



The Radicati Group, Inc.
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

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*



Unified Communications and Enterprise 2.0

Radicati Webconference

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

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

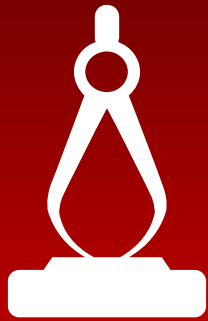
Outages with suppliers causing revenue delay and customer dissatisfaction

COLLABORATION APPROACHES:

Desktop and conference room video connecting global teams without travel

Personal ad-hoc web/audio/video conferencing

Fast automated notification and escalation



**PRODUCT
DESIGN**

Business Priorities Drive Collaboration Needs

BUSINESS ISSUES:

Reaching next generation of customers with changing demographics and loyalty

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

COLLABORATION APPROACHES:

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:

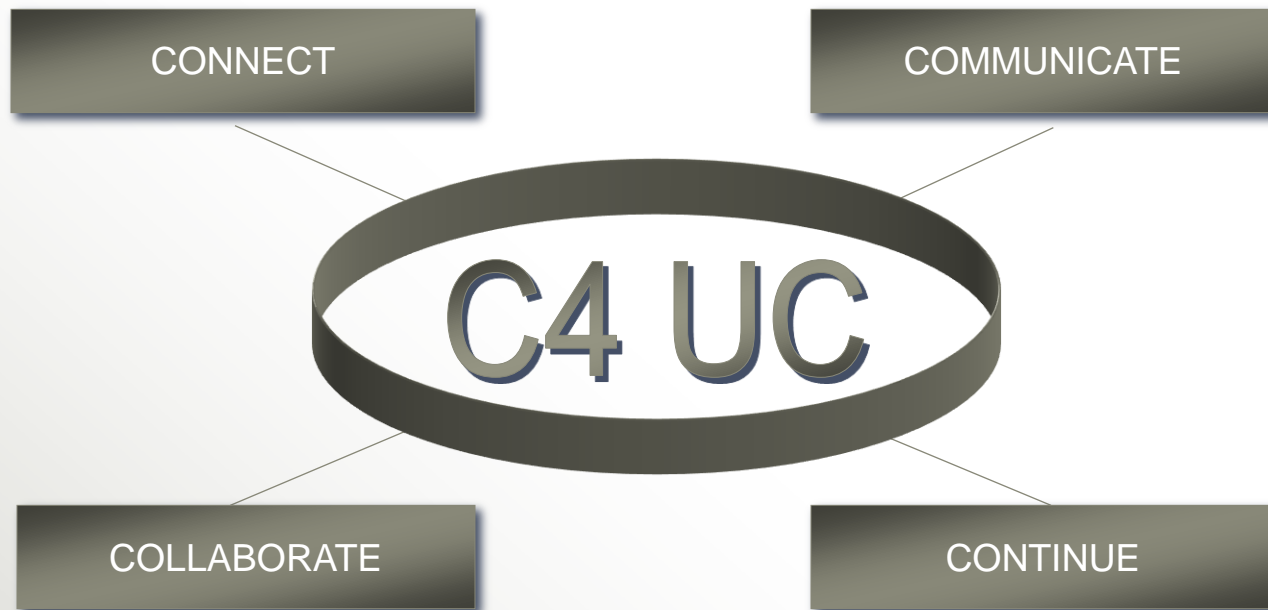
Frank Grillo

*Executive Vice President, Applications,
Implementation and Support*



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

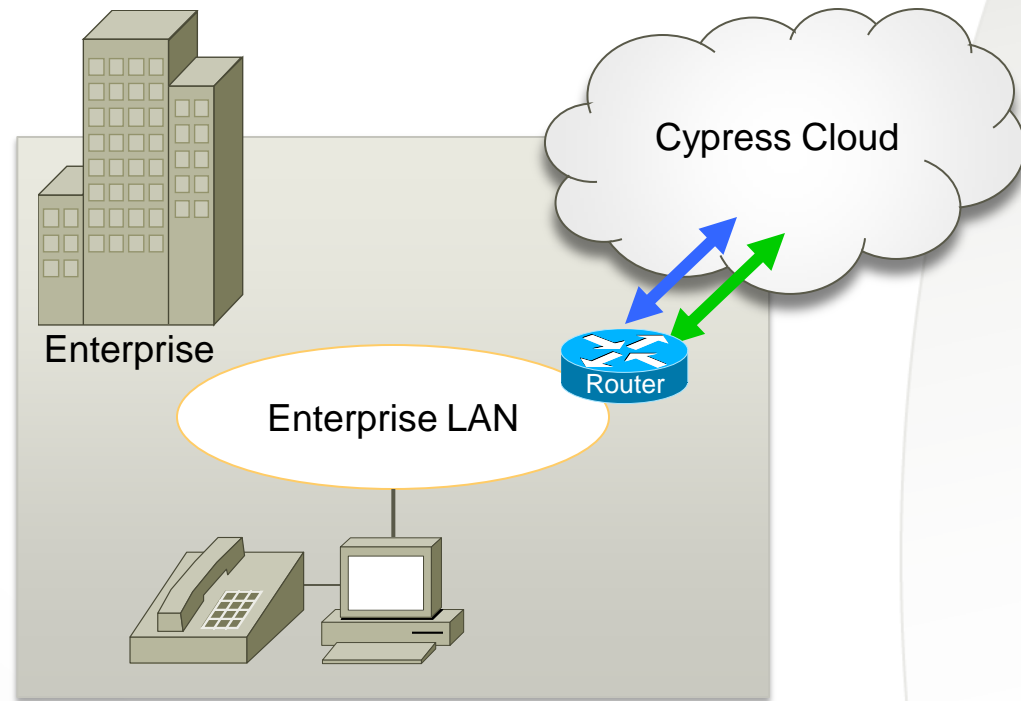
Cypress helps businesses to effectively **connect**, **communicate**, **collaborate** and **continue** by managing their phone, voice, data and Internet and providing advanced UCaaS features and services.



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**



StreamWIDE

**Unified
messaging
& auto-attendant
platform**

Cypress C4 UC



**Hosted
Collaboration
Solution**

**Unified
Communications
