AT&T Unified Communications Services for High Tech

Helping You Collaborate to Innovate, Accelerate Your Product Development Cycle, and Speed the Resolution of Customer Service Issues

What is cutting-edge today may be standard in a year and obsolete in three. You are constantly faced with shorter product lifecycles and need to continually innovate to stay ahead of the market. Your R&D and production teams are scattered around the globe, and supply chains are now longer and more complicated – making efficient communications essential. And – oh, yes – your next great thing must be ready before the next big trade show.

AT&T Unified Communications Services (UC Services) is a cloud-based, as-a-service communication and collaboration solution that accelerates your business processes with customers, vendors and strategic partners across your high tech ecosystem. By removing communication blocks, you increase worker productivity and help improve all functions, including sales support, problem resolution, and access to experts. AT&T UC Services integrates multiple communications and collaboration tools with presence information behind a single user interface and makes them easily accessible via the AT&T cloud:

- IM/Chat
- Email integration
- Mobility
- VoIP calling
- Web/audio conferencing
- Video conferencing
- Presence awareness
- Unified messaging
- Voicemail
- Shared calendar

High Tech Challenges

High tech firms retain highly capable professionals and knowledge workers to create and deliver the latest hardware, software, services, and systems. Collaboration with business partners, customers and subject matter experts (SMEs) is required on complex projects, and many firms require extensive travel to support projects. Due to the distributed work environment around the world, many high tech firms find connecting with co-workers to be difficult and this can put projects at risk.

Here are just a few of the critical issues faced by high tech firms where unified communications can help:

- **Difficulty in coordinating collaboration among workers in multiple locations around the world**, with multiple time zones, and tight schedules.
- **Getting approvals quickly**: Many projects require approvals from clients or key decision-makers, who may be traveling.
- **Meeting project deadlines**: Project delays may trigger penalties or lose a customer.
- **Locating the right person** to address a problem and coordinating meetings with the account team, SME and client.
- **Attracting and retaining the best workers**: These employees want an empowering workplace.
- **Responding quickly to customers**: Slow or unsatisfactory service can lose a customer forever.

Strengthen Your Organization

Executive
Senior Manager Accessibility and Communication Can Help Improve Company Performance: When you have a closer relationship with your customers and real-time communications with your internal teams, you can help improve problem resolution and improve on-time performance. This is also a time-saver for you: with Single-Number
Reach (SNR), you or your admin won’t have to guess how best to reach the person you need. Getting the information you need right now can enable better-informed decision making and better alignment across your organization.

- Do you need to convene an urgent executive meeting to discuss a customer crisis? The CEO has received a troubling email from a client and wants to consult his senior team ASAP before calling the client to respond. Half of the team is traveling, but all are shown on presence to be available on AT&T UC Central. The CEO creates an ad hoc web conference. His team swiftly jumps into the web conference from their respective locations. The CEO shares the client email on the whiteboard and within minutes the team collaboratively prepares an action plan to resolve the client issues.

Partners, OEM & Alliances
Real-Time Collaboration Helps Speed a Project: When partnering, especially on complex projects, you need everyone on the same page. Real-time document sharing can help accelerate the review process and help ensure accuracy. Collaborative web conference reviews are easier and faster than sending emails back and forth around a team, and waiting for response and approval.

- Are you looking to speed reviews and agreements? A new partner in Asia Pacific is in the final stages of contract negotiation. A web conference is scheduled to review the final contract and discuss any open issues. They take turns making changes to the document in real-time with Track Changes so they can review what has been revised in the final agreement. In under an hour, they have collaboratively revised the contract.

R&D
Assemble the Right Mix of Experts To Quickly Respond To New Business Opportunities: Back-and-forth correspondence between project directors and knowledge workers can quickly become confusing and add days to a project. Team collaboration and conferencing can facilitate innovation.

- Do you have widely dispersed R&D teams that will innovate better and faster through ongoing collaboration? The lead programmer hosts a web conference with video to introduce all team members, help build relationships across the team, and accelerate software development. Team members around the world collaborate from multiple locations, presenting and participating in real-time demonstrations. Participants can see everyone else, see who’s talking, share code and visuals, use the white board feature to diagram ideas, raise a hand to be recognized, give the presenter a “thumbs up,” exchange private and public notes, and answer polls.

Reach Decision-Makers To Keep Projects On Track: A senior manager needs to sign off on progress at critical points in a project. Due to the wide geographical coverage and fast schedules, key decision-makers are often unavailable, slowing progress.

- Does your software team need to find the director of product to get the go-ahead on a new interface? The design was delayed and no one is sure where the product director is, but he did want to know as soon as the design was ready for review. The lead designer uses Single-Number Reach (SNR) to contact the director of product on his mobile, deskphone or PC – wherever he may be. He answers the call on his smartphone, escalates the call to a web conference, and begins the review within seconds.

