

UNIFIED COMMUNICATIONS: COLLABORATION, CONFERENCING AND VIDEO

Leveraging an integrated infrastructure can help make communication frictionless and increased productivity factual.

Executive Summary

These days a fickle economy has companies of all sizes looking for ways to streamline processes, eliminate redundancies and cut costs. In addition, they want to increase productivity to coincide with the "do more with less" mantra permeating the business landscape.

Over the past decade, network technology has advanced and converged to the point where it is now not only possible but also cost-effective to integrate communication systems. Telecom technology – IP convergence to Voice over IP (VoIP) and eventually to unified communications (UC) – now offers a way for companies to stay competitive while more effectively meeting customer needs.

UC delivers significant cost and operational efficiencies. The technology opens up a wave of communication tools like IP telephony, collaboration, conferencing and video, and contact center solutions. Each can pay big dividends and boost corporate productivity – even in challenging times.

In particular, collaboration, conferencing and video removes physical barriers by providing users a more effective means of interacting with each other, partners and customers. By integrating these tools into a UC system – via e-mail, instant messaging (IM) and Presence, social media, digital signage or audio, web and video conferencing – firms can make the technology a business enabler and revenue-generator.

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Unified Communications Overview

The global supply chain has been flattened and its pace accelerated. What's more, it's becoming more complex while creating a need to communicate and collaborate on a larger scale.

To make the most of the opportunities presented by the global economy, enterprises need a comprehensive, streamlined communications infrastructure. This is one that integrates all of their communication devices and software. Enter unified communications.

In the UC environment, all communication tools – from voice, data, video conferencing (VC) and IM through e-mail and text messaging – are fully integrated in real time. UC allows companies to access data on demand and virtual teams to collaborate anywhere in the world – as if they were all in the same place.

Unfortunately, economic uncertainty has forced many businesses to cut back on IT spending, or at least make more judicious investments with quantifiable cost benefits. This may banish UC implementation to a lower level on the IT priority list.

The irony is that when implemented properly, UC delivers significant economic benefits. These can include dramatically reduced travel expenses and increased productivity.

For the IT department, UC means simpler, more efficient management of network resources. For end users, it means a whole new world of communications, in which there's no distinction between the office, mobile and even home phone lines.

UC offers significant value in terms of:

- Increasing productivity
- Lowering costs (through reduced IT and telephony infrastructure maintenance, fewer travel requirements)
- Business continuity
- Revenue growth
- Environmental sustainability (through reduced travel costs and network equipment efficiencies)
- Lowering real estate and facility investments
- Resolving customer issues more quickly at less cost

To improve business outcomes while reducing costs and encouraging environmental sustainability, UC integrates various communication applications. These include:

- IP Telephony
- Collaboration
- Conferencing and Video
- Contact Center

While all important, collaboration, conferencing and video solutions for audio and web conferencing, face-to-face conferencing via video and other collaboration tools are allowing companies to report measurable improvements in corporate performance. These include increased efficiencies, better productivity, total cost savings and environmental carbon footprint reductions.

Top Five Benefits of Unified Communications

1. Collaboration

Coworkers, colleagues and clients can come together and collaborate using advanced data sharing and communication devices.

2. Communication

UC enhances business communication by bringing all devices and modalities under one roof.

3. Access

Because UC operates across all devices, users enjoy unprecedented remote access to the network.

4. Business Process Integration

Integration between data and communication apps promotes continuity across business processes.

5. Presence

It allows staff to view the availability of other users and their communication preferences.

Source: Telephony World, 2011

UC Subsets

IP Telephony

VoIP represents the foundation of a UC platform. Most organizations begin the transformation to a converged network by deploying an IP-based network to handle voice traffic. Hosted offerings are also available. As the technology has evolved, the business case for VoIP is obvious.

VoIP is less expensive and easier to manage than traditional public switched telephone network (PSTN)-based phone systems. It provides smarter and more efficient ways to initiate and receive calls, including the ability to route calls to a person or device regardless of location.

It also provides advanced computer-telephony integration. When a user receives a call, for example, the caller's contact information and notes can automatically be set to pop up on-screen. Or an individual can click on a phone number included in an e-mail and dial directly from the message.

By integrating voice traffic over the network, businesses can save costs on their carrier service charges. They can also sharply reduce the costs typically associated with deploying or relocating employee phone systems.

