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Consolidate Communications Infrastructure
Questions for Customer Conversations

Bring together voice, video, and data into a single IP network to simplify management and support effective communications.

Cisco Advantage

A converged architectural approach simplifies management, integrates separate networks, and saves IT costs by providing a single enterprise-class communications platform to support today's demands as well as new cloud-based services, devices, and applications.

Business Audience

CIO, CTO, Line of Business Leader, IT Directors and Managers

1. What are you doing to reduce data, voice, and video operational costs?
2. How are communications with employees, customers, and partners becoming increasingly complex?
3. How well does your communications system fit with users' current desktop behaviors? How well does it fit with the way work styles are evolving with different devices, applications, etc.?
4. What do you look for from IT to assist in cost reduction for specific functions or groups?
5. How easily can you get information about your communications systems? Do you need to contact multiple groups – voice, video, data networking – to get the information you need?

Technical Audience

CIO, CTO, IT Directors and Managers; Network, Data, and Voice Management Directors and Managers

1. How many networks do you manage for voice and data? Video?
2. How do you maintain call structures for voice, video, and conferencing? How could a single call-control architecture reduce operational overhead?
3. Do you need to accommodate TDM or SIP-based systems?

4. How complex is it to implement new user capabilities -- such as single-number reach and single mailbox -- to multiple devices, including desktops, softphones, and mobile devices?

5. How are end-user expectations for communications capabilities changing? Does that add complexity to the technical requirements for employee and customer communications?

6. What are your performance targets tied to network security and availability, application uptime, fault resolution, data capture and storage, etc.? How easily can you meet them?

7. How many disparate architectures does your organization currently have, and why?

8. How do you integrate with Microsoft desktop applications?

9. How is IT assisting in cost reduction for specific functional groups (i.e. real estate, travel, supply chain, etc.)?

10. How does your UC system integrate with your existing directory system and single sign-on policies?

11. What collaboration tools have you implemented across the enterprise to help integrate technology with business?

12. Which inefficient processes can you eliminate or improve to increase user satisfaction?

13. When are equipment or maintenance contracts up for renewal?

14. What is your business continuity or risk management plan?

For More Information

Go to the Collaboration Use Case Tool & Resources or www.cisco.com/go/collaboration.

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