The Business Value of Unifying Communications: Avaya and HP ProCurve

Section 1: Executive summary

To enhance communication and collaboration activities while reducing costs, leading enterprises around the world are implementing Unified Communications (UC) solutions from Avaya and HP ProCurve Networking. Avaya’s powerful business communications solutions running on HP ProCurve Adaptive Networks are helping companies to reap the business benefits of UC while avoiding the trade-offs traditionally required when choosing between limited, restrictive single-vendor solutions and hard-to-manage, often poorly supported multi-vendor approaches. Under the HP ProCurve Open Network Ecosystem (ONE) alliance program, of which Avaya is a solutions certified partner, companies can now choose open standards-based, best-in-class UC solutions that have been tested and certified as interoperable. With Avaya and HP ProCurve, companies can achieve the business benefits of UC and convergence while enjoying coordinated operation, management, and support.

Section 2: Introduction

As Unified Communications (UC) moves increasingly from promise to implementation, questions arise about the best ways to establish UC solutions and how to measure the value of UC from a business perspective.

By its nature, UC brings together a number of moving parts and requires coordination among previously disparate technologies, product categories, and providers. Avaya and HP ProCurve share a common approach toward UC—as well as a range of solutions—that promotes effective UC implementations delivering tangible business benefits.

This paper describes:

- Effective approaches to unifying communications
- The importance of optimizing your network infrastructure
- How embracing converged communications can increase business productivity and spur competitiveness
- Ways to evaluate return on investment (ROI) for UC

Section 3: How to approach unifying communications

Section 4: Optimizing your infrastructure

Section 5: Embracing converged communications to spur competitiveness

Section 6: Measuring Unified Communications ROI

Section 7: Avaya and HP ProCurve solutions

Section 8: Conclusion
As with most worthwhile IT endeavors, UC is not a one-time effort or a single purchase but rather an ongoing strategic initiative. For that reason, it is crucial that you establish a foundation for UC that is standards-based and adaptive – so it is flexible enough to respond nimbly and effectively to changes in technology, in your business environment, and to the competitive landscape.

Section 3: How to approach unifying communications

First of all, let’s define what is meant by “Unified Communications.” According to a white paper from Bloor Research¹:

“Unified Communications (UC) aims to unite securely and seamlessly all the different business communications channels that exist in a company. That includes voice, video, data, IM, mobility and the Web etc.”

UC is the convergence of all forms of audio, video, and data communications on a common IP network, breaking down barriers of distance, time, and media. Broadly speaking, UC enables seamless and effortless anywhere, anytime, in-any-form, on-any-device communication among people.

The Yankee Group has devised a taxonomy for UC² based on the concept that UC encompasses two foundational elements plus a number of related, but optional, applications. Those two foundational elements are presence—the ability to immediately determine other users’ availability and willingness to communicate even before establishing a connection—and voice-over-Internet-Protocol (VoIP). The Yankee Group considers VoIP a critical component of any successful UC strategy because over time it will allow nearly every business application and medium to be seamlessly integrated into a common communications solution.

The many potential business benefits of UC include:

- **Reduced costs** involved in deploying, managing, supporting, and maintaining a converged infrastructure and integrated solution (compared to multiple, disparate infrastructures and solutions).
- **Increased productivity** through improved collaboration and less time wasted in tracking people down or exchanging numerous unproductive messages.
- **Greater business agility** and improved business processes.
- **Better support for mobile workers**, telecommuters, and branch office personnel.
- **Lower expenses** associated with business travel.
- **Reduced power consumption and energy usage** which cuts costs and helps achieve “green” goals.
- **Increased revenue potential across all customer contacts**.
- **Ability to direct more attention to achieving key business objectives** because IT staff can spend less time managing and troubleshooting multiple networks and solutions, and business staff can save precious time with easy-to-use and intuitive interfaces that streamline the mechanics of daily communication.
- **More consistent security and policy enforcement**.
- **Increased risk mitigation** and improved disaster recovery processes.

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• **Improved customer service** through more timely and coordinated communications which can lead to greater customer retention, increased revenues, and enhanced competitiveness.

