REPLY
SYTEL

UNIFYING YOUR COMMUNICATIONS IN PRACTICE

Unified Communications adoption is a key objective in enterprise's priorities. Unifying communications within an enterprise can show savings both in financial terms but also improve ways of working through simplification of the infrastructure by increased collaboration within the workforce. In a recent survey conducted by PwC, they stated that today's $21.1bn UC market is set to grow at a CAGR of 11% through 2018 with productivity and opex savings being the main drivers for adoption.

Sytel Reply consultants have a wide knowledge of the Unified Communications industry and have worked with both enterprise customers and telecommunications providers with their UC strategies and deployments. Our consultants have worked not only on the technical intricacies of the products and services available, but also designing solutions for adoption, strategies for ensuring enterprises maximise their investments and ensure there are robust business cases to ensure savings are made. We have worked with a number of global telcos in designing and implementing their solutions to meet their global customers demanding requirements.

We interface at all levels, whether giving board level presentations or leading technical discussions, Sytel Reply consultants have many years' experience in working to unify communications.

EUROPEAN EQUIPMENT MANUFACTURER STRATEGY FOR UC ADOPTION

A MANUFACTURER OF FACTORY EQUIPMENT WITH A GLOBAL FOOTPRINT, BASED IN EUROPE, NEEDED A UC STRATEGY FOR MOVING FROM THEIR LEGACY TELEPHONY AND AGING MESSAGING SYSTEMS TO A COST EFFECTIVE UC SOLUTION FOR ALL THEIR SITES.

BACKGROUND

This manufacturing company based in Austria has five sites across the world. Each site had a legacy telephony system and IT infrastructure that was not standardised. In their infrastructure refresh programme there was a requirement to move from the legacy telephony, email and conferencing solution to a new unified communications way of working. The company was unclear of the market offerings, the methodology for choosing a new vendor and the roadmap for moving to a new solution.

PROCESS

Sytel Reply consultants assisted the client with the key components of unifying their communications. These included not only technical but also commercial considerations:

BUSINESS CASE

The client struggled with creating a business case for UC adoption. Advanced functionality of the UC features was difficult to justify to the CFO. Categorising the benefits in a business case was essential as not all benefits had the same financial reward to a company. The suggested categories we used were:
Type A – **hard savings that businesses can realise immediately.** These included savings on maintenance of equipment, personnel for maintaining the moves, adds and changes in the busy commercial environment.
Type B – these were generally softer than those in type A and included people costs. Often adoption of UC can result in less people costs, both in most cases will only be part of someone's job and there it is difficult to remove this position and realise the saving as a type A
Type C – these were **longer term benefits.** As a result of UC adoption, an office was due to be closed as it increased the opportunity for home working or combining functions into one physical office.

ROADMAP

We identified the client's As-Is position and analysed where they wanted to end up. We found that some of the components of UC were not currently under the control of a single budget. Knowing the current environment and its associated costs was very important. Once we knew that, knowing what we wanted to achieve by unifying the communications and what the business needed we were able to pick which UC components we needed.

