



# Unified Communications

A Business Ready Approach

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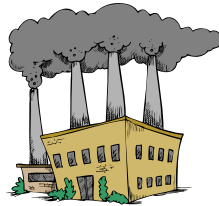
Director of Systems Solutions

**INX Inc.**

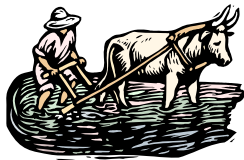
# Collaboration from age to age



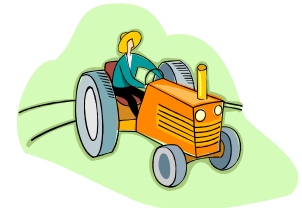
Information Worker Age  
1 effort = 2,500x result



Industrial Age 1 effort = 100x result



Agricultural Age 1 effort = 10x result



Hunter Gatherer Age 1 effort = 1x result



# Today's Anywhere Workplace

Before: Information Workers traveled to their workplace



Now: The workplace is wherever Information Workers are

at home

in the office

at the airport

while traveling

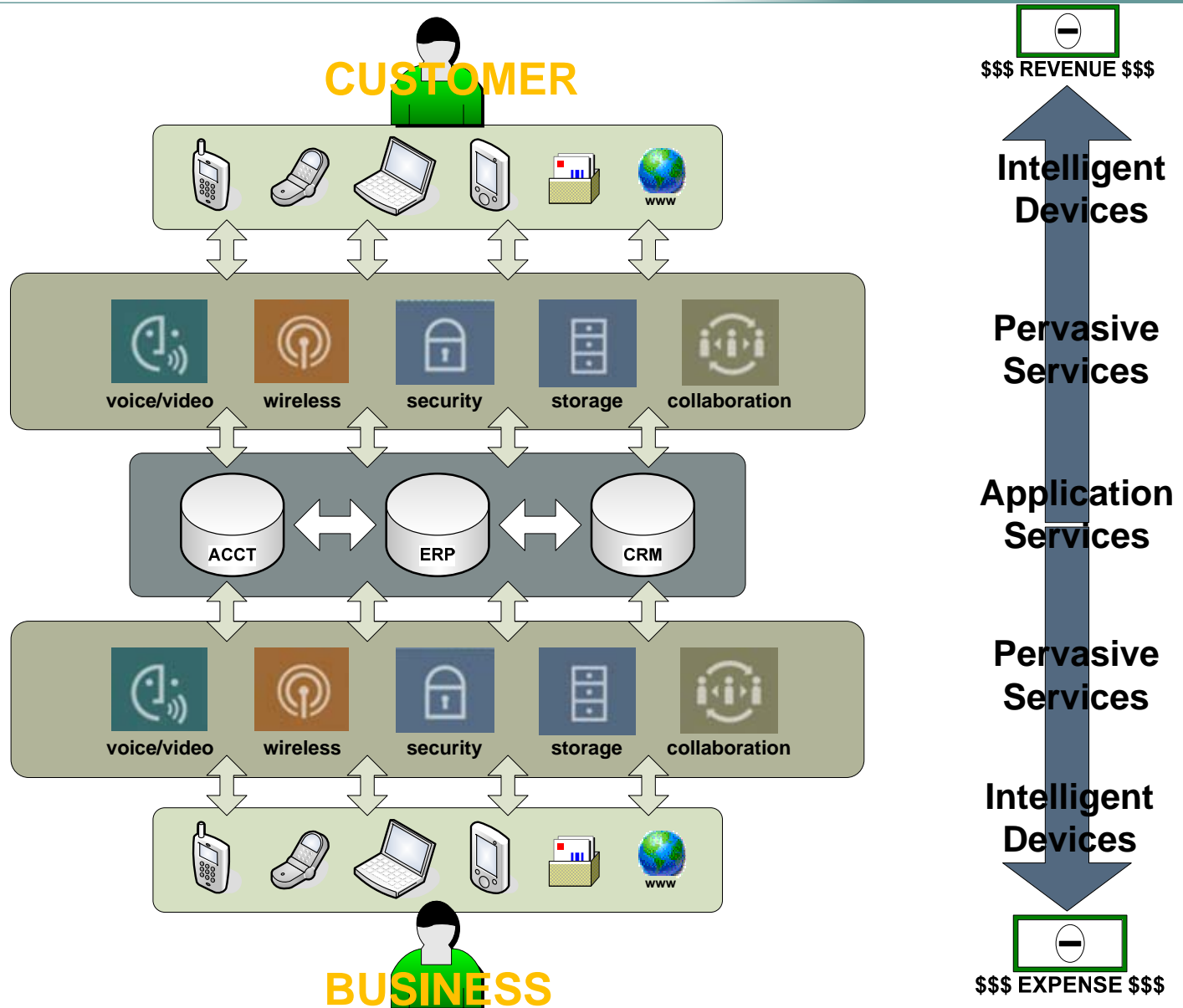
in the hotel



Internet cafe

- By 2007 “Telework” will be practiced by more than 60 million people
- More than 66 percent of workers will use mobile & wireless solutions

