

Definition

UNIFIED COMMUNICATIONS



Unified Communications is a comprehensive, tool-based business function focused on uniting hardware, software and services components throughout the enterprise to seamlessly manage communications across multiple devices, applications and geographies.

BUSINESS COLLABORATION



Business Collaboration is a software-driven business function designed to help improve the way groups, teams, and departments interact and share information in the enterprise to achieve common goals. Business Collaboration is designed to improve business processes by enabling real-time discussions between groups of people within an organization.

Purpose



Enables employees to connect and communicate seamlessly with anyone, anywhere, at any time.



Enables employees to share knowledge and improve business processes.



Decision Makers & Key Concerns



- ★ Maximize IT investments
- ★ Increase efficiencies while cutting costs
- ★ Establish technology platforms and policies



- ★ Make teams work better, smarter and faster
- ★ Better share ideas and knowledge across the organization
- ★ Retain knowledge for the organization

Financial Impact

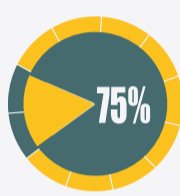
★ Reduction in Costs



Potential savings exceeding \$5,000,000 per year for each 1,000 employees through the application of Microsoft Unified Communications to business and IT operations.

Parker, Marty & Van Doren, Don. (2009). *Achieving Cost and Resource Savings with Unified Communications*. [Online]. Available from: <http://www.unicomconsulting.com/Business-Benefits-of-UC.php> [Accessed 4 December 2012]

★ Increase in Employee Productivity



The 2012 IBM CEO survey cited **collaboration** as the number one skill they were looking for in employees; **more than 75%** said it was critical.

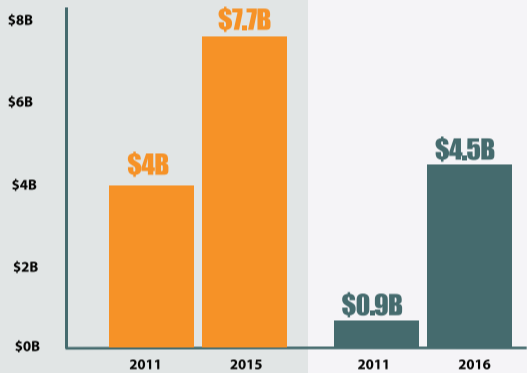
The results show that collaboration has the greatest impact on business performance, sometimes **as high as 36%**.



From Mashable article <http://mashable.com/2012/09/07/social-collaboration-tools/> from "The Collaborative Organization," author Jacob Morgan

Unified Communications covers **hardware, software and services**

Market size **\$4B** in 2011, expected to grow to **\$7.7B** by 2015



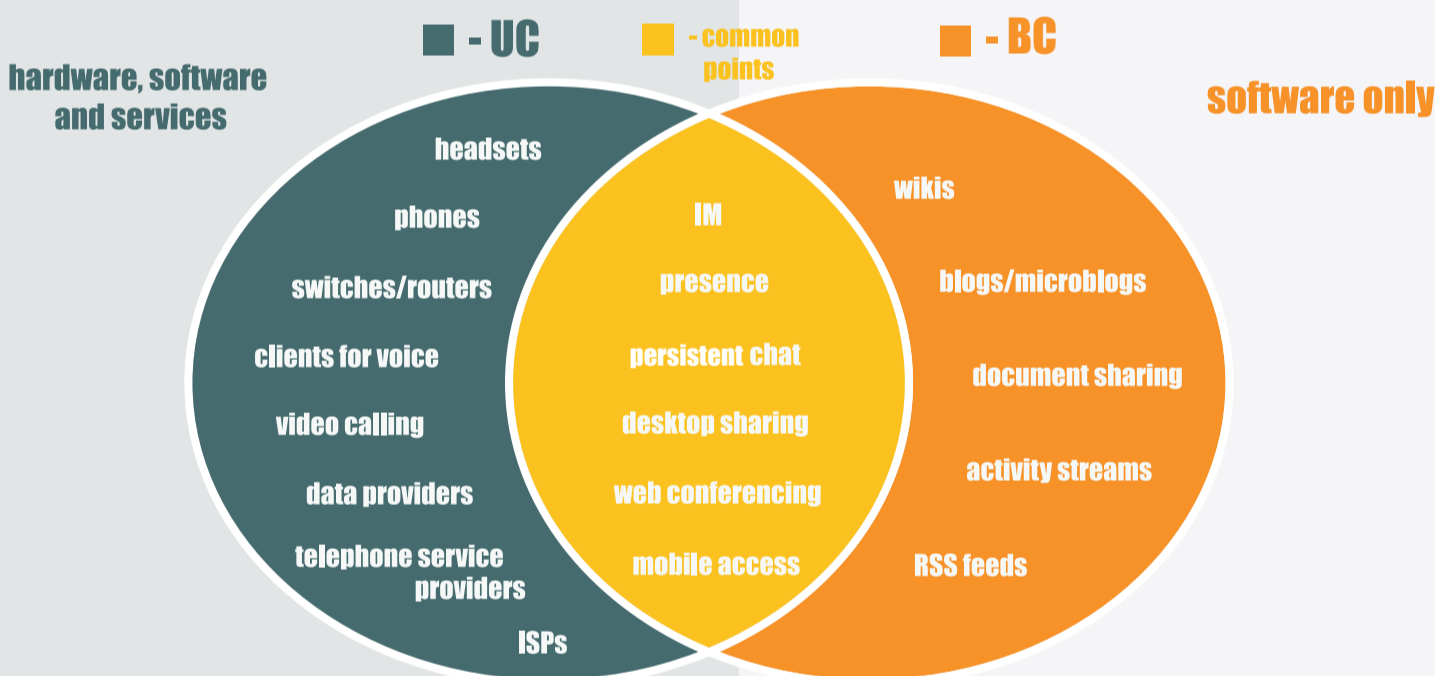
- UC Business Collaboration covers **software only**

