Agenda

Microsoft Unified Communications	**Denis Condon**	**Microsoft**	**09.35-10.00**
An Introduction to BT Unified Communications	Nick Forbes	BT	10.00-10.05
BT Demo	Jim Foster/Paul Shanley/Jonathan McGee	BT	10.05-10.30
HP UC – Focus on Mobility	Daithí de Faoite & Tim Banks	HP	10.45-11.05
Nortel's Unified Communications Solutions	Dermot Wall	Nortel	11.05-11.25
Eircom's Heuston South Quarter	Jim Urell	Eircom Advisory Services	11.25-11.45

Unified. Simplified.

Video

Microsoft Unified Communications Launch Overview

Dublin – Oct 23rd 2007

Unified. Simplified.

The Right Tools For The Right People

Simplify how people work together

Help protect and manage content

people ready

Find information and improve business insight

Reduce IT costs and improve security

Windows Vista™

Office Microsoft®

Microsoft® **Exchange Server** 2007

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Microsoft

Enterprise Communications
Current end-user experience

Desk Phone

Voice Mail

Fax

E-Mail

Cell Phone

Video Conferencing
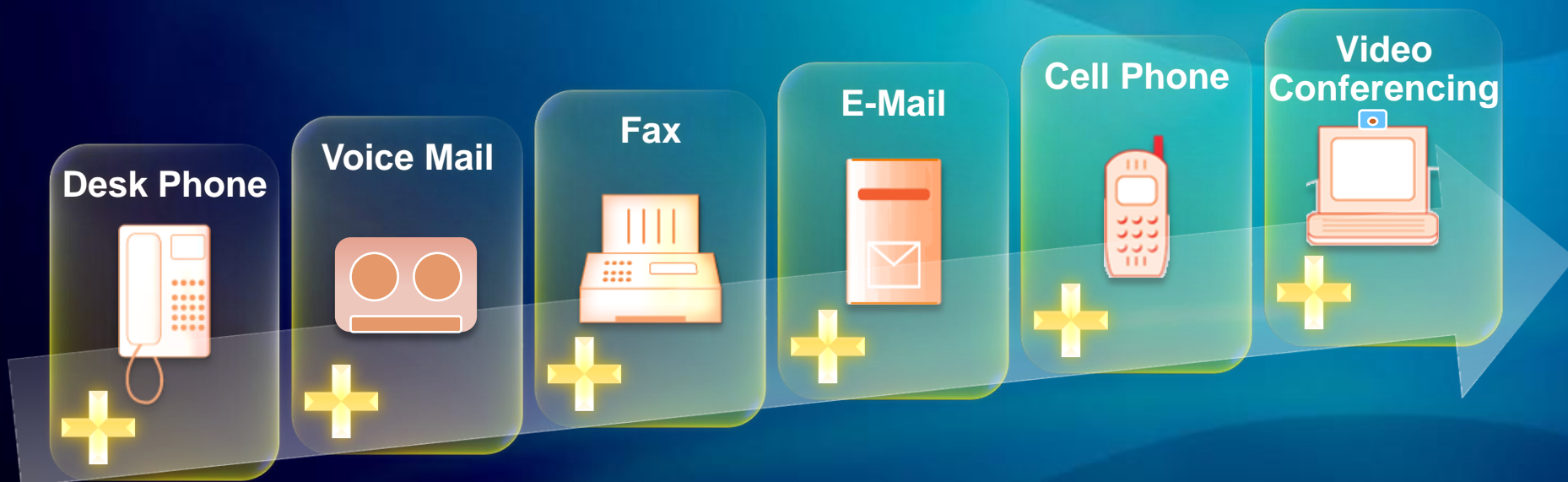
- Multiple communication modalities
- Different interfaces and technologies
- Lack of integration

Unified. Simplified.

Unified Identity

Alex Hankin
Contoso, Ltd.
Senior Director
New York, NY
Tel: (207) 555-1000
Direct: (207) 555-1112
Fax: (207) 555-9999
Mobile: (775) 551-2345

Alex Hankin

Senior Director
Contoso, Ltd.

alexhankin@contoso.com

work

mobile

home

Active Directory

Single Source of Identity

Unified. Simplified.

Opportunity Software Brings

Microsoft

More Innovation

More Productivity

Software-powered VoIP

More Choice

Greater Cost Reduction

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Today's Business Environment
What customers are telling us

PCs are disconnected from communications tools
- Hard to transfer data between PC and other devices
- No integration between devices and PC applications
- Time-consuming to transition from PC to other devices

Communications tools don't work well together
- Multiple directories are inconvenient
- Switching between tools is awkward
- PC and phone are not integrated

Locations and devices define what you can do
- Phone
- Web browser
- Mobile device

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Microsoft

Microsoft's Investment Themes
Unified Communications end-user experience

Communicate from inside applications
- Rich presence throughout Microsoft Office applications
- Ability to find right person and use right mode
- Shared context and content

Integrated communications tools
- Integrated e-mail, presence, IM, voice, video
- Seamless transitions between modes
- Wide range of devices

User defines what you can do - anywhere access
- From any telephone
- From any Web browser
- From Windows Mobile devices

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Communicate from within Applications

- Throughout Microsoft Office
  - Integral presence
  - Communicate and share content
- Click to communicate within Office Outlook
  - Reply to e-mail with real-time communication
  - Keep conversation history
  - Schedule conferences
  - Can federate with 3rd parties
- Extend LOB applications
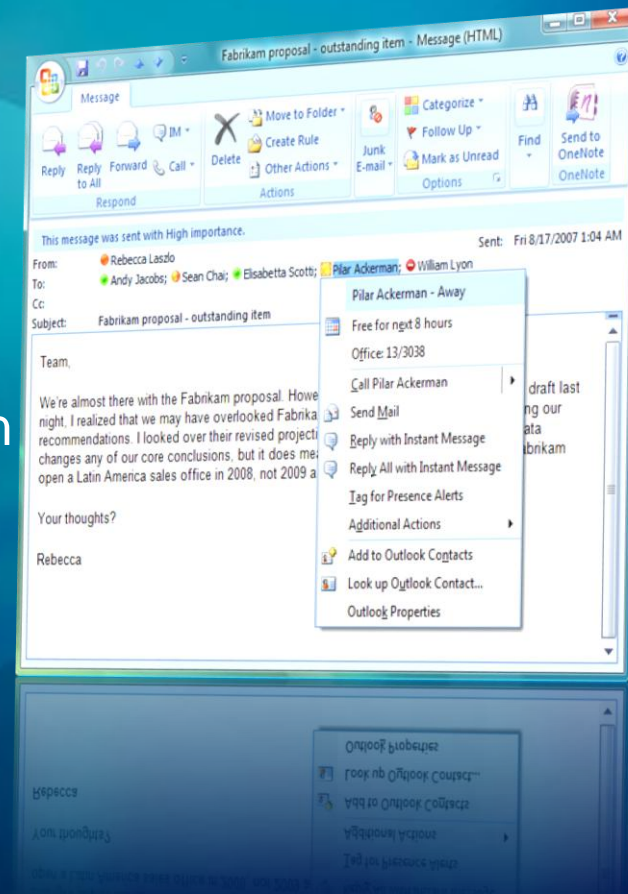
Information Workers waste 30 minutes per week in phone tag; for 50% of calls Information Workers make, they have to look up the phone number.

—Harris, June 2006

Integrated Communication Tools

- Enterprise presence
- Instant messaging
- Software-powered VoIP
- Integrated device experience
- Audio and video conferencing
- Web conferencing

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Integrated Communication Tools

- High quality of experience
- Call from your applications
- High voice/video quality
- Rich call management
  - Intuitive user interface
  - Intelligent call routing
  - Integrated with IM and video

Unified. Simplified.
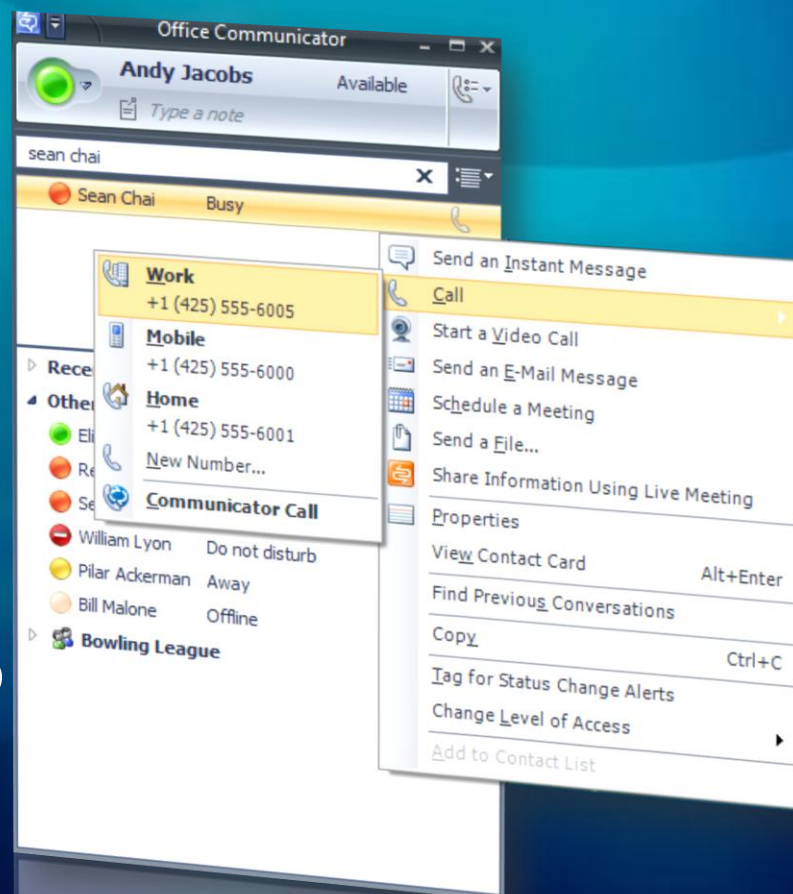
Integrated Communication Tools

- More Innovation
  - Voice integrated into applications
  - Rich user experience
- Greater Cost Reduction
  - Significant device cost savings
  - Software business model
- Qualified Devices Ecosystem
  - Wideband audio
  - Plug-and-play
  - Office Communicator 2007 integration

Anywhere Access

- Take your office on the road
- Encrypted signaling and media
- No VPN required
- Codecs optimized for variable conditions
- Extending Office Communicator 2007
  - Laptop
  - Web browser
  - Innovative IP phones
  - Windows Mobile devices

By 2007, "telework" will be practiced by more than 60 million people.

