

WHITE PAPER

# Unified Communications Considerations for Enterprises



AVST's extensive experience interfacing with and supporting enterprise customers worldwide highlights several key issues for enterprise IT/Telecom teams to consider when evaluating their organizational plans for the adoption of unified communications (UC).

The current and evolving state of an organization's telephony and groupware infrastructure plays a critical part in the UC evaluation process. Many organizations have multiple and potentially conflicting priorities for their infrastructure investments. Given that most enterprises will not be fully IP-enabled, have not migrated their legacy telephony infrastructure and are dealing with multiple and disparate communications infrastructure components (PBX, voice mail, and e-mail) this whitepaper will provide practical information for enterprise customers to implement a successful unified communications solution.

AVST recommends that enterprise customers design a long term UC strategy that enables an enterprise to deliver productivity enhancing UC applications today and incorporates the following critical issues into their planning:

### **1. Disparate PBX/switching infrastructure**

- Depending on the size and geographic footprint of the enterprise, there are typically multiple PBX makes and models and/or Centrex deployed enterprise-wide thereby creating an extensive interoperability requirement in order to deliver a single unified communications solution to such an enterprise.

*Note: AVST research of enterprise customers conducted in late 2006 confirms that 74% of enterprise customers have at least two PBX brands deployed in their organization and 29% have five or more PBX brands deployed in their organization making telephony infrastructure interoperability one of the most critical issues to consider when developing a UC strategy.*

- CallXpress® has the most powerful telephony interoperability capabilities of any enterprise-class UC solution on the market with over 250 PBX, IP-PBX, and Centrex integrations.

### **2. Transitional IP Telephony (IPT) deployment strategy**

- 75% of all enterprises plan to deploy IPT over time and therefore have a long term requirement to support a hybrid PBX/Centrex/IP-PBX environment during the multi-year transition period to full IPT and while seeking to deliver UC solutions to their workforce.
- With its ability to support multiple PBX/IP-PBX integrations simultaneously on the same platform, CallXpress is an enterprise's bridge to IPT by enabling the natural evolution of the telephony infrastructure while delivering best of breed unified communications capabilities seamlessly across the evolving telephony infrastructure.

### **3. Multiple, disparate and evolving e-mail clients and stores**

- The e-mail clients and stores of enterprises are typically extensive and quite varied even within the same geographic footprint.
- CallXpress, through its ability to integrate with virtually any e-mail environment on the market, as well as its ability to support multiple e-mail environments on the same platform, can uniquely deliver unified communications capabilities to the significant number of enterprises with this profile.

Additionally, if an enterprise is considering changing groupware solutions in the future (for example from Notes to Exchange), the flexibility of the CallXpress solution to any of the competing solutions enables a customer to move forward with their second generation IPT and UC deployment knowing that, if and when they decide to change groupware, the CallXpress solution will support them. This "future proofing" value proposition of the CallXpress solution is very appealing to IT/Telecom teams as they try to make sense of the competing claims of the various groupware vendors about the benefits of their future solutions.

#### **4. Unified messaging (UM) issues: compliance; confidentiality; and capacity**

- Unified messaging has become an area of increasing interest for enterprise customers. Depending on: (a) an enterprise's position on voice message retention; (b) an enterprise's concern about the preservation of the confidentiality of corporate conversations; and (c) an enterprise's concern about additional UM requirements for e-mail storage capacity, the ability to choose the correct architecture for an enterprise's UM solution (server-based, client-based, secure simplified or hybrid) today, and the flexibility to change it in the future to support the evolving requirements of the enterprise, may be critical UC strategy considerations.
- With the most flexible unified messaging solution available, AVST has been delivering UM solutions to thousands of customers for more than 10 years. CallXpress offers all 4 flavors of UM – sever-based, client-based, simplified and secure on a per user basis. This unparalleled flexibility enables the enterprise to safely deploy UM today while maintaining the ability to change how they deploy UM in the future without requiring additional licensing.

#### **5. Legacy voice mail retraining**

- Given the size of workforce of the typical medium to large enterprise, AVST's experience is that the preference of the IT/Telecom support staff is to transition to a UC solution that has a similar telephone user interface to their legacy voice mail solution thereby minimizing the cost of workforce retraining in both dollars and time.
- CallXpress supports more legacy telephone user interfaces than any other product on the market including the Octel® Aria®, Octel Serenade® (VMX), Avaya® INTUITY™ AUDIX®, and Mitel™ NuPoint with Centigram interface. Moreover, these interfaces can be provisioned on a per user basis thereby enabling an organization to support, with one CallXpress platform, multiple legacy sites that may have previously used different voice mail interfaces.

#### **6. Centralized administration**

- With tighter budgets for IT/Telecom staffing, enterprises are demanding administrative tools that increase their staff's productivity and capacity to deliver exceptional service through the centralization of application administration and the capability to provision various levels of administrative access depending on criticality and nature of various administrative tasks.
- The superior administration capabilities of the CallXpress system enable support staff to significantly increase their productivity as well as manage multiple systems from a single console.

#### **7. Extensive legacy call processing requirements**

- The large departmental structures of the typical enterprise create a very intensive call processing and fax environment.
- CallXpress (including RightFax™) is the most powerful enterprise-class call processing and fax solution on the market today. With 25 years of continuous development and over 38,000 systems sold worldwide, CallXpress supports more legacy call processing and voice messaging features than any other solution available.

#### **8. Ala carte feature delivery for different segments of workforce**

- Because different segments of the enterprise workforce typically have varying communication requirements, the ability to create different "classes of service" and deliver different solutions to different population segments within an organization is critical when considering UC solutions.

- The licensing and provisioning flexibility of the CallXpress system enables enterprises to meet the varying communication requirements of their different population segments and also, as a result, achieve superior economics as enterprises only buy the licenses that they need. The unlimited voice mailbox licensing structure of the CallXpress solution is also very appealing to larger enterprises as they replace their large legacy voice mail platforms.

#### **9. Virtual desktop to maximize mobile worker productivity**

- The workforce of the typical enterprise has increasing requirements for enterprise connectivity while they are mobile and/or operating remotely.
- The mobility aspects of the CallXpress solution enable the enterprise to present a single externally-facing unified solution to customers while meeting the evolving mobility and connectivity requirements of their workforce.

#### **10. IT flexibility**

- The IT staffs of the typical enterprise are seeking solutions that can be plugged into their current telephony/IT environment as well as support their future planned and emerging IT, IPT, and UC initiatives.
- The CallXpress solution is designed to provide maximum interoperability, flexibility and reliability while being easy to provision, maintain and update. The platform's 25 year lineage of telephony/IT interoperability is an important consideration for IT staffs challenged with delivering UC capabilities to their workforce while "future proofing" their infrastructure investments.

### **FOR MORE INFORMATION**

Applied Voice & Speech Technologies, Inc. ("AVST") is a leader in the unified communications ("UC") marketplace, uniquely combining the strengths of its world-class messaging platform, CallXpress®, with its speech-enabled call management module, Seneca®, to create a powerful, next-generation unified communications solution. The Company's products are designed to scale and support organizations of all sizes. For more information please contact us at: [www.avst.com](http://www.avst.com) or +1.949.699.2300.

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