Integrating People, Process & Technology

TRANSFORM YOUR BUSINESS USING UNIFIED COMMUNICATIONS

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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

- 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

- 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

- 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)
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

- 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

- 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

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

THE EASIER QUESTION: HOW DO I JUSTIFY INVESTMENT IN UC?
Proven Deployment Strategy

- 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

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

- Service Uptime, Resilience, Performance

- Full Managed Service
Reducing Risk

- Call Control
- Voice Mail
- Conferencing
- Video
- Calendar
- Mobility
- Presence
- Directories
- Security
- Email

CONTACT EVENT
ASSOCIATED LOGGING
CENTRALIZED ARCHIVE
COMPLIANCE
The Value Proposition

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

CISCO VALUE NETWORK

MANUFACTURERS/ASSEMBLERS

DISTRIBUTORS

OEM’S

CUSTOMERS

SALES CHANNELS

GREEEN: Tangibles
Blue: Intangibles

Your IP Unified Communications Partner
Human Interaction View

CISCO VALUE NETWORK

GREEN: Tangibles
Blue: Intangibles

Your IP Unified Communications Partner
Organizational Reality

- History
- Event
- Individual
- Social

- Expertise
- Culture
- Information
- Collaboration
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 an 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

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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)

Your IP Unified Communications Partner
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

BUSINESS PROCESSES

OPERATIONAL PROCESSES

MANAGEMENT PROCESSES

MARKETING AND INTELLIGENCE PROCESSES

DESIGN AND DEVELOPMENT PROCESSES

PROCUREMENT AND LOGISTICS PROCESSES

PRODUCTION PROCESSES

PRODUCT/SERVICE DELIVERY PROCESSES

INFORMATION HANDLING PROCESSES

COORDINATION PROCESSES

CONTROL PROCESSES

COMMUNICATION PROCESSES

KNOWLEDGE PROCESSES
Complexity in Integrating People & Processes
Path Finding Questions

- 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, i.e., the process embody the execution of tasks comprising the activities of an organizations’ value chain?
- Or, is this a management process, i.e., 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

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### IP Enabled Technology

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<th>Category</th>
<th>Example</th>
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<tbody>
<tr>
<td>Video Surveillance</td>
<td>(Eye)</td>
</tr>
<tr>
<td>Physical Security</td>
<td>(Arm)</td>
</tr>
<tr>
<td>Medical Equipment</td>
<td>(Heart)</td>
</tr>
<tr>
<td>IP Speaker/PA</td>
<td>(Mouth)</td>
</tr>
<tr>
<td>Digital Signage</td>
<td>(Face)</td>
</tr>
<tr>
<td>RFID Reader/Sensor</td>
<td>(Ear)</td>
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People Flow Management

DIGITAL SIGNAGE – HD & LIVE BROADCAST

CISCO COMMUNICATIONS MANAGER

LUCAS

CISCO DIGITAL MEDIA MANAGER

HIGH DEFINITION LCD TV

NEXT NO. 102

CISCO DIGITAL MEDIA PLAYER

IP PHONE

IP SPEAKER

Your IP Unified Communications Partner
IMPROVE PATIENT CALL RESPONSE BY INTEGRATING NURSE CALL & IP PHONE
Theft Prevention

INFANT SECURITY IN HOSPITAL

CISCO COMMUNICATIONS MANAGER

LUCAS

VIDEO SERVER

IP PHONE

CCTV IMAGE

BABY WITH RFID TAG

SENSOR
Emergency Evacuation

FAST EXECUTION OF PRE-DEFINED EVACUATION PROCEDURE

CISCO COMMUNICATIONS MANAGER

CISCO IPICS

PUSH TO TALK MANAGEMENT CONSOLE

IP PHONE

WALKIE-TALKIE

ACCESS POINT

WIFI PHONE
# The 5-Phase of UC Adoption

## The Ripple Effect

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<tr>
<th>Phase 1: Migrate</th>
<th>Phase 2: Fulfill</th>
<th>Phase 3: Transform</th>
<th>Phase 4: Include</th>
<th>Phase 5: Pervasive</th>
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<tr>
<td>Migrate from Legacy Systems Because of Cost</td>
<td>Deliver the Promised Productivity</td>
<td>Integrate Into Business Process For Competitive Advantage</td>
<td>Extend To Customers And Partners</td>
<td>Boundary Free &amp; Friction-Less Comm. &amp; Collaborate</td>
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## Cost & Risk

### Human Interaction Network

- Allow process to reach out
Lucky Draw
Lucky Draw

ALL PRIZES SPONSORED BY HGC

Hutchison Global Communications

Prizes:
Samsung UMPC and 3Skypephones