

Solution Brief

OpenScape UC Server Xpress
Fast. Easy. Affordable. Open.

Why Transform Your Business?

There is never a bad time to drive cost savings and efficiency, enhance productivity, increase collaboration and gain competitive advantage. But in today's challenging economic climate it is now a business imperative.

A better connected workforce is more productive, more efficient and more competitive. Great ideas and best practices are shared, collaboration speeds decision making and businesses are transformed into highly responsive, customer-focused organizations.

Stand Still Or Go Forward

In a period of corporate belt-tightening, where budget restrictions often prevent face to face contact, maintaining open lines of communication with national and international customers and partners has never been more important – or more challenging. Similarly, keeping an increasingly mobile and home based workforce connected, and at the same time offering office-based employees the 'at home' option during travel disruption or freak weather events, place growing pressure on existing infrastructures. Increasingly firms of all sizes are turning to voice and Unified Communications (UC) for a solution.

But with firms understandably reluctant to transfer travel savings into capital investment projects it is tempting to purchase applications – whether contact center, unified messaging, voice conferencing or web collaboration tools – on a case by case basis. Indeed there is a raft of vendors out there eager to sell you a vast array of stand-alone products.

The smart business understands that fixing one problem at a time, bolting one application on top of another, is problematic. Far from reducing cost, becoming caught up in a continuous integration cycle saps IT resource - and adds it. CAPEX spending may be delayed with this piecemeal approach but the OPEX penalty of managing the resulting fragmented communications environment, and the cost of integrating and testing each application, becomes prohibitive.

The Packaged Approach

Simply doing nothing is not a viable option. Your competitive position rests on your ability to run an efficient organization, share knowledge freely across departments, and maintain and improve customer loyalty. You may also be asked to deliver new, more flexible working practices to help retain the very best people and to further strip out cost from right across the organization.

In contrast to the step by step approach, undertaking a UC deployment, in which the most critical business applications are pre-packaged and pre-integrated into one complete solution, makes complete sense. Not only will the business instantly realize the performance, productivity and efficiency benefits of a fully integrated unified communications package, you'll also eliminate the burden of continuous product integration and testing from your IT department. They can now focus more on core functions to drive the business forward.

When To Upgrade?

IP-based and unified communications have changed the landscape for mid-sized businesses. The options for how, when and why a business transforms are now greater than ever. It is now possible to quickly establish successful remote working policies, to close satellite offices, bring voice mail and conferencing in-house, provide a professional grade contact center and have employees working – fully connected - from home. You will not only increase productivity but you will eliminate rental and energy costs.

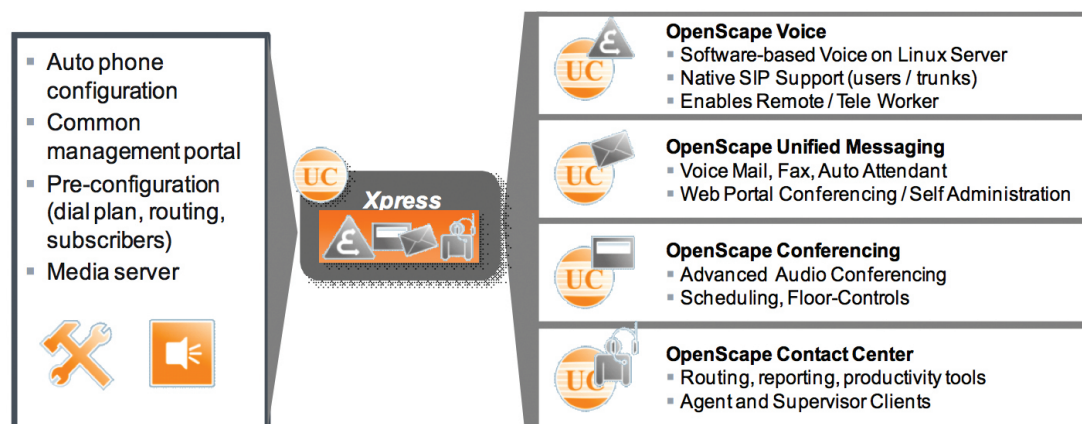
On the technical side, the introduction of voice communications on industry standard servers reduces required floor space and energy needs across your infrastructure. Similarly, enterprise-grade customer contact centers, unified messaging, and audio conferencing are also available on industry standard servers - and now at an accessible 'as one' solution package from Siemens Enterprise Communications – OpenScape UC Server Xpress.

Transforming Your Enterprise With OpenScape UC Server Xpress

Aimed squarely at the mid-market, OpenScape UC Server Xpress combines voice and unified communications essentials into a streamlined package that can be installed in your premises in just hours.

