# Unified Communications

Fulfilling the promise of UNIVERGE®360

**NEC**

## Unified Communications in Today's World

Businesses today are suffering from communication and information overload. Unified Communications was created to try to simplify the business worker's experience. Unified Communications solutions from NEC do just this and give businesses and their employees the tools to control some of the most challenging aspects of communicating in the workplace.

In today's workplace, employees use multiple forms of communication. In fact, a study conducted by the Sage Research group concluded that as of September 2005, business and technology decision makers used an average of six communication devices – and each employee had almost five communications applications to manage. Another survey completed by the Telecom Intelligence Group in June 2007 found that by 2009, over 40% of enterprise IP telephony users expect to have two or more devices that access both the features of their voice systems and Unified Communication applications. Additionally, business people in the U.S. send and receive an average of 171 e-mails per day – and the volume of email is expected to double by 2010!

 Is it any wonder that a third study conducted recently by AT&T concluded that around 70% of calls placed by employees are routed to voicemail rather than the intended recipient of the call? Playing phone tag, leaving multiple messages, handling e-mail and voice mail from different mailboxes and switching between multiple phones all lower productivity and needlessly complicate life.  Decision-making is slowed, and employees are sometimes forced to make decisions based on the incomplete information.

## Unified Communications Benefit Snapshot

- Simplifies the user experience
- Removes communication bottlenecks
- Powerful, low-cost options for business continuity
- Enables better customer service
- Productivity applications that lower TCO
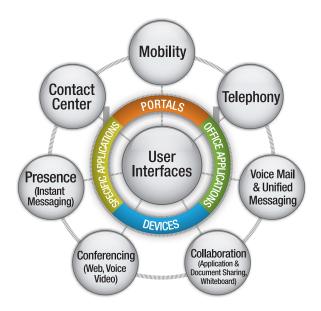
## Typical Business Drivers

- Speedier decision making
- Builds customer connections
- Enable mobile workforces
- Drive real world business processes
- Improve regulatory compliance

NEC reduces communication overload with its Unified Communications applications. Imagine how much more productive and less stressful the workplace would be and if one could reach people on the first try. What if handling e-mail and other messages were less of a daily chore? What if being out of the office didn't mean being out of touch the office's enterprise productivity tools?

NEC's goal is to connect people with other people and with the information that they need. Faster, more informed decisions that can come from anywhere at any time, result.  This allows them to make faster, better-informed decisions from anywhere, at any time, using practically any brand or type of device and equipment.

Unified Communications transforms the user experience by improving productivity and  enabling more efficient workplace collaboration. UC solutions typically include some, or all, of the following components:

- User Mobility
- Rich Presence
- Telephony (voice, fax, etc.)
- Voicemail/unified messaging
- Email/calendaring
- Conferencing (voice, video and web)
- Instant messaging
- Administration and management
- Contact center

*NEC offers a complete portfolio of solutions for wireless, unified communications, voice, data and management services, and an open migration path to protect investments.*

## Unified Communications Benefits

Mobility typically ranks as one of the top drivers for Unified Communications because all of the applications involved can be combined to create a flexible, scalable solution for employee mobility. In a study performed by J. Gold Associates in April 2006, most enterprises ranked mobility and mobile worker deployment as one of the top five initiatives for 2006 – 2009. The study further predicts that by the end of 2009, 65% of enterprise mobile workers will have smart phones and other wireless devices (PDAs, etc.), and that 75% of enterprise users will migrate to smart phones by 2008.

NEC Unified Communication solutions include a richer set of collaboration tools than ever before. NEC's solutions include advanced voice, mobile, presence, conferencing, messaging and information-rich mobility applications.  Instead of just "on net/off net" information, rich presence enables the user to tell whether another user is in a meeting, at his or her desk, on the phone, or even on vacation. So, the caller can make a more informed decision about whether a user can easily be contacted. In addition, the person called can accept or reject incoming communications and provide information to the caller about how to best communicate.  This information can be based upon generic user status information or tailored on a per-person, per-situation basis.

Other drivers are more vertically focused.  For instance, ACD products are a primary driver for call centers, while Instant Messaging is important for retail and investment banking/brokerages.

Aside from delivering simple VoIP capability, Unified Communications provides applications that deliver ROI savings. Companies that have invested in IP telephony have seen the savings – not just in toll bypass savings, but in a total cost reduction in business through use of the applications.

