

11 - 12 March 2009
Olympia, London



09
Unified
Communications

Unified Communications and Messaging Theatre



> BUSINESS MADE **SIMPLE**

Anytime, Anywhere Collaboration - making
Collaboration Compelling

John Mann

NORTEL

We Already Collaborate.....

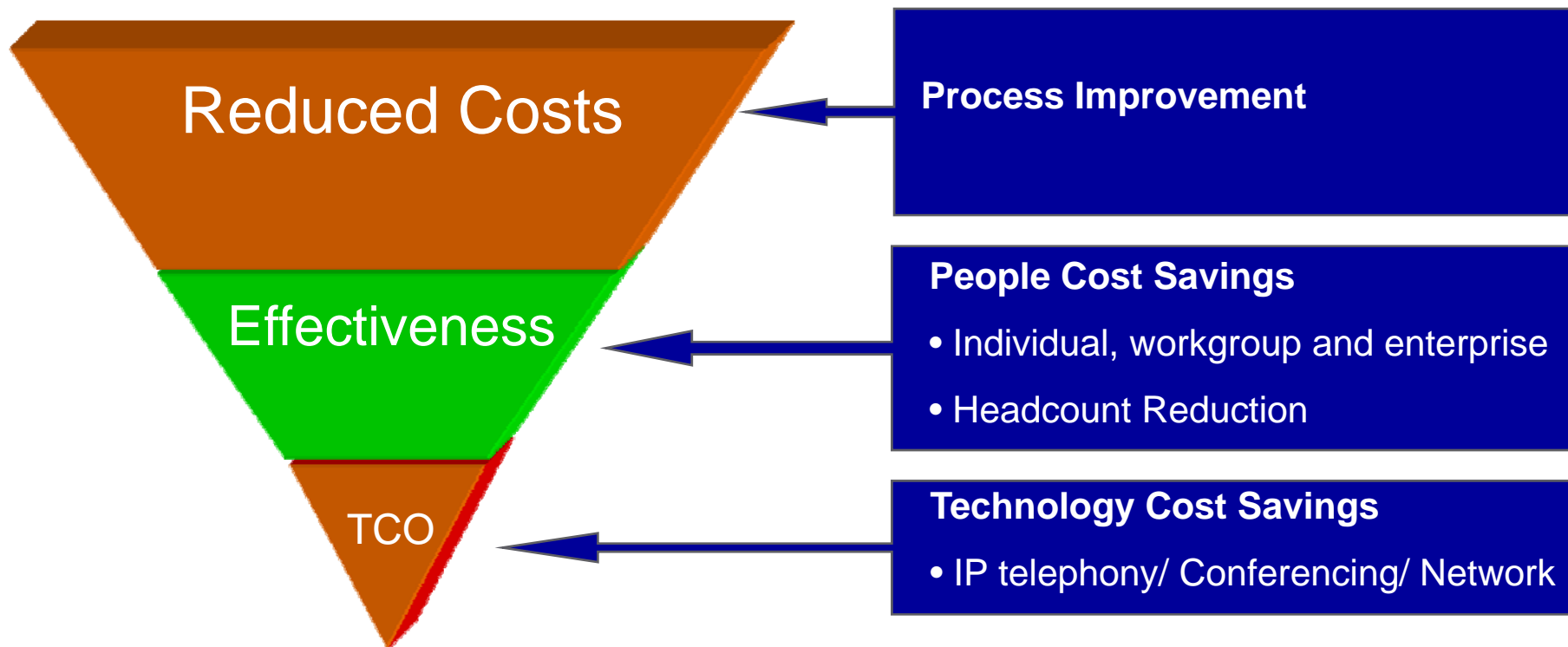
CAPE CANAVERAL -- The sort of mistake usually found in grade-school math homework proved fatal to a \$125 million NASA Mars probe.

A NASA investigation released Wednesday confirmed earlier reports that aerospace contractor Lockheed Martin botched the design of critical navigation software for the ill-fated Mars Climate Orbiter.

While flight computers on the ground did calculations based on pounds of thrust per second, the spacecraft's computer used metric system units called newtons. A check to make sure the values were compatible was never done.



Business Value Drivers for UC



Our Processes Are Fine.....

Societe Generale said today a single rogue trader carried out a massive 4.9 billion euro (\$A8.22 billion) fraud at the French banking giant.

Trading in the bank's shares was suspended on the Paris stock exchange after the revelation of the fraud along with a two-billion-euro loss stemming from the crisis in US subprime mortgage market.

Improvements from UC Implementation



BEFORE UC

Turgid decision making

Intellectual Property under utilised

Unfamiliar tools under utilised

No two things work the same

Two people needed at every stage in the back office

Communicating 'blind'.



AFTER UC

Agile decision making

Knowledge widely and profitably used

Simple to use tools widely used to collaborate e.g. Teleconferencing

Everything works the same

One person can manage and maintain much more.

