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Lawrence C. Miller, CISSP



***Collaboration***

FOR

**DUMMIES®**

AVAYA CUSTOM EDITION

**by Lawrence C. Miller, CISSP**



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# Introduction



**P**eople today have more communications options than ever before yet often have a harder time reaching and working with each other. We struggle to get or share information, to quickly help our customers, or to close a sale. We now have a dizzying array of technologies and communication platforms that can deliver voice, text, and even video. Yet it seems we have too many devices that don't work together and too little time to get our jobs done.

In our quest to make it convenient for anyone to reach us anywhere, anytime, and in any way, it has actually become more difficult to simply communicate with each other. Determining the best way to get in touch with your customers, clients, and partners at any given time can be a daunting task, and letting people know how to get in touch with you at any given time is no easy feat either. These challenges make it difficult to bring together the right people with the right information in an environment that delivers business results in real time.

Simply put, “what we have here is a failure to collaborate!”

Collaboration is the fundamental output and foundational element of today's unified communications (UC) capabilities. It can transform your business if you have the right pieces in the right places. This book helps you to understand the power of collaboration and how Avaya can put the right solutions literally at your fingertips, so that you can conquer today's communications challenges and reap the benefits of increased productivity, greater profitability, and better differentiation for your business!

## *Foolish Assumptions*

This book is written for both technical and nontechnical readers, so whether you're an executive, line-of-business manager, or an IT specialist — this book is for you. Unless of course, you're looking for a book on gardening!

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## About This Book

*Collaboration For Dummies*, Avaya Custom Edition, consists of seven short chapters. Each chapter is individually wrapped (but not packaged for individual sale) and written to stand on its own, so feel free to start reading anywhere and skip around to suit your interests!

✔ **Chapter 1: Understanding Today's Business**

**Environment.** New trends are driving a transformation in the way we work and communicate. In this chapter, we explore some of these trends and their impact on your three key stakeholders — employees and customers, your business, and your IT department.

✔ **Chapter 2: Introducing a Better Way to Collaborate and Communicate.**

What if you could drive enterprise effectiveness, accelerate business processes, and increase business agility with a collaboration solution, all while lowering costs? We show you how in this chapter!

✔ **Chapter 3: The Right Experience for Every Person.**

One size does not fit all (or to be more politically correct, one size doesn't even fit most)! In this chapter, you learn how to match the right solution to the right people.

✔ **Chapter 4: Creating a Collaboration Plan for Your Business.**

In this chapter, you learn how to build a phased collaboration strategy that will simplify and consolidate your infrastructure and transform your business.

✔ **Chapter 5: Building a New, Session-based Architecture.**

The paradigm has shifted, and we are no longer talking about systems — it's time to build a session-based architecture! We show you how in this chapter.

✔ **Chapter 6: Implementing a Collaboration Solution and Avoiding the "Bridge to Nowhere."**

Learn to successfully deploy and maintain your collaboration solution in this chapter.

✔ **Chapter 7: Ten (Okay, Nine) Great Things You Can Do with Collaboration Now.**

Mobility. Video for everyone. Contact centers. Social networking. Don't just imagine the future for your business — in this chapter, we tell you what's possible now!



## Icons Used in This Book

Throughout this book, we occasionally use special icons to call attention to important information. No smiley faces winking at you or any other cute little emoticons, but you'll definitely want to take note!

Here's what you can expect:



This icon points out information that may well be worth committing to your nonvolatile memory, your gray matter, or your noggin' — along with anniversaries and birthdays!



You won't find a map of the human genome or the secret to cold fusion here (or maybe you will, hmm), but if you seek to attain the seventh level of NERD-vana, perk up! This icon explains the jargon beneath the jargon!



Thank you for reading, hope you enjoy the book, please take care of your writers! Seriously, this icon points out helpful suggestions and useful nuggets of information.



According to Aristotle, "The wise man does not expose himself needlessly to danger." These helpful alerts offer practical advice to help you avoid making dangerous and potentially costly mistakes.

## Where to Go from Here

Confucius says that a journey of a thousand miles begins with a single step. Okay, since you're not going a thousand miles (and if you are, you may want to put this book down anyway and grab a map), I recommend that you begin by turning the page. But, do feel free to jump in anywhere. This isn't an algebra textbook or a mystery novel, so you won't miss any equations or clues along the way.

Each chapter stands on its own, so if you're comfortable with the topics in a given chapter — skip over it. Read the book in the order that suits you (though I don't recommend upside down or backwards).



# Chapter 1

# Understanding Today's Business Environment

## *In This Chapter*

- ▶ Recognizing the changing business communication landscape
- ▶ Seeing communication and collaboration through the eyes of others

**I**t's tough out there! Everyone is short on time. Both customers and employees alike are frustrated, and neither group is particularly loyal to your business. Your customers have quick-and-easy access to your fiercest competitors, and your best employees are often just waiting for the job market to open up, thinking they can find nirvana elsewhere!

The reality of today's post-recession economy is that

- ✓ Although 80 percent of businesses believe they deliver a superior customer experience, only 20 percent of their customers actually agree (*Webtorials Editorial/Analyst Division*, 2010).
- ✓ Two in five employees say they are stressed and that their work levels have increased (*Careerbuilder.com*).
- ✓ Ten percent of top performers surveyed in 2006 said they planned to leave their current employer within a year — in 2010 that number was 25 percent! (*Harvard Business Review*)

New imperatives and business models are driving the need to transition to a better way. It's time to build a new, collaborative “ecosystem” and transform the way we work together and serve our customers. It's time for “The Power of We”!

This chapter describes today's business environment and how it is transforming the way we communicate and collaborate with each other. It also explores some of the communications challenges being faced by your three key stakeholders — end-users (your customers and employees), your business, and your information technology (IT) department.

## *Market Trends Driving Changes in Communications*

As the saying goes, “when the going gets tough, the tough get going.” And the going has definitely gotten tough! The business model for the post-recession global economy presents new challenges and considerations for companies everywhere, forcing them to make drastic changes and rethink traditional ways of doing business.

But just being “tough” isn't enough — companies must be more competitive, deliver new products, streamline lines of business, and continually improve core business processes. They must develop new approaches to traditional customer relationships, manage key supplier and distributor links along the value chain, and train and empower dynamic, cross-functional teams of people both inside and outside the organization. And they must do it all in less time. When companies don't adapt to the new economic and business realities, the “tough” may end up going — away.

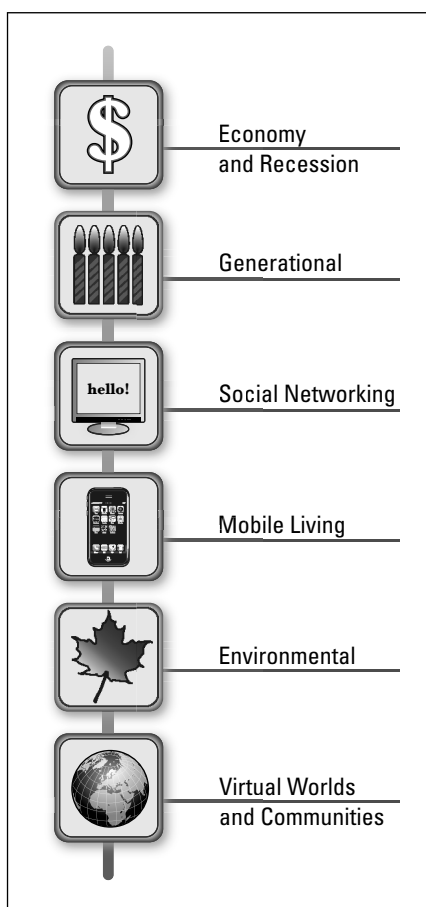
Post-recession business objectives typically include

- ✓ Leveraging investments
- ✓ Lowering total cost of ownership (TCO) and eliminating complexity
- ✓ Investing in technology and projects that provide an apparent and quick return on investment (ROI)
- ✓ Improving customer retention and market growth
- ✓ Being more agile than key competitors
- ✓ Accelerating and streamlining core business processes



How you achieve these objectives and whether you are successful will depend on your strategy. Avaya's best-in-practice thought leadership includes strategies such as developing an incremental, "self-funded" roadmap for your technology investments. See Chapter 4 for more about this.

