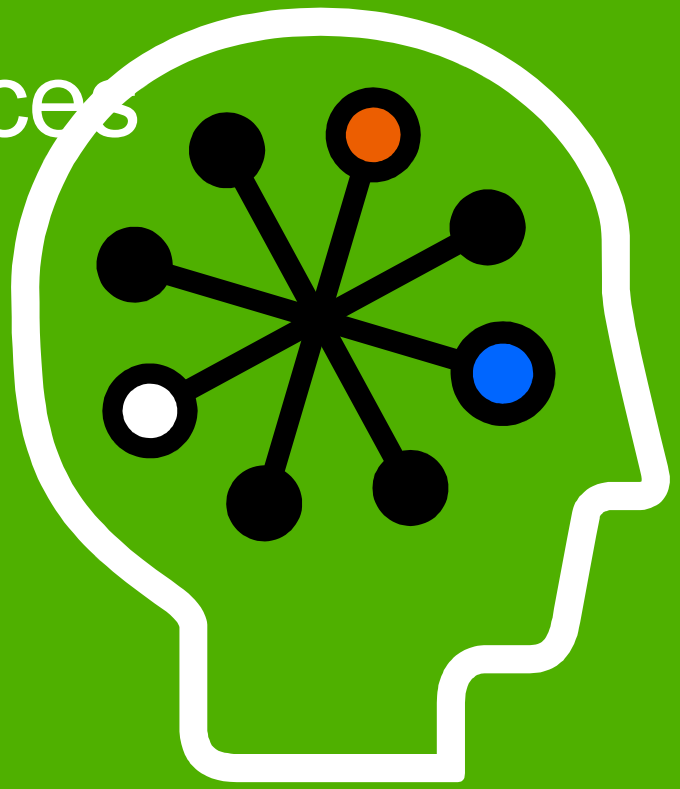
HP Technology Services
Unified Communications & Collaboration Solutions Business Benefits



Varthis Vassilantonakis, CCIE#15600
UCC Business Development Manager

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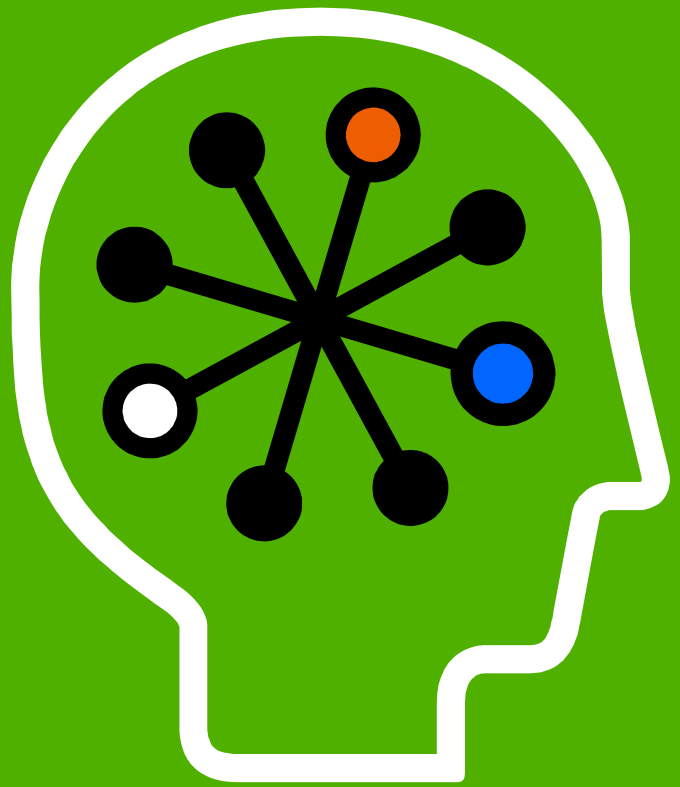
Agenda

- Business challenges and benefits
- UCC View and Portfolio
- What problems does UCC solve?
- The HP Advantage in UCC

