

# Voicemail to Unified Communications

## 10 Considerations to Secure a Strong ROI

Choosing a solution to replace your legacy voicemail and call processing solutions with a next-generation Unified Communications solution can be extremely challenging. Most notably, your next-generation solution must deliver the quality and capabilities of your legacy systems while leveraging the value of your current and future voice and data infrastructure investments. In addition, your new solution should also support enterprise mandates for increased business and user productivity, business continuity and application centralization.

Many organizations have multiple and potentially conflicting priorities for their infrastructure investments. Your organization, like so many others, is probably served by legacy voicemail systems that are long overdue for replacement. In today's economic climate, the prospect of a "rip and replace" initiative is not only overwhelming, but downright unaffordable.

AVST has extensive experience interfacing with and supporting worldwide enterprise customers and has established **"10 Considerations to Secure a Strong ROI"** for enterprise IT/telecom teams to consider when evaluating organizational plans for the adoption of Unified Communications (UC).

### 1. Disparate PBX/switching infrastructure

Depending on the size and geographic footprint of the enterprise, there are typically multiple PBX makes and models and/or Centrex systems enterprise-wide. This disparate infrastructure creates an extensive interoperability requirement in order to deliver a single Unified Communications solution to the enterprise.

*Note: AVST research of enterprise customers confirms that 74% of enterprise customers have at least two PBX brands deployed in their organization and 29% have five or more PBX brands deployed in their organizations, making telephony infrastructure interoperability one of the most critical issues to consider when developing a UC strategy.*

CallXpress®, from AVST, has the most powerful telephony interoperability capabilities of any enterprise-class UC solution on the market with more than 400 PBX, IP-PBX and Centrex integrations, which allows you to leverage the useful life of your existing infrastructure. Whether your organization has an Avaya®, Alcatel®, Cisco®, NEC®, Nortel®, Siemens® or Mitel® telephony system, CallXpress can integrate with it. In fact, it's one of the few Unified Communications platforms to support multiple integrations – both traditional telephone systems and IP phone systems – on a single system.

### 2. Transitional IP Telephony (IPT) deployment strategy

A full 75% of all enterprises plan to deploy IPT over time and therefore have a long-term requirement to support a hybrid PBX/Centrex/IP-PBX environment

## 10 CONSIDERATIONS

This white paper outlines 10 critical considerations for an affordable and proven phased migration from legacy voicemail solutions to Unified Communications (UC), resulting in a strong return on your UC investment.

1. PBX Infrastructure
2. IP Telephony Strategy
3. Legacy Voicemail Retraining
4. Call Processing Requirements
5. E-mail Clients and Stores
6. Unified Messaging Considerations
7. Centralized Administration
8. A la Carte Feature Delivery
9. Mobile Worker Productivity
10. IT Reliability

during the multi-year transition period to full IPT. During this time, many enterprises are also seeking to deliver UC solutions to their workforce.

With its ability to support multiple PBX/IP-PBX integrations simultaneously on the same platform, CallXpress is an enterprise's bridge to IPT by enabling the natural evolution of the telephony systems, while delivering best-of-breed Unified Communications capabilities seamlessly across the evolving telephony infrastructure.

### 3. Legacy voicemail retraining

Given the typical size of workforce in the medium to large enterprise, AVST has found that the preference of the IT/telecom support staff is to transition to a UC solution that has a similar telephone user interface to their legacy voicemail solution, thereby minimizing the cost of workforce retraining in both dollars and time.

CallXpress supports more legacy telephone user interfaces than any other product on the market, including the Octel® Aria®, Octel Serenade® (VMX), Avaya INTUITY™ AUDIX®, Nortel Meridian Mail Mitel NuPoint with Centigram interface, Kinesis and Repartee. Moreover, these interfaces can be provisioned on a per-user basis, thereby enabling an organization to support, with one CallXpress system, multiple legacy sites that might have previously used different voicemail interfaces.

### 4. Extensive legacy call processing requirements

The large departmental structures of the typical enterprise create a very intensive call processing and fax environment.

CallXpress (including RightFax®) is the most powerful enterprise-class call processing and fax solution on the market today. With three decades of continuous development and 15 million users worldwide, CallXpress supports more legacy call processing and voice messaging features than any other solution available.

### 5. Multiple, disparate and evolving e-mail clients and stores

The e-mail clients and stores of enterprises are typically extensive and quite varied even within the same geographic footprint. CallXpress, with its ability to integrate with virtually any e-mail environment (premise and the cloud) on the market, as well as its ability to support multiple e-mail environments on the same system, can uniquely deliver Unified Communications capabilities to the significant number of enterprises with this profile.

