

A vertical barcode is located on the left side of the red background.

Changing Communications in a Converged World

Cisco voicecomm 2007

Bengaluru

- CIO Priorities
- Productivity versus efficiency?
- Is the need for efficiency beginning to impact business?
- How can companies cope with the paradox of work life balance and increasing work load?
- Does technology/ UC have a role to play here?
- Real world examples of how organizations are coping

CIO Top 15 Business Priorities



	Rank 2006	Rank 2005	
Business processes management (improving)	1	1	
Enterprise wide operating costs/budgets (pressure to control)	2	3	
Business view of IT: support competitive advantage	3	4	
Attracting, retaining and growing current customer relationships	4	*	
Improving enterprise competitiveness (bottom line profitability)	5	*	
Expanding use of info/intelligence in products & services	6	7	
Concern about security breaches & disruptions to the business	7	2	
Faster innovation (shorter product/service life-cycles)	8	10	
Data protection and privacy	9	5	
The need for revenue growth	10	6	
Shortage of the right business skills/competencies in IS	11	9	
Business restructuring (mergers, acquisitions, alliances, divestitures)		12	*
Increased focus on establishing and improving internal controls	13	8	
Global competition (low cost producers, new entrants, new alliances)		14	*
The business is seeking greater control of IT	15	*	

Source: CIO Survey 2006



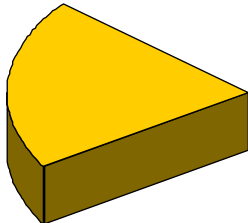
The CIO Mantra Operate AND Innovate



Today's Reality

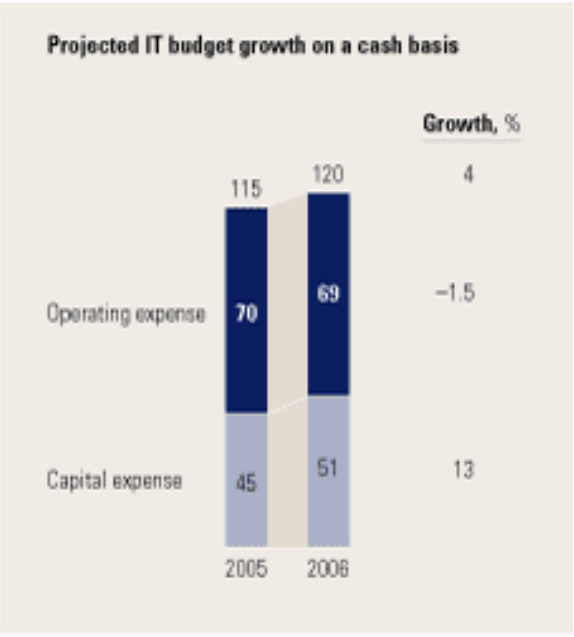
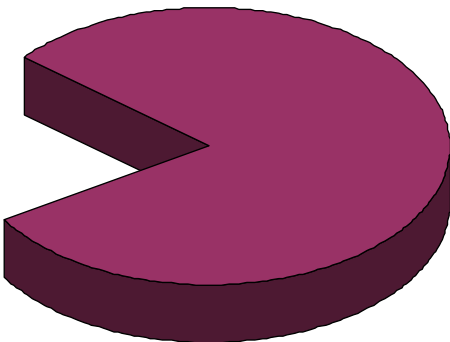
Innovation Budget

20%



Running Costs

80%



Source: McKinseys

Productivity and Efficiency

PRODUCTIVITY:

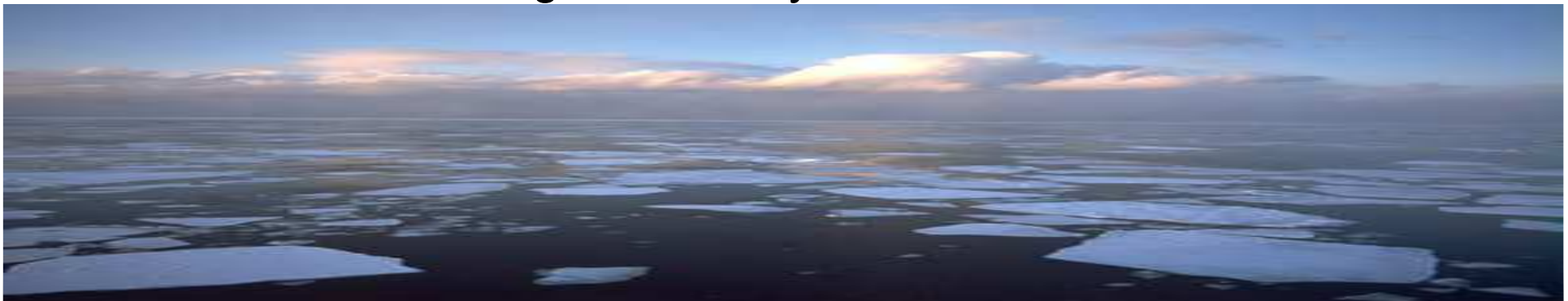
“The rate at which goods or services are produced especially output per unit of labor”

