



Real World, Real People
Unified Communications



Computacenter launches real-world unified communications experience

For the first time, organisations will be able to see a range of technology from different vendors working together under one roof in a live, multi-vendor unified communications environment, created by IT services company, Computacenter.

Previously, businesses have only been able to see demonstrations from a single vendor when considering unified communications solutions. To showcase the benefits of an integrated approach, Computacenter has implemented £5 million of the latest unified communications technology from vendors such as Cisco, Microsoft and Nortel across its Worton Grange site in Reading.

Unlike the 'glass roofed' corporate headquarters that many would expect to use this kind of technology, Worton Grange is a typical business environment, housing a variety of functions including warehouse and delivery, finance, sales, engineering and a call centre.

Businesses will be able to take a tour through all of these areas, which are split into three different zones to showcase how unified communications is used by each business function in a live working environment:

- Enterprise Zone – understanding the efficiency gains from using unified

communications to enable mobile workforces and virtual teams

- Environmental Zone – understanding the significant environmental impact of enhanced conferencing technologies
- Individual Zone – understanding how individuals can become more productive through new presence and messaging technologies.

Throughout the tour, customers will experience examples of Computacenter staff using unified communications in their everyday work.

James Steventon, Connectivity Solutions Unit Director, Computacenter comments: "Companies have struggled to see the benefit of unified communications in the past. To date, most of the 'unified communications' projects that have been implemented have been point solutions from a single vendor, operating in isolation. It's only when companies see multiple vendor technologies integrated together as an end-to-end solution that they really see the benefit of unified communications, and that's exactly what our tour illustrates."

Steventon concludes: "By bringing together technology from a number of different vendors in a live environment, we can help organisations understand how unified

communications can change the way their business works. At Worton Grange, we've got real applications being used by real people doing real business tasks. We know that it works and we're keen for companies to gain a better understanding of the value that unified communications can deliver."

According to Gartner: "Despite challenging economic conditions, corporate and major enterprises are poised to invest in a broad range of unified communications technologies and applications in the near term."¹

"A unified communications centre of excellence can assist in defining a vision, developing a plan and bridging the multiple parts of an organisation. Companies must develop a road map for migrating to unified communications, understanding that no one vendor solution can meet all of their needs."²

¹ Gartner, Inc. "User Survey Analysis: Unified Communications, North America and Western Europe" by Megan Marek Fernandez and Bern Elliot, April 25, 2008-10-24
² Gartner, Inc. "Developing an Enterprise Unified Communications Road Map" by Bern Elliot, July 1, 2008