



# Unified Communications in Malta

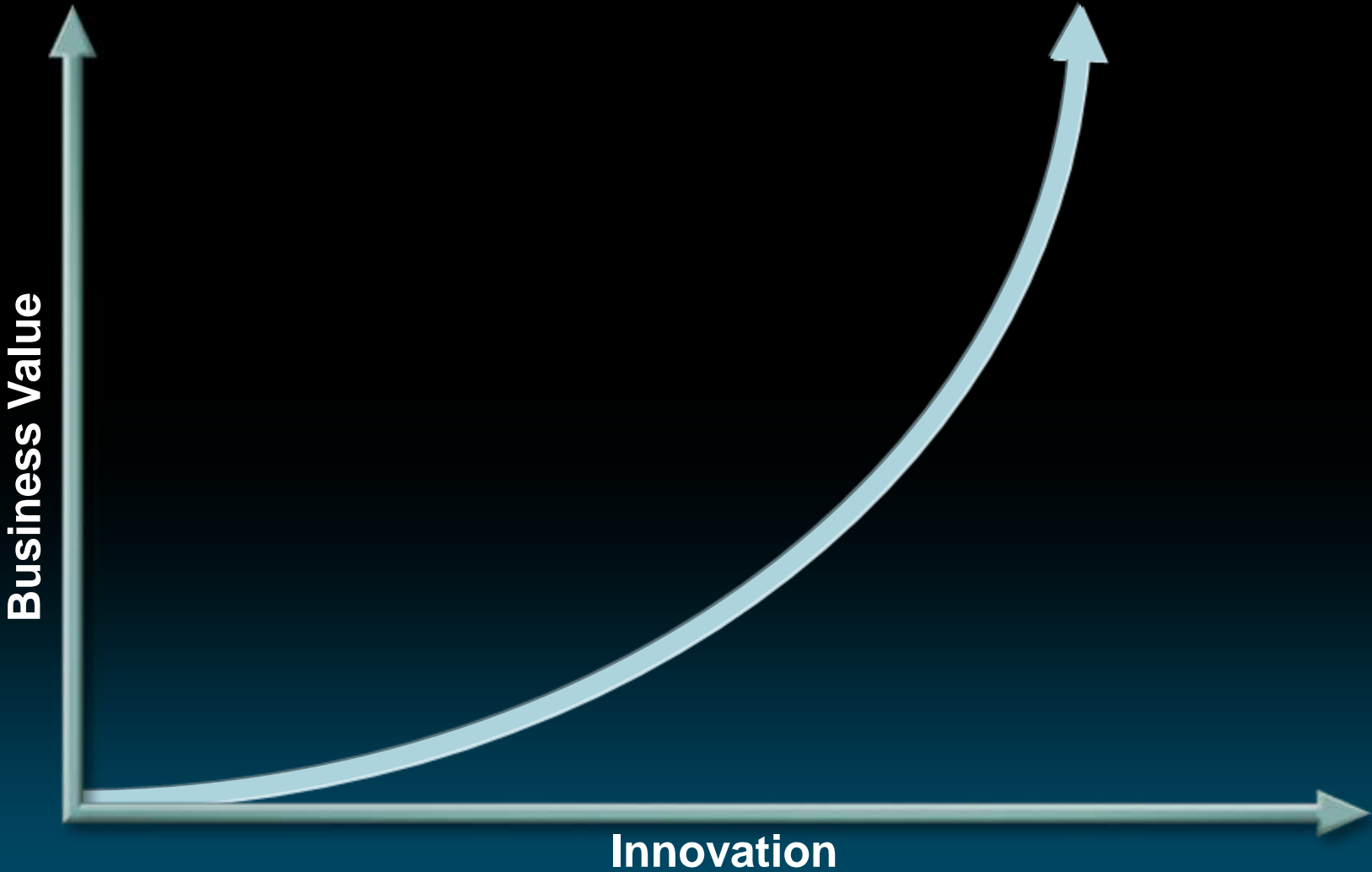
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