

Unified Communications and Collaboration

Microsoft Unified Communications and Collaboration technologies use the power of software to streamline communications between people and organizations, regardless of medium, platform, device, or location. Find the right person quickly and easily and simply click to communicate by e-mail, phone, VoIP or instant messaging – or even schedule a meeting or Web conference allowing:

- People to find and collaborate with co-workers quickly and easily
- Communications from almost anywhere and on a wide range of devices
- Presence awareness within desktop and line-of-business applications
- Enterprise-grade security, reliability and availability in a trustworthy platform

Potential Tangible Benefits

Revenue Increasing	Reduce sales cycle times	Improve customer responsiveness and sales force productivity through enhanced communication capabilities, resulting in more sales opportunities with new customers and greater wallet share and increased retention with existing customers
	Shorten time to market	Reduce the product/service launch cycle through improved business process efficiency
	Increase customer retention	Help those who serve customers to more easily resolve issues as they arise with ready access to the required people and information
Cost Reducing	Lower travel costs	Use audio, video and Web conferences to replace certain face-to-face meetings
	Lower telecommunications and conferencing costs	Use in-house capabilities to eliminate third-party conference expenses, and reduce site to site, local, long distance and mobile phone expenses by using more cost effective means to place and receive phone calls
	Lower on boarding and ongoing training costs	Lower hiring costs by providing the latest tools to attract and retain staff while minimizing the need for relocation, and reduce induction and ongoing training costs with improved eLearning capabilities.
	Lower facility costs	Reduce office space requirements by providing information workers unified messaging, collaborative team workspaces and mobility features, which allows them to work from shared offices or home offices
	Increased information worker productivity	Help staff more easily communicate and collaborate more effectively to improve personal productivity and business performance, with automated electronic records management to lower costs of compliance
Lower Total Cost of Ownership	Increase IT staff productivity	Provide a collaborative environment that is simpler to deploy, maintain and support with familiar Windows Server management tools
	Improve security	Avoid security-related costs with integrated antivirus, anti-spam, and anti-phishing technologies that are automatically updated
	Increase availability and business continuity	Backup data and recover in minutes with new continuous replication capabilities, even between geographically separate sites

Business Value Framework

Potential Strategic Benefits

Improve customer satisfaction	Use unified messaging and mobility features to improve responsiveness and create better customer experiences
Increase corporate performance	Reduce business process latency and increase innovation by accelerating information sharing, improving the quality of decision making and simplifying communication
Lower risk of business interruption	In the event of a disaster or adverse event, employees can work from remote locations using better communication tools
Improve corporate sustainability profile	Less travel and commuting reduces overall energy consumption
Increase employee satisfaction	Employees have less stress/frustration when trying to reach other, can have flexible work locations and perceive their employer as an innovative organization that gives them the tools to do their jobs effectively
Improve ability to retain and recruit employees	Increase employee retention and make it easier to hire employees by providing flexible work settings and geographical locations
Place more focus on core competencies	Less time and money is spent on IT and telecommunications services, thereby freeing up resources to focus on the core business

Microsoft Unified Communications and Collaboration Foundation

