



Unified Communications

What is Unified Communications?

Over recent years the office has changed. We have moved from the 9 to 5 desk with a PC and a landline, to a multitude of personal communications devices, contact addresses and numerous phone numbers.

Unified Communications takes business communications to the next level, by opening new lines of access, whilst removing the need for multiple technologies. Put simply, it allows all messages to be directed to the same central repository, so users can access them from wherever they are, via whatever device they have to hand – be it their mobile phone, PC, laptop, browser, PDA or even the plain old telephone. And the best Unified Communications solutions go one step further, by using intelligent technology to determine where a recipient is and the best way to contact them.

Access to Unified Communications used to be the preserve of enterprise level organisations, but recent developments

from Microsoft mean that this progressive new business tool is now more widely available and is changing the face of traditional office based conversation.

As your business grows and you need to provide your employees, suppliers and clients with more flexible access to each other, a system which allows you to break down the barriers of the traditional 9 to 5 working day, whilst accelerating the productivity of your workforce, could help you to stay one step ahead. And with the latest Unified Communications technology, this doesn't necessarily mean throwing all of your existing systems away – you can even use your existing telecoms investment.

Our ability to deliver the most effective Unified Communications

At JMC we understand that partnerships lie at the heart of every business and that effective communications are the lynch-pin between you, your colleagues, your clients and your suppliers. We also know that businesses tend to spend more on their communications services and equipment than on any other area of their IT investment – so it's important to get it right. With 30 years' experience providing IT solutions and support across different commercial markets, JMC has the expertise and knowledge to help you to choose the right technology and implement it successfully across your business.

The tools of Unified Communications

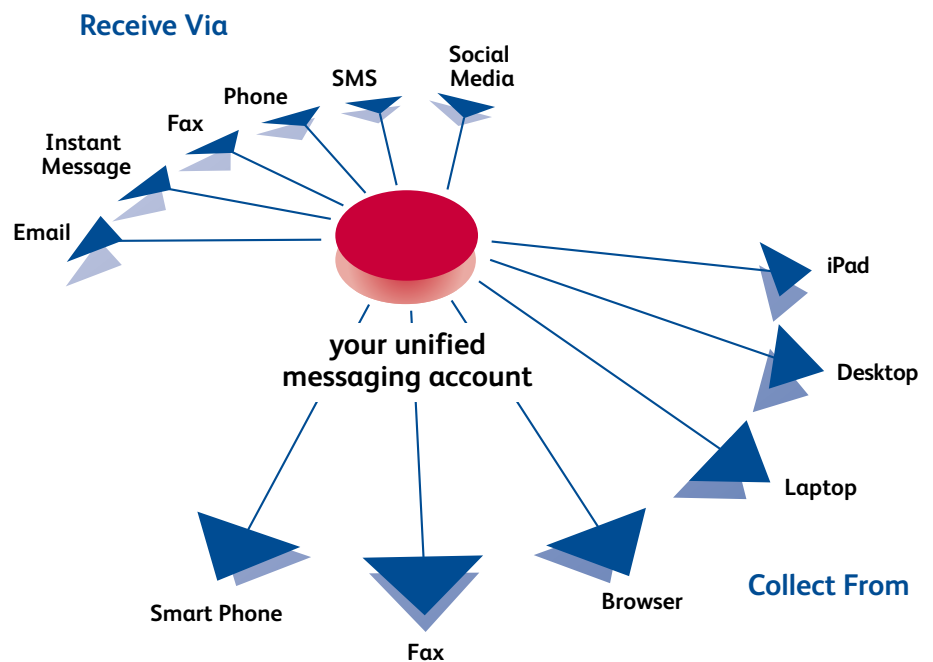
- IP Telephony
- 'Presence' aware applications
- Unified messaging
- Video conferencing
- Instant messaging

Enabling Unified Communications

- Microsoft Lync Server 2010 & Microsoft Lync 2010
- Microsoft Exchange Server 2010
- Cisco IP Telephony

The benefits of Unified Communications

- Cost-effective communication across multiple sites and with mobile workers, via existing Internet or fixed lines.
- One address book accessible anywhere, even within an application – making it easier to get in touch as and when you need to.
- No need to remember or lookup phone numbers, just click on names to initiate calls.
- Removal of the need for travel to meetings – saving time and money.
- Bringing communications to industries without a traditional office base.
- Greater flexibility in the working day for employees – making it easier to fit work around their lifestyles and giving you access to a wider labour market.
- Removal of telephone tag and the time waste of chasing.
- Data capture and a complete paper trail – providing proof of previous communications.
- Avoidance of communications silos – no out of office delays to projects, improving productivity.
- Improving your competitive advantage.
- Saving valuable time.