—Gartner

Market Momentum

Gartner

Magic Quadrant for
Unified Communications
As of August 2007

Ability to Execute

Completeness of Vision

challengers	leaders
	• Microsoft
Cisco •	
IBM •	• Nortel
	• Alcatel-Lucent
Avaya •	
NEC •	• Siemens
	• Interactive Intelligence
Mitel •	• Oracle
	• Interwise
Ericsson •	
AVST •	• TeleWare
• Adomo	
niche players	visionaries

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Video – Financial Services

Unified. Simplified.

Q&A

DENIS CONDON
Sales Solution Specialist UC
Microsoft Ireland
denisc@microsoft.com

Unified. Simplified.

Nick Forbes

Head of Consulting and Systems Integration

BT Ireland
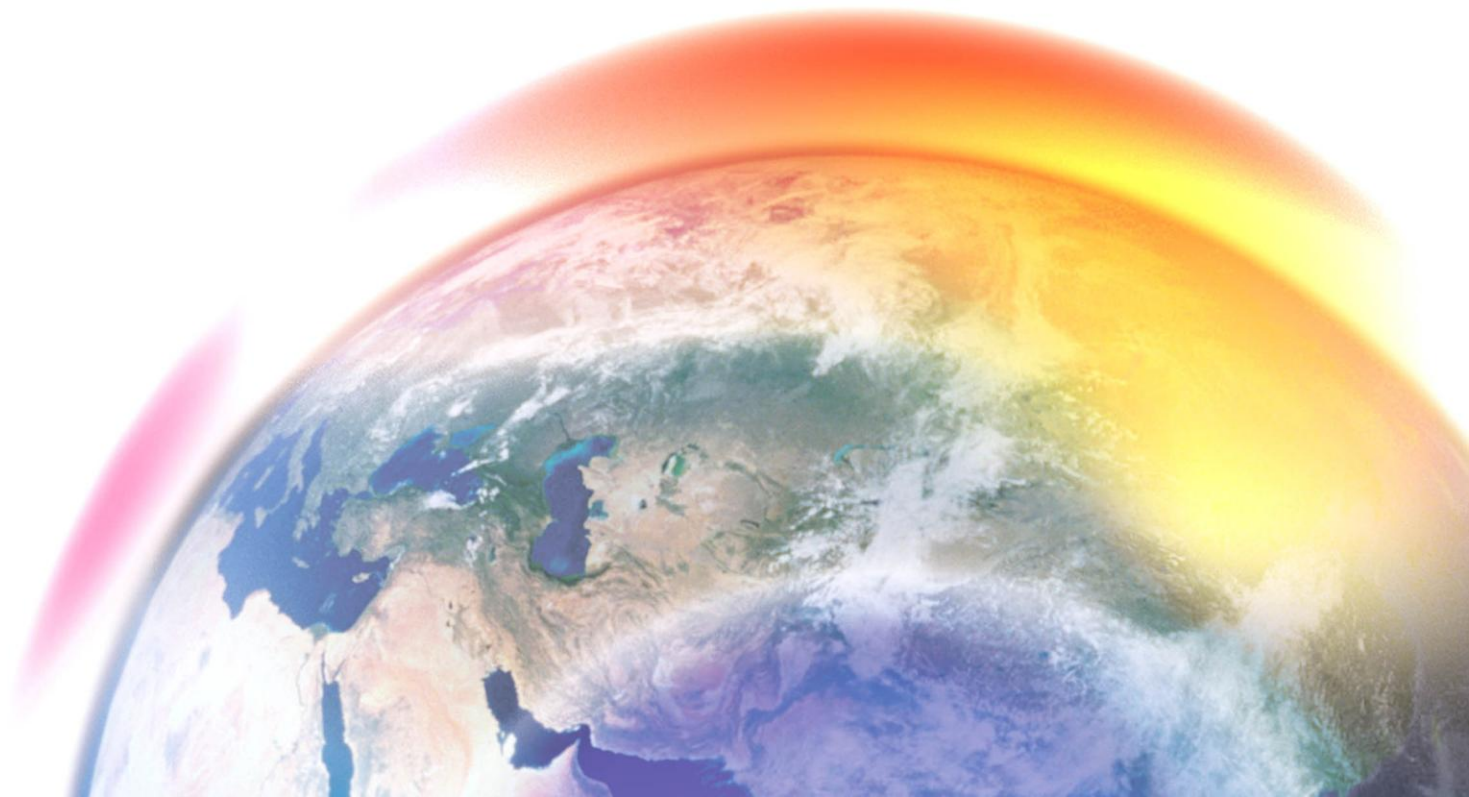
'The more we connect everyone through common communication standards and then, on top of those protocols, connect more and more people through standardised business processes the easier it is to chop up work and send pieces of it to be done anywhere in the world. This increases productivity and enables a whole digital ecosystem to collaborate better, cheaper and faster – and the more energy employees have to concentrate on the high-touch, high-value-add, customised innovation or service that differentiates one company from another.'

Thomas L Friedman, The World is Flat.

Unified Communications – Focus on Mobility

Microsoft Unified Communications Launch

Dublin – Oct 23rd 2007

Belfast – Oct 25th 2007

Introduction

- Trends driving Communications Complexity: Mobility and Virtualization

  - By 2007 "telework" will be practiced by more than 60 million people

  - More than 66% of workers will use mobile and wireless computing

    Source: Gartner Management Update 2004

Yesterday
People Went to Work

Today
Work Comes to People

Home   Transportation   Office

WAN/Internet   Hotel   Airport

Demand for Mobility

- 45,000 subscriptions in Ireland for 3G mobile broadband in the six months to June 2007.
  - Comreg, 2007

- 46pc of SME owner managers now work from home at least once a month and 24pc do so more than four times a month"
  - O2 Commissioned Research, 2007

Customer problems – UC can help!

How can I…..

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

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

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

Work tools according to employee communication need

Call Center agents

Stationary

Corridor Warrior

Commuter

Road Warrior

Time away from desk

0%   20%   40%   60%   80%   100%

One size does NOT fit all!
Example of a Mobile Worker Categorization
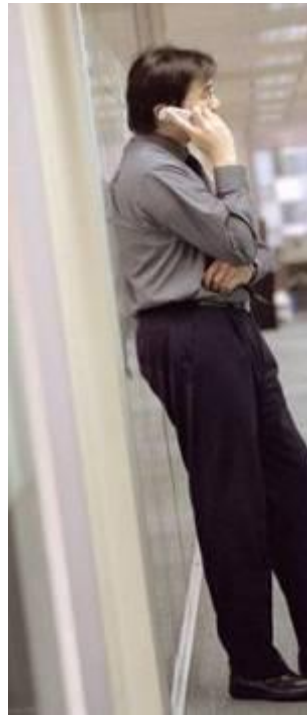
Voice

Data

Remote Working Often Ineffective

Cost

What happens when you move away from your desk?
(Voice & Data)

