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### Build a Solid Business Case for Unified Communications

Today's IT investments require bottom-line, quantifiable truths. Unified communications (UC) is no exception. Moving to UC means not only determining which solution best fits your organizations needs — but means creating a solid business case that demonstrates a strong return on investment (ROI) and a low total cost of ownership (TCO).

#### Defining What's Right for Your Business

The key to unlocking the benefits of UC in your organization should start with a simple question: In the course of ordinary business activities, how do people in your company use communications now — and how do they prefer to communicate? Once you identify the preferred modes and means of communications, you can use that criterion as a guide to seek out the best UC solution.

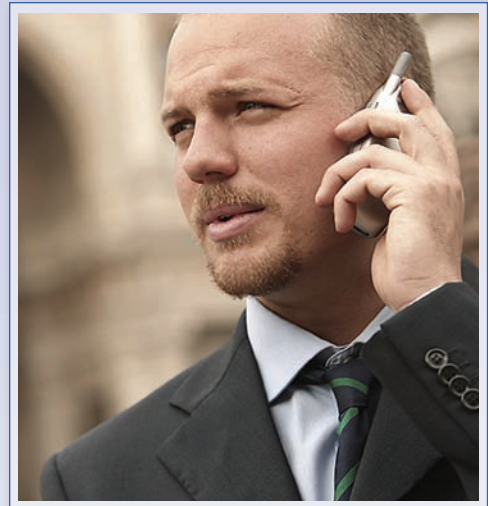
Most organizations find that UC enhances user productivity or business processes — or both.

- UC for user productivity concentrates on helping individual users better manage their communications. These UC capabilities include as presence status, click-to-communicate, instant messaging, and rapid set up of audio, video and Web conferences.
- UC for business processes focuses on integrating communications capabilities within workflows and processes in order to enhance business activities.

Many organizations begin by focusing on using UC to enhance user productivity, but they soon find that both productivity and business processes can be improved by UC.

Many enterprises find that the benefits of UC for business implementations are dramatically greater than UC for users alone. Identifying which use case is integral to your business objectives helps you to create a solid business case.

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#### Get More Information:

Learn more about business communication systems by visiting the informative BCS Knowledge Base



#### Phone System Analysis:



Provide us with some brief information about your operational needs and we will be happy to guide you to a perfect solution.

**Take the Phone System Survey**

#### Contact BCS Today:

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## **The Building Blocks of the Business**

Organizations should take both revenue-enhancing and cost-saving opportunities into consideration for the UC business case. There are three primary opportunities for cost savings:

- Increasing the productivity of individual staff members. Simplifying common communications tasks alone can result in significant productivity increases. Choosing a system with that is easy to use should make transitioning from one mode of communication to another seamless.
- Reducing out-of-pocket expenses. In today's cost-conscious era, reducing out-of-pocket expenses is a critical goal. UC can reduce operational expenses in several ways by reducing travel expenses, providing effective conferencing and access to shared workspace environments and allowing staff to work remotely.
- Optimizing communications infrastructure. When UC tools are incorporated into workflows and business processes, businesses can create new revenue opportunities. UC can speed collaboration, resulting in shorter sales cycles. New products can be brought to market in less time with lower cost. Quicker decision-making and problem resolution can reduce and or prevent delays. Accelerated business processes translate into greater and faster revenue recognition.

It's easy to begin an interaction with someone on IM, then escalate that to a phone call, then shift to a conference and bring in a third person, and finally share a document for editing. Moreover, productivity improvements can improve business processes. Presence-enabled solutions help people to find the resources they need, access managers or experts who can help, or get data communicated to the place it needs to go next."

UC can create value beyond your company's walls. Building better communication among partners, suppliers, and customers makes it easier to do business. Misunderstandings are minimized, and issues are addressed expediently. All this contributes to greater customer satisfaction, which equals increased business opportunity.

## **TCO as a Tool**

When creating your business case for UC, it's critical to consider the total cost of ownership, not just the upfront acquisition costs. The TCO equation assesses and tracks the overall costs, risks, and benefits of any IT investment. With a strong business case that includes TCO, you can identify the right UC solution for your business. You can objectively compare competing solutions. You can estimate the true cost of operations over the lifetime of the solution. Developing a TCO also creates a framework for establishing ongoing budgets — and the ability to audit the original business case to prove success.

***Call 877.335.4689 to schedule a meeting with the BCS Team.***

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