Streamline Business Processes with Unified Communications

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Global Trends Driving Major Business Changes…

- Globalization
- Mobilization
- Virtualization

Source: Sage Research, 2005
Business Impact ...
Increased Communication Demands

52% must use multiple methods to reach people
Results in missed deadlines 22% on monthly basis
36% can’t reach person on first try

Source: Sage Research, 2005
Unified Communications...
Open, Collaborative, Effective
Enabling Unified Communications

**Virtualization**
Any time, anywhere

**Mobility**
Wired and wireless

**Rich Media**
Voice, video, and Web collaboration

**Presence**
Intelligence in the network

**Policy & Preference**
Find me, follow me, hide me

**Speech**
Simple access to services

**Unified Operations Mgmt**

**Unified Messaging**

**Unified Call Control**

**Customer Interaction Networks**

**IP Phones**

**Unified Clients**

**Unified Management**

**Unified Conference**

**Service and Support**

**Unified Media**

**Unified Video**

**Unified Audio**

**Unified Voice**

**Unified Collaboration**

**Unified Applications**

**Unified Services**

**Unified Support**

**Unified Messaging**

**Unified Presence**

**Unified Policy & Preference**

**Unified Virtualization**

**Unified Mobility**

**Unified Rich Media**

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Communications Business Process Integration

2000: The Vision

Business Event

2006: Current Reality

Business Event

Human Middleware Required

Near Term Future—Streamlined Business Processes

Business Event
Hype or Hope?
*The Real Benefits of Unified Communications*
Benefits of Unified Communications

Reality exceeds expectations

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Users/Actual Benefits</th>
<th>Non-Users/Expected Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enhanced productivity</td>
<td>82%</td>
<td>64%</td>
</tr>
<tr>
<td>Faster communications</td>
<td>79%</td>
<td>62%</td>
</tr>
<tr>
<td>Simplified communications</td>
<td>66%</td>
<td>43%</td>
</tr>
<tr>
<td>Increased collaboration</td>
<td>63%</td>
<td>43%</td>
</tr>
<tr>
<td>Easier to prioritize important communications</td>
<td>58%</td>
<td>21%</td>
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Easier to prioritize important communications
Work Smarter and Faster

• Save **over 30 minutes per employee per day**, on average, as a result of being able to reach coworkers reliably on the first try.

• Save **43 minutes per day** from being able to manage all emails, voicemails and faxes from a single inbox.
Virtual Meetings Anytime, Anywhere

- On average, users realize time savings of more than 51 minutes/day by escalating IM chats into collaborative web conferencing sessions.
- Setting up and attending from Outlook/Notes calendar … saves nearly 30 minutes per meeting.
- 93% of users would conduct more web and video conferences if it was easier.
Business Efficiency & Effectiveness
Cisco Unified MeetingPlace at Cisco

Setup, Auto-notify, Click to Attend, Collaborate, Manage

Cisco Unified MeetingPlace voice and web conferencing users

Benefits:

• Time efficiencies – Calendar setup
  76% of users saving between 30mins - 2hrs/week

• Meeting effectiveness – Meeting management
  79% claim this improves their ability to communicate

Source: Cisco MeetingPlace Survey – Dec 2004
## Cisco Unified MeetingPlace Efficiencies
### Meeting Organization

**Cisco Before**
- Separate voice and web solutions
- No integration with group scheduling

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<tr>
<th>Organizing meeting - Minutes per activity</th>
<th>Voice</th>
<th>Voice &amp; Web</th>
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<tr>
<td>Identify users</td>
<td>15.9</td>
<td>18.9</td>
</tr>
<tr>
<td>Check availability</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Schedule voice</td>
<td></td>
<td></td>
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<tr>
<td>Schedule web</td>
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**Cisco After**
- Integrated voice and web conferencing
- Setup integrated with Outlook calendar

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**Potential Savings**
- Time - 17,955 hours/month
- Cost - $2,030,644 /month

**Time Savings** - 12,914 hours/month
**Cost Savings** - $1,459,230 /month

*Source: Cisco MeetingPlace Survey – Dec 2004*

1 – Based on 55,000 Voice and Web conferences per month and $113 per hour burdened salary
Unified Communications

*Industry Research*
Objective:

• Discover where communications impede processes
• Determine how Unified Communications could improve performance

Major Findings

• Traditional Communications capabilities are silo’d
• Bottlenecks occur in virtually all industries
• Unified Communications transforms interactions
Retail Out of Stock (OOS) Scenario

• Going out of stock (OOS) on a promotional item has negative financial and customer satisfaction consequences
• OOSs resolution is an urgent, communications intensive process
  Multiple internal and external parties are involved
  OOS commitments and penalties heighten urgency
  Resolving OOSs take store managers away from core job

Without unified communications

- Contact supply chain
- Alert marketing
- Notify headquarters
- Notify vendor
- Check inventory
- Stop promo
- Call warehouse
- Restock substitute
Q: What communication bottlenecks occur when trying to meet demand for promotional products? (% answering Yes)

- Can't locate key parties to solve issues: 18%
- Difficult to coordinate meetings: 16%
- Information difficult to access: 8%
- Lack of response from messages sent: 39%
- Other: 31%

A commissioned study completed by Forrester on behalf of Cisco, February 2006
Unified Communications Improves OOS Resolution

With unified communications:

OOS Alert

Locate key parties - Presence indicator

Collaborate with key individuals/groups, identify solution - click to call, conference

Stock restored

Business Impact of Unified Communications

• Reduced OOSs would improve Customer Satisfaction (82%)
• Store manager would spend more time with customers (23%) and become more productive in other duties (53%)
• Increase sales (fewer OOSs) and reduced costs (e.g. penalty avoidance, lower turnover)

FORRESTER’ A commissioned study completed by Forrester on behalf of Cisco, February 2006
Healthcare / Survey of Nurses
Impact of Communications...

65% → 20-60+ min / day just trying to reach staff

66%+ → Search more than one channel to reach staff

84% → Time spent trying to reach staff impacts patient care

“Every minute engaged in tracking and locating others reduces a nurse’s availability for patient.”
- Forrester

Source: Forrester, Feb 2006
In Summary: Unified Communications

- Traditional communications solutions do not meet evolving business needs
- **Cisco Unified Communications** will help you to boost productivity through solutions that enable to communicate more effectively and streamline business processes
- Unified communications can be realized by **most industries** and can be **applied to multiple existing processes**
Q and A