OpenScape Enterprise

Discover how to unleash the potential of your
virtual teams

To achieve business advantage, enterprises are finding new ways of tapping the collective skills, knowledge, expertise and authority of the greater community. Therefore, teams must be able to communicate as effectively outside your organization as they do inside.

Are your virtual teams thriving?

Organizations of any size, including those with hundreds of thousands employees, rely on virtual teams in remote, distributed offices. And how these teams communicate and share information is one of the most critical factors leading to successful team output.

Teams are one of your greatest corporate assets. Research has proven time after time, that when teams thrive, so does your business, leading to greater innovation, problem solving, and faster decisions.

But let's take a closer look at today's team reality. A new landscape of work lifestyles has arrived, changing and influencing the way teams perform and communicate. Teams are far more mobile and distributed than ever before. We're rarely all sitting around a conference room table anymore. Teams are far more diverse than ever before - made up of people from different cultures, with different skills, experience levels, perspectives, and work preferences.

Establishing trust, rapport, and relationship building are critical to successful teaming, but with all the cost cutting efforts in today's enterprise, travel is far less prevalent. This has given rise to "virtual teams" and driving enterprises to find and learn new ways for teams to work and interact from distant locations.

Teams are struggling with staying on top of all the communications and information that comes their way, while remaining in control of project tasks and other work activities. This problem compounds even further when they have too many tools available to communicate with, and when done over a variety of media and devices. According to our global research[1], a high percentage of distributed teams still use email, phone calls, and audio conferencing as their primary modes of communication – in most cases, none of these are interconnected.

To achieve business advantage, enterprises are finding new ways of tapping the collective skills, knowledge, expertise and authority of the greater community. Therefore, teams must be able to communicate as effectively outside your organization as they do inside. This means managing relationships and having effective, seamless communications with partners, suppliers, contractors, and consultants – on a trusted network that is open, secure and reliable.

"Two years on from implementing the OpenScape solutions, we've returned the cost of this investment."

Marek Stachowicz,
Head of Organization
and Management,
PESA Bydgoszcz SA

53%
of iWorkers use their own personal devices, and install and use unsupported software for work.

20%
of employees in most enterprises get their job done via a business application.

75%
of organizations suffered a cyber attack in past 12 months.

72%
of iWorkers agree that it's easier to collaborate when you can see colleagues, however less than half of them actually use video.

$338.5 billion
is the cost of poor customer service for every major country.

47%
higher total returns in companies that are highly effective communicators, compared with firms that are the least effective communicators.

OpenScape synchronizes all your technologies into a seamless, unified communications platform, and weaves communications capabilities directly into the way your business operates.

Discover OpenScape Enterprise

Empower your teams with a harmonized unified communications and collaboration experience. One that synchronizes all your technologies into a seamless, unified communications platform, and weaves communications capabilities directly into the way your business operates.

It begins with our software-based, unifying communications platform, which works with any IT, voice, and application environment, and which scales to an astounding 500,000 users. Locking into this platform is a suite of applications, including voice, video, web collaboration, messaging, mobility, and contact center.

The result is a transformation of your enterprise that energizes your virtual teams, and dramatically improves business performance.

With OpenScape Enterprise you can:

- Improve team performance by unifying all their communications
- Give your teams a better way to meet
- Empower your mobile employees to work from anywhere
- Deliver high quality customer service and retain your best agents
- Communicate freely on a reliable, secure voice platform
- Have efficient access to all your applications
- Reduce costs and protect your investments

It begins with our software-based, unifying communications platform, which works with any IT, voice, and application environment, and scales to an astounding 500,000 users.

Do you want to attract and retain a high performance team?

OpenScape empowers your employees to work much smarter and more productively from absolutely anywhere at any time. It meets the needs of today's diverse workforce – mobile employees, at home workers, office-based, and those distributed across the globe. Use your mobile device, your home phone, softclient, or any media of choice to do the job.

OpenScape enables you to:

- Establish and maintain a high-performance culture
- Attract and retain leading talent
- Enhance overall employee communications
- Provide a flexible workplace

OpenScape UC Application's built-in audio, web, and desktop video conferencing capabilities improve team productivity, while reducing communication costs and minimizing business travel

Improve team performance by unifying all their communications

The tools your teams use to collaborate with must provide them with fast access to the right people on the first attempt, regardless of where they are, what device they use or what network they are on.