OpenScape UC Server Xpress features:

- The award winning OpenScape Voice, industry proven data center voice solution with lowest TCO
- OpenScape Unified Messaging, saves time, increases convenience, enhances productivity
- OpenScape Conferencing, synchronizing people and information to accelerate business
- OpenScape Contact Center , maximizes first customer contact resolution



Voice and UC essentials within reach of the mid-size enterprise

Communications solutions should be cost effective, simple to deploy and completely integrate all the essential business applications.

Siemens Enterprise Communications OpenScape UC Server Xpress is pre-packaged to create a flexible and easy to deploy solution for mid-sized enterprise customers. Pre-integration of applications reduces complexity of deployment and the risk from continuous application integration cycles.

This delivers significant cost saving for the mid-sized enterprise, while reducing installation time. It enables rapid business transformation and the opportunity to quickly realise the inherent benefits of IP communications and unified communications.

OpenScape UC Server Xpress also offers in-house conferencing to eliminate the costs of third party conferencing providers. Similarly, SIP Trunking allows your business to eliminate or reduce reliance on costly legacy PRI interfaces, bypassing toll charges between multiple branch offices.

This complete package brings all the necessary business applications for unified communications to the mid-sized market quickly, easily and without integration complexity. Unlike other packaged solutions, we offer a choice of network connectivity options – either PRI or SIP Trunking.

The Openscape Impact

The impact of OpenScape UC Server Xpress will be felt immediately, with all the features you need for fast, effective unified communications included. All your people, applications and data become unified into a single network, to deliver improved collaboration and faster decision making.

The move to an Open Communications environment allows your business to slash TCO and achieve rapid ROI thanks to in-house audio conferencing, improved employee communications with unified messaging, savings in floor space by consolidation of operations into a data center environment and improved customer loyalty ratings with a first rate, professional contact center.

With its market leading array of applications and services, OpenScape UC Server Xpress gives your enterprise the tools to become a more agile and tough competitor.

“By integrating UC with business processes and applications, communications are streamlined, human latency is reduced or eliminated, and workers can be more productive, efficient, and responsive.”

CommFusion, July 2010

Sophistication without the complexity

Cost effective and comprehensive, OpenScape UC Server Xpress gives you a quick, simplified path to voice and unified communications essentials

OpenScape UC Server Xpress:

- Is easy to use, with a simple, intuitive interface your employees can use with minimal training. The interface gives employees access to all of OpenScape UC Server Xpress' productivity enhancing features and applications in one place. An aggregated device presence view across multiple channels helps improve employee productivity because they know exactly how and when to contact colleagues. No more wasted phone calls.
- Sets the benchmark for time to configure and install all essential voice and unified communication applications.
- Provides efficient operations and administration with management tools like OpenScape Deployment Server that provides auto phone configuration, and OpenScape Common Management Portal used to manage all applications and network elements.
- Has survivability options and WAN outage protection that protects your business against the risk of lost revenue from unexpected downtime.

On day 1 your business will be up and running because your enterprise specific data has been collected (numbering plan, routing information, user data and profiles) via the OpenSmart Customer Data Collection tool and all necessary pre-configuration data is generated and populated into the system. Being open standards, integrating additional applications is also easy, and OpenScape UC Server Xpress works with most email and groupware systems.

Jeff Rose, director of Information Systems at Orlando Utilities Commission (OUC), says the system has significantly reduced travel time between meetings and provided measurable cost savings. “It has allowed us to cancel a project to replace our aging Exchange integrated fax service and save about \$15,000,” he says. “And we anticipate soon being able to terminate our external audio and Web conferencing services contracts for about a \$20,000 per year savings.”

From “Finding the Value in Unified Communications” whitepaper by Frost & Sullivan

Business Benefits

OpenScape UC Server Xpress' array of essential unified communications applications will transform how your enterprise performs. They enable you to achieve your cost reduction and productivity goals with a clear and tangible ROI, and give you the edge over your competitors.

Cost Savings

OpenScape UC Server Xpress provides tangible cost savings through its conferencing calling feature. This reduces travel expenses and eliminates the cost of expensive third party conferencing solutions. Xpress also enables you to implement remote working more effectively, reducing real estate and energy costs.

Being IP based, OpenScape UC Server Xpress allows for massive cost savings through its use of VoIP telephony between OpenScape Branch Offices.

Productivity

OpenScape UC Server Xpress' audio conferencing feature enables globally dispersed teams and home workers to collaborate, share information and pool their knowledge. It's estimated to deliver productivity improvements of 10-30% for mobile and remote employees. In addition, having in-house audio conferencing eliminates the spiraling costs of third party audio conferencing systems. Audio conferencing will no longer be looked at in the realm of cost containment; instead it will provide 'guilt free' business benefits.

