



The Role of Unified Communications Services in Building Lasting Competitive Advantage

*Saving Money, Beating the Economic Downturn
and Supporting the Recovery*

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Today's Presentation

1. Global challenges, and how organizations are reacting
2. Awareness of collaboration tools
3. Why Unified Communications?
4. Options for implementation
5. The unique benefits of Unified Communications
6. Conclusions



Global Challenges - and a Global Recession

Swine flu: Mexican death toll rises as world rushes to contain virus



“The global economy is undergoing its most severe recession of the postwar period” - IMF

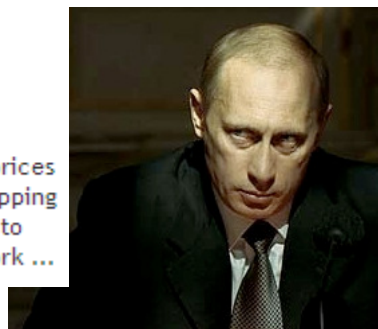


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US Energy Systems

Russian Invasion Of Georgia Could Threaten Oil From Caspian Sea

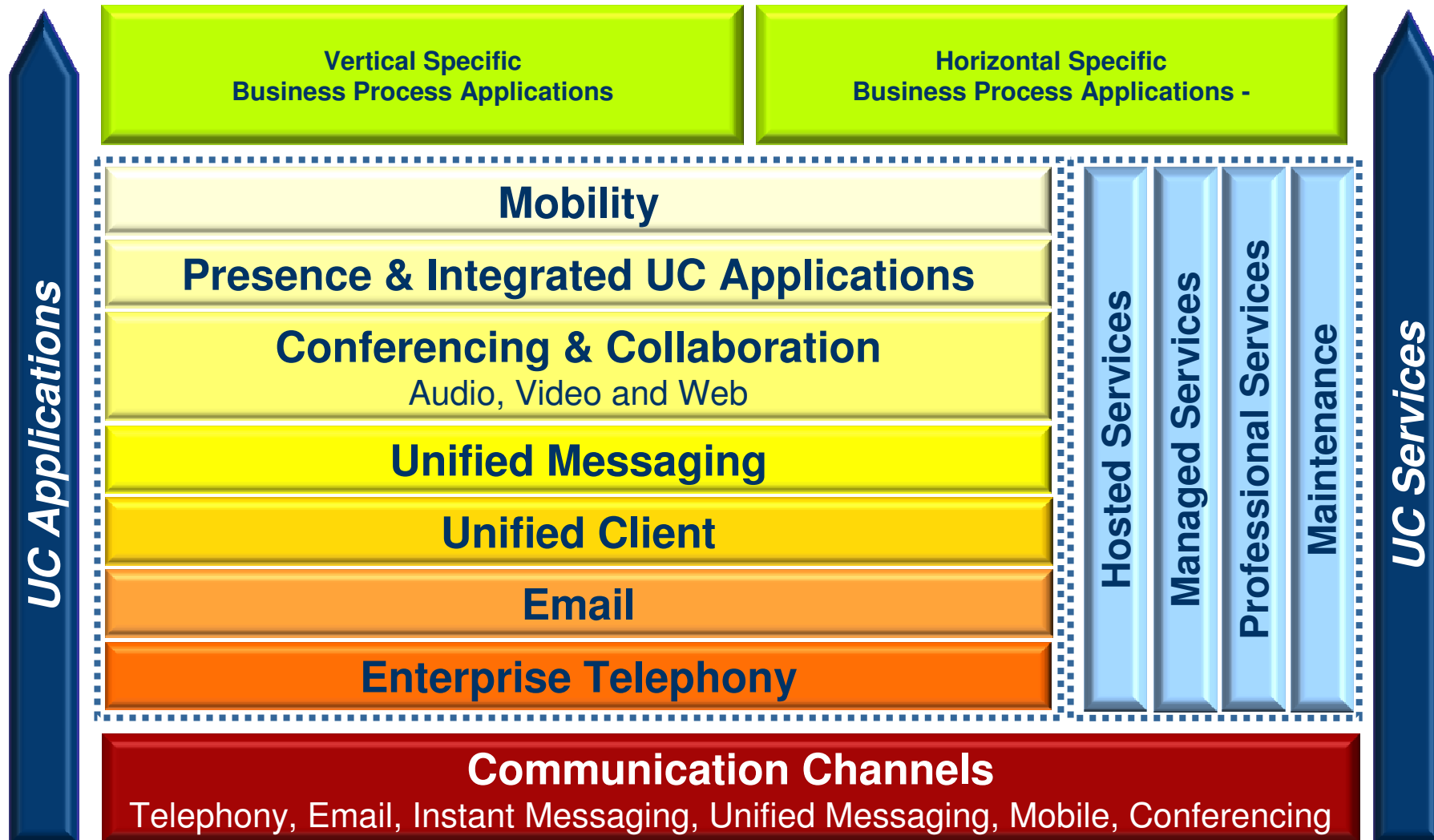
In a move welcomed by American motorists, oil prices on Monday continued their prolonged slide, dropping below the psychological barrier of \$115 a barrel to settle down 75 cents, at \$114.45, on the New York ...



