

Unified Communications for Environmental Sustainability

Good for Business. Better for the Earth.

The Sustainable, Bottom-Line Benefits of Microsoft Unified Communications

With concerns about the economic climate as well as the warming global climate, companies are taking a hard look at costs and the environmental impact of their operations. Globalization is expanding supply chains and service customers in markets around the world. It's become imperative that employees coordinate and collaborate with colleagues and partners in multiple time zones, often incurring the high cost of travel to operating budgets and the environment.

Many companies are finding that with Microsoft® Unified Communications, a healthy global business and a healthy planet go hand in hand. By allowing workers to meet, connect, and collaborate without having to be physically in the same place, Unified Communications helps reduce the costs and carbon impact not only of business travel and commuting, but enterprise telephony and office space as well. The results are positive for the bottom line—and the planet.

A Global Concern for Conscious Corporations

A landmark study of CIOs and IT directors of Fortune 1000 companies [Harris Executive Omnibus, March 2008] found travel reduction is a top-line initiative. Roughly one-half (53 percent) of Fortune 1000 organizations surveyed have a policy in place to reduce employee travel, and another 30 percent plan to put one in place in the next 12 months.

Top reasons cited for travel reduction were to reduce expense, increase employee retention, improve work/life balance, save time, boost productivity, and reduce carbon emissions and environmental impact.

The study found that 86 percent of executives stated that it was "important" or "very important" that geographically dispersed workers be able to collaborate. More than half (56 percent) have policies in place to reduce carbon emissions, and another 23 percent plan to implement a policy within the next year.

Of these companies, 94 percent are using collaboration tools such as Web/video conferencing, or are planning to use them for travel and carbon reduction in the next 12 months.

Microsoft Unified Communications: Streamlined Collaboration the World Over

Unified Communications allows geographically distributed teams, mobile workers, and teleworkers to communicate and collaborate effectively anytime, from anywhere. It gives them the flexibility to access the people and information they need, whether they're on the other side of town, the country, or the world. Unified Communications integrates key business communication solutions into a single easy-to-use interface.

This includes:

- Secure, mobile e-mail
- Calendaring
- Voice mail
- Instant messaging (IM)
- Voice communications (Voice over IP, which can be integrated with the organization's PBX)
- Web conferencing
- Video conferencing
- Audio conferencing
- Presence availability

Workers can quickly and easily find the right person and click to communicate from within everyday software applications and business processes.

It's a New World of Work

The nature of the workplace, and of work itself, is fundamentally changing as enterprises free their employees to be productive from anywhere, anytime. Those that capitalize on the New World of Work build better work environments for their employees, while slashing carbon footprints and the expenses that come with unnecessary resource use.

Reducing the need for fixed office space and enabling virtual meetings slash overhead and carbon output, as well as expenses for real estate and energy for heating and cooling.

Unified Communications technologies are fundamental to the New World of Work. They give knowledge workers access to information and enable effective collaboration from anywhere.



Work and flexwork initiatives reduce the time spent commuting and traveling, making them a key strategy for recruitment and retention. They also reduce miles driven on congested highways and the emissions they represent.

Improved Collaboration, Less Commuting, Reduced Carbon. Microsoft Unified Communications delivers bottom-line savings and boosts overall business performance—while it reduces the environmental impact of global operations.

Improved Productivity and Collaboration. By eliminating the time lag associated with travel and allowing geographically dispersed teams to connect instantly, Microsoft Unified Communications promotes better, faster decision-making.

Web conferencing capability allows workers to convene meetings on-the-fly via a real-time Web conferencing link, with audio and video capabilities that replicate much of the rich interactivity and visual cues of face-to-face encounters. Any number of employees can participate in these conferences from anywhere, using nothing more than a laptop PC for Web conferences plus a simple webcam for video conferencing. Now there is no longer a need for dedicated rooms with systems that

are high-priced, overly complicated, and underused.

Presence capability allows each individual to view a co-worker's availability, and to choose the most appropriate communication method for the task at hand. This increases productivity and reduces the "time-to-decision." Employees can also switch seamlessly between communication modes as circumstances dictate, for example, upgrading an asynchronous text-messaging exchange to a real-time video conference.

