Developing an Enterprise Strategy for Mobile Unified Communications

Bern Elliot

Gartner Summit Events

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Key Issues

1. Developing an overall approach to UC
2. Understanding where and how mobility fits into UC plans and architectures.
3. How should enterprises develop a UC road map?

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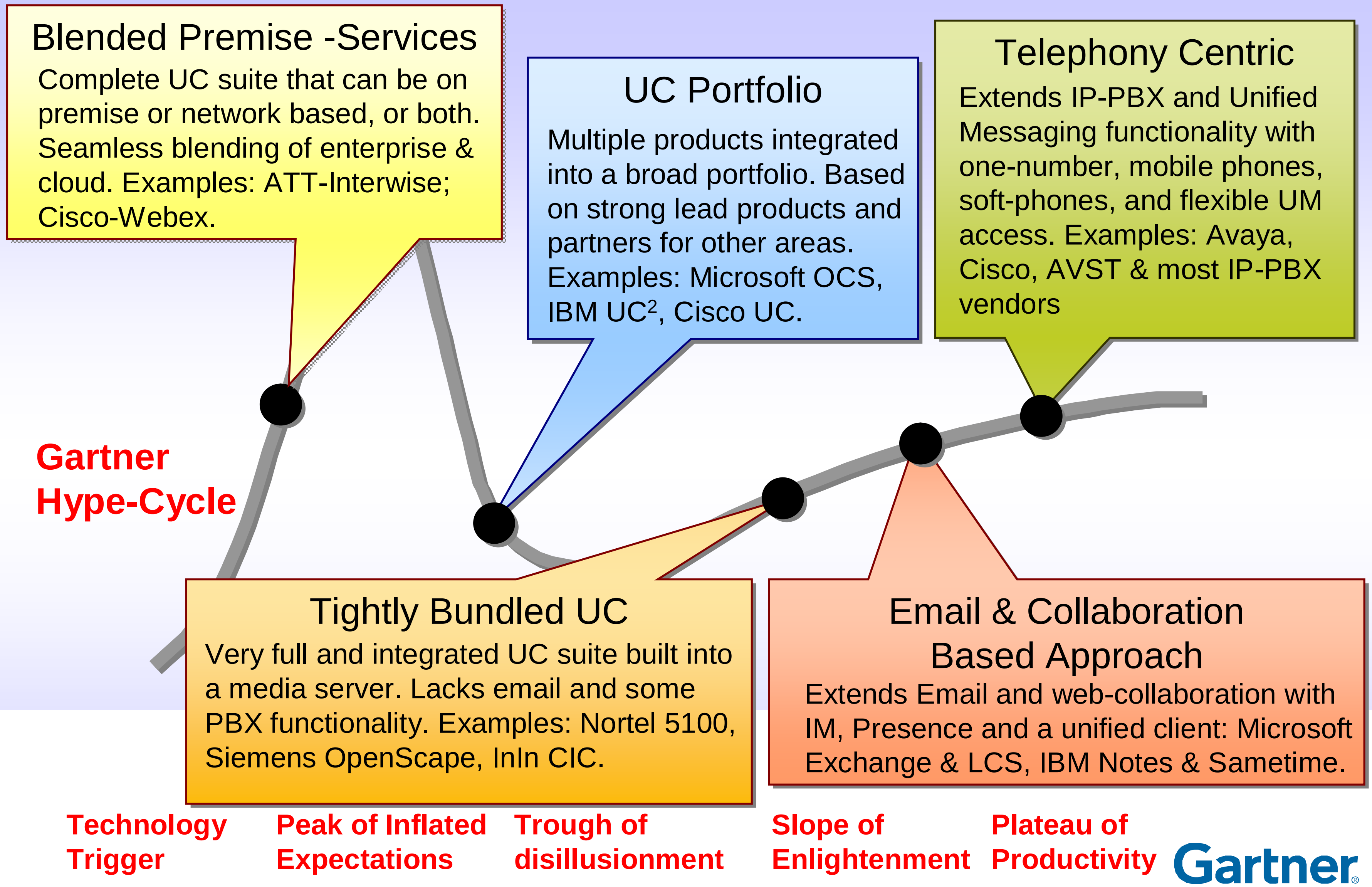
Different "Approaches" to UC



Shifting Focus of UC Technology

Area ↓ / Focus: →	Device & User Centric	Web-Centric Flexibility	Multi-vendor Portfolios	Integrated Silos
Communication services	Personalized w/ control in clients.	Integrated web & mobile	Pre-integrated servers	Separate servers PBX, Email, etc.
Infrastructure model	Blended carrier-premise; Seamless mobility	Data-center model; SOA & web svcs	Standards for key app servers	Only TCP/IP in common
Business Application Integration	Blended business-consumer	Plug-ins for app suites: ERP, SCM, etc.	Plug-ins for key applications: Collaboration	One-off server Integrations
Management & Analysis	SLAs based on personal goals..	Some shared admin, reports, analytics	Shared directory & some reports	Separate admin & reports
Value to business & business model	On-demand; Across-org.	Process transformation	Consolidation - platform & vendors	Preserve existing investment; Tactical ROI