Research shows that the total cost of ownership (TCO) of telephony over an IP network can be one-third to one-quarter that of a traditional time-division multiplexing (TDM) network. This is when ongoing maintenance, upgrades and moves/adds/changes (MACs) are factored in.

In addition, VoIP implementation ultimately results in a more effective way to communicate by integrating with existing communication systems such as e-mail or IM. The integration of other communication applications can provide a seamless communication experience.

IP telephony can be far more efficient than conventional telephony. By extending the UC network to devices outside the formal network (such as mobile phones, home office phones or two-way devices), users can establish connectivity methods based on personal convenience and preference.

Telephony Features in a UC Environment

Find Me/Follow Me – “Find Me” refers to the ability to receive calls at any location. “Follow Me” is the ability to receive calls on any number of designated phones – ringing simultaneously or in sequence.

Call Transfer – Here calls are quickly and seamlessly transferred across offices and geographic distances.

Visual Voicemail – Adding a visual interface to voicemail, visual voicemail allows for the viewing of messages and listening to each in a preferred order.

Collaboration

Collaboration technology removes the physical barriers to effective communication. It enables the sharing of information between individuals and devices using various communication methods, including e-mail, instant messaging and Presence, social media and digital signage.

UC offers the added advantage of providing “Presence,” which allows network users to see others currently on the same network or system. If a user is actively using e-mail, instant messaging or video conferencing capabilities, then a “buddy list” can notify other users regarding this person’s status and availability.

Unified messaging has become a key advantage of converged networks because of the cost savings in productivity hours and corresponding increase in ROI. Employees and others are able to connect with colleagues on the first try because they can see their availability in advance, thereby reducing missed phone calls and voicemail messages.

Industry studies show that the ability to view the availability status and the preferred communication methods of coworkers trims “wasted time” by one-third or more. With the addition of Presence, UC makes it easy for people to collaborate with others within the context of the work they’re doing at the moment.

Benefits of Effective Collaboration

- Reduce cost associated with face-to-face meetings
- Working with other outside of the traditional office boundaries
- Be productive, conduct business and be responsive regardless of location
- Work in teams
- Effectively control and manage demands on time

Source: Frost & Sullivan, 2009

Better collaboration through tools such as real-time document sharing can lead to shorter project life cycles. And other collaboration tools like wikis, blogs, team spaces and more are available to further facilitate efficient business processes.

Collaboration technologies can also integrate information, such as customer relationship management (CRM) databases and purchase histories. This provides a single view into customer information and presents public-facing employees with crucial tools for improving customer service.

Salespeople can also locate subject matter experts quickly to help close a sale. And eliminating the downtime associated with playing phone tag can amount to huge savings over the course of a year.

Conferencing and Video

Conferencing and video applications in a UC environment provide a more effective and productive means of interacting with others. This is done through a combination of methods including audio, web and video conferencing software applications and tools.

In a UC world, dialog becomes less about phone calls and more about communication sessions. Here, establishing multiparty conference calls requires only a few mouse clicks.

In addition to being multiparticipant, the sessions are also multimodal. This multimodal nature opens up new avenues of conferencing, for example, using a tool like WebEx to facilitate an online meeting, web or video conferencing via smartphone, Apple iPad or BlackBerry device. Or during a call, if both users have video-enabled cameras, a single click can initiate a video chat.

When used properly, conferencing and video can deliver a compelling return on investment. With staff, colleagues and customers more mobile than ever, it can offer access to each regardless of location, which can translate into less travel time and more billable hours.

Contact Center

UC is also changing the contact center and ushering in a new era of productivity for the enterprise. Contact center management leverages telephony applications, messaging technology and customer databases into an efficient, unified system.

Finding the appropriate contact quickly can enhance case resolution rates and customer satisfaction. That’s why the concept of Presence can result in significant cost savings and productivity increases when it comes to contact center management.

Contact center management leverages telephony applications, messaging technology and customer databases into an efficient, unified system. These solutions can instantly provide employees with resources to deliver a higher level of customer service.

Staffers can quickly find answers to inquiries and connect with subject matter experts. And they can do this without having to put customers on hold or transfer them to another department.

Businesses Value Unified Communications' Collaboration, Conferencing and Video Capabilities

TOP FEATURES:

- #1** Access to work e-mail and voicemail via smart phones (56%)
- #2** Ability to receive voicemail messages via e-mail (46%)
- #3** Video conferencing: Ability to speak face-to-face without traveling (45%)
- #4** Ability to send broadcast messages to a group via e-mail and telephone (40%)
- #5** Ability to provide integrated audio/web/video conferencing (39%)
- #6** Access to instant messaging services (38%)

Source: CDW 2011 Unified Communications Tracking Poll

When a contact center agent fields a request from a customer, for example, she needs to find the right person to answer that query as fast as possible. In a non-UC environment, the agent would either take a message or put the customer through to voicemail.

