

# Create Competitive Advantage – By Unifying Communications Across the Entire Enterprise

“Our system, including all the new telephony hardware, paid for itself within 18 months. The savings were based on a decrease in intra-company calling and efficiencies gained through better utilization of staff. What’s more important though, is that our people are working better and smarter, and that we deal with customers who are much happier. The payback is not just in the cost savings.”

Peter Smith, Financial Controller,  
ASKO Appliances

A Zeacom Communications Center solution provides advanced Unified Communications that delivers business benefits across the entire enterprise, through 5 key functionality sets. This paper addresses the complete functionality suite.



# Implement a Smart UC Solution – The Kind that Traditionally Only Large Enterprises Could Afford

## Executive Summary

A cost-effective Unified Communications solution from Zeacom will optimize business communications across the entire enterprise.

1. Minimize total cost of ownership
2. Do better business
3. Introduce productivity gains
4. Simplify the use of multiple communications devices and applications
5. Improve communications management



## Industry Overview

Unified Communications (UC) has gained huge publicity in the media ever since Microsoft announced that it would step into this high-growth market, and launched its Microsoft Office Communications Server in late 2007. In the real world of business though, UC provided substantial competitive benefits mainly to the larger enterprise, while small and medium-sized companies have mostly been ignored by the traditional vendors.

The problem for mid-market organizations is that they cannot really afford the big-ticket price tags. Plus there is the simple fact that these businesses have unique challenges that require specialized solutions. Smaller organizations have limited financial and human resources, and must achieve more with less. They lack dedicated telecom managers and project management

teams to take care of implementations, and have owners who focus on running the business rather than scouring the horizon for new technology solutions. At the same time though, issues like speed to market and superior customer service can make or break these agile enterprises. They must act before the big competitors move in with similar products at a lower price or a superior service offering. Complexity would result in lost business opportunities.

It takes a dedicated company like Zeacom to meet those specialized requirements – focused on cost effective UC solutions for organizations scaling from small businesses to enterprises with up to 2500 desktops.

The key advantage of a Zeacom Communications Center (ZCC) is that it delivers advanced UC functionality through a single point solution, running on one server, and providing one intuitive application and one administrative interface. As a result, the total cost of ownership comes down dramatically, while staff find it easy to quickly adopt the new technology to vastly improve communications with customers, colleagues, suppliers and business partners.

## UC Solutions Based on Experience

Zeacom has delivered robust, innovative UC solutions to some 2500 organizations, across 25 countries, and is purely focused on delivering leading edge UC functionality that unifies all businesses communications devices and applications into a single solution.

Through its offices around the globe, Zeacom works closely with leading partners like Microsoft, NEC, Cisco and Avaya, and delivers advanced UC benefits to its customers using an extensive network of accredited resellers.

## 1. Reduce Your Total Cost of Ownership

Some of the key barriers that stop standard-size organizations from introducing UC benefits into the business, are linked to the substantial large enterprise price-tags that are attached to the solutions provided by most vendors:

- Capital expenditure
- Operational expenditure

“UC solutions have been successfully implemented in many large enterprises, enabling these companies to reap the benefits. But for smaller organizations to be able to take advantage of and implement UC, they need solutions that are easy to implement, manage, administer and support, while offering the right mix of features and functionality at a reasonable price that most can afford.”

UC Strategies, Blair Pleasant: Zeacom Communications Center – A Unique Unified Communications Solution for SMBs, 2008.

# Candela

always on



For more than two decades, Candela has delivered on its mission to provide electrical distribution, specialty lighting, and OEM industries with a comprehensive range of lamps, ballasts and sockets - along with the very best possible service and attention to detail.

3 offices  
25 customer service representatives  
100 different product lines  
30,000 products  
2000 customer calls per day  
750 customer emails and faxes  
1000 shipments per day

“The Zeacom Communications Center has provided Candela with countless benefits for both our internal staff and our customers, and has enabled us to provide improved services. The greatest part of it all is that ZCC gives us a single application, a single reports tool and a single administrator, which saves us a great deal of time and money.”

