



CAN YOUR COMPANY MANAGE CHANGING WORKPLACE DYNAMICS? Correctly Implementing UCC Provides Opportunities for Flexibility, ROI

The growing use of mobile and social networking in the enterprise is changing expectations for how, when and where employees consume, contribute to, and share information. And as technology shifts away from hardware and toward software- and services-centric solutions, the rate of change is growing exponentially, with accelerated product life cycles and continuous agile development.

But many organizations have been unable to manage the resulting change. This may explain why traditional Unified Communications and Collaboration (UCC) solutions have failed to gain their anticipated rate of adoption and use. This includes traditional desktop solutions for voice, video, and data, as well as legacy videoconferencing systems for team collaboration. Cost, security, complexity, lack of integration, and unclear (or unmeasurable) ROI are among the primary reasons.

Indeed, the rigid UCC solutions of yesteryear were challenged for a number of reasons:

- IT decision makers often implement UCC with little ability to make adjustments as quickly as their business climate, users, and customers demand.
- Organizations often give basic UCC apps to workers who don't need them.
- More valuable, advanced voice, video, and data applications have been restricted to executives and top revenue generators (i.e., sales, line-of-business leaders, etc.), rather than to the knowledge workers who need them.

Today's solutions, while advancing rapidly, present a new set of opportunities for companies to implement UCC

with more flexibility and control, less risk, and a clear return on investment.

Flexible delivery and consumption models facilitate deployment, allowing commodity services and more complex operations to be outsourced to expert providers while avoiding capital expenditures, and making it possible for companies to leverage their existing assets with new capabilities. Better still, software and services-based offerings, and developers' widespread use of industry standards, enable the tailoring of unique solutions for each organization's specific requirements, delivering more value and faster ROI.

To take advantage of today's solutions, IT decision makers must work with their line-of-business counterparts to ensure that the UCC software they deploy now is integrated with key business and back-office applications and the broader infrastructure. The goal: streamline and automate business processes:

- UCC applications should be matched to user roles, functions, preferences, and locations. Don't take a "one-size-fits-all" approach; customize based on needs and location.
- Analytics should be applied to business processes to accurately measure UCC's impact on work streams and key performance indicators (KPIs).
- Organizations should have the ability to scale up or down, and turn on or off, new locations as quickly as needed, and provision applications on the fly as user and workflow needs change.
- Organizations must recognize that UCC tools are best employed as a business-process enhancer to improve regular workflows.