- American Heritage Dictionary

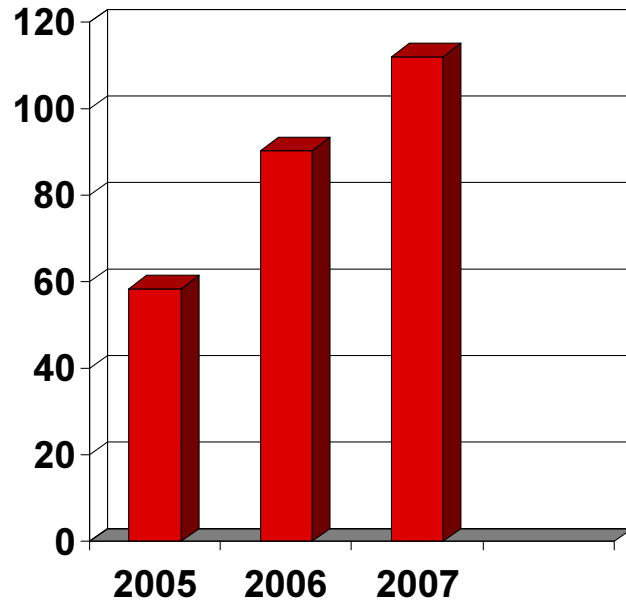
EFFICIENCY:

“The ratio of the effective or useful output to the total input in any system”

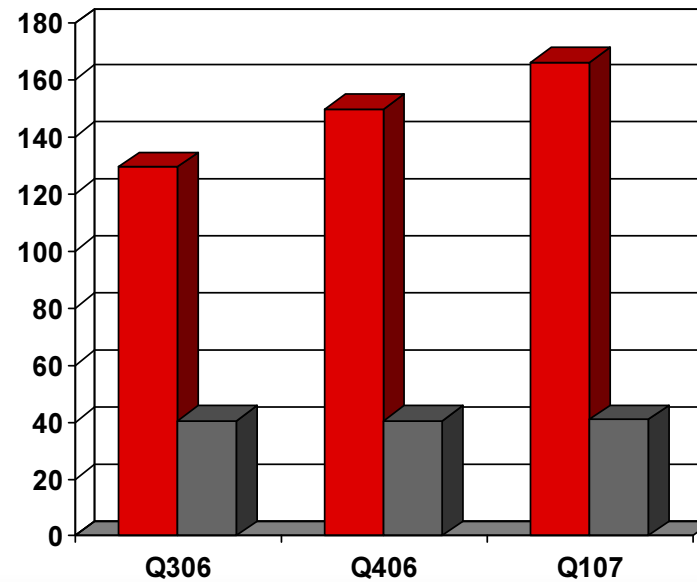
- American Heritage Dictionary



India Shining!



■ Air Passengers in India; Millions



■ India Mobile Subscribers; mil
■ India LandlineSubscribers, mil



What do these mean?