Functionality

| 0m | 1m | 10m | 100m | 1km | 100km | 1000km+ |
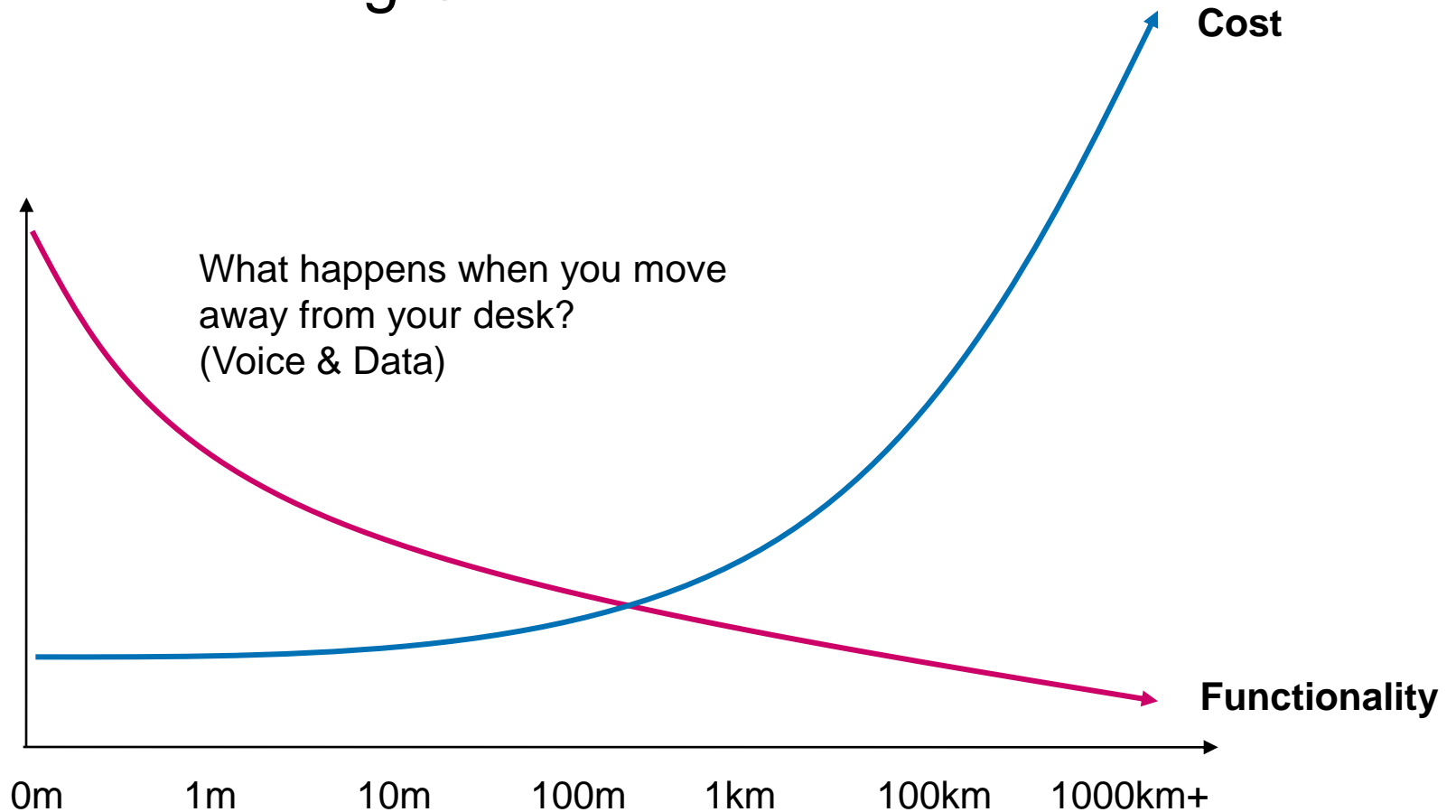
Distance from desk

Multiple channels, fragmented access

Mobile telephony

Fixed telephony

IT systems:
E-mail, instant messaging, conferencing, CRM, etc.

Cost

Rigid

Multiple infrastructures

Lack of control

Limited manageability

Infrastructure

Networks

Clients
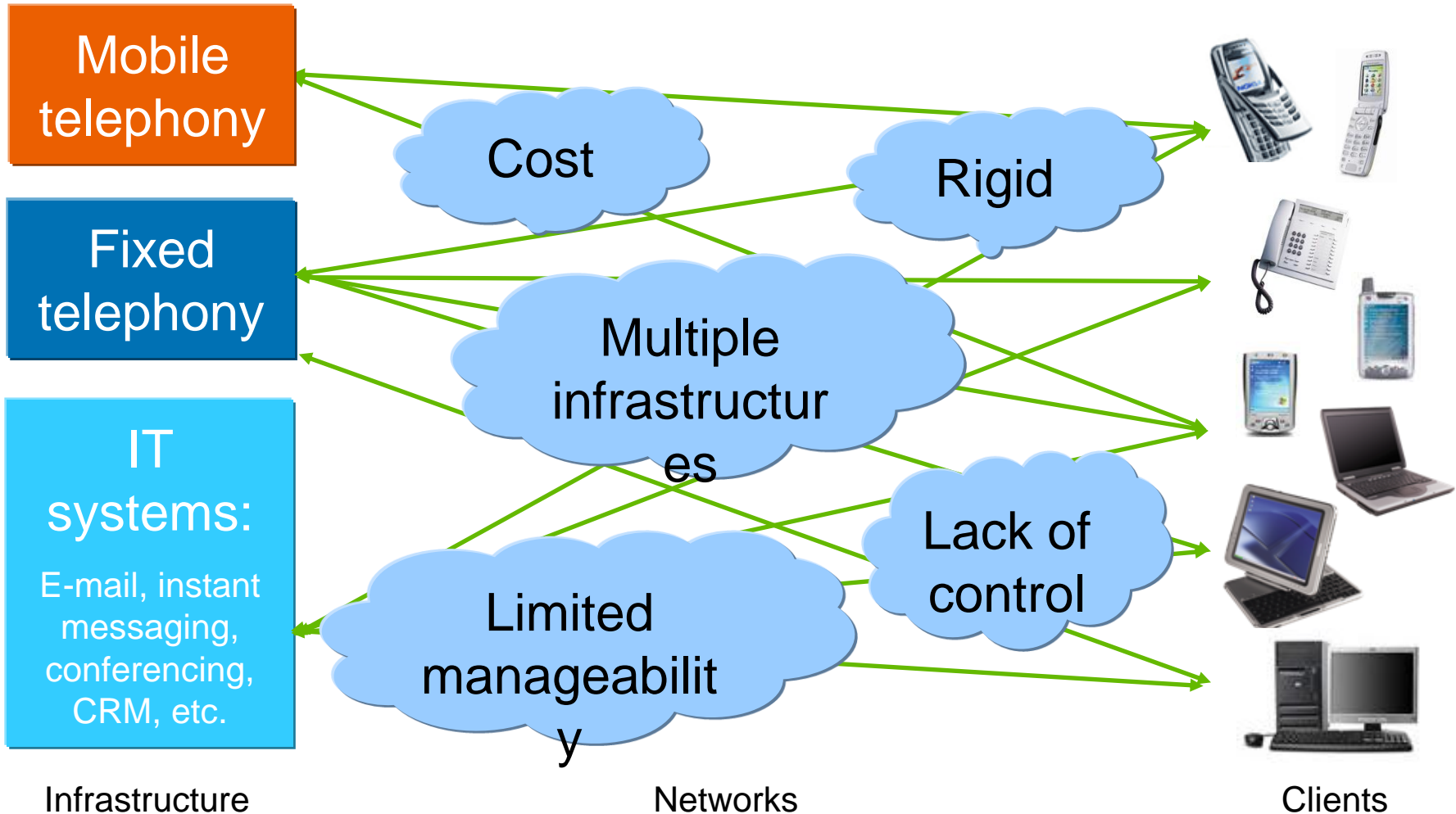
Vision for Unified Communications
Communications Independence & Real-time access

Connect-Communicate-Collaborate
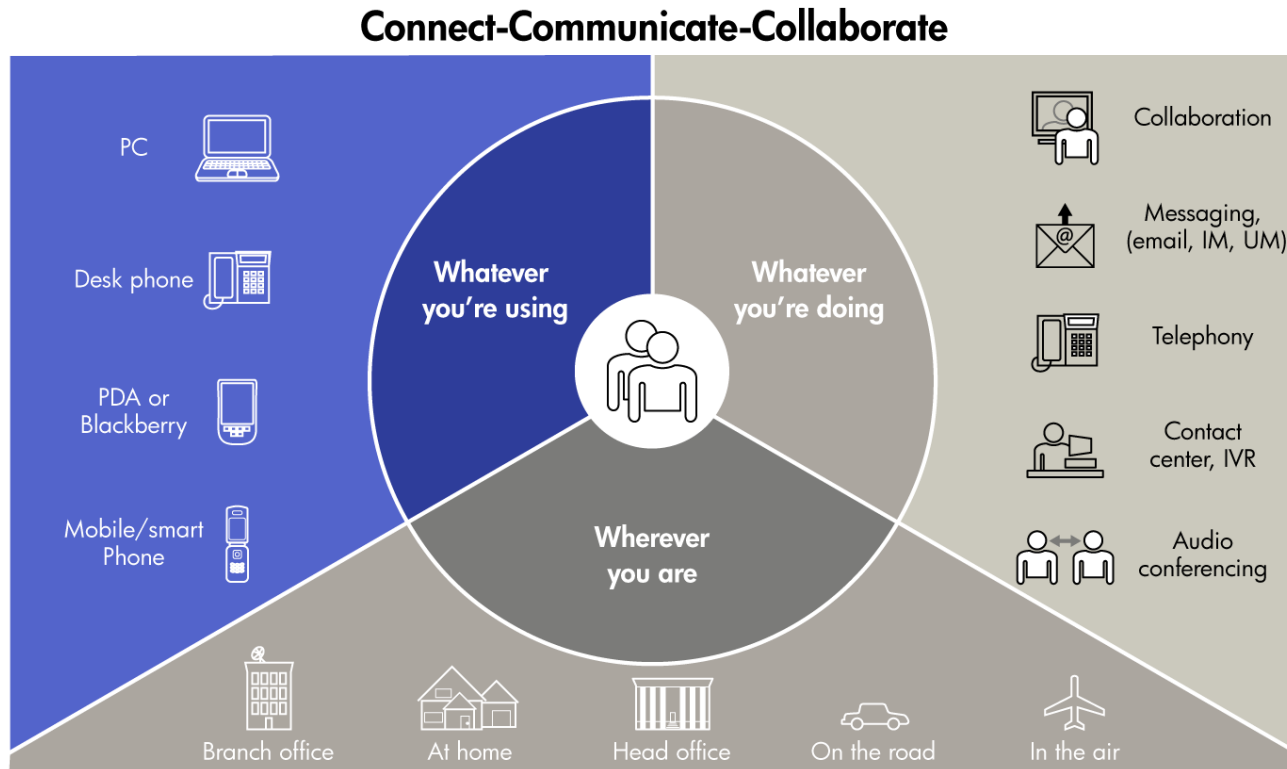
Simplify the complexity for moving to a Unified Communications world

Unified Communications
The goal….