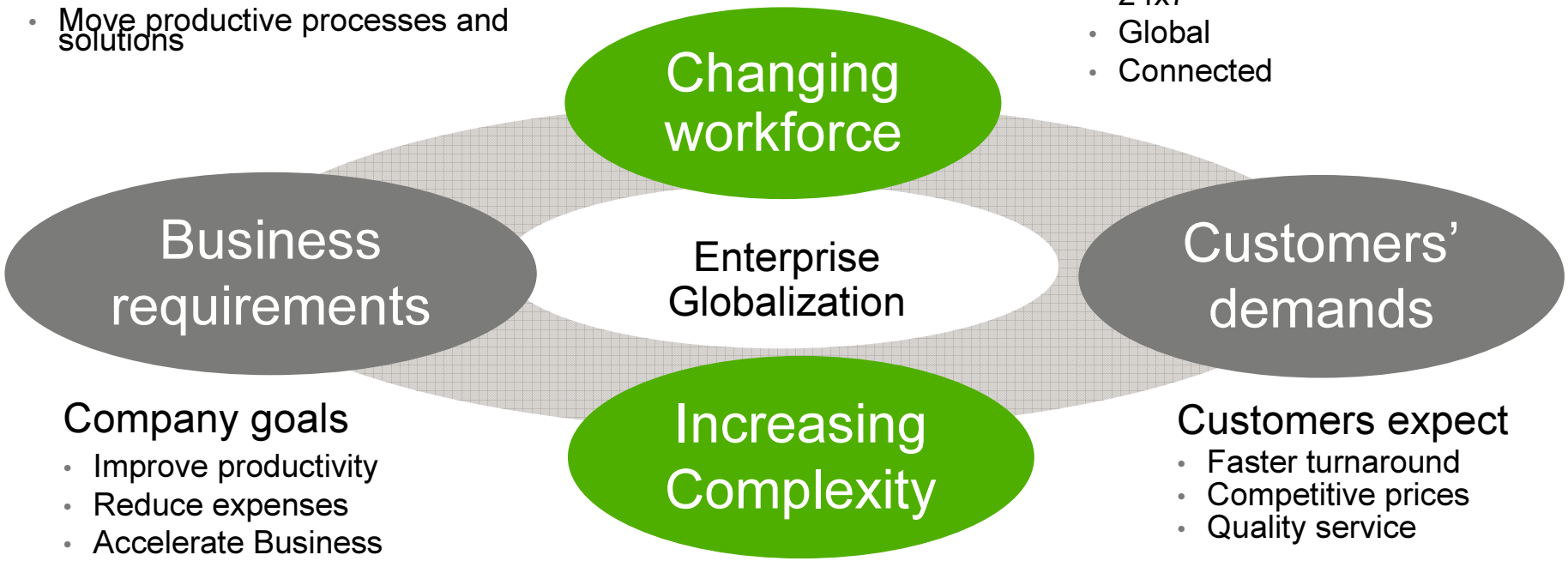
Business challenges and benefits



Business challenges

Time to market & costs pressures
- Reduce time to decision
- Move productive processes and solutions

Knowledge workers
- Distributed
- 24x7
- Global
- Connected



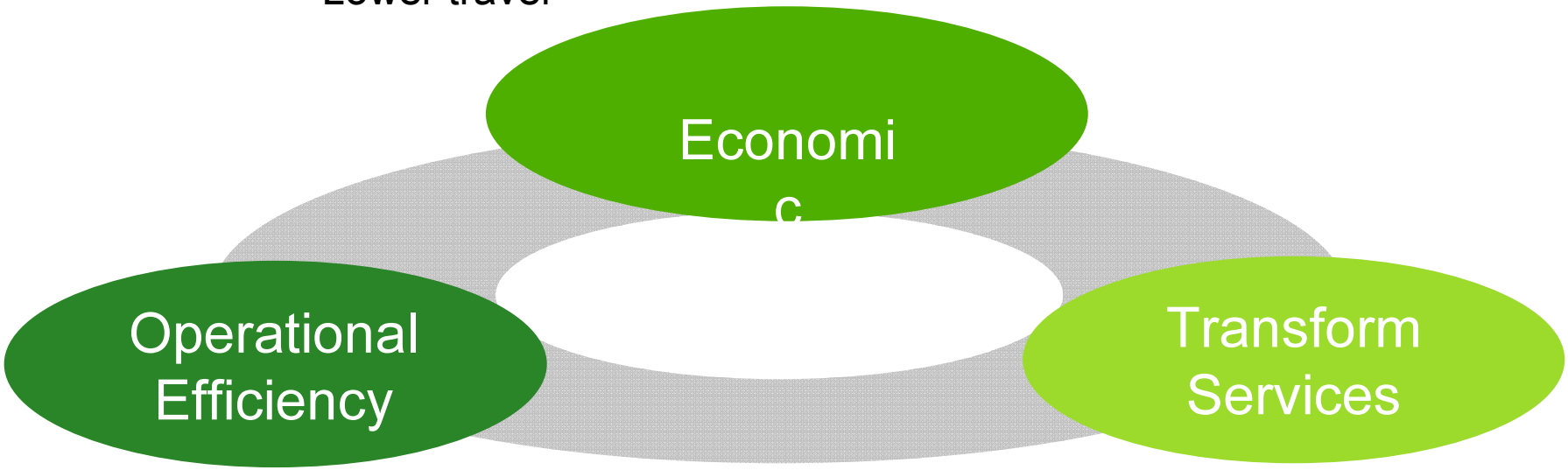
Company goals
- Improve productivity
- Reduce expenses
- Accelerate Business Growth

Customers expect
- Faster turnaround
- Competitive prices
- Quality service

Mobilization complexity
- Can lead to inefficiencies and longer process cycles.
- Applications & communications silos
- Security & Management

UCC Business Benefits

- Reduce communications & conferencing costs
- Reduce Infrastructure TCO through service consolidation
- Lower travel



- Save time (>30mins/day)
- Streamline communications
- Support flexible working
- Integrated service management
- Build on investment