“Some in Silicon Valley begin to sour on India”
- mint, Business newspaper, Mumbai, July 4, 2007

	2007 Rs. in crores	2006 Rs. in crores
SCHEDULE 'P'		
OPERATION AND OTHER EXPENSES		
(a) Overseas business expenses	1488.78	1516.19
(b) Services rendered by business associates and others	756.12	635.29
(c) Software, hardware and material costs	645.85	540.15
(d) Cost of software licences	229.35	195.45
(e) Communication expenses	196.35	163.14
(f) Travelling and conveyance expenses	210.17	145.24
(g) Rent	228.83	133.18
(h) Legal and professional fees	80.33	80.31
(i) Repairs and maintenance	92.19	71.13

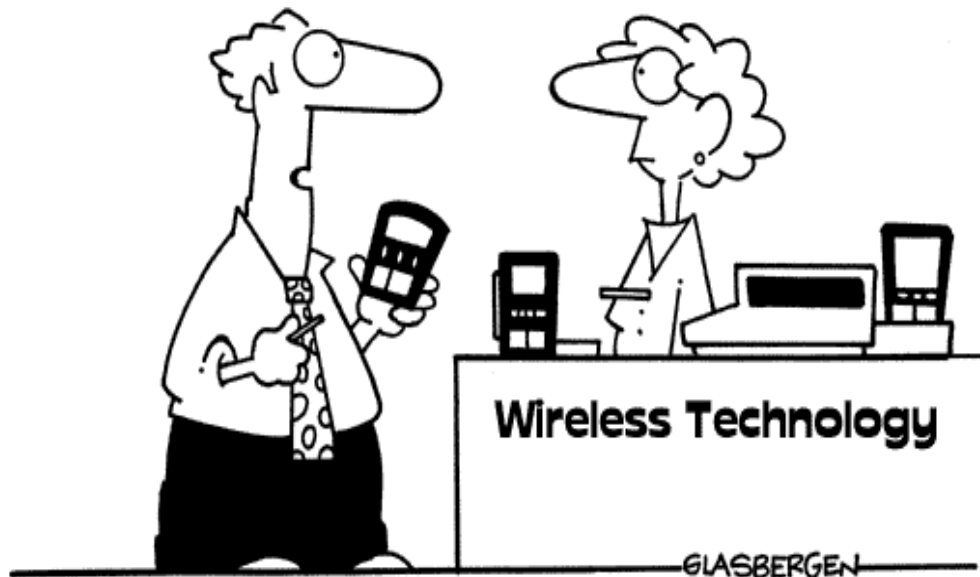
Travel costs: 40+% increase Y-o-Y
Comm costs: 20% increase Y-o-Y

- By 2010, 50% of Forbes 2000 companies will
- spend more on energy than on hardware - *Gartner*

“High attrition and increasing manpower costs challenge India Inc’s ability to expand rapidly”
- Analyst Roundtable – Dec 2006

Work life Balance?

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"While I'm sending e-mail, trading stocks, and communicating with clients, my feet are just wasting time. What have you got to make my feet more productive?"

- How many devices do you have?
- How many email IDs?
- How many IM accounts?
- Do you have accounts on
 - ORKUT
 - MySpace
 - Facebook
 - YouTube

