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## HALLMARKS OF HARMONIOUS COMMUNICATION & COLLABORATION

As a forward-thinking business leader, you know how critical it is to increase communication and collaboration among and between tech-savvy employees, partners, customers and suppliers. After all, greater productivity drives greater profitability.

But technology doesn't deliver communication and collaboration. It brings tools into harmony to enable comprehensive and seamless communication and collaboration across platforms, systems, and devices.

The question is…

how well do your Unified Communication and Collaboration (UC&C) technologies harmonize with your business?

Insight
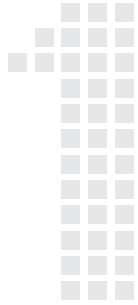
Significant Cost Savings

If your business is like most, you're probably managing, maintaining, securing, and supporting multiple UC&C tools often on separate networks —costly and complex silos, to be sure. Achieving significant cost savings is one of the hallmarks of harmonious communication and collaboration systems.

As UC&C technologies have matured, they have created opportunities to merge best-of-breed solutions that leverage and harmonize an organization's legacy UC&C investments, without sacrificing the unified user experience needed to deliver maximum ROI.
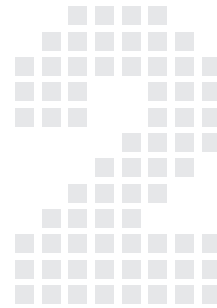
Boundless Productivity

Another hallmark of harmonious UC&C is increased productivity. Today's fast-paced businesses must provide instant access to pertinent data, including unstructured data — or risk falling behind. At the same time, employees want to use UC&C capabilities — including presence, unified messaging, and social media — on their laptops, tablets and smartphones. In fact, just by fully implementing social technologies, companies can increase the productivity of high-skill knowledge workers by 20 to 25 percent.[1]

By connecting people in more efficient and intuitive ways, your business can reduce overlapping work and errors, spur innovation, speed development cycles and improve service levels.

[1] Source: "The social economy: Unlocking value and productivity through social technologies," McKinsey Global Institute, 07/2012.
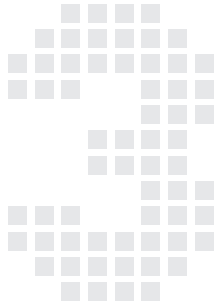
Pervasive Mobility

Sixty-six percent of today's employees now use two or more devices every day, including desktops, laptops, smartphones and tablets.[2] And nearly three-fourths of enterprise organizations are accelerating their UC&C plans because of those consumer devices.[3]

As your employees increasingly choose which devices and platforms they use, they'll expect not only full UC&C functionality, but mobile/desktop integration for a more robust work environment and integration with their favorite mobile apps. So, successfully harmonizing your UC&C strategy also means harnessing mobility.

