



OPINION PIECE

Tellumat Telecoms

July, 2010

Page 1 of 2

Unified communications addresses key CEO concerns **Creating better conditions for mass adoption will spur economic growth**

By Bennie Langenhoven, Managing Executive of Tellumat Telecoms, a distributor of ShoreTel unified communications systems

The 13th Annual Global CEO Survey (PriceWaterhouseCoopers (PWC), January 2010) highlighted the major current concerns and strategies of CEOs as they plot a course for renewed growth after the recent global recession.

Collaboration tools and unified communications (UC) address a number of these. With no claim of comprehensiveness, and in no particular order, we offer the following selection of CEOs' key worries and plans, and the solution or help offered in each instance by unified communications.

- **Lower costs:** PWC notes that organisations are presently aiming for greater agility, in many cases culling headcount dramatically. UC allows leaner companies to maximise their resources, as staff using it are more efficient. The companies that already see their way open to hiring more people must still bear cost-efficiency in mind, which gives UC continued relevance.
- **An improved customer experience:** Organisations aiming for more customer satisfaction and better relationships can employ UC to good effect. Addressing customers more quickly and in more appropriate ways exudes a more professional image with less effort.
- **Lower energy consumption:** Some (appliance-based) UC architectures do not require massive server farms, thus allowing organisations to expend less energy on powering gigantic boxes and keeping them cool.
- **Attaining low-cost competitiveness:** UC can bring the cost of operations down significantly while maintaining service levels, by boosting efficiency and giving organisations the professional sheen of multiple channels and intelligent routing. It is important to look at Total Cost of Ownership (TCO) and not just the initial capital outlay.
- **Terrorism:** If you don't want to expose your staff to flying (for example), UC offers a way out.
- **Agile HR:** Whether you're restructuring or hiring, it can be a costly run-around for IT. UC allows companies to assign key skills quickly to new organisational configurations, either remotely through management tools, or through easy, cost-effective moves, adds and changes (UC is plug-and-play), or with the quick and easy configuration of the best UC systems.
- **Responsiveness to customer changes:** UC allows for the easy adaptation of your customer-facing capability, should your customers' behaviour change (for instance reject physical interaction for phone-based interaction).
- **Organic growth for now:** CEOs are not spending huge amounts on fast, capital-intensive growth. But any growth, whether quick, acquisitive, slow or organic, is catered for easily with UC platforms, which are quick and easy to scale up.
- **Making sure investment in technology doesn't hinder profitability:** Many UC vendors offer leasing or financed options to support buyers of their systems. UC systems further have a longer life-span than the three years of IT acquisitions, because of their upgradeability and scalability. Five years is much closer to the reality, a time span that offers a greater chance of a return on investment.



OPINION PIECE

Tellumat Telecoms

July, 2010

Page 2 of 2

Unified communications platforms are flexible and scalable and address many of the concerns of CEOs as they seek new ways to grow while containing costs. There are many compelling reasons to consider this technology, even while the business climate is still vulnerable.

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, Encee 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.

www.tellumat.com

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.