

# Unified Communications Solutions

Unlocking the value in your organisation



## BT Lynx

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“The way people work has changed dramatically, but the way their companies are organised lags far behind.”

Tim Hindel, Management Editor, The Economist

“There are many definitions of Unified Communications. ‘Joining up your communications to improve access to your people and enable them to work collaboratively’ is our preferred definition.”

Adam Collins, Solutions Development Manager,  
Consultancy Business Unit, BT Lynx

## Making the case for Unified Communications

Communication is key to the success of any business. Today there are more ways to communicate than ever before. People from all walks of life are more willing to adopt these new ways of communicating. Organisations exploiting the opportunities offered by this trend in behaviour and the convergence of voice, data and video technologies are agile, resilient and better placed to flourish in today’s world of collaborative business.



Harnessing your workforce’s willingness to adopt new technologies and unifying your communications to enable them to work collaboratively makes sense.

## The changing world of communication

Traditionally, communicating has been pretty simple for businesses with telephone for voice messages and letter, faxes and email for the written word. These used to be enough. Increasingly though, many IT users are self-installing new communication tools on their desktops to help them stay in touch with colleagues and customers. They've seen how effective video conferencing, instant messaging and social networking solutions are at home and now they want to bring these benefits to the workplace.

For the businesses where they work, this can be a problem. Still reeling from the information overload brought about by the introduction of email (see below), there is a perception that the introduction of such technologies will reduce productivity. Introduced inappropriately, it could. More worrying though, is that the unstructured, ad hoc deployment of technology by users leads to an unmanageable IT infrastructure that inhibits growth and increases security risks.

### An average week at work

- 14.5 hours dealing with email
- 30% of time searching for information with 50% success rate
- 10% of time reconstituting the information we could not locate

Many organisations are looking for ways to manage employees self-adopting new technologies. Instead they should be searching for a corporate solution which integrates equivalent technologies strategically and securely into their corporate IT infrastructure. Doing so will help them to:

- maximise the benefits of a truly mobile workforce
- minimise the rising financial and environmental costs of travel
- meet the growing demands of 'green' and 'work life balance' agendas
- enable employees, partners and customers to truly collaborate
- speed up decision making

With multiple solutions available from software and hardware vendors, unifying your communications infrastructure can be challenging.

## Enter BT Lynx

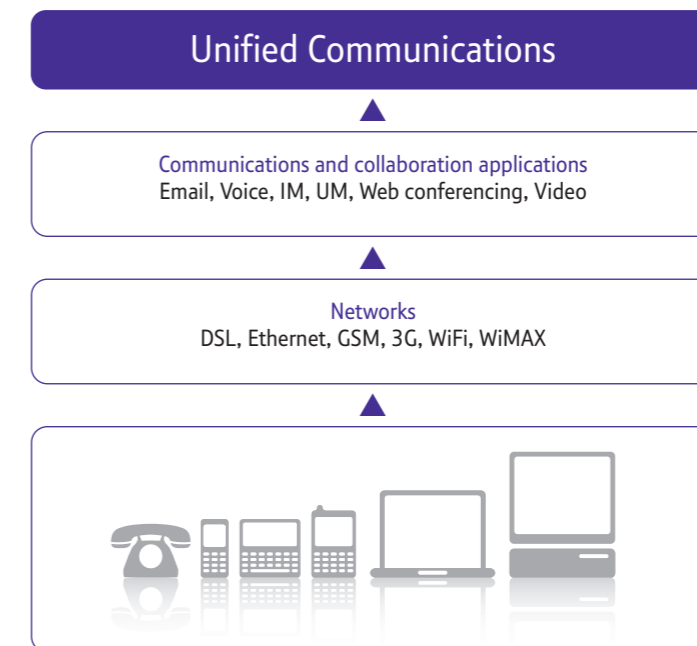
BT Lynx provides simple, universal and intuitive best-of-breed solutions that integrate all your current communication tools with new technology to deliver the best from your people and the best from your business.

## What is Unified Communications?

Unified Communications is a commonly used term for the integration of disparate communications systems, media, devices and applications.

To us it means more than that. It is not just about bringing together technology. It is about bringing people together to work collaboratively. Unified Communications is simply a communications mechanism to allow this way of working, a way of working which we believe is vital to business success in today's dynamic environment.

### Unified Communications overview



## Why Unify Communications?

Businesses have the same set of core drivers that they always have had – driving growth, increasing efficiency, controlling and managing cost and delivering customer satisfaction. To remain competitive in the future, they need to add to this list – increasing **resilience** and **agility**.

Increasing resilience and agility means being “always on, always connected”. It means being able to access the right information first time so that people in the organisation can make informed decisions and take immediate action.