We created OpenScape UC Application to empower your teams with the right set of communications capabilities to stay connected, responsive, and collaborate seamlessly within and beyond your organization.

Its rich **Presence**[2] technology enables teams to view the voice, instant message, and video availability of other team members and key contacts, before they communicate, enabling them to choose the best method and time to communicate effectively on the first attempt. In a federated[3] network, your teams can even share their **Presence** availability and exchange instant messages with people outside your organization.

One Number Service ensures your distributed and mobile teams stay connected and productive at the least possible cost. Employees publish only one number, and are reached on the lowest cost network, anywhere, anytime, and on the device of their choice. Another cost-cutting feature is Device Handover, where employees can easily "handover" an existing call from their mobile phone to their office phone when arriving to their desk, while on a call.

OpenScape UC Application's built-in **audio, web, and desktop video conferencing** capabilities improve team productivity, while reducing communication costs and minimizing business travel.

With just a few clicks, you can initiate planned or ad-hoc conferencing sessions and use **Presence** information to see whether a colleague is available. This provides teams with a convenient way to instantly collaborate in real-time, reaching the most available people, to facilitate faster action and decision-making.

Desktop **Videoconferencing** enriches your virtual meeting experience by connecting teams using the highest definition video streams available today. OpenScape's video conferencing provides "Continuous Presence" video views and "Voice Activating Switching", so that all participants in the video call can be seen on the screen at the same time, and everyone can see who is speaking.

Teams have multiple ways of communicating including a desktop client, a soft client, a web client, and a mobile client, or alternatively employees can use the speech-enabled Voice Portal which supports Natural Language Understanding[4] to retrieve and process email and voice messages from a single unified mailbox.

With OpenScape UC Application, your virtual teams work smarter, connect with ease, and are more responsive to your customers.
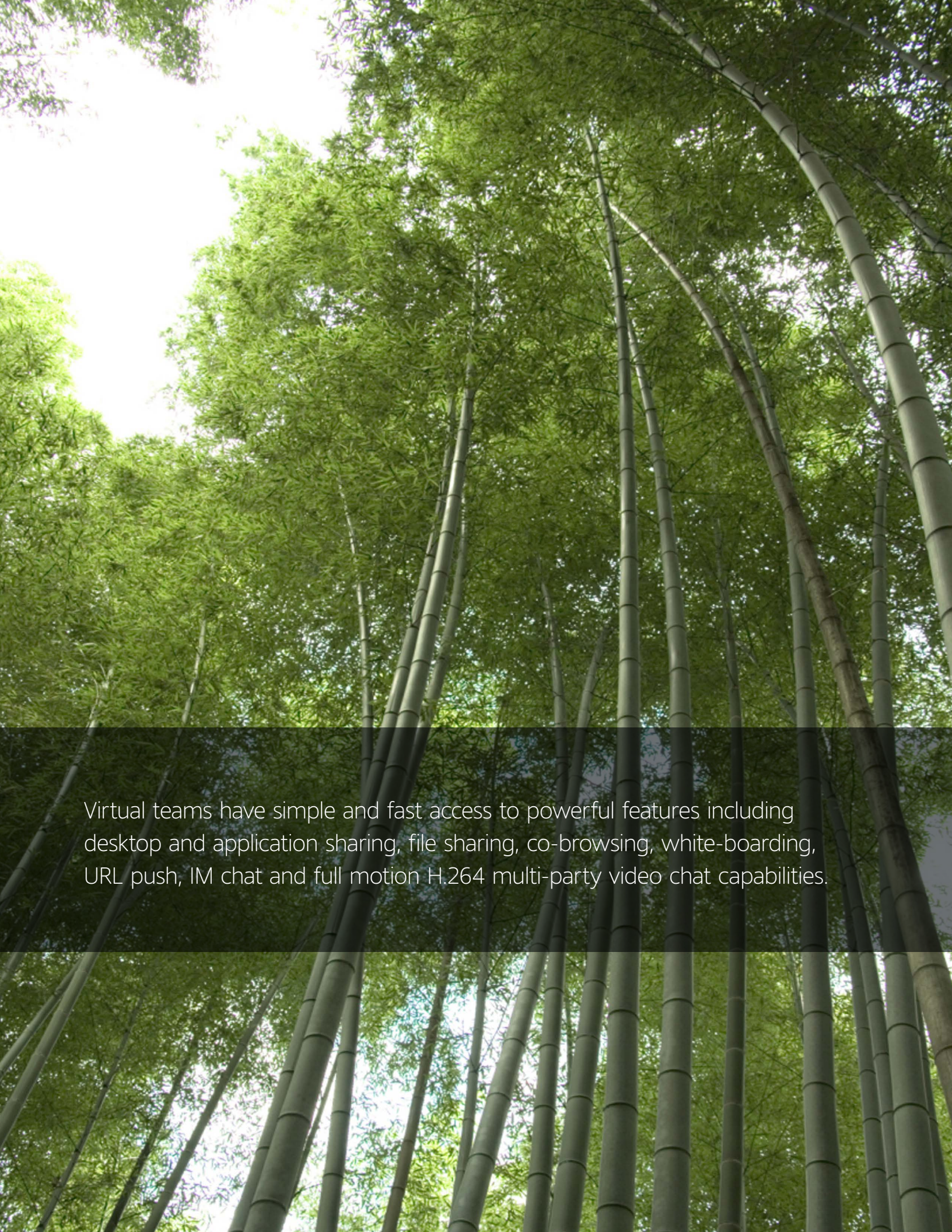
> "With applications such as the OpenScape UC Application and OpenScape Web Collaboration, the cooperation across sites has become much easier. It has additionally brought a competitive advantage due to less business travel, lower costs and a better CO2 balance."
>
> Christian Czech,
> Head of Network at
> STAHLGRUBER