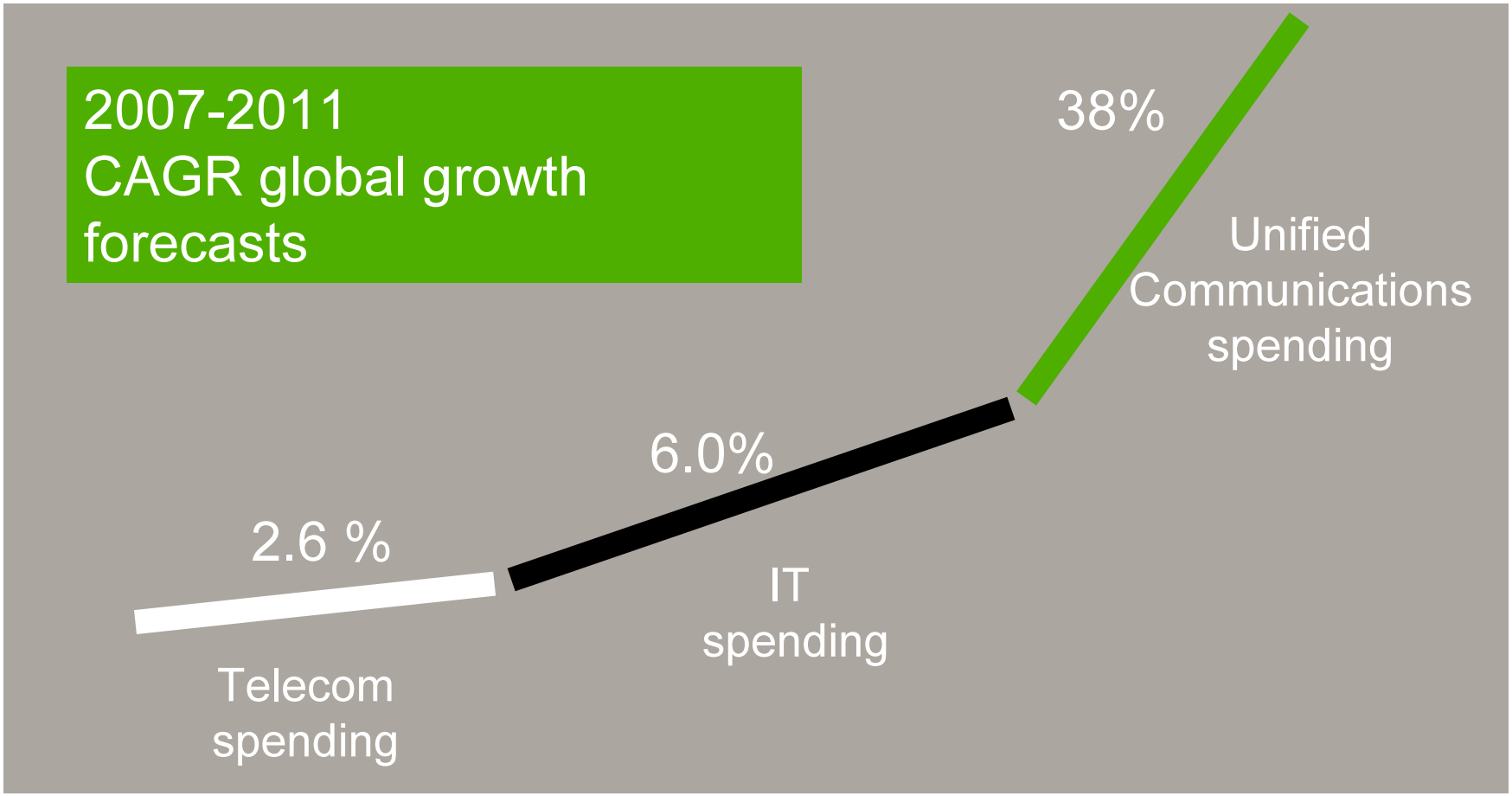
- Improve customer service
- Quicker time-to-market
- Process automation
- Future-ready platform
- Built-in protection & compliance

Gartner's Top 10 Strategic Technologies for 2008

1. Green IT
2. **Unified Communications**
3. Business Process Modelling
4. Metadata Management
5. Virtualization 2.0

UC Spending

Voice/data convergence driving strong growth



Sources: IDC Telecom Black Book, IDC IT Spending Black Book.

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UC Return On Investment

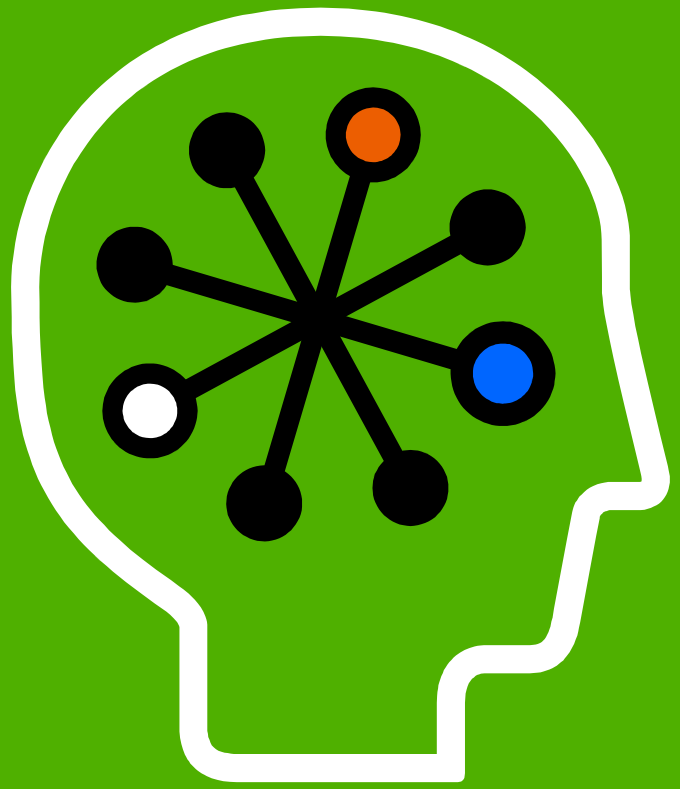
ROI of UC is faster revenue generation

It is not the time saved by implementing and using better and easier methods of communications…

it is the time saved by performing specific core functions of the business based around revenue generation… or otherwise referred to as ‘Hard’ benefits or ‘Macro-Productivity’ Macro-Productivity is the ability to speed up the customer ordering process, or the ability to resolve a customer billing issue by being able to accurately and within a timely fashion, resulting in increased customer satisfaction and retention.

Unified Communications & Collaboration

View and Portfolio



What is Unified Communications?

UC can be defined as

‘…the office of the future where users are empowered to take control over how they communicate, providing access to the right information and the right person over any device or application the first time…’

Unified Communications: What is it all about?

