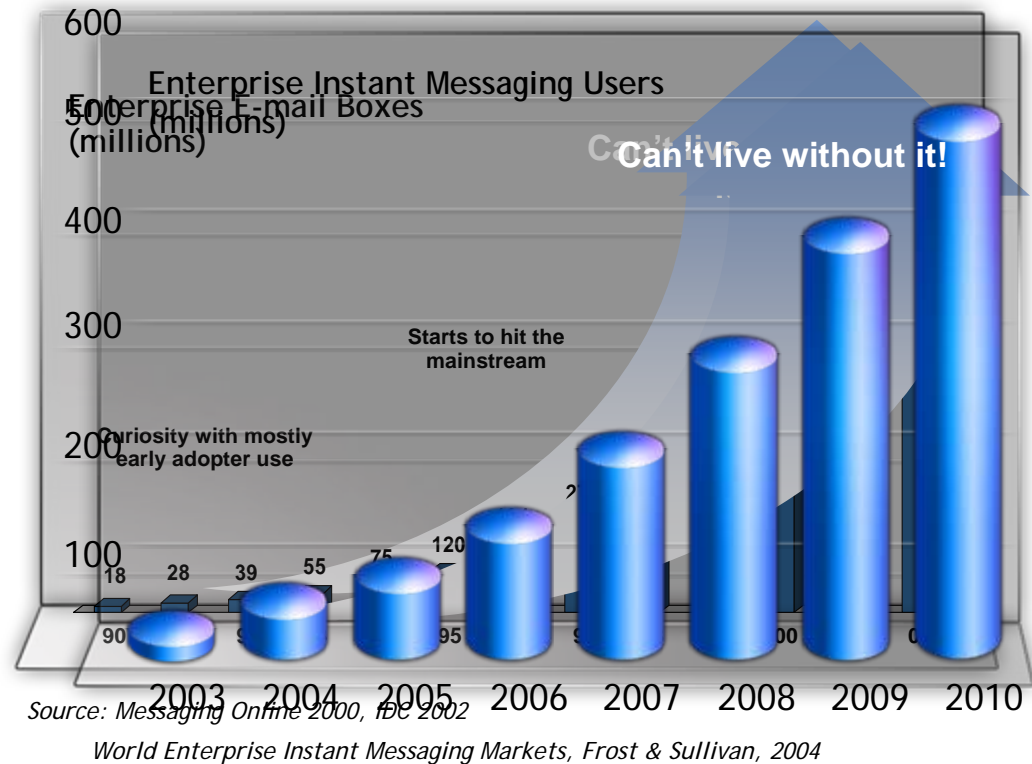


***Collaborate Now!***

**VoiceCon Fall 2006**  
***Mathew Frazer, VP Enterprise Solutions***

- Adoption & Projection
- Market Trends
  - Communication Enabled Business Process
- Market Realities
- Summary
- Q & A

- **“Presence”** – the key technology in IM, is growing in importance as a valuable business tool
- **“Federation”** between companies
- **“Telephony”** is the last communication silo that needs to be integrated into the collaboration framework