Higher ← Value to Customer and to the Corporation → Lower

Willingness to Invest in Technology

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Critical Capabilities for Unified Communications

Table 2. Product Rating on Critical Capabilities

Critical Product Capabilities	1 ALU	2 Avaya	3 Cisco	4 IBM	5 Microsoft	6 NEC	7 Nortel	8 Siemens
Telephony	4	5	5	3	3	5	5	5
Conferencing	3	3	4	3	3	3	4	4
Messaging	3	4	4	5	5	3	3	3
IM & Presence	4	2	3	5	5	3	4	5
Clients	3	2	3	4	5	3	3	3
CEBP	3	3	3	5	5	3	4	4
Administration	4	3	3	4	3	4	4	4
SMB Bundle	4	4	4	3	2	4	5	4

Ratings and summary scores range from greater than 1.0 to 5.0:

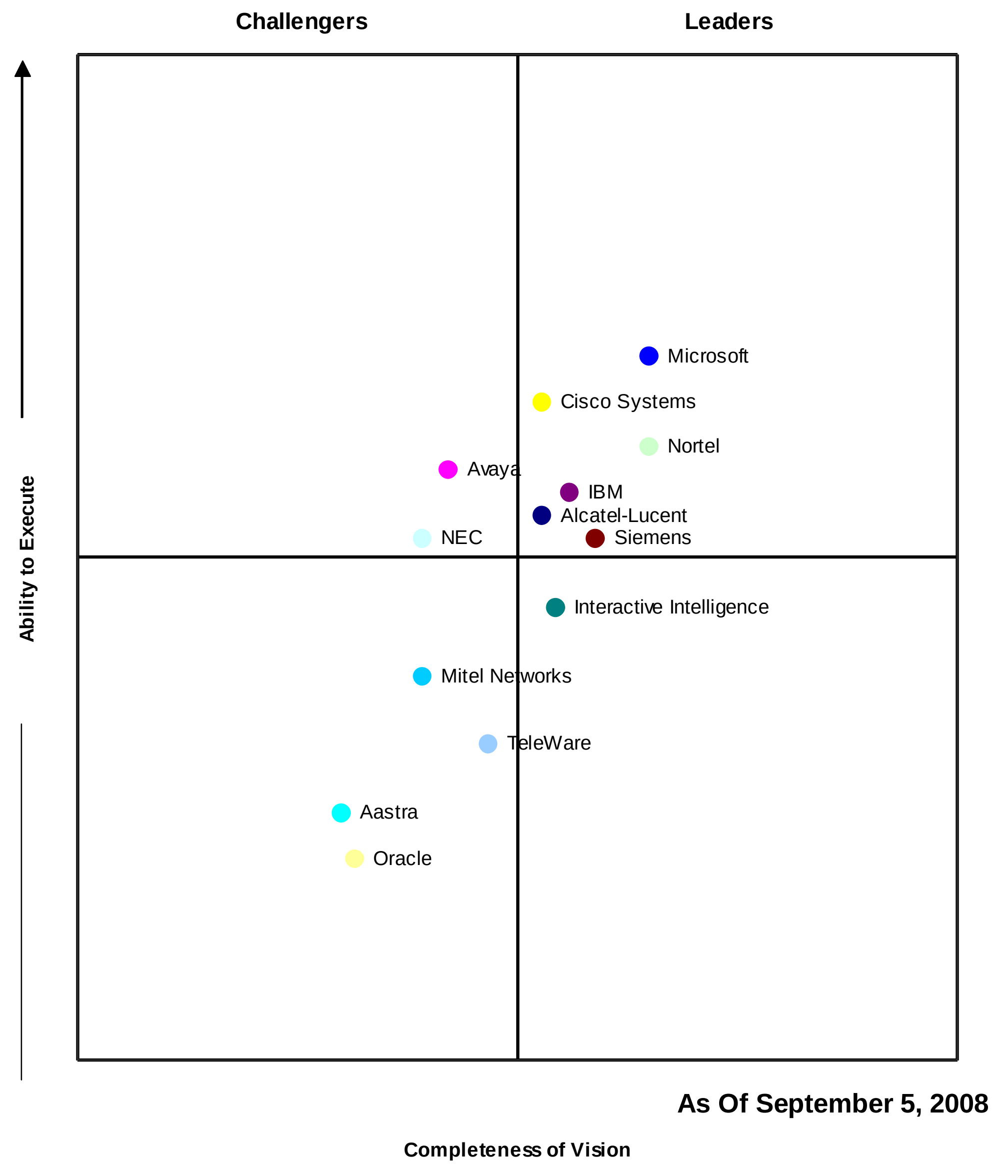
1 = Poor: most or all defined requirements not achieved
2 = Fair: some requirements not achieved
3 = Good: meets requirements
4 = Excellent: meets or exceeds some requirements
5 = Outstanding: significantly exceeds requirements