Volvo Cuts Costs, Reduces Emissions

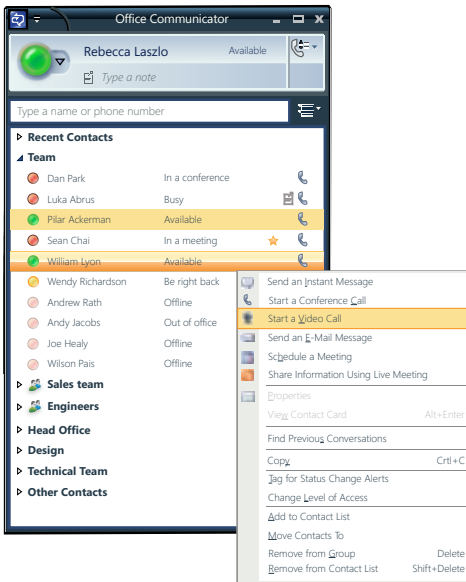
Swedish-based truck and automotive maker The Volvo Group uses Microsoft Unified Communications to replace expensive travel. Their virtual meetings involve not only internal departments, but also first-tier customers such as vehicle dealers, fleet owners, and insurance companies.

Ease of use and affordability were major factors that enabled a broad rollout, including Microsoft® Office Live Meeting and the Polycom® CX5000 Unified Conference Station 360-degree conferencing device. The Polycom CX5000 is portable (weighing less than 7 lbs./3.5 kg), costs just \$3,000, and meeting leaders can set it up without a technician.

While fixed, room-sized video conferencing systems are typically used for regular meetings and all-day conferences, simpler tools reach far more workers. Approximately 60 percent of the 100,000 employees use NetMeeting, holding about 14,000 sessions per month. The number of sessions is rising as Volvo migrates to Office Live Meeting and gradually increases use of the Polycom CX5000.

In addition to the travel cost savings, Volvo IT estimates that the collaboration tools are saving 900 metric tons of carbon emissions per month.

With integrated communications embedded in familiar business applications, Microsoft Unified Communications offers a seamless and intuitive experience. Users may start an IM, schedule a meeting, or place calls right from within Microsoft® Office Outlook®, Microsoft® Office Excel®, and Microsoft® Office Word. And since there is only one client to learn and use, this delivers a solution that users are much more likely to embrace—compared to one-trick systems and piecemeal approaches.



By having insight into a co-worker's "presence," users can easily view his/her availability, and choose the most appropriate communication method for the situation.

Decreased Business Travel. In a study of 15 early adopters of unified communications, Forrester Research calculated that organizations could reduce travel 10 percent initially, and up to 30 percent when Microsoft Unified Communications is widely deployed. The study calculated that a 23 percent reduction in travel for a 4,000-employee firm could save \$1.5 million over three years. These numbers do not include the indirect savings: reducing the lost productivity from time spent in transit between appointments; recovery from jetlag; waiting in airport security lines; or running the gauntlet of flight delays [Forrester Research, 2007].

An estimated 20–30 million metric tons (MMT) of CO₂ emissions could be reduced in the U.S. in 2020 thanks to virtual meetings. This could also yield \$5–10 billion in gross savings in the U.S. in 2020 from lower spending on jet fuel [SMART 2020: Enabling the low carbon economy in the information age; Global e-Sustainability Initiative and The Boston Consulting Group, Inc., 2008].

Decreased Commuting Through Telework. Telework (or flexible work) brings work to the employee instead of bringing the employee to work. Of the "100 Best Companies to Work For" as listed by *Fortune* magazine, 82 provide telecommuting opportunities [Fortune, 2007]. By enabling flexible working arrangements that reduce time spent commuting, Microsoft Unified Communications is one of a firm's most potent means for improving employee satisfaction and retention.

Knowledge workers desire a proper work/life balance yet are expected to be available for more hours of the day. Work-from-home options enabled through Unified Communications optimize individual schedules outside of the traditional eight-hour workday. They connect distributed workforces for off-hour meetings that span time zones or oceans, giving global businesses 24/7 coverage without overburdening workers.

Telework imposes fewer burdens on the earth as well. Businesses can reduce CO₂ emissions by an estimated 50–100 MMT in the U.S. in 2020, which represents 5–9 percent of road CO₂ emissions if 15–20 percent of employees were able to work remotely. In addition, it could yield \$15–30 billion in gross savings in the U.S. in 2020 through lower fuel consumption. The exact savings will depend on the rate of adoption of the solutions identified [SMART 2020 Report, 2008].

