

# Voice Messaging: Are PBXs Still Needed?



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# First Determine:

- **Is Voice Mail still needed?**
  - Most likely, Yes; but in different ways.
- **Then decide how to get the capabilities & functionality you need**
  - What are those functions?
  - What are the options?

# Definitions

- **Voice Mail:** manage phone messages, forward, send messages to multiple voice mailboxes, add voice notes, store for future delivery, play different message greetings to different callers.
  - Most offer automated attendant capabilities
  - Mainly used for call answering
- **Unified Messaging:** integration of voice, fax, and e-mail messages and message notification, providing a single place to access all message types.
- **Enhanced UM:** adds real-time capabilities: desktop call screening of calls; find me/follow me; live reply; Personal Assistants; speech recognition; integration with calendar & contacts,
- **Unified Communications:** Communications integrated to optimize business processes. Consists of several elements, including voice mail and UM.

# Need for Voice Mail/UM? Maybe Not

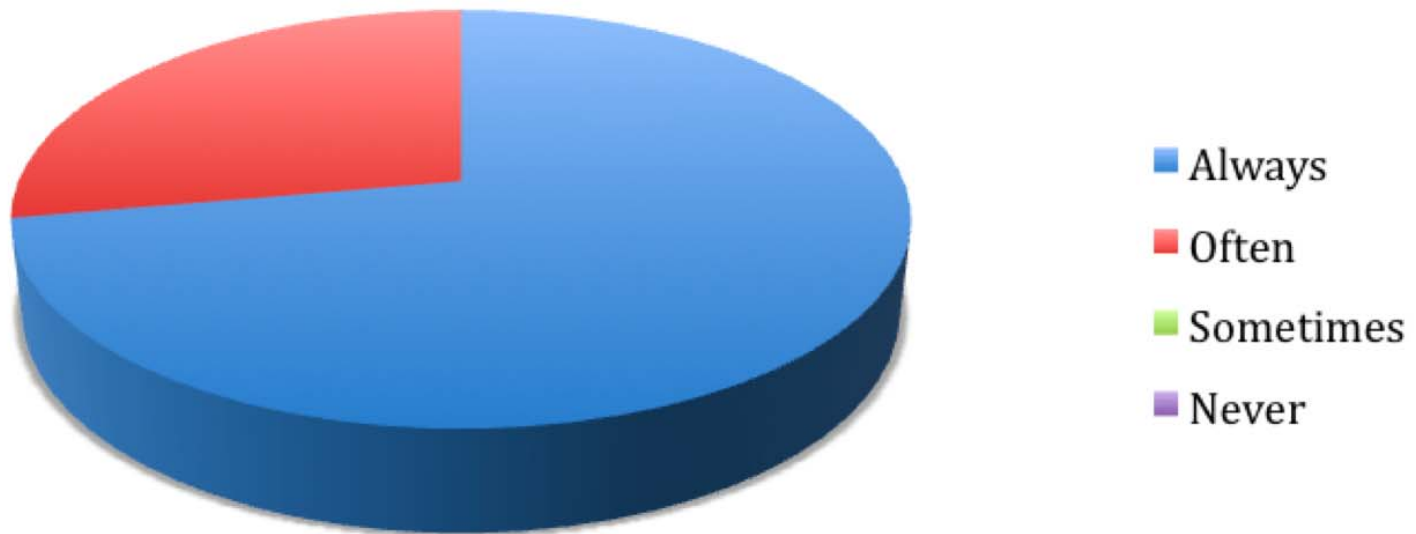
- **Voice Messaging (and broadcast messages) replaced primarily by e-mail**
  - Visible record, easy to copy/attach, easy distribution lists, recipients don't have to be on same system
- **Auto Attendant use reduced by web**
  - Far fewer “directions”, job hot lines, bulletin boards
- **Features moving to devices or IP-PBX**
  - Visual voice mail, Find Me, call screening
- **Call Answering impacted by presence and IM**
  - Know if someone's available before calling so there are no calls that result in leaving voice message

# Do You Need Voice Mail? Maybe Not

- **From UC End User Survey**
- **“Because colleagues can always find me, there is less and less voicemail. People know how to contact me so I don’t get an email and then a voicemail, etc.”**
- **“It’s very rare that I play phone tag because I can check status. And when the phone rings, I know who’s calling before I pick up the phone. Sometimes I’ll forward the call to a different phone if it’s a call that I really want to take.”**
- **“People know when I’m in and out of the office and how to contact me.”**

# Do You Still Need Voice Mail? Maybe Not

## How Often Do You Check Presence Status Before Making A Call?



# Do You Still Need Voice Mail?

## Yes – Of Course

- **Voice still rules - Not everyone is under 30**
- **We still have the same challenges as before:**
  - **We're more mobile than ever**
  - **Time zone issues with remote colleagues**
  - **Voice is better than text in some cases**
- **Workers want the capabilities of their consumer products within the enterprise – visual voice mail**
- **Enhanced features becoming more important:**
  - **UM, Speech access, Personal Assistant, Name Dialing, Call screening, Calendar integration**
- **Companies want a solution that brings benefits today – not in 3-5 years**

