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WEEKLY MESSAGELINK

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MOBILE UNIFIED COMMUNICATIONS (UC) PRODUCTS



The market for UC and Mobile UC has evolved, and companies are emerging that can deliver organizations an end-to-end Mobile UC solution. To add to this, new capabilities are being added at a frenetic pace. The pricing for Mobile UC capabilities is typically tied to other functions, so it's nearly impossible to identify specific pricing for mobility.

MOBILE UC ELEMENTS

There is a wide variety of Mobile UC solutions from which to choose. The Mobile UC solution itself will involve three major elements:

1. **Unified Communications Platform:** The UC platform will include the directory, integrated presence application, APIs and the user dashboard to access the various communication and data sharing capabilities. The key is an open platform that is not tied to, but provides interoperability to any PBX or enterprise phone system.
2. **Mobile Network Infrastructure:** The network infrastructure would include the wireless networks, cellular and/or WiFi over which the UC solution will operate. If the solution involves handing off connections between WiFi and cellular networks, a mobility controller will be needed to coordinate that function, making sure the solution can operate on whatever wireless network exists on/off site.
3. **Mobile Client Device:** Mobile UC solutions operate on smartphones for which the vendor provides a special client software package, which limits the choice of user devices. This can be a major issue if the users are already accustomed to a device

that the Mobile UC vendor does not support. It is critical to evaluate a solution that provides a wide range of device support as most organizations do not have a standardized issue across the board and usually have different devices within the organization based on the users role and position.

MOBILE UC SUPPLIERS

Mobile UC providers can be grouped into three major categories:

1. Unified Communications vendors
2. IP PBX vendors
3. Auxiliary FMC hardware/software vendors

UC vendors typically offer organizations the most flexibility in choice especially if they are NOT affiliated to any specific business application such as Microsoft OCS or IBM Sametime, as your organization may leverage several core business solutions such as GroupWare, CRM and SFA solutions. Leverage a vendor that can also offer mobile extensibility across these applications as well. Mobility and unified communications provide a powerful combination of capabilities to improve business productivity. To begin the process, organizations should take a real look at how they plan to run their businesses in the short and long term. They need to begin to develop plans for the technology that will support those operations. Mobility and unified communications should be key elements in those technology plans. At the end of the day Mobility and UC will be key to providing the agility that businesses will need to compete in the future.

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