



Face-to-face with crystal clear conversations

The questioning eyebrow raised in response to a wild idea. The wry smile when you've hit on a pain point. The nods of agreement that say you're talking the customer's language. That's the power of enterprise video from Unify.



Vibrant conversations bring people together

Collaboration. It's the ability to bring together the very best people, bounce ideas around and use the best collective thinking to work through problems, identify opportunities and achieve objectives.

And when those collaborators are in different geographies, video can play a key role in getting to a great result.

According to a recent survey by Unify, 72 per cent of respondents felt actually seeing their colleagues would make teamwork easier.

And they're right. Humans are social animals, with studies consistently finding in-person meetings are more favoured and more productive. But with 7 out of 10 of us always or frequently working as part of a virtual team, in-person is often impossible. Or it was. Until now.

Getting together over video inspires us to collaborate and share ideas. It solves problems and drives the kind of faster, more accurate decision-making that keeps us ahead of competitors.

Not only that. Reduced travel saves money and lessens our own environmental impact - all valuable video outcomes.

But more than anything else, video allows users to have more vibrant conversations; building the kind of relationships we need to accelerate innovation and enhance creativity.

Today's video options are a far cry from the high-cost, dedicated systems of the recent past. Endpoints are not limited to the standalone camera. HD video is now integrated into the desktop, tablet and smartphone – and for a lot less money.

A promise unfulfilled

While most would prefer to 'see' their geographically separated colleagues, only 3 out of 10 actually use video in the workplace.

This isn't a new problem. And there's no single reason. Certainly, video has suffered from quality issues. Calls were regularly dropped, and the viewing experience was challenging at best. Room systems were difficult to use, dialling in meant wrestling with unfamiliar IP addresses. For the occasional user – and most of us were – we received a less than favourable experience.

Then there's the cost. The hardware nature of conventional video products made them difficult (and expensive) to scale – while many standalone video systems required specialist support.

Small wonder then that video has been relegated to the conference room or expensively built executive suite.

But that was then. Before Unify made enterprise-wide video as easy as picking up the phone.



OpenScape Video: easy, integrated and affordable

The OpenScape portfolio breaks down the barriers to enterprise-wide video adoption.

The user experience challenges have gone. OpenScape brings voice and video together within the context of how we work and meet. It's driving collaboration and better business performance across organizations.

Video is available anywhere – in the conference room, on the desktop and on tablets and smartphones. And you can enjoy the same consistent, high quality user experience.

OpenScape gives you same benefits of our voice solution, including the same number schemes, a unified contacts directory and ubiquitous access – anywhere, at any time, on virtually any device.

And we can even deliver this consistent OpenScape experience on your existing third party video systems. So if your contact is in your OpenScape address book, a video conversation begins with a single click. Easy!

Committed to change – not to rip and replace

The days of high cost video hardware endpoints are gone. Today's PCs, laptops, smartphones and tablets already embed camera technology. Enterprise video is now simple and scalable.

But we also recognize the value of your existing video endpoints and investments. So rather than ask you to rip and replace, we've made sure our solution framework offers seamless integration, and the same user experience too.

So when it comes to integrating with traditional videoconferencing endpoints and infrastructures from the world's leading vendors, we can do it.

We have forged an especially close partnership with Polycom to offer the solutions that suit your video needs – both now and in the future.

So should you need support anywhere on your video journey, we're here to help.

Our Global Services have unmatched expertise in integrating video into the wider communications framework, while you can depend on us to ensure your traditional videoconferencing environment run smoothly and reliably through our OpenScape Managed Video Service.



From isolated islands to a truly integrated enterprise

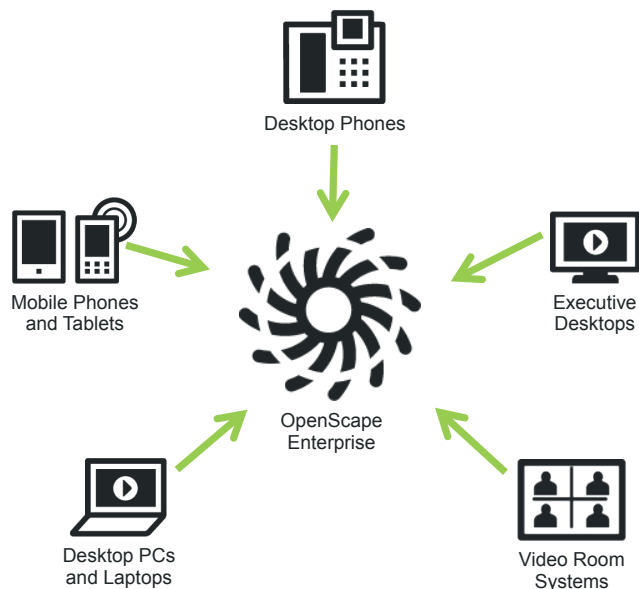
For the vast majority of enterprises, voice and video technologies have lived very separate lives.