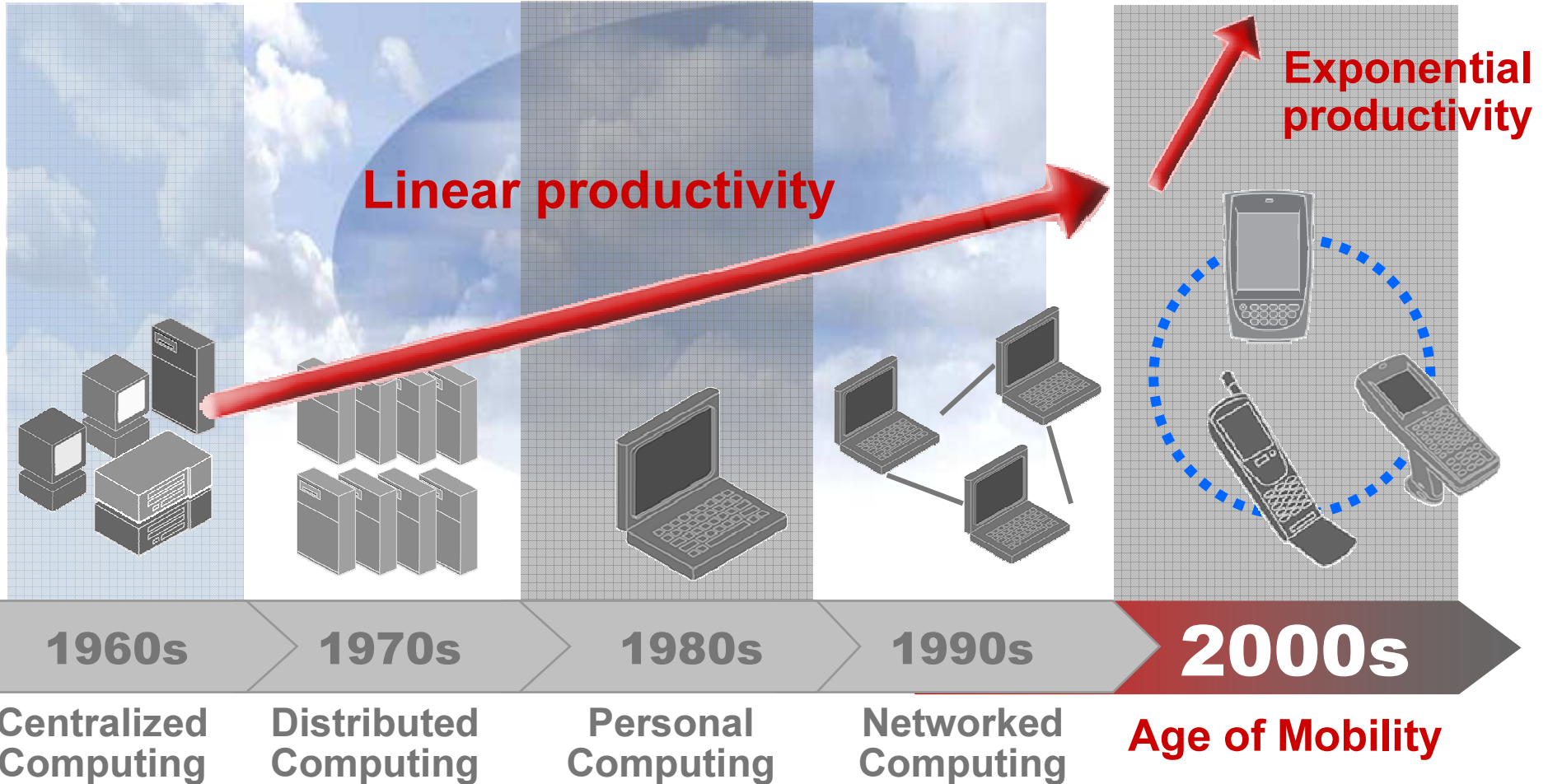
Paradox of technology



The background is a solid red color. In the top-left corner, there is a vertical white barcode-like pattern. The text "Is there a role for UC?" is centered in white, bold, sans-serif font. There are faint, light red abstract shapes in the background, including a large rounded rectangle and a circle.