Gary Kelley, IT Manager at Candela

The requirement, for example, to run different parts of the system on separate servers, can result in major up-front hardware investments. Another key issue that leads to increased operational costs is that many UC solutions are not truly unified, but consist of separate applications that have been integrated, sometimes through a force fit.

As a result, integration costs can sky-rocket, upgrades or adding new capabilities can be time-consuming, support activities will escalate, and administration and reporting easily turns into messy scenarios. And with the cost of human intervention identified as the single biggest, ongoing cost for business, such factors become a significant factor for the CIO and CFO when they have to make purchasing decisions.

A Zeacom Communications Center (ZCC) is affordable because it is a unified, single point solution that was designed from the ground up to work as one. Reduced complexity results in a lower Total Cost of Ownership (TCO) when it comes to hardware, software, integration, implementation, training, support, maintenance and redundancy. You can more easily achieve a quick return on investment (ROI).

**ZCC = 1 + 1 + 1** = Ideally priced for standard sized organizations

- ZCC runs on 1 server – Straightforward and cost-effective to install and support
- ZCC provides 1 core application – Easy and intuitive to learn and use, for everyone across the enterprise
- ZCC uses 1 single administration interface – Less complexity makes the system easier and less expensive to manage

ZCC's simplified infrastructure – starting with a single server – and its realistic price, makes it the ideal solution for standard-sized organizations with up to 2500 desktops and between 5 and 500 contact center agents.

- ZCC avoids the complexity of ownership of integrated solutions that eat away at the ROI - typically requiring management of up to 7 servers
- ZCC is not a 'rip and replace' solution, as it runs on leading PBXs and will run on Microsoft OCS (providing added value to standard computer / telephony functionality provided by the base platform)
- IT staff do not need to manage disparate hardware and software
- Less IT staff involvement is required for installation and ongoing maintenance
- Upgrades and updates are simpler through client side server installation (not individual PCs)

## Advanced Functionality to Optimize Business Outcomes

The reason why most customers select a ZCC solution is because of its single point approach, and because of the contact center and operator console functionality that not all competitors can provide. ZCC offers a comprehensive range of UC functionality, divided into 5 key feature sets, each with their own subsets of features.



(For more detail on functionality, see also the ZCC Unified Communications Fact Sheet on [Zeacom.com](http://Zeacom.com))

## 2. Do Better Business

The introduction of ever newer communication media over the past few decades – from fax and mobile phones to email, IM and SMS – has made individuals and organizations more responsive and more effective communicators. But it also has brought a raft of problems which businesses are only now coming to terms with.

Prospects and customers are the lifeblood of any business and their communications experiences – good or bad – will ultimately have an effect on revenues. Introducing Unified Communications right now will give your business an early mover advantage over the competition.

- Be more responsive, to more customers
- Improve first-call resolution
- Avoid business leads falling through the cracks
- Enable quicker decision making and easier team work
- Build customer satisfaction, simply through superior, instant communications
- Create a superior brand experience

### Real-Time Communications

The one experience that the vast majority of Zeacom customers report back on, after implementing a ZCC solution, is that the key to improving customer satisfaction levels is real-time communications. By minimizing voice mail jail, telephone tag, email delays, 'lost' messages etc, staff can speed up and hugely improve their customer response.

ZCC provides real-time communications through several functionality sets – such as **Rich Presence, Unified Messaging, Intelligent Mobility, Executive Mobile Applications, Conferencing**, plus specific **Unified Contact Center** and **Operator Console** applications.

“The largest single value of UC is its ability to reduce “human latency” in business processes. Although communication methods (such as voice or IM) can be used individually and separately, organizations should examine how bringing these methods together can increase synergies and efficiencies.”

Gartner: Magic Quadrant for Unified Communications, 2007.