Faster Decision Making

OpenScape Unified Messaging provides the ability to contact knowledge experts quicker and leads to faster decision making. Impromptu conference calls can be held at a moment's notice to resolve issues, enabling projects to stay on track and the right decisions to get made.

Competitive Advantage

The improved productivity, efficiency and agility you gain through OpenScape UC Server Xpress gives you the edge over enterprises that may still be struggling to move into the IP communications and unified communications landscape.

Customer Satisfaction

Your customers will notice the improvements with the professional OpenScape Contact Center that is part of the OpenScape UC Server Xpress solution because it accelerates the response to their queries. First call resolution rate is a key business differentiator, and OpenScape Contact Center gives you the tools to solve customer issues faster. The OpenScape Contact Center's productivity enhancing features and reporting tools will improve the performance of agents and increase customer satisfaction as a result.

Environmental

Finding greener ways of operating is a constant challenge. Along with the reduced emissions from reduced travel, the OpenScape UC Server Xpress solution is a data center deployment that enables you to reduce your environmental footprint up to 90% compared to traditional PBXs. Siemens Enterprise Communications' OpenStage phones also offers the lowest power consumption on the market.

"Conferencing technologies can prove effective means of reducing the need to travel, with the aim of lowering costs while helping employees stay productive".

Gartner, Feb 2009

Key Functionality

■ OpenScape Voice

Offering carrier-grade native SIP-based soft-switch communications on industry standard Linux servers, OpenScape Voice provides clear voice communication anywhere to any location. It is a comprehensive feature set providing all standard and innovative business voice features. Being VoIP based also provides proven cost savings: reduced voice communication TCO up to 25% and voice traffic cost between remote offices by up to 50%.

■ OpenScape Conferencing

Calls can be Ad-Hoc, Meet-me, or scheduled. This allows geographically dispersed teams to collaborate more effectively. OpenScape Conferencing provides floor controls that allow a moderator to mute, lock, or drop users from the conference. Lastly, including the conferencing application eliminates the need for third party conferencing – another cost savings to the business.

■ OpenScape Unified Messaging

Employees receive email notifications of their voice messages, with a URL that links directly to the voice message. Users simply click on the link to play the voice message, eliminating the extra step of checking voice messages on their phone.

■ OpenScape Contact Center

Provides group based routing of incoming calls for improved call handling and first contact resolution. The agent desktop softphone provides personal performance tracking, activity log, speed list/bar and other information to enhance productivity and gain customer insight. The supervisor desktop provides full access to real-time, cumulative and historical reports to track team performance.

Who Benefits?

■ CEO

OpenScape UC Server Xpress accelerates the pace of an enterprise's performance, improves customer response and increases customer satisfaction. It offers a competitive advantage over organizations still struggling with communications overload and the inefficiency of analog based communication environments.

■ CIO

OpenScape UC Server Xpress is a unified communications solution that is ready to deploy in a data center environment quickly and easily without complexity. Because it is a comprehensive solution it removes the risk of continual application integration headaches.

■ CFO

Can protect past, current and future technology investments. Gains cost savings with audio conferencing of 30-70% and reduces TCO up to 25%.

■ Employees

More productive, effective and efficient. Home based employees – whether through choice or through travel disruption - enjoy the same tools and functions as office based colleagues. Easier access to experts within the enterprise helps accelerate decision making.

■ Customer

Faster answers, more information, more knowledge about your services and products and quicker problem resolution with increased satisfaction.

The Openscape Advantage

OpenScape UC Server Xpress provides a fast, simplified and affordable path to unified communications. It addresses your communications challenges and transforms your organization into a lean, agile machine.

While your competitors remain locked in a never ending cycle of application integration, still looking for the right pieces to the business communications puzzle, you'll have found them...and have taken the lead.

About Siemens Enterprise Communications

Siemens Enterprise Communications is a premier provider of end-to-end enterprise communications solutions that use open, standards-based architectures to unify communications and business applications for a seamless collaboration experience. This award-winning "Open Communications" approach enables organizations to improve productivity and reduce costs through easy-to-deploy solutions that work within existing IT environments, delivering operational efficiencies. It is the foundation for the company's OpenPath commitment that enables customers to mitigate risk and cost-effectively adopt unified communications. This promise is underwritten through our OpenScale service portfolio, which includes international, managed and outsource capability. Siemens Enterprise Communications is owned by a joint venture of The Gores Group and Siemens AG. The joint venture also encompasses Enterasys Networks, which provides network infrastructure and security systems, delivering a perfect basis for joint communications solutions.

For more information about Siemens Enterprise Communications or Enterasys, please visit www.siemens-enterprise.com or www.enterasys.com

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