IP Telephony

IP Telephony essentially allows a phone system to be integrated into a computer network, thereby allowing it to be run as a software function and reducing the maintenance costs associated with separate communications networks. Conversations can be treated in the same way as any other data, allowing speech and voicemail to be recorded, searched, shared and saved across offices and locations. Users are issued with a single phone number, which can be transferred to any network attached phone, across the Internet or existing data lines, thereby providing flexibility for remote or home working.

In addition IP Telephony is easily and cost-effectively scaleable; if your business grows quickly, further extensions can be added by your network administrator – so there's no need to purchase a new system, or purchase additional PBX kit to upgrade it if you find yourself with an increase in employees.

'Presence' aware applications

Microsoft Lync Server 2010 and Microsoft Lync 2010 allow you to be contacted in the right place, on the right device, the first time, by recognising your 'presence' or availability and routing your correspondents' telephone calls, emails and instant messages in the most appropriate way. A person's 'presence' can be easily seen on screen, even within common applications.

Unified messaging

With a single inbox for voice messages, email and fax communications, accessible from

anywhere via a PC or phone, unified messaging ensures that your employees are as contactable as your business needs. Removing the restrictions of a PC and office phone, an online log-in or call to a single number not only provides access to voicemail, but also to your inbox, allowing retrieval of email, use of your calendar and even virtual meetings whilst you are out of the office. And with voice recognition, text to speech and speech to text technology also available, you can send and reply to emails as voice data files via any phone, from anywhere.

Video conferencing

Previously an exercise requiring heavy investment in expensive technology, video conferencing is now accessible to anyone with a PC and Internet connection to hand. The latest technology allows participants across remote locations to interact with each other online, with enhanced audio and video connections and the opportunity to share documents across a conference group. Providing huge savings in travel and time, it also makes the 'ad hoc' meeting a reality; providing a huge advantage in the fast-paced commercial arena.

Instant messaging

Instant messaging (IM) becomes a true business tool, with the opportunity to interact and respond to individuals or to groups of contacts immediately. With the introduction of 'saveable' messaging and the ability to attach documents for review mid-conversation, IM provides increased collaboration across working parties and maximises responsiveness.

Enabling Unified Communications

Microsoft and Cisco, two leaders in the field of office based communications, have been quick to respond to the move towards flexible working via Unified Communications with the launch of a series of new technologies, easily accessible to all businesses.

Microsoft Lync Server 2010 & Microsoft Lync 2010

Microsoft Lync Server 2010 and Microsoft Lync 2010 provide easy access to Unified Communications, allowing users to take advantage of IP Telephony, audio, video and web-conferencing, document sharing and instant messaging across a wide range of devices and Microsoft applications.

A robust, flexible standards based platform, the products provide end to end security, with all communications flowing securely through data, Internet and phone networks. As a result, users can converse with each other from wherever they are, in the knowledge that messages and shared information are kept confidential between themselves.

In addition, it provides the opportunity for many people to collaborate within and between organisations at the same time by making video and audio conferencing a possibility for anyone, anywhere, with the right access permissions.

With Lync Server 2010 any location becomes a meeting place, with the ability to share documents and information whilst communicating by phone, computer or even video. The advantages are many, including significant savings in travel time and costs for all parties and faster decision making. Advanced instant messaging enables communications to be encrypted for security, logged and archived, thereby allowing 'meetings' to be recorded and saved in the same way as other data files – an increasing compliance requirement for many organisations.

Lync Server 2010 and Lync 2010 presence enable your contacts and commonly used applications, allowing you to see at a glance whether they are available and how best to contact them. You no longer need to remember all those contact details, just click on a person's name.