According to the Chief Information Officer for one of the largest intellectual property firms in the U.S., the firm has reached a whole new level in communication with its Avaya UC solution. Attorneys can now handle multiple calls at the same time, receive immediate notification of new messages no matter where they are, extend calls to their cellular phones, initiate meet-me conference calls, and more. They can even integrate impromptu video and desktop sharing of data and documents. These value-added functions have given the company a competitive advantage in terms of productivity and client services. Additionally, the firm was able to lower its total cost of ownership (TCO) by cutting phone charges by $18,000 per month and eliminating third-party conference service charges.

Although the benefits of UC might be clear, the optimal path to achieving UC can be less obvious. Unifying communications means ensuring the performance, security, reliability, and manageability of networks and applications that previously operated independently. Additionally, UC projects that are successful at the pilot level might encounter unexpected problems when scaling to corporate-wide deployments.

Avaya and HP ProCurve share a common philosophy and approach to UC that can minimize the pitfalls while delivering tangible benefits more quickly. This approach entails:

• Adopting a **clear long-range strategy** for the importance of communications in your business.

• Leveraging **existing assets** where practical through an **industry standards-based foundation** (to achieve interoperability and maintain flexibility in choosing the solutions best suited for your business, now and in the future) and taking a **phased approach** to deploying UC solutions.

• Establishing how you will **assess the success** of UC in your business.

As with most business solutions, good UC starts with your infrastructure.

**Section 4: Optimizing your infrastructure**

Unified Communications requires the seamless cooperation among telephony systems (including fixed, mobile, IP), messaging systems (voice mail, e-mail, web mail, SMS, instant messaging), conferencing systems (audio and video), and other communications systems (fax, collaborative applications, web-based social media, CRM applications, video monitoring, physical security).

Traditionally, each of these systems required its own networking and application infrastructure. In the past, companies seeking to unify their communications infrastructures faced two options:

• Single-vendor solutions which severely limit flexibility and lock customers into whatever features and prices the vendor decides to offer.

• A mixture of products from various vendors which puts all the interoperability and management responsibility on the customer and demands serious trade-offs.

These burdens often counteract UC's promise of easier management and less-expensive operation of the overall solution.
Recently, a third approach has emerged thanks to the HP ProCurve Open Network Ecosystem (ONE), a new kind of multi-vendor alliance program that features Avaya as the premier Unified Communications partner. ProCurve ONE provides a secure, reliable, open networking platform on which best-in-class applications are tested and certified to help ensure high performance and seamless interoperability. This approach combines the benefits of both the single-vendor and self-managed heterogeneous paths with flexibility of options within a cohesive, pre-tested environment.

Under the ProCurve ONE program, companies can deploy Avaya UC solutions on an HP ProCurve Adaptive Network with confidence that these solutions have been confirmed to interoperate seamlessly with each other and with other ProCurve ONE solutions in areas including network security, IT infrastructure performance optimization, application delivery, network access, and traffic monitoring.

**Moving from divergence to convergence**

Legacy PBX systems and other traditional telephony equipment have been around since the 1970s, and the voice network is one of the most established aspects of business communications. More recently, companies have installed entirely separate networks for their data, for various applications, and for storage.

“By moving from the old PBX system to [Avaya] IP telephony, we cut operating costs by over 40 percent,” reports Mr. Takaharu Oku from the Network Service Department of the IT Infrastructure Service Centre in HP Japan’s Customer Response Centre. “With the ProCurve network, the Customer Response Centre now has a communications infrastructure that is flexible and easy to use, and that can handle future requirements.”

When embarking on a UC project, IT decision-makers naturally wonder what, if any, of their existing networks and equipment can be incorporated into the new UC infrastructure.

If companies choose a single-vendor UC solution, it is typically much more difficult — sometimes impossible — to leverage existing infrastructures. In most cases, companies are forced to “rip and replace”: in other words, start again from scratch.

In contrast, a multi-vendor, open standards-based solution offers the possibility of incrementally adding UC capabilities and related services as needed and as IT budgets permit. The problem with this approach in the past was the burden placed on companies to manage the convergence themselves. Too often, the time needed to make disparate solutions work together erased any time-saving benefits of UC.