# Business Ready Networks - Workflow



# RN Call and Patient Monitoring

## Nurse Call

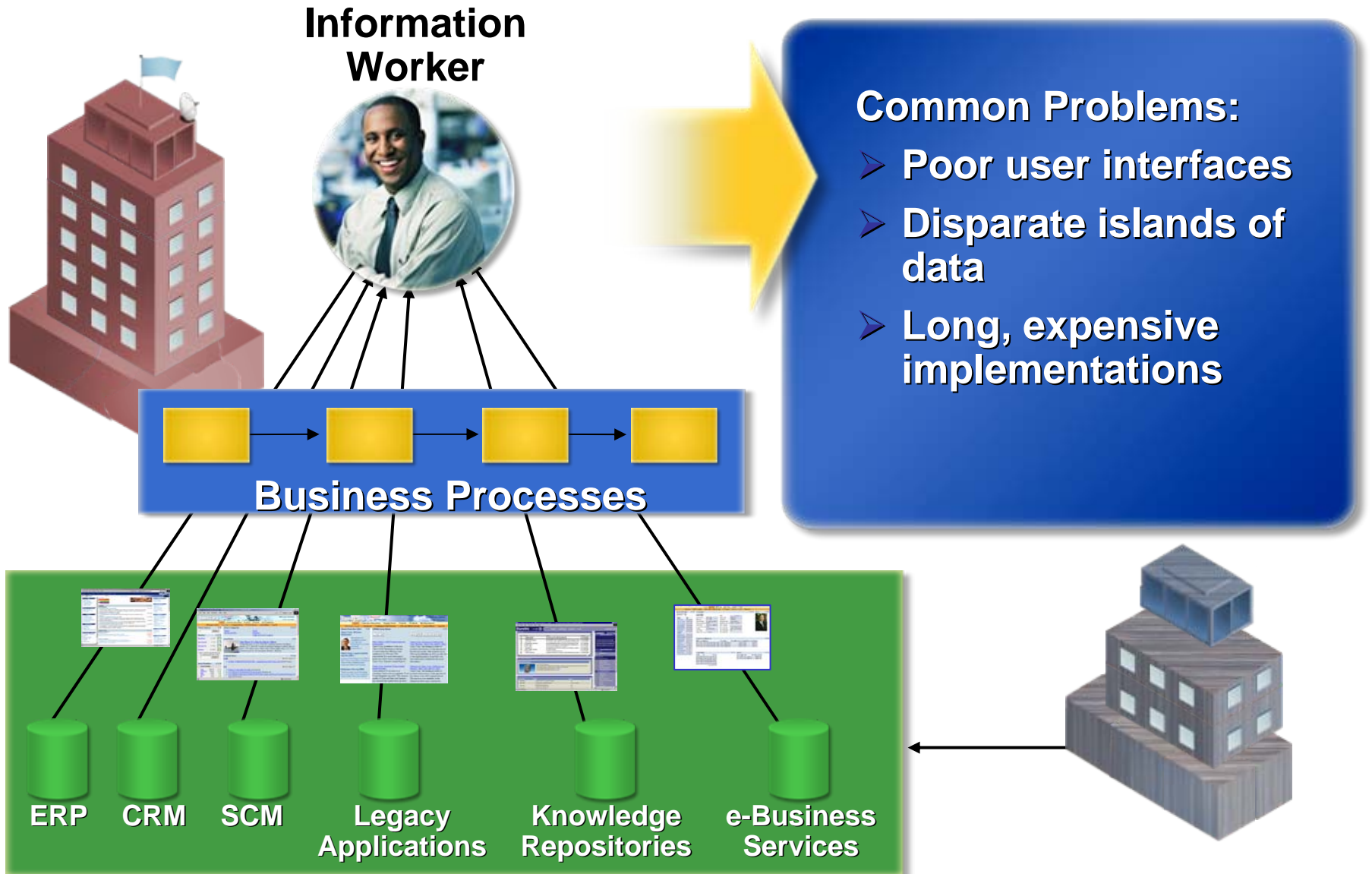


## Patient Monitoring



RN





# Extend the familiar:

## Integrate Microsoft and Cisco tools

The image illustrates the integration of Microsoft and Cisco tools. It features three overlapping windows:

- Outlook Contact Window:** Shows the contact details for Don Judson, including his name, title (CEO), company (Mid-Valley Bank), and phone numbers. A red circle highlights the 'Action' menu in the Outlook ribbon.
- Outlook Message Window:** Displays an HTML message from Ken Daugherty. A context menu is open over the contact name, with a red circle highlighting the 'Call Mobile (503) 255-1234' option.
- Microsoft Communicator Window:** Shows the contact list for Don Hall. A context menu is open over his name, with a red circle highlighting the 'Call' option.
- New Call Dialog Box:** A dialog box for initiating a call. It shows the contact 'Judson, Don' and the number '(503) 980-2320'. A red circle highlights the 'Number to dial' field, and another red circle highlights the 'Dialing Properties...' button.