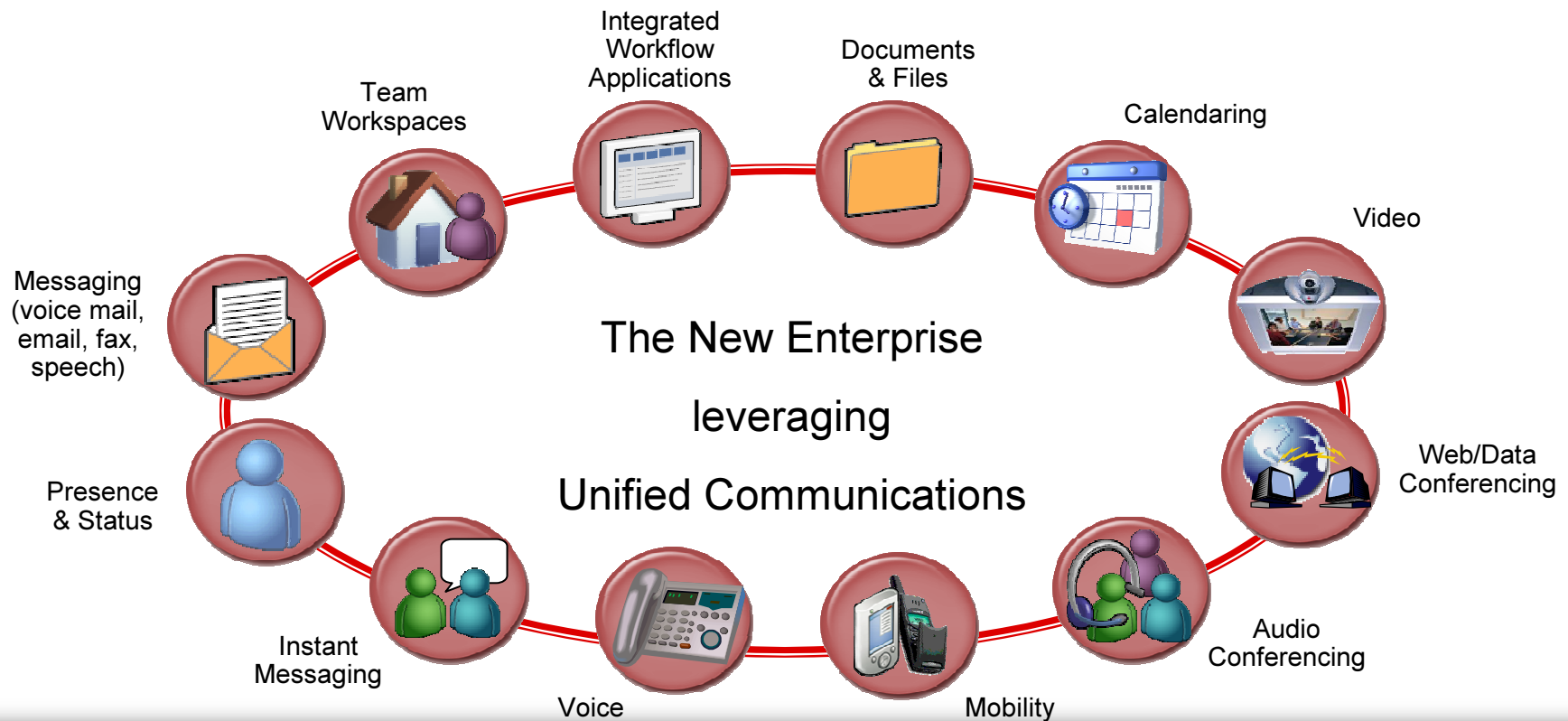
Innovation driving Productivity

Datacraft



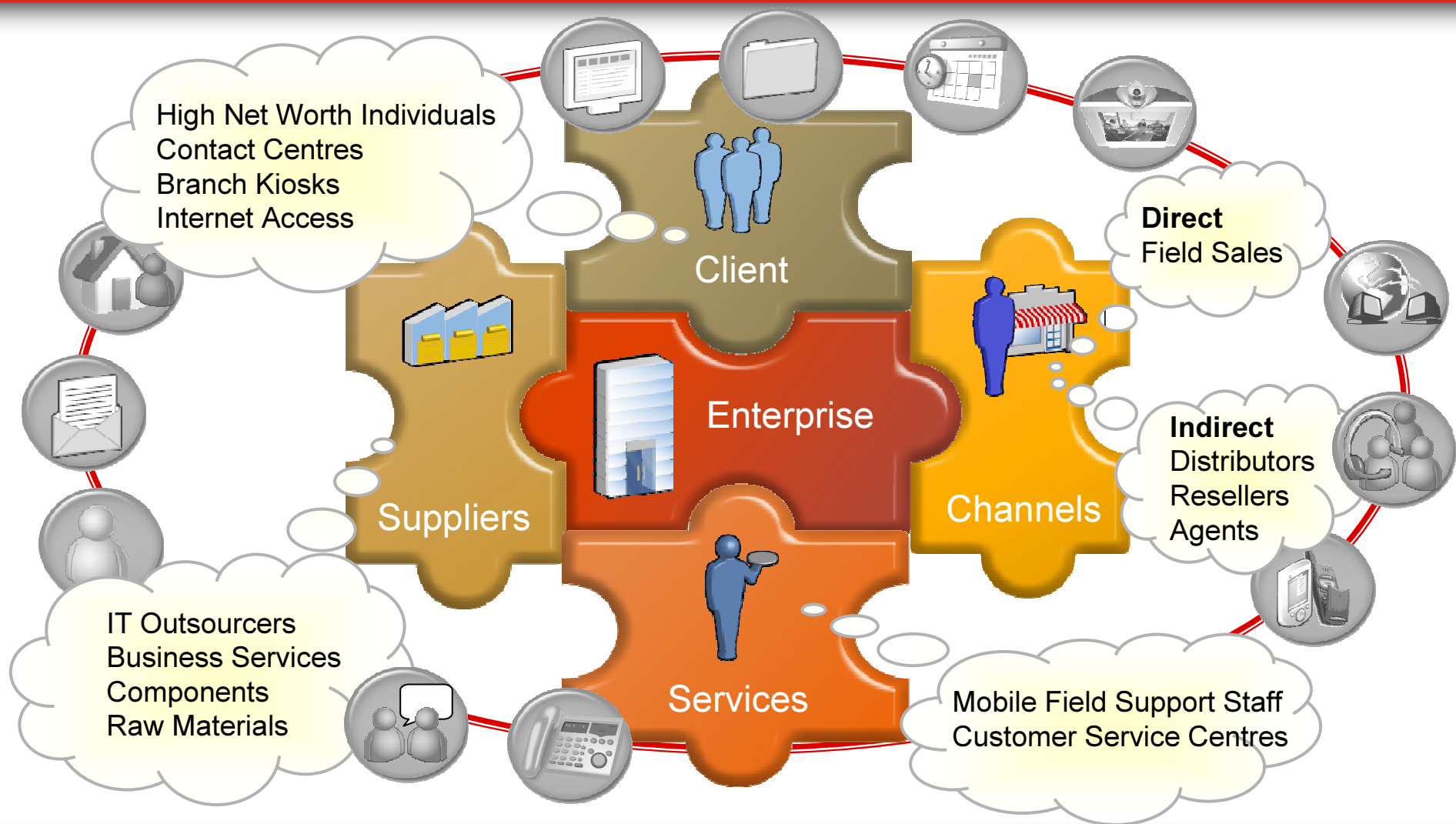
Flattening the Enterprise Knowledge Chain

