

# Overview Unified Communication And Collaboration



## Ever considered how poor communication and collaboration affects PRODUCTIVITY, COST and the ENVIRONMENT?

*Whether you're in a competitive business environment or a public sector organisation, the ability to work productively and effectively is essential. There is also immense pressure to minimise costs when meeting targets, satisfying shareholders or freeing up finances for new opportunities. On top of all this, there is now widespread agreement that all organisations need to do more to reduce their environmental impact.*

What if you could follow a simple and coherent strategy that allowed you to respond to all three challenges at once, gaining significant competitive advantage in the process?

At Sandiy, we believe Unified Communication and Collaboration (UCC) is one of the answers. By migrating to IP telephony, consolidating networks and integrating communication platforms, UCC enables you to boost productivity, minimise IT costs and reduce your environmental impact. It also allows you to replace legacy messaging systems, improve support to mobile workers and remove the barriers that currently stand in the way of seamless communication and teamwork.

Wastage on a grand scale Over the years, the way we communicate and collaborate has changed dramatically. Mobile phones, email, instant messaging and video conferencing have all altered the communications landscape, and new technologies are arriving all the time. Ironically, this proliferation of exciting but disparate devices has made communication more complex than ever.

Indeed, the average worker receives 51 messages a day, which arrive in up to seven formats. But instead of having a 'single identity' spanning all of the devices we use, they are all quite separate. It is possible, for example, that somebody could try contacting you in five different ways before finally getting through to you in a way that allows you to respond immediately.

Anybody who has experienced the frustration of going through to voicemail again and again, or waiting impatiently for a reply to an urgent email, will know how irritating and unproductive modern communication can be. According to one study, we each spend an average of 5.3 hours a week waiting for important information because we can't get hold of the right people. We also waste time responding to or eliminating unnecessary communications.

And all too often, the only time we truly collaborate with co-workers is when we are together in the same room. This is unacceptable in today's business environment, where distributed workforces are boosting job satisfaction, increasing productivity and reducing overall carbon emissions.

## A new way to work

Sandiy's managed UCC services can help you to achieve all of this and reduce costs in the process, by making it easier to locate, contact and work with other people. Delivered in partnership with Sandiy, Microsoft and other key players, our solutions reduce complexity and add value to core business processes.

We also help you to capitalise on existing investments, by carefully analysing the technologies and services already in place and looking for ways to enhance and unify them.

Quite simply, we put people at the heart of the communications experience, empowering the user to contact and collaborate with others as individuals, as resources working as part of a virtual team, as part of a department providing a service or as a member of an external organisation. People-centric communications (Presence) is about communicating with the right person, in the best possible way, on the first attempt. And by revolutionising the way you collaborate, we help you to unlock previously unrealised potential.

# Overview Unified Communication And Collaboration



Sandiy treats Unified Communication and Collaboration as a technology enabler for business change that allows you to achieve key strategic objectives.

## The Sandiy journey

The UCC journey typically begins by identifying if and how UCC can benefit your business. Sandiy is able to analyse the 'as is' state and explain the 'to be' architecture, highlighting the benefits associated with the transition and transformation of your business services.

This analysis provides the decision criteria required to determine which layers and components of the UCC technology model are appropriate to your business needs. This could comprise of the following:

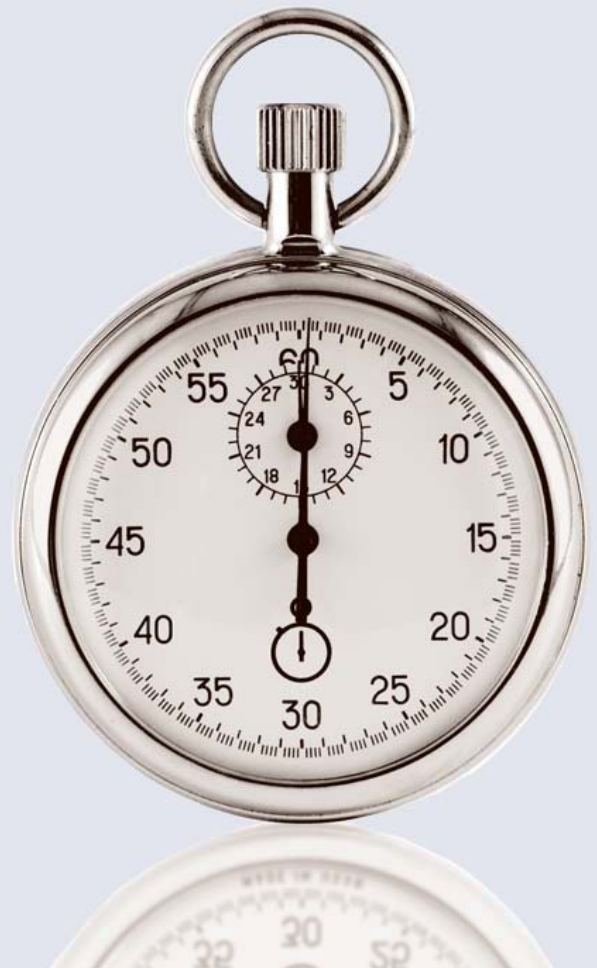
**IP telephony service:** IP telephony is widely accepted as the first step in unifying an organisation's communications infrastructure. The Sandiy IP telephony service replaces a legacy PBX infrastructure with a solution that extends consistent IP voice communications to all areas of your business. Sandiy also considers the wider requirements of the end-to-end service, including dependencies on underlying components like LAN, WAN and QoS, and offers the combined service levels and quality of experience that organisations expect.

**UC foundation service:** combined with your IP telephony service this allows you to see the immediate benefits of moving towards UCC by deploying applications such as Instant Messaging and Presence integrated with your office suite of applications.

**Optional components:** building on the foundation UCC service this is an overlay mix and match approach to additional services and components. These could include enhanced video conferencing, collaboration services, Fixed Mobile Convergence and communication-enabled business processes.

Sandiy will collaborate with your organisation to architect, project manage and deliver the solution in line with ITIL best practices, utilising the world-class lifecycle models and methodologies which Sandiy is renowned for. We help to integrate new and existing systems, develop bespoke applications and configure application packages. We also ensure business outcomes are achieved through appropriate management, governance, partnership and benefits realisation.