Mobility, Collaboration, and Contact Centers. These are additional areas that have important relationships with UC platforms. However enterprise needs vary enormously in these areas. Enterprises should define their own requirements in these areas and then evaluate each product's ability for each of the eight critical areas.

From Critical Capabilities for Unified Communications; Sept 2008; B. Elliot. Gartner

Unified Communications Magic Quadrant, 2008

Vendor	Trend from 07	Comment
ALU	↓	+ Carrier base has potential. - Lacks US market entry.
Avaya	→	+ Strong voice products & mkt. - Lacks breadth & partnerships.
Cisco	↑	+ Broad and comprehensive suite. - Lacks client and some UC areas.
Aastra	→	+ Global position and products. - Multiple products, not well known.
Siemens	↑	+ Gores increases available funds. - Must re-establish themselves.
InIn	→	+ Broad features in all-in-one bundle. - Not well known in many markets.
IBM	↑	+ Broad features in all-in-one bundle. - Not well known in many markets.
Microsoft	↑	+ Leading products in key areas. - Lacks credibility in real-time.
Mitel	↓	+ VoIP telephony. Msft integrations. - Lacks portfolio and market breadth.
NEC	↑	+ Improved portfolio depth & breadth. - Poor marketing and sales direction
Nortel	→	+ Product and partnership breadth. - Lacking entry to key buying groups
Oracle	↓	+ Strong software application portfolio. - Unclear strategy and product direction
Teleware	↓	+ Mobile telephony integration. - Lacks product and marketing depth.



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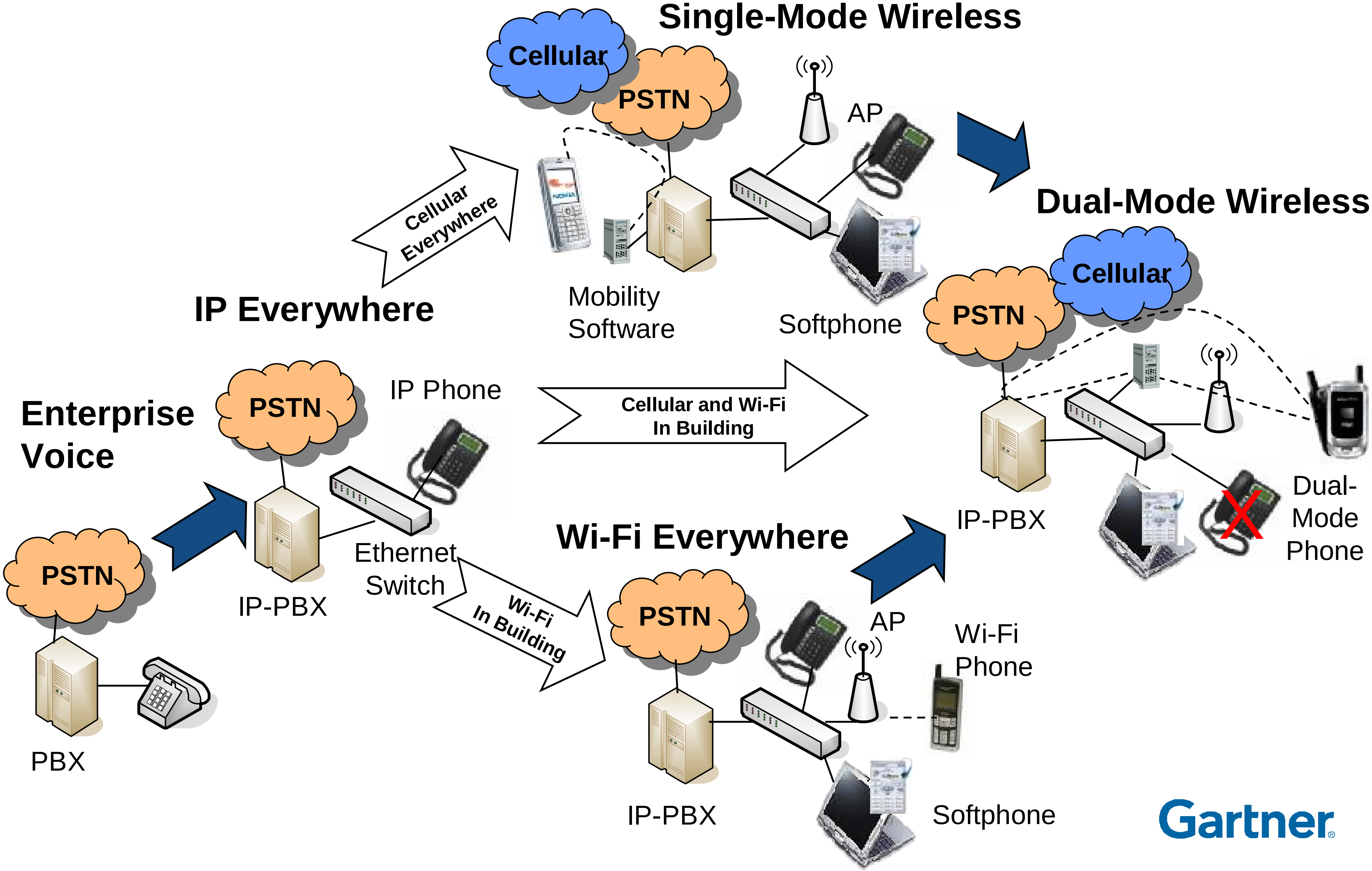
Evolution of Mobility in Enterprise Voice Communications



