

UC Strategy and Business Case Services by Aspect

Turning the Potential of Unified Communications into Business Results



Unified Communications (UC) is a powerful set of tools and capabilities which can be leveraged to unlock significant benefits for your enterprise. As with any introduction of new capabilities into an enterprise, there are a wide variety of key considerations and strategic business decisions that must be addressed to deliver the desired results while minimizing risk. In addition, with many competing priorities throughout your enterprise, it is critical to have a well articulated and achievable business case that accurately captures the costs and benefits associated with the planned deployment of unified communications throughout your enterprise.

Unified communications should be viewed as a journey rather than a single project, with different capabilities, and corresponding benefits, delivered along the way. UC can deliver rich, streamlined, and effective communications and collaboration across your enterprise using email, instant messaging (IM), voice, data, and video. By implementing and integrating these capabilities into your core business processes, you can materially increase performance and productivity across your enterprise. The UC journey has a number of "destinations" that focus on delivering capabilities and benefits to the individual, the workgroup, and the enterprise.

- Understand the "art of the possible" with Unified Communications.
- Determine the needs and functionality appropriate for different user groups.
- Assess communication, collaboration, and business process improvement opportunities throughout your enterprise.
- Identify critical success factors and constraints for your organization.
- Define a compelling business case for change.
- Obtain buy-in from business and IT.
- Develop a comprehensive and realistic implementation roadmap.

The core UC capabilities that enhance communication and collaboration in everyday activities can result in significant benefits. In addition to the benefits of accelerating daily activities and decision making, significant costs savings can also result, including:

- **Reduced Travel and Training Costs (as much as 20-40%):** Replace internal meetings, in-person training and customer/partner visits with virtual meetings and training.
- **Reduced Real Estate & Facility Costs (as much as 30-40%):** Reduce office space per employee and improve space utilization with telework and remote working.
- **Reduced Telephony & Audio Conferencing Charges (as much as 10-40%):** Replace long distance conferencing call charges with Voice over IP (VoIP) and save the cost of office move for phones.
- **Reduced Cost of Voice Mail (as much as 20-60%):** Replace/consolidate voice mail and fax systems with Unified Messaging.
- **Reduced IT Infrastructure and Administration Cost (up to 50%):** Extend existing investment while optimizing IT infrastructure by consolidating servers and multiple vendor solutions.

Creating a UC strategy and turning it into an actionable plan that maximizes return on investment (ROI) can be very challenging. There is often confusion about what functionality and capabilities to deploy, where to deploy them, how to unlock and measure the benefits, and how to identify, prioritize, and address the many strategic, business process, and IT decisions that will be required. To address these and many other key questions, a comprehensive strategy and planning process is critical to the success of any unified communications journey. The UC Strategy and Business Case Service from Aspect will help you address these challenges and succeed in turning the potential of unified communications into real business results.

UC Strategy and Business Case Service Overview:

Aspect believes collaboration delivers the best outcomes. Aspect® Professional Services will work closely with your key business and IT stakeholders throughout the process to learn about your environment and objectives, provide education on the “art of the possible” with UC, and jointly develop a strategy and business case. By working collaboratively, much of the needed socialization and buy-in are accomplished throughout the process, thereby accelerating the time to move forward and realize the anticipated benefits. Aspect conducts the UC Strategy and Business Case Service in three integrated phases of work:

Current State Analysis - Aspect works with your key business and IT stakeholders to develop a clear understanding of your current environment, including:

- Communication tools and usage, processes, and any challenges, bottlenecks and opportunities for improvement.
- Business strategies, metrics, and measures.
- Business process performance challenges and improvement opportunities.
- Historical challenges rolling our new technologies.
- Business case requirements and budgetary considerations.
- Technology considerations and constraints.
- Organizational structure and characteristics of different user groups.
- Communication and collaboration priorities, opportunities, and desired pace of change.

Related Services

- Unified Communications RapidStart.
- Unified Communications Architecture and Network Planning and Design Services.
- Unified Communications Implementation, Integration, and User Adoption Services.
- Unified Communications Business Processes Consulting Services.

Future State Envisioning – Using a series of well-structured workshops, Aspect® Professional Services works with your stakeholders to define and prioritize the UC benefit opportunities that will form the basis of your overall strategy, roadmap, and business case. Key activities in this phase include working with your team to:

- Communicate leading practices and use case examples to provide a framework for the “art of the possible.”
- Analyze key business processes and identify and prioritize opportunities for communications-based improvements.
- Examine key user groups to determine opportunities, adoption challenges/ techniques, and priorities.
- Determine key metrics and quantify business opportunities.
- Prioritize opportunities for the introduction of UC capabilities.
- Identify and engage decision makers and address any key decisions or constraints.

Roadmap and Business Case – Using the outcomes from the prior two phases, Aspect will prepare an overall roadmap for the deployment of UC capabilities, including:

- Specific locations, functionality/ capabilities, and user groups to be deployed.
- The sequence and timing of deployments, including any phasing in of progressive functionality.
- Specific business processes that will have UC capabilities embedded or integrated into them, and when.

In support of the UC strategy and roadmap, Aspect Professional Services will work with your business, IT, and finance teams to create a business case that contains estimated costs (technology, resources, etc.) and benefits associated with each phase of the UC journey. Benefit categories may include individual and workgroup productivity improvements, IT and other enterprise cost reductions, and improved results from removing latency in core business processes. All benefits and costs will be time phased with the overall roadmap so the overall financial impact to the enterprise can be understood. Finally, Aspect will work with you to socialize the overall strategy and business case with your key decision makers.

Embarking on a unified communications journey can be quite complex, and requires clear strategies and business objectives to enable the enterprise to optimize business outcomes while minimizing risks and rework. With more than 30 years of experience helping customers streamline business processes, as well as deep knowledge from its own internal deployment of Microsoft® UC capabilities to nearly 2,000 users in 20 countries, Aspect has developed the expertise and unique insights to help you work through the many key considerations and select the best alternatives to achieve the desired benefits. Aspect also understands that in today’s business climate, organizations need to have a comprehensive, well-organized, and realistic plan along with a clear business case that can be measured and monitored along the way. That is why the Strategy and Business Case Service from Aspect focuses on these key requirements, and is specifically designed to provide you with the information necessary to get your project approved and to move your unified communications journey forward.

Corporate Headquarters

300 Apollo Drive
Chelmsford, MA 01824

978 250 7900 office
978 244 7410 fax

Europe & Africa Headquarters

2 The Square, Stockley Park
Uxbridge
Middlesex UB11 1AD

+(44) 20 8589 1000 office
+(44) 20 8589 1001 fax

**Asia Pacific & Middle East
Headquarters**

1 Raffles Place #58-00
OUB Centre
Singapore 048616

+(65) 6883 5059 office
+(65) 6534 0484 fax

aspect.com

About Aspect

Aspect provides software and consulting services that turn the potential of unified communications into real business results across the enterprise and in the contact center. Applying 35 years of insight and experience, Aspect helps more than two-thirds of the FORTUNE Global 100, as well as small and medium enterprises, power their business processes with communications. For more information, [visit www.aspect.com](http://www.aspect.com).