DelMonte Slices, Dices Travel Expense

DelMonte Foods, U.S.-based food producer and distributor, has rolled out Office Live Meeting to 3,500 employees—roughly one-quarter of its workforce—across its San Francisco head offices, operations in Pittsburgh, 40 factories, and more than 12 sales offices.

The tool has allowed the company to rein in its travel overhead while enhancing the ability of staff to adroitly coordinate projects.

"We needed an enterprise-wide online conferencing solution," explains Jonathan Wynn, manager of advanced technology and collaborative services. "Live Meeting is highly visual and gives [sales employees] the ability to discuss and collaborate on important sales documents in real time."

Before deploying Live Meeting, the company found its travel expenses mounting—and multiplying. "When a Del Monte employee flies to a meeting in San Francisco, it's never just one person on that trip," Wynn explains. "It's always multiple people taking multiple flights and staying in separate hotel rooms, which gets expensive. Live Meeting helps us lower those costs. It gives us a way to effortlessly reduce our travel."



Unified Communications connects teleworkers with the flexibility to access the people and information they need—when, where, and how it is most convenient for them. This contributes to increased productivity, lower operating costs, and higher employee satisfaction.

Companies offering teleworkers shared hoteling spaces eliminate the need for permanent office spaces. This has a substantial impact on “brick and mortar” real estate investments, with a corresponding reduction in energy, operational and maintenance costs, and in the organization’s carbon footprint.



Wakefield Eliminates Carbon—and Buildings

Wakefield Metropolitan District Council, a local government authority in Yorkshire in the U.K., implemented a unified communications solution built around Microsoft Exchange Server 2007.

It was part of an organizational transformation program to modernize the way council and elected members collaborate, and to improve service delivery to the 318,000 citizens served by 8,000 staff.

By implementing flexible working and transforming to a clear-desk, minimum-paper environment, Wakefield has or is projected to:

- Cut the number of administrative buildings from 34 to six
- Eliminate 127,000 commuting miles by the 81 percent of e-services employees who have adopted some level of home working
- Improve productivity by 15 percent
- Generate more than £7.3 million in capital receipts by disposing of unnecessary assets
- Realize more than £4 million in revenue savings
- Reduce carbon emissions by 35 tons
- Reduce the amount of copier paper consumed in one department alone by 70 percent

Reduction in Real Estate Investments and Overhead. Collaborative technologies allow employees to work from anywhere for more flexible space planning. Teleworkers can share hoteling spaces, eliminating the need for permanent offices—a substantial savings with office costs pegged at \$10,000 per employee per year [Telework Coalition, www.telcoa.org]. Companies also save the costs and environmental impacts of heating and cooling, land use, and construction, providing parking spaces, and the air quality issues associated with filling those spaces.

Lower Telephony Expense and Energy Use. Microsoft Unified Communications applies a software-centric approach that simplifies the communications infrastructure. It harnesses existing PBX systems through a VoIP/PBX gateway, sparing companies from having to radically overhaul existing infrastructures, while providing a path to a comprehensive system on a single platform and network.

Communication devices are standard commodity hardware (multimedia-enabled personal computers, IP-based desk phones, USB plug-in headsets, webcams, and other voice and video devices), which generally consume far less power than conventional phones and dedicated devices.

By replacing conventional telephony with unified communications, a 4,000-employee organization stands to reduce its costs for dial-in conferencing by 50 percent (representing a \$0.6 million savings) over a three-year period. Overall telephony charges can be cut by 40 percent (\$1.2 million) [Forrester Research, October 2007]. The same study estimated costs for IT infrastructure and administration could

be reduced by up to 50 percent through consolidating servers and multiple-vendor solutions. Additional energy-cost savings and corresponding carbon take-out come from not having to power those additional servers, as well as the cooling costs that accompany them.

Be More Responsible to Your Shareholders. And to the Earth. With Microsoft Unified Communications, you can join the ranks of companies who have recognized that improving global competitiveness, boosting business performance, and reducing carbon output are one and the same.

Find out how companies like yours are already using Microsoft Unified Communications to reduce unnecessary expenses, increase employee retention, collaborate more effectively, improve productivity, and achieve other impressive results—while making less of an impact on the earth. Visit www.microsoft.com/UC