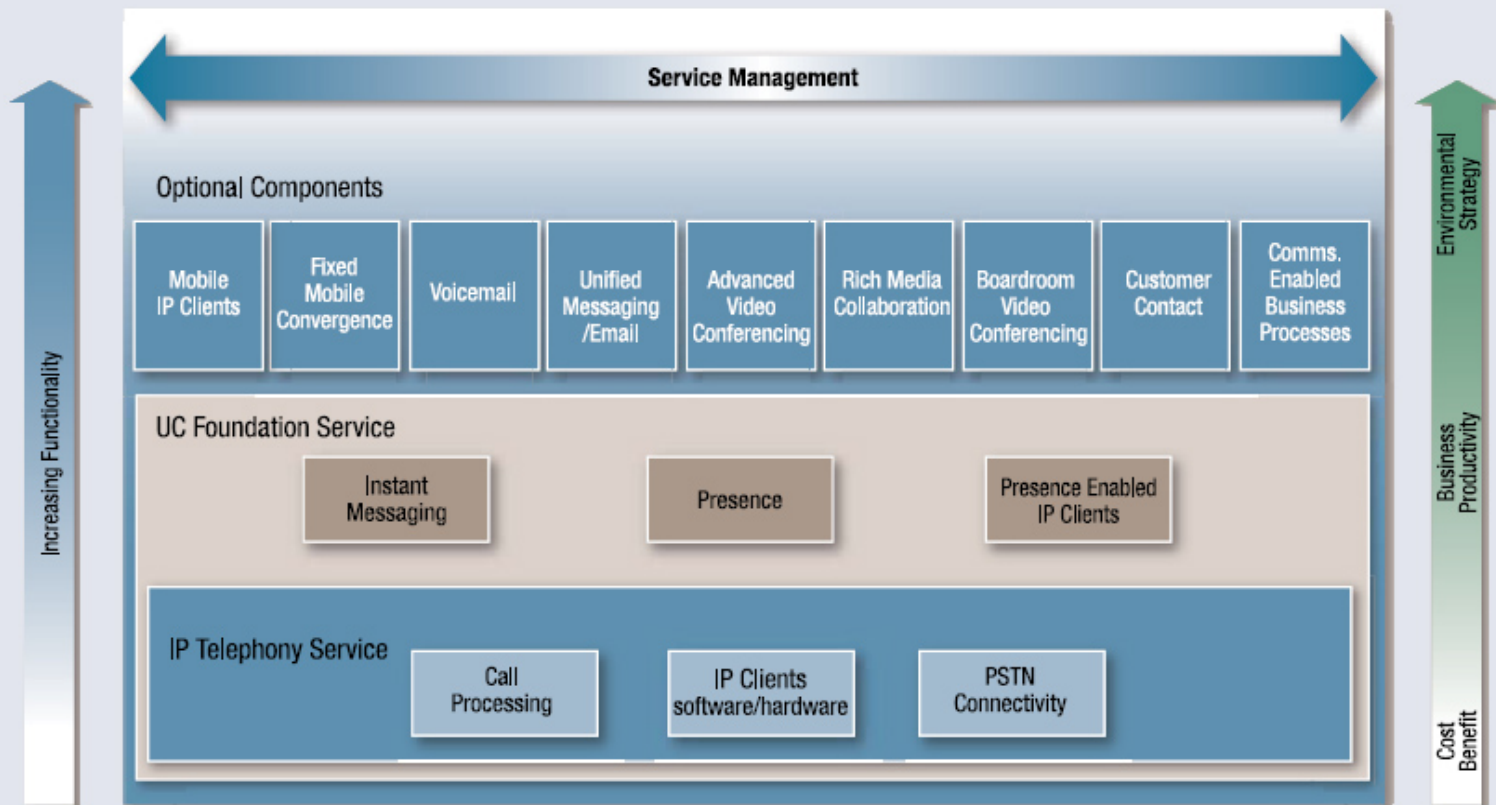
Throughout, we remain focused on overarching business goals, allowing you to reduce costs, boost productivity, enhance job satisfaction and reduce your company's carbon footprint.



# Overview Unified Communication And Collaboration



## UNIFIED COMMUNICATION AND COLLABORATION TECHNOLOGY MODEL



### Why is the Sandiy approach unique?

- **Sandiy provides a full service, not just the technology:** we remain focused on the business benefits and measure the success of UCC in terms that are meaningful to you.
- **Green thinking:** we understand the growing importance of environmentally friendly business. We help you to reduce energy consumption and travel demands with a sophisticated UCC solution.
- **Waste and recycling:** Sandiy adopts a reduce, reuse and recycle approach. We offer options for safe and environmentally-friendly reuse or disposal of your current and future assets at the end of their useful life.
- **Collaboration, not just communication:** unlike many, we combine communication and collaboration into a single, straightforward offering.
- **Lean thinking:** Sandiy's Lean approach to UCC is built on the award-winning Sense and Respond®. It is closely linked to financial outcomes and is driven by a culture of continuous improvement.
- **Inclusion of mobile workers:** we provide a communication solution that incorporates your entire workforce, not just office-based workers.
- **End-to-end capability:** our service covers the initial consultation, design, implementation and support, all integrated and tailored to your unique requirements.
- **Our industrialised approach:** TRIOLE, Sandiy's approach to the industrialisation of IT, captures best practice in design, eliminates unnecessary change, reduces implementation time and minimises the cost of adopting UCC.

# Overview Unified Communication And Collaboration



*Our consultants use their vast experience and world-class analytical tools to send you in the right direction, setting clear objectives and explaining the simple, compelling benefits of the Sandiy approach to UCC.*

Because we treat UCC as a technology-enabled change programme, we do not simply leave the latest IP phones on your desk and let you get on with it. We believe that the best way to maximise the full benefits of UCC is by making changes around your organisation, people and processes.

We therefore aim to create a shared view across the business and IT department of what we are aiming to achieve. We make sure everybody understands the nature of the journey and we work hard to communicate the changes that will take place.