**Real-time communications simply enables you to do better business – whether you're an executive or a contact center agent.**

- Use **Rich Presence** to see on the PC screen whether somebody, elsewhere in the organization, is at their desk - before calling them instantly by clicking their icon. If they are not, click to be automatically notified upon their return
- Ensure that calls get delivered directly to the mobile phone when a user has walked away from their desk, or is out of the office (each user only requires one single direct dial number)
- Access your office voicemail messages from the mobile, while out on the road. View your list of callers. Select the VIP callers from your screen. Listen to the most important ones. Call them back by simply pressing a key
- Use **Call History** to call back (with a single click) any callers who didn't leave a message
- Give your knowledge workers call center-like functionality so they have control over incoming calls, and can see who is holding, how long they've been waiting and give priority to important callers
- Give your contact center agents control across all media (calls, faxes, IM, text, web chat),

by introducing **Multimedia Queuing**, so customers never need to wait, regardless of the media they use. Provide screenpops from the CRM, so customers do not need to explain themselves. Improve first call resolution.

“Our employees love it! They happily adapted to the software more quickly than most new software packages. ... The browser-based screenpops have increased efficiencies by allowing us to pass information from an inbound call to our own cross-selling applications.”

Tim Burch, Technical Services, Vice President, NASA Federal Credit Union

- More effective communication – Easier access to mobile workers. The ability to get hold of people at first attempt
- Time savings and cost savings – Employees save at least 1 hour each day trying to reach co-workers on first attempt. Unified Messaging manages emails, voicemails, faxes with one Inbox. Travel expenses are reduced through conferencing/collaboration tools

“Once we experienced first hand how our staff productivity had improved in the contact center, we were very keen to roll out the ZCC functionality wider across the organization. By introducing Unified Communications into the business, we’ve created a very powerful management tool.”

Peter Smith, Financial Controller, ASKO Appliances (Australia) Pty Ltd

### 3. Introduce Productivity Gains

The productivity benefits brought by Unified Communications are a topic for ongoing industry discussion. Some figures are available, but measuring the benefits of UC is still somewhat subjective and extends into the qualitative realm. Still, analysts like UC Strategies and others, clearly show that an investment in UC will pay handsome returns.\*

In 2007, the Aberdeen Group identified improvements in business processes and workforce productivity as UC benefits, as a result of the accelerated adoption of UC.

Sage Research concluded that the level of UC application benefits, such as productivity improvements, increases with deployment scope. The more employees an organization equips with UC, the greater the overall returns. (Unified Communications Application, Uses and Benefits – January 2006)

### A Solution for Different Audiences

With ZCC, each audience group can access generic functionality, as well as specific features suited to their own specialized needs.

- **Contact Center Agents** – Access to smart features like multimedia queuing, intelligent routing, outbound dialing, IVR, callback and all the standard UC functionality
- **Console Operators** – Visibility of staff whereabouts, including Calendar appointments and return time. Plus priority treatment for VIPs, centralized message management, and a centralized contact directory
- **Knowledge Workers** – All the time-savers like unified messaging, presence views, recording conversations with a click, and easy conferencing with colleagues and external callers
- **Executives** – Access to desktop UC functionality through the mobile phone, hand-off from the desktop phone to the mobile with a click, plus other mobile office features to make road warriors more productive

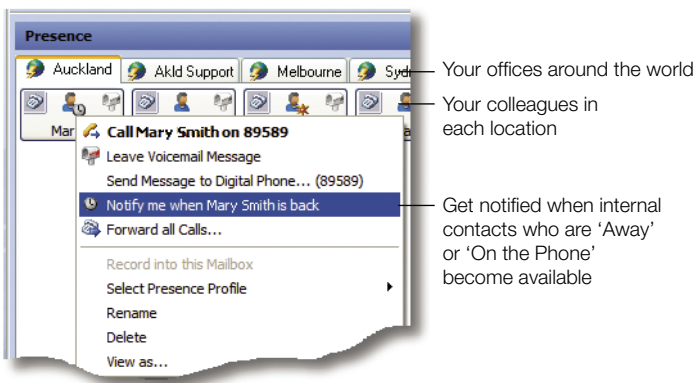


## ZCC Delivers Business Focus

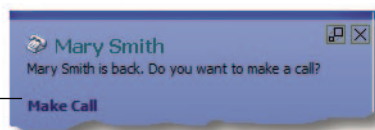
Zeacom has effectively improved the operations of contact centers around the world, since 1994, by increasing responsiveness and enabling productivity gains. With ZCC, this expertise was transferred into the domain of UC and its success formula is simply about saving seconds – if not minutes – all the time, across the entire enterprise. The cumulative effect is significant and results in substantial efficiency savings.

