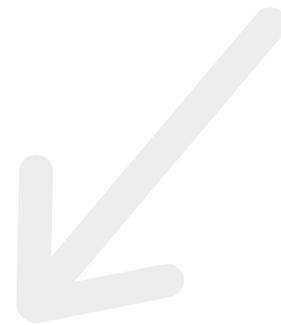

Unified Communications



Unified Communications

In a nutshell, Unified Communications is not a product but the simplification and integration of all forms of communications. By putting the user, rather than devices at the heart of communications and simplifying the complexity of multiple platforms, UC helps reduce communication costs, streamline operations and improve employee productivity and efficiency and strengthen customer relationships.



The world of work is changing

The world of work is changing. Your business faces many challenges. The continuing uncertain economic outlook, changing work patterns and increased customer expectations mean that you need to be able to respond to changes in customer demand, keep an agile and mobile workforce and reduce costs within your business.

One of the biggest challenges facing businesses today is the consumerisation of IT. The way people gather and share information through social media (Facebook, LinkedIn, Twitter etc.), cloud computing, the growth of Internet based technologies at home and the proliferation of personal tablets and smartphones, has seen increased pressure on businesses to allow employees to Bring Their Own Device (BYOD) into the workplace.

Previously IT chose the method of communication within a business, but now users are demanding the right to work flexibly – at home, on the move, hot-desking. This provides a challenge to organisations particularly around network and data security and the delivery of common applications. Companies are under increasing pressure to support or create policies surrounding BYOD in the workplace.

Indeed, research has indicated that 40% of college students and 45% of employees would be prepared to accept a lower salary but have a choice of device than a higher paid job with less flexibility.

Enterprises need to fully enable employees' productivity and flexibility by supporting the range of mobile and tablet devices but also provide the solutions that ensure company data and networks remain secure. Other business challenges continue to include a need for better flexibility and greater mobility and improvement of business processes along with a requirement to reduce costs and gain competitive advantage.

Unified Comms in the form of communications and collaboration allows companies to realise these goals.

With many companies moving from traditional management hierarchies to agile and flexible workplaces incorporating collaboration and teamwork there has been a shift from one to one to many to many communications. Integration with the internet, increasing employee mobility and a move to virtual teams and organisations, along with the need to continually improve business flexibility and adaptability that services based communications provides.

Addressing the challenges with Unified Communications

Unified Communications can help you address many of the challenges your business faces. It is an intelligent and time efficient way to manage all communications, voice, email, fax, video, text or instant messaging through one interface to allow you to work more efficiently and effectively improving communication between individual employees, the extended virtual organisation and external customers.

Unified Communications incorporates a variety of methods that can be deployed as part of a communications strategy that will enable you to work more intelligently and efficiently. It can drive cost savings through technical efficiency, allowing your business to improve customer service, make faster decisions and quickly and efficiently locate relevant resources.

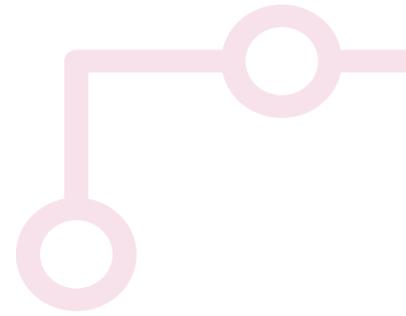
Employees working from home still need the same level of connectivity and availability to work effectively with co-workers and virtual teams whilst away from the office. The easiest and most cost effective way to support these people is through IP telephony and UC applications such as softphones, presence, instant messaging (IM) and 'one number' contactability.

Bringing the right people together at the right time in the right way is only truly achievable through collaborative working tools.

Whatever your occupation, there are demands made upon your time that can be positively impacted by technology that enables communications to be managed from one place.

This would typically include voice communications, instant messaging and video services on a point-to-point or many-to-many configuration. These technologies also encompass conferencing and collaboration (virtual meetings, application sharing etc.) with an additional enhancement in the form of presence allowing users to see the availability of the party/parties across all media types (voice, IM, email etc.)