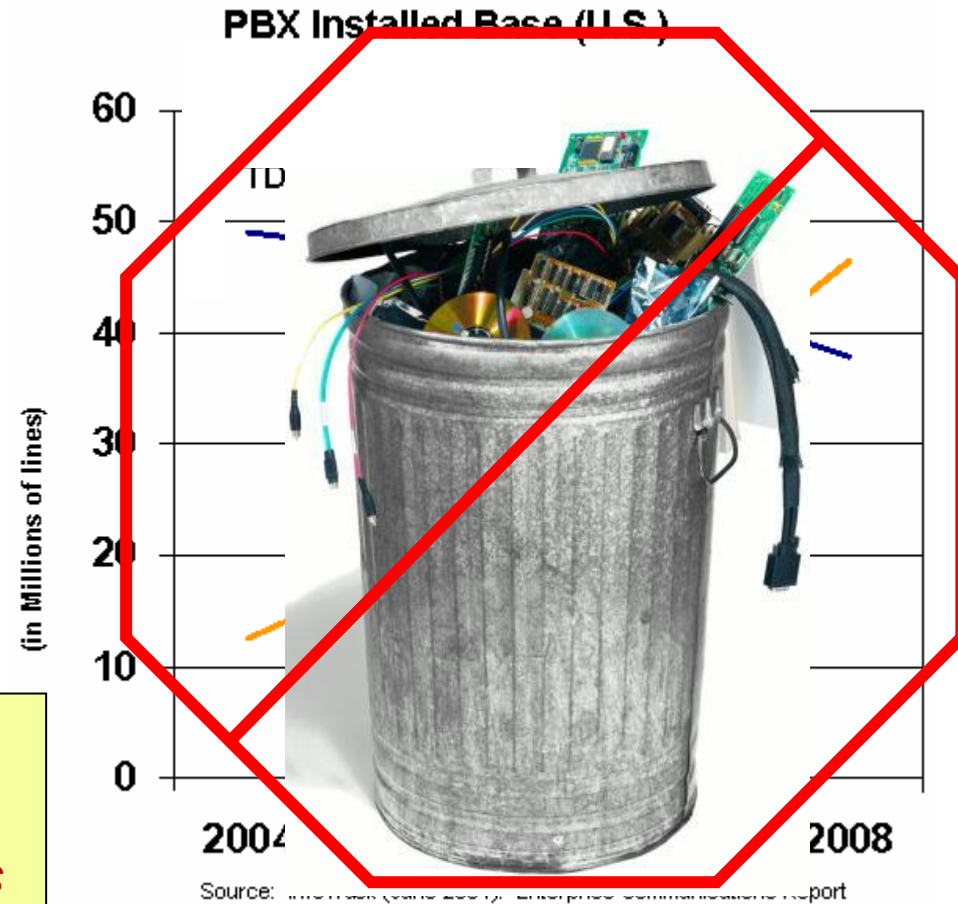


# Trends - Migrate at your own Pace

- According to Infonetics Research ...by 2008, hybrids will grow to 69% of the market

- 23% Increase to IP
- 8% drop

✓ *Interoperability between your existing/traditional telephony and next generation telephony systems is key!*