“ In the flat world, more and more business will be done through collaboration within and between companies. The next layers of value creation – whether in technology, marketing, biomedicine, or manufacturing – are becoming so complex that no single firm or department is going to be able to master them alone. ” - Thomas L. Freedman, *The World is Flat*



Converged Communications and the Extended Enterprise

Datacraft

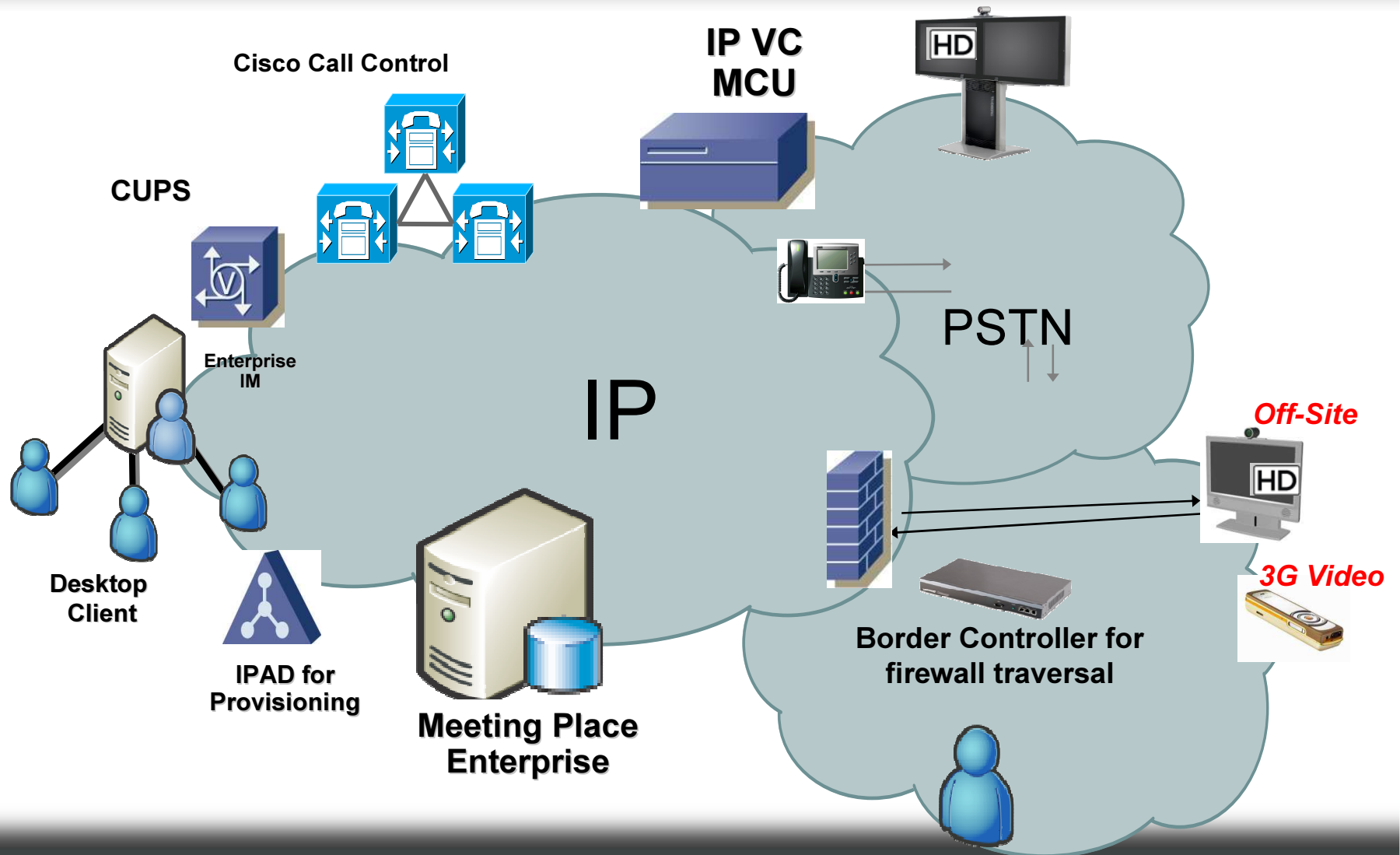


Example One: Business Challenge

- Large Europe based Financial company
- Relocating decision making and global support to Asia
- Traditional conservative approach to technology
- Aggressive growth, keenly contested, highly competitive markets in Asia