Unifying communications delivers all this, and more. In fact, according to BT Lynx’s customers, unifying communications is contributing the following to their businesses:

### Typical Unified Communications business drivers

Business Driver	Unified Communications Contribution
Strength, performance and simplicity	Standard interface Shared knowledge Faster decisions
Speed, cost, customer service and asset management	Reduced telephony cost Quicker decision making Improved customer access
Global presence and emerging markets	Global connectivity
Build to order	Efficiency in communication Knowledge sharing
Technology leader	Leading technology
Outstanding customer service	Improved customer experience Quicker responses
Increase profitability through process improvement	Quicker decision making Presence Collaboration
Leverage synergies across operations	Global connectivity Remote working
Provide a stimulating and motivating workplace	Work life balance Green agenda

## What are the benefits of Unifying Communications?

Unifying your communications brings many benefits. It allows you and your stakeholders to know where your people are and how best to contact them at all times. It speeds up decision making and enables collaborative working.

The table below illustrates the typical values that BT Lynx’s customers use to review their Return On Investment (ROI).

### Client view of typical ROI values

	Tangible	Intangible
<b>Quantifiable</b>	<b>Efficiency</b> Revenue increase Overhead reduction Reduced purchasing cost Reduced variable cost Eliminate unnecessary activities Increased market share	<b>Value</b> Improved customer satisfaction Improved brand value Improved targeting Improved customer relations
<b>Unquantifiable</b>	<b>Value</b> Improved use of management information Clearer decision making process Common goals Improved employee morale Improved creativity Information availability Self help	<b>Value</b> Teamwork Employee morale Innovation/creativity Shared vision and commitment

BT Lynx is working with organisations just like yours, helping them to reap these benefits.

## How we work

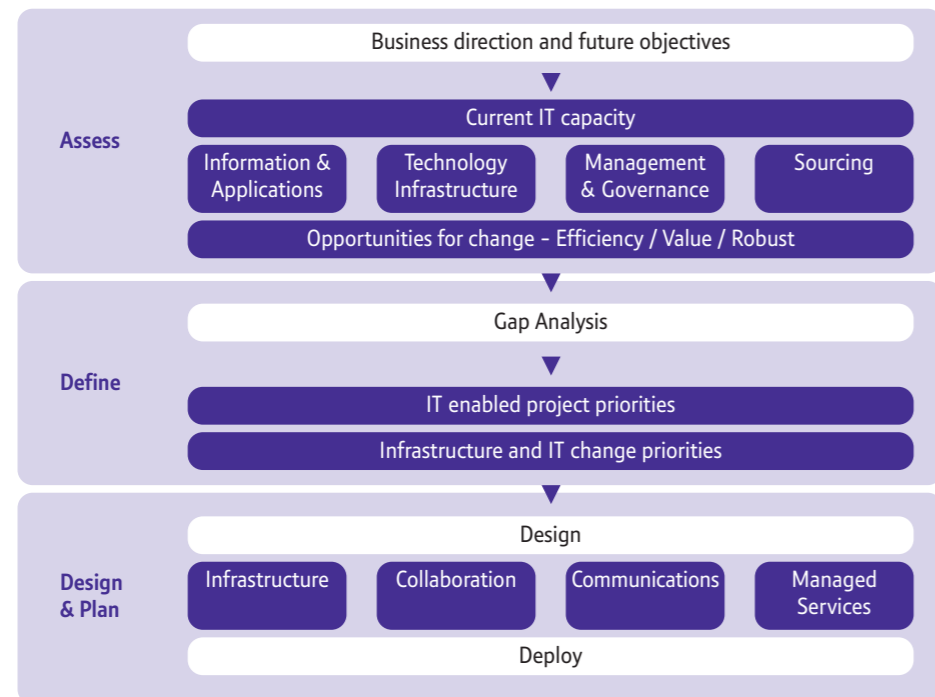
BT Lynx's credo is simple –

“We work with our clients to deliver value and improve efficiency through the successful deployment of resilient people, process and technology solutions.”

We understand that many organisations have grown their communications infrastructure out of tactical requirements. Therefore our approach is to work collaboratively with you, providing a detailed Unified Communications road map showing how your current infrastructure investment can be maximised along the way.

We begin by exploring your organisational culture, clearly defining how you would like your people to work. We then review your present infrastructure, services, applications and endpoints (devices) to understand how we can help you work in this way. Finally, we look at how new technology could add value and help you to plan for the future.

