



The Radicati Group, Inc.  
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# APPTIX'S CLOUD UNIFIED COMMUNICATIONS SOLUTION

## A Radicati Group Webconference

9:30 am, PT  
February 24, 2011

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# Speakers & Agenda



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## Speakers:

- ▶ Steven Bruno, *Voice Solution Specialist*, **Microsoft**
- ▶ Michael Lamb, *UC Product Manager*, **Apptix**

## Agenda:

- ▶ *Presentations from **Microsoft** , and **Apptix***
- ▶ *Speaker Panel Discussion (all) – moderated by Sara Radicati*
- ▶ *Audience Q & A session*

An abstract graphic on the left side of the slide, consisting of a dense, curved grid of white lines on a dark background, resembling a wireframe model of a human torso or a stylized architectural structure.

# Unified Communications Business Value

**Steven Bruno** | *Microsoft Corporation*

# Customers Tell Us



## IT Pains



IT needs to:

- Simplify and reduce the cost of communications
- Maintain compliance and prevent information leakage
- Support many users with diverse needs
- Extend existing investments

## Business Pains



The business needs to:

- Manage communications overload
- Communicate with globally distributed customers and partners
- Maximize productivity and innovation
- Attract and retain talent

# Communications Today

Instant Messaging (IM)



**User Experience**

Authentication  
Administration  
Storage

Voice Mail



**User Experience**

Authentication  
Administration  
Storage

Video Conferencing



Telephony and Voice Mail  
**User Experience**

Authentication  
Administration  
Storage

Telephony



E-mail and Calendaring  
Unified Conferencing: Audio, Video, Web

**User Experience**

Authentication  
Administration  
Storage

Web Conferencing



Instant Messaging

**User Experience**

Authentication  
Administration  
Storage

E-mail and Calendaring



**User Experience**

Authentication  
Administration  
Storage

Audio Conferencing

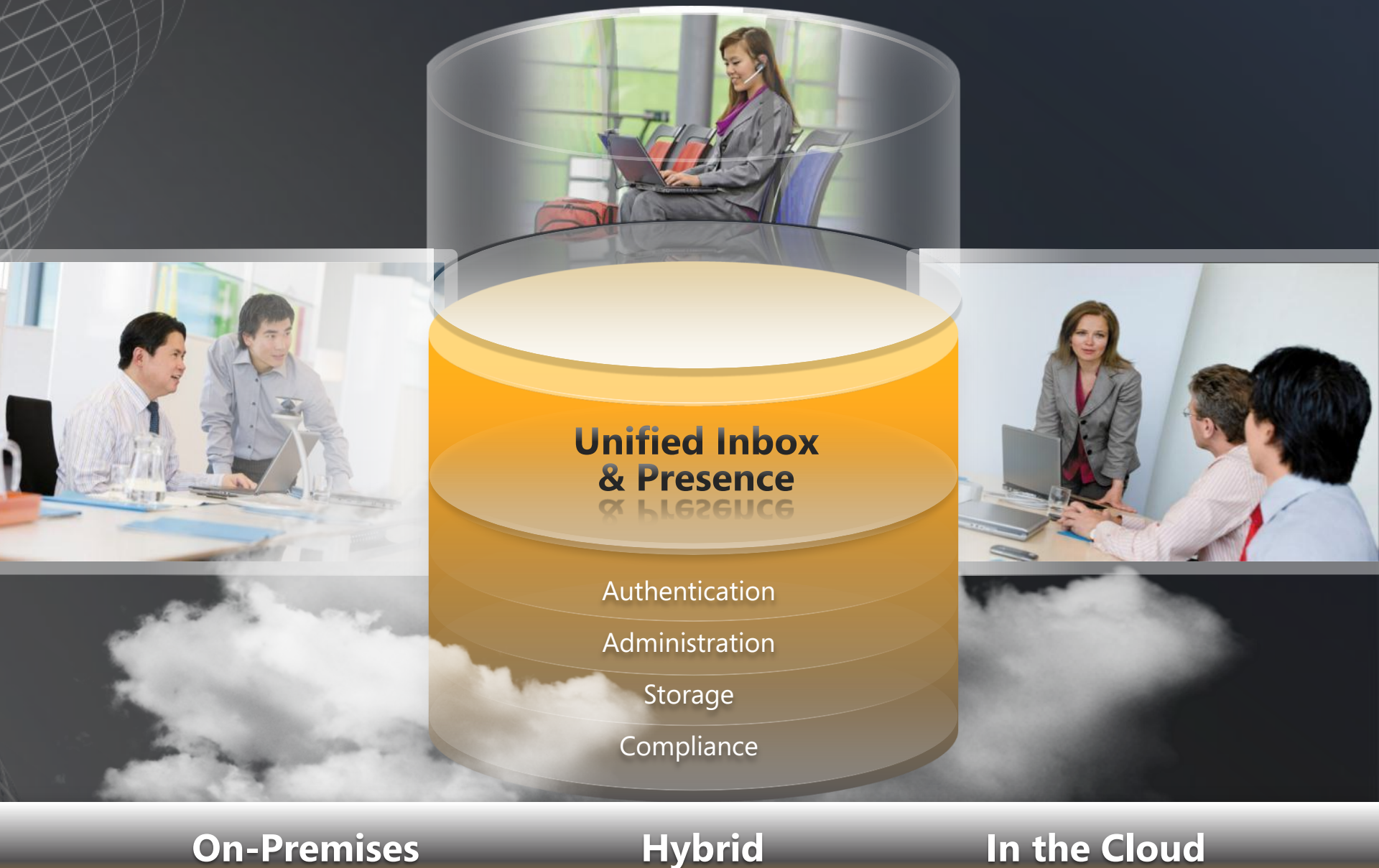


**User Experience**

Authentication  