Integrated enterprise communication system

(Voice & Data)

- One common infrastructure
- Lower degree of variable costs
- Comprehensive cost control
- More flexibility
- Full control and manageability
- Standardized hardware and software

Common infrastructure   Simplified and consolidated networks   Any client

Unified Communication & Collaboration: What Is It All About?

- **People**
- **Process**
- **Technology**

SIMPLIFICATION Leading To

Cost Savings

Greater Effectiveness

Greater Efficiency
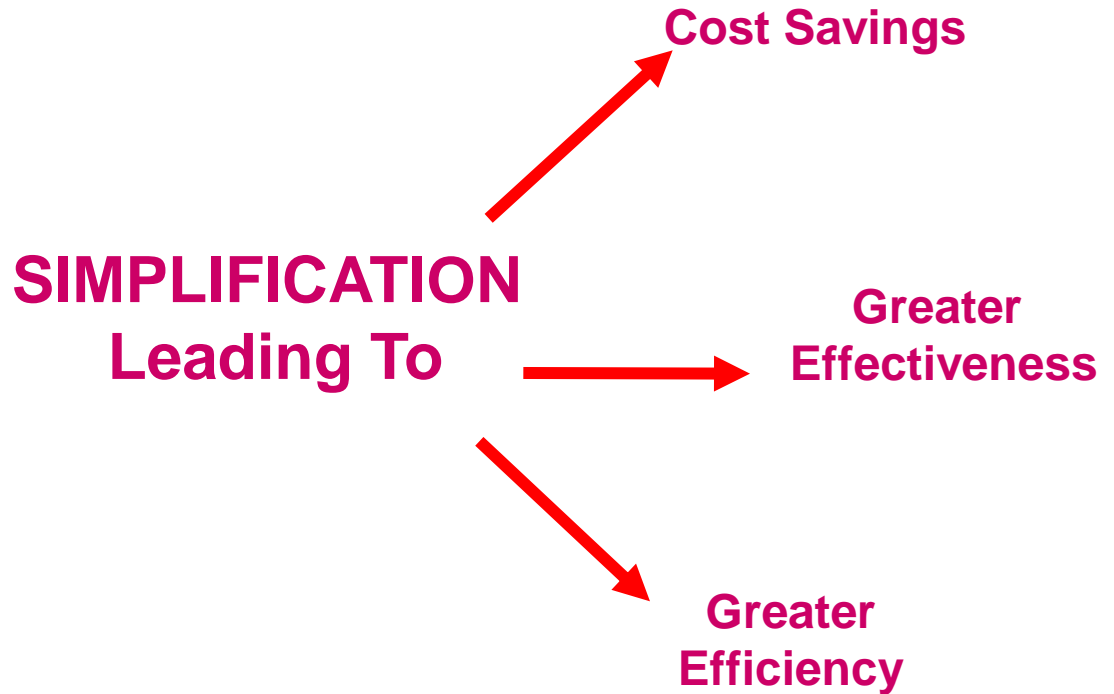
Call Center agents

Stationary

Corridor Warrior

Commuter

Road Warrior

How UCC improves business

- improved employee productivity
- efficient collaboration/communication
- less travel
- better and faster decisions

hp invent

Remote Working Often Ineffective

What happens when you move
away from your desk?
(Voice & Data)

Cost (no UC)

Functionality (UC)

Cost (UC)

Functionality (no UC)

0m   1m   10m   100m   1km   100km   1000km+
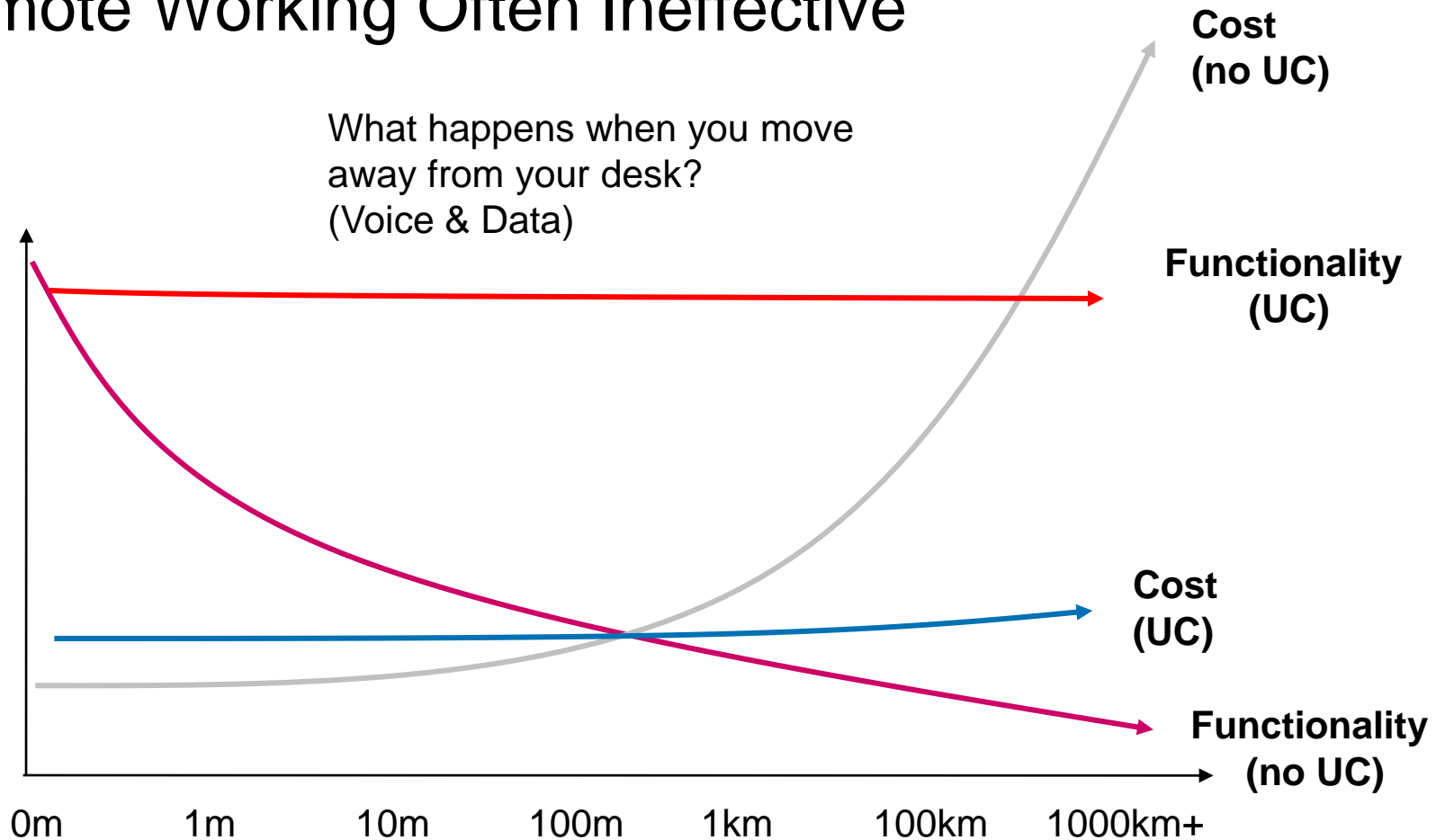
Distance from desk

HP's view of the UC playing field

Access to Public Wireless Network Layer and Services	**Mobility Gateway-** PBX agnostic, Carrier agnostic, Handset/Laptop agnostic, Global Communication Cost Efficiency, Global Communication Security				
Regional Network PBX/Voice Providers	Avaya / Ericsson / Cisco / Nortel / Siemens / Alcatel				
Global Application Providers	Microsoft / SAP / Oracle / Google / Cisco				
Core IP/Technology	HP Management Software HP Hardware				

HP Services

Sample Microsoft/Cisco Solution

Illustrating key components based on Microsoft & Cisco Partnership

Collaboration/Portal

Microsoft Office Sharepoint Server 2007

Microsoft Groove Server 2007

E-Mail

Microsoft Exchange Server 2007

Presence/ Instant Messaging

Cisco Unified Presence Server

Conferencing

Microsoft Office Communication Server 2007

Microsoft Roundtable

HP Halo

Cisco Meeting Place

Telephony

Microsoft Exchange Server 2007 UM

Cisco Unity for Microsoft Exchange   Cisco Unified Call Manager

Desktop Clients

Microsoft Office
Microsoft Office Communicator

Cisco UPC

Phone Clients

SmartPhone, Nortel

Communicator Mobile

Cisco

IP -phones

Active

Directory

Network &

Directory

Services

Management Software

LDAP

Server

Unified Communication in Action…

HP Sweden
Challenges and Requirements

Challenges	Requirements
• Fragmented communication systems as a result of mergers and acquisitions	• Mobile workplace, same feature set independent of location (office, home or on the road)
• 20 offices	• Reduce number of systems
• 20 PBXs from six suppliers	• Fewer devices (one dedicated voice device per employee)
• 2 mobile operators	• One phone number per employee
• Two e-mail systems	• Scalable and less maintenance cost
• Average two phones per employee (fixed, cordless or mobile phone)	• Flat/Predictable monthly fee per employee for telephony (fixed & mobile)
• High fixed cost and high variable costs for telephony	• Flexible office structure (free seating, less offices etc)
• Low internal and external customer satisfaction	• Ease of use

HP Sweden
Solution and Return on Investment

Solution

- Consolidation of PBXs – from 20 to 4

- Added PBX functionality – all voice services and switching for both fixed and mobile telephony moved to HP

- New Mobile operator charging model '*flat rate per user per month*'.