Manager**

Jabber

Unity Connection

Unified Presence

Jabber Mobility



broadvox™

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



Professional Services



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

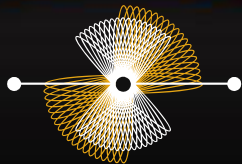
2009 & 2010 TMC Next Generation Network Leadership Award

2009 & 2010 Unified Communications TMC Labs Innovation



Interactive Intelligence Overview

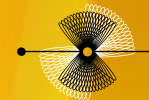
Tim Passios, Director of Solutions Marketing



INTERACTIVE INTELLIGENCE™

Deliberately Innovative

Global, Brand Name Customer Base



INTERACTIVE INTELLIGENCE®
Deliberately Innovative

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.



SONY

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ASPCA® WE ARE THEIR VOICE™

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On Your Side



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KOHL'S

VOLVO

BOSCH

Microsoft

Berkeley
University of California

CITRIX®



MOTOROLA

REGIONS

ORACLE®



The Coca-Cola Company



JOHN DEERE

Kimberly-Clark

Abercrombie & Fitch

AIG

airtel

LOCKHEED MARTIN
We never forget who we're working for®

HONDA
The Power of Dreams

Baxter

CERIDIAN

DOLLAR GENERAL

SHINSEI BANK

AMERICAN FAMILY
INSURANCE®
All your protection under one roof®

TRADER JOE'S

Limitedbrands

Harvard University



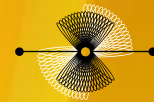
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Harrah's

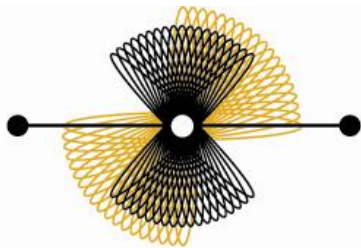
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Infos