### The BT Lynx approach



## What's on offer?

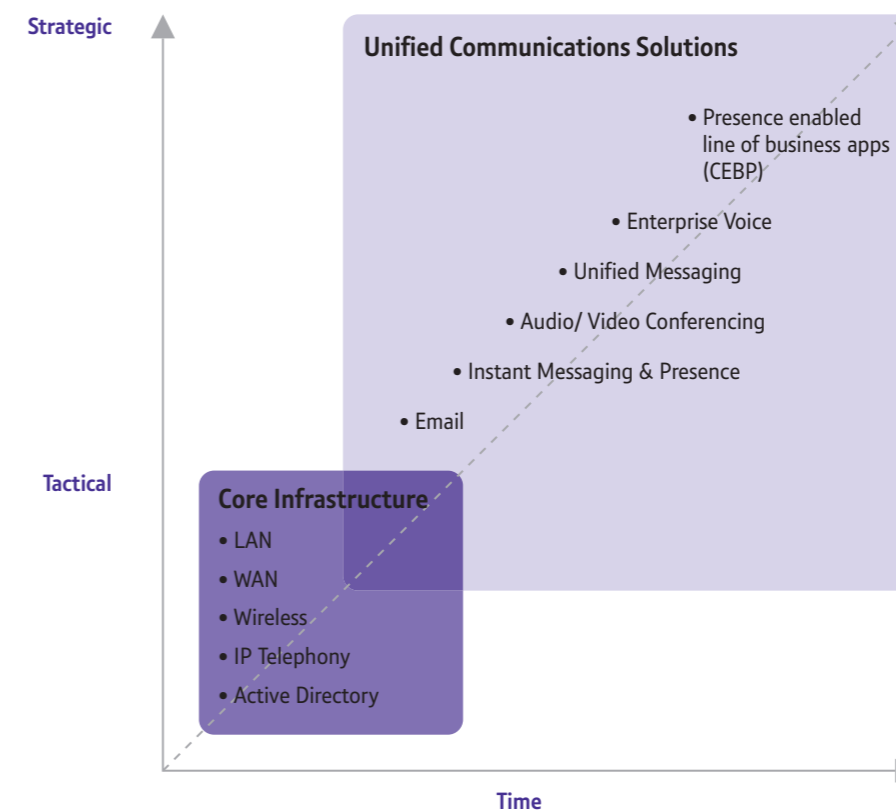
Regardless of whether you have no components of a Unified Communications platform in place, or have a partial solution, we can work with you at both a strategic and tactical level to deliver a successful solution that meets your needs.

These solutions ensure all customer calls flow through intelligent routes, according to your business processes, and enable all users to access information from whichever device they are using, wherever they are.

Our portfolio brings together expert business consultancy with best-of-breed solutions from hardware and software vendors to equip your business with an efficient communications infrastructure that can grow with you to include:

- **Presence:** know the real time status of all employees, providing the most effective method of first time contact
- **Instant messaging:** a secure and manageable ad hoc messaging capability
- **Unified messaging and voicemail:** each user equipped with a single inbox for voicemail, e-mail and fax
- **Conferencing:** the capability to host virtual meetings using voice, video, text and other media for planned or real-time ad hoc collaboration
- **Endpoints:** each user equipped with the most appropriate device for their location, situation and purpose

### Developing a Unified Communications roadmap



## Future-proof your communications

Unifying Communications is facilitating a new way of doing business. It improves access to people, enables immediate responses to hot issues and facilitates collaboration. It makes your organisation more agile and more resilient.

Your employees are probably enjoying the benefits of using such technology at home already. By integrating a corporate Unified Communications solution you can future-proof your organisation now.

## Next steps?

If you would like to discuss how BT Lynx can help you unify your communications, please contact our Unified Communications team at [uc@btlynx.com](mailto:uc@btlynx.com)



## About BT Lynx

BT Lynx is one of the UK's leading providers of IT solutions and services to business and the public sector, offering world-class consulting, technology and outsourcing. We offer a true end-to-end approach, from advising you on your IT strategy to implementing technology solutions and managing your IT infrastructure.

Our goal is to make our customers' lives easier and simpler. In part, this is achieved by employing talented people and ensuring a flexible, collaborative approach to delivery - maximising value is at the heart of everything we do.

With over 30 years' experience, our success is founded on four factors: proven expertise; the highest-level accreditations; breadth of capabilities; and the ability to provide high value/low risk advanced technology. We employ 600 people at ten offices around the UK.

A unique benefit to you is that we are the only UK services provider to be both a Cisco Gold Partner and hold Microsoft Gold accreditation with competencies in Advanced Infrastructure, Mobility, Information Worker, Networking Infrastructure, Security, Custom Development and OEM Hardware Solutions. We are among Cisco's top IP Communications specialists and accredited Advanced Unified Communications, Advanced Security, Advanced Wireless, Advanced Routing and Switching, plus HP Business Partner Select and Authorised Service Delivery Partner (ASDP).

Crucially, BT Lynx has been certified by the British Standards Institute (BSI) as operating in line with the international standard BS ISO IEC 20000 (Information Technology Service Management). The corner stone underpinning this achievement is that BT Lynx operates client infrastructures as outlined by ITIL and improves its services using the Six Sigma methodology.