You will minimize or eliminate human delays, resulting in better, faster interaction and service delivery for the customer. Integration with applications like CRM resources will help speed up internal business processes. And combined with improved collaboration, all these efficiencies generate cost savings as well as business benefits.

- The intuitive **ZCC Desktop** provides plenty of time-saver features, like making calls with a single click
- **Rich Presence** saves you many minutes every day – helping avoid telephone tag, voice mail jail or email delays



As soon as the contact is 'Present', you get a screenpop alert. Just click to call



- **Unified Messaging** easily offers users at least an hour of time savings per week, by allowing them to identify and prioritize messages at a glance (including inbound / outbound fax) or forward them to the best destination (even off-site)
- **Executive Mobile** keeps road warriors in touch with the ZCC desktop, making them more responsive and giving them substantial time savings
- **Intelligent Mobility** provides seamless communication wherever you are
- **Conferencing** lets everybody simply link up to 64 parties into an ad hoc conference, or book the call in advance through drag and drop (invite is sent out automatically)
- Smart applications like **Value-Based Routing** prioritize calls and divert undesired or time-waster calls to other messaging options (eg IVR), whereas high value customers get priority treatment

The entire workforce becomes more efficient and productive, and the customer experience improves tremendously.

## 4. Simplify the Use of Multiple Communications Devices and Applications

There simply is no escape – business communications today is multi-modal. People combine real-time voice, video or IM conversations with asynchronous voice and text messaging, using a raft of wired desktop as well as mobile devices.

Everybody who engages with the business wants to be able to initiate and receive contacts in whatever form works for them – at that very moment – and also have the ability to respond later in a way that's as easy and efficient as possible. To create maximum business flexibility and efficiency,

organizations must enable 'person-to person' communications, where intelligent processes will optimize contact flexibility and efficiencies. Basically, it's all about allowing users to do more with less, and reducing the amount of frustration and irritation that's slowly but surely becoming an integral part of communications.

One point of difference between Zeacom and other UC providers is that instead of focusing purely on technology, a ZCC solution is always business oriented. Whenever new functionality or modules are designed, Zeacom's approach is to include business processes into its communications solutions so that companies can improve their overall operations.

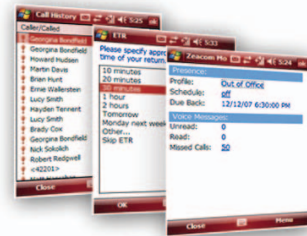
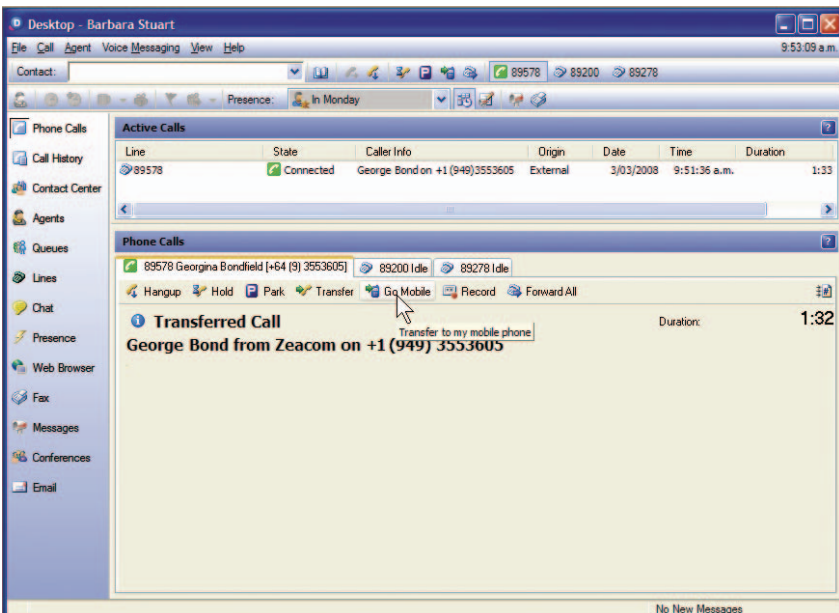
One high level example that illustrates ZCC's focus on business processes is call routing. Value-based routing allows for priority contact handling of high-value or VIP customers, and contact avoidance for others. For example, callers who haven't paid their invoices can be passed on to Accounts first, accompanied by a screenpop that displays up to date billings, and won't get to talk to support staff until the invoices have been paid.

