

# Fixed-Mobile Convergence in the enterprise



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# Agenda

- 1 Current Situation
- 2 Dimension Data FMC solution
- 3 How it works?
- 4 Benefits



# Current situation

## Employees like:

- Using their mobile to make/receive calls (ease of use + mobility):
  - 28% of employees use their cellular phones as primary work phone<sup>1</sup>
  - 50-80% of mobile calls made within the enterprise are between employees<sup>2</sup>
  - 25% of mobile calls made within the enterprise are made next to a deskphone<sup>3</sup>
- Using their desk phone for the extra functionalities that it offers: short number dialing (extension), access to corporate directory, identification of caller name...



## Employees don't like:

- Receiving business calls on their mobile out of office hours (some are even not going mobile for that reason !)

<sup>1</sup> IDC, <sup>2</sup> Intel, <sup>3</sup> Strategy Analysts

# Current situation

## Enterprises are facing the following problems:

- Mobile costs are increasing
  - Calls between colleagues
  - Calls to enterprise numbers
  - Calls to Belgian #
  - Roaming
  - International calls
- No leveraging of existing IT infrastructure
  - IPBX not used for mobile calls
  - Duplicate devices: one desk and one mobile phone
- No control of mobile calls
  - Mobile calls are routed by mobile operator
  - Separated bill from mobile operator



# Current situation

## Enterprises are facing the following problems:

- Impact on productivity, no efficient communications

Each user has two phone numbers, a fix and a mobile

- Waste of time to call someone (which number do I have to use: fix or mobile ?)
- Waste of time to check same message on multiple voice mails, missed calls...

- No business features available on the mobile















- Automatic identification of caller name
- Use of short number (internal extension) to call someone from the enterprise
- Integration with office, presence systems...



# Mobile operator answer...

## Office zone, Close user group...

### It helps reducing mobile costs but this is not sufficient !

- Mobile costs are increasing
  - Calls between colleagues  Free
  - Calls to enterprise numbers  Free
  - Calls to Belgian #  Same as from IPBX
  - Roaming 
  - International calls 
- No control of mobile calls
  - Mobile calls are routed by mobile operator 
  - Separated bill from mobile operator 
- No leveraging of existing IT infrastructure
  - IPBX not used for mobile calls 
  - Duplicate devices: one desk and one mobile phone 
- Impact on productivity
- No efficient communications
  - Each user has two phone numbers, a fix and a mobile
    - > waste of time to call someone (which number do I have to use: fix or mobile ?) 
    - > waste of time to check same message on multiple voice mails, missed calls.. 
  - No business features available on the mobile
    - > Waste of time to find someone's phone number 
    - > Short number use 
    - > Presence/Office integration 



# Dimension Data Fixed-Mobile Convergence solution



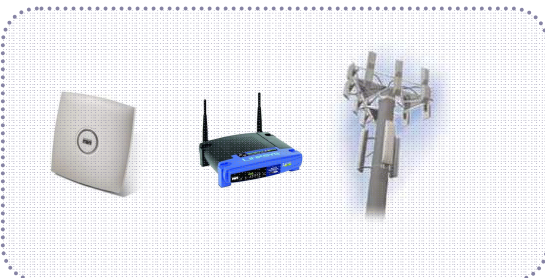
One single business number  
Mobile number is kept private



