

## COMMUNICATE AND COLLABORATE — YOUR WAY

*"It is often the non-technical PS services that determine the success of a Lync UC implementation."*

**Kevin Kieller,**  
enableUC,  
NoJitter.com

Enterprise Connect, "Living with Lync,"  
quoted on ucstrategies.com



Unified Communications and Collaboration (UC&C) solutions can provide a range of benefits and enhanced business capabilities to any organization. Options include instant messaging with presence, unified messaging, federation and directory integration, bring-your-own-device mobility and cellular integration, click-to-communicate, and collaboration for voice, video and web. The problem is knowing where to start and how to achieve targeted outcomes, while managing the risks inherent in such projects. No single UC&C solution is a panacea for every organization. Deploying UC&C solutions that improve the performance of your business requires a calculated and deliberate approach.

A good UC&C strategy leads to improved productivity, cost savings and business continuity. Expert UC&C Consulting services from SPS — a leading multi-vendor communication systems integrator — can help you leverage the applications and assets you already own, and develop a strategy that will empower your enterprise to:

- / Enable enterprise-wide communications to drive efficiency and productivity for crucial lines of business.
- / Allow freedom of device choice while ensuring corporate security and compliance.
- / Increase usage and business value for under-utilized communication assets with strategic, multi-vendor integrations.
- / Optimize collaboration by extending room-based videoconferencing solutions to desktop and mobile clients.
- / ...and more!

Our team of dedicated consultants can assess your environment, plan a roadmap, then architect a world-class UC&C solutions to solve for your evolving business needs. We help our customers identify business needs and use cases, design reference architectures and roadmaps, and assess hosted and premises-based deployment options. SPS has the capabilities to support your efforts through the entire program cycle, helping you to identify costs and best practices, integrate changes to core business processes, and plan for rollout, user training, and adoption of the new systems.

From small, reliable solutions to very large, geo-redundant and mission-critical UC&C environments — SPS has the knowledge, partnerships and scale to satisfy your requirements.

## WHAT'S POSSIBLE?

### CASE STUDY: LEGAL CONFERENCING

A major legal firm engaged our UC&C Consulting team to address their conferencing problem. The customer had implemented an in-house audio conferencing system, but had difficulty forecasting usage to ensure sufficient ports for large events, while controlling costs and ensuring system performance.

The SPS UC&C Consulting team analyzed system usage patterns, then identified user groups and the types of calls they required. Analysis of the company's actual requirements revealed a need for two separate audio-conferencing systems for two discrete missions. For ad-hoc collaboration by small groups of employees, an in-house conferencing solution was a good fit. For "broadcast" calls targeting a large number of employees or outside participants, a hosted conferencing service provided the best value and performance.

The result? Improved systems performance and cost savings, decisive user adoption, more collaboration and partnering for higher productivity. In a nutshell, successful deployments and measurably improved business outcomes.

### CASE STUDY: PLANNING FOR CHANGE

A large regional utility company's unified communications strategy was challenged by an influx of new use cases across their many specialized business units. Emerging technologies made it possible to integrate voice telephony with desktop video, employee-owned mobile devices, IM/presence, audio and video conferencing, and web collaboration. Combined with known gaps in the Network Operations Center, lack of standards, and outdated telephony system software, it was a "perfect storm" of UC opportunities.

User groups were eager to move forward, but the challenge was to prioritize and plan. Which decisions were urgent? What requirements would future use cases place on today's core systems? To what extent should they leverage existing systems and past investments?

The customer engaged the SPS UC Consulting team to help evaluate their business needs and develop a master plan for remediation and expansion. SPS UC Consultants helped the customer's team develop a five-year plan, recommending a timeline, technology roadmap, and options for to-be reference architectures. In addition, SPS recommended a thorough program of user training on new technology rollouts and existing systems. Now this customer has a clear direction for additional planning and future investments.

*"By its nature, UC&C is multi-disciplinary — not technology for its own sake, but to solve specific problems.*

*We scrutinize multiple customer functions and use cases so we can enter the customer's world and see the forest for the trees."*

Joe Seghatoleslami,  
SPS,  
Director, UC Solution  
Architecture



## CASE STUDY: PRIORITIZING IN RETAIL

A large business-to-business retailer approached SPS seeking a UC&C strategic plan... but SPS Consultants determined that the customer first needed to focus on ensuring stability and disaster-recovery capabilities.

Once the DR situation was addressed, the UC&C Consulting team helped the customer investigate the business needs of specific functional groups — sales, mobile logistics, core functions, and more. Use cases were identified, assessed, and socialized with the customer's line-of-business leadership teams. This enabled the customer to prioritize which solutions would deliver the most value.

As a result, their next UC&C project targeted the sales team by extending the value of the company's existing but under-utilized video rooms. Support for mobile video clients enabled sales teams to increase virtual face time with customers and communicate more closely, building higher levels of trust and account engagement. (What's next? We're helping this customer prioritize right now.)

Driving the dialog back into the customer's organization ensures that UC&C projects target clear business needs and business performance.

If your existing communication investments fail to deliver the business value they should, you're not alone. For most companies, the nature of the budgeting process encourages deployment of communication and collaboration functions in isolated silos — narrowly-defined functions that cannot capture or address the overall needs of the enterprise.

To achieve the highest level of success, it is essential to use a systematic process to identify and prioritize your UC&C deployments. Equally important is mapping out a strategy that maximizes your UC&C investment — and this is a function that many organizations cannot undertake internally. The SPS UC&C Consulting group can help you bring functional, line-of-business teams into the planning process — ensuring accountability for business improvements, building engagement across the enterprise, and enhancing business outcomes.

*Don't have a strategy?*

## SPS UC&C CONSULTANTS

*can help define and prioritize your organization's needs while showing you what's possible.*

*Got a strategy?*

## SPS CAN HELP YOU

*execute with value-added project planning, implementation services and post-implementation support.*

**SPS** / Integrate. Collaborate. Accelerate.

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