



# **Integrating People, Process & Technology**

**TRANSFORM YOUR BUSINESS USING UNIFIED COMMUNICATIONS**

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**Your IP Unified Communications Partner**

## Marketing Hype or Lessons Learnt

- **Buzzwords are easy**
  - Web 2.0, Video 2.0, Voice 2.0, XYZ 2.0
  - But have you noticed version 0.49pre2
- **Deeper understanding requires reflection**
  - Principles at work
  - Market shifts
  - Why are some successful?
  - (And why did some fail so miserably?)
- **Why bother?**
  - What can I learn?
  - What are the implications?
  - How to apply the lessons learnt?

# From Buzzwords to Insights

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- **A Platform Beats an Application Every Time**
- **Harnessing Collective Intelligence**
- **Viral Marketing to Get the Word Out**
- **Users Add Value**
- **We, the Media**
- **Data is the Next Intel-Inside**
- **Delivered as a Service Not a Product**
- **Innovation in Assembly**
- **Software Written Above the Level of Single Device**
- **Rich User Experience**

# What I Have Learnt

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- **Usability and user experience should be our prime focus in our UC deployments**
- **Use a participatory approach to engage users**
- **Personalized content and social context**
- **Learn to leverage the viral or network effect**
- **Low usage means failure**

# Main Theme

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- **Why do some organizations see great value in UC and other do not?**
- **Why do some organizations implement UC and reap great business benefits and other do not?**
- **What are the things that we need to consider when deploying UC in our organizations**



# The Leadership Question

***The first job is not  
to make decisions,  
but to make sense.  
(Alan Webber, Fast Company)***



# Making Sense

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- **Gartner's definition of UC is based on the following observations :**
  - IP phones are replacing PBX
  - Unified messaging is integrating voice mail with email
  - Email client is evolving into a powerful desktop knowledge and contact management tool
  - Separate voice, video and web conferencing capabilities are converging into unified conferencing & collaboration
  - IM client is incorporating “presence” for multiple communication methods, not just online status

# Three Common Mistakes

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- **We bought this and this communication equipment from very famous vendors but we don't see any great effect on our business.**
  - Mistake #1: Buying Equipment versus Building Platform
- **We have adopted this and this communication technology and the vendor said we can receive all the business benefits off-the-shelf**
  - Mistake #2: Technology as such does not create value; value is created only when people use the technology
- **We are using best-of-breed solutions in the industry but my users are complaining that they are so difficult to use**
  - Mistake #3: Applications that failed to deliver an intuitive usage experience are not the best; applications that let you use the technology without the users knowing that they are using the technology are the best

# Three Key Take Away Messages

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- **Cost savings and risk avoidance are still valid value propositions for your UC projects. You only need to know how to do the justification.**
- **Use UC to build a friction-less human interaction network, especially for your senior management**
- **Allow your process to “reach out” using UC**