tuesday, march 04, 2008

Deutsche Bank: Oil at \$150 a barrel by 2010

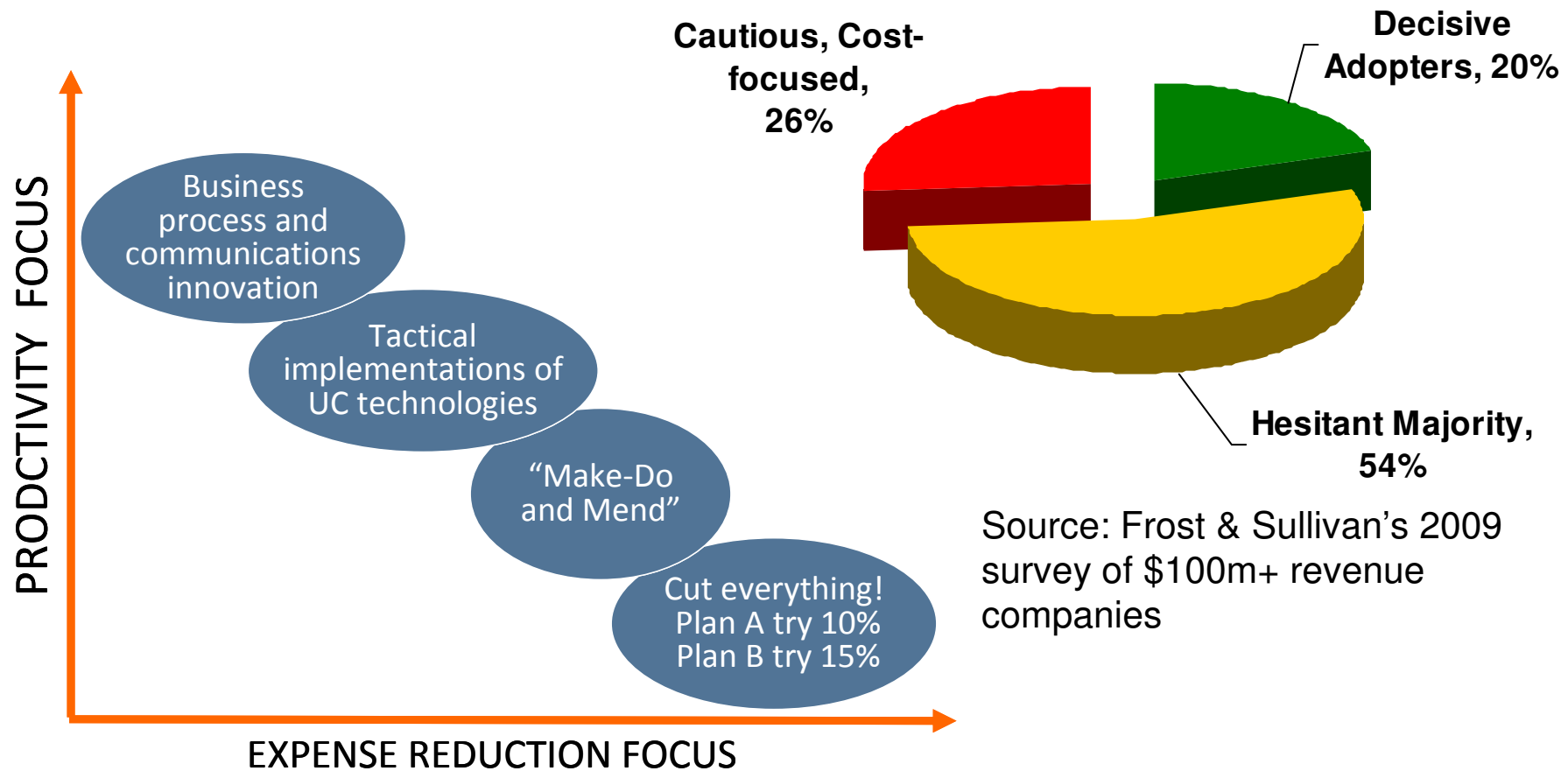
What are 'Unified Communications'?



