

Voicemail to Unified Communications

## 10 tips for securing a strong ROI



## Table of Contents

Introduction: Beyond Voicemail.....	3
Voicemail to Unified Communications.....	3
The 10 Tips .....	3
Examining the Black Box/AVST Advantage .....	7
To Learn More .....	7
About Black Box .....	8

## Beyond Voicemail

Many organizations have multiple and potentially conflicting priorities for their infrastructure investments. Your organization, like so many others, is probably served by legacy voicemail systems that are long overdue for replacement. In today's economic climate, however, the prospect of a "rip and replace" initiative is not only overwhelming, but downright unaffordable, too.

Fortunately, there is an easier—and less costly—way to turn your telephony system into a productivity tool.

This white paper outlines 10 critical considerations for an affordable and proven phased migration from legacy voicemail solutions to Unified Communications (UC), which will give you a strong return on your UC investment.

## Voicemail to Unified Communications

Choosing a solution to replace your legacy voicemail and call processing solutions with a next-generation Unified Communications solution can be extremely challenging. Most notably, your next-generation solution must deliver the quality and capabilities of your legacy systems while leveraging the value of your current and future voice and data infrastructure investments. In addition, your new solution should also support enterprise mandates for increased business and user productivity, business continuity, and application centralization.

Black Box and AVST have extensive experience interfacing with and supporting worldwide enterprise customers and have established "10 Tips for Securing a Strong ROI" for enterprise IT/telecom teams to consider when evaluating organizational plans for the adoption of Unified Communications (UC).

## The 10 Tips

### 1. How to overcome a disparate PBX/switching infrastructure

Depending on the size and geographic footprint of the enterprise, there are typically multiple PBX makes and models and/or Centrex systems enterprise wide. This disparate infrastructure creates an extensive interoperability requirement to deliver a single Unified Communications solution to the enterprise.

Research of enterprise customers confirms that 74% of them used at least two PBX brands in their organization, and 29% use five or more PBX brands, making telephony infrastructure interoperability one of the most critical issues to consider when developing a UC strategy.

CallXpress<sup>®</sup>, from AVST, has the most powerful telephony interoperability capabilities of any enterprise-class UC solution on the market with more than 250 PBX, IP-PBX, and Centrex integrations, which enables you to extend the useful life of your existing infrastructure. Whether your organization has an Avaya<sup>®</sup>, Alcatel<sup>®</sup>, Cisco<sup>®</sup>, NEC<sup>®</sup>, Nortel<sup>®</sup>, Siemens<sup>®</sup> or Mitel<sup>®</sup> telephony system, CallXpress can work with it. In fact, it's one of the few Unified Communications platforms to support multiple integrations—both traditional telephone systems and IP phone systems—on a single server.

### 2. Have a strategy for transitioning to IP Telephony (IPT)

A full 75% of all enterprises plan to deploy IPT over time and therefore have a long-term requirement to support a hybrid PBX/Centrex/IP-PBX environment during a multiyear transition period to full IPT. During this time, many enterprises also want to deliver UC solutions to their workforce.

With its ability to support multiple PBX/IP-PBX integrations simultaneously on the same platform, CallXpress is an enterprise's bridge to IPT because it enables the natural evolution of the telephony systems, while delivering best-of-breed Unified Communications capabilities seamlessly across the evolving telephony infrastructure.

### 3. Reduce legacy voicemail retraining

Given the typical size of the workforce in a medium to large enterprise, AVST has found more IT/telecom support staffs prefer to transition to a UC solution that has a similar telephone user interface to their legacy voicemail solution, thereby minimizing the money and time needed to retrain the workforce.

CallXpress supports more legacy telephone user interfaces than any other product on the market, including the Octel® Aria®, Octel Serenade® (VMX), Avaya INTUITY™ AUDIX®, Nortel Meridian Mail, and Mitel NuPoint with Centigram interface. Moreover, these interfaces can be provisioned on a per-user basis, so organizations can use one CallXpress system to support multiple legacy sites that might have previously used different voicemail interfaces.

### 4. Support extensive legacy call processing requirements

The large departments of the typical enterprise create a very intensive call processing and faxing environment.

CallXpress (including RightFax®) is the most powerful enterprise-class call processing and fax solution on the market today. With nearly 30 years of continuous development and 10 million users worldwide, CallXpress supports more legacy call processing and voice messaging features than any other solution available.