[2] Source: "The State of Mobile Technology Adoption," Forrester, 10/10/2012.
[3] Source: "Research Highlights Acceleration of Unified Communications & Collaboration Adoption Triggered by Consumer Device Proliferation," IDG Enterprise, 04/26/2012.
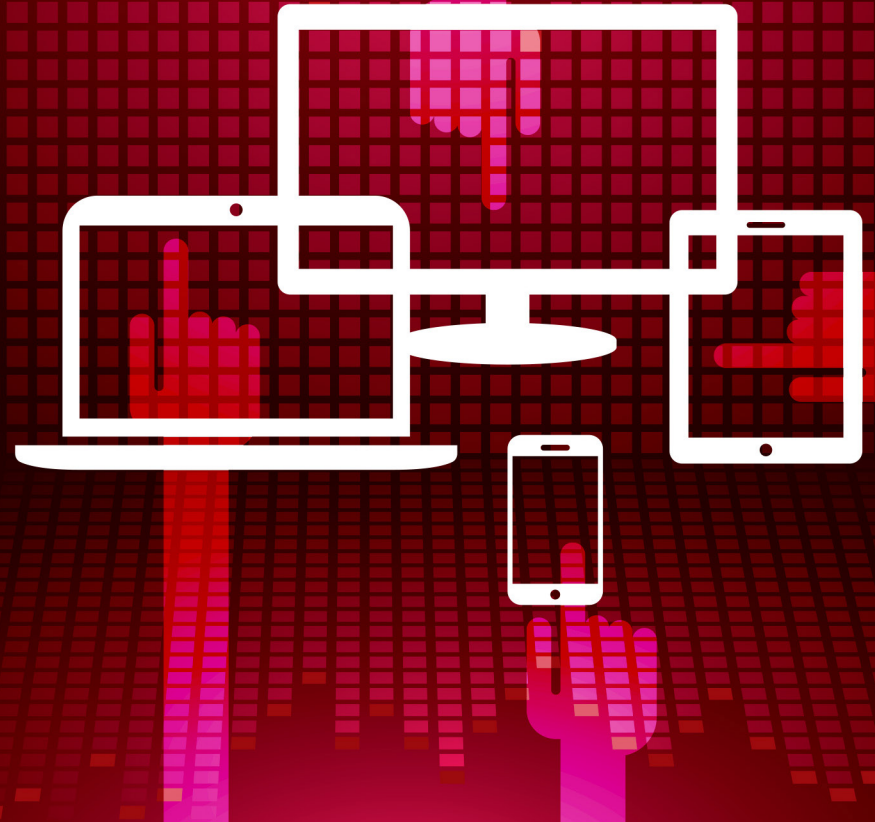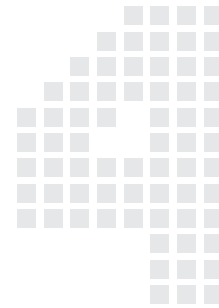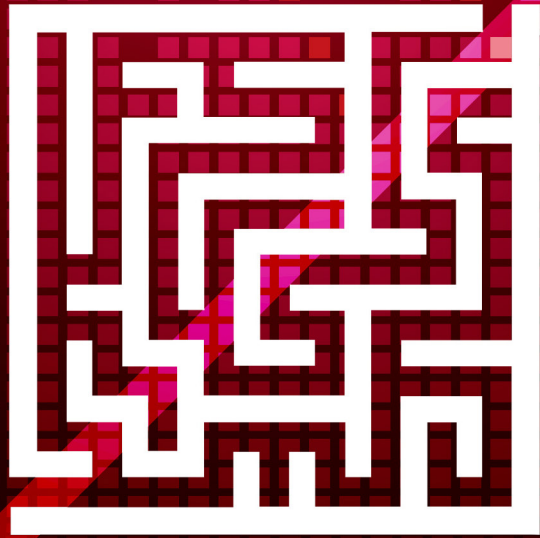
Seamless Experience

Because most UC&C tools are often siloed, sometimes even on separate networks, they tend not to be well integrated. The quality and effectiveness of the overall user experience — across desktops, laptops, smartphones and tablets — will influence how well your employees adopt the solution. Without a tightly integrated experience, frustrated employees often give up on them. Just as simplified IT administration and management is key to IT adoption, a consistent, high-quality user experience will drive employee adoption — and, ultimately, productivity.
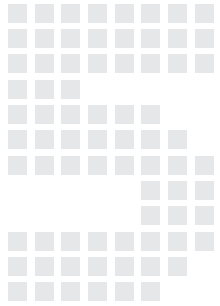
Bankable Interoperability

The true value of UC&C lies in harmonizing multiple tools and technologies — telephony, presence, audio, and video — across desktops, laptops, smartphones and tablets for a unified and consistent experience across all platforms. That means tearing down organizational silos and thinking about how to shorten the distance between connection points. It means leveraging investments in existing systems, tools and devices, and adding best-of-breed solutions to create your fully interoperable, tightly integrated UC&C solution suite.
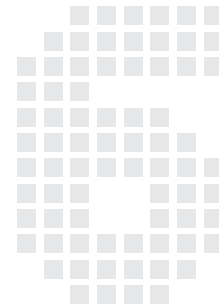
Real-Time Presence