DEFINITION OF UC

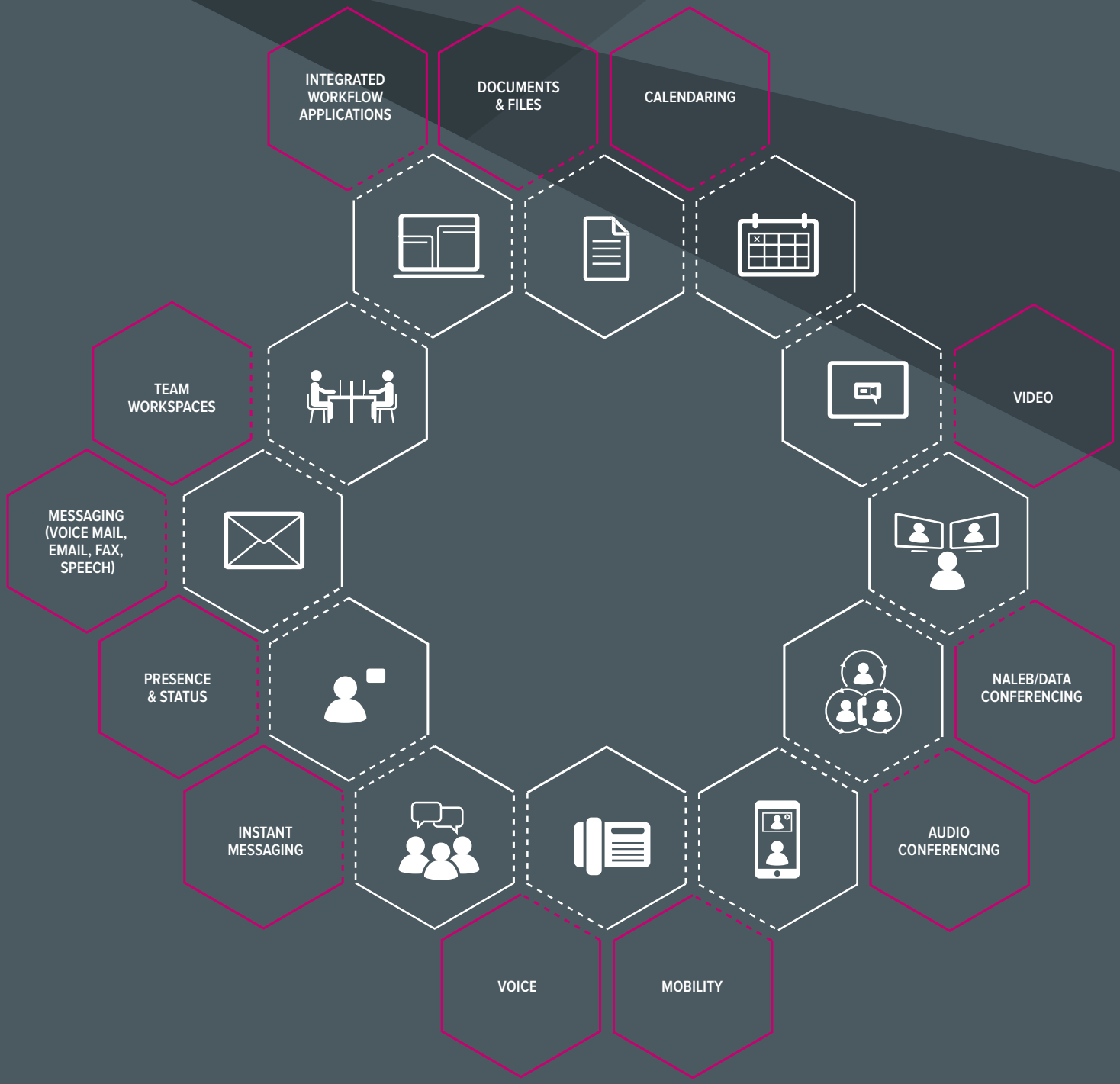
UC is many things to many people! In a survey conducted by a global UC vendor, some enterprises interviewed considered that UC was just UM (Unified Messaging), some considered UC was IP Telephony and many confused IP Telephony with VoIP. If you look at vendors' websites, they all have a slightly different interpretation of UC.

With the client we agreed that all the following components should be considered as part of their solution.

OUTCOME

Through working with Sytel Reply consultants the client in Austria was able to **identify the components of Unified Communications that were important to their infrastructure refresh.** Our extensive knowledge of the UC marketplace enabled us to shortlist a number of potential UC vendors and using the business case methodology gain approval for the expenditure for the migration.

Using the knowledge gained in understanding their current plethora of legacy equipment and manufacturers, develop a roadmap for moving to the new unified communications solution.


INTEGRATED WORKFLOW APPLICATIONS
DOCUMENTS & FILES
CALENDARING
TEAM WORKSPACES
VIDEO
MESSAGING (VOICE MAIL, EMAIL, FAX, SPEECH)
PRESENCE & STATUS
NALEB/DATA CONFERENCING
INSTANT MESSAGING
AUDIO CONFERENCING
VOICE
MOBILITY

MAJOR TELECOMMUNICATIONS PROVIDER BUILDS GLOBAL CLOUD UC SOLUTION

A MAJOR TELECOMMUNICATIONS PROVIDER PLANNED TO BUILD A CLOUD BASED UC SOLUTION TO MEET ITS CUSTOMERS' NEED. THEY PLANNED TO UTILISE EXISTING DATA CENTRES BUT ALSO TO INCREASE THEIR GLOBAL FOOTPRINT BY BUILDING STRATEGIC DATA CENTRES ACROSS THE GLOBE TO ENSURE GEO-RESILIENCY OF THEIR SOLUTION.

