



Voicecon – Spring 2008 Summary

April 3, 2008

We experience a great deal of activity and an overwhelming number of visitors to our booth at the spring Voicecon show in Orlando, Florida.

For more information, both Mike Seeley and Dave Ballins are available for calls, presentations or demos to ensure you can truly experience the full breadth of Voice Mobility's line of solutions. Please feel free to contact Mike or Dave at mseeley@voicemobility.com or dballins@voicemobility.com.

The spring Voicecon show in Orlando was aptly focused on unifying enterprise communications. Both Dave and Mike noticed the focus and the energy behind unified communications at the show.

Some may say, "**Its been a long time coming!**". We would agree. As an industry, the unified communications market has certainly seen its ups and downs. Analysts have been predicting for years that unified communications will take off and for years we've waited. So what's driving the excitement now? Why the push from the super - manufacturers like Microsoft, IBM, Nortel and Avaya?

Well perhaps they know something we don't. But honestly we don't see it that way.

There are plenty of drivers forcing change in the unified communications markets:

- Outdated voicemail systems are no longer supported by the manufacturers that built them
- Price pressure has enterprise and campus IT professionals looking for "a better way"
- Technology has hardened
- Software solutions built from open standards are available
- And, enterprises and campuses are looking to unify their business processes and messaging needs

We believe that the Voicecon show is the tip of the wave. 2008 will bring with it new solutions and will see the adoption of unified communications in the marketplace. This statement has been said before, however we are now looking at ways of saving from the total IT spend of enterprises and campuses. The unified communications industry has never been able to put forward a return on investment (ROI) that supports a total savings in expenditures.

We'd like to thank our partners from Communication Resources Inc and The Via Group for their support at the show. We couldn't have done it without them.

Please take the time to read an excerpt from Blair Pleasant's summary of the Voicecon show. Blair can be reached at at bpleasant@commfusion.com or www.ucstrategies.com.

We look forward to discussing our solutions with you.

Rob Collins

Director, Marketing

By Blair Pleasant:

My discussions with vendors and customers at VoiceCon confirmed my belief that the majority of companies start off on the road to focusing on User Productivity--integrating the various communication modes, while adding presence to the mix to enable click-to-call or click-to-communicate capabilities.

After trying this out for a while, many companies then move on to find other ways in which UC can be utilized within their organizations. This generally involves communication-enabling business processes. However, some companies understand the value of UC in optimizing their business processes and focus, from day one, on business process integration.

It's critical to recognize that there are essentially two types of UC solutions--one type provides benefits to individual users, and the other provides benefits to the enterprise as a whole. The UCStrategies.com team has defined two types of UC and benefits under the UC umbrella--UC-User Productivity (UC-UP) and UC-Business Process (UC-BP).

The personal productivity benefits of UC are important and help workers to be more efficient and effective at doing their jobs, in addition to providing increased worker satisfaction. During the VoiceCon User Forum, Mike Connelly, Vice President of IT/CIO, FranklinCovey, noted that users want to know "what's in it for me" when their company implements UC and changes the way they work. He stated that UC needs to provide value to end users and that in general they don't really care if you save the company lots of money; people want tools to help them do their jobs better.

While I agree with this assessment, it's important to recognize that the real ROI comes from linking UC to the company's business processes and enterprise goals. Early adopters of UC are transforming their businesses and, as a result, saving thousands or even millions of dollars. Business process integration and transformation deliver the real ROI and impact of UC. Personal productivity tools that provide users with better communications management, while nice, won't necessarily convince your CIO or CFO. Instead, enterprises need to look at how UC provides benefits to the enterprise as a whole, especially in terms of changes to the business processes that will reduce costs, increase sales and improve customer service.

Blair Pleasant

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