

What You're Missing

Still using a legacy PBX or TDM network? It's time to do the math on OpenScape Voice

Communication for the open minded

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In 2010, Siemens Enterprise Communications celebrates the 10th anniversary of our first Voice over IP (VoIP) system. Over the last decade, improvements and innovations have streamed non-stop, bringing significant incremental value for our customers. Many see an ROI in less than 2 years when they move to a software-driven voice environment with OpenScape Voice.

If your business is still using conventional (TDM) technology, here's a short summary of the value you may be missing.

Centralize: reduce voice TCO by 30% or more

Multi-site organizations may dramatically reduce costs by moving to OpenScape's centralized, software-based communications environment. Rather than separate (and often different) systems at each site, one OpenScape Voice solution, managed from your data center, can provide resilience, scalability and common resources for all users – with less equipment, little or no support staff at branch sites, a single service plan, and far less networking complexity. Though your results may vary, our personnel report many customers see a 20% to 30% reduction in voice TCO.*

Reduce voice traffic costs up to 30% with IP-LCR

By optimizing use of your enterprise network, you may reduce voice call charges considerably – and more easily than with networked PBXs. In addition to moving long distance calls onto the IP network, OpenScape Mobility allows you to integrate mobile communications into your intelligent call routing plan. It's estimated that 30% of mobile calls originate from an enterprise location. With OpenScape Mobility, those calls are routed over the IP network with transparency to users. Our field specialists report long distance and/or mobile network savings of 30% to 45% for many customers, plus savings of 35% when moving from PRI/CO trunks to lower cost SIP trunking.*

Reduce conferencing costs up to 90%

Whether you choose the highly customized OpenScape UC Application or the all-in-one convenience of OpenScape Xpressions UC, implementing a UC solution that provides voice and web conferencing may deliver substantial savings over external conferencing services – up to 90%! In fact, the implementation of OpenScape UC Application in our own North America organization is on track to save \$2.7 million over 5 years on voice conferencing alone.

Reduce the cost of moves and changes up to 50%

IP-based solutions automate most of the tasks associated with moves and changes – including the need for dual cable systems. Our personnel report savings of 50% to 75% for customers with multiple locations.*

Cut travel expenses 30% to 50% with video

Many businesses have restricted travel during this challenging economic period. Introducing easy-to-use HD video conferencing may result in substantial savings now that continues as the economy improves. With SIP integration, users simply dial an extension to set up video calls, just as though they were making a voice call. High Definition quality makes video communication more natural for users. Again, you'll be leveraging your enterprise IP network, rather than spending on expensive, dedicated ISDN lines, for additional savings. Lower costs and greater user acceptance help to reduce travel costs without compromising collaboration or slowing business.

Reduce power consumption up to 90%

OpenScape Voice is the one of the most energy efficient enterprise voice solutions on the market today – and it's more efficient than legacy voice systems. Other systems can use more than double the power. In North America, SEN expects to save up to \$165,000 on electricity over 5 years since we moved to OpenScape Voice.

How OpenScape voice saves you money

One system supports up to 100,000 users from your data center

- Fewer separate or networked systems means less hardware, less support staff, less network and application design/support, lower maintenance costs, and easier scalability

More calls and applications use your IP network

- Long distance, mobile calls, teleworkers' voice services and voice, web and video conferencing – all use fewer dedicated services for greater economies of scale and more IT control

More efficient for IT to operate

- Less admin staff; one call routing design; one contact center to design, integrate and upgrade; one UC solution; one user training and support plan
- Complement with Enterasys enterprise network solutions to shift even more IT staff to business solutions, with one-tenth the network admin required, compared to competitor's IP networks*

Seamless teleworking – the sky's the limit

With a UC-powered communications environment, teleworking may be easier and more productive than ever. Presence, conferencing, mobility and a range of user interface options improve availability and collaboration that keeps your company driven and innovative. The potential result? Lower real estate costs and higher employee productivity. In addition, set-up in the OpenScape Voice environment is much simpler than in the TDM world. Simply set up your user and mail a phone to their home. In minutes they'll have all the access they need; calls will route over the corporate IP network; and presence attributes of Unified Communications allows them to see and be seen by colleagues. Here in our own operation, the projected 5 year savings for 500 U.S. teleworkers includes \$2.5 million in real-estate; \$2 million in voice services due to greater use of enterprise IP network; and \$1.2 million saved by not having to process employee expense reports for teleworking call charges.

Contact center – improve first call resolution 20%

If your business has a contact center, the move to OpenScape Voice and OpenScape Contact Center may bring huge savings and dramatic improvements in customer service. If you operate a multi-site contact center, you'll find a centralized solution is easier and more economical to manage, with simplified design of call flows across locations and support of a single enterprise-wide contact center solution. State of the art skills-based routing can improve first call resolution by up to 20% to 30%. Presence displays for agents immediately identify available managers and experts to address specific customer needs. Imagine your agents receiving not only the customer's information when they call, but also the names, contact information and availability of other employees assigned to the account for service, billing, sales, etc. so they can IM them or add them into a conference call with the push of a button.

Out-task or out-source to reduce operating costs up to 30%

If you're under pressure to optimize IT staffing and reduce costs, consider out-sourcing some or all of your communications management to Siemens. We can create a custom service solution to suit your needs and preferences. This could be as simple as out-tasking moves and changes or your user help desk; or as comprehensive as refreshing your voice technology and managing all aspects of its operation. Though strategic staffing is often the reason to look into a Managed Services solution, you may find that our economies of scale reduce your voice OpEx 20% to 30%.*

Productivity, agility, control and more

While we've focused here on tangible cost savings, don't underestimate the harder-to-measure benefits of an OpenScape Voice solution. Because OpenScape Voice is centralized and software-based, it's extremely scalable to aid your growth during economic recovery. Plus, you'll have added control over your enterprise-wide communications expenditures and policies. Your OpenScape Voice environment can be operated with less staff, centralized inventory and reduced maintenance costs. You'll gain carrier-class resilience and new levels of openness for integration. Now in its third release, OpenScape Voice is mature enough to have proven itself and young enough to offer parts and service for years to come.

If you are still using legacy systems and/or a TDM-based voice network, it's time to do the math. Contact your Siemens representative today for help creating your custom business case for OpenScape Voice.

* Each business is unique, and your results may vary. Ask a Siemens representative for assistance estimating your cost and productivity improvements.

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/open or www.enterasys.com

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