UC in the Contact Centre

Enhancing the range of contact channels available to a customer should be part of a strategy not only to offer customers more choice but also to smooth out the peaks and troughs in call volume experienced by most contact centres. Although voice will always remain the predominant method of contact for most organisations new channels will play an increasing part in the new Contact Centre. New media channels also appeal to certain demographics and types of customers and business organisations.

Changing demographics mean that new generations of consumers are gaining purchasing power and changing the way they want to gather information, make decisions and communicate.

New communications methods such as web self service, IM, web chat and the growing prevalence of smartphones have a huge impact on the way organisations interact with their customers.

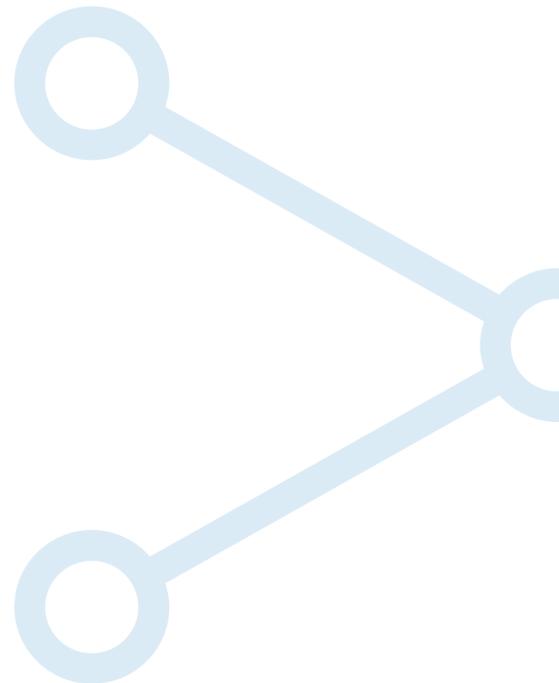
And above all customers expect a better customer service, they are more inclined to leave after a single bad service and with access to social media are more likely to broadcast their dissatisfaction.

Customers are increasingly expecting a joined up contact experience and through intelligently managing all your contact media types – phone calls, voice messages, email, text, web chat and fax in a single fully integrated solution you can enhance service levels and improve staff productivity, reducing call handling time and increasing first time call resolution.

Orchestrated change

The deployment of Unified Comms in your business does not have to involve a completely different way of working but rather through orchestrated change or with the passage of time employee's work habits will evolve to embrace the new ways of working made possible by UC.

The challenge for any business thinking of changing the way they work through adopting UC is to steer change into patterns that reflect desired behaviour and away from undesired – Unified Comms is aligned more easily within organisations that have already embraced information sharing and collaboration within their business DNA.