Three Markets Served: Single, Unified Platform



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On-Premise or Cloud-based



**Enterprise
IP Telephony**

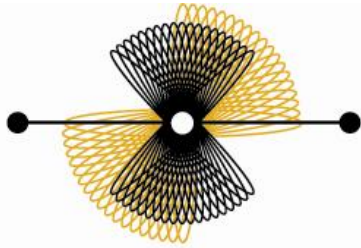


**The Contact
Center**



**Business
Process
Automation**

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



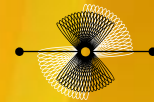
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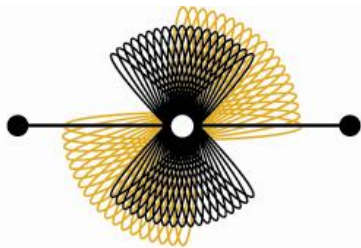
On-Premise or Cloud-based



Integrations



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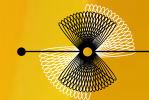
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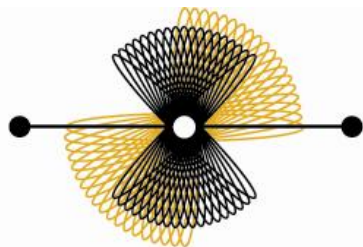
On-Premise or Cloud-based



Business Process Automation



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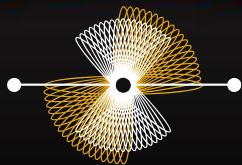


On-Premise or Cloud-based



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Mitel's Freedom Architecture



