

Integrated Collaboration



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The concept of business collaboration is not new. For many years, organisations have interacted with others, from sharing supply chain data to establishing collaborative sales agreements.

Today, organisations increasingly view collaboration as a fundamental part of their long-term survival. More than one-half of all executives polled¹ say collaboration will either form an important part of their competitive advantage or will actually be central to survival over the next three years.

While successful collaboration hinges primarily on people and communication skills, technology plays an enablement role.

More and more, organisations are moving away from a totally controlled or centralised delivery of collaboration technology to the adoption of tools that are appropriate in their context and mode of work, and influenced by the end-user.

The Power of Integration

A myriad of collaboration technologies exist. Email, calendaring and conferencing are being challenged by instant messaging, application sharing and blogs to facilitate access to anyone and any application through any device, from any location.

Discreet communication is no longer sufficient. By integrating various communication channels in a seamless way, Presence and context information simplifies communication and improves the likelihood of contact completion.

The power of these collaborative tools is greatly increased when they are combined to form an organisation-wide collaborative infrastructure. For example:

- Adding presence information to personal productivity tools allows you to extend presence-awareness to office applications and collaboration systems. Initiate telephone calls and instant messaging sessions to colleagues from Microsoft Office applications with an intelligent network that automatically chooses the best mode of communication.
- Combining personal productivity tools with email allows you to ensure information sent by email can be accessed and searched by everyone who needs it, rather than being locked up in individual mailboxes. For example, newsletters and mailing lists can be delivered to a central document library.
- Integrating your email and IP systems allows staff to access email, voice mail and text messages from their email client. This provides a single repository for all messages that can be accessed from anywhere.
- Forwarding of the desk telephone based on Presence information – when you walk away from your desk, calls are automatically diverted to your mobile phone.
- The ability to see a caller's name and contact details on your desktop when the call arrives and to answer the call with a single mouse click.
- Receive email notification of missed calls, with accompanying caller contact details.
- The ability to initiate a conference (voice, video or data) from any desktop application at no additional cost.

Dimension Data Solution for Integrated Collaboration

Dimension Data's Integrated Collaboration solution offers the ability to significantly improve the ways that individuals and groups interact and perform. Our solution integrates multiple new and existing communication channels, including key technologies like IP Telephony, Presence, e-mail, audio and web conferencing, voice mail, unified messaging and instant messaging (IM).

“Partnerships between companies that **understand telephony** and those that focus on desktop applications present interesting visions for future business **communication and collaboration.**”

Bern Elliot, Vice President, Gartner



how it works

presence

- Telephony Presence (In Call, In Conference)
- Calendar Presence (In Meeting, Out of Office)
- Application Presence (Do Not Disturb when present)
- Activity Presence (Online/Away based on activity)

telephony

- Outbound call initiation
 - Dial direct from applications
 - Namebased client to dial
- Inbound Call Notification
 - Caller ID
 - Intelligent Transfer & Forwarding
 - Missed Call Notification via email

conferencing

- Initiate conferences from desktop applications
- Combined video, audio and web conferencing
- Application sharing
- Calendar integration
- Multi-protocol (ISDN, H.323, SIP)

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The telephone is still the most popular and frequently used medium for real-time communications. In order for desktop collaboration tools to be truly effective, they must draw status information from and exercise control over enterprise telephony systems.

Business Benefits

Increase Efficiency – Reduce Costs

- Reduce the number of unnecessary phone calls by avoiding “telephone tag” and improving first-time call completion
- Increased number of local/international, fixed/mobile minutes saved when colleagues or partners reach one another via LAN line (reduce cell phone usage/tag)