Administration  
Storage



# Future of Communications

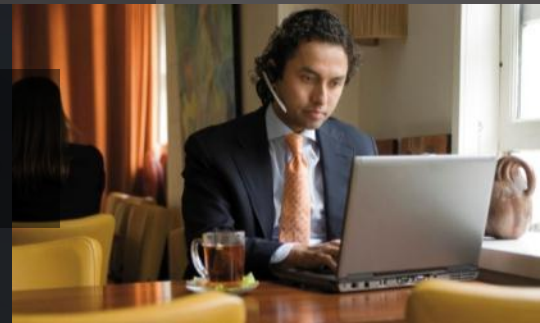


# Business Impact of Unified Communications

How your company can survive and thrive today

## **Decrease costs**

By reducing travel, communications, and IT expenses



## **Improve business outcomes**

By maximizing individual productivity and fostering team collaboration



# Decrease Costs



Lower Messaging Costs

Save  
**50–80%**

Reduce Travel Expenses

Save  
**20–40%**

Reduce Telephony and Audio Conferencing Charges

Save  
**20–40%**

Lower Real Estate and Facility Costs

Save  
**30–40%**

Reduce Cost of Communications Systems

Save  
**40–60%**





# Improve Business Outcomes



Improve End-User and Team Productivity

Up to **30** min/day

Complete Projects Faster

Up to **10%**

Shorten Sales Cycle

Up to **20%**

Resolve Customer Issues Faster

Up to **20%**

Attract and Retain Employees

Varies by customer



*Note: Results are based on actual Microsoft customer evidence and a composite case study of a 4,000-person company developed from interviewing 15 companies. Please see the [Total Economic Impact™ of Microsoft Unified Communications](#) white paper issued by Forrester Research.*

# Why Microsoft Unified Communications?

Across Devices



PC, Mobile, Web



Streamline Communications

Increase Efficiency and Flexibility



Amplify Protection and Control

Provide a Unified and Extensible Platform



On-Premises, Hybrid, or in the Cloud

# Streamline Communications



Click to Communicate from Microsoft Office Applications



Connect People in New Ways, Anytime and Anywhere



Bring Conferencing to Everyone



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# **Microsoft** | Unified Communications

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**APPTIX**™  
EMAIL • CALL • UNITE

# **Hosted Unified Communications**

**Mike Lamb**  
**Product Manager**

**February 2011**

# Agenda

- **Apptix Overview**
- **Unified Communications**
  - Overview
  - Features
  - Benefits
  - Apptix Offering
  - OCS Enabled Devices
- **Q&A**



