UNDERSTANDING THE FINANCIAL VALUE OF NEW UC&C SOLUTIONS

Improve employee productivity and drive down your communication costs with Alcatel-Lucent OpenTouch™ Suite

Alcatel·Lucent

Enterprise

Your workforce, customers, partners and suppliers are distributed across locations – and they're mobile. Smartphones and tablets are everywhere. Your employees are technology-savvy and more connected.

Collaborating in such an environment, across devices, applications, processes and places can be challenging at best – and sometimes a complete nightmare – driving employee productivity down and telecommunications costs up.

Fortunately, new Unified Communications and Collaboration (UC&C) solutions have emerged to optimize business communications in today's demanding new world.

As you plan for the evolution of your workplace, you want to be sure that the investments you make in a new UC&C solution are wise and affordable. You need to be sure you can control your financial risk regardless of how the business performs in the future.

- Will a new system help you contain or drive down your communication costs?
- Can you leverage your past investments in telecommunications systems and devices, by blending the old with the new?
- Are there options available for balancing CAPEX and OPEX appropriately?
- Will the new tools help you increase employee productivity and boost their satisfaction?

The Alcatel-Lucent OpenTouch™ Suite for Mid and Large Enterprises (MLE) will help you deliver compelling communications services for employees and keep your company's finances on solid ground.

You can achieve significant financial benefits from a new UC&C platform through infrastructure centralization, application virtualization and media convergence. Combine these benefits with improved productivity and you've got a sound argument for investment – now.

NEW NETWORK ARCHITECTURES MAKE COMMUNICATING SIMPLER AND CHEAPER

"We were able to keep the costs down by centralizing the cost center… The centralization of the Alcatel-Lucent solutions across the sister properties was financially beneficial for the Dorchester Collection."

ADAM JONES,
DIRECTOR OF INFORMATION TECHNOLOGY,
BEVERLY HILLS HOTEL & HOTEL BEL AIR

New network architectures and technologies are helping IT departments streamline operations and reduce communication costs. With a centrally managed network architecture and virtualized applications, signaling and, in most cases, voice travel over the Wide Area Network (WAN) between sites, substantially reducing telecom bills.

According to several industry sources, such an architecture drives the following gains:
- Reduce up-front hardware investments by up to 40%[1]
- Save 50% to 70% on your Total Cost of Ownership (TCO)[1] of IT & Telecom resources
- Lower communications bills by approximately 10% to 20%[2]
- Save 5% to 30% through on-net calls using WAN bandwidth for both data and communications[3]
- Save an additional 10% to 20% by using least-cost routing on the WAN[4]

With the Alcatel-Lucent OpenTouch Suite, your IT department can transform from a distributed, hardware-based IP telephony network to a centralized IP communications network that is ready to support virtualized UC&C applications. These new applications will deliver the same intuitive communications services to employees wherever they are, across all sites and branch offices. When IP telephony servers are centralized and virtualized in data centers, the enterprise benefits from a more robust system, meaning your business can remain functional during challenging circumstances. For example, centralized systems benefit from spatial redundancy and are usually located in robust building infrastructures that are better equipped to survive power outages. Virtualized resources are flexible and can be adapted more readily to work around any problems that crop up.

Transform from a distributed, hardware-based IP telephony network to a centralized IP communications network, ready to support virtualized UC&C applications

Migrating from multiple distributed PBXs to one communications server in a data center also significantly reduces maintenance, upgrade and management costs. The architecture's intelligence makes it possible for a reduced support team to manage the enterprise-wide communications network from a central point. The savings opportunities include:

- **Lower maintenance, upgrade and management costs than in a distributed network.** A centralized and unified network can save between 5% and 20% on maintenance and upgrades. Centralized management of voice and data networks can save 10% to 40%.[5]
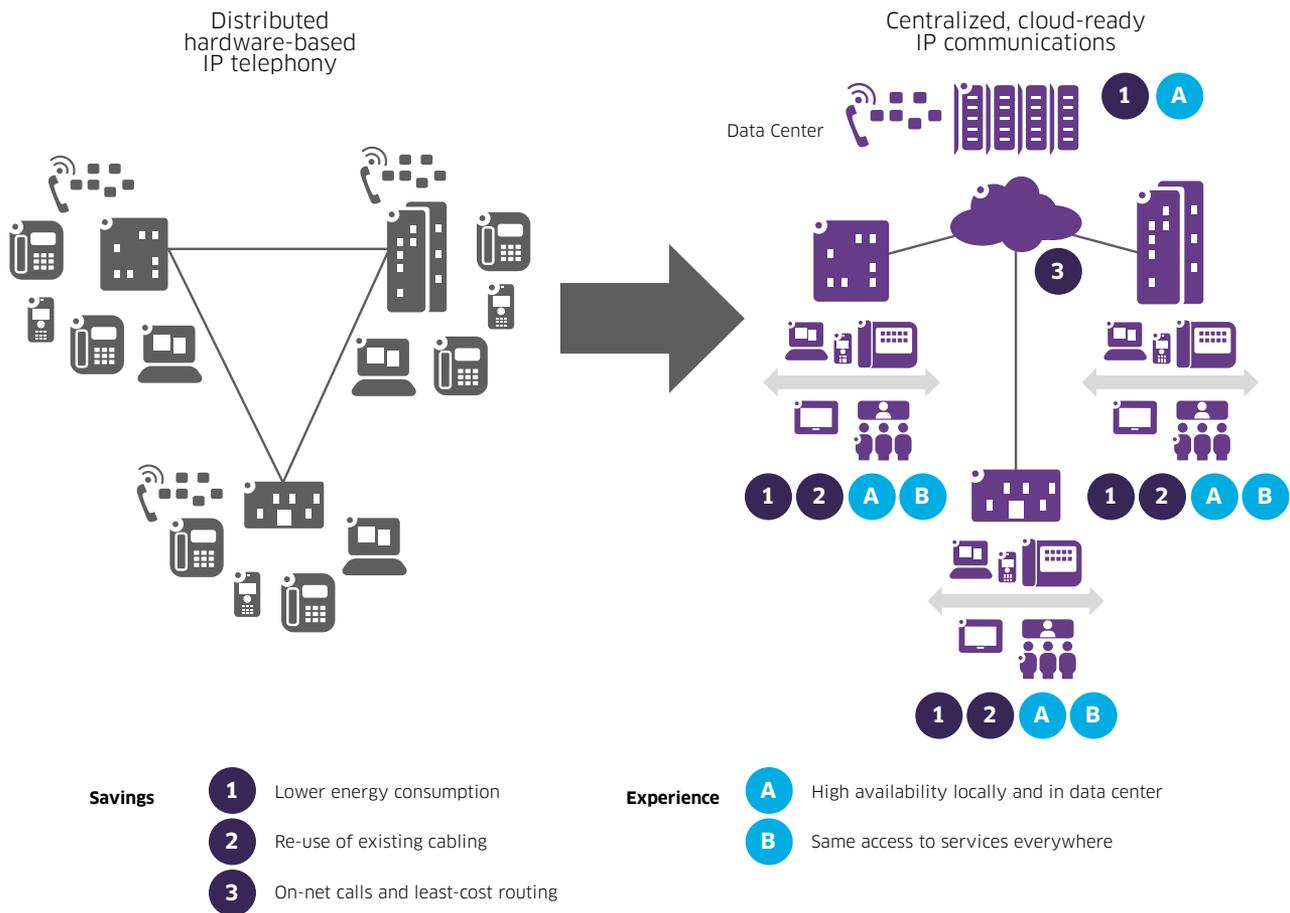
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1 Virtualization reduces costs and complexity for mid-sized businesses, IBM, August 2010.
2 Aging Communications Systems: Risks and Opportunities; A Tactical Approach to Enterprise Communications Transformation, Alcatel-Lucent, August, 2012
3 Transformation Opportunities with the Alcatel-Lucent OpenTouch™ Suite, Alcatel-Lucent, 2012.
4 ibid.
5 Ibid.

Distributed hardware-based IP telephony

Centralized, cloud-ready IP communications

Data Center

	Savings	
1	Lower energy consumption	
2	Re-use of existing cabling	
3	On-net calls and least-cost routing	

	Experience	
A	High availability locally and in data center	
B	Same access to services everywhere	

Figure 1. Centralizing IP communications saves money and improves users' experience

- **Lower costs for move, add, change and delete (MACD) operations.** In this case, 20% to 30% cost savings can be expected compared to a distributed network. Using a single application to manage telephony and new conversation applications also simplifies the most frequent operations. For example, creating new users only requires that 3 to 6 parameters be completed before users can benefit from all OpenTouch Suite conversation applications.[6]
- **Real-time performance monitoring.** Improved monitoring makes it possible for you to ensure strict control of service level agreements (SLAs).

Figure 1 illustrates the architectural evolution taking place with the new UC&C platform, and highlights the major benefits that result from this transformation.

6 Ibid.

"This system can effectively save on communications costs, so charges for long-distance domestic calls are not made. In terms of international communications, it is possible to route the data to make international calls to Hong Kong and Japan, saving 50% of costs."

YAN ZHENHONG
GENERAL MANAGER IT SOLUTION, CHINA EASTERN AIRLINES

> "The deployed solutions significantly improved communications on campus and eliminated paper-based faxes. Performance, security and stability of the entire system were also improved, including configuration and management. Overall, the system has become more intuitive."

YAN ZHENHONG
GENERAL MANAGER IT SOLUTION,
CHINA EASTERN AIRLINES
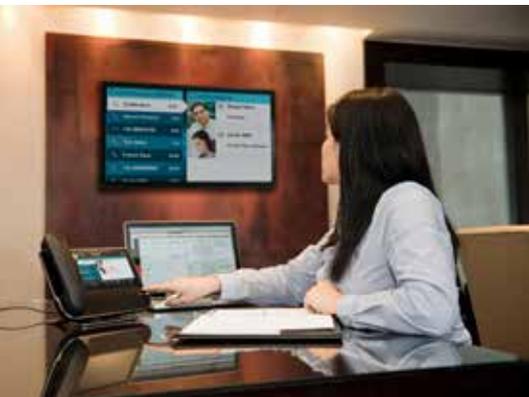
LEVERAGE YOUR PAST INVESTMENTS

Chances are you have already made a significant investment in communications equipment. You don't have to replace most of it! The Alcatel-Lucent OpenTouch™ Suite for Mid and Large Enterprises is based on industry standards, so it allows you to reuse many components of your legacy PBX infrastructure, such as IP telephony and SIP-based multimedia communications equipment.