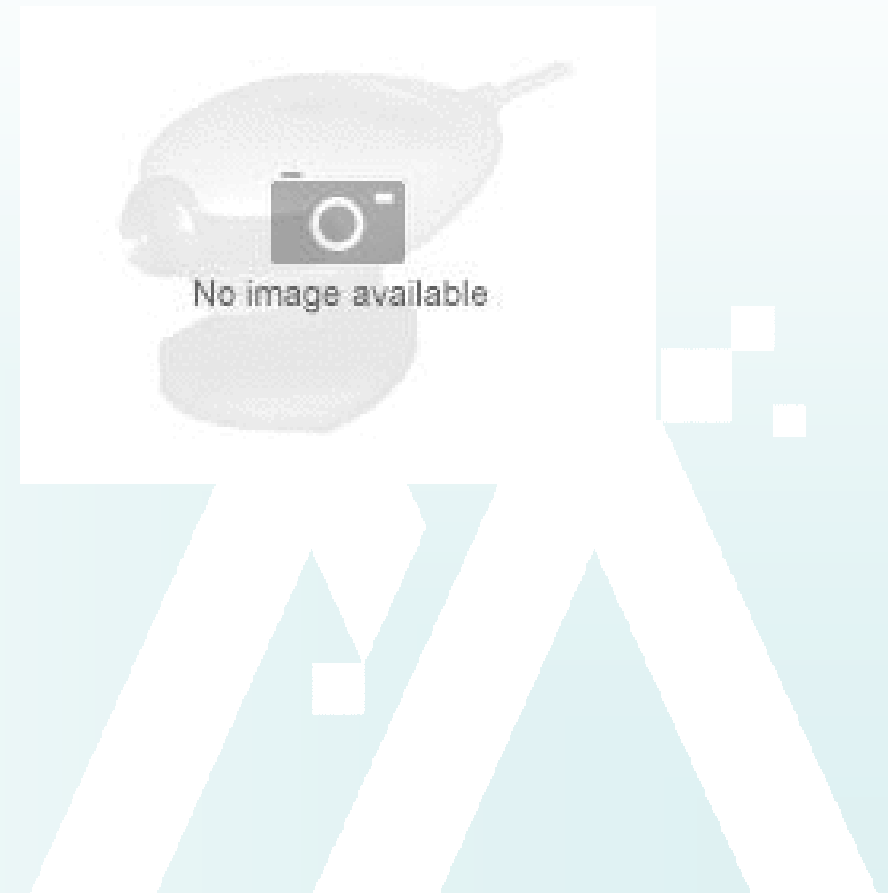
# Some Anecdote

## ■ The Color Phone Story



# Some Anecdote

## ■ The Webcam Story

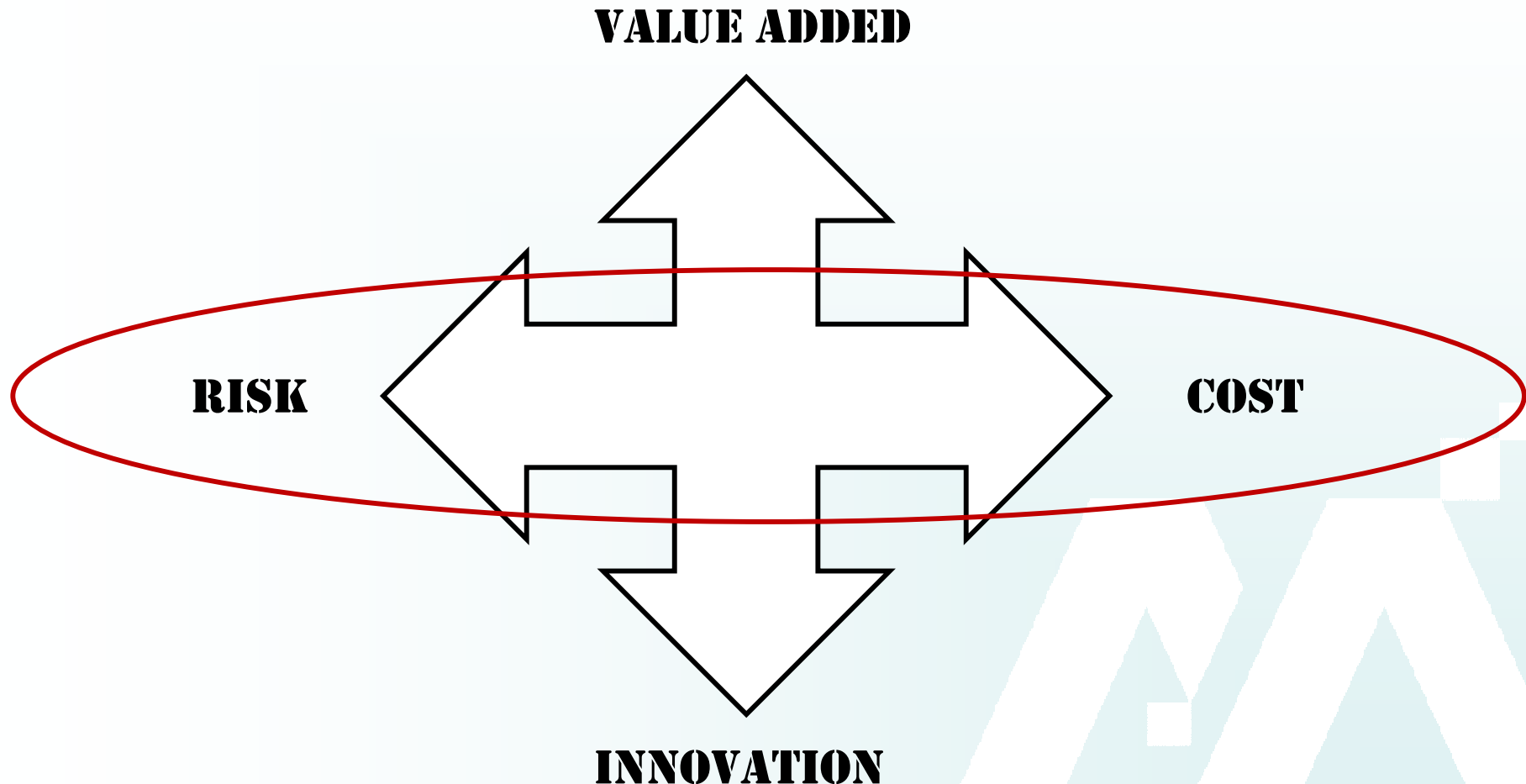


# What Do Users Really Want

Technology Trends	What Users Want
<b>IP telephony</b>	<b>Friction-less communication experience while maintaining a reliable phone experience</b>
<b>Unified messaging</b>	<b>Single mailbox (what about my mobile voice mailbox, SMS &amp; MMS?)</b>
<b>Email client as a power tool</b>	<b>Single point to store contacts and calendar but allowing multiple points of access</b>
<b>Unified conferencing</b>	<b>Easy to schedule and simple to add on-demand conferencing</b>
<b>IM &amp; Presence</b>	<b>Staying in touch as a team and faster response to incident or task</b>

# The Value Proposition

**THE EASIER QUESTION: HOW DO I JUSTIFY INVESTMENT IN UC?**



# Proven Deployment Strategy

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- **Build a secure and QoS ready IP infrastructure**
- **Use 5-year TCO to justify the implementation of server-cluster based enterprise grade IP telephony**
- **Start to deploy productivity enhancing small applications to gain user acceptance**
