

IBM Converged Communications Services – unified messaging



Highlights

- ***Assists in enabling employees to work more productively***
- ***Helps reduce infrastructure cost and complexity***
- ***Supports improved customer service***

Addressing the communications challenge

Communication defines your business—driving revenue, brand reputation, customer satisfaction and employee productivity. Yet many companies rely on separate messaging systems for voice mail, e-mail and faxes, and even maintain stand-alone

installations of each technology at individual locations. This often means that business-critical messages miss their targets or don't arrive in time, and that customers and partners can't get their questions answered as quickly as they should. Meanwhile, managing these multiple systems can be a costly and time-consuming exercise for IT.

IBM Converged Communications Services – unified messaging can help you get more out of your existing applications by helping you design, build and run a solution that consolidates and manages messages from a variety of sources and in multiple formats. If your business is expanding to multiple locations, if you are called upon to support an increasing number of remote and mobile employees, or if it's simply time to replace an aging phone system, unified messaging might be your solution.

Boosting staff productivity with improved messaging

IBM Converged Communications Services – unified messaging helps get the right messages to the right people at the right time. All messages, whether text, voice or fax, arrive in a single inbox, which your employees can access from phones, wireless devices or Web browsers. Their messages can be prioritized for intelligent routing, and they can screen calls to focus on those that require a faster response. Because unified messaging systems integrate fully with IBM Lotus® Notes® and Microsoft® Exchange, almost no training is required—your employees can start benefiting from improved message handling right away.

Reducing the cost and complexity of your communications systems

IBM Converged Communications Services – unified messaging can also help reduce the complexity of your infrastructure, enabling you to redirect critical resources toward activities that help your business grow. Having a single, converged inbox for all your messaging needs leaves you with only one system to manage, thereby potentially lowering your total cost of ownership. Moreover, because a converged system needs only a single directory for user accounts, there is no need to duplicate and maintain this information across separate voice and data systems.

Improving customer service and satisfaction

Given the realities of today's marketplace—the globalization of labor sources and delivery models, and the commoditization of so many industries—it's hard to stay competitive, and it's easy for your customers to transfer loyalties if they're not satisfied with your performance. If your customers aren't happy, your revenues won't grow. Unified messaging offerings can help you treat your customers right, so you can protect your brand and help preserve your competitive advantage. No matter what methods your customers use to contact you, a unified messaging system can help ensure that their requests reach the right person—quickly, so your employees can respond effectively.

Why IBM?

With a broad portfolio of collaboration software and a worldwide network of experts, IBM can deliver comprehensive converged communications services that are designed to meet your needs.

IBM has extensive experience deploying large-scale converged communications solutions, and is a leading provider of integrated collaborative environment solutions. In addition to our unified messaging products, our strategic alliances with other leading solution providers enable us to deliver collaboration and unified messaging solutions with their products, including the Cisco Unified Communications portfolio, and Avaya collaboration and unified messaging solutions. We leverage the proven, standards-based IBM Global Services Method to help ensure consistency in our engagements in 177 countries around the world.

For more information

To learn more about IBM Converged Communications Services – unified messaging, contact your IBM representative or visit:

ibm.com/services



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