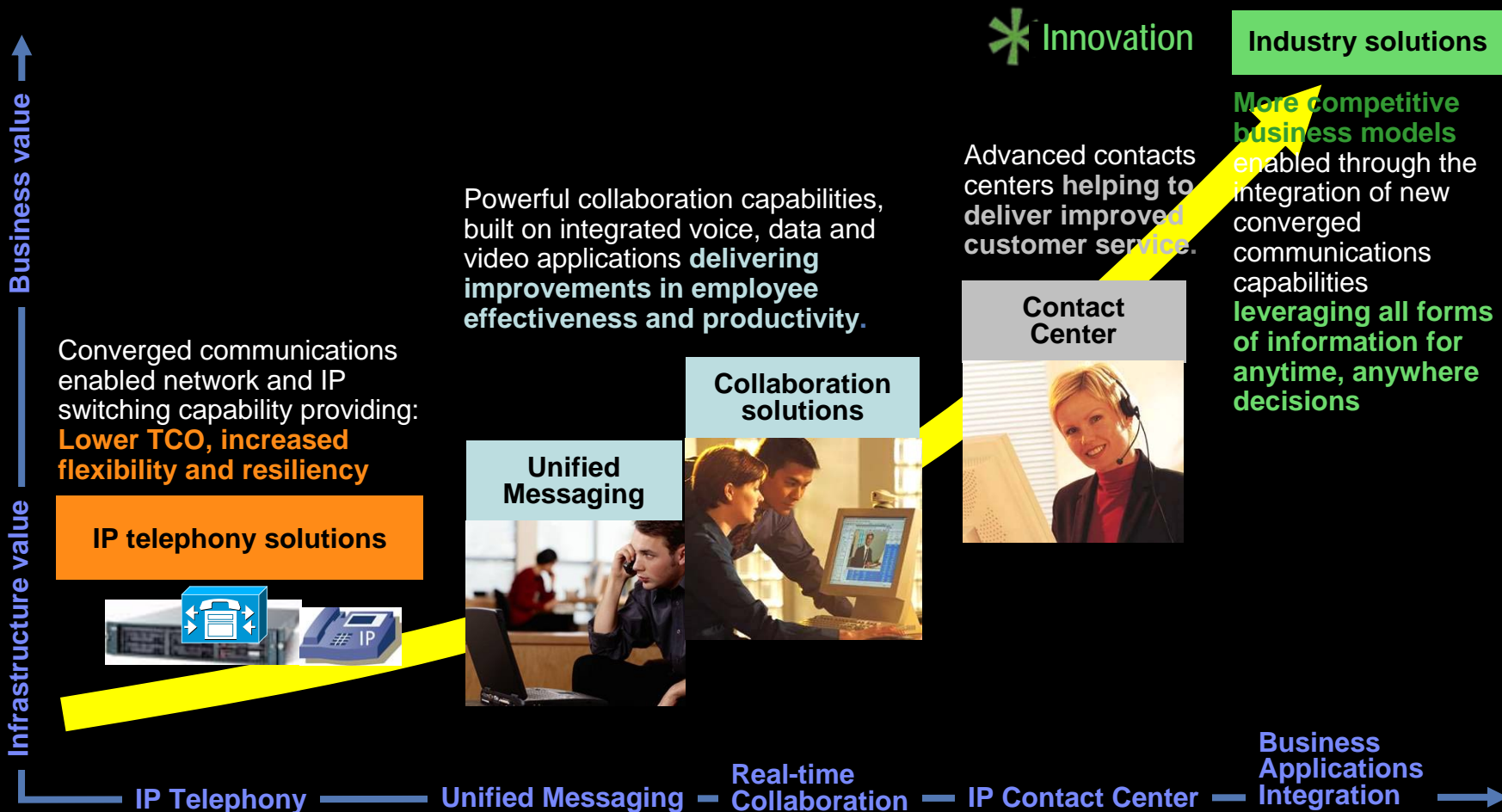
(How will enterprises measure the gains and justify the effort and expense of migrating to UC?)