In a UC environment, the agent can view a buddy list, find a person who's available, and connect the customer to the appropriate contact immediately. With UC, contact center management productivity can be measured in terms of enhanced close rates and higher customer satisfaction.

Collaboration, Conferencing and Video

Organizations of all sizes are looking for ways to cut costs, streamline processes and eliminate redundancies. Converged networks in and of themselves can deliver significant cost and operational efficiencies.

However, it's the collaboration, conferencing and video applications, running on these converged networks, which are providing businesses with the most bang for their buck. The new infrastructure opens up a whole new world of productivity, particularly when it comes to collaboration tools like e-mail, instant messaging and Presence, social media and digital signage along with audio, web and video conferencing.

Of the conferencing technologies, audio conferencing is the most basic way of enabling staff to conduct meetings more conveniently and efficiently. It offers one of the easiest ways to communicate with three or more participants, in different locations, at the same time.

A step up from audio conferencing is web conferencing. This solution is designed to conduct presentations or meetings over the web, also known as webinars. Participants typically sit at their own computers and are connected with

other participants. Web conferences can include various multimedia components, including audio, document sharing and IM connectivity.

Video conferencing provides businesses with the most powerful means of communication. Whether it's a desktop video chat through a webcam or a high-level board meeting conducted with a dedicated telepresence system, video conferencing can help organizations improve productivity, extend company reach, reduce travel expenses, shorten sales cycles and enhance working relationships.

Historically, the three types of conferencing have been deployed in separate infrastructure silos. This required users to decide in advance which conferencing method (or combination of methods) to use.

The user interfaces were different and confusing for each method, and they usually required separate access IDs and passwords. Also complicating matters, separate, often specialized, equipment was needed for video conferencing. This environment restricted the use of the most appropriate format and also added significant staff and administration cost.

UC has effectively eliminated this siloed approach. Depending on the firm's needs, each of these conferencing solutions can be employed to great advantage over a UC network.

Audio Conferencing

Audio conferencing is the most widespread conferencing solution, requiring only an audio bridge to facilitate calls among three or more parties. IP networks have greatly simplified the deployment of an audio conferencing solution.

Pros and Cons

On the plus side, audio conferencing is the easiest of the conferencing solutions for IT to roll out and for end users to use. It's convenient — everyone has access to a phone — and it works well in situations where information needs to be delivered quickly.

On the downside, the lack of a visual component — whether video or desktop presentations — makes it difficult to work with documents. It also makes for a more challenging learning environment since most people are visually oriented when it comes to retaining information.

Hosted vs. Premise-based Solutions

Traditionally, a business would need to add an audio bridge and use a third-party provider to host its audio conferencing system. UC has allowed organizations to reduce their dependency on costly third-party hosted solutions. Usage will determine whether some companies may find that hosted solutions are a better fit for their needs.

For moderate-to-heavy audio conferencing users, an on-premises solution is financially more attractive than a hosted solution. After the initial capital expenditure, the system pays for itself usually within 12 to 18 months.

Companies with an IP private branch exchange (IP PBX) on premises can take advantage of its built-in features. Many IP

PBXs include audio conferencing facilities so that the audio conference can be directed, conducted and hosted in-house.

In the case of on-premises IP PBX, a separate audio conferencing hardware attachment is connected to the IP PBX to enable the audio conference. Internally, audio conferences with members of the same exchange can be easily facilitated just by dialing them in. External participants can also be patched in assuming that the IP PBX is connected to the PSTN.

Although an on-premises audio conferencing solution eliminates the ongoing operational costs associated with a hosted solution, it does require IT personnel to support it. Keep in mind, maintenance and upgrades will also be required.

Hosted solutions can be costly, charging both per minute and per participant. Also, some hosted services require advance reservations to schedule a conference. But for businesses with occasional conferencing needs, a hosted solution can be more financially attractive than deploying and maintaining their own.

Keep in mind, providers of hosted solutions deliver automatic upgrades. That can be an option for organizations with limited IT resources.

Hosted solutions also provide other options. They can include the ability to offer a single call-in number for all participants, an auto-announcement to tell the group who has just joined or left the conversation, and the ability to classify certain participants as listen only.