## A culture change

At Sandiy, we believe UCC is based on an entirely new way of thinking. The transition to Unified Messaging, Presence, Video Conferencing and Fixed Mobile Convergence is not an insignificant one, and it can only be made if organisations are prepared to challenge some longstanding preconceptions.

It is a culture change that will affect all of your employees, whether they work remotely or are predominately office-based. The ability to communicate and collaborate in an effective and seamless manner fundamentally alters the way people work—and it may also change the way you measure success.

Our approach is based around unlocking meaningful business benefits. So in addition to setting stringent targets for productivity gains and cost reductions, we also look at business outcomes such as reduced air miles or car journeys, which will clearly demonstrate the positive impact UCC is having on your business.

## The business case

Sandiy understands the value of a well-prepared business case, which should be reviewed regularly against the benefits targets.

Sandiy helps you to place the business case at the centre of your UCC business change programme, as a point of reference throughout. We put the systems in place that allow you to measure and monitor progress, making sure you are really achieving the benefits you expected.

After all, you can't manage what you don't measure.

## LAYING THE FOUNDATIONS with IP telephony.

We avoid the big bang approach, instead helping organisations migrate to IP telephony in a controlled manner.

The migration to IP telephony is the foundation on which the wider benefits of UCC are based. If you are already using an IP telephony service we can still help you to maximise the potential of your existing solution. Benefits of IP telephony include the following:

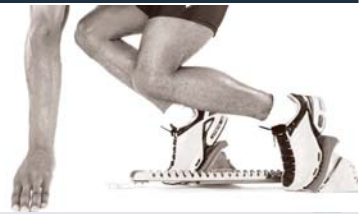
- **Flexible working:** People can be reached on a single number, regardless of location.
- **Convergence of data and voice:** a single infrastructure supported by one team, delivering the benefit of economies of scale.
- **Cost savings:** call cost reduction and an overall reduced operational expenditure.

A simple and more cost-effective model than traditional PBX, IP telephony is a reliable, secure, resilient and scalable service – utilising open standard-based protocols – and a key UCC enabler.

## The PBX problem

Many traditional PBXs are approaching end-of-life. Development funding has been channelled into next-generation technologies, which means it is becoming expensive and difficult to manage and maintain the traditional PBX. Rather than continuing to prolong the life of your PBX technology and making unnecessary investment, you can adopt an IP infrastructure and strategy that future proofs your services.

# Overview Unified Communication And Collaboration



## The Sandiy way

Sandy's approach to IP telephony, and UCC as a whole, is to make it as simple as possible. We have a straightforward offering underpinned by a simple set of service components which are closely tied to a set of business benefits that our customers understand.

## Our baseline service

Our baseline service delivers a highly available, flexible, intelligent solution, using industry-leading technologies suitable for enterprise customers. The Sandy offering can be hosted, supported and managed either within one of our fully secure world-class data centres or optionally from your preferred location. Our migration approach is nonintrusive, providing a seamless introduction of the IP telephony service.

## Further benefits of our approach:

- Case studies: we provide varied examples of where we have done similar work in the past, allowing you to choose a direction that is suitable for your organisation.
- Managed migration: Sandy provides a migration strategy that is relevant to your requirements.
- Decommissioning: where appropriate, we will transition into service the new solution alongside your existing setup for a period of time, before gradually decommissioning the old service.
- Training: we offer on-site training for the operators and users, and can also provide experts during migration to ensure a seamless transition for telephony users.

## Taking control with PRESENCE.

*With Presence technology, you know at a glance whether your colleagues – or clients – are available to communicate, so there's no need to waste time repeatedly calling someone who is in a meeting.*

Presence is the underlying technology that unifies all other UCC technologies. It allows you to see who's available, who's on the road and who's busy putting an important report together.

## Click to communicate

Imagine, for example, you require additional input from an unknown specialist when editing a crucial document. By entering effective search criteria you can instantly identify useful contacts within a team, establish their availability and choose a preferred method of communication. In our example we begin our contact with an unobtrusive Instant Message. At the press of a button, we can evolve this to a full collaborative environment or face-to-face video conference, ensuring the issue is resolved.

## It's your call

When you add appointments to your diary, the system will provide visibility of your Presence automatically. You can also control the communication rights to you as an individual. For example, you can allow only certain individuals to contact you at all times.