Challenges for suppliers

Hurdles to pass

# Benefits must = business value

*Organizations will derive increasingly greater value as their implementation of converged communications evolves*



# Business value will be generated as standalone applications become integrated communications



## Empowered Teams

- Information access: price, products, inventory
- Employee self-service, e learning
- Communication and collaboration

## Motivated Customers

- Leveraged customer insight
- Brand loyalty and marketing execution
- Cross-channel marketing and promotions



## Satisfied Customers

- Self-service: info. access, transactions
- Self-checkout, kiosks, wireless access
- Advanced payment techniques
- Cross-channel transactions: buying, fulfillment, help



## Expert Managers

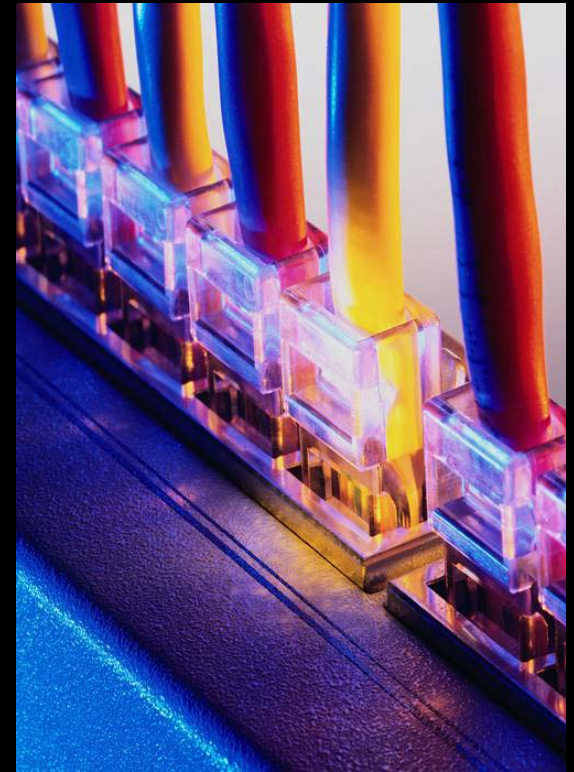
- Performance management, exceptions, and alerts
- Training and development
- Task management and communication
- People management

## Streamlined Operations

- Optimized processes
- Technology management

# Savings and revenue benefits

- Eliminate the costs of multiple networks, sets of equipment, management applications and resources
- Reduce and eliminate toll fees and international call charges for intra-company calls, faxes, audio conferences, etc.
- Enhance employee productivity through better communications management, mobility and choice of devices
- Enhance customer service capabilities through audio, video, image and web services
- Make geographically separated teams can work as if they were in the same room, reducing travel expenditures and shortening the time to solve business problems



# Agenda

Why Converged Communications is a Must Play

Benefits and Measured Success

## **Challenges for suppliers**

(What pitfalls do UC technology suppliers face? Which things will they have the most trouble delivering?)

Hurdles to pass

# What vendors must deliver for UC to be successful:

- **Help clients to develop solid, bottom-line business case for the solution – The ROI**
- **Get the solution requirements right, develop objectives and expected results upfront**
- **Fast initial deployment**
- **Implement a secure network and communications solution**
- **Partner well and broadly – Support industry open standards**
- **Set and meet Service Level Agreements**
- **Deliver not just a new IT infrastructure, but a recognizable business value**
- **Enable open application development**
- **Connect with backend business and operating support systems**
- **Choreograph multiple vendors, multiple Service Providers**
- **Integrate and migrate applications within business processes**
- **Offer easy and cost effective manageability and administration**
- **Offer managed services and Day 2 support**

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Challenges for suppliers

## **Hurdles to pass**

(What long-term business and technology trends will UC have to ride to succeed? What changes could derail UC?)

# Hurdles to pass for converged communications to take off

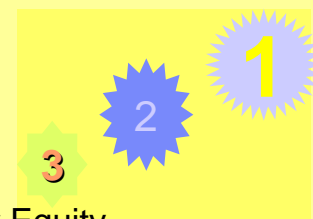
- **Converged communications must deliver business value, unique and exciting, not just phone charge savings**
- **Everything must work together – an integration of multiple applications, device types, vendors, partners, content sources, service providers**
- **There has to be enterprise class security**
- **Availability and resiliency must be on par with today's PSTN network**
- **Implementations must start at an affordable price/point**

Implementing converged communications must not only improve the operational efficiency but also the competitive position of an enterprise, helping it to succeed in a rapidly changing marketplace.

Business Value

### Business Leadership

- Expanded Products and Services
- Financial and Operational Flexibility
- Resilience and Security
- Increased Revenue/Profitability/Market Share/Shareholder Equity



### Customer satisfaction

- Increased speed and quality of customer response
- Flexible communication flow via chosen media type
- Streamlined voice recognition access
- Designed for scalability and global use



### Employee productivity

- Powerful collaboration and applications on IP phones
- One stop message access anywhere, anyway, any time
- Personalized receipt of calls – choice of device and location



### Cost reductions

- Single transport infrastructure for voice, data and video
- Moves, adds and changes are faster and more efficient
- Reduce capital expense 10% - 25%;
- Reduce operating expense by 20% - 40%

