

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











Changing Communications in a Converged World

Cisco voicecomm 2007

Mumbai

- 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

Productivity and Efficiency

PRODUCTIVITY:

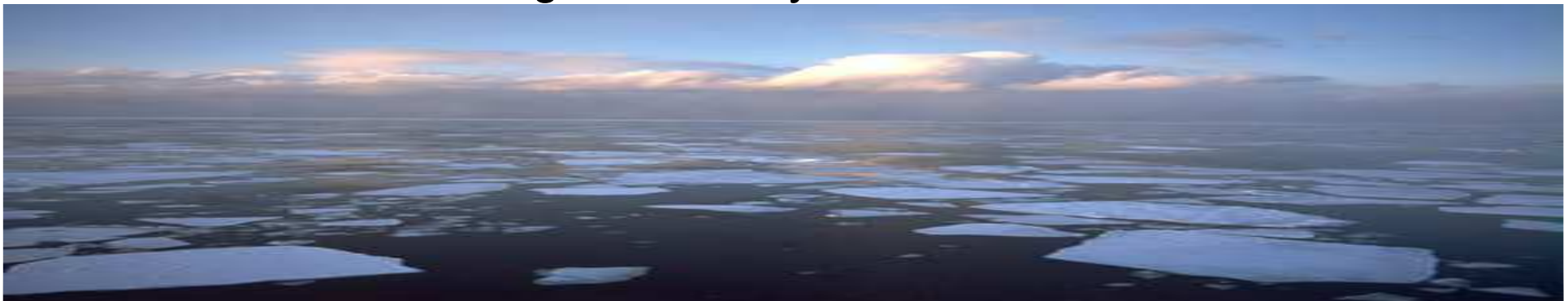
“The rate at which goods or services are produced especially output per unit of labor”

- American Heritage Dictionary

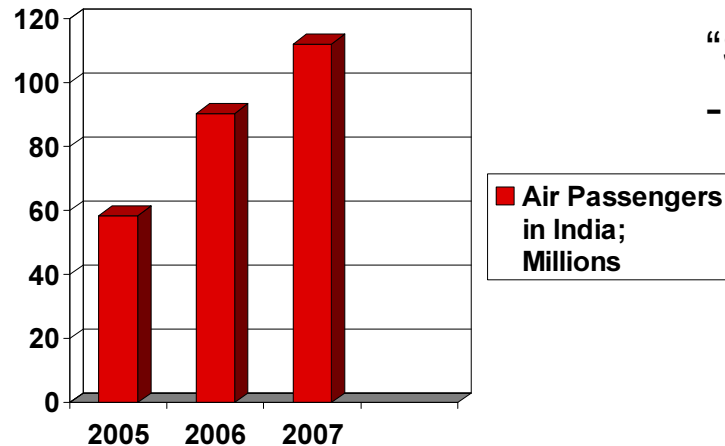
EFFICIENCY:

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

- American Heritage Dictionary



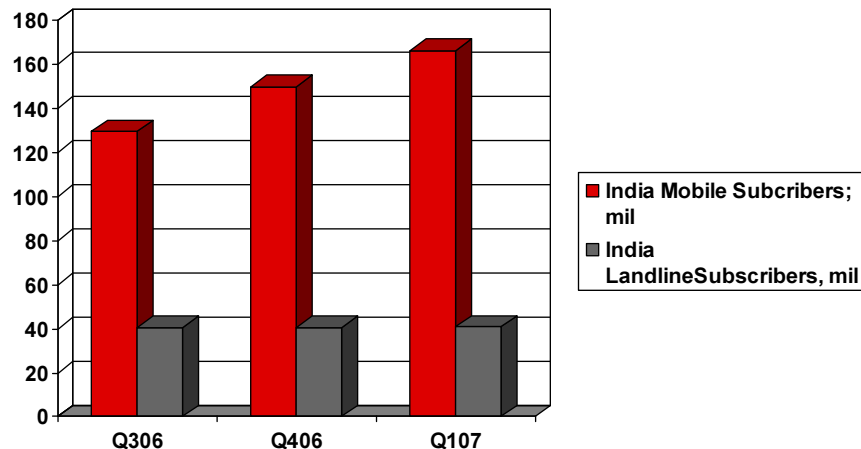
What do these mean?