Market size **\$0.9B** in 2011, expected to grow to **\$4.5B** by 2016

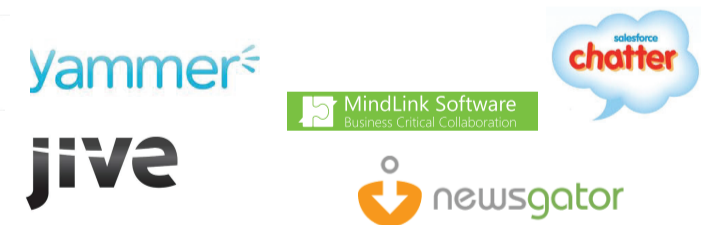
(<http://www.radicati.com/wp/wp-content/uploads/2011/10/Unified-Communications-Market-2011-2015-Brochure.pdf>)

(<http://www.information-age.com/channels/business-applications/perspectives-and-trends/2110218/social-collaboration-market-set-to-boom-ids-predicts.html>)

Tools & Components



Leading Vendors



Are UC and BC Similar Enough to Merge?

UC can include multiple tools and platforms that are not integrated for sole business process, rather are integrated for different means of communication, creating "Communication Overload"

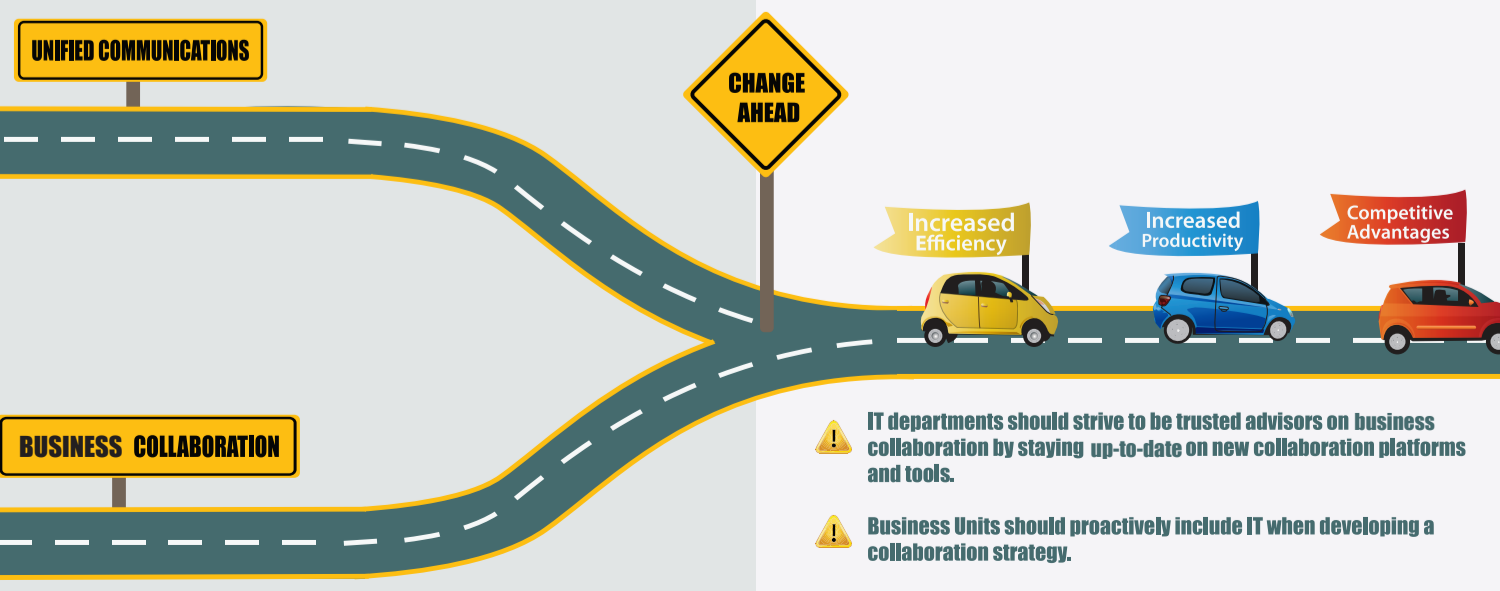
UC's focus is more on connecting many different sources using many different technologies

BC is more focused for groups with common business objectives or purpose, cuts down on information and communication overload

VS. **BC** is integrated so users do not have to bounce from various platforms, have access to information on one dashboard

- ✓ Both deal with **improving communications**
- ✓ Both are focused on making companies **more productive**
- ✓ Both leverage **similar technologies**
- ✓ Both provide **solutions for global and remote workforces**

Shift in Thinking Needed for UC and BC to Merge



- ⚠ IT departments should strive to be trusted advisors on business collaboration by staying up-to-date on new collaboration platforms and tools.
- ⚠ Business Units should proactively include IT when developing a collaboration strategy.
- ⚠ IT & Business Units should work closely to fully analyze, understand and improve business processes.