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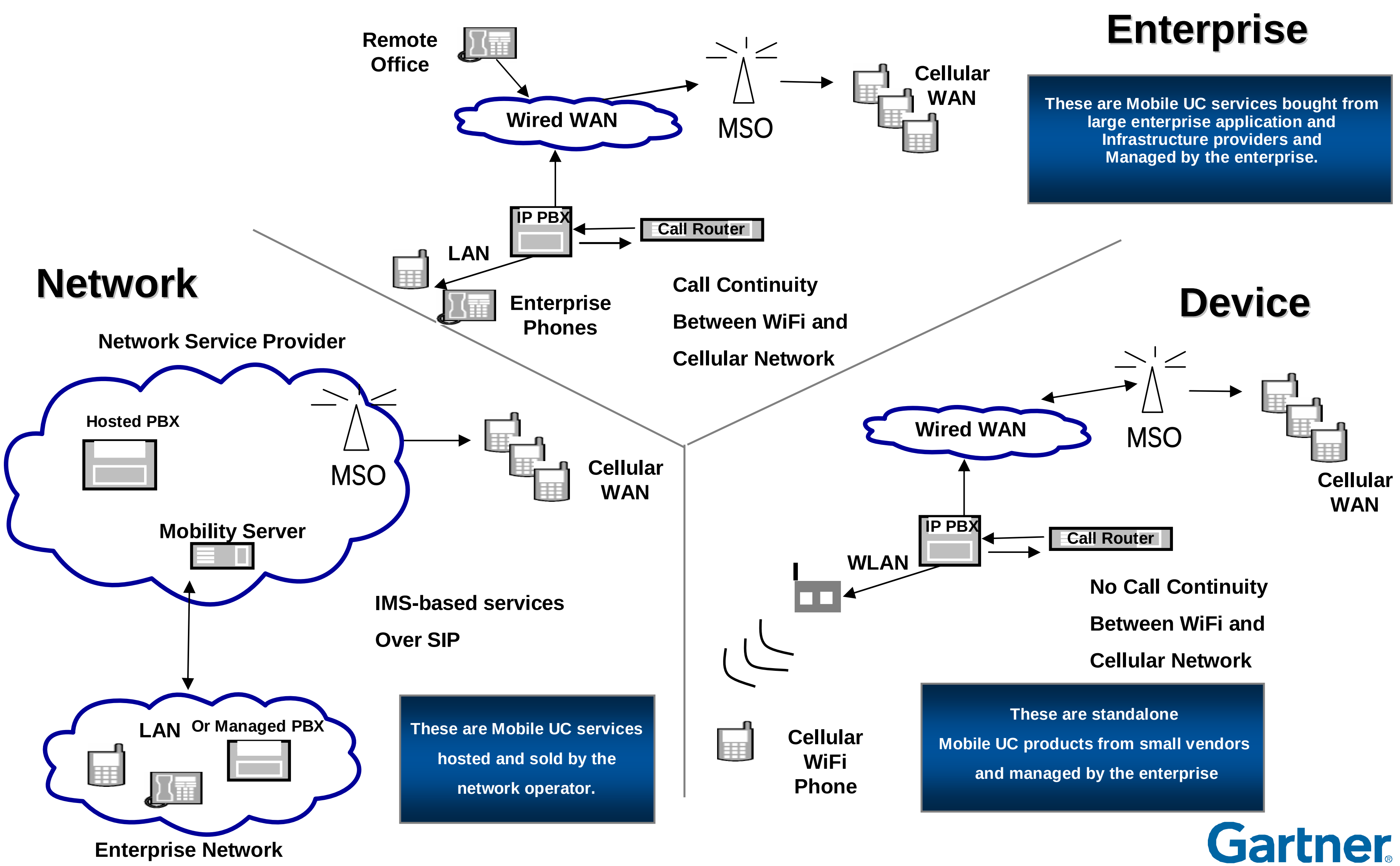
Mobile UC Technology Evolving Along Three Paths: Device, Enterprise and Network Solutions