“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 | 105.45 |
| (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 | 84.92 | 80.31 |
| (i) Repairs and maintenance | 92.19 | 71.13 |

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

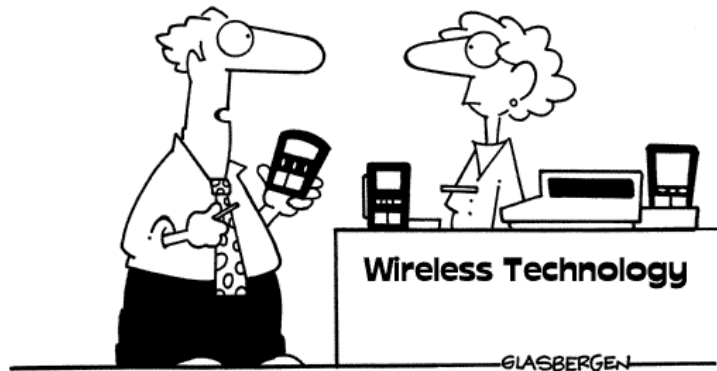


“High attrition and increasing manpower costs challenge India Inc’s ability to expand rapidly”
- Analyst Roundtable – Dec 2006

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

Worklife Balance?

Copyright © 2001 Randy Glasbergen. www.glasbergen.com



"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?"

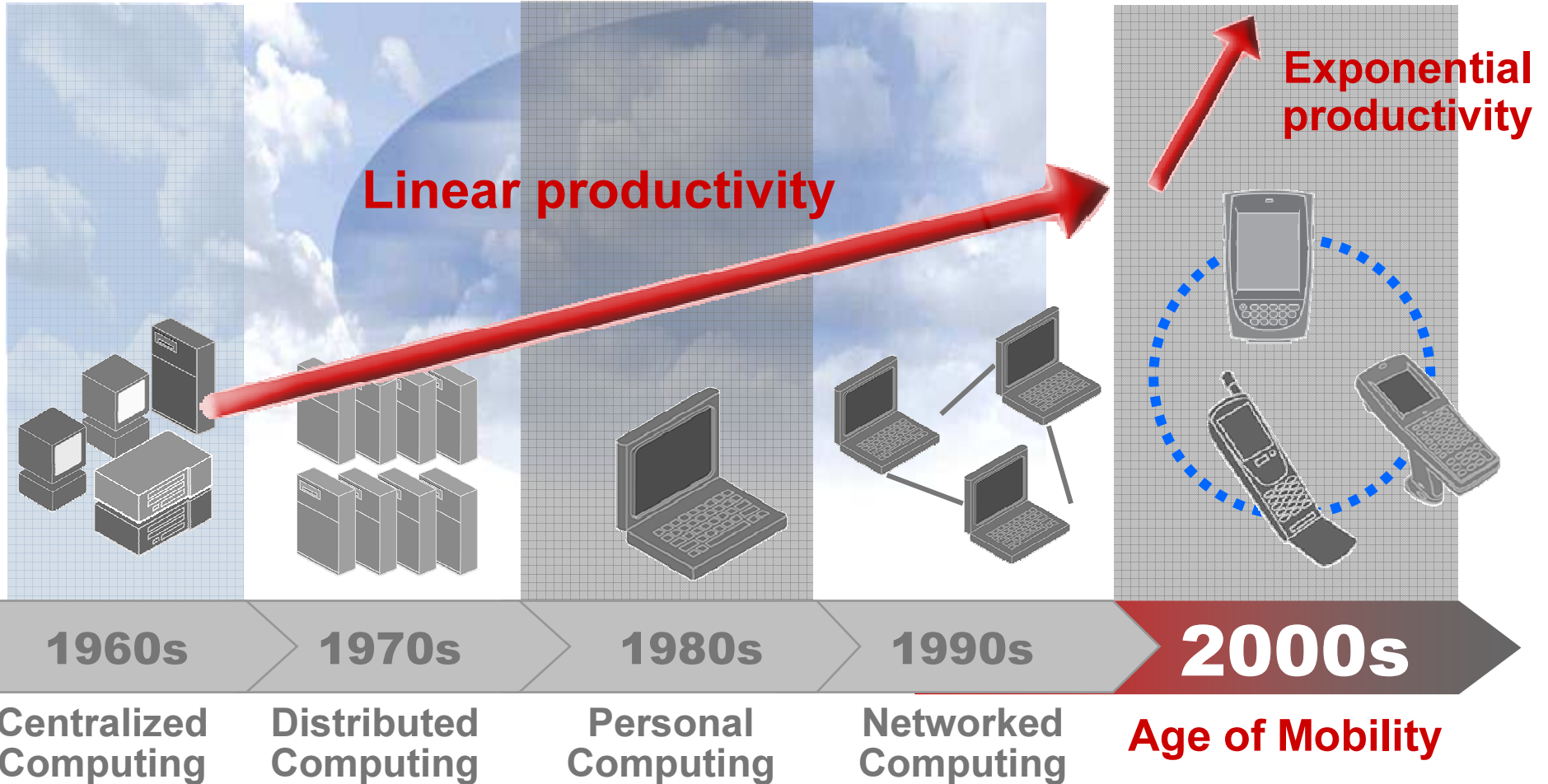
- How many device do you have?
- How many email IDs?
- How many IM accounts?
- Do you have accounts on
 - ORKUT
 - MySpace
 - Facebook
 - YouTube