Business class features on the mobile  
Business/private mode



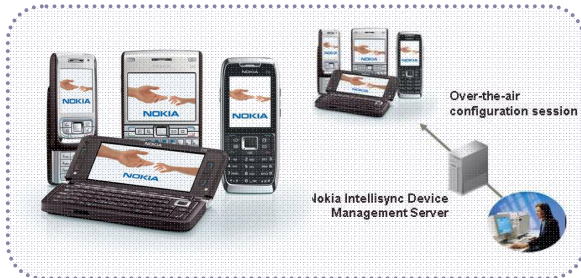
Work from any place



And transparently over any network

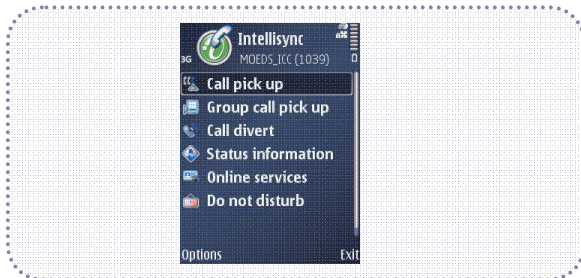


# Building blocks



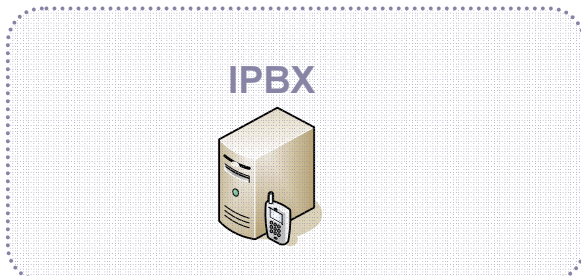
## Nokia E Series phone (business phone)

- Dual mode phone GSM/Wifi
- Cisco Compatible CCX v3: fast secure roaming, power saving...
- Over the air management (OMA-DM)



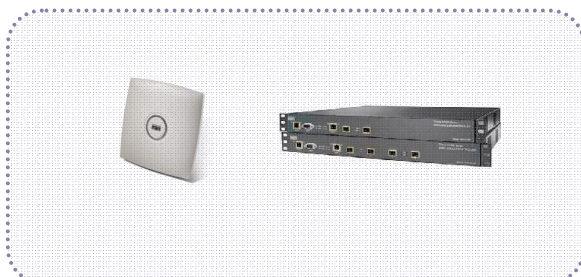
## Intellisync Call Connect for Cisco

- V 1.1: Wifi only, Skinny based
- V2.0: Wifi and/or Cellular, SIP based



## IPBX

- CUCM v4, v5 or v6
- CUCM v6 for full mobility features support (req. for v2)