Voice has always been ubiquitous across the business. You couldn't operate without it. Not so with video. Deployment may be wide across the larger enterprises, in conference rooms or executive suites, but it's rarely deep. For most, the 'video experiment' stops at the executive level or high profile, infrequent customer meetings.

To take full advantage of its team working and collaborative value, video must be taken off these 'islands' and adopted right across the enterprise.

So we've done it. In direct contrast to the old world of video, Unify offers a tremendous opportunity to bring voice, video and all your communications together in a common framework, built on common standards.

Unifying video, voice and UC in the context of OpenScape Enterprise





Voice and video integration starts here

While all see the value of video, no two organizations are approaching adoption from the same place. Some may want to unify their existing disparate voice and video environments. Others may be further along the road - looking to embed video communications throughout their business processes.

At whatever stage of your journey, Unify offers a solution with OpenScape Enterprise.

OpenScape Voice integration

You could be an existing Unify OpenScape Voice user looking to enhance your enterprise communications and collaboration by deploying video. Or you could be seeking to build a completely unified environment.

Either way, OpenScape Voice uniquely combines voice and video into a single, seamless enterprise communications framework. You'll benefit from a single, streamlined architecture, common feature-set and directory structure.

And, if you have an existing OpenScape legacy platform or third party PBX installed, OpenScape Video Controller offers an easy and affordable way to add video to your existing network.

So, at whatever stage of your journey, you'll gain a powerful combination of voice and video to extend collaboration across your virtual teams.

OpenScape UC Application integration

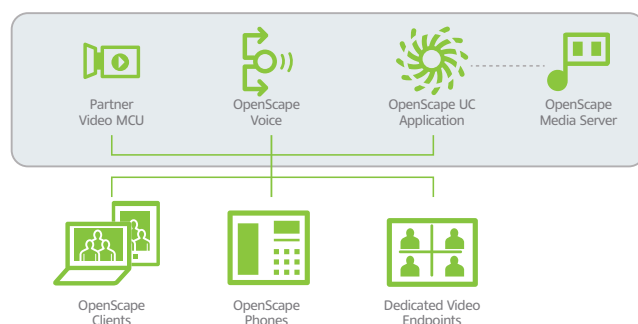
Amplifying team effort and driving business performance begins with your people.

By seamlessly unifying OpenScape UC Application with your voice and video network, your anywhere workers will enjoy the broadest set of unified communications features.

That's everything from enhanced mobility, right through to a presence-based user directory so every contact becomes a voice and video contact - on whatever device you choose.

This is the next step along your video journey -- extending adoption across your OpenScape-enabled enterprise and accelerating the true value of face-to-face collaboration.

OpenScape Enterprise integration





Taking the conversation beyond the enterprise

OpenScape Media Server

When you need to scale video across your enterprise, our SIP-based embedded OpenScape Media Server offers a more flexible software alternative to conventional, hardware multi-point control units (MCUs) – at a fraction of the cost.

OpenScape SBC and OpenScape UC Firewall

What happens when you want to extend video beyond your office location, or to partners and suppliers? Simple – you deploy OpenScape SBC and OpenScape UC Firewall.

OpenScape UC Firewall makes it possible to conduct secure videoconferences between branch offices and headquarters. OpenScape Session Border Controller provides a way of bringing mobile and remote employees into your video-enabled conversations.



Easy, intuitive and mobile

For a workforce that's used to highly intuitive smartphones and tablets, experience is everything.

And we deliver – in a big way.

Because we know that enterprise adoption is as much about your people as your platform, we've made it incredibly easy for them to use video from their PC and mobile device – any time they need to.

We've even made it possible to control your existing videoconferencing systems directly from OpenScape. There's no complex addresses, unwieldy remotes or detailed instructions necessary. Just the interface your people use every day.

This is how you ensure adoption and achieve significant returns on your new and existing video investments.

OpenScape UC Desktop Client

Video from the desktop has never been easier or more intuitive. We've embedded video capabilities within our OpenScape Desktop Clients: as a combined voice and video soft phone, as part of a full-featured UC client, and as an integrated module in your groupware solution.

OpenScape Mobile

And we've made it possible for you to use video from your iOS and Android smartphones and tablets. Just like with the OpenScape UC Desktop client, OpenScape Mobile offers video as an integrated part of the whole UC experience.

We have even extended OpenScape Mobile's Call Swipe feature to video. That means you can instantly move an ongoing video call from your mobile to your desktop as you walk back into the office.