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[2]Presence technology enables your teams to view and share their availability status with other team members and key contacts, to initiate real-time communications.
[3]A federated network allows communications across different voice and IM clients and platforms, similar to the way email allows people to communicate regardless of which email client they choose to use.
[4]Natural Language Understanding (NLU) is a technology that enables you to talk to the system as you would talk to another human being without having to follow or wait for prompts.

Virtual teams have simple and fast access to powerful features including desktop and application sharing, file sharing, co-browsing, white-boarding, URL push, IM chat and full motion H.264 multi-party video chat capabilities.

Give your teams a better way to meet

Bringing teams together can be expensive. From business travel to managing office space, team coordination requires a deep investment – not just in cost, but in time.

OpenScape Web Collaboration gives your teams the freedom to easily and seamlessly share presentations, documents, videos, and other media – directly from their desktops, smartphones, and tablets – all on the most secure platform available. It reduces over spending on third party web conferencing services, while enabling your teams to share more ideas and information from wherever they happen to be working.

With OpenScape Web Collaboration, each meeting session can have up to 1000 participants, supporting webinars, training sessions, project meetings, sales meetings, product demonstrations, and even to deliver remote support to your customers and end-users.

Virtual teams have simple and fast access to powerful features including desktop and application sharing, file sharing, co-browsing, white-boarding, URL push, IM chat and full motion H.264 multi-party video chat capabilities. Simple and intuitive, participants can easily transition from one media (chat, web, and video) to another with a single click.

Mobile employees can easily host and participate in a web conferencing session from their iPhone, iPad, Android, or practically any smartphone device, and the solution is highly secure, providing an extremely robust level of encryption protecting your most sensitive or confidential information.

The cost per employee of an out of town on-site meeting instead of using Web Conferencing:

$
585: travel
 40: meeting room
270: downtime
$

"With OpenScape Web Collaboration, it's easy for employees to collaborate online and conduct business from wherever they are, which has improved productivity, helped save money and enabled us to have a positive effect on the environment. Plus, for our incident response teams or other situations when we need to bring a group of people together quickly, the system can automatically locate those people and bring them together into a productive web conference."

