

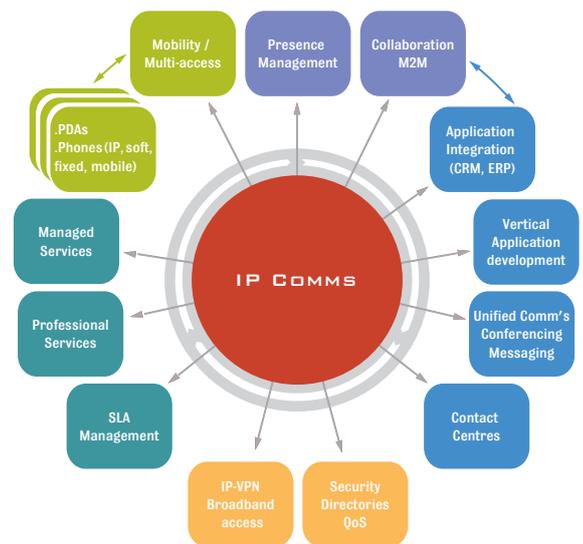
BRINGING CLARITY TO
IP COMMUNICATIONS

□ WHY CONSIDER AN INTERNET PROTOCOL COMMUNICATIONS SOLUTION?

Internet Protocol Communications (IPC) comprises an array of advanced yet proven technologies that together have been shown to add significant value to many businesses. IPC can substantially reduce costs, enhance productivity, improve customer satisfaction, and promote an organisation's agility and competitiveness. As importantly, it can do all these things in an affordable and cost-effective way, and generate attractive returns on investments.

□ WHAT IS IPC?

IPC is based on earlier convergence technologies such as VoIP and IPT. However, it differs from those in that it additionally provides access to powerful business process tools through a wide range of IP applications such as unified communications, conferencing and video, and through XML-based web services. The illustration shows how IPC is now at the heart of next generation communications models. It enables an organisation's voice (telephony) traffic to travel over its data networks, including across wide area networks, virtual private networks and the Internet. IPC allows an organisation to create the best possible value from its convergence of data and telephony technologies.



□ COST REDUCTIONS

IPC offers four key cost cutting opportunities compared with traditional solutions.

- A single, converged network with an IPC platform is less expensive to implement and manage.
- IPC is an Open Systems (rather than proprietary) environment, which makes the available range of productivity enhancing applications wider and more affordable.
- It is less expensive to integrate computer and telephony technologies within an IPC infrastructure.
- Where different sites are linked using IPC, calls between them are toll-free and multi-site organisations typically find that their telephone bills are slashed by 15 per cent.

□ PRODUCTIVITY ENHANCEMENTS

IPC allows an organisation to harness a whole new generation of powerful and affordable productivity tools. These are mostly based on XML¹ technology, and include Information Push, Database Access (including stock checks), Screen Popping (on incoming calls), Directory Services (easy call set-ups), Traffic Updates, Meeting Room Reservations, and Desktop Companions.

IPC also promotes productivity when employees are away from the office. It allows easy remote access to the organisation's ICT resource for authorised personnel. That access extends beyond the ability to source information, and delivers exactly the same functionality that a person would enjoy at his or her desk.

This is particularly valuable in a contact centre environment. Part-time homeworkers can be brought online very quickly when a centre encounters an unexpected surge in inbound calls or unusual levels of staff absenteeism. For organisations with more than one contact centre, IPC also permits every agent at every site (including home workers) to be brought together within a single, seamless Virtual Contact Centre (VCC). Both these load balancing techniques allow contact centres to practise 'lean' staff rostering, and to pay agents only for the times when they are at their most productive.

Again, IPC can contribute most obviously in a contact centre environment. Contact centres rely on the integration of telephony and computing technologies. Because IPC breaks down the barriers between these, it becomes relatively simple and affordable to introduce functionality that previously would have been prohibitively expensive.

□ AGILITY AND COMPETITIVENESS

In today's acutely competitive environment, a company's ability to respond agilely to external opportunities and threats can be critical to its success. IPC makes employees more accessible, encourages teamworking and creates esprit de corps, even among those who spend most of their time out of the office. All of these make it easier for senior managers to introduce innovations in working practices and to implement culture changes. Equally significantly, IPC's inherent flexibility can reduce the time to market for new products.

□ WHY CHOOSE A NEXTIRAONE IPC SOLUTION?

NextiraOne was one of the first leading integrators to recognise the potential of IPC and its preceding convergence technologies. That foresight has provided a significant head start. We at NextiraOne:

- already ship more voice extensions (traditional and IPC) to European customers than any other integrator
- already have across Europe more than 1,000 qualified field engineers who are trained on IPC products
- already have unrivalled contact centre integration expertise, having deployed over 200,000 agents' seats in Europe
- and already are the leading European partner of key IPC vendors, including Alcatel, Cisco and Nortel Networks

□ FINDING OUT MORE ABOUT NEXTIRAONE'S IPC OFFERING

This document is intended to provide only the briefest overview of NextiraOne's IPC offering. To discover more about NextiraOne's IPC offering go to www.nextiraone-eu.com or talk with your local account manager.

¹ XML = Extensible Mark-up Language