

# REACH OUT AND TOUCH EVERYONE

Touch unified communications, and you touch everyone in your organization.



Of all the technologies you can use to drive positive change in your organization, none touches as many people as directly as **unified communications**.

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Unified communications is in their faces: on their phones, their desktops, their laptops, their handheld devices and their smartphones. It's how they reach out to co-workers, customers and partners.

Because the technology touches everyone, enhancements to unified communications ripple through your organization. This is not some trickle-down benefit that serves only a few. Provide presence and instant messaging, and everyone in the organization is able to communicate more efficiently.

Make it possible to shave 20 minutes off of the time it takes an employee to contact a co-worker, for example, and your organization

gains 20 minutes of productivity every time with each communication. That's measured as 20 minutes times the equivalent hourly wage of every employee multiplied by the total number of employees in your organization. Calculations like that will even touch your CFO.

That is why when you do anything with unified communications in your organization, you need to know what you're doing—and you need to do it well.

### **JUST THE BEGINNING**

Most organizations today have some type of unified communications in place. Dramatic savings over traditional phone lines encouraged many to switch to voice over IP (VoIP) systems. Gains in management and maintenance have driven the convergence of data and voice networks. The need to cope with the increasing number of ways to leave messages pushed many organizations to unified messaging. That's just the beginning.

Ironically, considering the potential for increased productivity that the technology promises, many organizations put unified communications projects on the "nice to have" list during the recent recession. The technology, meanwhile, continued its rapid advance with faster switches, more features and a longer reach. Conference calling, virtual call centers, collaboration, mobility...while the IT department haggles with the CFO over the budget, a pent-up demand for unified communications features is showing up on users' wish lists.

You don't have to be part of the so-called Millennial Generation to want instant messaging and texting at the office. A testament to how



deeply technology has become embedded in our daily lives, most organizations today are playing catch-up to the expectations of users who are accustomed to a constantly expanding range of unified communications features available to them outside of the office. Software packages are now available that bring all of the popular social networking features associated with wikis, YouTube and Facebook to a secure, rules-based, enterprise-level unified communications platform.

### **MUST HAVE**

Unified communications is not a “nice to have” technology anymore. More vice presidents of sales, CEOs, CIOs and even CFOs are now saying they must have unified communications to stay ahead of their competition.

Unified communications supercharges a workforce by facilitating the thousands of daily interactions that doing business requires.

Mobility, single-number reach, presence, unified messaging, wireless, virtual call centers and virtual private networks—these unified communications features have become the tools of every trade. They improve customer satisfaction by reaching out to new and existing customers, making it so easy and natural for them to do business with you that they would never think about doing business with anyone else.

CFOs are able to measure the benefits. Logicalis CFO Greg Baker, for example, reports a significant rate of return on unified communications within Logicalis. “More efficient communications mean fewer people. Just look at the sales team: Our salespeople are far better connected with their customers as well as the internal Logicalis resources who support the

### **KEY BENEFITS OF UNIFIED COMMUNICATIONS**

- Extend the workspace beyond the desktop
- Speed access and improve communication
- Integrate different communication devices and applications
- Enable collaboration
- Streamline business processes
- Enhance profitability



sales process. Sales reps typically spend eight to 10 hours a week searching for the people and information they need to get their jobs done. We’ve slashed that with unified communications. As a result we’ve doubled productivity of our sales team and slashed the time, money and number of people it takes to help our customers accomplish their goals.”

### **COMPETITIVE ADVANTAGE**

Innovative use of unified communications allows an organization to take market share away from their competition as the economy accelerates away from the recession.

Whatever industry you are in, competitive advantage is determined by how your company’s goods or services are experienced by the final purchaser. And the quality of that experience is increasingly determined by the technology employed across the entire sales cycle.

Faced with choosing between two similar-sounding contractors, for example, a diligent project manager is going to give more business to the one who uses unified

communications to launch an impromptu online work session with his entire team—complete with white boards, status reports and even video—than the one who still thinks responding to a voicemail within two days is good enough.

Communications technology has been insinuating itself into every business interaction for years. Today that technology is the environment in which business takes place.

#### **RANGE OF BENEFITS**

IT departments that focused their attention on implementing a stable and robust network infrastructure are best-positioned to realize the full range of unified communications' benefits. Once the basic platform is in place, all that is required is some imagination to leverage it in ways that are specific to your company's vertical market.