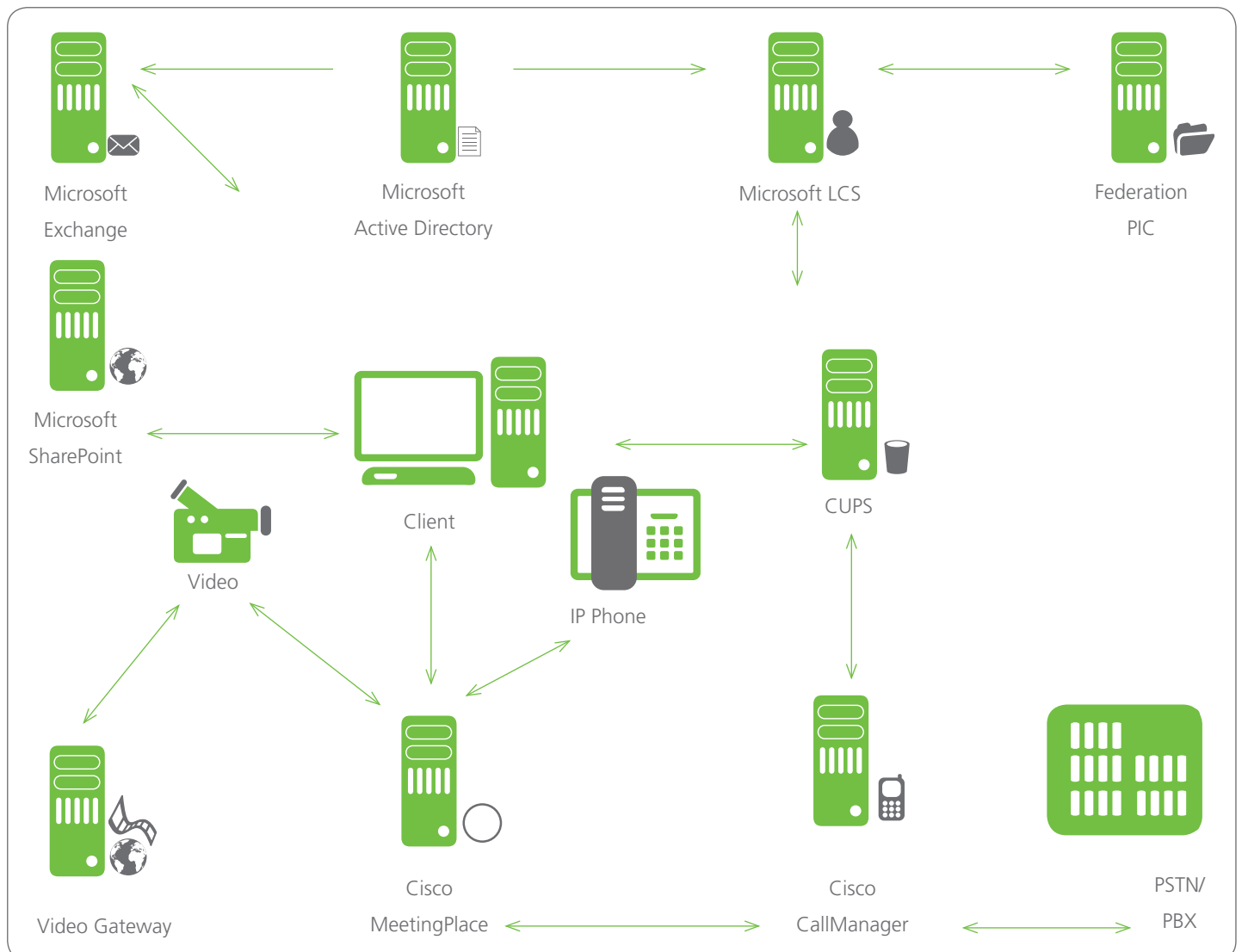
- Call the right number on the right device first time by using presence information to identify the best method of contact
- Leverage existing investment in Microsoft products and PBX by increasing the value gained
- Cut conference bills by removing the need for bureaus, bridging and additional conferencing applications

Increase Effectiveness - Improve Productivity

- Annual productivity gains
- Status & presence information makes it easier to collaborate with colleagues around the world
- Contact people using the most suitable means of communication to reduce telecommunications and time spent on trying to reach others

- Faster turn-around on responses improves decision making and encouraging shorter times to market for new products and services
- Positive influence on collaborative behaviour that encourages and makes it easier for individuals and groups to share information
- Customer retention as response times and customer experience improves
- Increase the value of your converged network-investment
- Provide employees with a familiar, easy to use interface making collaboration efficient