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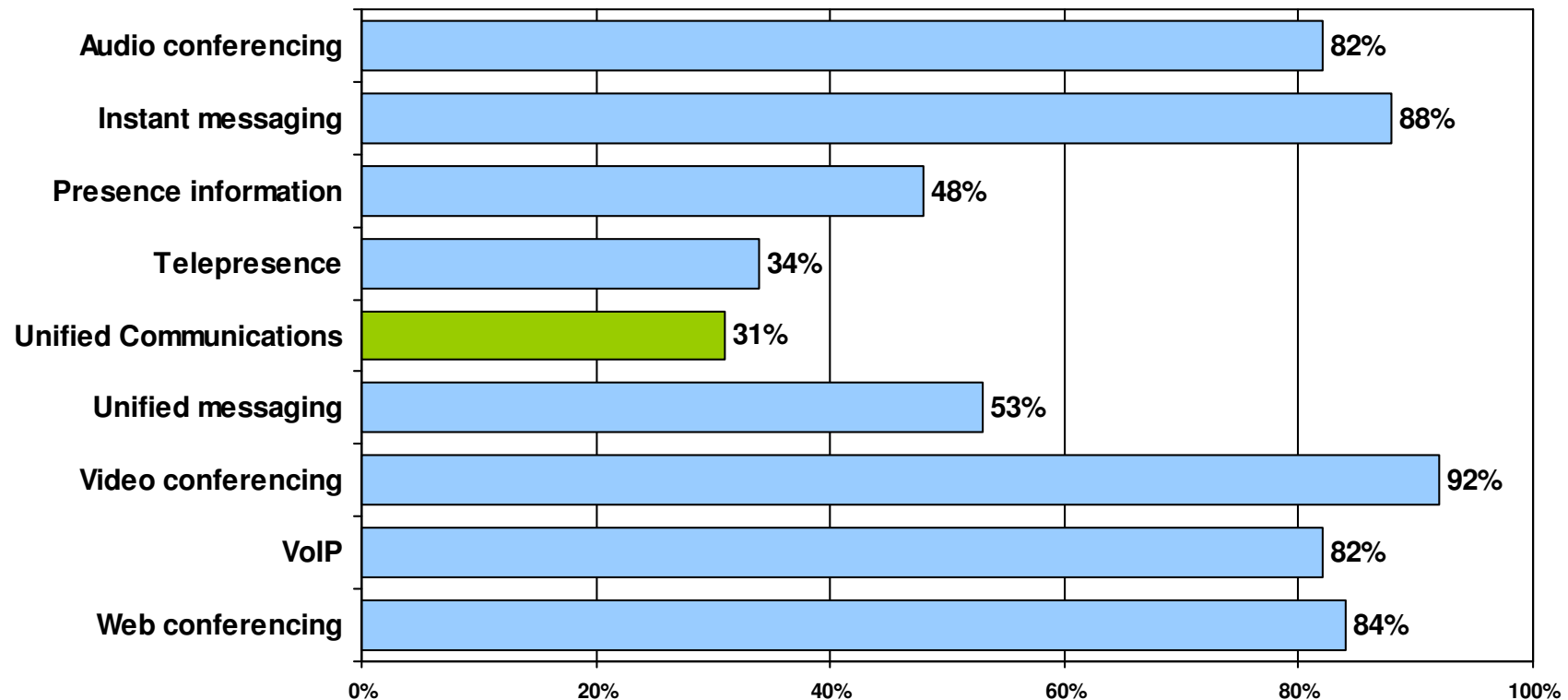
How organisations around the world are responding to the growing sense of insecurity

Frost & Sullivan regularly interacts with business leaders across the globe. We have identified three distinct behavioural patterns – resulting in a range of strategies



Where does your company stand: Are you a Decisive Adopter?

C-level executives were questioned on their awareness of different types of communications and collaborations products and services



Source: Frost & Sullivan's 2009 survey of \$100m+ revenue companies

The Type of Unified Communications to Suit Your Business Needs

UC comes with not one, but three implementation options, and it is important for organisations to consider which option is right for them

On-premise Solution

- Running as a software, hardware, or combined software-hardware application at one of your locations.