For companies considering a premise-based audio conferencing solution, it's essential to conduct a thorough network assessment, including expected usage for allocating the proper port requirements and appropriate bandwidth allocation. Both considerations will make the audio conferencing experience a positive one for the end users.

When considering a hosted solution, firms need to make sure the vendor offers a service level agreement (SLA). It should meet the demands of the network including uptime requirements, storage capacity (if audio conferencing sessions are being recorded) and security.

Web Conferencing

Web conferencing involves presenting content over the Internet, such as PowerPoint presentations. These presentations can also include full voice and video integration.

Users can view the presentation by logging into a web conference and communicating with the moderator either by telephone or web-based chat. During the meeting, the moderator can interact with participants, view attendee lists and manage communications.

Through document and presentation sharing and editing, participants can collaborate in real time. Done in a secure environment, this offers the potential for increased productivity and cost savings for companies – regardless of location.

Pros and Cons

The real-time information sharing component of web conferencing is its major advantage over audio conferencing.

With a virtual whiteboard, for example, the moderator can illustrate ideas to conference attendees.

In addition to interactive tutorials, web conferencing is used within organizations for live, on-demand, interactive meetings. Here documents can be shared and edited in real time among multiple participants.

Participants are able to visualize, contribute to and document topics that are being discussed. Additionally, moderators have the ability to interact with their audiences, which can easily be recorded – a handy feature for users who may not be able to attend the conference in real time.

Web conferences are similar to personal meetings. They are ideal for large meetings, training programs, product demonstrations and much more. Additionally, conference leaders can plan their presentations far more effectively because of this kind of call.

But that extra planning is also a disadvantage of conducting a web conference. For tutorial-type sessions, rehearsal time is critical for the moderator. Otherwise, participants will quickly lose interest and, worse, won't come away with the necessary information.

In group meetings, all participants need to be well-trained in the use of the web conferencing system. Also, in order for web conferences to work effectively, microphones and external applications must be used and integrated into a cohesive communication tool.

Hosted vs. Premise-based Solutions

As with audio conferencing, organizations have a choice between hosted and premise-based web conferencing solutions. The criteria for determining which is right for a particular company are similar, although in some cases the arguments for choosing a hosted solution may be slightly more compelling.

Like audio conferencing, an on-premise web conferencing solution delivers a lower cost for heavy users. Additionally, organizations maintain more control over their own solution, including customization options.

With a premise-based solution, businesses can develop branded portals for individual departments, enabling users to customize the interface and settings to fit their needs. It also allows for integrating web conferencing with other company applications, such as e-mail, IM and productivity applications.

In addition, vertical markets required to follow strict privacy or data security regulations – such as large financial services, healthcare and public-sector organizations – may need to implement an entirely premise-based solution.

Because a premise-based solution resides behind the corporate firewall, IT managers have better control over security policies. It also allows remote employees, partners and customers to access the system securely as if they were onsite.

On the downside, a premise-based solution requires internal IT support. And unlike audio conferencing, maintaining a web conferencing solution grows more complex as more functionality is added, such as integration with corporate applications.

That increased complexity is why a hosted web conferencing solution is attractive for many companies. With a hosted service, an organization can get all the functionality it needs while avoiding the upfront capital outlay and internal IT support.

But hosted solutions may not provide the security and flexibility some firms require. And depending on usage and the host's pricing structure, a hosted solution can become expensive.

As with audio conferencing, implementing a premise-based web conferencing solution requires an assessment of the network's capabilities and the organizations expected usage. Furthermore, users need to be well trained in the different tools that web conferencing offers.

The Great Divide: Global Survey on Adoption of Video Collaboration Tools

Seeing is believing: Users rank qualitative and quantitative benefits higher than non-users, such as:

Saving money

85% vs

61%

Improving work-life balance

70% vs

37%

Increasing competitive advantage

73% vs

42%

Bringing people closer together

71% vs

40%

Frequent video conferencing and telepresence users report saving at least two hours weekly, with one third reporting at least one day saved per week.

Source: Cisco Systems, 2011

Video Conferencing

Although video conferencing technology has existed for decades, it is only now becoming a viable business solution as IP convergence has made the technology more affordable and reliable. Additionally, the economic downturn has put organizations under increased pressure to cut travel costs for their sales meetings or quarterly business reviews.