## UNIFIED COMMUNICATIONS CASE STUDY City of Oceanside, Calif.

**The Business:** One of the most technologically innovative cities in the United States, employing 13,000 workers across public safety, city government and public-sector offices.

**The Problem:** The city's Octel voicemail system lacked important features and services the city needed and required expensive upkeep – \$15,000 to \$20,000 per year for outsourced maintenance and administration. The police department needed advanced call processing to handle a heavy load of calls received from citizens daily. Budget was limited and headcount could not be increased.

**Unified Communications Solution:** An AVST CallXpress next-generation solution.

**IT Benefits:** \$30,000 per-year savings in maintenance, repair and administration costs. Estimated IT time savings is six man hours per day.

**Business Benefits:** Effective management of calls to police department, faster and more efficient service from every city sector and enhanced employee productivity.

*"AVST offered the only system that maximized our investment in open standards, including the Windows platform, was scalable to support our growth moving forward, and included a tightly integrated and well-known fax solution. In terms of cost, no one could beat the AVST total package. By going with CallXpress, we spent half as much as we would have spent had we not gotten a Windows-based platform." – Michael Sherwood, IT Director, City of Oceanside, Calif.*

Additionally, if you are considering a change to your groupware solutions in the future (for example, Microsoft Outlook and Office 365, Lotus Notes, Google Gmail, Novell GroupWise and any IMAP4 compliant e-mail system), the flexibility of the CallXpress solution to any of the competing solutions enables you to move forward with your second-generation IPT and UC deployment knowing that, if and when you decide to change groupware, the CallXpress solution will support them. This “future proofing” value proposition of the CallXpress solution is very appealing to IT/telecom teams as they try to make sense of the competing claims of the various groupware vendors about the benefits of their future solutions.

**6. Unified messaging (UM) issues: compliance, confidentiality, configuration, capacity and cost**



Unified messaging has become an area of increasing interest for enterprise customers. Depending on: (a) an enterprise’s position on voice message retention; (b) an enterprise’s concern about the preservation of the confidentiality of corporate conversations; and (c) an enterprise’s concern about additional UM requirements for e-mail storage capacity, the ability to choose the correct architecture for an enterprise’s UM solution (server-based, client-based, secure, simplified or hybrid) today, and the flexibility to change it in the future to support the evolving requirements of the enterprise, can be critical UC strategy considerations.

Ensuring that you understand these five considerations (5 C's) is critical to your successful UM deployment.

- Consult with your corporate compliance officer or legal counsel to ensure you pick the UM architecture that best meets your organization's **compliance** requirements.
- Thoroughly understand your organization's requirements for protecting the **confidentiality** of corporate data to ensure you select the correct UM architecture for your business.
- Ensure that you fully understand the implications of deploying each different UM **configuration** that vendors offer.
- Understand the full **capabilities** of each UM solution you are evaluating such as: What are the features and flexibility of the solution? Does it meet the requirements of your users that will be accessing the solution via the

UNIFIED COMMUNICATIONS CASE STUDY  
**Seattle Pacific University**

**The Business:** Private university of liberal arts, sciences and professional studies with 550 faculty and staff members and 3,800 students.

**The Problem:** An existing communications system that was expensive, limited in scalability and difficult to manage.

**Unified Communications Solution:** An AVST CallXpress next-generation solution with OctelNet networking capability allows for phased replacement of Octel systems and Octel Aria telephone user interface for accessing messages.

**IT Benefits:** Better scalability with little extra cost, smooth transition, simplified management, low training costs and ease of upgrade.

**Business Benefits:** Enhanced user productivity and ease of use.

*“We’ve certainly seen return on investment and received great value from the investment ... CallXpress unified messaging works well. It aligns with features and functions of shared mailboxes, handles call processing, integrates seamlessly with Exchange and provides easy transition and management.”*  
– Dave Tindall, Assistant Vice President, Technology Services.

desktop, web, phone, and/or mobile device?

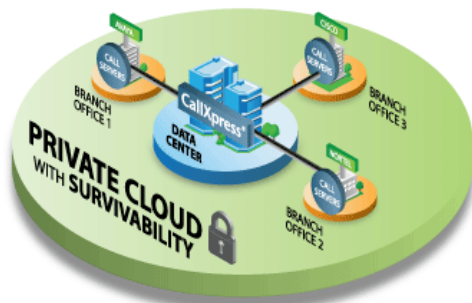
- Develop a clear set of **cost**, configuration and support guidelines and apply it to each UM solution you are evaluating. Consider a five-year TCO timeframe to ensure that you have the whole picture.