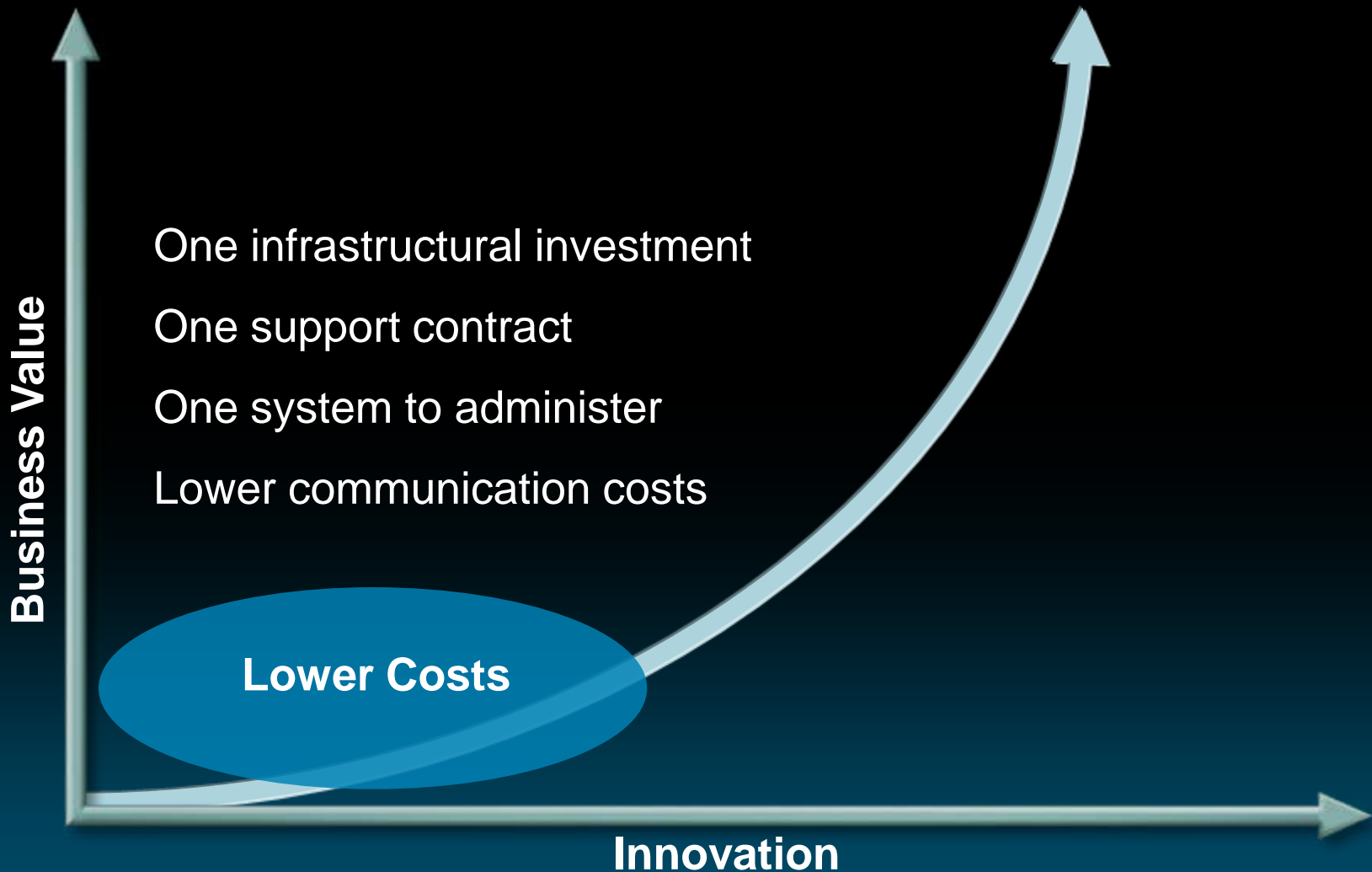
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# Local Business Case