Red arrows indicate the flow of integration: from the Outlook 'Action' menu to the context menu in the message window, and from the context menu in the message window to the context menu in the Microsoft Communicator window. Another red arrow points from the 'Call' option in the Communicator window to the 'New Call' dialog box.

# Unified Communication Adoption

## Traditional technologies first tier

- E-Mail, Fax, and Voice

## Second tier

- IM
- Voice Inside Docs
- Voice Inside Apps

## Third tier

- Real time
- Device agnostic
- Video Presence



# Success or Failure?

## Lower Costs

- Data/voice resource convergence
- Simplify Moves/adds/changes
- Remote site support
- Travel cost reduction from video calling

## Improve Customer Service

- Right customer data on your screen
- Framework allows more rapid integration of new initiatives

## Increase Productivity

- Integration of voice with business applications
- New voice applications drive personal productivity
- Database “dips” drive team efficiencies

## Maximize Network ROI

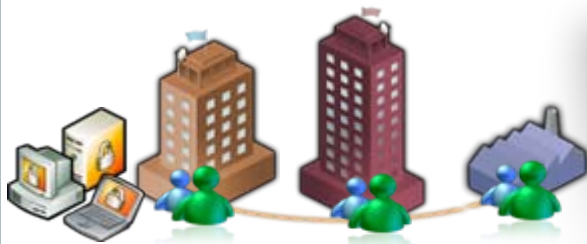
- Integrate voice, video and data
- Leverage existing network investments
- Reduce application integration time and cost