If you have particularly strong relationships with partners or customers you can also introduce 'Federation'. This allows people to communicate, collaborate and share Presence information across business boundaries to external organisations.

## ADVANTAGES OF PRESENCE

### Productivity

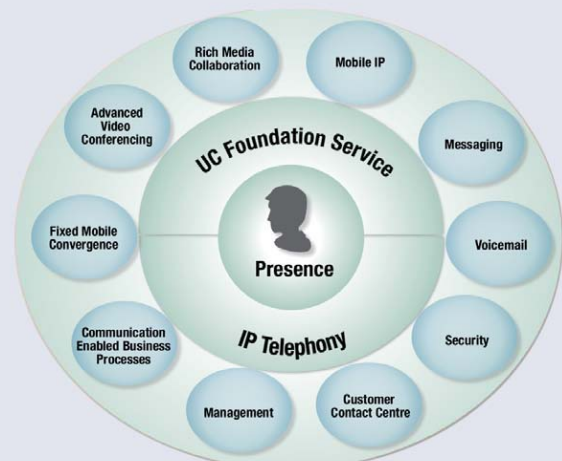
Precise communication all but eliminates the inefficiency of 'telephone tag' or waiting for responses via email.

### Control

As an individual or organisation you have absolute control over your communications policy.

### Personalisation

Communicate the way you want, when you want and on the devices you want, because the solution is personalised and built around you.



# Overview Unified Communication And Collaboration



## Integrating communication streams with UNIFIED MESSAGING.

If you have a single unified inbox for email, calendar, voicemail and fax, there is only one port of call when picking up your messages. Sandiy offers a simple solution to the increasingly complex world of communication, with messages from a disparate range of services stored in one centralised location.

With the average worker receiving 51 messages a day in up to seven different formats, Unified Messaging is a welcome development. Traditionally, voicemail, calendar, email and fax have been completely separate services. With Unified Messaging, they are an integrated solution based on a single inbox and interface that can be accessed from a variety of devices.

The following benefits are associated with Unified Messaging:

- **Consolidated inbox:** users can find critical information at speed, regardless of the form it arrives in and irrespective of their location.
- **Reduced costs:** it leads to service consolidation which in turn reduces costs.
- **Efficient message retrieval:** email, voicemail and calendar data are all in the same place, which means users do not need to check multiple devices for messages.
- **Reduced carbon footprint:** users can access messages wherever they are, reducing the necessity to travel simply to collect information.



## A new way to COLLABORATE.

For some organisations, embracing UCC leads to a fundamental shift in the management and operational culture. Because of the new communication opportunities available, the traditional office-based model can be replaced by a more flexible culture of remote working. For this to work, we first need to find better ways to collaborate.

It is important to remember that UCC is about enabling businesses to work more effectively and efficiently.

This is particularly important when we come to consider collaboration. Until recently, colleagues have only managed to collaborate effectively when they are physically together in a room. Even when this is possible, we often end up with several similar versions of the same document, using up valuable bandwidth and memory space and increasing the possibility that the latest amendments are missed.

With Sandiy's leading UCC solutions, this has all started to change.

## Responding to the demand

According to Microsoft research, 73 percent of all UK workers consider the ability to work flexibly a deciding factor when choosing a new job. In other words, it will soon be essential to give employees the freedom to work away from the office. No less important is the desire to reduce the cost of office space, which can be achieved by establishing virtual workspaces and allowing more people to work remotely.

## How can Sandiy help you to improve collaboration?

- **Joined up working:** with instant messaging, audio, video and web conferencing, colleagues can 'click to collaborate' and contribute fully to discussions, regardless of location. IM and voice calls can seamlessly upgrade to video collaboration at the click of a mouse.
- **Live meetings:** on top of this, participants can interact with virtual whiteboards and view presentations.
- **Application sharing:** two or more users can access an application or document remotely, sharing control in real-time.

# Overview Unified Communication And Collaboration



- **Automatic updates:** peer-to-peer technology automatically updates files, ensuring there is only one version of the truth. This improves the accuracy of information and reduces bandwidth and storage costs.
- **Coordination:** teamwork can be coordinated and synchronised with shared calendars and alerts.

