



EVOLVING ENTERPRISE COMMUNICATIONS WHILE CONTAINING COSTS

Establishing a converged, centralized infrastructure

To keep up with today's mobile and distributed workforce, enterprises are transforming their business communications.



Visual collaboration experiences and smart, application-enabled devices are redefining the workplace. These new means of communication enable you to bring more value to your enterprise and contain costs by providing:

- Anywhere access to communication applications
- Higher QoE for visual collaboration
- Intuitive enterprise communications for smart devices
- High availability for all communications

TECHNOLOGY ADVANCES FOR REDUCED TCO

New network architectures and Unified Communication & Collaboration (UC&C) technologies are helping IT teams to streamline operations and reduce TCO. Siloed data center architectures are being transformed into unified, cloud-ready fabrics with higher throughput, lower latency, reduced energy requirements and a simplified architecture for centralized applications.

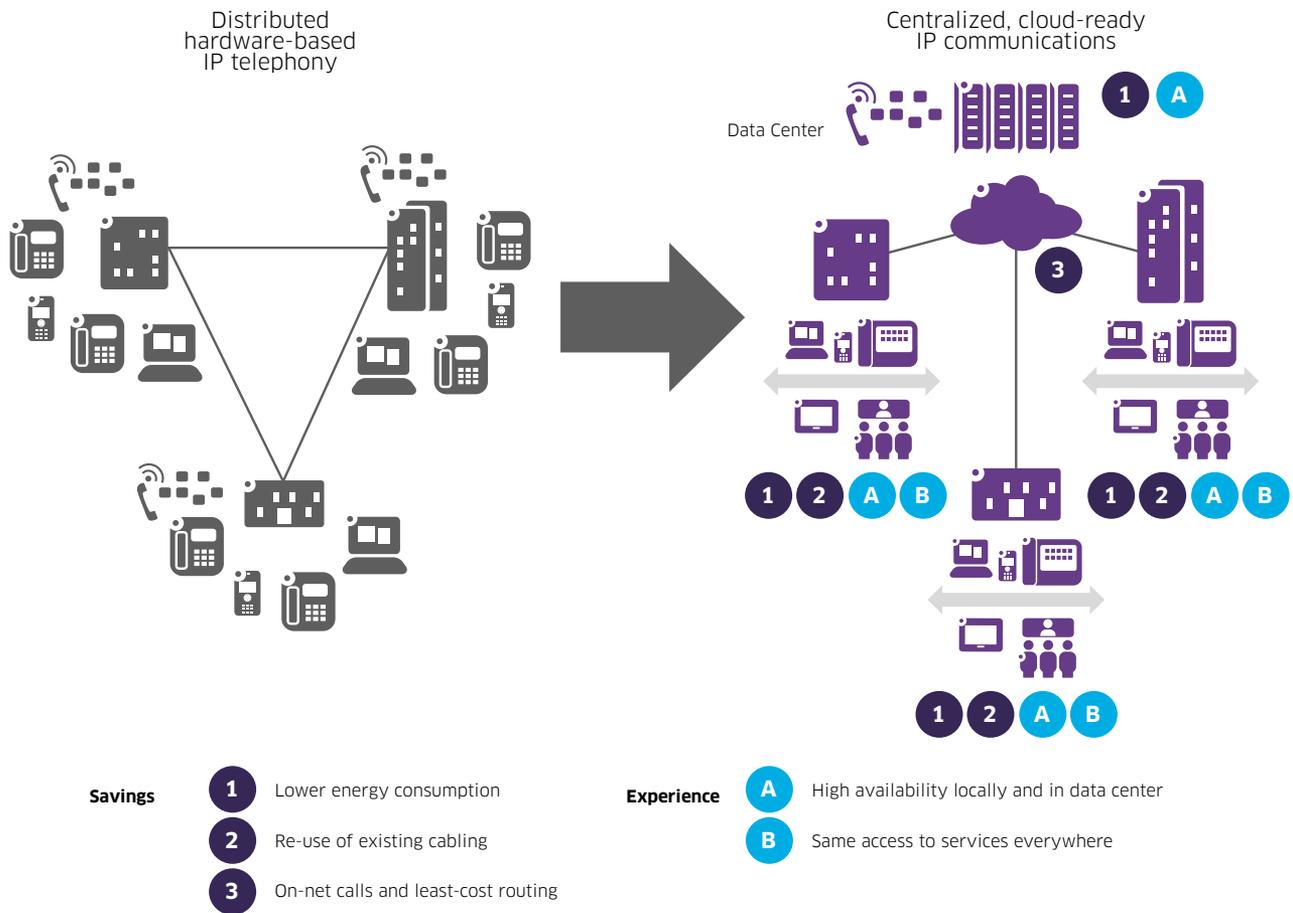


Figure 1. Centralized IP communications for cost savings and improved experience

COST SAVINGS WITH OPENTOUCH ADVANCED COMMUNICATIONS

The Alcatel-Lucent OpenTouch™ Suite for Mid-sized and Large Enterprises (MLE) enables multi-party and multimedia collaboration on any device. This converged SIP software suite consists of a simple, cloud-ready layered architecture and modular software components for more agility in your data center. It's all provided on an easy-to-manage platform that leverages your past investments in communications equipment.

SAVINGS WITH CENTRALIZED IP COMMUNICATIONS

With the OpenTouch Suite, your IT team can transform a distributed, hardware-based IP telephony network to a centralized IP communications network that is cloud-ready.