BACKGROUND

This major fixed and mobile telecommunications provider was meeting its customer requirements to **offer a unique fixed and mobile UC solution globally.**

They already had a footprint in most markets globally but in some cases needed to partner locally in-country to ensure a truly global solution. They also wanted to provide solutions on key leading suppliers' technologies.

PROCESS

Sytel Reply consultants played key roles in the design of the solution, bringing their unique knowledge of the UC industry, its solutions and their extensive experience of developing and deploying very technical global solutions.

The client identified that this was a multi-year, multi-phase programme starting by utilising an existing infrastructure based in Europe, but then building new environments in emerging markets, while still meeting the tight timescales of their demanding customer base.

From the initial phases, our consultants were instrumental in the design of the solution and agreeing with the selected vendors which components of UC were going to be deployed.
Working with internal stakeholders, costings were produced and the internal business case to proceed with the project was agreed.

During the multiple phases of deployment, Sytel Reply consultants were not only involved in the engineering aspects but also as delivery managers for the core components of the cloud based UC service, and the monitoring and management functions around the UC offering.

OUTCOME

Through working with Sytel Reply consultants the client deployed a cloud based UC solution in Europe and Asia Pacific and is due to manage the technical and delivery of the client's solution in the Americas in the next phase of the programme.

GLOBAL BANK CLOUD UC DEPLOYMENT

A MAJOR GLOBAL BANK HEADQUARTERED IN THE UK, NEEDED TO INVEST IN NEW TECHNICAL INFRASTRUCTURE IN ITS BRANCHES WORLDWIDE WITH THE ADDITION OF A CLOUD BASED UC SOLUTION.

BACKGROUND

This global bank, headquartered in the UK, invested in new IT infrastructure for its 5000 branches across the globe. Our consultant was responsible for managing at a programme level the deployment of a cloud based UC solution.

PROCESS

A Sytel Reply consultant played key roles in the deployment of a cloud based service, working with the service provider. Responsible for the logistics, site surveys, working with the stakeholders at the bank to ensure new IT hardware and service were deployed all branches, the head office and cash machines (ATMs) within the tight timescales set by the bank and the service provider.

Many bank branches and ATMs were not in accessible locations, with about 500 being on either British offshore islands and territories, or in other countries. The logistics of ensuring equipment and engineers were onsite at the correct times were as challenging as the technical components of the deployment.
User training and specific templates for end user deployment while ensuring no outages at the braches or to the bank's customers were key to the success of the project.

OUTCOME

Through working with a Sytel Reply consultant the client deployed **a cloud based UC solution across the whole of its banking network with no reported outages.**
The bank was left with a 21st century UC solution enabling **better collaboration across its staff and a step change in service to its customers.**

CREATING A BUSINESS CASE FOR A GLOBAL FMCG COMPANY

A GLOBAL FAST-MOVING CONSUMER GOODS COMPANY, HEADQUARTERED IN THE US NEEDED A BUSINESS CASE DEVELOPING THAT WOULD SHOW A POSITIVE FINANCIAL BENEFIT ON THE TOTAL UC DEPLOYMENT ACROSS ALL ITS SITES.

BACKGROUND

A global FMCG company headquartered in the US needed a solid business case for adoption of initially IP Telephony, but ultimately to migrate to a total UC solution. They found that they had become stricter on financial investments in technology. Ten years ago, financial return on investments in video technologies, voice telephony, or network infrastructures were easy wins for companies. New technologies were introduced by vendors which were step changes in technology, and the increase in productivity and cost was immediate. For example, migration from leased lines to Frame Relay, or the introduction of IP based LANs, did not involve a massive cost justification or CFO signoff.