At a more basic level, ZCC shows its business focus through its GUI, integrated with Microsoft Outlook and based on the Microsoft Windows look and feel. Users manage otherwise manual tasks through an intuitive and commonly understood interface that spans a range of communication devices and applications, offering all users one common workspace to manage all contact types.

The ZCC GUI provides multiple benefits for businesses.

- Simplicity of use
- Straightforward training
- Quick, universal acceptance by new users
- Better uptake of useful features

By bringing together the functionality of multiple devices on a single communications client, ZCC lets the organization achieve a constant user experience, easier management of complexity, and integration with business processes that will result in efficiencies and superior contact management with all stakeholders.



Executive Mobile cellular application provides real time connectivity, and shows interactive call history, 'buddy' presence and the central address book

Transfer calls both ways, between your mobile and desk phone, with one easy click

## 5. Improve Communications Management

With business communications proliferating and their associated costs rising sharply, the need to better manage the various devices and applications is making telecom and IT managers scramble around for tools to reduce costs and improve control.

As a one point solution, ZCC not only reduces the total cost of ownership for UC solutions, but also makes communication management easier in a number of ways. Its rich functionality in regard to reporting provides control and insights to improve business performance. Analysis features like graphs, for example, will display anomalies and valuable insights at a glance.

- **Call History** reporting across the enterprise shows who made calls to where, and for how long.
- **Presence** reporting shows who was in or out of the office (active at their desk, in meetings, etc) - helping HR managers to assess absence, and managers to monitor staff activity levels

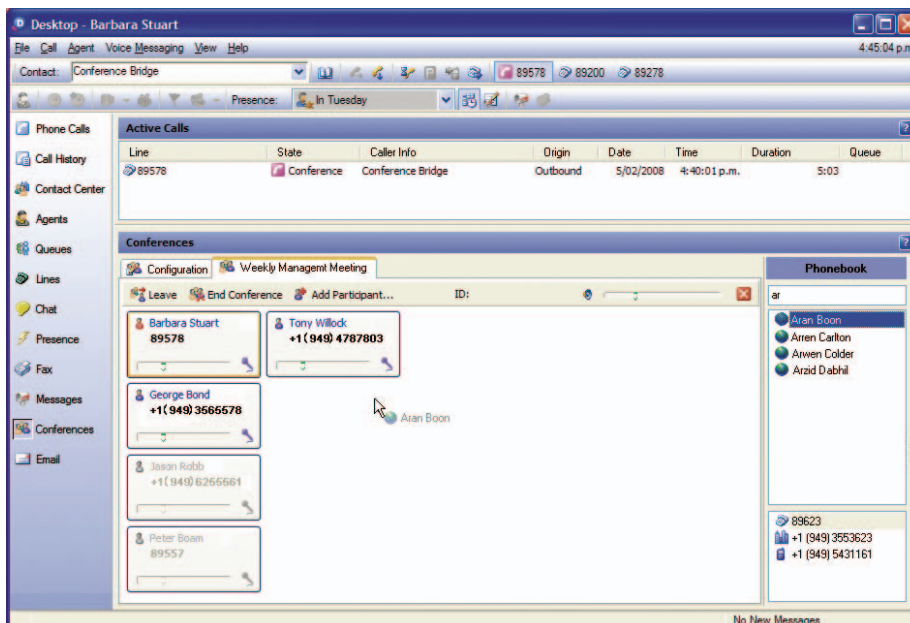
“Our revenues went up by 20% after we implemented the Zeacom solution.”