Jeff Rose,
Director of Information Systems for OUC
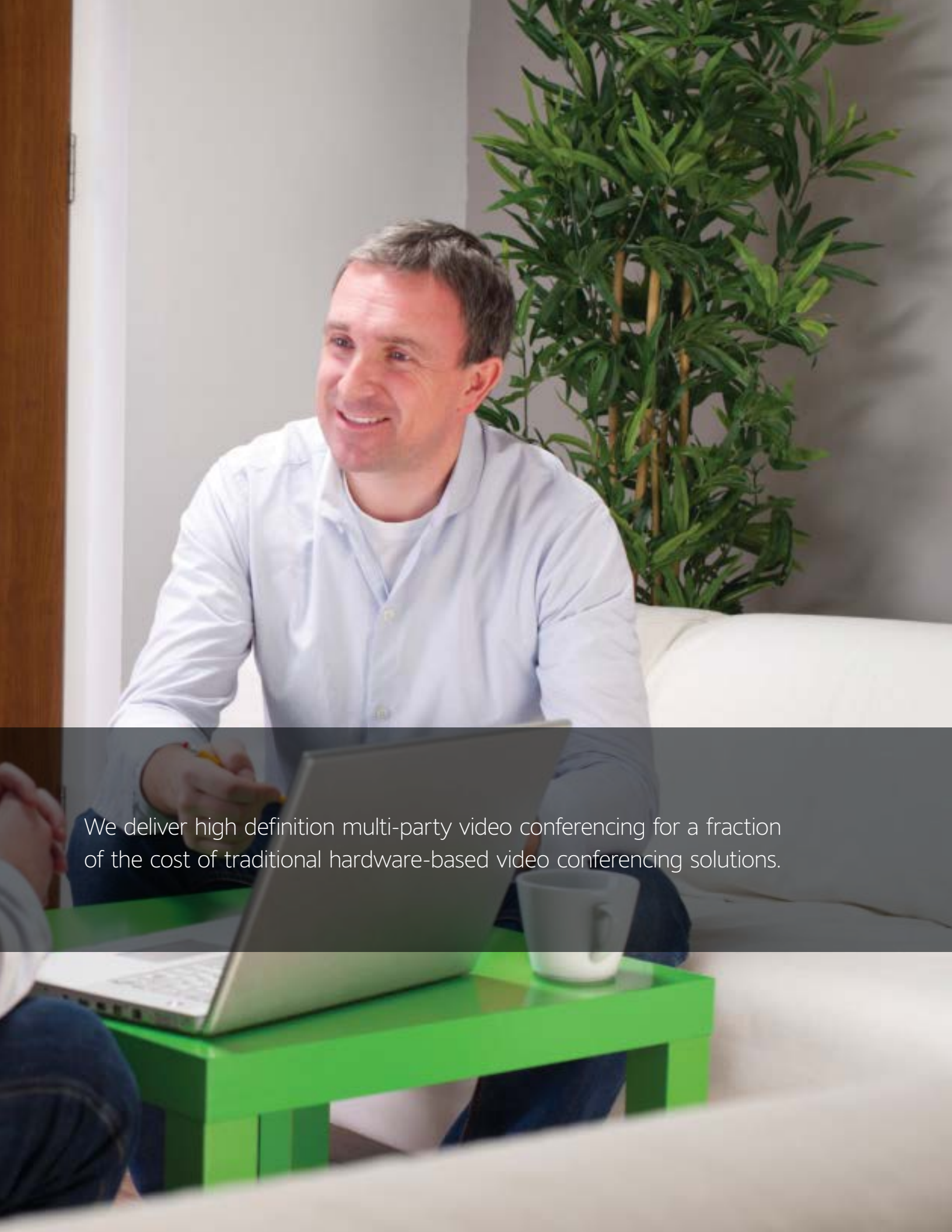
We deliver high definition multi-party video conferencing for a fraction of the cost of traditional hardware-based video conferencing solutions.

Collapse the distance between teams with high definition video

With the popularity of virtual teaming, mobile employees, and at-home workers, video is rapidly becoming a vital business tool for effective collaboration. The ability to look at each other, anytime, from anywhere, leads to closer bonds and trust, making team interactions more vibrant and personal.

However, many organizations are reluctant to deploy and adopt traditional video conferencing solutions on the grounds that they're too complex and costly. Our video solutions are neither.

OpenScape clients for PCs, tablets and mobile devices all include built-in high definition (HD) video conferencing capabilities that make visual collaboration easier and more affordable than in the past.

We deliver feature-rich multi-party video conferencing enabling dispersed teams to all see each other on the screen at the same time, for a fraction of the cost of traditional hardware-based video conferencing solutions.

OpenScape Video solutions can also integrate with a range of traditional video desktop and room system solutions from leading vendors into a single solution where video coexists seamlessly within your communications platform. An array of video services is available to make video usage and management easy and efficient.

Our high definition video solutions bring conversations to life, and eliminate geographic separation between your remote teams.