But video conferencing isn't a one-size-fits-all solution. In fact, organizations have a choice of four types of video conferencing solutions:

- Desktop Video (peer-to-peer)
- Executive (Business-Grade) Desktop
- Multisite Meeting Rooms
- Immersive Telepresence.

Many companies may find it appropriate to use a combination of the four.

Desktop – This offers video conferencing at its most basic level. With no more than a computer equipped with a webcam and the appropriate software, users can conduct low-cost, face-to-face meetings directly from their desks.

Desktop video conferencing is commonly used in telecommuting. Other UC tools, such as VoIP and web conferencing, can easily be used in conjunction with desktop video conferencing.

Desktop video conferencing has also become familiar in the consumer realm. This is as webcams become a standard feature on notebook PCs and with all the popular consumer IM applications offering video chat features.

Executive (Business-Grade) Desktop – This consists of a self-contained video conferencing unit offering high definition video, expanded multipoint capabilities and low TCO. HP and Polycom are among the vendors offering these types of desktop units.

Multisite Meeting Room – It enables participants from various geographic locations to conduct meetings in rooms equipped with cameras, high-definition monitors and microphones. This technology has been widely adopted by business organizations to discuss, market, and sell their products and services.

Businesses utilize multisite video conferencing to conduct seminars, research studies and group teaching. Because it brings together geographically dispersed groups, multisite video conferencing helps reduce travel expenditures.

Immersive Telepresence – At the high end of the video conferencing spectrum, these systems typically feature three large high-definition video screens (and often an additional screen for shared content). The objective is to deliver a more lifelike experience – a major advantage for high-level, multiple-hour conferences.

Video Conferencing Components

A typical business-class video conferencing solution will include the following components:

- **Software** – This component is needed for authenticating users, managing the video images and displaying other visual content (such as a shared PC screen).
- **Cameras** – These devices can vary significantly in terms of resolution, supported unified communications (UC) protocols and capabilities such as pan, tilt and zoom.
- **Microphones** – These devices can vary in terms of pickup range, sound quality and supported voice over IP (VoIP) codecs.
- **Display screens** – These components can vary in terms of size, image resolution and the ability to show split screens.
- **Additional A/V equipment** – Other technologies, such as projectors and DVD players, can be used to enhance conferences with additional visual content.
- **Power protection** – Often overlooked, businesses will want to safeguard valuable video conferencing equipment from brownouts, spikes and surges.

Video conferencing participants often appear life-size. Further enhancing the realistic experience, telepresence hides many of the elements involved in traditional video conferencing (cameras, microphones, self-view images on the monitor).

Determining the Right Video Conferencing Solution

What objectives do an organization, business unit, even a particular individual need to address? The main factors to consider include:

- Who will be using video (headquarters staff, branch offices, remote workers, partners, customers)?
- How will video be used (group interactions, one-on-one conversations, training sessions)?
- What environments will video be used in (large conference rooms, small meeting rooms, lecture halls, user desktops, home offices, on notebook PCs)?
- What quality of experience do users expect (high-definition video and audio, traditional conference style, webcams)?
- Will content be shared, and if so, what type (spreadsheets, detailed schematics, full-motion graphics)?

Desktop video conferencing is considered most appropriate for one-to-one rather than multiparticipant sessions.

Desktop video conferencing requires little or no technical knowledge from the end user, and it's by far the least expensive video solution.

At the basic level, users can simply click the video chat option within an IM application and immediately initiate a video conference. Several vendors offer dedicated desktop video conferencing software for use with a PC and webcam and include features such as IM and document sharing.

For more frequent collaboration with multiple participants, organizations should consider a multisite meeting room system. These systems typically include a flat-screen video display, camera and microphone.

Vendors are increasingly offering multisite solutions that offer high-definition video, surround audio, embedded four-way multipoint for connecting multiple sites and content sharing capabilities.

For a truly lifelike conferencing experience, immersive telepresence is rapidly gaining traction, especially among enterprise-size organizations. Telepresence conference rooms use state-of-the-art room designs, video cameras, displays, sound systems and processors, along with high-capacity bandwidth transmissions.

By providing full high definition (HD) images (at 1920x1080 resolution) on large (typically 65-inch) plasma screens, telepresence is able to provide a realistic conferencing experience that is superior to a standard video conferencing solution.

Telepresence is most appropriate for high-level conferences that last several hours. Telepresence also allows for collaboration in highly dispersed organizations. Some systems can support up to 48 locations on a single call.

