



The Radicati Group, Inc.  
[www.radicati.com](http://www.radicati.com)

# Unified Communications and Enterprise 2.0

A Radicati Group Webconference

9:30 am, PT  
September 29, 2011

# Speakers & Agenda



The Radicati Group, Inc.  
[www.radicati.com](http://www.radicati.com)

## Speakers:

- ▶ Lawrence Byrd, *Director of Collaboration Solutions, Avaya*
- ▶ Frank Grillo, *Executive Vice President, Cypress Communications*
- ▶ Tim Passios, *Director Solutions Marketing, Interactive Intelligence*
- ▶ Jim Davies, *CTO, Mitel*

## Agenda:

- ▶ *Presentations from Avaya, Cypress Communications, Interactive Intelligent, and Mitel*
- ▶ *Speaker Panel Discussion (all) – moderated by Sara Radicati*
- ▶ *Audience Q & A session*



The Power of We™

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## Unified Communications and Enterprise 2.0

*Radicati Webconference*

Lawrence Byrd, Director, Collaboration Solutions, Avaya  
29 September 2011

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# New World Trends

## Economy and Recession



## Generational



## Social Networking



## Mobile Living



## Environmental



## Virtual Worlds and Communities

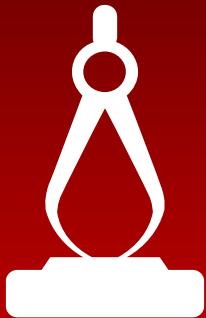


# Business Priorities Drive Collaboration Needs

## **BUSINESS ISSUES:**

Development cycle must be cut in half due to competitive market drivers

Outages with suppliers causing revenue delay and customer dissatisfaction



**PRODUCT  
DESIGN**

## **COLLABORATION APPROACHES:**

Desktop and conference room video connecting global teams without travel

Personal ad-hoc web/audio/video conferencing

Fast automated notification and escalation

# Business Priorities Drive Collaboration Needs



## BUSINESS ISSUES:

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Reaching next generation of customers with changing demographics and loyalty

Getting channels and distribution up to speed on new products and services

## COLLABORATION APPROACHES:

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Online immersive 3D web events for channel training and customer engagement

Customer service through Social Media

Empower customer-facing workers with mobility, teleworking, and collaboration

# The Right Experience For Every Person



# Enterprise-wide Collaboration Architecture

*Bringing the **right** people together with the **right** information in the **right** context, to deliver better business results in real time*



# AVAYA

**The Power of We™**

# Introducing Cypress Communications

## Unified Communications as a Service and Managed Network Services

PRESENTED BY:

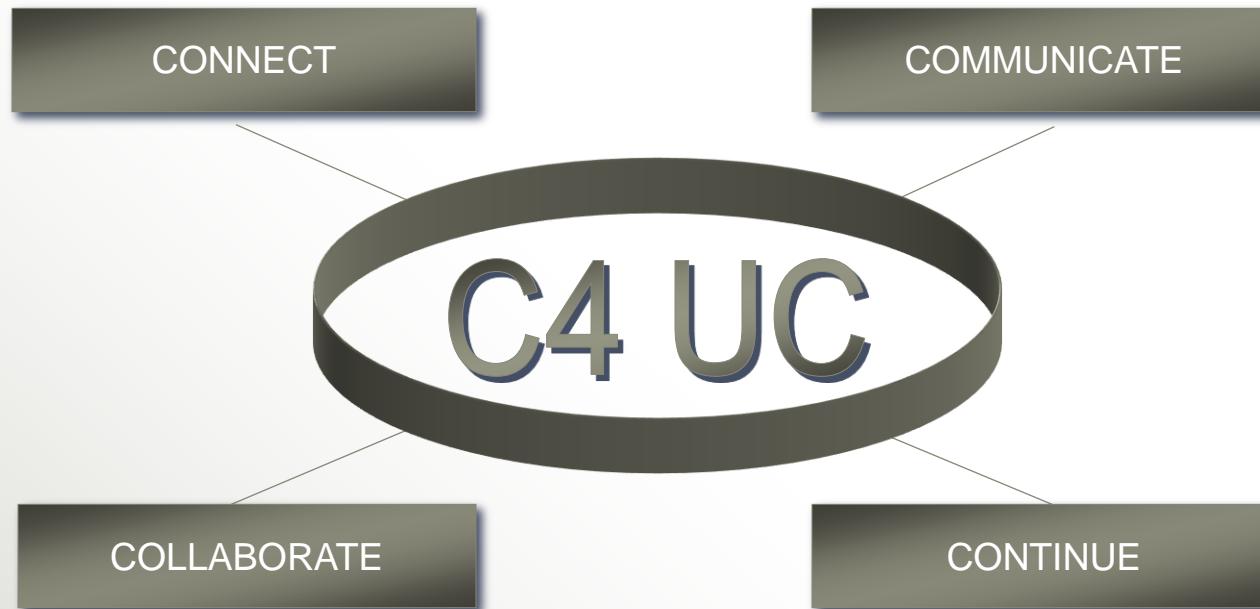
**Frank Grillo**

*Executive Vice President, Applications,  
Implementation and Support*



# Cypress provides Unified Communications as a Service (UCaaS) marketed as C4 UC

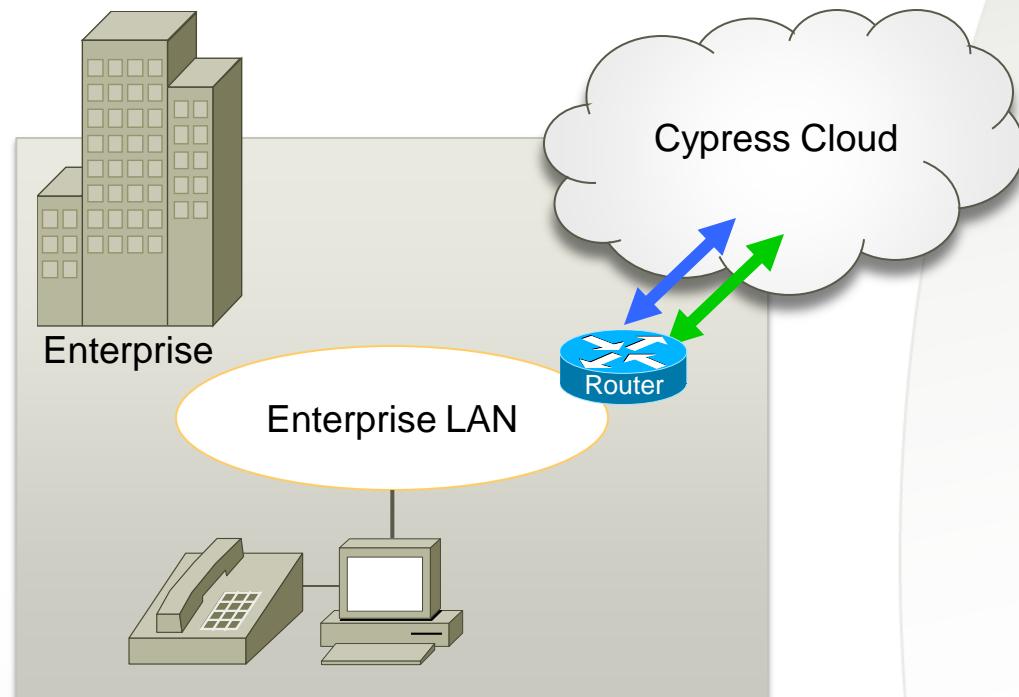
Cypress helps businesses to effectively **connect**, **communicate**, **collaborate** and **continue** by managing their phone, voice, data and Internet and providing advanced UCaaS features and services.



Why Cypress?