Beyond the economy and recession, other trends driving a major transformation in business communications include generational factors, social networking, mobile living, environmental issues, and virtual worlds and communities (see Figure 1-1).



**Figure 1-1:** Market trends.

It has become increasingly difficult to distinguish between our personal and work lives as the blur between consumer and work communication environments becomes more pronounced. The desktop has been transformed by the evolution of mobile devices, and end-user (customers and employees) expectations are being driven by the proliferation of consumer tools and applications that deliver a simple and seamless experience (think Apple and Skype).

Business communications are plagued by many different types of applications and tools with different purposes, resulting in increased complexity driving the need for greater interoperability. Finally, “green” initiatives (and their cost saving impacts), and the drive toward virtualization and cloud computing are all important and persistent trends that impact business decisions and investments in technology today.



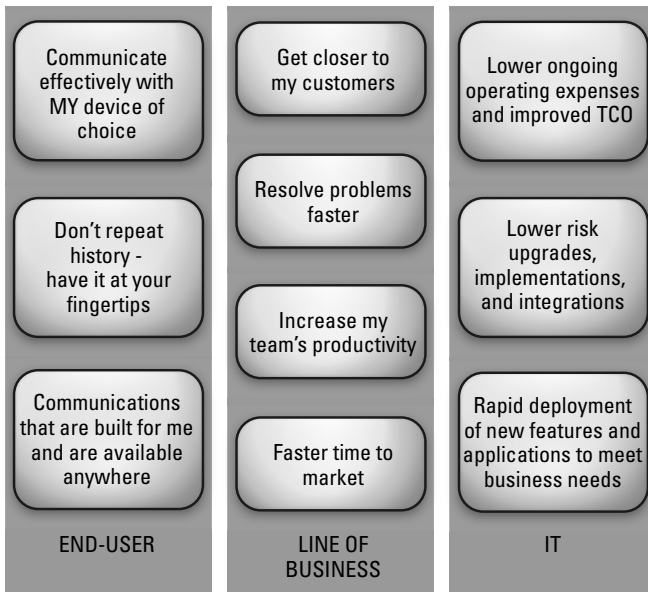
*Consumerization* occurs as end-users increasingly find cost effective and simple personal technology and applications that help them do their jobs quicker and better than the traditional corporate solutions they are provided. According to Gartner, consumerization will be the most significant trend affecting IT through 2015.

## Key Stakeholder Challenges

Within your business, there are three key stakeholders, or “value centers” — your end users (customers and employees), your lines of business (LOBs), and your IT department.



Everything you do and develop for your organization’s collaboration strategy needs to take these three groups into account and speak to their needs. These are the primary benefactors of your collaboration strategy, and what they are saying is important (see Figure 1-2).



**Figure 1-2:** Your three value centers and their unique challenges.

## *End-users*

End-users — your customers and employees — are challenged by new technologies that only a teenager or technical genius can use! The end result is that they are often fed up and grumpy.

Although these new technologies are supposed to make things easier, what we get instead are a bunch of applications and business processes that don't work together and are confusing to operate. The burden to make sense of the tools then falls back on your employees.

The view from your customers isn't any better. When they call your customer service department to resolve an issue, they find themselves navigating a seemingly endless interactive voice response system (IVR) only to be transferred to someone else when they do finally get hold of a live person. They spend far too much of their valuable time explaining their issue to agent after agent, rather than actually resolving their issue or complaint!

Employees and customers have thus become hunters and gatherers looking to cobble information and technologies together.

## *Lines of business*

Not only are customer and employee moods affected, but businesses themselves are facing increasingly complex challenges as well. New mergers and acquisitions, and the desire to expand to new markets, means employees are located all over the world and in different regions. Managing such a geographically dispersed workforce is a challenge in and of itself, but providing employees with the different sets of tools and the support they need to communicate effectively and efficiently with everyone else around the world is a seemingly insurmountable task! There are different networks, different user groups, and different technologies and protocols — all with unique needs.

Finally, the accelerated speed of business and technological innovations combine to make the traditional three- or five-year payback period for investments far too long. Businesses have limited budgets and are looking for an immediate ROI.



## *IT departments*

For your IT department, the challenge is to somehow get everything to play together nicely. These poor souls must often work on layers upon layers of outdated, nonstandard equipment and infrastructure in closed networks and operating systems, from different vendors. The various applications and clients don't speak the same language, and they don't share key data and information.

The result is a business communications infrastructure that is inefficient and ineffective. Rather than working together to support a collaborative environment, each component operates independently on its own island. And your IT department is left building and maintaining bridges between them — bridges that are difficult and expensive to operate and maintain.

But despair not. The solution for all of these challenges is literally at your fingertips! Turn the page (to Chapter 2) to learn about a better way — with collaboration.



## Chapter 2

# Introducing a Better Way to Collaborate and Communicate

### *In This Chapter*

- ▶ Exploring the possibilities with collaboration
- ▶ Focusing on people with “people-centric” collaboration

Despite the onslaught of new video, Internet, social media, and other technologies that seem to be making everything more complex rather than simpler, you *can* work smarter — not harder! So, what if you could solve the challenges facing your three centers of value (see Chapter 1) and:

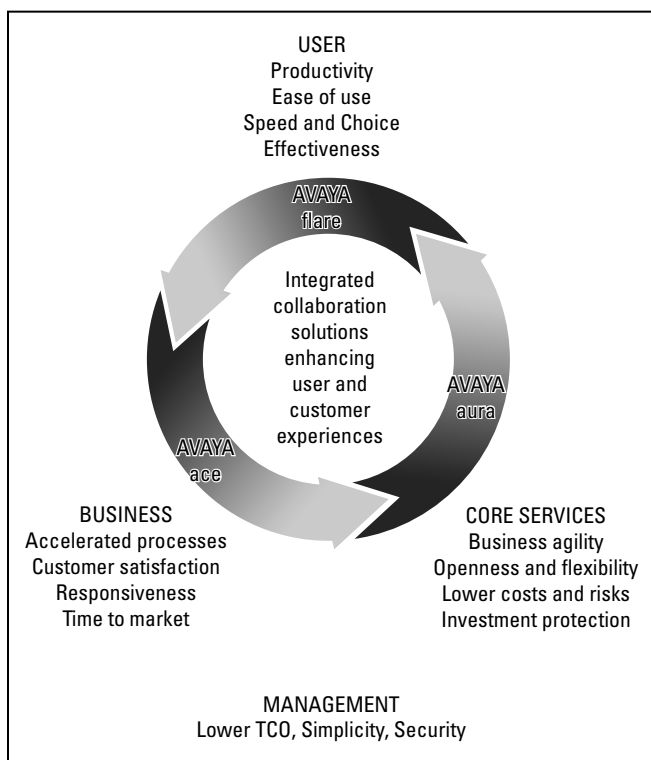
- ✓ **Drive enterprise effectiveness and customer satisfaction** by putting people first with intuitive user experiences that make it easy to collaborate across media, devices, and locations, with timely, relevant context, content, and presence for voice, video, messaging, e-mail, web, and social media.
- ✓ **Accelerate business processes** through simple and open integration with business applications, desktop environments, emerging social media, and multi-vendor communications systems, leveraging packaged integrations and a comprehensive, mature IT developer Web Services framework.
- ✓ **Increase business agility and lower costs** with a highly flexible enterprise-wide communications architecture that simplifies the deployment of innovative voice, video, and collaboration applications to the right users everywhere — while also providing significant cost savings and an evolutionary path for customers from existing multi-vendor voice systems, leveraging existing investments.