- '*Least cost call routing*', from mobile to fixed line for all external calls

- Unified Messaging functionality included for all employees

- One phone number, voice mail, e-mail and phone per employee (fixed or mobile, employee choose)

Costs

Before   After

Variable Costs

37%

-38 %

Return on Investment: 6 months

Fixed Costs

63%

Proportional and predictable Costs

52%

Flat rate monthly subscription per employee

Variable Costs

36%

Fixed Costs 12%

Costs Structure
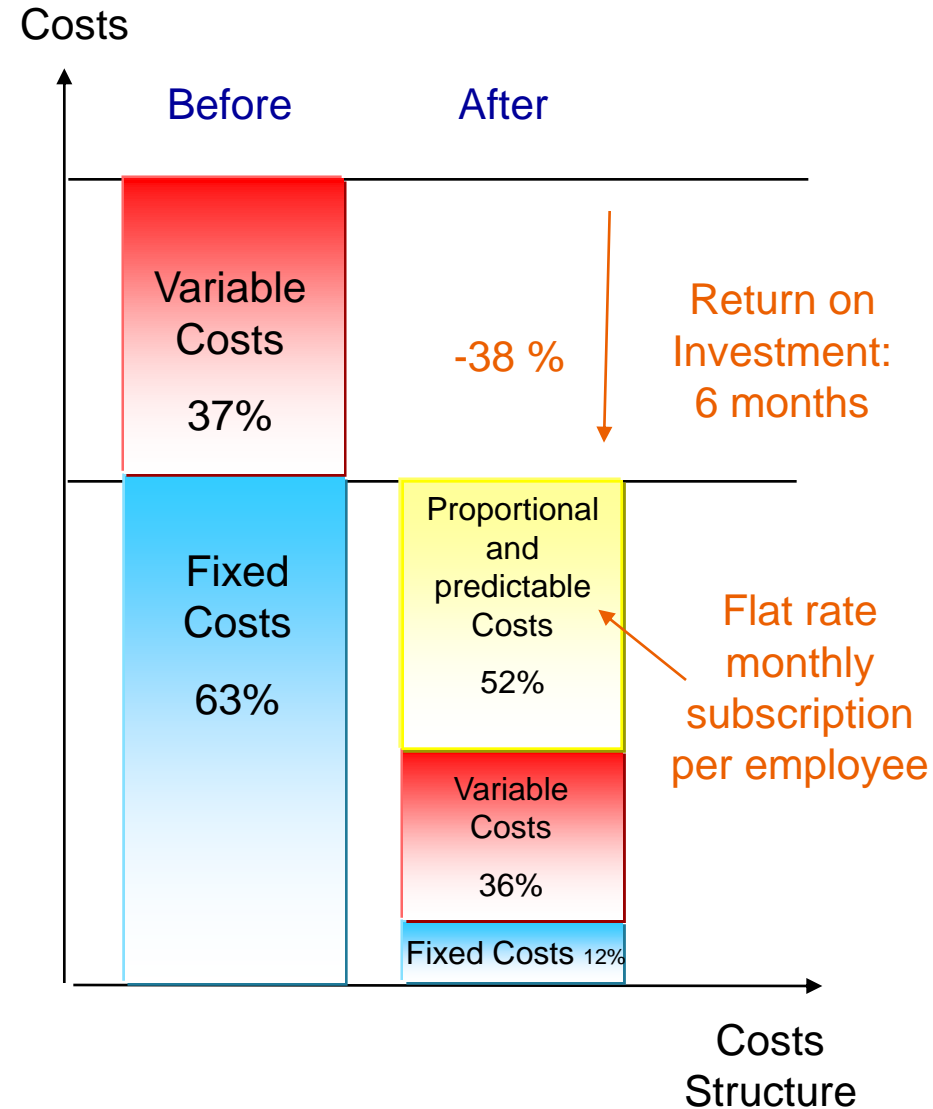
How can Unified Communication benefit your business?

UCC Executive Briefing Center

HP Customer Center,
Sophia Antipolis, Valbonne

➢ Help customers to realise the vision into working solutions.

➢ Different customers will take a different route towards Unified Communications depending on their existing setup, needs, requirements and general ambitions.

➢ The HPS UCC Executive Briefing Centre offers the location & the framework for Executives, Business & Technical Decision Makers as well as pure Technical Roles to discover, assess and explore Unified Communications.

UCC Demo – High Level Architecture
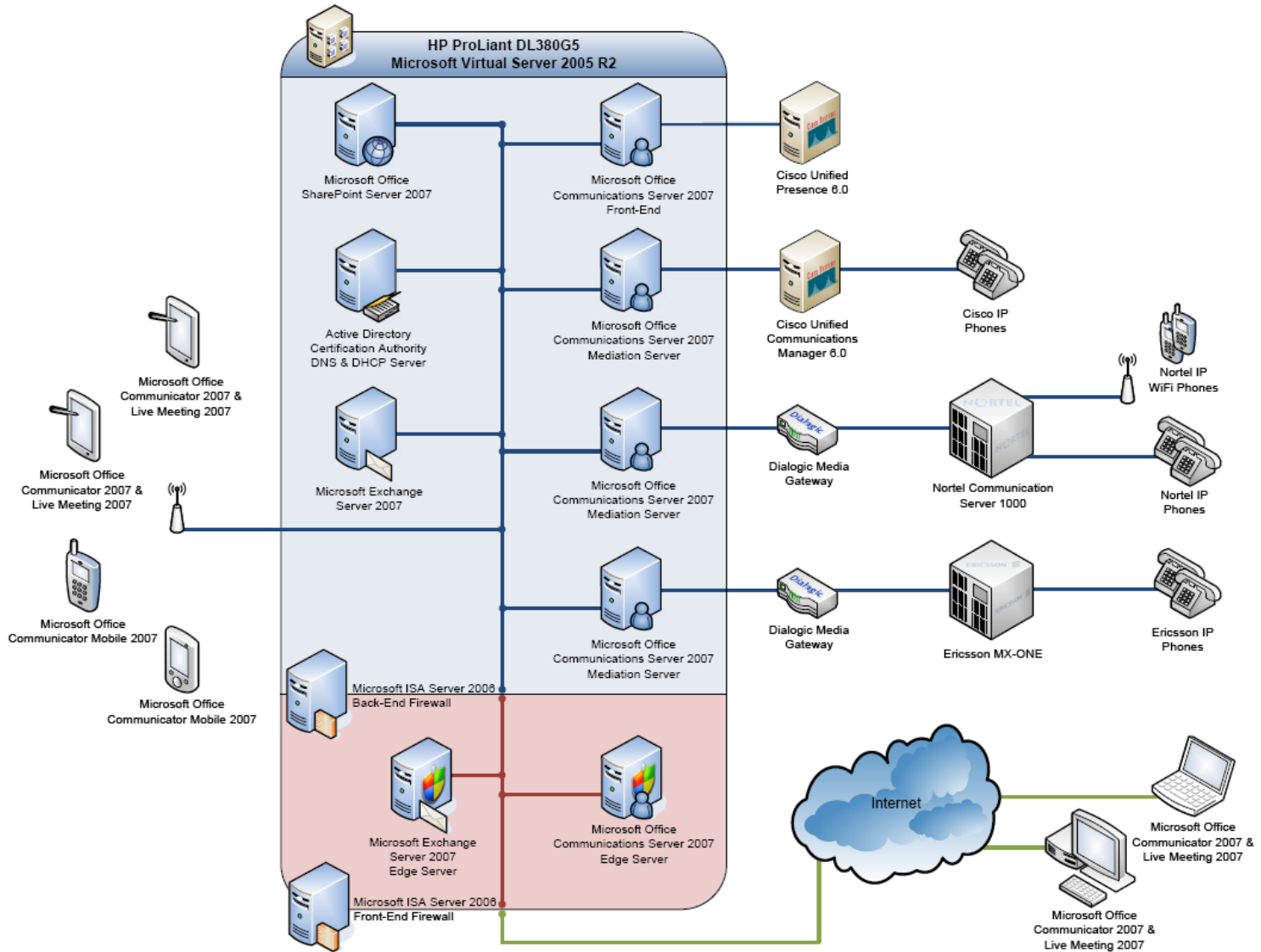
Summary

❑ Unified Communication & Collaboration is not a point solution, it is a journey for the enterprise

❑ Unified Communications will increase productivity and lower costs in your business

❑ UC will enable your mobile workforce

❑ HP offers the entire portfolio, from business consulting and products all the way to support and management of the complete platform

Thank You!

