



OpenScape Enterprise Express

Unified business for mid-sized companies.

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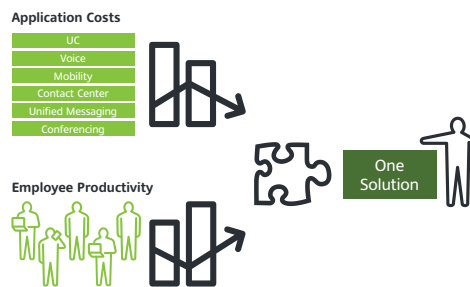
Now, mid-sized companies can move faster than ever to gain the competitive advantage of better team collaboration.

“As organizations undertake the integration of multiple software systems, they often have little idea of how much it will cost or how long it will take.”

Revealing Cost Drivers for Systems Integration and Interoperability Through Q Methodology – White Paper, Software Engineering Institute, Anderson, Brown, UNC

Be more competitive

Making business more competitive is one of the top objectives for today’s CIO. Operational expenses must come down. Employee productivity needs to go up. Building a solution from multiple applications is a challenge. The cost of integrating many different applications and systems is an unknown, and projects that run awry can have a negative impact on costs and productivity.



Integration risks are replaced with results. Planning, installing and activation of an OpenScape Enterprise Express solution are fast and efficient.

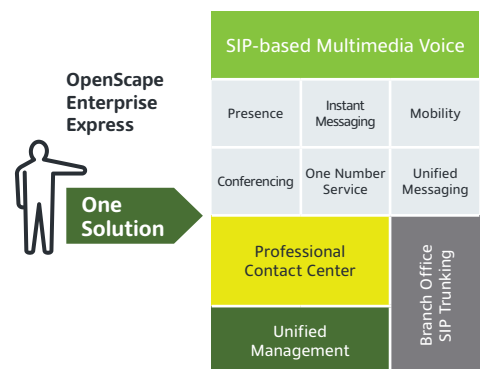
OpenScape Enterprise Express base package includes:

- OpenScape Voice
- OpenScape Contact Center
- OpenScape UC Application
- OpenScape Xpressions (Unified Messaging)
- OpenScape Common Management Platform
- OpenScape Deployment Service (Plug & Play for IP Devices)
- OpenScape User Management

With Software Assurance built-in, you’ll reduce TCO by as much as 30%. And it frees IT departments from having to manage and test single step application upgrades.

Solve Integration Complexity

How to avoid the complexity and skip right to the benefits? It’s called OpenScape Enterprise Express and it is built specifically for the mid-size enterprise. It pre-integrates, and pre-installs virtualized applications from the OpenScape Enterprise portfolio onto a single server, with a unifying management solution that makes operations run smoothly.



Unified Business

OpenScape Enterprise Express enables individuals to be more efficient and teams to be more productive.

Three key performance capabilities that immediately unify your team are:

SIP-based Voice and UC communications

How can that help? Industrial manufacturer Pall Corporation was able to save 32% per employee per year on enterprise communications with its deployment of OpenScape Voice and UC¹. Much of these savings came from the deployment of SIP Trunking and routing calls over the IP network avoiding toll and connectivity charges.

In-House Audio and Web4 Conferencing

How can that help? Orlando Utilities Commission (OUC) estimated costs savings of approximately \$20,000 a year by bringing in-house audio and

web conferencing services. This did not include the savings from reduced travel costs because teams now had a more efficient way to run virtual meetings².

Professional Contact Center

How can that help? LateRooms.com was able to increase call to booking ratios by over 50% and at the same time reduce the cost of sales by 50% with OpenScape Contact Center solution. An additional benefit was the improved first contact resolution which helped boost overall customer satisfaction³.

Tap into Your Team's Potential

By keeping your employees more connected, more productive and more satisfied you can tap into the full potential of your organization. The right communication solution keeps them connected with your business - anytime, anywhere.

“Our SIP-based communications infrastructure is inherently more cost efficient. We are even finding that we need fewer physical phones because the UC environment allows more of our workforce to go virtual.”

Richard Fairhurst, Director - IT Global Infrastructure, Pall Corporation



¹ Pall Corporation Case Study by Mainstay Partners

² “Finding the Value in Unified Communications – Understanding the Hierarchy of Return”, Frost & Sullivan

³ Case Study – LateRooms.com

Solution Overview

OpenScape Enterprise Express provides mid-size companies a complete solution that solves integration complexity and increases individual and team performance.

Pall is on track to realize net benefits totaling \$5.2M over five years from its investment in OpenScape Voice and UC. The company will save 32% on enterprise communications per user per year and will see a 53% return on its investment.

Pall Corporation Case Study
Business Value Assessment

Solution Characteristics	Key Benefit
Pre-Integrated Applications	<ul style="list-style-type: none"> • Reduce integration complexity • Speeds up installation and activation
Pre-configuration	<ul style="list-style-type: none"> • Customer specific user data, numbering plans, routing tables established as prior to activation • Creates baseline configuration for growth management
Virtualization	<ul style="list-style-type: none"> • VMware® hypervisor • Reduced footprint and power consumption • Higher server efficiency
Anywhere Worker	<ul style="list-style-type: none"> • One Number Service allows users to control where and when they can be contacted, and on which device • Mobile clients for Android and iOS devices • Flexible workforce creates business agility, attracts best talent
In-House Audio and Web Conferencing⁴	<ul style="list-style-type: none"> • Increase collaboration for virtual teams • Reduce travel costs • Quick return on investment
Rich Presence and Instant Messaging	<ul style="list-style-type: none"> • Know where and when colleagues are available • Constant contact via IM speeds customer responses
Unified Messaging	<ul style="list-style-type: none"> • Direct e-mail, voice mail, Fax mail, SMS to multiple devices depending on employee location • Always in-contact increases employee productivity, speeds responses on critical issues
Unified Management	<ul style="list-style-type: none"> • Manage all users, endpoints and applications from one system • Lower operators training costs • Open interfaces for 3rd Party Integration of umbrella management systems
Desk Phones	<ul style="list-style-type: none"> • HD Audio Experience across the entire portfolio of OpenStage Phones • Eco-friendly recognized - "Blue Angel" award for low power consumption
Software Assurance	<ul style="list-style-type: none"> • Lowers TCO of software applications by as much as 30% • Ensures that application updates are pretested in the entire solution prior to release

⁴ OpenScape Web Conferencing is an easy add-on. It is not part of the base package.