As their CFO had reviewed the large investments in technology required to implement IP Telephony, he realised that investment was not always going to give the payback realised in the past. The concept of unifying communications under a single unified interface, as proposed by most of the leading IT vendors, was challenging most IT departments to produce a robust business case that stands up to the scrutiny of their CIOs and CFOs.

Most vendors had developed crude business case models which always took an optimistic view of the world. They only saw benefits in what their products or services would deliver. They are designed to always give a positive ROI and often use less tangible and difficult to measure benefits to make their case.

PROCESS

COLLATING THE INFORMATION – CREATING A BASELINE

Our consultants were aware that before beginning with the business case analysis, there was often a large and underestimated effort required to collect and collate the needed information to establish baseline costs. Many projects encompass multiple business areas that IT organisations historically have had no control over or interest in. Traditionally, IT departments have not maintained PBXs, but with the advent of IP Telephony and Unified Communications, IT has had to collate much of this type of information from many different sources.

For example, PBXs used to be the responsibility of the office manager, but these office managers were locally managing individual sites or campuses and had local cost centres. They had made the original decision about which PBX to buy and there was often little or no standardization on vendor or PBX type. Decentralised cost centres and decision making certainly makes it more difficult to gather real cost and infrastructure data.

For the IP Telephony business case, information on PBX manufacturer, type, cost, depreciation, maintenance costs, and the quantity of moves, adds, changes and deletes (MACDs) were crucial. The requirement to profile users within the organisation to ensure each type of user (e.g. international traveler, sales, office based, manufacturing, etc.) gets the correct UC tools was essential.


REDUCED MAINTENANCE COSTS (A)
GLOBAL SUPPORT (C)
IN / OUTSOURCING (A)
IM (B)
MOBILITY (B)
INTEGRATED DIRECTORIES (B)
UNIFIED COMMUNICATIONS
CLICK TO DIAL (B)
CENTRALIZED RESOURCES (C)
REDUCED LICENSES (A)
REDUCED TRAVEL (B)
USER INTERFACE (B)
REDUCED HARDWARE CAPEX (A)

BUSINESS BENEFITS

Quantifying business benefit was the biggest discussion point in the organisation and development of the business case for unified communications because everyone saw the benefits of the project in a slightly different way. We identified another aspect of a business benefit was how to actually measure it once the project is complete and the users are working with the new technology. We created a simple way to apportion which types of benefits will bring the largest and most measurable benefits. These were defined quite simply as Type A, Type B and Type C benefits, as follows.

TYPE A

Type A benefits were **real hard dollar savings.** These were benefits that you can "hold in your hand" and showed them quantifiably to the CFO after the implementation. Benefits of this type were the ones that usually make up 90%+ of the business case. Without Type A benefits, the project was dead in the water. Type A benefits were either in the form of capital investment cost savings or revenue savings due to reduced maintenance or support costs.

TYPE B

These were the **soft benefits that were normally included to supplement type A benefits,** but they were less tangible and harder to actually measure. Type B benefits were useful to supplement a mediocre business case. They were nice additions used as the icing on top of the cake, but they were not be used as part of the main business justification.

TYPE C

Type C benefits were **a projected future benefits that would result if the project was successful.** They were normally organisational in nature. For example, if a particular project was successful then two departments could be amalgamated, which would normally result in headcount reductions, reduced overheads brought about by reduced salary commitments, reduced real estate with physically less desks. Mergers of departments were opportunities to move to cheaper, often offshore locations.

In the business case we had as many as 40 or 50 different benefit items. It was essential that the CFO saw how the addition or deletion of a particular benefit item affected the overall business case. Consequently, we made it easy to add or remove Type A, B, or C benefits from the ROI analysis in real time.

THE MODEL

The model had flexibility to show different scenarios. When the CFO asked what happened when there was a change to certain parameters, the model was able to easily reflect these changes.

OUTCOME

Building a business case in today's tough economic climate is key to the success of unified communications projects. Our consultants have shown that modelling of different scenarios with the CFO, enabled him to more easily see where the main cost drivers and savings opportunities were.