Unified Communications Solutions

Dermot Wall

Microsoft / Dublin

October 23rd 2007

http://www.innovativecommunicationsalliance.com

Unified Communications

Enabling people to Connect, Communicate and Collaborate seamlessly
to improve business performance

Connect

Communicate

Single
Identity

Collaborate

Streamlined Communications

- Contacting the person, not the device
- Delivering contextual communication in a convenient way
- Enabling presence status throughout user applications

Improved Business Performance

- Improving workflow effectiveness to accelerate sales, service delivery, product development, etc.
- Increasing customer satisfaction through improved relationship (contact) management
- Collaborating more effectively

NORTEL *Microsoft*
INNOVATIVE COMMUNICATIONS ALLIANCE

PDA
PC
Desk Phone
Unified Communications
- real time
Blackberry
Unified Messaging
- non real time
Mobile Phone
Whatever you're using
Whatever you're doing
Business Applications Integration
Wherever you are
At your Desk
In the Air
Branch Office
On the Road
At Home
Head Office

Connect, Communicate, Collaborate Anywhere in Real-Time

Accelerating Unified Communications

Nortel

- Deep heritage in

Microsoft

- People-centric software

Joint Technology collaboration

- Published Roadmap to transforming business communications onto a software platform

Go to Market

- 100+ Customer deployments
- 100+ Demo facilities to get hands-on experience with UC

Services

- Norte Services is Microsoft Gold Partner Certified with broad UC services portfolio
- 100 MCSE's
- Jointly-staffed Collaboration Centers

Nortel Converged Office for Microsoft® Office Communications Server 2007

Solution Components

Nortel CS 1000	Microsoft® OCS 2007	Nortel Infrastructure	Nortel UC Services	New and legacy devices

Streamlined Communications

- Know how and when to best communicate with contacts, using multiple client devices
- Access Nortel business grade telephony features and applications from the desktop
- Easily direct calls to and from mobile devices utilising Nortel's

Improved Business Performance

- Enable faster business expansion and remote business support
- Reduced time to complete projects
- Sales cycles shortened
- Improved ability to attract and retain quality employees
- Best TCO through better

Nortel SIP Integration with Microsoft® Exchange Server 2007 Unified Messaging

Solution Components

| Nortel CS 1000 | Microsoft® Exchange Server 2007 UM | Nortel Infrastructure | Nortel UC Services |

Streamlined Communications

- Consolidated inbox provides single location for all forms of messaging
- Anywhere access to inbox from rich client, Outlook Web Access and mobile devices
- Access emails, calendar & voicemail over the phone

Improved Business Performance

- Response times lowered through easier integrated communications
- Business processes enhanced as users gain more control over how and where they can access the information they need
- Increased productivity

Case Study: Jyske Bank

JYSKE BANK

"Through their Alliance, Nortel and Microsoft have helped us make the most of this format by integrating our communication hardware and software into a seamless real-time experience."

Gustav Jensen
Mobility Manager
Jyske Bank

Case Study: Jyske Bank

JYSKE BANK

Problems

- Isolated telephony platforms in each branch
- Inability to determine "presence" of colleagues
- Missed opportunities to improve customer service

Solution

- Introduce corporate-wide telephony platform
- Integrate telephony with desktop software

Results

- Transformed customer service using unified communications to deliver café-style experience
- Increased efficiency using presence-based unified communications
- Reduced administration costs through single client and directory

eircom HQ - Heuston South Quarter

www.eircom.ie/advisoryservices

Agenda

Introduction

High performance workplace – Heuston South Quarter

Conclusion

Introduction

Jim Urell

Consultant, eircom Advisory Services

New eircom headquarters - Heuston South Quarter

- **Eircom HQ consolidation of Cumberland House and St. Stephen's Green (total 1800 employees) - March '08**

- **Eircom executive team – productivity opportunity new HQ but how can we quantify the opportunity?**
  - Requirement for speed
  - Requirement for collaboration
  - Human latency, employee experience, spatial planning
  - Less paper office
  - Access to subject matter experts
  - Organisational agility – environmental change competitive, regulatory, technological
  - Green agenda

- **Eircom Advisory Services engaged Q4 2006 advise how ICT strategy can facilitate HQ business objectives.**

Introducing Eircom Advisory Services
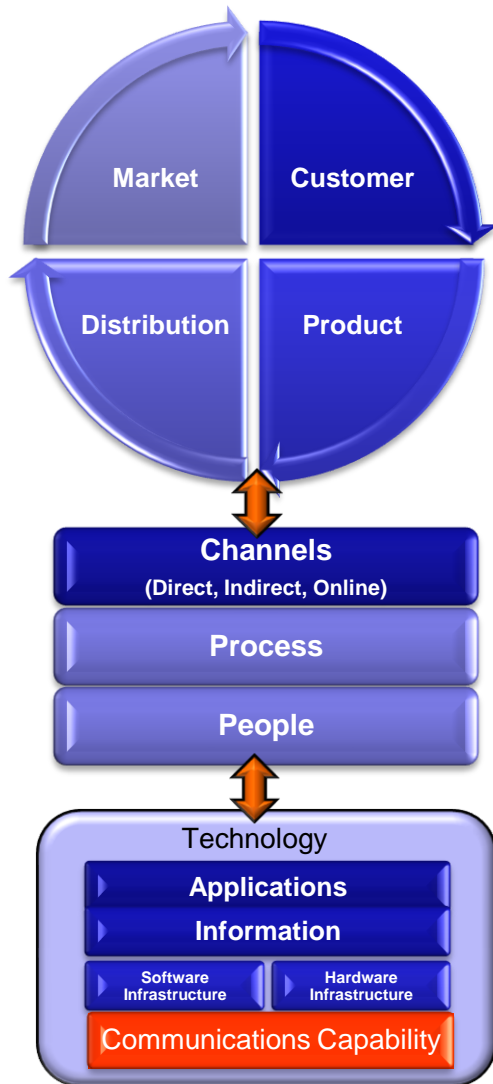
- New business consultancy (12months+) within eircom Retail, lead by Clive Ryan.

- The team has vertical competencies in the following arenas:
  - Business – strategy, objectives, policies, organisational models and business process
  - Applications – software, interfaces between applications and communications
  - Information – modelling and management
  - Technology - Hardware, OS, platforms, management and models for management

- Each team member 10yrs+ experience covering banking, insurance, retail, high tech, telecoms and the public sector.

- Productivity practice lead – Jim Urell

Eircom Advisory Service's positioning within eircom Enterprise Markets

Customer

eircom net

Sector-oriented Account Management

LAN Comms

Advisory Services

Backed up by Multiple Centres of Excellence within Enterprise Solutions Group

Solution Design

Programme Delivery

Service Mgt.

National Leadership in Technology and Innovation

Data Centre

Network Mgt.