- **Move into UM together with Push Email**
- **Test run IM & Presence in selected user groups**
- **Leverage IP PBX, UM and IM/Presence server to create a seamless integrated communication & collaboration environment**

# Thin Building + Metro Server Cluster

## ■ Thin Building

- Remove all in building PBX
- Provide enough IP bandwidth to the building

## ■ Metro Server Cluster

- Deploy CallManager servers as a single cluster but located in geographically separated data center locations

## ■ Single CallManager Cluster

- Support multiple locations within city
- Support multiple locations in different cities
- Support multiple locations in different countries

## ■ Achievable Cost Saving

- 20 to 30% cost saving in 5-year TCO

# HGC – Our Partner

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## ■ Total Solution

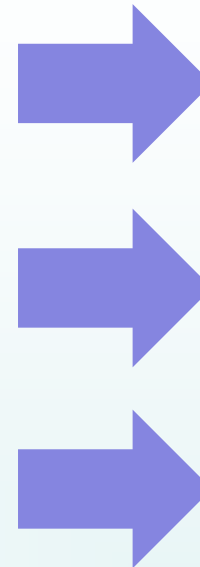
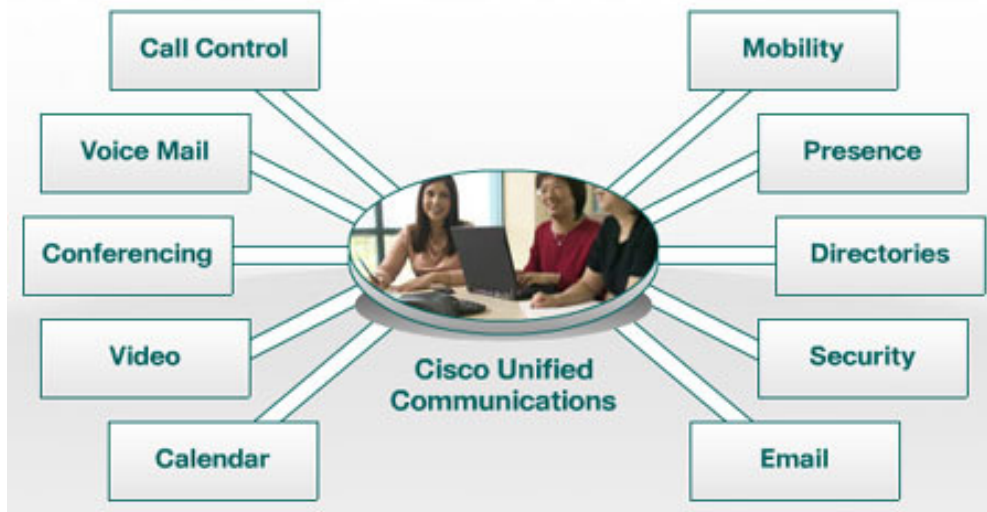
- Connectivity, Bandwidth, Tele-Communication, Security Application, Mobility, Data Center.....

## ■ Service Uptime, Resilience, Performance

## ■ Full Managed Service



# Reducing Risk



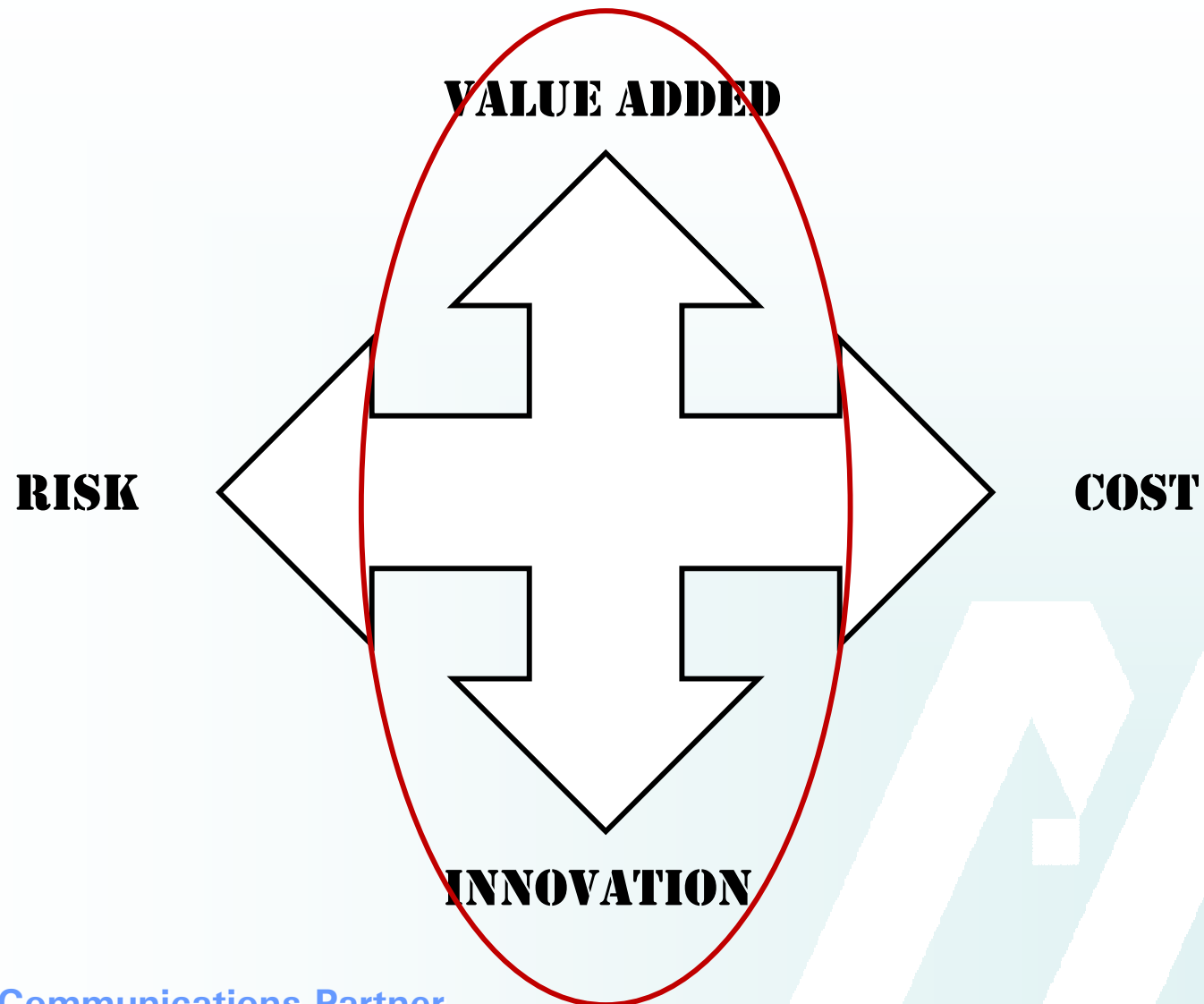
**CONTACT EVENT  
ASSOCIATED  
LOGGING**

