



TRANSFORMING ENTERPRISE COMMUNICATIONS WITH UC&C TECHNOLOGY

Technology enablers for convergence and centralization

An increasingly mobile and distributed workforce is redefining the workplace and business communications. To keep up, IT teams need to deliver advanced communication applications over simplified network and communication infrastructures.



SMART COLLABORATION

Smart application-enabled devices and new collaboration experiences across sites can boost personal productivity. These innovative means of communication are introducing key opportunities for you to increase ROI and reduce total cost of ownership.

OPTIMIZED BUSINESS COMMUNICATIONS

Unified communications and collaboration (UC&C) technologies can help you optimize business communications and maximize the value of bring your own device (BYOD) for your enterprise.

EASY-TO-MANAGE INFRASTRUCTURE

Alcatel-Lucent can help you transform and optimize your IP telephony network with the Alcatel-Lucent OpenTouch™ Suite for Mid-sized and Large Enterprises (MLE). This suite of converged, cloud-ready software applications enables multi-party and multimedia collaboration on any device. The OpenTouch Suite is provided on one easy-to-manage platform that leverages your investments in communications equipment.

UC&C can leverage savings and cost avoidance through ROI and many times can quickly pay for itself through hard dollar savings – for a major healthcare client, an annual projected ROI of 18% (\$350 million) above the lease cost.

STEPHEN LEADEN, UNIFIED COMMUNICATIONS STRATEGIES, SEPTEMBER 30, 2013



Collaboration has moved beyond the hype and has become a powerful way to drive business forward: 64% of workers have been using collaboration technologies for at least one and a half years.

**CHESS MEDIA GROUP, THE FUTURE OF WORK.
RESHAPING THE WORKPLACE TODAY. BUILDING FOR
TOMORROW, 2013**

YOUR CHALLENGES FOR A MOBILE, DISTRIBUTED WORKFORCE

Tech-savvy employees want their desktop environments and collaboration capabilities available to them wherever they are, and this introduces a range of business communication challenges for you.

VISUAL COLLABORATION

Work spaces are now virtual places distributed among physical locations: office, home or any place while an employee is on the move. New collaboration and mobility applications, HD video, and wideband audio solutions are enabling virtual meetings across sites. The immediate benefits are lower transportation costs and less wasted energy.

SMART DEVICES

With smart devices, employees can build their own personal clouds, connecting personal apps and content with enterprise applications for increased productivity. Everything is available to all employees, wherever they are connected.

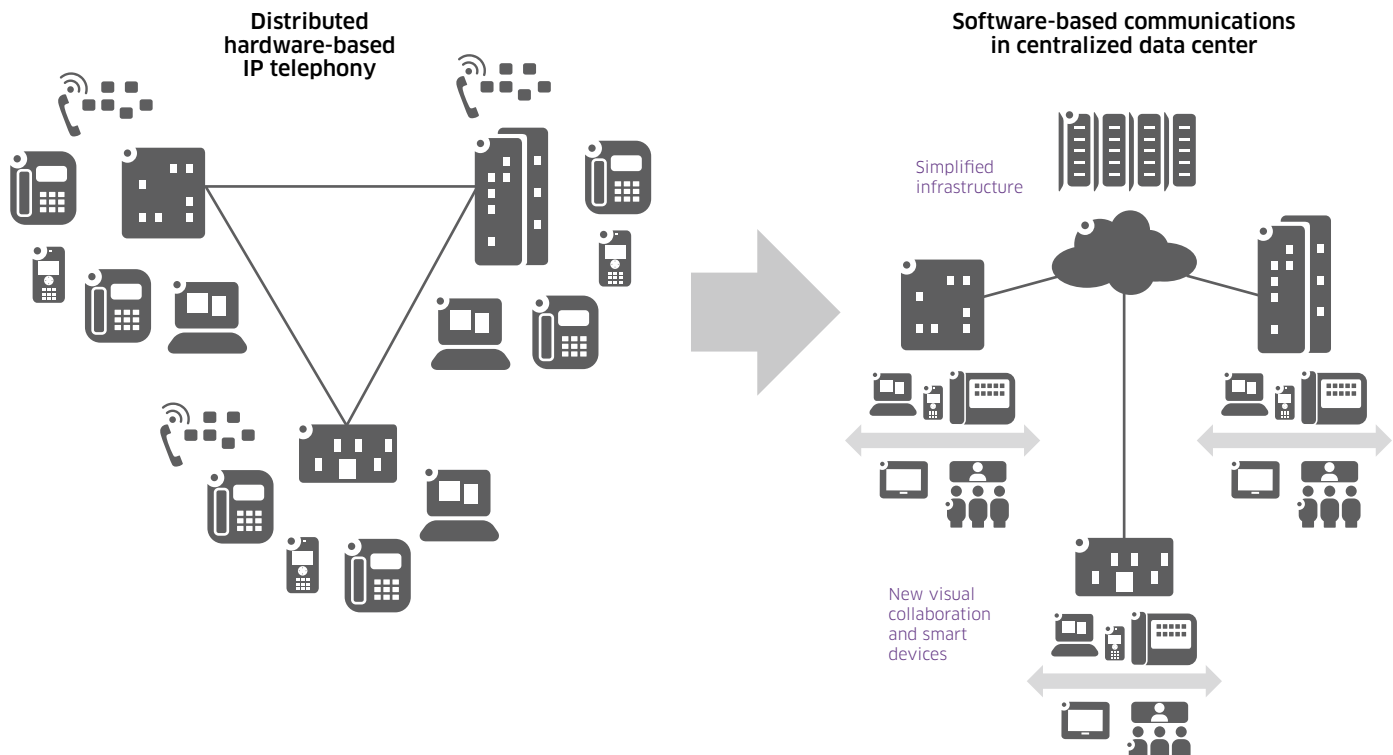


Figure 1. Centralization transformation example

UC&C TRANSFORMATION OPPORTUNITIES

Convergence, centralization and software transformation are the technology enablers of cloud-based communications as a service.