The UC approach from HP ProCurve and Avaya offers both assured interoperability and the ability to take a cost-effective phased approach. HP ProCurve Adaptive Networks are convergence-ready and are certified to work with Avaya’s full range of UC solutions. Both companies also offer a wide range of UC-related services—such as business consulting, network assessment, design, implementation, management, and support—to help companies enhance the value of their UC solutions through the full project lifecycle.
Section 5: Embracing converged communications to spur competitiveness

Convergence for UC must happen on multiple levels, including the network infrastructure, other systems and applications, as well as staff expertise and a shift in perspective by everyone from IT staff to end users.

One major advantage of the standards-based UC solutions offered by Avaya and HP ProCurve is the ability to embrace UC in incremental steps. You can do as little or as much toward UC as your budgets and business goals dictate and then add more later, if desired – while fully leveraging what you already have in place.

For instance, many organizations begin by replacing their legacy PBX systems with a VoIP telephony solution which can result in immediate cost savings from toll bypass and reduced move/add/change costs. Once an organization and its users are comfortable with VoIP, additional UC capabilities, such as unified conferencing or unified messaging, can be explored.

Using a phased approach helps maximize your UC investments and also can make it easier for your organization to make the cultural shift needed to take full advantage of UC.

Strategies for UC success

Even if you choose a phased approach for implementing UC in your organization, it is important to begin with a cohesive, long-range strategy for UC. You need to make sure your solution can meet your performance, security, reliability, and cost requirements and that your infrastructure will allow for future flexibility—to add new UC technologies as they arise, for example, or to enhance existing solutions with new features or services.

You can save money by determining ahead of time where and when to best deploy (or avoid) infrastructure upgrades or particular feature options. One of the best ways to plan properly is by taking advantage of services such as those offered by Avaya and HP ProCurve.

For instance, business consulting services can help you define requirements and calculate which departments will see the highest or fastest ROI for a given upgrade decision. Business consulting services also can help develop strategies to custom-tailor the UC solution to best fit your particular business needs, taking into consideration the diverse requirements between, as examples, a car rental business, a chain of hardware stores, a multinational sales company with field reps and 24x7 call centers, or a manufacturing facility. Similarly, IT infrastructure consulting services can help you decide how much of your existing IT equipment can and should be preserved as you migrate to UC-based solutions.

By starting with a clear strategy for UC, it will be easier to evaluate your product and technology options according to whether they are aligned with your strategy, or if they threaten to take you in a less desirable direction.

Here are three factors you should consider for a successful UC implementation:

- **Simplify and standardize.** Standardization reduces complexity and improves economies of scale which leads to lower overall costs. An open standards-based communications infrastructure based on Session Initiation Protocol (SIP) and Link Layer Discovery Protocol – Media Endpoint Discovery (LLDP-MED) speeds deployment, provides
flexibility to preserve future choice, promotes interoperability, and makes it easier to manage and support your UC solution over time.

• **Optimize and prioritize for business value.** A UC approach such as that offered through Avaya and ProCurve ONE lets you choose best-in-class solutions for every aspect of UC and implement these solutions in phases to reduce both costs and risk. Ideally, you should start with a solid UC plan; run a pilot of your UC solution; when the pilot proves itself, roll out the UC solution across your organization; and actively educate everyone on UC’s optimal use.

• **Spend to save and to fund growth.** A properly implemented UC strategy can reduce fixed recurring operational expenses (OpEx). Automation of UC functions, when feasible, can help further reduce ongoing management overhead and allow IT staff to spend time on more important objectives. By improving both user and IT productivity, UC can deliver a better ROI for your organization—freeing up resources and budgets for key initiatives while at the same time improving the value you deliver to your customers.

**Shifting users toward UC**

Business people today are accustomed to picking up a phone to talk and to leave voicemail messages, while using a different device to send e-mail and instant messages. According to an Avaya survey, up to 64 percent of workers currently carry more than one communications device. For end users, you’ll want to plan concerted training efforts to teach them how to take full advantage of UC.

Avaya and HP ProCurve offer a number of resources designed to help smooth the transition from separate to converged communications, including online training tools such as tutorials and instructional videos, plus other online support resources (e.g., help guides, webcasts, articles, white papers, case studies).