The OpenTouch Suite helps you achieve cost savings with data center centralization, WAN shared bandwidth usage, and the assurance of always-on connections. Maintenance, upgrade and management costs are also decreased.

Figure 1 shows the architectural evolution and highlights the major benefits.

CENTRALIZED IP TELEPHONY SERVERS IN DATA CENTERS

The high user density supported by the OpenTouch Suite reduces facility costs such as space, cooling and batteries. For example, you can save 30% to 50% on energy costs by deploying Alcatel-Lucent IP Touch™ phones and IP networking products instead of competitive offerings.



CENTRALLY MANAGED IP MEDIA GATEWAYS

With the OpenTouch Suite, formerly networked PBX platforms transform to centrally managed IP media gateways. Legacy mixed PBX and IP PBX networks also benefit from WAN communications because the Alcatel-Lucent OmniPCX™ Enterprise Communication Server (ECS) supports analog, digital, IP and SIP trunk types.

In addition, you can reuse the copper cabling in branch offices because the IP media gateway provides analog and digital capabilities. Reusing existing cabling saves 20% to 50% compared to a full move to IP, and centralization also reduces network management costs.

WAN SHARED BANDWIDTH USAGE

Signaling – and, in most cases, voice – travels over the WAN between sites. This reduces communication bills because bandwidth admission control and efficient, standard voice encoders provide the required QoS and enable the free transport of inter-site and long-distance calls over IP. On-net calls with shared bandwidth usage of the WAN for data and communications can save 5% to 30%.

You can also combine optimized subscriptions for least-cost routing services with centralized access. Least-cost routing can result in an additional 10% to 20% cost savings.

ALWAYS-ON CONNECTIONS EVEN WHEN THE WAN IS DOWN

Local survivability equipment and devices that support multiple homing keep local sites always connected. Full-featured telephony therefore remains available to isolated mission-critical sites, with no additional management costs even when the WAN is down.

OPENTOUCH SAVINGS

CENTRALIZED, CLOUD-READY IP COMMUNICATIONS

- 30% to 50% on energy costs
- 20% to 50% by reusing existing cabling
- 5% to 30% with WAN shared bandwidth usage
- 10% to 20% with least-cost routing

UNIFIED MANAGEMENT AND PERFORMANCE MONITORING

- 5% to 20% on maintenance and upgrades
- 10% to 40% with centralized network management
- 20% to 30% lower costs for MACD operations



MANAGING TRANSFORMATION TO THE CLOUD

The OpenTouch Suite offers a range of migration options and cloud-based service models so you can avoid the consequences of a “remove-and-replace” transformation.

FLEXIBLE, MODULAR DEPLOYMENT

With the modularity of the OpenTouch Suite, you can adopt a phased transformation that targets your current business challenges and helps reduce costs.

Cost-saving OpenTouch deployment options include:

- An optimal combination of IP phones and digital phones
- Embedded audio conferencing application to reduce the cost of audio conference services
- Centralized messaging software to reduce messaging and fax costs
- Application sharing, whiteboarding and annotation features on web and PC applications to reduce travel costs

COST SAVINGS WITH CLOUD/ OPEX-BASED MODELS

- Reduced system implementation costs
- Less up-front and recurrent administrator training
- No need for maintenance contracts
- Lower-cost system management tasks
- Less expensive MACDs
- Lower hardware replacement costs
- Less electricity consumption



OPENTOUCH CONSUMPTION-BASED MODEL

New cloud-based hosted and managed service models are fueling demand for pay-as-you-go services. With these models, you can balance your OpenTouch platform CAPEX and OPEX and realize the following benefits:

- Cash flow protection and predictability: Public cloud alternatives provide OPEX- or consumption-based models, in which your enterprise pays based on actual license usage instead of investing up front. The OpenTouch model enables on-the-fly cost reduction if you decrease the number of users.
- Reduced TCO: New models include all the services and assurances required to keep the technology working, reducing the business impact and TCO over the lifespan of the OpenTouch Suite.
- Lower up-front investments: If business is growing and you are opening new sites, you can quickly deploy a complete UC&C solution. The OpenTouch consumption-based model also enables the rapid shutdown of sites at minimum cost.



THE ADVANTAGE OF ALCATEL-LUCENT OPENTOUCH

The Alcatel-Lucent OpenTouch Suite for Mid and Large Enterprises makes it easy for your employees to collaborate. And it's all provided on one easy-to-manage platform that leverages your investments in telecommunications equipment.

Mission-critical communications: OpenTouch enables real-time, high-quality, uninterrupted mission-critical voice communications. You don't want to compromise when leading a group conversation with a key customer!

Smooth conversation shift: With OpenTouch, you can shift your conversation as you change devices or media, without losing it and without your audience even noticing. You are often on the move and you will want to use the media most appropriate to your conversation!

Flexible evolution: OpenTouch allows a flexible evolution from your current voice and data infrastructure to a centrally managed multi-device and multimedia collaboration infrastructure, including HD video.

Alcatel-Lucent has received multiple industry awards for its OpenTouch Suite.

ARE YOU BUILT FOR THE FUTURE?

Identify how much your organization needs UC&C technology in regard to your current infrastructure by taking the "Collaboration Delta" self-assessment.

TAKE YOUR COLLABORATION DELTA ASSESSMENT NOW →

enterprise.alcatel-lucent.com/collaboration-delta-assessment

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