Key points remembered:

- **Identify the current costs.** This will always take longer than you think;
- **Build a dynamic model** so that you can easily demonstrate the effect adding or removing certain savings will have on your ROI;
- **Identify assumptions;**
- **Identify benefits into three categories:**
  - A - hard dollar savings;
  - B - less tangible savings, normally associated with people costs;
  - C - future savings which will, in time, result from a successful project;
- **Use an ROI timeline that reflects the company's real business horizon** in terms of replacement periods, depreciation times, etc.;
- **Build your business case based on you company's geography and footprint** so that global totals can be seen, but also so that individual regions or locations can be explored.

Type	include	2005	2006	2007	2008
Business Resources					
Telephony Management	yes		$200,000	$400,000	$600,000
Greater organisational layout flexibility	yes		$45,000	$90,000	$135,000
Contractor Resource to Perform MACS	yes		$100,000	$200,000	$300,000
GSM / Wireless Handset & SoftPhone Integration					
GSM calls currently made in the office.	no				
Hotel phone usage	yes		$48,750	$97,500	$146,250
Home-based Sales Associates (+ ad-hoc home working)	yes		$83,333	$166,667	$250,000
Deskphone forwarded to Mobile	yes		$38,750	$77,500	$116,250
Global H'set - User I'face Standardisation Benefits:					
Less Impact on Travelers.	no				
Less impact on new. or relocated Associates.	yes		$8,333	$16,667	$25,000
Greater use of functions.	yes		$12,000	$24,000	$36,000
LDAP-delivered Associate direct dialling benefits:					
Less Telephone-Tag.	yes		$60,000	$120,000	$180,000
Interactive Voice Response (IVR). 1 directory dialling	yes		$600,000	$1,200,000	$1,800,000
Less resources used.	yes		$60,000	$120,000	$180,000
Correct CLI details.	yes		$60,000	$120,000	$180,000
Greater call quality.	yes		$60,000	$120,000	$180,000
Reduced requirement for centralised services:					
Unit (& Country) consolidation.	yes		$595,833	$1,191,667	$1,787,500

Figure 2: This is a screen shot that shows type A, B and C savings and how they can be included or excluded by the unique ROI model

RE-IMAGINING BUSINESS IT INFRASTRUCTURE

AN INTERNATIONAL AUTHORITY IN THE CONSTRUCTION INDUSTRY IDENTIFIED IT AND SECURITY DEFICIENCIES AND WISHED TO MODERNISE WHILST REDUCING COST OF ITS OVERALL TECHNOLOGY BUDGET.

