



Results from Enterprise Connect 2013

Business starts with a conversation, and we're changing
the conversation.

“RFP: UC Without Buying a New PBX”

Siemens Enterprise Communications (now Unify) and OpenScape UC earn top ratings in Enterprise Connect’s mock UC RFP for a second consecutive year.

The Rationale

‘RFP: UC Without Buying a New PBX’ is a regular feature at the annual Enterprise Connect conference in Orlando. This mock RFP was created by independent consultant Marty Parker, Co-Founder, UniComm Consulting and UC Strategies, as a vehicle for customers seeking access to vendor offerings for deploying unified communications without incurring the time and expense of buying a new PBX.

Parker’s rationale for the mock RFP is based on customer research showing a likely better RoI for UC implementations not requiring a complete PBX replacement, as they can be implemented more quickly and with a lower initial investment of time and capital. Also, Parker’s introductory remarks at Enterprise Connect suggest that a UC implementation would produce a higher return if it were targeted at specific opportunities to improve enterprise business processes or the productivity of specific workgroups.

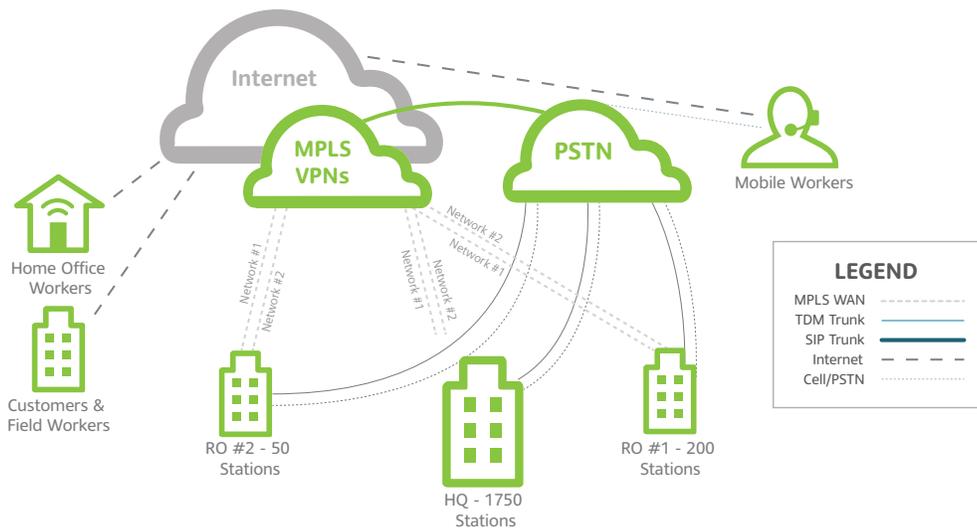
The Vendors

Seven UC solution providers responded to the 2013 RFP: Alcatel-Lucent, Avaya, Esna, IBM, NEC, and Siemens Enterprise Communications.

The ‘Customer’

Although modeled on the fictional ‘Enterprise Connect Company’, the mock RFP reflected three typical site scenarios representative of the character, size, and increasingly diverse nature of today’s large enterprises. The three location types included a 1,750 employee ‘headquarters’ site, a 200-employee ‘regional’ office, and a 50-employee ‘branch’ office. A number of these employees were also designated as mobile or home workers. Connectivity within the company was across a MPLS provider into the PSTN. [Chart 1]

Even though there is growing interest in cloud-based solutions, the RFP specifically requested a premise-only solution, both for consistency of comparison, and because a separate mock RFP evaluated cloud-based UC and IP telephony solutions.



The RFP Survey

The RFP aimed to evaluate the maturity and robustness of current unified communications offerings on the market. It delivered a thorough and independent review and analysis of each entry against specific requirements, including provisioning 2,000 users while supporting up to 100% growth across all facilities without replacement of any initially-installed hardware or software. [Chart 2]

Submissions were judge on a set of consistently-rated common criteria to assure a compatible scoring baseline:

- Architecture (10%)
- Functional / Technical (six categories totaling 60%)
- Pricing (20%)
- RFP Compliance (10%)

| Functionality | Number of Users |
|--------------------------------------------------------------------------------------------|------------------------------------------|
| UC Client: Presence, IM, User Profile, Click-to-Communicate | 2,000 |
| Conferencing: Busy Hour Traffic 200 Voice, 133 Voice + App Sharing, 67 Video + App Sharing | 2,000 (500 hosts) |
| Mobile Communications, Smartphone and Softphone Clients | 600 Sales and Service 525 Mgmt. + others |
| Communications-enabled Business Apps | 600 Staff (Logistics + Back Office) |
| Communications-Enabled Workspaces – integrated to SharePoint or Quickr | 500 Research, Sales, Mgmt. |

Chart 1. Enterprise Connect Company Communications Environment.
 Chart 2. 'Enterprise Connect Company' Solution Requirements

Superior rankings

“Our mock RFP exercise at Enterprise Connect lets prospective UC customers look at multiple UC vendors to assess how their vendor offerings may address their specific business needs. Siemens Enterprise Communications OpenScape solutions received strong ratings in a number of categories, showing it can provide a very solid solution for UC without a new PBX for many enterprise customer situations.”

Marty Parker, Principal
UniComm Consulting LLC

Strong performance across the architecture, functionality, and price categories



While the RFP reviewers did not declare an overall ‘winner’ - it is recognized that all solutions had their strengths in specific situations - this is the second consecutive year that OpenScape UC has earned top ratings in cumulative RFP scoring. The company secured this coveted positioning by consistently scoring well in all categories, with top scores for conferencing functionality and CEBP (Communications-Enabled Business Processes.)

We believe this balanced approach is crucial for a successful UC deployment. Your team’s collective effort should be amplified across the UC spectrum if you are to attain dramatically improved performance. Since multimedia collaboration is the heart of UC, it is important to note that OpenScape scored highest among vendors in the conferencing category; this is due to consistently high performance across its voice, video, and web conferencing capabilities.

A highly functional and technical UC suite

The Siemens Enterprise Communications (now Unify) response fulfilled the demands of 'Enterprise Connect Company'. It scored highly in every topic in the 'Functional / Technical' category, including Presence / IM and conferencing, through UC client and mobility, to CEBP. Further, OpenScape demonstrated strength in the 'Architectural' category with its openness, standards adherence, federation capabilities, scalability, resilience, and security.

OpenScape UC showing value for money

Siemens Enterprise Communications (now Unify) delivered competitive scores across multiple cost-of-ownership and pricing categories, including: price per user per month, 5-year TCO, initial pricing, and support. This represents a long-standing strength for OpenScape, validated in study after study, over years of research.

Recognizing industry confidence

"We are proud to have been able to demonstrate the technical and functional merits of our solutions, as well as our ability to deliver low cost of ownership. This is exactly what our customer say they are looking for.

"The Enterprise Connect RFP results show that customers can achieve a higher standard of unified communications through a sensible migration path and a partner who delivers – without the expense of 'rip-and-replace'. We're delighted and honored to have had our RFP submissions independently analyzed and evaluated, and especially pleased to have performed so strongly for the second year in a row."

Rick Puskar, Senior Vice President of Global Portfolio Marketing
Siemens Enterprise Communications (now Unify)

Netting it out: Balanced strength

- OpenScape UC ranks highest in the total weighted scoring among all participating UC solutions for the second consecutive year.
- Performance is consistently strong across all criteria.
- Highest scoring for voice, video, and web conferencing – the heart of UC.

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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