Fixed communications

Voice

Data

Video

Mobile Communications

People

Integrate and simplify

Technology

Process

Shorten decision cycle time

Improve customer responsiveness

Improve collaborative working

Reduce Capex and Opex

Eliminate location dependence

Eliminate device dependence

Access to voice, data, and video services regardless of time, location or device

Call center agents

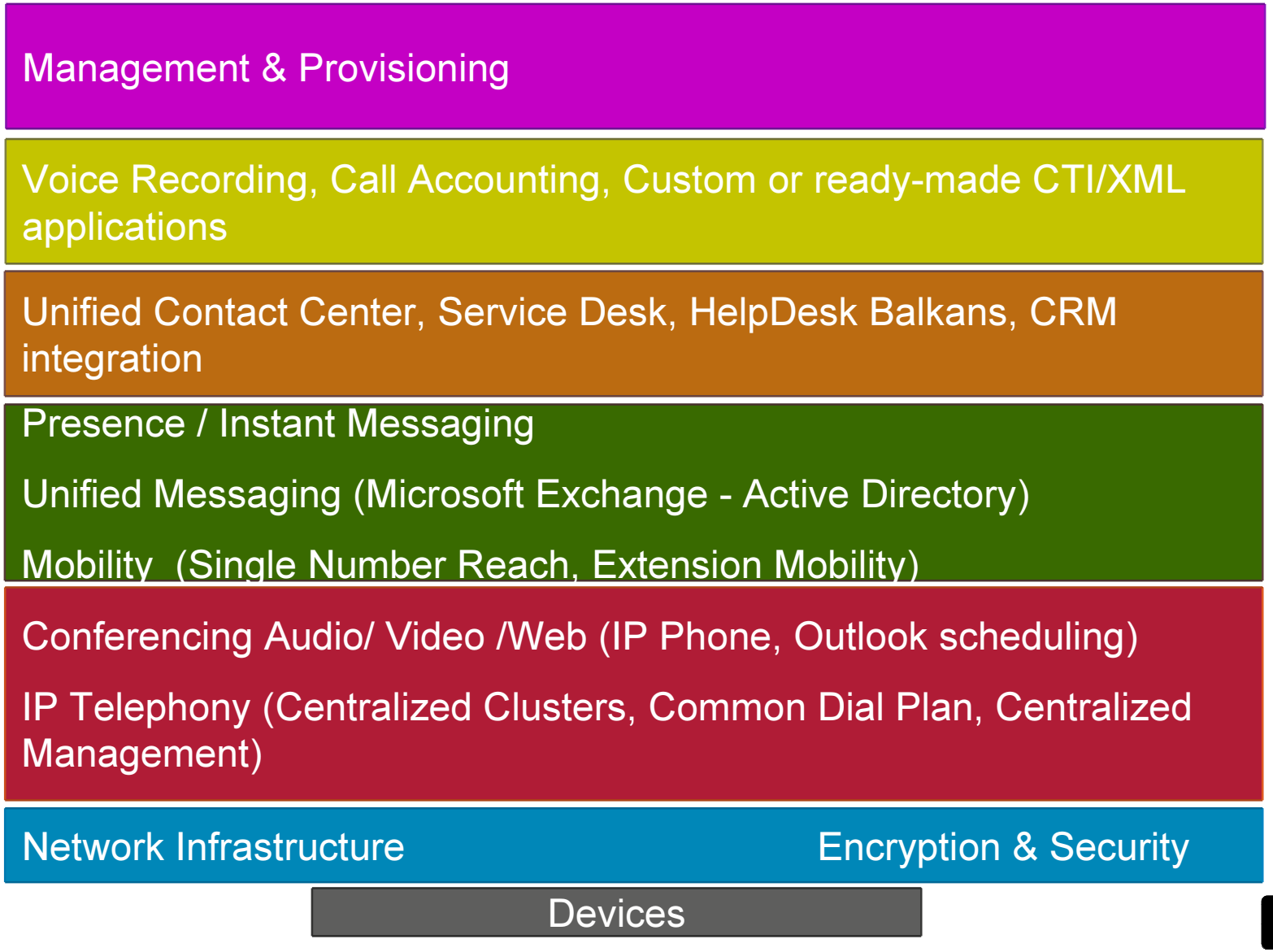
Fixed desk

Corridor warrior

Commuter

Road warrior

Unified Communications - Features



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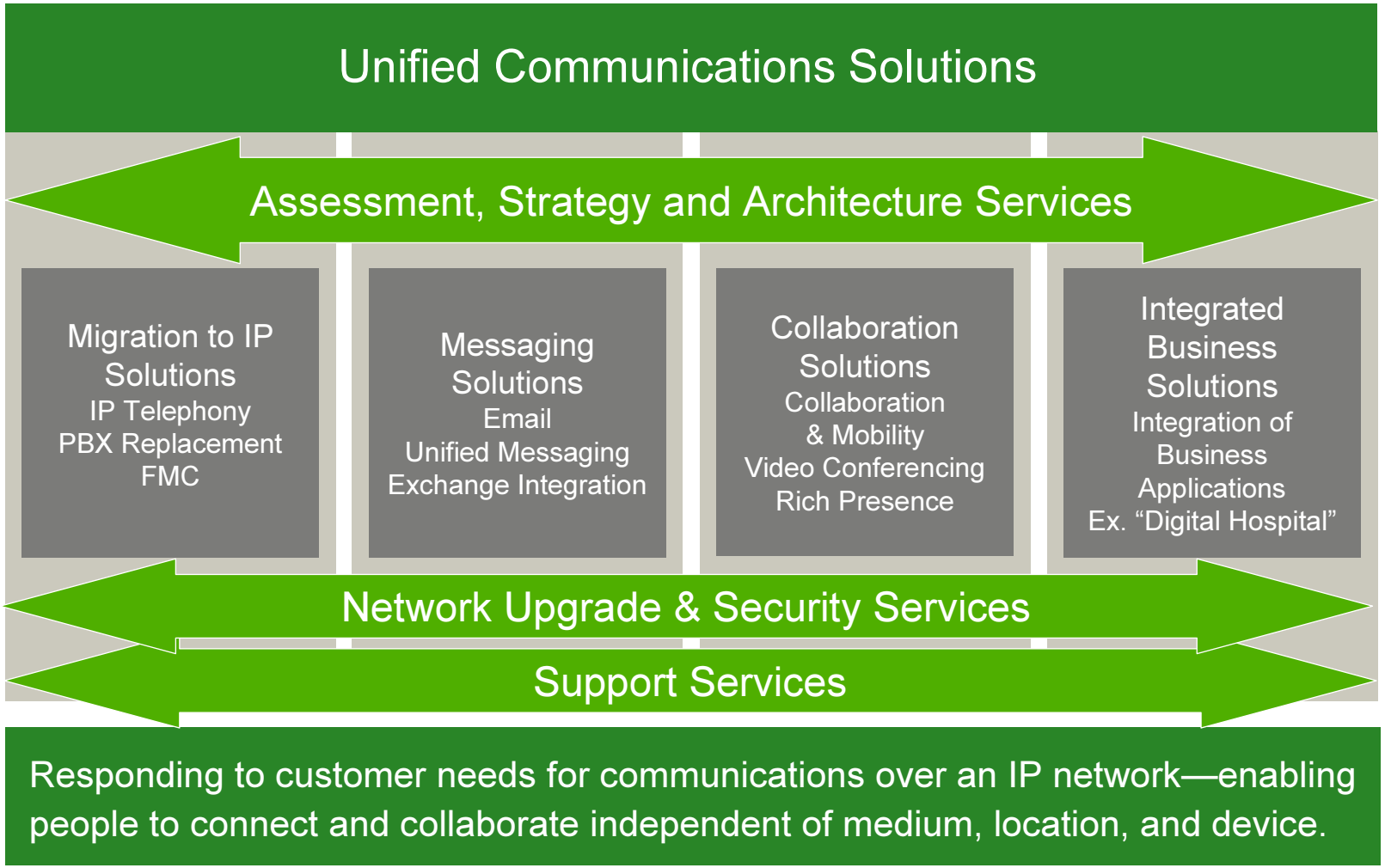