In fact, evolving from a TDM-based PBX to an Alcatel-Lucent UC&C solution is simple because we can reuse existing TDM wiring, DECT-compatible terminals, and private links to other systems, faxes and security posts.

If you do need to deploy a completely new infrastructure, you can choose to limit your initial implementation to those who most need the new capabilities, and scale up progressively as the business requires.

Each system upgrade begins with a technical audit to determine how much of your existing infrastructure can be retained. If your company is already an Alcatel-Lucent customer, you can simply add the new functionalities to your existing platform: 100% of your telecom infrastructure can be reused. Changes to the OpenTouch solution are not disruptive and can be spread over time. Training requirements are minimal.

BALANCE THE COST OF YOUR UC&C SOLUTION BETWEEN CAPEX AND OPEX

Today's economic imperatives require flexible funding models in order to mitigate the need for capital investment if needed. You must be able to adjust your communication costs to actual variations of the business, so you can cope with the rapid evolution of new technology tools and applications.

OpenTouch Suite can be offered by our business partners in hosted and managed service models delivered from the cloud. The OpenTouch Enterprise Cloud makes it possible for companies to pay based on actual infrastructure usage, with no up-front investment. These new models offer additional financial benefits like:

- **Reduced TCO.** They include all the services and assurances required to keep the technology working, thus limiting the risk for unplanned operation costs, and reducing the TCO of the infrastructure over its lifespan.
- **Reduced system implementation costs.**
- **No need for additional maintenance contracts.**
- **Reduced support staff and training costs.**
- **Lower consumption of electricity.**
- **Cash flow predictability.** The Alcatel-Lucent OpenTouch Enterprise Cloud enables enterprises to grow (or reduce) the number of users easily, with no penalty or additional costs. This protects cash flow and makes financial planning more predictable.

Now when your business is growing and you are opening sites to address new market demand, you can quickly expand your UC&C solution to your new employees – with a reduced up-front investment.

Our UC&C solution delivered from the cloud will also help you manage any necessary downsizing efficiently. Whether that downsizing is the result of a business slow-down, the closing of a site, a drop in headcount, or mergers and acquisitions, , you can scale down, swiftly and cost-effectively. The ease with which you can scale services up or down makes it feasible to provide services to special project teams for finite periods. Being able to add and remove users easily made our solution the perfect choice for Poland's Rzeszow University and the Netherland's Utrecht University, which must be able to respond quickly to a constantly fluctuating user populations.

MEASURE THE PRODUCTIVITY GAINS

Let's not forget, you're planning this investment because you expect your teams to collaborate more effectively among themselves and with your customers, suppliers and partners! An advanced UC&C solution like Alcatel-Lucent OpenTouch will improve employee productivity and business efficiency.

Consider the potential for financial gains in:

- **Customer retention and renewal improvements.** Could you reduce customer churn by offering a more responsive service that leaves no query unanswered? Could you renew more service contracts? For a higher value?
- **Sales productivity improvements.** Could you win more sales opportunities by building customer confidence through greater collaboration during the sales process? Could you reduce your selling time and cycle by being more responsive? How much more revenue would it translate into?
- **Supply chain process improvements.** Collaborating better with suppliers? Less waste? Sharing more rich content?
- **Travel cost reductions.** How much do you think you can save here by providing your team with effective remote collaboration tools?

DOES IT ADD UP TO A SOUND FINANCIAL DECISION?

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

You can count on significant financial gains as you enable greater collaboration among employees, customers and suppliers, while driving your cost of telecommunications down through a centralized and virtualized network architecture.

Our infrastructure evolution plans leverage your current telecommunications equipment and reduce your cost of integration and deployment.

Flexible OpenTouch Enterprise Cloud service options allow you to optimize the funding of your new UC&C solution and reduce your financial risk by adjusting your operating expenditure to the future performance of your business.

"Alcatel-Lucent is one of the top of the lines. And it's not expensive compared to other solutions. Alcatel-Lucent is very well established in the region and the support that I'm enjoying with them is marvelous. Anytime I call them, they are there. Any challenge we're facing, they have a solution. And they are not expensive so they are very good solution for me."

MUTTIA AL-KHAYYAT, CIO
URBACON GENERAL CONTRACTING, QATAR

"Alcatel-Lucent is an internationally renowned brand with a good reputation, matching China Eastern's emphasis on user experience"

YAN ZHENHONG
GENERAL MANAGER IT SOLUTION,
CHINA EASTERN AIRLINES

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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