# Apptix Overview

- **Leading provider of hosted Business Communications & Collaboration Services**
  - Hosted Services
    - Microsoft Exchange – 2001
    - Microsoft SharePoint – 2003
    - IP-PBX – 2007
    - Microsoft OCS (Live Meeting, Communicator) – 2009
    - Hosted Applications – 2010
    - Microsoft Unified Communications – 2010
  - 300,000 end-users at over 21,000 businesses worldwide
    - Customers range in size from single seat SOHOs to a leading healthcare provider with over 100,000 employees



# Apptix Unified Communications

**The Apptix Unified Communications service provides integrated messaging and communications tools for business users in a single low-cost package**





# Benefits

- **Avoid unnecessary capital expenses**
  - Build on top of existing infrastructure
  - Eliminate parallel investments in PC and telephone technologies
- **Control operational costs**
  - Reduce travel expenses
  - Eliminate conferencing services costs
  - Reduce telephone and mobile bills
- **Increase productivity**
  - Improve staff efficiency
  - Streamline workgroup projects



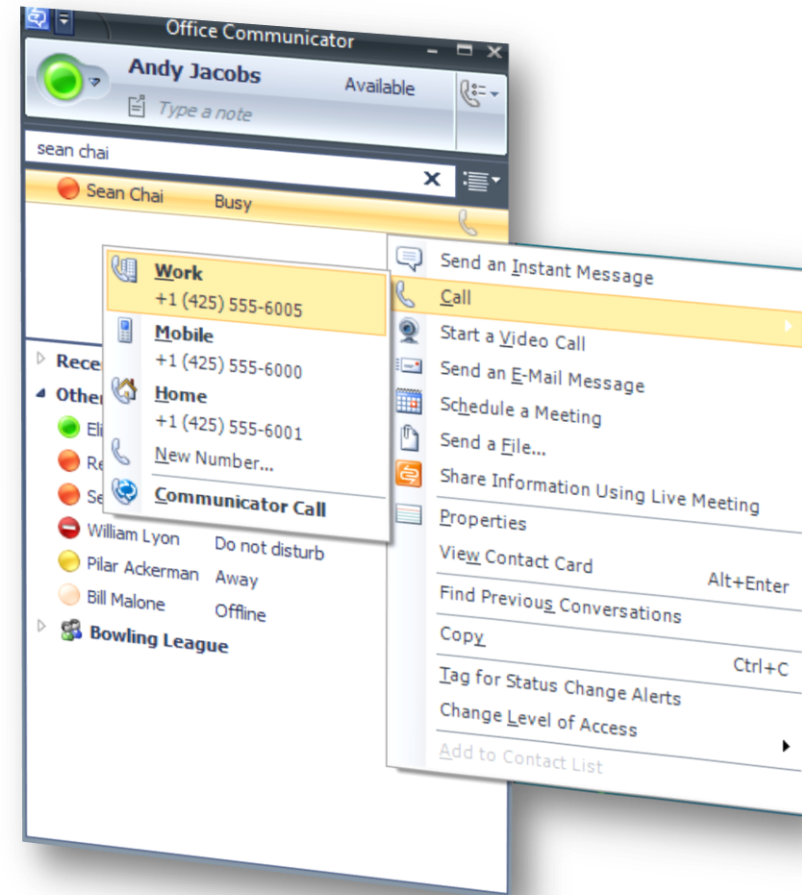
# Why Unified Communications?

- **Unified communications helps businesses, small and large alike, to streamline information delivery and ensure ease of use.**
- **Human delays are also minimized or eliminated, resulting in better, faster interaction and service-delivery for the customer, and cost savings for the business.**
- **Unified communications also allows for easier, more direct collaboration between co-workers and with suppliers and clients, even if they are not physically on the same site.**
- **This allows for possible reductions in business travel, especially with multi-party video communications, reducing an organization's carbon footprint.**