**CENTRALIZED  
ARCHIVE**

**COMPLIANCE**

# The Value Proposition

**THE HARDER QUESTION:  
HOW DO WE TRANSFORM OUR BUSINESS USING UC?**



# Making Sense

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- How does UC create business value?

**UC BY ITSELF DOES NOT  
CREATE BUSINESS VALUE!**



# Tangible Exchanges

- Goods, services, revenues (traditional value chain)
- All contractual or mandated activities that directly generate revenues



Values are created through everyday material *and* cognitive exchanges that happen between people engaged in their work.

# Intangible Exchanges

## Knowledge

Strategic information, planning knowledge, process knowledge, collaborative design, policy development, etc.



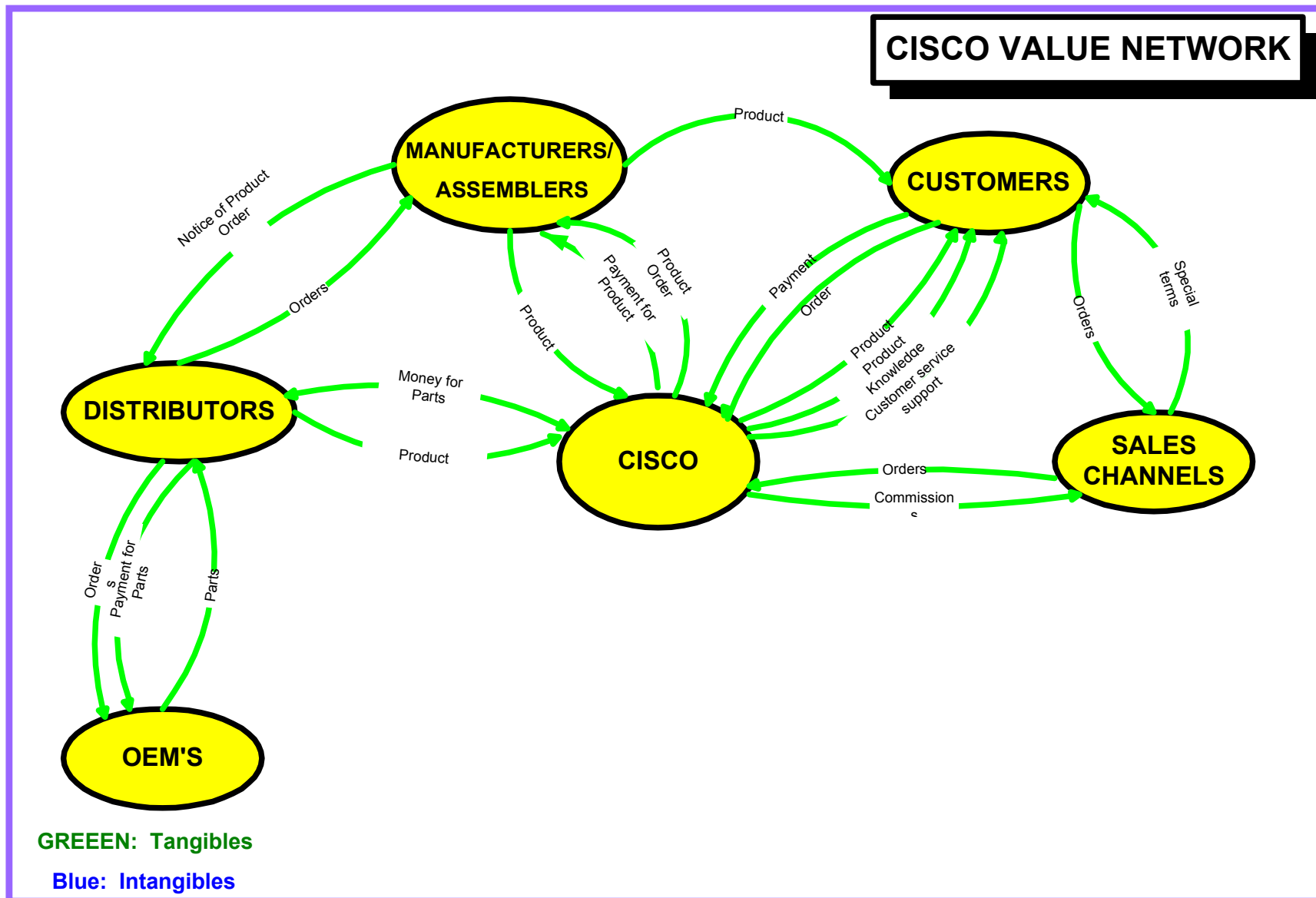
**AND**

## Benefits or Favors

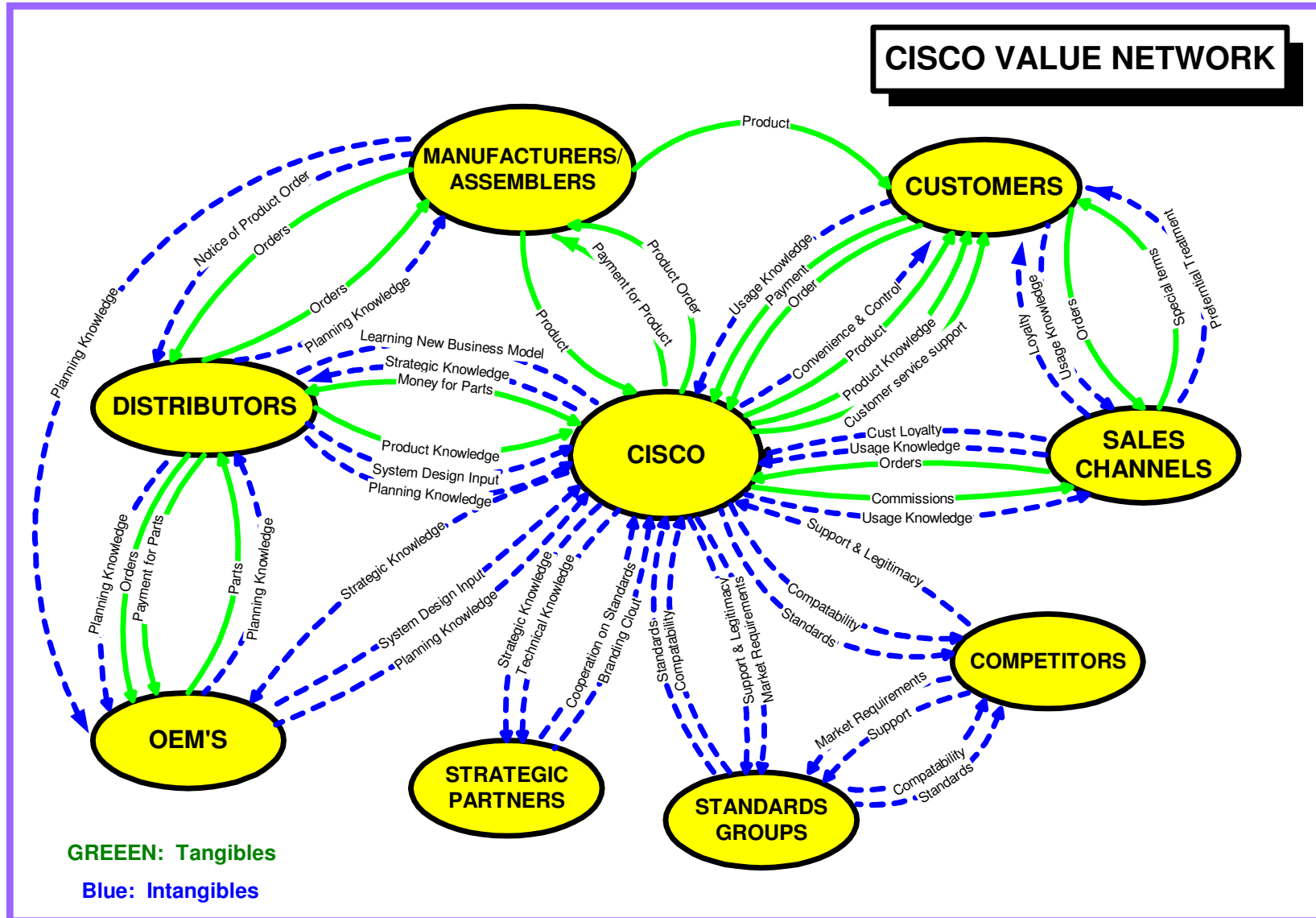
Benefits that go beyond actual service such as exchanging business contacts, image enhancement, recognition, co-branding opportunities etc.



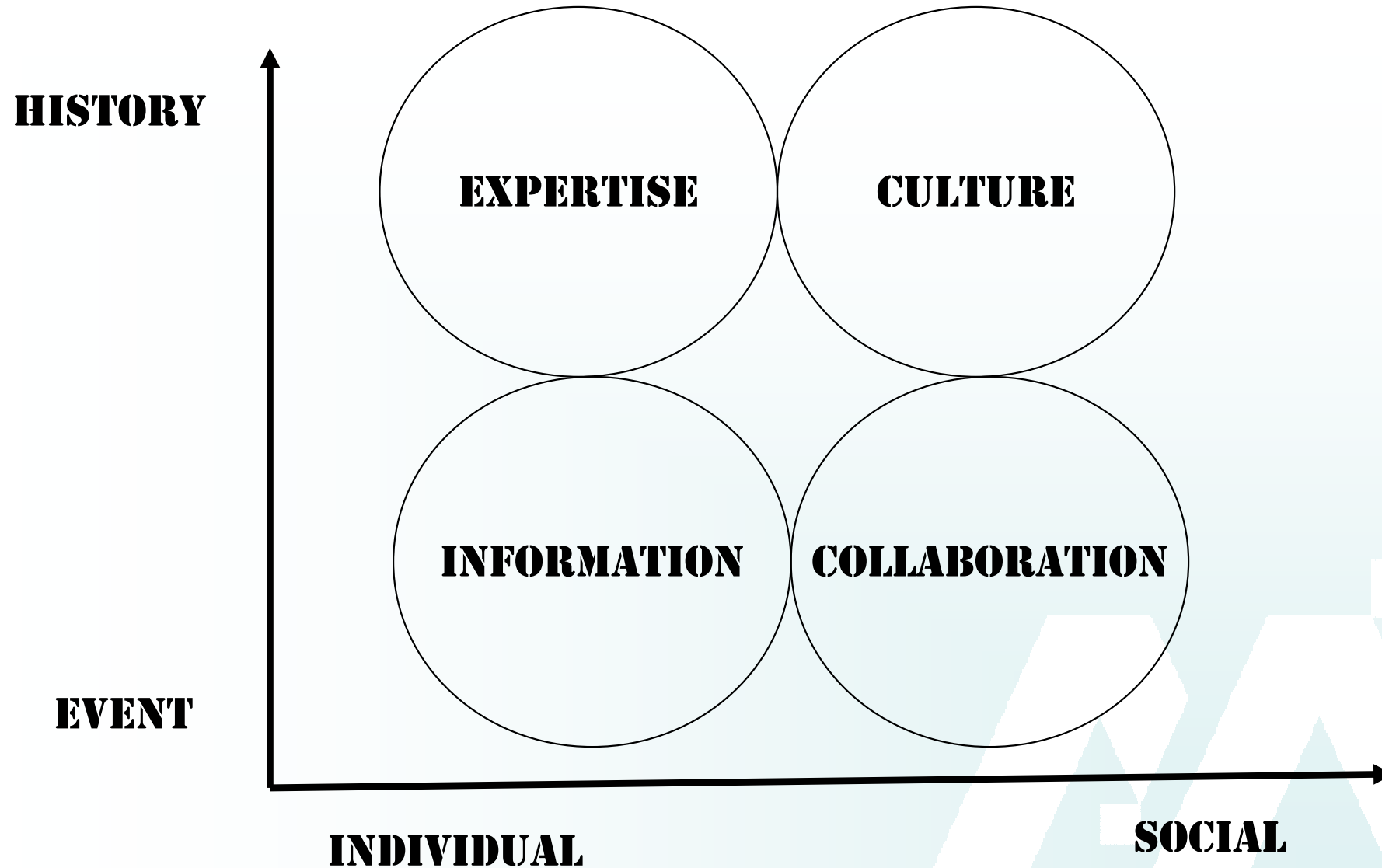
# Process Centric View



# Human Interaction View

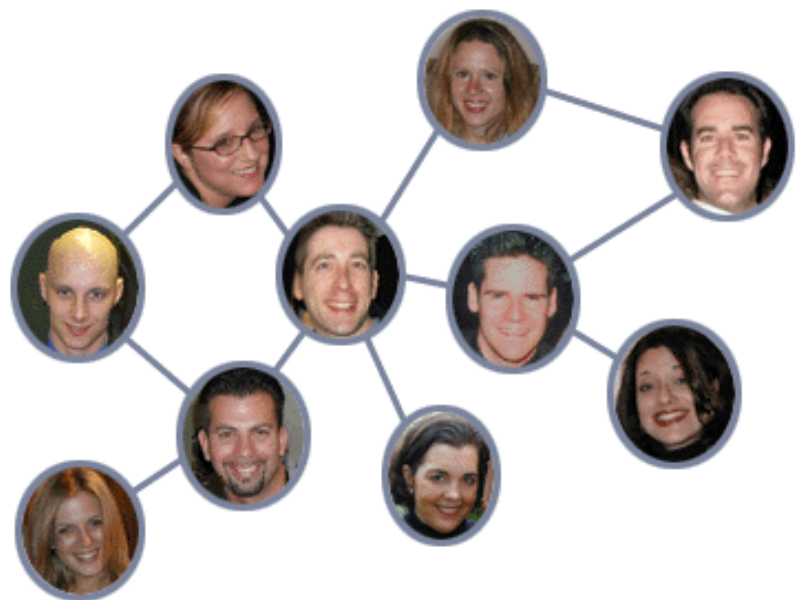


# Organizational Reality



# Building a Human Interaction Network

- What can I do in the deployment of these UC technologies to create a frictionless Human Interaction Network?