With a highly mobile workforce, knowing the real-time availability of colleagues and employees is key to improving productivity. Presence and instant messaging tools are playing an increasingly central role in streamlining business processes, speeding decisions and improving responsiveness. In a harmonized UC&C solution, a person's phone status could automatically communicate his or her availability. Presence tools can also aggregate and publish presence and location information between multiple sources.
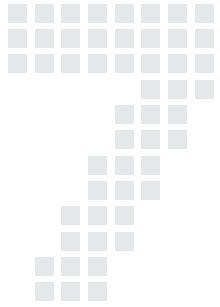
Call Control

Harmonized UC&C systems should also have call control tools that allow employees to leverage their endpoint device and desktop systems to improve efficiency and customer service. These core call control components allow your employees to more easily make/receive calls and enhance the user experience by:

- Seamlessly routing calls to multiple endpoints
- Leveraging applications within call routing, such as click-to-call to control endpoints from a desktop application
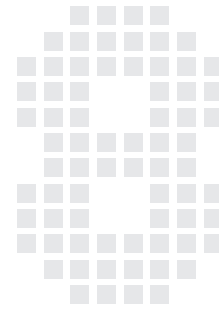
Audio/Web Conferencing

Audio and web conferencing make up a critical communication piece of a harmonized UC&C strategy. According to a recent Frost & Sullivan executive study, web conferencing has the highest usage of any other advanced communications tool.[4] Not only can they dramatically reduce your travel budget, you can also increase effectiveness by expanding participation to include hundreds — even thousands — of people dialing in from remote locations using any device. An interoperable configuration might include dial-in and web conferencing from any device, anywhere. This can be an on premise, cloud, or hybrid solution.

[1] Source: "Why Your Organization Should Be Using Web Conferencing Right Now," Frost & Sullivan.
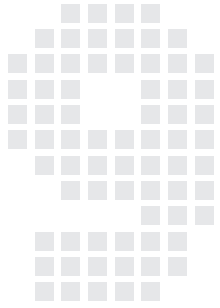
Video

Another way to reduce travel expenses is through video conferencing.

A harmonized, interoperable UC&C solution might feature multipurpose video platforms. An example of an interoperable video solution could have individual mobile users joining a video meeting from an app on their tablet device, and other groups of people joining from various physical conference rooms.