Perhaps the greatest user benefits are single number reach and rich presence. By using these two features, a user can control who contacts them and by what medium (terminal). If the user does not want to be disturbed, the No Contact option can divert contacts to a designated voice mailbox or to another number. Users manage their devices rather than having their devices managing them!

## Key Businesses Benefits of Unified Communications

- Enables companies react to change better and faster, helping them remain competitive
- Offers a powerful, low-cost option for business continuity issues
- Provides an industry-standard solution for interoperability
- Creates an expanded business reach
- Improves customer service
- Results in fewer integration issues/costs for the IT department
- Ability to optimize geographically diverse people (seamless teaming)
- Lowers product and administration costs
- Reduces training costs with its integrated solution
- Improves productivity by consolidating email boxes and voice mail

## Key End User benefits of Unified Communications

- Empowers users with single number reach
- Delivers rich presence
- Results in speedier decision making
- Provides avenues for collaboration
  (application document sharing, whiteboard, chat, etc.)
- Enables use of instant messaging
- Reduces the number of devices to manage
- Lowers travel costs
- Supplies users with new IVR services

## Unified Communications Solutions From NEC

NEC's feature-rich Unified Communications solutions provide a comprehensive approach to resolving communication overload. NEC's solutions:

- Provide a scalable, secure approach to internal communications that is both consistent and manageable
- Are built upon proven platforms and industry-standard applications
- Offer powerful, low-cost options for business continuity issues
- Remove communication bottlenecks by providing constant access to employees
- Enable people to connect with one another on the first try
- Simplify fax, email and voice mail management through Unified Messaging
- Lower the Total Cost of Ownership (TCO) with productivity applications

**With Unified Communication solutions from NEC, business professionals can stay in touch and make smarter, more informed decisions that accelerate the business rather than slowing it down.**

The unified messaging option enables users to better manage voicemail, email, fax, and other messages. A study completed by Sage Research in January 2006 found that an average business user of unified messaging can save at least 43 minutes per day while in the office. Up to 55 minutes per day were saved when the user was out of the office. Those are substantial productivity gains!
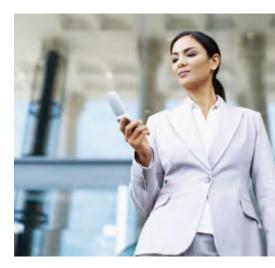
NEC has various solutions that satisfy every customer need – from solutions for Small to Medium Businesses to solutions for enterprises.  Thanks to our 100+ years of experience in voice communications and out 30 years of voice and data communications experience, we know how to satisfy every customer need.  NEC, a global leader in VoIP and data communications for the enterprise and small-medium business, delivers an innovative suite of products, applications and services that help customers achieve business value through technology.

NEC offers a complete portfolio of solutions for wireless, unified communications, voice, data and management services, and an open migration path to protect investments. Additionally, NEC has its own tightly integrated and tested solutions as well as partner solutions from Microsoft and Cisco.  We can tailor a solution to meet almost any need. Contact NEC to learn more about how our customized Unified Communications solutions can improve your business processes, and increase customer responsiveness, employee collaboration and infrastructure efficiency.

Further information on Unified Communication solutions and products is available from NEC.  Please see the NEC Unified Communications website at http://www.necunifiedsolutions.com/uc for more information about how you can use NEC products and solutions to meet your business goals.

### *NEC – The Communications Integrator*

- Global Fortune™ 500 company
- Over 100 years experience with voice solutions
- Over 30 years experience with combined voice & data solutions
- Pioneer in Computer & Communications solutions
- Experienced solutions integrator
- Extensive portfolio of best of breed solutions

UNIVERGE360 is NEC's approach to unifying business communications. It places people at the center of communications and delivers on an organization's needs by uniting infrastructure, communications and business.

Empowered by Innovation

**NEC**

**For more information, visit www.necunified.com**

**About NEC Unified Solutions, Inc.** NEC Unified Solutions helps companies unify their business through innovative software, applications, development tools, and services. NEC offers a complete portfolio for unified communications, wireless, voice, data and managed services, as well as systems integration and application development. NEC Unified Solutions, a wholly owned subsidiary of NEC Corporation of America, serves Fortune 1000, as well as small to mid-sized businesses across the globe in vertical markets such as hospitality, education, government and healthcare. For more information, visit www.necunified.com.

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