# Smoothing Out People Interactions Within Company

- **Need to be better than:**
  - A phone call away
  - Send me a email
  - Text me
  - Call me on my mobile
  - I will add you to my MSN
  - Go to this web site
  - It's on the corporate directory



# Let's See What We Got In Terms of Technology



Technology	Integration Points
IP Telephony	JTAPI, AXL, XML
Unified Messaging	MWI, T.38, MAPI
Versatile Email Client	Programmable desktop agent, Object model
Unified Conferencing	Add-on scheduler, Seamless on-demand scheduling & activation interface
IM & Presence	Remote call control, open SIP interface, API to enable multiple point of presence

# IP Phone is Not Just a Phone

## THE SEEN PART



## THE UNSEEN PART

### ■ Write Server Side Program to:

- Push graphics, text, buttons, sound, URL
- Place a call
- Answer a call
- Turn on the speaker
- Join a multicast group

# Integrated Directory

- Integration with corporate directory (**LUCAS directory engine**)



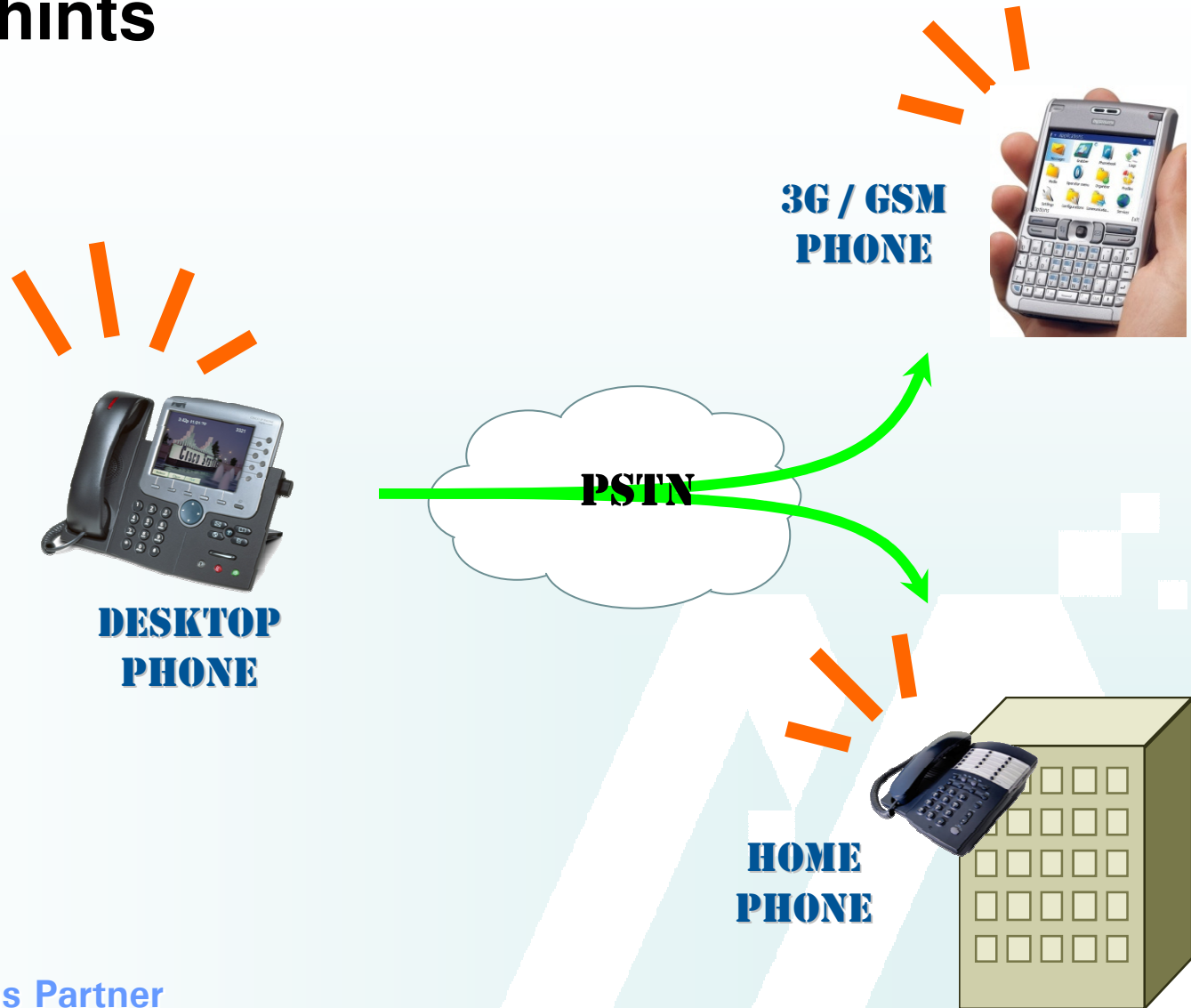
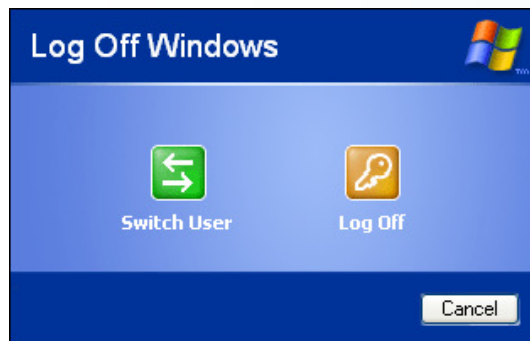
# Dynamic Talk Group