# “Survey says...” – Useful tool results

Interest Area/Option	Very useful	Somewhat useful	Uncertain	Not useful	Don't know what this is
6. Having your organization-wide directory available/searchable on the phone	100%	0%	0%	0%	0%
11. Getting voice mails in your email in box	83%	0%	17%	0%	0%
18. Wireless headsets	67%	33%	0%	0%	0%
1. Double-clicking to dial from workstation	50%	50%	0%	0%	0%
16. Mobile workers “login” to any phone	50%	17%	17%	17%	0%
19. Wireless phones	50%	50%	0%	0%	0%
7. Dialing branch locations with 3 or 4 digits	50%	33%	17%	0%	0%
8. Seeing if a co-worker is on the phone from my PC	50%	50%	0%	0%	0%
13. Paging through the phones	33%	17%	50%	0%	0%
14. Broadcasting alerts through the phone	33%	33%	33%	0%	0%
20. Recording calls on the fly	33%	33%	33%	0%	0%
22. Accessing other corp. data from phone	33%	17%	33%	17%	0%
24. Interactive Voice Response (IVR) system for customers	33%	17%	17%	33%	0%
4. Video conferencing with many people	33%	33%	17%	17%	0%
9. Simultaneously ringing your desk and cell phones	33%	17%	17%	33%	0%
10. Calling a “walkie-talkie” user from your desk phone	17%	67%	17%	0%	0%
15. Using a “soft phone” (software-based phone) for laptop/home use	17%	50%	17%	17%	0%
2. Voice activated calling your contacts	17%	50%	33%	0%	0%
21. Accessing customer data from phone	17%	17%	50%	17%	0%
23. Having a “call center” for customer service	17%	17%	67%	0%	0%
25. Personalizing how your calls are routed based on your schedule	17%	17%	67%	0%	0%
3. Video calling between 2 people	17%	0%	33%	50%	0%
5. Web conferencing/collaboration (like WebEx)	17%	50%	17%	17%	0%
12. Calling in to listen to your emails	0%	17%	33%	50%	0%
17. “Switchboard” controlling calls on my workstation	0%	33%	17%	50%	0%
26. “Clock-in” and “clock-out” timecard tracking from your phone	0%	17%	50%	33%	0%

# What Does This Mean to You?

## Time to Value



*Secure Reach*



*Integrated*



*Easy-to-Use*

- *Growth Strategy*
- *Secure and Reliable*

- *Strategic*
- *Data Centric and Device Centric*

- *Easy to adopt*
- *Familiar and intuitive user interface*
- *Right "Fit"*

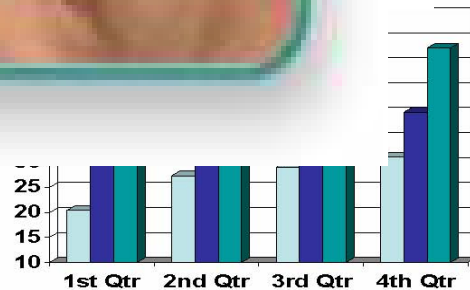
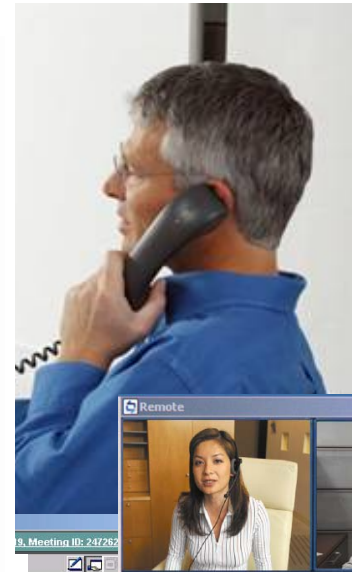


# Trends: How about everything

## Microsoft Customer Care Framework



# Trends: Real Time Collaboration



**Movable,  
sizable  
video  
window**

**Complete voice, video and web  
conferencing capabilities and control**