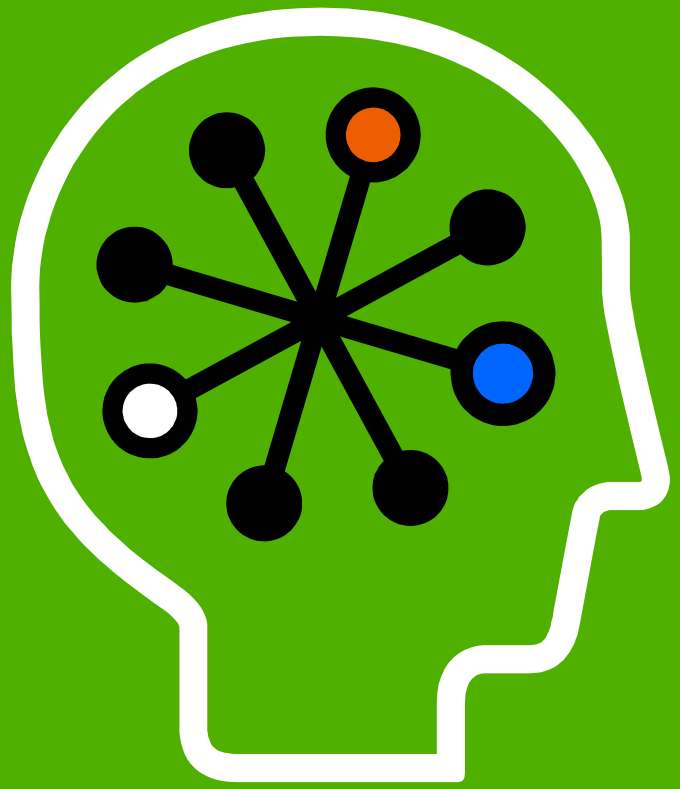
HP Unified Communications Solution Portfolio



What problems does UCC solve?



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Customer problems – UC can help!

How can I…..

- Reduce my mobile phone charges?
- Reduce business travel expenses?
- Reduce the number of communications devices needed?
- Simplify management and operations overheads?

- Shorten product development cycles?
- Shorten time to market?
- Be more responsive to customers?

- Shorten overall business decision cycle times?
- Help my people be more productive?
- Make sure we are using up-to-date information?