But video isn't just becoming a more universal conferencing tool, it's also transforming into a medium for enterprise content sharing. From recording video conferences for future playback to distance learning, video is quickly emerging as a way for employees, clients, suppliers, and partners to share content from multiple sources.
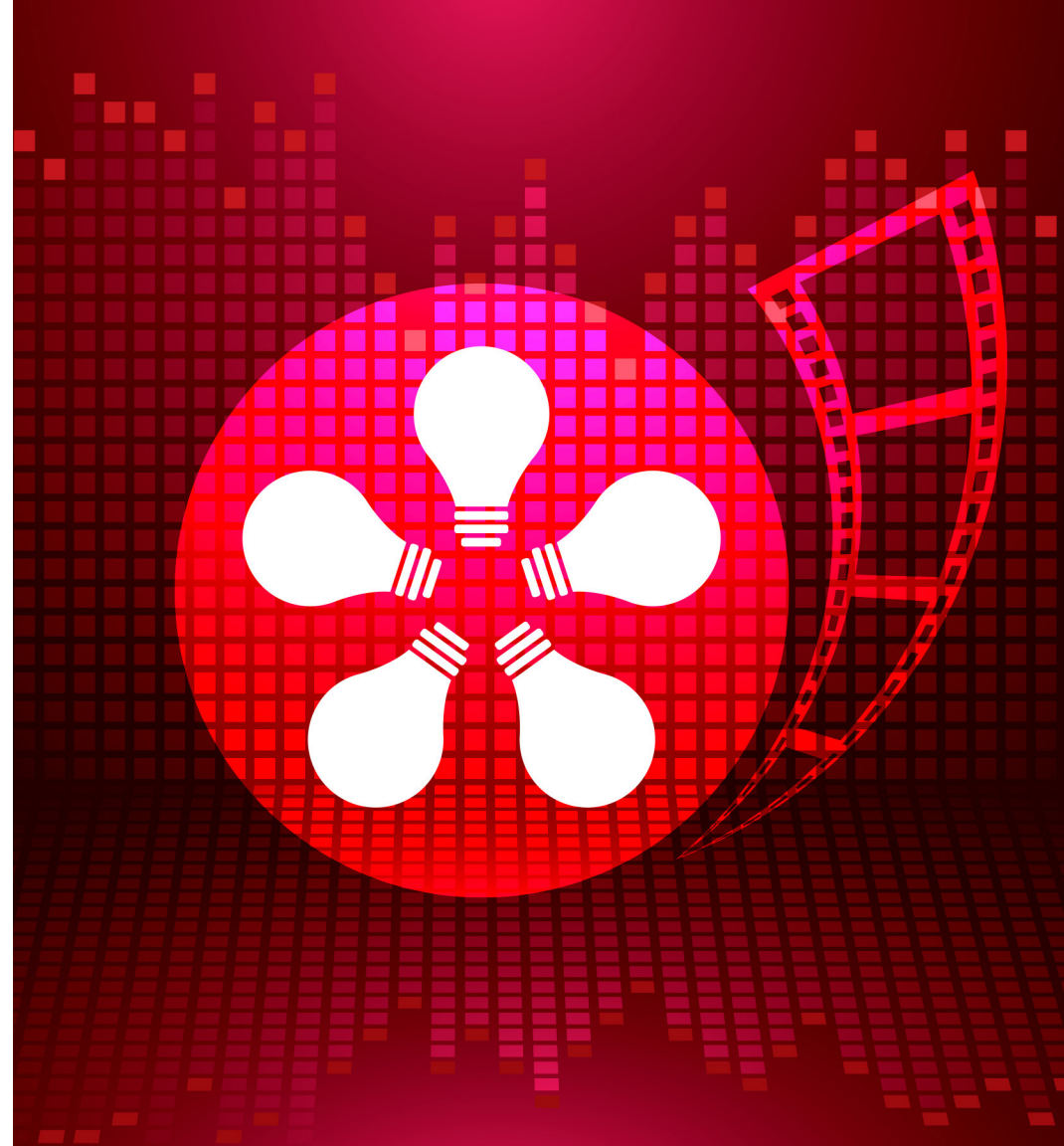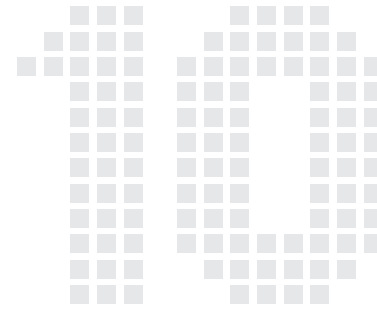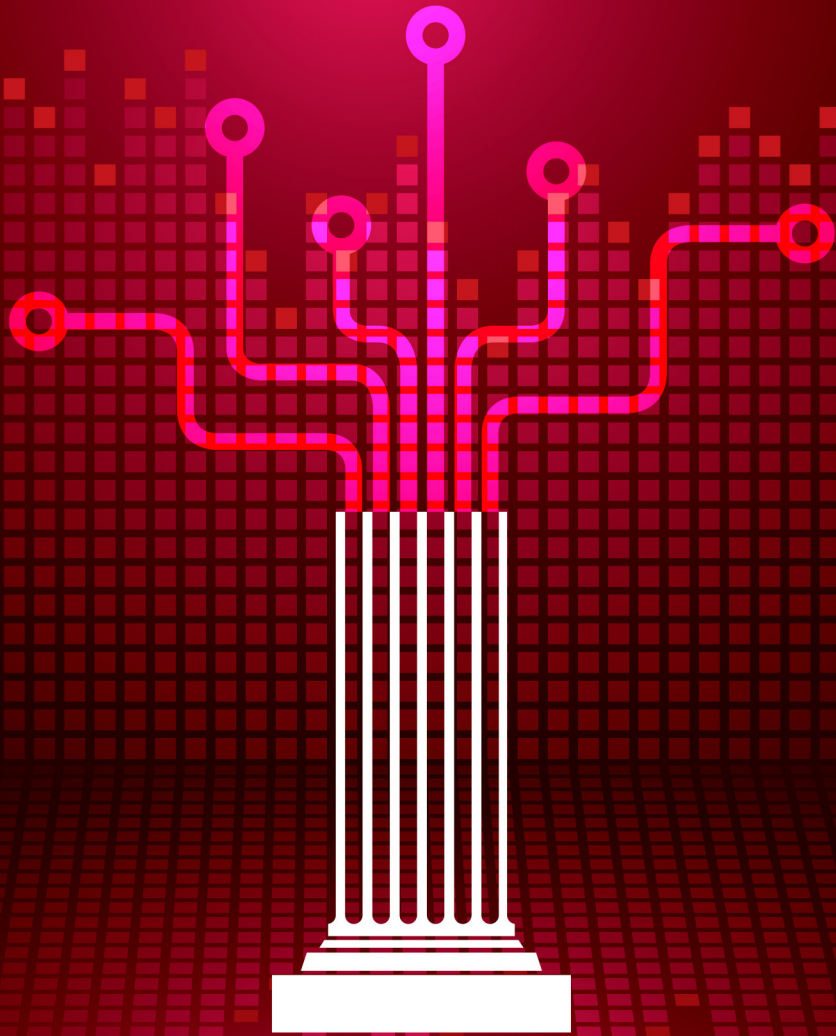
Foundational Technology