# Do You Still Need Voice Mail? Yes – Of Course

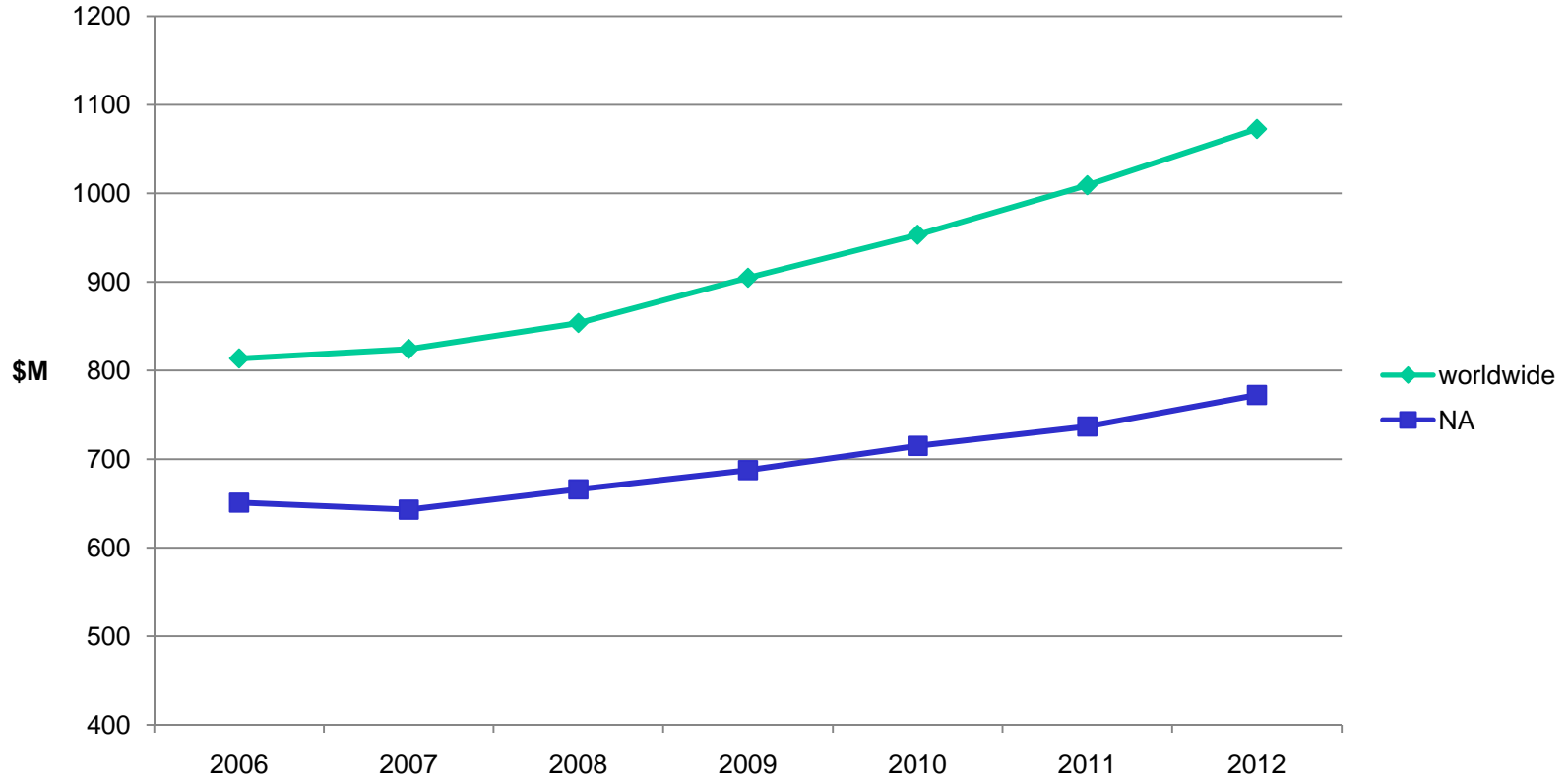
**In challenging economy, companies need to:**

- **Find ways to reduce costs**
  - **Leverage existing infrastructure**
- **Find ways to make workers more productive**
  - **Speech access, Mobility**
- **Find ways to improve business processes**
  - **Reduce latency, crisis avoidance**
  - **Enhance message notification and communication effectiveness**

