


Unified Communications  
Conference in a Conference  
VoiceCon Fall  
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# Migrating to Unified Communications Getting There from Here

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# Questions We Will Address

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- ❑ What variables determine the path you should take to UC, and how quickly you move?
- ❑ What new technologies are required for UC, and how do you implement them?
- ❑ What are the organizational and technical challenges to beginning and sustaining the migration to UC?
- ❑ Which elements of your current communications infrastructure will not be relevant to UC, and how will you phase these out?

# Agenda

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- Overview of variables and options
- Commentary by each Panelist
- Discussion and Questions

# What is Unified Communications?

- Communications Integrated to Optimize Business Processes.
  - The goal is always to drive business results
  - Enterprises are a composite of structured and un-structured business processes
    - Varying levels of people and communication content in processes
  - Opportunities exist in three dimensions:
    - Improve Customer Experiences
    - Differentiate vs. Competition
    - Lower Cost/Expense
  - Hard dollar justifications exist, if measured.

*Customer Experiences*



*Differentiation*

*Cost/Expense*

# Variables Defining Your Path

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- Industry Setting
  - Competition, Compliance, et al.
- Company Strategy and Culture
  - Growth, Profits, Transformation
  - Cost, Product or Solution
- Business Model
  - Structured or dynamic processes
- Organization
  - Integrated team or Silos
- Financial Priorities
  - Competing Investments
- Technology Situation
  - Early adopters, Mainstreet, Late Adopters

# Three Main Options for UC Action

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## □ Extend Telecom

- Add presence to voice, video
- Link to e-mail and info resources



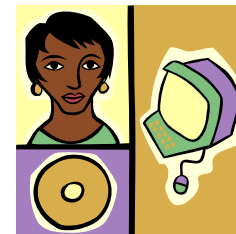
## □ Extend Desktops

- Add voice, video to existing tools
- Enable on wireless devices



## □ Extend Applications

- Comm links in Apps Portals
- Leverage others' comm services



## □ Or... do nothing

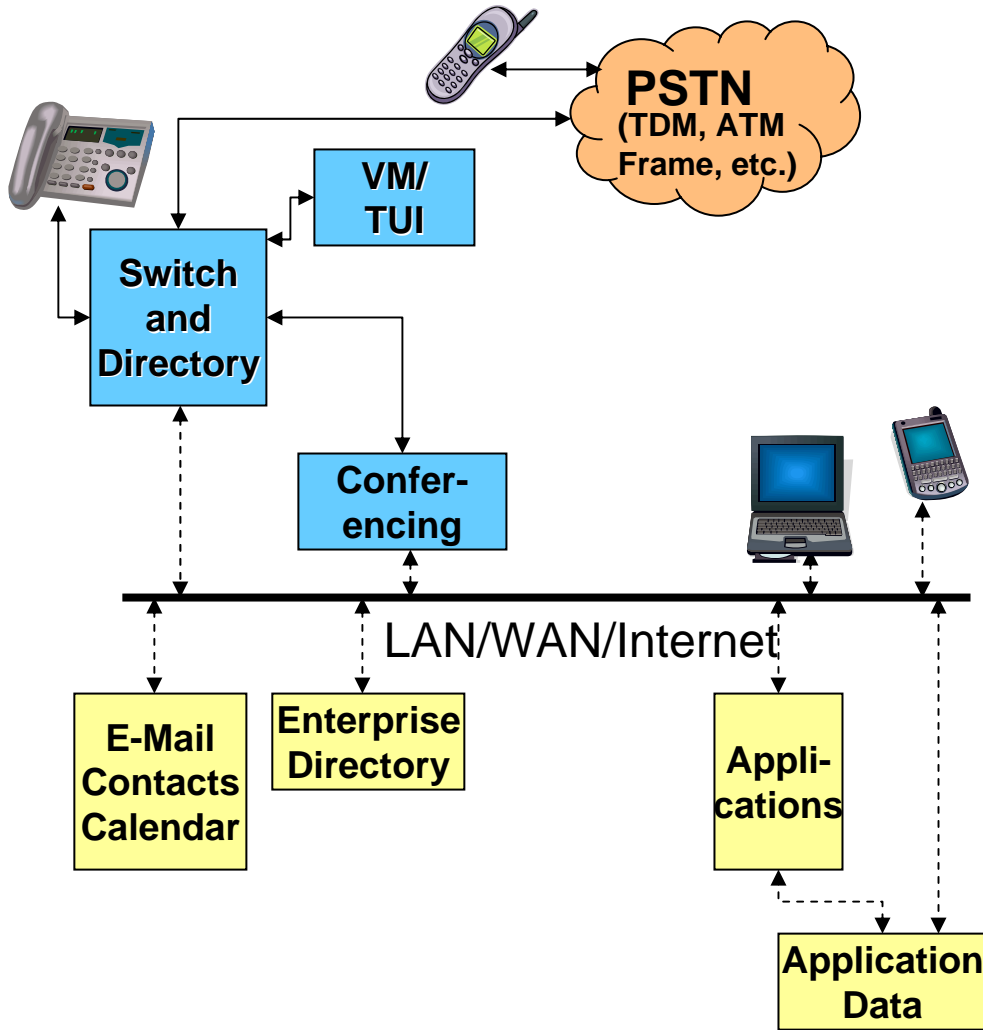
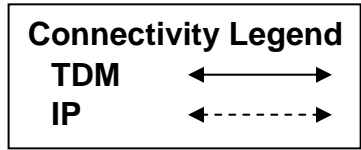
- Wait, but with risks... 