- User wants to create a dynamic talk group



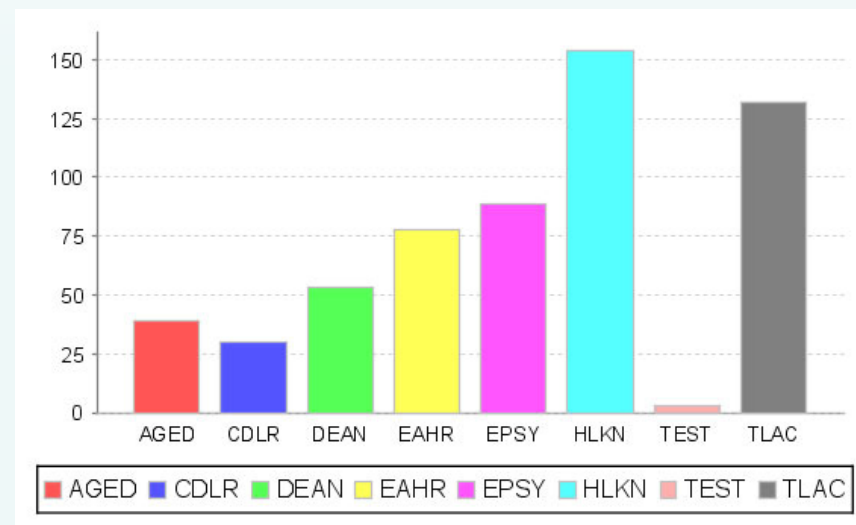
# Follow Me on Hints

- **Dynamic call transfer and/or simultaneous ring on receiving hints**



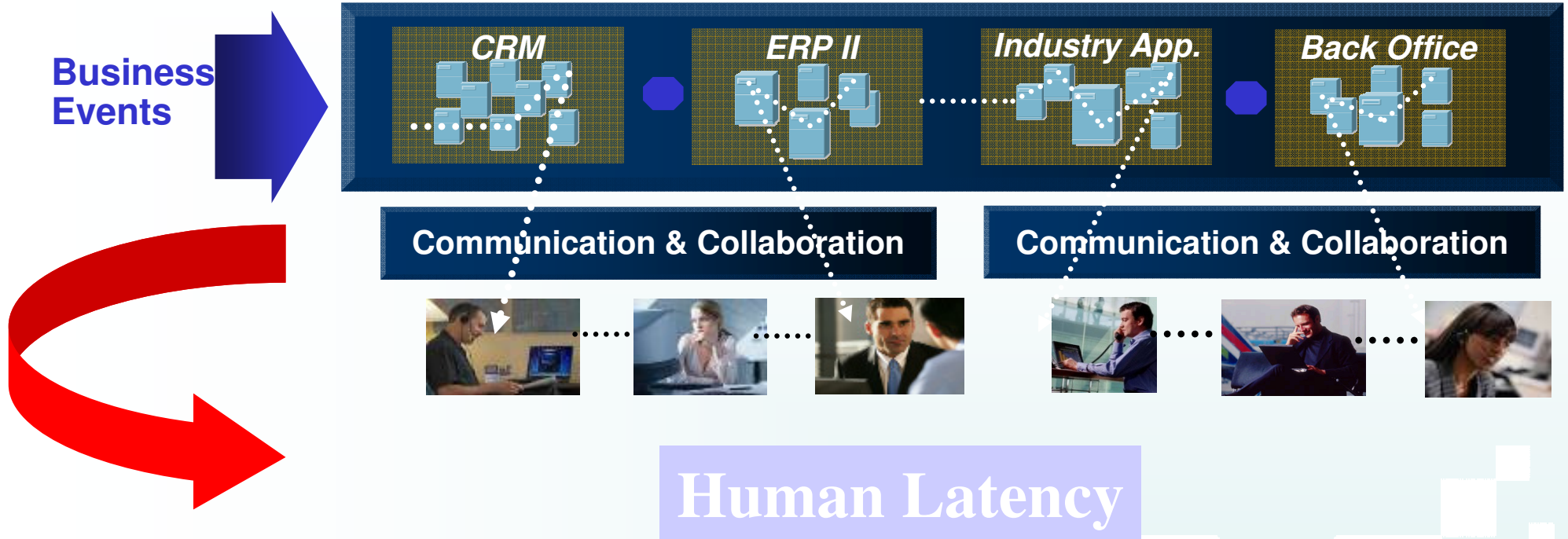
# Tracking Intangible Exchanges

- If we really think low usage means failure
- Look at how users are using your UC platform
  - Application server transaction statistics
  - CallManager call records
  - UC media logger statistics



# Facilitating Tangible Exchanges

## Reality of Business Processes



The largest single value of UC lies in its ability to reduce “human latency” in business processes.

- Gartner Group

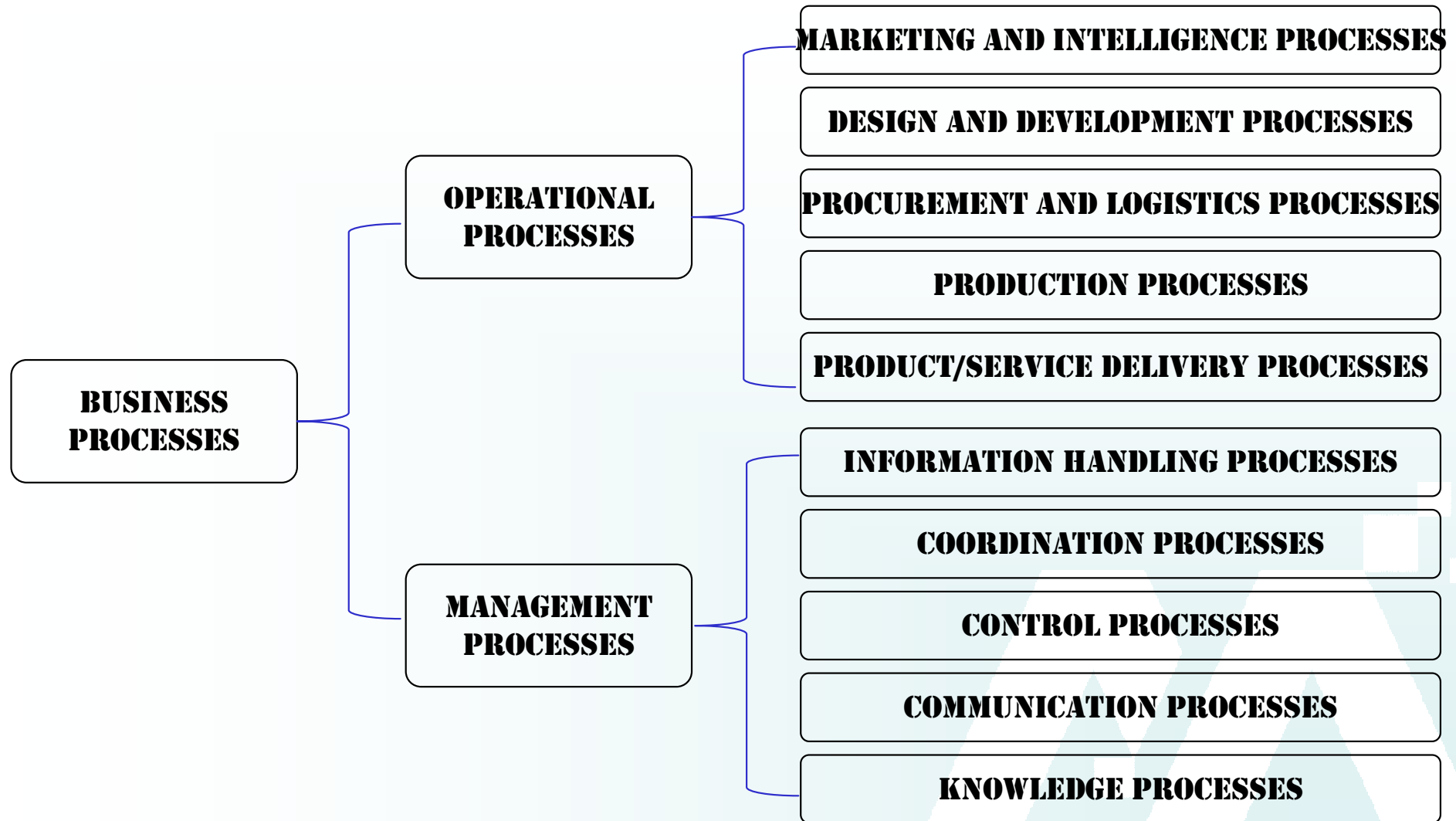
# What is Human Latency?

- Decision-making latency, or human latency, is what needs to be squeezed out of the situation in order to improve efficiency
- There are basically two reasons behind human latency:
  - Need for further information
  - Need to consult with colleagues



**PHILIP HOWARD, RESEARCH DIRECTOR -  
DATA MANAGEMENT, BLOOR RESEARCH**

# Complexity in Integrating People & Processes



# Complexity in Integrating People & Processes



Your IP Unified Communications Partner

# Path Finding Questions

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- **What are the core business processes of our company?**
- **If I want to improve one process, which one is it?**
- **Is this an operational process, ie the process embody the execution of tasks comprising the activities of an organizations' value chain?**
- **Or, is this a management process, ie those activities associated with administration, allocation, and control of resources within organizations?**
- **What are the tasks that can be automated with UC?**
- **What are the decisions that can be enhanced by actionable information delivered by UC?**
- **Can the process be re-arranged with the capabilities provided by UC?**

# Allow Your Process to Reach Out

<b>Technology</b>	<b>Integration Points</b>
<b>IP Telephony</b>	<b>JTAPI, AXL, XML</b>
<b>Unified Messaging</b>	<b>MWI, T.38, MAPI</b>
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# Allow Your Process to Reach Out