### 5. Integrate multiple, disparate, and evolving e-mail clients and stores

The e-mail clients and stores of enterprises are typically extensive and quite varied even within the same geographic footprint. CallXpress, with its ability to integrate with virtually any e-mail environment on the market, as well as its ability to support multiple e-mail environments on the same system, can uniquely deliver Unified Communications capabilities to the significant number of enterprises with this profile.

Additionally, if you are considering changing groupware solutions in the future (for example, from Lotus® Notes® to Microsoft® Exchange), the flexibility of the CallXpress solution to any of the competing solutions enables you to move forward with your second-generation IPT and UC deployment knowing that, if and when you decide to change groupware, the CallXpress solution will support them. This “future proofing” value proposition of the CallXpress solution is very appealing to IT/telecom teams as they try to make sense of the competing claims of the various groupware vendors about the benefits of their future solutions.

## Unified Communications Case Study: City of Phoenix, Arizona.

**The Business:** The City of Phoenix, Arizona's capital city, is the fifth largest city in the nation with more than 1.5 million residents. It has more than 40 departments and functions throughout the city including the Police Department, City Hall, and Phoenix Sky Harbor International Airport.

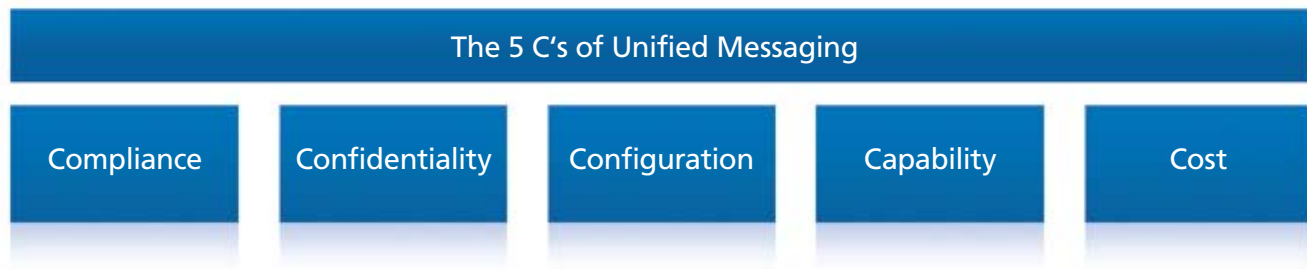
**The Problem:** With its existing Octel® voice mail system rapidly reaching end of life, the City of Phoenix knew that it needed a robust solution that could seamlessly integrate with their existing Ericsson PBX infrastructure to support 14,000 city employees.

**Unified Communications Solution:** An AVST CallXpress next-generation solution.

**IT Benefits:** Ease of use and attractive maintenance, with an estimated savings of \$40,000 in license fees alone.

**Business Benefits:** An easy to use, reliable platform capable of handling large call volumes—an average of 300,000 calls per month and as many as 20,00 calls in an hour.

“CallXpress was the best solution for the City of Phoenix. Not only does it seamlessly integrate with our hardware architecture, but its ability to mimic the Octel user interface which is already familiar to our users is a strong factor. As a result, we had to invest very little in training to migrate our 14,000+ employees to the new system.” – Linda Henderson, IT Supervisor, City of Phoenix



## 6. Learn the 5 C's of Unified Messaging

Unified messaging (UM) has become an area of increasing interest for enterprise customers. Depending on an enterprise's position on voice message retention; its concern about preserving the confidentiality of corporate conversations; and its concern about additional UM requirements for e-mail storage capacity, the ability to choose the correct architecture for an enterprise's UM solution (server-based, client-based, secure, simplified, or hybrid) today, and the flexibility to change it in the future to support the evolving requirements of the enterprise, can be critical UC strategy considerations.

Understanding these five considerations (5 C's) is critical to your successful UM deployment:

- Consult with your corporate compliance officer or legal counsel to ensure you pick the UM architecture that best meets your organization's compliance requirements.
- Thoroughly understand your organization's requirements for protecting the confidentiality of corporate data to ensure you select the correct UM architecture for your business.
- Ensure that you fully understand the implications of deploying each different UM configuration that vendors offer.
- Understand the full capabilities of each UM solution you are evaluating such as: What are the features and flexibility of the solution? Does it meet the requirements of your users who will be accessing the solution via the desktop, Web, phone, and/or mobile device?
- Develop a clear set of cost, configuration, and support guidelines and apply it to each UM solution you are evaluating. Consider a five-year total cost of ownership timeframe to ensure that you have the whole picture.

With the most flexible UM solution available, AVST has been delivering UM solutions to thousands of customers for more than 15 years. CallXpress offers all 4 UM architectures—server-based, client-based, simplified, and secure—on a per-user basis. This unparalleled flexibility enables you to safely deploy UM today while maintaining the ability to change how you deploy UM in the future without requiring additional licensing.