In addition, departmental hands-on training sessions can be very effective. In these sessions, which typically last half a day, representatives from specific business units within a company receive intensive, hands-on instruction in using a UC solution — and in how that UC solution can align with, and improve on, the company’s business processes. These representatives then return to their departments and train their colleagues on the solution.

Without focused training on how to use and optimize a UC solution, it is highly unlikely that your business will gain the full advantages of communications convergence. On the other hand, if everyone at your company fully embraces the power of UC, you are better able to turn these powerful tools into a real competitive advantage.

Already, there are an estimated 100 million teleworkers globally with their numbers growing by nearly 10 percent annually. As users discover how UC solutions can save them time, help them be more efficient, and enable them to better serve customers, they will grow increasingly enthusiastic about the new tools.

For instance, employees who travel frequently, telecommute from home, or work at a remote branch location can use Avaya UC solutions to remain far more accessible to customers and co-workers. Based on data derived from Avaya customer case studies, it is estimated that in-house conferencing and collaboration tools running over an IP network can provide an ROI of as much as 40 to 60 percent. And that is just one example of a potential UC solution.

With increased employee productivity and streamlined operations, companies effectively deploying UC are better positioned to become and remain competitive.
Section 6: Measuring Unified Communications ROI

How, then, can you evaluate if your plunge into UC has paid off in tangible ways? While every company will naturally have its own set of conditions and priorities, businesses implementing a solution from Avaya and HP ProCurve should be able to measure the return on UC investment in some or all of the following categories:

• **Lower IT management costs**
  ◊ The Avaya/HP ProCurve UC solution offers ease of management and control through modular configuration capabilities, IP phone auto-discovery, and automatic provisioning.
  ◊ Overall, it costs less to manage a converged UC solution than multiple, disparate networks and legacy PBX systems.
  ◊ IT departments can devote fewer resources and IT staff to managing Avaya communication solutions for mobile workers, telecommuters, and branch office personnel.

• **Lower IT maintenance costs**
  ◊ The costly maintenance and move/add/change expenses incurred with a legacy PBX or multiple independent key systems can be reduced.
  ◊ Companies can lock in the maintenance cost for communications systems and also include automatic software upgrades to ensure UC systems have the latest capabilities.
  ◊ Built-in, automatic monitoring and detection of potential system problems enable proactive system maintenance coverage.
  ◊ Statistically, 96 percent of system issues in Avaya/HP ProCurve environments are resolved without requiring technicians to be dispatched – so maintenance costs remain extremely low.
  ◊ Because Avaya’s UC solutions are certified to run on HP ProCurve Adaptive Networks, and because support and maintenance of UC solutions are coordinated under the ProCurve ONE program, IT staff do not need to waste valuable time figuring out who to work with to address technical or support issues.
  ◊ HP ProCurve’s industry-leading Lifetime Warranty³ can significantly reduce TCO through its next-business-day advance replacement policy and ability to forego the expensive service contracts offered by other networking vendors.

• **Higher worker productivity**
  ◊ All users, regardless of their location or job function, enjoy consistent communications with Avaya’s UC solutions.
  ◊ Collaboration among workers becomes easy and natural, which leads to more efficient projects with less wasted time, fewer actions not getting done, and less unnecessary duplication of efforts.
  ◊ Mobile, telecommuting, and branch office workers remain accessible to customers and co-workers.
  ◊ Employees can receive and retrieve all their messages (voice mail, e-mail, and fax) in a single unified mailbox; be notified of important messages and callers; and access corporate directories, from anywhere and at any time. These capabilities are also available via speech access.
  ◊ Workers can choose from among various fully integrated desktop interfaces, including Avaya one-X® Communicator, Microsoft® Office Communications Server (OCS) 2007, IBM Lotus Sametime, and Lotus Notes.
For knowledge-worker-based businesses, Avaya/HP ProCurve UC solutions can improve processes that lead directly to higher revenues and profits.

According to a community hospital in Florida, IT employees are extremely well connected with their remote locations. The [Avaya] Extension to Cellular application is used quite a bit, and has helped contribute to the productivity of the IT team.

