



# WHAT YOU NEED TO KNOW ABOUT THE EVOLVING WORKPLACE

Adapting to new, advanced  
communications technology

Your workforce, customers, partners and suppliers are distributed across locations – and they're mobile. Smartphones and tablets are everywhere. Your employees are younger, more connected.



Collaborating in such an environment, across devices, applications, processes and places, is often a nightmare, driving your employee productivity down and your communications costs up.

Fortunately, new unified communications and collaboration (UC&C) technologies have emerged to optimize business communications in today's demanding new world.

The Alcatel-Lucent OpenTouch® Suite for Mid-sized and Large Enterprises (MLE) makes it easy for your employees to collaborate. And it's all provided on one easy-to-manage platform that leverages your investments in telecommunications equipment.

86% of Enterprises surveyed consider it extremely important to seamlessly connect to the network from anywhere, on any device.

**SOURCE: ALCATEL-LUCENT ENTERPRISE, PRIMARY MARKET RESEARCH, 2014**





- More than 70% of Enterprises consider IP Telephony and Unified Communications to be very important to their company growth.
- 58% of Enterprises already offer, or are planning to offer, guest support.
- 87% of Enterprises currently offer or are planning to offer video conferencing to desktop and mobile devices.

**SOURCE: ALCATEL-LUCENT ENTERPRISE, PRIMARY MARKET RESEARCH, 2014**

## TOP 3 BUSINESS COMMUNICATION CHALLENGES

The growing capabilities and use of mobile devices in today's business environment are transforming collaboration requirements. This also presents a great opportunity to improve your employee productivity and increase the competitiveness of your organization!

### CONSUMER TECHNOLOGIES SET EXPECTATIONS

Innovations in consumer communications have been outpacing current IT services at many companies. Smartphones are enabling video interaction, social media integration, instant messaging (IM) and cool new apps. Tablets and laptops provide high-quality video and voice communications anywhere. People love the convenience and freedom to communicate when, where and how they want. It's only natural that they want these same benefits at work.

### GENERATION Y IS CHANGING THE WORKPLACE

Business demographics have changed, and Generation Y – the millennials – will soon be the majority of the workforce. These hyperconnected employees are digital natives who have grown up with technology. They're very knowledgeable and comfortable with it, and they expect to be surrounded with effective communications technology at work.

### BUSINESS IS DISTRIBUTED AND MOBILE

As employees accelerate their demands for new ways to communicate, business dynamics are transforming. Business cycles that used to take days now take hours, and the work environment is distributed and mobile. Outsourced third parties, remote offices, global work teams, mobile professionals and teleworkers are all part of today's enterprise.



## UC&C Delivers

How do you respond to today's business communication challenges? You need a solution that unifies your disparate communication and collaboration systems and is easy for the user, manageable for IT, and affordable for your enterprise.

### **SIMPLE OPERATION**

Communications solutions must be easy to access and use. Employees can't and won't take the time to figure out complicated steps for such tasks as adding participants, switching between documents, making a video call or shifting everything to a tablet in the middle of a crucial business conversation.

### **MANAGEABLE DEPLOYMENT**

IT teams are under pressure to deliver advanced communication services, such as video, IM and mobile collaboration, across the enterprise. They need to integrate these services with a variety of enterprise applications. All capabilities must be available on any device, using any media, in any location.

### **AFFORDABLE PLATFORM**

IT teams must control costs and look for operational efficiencies. A unified management platform that integrates existing technologies becomes a must.

### **THE UC&C OPPORTUNITY**

A communications solution must make it easy for your employees to collaborate across devices, applications, processes and locations without adding complexity and cost to your existing IT and communications infrastructure.

UC&C can increase your employees' productivity and improve competitiveness.



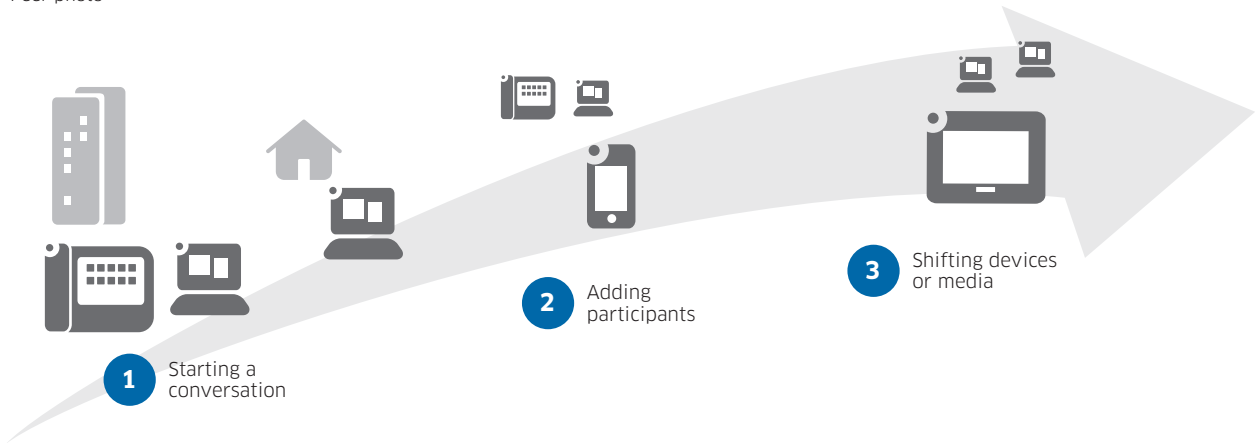


Rich IM/presence  
Peer photo

Unified directory lookup  
Conference paradigm

Rapid session shift  
Web conferencing

Video switching  
Session continuity



## HASSLE-FREE MEETINGS AT LAST!

With UC&C technologies, every person in your business ecosystem – employees, customers, partners and suppliers – can spontaneously connect by audio or video and collaborate, sharing documents, desktop applications, videos and more.

People can join a meeting from anywhere: on-site, a remote or a home office, hotel room, on the road – wherever. They aren't limited by a particular communications technology: they can use

fixed or mobile telephony, computer-based audio or video, or other means.

Meeting attendants activate the media most appropriate for collaboration, such as a desktop PC or laptop, tablet or smartphone document sharing, video, or IM. Each person can add participants as the conversation evolves.

If participants need to move, they can switch devices – from a tablet in a hotel room to a mobile phone in a taxi, to a desktop PC when they reach the office – without leaving or disturbing the meeting.



## THE ALCATEL-LUCENT OPENTOUCH ADVANTAGE

The Alcatel-Lucent OpenTouch Suite for Mid and Large Enterprises makes it easy for your employees to collaborate. And it's all provided on one easy-to-manage platform that leverages your investments in telecommunications equipment.

**Mission-critical communications:** OpenTouch enables real-time, high-quality, uninterrupted mission-critical voice communications. You don't want to compromise when leading a group conversation with a key customer!

**Smooth conversation shift:** With OpenTouch, you can shift your conversation as you change devices or media, without losing it and without your audience even noticing. You are often on the move and you will want to use the media most appropriate to your conversation!

**Flexible evolution:** OpenTouch allows a flexible evolution from your current voice and data infrastructure to a centrally managed multi-device and multimedia collaboration infrastructure, including HD video.

The Alcatel-Lucent OpenTouch Suite has received multiple industry awards.







## ARE YOU READY FOR THE FUTURE?

Now is the time to define your UC&C needs and identify your collaboration delta.

CONTACT US TODAY TO GET THE CONVERSATION STARTED!



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