

Success Factors for Unified Communications

A viewpoint on how UC suppliers and
customers can achieve higher
performance

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Executive Summary

The UC adoption curve may yet resemble a hockey stick, but 15 years late and not in the way envisioned



- Many factors have conspired against Unified Communications (UC) becoming as widespread as projected, including:
 - Poor marketing and weak value propositions
 - Voicemail and PBX replacement cycles starting in Y2K
 - Insular R&D culture instead of more open ecosystem
- Many of these constraints are resolving themselves and we expect UC to become a critical component of enterprise collaboration
- UC will eventually become omnipresent as network operators embed presence, location, and other personalizations into communication
- However, it is still uncertain which vendors will emerge as consistent leaders as the collaboration marketplace converges

Barriers to Adoption

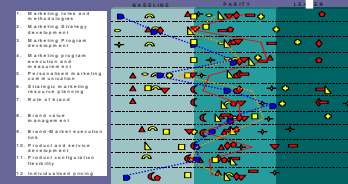
UC has been a network solution in search of a business application to prove it is more than “cool technology”



Salesforce Effectiveness



Confused Marketplace



IT vs Network

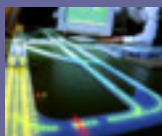


Unified Communications

Weak Business Case



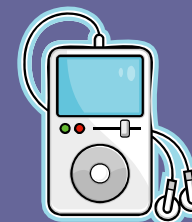
Link to Business Imperatives



Introverted R&D



Too Complicated

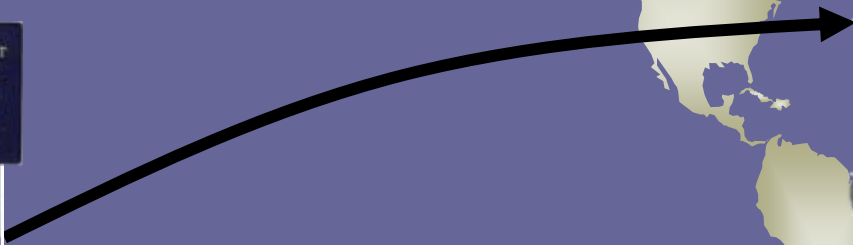


Repositioning UC

UC should be viewed as a component in establishing a high performance, connected enterprise



Moving from work silos to an “All IP Enterprise”



Disconnected and Disparate

Converged IP Voice and Data

Accelerate workflow

Extended enterprise

IP Transformation

Integrated Collaboration

Seamless Mobility

Targeting the Right Users

Our research indicates specific clusters of users who typically experience the most value from UC



Marketing & Sales (CRM)

More efficient sales teams; Keep dispersed affiliates or partners up-to-date on products; Share information with high value customers

Document and Design

Monetize knowledge capital; Speed editing and publishing processes; Supplier collaboration

Peer to Peer

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)

Measurable Business Benefit

UC demonstrates its value when it accelerates business processes and enables better decisions



“Almost every business activity can be made more efficient by enabling users to plan, negotiate, brainstorm, and resolve conflicts within the context of a business process... This contextual use of collaboration services ... building them directly into applications ... enables a massive reduction in coordination costs across the enterprise ecosystem.”

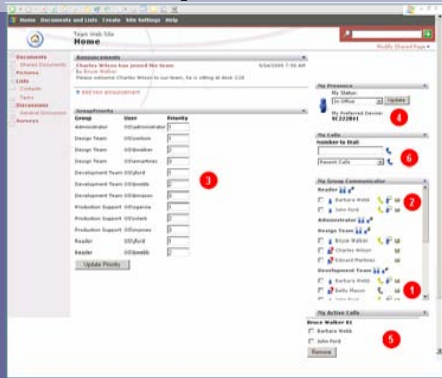
Meta Group

Example Solutions

Solutions that address specific industry pain-points are now available (hosted or CPE)