# What Makes Cypress Unique?

- End-to-end technology management
- Integrated PBX, unified messaging, collaboration, mobility, and managed network services
- Cloud-based
- QoS managed from cloud, across LAN to handset
- No CapEx. Like SaaS, pay for usage not ownership
- No risk of technology obsolescence
- Maintenance and upgrade costs are bundled into the offering
- Inherent disaster recovery and business continuity
- Guaranteed voice quality and network availability
- National & international coverage
- Managing business communications for 25 years



Cypress manages communications from the cloud, across WLAN, LAN, and down to each handset.

Why Cypress?

# Cypress UCaaS Offsets Economic Pressures

## SPEND LESS

- No capital expense
- No on-going maintenance costs
- No need to hire or train IT staff.
- Lower operational business costs, travel, training, etc.

## GET MORE

- Advanced unified communications functionality.
- Facilitate decision making.
- Faster business operations.
- Quicker time to market.
- Improved customer satisfaction increases revenues.

Why Cypress?

# Cypress Industry-Leading IP Solutions

## GO! SIP Trunking



Business SIP trunking wholesale origination & termination service

## GO!VBX



SIP softswitch & unified messaging platforms

## Cypress C4 IP



Carrier-grade softswitch & Multimedia platform



Unified messaging & auto-attendant platform

## Cypress C4 UC



Hosted Collaboration Solution

Unified Communications Manager

Jabber

Unity Connection

Unified Presence

Jabber Mobility



**GO!Broadband**

# The leading provider of hosted unified communications in North America.

## Snapshot



- Cypress and Broadvox merger complete on January 14, 2011
- Sales and operational coverage throughout North America
- Revenues in excess of \$100 Million
- 25 years of experience managing enterprise communications

## Product Portfolio



- SIP Trunking, SIP origination and termination services
- Award winning hosted Unified Communications solutions, including broadband and virtual PBX
- Managed Network Services
- Private network optimized for VoIP and Unified Communications

## Customers



- Trusted by 300+ telecommunications carriers, ASPs, ISPs, and over 10,000 businesses to transport more than 12 billion minutes annually
- Over 64K seats installed; ~30,000 are unified communication seats
- Customers include technology, legal, commercial real estate, financial services and insurance companies, among others

# Select Customer List

## Law Firms



## Financial/ Insurance



## Property Management/ Real Estate



TISHMAN SPEYER



Zeller Realty Group®



CUSHMAN &  
WAKEFIELD  
Global Real Estate Solutions

HARROD PROPERTIES

Boston Properties



## Professional Services



International Legal  
Technology Association  
Peer Powered

**STARWOOD**

HOTELS & RESORTS WORLDWIDE, INC.

**REUTERS**



# Cypress has won 33 awards for innovation.

Frost & Sullivan: 2011 North American Product Differentiation Excellence Award in Hosted IP Telephony and UC Services

2008, 2009 & 2010 Unified Communications Excellence Award

TMCNet Unified Communications Solution of the Year

2007 & 2009 Frost & Sullivan Innovation Award for VoIP Business Continuity

TMC Labs Innovation Award

VAR Business 500

Technology Marketing Executive of the Year

2007 & 2008 Communications Solution Product of the Year

Excalibur Award for Technology Excellence

2009 & 2010 INTERNET TELEPHONY Excellence Award

2009 & 2010 Internet Telephony Magazine Product of the Year

Frost & Sullivan: Innovation Award for Hosted UC

EVP of Marketing wins Voip-Biz.News' Person of the Year

VON Innovator

Association for Corporate Growth (ACG) Phoenix Award

Unified Communications Magazine 2008 & 2009 Product of the Year

2009 Internet Telephony Magazine TMC Labs Innovation Award

2009 Customer Interaction Solutions Magazine TMC Labs Innovation Award

2009 Communication Solutions Product of the Year

2009 Internet Telephony IT Excellence Award

2009 Customer Interaction Solutions Product of the Year

2009 Internet Telephony Product of the Year Award

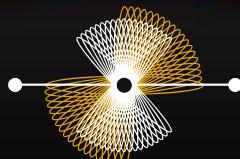
2009 & 2010 TMC Next Generation Network Leadership Award

2009 & 2010 Unified Communications TMC Labs Innovation



# Interactive Intelligence Overview

Tim Passios, Director of Solutions Marketing



INTERACTIVE INTELLIGENCE®

Deliberately Innovative



# Global, Brand Name Customer Base

More than 4,000 customers in 90 countries

Products offered in all major European and Asian languages



RANDOM HOUSE, INC.