## Corporate Social Responsibility

Ultimately, Sandiy's collaborative offer is about making you more competitive. Beyond this, the ability to collaborate seamlessly allows you to dramatically cut carbon emissions. If meetings can take place efficiently and productively in a virtual environment, there is no need to travel thousands of miles to conduct them in person.

*Sandiy's supplementary services ensure the overall UCC package is fully tailored to the client's business needs. After examining the unique circumstances you work in, and highlighting areas for improvement, we recommend additional services that translate into real business benefits.*

We believe that personalisation is the key to successful UCC and we offer a range of services depending on the unique requirements of the client. Here are a few examples:

## Boardroom Video Conferencing

Hosting important meetings is difficult enough when you have offices in several different towns – never mind different countries. Sandiy can offer next-generation video conferencing solutions, delivering a sophisticated personal experience where previous experiences in this arena have failed.

## The benefits are clear:

- **Reduced travel:** a sophisticated video conference allows participants to contribute wherever they are in the world, reducing travel expenditure and minimising the carbon footprint.
- **Agility:** in a fast-moving business environment, reacting quickly to events is essential. Video conferencing allows key meetings to take place with minimal preparation.

## Fixed Mobile Convergence

The seamless integration of fixed-line and mobile telecommunications – providing both services with a single phone – is a valuable facet of the overall UCC strategy. The basic idea is that one device can establish communication across wired and wireless networks, and seamlessly switch between the two.

## Rich Media Collaboration

The ability to communicate, collaborate and share information in real-time – irrespective of location or device – is one of the most exciting aspects of UCC. Whether taking part in a web, voice or video conference, users can share all media types and collaborate as if they were physically together in the same room.

## A PERFECT UCC PARTNERSHIP with Sandiy.

Sandiy brings world-renowned expertise, extensive experience, industry-recognised methodology and vendor agnosticism, ensuring your UCC solution generates the business benefits you demand.

As a leading services provider with a global presence, Sandiy's skills and experience are perfectly suited to delivery and deployment of UCC. From telephony and networking to application development and desktop services, we are experts in all of the key areas and our clients include many of the world's largest corporations and public sector bodies.

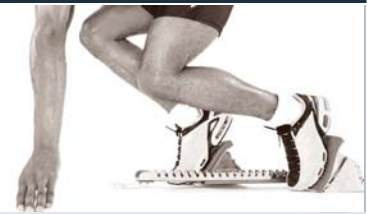
We also like to do things a little differently to most of our competitors and are known for our 'real' and straightforward approach. We simply work out what your organisation needs, explain how you will benefit and then deliver on our promises.

## Sandiy differentiators

Here are a few of the credentials that give us an edge:

- **Clear benefits:** our world-class benefits realisation approach ensures you achieve exactly what you expect.
- **Strong partnerships:** we are recognised by both Microsoft and Sandiy as a leading partner in this field. Sandiy also has the unique ability to integrate the technologies of both companies, taking advantage of industry-leading solutions like Microsoft's Exchange 2007 UM and Sandiy's telephony platform.
- **Vendor independent:** despite these partnerships, we are vendor independent, offering the best solutions according to your individual circumstances.

# Overview Unified Communication And Collaboration



- **Network managed services:** we have 10 years of network services experience and networking is core to more than 100 customer contracts.
- **Desktop managed services:** we have 10 years of experience in this area and support more than 500 devices in China.
- **Mobile managed services:** our specialists manage everything from the planning of your mobile environment to software upgrades and ongoing support.

## Looking ahead

As our annual R&D investment suggests, we believe passionately in continuous innovation and improvement. We update our UCC offering accordingly, allowing customers to benefit from the very latest ideas and technologies. In the future, for example, we expect organisations to offer 'concierge' services, with each employee receiving solutions tailored to their working needs.

Crucially, we see UCC as an essential component of a broader transformational programme. If you can communicate and collaborate in a more effective and efficient manner, we believe you will be in a strong position to achieve some of your most important long-term objectives.



[www.sandiy.com](http://www.sandiy.com)

© 2008, Sandiy, Inc. All rights reserved.