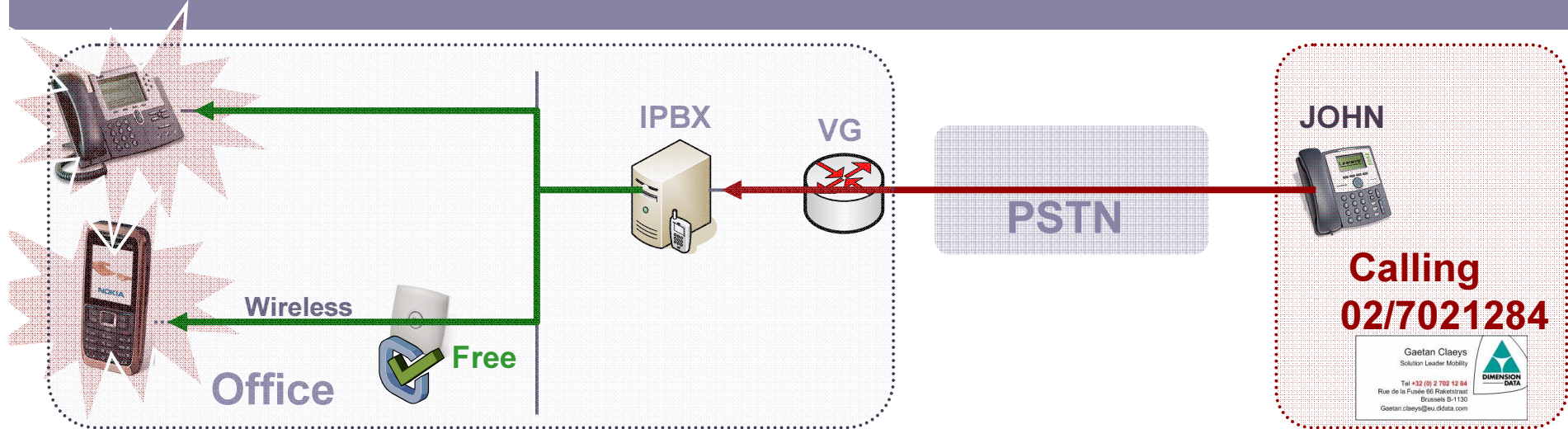
## Cisco Controller-based WLAN network

- Required to make VoWLAN
- Optional if cellular mode only





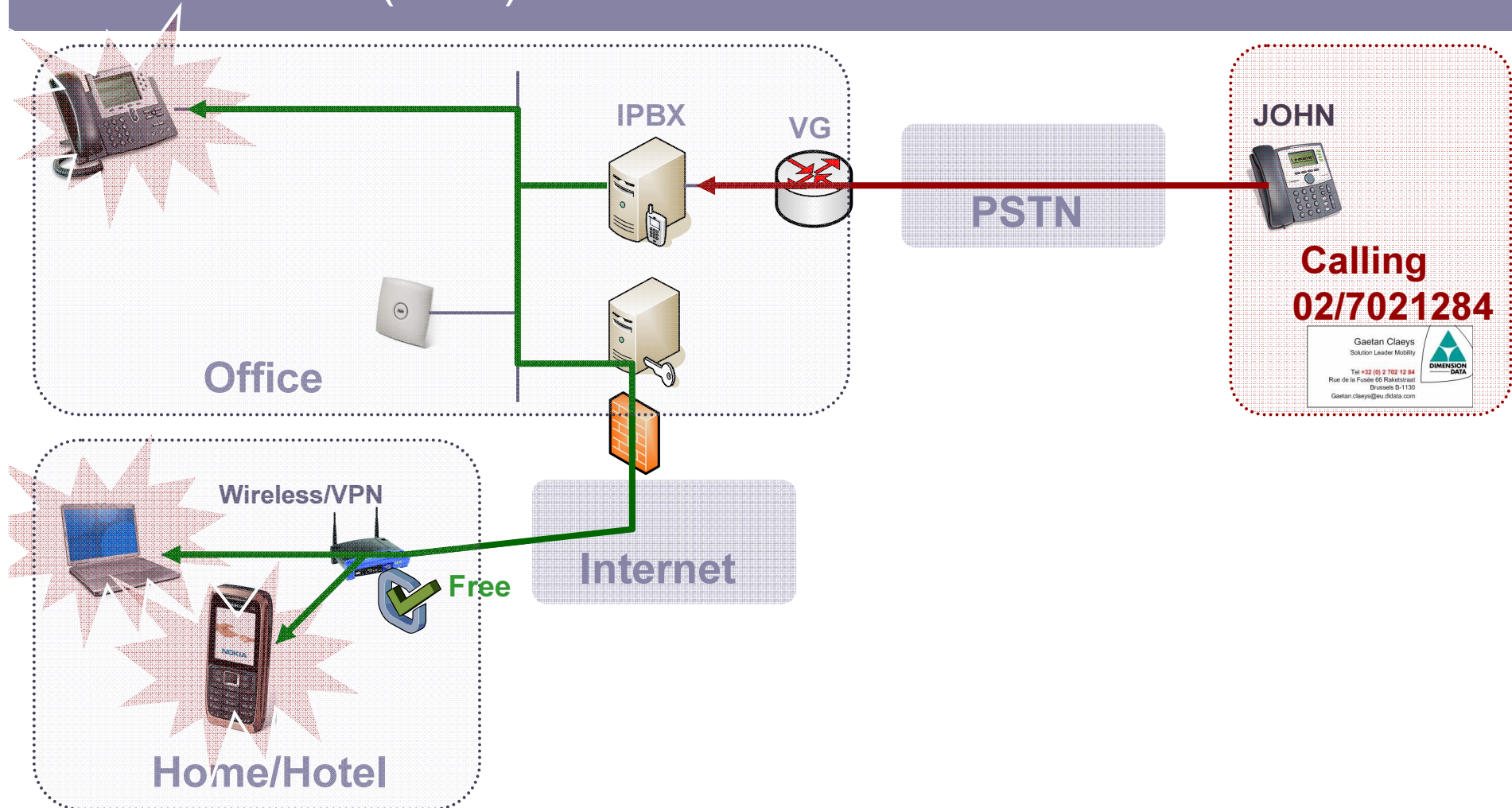
# How it works ?