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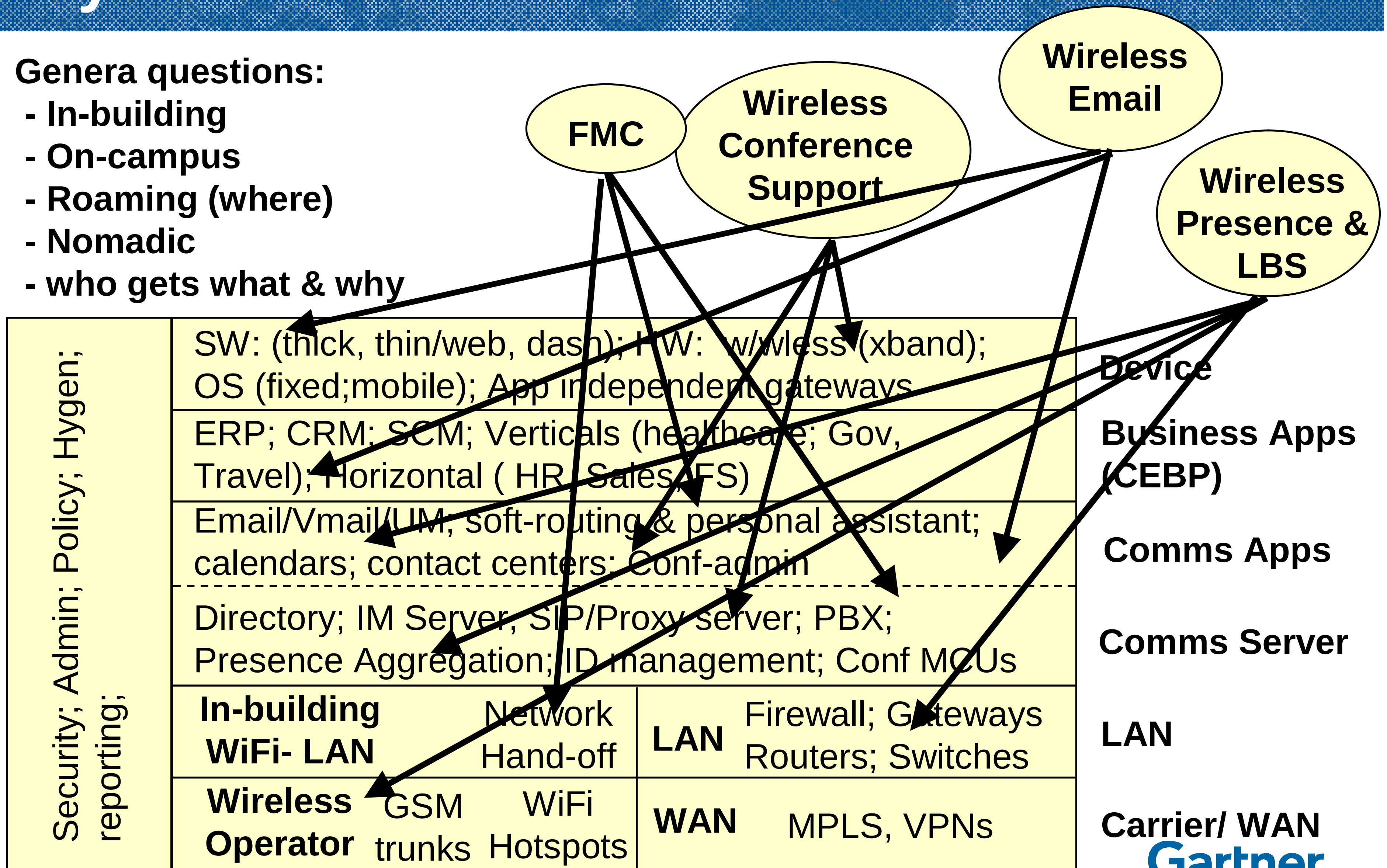
Wireless solutions are applied separately (& sometimes synergistically) to all areas of UC

Voice	One number; profile/preference-based call routing; Remote support for tier 3;
Conferencing	Mobile hand-held video as video conference participants; Smartphone controls for conferencing.
Messaging	Wireless email; SMS; Pro-active contact/ notifications based on preference (email, SMS, voice).
IM Presence	Wireless-presence; Wireless location-based service integration; IM/presence display on wireless device
Clients	Wireless application gateways; form/power/display factors; muli-band w/hand-off
CEBP	Wireless applications & Application Gateways (MAG); Field-service
IT Architecture	Common infrastructure (portals, directories, tools); Leveraged investments, skills, partnerships.