Is all that possible? Yes, if you take a look at what your users need first — then implement the right back-end architecture (see Chapter 5). One that pulls and weaves technology and business processes together behind the scenes.

In this chapter, you learn better ways to address the challenges facing the three centers of value in your enterprise, what's possible, and how you can make it happen!

## The Three Centers of Value

By collaborating with the right teams, you can get more done, more efficiently, and with a better end result. Focusing on the three centers of value — your customers and end users, your lines of business, and your IT department — enables you to provide integrated collaboration solutions with unique benefits for each of them (see Figure 2-1).



**Figure 2-1:** A better way to collaborate and communicate.

## *For Your Users: Deliver a Breakthrough Experience*

To simplify users' communications and help them be more productive in today's work environment, you must give them new ways to communicate and collaborate. If companies keep doing things the same way they have always done them, using antiquated tools that aren't sufficient for today's challenges, they'll continue to get the same results.

Using Avaya's Quick Start approach (see Chapter 4), you can introduce a handful of key applications that will change the way your employees work overnight. For example:

- ✔ Use desktop and conference room video to more effectively connect global design teams without travel
- ✔ Enable personal web and audio conferencing for all employees to speed ad-hoc global collaboration

### **Avaya Flare Experience enables “people-first” collaboration**

Avaya Flare offers a truly simple and intuitive user experience. Flare simplifies everything from day-to-day phone calls to meetings with partners and customers. You can speed up critical decision-making by integrating directories, presence, and social networks to bring the right people, contextual history, and information together. You can

quickly pull resources into a group video conference or create tactical sub-teams to tackle separate issues with a simple swipe of your fingers into a “spotlight” in the middle of the screen. Behind the scenes, Flare brings together the context, history, documents, and applications you need to effectively collaborate.

## Case study: Hawaii Medical Center (HMC)

HMC ([www.hawaiiimedcent.com](http://www.hawaiiimedcent.com)) is a full-service, acute and tertiary-care hospital system on Oahu.

### Business Issues

- ✓ HMC needed a more stable and robust data network in order to implement a vital Electronic Medical Records (EMR) system
- ✓ Required WLAN to support mobile computer units used by medical staff
- ✓ Needed to apply advanced tools for better collaboration
- ✓ Needed a cost-effective migration path to advanced unified communications capabilities

### Solution and Business Value

- ✓ Avaya Data Networking and Avaya 8100 Series Wireless LAN 802.11 solution provides high-performance data network supporting core business processes and an EMR system delivered wirelessly to mobile computer

units, with full security and always-on reliability

- ✓ Avaya Desktop Video Devices with Avaya Flare Experience offer new levels of collaboration for HMC professionals and administrators
- ✓ Avaya 1000 Series video-conferencing has reduced travel costs and bridged distant teams through rich audio/video interactions
- ✓ The fully integrated voice, data, and wireless solutions provide ease of management and cost effectiveness plus open-platform interoperability with multi-vendor systems and applications
- ✓ The hospital has a migration strategy for the deployment of Avaya Aura unified communications solutions that will deliver cost savings and a wide range of tools to enhance productivity and customer service

To help your employees work smarter, not harder, you can deploy compelling applications that help solve the problems they encounter every day. As a start, integrated multi-modal conferencing allows dispersed project teams and partners to share documents and make decisions faster. High-definition videoconferencing capabilities are now cost-effective, bandwidth conservative, and practical for use by the masses — not just your executives, providing invaluable face-to-face collaboration opportunities while reducing travel expenses and saving time. Messaging solutions are no less important — SIP (Session Initiation Protocol), session management, and

centralized applications and message stores allow you to re-invent messaging as you move into multimedia messaging and recording.

Communications are more meaningful when you have greater context and can move between different types of media depending on the task at hand. Avaya Flare:

- ✓ Provides easy access to your history and key documents based on the people with whom you are communicating.
- ✓ Enables a multi-modal experience — be it voice, video, text, or information sharing, you can be in multiple “places” at the same time and easily move between them depending on your needs.

## ***For Your Business: Improve Processes***

If you want to be the competitive force in your markets, as you come out of the recession and look to take advantage of changing economics and needs, then new innovation will be central for you. This can obviously include product and service innovation, but it expands to looking holistically across your enterprise at go-to-market processes, packaging and pricing, online visibility and tools, social communities, new approaches to customer service, and more.

To delight your customers, you can extend the real-time capabilities of your communications infrastructure to your business processes to deliver timely and streamlined experiences that increase customer satisfaction.

By implementing event-driven, contextual communication that eliminates delay from business workflows, your company can become more responsive to changing market conditions and bring new services to market more quickly. And Avaya allows you to embed communications into applications *without* fork-lifting infrastructure, replacing devices, adding a separate call control platform, or changing the user experience.



**Avaya ACE** (Agile Communication Environment) extends the power of real-time collaboration to business processes, supports preferred user experiences while also preserving IT investments, and makes communications-enabled business processes (CEBP) simple to deliver through a broad application developer ecosystem.

## *For Your IT Department: Build an Interconnected Enterprise*

With a properly designed underlying architecture that is based on open standards, you can easily deploy new, interconnected, and fully integrated systems and applications in your enterprise. You can now virtualize much of your infrastructure, centralize the management of these systems, and, over time, consolidate your various systems. Common services and common management allows you to leverage a multi-vendor infrastructure and deploy best-in-breed solutions to serve your end users and business, and simplify life for your IT department (see the “Case study: United Airlines” sidebar for a real-life example of how United Airlines is using collaboration to achieve real benefits for their centers of value).



**Avaya Aura** is the underlying architecture for the entire enterprise enabling a completely interconnected framework, with interactions in all modes (not just voice), to be able to connect to any application — or any user ANYWHERE — an enterprise without boundaries!



## Case study: United Airlines

U.S.-based United Airlines ([www.United.com](http://www.United.com)) is a global organization that relies heavily on technology to harmonize all aspects of its business operations.

### Business Issues

- ✓ Execute cost efficiencies that do not negatively impact passenger service
- ✓ Develop a highly efficient global communications network to enhance collaboration and integrate seamlessly into a wide range of endpoints and third-party systems/platforms
- ✓ Enhanced collaboration now helps United fill airplanes to 80 to 83 percent seat occupancy (versus 65 to 70 percent previously), creating a significant avoidance of revenue loss due to unsold seats
- ✓ Improved collaboration enabled 20 percent fewer flights (and related costs) while the number of passengers increased more than 12 percent
- ✓ Easier/quicker deployment of systems and seamless integration with other types of switching/platforms was vital for the United-Continental merger

### Solution

Avaya Aura Communications Platform, Avaya Meeting Exchange, Avaya Modular Messaging, Avaya one-X products, SIP Enablement Services

### Business Value

- ✓ Eliminated outside conferencing service costs with Avaya Meeting Exchange saving approximately \$1 million in the first three years and ongoing savings of more than \$30,000 per month
- ✓ Flexibility in end-user equipment enabled easier integration
- ✓ Reduced equipment footprint offered energy savings of 10 percent
- ✓ Unified messaging and presence allow productivity gains and enables delivery of a superior passenger experience



## Chapter 3

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# The Right Experience for Every Person