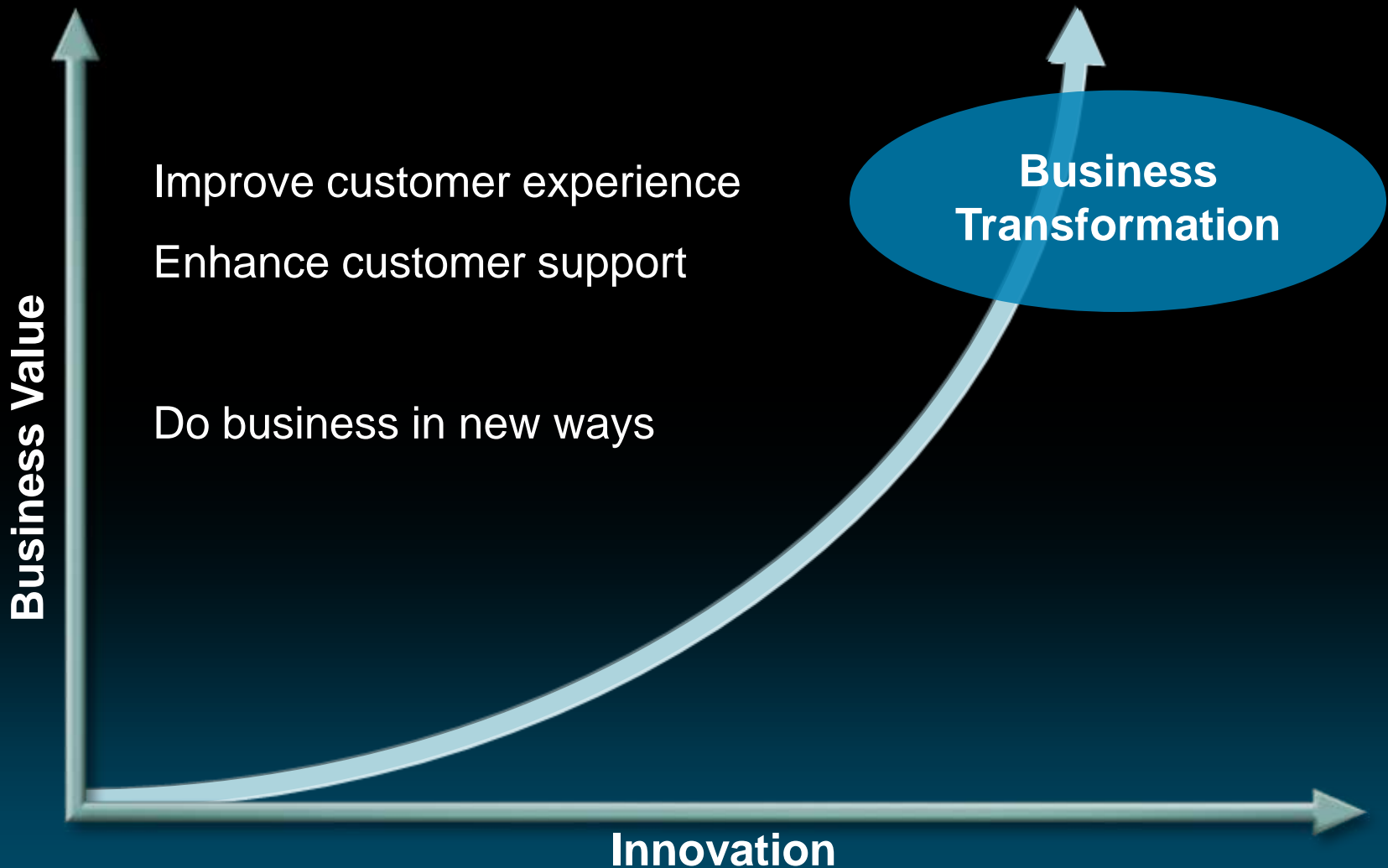
# Local Business Case



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# Local Scenarios



Start-up Business

Replace old PABX

Specific Projects

Start UC adoption



# 1 - Start-up Business

- Firm of professionals
- New offices, new cabling, new infrastructure
- 20 office workers, 5 mobile users
- Exploit competitive edge



# 1 - Start-up Business

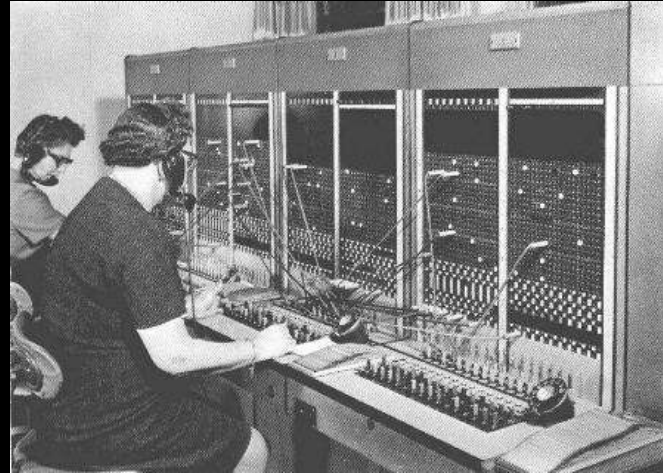
- Solution – Small Business Communication System
- Office-in-a-box concept