A Wireless strategy is executed at all the layers of a communications architecture

Genera questions:
- In-building
- On-campus
- Roaming (where)
- Nomadic
- who gets what & why

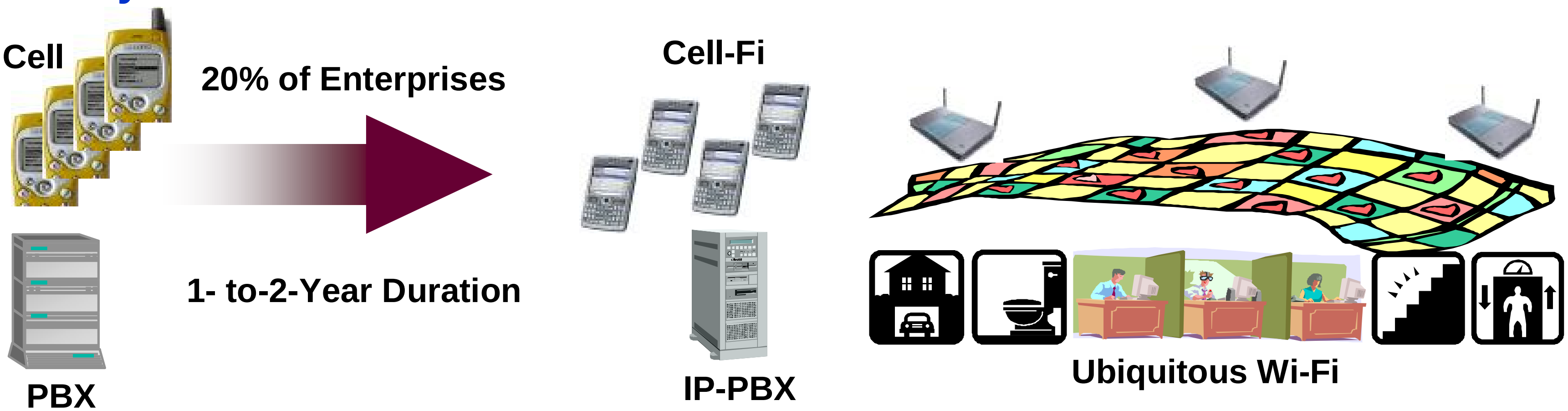


Key Issues

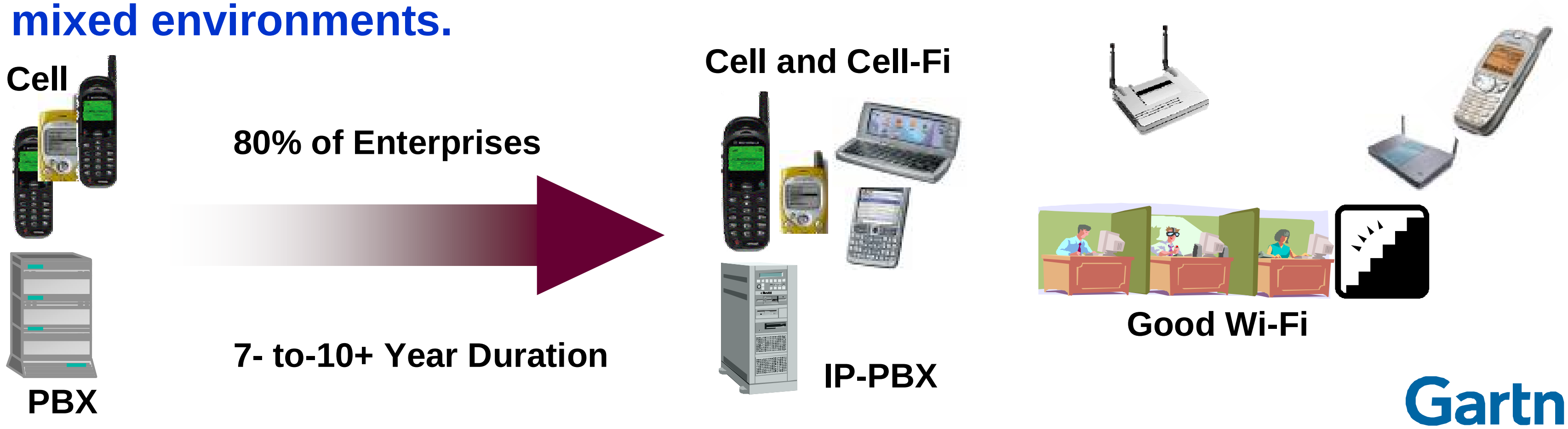
- What will be the key UC technology trends through 2012?
- Which UC solutions will deliver the greatest value to enterprises?
- How should enterprises develop a UC roadmap?