Bringing you the best in fiction, nonfiction & children's books.

SEARS

MCKESSON  
Empowering Healthcare

ASPCA WE ARE THEIR VOICE.

NAUTILUS

SONY

FUJITSU

Lilly

U.S AIRWAYS

Microsoft

STANLEY



Nationwide  
On Your Side



Excellus

KOHL'S

VOLVO

BOSCH



MOTOROLA

ROLEX



The Coca-Cola Company



JOHN DEERE

REGIONS

ORACLE

AIG



airtel

Baxter

CERIDIAN



DOLLAR  
GENERAL

SHINSEI BANK

Harvard University

ING



Harrahs

AMERICAN FAMILY  
INSURANCE  
All your protection under one roof.

TRADER JOE'S  
Limitedbrands

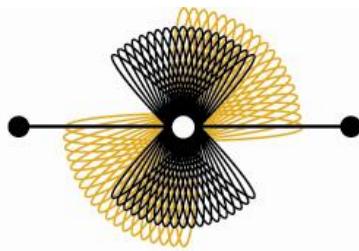
e.on | Bayern

Infos

# Three Markets Served: Single, Unified Platform



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***On-Premise or Cloud-based***



**Enterprise  
IP Telephony**



**The Contact  
Center**

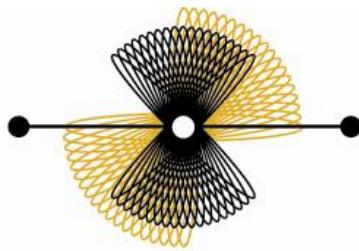


**Business  
Process  
Automation**

**The Interactive Intelligence  
All-in-One Platform**



# Mobility



INTERACTIVE INTELLIGENCE®

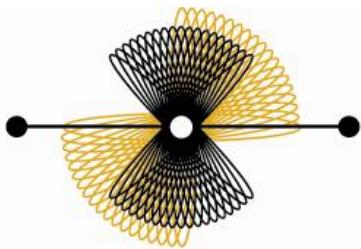
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***On-Premise or Cloud-based***



# Integrations



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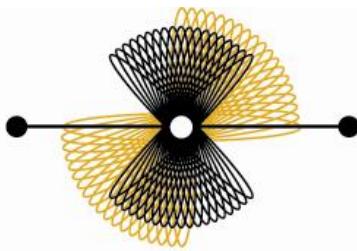


**On-Premise or Cloud-based**





# Business Process Automation



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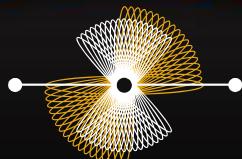