For example, real-estate agents need to be wherever their clients are, so Logicalis used unified communications to help a major real-estate firm in the Northeast put all of the resources of its home office on its sales staff's notebook computers. A broker's telephone number rings on her notebook wherever she is. She can initiate, receive and transfer calls, as well as set up conference calls, as easily as if she were sitting at her desk.

Another example: Because not even bankers work banker's hours anymore, a midsize bank used a virtual call center to reroute incoming calls to its central customer service center on Saturdays to tellers at its branch offices. The savings that resulted from not having to hire additional customer service agents to handle those calls essentially covered the entire cost of the implementation.

Many clients also have taken advantage of videoconferencing to hold virtual sales meetings, training sessions, project reviews and spontaneous work sessions. Presence-enabled systems let you know where your contacts are at any given time, as well as how best to contact them. Instant messaging lets you interact in real time. Enterprise collaboration platforms provide secure social networking features within the purview of your organization's policies and procedures.

Unified communications can do more than just put you in front of your customers. It can put you together with them and make every encounter a productive work session.

For example, project leaders once had to gather everyone in a room to go over requested changes with a customer and then follow up via email. Now they can use an online work session to collaborate in real time, which cuts down on travel costs for everyone and eliminates all of those "this-is-what-I-think-I-heard-you-say" follow-up email messages.

#### **COLLABORATIVE APPLICATIONS**

- Help organizations stay closely connected with their customers
- Improve project management
- Optimize workforce productivity and reduce cost
- Improve responsiveness to market changes
- Support an increasingly complex global network
- Accelerate adoption of flexible, real-time business models



One unified communications-enabled account executive says he often lets the customer decide whether to meet in-person or virtually: "I can fly out to meet you the Tuesday after next, or we can launch a workspace conference online and go over everything together in an hour," he tells them. More often than not, he says, the customer opts for the workspace conference with the condition, "You can buy lunch next time you're in town." As a result, sales are up and travel budgets are down.

### **A SENSE OF CLOSENESS**

One of the major benefits of unified communications, according to Logicalis Vice President of Solutions Services Chris Rafter, is it can help your organization maintain a sense of small-business closeness as it grows in the number of customers and employees. Many, if not most technologies, tend to isolate people from each other. Unified communications brings them together.

Collaborative applications, for example, include a complete multimedia conferencing solution that fully integrates voice, video and Web capabilities to make collaboration around the world as spontaneous as gathering around the proverbial office water cooler.

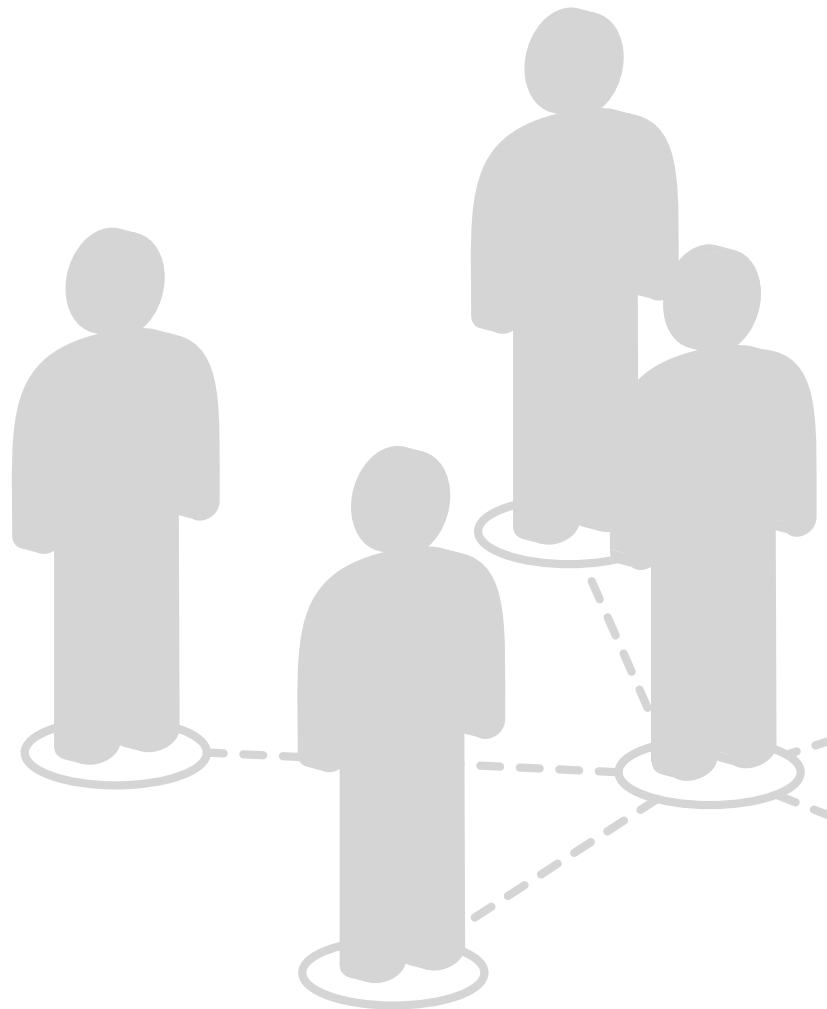
Not only can you connect to the call from any device at any time, but you also have the capability to upgrade the call to a videoconference with the click of a mouse. You can review, update and share files interactively as easily—actually, more easily—than if you were sitting across a conference table.