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### *In This Chapter*

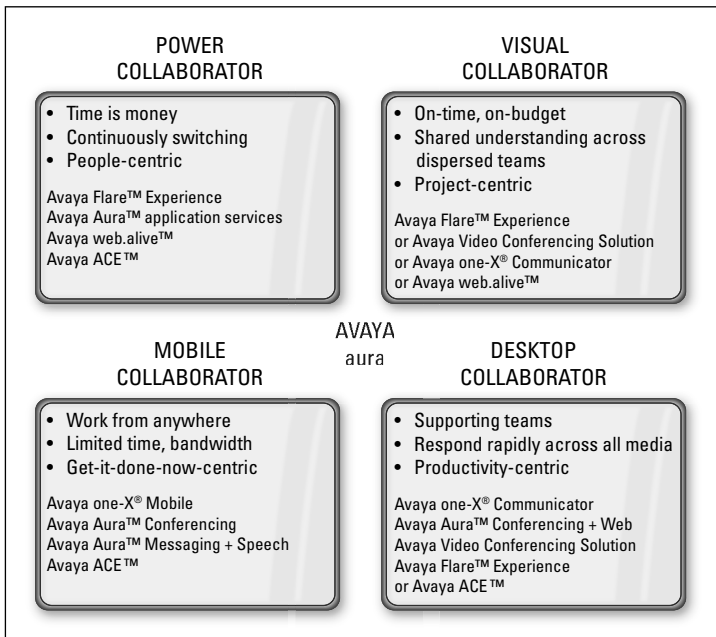
- ▶ Recognizing different roles, different people, and different needs
  - ▶ Matching collaboration tools to your “collaborators”
- 

**A**n effective enterprise collaboration strategy supports the unique needs of your employees by giving them the specific tools they need for their individual roles and responsibilities. Business technology needs to be simple and usable. With increased pressure on business performance and more work demanded from fewer people at a faster pace, technology in your enterprise must make it easier to make smart, fast decisions and not overwhelm employees or clutter their work spaces.

This chapter talks about the different types of users — power-, visual-, mobile-, and desktop-collaborators — their different roles, and the different collaboration tools they need to drive increased productivity, greater profitability, and better differentiation for your enterprise in the marketplace.

## Different People, Different Needs

It is important to recognize that “one size does not fit all” because people in different roles work in different ways and need different tools, depending on the job they need to get done. An effective collaboration strategy provides the right tools for the right people — not every tool for everyone (see Figure 3-1).



**Figure 3-1:** Different people, different needs.



Avaya collaboration brings together the right people with the right information in an environment that delivers business results in real-time.

## *The “Time Is Money” Power Collaborator*

For the “power collaborator,” time is money. Power collaborators are people-centric, always on the go, constantly moving between tasks, and always needing to quickly marshal the right resources for their customers. The user experience has to be simple and seamless to empower these highly collaborative but non-technical workers. Power collaborators include people such as brokers, consultants, doctors, executives, high-value customer care specialists, lead knowledge workers, and project managers.

### **Avaya Flare Experience**

**Avaya Flare** offers a uniquely compelling multi-modal collaboration experience. Delivered on the Avaya Desktop Video Device, the Avaya Flare Experience offers quick-and-easy access to real-time communications and collaboration tools. Capabilities include desktop video, social media, audio/video/web conferencing, multiple directories, presence, instant messaging, and contextual history. It eliminates the need to use different

interfaces and different directories to communicate across various tools.

The Avaya Desktop Video Device is a collaboration tool with high-definition video and high-quality audio combined with a capacitive touch-screen interface. The Avaya Flare Experience and Desktop Video Device together enhance user productivity and enable easy collaboration.



Avaya Flare Experience, Avaya Aura application services, Avaya ACE, and Avaya web.alive are perfect for your power collaborators.

## *The “On-time, On-budget” Visual Collaborator*

Visual collaborators are often project-centric, geographically dispersed teams that are focused on delivering results on-time and on-budget. They have a shared understanding of their team’s goals. Examples of visual collaborators include artists and designers, project and deal teams, technical customer care representatives, and technology teams.



Avaya Video Conferencing Solution, Avaya one-X Communicator, Avaya Flare Experience, or Avaya web.alive are all great tools for the visual collaborator.

### **Avaya Video Conferencing Solution**

The **Avaya Video Conferencing Solution** provides a wide range of high-definition (HD) video conference room devices with an open-standards approach for interoperability with third-party video hardware and applications.

The Avaya line of media and communications servers delivers the full power of Avaya Aura software through desktop video, office and conference room video, multipoint video, and contact center applications.

## *The “Work from Anywhere” Mobile Collaborator*

Mobile collaborators are hybrid users that cross over between different roles and different ways of collaborating. They are focused on “getting it done now” and must often deal with technical communications challenges such as limited bandwidth and poor reception or spotty coverage. Mobile collaborators include consultants, executives, high-touch customer care specialists, and sales professionals.



Avaya one-X Mobile, Avaya ACE, Avaya Aura Conferencing, and Avaya Aura Messaging+Speech go well with the mobile collaborator!

### **Avaya one-X Communicator**

**Avaya one-X Communicator** lets you turn your desktop or laptop into a complete communications center for voice, video, conferencing, IM, and more. Connect a USB headset, Bluetooth headset, speakers, mobile

phone, or any standard desktop phone. Integrate with Microsoft Office Communicator and other productivity tools. Includes support for H.323 and SIP endpoints.

## *The “Highly Productive” Desktop Collaborator*

Desktop collaborators are focused on supporting teams and responding rapidly across different types of media. Desktop collaborators include back-office workers, general customer care specialists, knowledge workers, and technology teams.



Avaya one-X Communicator, Avaya ACE, Avaya Aura Conferencing+ Web, Avaya Video Conferencing Solution, and Avaya Flare Experience are the best tools for your desktop collaborators.

### **Avaya one-X Mobile**

Go mobile and take your Unified Communications — and user profile — along with you. Regardless of what device you are using, callers see one number when you call and use one number to reach you: your business number. Move calls

seamlessly from desktop to mobile and back. **Avaya one-X** mobile extends the reach of your Avaya Aura applications and features such as corporate directories, visual voice-mail, messaging, and conferencing.



## Chapter 4

# Creating a Collaboration Plan for Your Business

### *In This Chapter*

- ▶ Getting started with a simple, two-step approach
- ▶ Digging into the nitty-gritty details of your collaboration plan

**T**he previous chapters talk about the new, enhanced user and customer experiences that are possible through collaboration — and the resulting business benefits. So, how do you get there from here? Where do you start, what do you do first, and what happens next? In this chapter, it's time to start the thinking and planning process, and to develop a phased approach for your collaboration initiatives.

## *Delivering the Experience through a Phased Approach*

As with any large project or major initiative, you need to develop a *phased approach*. It simply isn't practical or affordable to “rip and replace” your existing communication systems and infrastructure — and you certainly can't “rip and replace” your company culture and ingrained processes!

### *Quick Start*

The phased approach starts with the rollout of select core capabilities. Unified communications (UC) and collaboration aren't “everybody gets everything” technologies for technology's sake. It's about specific people, doing specific work,

within specific processes in your organization. New applications need to rapidly deliver impact and benefits for those people. The priority for collaboration applications is thus driven by the people and processes where you can quickly achieve the most business impact, so you have to discover these opportunities within your organization.



Select and deploy core applications and capabilities that will provide immediate productivity enhancements and other benefits in the Quick Start phase.

## ***Build Out***

The next step in the phased approach is to incrementally build out your collaboration and communications infrastructure — a “self-funded roadmap” in which each step pays for itself, delivers new value, and establishes a foundation for further steps. This takes some thought and planning because it isn’t always immediately obvious what is possible, what will work best, and in what order.