Supply Chain
Reducing Human Latency Accelerates the Supply Chain: When time-sensitive projects suffer delays, they can incur additional costs and penalties. Improving communications within an organization’s ecosystem can improve employee productivity and accelerate business processes. Presence information, Single-Number Reach (SNR) and instant messaging (IM) enable efficient communications within the supply chain.

- Do you want to be alerted to potential problems before they happen? The procurement team just received a heads-up from the vendor of a possible delay. A team member checks the COO’s presence on the UC client, finds he’s in a meeting, and sends an IM. The COO sees the IM, excuses himself from the meeting, and immediately promotes the IM to a web conference to get the full story. The other team members join the web conference from their PCs or mobile devices. They brainstorm a work-around and have a plan ready in case of delay.

Sales & Marketing
Advanced Conferencing Features Help Deliver the Message: Getting everyone up to speed and on the same page is crucial to keeping the brand messaging consistent and making sales.

- Would you like to brief the sales team on the products being introduced this quarter? The VP of sales hosts a web conference. Traveling sales staff, remote workers, and agencies can easily join the web conference to present or participate because the conference is accessible on multiple mobile devices.

Quickly Assembling the Right Mix of Experts Helps Shorten the Sales Cycle for a High Tech Organization: Account managers can pull a SME onto a web conference with a prospective customer for a collaborative meeting with just a quick point-and-click on their PC.
• Do your salespeople sometimes need assistance? The customer has a technical question that the salesperson cannot answer. The salesperson checks the presence of his subject matter expert (SME). He is available and the salesperson sends him an instant message with the customer’s question. Within minutes, the SME resolves the issue and the salesperson is able to address the customer’s concerns.

Service
Rapid Problem Resolution Helps Improve Customer Satisfaction and Loyalty: High tech firms often have a small client base, which puts an extra premium on retaining customers. Your service representatives need to provide responsive and personalized customer attention. Superior service is a significant market differentiator, and reducing internal hurdles can speed support and help improve customer satisfaction ratings.

• Do your people ever need to handle a customer emergency? A customer calls with a problem and the call appears on the service manager’s AT&T UC Central client. The customer indicates that five servers arrived damaged. The service manager consults his CRM system, looks up the customer’s record (as it turns out, this is a very important customer), and within minutes he IMs his colleague in the inventory group – and arranges for pick-up of the damaged servers and replacement with new servers on the same day.

Support
Advanced Conferencing Enables Superior Support: Rather than sending emails among co-workers to share information, and scheduling meetings between their SME and customers, real-time communications mean that your support team can set up ad hoc web conferences and collaborate immediately with key team members to minimize delays and respond more quickly to customers.

• Does your Help Desk ever need to contact an expert for software support? A Tier 1 support representative takes a customer call and after 30 seconds is clear that a certified systems engineer will be needed to solve the customer’s problem. The rep checks the directory of engineers qualified in this application, and then cross-checks to see who is on-call at this hour. The rep calls the engineer, creates an ad hoc web conference, and brings the customer back onto the call. 20 seconds later, the rep is able to exit the call with the customer receiving expert care. The problem is resolved in 15 minutes and the customer satisfaction score is “Exceptional.”

Summary
To deliver the required level of quality in complex products and services, high tech firms need to help their far-flung and hard-pressed workers to collaborate efficiently. This facilitates better decision-making, faster response to customers, and increased productivity for remote and mobile workers. The many benefits for UC include:

• Improved worker productivity. You can reach remote co-workers using only a single phone number to save valuable project time.
• Immediate access to experts and required co-workers. Supporting real-time collaboration with experts can help increase sales.
• Better communications with remote workers and other offices around the globe. Web conferencing facilitates faster and more efficient communications.
• Faster problem resolution. Improved communications reduces delays in decision-making which can help improve client loyalty.
• Improved performance with collaboration. Improving real-time access to senior management and experts can help speed operations.

Choose AT&T for Enterprise-Class UC
With our depth and breadth of unified communications, telephony, system integration, and cloud-hosting expertise, AT&T can be the single point of responsibility for your multi-vendor UC platform. Our hybrid architecture approach and mobile-centric design can help you protect existing investments while we deliver cloud-based UC and telephony services to your team in many locations. UC Services provides carrier-grade quality with a network engineered for 99.99% availability.

• A single point of responsibility: AT&T offers a complete UC and telephony solution – from planning, implementation, application functionality and voice services, to network transport, security, monitoring and management, billing, customer care, delivery and ongoing support.
• Preserve existing investments: A hybrid architecture approach including multi-vendor system integration with prem-based or managed components from multiple vendors.
• UC Services provides carrier-grade quality.
  – Network engineered for 99.99% availability
  – Built-in geographic redundancy via dispersed global data centers
  – Automatic disaster recovery within the core network
• Mobility expertise and services, for full functionality across diverse platforms, networks, and operating systems.
• Flexibility: An “as you need it,” pay-per-seat pricing model that reduces capex and makes AT&T UC Services an operating expense.

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