- Challenges:
 - Unable to stretch management bandwidth to support new business
 - Need to make decisions quicker
 - Need ability to find ways to replicate working models quickly across region



Solution



Example One: Response

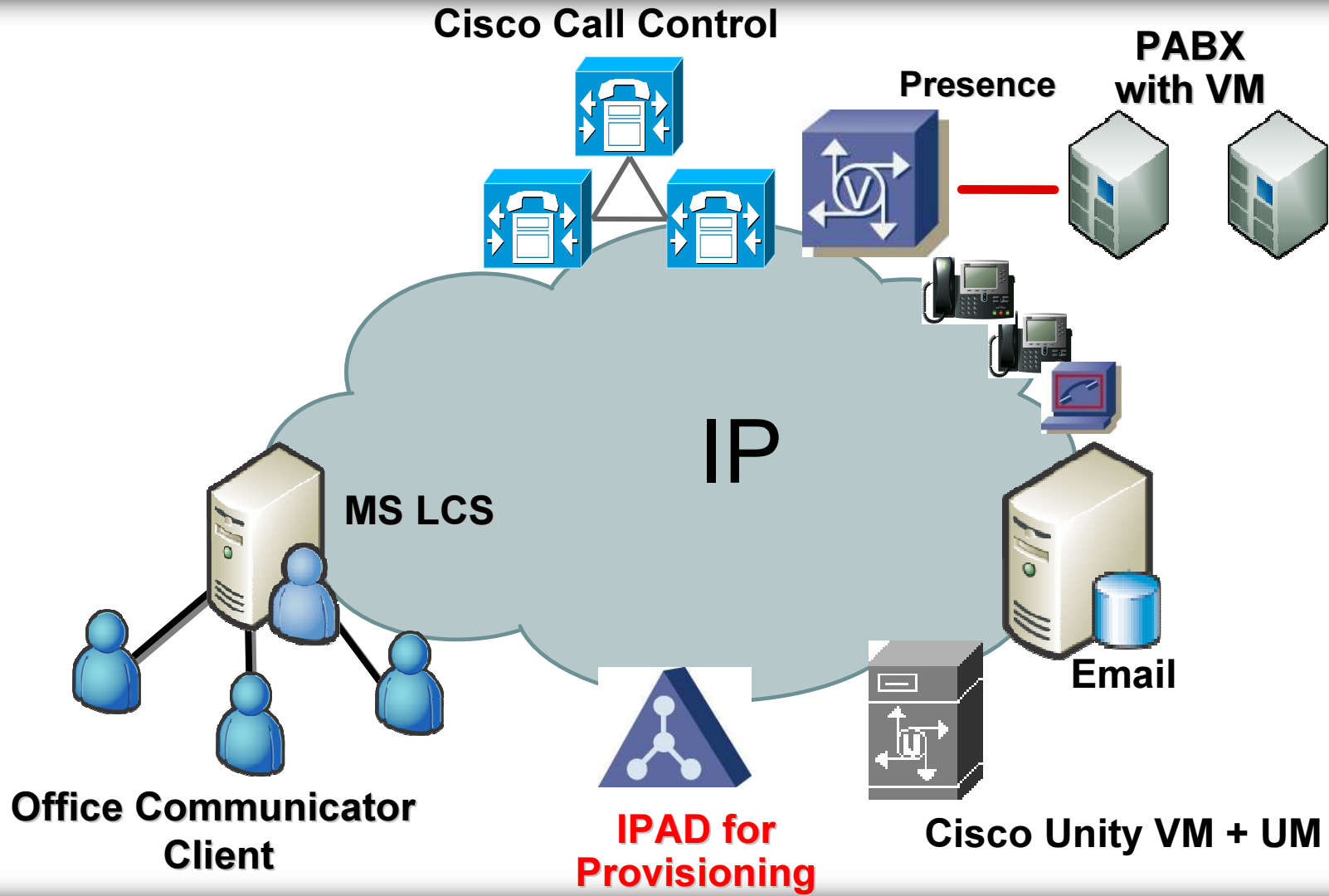
- Solution
 - Provide platform for reaching people and staff at short notice
 - Provide access to data at any point in a meeting/ discussion
 - Provide ways to archive commonly used material for easy reference in meetings
 - Examples: Training
 - New recruit orientation
- Technologies
 - Meeting Place
 - Call Control
- Benefits:
 - Productivity Improvement
 - Control costs as dependencies on virtual teams increases