As you scale these applications to more people and more parts of your business, your planning must become more “architectural” — you’ll be evolving from your current systems into a more flexible communications architecture that allows you to rapidly deploy the right applications to the right users in more flexible ways.



Once your infrastructure is in place, identify new areas of development (such as call centers and video for all) and tactically role out these additional applications and, as returns are realized, you’ll be able to fund your next steps.

## ***Smart Planning in the Phased Approach***

Looking at the phased approach in more detail, you can break down both the Quick Start and the Build Out phases into four important tasks that are performed in both phases:

- ✓ **Understand core business priorities.** What is preventing you from attaining your business objectives?
- ✓ **Identify key users and business processes.** What processes, work profiles, and target users will benefit the most?
- ✓ **Target for maximum immediate return.** Who are your key users? Which applications will help them the most? What integrations are needed between business processes and applications?
- ✓ **Incrementally build to a reference architecture.** What “self funded” steps will save you money, lower total cost of ownership (TCO), and increase agility? How can your existing investments be leveraged and extended?

## *Understand core business priorities*

First, you must understand your core business priorities. This may seem obvious, but in these tough economic times, many of us have actually lost sight of this! We have been focused on the tactical and may not be aligned with how our overall business has fundamentally changed over the past few years.

With a better understanding of business priorities, you can then look at the obstacles to reaching your most important business objectives. Doing this provides you with an umbrella framework that will suggest business areas to target. To identify some of these obstacles, ask questions such as:

- ✓ Do you have new product/service creation challenges?
- ✓ Are there new competitive and customer demands for innovation in your market place?
- ✓ Is customer retention a problem? Or are you reaching out to new demographics and customers?
- ✓ Are there new channels? Or channel training and knowledge issues?
- ✓ Is there a sales or services gap?

## ***Identify key users and business processes***

Within a given business area, you then look at key users and roles. The idea of roles and work profiles is important here. Different roles have very different communications needs, even when they are using the same tools. Power collaborators and executives work differently from back-office workers. Mobile collaborators work differently from the global R&D team collaborating to create your next innovation. Customer-facing advisors and consultants work very differently from formal contact center service agents (see Chapter 3 to learn more about the different roles and work profiles).

## ***Target for maximum immediate return***

Now, it's time to ask the most important question: "Where do I get the most bang for my buck?!" Is it video between your distributed users? Rich, multi-modal collaboration across teams? Or new customer experiences in a particular customer segment? You have to find the priorities in your organization. Turn to Chapter 7 to see what UC applications you can roll out to drive real competitive differentiation, cost savings, and productivity gains, and to quickly maximize your return on investment!

## ***Incrementally build toward your end design architecture***

Your collaboration plan and the "phased approach" create a sequenced methodology — building blocks — that, with smart planning and execution, will evolve and optimize your enterprise network over time into a well-oiled, finely tuned machine. In this end-state design, your business and communications applications, communications architecture, and network work together to provide

- ✓ An integrated approach for users and customers
- ✓ Communications-enabled business applications
- ✓ The right targeted applications for the right users
- ✓ Enterprise-wide architecture that increases agility and lowers TCO
- ✓ Cost-effective, always-on, energy-efficient, and scalable networking



As you move forward with specific targeted applications for your specific needs, you can be assured that you are building out a consistent reference architecture that will support your business needs for the future.



## Chapter 5

# Building a New, Session-based Architecture

### *In This Chapter*

- ▶ Contrasting traditional versus session-based communications
- ▶ Constructing a new foundation for your communications architecture

**T**raditional communication systems are disjointed, closed, and deployed on a location-by-location basis. This was great for the business needs of the 20th century, but it is not scalable or flexible enough to meet the challenges and needs of today's enterprise.

SIP (Session Initiation Protocol) is clearly the key ingredient for unified communications (UC). But it is how you apply it in your session-based environment that will allow customers to capitalize on its potential.

In this chapter, we define a new communications architecture that will support your business challenges today — and in the future.

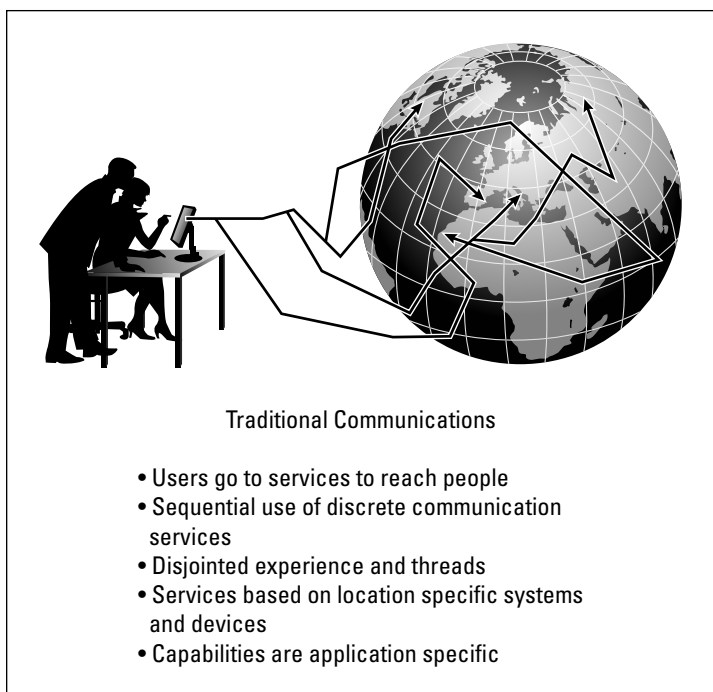
## *Sessions Transform the Act of Communicating*

The user experience defines how people will interact with communication services and more importantly, other people. How those experiences are orchestrated takes place behind the scenes and are driven by SIP, managed within sessions.



SIP is an open signaling protocol standard for establishing, managing, and terminating real-time communications over large IP-based networks.

SIP Session management allows you to focus on the purpose of your interactions instead of how they are constructed. Hence, as you move from traditional communications (see Figure 5-1) — as most of us do today — to session-based communications (see Figure 5-2), you shift from the tactical operation of your tools to facilitating the fluid exchange of ideas and information between people.



**Figure 5-1:** Traditional communications.

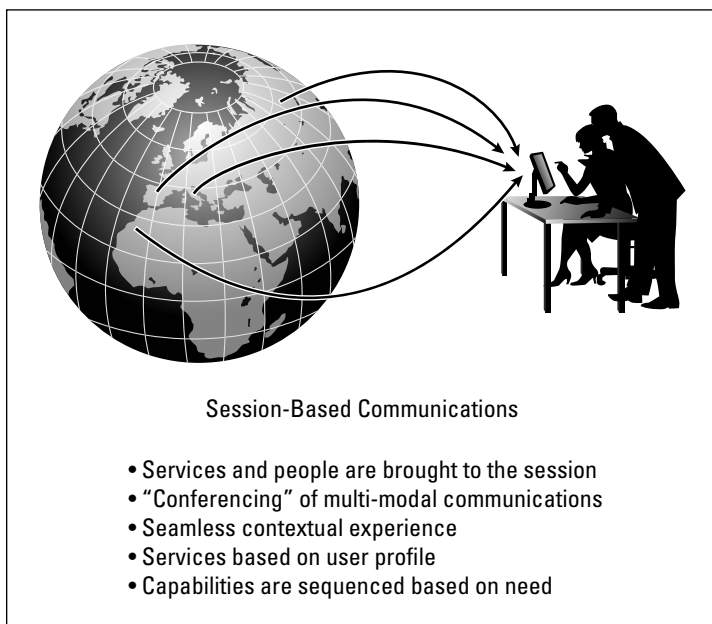
Rather than:

- ✓ A user accessing a service to reach someone, services and people are brought to the session



- ✓ The sequential manner in which discrete communication services are used today, it will be like living in a conference where both multi-modal services and people can come and go as needed
- ✓ Disjointed experiences and threads, people will have a seamless contextual experience
- ✓ Services users can access being defined based on what is available at their specific locations, they'll be granted services based on a user profile designed to meet their needs
- ✓ Capabilities being offered based on which application a user is using, capabilities from a variety of services can be sequenced together to meet specific needs

This approach makes it easy to take customer interactions that start anywhere — in stores, branches, other offices, and other countries — and just connect them as needed to applications, contact centers, and other resources.