## IP Enabled Technology

**Video Surveillance**  
(Eye)

**Physical Security**  
(Arm)

**Medical Equipment**  
(Heart)

**IP Speaker/PA**  
(Mouth)

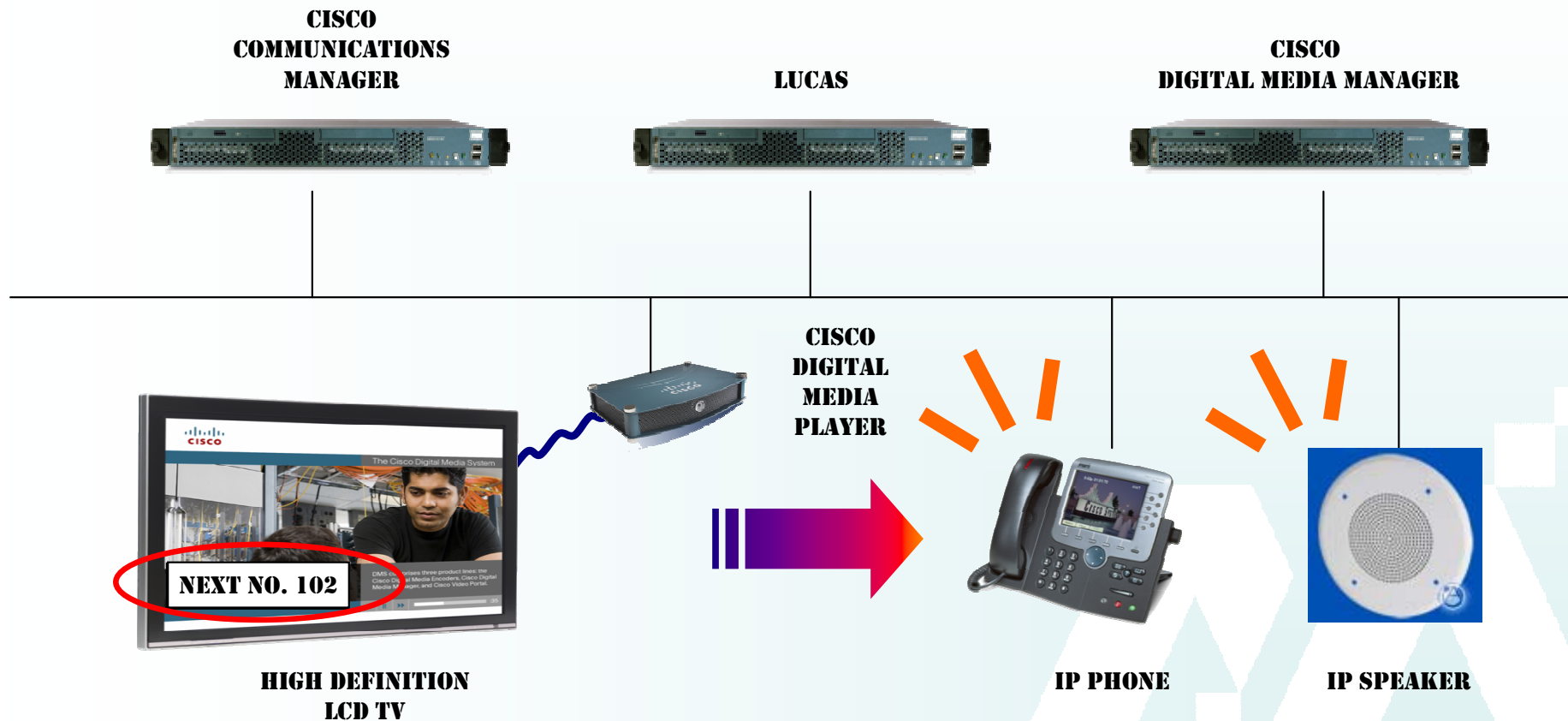
**Digital Signage**  
(Face)