Wireless - how do we get there: build, buy or evolve?

Less than 20% of enterprises will a have a specific business case to build or buy a total FMC environment.



All others will do FMC as part of a regular technology refresh, creating mixed environments.



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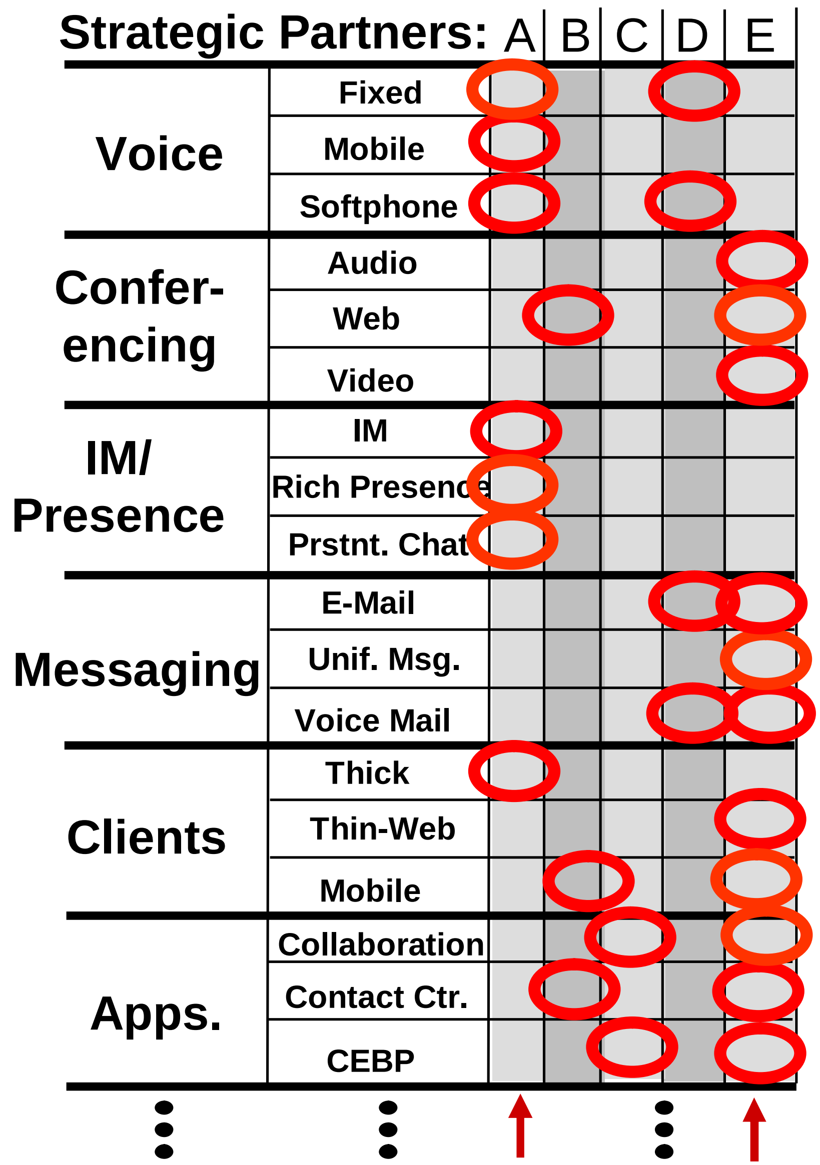
Developing a UC Road Map



Evaluate current products & plans:

ü Current inventory: Products, partners, business owners, stakeholders, plans.

ü Develop a communication "vision" to drive the business case. Evaluate your network and application infrastructure.

Identify strategic partners & road map:

ü Evaluate your partner's product directions, their integration options & plans.

ü Fit your plan to vendor's plans, *and* their plans for interoperating with each other …

ü Select partners, define road maps, migrations, contracts, & start evaluations & trials.

Continuously:

ü Re-evaluate partners & incrementally expand function and rollout..

ü Adapt and evolve wireless plans as applications & technology evolves.

