



# Unified Communications

Reduce costs, increase efficiency, empower your people

**NEC PHILIPS**

NEC PHILIPS UNIFIED SOLUTIONS

# A Changing World

Our working environment is evolving rapidly with management continually looking at new ways of generating revenue, controlling costs and optimising productivity.

The explosion of technologies available today has accelerated the rate of this change, providing new ways of facilitating the commercial and economic demands of the organisation.

Information technology strategies now require integral development of communications strategies – interlinked, interrelated, converged. And across all media types – not just data, but also voice and video.

Communications technologies (e-mail, instant messaging, SMS, SIP telephony, voicemail, video-conferencing) and their underlying networks (the Internet, broadband, 3G, WiFi) are the keys that drive many of these new technologies. This is supported by a vast range of desktop, mobile and handheld communications devices...

...the choice of technologies is impressive but daunting.

Often windows of opportunity appear that if exploited well will allow organisations to move ahead of the competition.

But uncoordinated acquisition of technology can lead to communications chaos for users and managers alike, leading to inefficiency, lost productivity and frustration.

More than ever, the key to success for any organisation is based around its people and their ability to communicate and collaborate effectively and efficiently.

While technology is an enabler for business improvement, the real challenge facing organisations is how to embrace and harness the potential benefits of the technology available, empowering its people and thereby empowering the entire organisation.

The commercial and economic aspirations of the organisation are dependent on it.

*Through 2010, 80% of businesses that have deployed communication-enabled business processes will obtain significant competitive and revenue differentiation because of it. (Source: Gartner 2006)*





# Empowering business through empowered people!

The office, once the daily meeting place for workers, is being replaced by the virtual workplace - people are spread geographically, working from home or hotel or remote office.

But the need for real-time contact between employees, customers, prospects and partners remains – wherever they may be.

Being able to consult key people at the right time in order to make informed decisions based upon the latest information has become increasingly difficult.

People increasingly suffer from a lack of timely information and an overload of irrelevant data. Often attempts at obtaining timely information actually creates more irrelevant data. And mismatches in the way different people work can aggravate this problem.

So in a world which is 'always on' and 'always connected', how can the business empower its people to work more efficiently with each other, while allowing the individual to work in his or her unique way?

The solution is to bring together communication and information channels into one cohesive environment - empowering people to filter the way others can contact them, streamlining communication flows and promoting efficient ways of working together seamlessly.

## What is 'Unified Communications'?

Unified Communications brings together business applications and converged voice, video and data communications to provide easy-to-use but rich functionality to workers while delivering reduced costs and increased efficiency for the organisation.

It facilitates efficient communications and collaboration between colleagues, customers and partners.

# The NEC Philips proposition

The NEC Philips vision is that Unified Communications is the future of enterprise communications – deliverable now. The need to be more competitive and efficient is driving organisations to change the way their people communicate and collaborate. There is a shift from being device and technology centric to being user centric as the convergence of IT and communication technologies develop further:

The NEC Philips Unified Communications solution facilitates the integration of voice, video and IT applications utilising as integral elements:

## MICROSOFT

**Microsoft Office Communicator** - an application that can be deployed on the PC or on mobile devices as the primary user interface for communications

**Microsoft Office Communications Server** providing the software infrastructure and touchpoints to other Microsoft and third-party applications and delivering secure, real-time

information and collaboration:

- single identity directory
- presence and availability status
- instant messaging
- voice and video conferencing

**Microsoft Exchange** delivering traditional and speech-enabled control over e-mails, voicemail, contacts and diary management

**Microsoft Sharepoint** as the basis for real-time collaboration and sharing of documents

**Microsoft LiveMeeting** and other conferencing solutions

**Microsoft Office applications**

**Microsoft Dynamics CRM**

## NEC PHILIPS

**NEC Philips SIP Interface** delivering native SIP communications between applications such as Microsoft Office, Office Communications Server and SIP-enabled voice servers from most vendors and providing:

- call control of the SIP-enabled voice server
- click to dial
- voice communications between Communicator on the PC and fixed handsets or mobile devices
- presence information
- messaging between Communicator and traditional phones and mobile devices