With the most flexible UM solution available, AVST has been delivering UM solutions to thousands of customers for nearly 20 years. CallXpress offers all four UM architectures – sever-based, client-based, simplified and secure on a per-user basis. This unparalleled flexibility enables you to safely deploy UM today while maintaining the ability to change how you deploy UM in the future without requiring additional licensing.

### 7. Centralization and Consolidation

With tighter budgets for IT/telecom staffing, enterprises are demanding centralization and consolidations. AVST has helped hundreds of organizations with their data center consolidation efforts. Regardless of your business challenge: looking to reduce cost; increase business continuity; or disaster recovery initiatives – AVST has the right solution to modernize your infrastructure.

- Multiple Telephony Integrations
- User Time Zones
- Different Dialing Plan Support
- Survivable Call Servers for High Availability
- Disaster Recovery
- Multi-Lingual Language Support
- Legacy TUI Emulations
- Scales up to 384 Ports - Supporting 40,000 Users
- Proven: Hundreds of Private Cloud Deployments



### 8. A la carte feature delivery for different segments of workforce

Because different segments of the enterprise workforce typically have varying communication requirements, the ability to create different “classes of service” and deliver different solutions to different population segments within an organization is critical when considering UC solutions.

## UNIFIED COMMUNICATIONS CASE STUDY Indiana Harbor Belt Railroad

**The Business:** Largest railroad switch carrier in the United States; provides industrial switching for 160 customers, generating 170,000 carloads annually.

**The Problem:** Mountains of faxed time sheets that have had to be inputted manually into the payroll system every day.

**Unified Communications Solution:** An AVST CallXpress next-generation solution with Automated Agent IVR. Employees dial into the IVR application and report payroll information directly into IHB mainframe system.

**IT Benefits:** Easy installation, development and integration with mainframe systems and low support costs.

**Business Benefits:** No more faxes, clerical input costs reduced by thousands annually, real-time access to payroll information, lower payroll expenses, enhanced employee productivity.

*“Increased productivity leads to time and cost savings. CallXpress can pay for itself just with those areas ... The return on investment we received is expected to easily pay for the system in less than a year.” – Jim Wilson, Director of System Development, Indiana Harbor Belt Railroad*

The licensing and provisioning flexibility of the CallXpress platform enables enterprises to meet the varying communication requirements of their different population segments and as a result, achieve superior economics as enterprises only buy the licenses that they need. Organizations may choose to deploy voicemail only for 900 employees, and unified messaging for 100 mobile employees, as an example. The unlimited voicemail box licensing structure of the CallXpress solution is also very appealing to larger enterprises as they replace their large legacy voicemail systems.

### 9. Virtual desktop to maximize mobile worker productivity

The workforce of the typical enterprise has increasing requirements for enterprise connectivity while they are mobile and/or operating remotely.

The mobility aspects of the CallXpress solution enable the enterprise to present a single externally facing unified solution to customers while meeting the evolving mobility and connectivity requirements of their workforce. The CallXpress Personal Assistant is at your service to manage your calendar, contacts, route calls based on your location and availability, notify you of missed calls, perform interactive call screening and more. Plus all these features are driven through a speech interface to ensure continued productivity whether you are in the office, in your car, stuck in an airport or without an Internet connection.

### 10. IT Reliability

The IT staffs of the typical enterprise are seeking solutions that can be plugged into their current telephony/IT environments as well as support their future planned and emerging IT, IPT and UC initiatives. The CallXpress solution is designed to provide maximum reliability, while being easy to provision, maintain and update.

CallXpress offers a variety of deployment options to ensure business continuity and application reliability objectives including:

- Multi-server architecture to minimize single points of failure;
- Fully-synchronized, uninterrupted hot standby server;
- Redundant server components; and
- Built-in system reliability

### Examining the AVST Advantage

AVST delivers the industry's most interoperable UC platform bringing best-of-breed UC-Voice, UC- Mobile and UC- Business Process solutions to the enterprise. Unlike virtually every other UC vendor, AVST does not constrain customers with a single vendor lock-in approach. In fact, it's the very opposite. By connecting new and existing technologies, AVST frees organizations from the constraints of a closed, single vendor lock-in approach, unlocking the full potential of their communications infrastructure.

With over 15 million users worldwide and three decades of innovation excellence, AVST is unifying communications®. To learn more about AVST, please visit [www.avst.com](http://www.avst.com) or follow us at [Twitter](#), [Facebook](#) or [LinkedIn](#).

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