- **Reduced labor costs**
  - By using centralized UC solutions, travel time and travel expenses can be drastically cut or eliminated for branch office administration and other functions that previously required in-person attention.
  - Employee training and support costs can be reduced because workers face fewer technical issues requiring IT resolution and because the UC solution's presence status and click-to-dial capability connect workers quickly to the right experts and resources within the company.

- **Reduced operating costs**
  - Monthly telecom expenses are lower when traffic is routed over an IP network.
  - Avaya IP desk phones provide full unified communications features while using 30 to 40 percent less power than the industry average for other IP phones (according to a report from Miercom, December 2008).
  - Infrastructure consolidation yields power savings that translate into lower operating costs.
  - Energy costs can be further reduced through IP phone power efficiency, standards-based fine-grained power management, and ability to centrally cut IP phone power during non-working hours.

By implementing Avaya UC solutions, a leading full-service market research firm successfully transitioned more than 60 percent of its staff to home offices. As a result, the company was able to move to smaller offices which lowered its real estate costs from $11,000 to $2,000 per month – a reduction of more than 80 percent.

- **Better risk mitigation**
  - Reliable, high-performance Avaya/HP ProCurve UC solutions—based on a redundant, fault-tolerant network infrastructure—are far more likely than non-unified solutions to remain up and running even in stressful situations. Companies can therefore communicate during major business interruptions or crises as well as during peak demand, when communications are needed most.
  - The distributed nature of IP telephony can reduce risk of communications interruptions. By distributing resiliency at different geographical locations, IP telephony dramatically reduces the risk of a total system outage caused by catastrophic events such as water, flood, or fire damage. Comparable risk mitigation can be costly and difficult to achieve with a legacy PBX implementation.

- **Improved customer service**
  - When customers ask questions or have issues, customer service representatives and other employees using integrated UC solutions can collaborate easily to get answers or solve problems.
◊ Employee access to a “Find an Expert” capability allows customer service agents to use presence to locate experts in the enterprise quickly — for rapid, first-call resolution of customer issues.

◊ Voice announcements can be changed seasonally, weekly, and daily to keep them relevant and appealing, so customers are more likely to feel welcome and encouraged to purchase products.

◊ Avaya/HP ProCurve UC solutions can leverage Avaya’s industry-leading contact center capabilities to optimize multi-channel and multi-media customer contacts, as well as analytics and workforce management functions.

◊ Companies can integrate their branch office communications with their contact centers to drive a consistent customer experience across all sites.

- **Improved differentiation and competitiveness**

◊ The ability to respond quickly and appropriately to customers, partners, supply chain vendors, and others can set a business apart from its competitors. Businesses that are easier to work with are likely to do more business.

◊ Avaya UC’s efficient and more timely business communications can promote customer retention, loyalty, and repeat business.

◊ UC solutions can improve communication both within your company and externally with customers and business partners.

◊ Avaya/HP ProCurve UC solutions promote the kind of business agility that helps you respond rapidly and effectively to whatever business conditions and competitive challenges might arise.

One of the first 10 fund management institutions in China has experienced great results with its Avaya-based UC platform. The company has increased service levels with the help of Avaya’s leading-edge communications technologies and applications, thus achieving its business goals.

**Avaya Unified Communications Business Value Analysis Tool**

To help you get a more tangible grasp for the potential cost savings of a UC solution in your organization, Avaya has created the Avaya Unified Communications Business Value Analysis Tool.

Using this interactive tool, you can input information based on your UC solution plan into various business value categories provided to see how different options might affect the business value your organization can expect. This tool then delivers a report to you that highlights the potential cost savings of deploying an Avaya Unified Communications solution.

The Avaya Unified Communications Business Value Analysis Tool can be found at [www.estimatebusinessvalue.com/avaya/uc/](http://www.estimatebusinessvalue.com/avaya/uc/).
Section 7: Avaya and HP ProCurve solutions

Avaya and HP ProCurve have an established, successful history of working together to deliver converged communications solutions to shared customers worldwide.

On a technical level, it has been well documented that the two companies’ products work together and are highly complementary. Various HP ProCurve switches have been certified as compliant through the Avaya DevConnect program, a program for independent software and hardware developers focused on building interoperability and extending value through Avaya technologies. As mentioned earlier, Avaya was one of the first strategic partners to join the ProCurve ONE alliance program which provides customers with the assurance that Avaya’s solutions have been confirmed as working well on an HP ProCurve Adaptive Network.