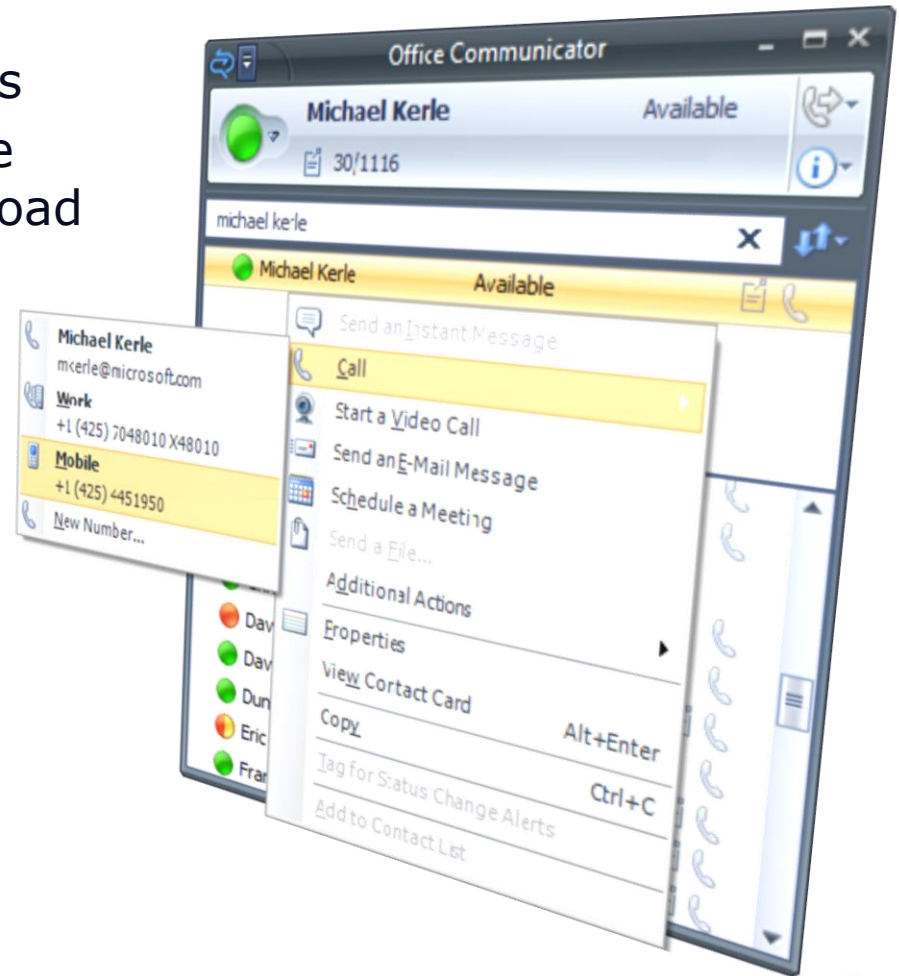
# Streamlined Communications

- **Real-time status**
  - Find the right person at the right time
- **Click to Communicate**
  - Transition seamlessly between email, IM, voice, and Web conferencing
- **Anywhere access**
  - Familiar experience across PC, Web, or mobile device
- **Enhanced Collaboration**
  - Audio/Video/Web conferencing