Strategic Partners

NGN Team

Product Teams

© eircom

High Performance Workplace

—

Heuston South Quarter

Jim Urell

Consultant, Advisory Services

Discovery process: four dimensional review of Workplace

A. People

C. Process

B. Place

D. Technology
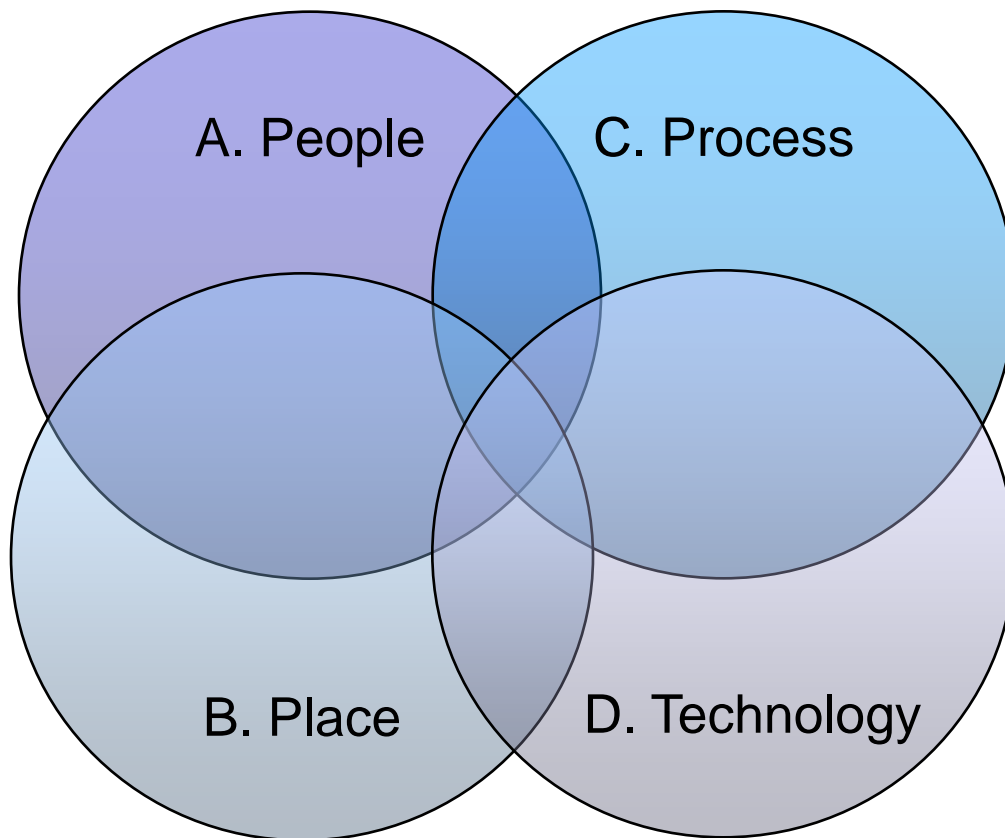
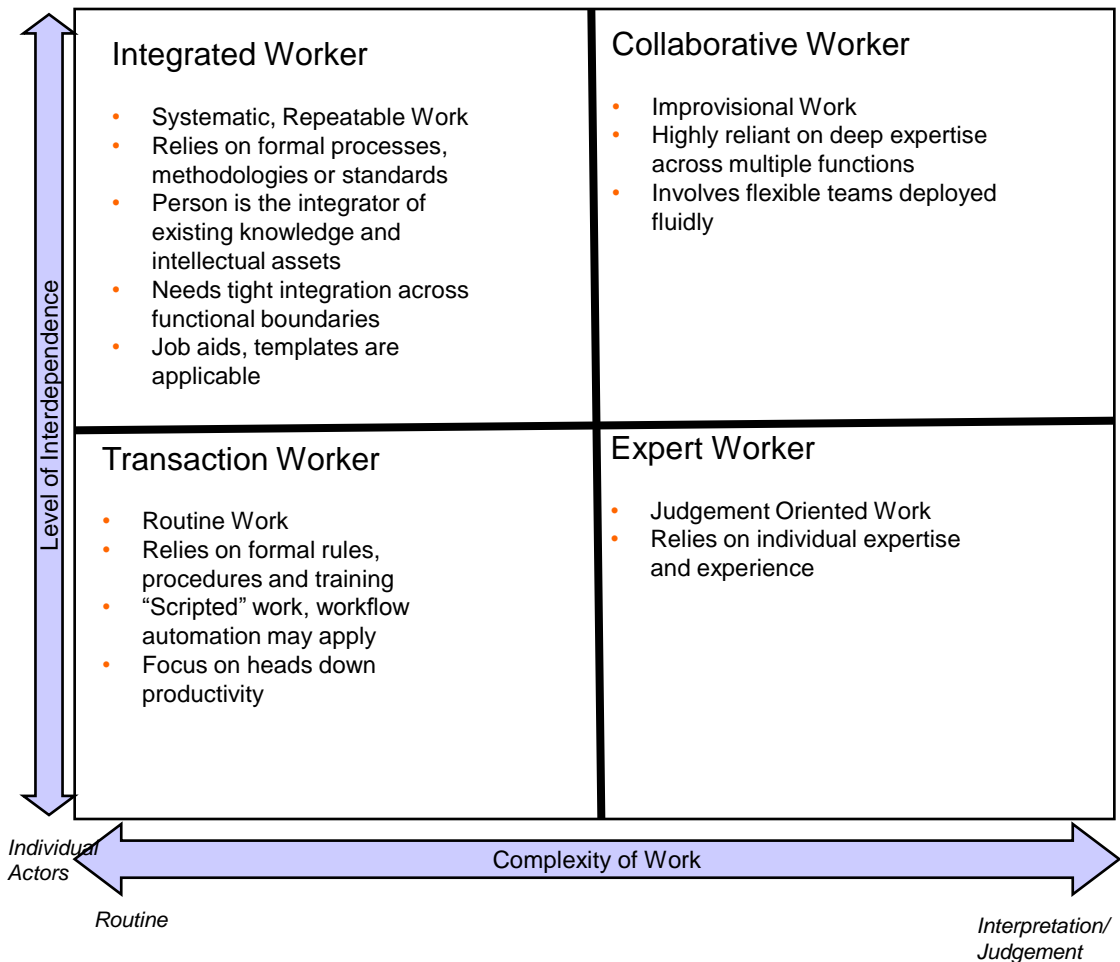Forms the basis for eircom Advisory Services analysis of the "workplace" context of the eircom HQ ICT strategy

People perspective: desired organisation culture
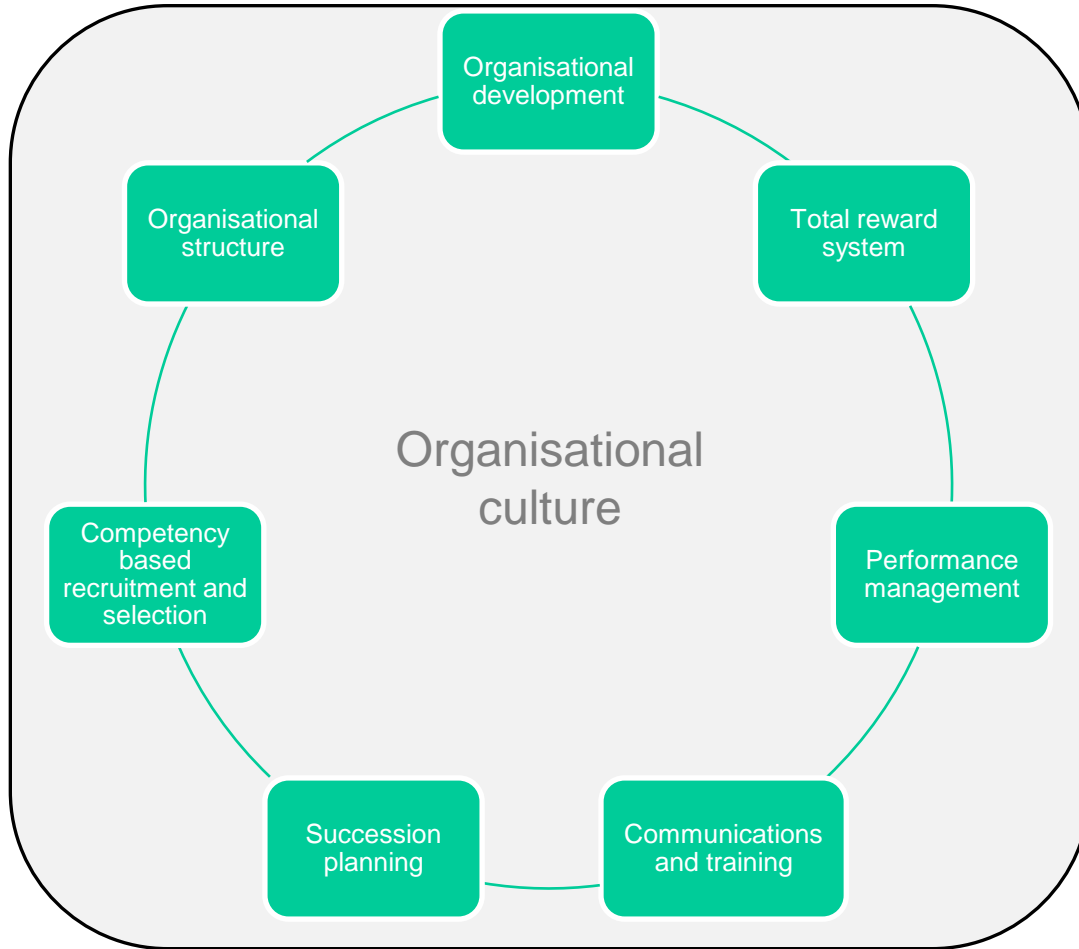
Process perspective: User Class Segmentation Scheme Analysing Patterns of Work

eircom

Collaborative Groups

Level of Interdependence ↕

Integrated Worker

- Systematic, Repeatable Work
- Relies on formal processes, methodologies or standards
- Person is the integrator of existing knowledge and intellectual assets
- Needs tight integration across functional boundaries
- Job aids, templates are applicable

Collaborative Worker

- Improvisional Work
- Highly reliant on deep expertise across multiple functions
- Involves flexible teams deployed fluidly

Transaction Worker

- Routine Work
- Relies on formal rules, procedures and training
- "Scripted" work, workflow automation may apply
- Focus on heads down productivity

Expert Worker

- Judgement Oriented Work
- Relies on individual expertise and experience

Individual Actors

Complexity of Work ←→

Routine

Interpretation/ Judgement

Role-based

Define "typical" role groupings and divide workforce into these roles. Review the communications dependencies in the tasks and applications used by each role

Process flow

Major business processes are reviewed. The communications tasks and dependencies of these processes are identified.

Task based

Each process and role has specific tasks to accomplish, common tasks include urgent alerts, notifications (or messages), forms-completion tasks, data access while away from desk, specialised call routing, approvals while travelling, unexpected conference calls and handling exceptions.

Each task (or category of task) has a distinct set of information, device, networking needs, support issues and work patterns.

