



THE LITTLE RED BRIEF



Your answer to the latest and greatest issues facing IT.

VOL
02

MESSAGING
UNIFIED COMMUNICATIONS

You conduct business
over many lines of
communication.
Let's keep them from
getting crossed.

[CDW.com/messaging](https://www.cdw.com/messaging)



Keep your communications on the same platform. Keep your people on the same page.

Technology has revolutionized the ways in which we communicate. We can call, text, e-mail, video conference and instant message — to name but a few. Yet for all the ways we can send messages, we still experience problems receiving and accessing them. It's like our communications are tripping all over each other, and we need a single, common system to coordinate them all.

Unified Communications can integrate all your voice, video and data systems on a single, common interface. By keeping all your communications together, workers need only look in one place to receive their messages once they are sent. This results in fewer missed connections, optimized business processes and reduced latency.

- **Let our specialists help you get started with our Unified Communications Health Checks. Call your CDW account manager or 800.985.4239**

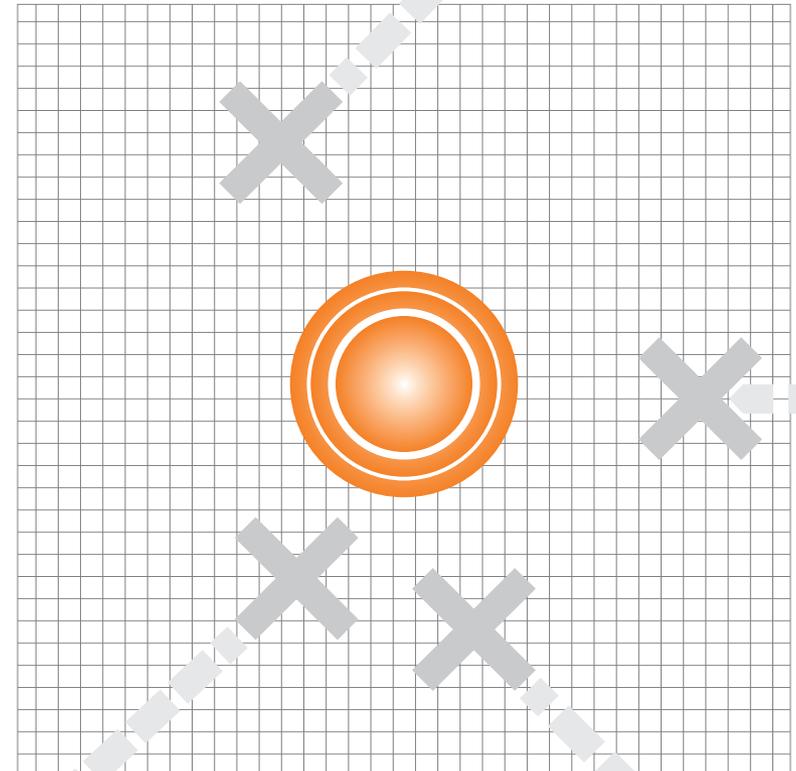
- ✗ Out to lunch.
- ✗ At a meeting.
- ✗ At a branch office.
- ✗ With a client.

Where is everybody when you need them?

With Unified Communications, you'll always know.