BACKGROUND

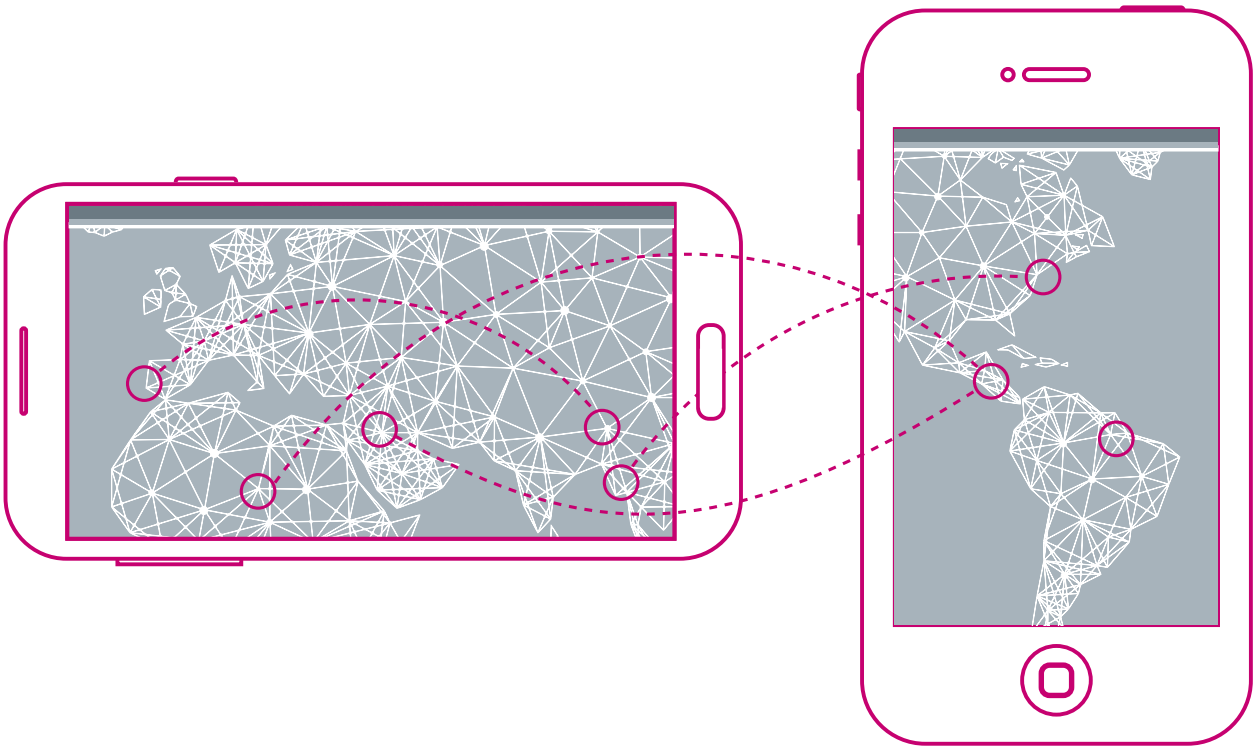
A business and international authority on the construction industry with four offices across in the U.K. as far apart as Aberdeen and London, wanted to understand the benefit derived from various technology enhancements. Managers used to spend hours travelling between sites for meetings and consultancy work. As a result, **travel costs** within the U.K. **were high and productivity for key employees was significantly lower than desired.** A dated and confused IT infrastructure meant the newly appointed head of IT was concerned over the security and sovereignty as well as a failing network which lead to the business making the difficult decision to completely replace all aspects of its IT infrastructure.

RE-IMAGINED

After attending a Unified Communications event with a Sytel Reply Consultant as the technical lead speaker, aimed to raise the awareness of **providing business class real time services** in partnership with Microsoft, the client leaders developed a trusted relationship and found a partner able to clearly demonstrate the business benefits at both technical and C levels. The client recognised the breadth of experience of hosting and managing all areas of the technology suite, and providing 3rd party outsourcing contract for specialist ERP software.

Following a review by the client initially, and then complemented by a coordinated technology and ROI review from the service provider, the final outcome of these reviews identified the following:

- Experiencing several hours a week of outages in one form or other, causing discontent and frustration for both employees and customers
- Lack of trust levels of both internal and external security
- On-Premise infrastructure in a small computer room with no resilience capabilities
- Senior staff were travelling too frequently and the business wanted to leverage a ubiquitous voice and video conferencing solution for all staff
- Dated, slow and expensive connectivity
- On-premise backup with limited capabilities
- Lack of control of product licensing