High Level Component Interaction





The Technologies We Integrate

Dimension Data's solution covers the following technologies, based on your requirements:

- Telephony (IP PBX or TDM PBX) – Cisco Call Manager
- E-mail and scheduling – Microsoft Exchange
- Unified messaging – Cisco Unity or Exchange 2007
- Instant messaging – Microsoft Live Communication Server
- Presence – Cisco Unified Presence Server
- Video, audio and web conferencing – Cisco MeetingPlace, Microsoft LiveMeeting
- Corporate directories – Microsoft Active Directory
- Collaboration servers – Microsoft SharePoint
- Desktop applications – Microsoft Office, Office Communicator, Cisco Unified Personal Communicator
- Mobile telephony – Nokia Dual-mode Handsets

Collaboration at Leighton's Contractors

Leighton Contractors is an Australian market leader in the delivery of complex infrastructure, project development, contract mining, services, telecommunications and construction. The company urgently needed a less rigid communications infrastructure to better support the project based nature of its work.

Dimension Data combined the flexibility of Cisco IP telephony with Microsoft Office System and Live Communications Server (LCS) to significantly enhance communication and productivity for staff.

Dimension Data developed the integrated solution as part of a project to deploy a managed operating environment for Leighton Contractors nationally, together with a new core IP telephony, wireless and security infrastructure, and directory and messaging upgrade.

Through the innovative use of this technology, network and telephony availability were merged into a single online presence accessible within Microsoft Office 2003 applications.

Leighton's highly mobile workforce has access to a feature-rich collaborative and real-time communication environment encompassing presence awareness, telephony information and phone control. They can collaborate with colleagues using the most appropriate communications channel, with click-to-call, click-to-email and click-to-IM options.

Thanks to the integrated Microsoft and Cisco IP-based collaborative infrastructure, the company can make changes to the environment with minimal business disruption; and further deployment has the ability to scale nationally and globally at an extremely low cost. This places Leighton at great competitive advantage in the market.

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Why Dimension Data

Dimension Data is at the forefront of the development and implementation of communication solutions that assist businesses in realising their objectives.

We have deployed more than 2,000,000 IP handsets around the world and built more than 7,800 IP networks, making us a leading integrator of IP-based solutions.

“Dimension Data has proved to be a **valuable partner** in the project as they have combined high-end capabilities with both Microsoft and Cisco, covering all the technical elements required for a **complex integration** project of this kind.”

Scott Ferguson, IT Infrastructure and Services Manager, Leighton Contractors Pty Ltd.

“As the world’s largest pure play **convergence integrator**, Dimension Data continues on an **upward path.**”

Yankee Group, 2006

Our solutions combine technologies from the industry leaders with our proven deployment methodology, embedded security and ongoing operational management.

We were the first to make the promise of desktop call control and true presence a reality outside of a lab environment by integrating IP Telephony integration with corporate IM.

This ensures service levels are consistently met and the risk of communications downtime is reduced.



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Dimension Data's deployment methodology for IP telephony and unified communications was developed off the back of our extensive experience to ensure that communications projects are delivered within scope, in time, on budget and in line with your business expectations.

Leveraging an IP infrastructure, our solutions improve the way businesses communicate and collaborate with employees, partners and clients.

As both a Cisco and Microsoft Gold Partner on 5 continents, we are well positioned to assist organisations in their drive to integrate communication channels.

- Cisco IPC Partner of the Year (2006)
- Cisco IPC Partner of the Year EMEA and AsiaPac respectively (2005)
- Microsoft Gold Partner on 5 continents

Dimension Data offers a full suite of Converged Communication solutions around:

- Telephony
- Collaboration
- Contact Centres
- Enterprise Mobility
- Converged Networks

“The flexibility Dimension Data showed with the original solution **clearly extended** over a wide range of services and multi-vendor technology. Finally, the team's specialisation in IP convergence..., and its ability to act as a single point of management in all our locations across the globe made them **our first choice.**”

John Kerry, IT executive at Dewhirst Group Ltd, a UK-based international clothing manufacturer

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