**Voice Mail and UM can help!**

# Unified Messaging Market

## Unified Messaging Revenue Forecast (\$M)



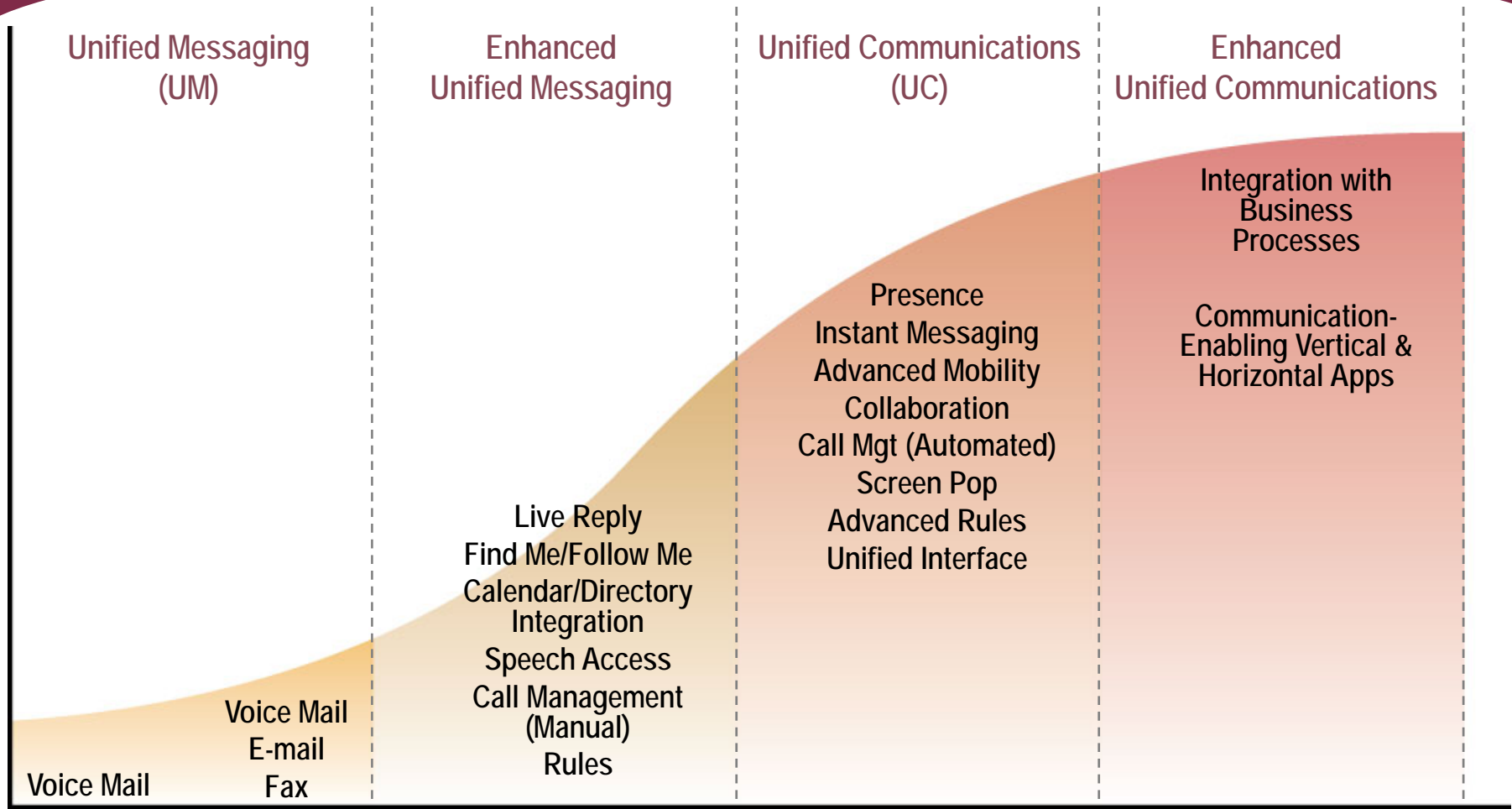
Source: COMMfusion LLC



# Trends and New Options

- **Embedding speech access in voice mail/UM systems**
  - **Speech Access & Personal Assistants for messaging, contacts, calendar, etc.**
  - **Speech Attendants and Name Dialing Options**
- **Message store debate – single or dual store?**
  - **Becomes a deployment decision**
- **Evolution to “Voice Portal” Functionality**
  - **Toolkits for implementing voice-based applications**
  - **Single call-in number for all voice-based services**
- **Web services – Voice mail becomes a service on SOA**
  - **Ex: Iperia, most switch vendors**

# UC Continuum – Messaging Model



# What You Need to Consider

- **Who are the users**
  - **What capabilities do those users need?**
- **Will the voice mail/UM system support users' needs today and in the future – can they evolve slowly and only buy what they need now?**
- **Flexibility: Does the system let you use it the way you want to, not the way the vendor wants you to?**
- **Is it possible that a UC investment would be a better approach?**

# Key Questions for Panelists:

- **What is the best way to get voice messaging, call answering, and auto-attendant services?**
- **Is it better to have voice mail built into the PBX software, or on separate servers?**
- **What is the impact of speech auto-attendants on voice mail?**
- **Is speech a separate solution with multiple applications, or is it a feature of voice messaging, or both?**
- **Is there any reason not to just store voice mail in the email servers?**