



Unified Messaging

Communicating in Today's World



Unified Messagings Benefit Snapshot

- *Drives real world business processes*
- *Consolidated message box*
- *Easy access to voicemails when traveling*
- *Screen pops for incoming messages*
- *Live recording capability*

Unified Communications is rapidly becoming indispensable for businesses today because it allows them to react to change more rapidly and more effectively. As the pace of technological change accelerates, businesses must take action to ensure their communications systems keep up.

Most businesses implement Unified Messaging first as they begin to develop a strategy for deploying Unified Communications. This point is demonstrated in the Telecom Intelligence Group's InfoTrack for Converged Applications report from September 2006, which found that Unified Messaging deployments grew 17% from the previous year. This rapid deployment rate is expected to continue for the foreseeable future.

Unified Messaging continues to grow because it enables employees to have a centralized mailbox and more easily manage their communications. Businesses are now beginning to see that Unified Messaging is a necessity because the number of daily emails, voicemails, and text messages continues to increase for nearly every employee.

This adoption trend is not unique for Unified Messaging. For instance, when voicemail was first introduced, it was not considered vital to a company's business. In today's economy, voicemail is vital. The same is true for email. What company is in business today does not have some sort of email access?

Depending upon the business, facsimile may have also become a necessity. Businesses in financial, legal and real estate fields must transmit signed documents and retain not only the original document, but also facsimile time stamp information for that document.

Unified Messaging is the newest example of technology that will become vital to businesses within the next few years. A January 2006 Sage Research study revealed that "employees without Unified Messaging spend more than 75 minutes a day handling e-mail, voicemail, and fax messages. But central management of Unified Messaging saves people an average of 43 minutes a day – a 57% improvement in productivity."

Another study conducted by AT&T several years ago concluded that every time an employee places a call at work, he or she has nearly a 75% chance of speaking to a voicemail box rather than the intended recipient of the call. Additionally, an email study conducted by Information Week in January 2007 found that businesspeople in the U.S. send and receive an average of 171 e-mails per day. More troubling still, the volume of e-mail is expected to double by 2010.

Playing phone tag, leaving multiple messages, handling e-mail and voicemails that arrive in different inboxes, and switching between multiple phones all take time out of everyone's day and make the lives of employees more complicated. These tasks are not only frustrating; they slow decision-making and sometimes force employees and staff to make choices based on incomplete information.

Unified Messaging Benefits

Unified Messaging is a tool to help users organize the communications (in many cases communication and information overload) that they encounter on a daily basis. Alone, it does not reduce the number of messages – but Unified Messaging does give the user a tool to consolidate different message types into one view, and then it gives them a way to prioritize those messages. Unified Messaging has numerous benefits. The exact number and degree of those benefits depend upon the willingness of an organization to adopt the technology and make the necessary organizational changes to provide employees a way to utilize the new features.

Some common Unified Messaging features include:

- The ability to provide quicker responses to internal and external customers
- Screen pops for incoming messages (voice, email, and fax)
- Ease of access to messages
- Prioritization of voicemails by using Caller ID to screen them
- Increased productivity through the consolidated mailbox's simplified message
- The use of preferred media to respond to messages rather than being tied to the original media
- The capability to forward voicemail as an email attachment
- Text-to-speech capability, enabling road warriors to have anytime access
- The ability to send and receive faxes over IP at the desktop
- Live recording capability and the ability to forward the recorded .wav file as an attachment
- The capability to send VideoMail from the desktop
- The use of speech recognition for voicemail navigation
- Management of Microsoft Outlook® calendar functions from the Unified Messaging system



Respond Quickly

Unified Messaging can provide quicker response times to internal and external customers by consolidating the user's messaging into one mailbox. The user need only check one place to see and respond to voicemail, email and faxes. This ability is especially useful to mobile employees that now have the power to check all messages at once. The old method of checking every mail box individually involved a significant amount of inconvenience to users. This application enables users to focus on customer satisfaction and partner relationships instead of managing multiple applications. For financial and real estate investment industries where fast response times are crucial to making or losing sales revenue, a few extra minutes of time can be a godsend.