Platform can be integrated with Click-to-Call, Presence & IM

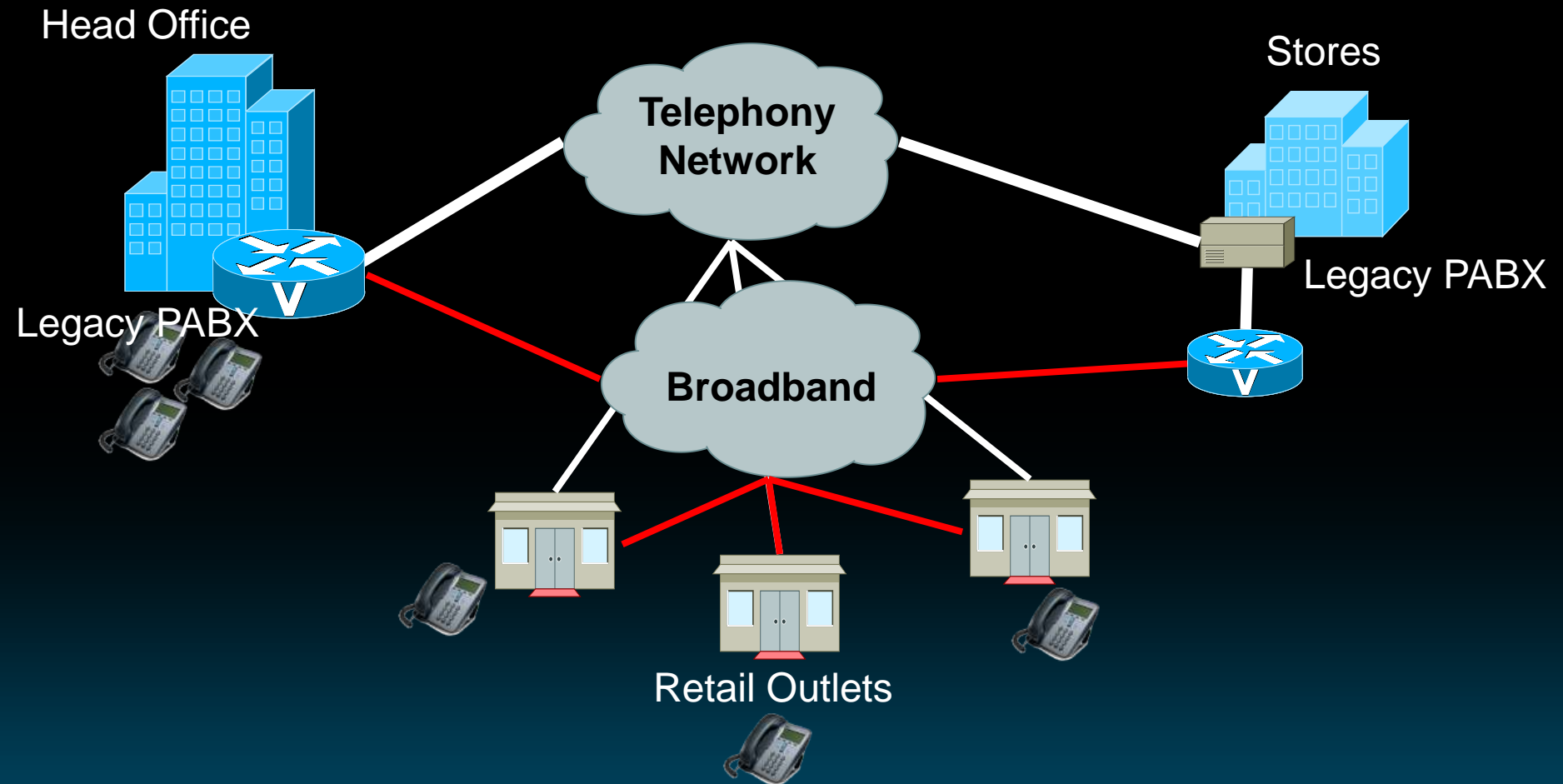
## 2 – Replace old PABX

- Multi-site installation
  - Head Office
  - Main store
  - 8 retail outlets



- Current installation with 2 different vendor PABXs
- Older PABX is end-of-life
- Retail outlets need an extension from Head Office