Carlos Casas, President, Rickenbacker Collections Group, California

- **Contact Center Reporting** allows for customized reporting and includes 200 standard reports, created in response to worldwide customer requests, to analyze performance

Implementing a ZCC UC solution is an empowering experience for employees across the enterprise. Whether it's the CEO or the PA - each individual worker gets the ability to improve their own personal performance.

- **Rich Presence** enables all employees to view whether the time is right to contact a colleague and make all communications count – at first attempt
- **Executive Mobile** lets road warriors better manage communications while



No more expensive conference bridges with 12 digit numbers! Connect up to 64 parties with easy drag and drop, for both ad hoc and scheduled conference calls

they are away from the office, using their mobile, and collaborate more effectively with colleagues back in the office

- Knowledge workers use **Unified Messaging** to manage all their messaging, in one inbox
- Contact center agents use **ZCC Agent Desktop** to view activity levels in real-time, across all multimedia queues, and can optimize their personal performance
- Receptionists or console operators have real-time views of staff availability, can see calendar appointments and the expected time of return at a glance, and can easily reroute calls

A ZCC UC solution ensures that communications management is effective from the top all the way down, and enables optimization of business outcomes.

## ZCC Version 5 - Everything you Knew Before, But Bigger and Better

ZCC version 5 retains the foundations of version 4, but offers smart new features.



- 1. Microsoft Office Communications Server** compatibility
- 2. Click to Dial** – From within Microsoft documents
- 3. Presence** reporting – Staff activity levels and calling details, at a glance
- 4. Conferencing** – Up to 64 parties at once on a call, ad hoc or scheduled in advance
- 5. Mobility** applications – Access to desktop applications like presence and phone book, and easy visual management of messages and priority callers

## In Summary: ZCC = 1 + 1 + 1 = Built for Better Business

Zeacom's UC solutions are designed with business and business processes in mind, which means that its functionality is focused on delivering real communications benefits – quickly and easily.

ZCC provides a single point solution, with its cohesive formula of 1 Appliance, running 1 Application, and 1 Administration interface. As a result it delivers several major benefits that make it stand out from most traditional vendors.

A ZCC Unified Communications solution enables you to:

- Minimize your total cost of ownership
- Simplify the use of multiple communications devices and applications
- Improve communications management

As you implement an innovative, market-tested ZCC solution, the entire organization will:

- Do better business – Across all segments, from your knowledge workers to the CEO
- Introduce substantial efficiency and productivity gains – Gained in small increments, resulting in impressive cumulative results

Connect as one, and give your business the ZCC competitive advantage of Unified Communications.

## More Information

Ask for a live ZCC demonstration to see how you can improve your business performance. Either online, at **zeacom.com**, or through your customer manager.

If you are interested in more detail about a ZCC Unified Communications solution, visit our website **zeacom.com** to check out our white papers, fact sheets, videos and interactive demonstrations.

### Zeacom Basic Facts

- Company established in 1994
- Offices in Australia, New Zealand, UK, US
- Global network of resellers
- Some 2500 customers, across 25 countries
- Compatible with PBXs from Avaya, Cisco, NEC
- Compatible with Microsoft OCS

## About Zeacom

Zeacom's Unified Communications solutions have improved communication and collaboration for some 2500 small and medium-sized organizations, across 25 countries. The cost-effective Zeacom Communications Center solution was developed specifically to provide advanced Unified Communications to organizations with up to 2500 desktops, in conjunction with a contact center employing between 5 and 500 agents.

Zeacom works closely with leading PBX partners Avaya, Cisco and NEC, and as a Microsoft Gold partner provides full integration with Microsoft Messenger, Exchange and the Office suite, plus interoperability with Microsoft Office Communications Server.

For more information, visit **zeacom.com**

\* For independent research identifying the ROI of Unified Communications through efficiency and productivity gains, check out **ucstrategies.com** or any of the other major analyst firms involved in UC research such as Forrester, Gartner, the Aberdeen Group and Sage Research.