Empower your mobile employees to work from anywhere

The OpenScape Mobile Client provides additional convenience, flexibility and efficiency for highly mobile workers who use their mobile device to access and manage their communications.

Mobile employees benefit from HD video, presence awareness of key contacts, quick access to conferences, setting their presence status and preferred device, directory access, One Number Service, Call Swipe, plus "voice over IP" capabilities over your corporate WLAN or Wi-Fi hotspot to reduce cellular network costs.

Its intuitive Call Swipe capability makes it possible to seamlessly transfer a call from the mobile device to any nearby direct-dial desktop phone – and vice-versa – with little more than a simple finger swipe across the touch screen.

The OpenScape Mobile client is "app store" ready, and can run on the most popular mobile device platforms, including the Apple iPad/ iPhone as well as Android tablets and smartphones, allowing your employees to benefit from the current "BYOD" (bring your own device) and consumerization trends in today's workplace.
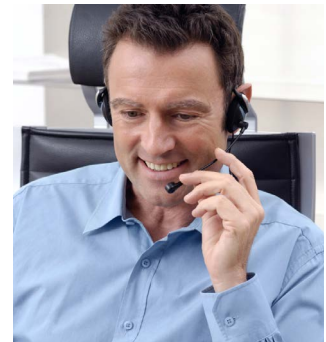
"The new HD OpenScape Video at our main world-wide production and 13 R&D locations have improved team collaboration. We were surprised – the original main objective was to cut travel costs but inter-region collaboration improved markedly. Our senior management has found that common projects now run much faster."

Steen Andersen,
IT Director, Nilfisk-Advance
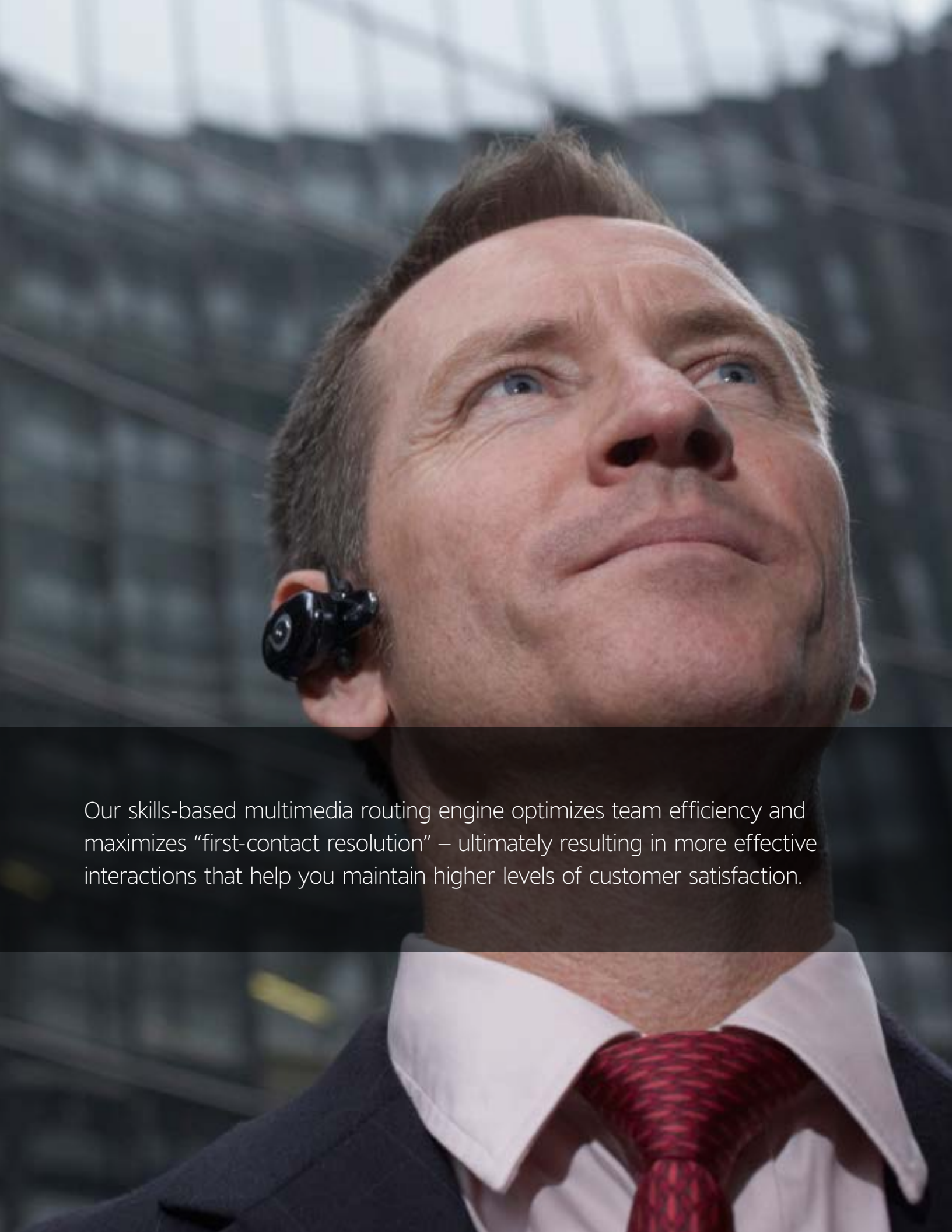
Our skills-based multimedia routing engine optimizes team efficiency and maximizes "first-contact resolution" – ultimately resulting in more effective interactions that help you maintain higher levels of customer satisfaction.