There are key foundational technologies that are crucial to the success of any harmonious UC&C solution. This include, but are not limited to: network, telecom, endpoint, data center and security. The right solutions provider can bring clarity and objectivity to your specific UC&C strategy, and help you identify opportunities and the right technology roadmap for bringing harmony to your UC&C strategy.

Harmonious UC&C isn't a checklist of features. It's a holistic way to approach communication and collaboration. It provides the flexibility and functionality needed to succeed in today's business environment. It shortens the distance between colleagues and customers, and bridges the gap between companies and suppliers. By harmonizing audio and video, telephony and presence, you'll have the tools, technologies and data needed to be successful and productive.

About Insight

Insight is a trusted technology provider of hardware, software and service solutions to business and government clients in more than 190 countries. Insight Harmony™ solutions integrate the four cornerstones of a modern, interoperable UC&C solution — presence, call control, audio, and video. No silos, just harmony.

LEARN MORE about how Insight can help you build a seamless, high-productivity harmonious communication and collaboration environment.

Visit **www.InsightHarmony.com**.
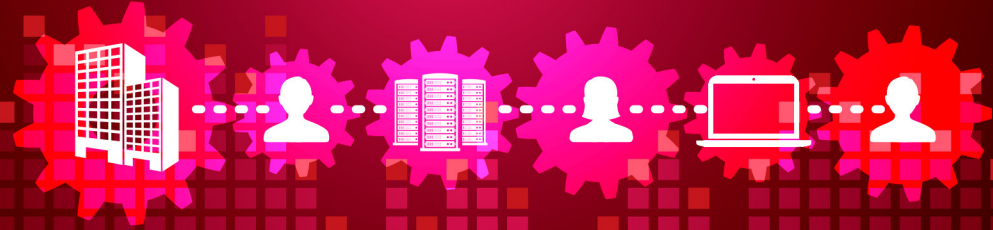
"Enterprises wish to avoid 'closed gardens' and vendor lock-in, while enabling intercompany B2B, business-to-partner (B2P) and business-to-consumer (B2C) federation. Additionally, many enterprises will find their needs best served by using several vendors, either because of legacy investments or to enable a best-of-breed configuration."