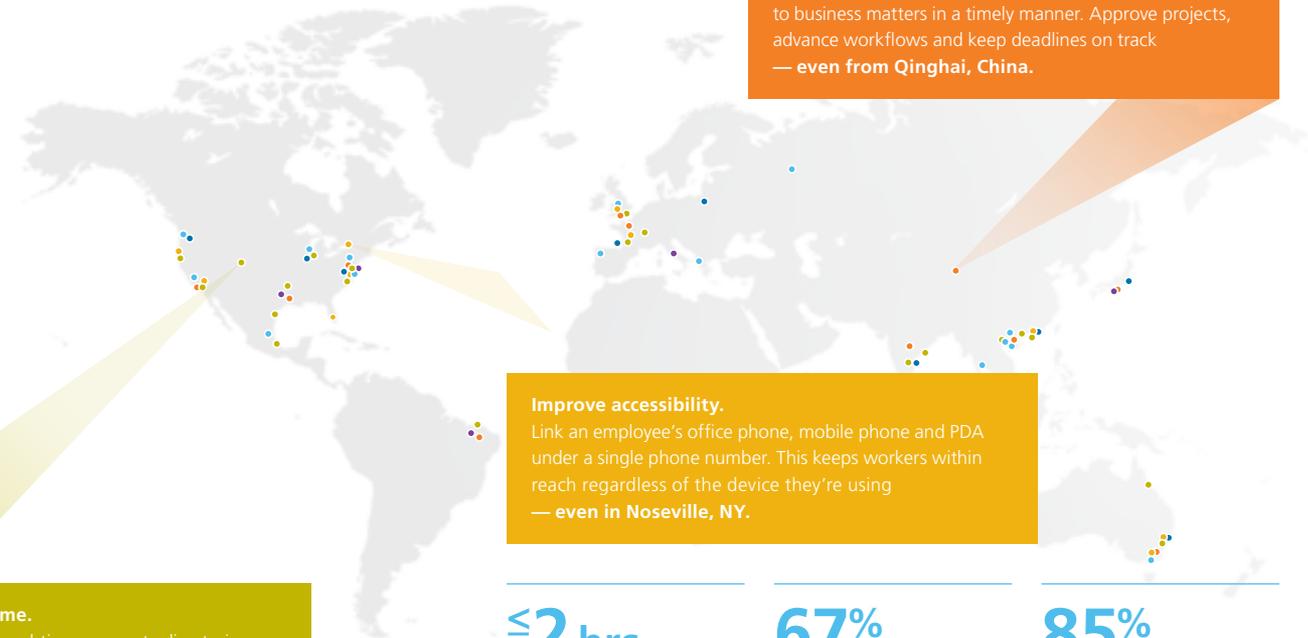
Employees are moving targets. They're constantly away from their desks. As a result, coworkers can experience difficulties reaching key decision-makers, organizing meetings and gaining the necessary approvals to move projects forward.

With Unified Communications, employees can find out the best way to reach one another on the first try. They waste no time tracking people down, resulting in more effective collaboration and increased productivity. Presence technologies can provide even greater visibility into availability, sharing statuses with the team and preventing wasteful scheduling conflicts.



Have Unified Communications. Will travel.

Armed with cell phones, smartphones, PDAs and notebooks, the remote workforce is taking the world by storm. In fact, some 77 percent of businesses report that a quarter of their staff works remotely on a regular basis.¹ They simply cannot be tied down — but that doesn't mean they can't stay connected. Unified Communications can help keep your remote workers within reach, from across the country or around the globe.



Keep business moving.
 With enhanced accessibility, remote workers can respond to business matters in a timely manner. Approve projects, advance workflows and keep deadlines on track — **even from Qinghai, China.**

Improve accessibility.
 Link an employee's office phone, mobile phone and PDA under a single phone number. This keeps workers within reach regardless of the device they're using — **even in Noseville, NY.**

Bring productivity home.
 With capabilities such as real-time corporate directories, you can turn mobile devices into extensions of the corporate network. Workers can be productive anywhere — **even in Livermore, CO.**

≤ 2 hrs.
 With Unified Communications, you can obtain up to two hours of more productive work from individuals each day.²

67%
 of organizations report that mobile Unified Communications increases worker productivity.²

85%
 of Fortune 500 companies trust Cisco Unified Communications to bring their communications together.³

¹securecomputing.net.au/News/164640,businesses-fail-to-secure-remote-workers.aspx

²"Unified Communications Applications: Uses and Benefits," Chadwick Martin Bailey, July 2008

³ www.cisco.com

Unified Communications is a direct line to customer satisfaction.

Customers expect timely answers to their problems — but that’s not always what they get. Transferred calls and long hold times can leave customers frustrated, sometimes without even solving their problems at all. This doesn’t just impair customer satisfaction; it can cost you your customers themselves.

Unified Communications integrates your call center’s communications with its applications, allowing you to proactively connect customers with the information and experts they need, when and how they need it. No transfers. No hold time. No runaround. Just better call handling, increased call center volumes and faster response times — not to mention happier customers.