Unified Messaging can provide quicker response times to internal and external customers by consolidating the user's messaging into one mailbox.

Get Screen Pops When a Message Is Waiting

Screen pops for incoming voice, email and fax messages provide immediate message notification – a feature of extreme importance to mobile employees. For instance, the traveling employee is not typically next to an office phone that enables them to see a message waiting indicator for voice messages. With Unified Messaging screen pops, the user receives a visual indicator on the desktop that provides immediate notification of an incoming messaging. This feature is especially useful when the user is working in another application and not paying attention to the message box.

Get Messages Easily

In addition, the unified mailbox allows the user easy, direct access with limited security code requirements for messages. For example, a user can log into Microsoft Outlook and check both email and voicemail without dialing directly into voicemail, entering an extension and password, then having to navigate auditory menus.

Caller ID Helps Prioritize

A productivity increasing feature is the ability for the user to “see” all voicemails in the UM mailbox. This feature provides a significant advantage for users because it enables them to prioritize their voicemail retrieval by using the Caller ID or Calling Name to screen the voicemails. Users can now retrieve and answer voicemails in any order they wish rather than reviewing and answering them sequentially as in the past. For example, users can decide to retrieve and answer customer voicemails first and vendor/supplier voicemails last.

Simplify Mailbox Clutter

Another productivity improving benefit of a consolidated message box is that it results in less mailbox cleanup for messages as well as less announcement message setup. An example is provided below for a caller unsuccessfully trying to reach a recipient. When unsuccessful, the caller left messages (voice and e-mail) on multiple devices. A Unified Messaging box would enable the recipient to quickly delete the multitude of messages once the issue is resolved.

Results in almost 5 minutes per event to access & clean up device mailboxes for recipient





Reply Using Preferred Media

Another benefit of Unified Messaging is that users can reply to messages using their preferred medium instead of being tied to the original medium. For instance, if a voicemail is retrieved through a unified mailbox, the user can either reply through voicemail or email and simply append a note – or even an attachment – to the caller's message. The original voice message can be attached to the message as a point of reference for the caller.

Forward Voicemails – and Even Attachments

Another Unified Messaging feature provides the ability to forward someone else a voicemail as an email attachment. For example, if a call should be addressed by another employee or manager, the user can quickly and easily forward the voicemail to another destination located either on the WAN or externally – and even append a note to the message. Fax messages can be handled similarly.

Text-To-Speech Provides Access for Road Warriors

Text-to-speech capability enables road warriors to have anytime access to their messages. Emails with high priority can be “listened to” over a phone line. This feature is handy when an Internet connection is not readily available, but a cell phone is.

Fax Over IP from the Desktop

Using fax over IP from the desktop, users can send and receive faxes right from their computers. This feature is popular in the real estate and financial sectors, which routinely send and receive facsimile information. With this feature, the user does not have to walk down the hall to periodically check a standard fax machine. Additionally, fax over IP enables users to manipulate and store documents electronically. Users can also make changes (adds/deletes) to documents and forward them via email.

Transcribe Conversations with Live Record

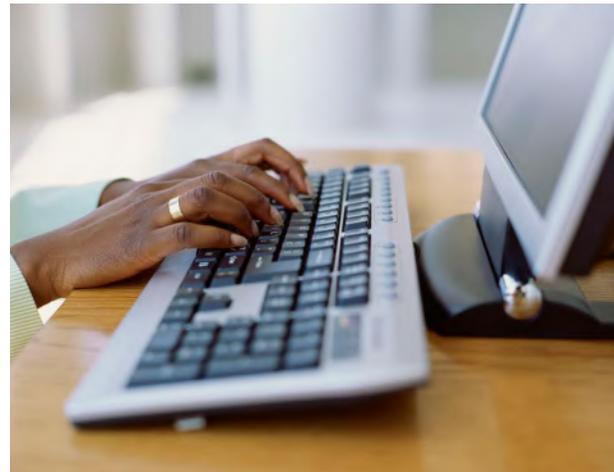
Live record is a wonderful feature that is available only from the best Unified Messaging systems manufacturers. Several of NEC's products support this feature, which enables users to record conversations on the fly at their desktops, save the resulting .wav files to the desktops, and then forward those .wav files as attachments.