Every level of your business is catered for. Employees who wish to communicate with clients and colleagues whenever they are out of the office benefit from the ability to work efficiently from wherever they are. IT managers who require increased operational efficiency, and reduced complexity, benefit from the ability to add new users without referral to expensive third-party support and a centrally managed system encompassing all of your organisation's communications devices. And the IT decision maker, who needs to maximise employee efficiency whilst ensuring the security of your business, benefits from increased employee productivity, simplified compliance and protection from internal and external threats.

Microsoft Exchange Server 2010

The launch of Microsoft Exchange Server 2010 sees the latest step in the evolution of Exchange Server as the most effective, secure and cost-efficient communication server in today's market.

With three key provisions; 'built in protection', 'anywhere access' and 'operational efficiency', Exchange Server 2010 has been developed to provide the very best Unified Communications tools most widely required in modern business, coupled with an intuitive interface and ease of use.

Recognising that email is the key business critical communication tool in today's competitive environment, Exchange Server 2010 has been developed to handle email efficiently whilst ensuring reliability and resilience with simplified high availability and disaster recovery; as well as maximum security against spam, viruses, interception and tampering.

Exchange Server 2010 enables you to access your inbox from almost anywhere using a PC, a laptop, a browser from any computer on the Internet, a mobile device, and by using any phone. The much improved Microsoft Outlook Web App 2010 is visually very similar to Microsoft Outlook – providing easy access in a browser that can be used from any computer where there is an Internet connection. Now with unified messaging, users can receive their email, voicemail, and faxes through a single inbox that can be accessed from anywhere and can manage all of their messages in one place, just as they manage email today. For example, voicemails can be forwarded, converted to text, be added to with text notes and be found using the built-in search. Exchange Server 2010 can be easily connected to existing conventional phone or IP Telephony systems, and also offers improved compliance with integrated archiving to help simplify compliance and discovery.

Cisco IP Telephony

The introduction of IP Telephony and the opportunity it provides to integrate telephony services into a single data network is changing the way that voice communications are handled, by delivering information much more efficiently than traditional PBX telephony networks.

Cisco, a world leader in communications technologies, provides a single, secure, integrated IP Telephony platform for the deployment of converged voice and data. In addition to advances in the efficient handling and distribution of calls over the network, a key advantage of IP Telephony over PBX systems is the ability to make moves and changes to system users via the IT network, without the need for external engineer support. This is particularly important for those businesses who have regular changes in staff numbers or location of staff, or who have members of staff who hot-desk or home work, as users can log-in and out of the telephony system from any handset on the network.

Simply, IP Telephony provides a streamlined system, resulting in simplified system operation and management, a reduced maintenance and training requirement, lower call costs and increased efficiency, all combining to offer a lower total cost of ownership.

Why JMC to unify your communications?

At JMC we place great emphasis on research and development in order to provide our clients with the very best elements of the latest technology.

With 30 years' experience delivering business IT solutions we know that 'off the shelf' doesn't always deliver the tools you need, so we ensure that the system we develop for you matches your requirements – we want your IT to be an asset, not a financial headache.

Our independent approach helps us to do this; unlike many IT solution providers JMC works with a number of the major technology suppliers, so we can ensure that you receive the equipment and applications most befitting your needs. We appreciate however, that the majority of business IT users work with Microsoft products and find it reassuring that the world leader in business IT is bringing Unified Communications technology to a wider market. Our longstanding relationship with Microsoft and our position as a Microsoft Gold Partner is testament to our expertise across its products.

Key benefits of IP Telephony:

- One-number access, which can be diverted to any landline or mobile – allowing you to be contacted wherever you are.
- The linking of inter-office calls over the Internet, thereby removing any phone call costs.
- Automatic dialling of numbers via Microsoft Outlook.
- Unlimited voicemail capacity.
- Database integration – internal IT applications, such as customer databases, can provide key contact information when a call is received – making you more prepared.
- Calls handled as data – allowing them to be recorded and saved as files on your server.

In short, we can help you to deliver:

- The right information
- In the right format
- To the right people
- At the right time

...allowing you to stay ahead and maintain competitive advantage.

Tel: 0161 925 7777

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