**On-Premise or Cloud-based**



# Deliberately Innovative

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Deliberately Innovative

# Mitel's Freedom Architecture

Jim Davies  
Chief Technology Officer  
Mitel

# Context

TDM

VoIP

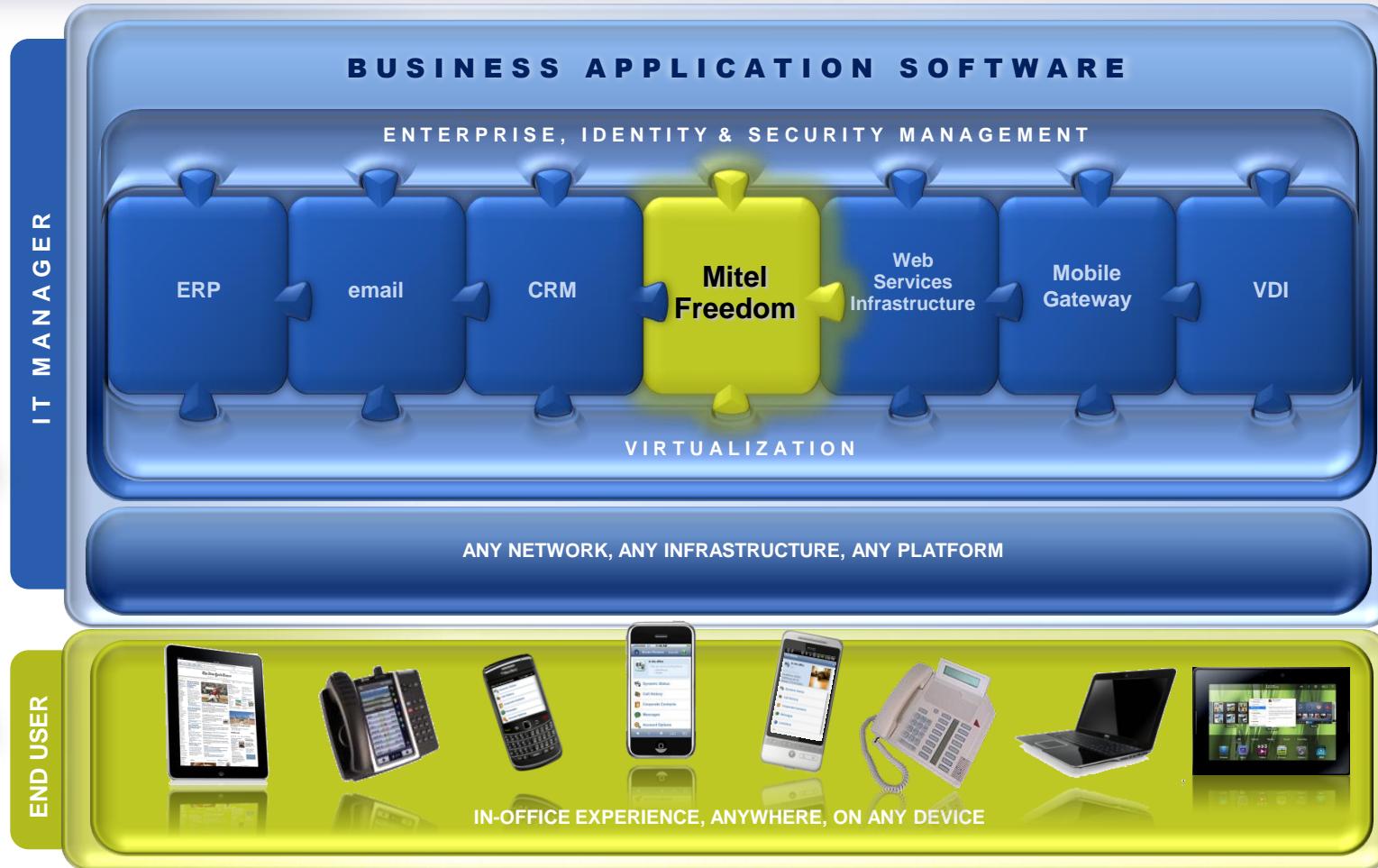
Software

- We are 1/2 way through the major re-invention of business communications
- Large transition to SW Centricity
  - Product
  - Go to Market
  - Business Model
- Drivers to watch
  - Mobility
  - Virtualization
  - Software as Service



# Mitel Freedom Architecture

*Fit My World*



# Ubiquitous Mobility

- Biggest single part of external IT spend
- Strongest personal bond of any technology
- >5 B mobile subscriptions worldwide
- Strong demographic link
- Changing the global macro economy
- Redefining the desktop