Jim Davies
Chief Technology Officer
Mitel

Context

TDM



VoIP



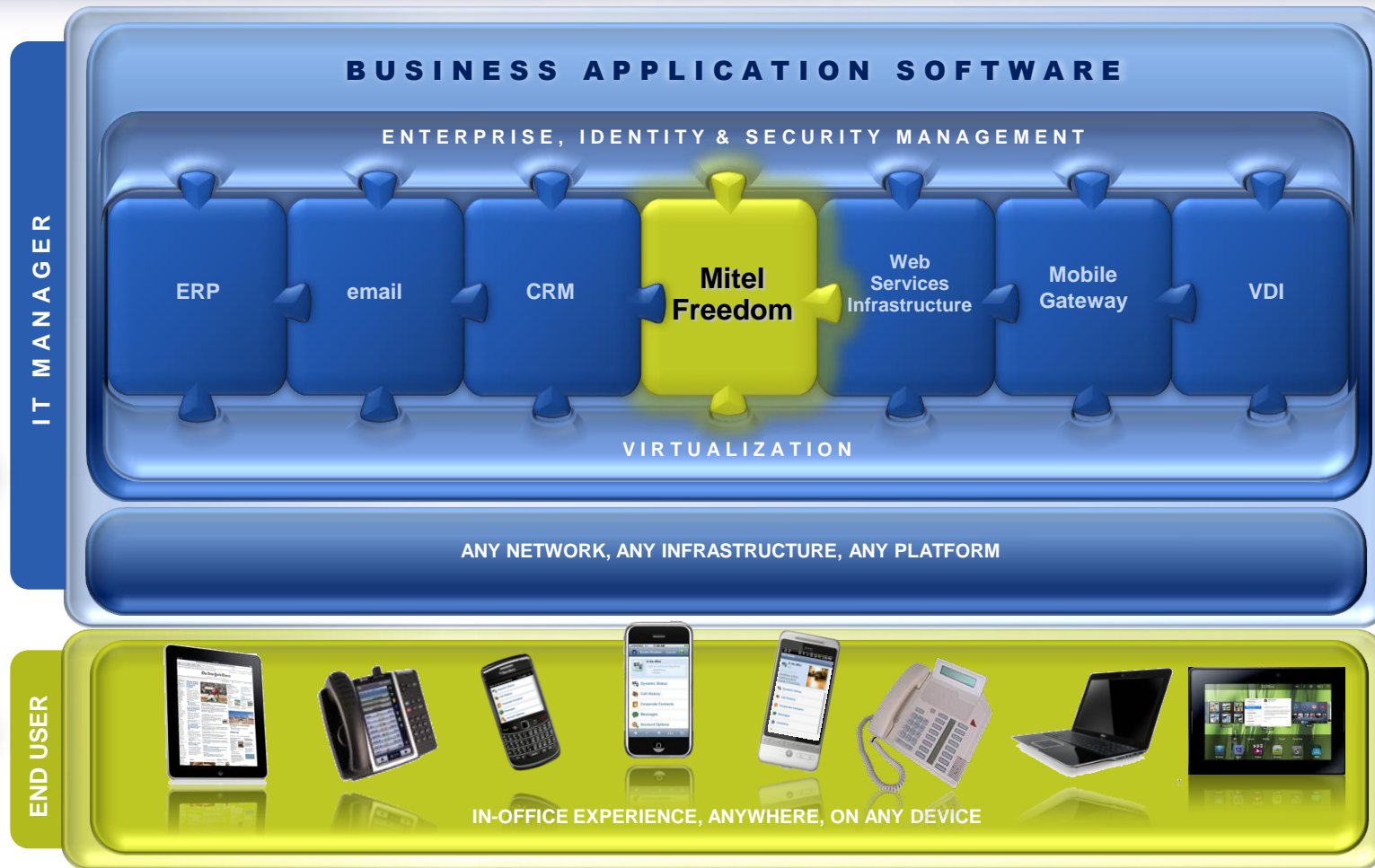
Software

- We are ½ 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

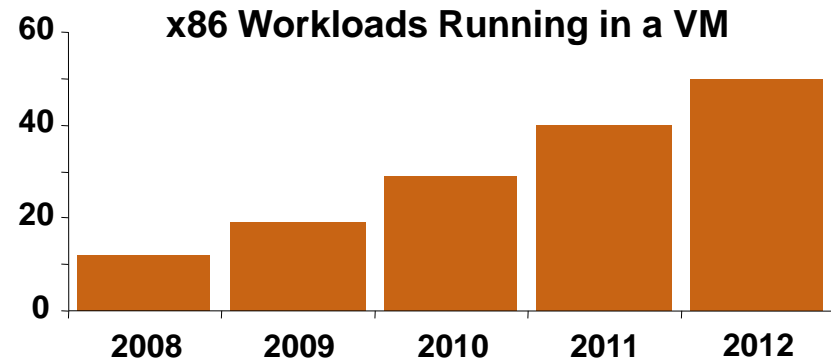
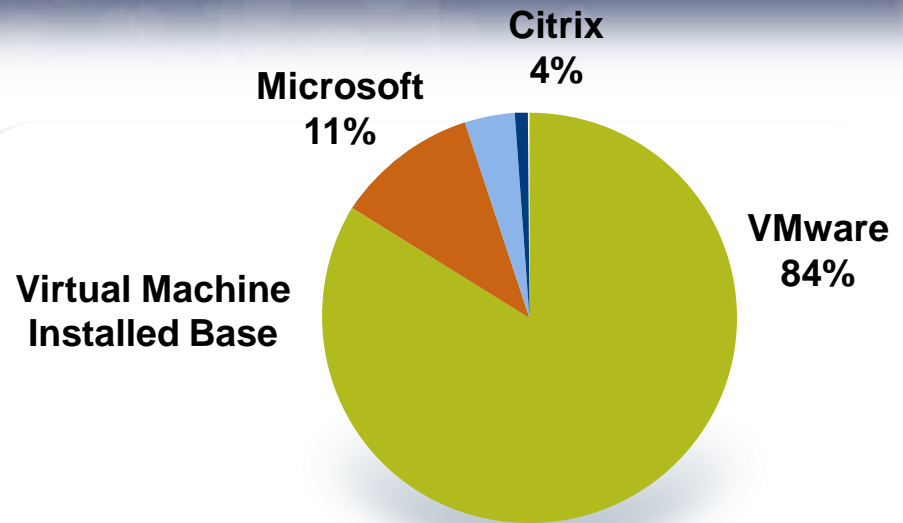
- Growing strongly in med market segment