**UC Enterprise gateway** delivering seamless integration between applications such as Microsoft Office, Microsoft Office Communications Server and enterprise telephony systems from most vendors that are not SIP-enabled and providing:

- call control of the PBX or voice server
- click to dial
- initiate call between fixed handsets or mobile devices
- presence information
- messaging between Communicator and traditional phones and mobile devices

**Added-value applications** to enhance the functionality provided by Microsoft Office Communications Server - eg operators and contact centres

**NEC Philips workflow engine**, a device-independent messaging workflow controller

**Integration Services** with third party applications including ERP, CRM

**Technical Services** eg to assess network readiness for enhanced communications

**Consulting Services** to improve work processes to take advantage of new technologies

Drawing on its systems integration capabilities, NEC Philips delivers scalable, secure, reliable, standards-based applications that reduce costs, increase productivity and improve ease of use for users. Our solutions are determined by your business needs.

Our approach is to avoid using expensive proprietary hardware components within our solutions, and to utilise existing infrastructure as far as possible.

NEC Philips also believes and advocates the need to apply a phased approach to the adoption of new technologies and ways of working - migration at pace that suits your organisation.

Our customers become our partners and the NEC Philips strategy has always been to work closely with our partners building up a long and successful relationship.



# The business benefits of unified communications are many, including:

## Secured enhanced external communications

- Provide secure enterprise-class instant messaging
- Provide secure voice and video conferencing
- Share data securely
- Allow trusted customers and partners to see your availability
- Respond quickly and efficiently to external contact

IM

Voicemail

## Increase individual and team productivity

- Know when and how to contact the right person
- Reduce time spent trying to meet colleagues
- Reduce time spent dealing with e-mails
- Enable quicker decision making
- Provide controlled access to the latest information
- Have online brainstorming sessions

Presence

Video

## Efficient remote and home working

- See availability of remote colleagues
- Contact colleagues easily irrespective of device used
- Know who is trying to contact you
- Review and update diary using speech
- Improve IT technical support to remote workers

## Optimise ways of working

- Have single identity across all directories and databases
- Have single identity irrespective of device used
- Enable 'point and click' communications within application being used
- Access key people in your organisation quickly and easily
- Deploy event-driven rules-based workflow for communications

SIP

## Reduce Costs

- Minimise travel costs
- Minimise mobile phone costs
- Use cheap desk phones or softphones
- Remove need for third party voicemail systems
- Reduce network storage costs of e-mails

Email

# About NEC Philips Unified Solutions

NEC Philips Unified Solutions (NEC Philips) is a solutions provider focused on communications technology, headquartered in Hilversum, the Netherlands and is a 60:40 joint venture between NEC Corporation of Japan and Royal Philips Electronics.

NEC Philips is the European arm of the global NEC communications business which is ranked market leader in the worldwide enterprise communications market.

NEC Philips is a Microsoft Gold Partner specialising in Unified Communications (UC) – the convergence of IT and communications to provide real-time collaboration solutions delivering rich functionality – to small, medium and large enterprises in the private and public sectors.

NEC Philips provides simple to use, yet sophisticated and highly secure UC solutions based around Microsoft software platforms, including Office Communications Server, Exchange, Sharepoint and other UC components. These are deployed with the latest voice, data and video technologies over converged networks, utilising both desktop and mobile devices to enable real-time, collaborative working.

These real-world solutions provide customers with investment protection by allowing them to deploy technology at their own pace without the need for large-scale replacement of hardware infrastructure. When combined with the latest messaging, presence management and contact centre applications these solutions deliver increased efficiency, quality, profitability and significantly improved customer satisfaction.

NEC Philips provides traditional, hybrid and IP communications products and services to over 12 million end users worldwide.

*By the end of the decade, all employees with business e-mail accounts will also have business instant messaging accounts.  
(Source: Gartner 2006)*



The products and services described herein are not necessarily available in all countries. Due to continuous improvements this specification is subject to change without notice. Issued 03/07. Printed in the Netherlands. 3522 001 08951.



For more information about how your organisation could benefit from Unified Communications contact your local NEC Philips office or:

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