**Figure 5-2:** Session-based communications.

Sessions-based communications also change the whole dynamic of customer self-service. Self-service engines for all communication modes — including VoiceXML (eXtensible Markup Language) applications for voice, natural speech, video, and other modes — can now exist anywhere in the enterprise, and be centralized and shared as highly-scalable, highly-available resources for all kinds of needs.

Imagine the possibilities — from simple announcements in a remote location, to:

- ✓ Easily accessible “where’s my order” type lookups
- ✓ Dialog-driven decision-making about how to handle a customer
- ✓ In-queue multi-modal information treatments while waiting for an agent
- ✓ Full self-service business applications

All of this can be done independently of any particular contact center and without using up resources within the contact center. The full contact center with real agents becomes just another accessible resource.

As you add agents and resources to support the customer, the “session” concept becomes even more important. Instead of classical “call routing,” you bring service *to* the customer, all within the behind-the-scenes session that you have created to “anchor” the customer interaction.

If you add other communication modes — a video stream to a voice call, an instant message, or a social networking interaction — all are consistently integrated with the same customer information and other ongoing communications.

Similarly, as you add additional people to help — another agent, a supervisor, an expert, a financing resource in a sales call — they all participate in the same session and can easily access the same shared information, within the same context, and might also communicate between themselves with presence, instant messaging, and other modes.

All communication modes (not just voice calls) are easily connected to any application or user anywhere, along with all essential and continuously growing context information. This is a core benefit of an underlying SIP technology — information and communication in the same “envelope.”

## *Upgrade Infrastructure to a Session-based Environment*

Traditional communications equipment can't run over a network so each location needs its own complete infrastructure. The new session-based approach to communication starts out by architecting the entire enterprise as a completely interconnected communications framework.

This approach follows the same deployment model as today's web- and IP-based applications, using a centralized architecture based on components that are loosely coupled and standards-based. Telephony and other collaboration solutions become centrally deployed services that can be distributed to remote locations over the network, just like any other corporate application. This type of centralized architecture is far simpler than traditional voice architectures and scales with the organization.

The architecture is characterized by:

- ✓ Communications applications deployed centrally in corporate data centers and distributed over the network
- ✓ Foundation based on industry standards such as SIP and XML
- ✓ Elimination of dependencies among user devices, access points, and applications
- ✓ Support for multi-vendor environments including mixed legacy and newer, IP-based systems
- ✓ Ability to add new features incrementally without having to do a forklift upgrade
- ✓ Use of central SIP trunking that is shared across the enterprise, reducing the need for local trunking at separate locations

This new session-based environment provides many benefits and overall design simplification. In a traditional environment, connections need to be made between every location that creates a management burden. With a session-based environment, all of the data is sent back through a centrally managed infrastructure. This type of architecture delivers real value because it is truly manageable — another key to successful deployment and adoption of business-critical collaboration solutions.



**Avaya Aura** provides the underlying infrastructure for a completely interconnected, sessions-based architecture for your entire enterprise that enables you to execute your organization's collaboration strategy and achieve its many benefits!

## Chapter 6

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# Implementing a Collaboration Solution and Avoiding the “Bridge to Nowhere”

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### *In This Chapter*

- ▶ Getting help with your deployment
  - ▶ Stepping through a successful implementation
  - ▶ Finding the right partner to help you maintain your solution
- 

**A** collaboration solution can deliver consistent, positive results that will have a significant and measurable business impact in almost any organization. The key to a successful implementation is to approach it as a business transformation and to focus on the business issues at hand and the design of your communication processes — *not on the technologies*.

In this chapter, you walk through the steps to a successful collaboration solution deployment for your organization including planning, design, implementation, and support; and you learn to avoid some common pitfalls along your collaboration journey.

## *Four Steps to a Successful Implementation*

To guide you through the steps of a successful implementation, Avaya Professional Services (APS) has developed a best practices methodology. The APS methodology to achieve successful results in a collaboration project includes a full range of capabilities in four key areas:

- ✓ Plan and design
- ✓ Develop and integrate
- ✓ Test, train, and deploy
- ✓ Optimize

You can engage APS or a trusted business partner for help with any one, or all, of these areas as early as possible to best accelerate and extend the value of your collaboration solution.

### *Plan and design*

The plan and design step helps you to align collaboration with your business goals, from business case development to solution definition and long-term roadmap planning. Three distinct services are defined in the plan and design step:

- ✓ **Business Communications Advisory Services** identify and qualify business communication improvement strategies through structured discovery, benchmarking, and review. Your trusted partner will work with your team to understand your business requirements and hold collaborative workshops with key stakeholders to develop a strategic roadmap that will best drive your results.
- ✓ **Audit Service** provides an in-depth view of your communications network and associated collaboration applications. After analyzing your current configuration, performance, and capacity, and identifying design deviations from best practices, you get an expert perspective and recommended changes to resolve any issues that are identified and to avoid potential problems.

- ✓ **Self-Funded Roadmap** delineates and prioritizes steps to harvest cost savings, execute business improvements, and deploy technologies. This approach guides you through a defined process that includes continuous assessments of success metrics during a multi-year plan.

## *Develop and integrate*

Following the planning and design phase, your partner can provide you with the necessary technical expertise to validate your technical architecture and fully integrate a collaboration solution. A *readiness assessment* helps to confirm that your network is prepared prior to implementing a new solution. Using traffic simulation and Key Performance Indicator (KPI) testing, you can determine what changes are needed to successfully and efficiently integrate your solution.

## *Test, train, and deploy*

When you are ready to put your plan into action, your project team can deliver a smooth deployment with critical operational readiness planning and end-to-end testing of your collaboration solution, including simulations and load-based methodologies.

Implementation services include network design, installation and commissioning, integration and acceptance, and knowledge transfer.

*Stress testing* gives you the highest levels of confidence for optimal performance of newly deployed technologies. Based on testing scenarios developed to emulate real-world conditions, live traffic is run over your actual network.

## *Optimize*

Finally, regularly assess your collaboration solution to ensure it continues to meet your changing needs, and to maximize the return on your investment.

Performance and capacity management provides ongoing monitoring and improvement with specific KPI and SLA (service-level agreement) targets.

Assessing communication-enabled business processes (CEBP) for potential improvements is another important area to consider. For example, a trader or other customer-facing specialist who receives a client call can have a screen popup appear with detailed context, trigger an automatic conference with colleagues or the client based on pre-defined business events, send personalized audio messages simultaneously to a large distribution list, and record all interactions, all within the customer relationship management software interface.

## *Understanding Support Programs and Services*

Today's critical and increasingly complex business communication systems require robust support capabilities to minimize costly downtime and ensure optimum performance. Businesses must carefully evaluate their options and approach support programs and services as a strategic decision.

Your support provider must have advanced troubleshooting capabilities across complex multi-vendor systems and converged networks.

In the past, companies had relatively simple telephone systems — often a single-vendor Private Branch Exchange (PBX) — and little or no integration with other networked systems.