Place perspective: Workplace Spatial Strategy

	open plan	addition of supporting communal spaces • breakout areas • meeting rooms	breaking link between workstation and individual	full non-territorial environment staff work in setting most suitable to activity
cellular space				
STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5
Impact on office	increase in office efficiency	increase in office effectiveness	further increase in office efficiency	further increase in office efficiency and effectiveness
How achieved?	Increase density and facilitate churn with standard office furniture	Provide more appropriate environments to support work	Increase the intensity of space use – building now supports more workers than available workstations	Workspace seen as a tool for doing work. Space designed and supplied around the needs of business processes
Supporting ICT requirements	ICT is standardised to allow staff to relocate within building	ICT that supports mobility – including internal telephone systems	ICT that supports mobility both inside and outside the offices (including security issues)	Balance specialist ICT requirements for some groups and generic ICT for others
HR Issues	Develop protocols for behaviour in open plan space. Manage the perceived loss of status	Guidance on which types of space suitable for different activities. Develop protocols for behaviour in different environments	Provide support for Remote/Home workers and training for managers dealing with Remote/Home workers	A genuine understanding of the work processes. Provide support and training for staff and managers in different work environments

Five stages model of evolution of office workplace spatial strategy has been developed.

The user class analysis, and the degree of communication and collaboration inform space utilisation plan at the new HQ.

To support the "high performing workplace" design consideration must be given to "hot offices", touchdown workbenches, quiet/study booths, team tables, formal/informal breakout rooms, project/creative space, hub space (photocopiers, post etc.)
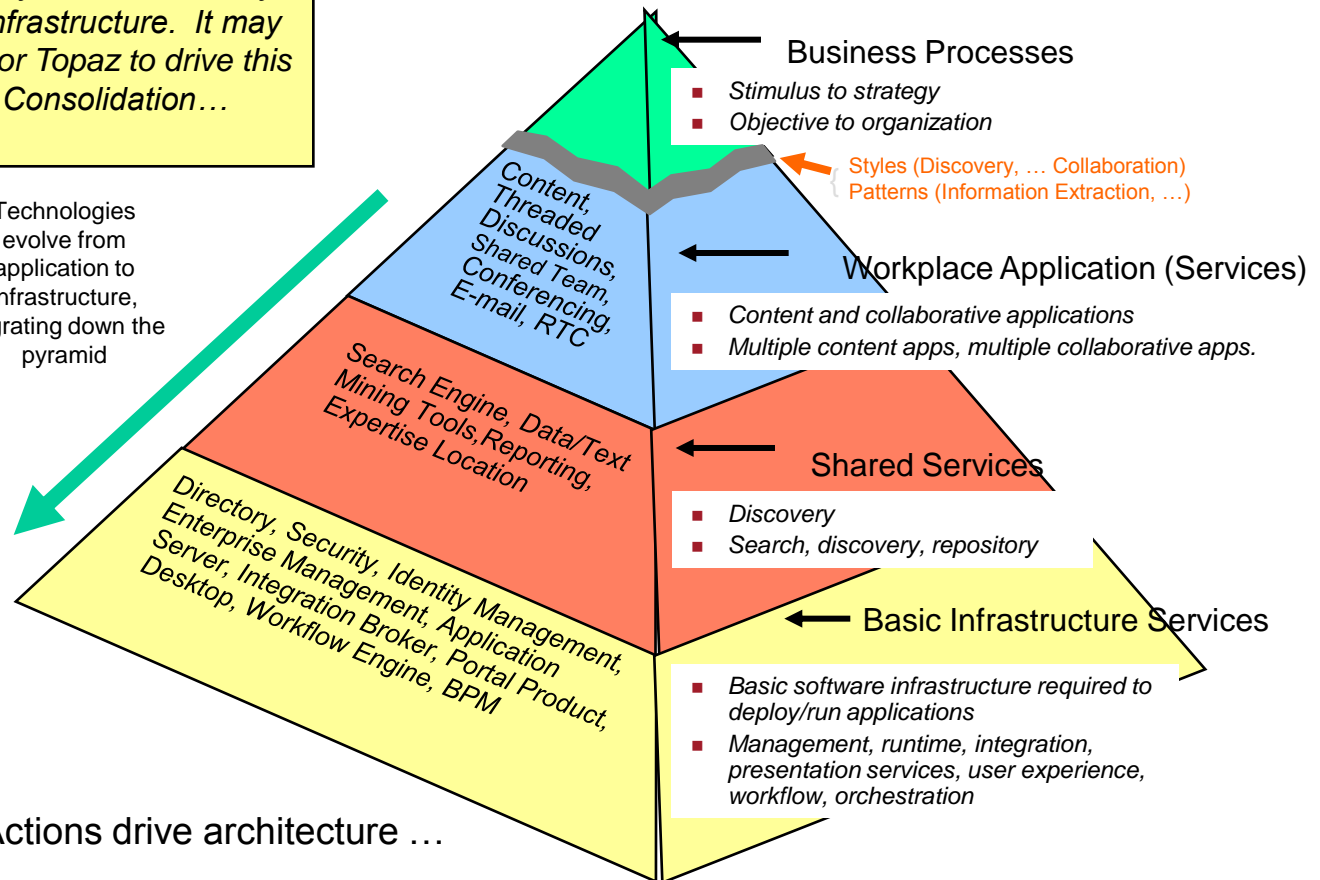
This has implications for the supporting IT infrastructure.

Source: Eircom Research and Benchmarking..Eircom HQ Plans, Accenture European Service Centre Workplace Strategy, Microsoft European Operations Centre Workplace Strategy, "Working without Walls"..Office of Government Commerce, University of Reading Research.

Technology Perspective

The typical IT plan, or focus from the ICT organisation is at the base of this pyramid. Workplace technologies can be introduced in a very uncontrolled/opportunistic basis by the end user community, which ultimately "enter" the basic infrastructure. It may be an opportunity for Topaz to drive this during the HQ Consolidation…

Technologies evolve from application to infrastructure, migrating down the pyramid

Business Processes
- *Stimulus to strategy*
- *Objective to organization*

Styles (Discovery, … Collaboration)
Patterns (Information Extraction, …)

Content, Threaded Discussions, Shared Team, Conferencing, E-mail, RTC

Workplace Application (Services)
- *Content and collaborative applications*
- *Multiple content apps, multiple collaborative apps.*

Search Engine, Data/Text Mining Tools,Reporting, Expertise Location

Shared Services
- *Discovery*
- *Search, discovery, repository*

Directory, Security, Identity Management, Enterprise Management, Application Server, Integration Broker, Portal Product, Desktop, Workflow Engine, BPM

Basic Infrastructure Services
- *Basic software infrastructure required to deploy/run applications*
- *Management, runtime, integration, presentation services, user experience, workflow, orchestration*

Actions drive architecture …

Executive summary of our key findings from four dimension discovery process

⮫Communication processes and business processes occurred in parallel.
- Human latency issues, guessing whom to contact and how.
- Multiple voice mailboxes, devices, etc
- Collaboration - too much paper, version control, knowledge management and information flow

⮫Environmental concerns
- Proximity to colleagues – office spatial plan, formal and informal meeting spaces
- Security – personal & equipment
- Waste paper, printing, light, heat and power

Unified Communications in HSQ
"Drinking our own champagne"

eIRcom

Wireless Access Point

Visitors

Meet and Greet

Printing

Employees

Wireless Network

Cashless Canteen

Enterprise Search

Portable, Wireless Connected Device

IP Telephony

Connected Smartphone

Entry / Intelligent Building

smartCARD

Instant Conferencing (Web , Video & Voice)

Informal Meeting Spaces

Remote Working

Integrated & Pervasive Collaboration Environment

High Quality Meeting Rooms and AV Facilities

Unified Presence & Communication environment

Business Value for eircom HSQ

eircom

Business Value

Unified Communications

- Improved voice communications
- "Contactability"
- Improved Customer Inbound Experience
- Reduce "information overload":
- Enable mobile and remote workers
- Let experts be experts:

Collaborative Work Spaces

- Document version control & Auditing.
- Reduce travel costs and meeting times (e.g. Retail)
- Knowledge transfer and knowledge management.
- Share information with customers and partners

Access to People & Information

- Reduce time spent searching for information
- Locate expertise within the company
- Make enterprise data and line-of-business data more available and useful to workers and executives

Workflow

- Streamline processes associated with structured workflow (CEBP)
- Provide better ways for business users to design/modify workflow as business needs change
- Bring experience and insight of front-line workers into business decision-making process

Conclusions

Jim Urell

Consultant, Advisory Services

Unified Communications and the bottom line

- ❖ Microsoft, Nortel and other leading Unified Communications vendors offer feature rich, robust, field proven solutions.

- ❖ Eircom's Advisory Services' clients are recognising the potential of Unified Communications to drive efficiency and effectiveness in their retail/financial services and manufacturing sectors.

- ❖ Eircom Advisory Services experience suggests bottom line € improvements are realised when enterprises align their business objectives and ICT strategy.

Conclusion

➲ **Has your organisation performed a Unified Communications business discovery process?**

➲ **If not then eircom Advisory Services recommends external advice.**

Jim Urell
eircom Advisory Services
Consultant

+353 1 701 2513 Work
+353 85 174 5667 Mobile
jurell@eircom.ie

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