### Unified Communications Case Study: Seattle Pacific University.

**The Business:** Private university of liberal arts, sciences, and professional studies with 550 faculty and staff members and 3,800 students.

**The Problem:** An existing communications system that was expensive, limited in scalability, and difficult to manage.

**Unified Communications Solution:** An AVST CallXpress next-generation solution with OctelNet networking capability allows for phased replacement of Octel systems and Octel Aria telephone user interface for accessing messages.

**IT Benefits:** Better scalability with little extra cost, smooth transition, simplified management, low training costs, and ease of upgrade.

**Business Benefits:** Enhanced user productivity and ease of use.

"We've certainly seen return on investment and received great value from the investment ... CallXpress unified messaging works well. It aligns with features and functions of shared mailboxes, handles call processing, integrates seamlessly with Exchange and provides easy transition and management." – Dave Tindall, Assistant Vice President, Technology Services, Seattle Pacific University

## 7. Have centralized administration

With tighter budgets for IT/telecom staffing, enterprises are demanding administrative tools that increase their staffs' productivity and customer service levels through the centralization of administration and the capability to provision various levels of administrative access.

The superior administration capabilities of the CallXpress platform enable you and your support staff to significantly increase your productivity as well as manage multiple systems from a single console.

## 8. Use *à la carte* feature delivery for different segments of the workforce

Because different segments of the enterprise workforce typically have varying communications requirements, the ability to create different "classes of service" and deliver different solutions to different population segments within an organization is critical when considering UC solutions.

The licensing and provisioning flexibility of the CallXpress platform enables enterprises to meet the varying communications requirements of their different population segments and as a result, achieve superior economics as enterprises only buy the licenses that they need. Organizations may choose to deploy voicemail only for 900 employees and unified messaging for 100 mobile employees, as an example. The unlimited voicemail box licensing structure of the CallXpress solution is also very appealing to larger enterprises as they replace their large legacy voicemail systems.

## 9. Use a virtual desktop to maximize mobile worker productivity

The workforce of the typical enterprise has increasing requirements for enterprise connectivity while they are mobile and/or operating remotely.

The mobility aspects of the CallXpress solution enable the enterprise to present a single externally facing unified solution to customers while meeting the evolving mobility and connectivity requirements of their workforce. The CallXpress Personal Assistant can manage calendars and contacts, route calls based on location and availability, notify users of missed calls, perform interactive call screening, and more. Plus all these features are driven through a speech interface to ensure continued productivity whether users are in the office, in their cars, stuck in an airport, or without an Internet connection.

### Unified Communications Case Study: Indiana Harbor Belt Railroad.

**The Business:** Largest railroad switch carrier in the United States; provides industrial switching for 160 customers, generating 170,000 carloads annually.

**The Problem:** Mountains of faxed time sheets that have had to be inputted manually into the payroll system every day.

**Unified Communications Solution:** An AVST CallXpress next-generation solution with Automated Agent IVR. Employees dial into the IVR application and report payroll information directly into IHB mainframe system.

**IT Benefits:** Easy installation, development, and integration with mainframe systems and low support costs.

**Business Benefits:** No more faxes, clerical input costs reduced by thousands annually, real-time access to payroll information, lower payroll expenses, enhanced employee productivity.

"Increased productivity leads to time and cost savings. CallXpress can pay for itself just with those areas ... The return on investment we received is expected to easily pay for the system in less than a year." – Jim Wilson, Director of System Development, Indiana Harbor Belt Railroad

## 10. Ensure IT reliability

The IT staffs of the typical enterprise are seeking solutions that can be plugged into their current telephony/IT environments as well as support their future planned and emerging IT, IPT, and UC initiatives. The CallXpress solution is designed to provide maximum reliability, while being easy to provision, maintain, and update.