OpenScape Enterprise Express Applications

OpenScape Enterprise Express pre-integrates and configures the most highly valued OpenScape Enterprise portfolio applications (table below) onto a single server using virtualization technology.

Solution Characteristics	Key Benefit
OpenScape Voice	<ul style="list-style-type: none"> • Feature rich enterprise SIP-based voice
OpenScape Contact Center	<ul style="list-style-type: none"> • Deliver a professional customer experience • Improve the productivity of the contact center staff • Increase customer contact resolution rates and customer satisfaction
OpenScape UC Application	<ul style="list-style-type: none"> • Increase collaboration and speed of decision making • One Number Service makes anywhere workers always connected and reachable • All-in-one UC Client (rich presence, contact lists, click to dial, journal, etc.)
OpenScape Xpressions (Unified Messaging)	<ul style="list-style-type: none"> • Access voice mail inbox from anywhere - speeding responses, increases employee productivity • Quick customer resolution for urgent issues
OpenScape Common Management Platform	<ul style="list-style-type: none"> • Single unifying management platform for all components means lower costs for maintenance and operations
OpenScape Deployment Service	<ul style="list-style-type: none"> • Plug & Play deployment of OpenStage and 3rd Party IP Phones • Inventory management • Centralized distribution point for security certificates
OpenScape User Management	<ul style="list-style-type: none"> • User Centric approach for solution resource assignment • Pre-defined templates simplifies user management
OpenScape Branch	<ul style="list-style-type: none"> • Survivability in the branch office increases business continuity • Local media resources reduces bandwidth connection costs • Integrated analog adaptor provides TDM legacy device support
OpenScape Session Border Controller	<ul style="list-style-type: none"> • SIP Trunking lowers connectivity and communication costs • Secure access for remote workers and branch offices

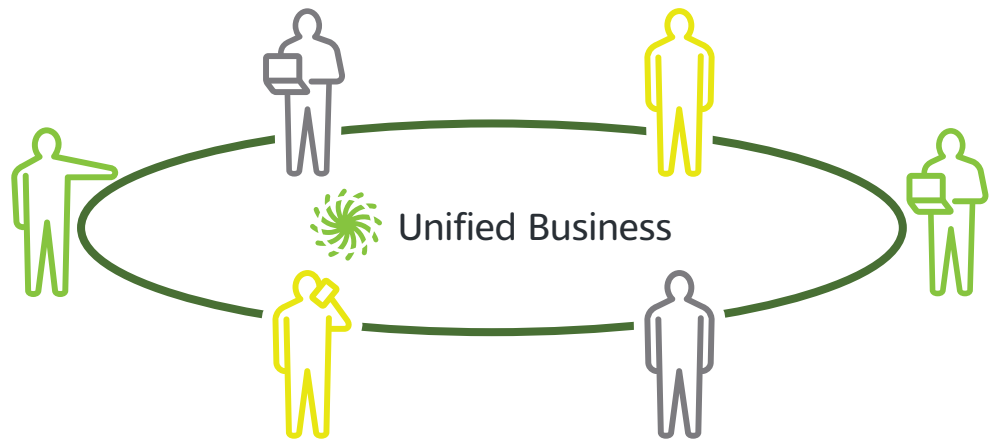
The Fastest Way to Better Performance

OpenScape Enterprise Express brings productivity to your team fast and efficiently.

- Provides all the necessary applications pre-installed and pre-configured
- Eliminates integration complexity for Voice, UC and Contact Center applications
- Dramatically speeds up business community and collaboration workflows

- Improves the relationships between you and customers
- Creates a flexible mobile workforce
- Lowers overall software and solution lifecycle costs with software assurance
- Easily expandable for growth
- Easy to manage with a single unified management solution

More efficient operations and more effective employees mean improved business performance.



We invite you to take a look at your potential operational savings when you deploy an OpenScape Enterprise Express solution. Visit our website (www.unify.com) where you will find the calculators

shown below. These calculators will help you estimate just how quickly a move to OpenScape Enterprise Express will pay off.

Communications Calculator



Conferencing Calculator



Contact Center Calculator



“OpenScape Enterprise Express will help to improve the integration of our team, reducing costs and enhancing productivity”

“By using features such as presence management and the integration of different medias, such as voice, email and fax, we believe that the performance of our workgroups will be amplified.”

Gilson Pires, IT for Phonoway.

About Unify

Unify is one of the world's leading communications software and services firms, providing integrated communications solutions for approximately 75 percent of the Fortune Global 500. Our solutions unify multiple networks, devices and applications into one easy-to-use platform that allows teams to engage in rich and meaningful conversations. The result is a transformation of how the enterprise communicates and collaborates that amplifies collective effort, energizes the business, and enhances business performance. Unify has a strong heritage of product reliability, innovation, open standards and security.

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