**RFID Reader/Sensor**  
(Ear)



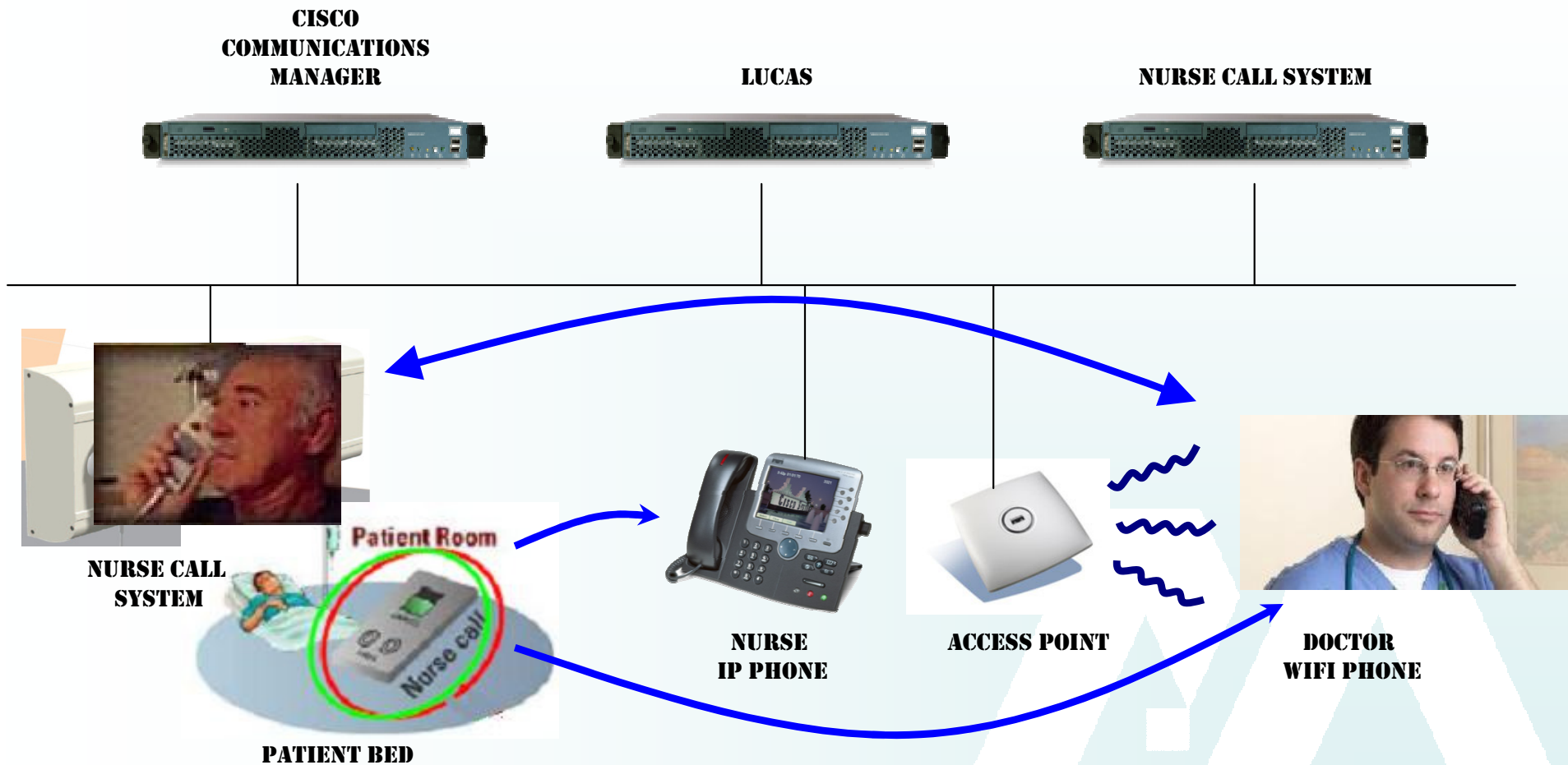
# People Flow Management

## DIGITAL SIGNAGE – HD & LIVE BROADCAST



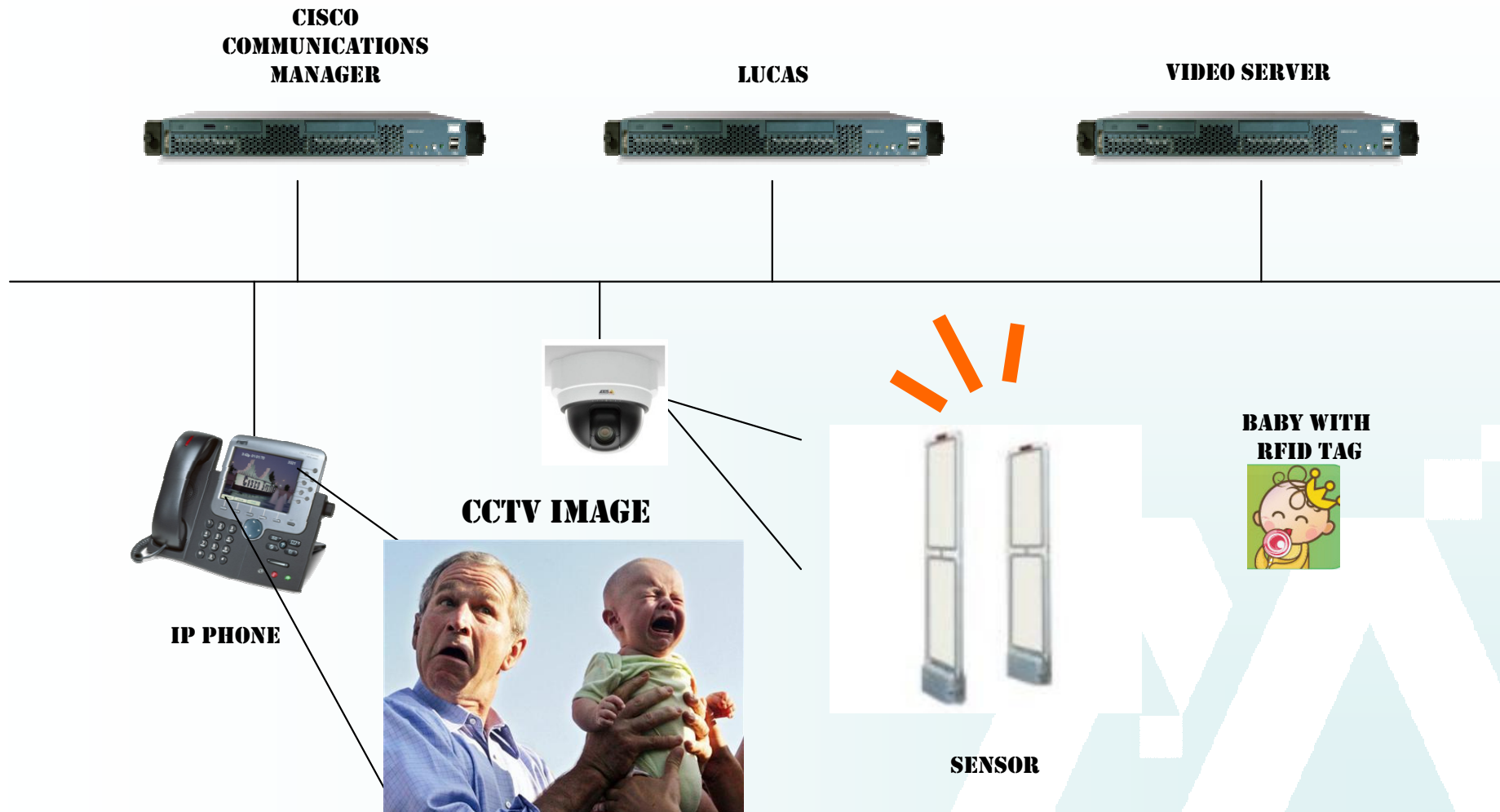
# Patient Care

## IMPROVE PATIENT CALL RESPONSE BY INTEGRATING NURSE CALL & IP PHONE



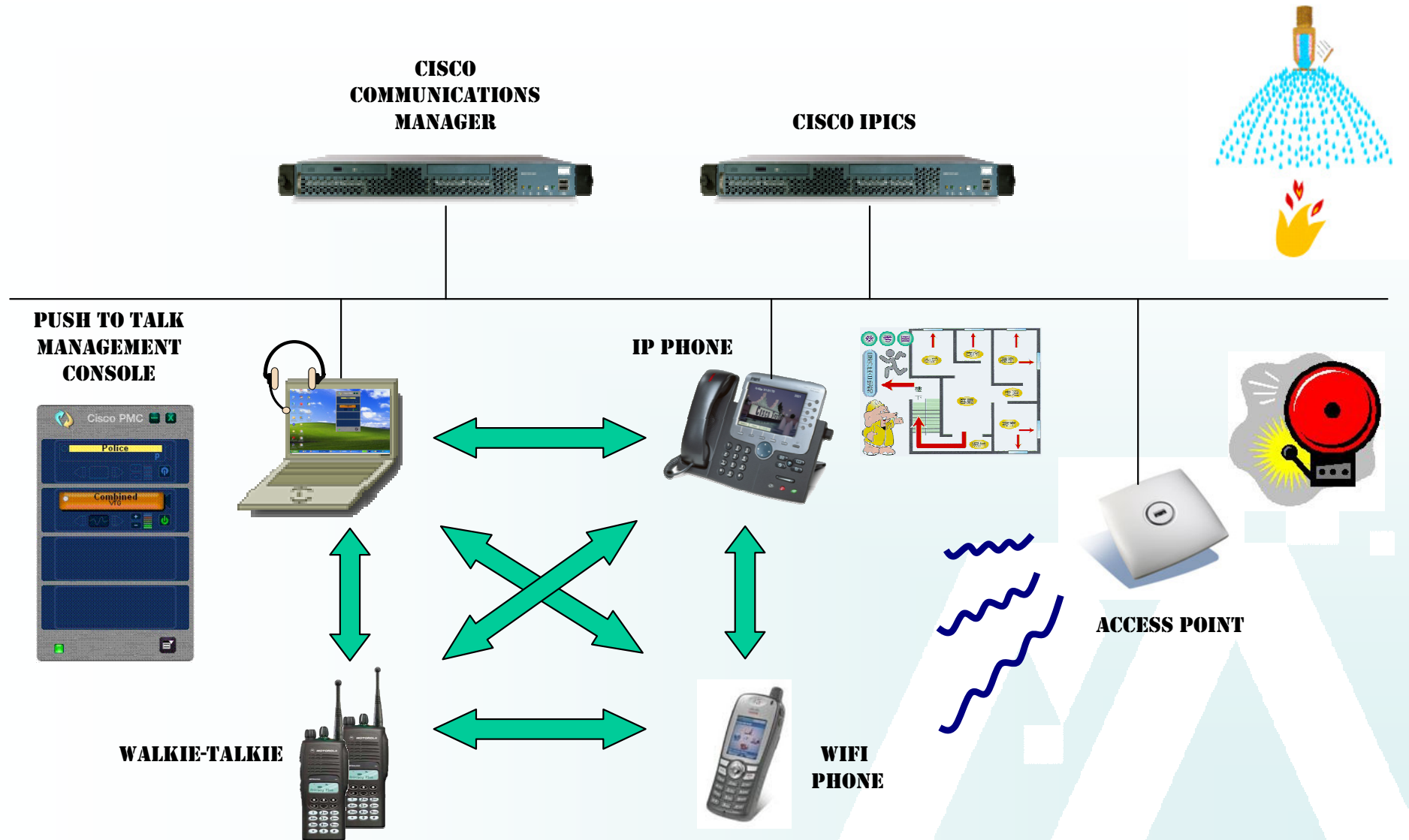
# Theft Prevention

## INFANT SECURITY IN HOSPITAL



# Emergency Evacuation

## FAST EXECUTION OF PRE-DEFINED EVACUATION PROCEDURE



# The 5-Phase of UC Adoption

## THE RIPPLE EFFECT



**COST & RISK** →

← **HUMAN INTERACTION NETWORK**

← **ALLOW PROCESS TO REACH OUT**

# Lucky Draw



# Lucky Draw

***ALL PRIZES SPONSORED BY***



***Prizes:  
Samsung UMPC and 3 Skypephones***