Hosted Service

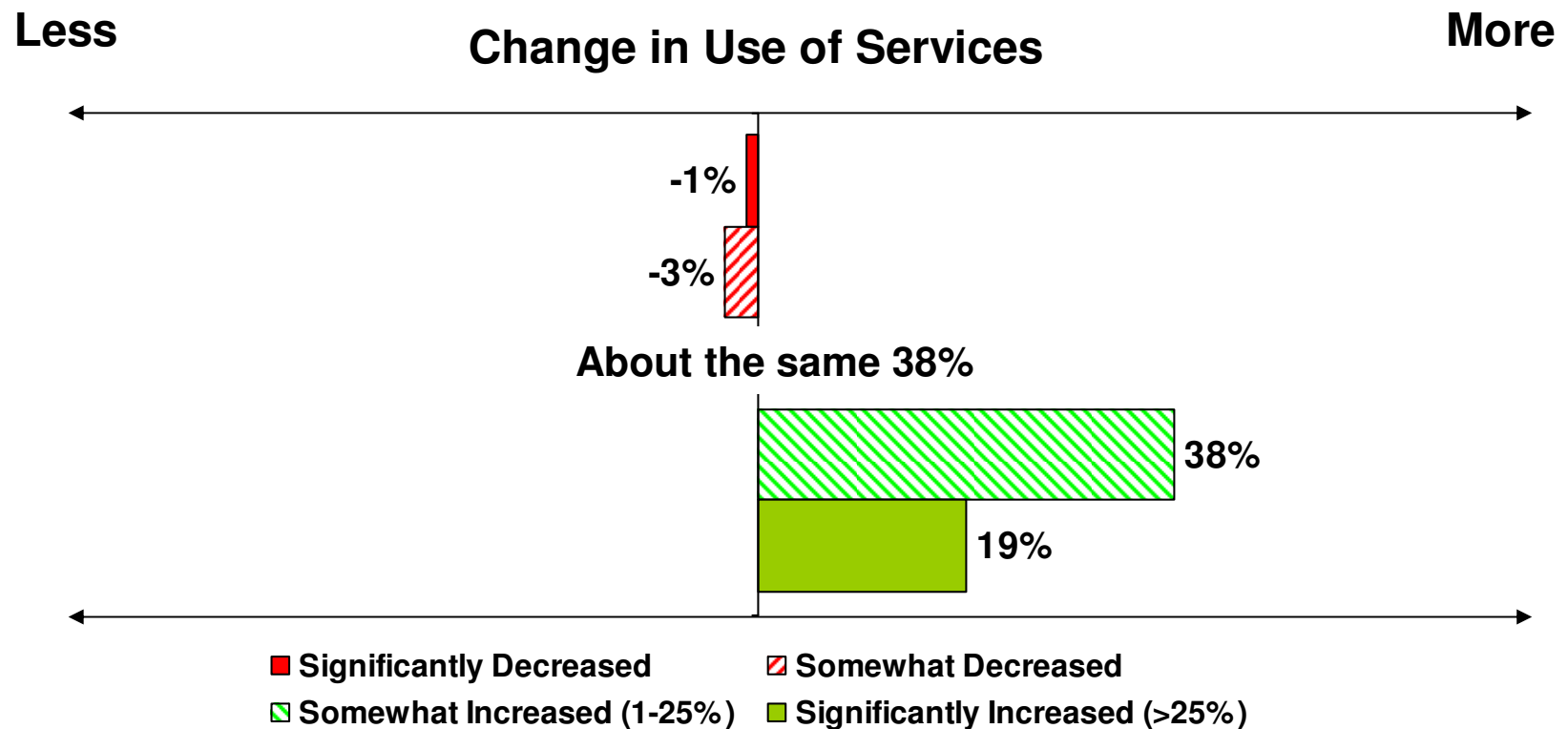
- Using the hardware and software of the service provider, accessed via the Internet or a secure private IP network.

Managed Service

- With many or possibly all delivery, support and maintenance tasks handled by the service provider.

