Putting the Unified in Unified Communications

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Why all the fuss about UC?

Information workers and business continuity are drivers

"Avaya’s CEO, Lou D’Ambrosio, said that he sees unified communications as being as transformational as the shift to IP telephony has been—and I have to say, I agree with him."

“All of this is good news for companies that want to make their communications a strategic and integral part of their business. “

- Melanie Turek, Frost and Sullivan

1. New Mandate is "Work Effectively From Anywhere“ (Planned or Disrupted)
   - 80% customers interviewed had active program

2. Support Mobile Sales/Work Force
   - 61% have a plan in place to deploy reachability of executives and mobile workers

3. Enhanced Customer Experience
   - 77% of Enterprises are implementing UC Solutions to be responsive to Customers

Results from Web based focus groups, blind independent study commissioned by Avaya, and Aberdeen Dec 2006.
## Information Workers

**An information worker is an individual who must interact with others and with information for the purposes of accomplishing their objectives.**

### IT and Technical Managers/Directors
- Extensive need to collaborate within technical teams and with users/constituents
- Must be available to resolve technical issues
- Require remote access to systems and management tools

### Sales or Other Professional
- Priority on customer response & satisfaction
- Travels extensively
- Must be found and paging not effective
- Access to information while mobile (offer & pricing data)
- Access to order systems
- Device issues (multiple form factors, costs, etc.)

### Administration
- Primarily deskbound w/some roaming in th building
- Access to directories and calendars
- Extensive use of IT systems for example: insurance, scheduling & billing

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**... what types of information workers do you have in your company?**
Information Workers are Frustrated

Traditional, siloed communication solutions don't meet the needs of today’s information workers

Deskbound: I need one desktop client
Nomadic: I need a safe, efficient mobile interface
Road Warrior: I am tired of Not having access when I need it most
Remote: I need to seamlessly shift to my remote office

My customers need to always reach me, and I need to be efficient and enabled when they do!
Unified Communications
One User Experience, Any Network, Any Device
Avaya Unified Communications

See the online version of the Avaya Speech Access Snapshot:
http://www.avaya.com/snapshots/usa/published_files/nano_demos.html?direct_swf_path=swf/speech_access.swf&cid=ss.mob_us_spch
Unified Communications for the Mobile Worker

Visual Access

- Visual Voicemail
- Unified Call Logs
- Location based Presence
- Any phone = Office phone
- Easy Mobile Switcher
- Corporate Directory Access
- VIP Screening
- Keep my Mobile # private
- Sophisticated Call Routing
- Single identity (one # voicemail)
Avaya one-X™ Mobile
Seamless, Ubiquitous Access to Enterprise Communications

2001
- Extension to Cellular

2005
- Avaya one-X Mobile for Symbian

2007
- Avaya one-X Mobile for Symbian
- Dual Mode, Windows Mobile, RIM, Palm, Java
- Sprint Wireless Integration
(CBS) Driving while under the influence or alcohol or drugs is one thing. But allowing yourself to get distracted when you're behind the wheel is never wise.

Along with reading, applying makeup or talking on cell phones while driving, you can add a new type of behavior: text messaging.

As *The Early Show* consumer correspondent Susan Koeppen reported Wednesday, doing that can actually cost lives.

Full Story: [Driving While Texting: A Clear Danger](http://www.cbsnews.com/)
Koeppen: Motorists Text Messaging Is New, Risky — Even Deadly
A recent poll by online automotive marketplace Autobytel shows that nearly 40 percent of drivers have typed a text message as they drive. Fifty-five percent of those polled admitted to taking both hands off the wheel.

Seattle Times
A Mercer Island man fiddling with his BlackBerry was cruising down Interstate 5's express lanes Tuesday morning in his minivan, oblivious that traffic ahead had come to a dead stop.

Reuters - New Jersey drivers who insist on sending text messages on their cell phones or personal digital assistants may find themselves on the wrong side of the law … a recent Nationwide Insurance survey: one in five drivers are texting while driving, a figure that rises to about one in three among people aged 18 to 34.
A feature-rich, **safe** mobility solution

*From any Cell phone*

- one-X Speech Access
  - Hands free, Eyes free, Safe mobile access to communications
    
    Prioritize and respond quickly with an assistant that is always on
    
    “You have a call from Diane, would you like to accept this call?”
    “You have an upcoming meeting”

Get back valuable lost time

"**Read my messages**"

“Call the sender”

“**Find free time tomorrow**”

“Give me a wake up call”

“**Read my urgent messages from my boss**”

“Connect all calls”
Avaya Speech Access Demo

See the online version of the Avaya Speech Access Snapshot:
With one-X Speech and just your voice, you can…

- Access and manage voice messages
- Place calls and Conference calls
- Receive/Screen ReachMe calls
- Access your corporate directory
- Access Microsoft Exchange® for:
  - Email messages
  - Personal contacts
  - Calendar Management
  - Task management
- Access IBM Lotus Domino® for:
  - Email messages
  - Personal Contacts (included sync tool)
  - Calendar Management
Avaya's UC solution

- Unified Communications that enable the user to access multiple communications capabilities
  - from a single user interface
  - wherever they are
  - on whatever device they choose
- Easy to purchase packages to fulfill their needs at the prices customers want
- Multi-vendor approach with broadest Choice of applications, devices in the industry
- Proven cost-effectiveness, TCO
Thank you!

AVAYA

COMMUNICATIONS
AT THE HEART OF BUSINESS