Requires an optimized approach not “tick box” integration

# Virtualization

→ **Data Center Virtualization is a mature market**

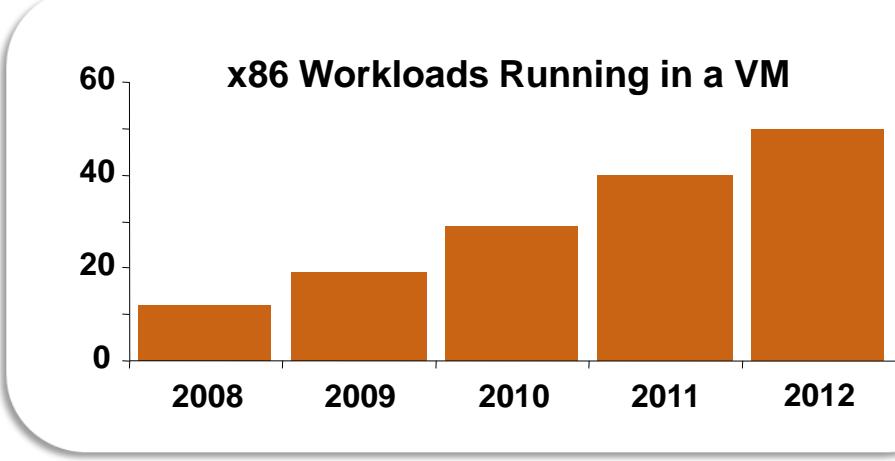
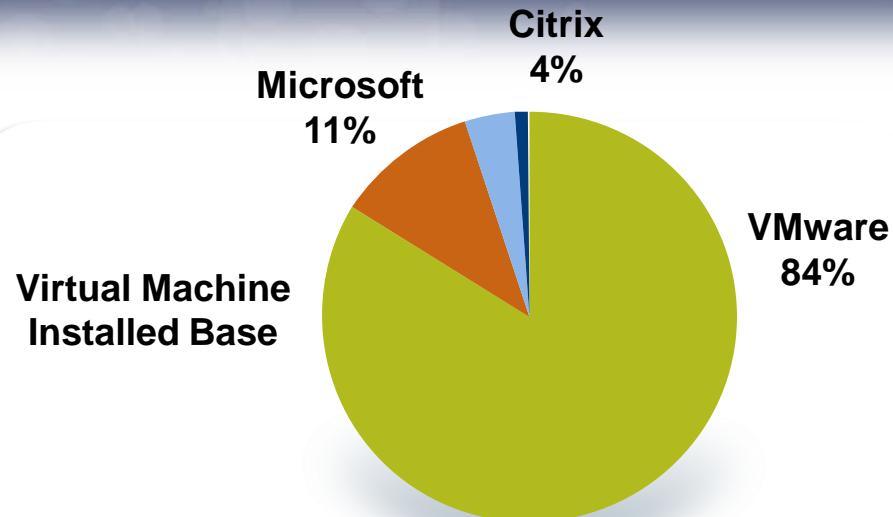
- Growing strongly in med market segment