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# How it works ?(con't)



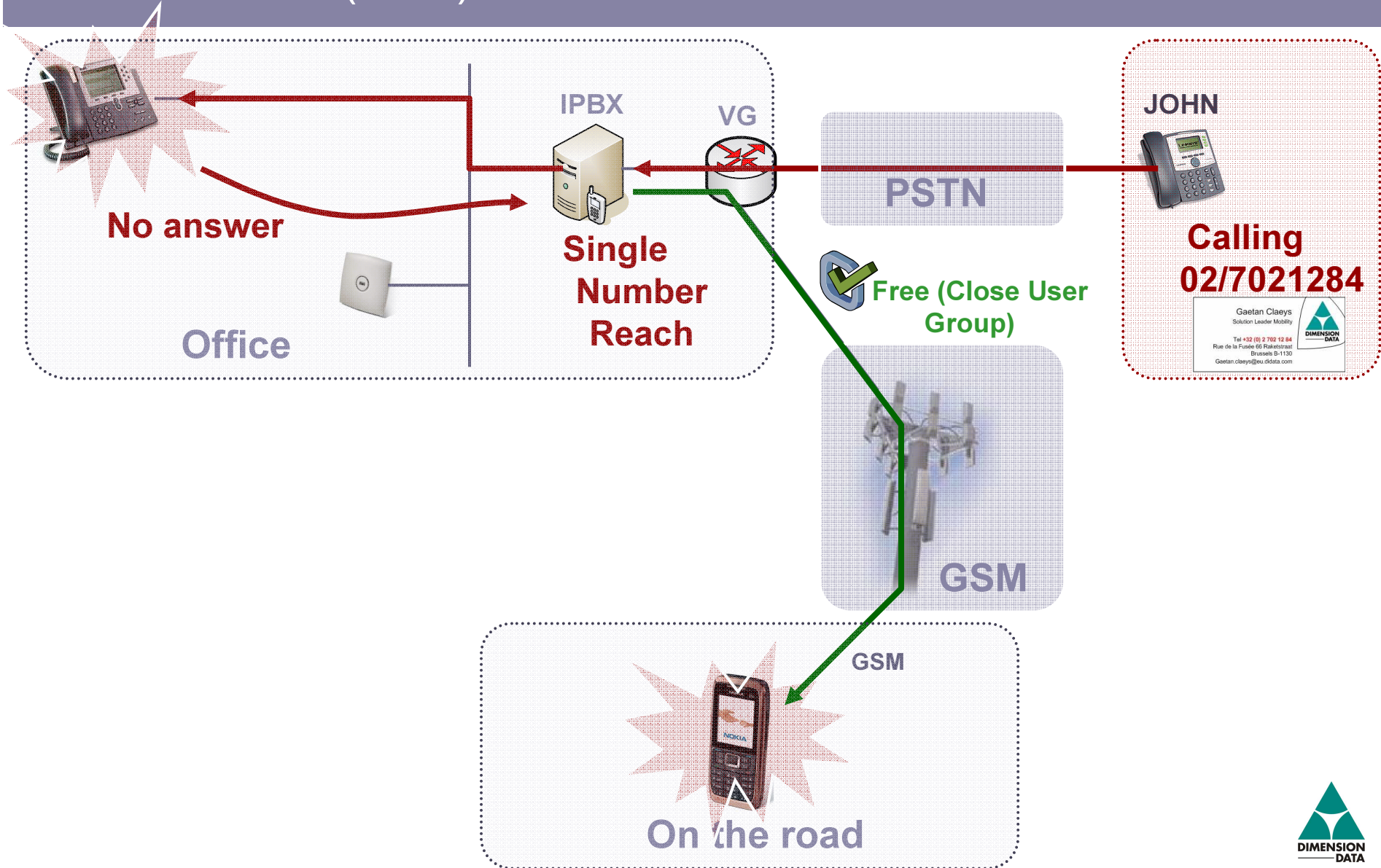
**JOHN**

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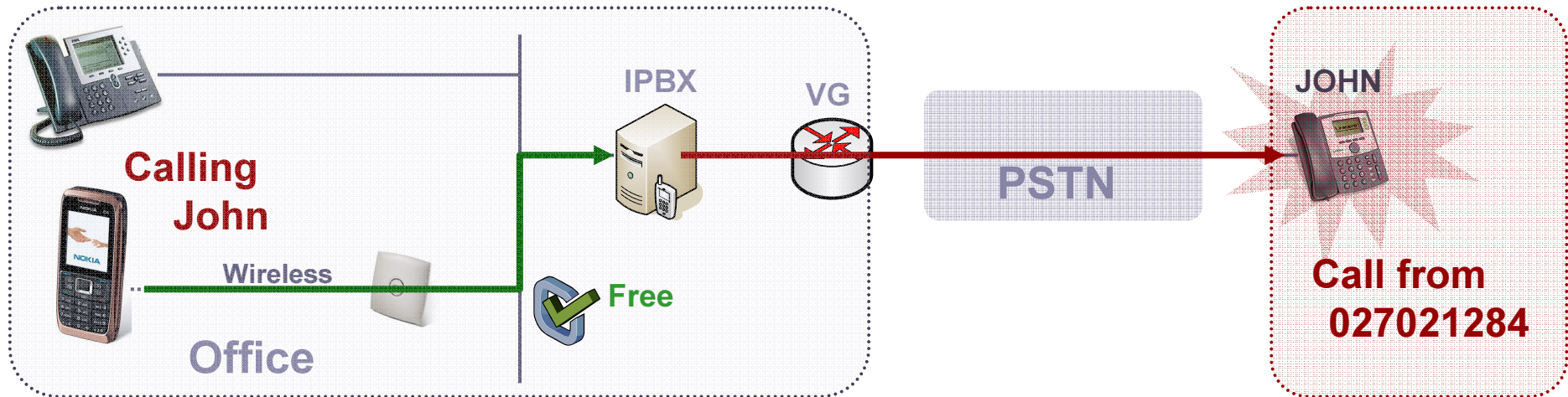
# How it works ?(con't)