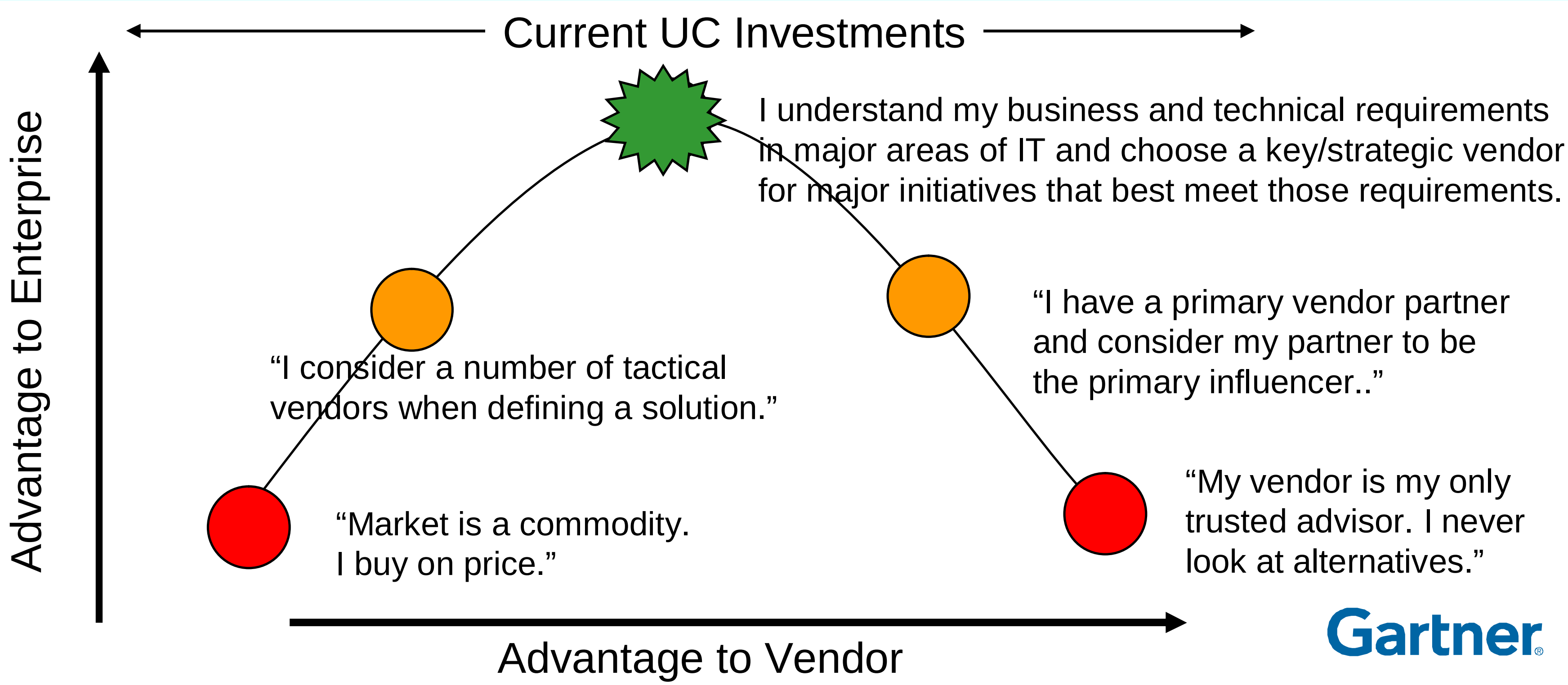
ü Use roles to define requirements.

ü Organizational issues will be challenging.

ü Evaluate how UC can produce transformational change.

Applying the vendor influence curve to UC

Voice / telecom:		Soft-phones	IP-PBX
Conferencing:	Audio-conferencing	Web conferencing	Video-conferencing
Messaging:	Vmail	UMsging	Emaiil
IM/Presence:	IM-public		IM-enterprise
Clients:	Mobile-clients		DT-clients
CEBP tools:			



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Business Imperative Action Plan

Today: Prepare the Mobile UC Roadmap

- ü Develop a common vision for communications that includes mobility
- ü Fit communications to your business application & Web architecture direction. Also fit to your fixed and mobile network plans.
- ü Create a UC center of excellence (COE); include CEBP & mobility.
- ü Identify wireless opportunities in each UC area:
  - ü Voice, conferencing, messaging, IM, clients, CEBP.

The next 18 months: Select partners & execute

- ü Execute your migration & partnering plan as a continuous process.
- ü Consolidate your suppliers and vendors.
- ü Point solutions are ok, because mobile solutions will evolve rapidly.
- ü Look for synergy between areas (device, infrastructure, servers, etc)

Two to three years: Continuous improvement of communications

- ü Use early CEBP and mobility experiences to identify next steps.
- ü Re-evaluate wireless plans regularly.
- ü strategic vendor relations — eliminate nonperformers.

Communications-enable your businesses: Lead rather than react.