# Critical Components

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- People
  - Succeeding in roles, jobs, and payoff for their enterprises.
- Identity and Directories
  - Basis depending on the Option chosen
- Communication Applications
  - UC, Rules, E-mail, IM, VM, Calling, Conferencing
- Business Applications
  - Logic, Data, Transactions
- Communication Server(s)
  - Switches, Media Processors, Messaging Engines
- Devices and User Interface(s)
  - Visual, Audible output; Key, Pointer, Speech inputs
- Devices; Networks/Gateways; Security/Authentication


# The Typical Base Case



## Desk-based Users


**Phone** 

Call  
Conference  
VM


**PC** 

Email, Contacts  
Calendar  
Applications

## Mobile Users

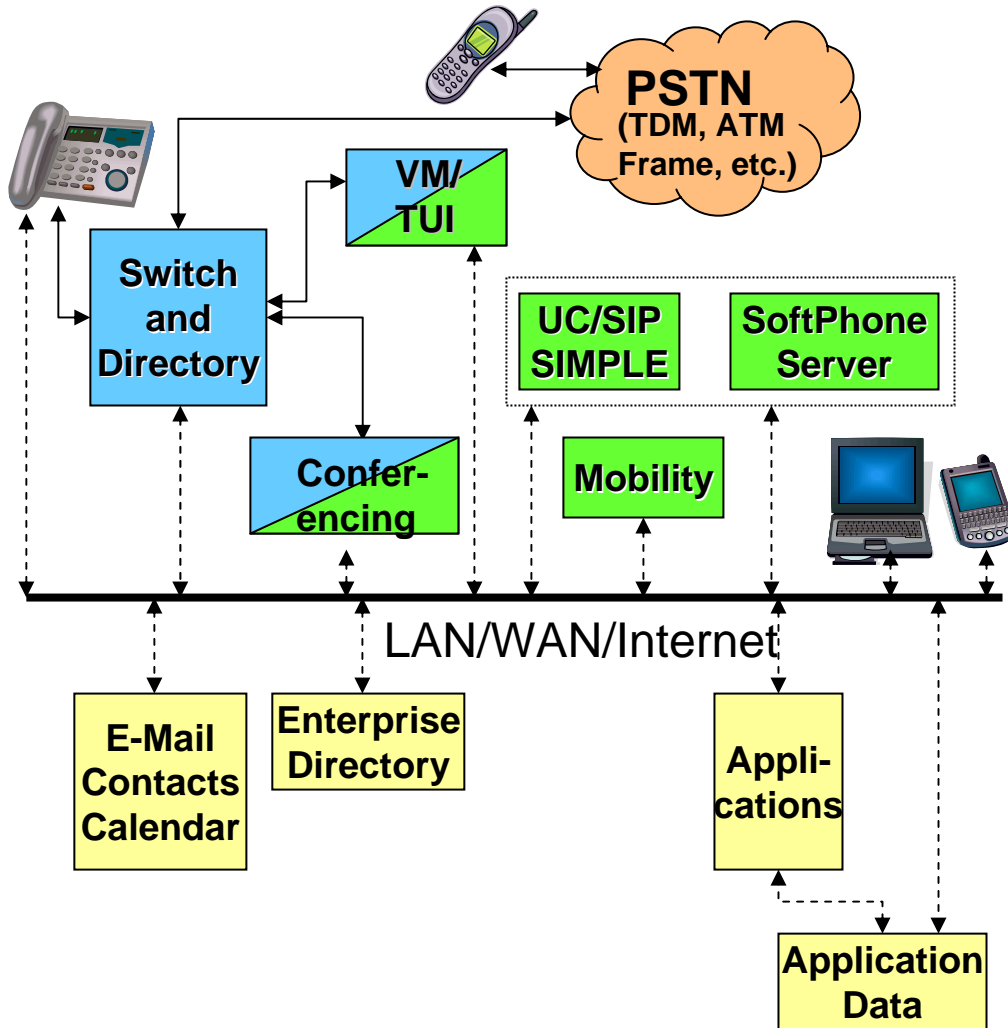
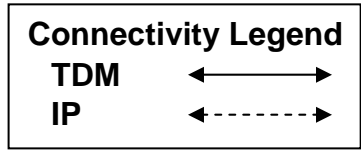
**Cell** 

Call  
Conference  
VM


**Smart Phone** 

Email, Contacts  
Calendar  
Applications


# Telecom-Based UC



## Desk-based Users


**IP/Soft Phone** 

Call: **IP** or TDM  
 Conference  
 VM, **UM Client**  
**IM, Presence**

**PC** 

Email, Contacts  
**UC Plug-ins**  
 Calendar  
 Applications  
**VoIP Telephony**