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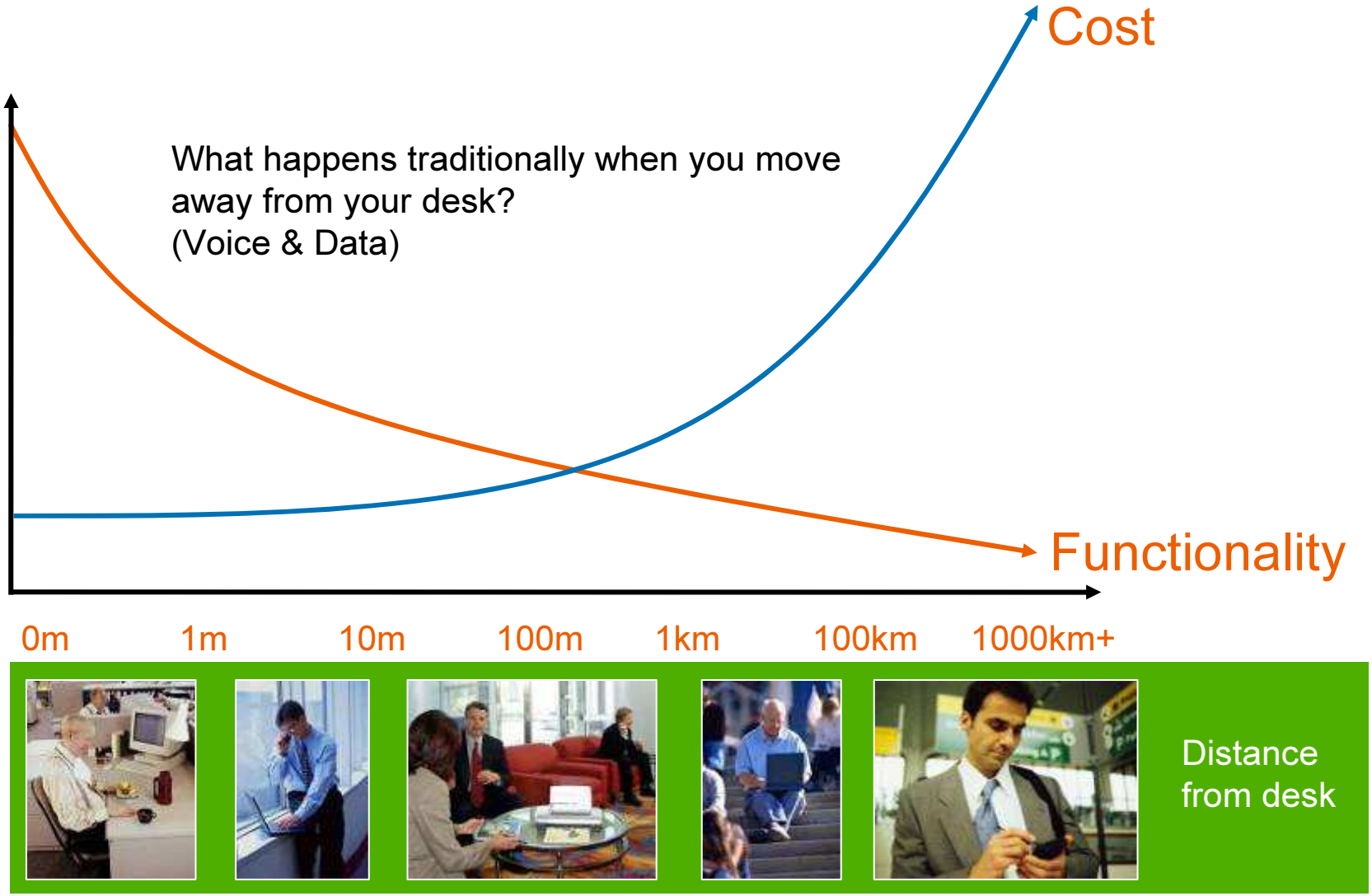
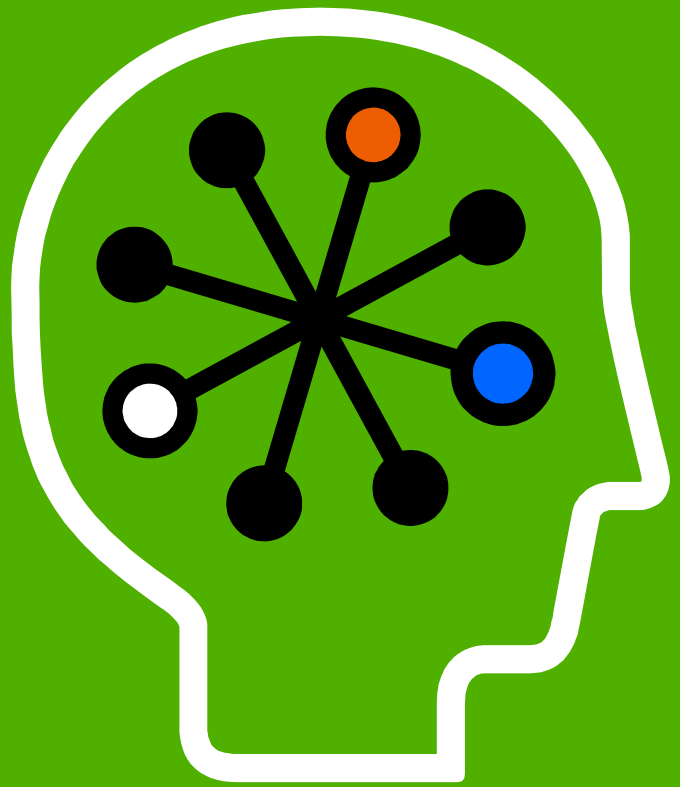
Remote working often ineffective



The HP advantage

in Unified Communications & Collaboration



How HP can help customers navigate UCC

There is no “standard” for UC: full compatibility means single-vendor solutions, or managed feature trade-offs

Most UC vendors sell CD-ROMs, not integrated solutions: Customers are left to pull together telephony, messaging, e-mail and IT

Linking messaging + telephony looks easy, but gets lot’s harder when you move from trials to corporate wide deployment

Most UC problems appear at the end-user: Help-Desk drains, configuration issues, roll-out nightmares, policy issues, etc.

Messaging and PBX are lifeblood to business, adding UC can be disruptive and complex . . . Need SI for execution & accountability

