



Unified Communications

Redefining Anytime, Anywhere Communication and Collaboration

Ask ten CIOs to define unified communications (UC) and you would most likely get ten different responses. Why? Because each UC software vendor today is vying to define it according to their own product roadmaps.

The problem is, no one product alone can deliver UC. Understanding UC means moving beyond stove-piped views to a get-down-to-basics description, and here it is:

UC combines multiple communication and collaboration tools such as instant messaging, conferencing, email, unified messaging, team collaboration, and voice calling with presence behind a single user interface. that is accessible using a variety of devices...your mobile device, desktop, laptop, iPad, notebook. By merging tools into a cohesive whole and making them accessible via a wide variety of fixed and mobile devices, UC can help you accomplish more than any one solution alone ever could.

The good news is, if you have communication and collaboration technologies in place, you've already laid the groundwork for UC. Now, you can take the next steps towards full UC enablement: mobilizing UC capabilities, adding the power of presence, and merging UC into the business processes and applications you use everyday – redefining how you get things done to accelerate the pace of business.

The Sum is Greater Than the Parts

Whether it's moving from a phone that sits on your desktop to one that fits in your pocket...from basic audio to highly interactive video conferencing...from connecting one-on-one to collaborating with worldwide teams...communication and collaboration solutions continue to evolve in ways we couldn't even imagine a few years ago.

By making these multiple tools available via a consistent interface, UC takes their productivity benefits to the next level. For example, rather than logging into disparate solutions, a single log on can provide you with swift access to a range of UC tools and capabilities. A unified dashboard view can make multi-tasking between tools virtually seamless.

AT&T for Unified Communications

- A single point of responsibility for a full range of multi-vendor UC solutions and services
- A hybrid architecture approach to help protect investments
- A mobile-centric design for full UC functionality across diverse devices, platforms and networks
- A rich range of communication capabilities using the versatility of AT&T IP networking

So, you can do more than integrate multiple voicemail boxes into one. You can escalate from an email or chat to a voice conversation or a web conference – and do it within the same communication session, without missing a beat.

Mobilizing UC

As the popularity of mobile devices continues to rise, the demand for application portability increases with it. Now, the office and mobile environments mesh more seamlessly than ever before, so you can work virtually anytime, anywhere and on nearly any device.

You can extend PBX functionality to mobile devices to view corporate directories and transition on-going calls between your desk phone and mobile device without a break in the conversation. You can have a single number ring on multiple fixed and mobile devices simultaneously, increasing first-time reach and your ability to resolve issues and satisfy customers much more quickly.

Further, it's not only possible for you to extend UC capabilities to mobile users, it's possible to do so without sacrificing the full UC functionality they expect on their mobile devices.



The Power of Presence

Multi-tasking across multiple devices, UC tools and locations can be a great way to increase productivity and decision-making power. However, you can still waste a lot of time chasing people. By integrating UC with presence information, you can have a powerful new way to contact and interact with the right people – the resources you need for fast decisions and action.

It works like this: You need a contract approved. The success or failure of your quarter rides on your ability to push it through. You tap into a contact list on your smartphone and see the presence status of your primary signatory: “Do not disturb.” But the status indicator of his colleague indicates “online.” You quickly send an IM, get approval and close the deal before the books close.

Communications-Enabled Business Processes

The next step on the UC evolutionary ladder has to do with Communications-Enabled Business Processes (CEBP). While UC brings multiple communication and collaboration tools together, CEBP goes further by integrating UC solutions with your critical business processes and core applications.

Now, you can go beyond increasing personal productivity to increasing business velocity to speed how your organization gets things done. Consider merging contact center software with UC tools and presence to help a customer in crisis. An agent can use an IM buddy list to instantly see the availability of key support people, then tap the click-to-call option to connect the customer and expert into a live conversation for on-the-spot problem solving.

An Eight-Step Approach to UC Planning

Need help planning your UC strategy? Learn about the “Eight-Step Approach” used by AT&T UC consultants. See the [UC Newsletter](#) now.

[Find out more about AT&T UC Consulting Services](#)

To find out more about how UC can make the people and business processes in your organization more efficient, contact your AT&T representative or visit www.business.att.com/enterprise/Portfolio/unified-communications.