Communicate with people who are actually available



We're Already Agile

For fans of financially troubled Weymouth Football Club, the chance of a humiliating defeat usually only adds to their woes. But when the entire squad went on strike, leaving only the youth team available for the next match, supporters cashed in on one of the biggest betting coups in non-league football.

More than £1 million was paid out after punters placed huge bets on Weymouth losing against Rushden & Diamonds.

As the match became the hottest betting prospect in the country many bewildered bookmakers were forced to cut odds before suspending betting entirely.

Customers Applying UC to Improve Productivity

Faster Access to Decision Makers

- > **Application:** Extend UC to mobile devices: IM & presence on cell phones; single identity on fixed and mobile devices
- > **Advantage:** Allows faster access to decision makers to reduce project slowdowns and makes mobile workers more productive
- > **Data points:**
 - 77% of knowledge workers complete 15 out of 20 projects per quarter on time
 - Professional Services firm reports its mobile workers bill \$20,000 per person more annually from improved productivity



Sources: *Forrester, Nemertes*

Driving higher revenues

Customers Applying UC to Solve Business Needs



Improved Sales Close Rate

> Example: Professional Services firm

- Sales deal size: \$50,000
- Deal operating margin: 20%
- Deal close rate: 50%
- Number of deals bid on per year: 80
- Total operating margin: \$400,000

> Benefit from UC: Sales teams close more deals because of improved access to internal experts and decision makers

> Result: Increased sales close rate

- By 10%: \$40,000 margin increase
- By 25%: \$100,000 margin increase



Customers Applying UC to Solve Business Needs

Faster Project Completion

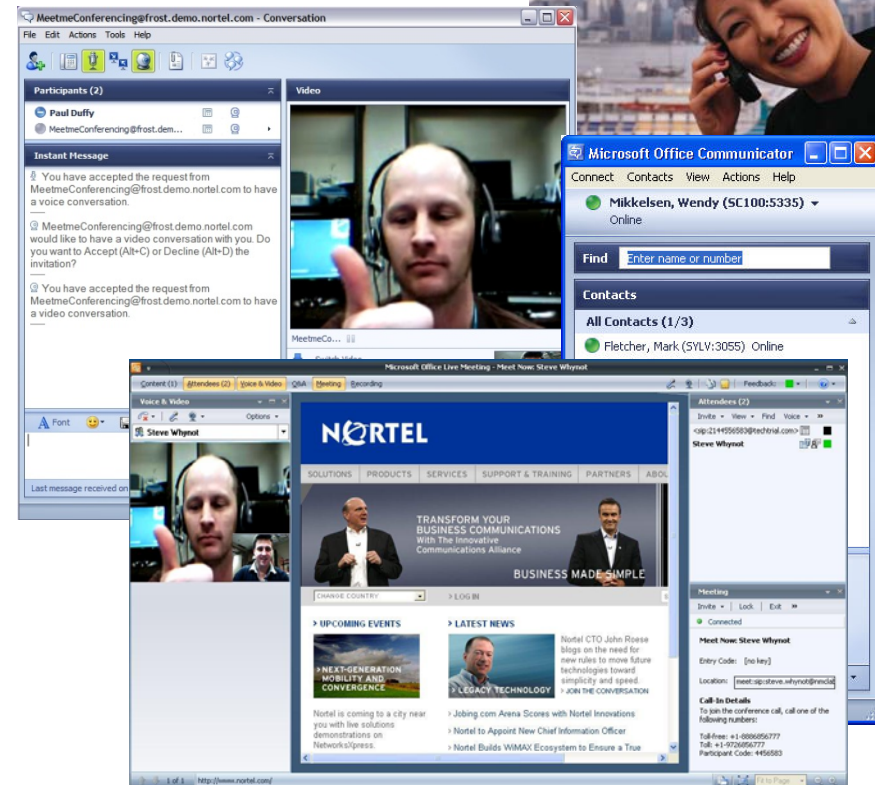
> Example: Auto manufacturer

- Average revenue per project: \$10M
- Project operating margin: 10%
- Projects completed per year: 500
- Total annual project revenue: \$5B
- Total annual operating margin: \$500M

> Benefit from UC: Teams collaborate more effectively and efficiently across disparate locations

> Result: Faster project completion

- By 2%: \$100M revenue increase
- By 5%: \$250M revenue increase



Customers Applying UC to Solve Business Needs

Reduce Inventory Shortages

> **Application:** Shortage in warehouse triggers automatic IM to project managers and ad-hoc conference setup

> **Example:** Manufacturing warehouse

- Cost per lost sale: \$25
- Number of lost sales: 5,000
- Total losses: \$125,000

> **Benefit:** Reduce inventory shortages

- By 5%: \$6,250 revenue increase
- By 20%: \$25,000 revenue increase

> **Result:** Higher sales revenues





Conclusion

- > Its all about Agility in your business
- > Collaboration can mean significant cost reductions
- > IT benefits of UC&C are not compelling in themselves
- > Collaboration only works if you make it easy to use
- > Its an investment you are making
- > Technology is only 10% of what has to change to be successful with UC&C
- > It's the future!

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