OUTCOME

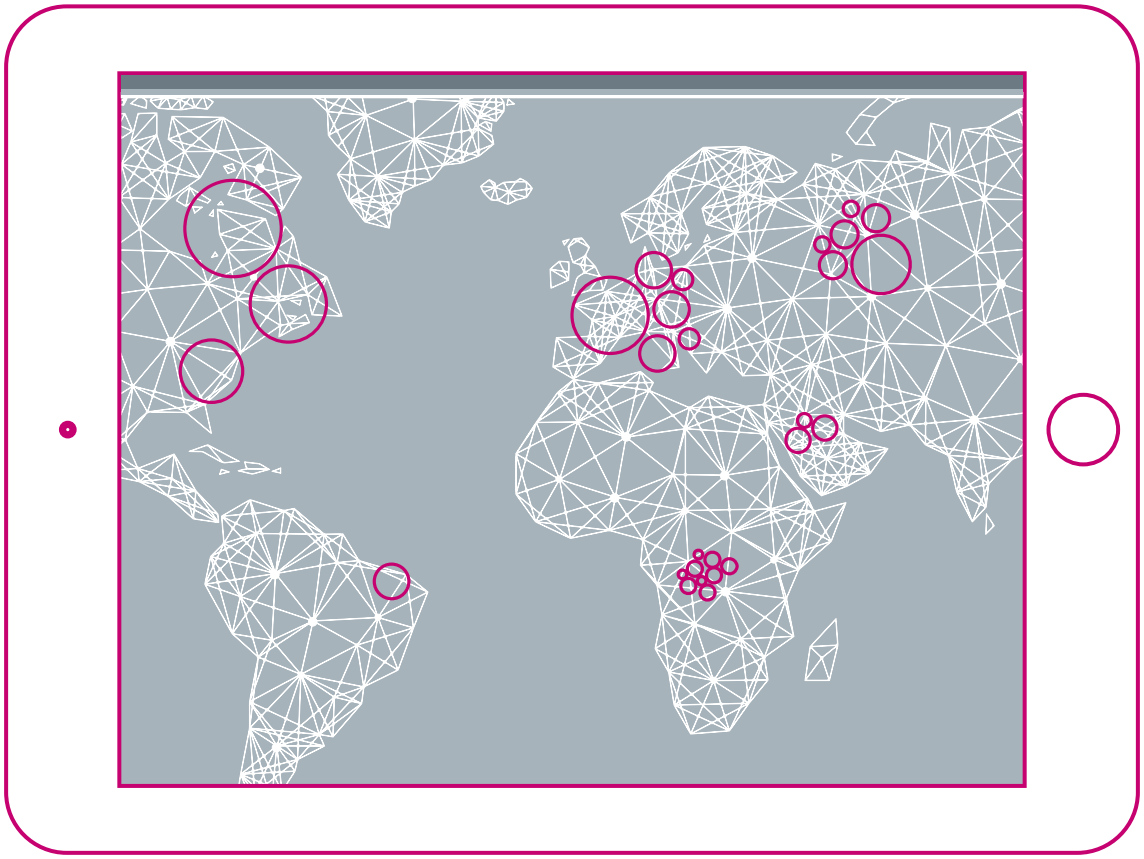
The Sytel Reply consultant played a lead role in many aspects of the engagement, from initial conversations and business value analysis to developing the solution design and overall ICT cost analysis during the pre-sales engagement.
During the delivery cycle, the consultant worked with the client to manage the project and technical staff, delivering a number of key solutions and integrations himself.
The migration had to be carefully planned with almost all the ICT solutions being completely replaced. It was imperative that business continuity was maintained during the overall process. Again, this was carefully managed by the Sytel consultant and client ICT director which resulted to positive conclusion.

The results of which were a service orientated approach with an updated suite of solutions on the latest software versions consumed over a hybrid private and public cloud solution.
New business critical server applications sensitive to network factors were hosted in state of the art data centres and accessed by all offices via a resilient MPLS network.

Mail and SharePoint services were provided via Office 365 which additionally provided licensing for Office, Exchange and SharePoint services and AD synchronisation to provide single sign-on to all application services.

To tackle the data sovereignty and security concerns, new AD, VPN, internet and backup / restoration services were designed and built within the private cloud and complemented with local office AD servers.
The above technology provided the basis to leverage a unified communications solution that included full telephony, collaboration and mobility services, allowing for client leaders and employees to enjoy a more flexible working environment and to a reduction of business travel.

The results provided the business had transformed through its ICT infrastructure and consolidated its communications solution to operate with higher productivity, customer focus workforce, with lower cost of ownership.
All managed by skilled and experienced staff and reduced business risk; controlling licensing and security at a flexible monthly subscription based model all provided via a re-imagined ICT Infrastructure.



Sytel Reply UK is the Reply Group Company specialising in an open and pioneering consultancy approach that helps clients successfully innovate and transform in today's ever-changing digital world. With a 'Give to Get' mentality, Sytel Reply UK enables clients to grow through the development and delivery of secure, compliant and future-proofed solutions for some of the largest telco and media enterprises worldwide. By bridging the gap between technology and business, Sytel Reply UK focuses on increasing revenue streams and efficiency, whilst reducing costs and time to market.

Founded in 2010, Sytel Reply UK is a focused, dedicated, agile group of talented and experienced technologists and consultants. Sytel Reply UK is part of Reply, a network of highly specialised companies focused on the design and implementation of solutions based on new communication channels and digital media.

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