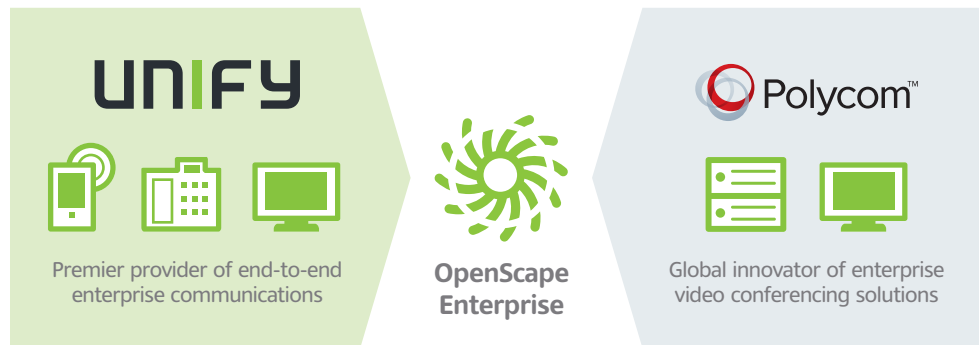


Building relationships, supporting enterprises

The Polycom partnership

If you have made significant videoconferencing investments or require the kind of performance and specialization only a hardware-based solution can provide, our Polycom partnership addresses your needs.

Offering Polycom's end points and infrastructure, and delivering crucial integration assistance, we're bringing the value of high performance video into Openscape.



Managed Video Service

Our commitment to delivering anywhere enterprise video extends across the globe.

We have over 140 consulting and service professionals around the world, and Video Network Operation Centers in Europe, India, and the Americas.

This means we can deliver a Managed Video Service that allows you to embrace enterprise video conferencing without the complexity, high cost and poor quality of service of the past.

- Automated scheduling and booking tools that ensures video conferencing resources are easy to reserve and optimally utilized
- Web-based tools for easy conference set up- eliminating the need the need for end-user configuration with automatic start times
- Management of video equipment from any leading vendor - and continuous remote monitoring and optimizing of conference performance
- End-user assistance and help desk services to reduce IT resource burden through our Video Network Operation Centers



Vibrant business conversations begin here

Crystal clear, vibrant video is now a reality across the enterprise and beyond.

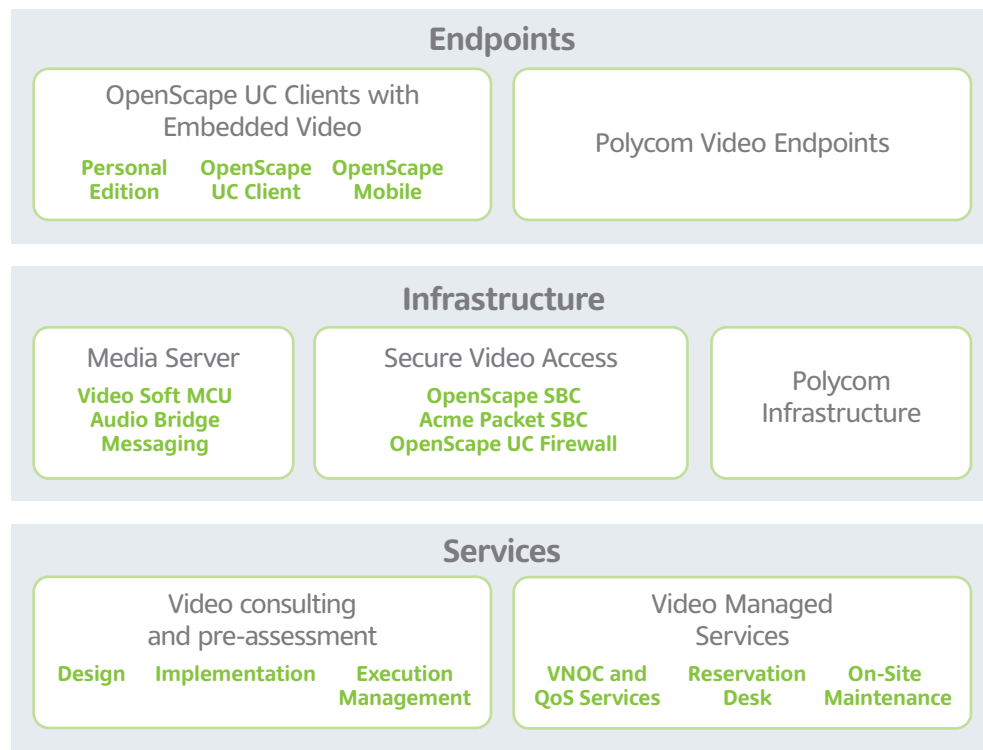
It's bringing your virtual teams together, connecting them from anywhere, boosting productivity, building relationships and increasing business performance.

And it's bringing all your communications networks together - into a single, seamless and open environment.

OpenScape Video is also cutting your costs, and delivering the kind of consistent end-user experience you need to accelerate user adoption across your enterprise.

Video is where relationships are built, and where collaboration leads to competitive advantage.

Unify is making it happen.



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.

unify.com



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