# Enterprise Voice

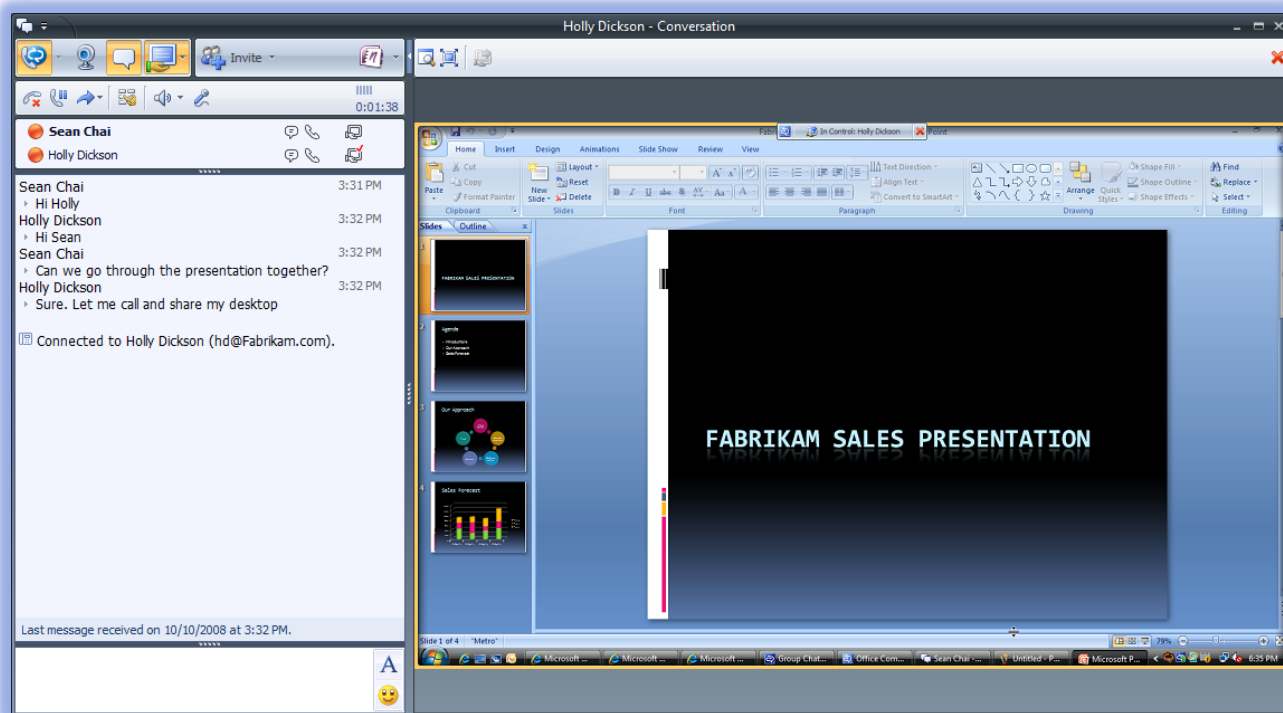
- **High quality VoIP**
  - Single click VoIP capabilities
  - VoIP communications in the office, at home, or on the road
- **Rich call management capabilities**
  - Easy to use and configure
  - Single number each, simultaneous ring