4net and UC

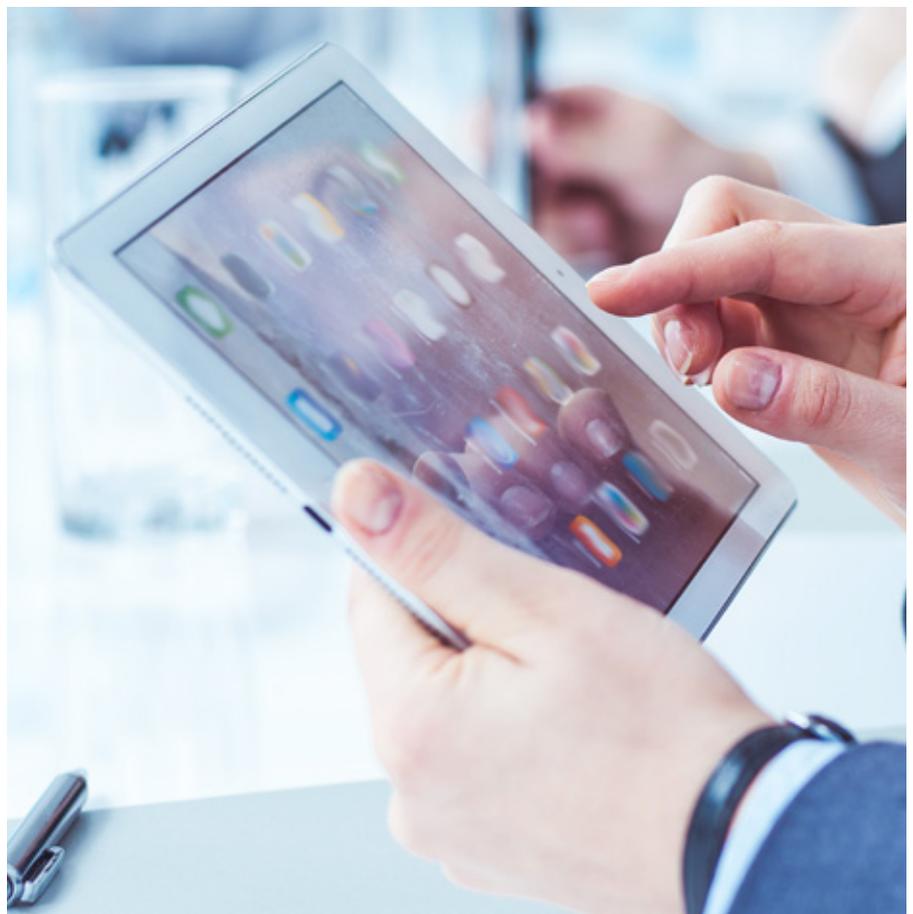
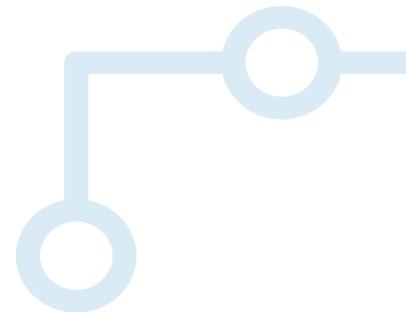
UC does not necessarily involve major investment. Unified Communications is a project evolution; 4net will work with your business to understand your challenges and requirements to build a programme of development adding new communications, collaboration and applications to integrate with your existing voice technology.

Depending on which services are already deployed in your existing infrastructure there will obviously be some investment required to support the new user tools and additional contact media.

Research by Cisco has shown that 33% of business intelligence will be consumed from a mobile device by 2013. The continuing growth of BYOD has meant that your business faces huge challenges around network and data security, video bandwidth to support mobile video applications and applications deployment. 4net has the experience and expertise to help your business to develop a strategy that will support your employees multiple devices to help deliver cost reduction and improve productivity and at the same time ensure that your company networks and data remains secure.

The key to the successful delivery of a Unified Communications project is to be clear on what features, services and benefits your business requires, and by planning a phased deployment your business can adapt to the changes over time. As UC means a shift from hardware to software it may be better for your organisation to consider a managed service model

that will provide you with more flexibility and more importantly reduce costs to the business. 4net has a strong heritage in deploying Unified Comms solutions, Contact Centre and Managed Service solutions from best of breed partners such as Avaya, Cisco and ShoreTel. As Avaya's Service Excellence Partner 2012 and significant and proven professional service skills, which include design, planning, implementation, management and support services 4net are the partner of choice for organisations looking to develop a UC strategy for their business.



4net's powerful combination of service excellence and technical expertise makes us the partner of choice for organisations who want to transform the way they communicate with customers, staff and stakeholders, reduce costs and gain competitive advantage.

Our Contact Centre, unified communications, managed services and telephony solutions are designed to address today's complex business challenges, helping you to respond to your customer and staff requirements.

From simple IP Telephony Solutions to Virtual Contact Centres, from Unified Communications to Cloud Services, we partner with best in class vendors such as Avaya, Cisco and ShoreTel to deliver a solutions portfolio that will address today's changing workplace and build tomorrow's future, making 4net the preferred communications partner for many businesses across the globe.