→ VMware is the clear virtualization leader

- Successful diversifying

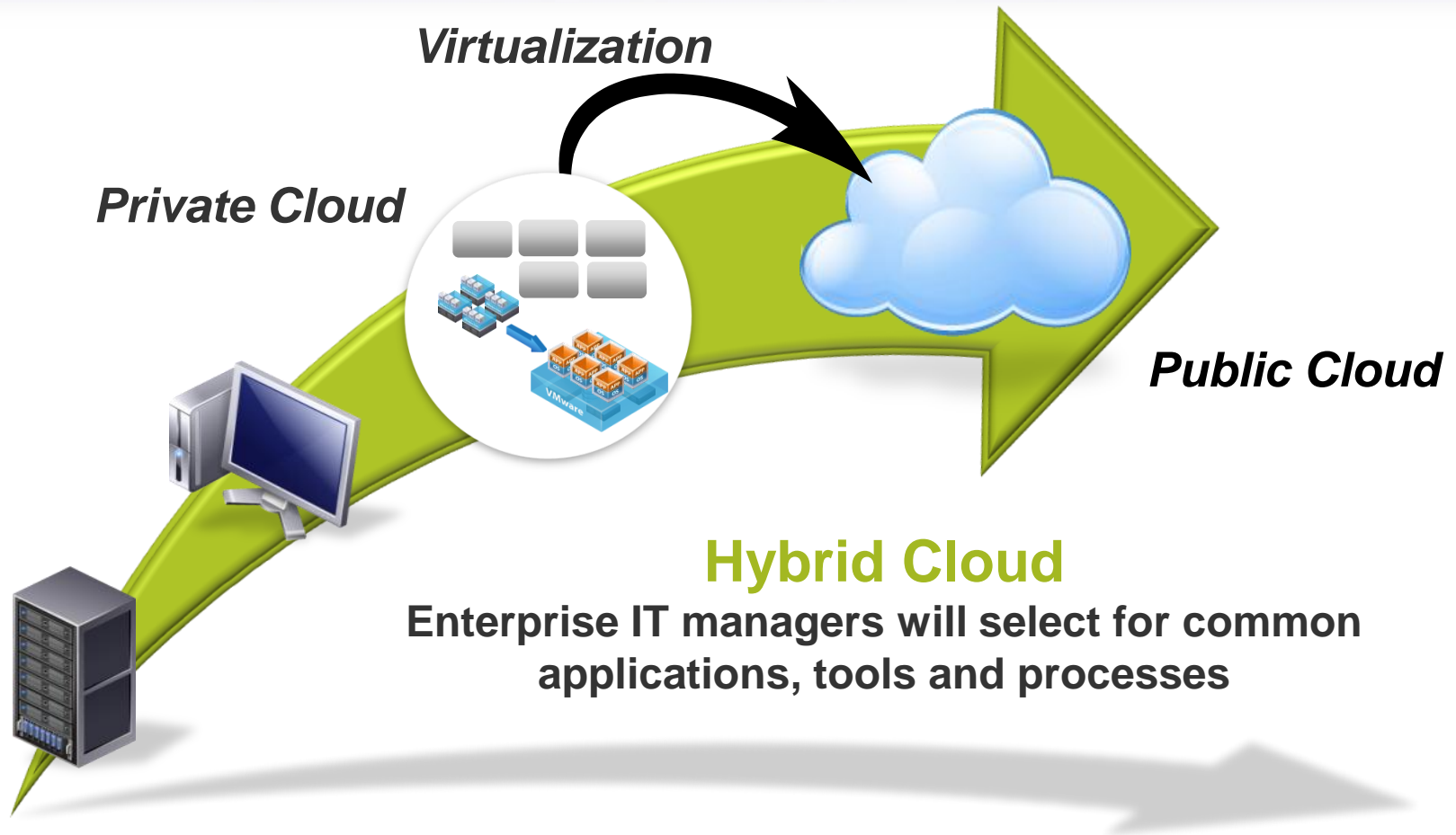
→ UCC can be deployed as a pure SW application

- UCC will follow the virtualization trend (vUCC)



Source: Gartner 2009

Virtualization likely to Span the Clouds



Business Model Mash up

SaaS
Companies

Enterprise
Voice VARs

IT VARs

New Business Models

System
Integrators

Software
VARs

Multi-
Service
Providers
(Telco's)

Vendors
Direct

Wireless
Service
Providers



Your Speaker Panel



The Radicati Group, Inc.
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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

Thank You!



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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

You can view all our published and upcoming reports at www.radicati.com