## 2 – Replace old PABX



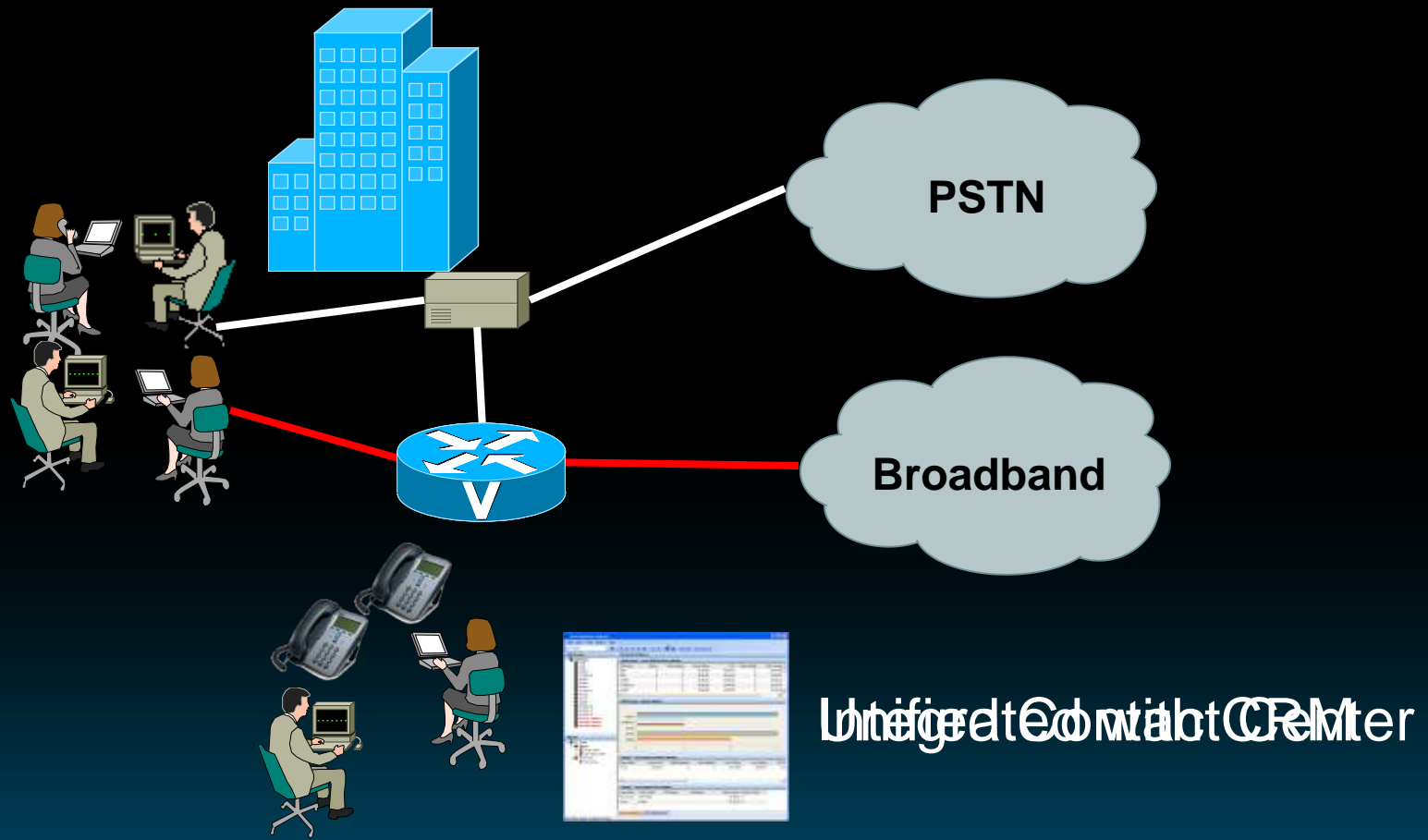
Platform can be later upgraded to integrate Presence & IM

# 3 – Specific Communication Projects

- Commercial operation with existing PABX
- Separate Customer Contact channels
  - Phone
  - Email
  - Different customer support groups
- New business need – improved Customer Support



# 3 – Specific Communication Projects



## 4 – Start Unified Communications Adoption

- Commercial operation with existing PABX
- Deployed unified messaging (e.g. MS Exchange)
- Other communication channels include Skype & MSN
- Power users enabled with Smartphones



## 4 – Start Unified Communications Adoption

- Enable new core Call Control with Cisco UC Manager
- Build a strong Presence & IM solution that is tightly integrated with Voice & Messaging platforms

### Option 1

Cisco UC Manager &  
Cisco Unified Presence

### Option 2

Cisco UC Manager &  
integrate with MS Office  
Communicator (CUCiMOC)

# Collaboration within the Organisation

- Technology is an enabler
- Adoption is not only a technical issue
  - Depends on organisation's culture
  - Users range from enthusiasts to laggards
- Championed by key users
- Processes need to be adapted to maximise value
- Key Success Factor – an intuitive interface



# Evolve your Communications

- Various technology starting points
- Affordable - scales as required
- No need to scrap everything from day 1

# Invest in the right technology

- Base on technologies you know well
- Choose open standards for integration
- Hook up your business applications and processes
- Look at the broader framework, including CRM
- Choose the right technology partners

Forget telephony...

Think in terms of business applications

Think one interface for voice, video, email & chat

Think Unified Communications - it's here... now

On to the demos...