You need to simplify your communications and network infrastructure so that any employee can benefit from UC&C while on- or off-site. Convergence between the communications infrastructure and application-fluent networks must occur on-site and in branch offices and data centers (see Figure 1), resulting in:

- Anywhere access to applications
- Increased bandwidth and QoE for visual collaboration
- Integrated security for smart devices
- High availability for all communications

As your enterprise transforms toward UC&C, the hardware-based IP telephony infrastructure must evolve. Your infrastructure must accommodate more flexible, software-based communication applications in centralized data centers, with:

- Unified cloud-based fabrics or pods with higher throughput, lower latency, reduced energy footprint and simplified architecture for easier virtualization operations
- Scalable, centralized communications intelligence to maximize survivability and ensure business continuity
- Simpler and virtualized software applications for operational flexibility and hardware savings
- Delivery of visual collaboration applications as a service



AGILE OPERATIONS AND AUTOMATED SECURITY

You can choose which transformation strategy to use to deliver communications as a service to your business lines:

- Provider-hosted enterprise cloud
- Premises-based enterprise cloud
- Hybrid strategy

With any of these cloud delivery models, your business lines need the flexibility to set their applications environments on demand and immediately react to business changes. Delivering an increasing number of on-demand applications requires operational agility and end-to-end performance monitoring.

With all delivery options, anywhere access to applications introduces new security requirements. The automation of security capabilities is therefore key to delivering the highest value to business lines while decreasing OPEX.

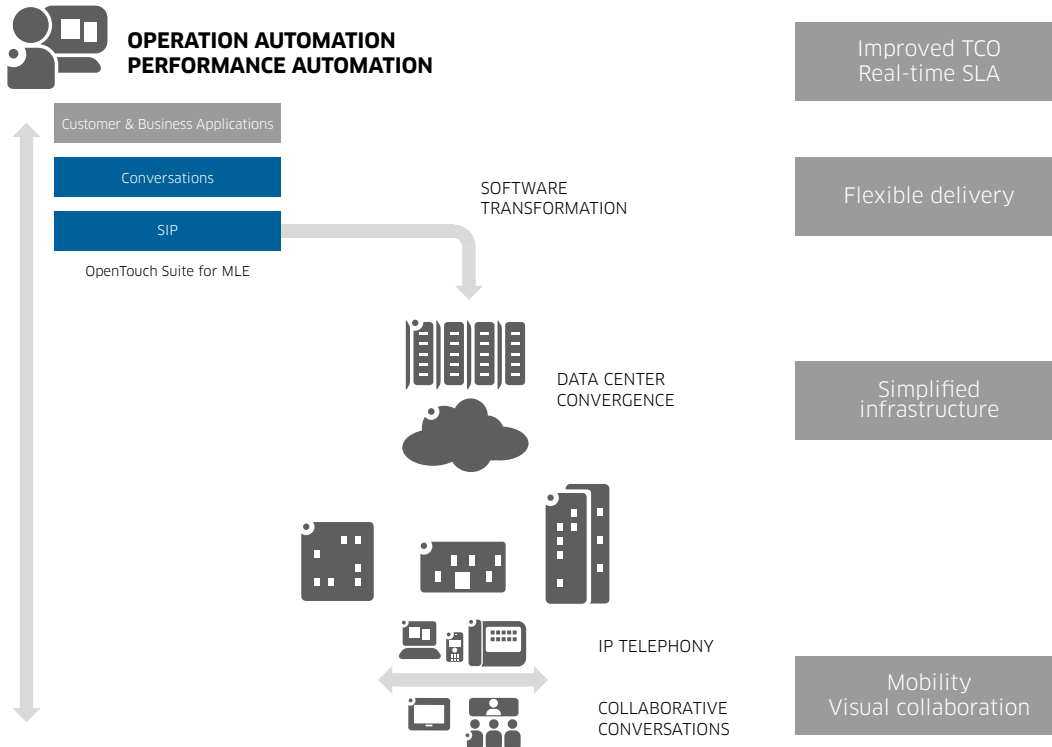


Figure 2. High-level architecture of the Alcatel-Lucent OpenTouch Suite for MLE

ADVANCED COLLABORATION WITH ALCATEL-LUCENT OPENTOUCH

The OpenTouch Suite is advancing workplace communications, enabling native 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. The OpenTouch Suite features:

- Data center convergence: Simplifies telephony operations and increases maintenance agility as well as easing the delivery of advanced communication applications
- Software transformation toward virtualization and a shared SIP infrastructure: Provides flexibility and agility for application delivery
- Operations automation and end-to-end performance monitoring: Decreases OPEX and enables SLA monitoring

Figure 2 shows the high-level OpenTouch architecture.

To find out about specific transformation steps, please see *Transforming to a Cloud-Ready Infrastructure*.





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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