Today, many more businesses typically have a heterogeneous communications and network infrastructure consisting of multi-vendor solutions deployed across the enterprise. These include a wide array of end devices, hardware and software applications, and remote access tools for end users, as well as communication-enabled business processes that are vital to the organization's core operations. Increasingly, these systems operate in a converged environment that transports both voice and data over a common network infrastructure.



Rather than getting caught in the middle of a frustrating and costly finger-pointing session between multiple vendors, select a support provider with the specialized skills and capability to proactively support a complex, multi-vendor environment.



Other important factors to consider include proactive monitoring, around-the-clock support (both remote and on-site), comprehensive support (not limited to break/fix), and easy access to online self-service tools such as a knowledge database.

## ***Avoiding Collaboration Pitfalls***

The road to successful collaboration isn't always a smooth one, and it can sometimes lead to the proverbial bridge to nowhere. The reasons for this can vary widely — from focusing on the wrong parameters for success to depending on the collaboration technology itself to carry the day.

### ***Link collaboration systems across branch silos***

Interconnected systems enable collaboration to achieve its full potential. Yet organizations tend to have many siloed systems. They buy Product A from Vendor A even though Product A can't be easily integrated with phones from Vendor B or video systems from Vendor C.

Internal departments or groups that make their own IT purchasing decisions often end up in silos. Say that the claims division of your insurance company decides to buy a videoconferencing solution for training, but it isn't compatible with the videoconferencing solution your executive group implemented to reduce travel. And neither one ties in to your phone, e-mail, or calendar systems. This scenario is the biggest roadblock to nurturing collaboration and, unfortunately, it's very common. You can't even assume that products from a single vendor will work together, much less systems running on different platforms.

System silos are also often created through mergers and acquisitions. For example, a financial services firm made what appeared to be a great acquisition of a mid-size bank. Then, only after the deal closed, did the company actually look at the technologies and touch points of the acquired business. It found 15-year-old telephone PBXs (Private Branch Exchange) and voicemail systems that the vendor hadn't supported in years. The acquiring company had to somehow retrieve the intelligence from all those systems and migrate it to the collaboration systems it was

using. This slowed down the Time-to-Value (TTV) service and increased the overall cost of the deal.



With the right infrastructure, you can integrate older legacy systems at your own pace, as your budget allows. Make sure that your collaboration solution connects to other key systems so that you achieve optimum performance and return on your investment (ROI):

- ✓ Will you be able to integrate it into your existing e-mail, voice, and data communications systems?
- ✓ Does it possess any synergies with other collaboration systems you've already installed?
- ✓ Does it add value across your business, or will the benefits accrue solely for a particular department?

Given the rich feature sets in the wide array of collaboration tools currently available, you shouldn't have to settle for limited functionality and/or standalone products to reap the advantages of collaboration.

## ***Make sure your vendor has a defined product road map***

Businesses must be attentive to what's happening in the communications industry. Larger vendors are swallowing up smaller or weaker players. Although sometimes the product road map of the acquired company remains unchanged, frequently consolidation translates into major upheavals for the customer base. Products can be altered so dramatically that there's no upgrade path. Worse yet, products may be discontinued altogether.

Businesses should be wary of committing to small, niche players that could be considered attractive acquisition targets to avoid being left on a technology island. Likewise, some larger vendors have adopted a "scorched Earth" policy of buying up every small player in their competitive landscape. Such companies often have no strategy for integrating newly acquired technologies and simply attempt to re-brand the technologies as a bolt-on solution that fits poorly into their collaboration portfolio. Make sure that your communications technology vendor has a defined product road map and a long-term collaboration strategy.

## ***Don't fall into the “If it ain't broke, don't fix it” trap***

Businesses realize that it costs something to do nothing, yet many subscribe to the old adage, “if it ain't broke, don't fix it.” If your lawnmower is doing a decent job of cutting the grass, and it isn't burning oil or leaking gasoline, you aren't going to monkey with it. But a collaboration system isn't a lawnmower and for businesses, the stakes are much higher. An electronically integrated workforce spurs innovation, allows people to share knowledge, and inevitably leads to better productivity, reduced costs, and higher profits. An investment in that capability is a competitive advantage that has a defined ROI and can be positively linked to revenue growth.

## ***Understand the role of communications in nurturing a “learning organization”***

A learning organization assumes that its members participate in ongoing and continuous learning. It values creative processes and recognizes them as critical to responding to changes in its environment.

Collaboration is key to transforming your business into a learning organization. If you have an expert located in China, putting that person on a plane and flying her across the globe to share information with a U.S.-based team is difficult and impractical in today's real-time, global business environment. By making it easy for that expert to collaborate with her colleagues from a remote location, you can not only save money, but also increase thought leadership, speed development, boost product innovation, and improve profitability.

And although technology is important, the organizational culture matters as well. Collaboration is much more about sharing information. Create an environment that encourages employees to collaborate and provide them with the tools that support that way of working, and you can transform your business into a true learning organization.

## ***Consider the potential of collaboration rather than just the cost of the technology***

Many organizations don't budget for collaborative technology, so they tend to be averse to the cost of such systems. They don't ask how much money they could save if they replaced quarterly face-to-face meetings with virtual meetings that used video, text, chat, or WebEx. They don't understand how to accrue smaller, incremental benefits of collaboration that add up to a real ROI. And that's where they err.

Individual technologies typically don't provide a massive benefit in terms of revenue growth or cost reduction. But return on investment can be achieved with collaboration, for example, by giving a laptop and USB camera to a mechanic at a car dealership. With these tools, he can show the manufacturer exactly what the car looks and sounds like. He's no longer just describing problems over the phone. If the car manufacturer doesn't have to send a factory representative out to that dealership, it realizes a real savings in cost and time.

Other collaboration tools can deliver similar returns. Add them all up and you get the full picture — not only of total cost of ownership, but also of the true returns you are getting on the investment.

## ***Find the right business partner to help you succeed***

Choosing the right partner to help you implement your collaboration solution is a crucial first step. Although some organizations are able to implement new technologies without outside resources, to gain the maximum business benefit from your collaboration solution, you can leverage the expertise of a trusted business partner. That partner, such as Avaya Professional Services (APS), will help you navigate a successful implementation of your collaboration project to optimize the solution to the specific needs of your enterprise and unique groups within it — as well as work with you ongoing for health checks, new needs, training, and trouble shooting.

## Chapter 7

# Ten (Okay, Nine) Great Things You Can Do with Collaboration Now!

### *In This Chapter*

- ▶ Reviewing basic UC and collaboration capabilities
- ▶ Taking your collaboration strategy to the next level!

**I**n Chapter 4, we talk about the Quick Start framework for building out your collaboration plan. In this chapter, we take a look at some of the additional capabilities that would benefit your collaboration strategy and self-funded roadmap.

We describe some of the unified communications (UC) features you may already be using and explore the realm of what's possible — and what's next for you! Take a peek and figure out what else you can do with collaboration to drive increased productivity, differentiation, and profitability in your enterprise now!

## *It's Time to Build Out!*

If you've already deployed a UC solution in your enterprise, you are probably somewhat familiar with the portfolio elements described here. However, if these capabilities weren't part of your Quick Start Strategy, it's a great time to take a closer look at them now.

## *Mobility*

From frequent travelers and teleworkers to employees who have an office but rarely use it or who don't even have a desk (such as retail, hospitality, and healthcare front line people), more than a billion people around the world are considered mobile workers. Powerful UC clients for desktops, laptops, and handheld devices, and better broadband and Wi-Fi data options are creating opportunities for an array of new mobile collaboration services.