Live record provides distinct productivity benefits. For instance, time is no longer wasted in transcribing notes from a conversation; the whole conversation can be saved and forwarded to the appropriate party. Important conversations can be recorded and stored for future use, especially for regulatory compliance and quality assurance concerns. Additionally, recorded messages include details like customer voice tone and the full content of the conversation – which are not picked up through transcriptions.



Send VideoMail from the Desktop

VideoMail from NEC is a new example of how desktop and IP convergence is revolutionizing communications. Users can now create and deliver recorded video messages and screen captures via e-mail. They can also combine dynamic screen captures with explanations of those screen captures as two separate windows within one e-mail. In addition to providing improved, better quality communications, VideoMail can reduce travel costs in a wide range of industries by providing more electronic collaboration and reducing the need for face-to-face conversations.



Unified Messaging Solutions from NEC

NEC's Unified Messaging benefits its users by:

- Driving real world business processes
- Providing a single consolidated mailbox for voice messages, emails, short text messages and IP Fax
- Enabling road warriors to easily retrieve their messages from a phone or PC
- Simplifying voicemail, e-mail, and fax message management
- Typically providing live record capability for improved productivity

Unified Messaging drives real world business processes. Business executives are looking towards technology to simplify – and even solve – common business problems such as communication issues, travel costs, and timely distribution of business-impacting information.

The main benefit of Unified Messaging is convenience. With a consolidated mailbox, users can conveniently manage their voicemails and e-mails, mailbox settings and handle incoming and outgoing calls directly from their PCs.

NEC has various solution sets to satisfy any customer need. All of our Unified Messaging systems provide voicemail capability, creating a basic subset that is vital to any small or large business. Additional capabilities can be added to the base platform. A short list of typical NEC product capabilities includes:

- The ability to configure for voicemail only, Unified Messaging or a mixture of both
- Analog, digital or IP integration to the PBX for voicemail retrieval
- Expanded messaging support – voice, fax, email, short text messages and video
- Caller ID display so that dialing return calls and message screening are fast and easy
- Screen pop notification of incoming messages
- Text To Speech conversion
- Integration with Microsoft Outlook, Novell Groupwise® and IBM Lotus Notes®
- The ability to configure through our consolidated web-based management system using MA4000
- Scalable port size through software which allows customers to pay as they grow

Some systems support expanded capabilities such as live record on the fly, VideoMail attachments and the clustering of multiple voicemail servers to create one larger system.

Versatile NEC messaging systems can resolve all of your messaging needs through flexible, reliable, and unique applications. With NEC's constant development of new products and an easy migration path, your company can upgrade as the need arises.

Unified Messaging provides a solution to help users better manage their voice, email, fax, and other messages. With NEC's Unified Messaging, users can realize substantial productivity gains!



Empowered by Innovation



For more information, visit necunified.com

About NEC Unified Solutions, Inc. NEC Unified Solutions Inc., a global leader in VoIP and data communications for the enterprise and small-medium business, delivers the industry's most innovative suite of products, applications and services that help customers achieve business value through technology. NEC Unified Solutions, a wholly owned subsidiary of NEC Corporation of America, offers a complete portfolio of solutions for wireless, unified communications, voice, data and management services, and an open migration path to protect investments. NEC Unified Solutions, Inc. serves Fortune 1000 customers across the globe in vertical markets such as hospitality, education, government and healthcare.

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