Separately, both companies offer distinct advantages in the area of UC. Together, the advantages intensify and can include:

- Lower TCO
- Lower capital expenditures (CapEx)
- Lower OpEx
- Strong ROI
- Certified “green” solutions (by Miercom, an independent testing lab)
- Products that are scalable, robust, resilient, and reliable
- Centralized management of UC capabilities
- Standards-based interoperability and flexibility
- Established joint resellers globally
- Access to HP Technology Services, EDS services, and Avaya Global Services for UC solution consulting, planning, design, implementation, support, and management
- HP ProCurve Care Pack support (single-source hardware and software services)
- HP-branded support services

Avaya and HP ProCurve offer a broad range of products and solutions geared toward mid-sized businesses and distributed branch offices and large, multinational enterprises. On the Avaya side, these products include:

- **Avaya Aura™** unified communications platform, which enables real-time, on-demand collaboration and customer service — quickly, simply, and inexpensively — anywhere in the world. The Avaya Aura platform brings together award-winning Avaya real-time communications performance and reliability with a revolutionary, enterprise-wide SIP architecture. Communications applications and services are implemented once and made available across the organization, and each user’s presence is detected instantly across devices and applications. The Avaya Aura Session Manager enables multi-vendor PBX integration without requiring expensive upgrades to an existing communications infrastructure while still providing the ability to deploy an enterprise-wide centralized dial plan and user profiles.
• **Avaya Aura Communication Manager**, available in enterprise and branch editions, a solution that runs Avaya Unified Communications application suites, application enablement, SIP proxy, and bundled applications providing various telephony, messaging, conferencing, and mobility capabilities.

• **Avaya one-X Communicator**, a combination softphone and UC client for voice and video that provides telephony, presence, video, and IM applications in a single client.

From HP ProCurve, products include:

• **HP ProCurve Switch 5400 Series** and **Switch 3500 Series**, offering the most advanced intelligent edge switching capability in a chassis (5400) or stackable (3500) form factor. With integrated power-over-Ethernet (PoE) on all 10/100/1000 copper ports and optional 10 Gigabit Ethernet (GbE) capability, these switches offer excellent investment protection, flexibility, and scalability.

• **HP ProCurve Switch 8200 Series**, high-performance, highly available, enterprise-class core chassis switches. They enable unified core-to-edge adaptive network solutions for enterprises requiring high-availability features to ensure system continuity and enhance network productivity.

• **HP ProCurve Switch 6600 Series**, advanced data center server edge stackable switches that deliver enterprise-class performance and security.

• **HP ProCurve 2910 Switch Series**, a family of cost-effective enterprise-class stackable switches for building high-performance converged networks for deployment at the enterprise edge or remote branch offices, with PoE/PoE+ available on 10/100/1000 copper ports and optional 10 GbE capability.

• **HP ProCurve Switch 2610 Series**, a family of cost-effective enterprise-class 10/100 stackable edge switches with advanced features that enhance network edge connectivity and convergence for medium and large enterprises, with PoE available on 10/100 copper ports.

**Section 8: Conclusion**

In good as well as challenging economic times, companies need every advantage possible to drive toward success. Unified Communications (UC) promises to help companies communicate more easily, collaborate more effectively, and operate less expensively, both internally and when dealing with customers, partners, and suppliers.

Until recently, companies interested in UC had to choose between expensive, rigid, one-size-fits-all single-vendor approaches and poorly coordinated, more haphazard multi-vendor approaches. With Avaya UC solutions under the HP ProCurve Open Network Ecosystem (ONE) alliance program — in which Avaya is a premier partner — companies now can achieve the best of both worlds: Tested and certified UC solutions that provide choice, flexibility, and cost-effectiveness as well as a single point of support for any issues that arise.

With Avaya’s UC, contact centers, and related offerings running on HP ProCurve Adaptive Networks, customers can deploy UC solutions able to deliver real and measurable business value.
About Avaya

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness. For more information please visit www.avaya.com.