Deliver high quality customer service and retain your best agents

Regardless of how your customers interact with you, whether it's a phone call, or an online chat, through social media, or email, they expect the experience to be easy, efficient, and effective.

And your teams expect to be equipped with tools that optimize their efficiency and maximize their ability to serve your customers better - and on the first contact.

The OpenScape Contact Center Suite provides you with the tools you need to deliver the highest quality customer service. Designed with flexibility in mind, OpenScape Contact Center gives you the ability to hire and retain the best agents – wherever they may be located. Empowering agents and managers with easy-to-use interfaces that can be accessed from home, remote office, or central location allows you to tear down the walls of the traditional brick-and-mortar contact center, resulting in considerable cost savings.

To help you manage costs, its easy deployment reduces the need for extensive professional services, and its flexible, modular licensing model allows you to cost-effectively add more agents as needed.

Improve contact center manager productivity and control with simple, yet powerful management tools that provide clear visibility into key performance indicators. This allows them to efficiently detect trends and solve bottlenecks that may have a negative impact on customer interactions and responsiveness.

With OpenScape Contact Center, you achieve cost efficiency, while giving your teams a unique advantage to deliver a more positive customer experience.
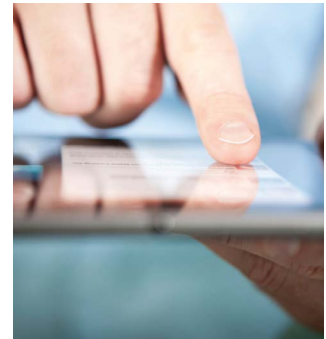
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Our customers report an average decrease in the total cost of ownership (TCO) after transitioning to our modern voice infrastructure – by as much as 43% compared with traditional systems.

A voice foundation that is unsurpassed in reliability and security

Team collaboration is mission-critical, requiring an incredibly robust voice platform, with built-in redundancy and security features. Reliability, simplicity, affordability, flexibility, and the power to scale to hundreds of thousands of users are all core to our OpenScape Enterprise Voice offerings. Operating with the highest possible degree of reliability, server pairs can be placed in diverse locations to put your mind at ease and simplify disaster recovery planning. In fact, OpenScape Voice offers 100% call failover support.

If you already have a voice system, you can deploy OpenScape Voice as an overlay solution to your existing telephony system, providing centralized SIP session management to all existing voice systems. This means simplified administration, reduced toll costs, and an easier migration to our software-based IP communications platform when you need to.

No matter what your starting point is today, we can work with what you already have, including products from multiple vendors. And our flexible licensing options help you to transition to the lower costs and flexibility of Voice over IP in a manner that protects your earlier investment.

Investment protection also means lifetime license portability between all our voice platforms and future releases – reuse all equipment, including phones, and extend the life of your existing systems by deploying OpenScape applications from a private cloud.

Our customers report an average decrease in the total cost of ownership (TCO) after transitioning to our modern voice infrastructure – by as much as 43% compared with traditional systems. And, with a single management system for all key network applications, you can lower your energy consumption and costs by up to 30%.