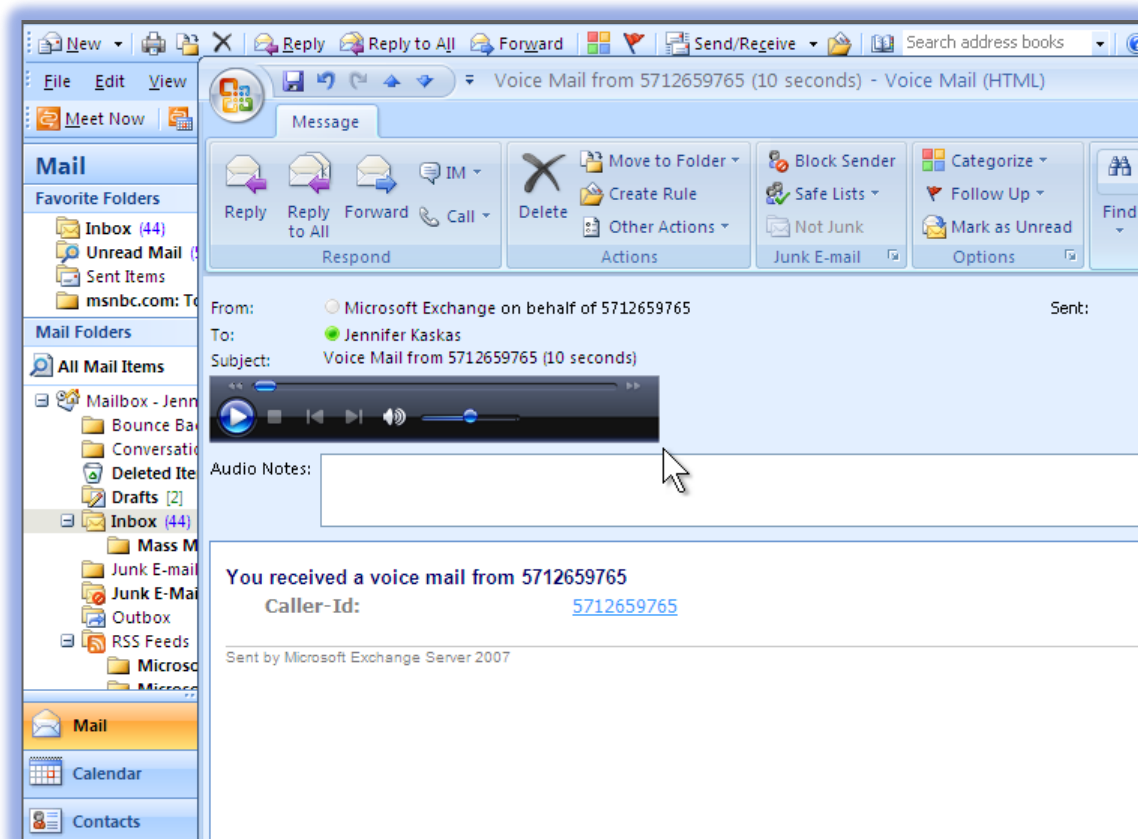
# Conferencing

- **Unified Multimedia Conferencing – Web, Audio, Video**
- **Meeting, application sharing, and white boarding**
- **Click to schedule meetings or to join ad hoc conferences**
- **Dial-in audio conferencing**



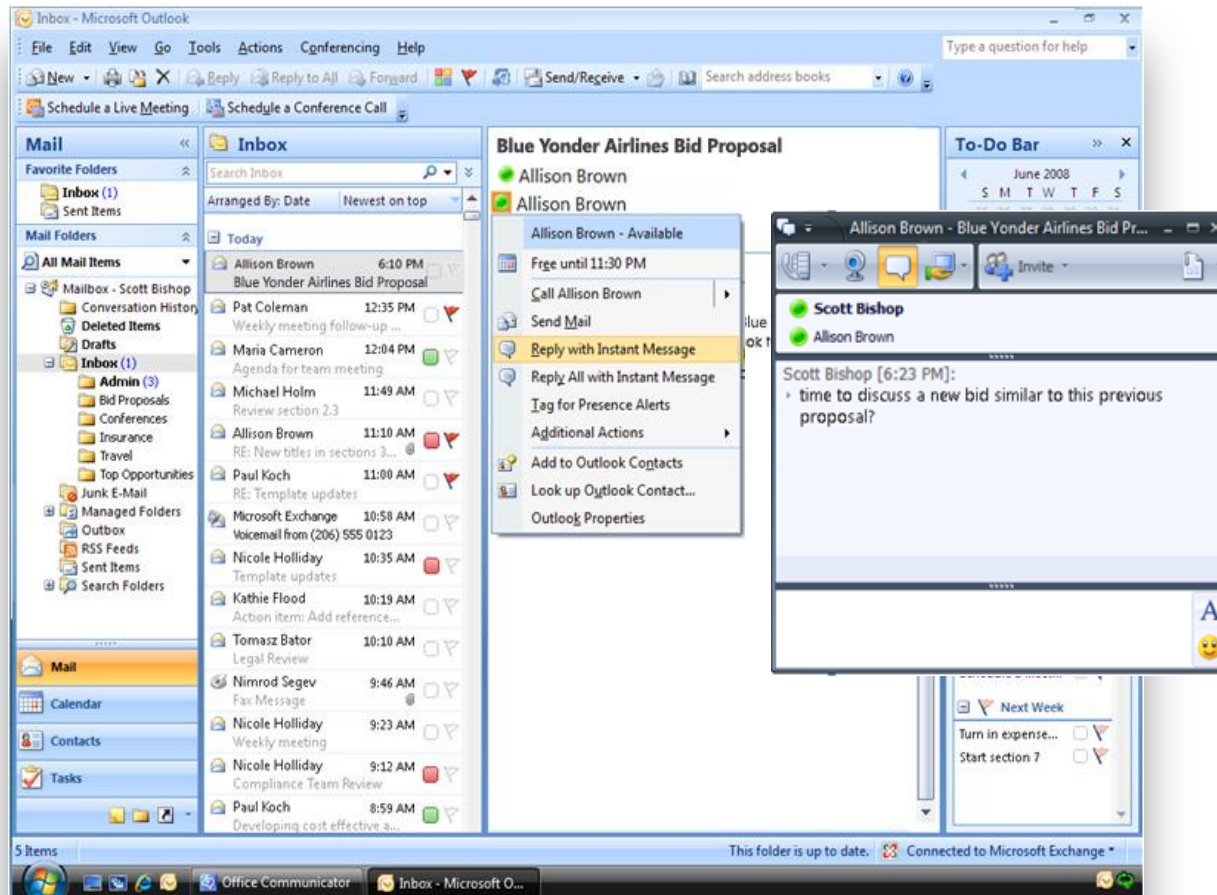
# Unified Messaging

- Single inbox for email, voice, and fax
- Voice access from any phone
- Speech-enabled auto attendant



