

Transforming Personal Cell Phones into Business Powerhouses

Unified Communications (UC) is now available on smart phones such as:

- Apple® iPhone®
- Google™ Droid™
- Blackberry®
- Windows® Smart Phones


All that is needed to integrate these phones with your corporate Unified Communication system is a simple application that is easily downloaded and installed on the phone. This eliminates the cost of providing a company cell phone to all employees — a business can make Unified Communications available over the phones employees already own.

The Power of UC

Unified Communications seamlessly combines four core components of business communications: live communications, messaging, contact management and call control. The result is a more responsive, highly efficient operation throughout a company.

Through this approach, you can gain:

- The delivery of email, voice and fax messages to a common message store or service, giving the user the ability to respond instantly while accessing messages from the most convenient device available.
- Call control that allows users to direct calls to one or more locations. Calls can ring or go directly to voicemail based on caller ID information, and a mobile device can instantly reroute a ringing call to any pre-defined location, such as another extension or voice mailbox.
- Presence Management that enables users to program their availability based on location (e.g., away on business, in a meeting) from any device. Exceptions can be set to allow only the most important calls to reach a user, and presence and location information is fully integrated with calendar programs such as Microsoft Outlook to automatically change user availability status based on calendar entry.
- Interactive Voice Response that delivers relevant caller information with the call. Employees are quickly informed and prepared to professionally address customers and handle their needs.



According to TheInfoPro, Unified Communications maintains its position at the top of the Heat Index of data voice and video networking infrastructure solutions, with 25% of large and midsize enterprises indicating that they expect to boost the use of email, unified messaging, audio conferencing and instant messaging as a part of their UC strategies this year.¹ And now all of this capability can be accessed through the ubiquitous cell phone.

A Unified Communications phone system is a productivity engine for any organization that has employees on the move. If you're mobile (who isn't these days?), you can access your email and have it read to you over your phone — and reply to that email using speech-to-text. Your calls follow you wherever you go, and reach you in the method you specify. You can access the business applications that used to be left behind on your desk, and you can control all of the phone features of your corporate network right from the palm of your hand.

Through this approach, your company:

- Avoids having to deploy IP phones to remote employees.
- Avoids maintenance costs and upgrades for those phones.
- Avoids having to train employees on new phones — employees get to keep the mobile device that they already know and love.

And you:

- Maintain your office Caller ID when making calls from your cellular device, keeping your personal cell number private.
- View personal presence status and change locations on the fly.
- Set your status as available or not available to receive calls and instant messages.
- Search and view the company directory that includes coworkers' availability status.
- View incoming and outgoing call histories.
- Create personal groups of often-contacted coworkers for easy access.

What to Look For

The biggest thing to look for in terms of a vendor to provide your UC phone system is to select a partner that has already developed the software necessary to integrate the latest smart phones with their system. As soon as Motorola™ released their latest Droid phone, dynamic vendors already had an applet available to integrate the phone into the UC system they offered. Be sure your vendor can keep pace with the latest offerings on the market, as that will provide an incentive to employees to integrate their phones with your system. It's the perfect formula for enhanced connectivity and productivity, while keeping your costs low.

¹ "Fortune 1000 and MidSize Enterprise Organizations Say Immediate Spending Includes Telepresence and Unified Communications," The InfoPro, (May 17, 2010), <http://www.theinfo.com/2010/05/tippr-051710/#more-1555>