Compare the cost of implementing a telepresence system with paying for 100 sales reps to spend three nights at a hotel, plus airfare and other expenses. Now it's easy to see how ROI for a telepresence system is quickly evident.

VC Deployment

Deploying desktop video conferencing is mostly a matter of making sure PCs are equipped with webcams, microphones and the proper conferencing software. Most desktop video conferencing software adheres to the ITU H.323 video coding standard.

Although desktop video conferencing isn't as bandwidth-intensive as multisite or telepresence systems, IT departments still need to make sure their network infrastructure is set up to handle real-time video traffic. That means establishing Quality of Service (QoS) policies and priorities.

For multisite video conferencing, organizations need to conduct a thorough network assessment and work closely with the vendor or reseller providing the solution. Among the issues to be considered are:

- Bandwidth requirements
- Network design configuration
- QoS

Deploying a telepresence solution is the most labor intensive. Along with the considerations applicable to multisite video conferencing, every telepresence room should be audited by the vendor or reseller to ensure that it complies with the system's standards.

Companies also need to obtain a broad understanding of the business requirements of the telepresence system to establish parameters such as locations, types of users, type of meetings, number of users in each location, number of locations in each meeting and so on. This will provide the framework for network, end-point type, infrastructure requirements, scheduling and ongoing management and maintenance methodologies.

Collaboration, Conferencing and Video Bonus

Communication and collaboration are the cornerstones of productivity. When staff can quickly communicate with one other, easily share important information and avoid redundant tasks, suddenly businesses become more effective at meeting customer needs.

It's no wonder companies that use collaboration, conferencing and video tools report achieving measurable improvements in their corporate performance. This includes increased business efficiencies, total cost savings and environmental carbon footprint reductions through reduced travel.

By integrating collaboration, conferencing and video tools into a unified communications system, organizations can achieve instant access to people, documents and resources, regardless of location. It also allows staffers to manage these interactions in real time.

CDW: A Collaboration and Conferencing Partner That Gets IT

Collaboration, conferencing and video remove physical barriers. They provide staff with a more effective and productive means of interacting with each other, partners and customers.

When it comes to optimizing UC and its productivity building components, IT decisionmakers need to work with a knowledgeable IT partner that is innovative and experienced. They need a trusted resource – a single point of contact – to help identify and implement scalable solutions that cost-effectively enhance communication, improve productivity and increase organizational agility.

For this, IT shops can count on CDW. Whether you want to update and expand network infrastructure, integrate new telephony devices or implement more communication and collaboration applications – from converged networks to VoIP to video conferencing – we are always at your service.

We deliver much more than just products. Our comprehensive approach enables your business to reap the benefits of the best technology, expertise and ongoing support services.

Your dedicated CDW account manager and solution architects are ready to assist with every phase of choosing and leveraging the right collaboration, conferencing and video solution for your IT environment. Our approach includes:

- An initial discovery session to understand your goals, requirements and budget
- An assessment review of your existing environment and definition of project requirements
- Detailed manufacturer evaluations, recommendations, future environment design and proof of concept
- Procurement, configuration and deployment of the final solution
- Telephone support as well as ongoing product life-cycle support

To learn more about CDW's unified communications solutions, contact your CDW account manager, call 800.800.4239 or visit CDW.com/unified



Microsoft Unified Communications solutions help streamline your communications, enhance collaboration and boost productivity. With Microsoft Lync, you'll be able to integrate your existing messaging and voice infrastructure while adapting to changing business needs. Users will also enjoy a familiar interface and built-in, enterprise-grade security. As a member of Microsoft's Voice Specialized Program, CDW has proven experience helping businesses deploy UC solutions on Microsoft Exchange and Microsoft Lync.

CDW.com/microsoft



High-definition teleconferencing. An authentic teleconferencing experience requires high-definition (HD) audio. LifeSize® Phone™ is the HD audio conference phone that delivers revolutionary audio conferencing sound quality and room coverage. Exceptional sound quality eliminates echoes, while electronic shielding eliminates the distracting "buzz" experienced by many conference phones in the presence of cellular telephones and PDAs.

CDW.com/lifesize



IBM Unified Communications and Collaboration (UC²) solutions deliver real-time communications services – from enterprise instant messaging and online meetings to telephony and video conferencing – through a single user interface. Unlike other approaches, IBM UC² solutions unify the user experience while also leveraging your existing IT and telephony infrastructure.

Easy to use, easy to access, IBM UC² solutions drive adoption of unified communications. This can reduce business costs and help people find, reach and collaborate smarter with others.

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