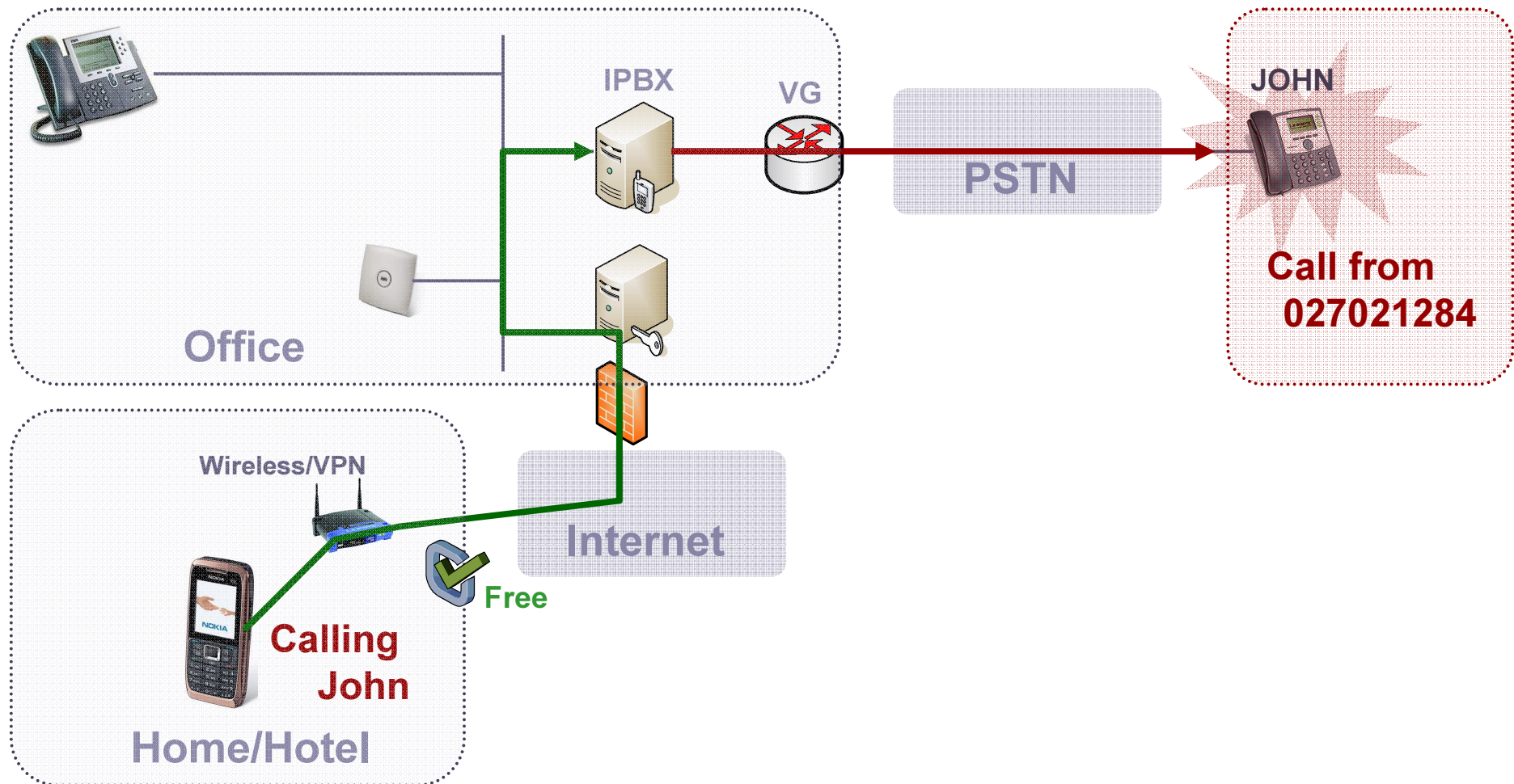
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