Cisco's TelePresence technology eliminates geographic boundaries and allows you to literally sit across a conference table from fellow participants in studio-quality living color regardless of where they are in the world. You can see each other's gestures, nods, smiles and frowns as if you were in the same room. You almost feel as if you could reach over and take a croissant off of the plate in front of the guy in the Paris office.

For organizations with offices and/or clients around the world, Cisco's TelePresence provides an ideal environment for work sessions, training sessions, sales presentations, contract review sessions and brainstorming sessions of all kinds. Logicalis now has TelePresence suites available for customers in Brazil, Argentina, the U.S. and the U.K., and is responding to demand for sites in the Asia/Pacific region.

### **ANYWHERE, ANYTIME**

But it's not enough to have unified communications features in your office. You need to be able to take those features with you when you go. With mobility solutions, employees, partners and customers can conduct business anywhere, anytime and from any device. You can even implement mobility across personal, private and public networks, delivering a consistent, platform-independent experience.



For example, mobility:

- Enables you to redirect incoming IP calls between a selection of designated client devices, such as cell phones or IP phones. Anyone who has been stuck on a desk phone when you need to drive to the airport will appreciate being able to switch seamlessly between an office phone and a cell phone, and vice versa, without interrupting the call.
- Allows instant messaging (IM) without the lag associated with email or voicemail. An IM connection also can be easily upgraded to a full-fledged, Web-based audio/videoconference.
- Collects information about the availability, status and communications capabilities, whether by phone, Web or videoconference, of everyone in your extended network. You always know who is available and how to best reach them.

PBX, IPT, cell phones, Internet phones, Wi-Fi, email, voicemail, fax—the diverse assortment of communication devices available today can be a minefield of conflicting protocols and interfaces. Mobility makes them a walk in the park.



Business today is impatient. An enterprise collaboration platform can integrate the many places people “live” at work into a single experience. It can also give teams and knowledge workers a highly secure way to create, share and scale content and expertise regardless of where they are, almost—to borrow a phrase from Bill Gates—“at the speed of thought.”

### **EFFECTIVE COMMUNICATIONS**

Deploying unified communications that serve business objectives has to be done in collaboration with IT and business leaders. Logicalis’ Rafter advises organizations to find a valid business application first before they think about the technology. “Look at your business and how you communicate internally, as well as with suppliers, partners and customers, and then look for ways you could improve those communications,” he says.

A good example is the unified communications model that Logicalis developed to ensure effective communications between its professional services team and a national movie theater owner during the rollout of digital-theater capabilities for more than 650 movie theater locations with a total of 7,000 screens.

When the project is complete, every screen in each multiplex theater will be equipped with a server rack that is essentially a movie jukebox (instead of using bulky reels of celluloid film). All movies, including 3D, will be transported and projected digitally. Logicalis is implementing the system in all of the theaters, including site surveys and cabinet implementation, as well as handling power and data cabling.

The project directly involves a team of more than 200 people scattered at different sites all over the country, plus it indirectly touches thousands of people at Logicalis, at the theater company’s headquarters and managers and staff at all of the individual theaters.

Because of the complexity and national scope of the project, maintaining communications was a

key challenge. To meet that challenge, Logicalis took advantage of unified communications.