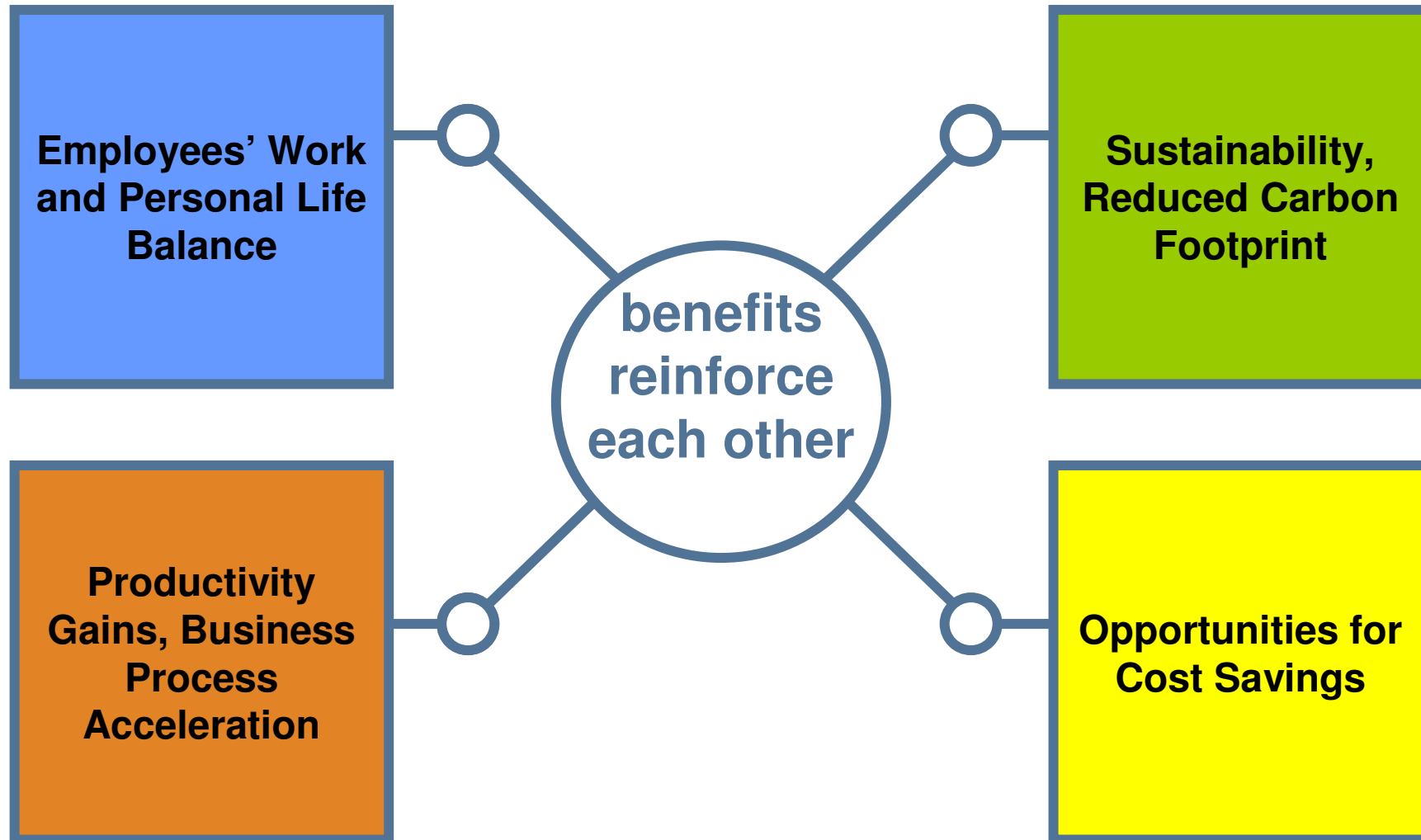
From Capex to Opex

Companies reporting more usage of hosted and managed IT and telecom services over the last 12 months



Source: Frost & Sullivan's 2009 survey of \$100m+ revenue companies

UC – and how your business can benefit



Conclusion

- Unified communications already has a well-established reputation for being a 'here-and-now' technology that has the potential to immediately deliver cost savings to organisations that deploy it.
- The impact of the recession is causing some companies to delay, or even cancel, projects to implement UC.
- This is simply the wrong time to take the foot off the pedal on investing in UC.
- UC need not be an expensive or a complex solution to implement in your organisation.
- Today, there exists a plethora of different on-premise applications and hosted services that can be tailored to meet the needs of any size of business
- Anyone should be encouraged to try a limited scale trial, perhaps of a single location or department.

Thank You for Your Time

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