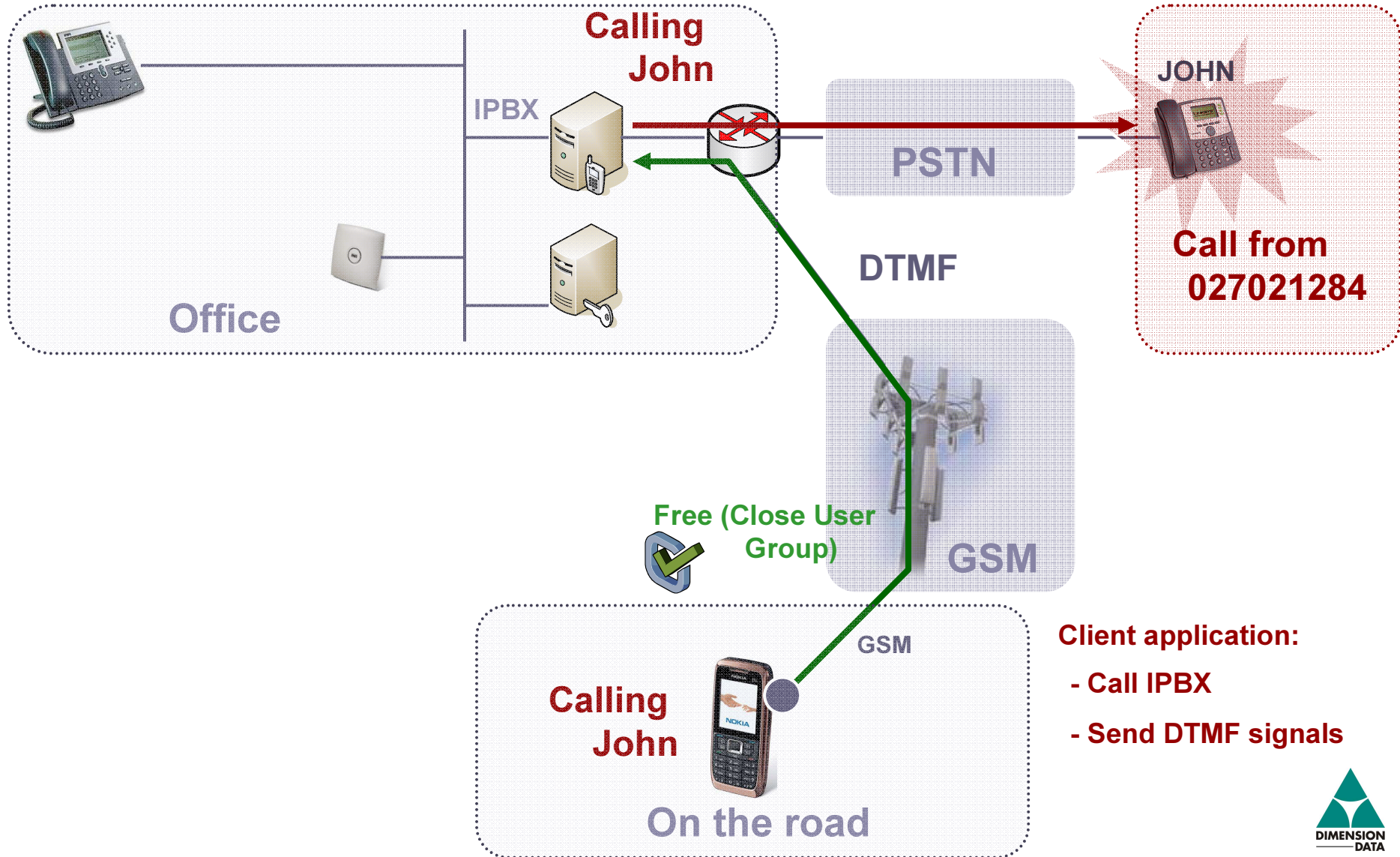
# How it works ?(con't)