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 a bold, white, sans-serif font. There are faint, light red outlines of rounded shapes in the background.

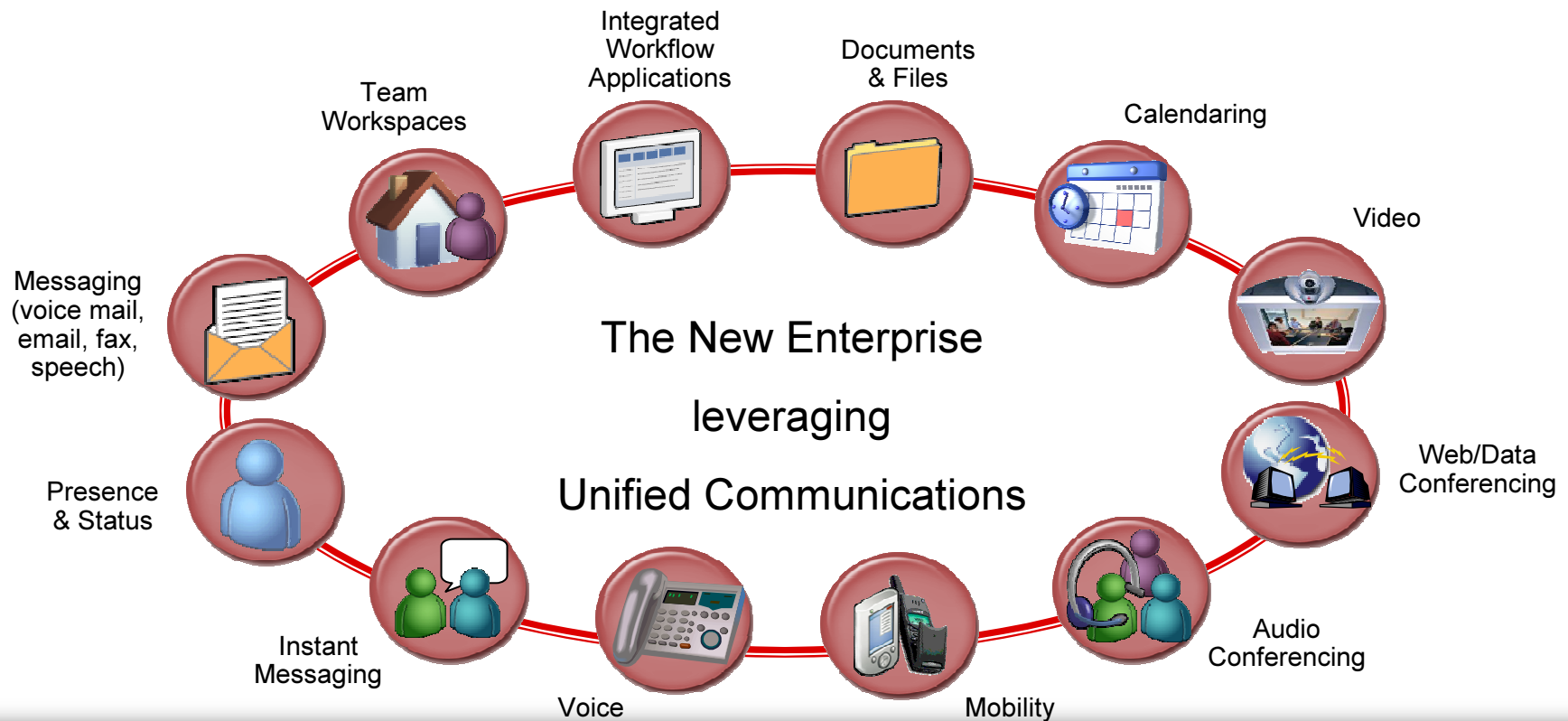
Innovation driving Productivity

Datacraft



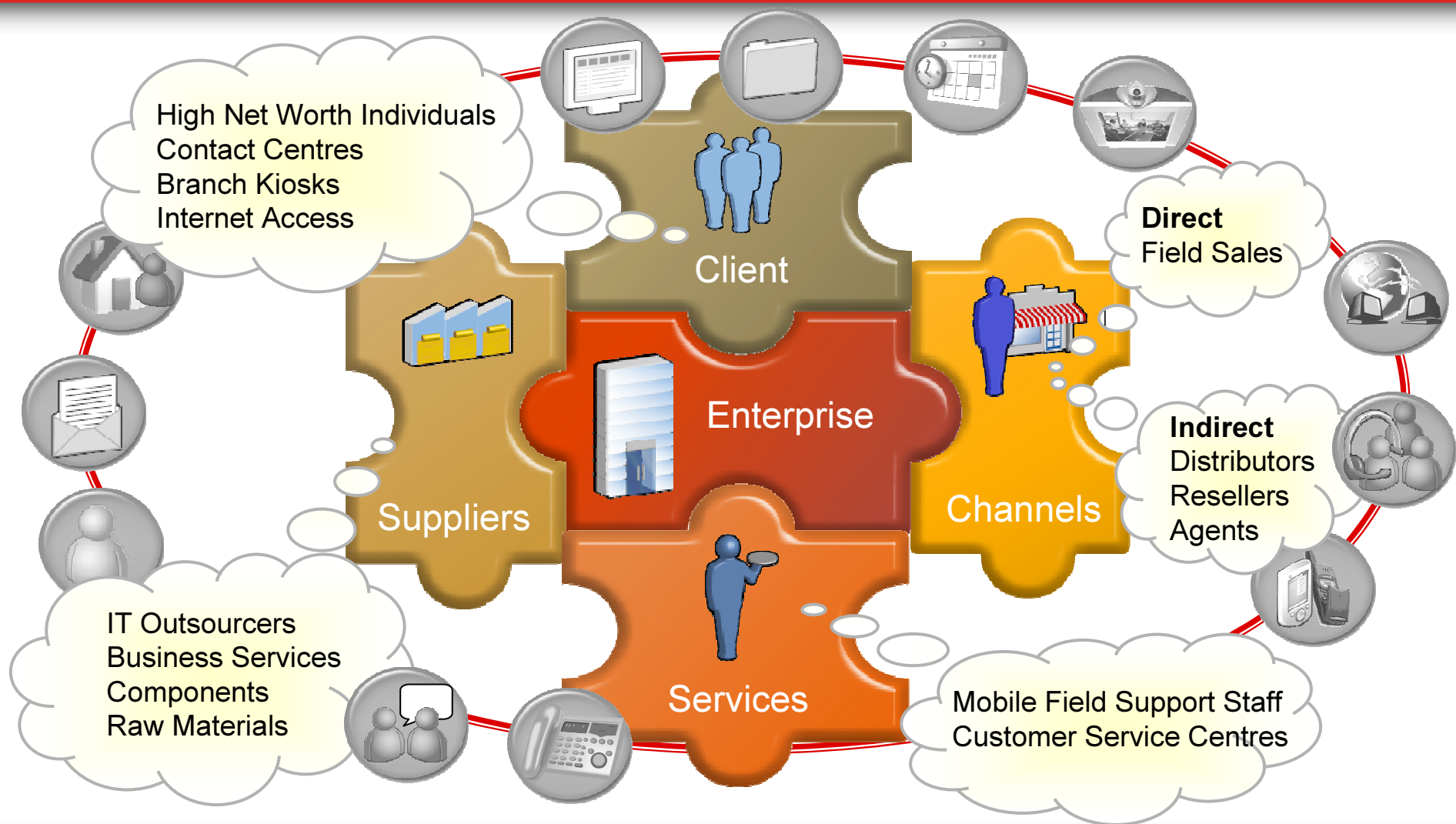
Flattening the Enterprise Knowledge Chain

“ 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



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



- 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

Contact: Gopal.VT@Datacraft-Asia.com