# Communication-Enabled Business Process (CEBP)

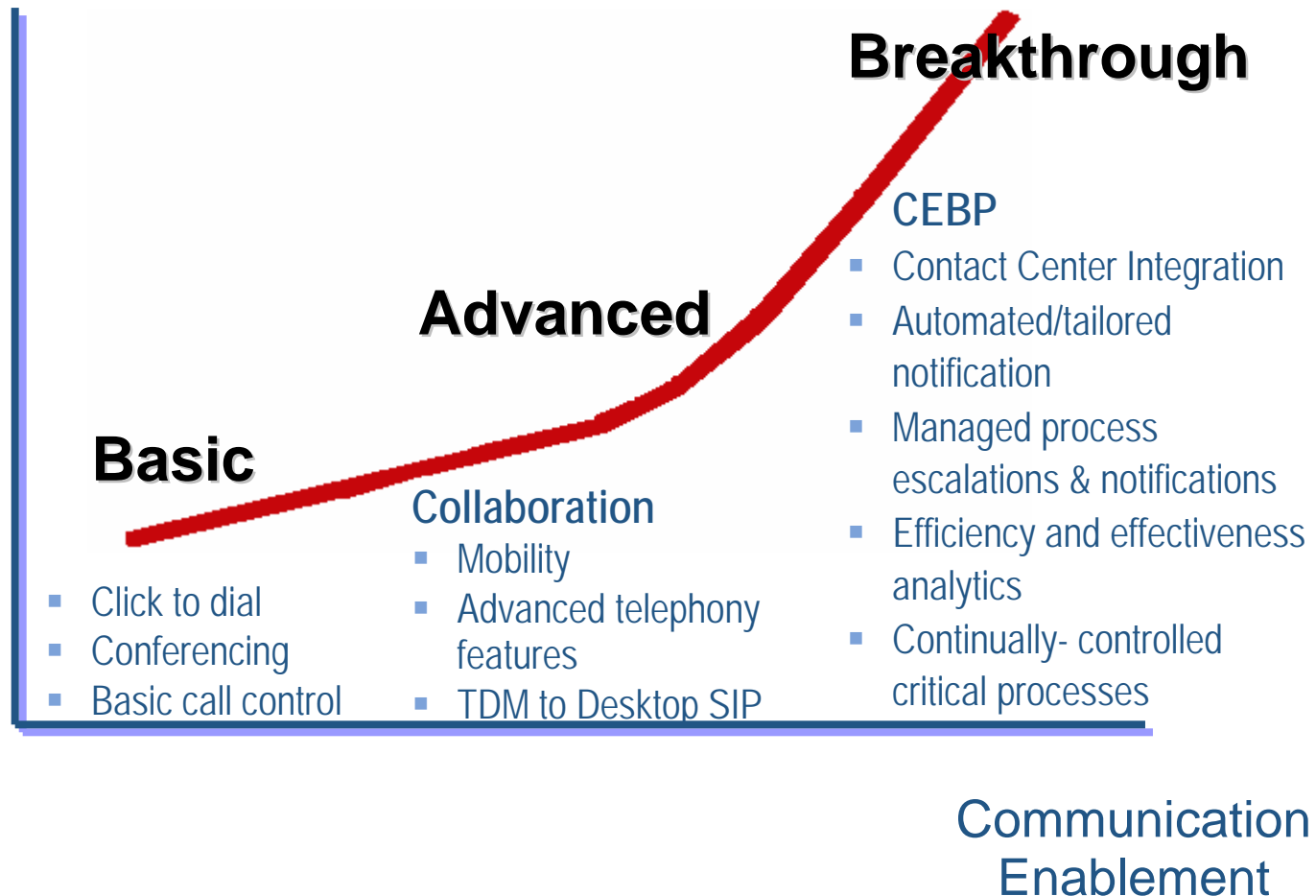
- Achieving agility through effective real-time communication supporting core business processes throughout enterprise
  - Reduce human latency
  - Enable collaboration and mobility capabilities
  - Drive automation to support process compliance
  - Leverage enterprise skills & assets
  
- “Through 2010, 80 percent of businesses that have deployed CEBP will obtain significant competitive and revenue differentiation because of it. (0.8 probability)

**Source:** Gartner Research, “*Achieving Agility Through Communication-Enabled Business Processes*”;

*Bern Elliot, Steve Blood, Bob Hafner 4 April, 2006*

# The value of managed real-time communication

Enterprise  
Value



# Migration Realities

- Disruption
- Cost of software and hardware upgrades
- Proprietary Solutions - IP PBXs replicate the TDM PBX model
- Market is moving to IP, but not as rapidly or in the same fashion as predicted (not just IP PBX)
- IP telephony rollouts are struggling to demonstrate incremental value
- Enterprises seek freedom to migrate at their own pace



# Mitigate Risks through Open Solutions

- Phased approach towards migration helps to mitigate project execution and capital scarcity risks
  
- Seek out solutions that:
  - 100% Software-based and built upon open-standards
  - Provide significant ROI
  - Enhance negotiation value with current suppliers
  - Deliver complete presence and collaboration experience
  - Drive cultural adoption by proving how collaboration injects change in doing business more efficiently and productively
  - Leverage current investments & infrastructure
  - Demonstrated ability to support “mission-critical” environments

## ■ Collaboration

- Conferencing: Immediate ROI – Save Millions (25% of Conferencing Budget)
- Productivity
- Mobility

## ■ Convergence:

- Significant Infrastructure Savings
- Risk Reduction
- Protection from Capital Expenditure Deferrals



*“The phone and computer work better together.” - Bill Gates*

# Complete Collaboration Now!

- ✓ CEBP - Identify critical business processes and assess communication-enablement opportunities
- ✓ Ensure all collaboration tools can be implemented on existing and future infrastructure
- ✓ Don't wait to utilize collaboration for competitive differentiation