# How it works ?(con't)



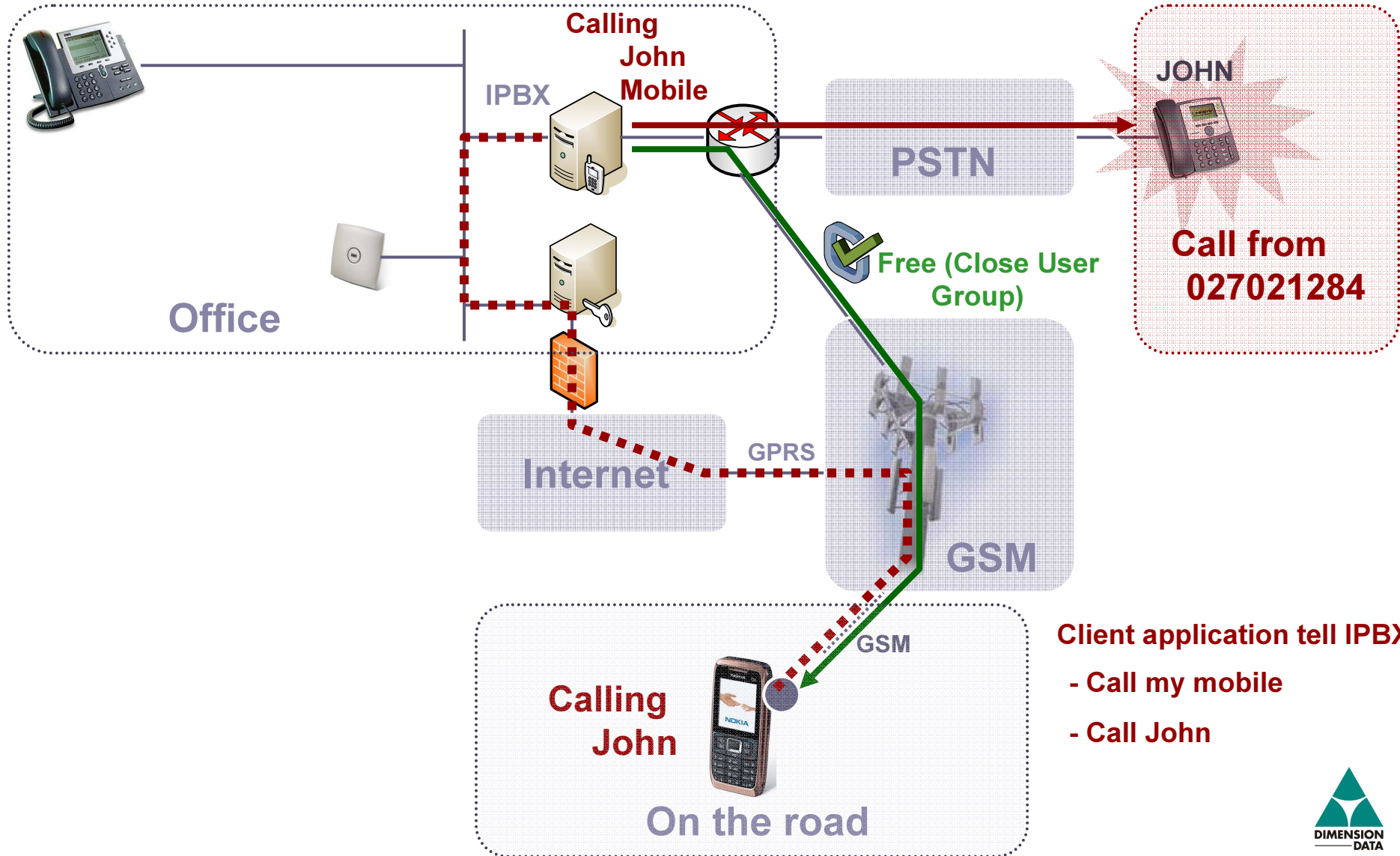
# How it works ?(con't)