Example Two: Business Challenge

- Mid sized services company
- To grow, needs to compete with larger more established players
- Zeroed in on responsiveness & flexibility as key differentiator
- Typical client base: large regional organizations which need consistent processes and vendor experience
- Challenges
 - High staff growth
 - Need quick turn around for approvals
 - One single view of information to make decisions
 - Keep travel/ communication costs in check





Example Two: Response

- Solution
 - Keep track of colleagues and reach them on first try
 - Provide access critical data
 - Demonstrate responsiveness and flexibility
 - Intuitive methods to use tech without special training
- Technologies
 - Call Control
 - Enterprise Mobility
 - Presence based solutions
 - Voice Mail consolidation
- Benefits:
 - Faster turn around time; improved productivity
 - Costs savings



- Only Cisco Master Unified Communications Partner in APAC
- Leading Cisco Partner in APAC for Unified Communications (UC)
- Cisco Global UC Partner of the year 2006
- Cisco Asia UC Pacific Partner of the year 2005
- Cisco India UC Partner of the year 2005
- Installed over 75000 handsets across APAC
- Largest APAC IPT deployment in FSI – 15000 handsets (SBI)
- First Cisco Partner in APAC certified in Telepresence
 - Over 15 installations across the region and growing
- Microsoft Gold Partner in Asia

EC³: Experiential Centre for Converged Communications

Datacraft

- Fully equipped UC lab here in Mumbai to demonstrate business value
- Call Control, Collaboration, Conferencing capabilities
- Eco-system partners for additional apps
- Create customized scenarios specific to client environment
- Demonstrations can be organized by either your Cisco AM or through your local DC contact

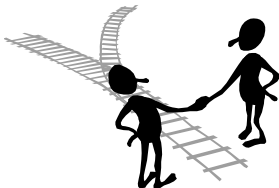




Converged Comms - Beyond dial tone

Quadrant 3

Unified Communications



Quadrant 4

Application Enablement



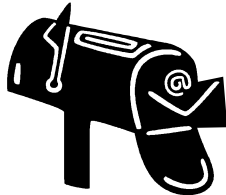
Quadrant 1

Telephony Enablement



Quadrant 2

Unified Messaging



- UC is being used to drive business advantage now!
- UC is not restricted to IPT
- Like Internet, UC flattens the competitive landscape
- India Inc has the right business compulsions to seriously evaluate UC

Thank You

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