



## OPINION PIECE

Tellumat Telecoms

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## Beyond the traditional benefits of unified communications

### What else should you look for in a UC solution?

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The traditional business benefits of unified communications (UC) continue to offer excellent value today. But as is clear further down, the latest tools bring a whole new dimension to the communication and business process improvements that UC offers.

#### Current value

- *Efficiency and productivity* – first and foremost, UC has always been a productivity and efficiency pitch. It integrates telephony and applications to allow rich multi-party collaboration, often bringing problems to successful closure more quickly. Presence management, which allows one to find the desired person quickly and seamlessly, is another proof point.
- *Customer satisfaction* – naturally, more productive and efficient staff mean happy customers, which has direct benefits to the company's bottom line and the employee delivering the service, as well as the indirect spin-off of job satisfaction.
- *Savings* – saving on office infrastructure and the skills to install, run and maintain one voice and data installation is another classic UC pitch. Users typically save 50% on infrastructure and operations (including management), and more on service over the life of the installation.

#### Cutting-edge value

But given the wealth of new functionality out there, what else ought your supplier to be offering you?

- *Ease of use* – unless UC is as easy and intuitive as Outlook, don't bother.
  - Is it easy to add users? The best tools let you set up a new user with voicemail, updating directories automatically across the enterprise.
  - Is it easy to manage? Your system should offer a central console from which to manage all sites, without having to log on to every distributed switch.
  - Is it easy to use? Desktop-integrated calling should be the most natural thing in the world to use, or your people won't use it. In other words, phoning should be as easy as typing someone's name and clicking, and adding video, instant messaging or multi-party audio- or videoconferencing should be done in one click. Users should have a personal contact directory, call history and voice mails, and should be able to set presence easily.
- *Integrated applications* – does your system make good on UC's promise of tight integration with mission-critical business applications? The leading platforms out there offer:
  - Integration with Outlook, out of the box
  - Optional Web application integration, such as [Salesforce.com](http://Salesforce.com)
  - Emergency services integration with easily configured screen popups showing caller location, audio alerts and automated response team out-dials.
- *Enhanced mobility* – do you have all your desktop functionality on the go as well?
  - You should be able to change your presence, make your cellphone your preferred extension, or any other phone for that matter, listen to extension voice mails, including truncated previews, and peruse your to, from and missed calls to your work extension.



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- Reliability – does your system offer TDM reliability with IP flexibility?
  - Appliance-based IP telephony offers a radical departure from server-based systems. The absence of moving parts (flash memory instead of hard disks), increases hardware reliability. A real-time operating system offers better response times and reliability than current server based VOIP systems. Redundancy can be achieved cost-effectively with an architecture that auto-duplicates system configuration across appliances. Call switching happens in the appliance, so server failure does not mean dropped calls.

### Choose well

While unified communications continues to offer compelling business value, new innovations are offering huge improvements in reliability, mobility, ease of use, and application integration.

Ends.

### About Tellumat

Tellumat is an innovative, black empowered, South African technology company that has achieved a B-BBEE Status Level 3 rating, as well as being a "Value-Adding Enterprise" in terms of the DTI's Codes of Good Practice. It consists of three major trading divisions; Communications, Defence and Contract Manufacturing, and three partly owned companies; SIA Solutions (Pty) Ltd, Enee Engineering (Pty) Ltd and SIMpill (Pty) Ltd. Tellumat services three primary market areas, namely wireless voice and data communications, defence communication systems and high precision electronic and mechanical manufacturing. Tellumat is a world-class business focused on innovation, offering our customers dynamic and competitive technology products and services. We focus on understanding our customers' needs and forming long-term strategic alliances with likeminded enterprises worldwide.

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### About ShoreTel, Inc.

ShoreTel, Inc., (NASDAQ: SHOR) is a leading provider of *Pure IP* Unified Communications solutions. ShoreTel enables companies of any size to seamlessly integrate all communications-voice, video, messaging and data - with their business processes. Independent of device or location, ShoreTel's distributed software architecture eliminates the traditional costs, complexity and reliability issues typically associated with other solutions. ShoreTel continues to deliver the highest levels of customer satisfaction, ease of use and manageability while driving down the overall total cost of ownership. ShoreTel is headquartered in Sunnyvale, California, and has regional offices in the United Kingdom, Sydney, Australia and Munich, Germany. Tellumat Telecoms, the converged communications specialist in the Tellumat Group, is the local distributor of ShoreTel's IP range.