“We combined unified communications technologies, like presence, mobility, chat, call routing, conferencing and video. We wanted the customer to be able to reach us if they ever had any questions, so we set up dedicated 800 numbers and our call center was able to route their calls to the appropriate project manager 24/7,” Rafter says. “We also built a Web portal that is a complete, real-time multimedia experience of this project. An executive at the client’s headquarters can log in from anywhere, punch in any theater ID number and monitor real-time status—complete with schedules, shipping manifests and tracking numbers. They can also see before-and-after photos of every installation.

“Our use of unified communications in support of this project was a key differentiator for us,” Rafter adds. “The customer told us they have never seen this level of touch on any other project,” he says. “The same capability would be a key differentiator for any business that needs to communicate closely with a customer.”

### **FOLLOW-UP**

However well-designed your unified communications project is, Rafter notes, follow-up will often determine its success or failure. Too often a unified communications capability is rolled out to users, but it doesn’t produce the projected benefits because the users don’t use it. It’s not enough to just make a new feature available. New unified communications features often require users to change the way they work, and if they are not sure of what’s in it for them or how to use them, they will often balk—even when the new features could, in fact, make their jobs easier.

Another challenge of unified communications projects is they often require a range of complementary technical skills, including application development and integration.

For example, Logicalis was able to help a small municipality in the Southeast deploy a sophisticated interactive voice response system by having its unified communications technician collaborate with an application specialist who was able to integrate the call center technology with the municipality’s customer relationship management application. Working together they produced a system that allows callers to not only get their balances and most recent payments, but also to make payments. The same features are typically offered only by much larger organizations.

### **CHOICES**

As unified communication technology has matured, it has added more options for interaction with an organization all the way up the stack from the network infrastructure to network services and applications.

The network infrastructure doesn’t have to be on-premises anymore. Reinsurance firm Wilton Re, for example, relies on a network that is hosted and managed by Logicalis. Logicalis also manages networks remotely for many firms that



need their network on-premises. Adding even more flexibility, it is now possible to combine on-premises and virtual networks in a hybrid model that is tailored to an organization's exact needs and IT capabilities.

Most of the emphasis of unified communication to date has been on extending and enhancing a virtual nervous system throughout an organization. The success of organizations in the future is going to be tied to their ability to extend their virtual nervous systems to encompass their customers, partners and suppliers. Those organizations that accomplish that level of multiorganizational relations first are going to have a tremendous competitive advantage.

Forward-thinking organizations can see patterns taking shape in the electronic marketplace that are rapidly forming as organizations meld together with each other in a shared unified communications environment. Be aware: Your competitors are turning to unified communications in an effort to meld with your customers.

Now is the time to reach out and touch your customers. Don't be caught tomorrow on the outside of your customers' relationships...looking in.

### CISCO CREDENTIALS

Logicalis takes a solutions approach to unified communications that is determined by your goals and objectives.



#### We have extensive Cisco credentials that are worth mentioning:

- We are among an elite group of 30 Cisco Partners in the U.S. who have completed the extremely rigorous Cisco Unified Communications Master Certification.
- We also hold the Cisco TelePresence Advanced Technology Program (ATP) Partner certification.
- We were among the first partners in the U.S. certified for the Cisco Data Center Unified Computing Advanced Technology Program specialization.
- Logicalis is also certified globally as a Cisco Managed Services Channel Partner (MSCP) and delivers Cisco Managed Services across Unified Communications, Unified Contact Center, Managed LAN/WAN, and Legacy Connectivity.

#### We have also won these Cisco awards:

- 2009 Global National Enterprise Partner of the Year Award
- 2009 Central Region Commercial Partner of the Year Award
- 2009 Cisco Customer Satisfaction Recognition



**ABOUT LOGICALIS**

Logicalis is an international provider of integrated information and communications technology (ICT) solutions and services founded on a superior breadth of knowledge and expertise in communications and collaboration, data center optimization, application development and integration, and outsourcing and managed services.

With international headquarters in the UK, Logicalis Group employs more than 1,900 people worldwide, including highly trained service specialists who design, specify, deploy and manage complex ICT infrastructures to meet the needs of more than 6,500 corporate and public sector customers. To achieve this, Logicalis maintains strong partnerships with technology leaders such as Cisco, HP, IBM, and Microsoft.

The Logicalis Group has annualized revenues in excess of \$1 billion from operations in the UK, the US, Germany, Latin America, and Asia Pacific, and is fast establishing itself as one of the leading IT and communications service providers, specializing in the areas of advanced technologies and services.

For more information, visit [www.us.logicalis.com](http://www.us.logicalis.com)  
or call 866.456.4422.