HP has the expertise to be the Integrator of Choice

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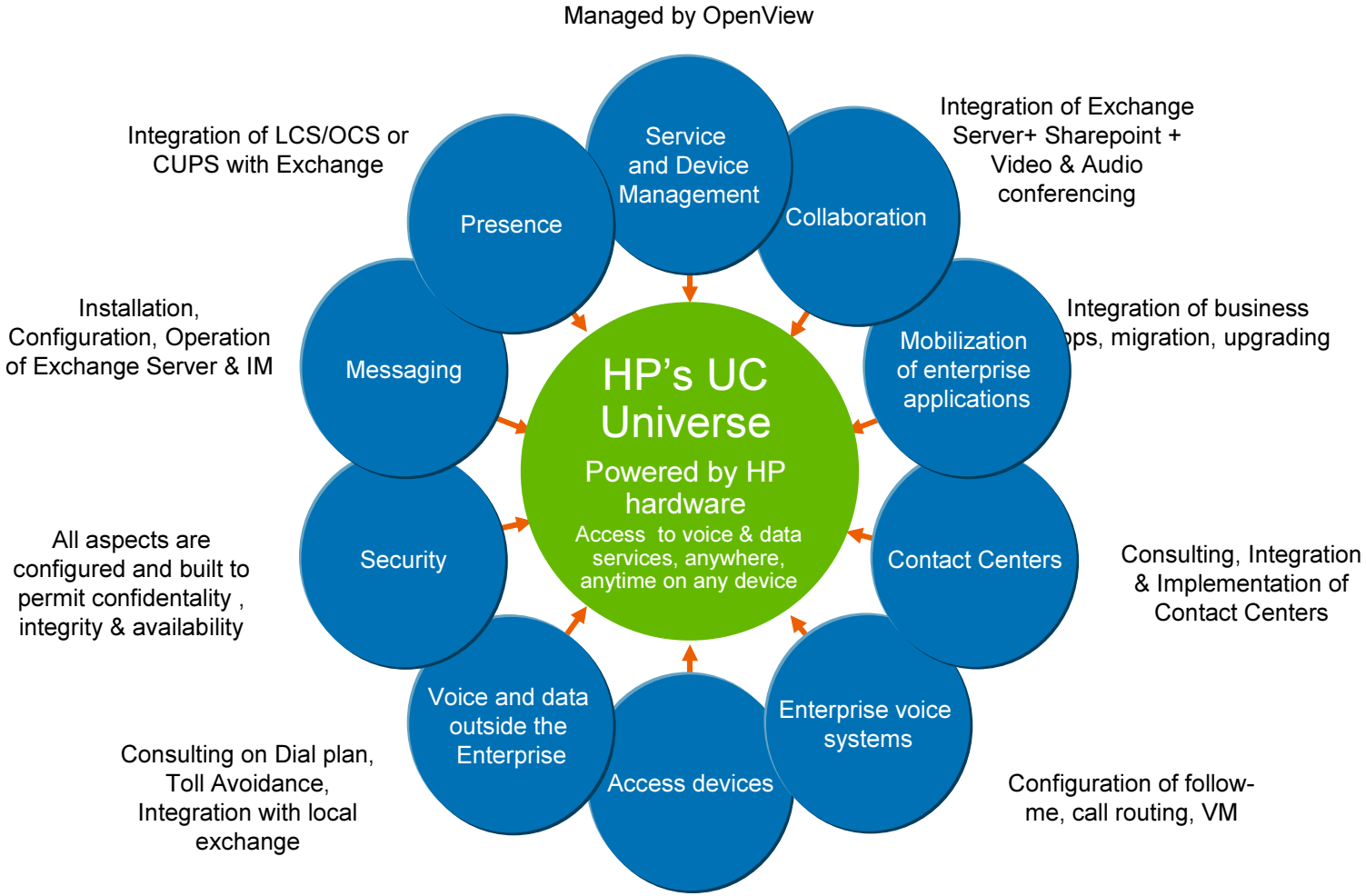
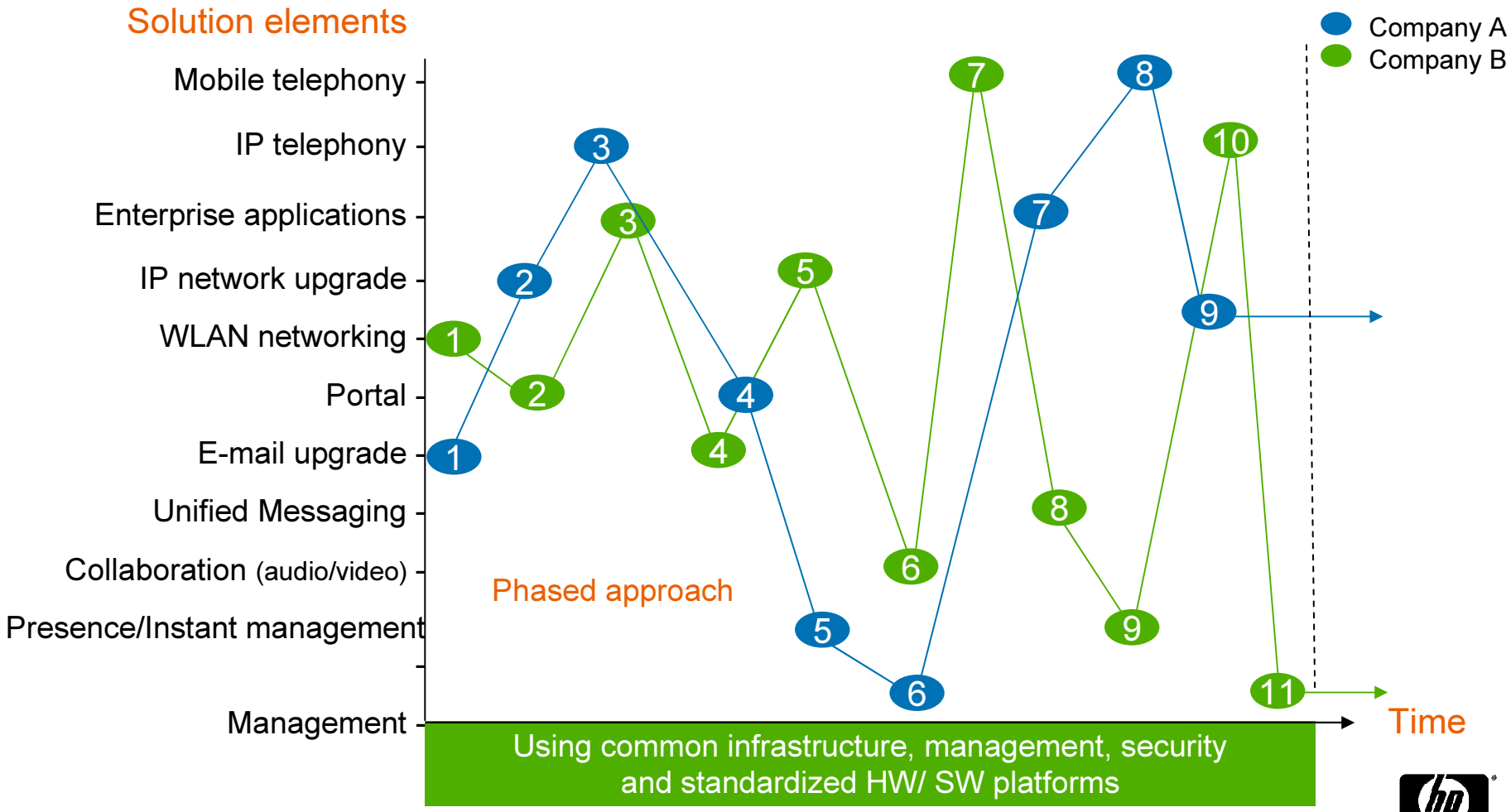
HP's UC Solution