## Mobile Users

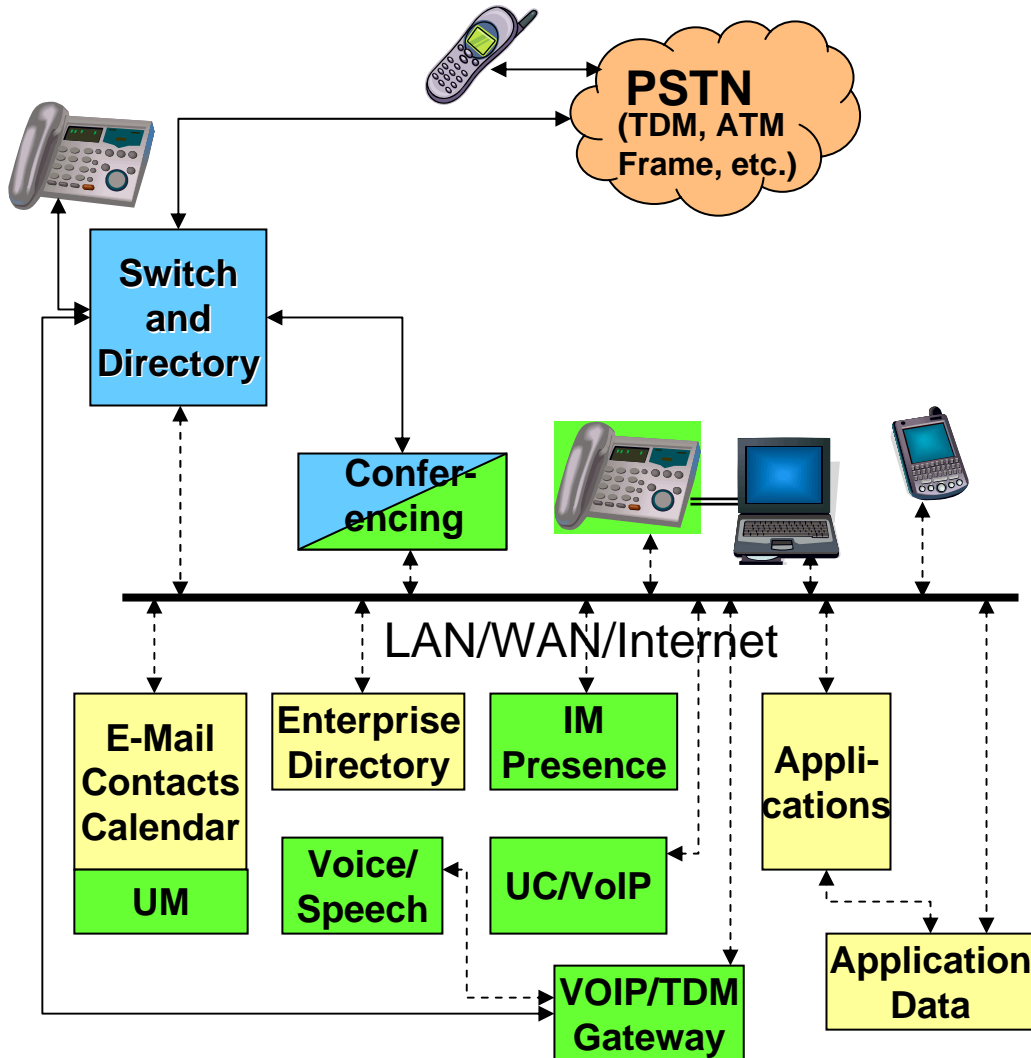
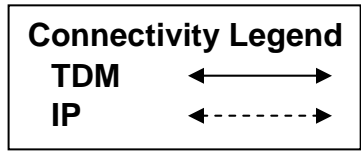
**Cell** 