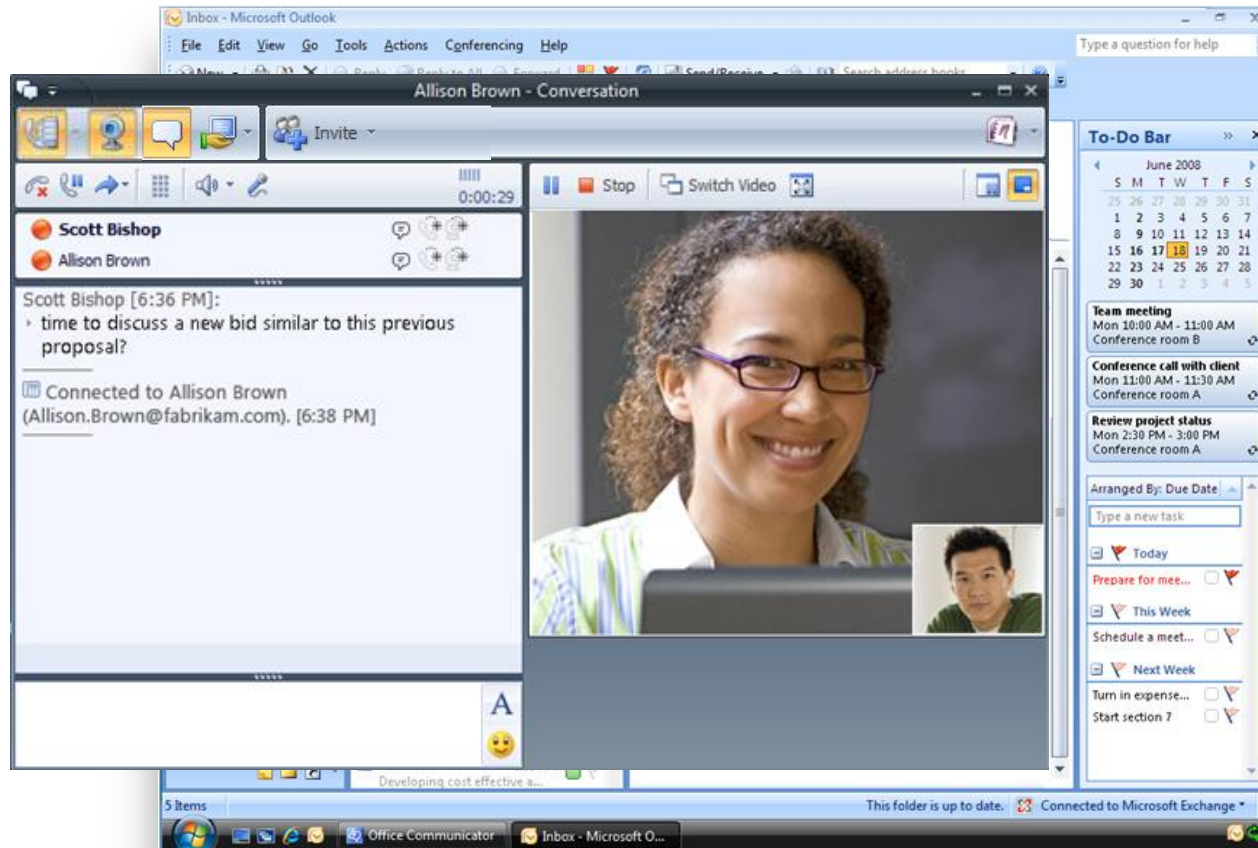
# Scenario: Click to Communicate

## View Presence within Outlook Reply to email with Instant Message



# Scenario: Click to Communicate

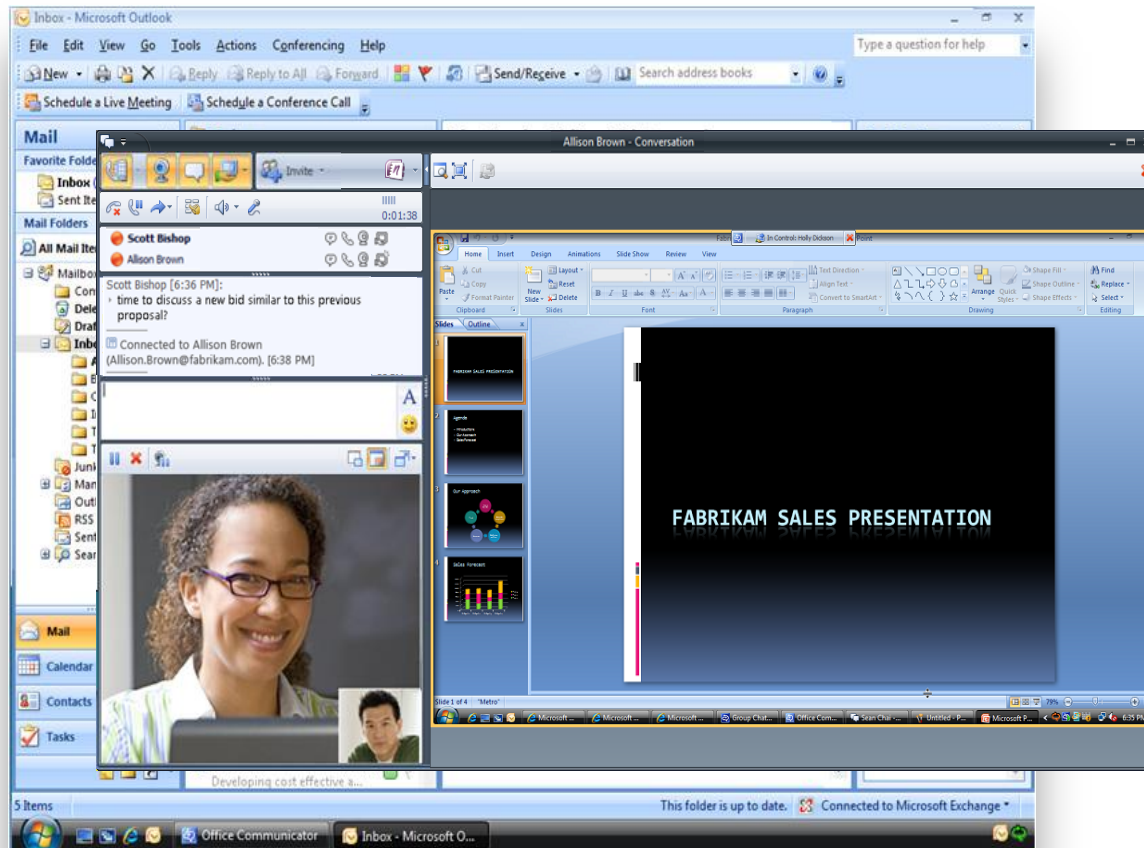
## Escalate to voice or video chat





# Scenario: Click to Communicate

## Share desktop with a single click



# Who Needs Unified Communications?

- **Customers with aged PBX systems**
- **Nortel customers – no longer supported**
- **Customers wanting to upgrade/migrate to VoIP**
- **Customers with many remote sites/workers**
- **Businesses who would like to see their employees increase productivity and efficiency**



# Apptix Offering

- **Apptix 2GB Hosted Exchange Mailbox**
- **Mobility Access via ActiveSync**
- **SharePoint Site**
- **Secure Instant Messaging**
- **Web Conferencing**
- **OCS Voice Capability with Unlimited Minutes**
- **Outlook Voice Access**

**Unified Communications**

**\$44<sup>95</sup>** per user per month **SPECIAL PRICING!**

- Hosted Email
- VoIP w/Unlimited US Calling
- ActiveSync Mobility
- Team Collaboration
- Web Conferencing & IM
- 24/7 Support



## Contact Apptix

**866.428.0130**

**info@apptix.com**

**www.apptix.com/unifiedcommunications**



# Your Speaker Panel



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## **Sara Radicati**

President and CEO, The Radicati Group

## **Michael Lamb**

UC Product Manager, Apptix

## **Steven Bruno**

Voice Solution Specialist, Microsoft



# Thank You!



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*New Reports just published by The Radicati Group:*

- ▶ Google Email and Collaboration Market Analysis, 2011–2015
- ▶ Inbox Management Solutions Market, 2011–2015
- ▶ Data Loss Prevention – Market Quadrant, 2010
- ▶ On-premises Email and Collaboration Market, 2010–2014

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