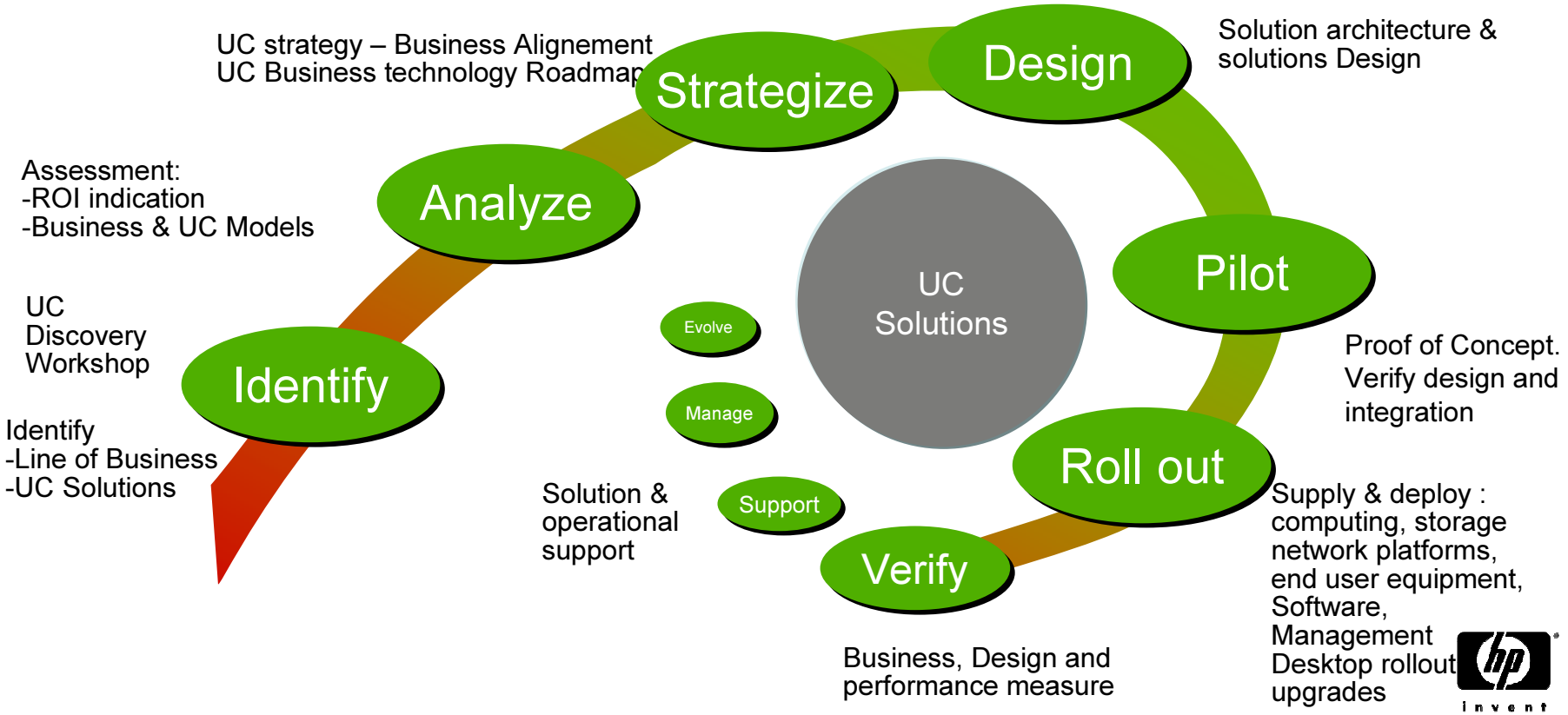
The UC journey is different for everyone

Tailored to the unique requirements of individual clients



HP UCC Business Technology services

- Covers the full lifecycle of UC projects
  - From Business and Technology Assessment and Strategy
  - To Complete Communication and Messaging Technology implementation with full lifecycle Support
- Composed from different services allowing to start pacing client maturity and priority.
- Delivered in close collaboration with customer business and technology management



Why HP for Unified Communications

Are your communications systems given your business a competitive edge?

- Unified Communications is a complex “journey”
- Established consulting methodologies for assessments
- Differentiated technology portfolio
- Strategic alliance agreements with leading UC vendors: Cisco, Microsoft
- Investments in UC capabilities: skilled workforce, demo centers, industry specific solutions

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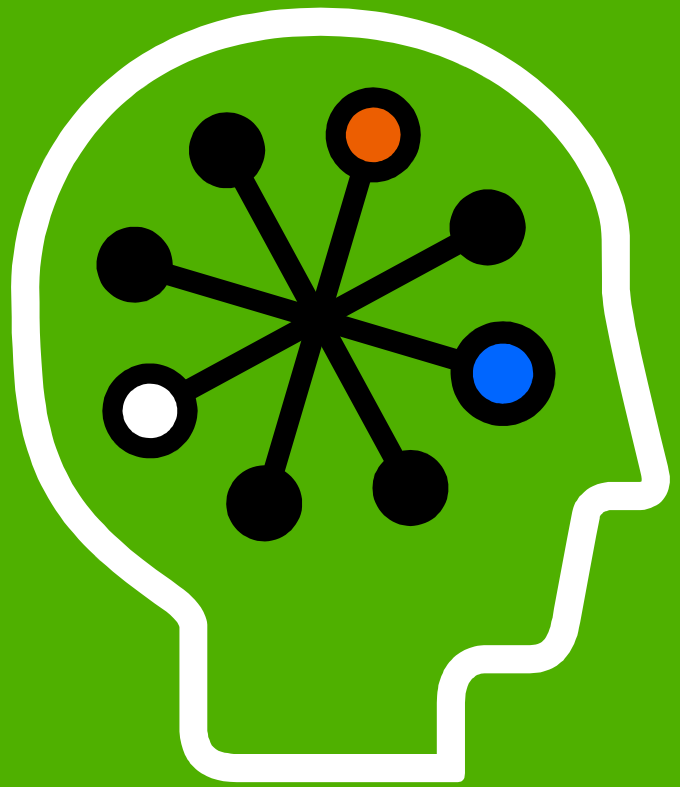
Thank you!



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