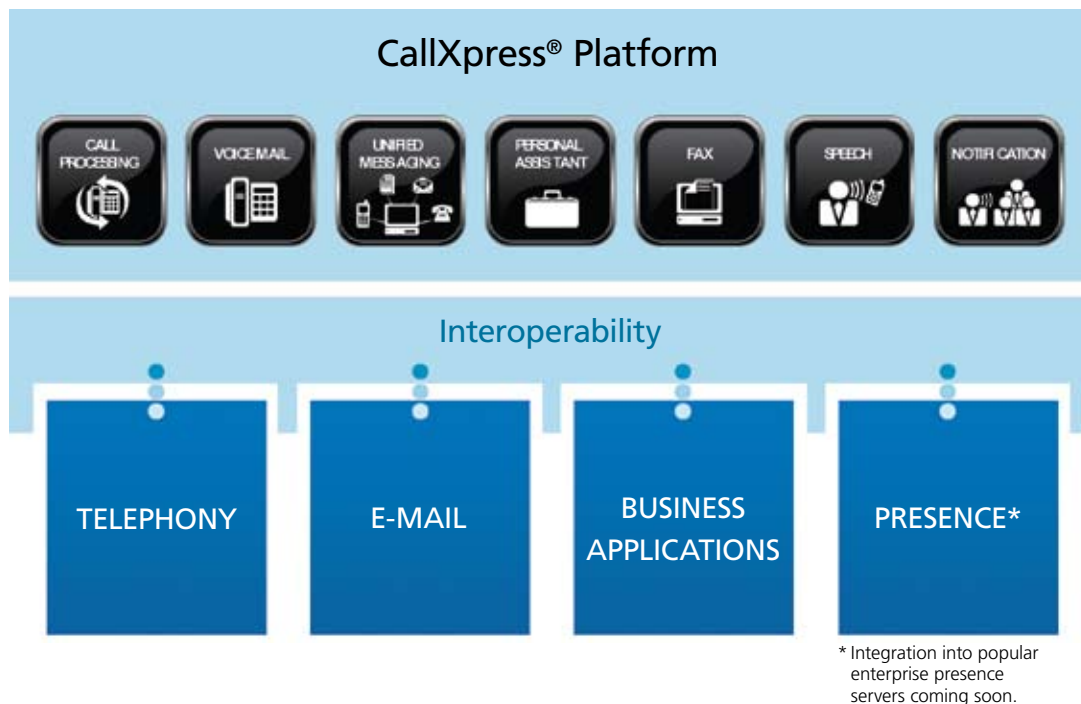
CallXpress offers a variety of deployment options to ensure business continuity and application reliability objectives including:

- Multiserver architecture to minimize single points of failure
- Fully synchronized, uninterrupted hot standby server
- Redundant server components
- Built-in system reliability

## Examining the Black Box/AVST advantage

In today's challenging environment, your organization needs to get more work done with fewer resources and less time. That's exactly what CallXpress can help you do. This powerful Unified Communications platform implemented and supported by Black Box Network Services turns your telephone system into a productivity tool.

Here's the best news: CallXpress can help secure a strong ROI because it works with what you already have: your existing telephone system, e-mail system, and data infrastructure.



## To learn more

To find out more about how Black Box Network Services can help you migrate from voicemail to Unified Communications while securing a strong ROI, contact us at [AVST@blackbox-vs.com](mailto:AVST@blackbox-vs.com).

### About Black Box

Black Box Network Services is the world's largest independent provider of communications solutions. With more than 30 years of experience and an unwavering commitment to deliver the latest in communications technologies supported by the best service in the industry, we can design, install, and maintain a communications solution to meet your business' needs.

We provide clients with an unmatched portfolio of today's leading manufacturers and an extensive offering of maintenance solutions. Black Box Network Services delivers comprehensive communications solutions for clients of every size and industry.

In addition to Unified Communications, our solutions include VoIP, messaging, mobility, traditional telephony, contact center, network security, and maintenance.

To learn more about our Unified Communications portfolio or to speak with a Black Box Team Member about our other solutions or services, contact us at [blackbox.com](http://blackbox.com).

### About AVST

Applied Voice & Speech Technologies, Inc. (AVST) is a leading developer of communications solutions with more than 10 million users who rely on its products and services to maximize their productivity. With nearly 30 years of innovation excellence, AVST is focused on delivering solutions that increase user and business productivity. Its flagship Communications platform, CallXpress®, offers unprecedented interoperability and delivers advanced call processing, voicemail, unified messaging, personal assistant, fax, speech and notification capabilities. With CallXpress, an organization can protect and extend its existing data and telephony infrastructure investment—now and into the future.

Headquartered in Orange County, Calif., AVST maintains facilities in Seattle, Wash., and the United Kingdom and has remote sales offices across the United States. AVST's Unified Communications solutions are sold and supported internationally by an extensive network of resellers and OEM partners.

© Copyright 2009. All rights reserved. Black Box and the Double Diamond logo are registered trademarks of BB Technologies, Inc. CallXpress and RightFax are registered trademarks of Applied Voice & Speech Technologies, Inc. Any third-party trademarks appearing in this white paper are acknowledged to be the property of their respective owners.