OpenScape Enterprise Voice solutions give you control and a distinct cost advantage. You can reduce operational expenses by consolidating your network of legacy systems into a private cloud, reduce energy costs by consolidating IT servers, centralize administration for network routing and dial plans, replace expensive PSTN trunks with SIP trunking, and finally reduce your toll and long distance charges with IP Least Cost Routing.

Our customers report an average decrease in the total cost of ownership (TCO) after transitioning to our modern voice infrastructure.

We believe security must be built into your solutions, not tacked on as an afterthought.

Built-in security that protects your conversations

The way teams collaborate with each other has undergone a revolution. They're on the move, connecting remotely, and using new mobile devices, applications, social media, video and web conferencing - forever changing the way we work. While this has empowered teams in a way they've never experienced before, it has also increased your network's vulnerability to security threats, which presents a significant new challenge to your IT departments.

We believe security must be built into your solutions, not tacked on as an afterthought. This involves building a comprehensive framework that can evolve with the constant changes happening in your network and communications environment.

We have the expertise, experience and market leading partnerships to keep your business secure – whatever the size, however great or small your resources. We deliver a secure, reliable and scalable foundation upon which your teams can enjoy exchanging sensitive and confidential information.

Our offerings provide end-to-end security for premise, cloud, and hybrid deployments, and can be tailored to combat threats across applications, networks, and devices. Our services include multi-vendor integration, implementation, operation and cloud services, and professional services for evaluation, design and integration.

You can count on our unmatched experience and portfolio of secure solutions to help keep your network safe.

Communicate with style and freedom

The devices your teams use to communicate with are a key component to having a productive, joyful and consistent user experience. Elegant and ergonomic by design, with easy and intuitive features, means your teams stay productive whether they're at their desks or while mobile.

Our elegant desk phones use our unique AudioPresence™ technology– an immersive high definition (G.722) voice experience that enables everyone to hear and be heard in crystal clear sound. Plus, they're designed with state-of-the-art technology including touch sensitive controls, a rich and intuitive menu system, built-in Bluetooth for hands-free operation, best-in-class speaker, microphone, and acoustical engineering for a truly immersive voice experience.

And our phones are the lowest powerconsuming enterprise phones on the market – 30% less during operation, and 51% overall through automatic low power mode activation.

To increase team productivity even further, our phones feature an open, standards-based graphical user interface and application interface, which allow your IT staff to quickly and affordably develop interactive business applications that can be accessed directly from each employee's phone.

Wireless phones allow on-campus workers to problem-solve and collaborate anywhere on site without the worry of missing important calls or running up expensive mobile charges. Our Voice over WLAN handsets and Digital Enhanced Cordless Telecommunication (DECT[6]) devices deliver crystal-clear, secure and cost effective on-campus mobile voice for the hospital, factory, warehouse and office.
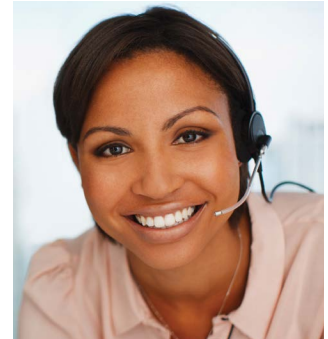
"The OpenScape solution from Unify has improved the accessibility of individual employees and promotes collaboration in virtual teams."

Robert Mayer,
Senior Director
IT Governance &
Infrastructure Management,
Fujitsu Technology Solutions

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[6]Digital Enhanced Cordless Telecommunication (DECT) is a wireless telephone technology developed specifically for cordless use instead of cellular use. It is primarily designed for a relatively large number of users within a small area.

Intelligent, context-driven and automated communications adds simplicity to your workflows and empowers your teams to reach crucial people and information, when they need them most.

Efficient access to all your applications

OpenScape Enterprise is extremely open and flexible, and built on industry standards. This openness enables your teams to seamlessly access key people and information without having to search endlessly for data or directories. For example, perhaps your teams use Microsoft Outlook or Google mail as their primary communications tool. We can interconnect OpenScape with your preferred email solution so that all communications and collaboration can be initiated directly from within the email user interface, eliminating the need to search for people's phone numbers or access another application just to place a call, launch a conference or send an instant message.

To drive sales efficiencies or enhance customer service, OpenScape can be integrated with your preferred business applications, enabling teams to see the "availability" of key people, displayed within the context of the account and workflow, allowing a sales person or customer service representative to instantly reach out to a client, another team member, or a product specialist.

