



- Increase performance and productivity across your entire enterprise
- Determine the needs and functionality appropriate for different user groups
- Assess communication, collaboration, and business process improvement opportunities throughout your enterprise
- Identify critical success factors and constraints
- Define a compelling business case for change
- Obtain buy-in from business and IT
- Develop a comprehensive and realistic implementation roadmap



UC Strategy and Business Case Services by Aspect

Turning the potential of unified communications into business results

Microsoft Lync is Microsoft's latest Unified Communications (UC) platform that offers a powerful set of tools and capabilities which can be leveraged to unlock significant benefits for your enterprise. As with any introduction of new capabilities into an enterprise, there are a wide variety of key considerations and strategic business decisions that must be addressed to deliver desired results while minimizing risk. In addition, with many competing priorities throughout your enterprise, it is critical to have a well articulated and achievable business case that accurately captures the costs and benefits associated with the planned deployment of unified communications.

Unified communications should be viewed as a journey rather than a single project, with different capabilities, and corresponding benefits, delivered along the way. UC can deliver rich, streamlined, and effective communications and collaboration across your enterprise using email, instant messaging (IM), presence, screen sharing, voice, data, and video. By implementing and integrating these capabilities into your core business processes, you can materially increase performance and productivity across your enterprise. The UC journey has a number of "destinations" that focus on delivering capabilities and benefits to the individual, the workgroup, and the enterprise.

UC can help:

- Reduce travel and training costs as much as 20–40 percent
- Reduce real estate and facility costs as much as 30-40 percent
- Reduce telephony and audio conferencing charges as much as 10–40 percent
- Reduce cost of voice mail as much as 20-60 percent
- Reduce IT infrastructure and administration cost up to 50 percent

UC Strategy and Business Case Service Overview:

Aspect Microsoft Professional Services will work closely with your key business and IT stakeholders to learn about your environment and objectives, provide education on UC's full capabilities, and jointly develop a strategy and business case. Aspect conducts the UC Strategy and Business Case Service in three integrated phases of work:

Current State Analysis – Aspect works with you to develop a clear understanding of your current environment, including:

- Communication tools and usage, processes, challenges, bottlenecks and opportunities for improvement
- Business strategies, metrics, and measures
- Business process performance challenges and improvement opportunities
- Business case requirements and budgetary considerations
- Technology considerations and constraints
- Organizational structure and characteristics of user groups
- Communication and collaboration priorities, opportunities, and desired pace of change

Future State Envisioning – Using a series of well-structured workshops, Aspect Microsoft Professional Services works with your stakeholders to define and prioritize the UC benefit opportunities that will form the basis of your overall strategy, roadmap, and business case. Key activities in this phase include working with your team to:

- Communicate leading practices and use case examples to provide a thorough understanding of UC's full capabilities
- Analyze key business processes and identify opportunities for communications-based improvements
- Examine user groups to determine opportunities, adoption challenges/techniques, and priorities
- Determine key metrics and quantify business opportunities

- Prioritize opportunities for the introduction of UC capabilities
- Identify and engage decision makers and address any decisions or constraints

Roadmap and Business Case – Using the outcomes from the prior two phases, Aspect will prepare an overall roadmap for the deployment of UC capabilities, including:

- Specific locations, functionality/capabilities and user groups to deploy
- The sequence and timing of deployments, including any phasing in of progressive functionality
- Specific business processes that will have UC capabilities embedded or integrated into them, and when

Aspect Microsoft Professional Services will work with your business, IT, and finance teams to create a business case that contains estimated costs and benefits associated with each phase of the UC journey. Benefit categories may include individual and workgroup productivity improvements, enterprise cost reductions, and improved results from removing latency in core business processes. All benefits and costs will be time phased with the overall roadmap so the financial impact to the enterprise can be understood. Finally, Aspect will work with you to socialize the strategy and business case with your decision makers.

With more than 30 years of experience helping customers streamline business processes, as well as deep knowledge from our own internal deployment of Microsoft Lync to nearly 2,000 users in 20 countries, Aspect has developed the expertise and unique insights to help you select the best alternatives to achieve desired benefits. Aspect also understands that in today's business climate, organizations need to have a comprehensive, well-organized, and realistic plan along with a clear business case that can be measured and monitored along the way. That is why the Strategy and Business Case Service from Aspect is specifically designed to provide you with the information necessary to get your project approved and to move your unified communications journey forward.

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About Aspect

Aspect is the only software company with a fully-integrated interaction and workforce optimization platform for enterprise contact centers globally that need to profitably (and seamlessly) orchestrate people, processes and touch points in an era when the contact center is the new center of the customer experience. For more information, visit www.aspect.com.