### **A mobility portfolio that connects users anytime, anywhere**

Avaya one-X clients deliver a software-based user experience that lets you easily deploy consistent mobility and communications strategies across desktops, laptops, and mobile devices, and drive enterprise performance by:

- ✓ **Simplifying reachability.** Multiple reach numbers, competing messaging systems, people guessing how best to reach you. Avaya one-X makes a user's profile the same regardless of the device being used and provides a single phone number and voicemail box.
- ✓ **Connecting to customers.** Missed calls mean lost sales and frustrated customers. Avaya one-X is designed to minimize missed connections. Incoming calls can simultaneously ring on up to five devices. Easily send calls to any

device or location based on your customized schedule.

- ✓ **Extending expertise.** Your customers are everywhere and with Avaya one-X, critical expertise and decision-making can be everywhere, too. Presence information shows availability of colleagues, executives, subject matter experts, and others. See at a glance who is online, on the phone, or on vacation.
- ✓ **Connecting seamlessly.** The "mobility = travel = cellular" equation barely captures the evolving state of mobility in today's enterprise. Many "mobile" workers never leave the campus. Avaya one-X provides connectivity to your enterprise communications as you move from conference room to project groups and back to your desk.

As mobility becomes the rule rather than the exception, enterprise mobile communications strategies are evolving to deliver tools that maximize individual and team performance — for anytime, anywhere collaboration.

## *Presence*

With UC, you can specify your communications preferences and availability, letting employees know in real-time when you're available and how they can reach you. *Presence* makes it easier for a caller to reach a person who's available and willing to be called, by enabling people to inform others of their status, their availability, and how they can be contacted before a communication session even begins.

## *Visual voicemail*

How much time and effort do you spend “managing” multiple voicemail boxes? For every mailbox, you have to set up and regularly update your greeting, check for new messages, and remember the different methods for accessing each and every one of them. And how do you forward a voicemail from your cell phone to a systems engineer on your corporate system?

All of this can be confusing and frustrating, and ultimately it affects your productivity and negatively impacts your ability to respond to calls in a timely manner — which can lead to some very unhappy customers. You can regain control of your messaging using UC capabilities such as:

- ✓ **Cross-media reply:** Reply to voicemails in various media formats including voicemail responses to e-mail, and e-mail or text responses to voicemail.
- ✓ **Single voicemail:** Manage just one voicemail box that you can access anywhere and send notifications to your office *and* cell phone, as well as e-mail.
- ✓ **Unified messaging:** You can get e-mail, voicemail, and faxes in a single mailbox and have your e-mail messages read to you with *text-to-speech* capabilities.

## *Audio, video, and web conferencing*

Video makes closely and rapidly collaborating teams much more effective when working across different locations and cultures. Being able to see, properly interpret, and have more focused interactions helps people understand each other and make better decisions. Your teams may be global, have different primary languages, and extend across partners, suppliers, and supply chains — all of which make enhanced collaboration capabilities vital to the success of your business.

UC enables you to host audio, web, and video conferences on your own network, which saves you a lot of money! UC conferencing capabilities include

- ✔ **Click-to-call, click-to-conference:** Allows participants to dial a number or join a conference directly from a web browser or e-mail message.
- ✔ **Conference call-out:** Start meetings on time by having your conferencing system call out to the meeting host and participants, instead of waiting for everyone to dial in.
- ✔ **Integrated scheduling:** Features, codes, and links associated with a conference call can be automatically included in the meeting invite. Users can then click-to-join or click-to-see the roster of participants during the call.

## *Contact center*

With expertise and valuable intellectual property spread throughout the enterprise, speed to essential resources is a major differentiator for companies. First contact resolution (FCR) allows enterprises to measure and quantify service and is increasingly being used across the business. As the front line to customers, many contact centers today are focusing on FCR as opposed to other metrics such as average talk time.

Fueled by SIP (Session Initiation Protocol) and using the power of presence, collaboration capabilities within the contact center enable agents to access an expert anywhere, anytime, within and outside the organization. Agents can satisfy customers' needs on the spot as they can quickly and easily see which experts are available to help with a customer inquiry in real-time. Expert buddy lists can be displayed based upon a variety of parameters including time of day, expertise, and even the context of the



customer interaction. The agent can then collaborate with the expert via phone or instant messaging, regardless of where the expert resides.

Collaboration in the contact center has proven impacts on customer satisfaction, agent productivity, and the bottom line.

## *What Else Can You Deploy Now?*

Taking your collaboration strategy to the next level in business communications and truly transforming your business means exploring the tools and technologies that help you successfully achieve your business objectives. While some of these cool new capabilities may seem a little futuristic, when it comes to collaboration — the future is here!

### *Communications-enabled business processes*

Communications-enabled business processes (CEBP) and applications can transform your enterprise providing significant opportunities to improve worker productivity, speed responses to critical situations, accelerate key processes, and significantly enhance customer satisfaction.

#### **Avaya ACE and CEBP**

**Avaya Agile Communication Environment (ACE)** extends an enterprise's real-time communications infrastructure to business applications and processes quickly and easily. A comprehensive set of packaged applications provide out-of-the-box functionality, while standards-based developer toolkits make it simple to integrate high- and low-level communications functions with applications and complex workflows. CEBP solutions that would have taken

telecommunications specialists weeks or months to create can now be developed by IT application developers in days. Tight integration of Avaya ACE and Avaya Aura allows enterprises to adopt centralized, scalable CEBP approaches to meet specific business needs, made possible through a broad developer ecosystem that includes the Avaya DevConnect program, top global system integrators, independent software vendors, and other Avaya partners.

## Meet, sell, and learn with web.alive

Avaya web.alive offers an online meeting space that is revolutionizing remote meetings, online sales, and distance learning. Avaya web.alive enables you to fluidly move in an immersive 3D environment, from individual, to small group, to large group conversations. It removes the barriers to effective interaction and allows face-to-face meetings from anywhere you have an Internet connection.

**Immersive.** Rich, 3D graphics and audio are highly engaging for participants and help you establish cognitive and social presence.

**Intelligent.** web.alive offers practical tools and sophisticated analytics that help you monitor and measure usage and track a range of key metrics, including collaboration effectiveness, sales, advertising reach, and brand recognition.

**Integrated.** web.alive integrates with existing web pages, web applications, and real-time communications, and meets security and privacy requirements.

## *Immersive 3D environments*

What if you could meet “face to face” with coworkers, customers, and suppliers anytime — no matter where they live or work — without the hassles and costs of travel or the expense and resources required for videoconferencing, and with capabilities far beyond basic voice and online communications? With the right virtual environment software application, you can!

## *Social networking integration*

If you have teenagers, look over their shoulders some time! Does any of what you see on their monitor screen look anything like your corporate website pages? Their experiences are all highly dynamic and visual, whether it's videos, video games, or personal Skype communications. It is immersive, user-driven, and action-oriented. If you want to reach and excite this next generation of customers, and recruit and train similar “youthful” talent into your channels and support structures, then you need to become a lot more exciting!



UC interfaces need to integrate into social networking environments that are becoming increasingly enterprise relevant, such as Facebook, Twitter, Skype, and others.

## *Third-party integration*

Customers are looking for best-of-breed solutions that are simple and easy to use, reduce costs, increase productivity, improve customer satisfaction, and most importantly drive a succinct customer experience. Together, Avaya, Microsoft, IBM, SAP, Salesforce.com, and others offer greater business value through integration where employees can continue to access their favorite tools through a variety of platforms.



### **“The Power of We”**

When collaboration is a natural and spontaneous part of the workday, everyone operates at a higher level. People reach out for quick support or validation, decisions are made with more speed and confidence, and combined strengths trump individual abilities. With a three-tiered

approach to collaboration enablement, Avaya UC can transform your company from a collection of individuals to a collaborative powerhouse, making it a place where “The Power of We” creates new business-building standards of performance.