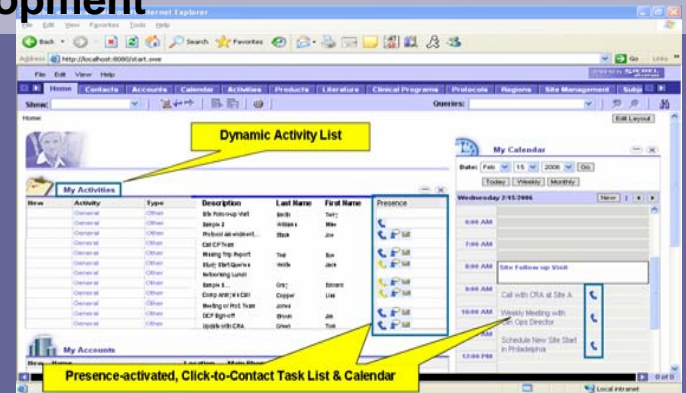
High Tech: enabling multi-site, offshore product development



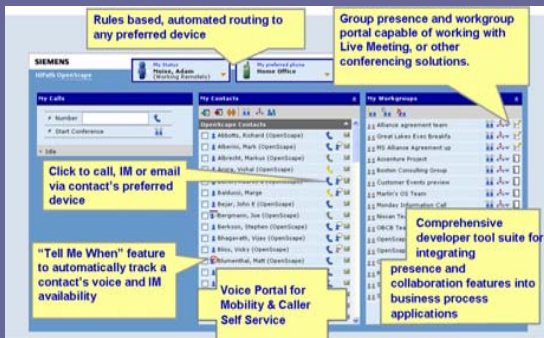
Functionalities

1. Click-to-Dial
2. Project Groups
3. Project Group Priority Management
4. Personal Status
5. Active Conference Call Management
6. Call by number / Call History

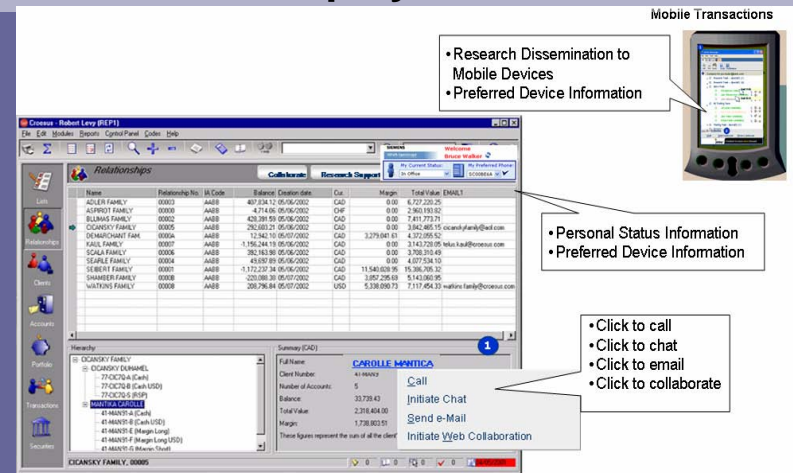
Life Sciences: enabling faster drug development



Horizontal "Executive eAssistant": enabling multi-modal communications



Financial Services: enabling more sales per Front Office employee



Recommendations to Suppliers

UC Suppliers should shift investment from core features to addressing solutions and sales challenges



- Develop an effective alliance ecosystem and partnering construct to broaden channel and influencing relationships
- Investigate and experiment with disruptive business models, such as advertising-based services or open source
- Develop process-specific and industry-specific solutions where UC plays a critical but non-intrusive role; and be prepared with business case justification and measurement processes
- Architect UC platforms based on SOA and converge carrier and enterprise platforms such that investments are not duplicated
- Invest in salesforce transformation programs

Recommendations to Customers

UC Customers should use controlled pilots to measure “before/after” business results



- Consider sourcing options: CPE or managed service (SaaS)
- Expect UC platform to be open, based on standards such as SIP and extensible to support integration with your critical applications
- Expect UC supplier or systems integrator to be willing to demonstrate commitment to business results
- Ensure that UC supplier has tight integration with corporate messaging systems such as Microsoft Exchange or Lotus Notes
- Look for features such as individual/group presence, auditing/compliance, mobility support, and voice portals