→ **VMware is the clear virtualization leader**

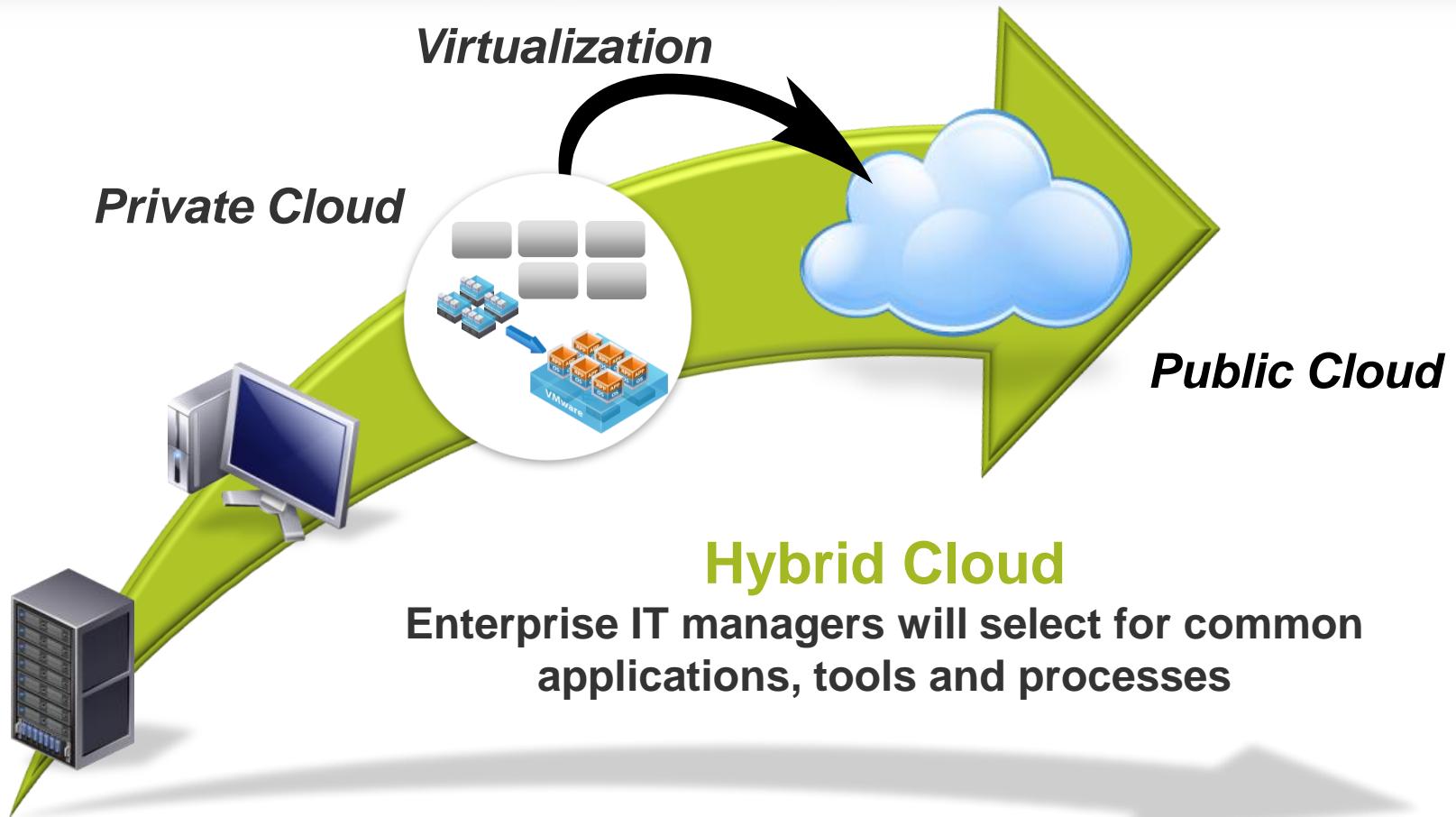
- Successful diversifying

→ **UCC can be deployed as a pure SW application**

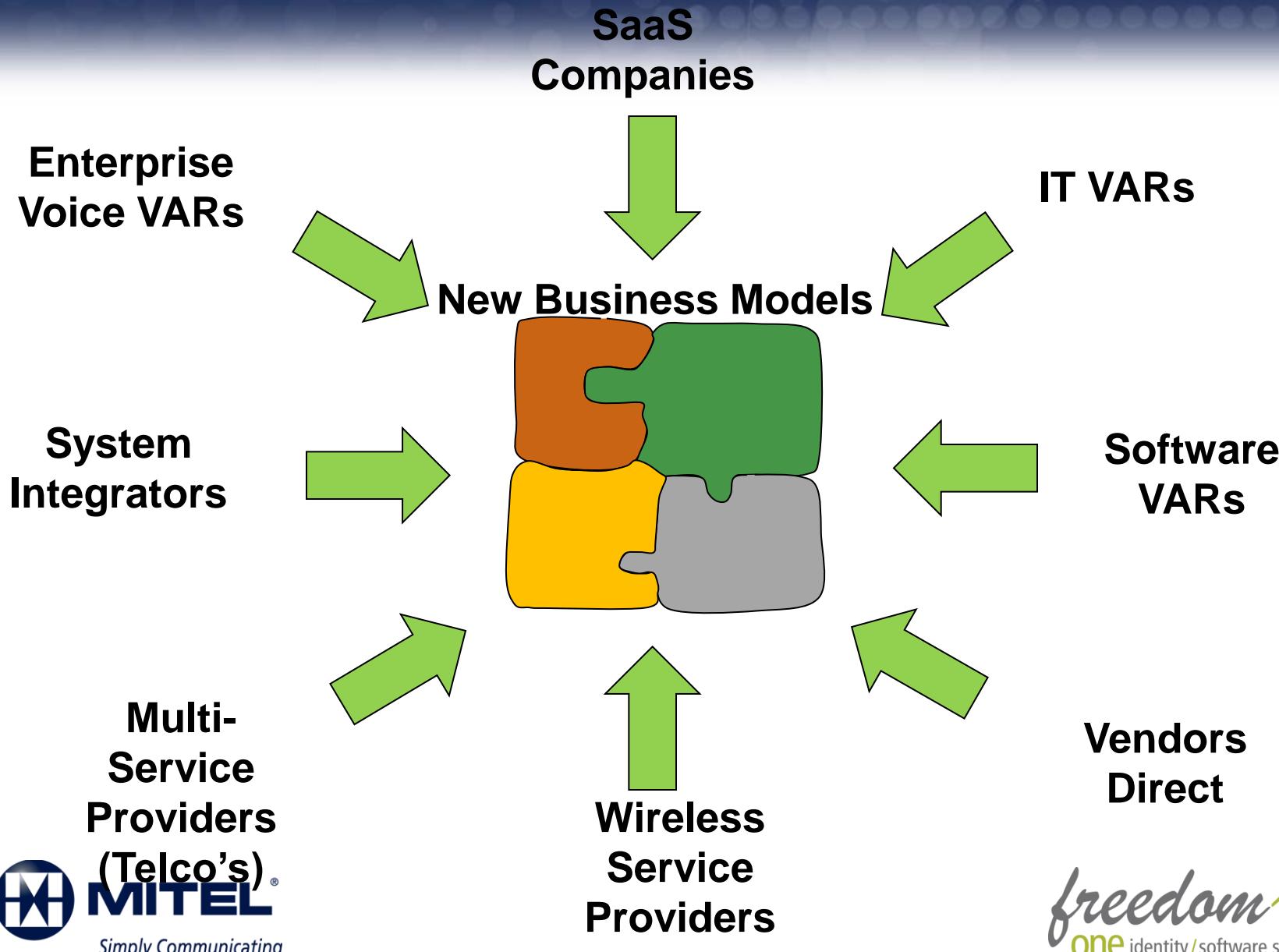
- UCC will follow the virtualization trend (vUCC)



# Virtualization likely to Span the Clouds



# Business Model Mash up



# Your Speaker Panel



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- ▶ **Sara Radicati**  
President & CEO, The Radicati Group
- ▶ **Lawrence Byrd**  
*Director of Collaboration Solutions*, Avaya
- ▶ **Frank Grillo**  
*Executive Vice President*, Cypress Communications
- ▶ **Tim Passios**  
*Director Solutions Marketing*, Interactive Intelligence
- ▶ **Jim Davies**  
*CTO*, Mitel



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# Thank You!

## New Reports published by The Radicati Group:

- ▶ Survey: Corporate Email, 2011–2012
- ▶ Mobile Email Market, 2011–2012
- ▶ Hosted Email Market, 2011–2015
- ▶ Email Archiving Market, 2011–2015
- ▶ Email Statistics Report, 2011–2015
- ▶ Google Email and Collaboration Market Analysis, 2011–2015
- ▶ Microsoft SharePoint Market Analysis, 2011–2015
- ▶ Microsoft Exchange and Outlook Market Analysis, 2011–2015

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