Call  
 Conference  
 VM or **UM**  
**Speech Access**  
**IP Softphone**


**Smart Phone** 

Email, Contacts  
 Calendar  
 Applications  
**VoIP Telephony**

# Desktop-Based UC




## Desk-based Users

**Phone** 


**IP Phone**

Call: **IP** or TDM  
**Presence, Dir.**  
 Conference  
 Access UM


**PC** 

**IM, UC Client**  
**SIP Telephony**  
 Email, Contacts  
 Calendar  
 Applications

## Mobile Users

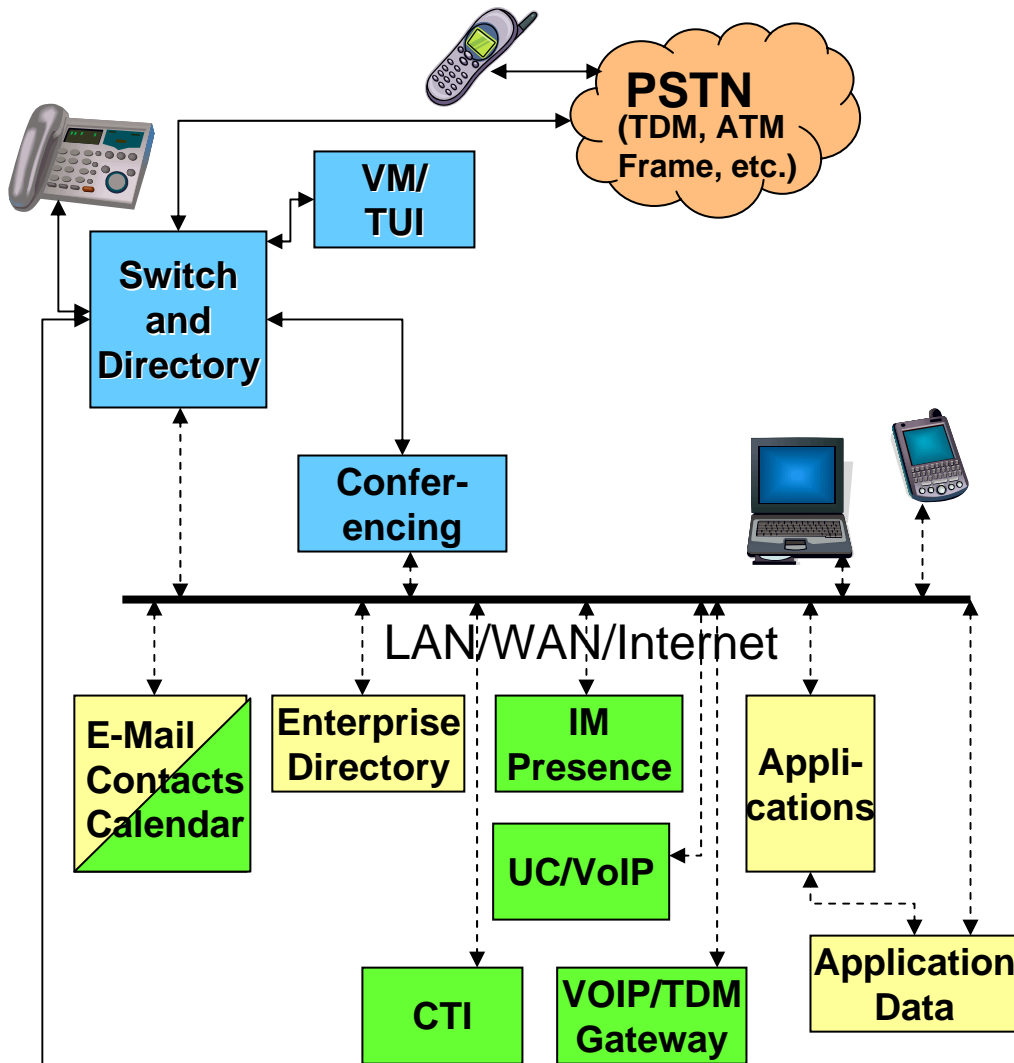
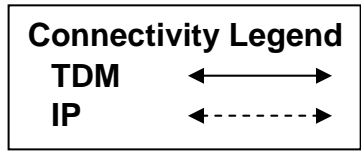
**Cell** 

Call  
 Conference  
**Speech Access**

**Smart Phone** 

**IM, UC Client**  
**SIP Telephony**  
 Email, Contacts  
 Calendar  
 Applications


# Application-Based UC



## Desk-based Users


**Phone** 

Call  
CTI Call Control  
Conference  
VM


**PC** 

Apps  
IM & Presence  
CTI Call Control  
SIP VoIP  
Mail, Contacts  
Calendar

## Mobile Users

**Cell** 

Call  
CTI Call Control  
Conference  
VM

**Smart Phone** 

Apps  
IM & Presence  
CTI Call Control  
SIP VoIP  
Mail, Contacts  
Calendar

# How To Choose and Plan

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- Examine users by category
- Examine business processes by category
- Assess UC optimization potential of top jobs, processes
- Revise 12-24 month budget for pilots and strategy updates
- Do a few pilots to test optimization hypotheses
  - Several Job/process types
  - Differing UC models/suppliers
  - Measure and evaluate results
- Update Communications Strategy
  - And Enterprise strategy as appropriate
- Execute the new strategy
  - Measure results, use feedback.



# Panel Discussion

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- What are the organizational and technical challenges to beginning and sustaining the migration to UC?
- What do you see as the timing of UC Adoption?
- Where will UC be adopted first?
- Which elements of current communications infrastructure will not be relevant to UC, and how will those phase out?
- What are the most important benefits of UC?

# Panel Members

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- Joe Burton, Cisco Systems
- Phil Edholm, Nortel
- Eric Swift, Microsoft
- Fred Spulecki, IBM
- Marty Parker, Communication Perspectives