- Client application:**
- Call IPBX
  - Send DTMF signals



# How it works ?(con't)



# Benefits

## Productivity/Competitiveness:

- Employees are more accessible
- Less time wasted to reach someone (ONE business number)
- Employee can make calls as if he was in the office but from his mobile

## Happy employees:

- Respect private life (Business/Private mode)
- Business class features on their mobile
- Access to corporate applications from their mobile



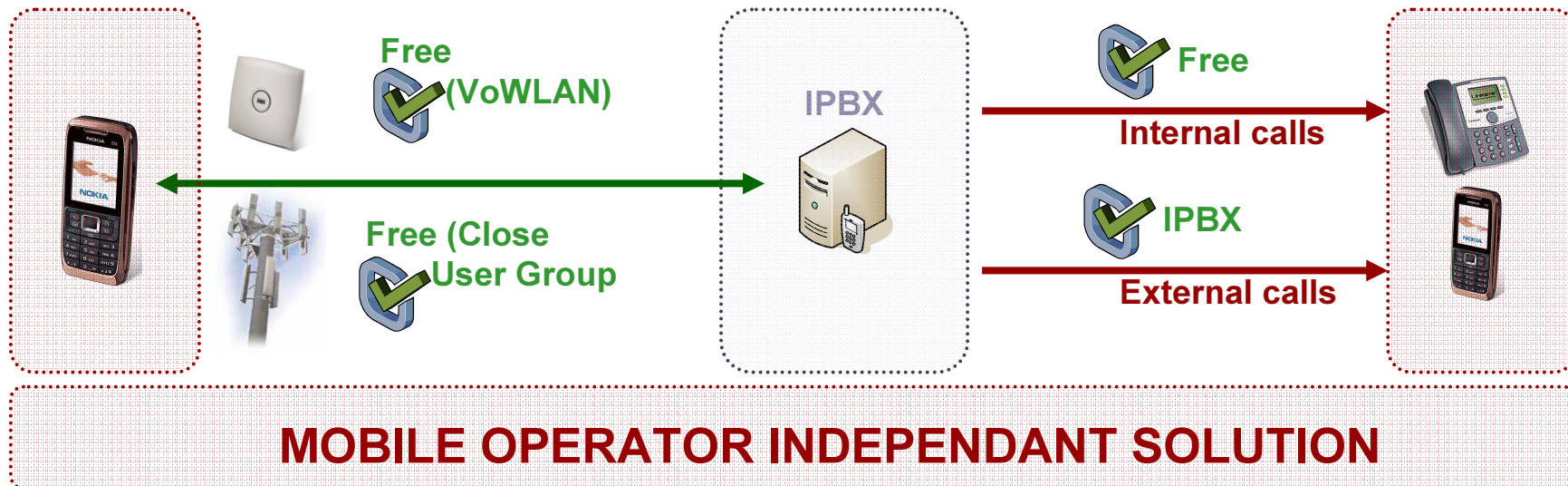


# Benefits (con't)

Cost control: IPBX central point for all communications

Cost savings: least cost routing on IPBX for all calls

- Between mobile and IPBX:
  - Free when under WLAN coverage (VoWLAN)
  - Free when no WLAN (Close User Group)
- From IPBX to called number:
  - Internal calls: free
  - External calls: depending on provider choice (same as for deskphones)



# Close

Dimension Data implemented this internally !  
You are welcome for a demo in our offices.