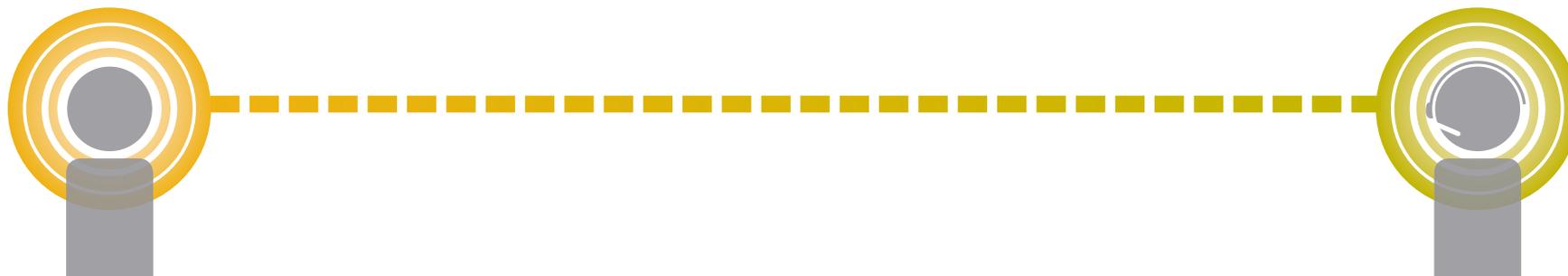
With Microsoft Unified Communications technologies, customer calls can switch to an instant message or video conference on the fly with drag-and-drop ease.

10-30%

more calls were handled with the same staff while increasing customer satisfaction.⁴

41%

of users surveyed reported a 6–10 percent increase in first call resolution.⁴



Featured Service

CDW's Unified Communications Health Checks

1.
Review

2.
Assess

3.
Advise



A relatively new innovation, Unified Communications has created quite the buzz in the technology world. Yet for all the excitement it's generated, there's really little understanding surrounding how it works — or better yet, how to introduce it into an existing infrastructure. With CDW's Unified Communications Health Checks, we can help get you started. Our 1–2 week consultations begin with a review of your existing UC environment, including the configuration of each component and the underlying network. CDW's UC specialists will then recommend improvements to resolve any found issues, increase return on investment, meet best practices and achieve new business requirements. This will help to ensure you are prepared for any upcoming UC project.

Why CDW? Because we deliver more than just products.

At CDW, you'll find the people, the products and the plan you need to implement your Unified Communications solution. The breadth and depth of our product and service offering is unrivaled, and we even provide the expert specialists to make them work for you. Our expertise goes beyond the area of Unified Communications and includes everything from virtualization and security to business continuity and more.

- **To learn more about Unified Communications, as well as CDW's Unified Communications Health Checks, contact your CDW account manager or call 800.985.4239**

Or, visit [CDW.com/messaging](https://www.cdw.com/messaging)

The People

Your dedicated CDW account manager is backed by a team of industry-certified experts who can help you build the right solution for your business.

The Products

Because we work with many of the industry's top vendors, you won't get just any product — you'll get the one that will work best for you.

The Plan

CDW offers a variety of services that can help you recognize your infrastructure's weaknesses and create a plan of action to correct them.

FEATURED PARTNERS



The choice of more than 85 percent of Fortune 500 companies

Cisco's Unified Communications connects people, information and teams, helping to enable more effective communication and collaboration. In the call center, Cisco's presence and video support let you quickly connect customers with subject matter experts regardless of their location. CDW is among an elite group of Cisco partners experienced in almost every aspect of Cisco's business, making us an ideal resource during your Unified Communications transition.

Partnerships

- Microsoft Gold Certified and Large Account Reseller Partner
- Cisco Gold Certified and Advanced Technology Partner in:
Unified Contact Center Enterprise, Rich Media, Customer Voice Portal

Certifications

- Cisco Systems Integrator with Master Unified Communications and Security Specialized certifications
 - Highest level of certification in both disciplines
 - First US partner and 1 of 10 to obtain dual certification
- Microsoft Unified Communications Competency with Specialization in: Messaging, IM/Presence, Voice

Technical Capabilities

- 80+ Messaging Specialists
 - Implemented messaging solutions for more than 2500 customers
- 37 Networking Specialists

Microsoft®

One of the largest technological corporations in the world

Microsoft's Unified Communications provides an extensive, software-based platform that lowers costs and energy usage, as well as maximizes your existing communications infrastructure by consolidating telephony, voicemail and e-mail systems. As part of a select group of Microsoft partners, CDW has the products to bring Microsoft's technologies to your business as well as the expertise to facilitate a smooth Unified Communications migration.

To see how Microsoft and Cisco might fit into your Unified Communications solution, call your CDW account manager or 800.985.4239

Or, for more information, visit CDW.com/messaging