Intelligent, context-driven and automated communications adds simplicity to your workflows and empowers your teams to reach crucial people and information, when they need them most.

Let us do the heavy lifting

There is more to supporting a communications infrastructure than just ensuring the technology is running smoothly. It must be designed to enhance the way you work, and it must be embraced by your teams - or it's never going to serve its purpose.

Our global services team is your trusted partner to securely deploy and manage all your communications, saving time and money, and allowing you to focus on your employees, customers and your mission.

Our complete suite of services takes you from design and integration, to implementation, and management, to ongoing support – globally, for small business to the largest corporation, without burdening your internal IT resources.

We have a unique best practices methodology and approach for delivering solutions to your business – keeping engagements on track while focusing on the reliability, security, serviceability, and manageability of the solutions. Our approach incorporates our own best management practices, as well as industry best management practices such as Information Technology Infrastructure Library® (ITIL®[7]) and Project Management Institute (PMI[8]).

Servicing, managing and operating a multivendor, multi-technology global network is hard work. Our services professionals have the skills and expertise to help you maintain the highest reliability and quality of service, while maximizing your return on investment and minimizing costs.
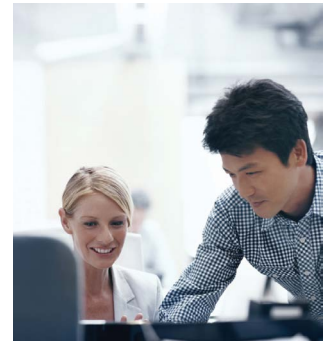
"Unify has been a reliable partner for 20 years now, which is why we've decided to continue working with them for the next five and-a-half years. Besides the technical performance of their solution, what convinced us was their ability to handle maintenance centrally for our branches all over the world."

Roland Schneider,
Principal Project Manager
Infrastructure at
Commerzbank

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[7]Information Technology Infrastructure Library® (ITIL®) is the most widely accepted approach to IT service management in the world. ITIL® provides a cohesive set of best practice, drawn from the public and private sectors internationally.
[8]PMI is one of the world's largest not-for-profit membership associations for the project management profession. PMI's worldwide advocacy for project management is reinforced by a globally recognized standards and certification program, extensive academic and market research programs, chapters and communities of practice, and professional development opportunities.
* IT Infrastructure Library® and ITIL® are both Registered Trade Marks of AXELOS Limited.

Unlike the disparate array of fragmented 'point' solutions that all operate differently, our approach provides a unified set of applications for audio and video conferencing, web-based collaboration and content sharing, messaging, and mobility.

Discover how to unleash the potential of your virtual teams

OpenScape Enterprise gives your teams a unique advantage. It provides an integrated set of communication tools that make people and virtual teams more productive – enabling faster problem solving, better informed decisions, and more meaningful, successful outcomes.

Unlike the disparate array of fragmented 'point' solutions that all operate differently, our approach provides a unified set of applications for audio and video conferencing, web-based collaboration and content sharing, messaging, and mobility. Anyone can be easily reached at one number regardless of device or location, and we can seamlessly integrate with applications you use today like Microsoft Outlook, Google Apps – or on your favorite mobile device.

Do you believe there is significant untapped team potential within your organization?

We have some ideas that will dramatically improve your business results. Let's discuss this opportunity further.

Need help in driving profitable growth in this challenging economy?

OpenScape empowers your employees to work much smarter and more productively. OpenScape provides the right set of capabilities to help your teams do more with less, keeping your teams lean, while improving sales efficiencies and enhancing customer relationships.

Seamless, spontaneous access to crucial people and information from your preferred business applications, exactly when you need it most, empowers teams to have more profitable and engaging interactions.

OpenScape enables you to:

- Increase employee productivity and sales effectiveness
- Improve collaboration within your organization
- Leverage resources across your teams
- Enhance customer intimacy

About Unify

Unify is one of the world's leading communications software and services firms, providing integrated communications solutions for approximately 75 percent of the Fortune Global 500. Our solutions unify multiple networks, devices and applications into one easy-to-use platform that allows teams to engage in rich and meaningful conversations. The result is a transformation of how the enterprise communicates and collaborates that amplifies collective effort, energizes the business, and enhances business performance. Unify has a strong heritage of product reliability, innovation, open standards and security.

unify.com