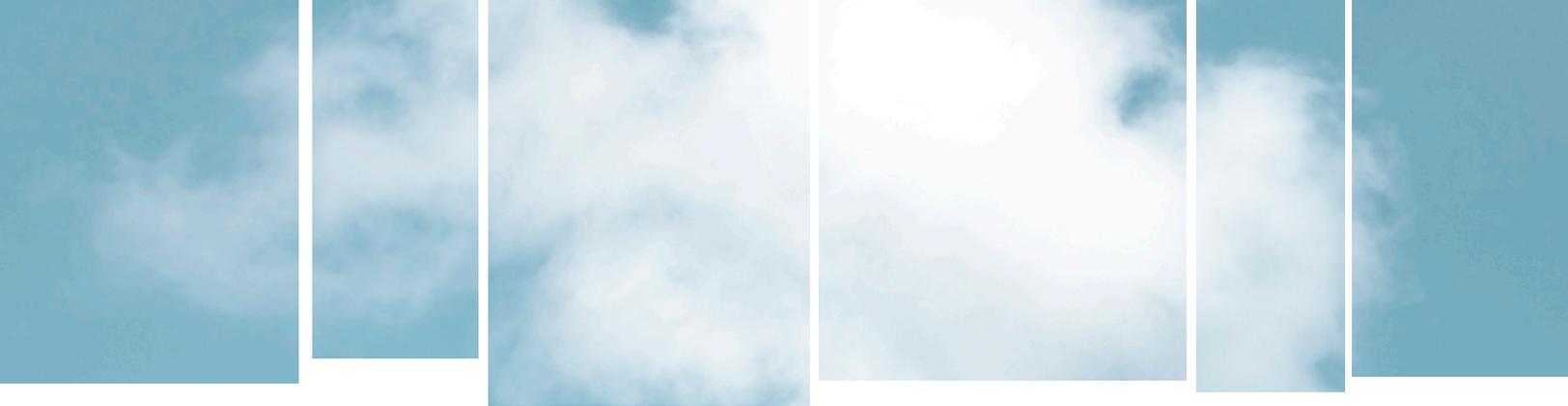




# A Day in the Life of a Mobile UCC User

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What's a typical work day like for your employees? If it's at all like John Smith's day, it's probably summed up in two ways: on the move and constantly communicating with co-workers, customers and myriad other parties.

John, a fictional regional sales executive for Versatile Widgets Inc., is a certified member of the fast-expanding mobile workforce. The number of these anytime, anywhere information workers — people who rely on three or more devices, work from multiple locations and use many apps — has increased from 23 percent of the global workforce in 2011 to 29 percent last year, Forrester Research reports.<sup>1</sup>

John spends most of his time on the road or working from his home office, switching between his laptop, PC, Android tablet and Apple iPhone. He visits his company's corporate office every two weeks or so. He isn't there often enough to need a permanent desk. Instead, he just logs into a hotdesk whenever he's at headquarters to turn that workstation and its equipment into his own personal office.

John has worked at Versatile Widgets for five years. He takes pride in the service he offers customers and in his contributions to his company: He's won the Versatile Widgets' Tops with Clients award three years in a row, and he has yet to miss a sales goal.

John has clients to support, a dispersed sales team of 20, other colleagues to collaborate with, and he must stay in touch with upper management. His ability to excel at his job depends on being able to work with people as if he's in the office — regardless of where he physically is and

what device he's using. John also must be able to move across devices and locations as seamlessly as possible.

How does he do it? How can your employees do it? Let's follow John around for a day and find out how unified communications and collaboration (UCC) technology facilitates his work and life.

### **8:15 – 9 a.m.**

John's driving to a 9 a.m. appointment at a client site to discuss equipment upgrades and contract renewal. It's a routine visit; John doesn't expect anything unusual.

However, as one of Versatile Widgets' leading salespeople, John is always working on at least one big client deal in addition to the routine upgrades and renewals. Today, it's a multimillion dollar foot-in-the-door opportunity with a Fortune 100 company. There's no way that he's going to risk missing a call from that client.

Fortunately, Versatile Widgets has deployed Mitel's MiVoice communications system. With MiVoice, all of John's devices — business phone, personal phone, mobile phone — are grouped under one number. John can select which device will ring at any particular time based on his preferences. Because Mitel can include any devices, including cell phones and tablets, in a unified enterprise communication system, John gets the benefit of features such as single number reach, the ability to have in-call features, and the same four-digit extension and functionality of an office line on his mobile devices.

In his car, John's iPhone automatically changes his status to "Mobile"; now, any calls to his single

<sup>1</sup>Ted Schadler, "2013 Mobile Workforce Adoption Trends," Forrester Research Inc., Feb. 4, 2013.

enterprise number ring his iPhone. So, when his potential Fortune 100 client calls him at 8:40 a.m. using that number, it doesn't matter that he's a few miles away from his home office phone; his iPhone rings immediately.

And a good thing, too, as the hoped-for customer can't take the purchase proposal to his boss without one last key cost breakout. John gives him the final number, hoping that he's a step closer to changing this client's status from "prospect" to "customer."

### 9 – 10 a.m.

John goes over details of the contract renewal and possible upgrades with his current client. But the client wants to ensure that the upgraded widget solution will accommodate a particular feature it needs.

Using MiCollab John can immediately see Versatile Widgets' corporate directory, including employees' presence information on his laptop. Sam Jones in product design is the man

he needs. He's available for an instant chat. No time is wasted confirming the detail, and the customer signs on the dotted line for the upgrade and renewal.

### 10 – 11:30 a.m.

John doesn't have to visit the main office all that often, but today there's a meeting he must attend in person. As he moves from his car to the building, he's talking on his smartphone with a colleague, helping her finesse final details of a presentation she's making at the meeting. The MiCollab softphone on John's iPhone enables voice over Wi-Fi. With Mitel's support for cellular and Wi-Fi fixed/mobile convergence, the mobile call is seamlessly handed off to the corporate Wi-Fi network as John steps through the door.

John takes the elevator to the third floor, and with an hour to go before the meeting, he heads for a temporary hotdesk to do cold-call work. MiVoice's hotdesking capability lets him log into the desk phone with a simple four-digit PIN and have all

## More Mobile Missions

Not all workers have the same mobile requirements as John Smith, the fictional regional sales executive for Versatile Widgets Inc. Some of them might never leave the building to which they report every day.

Think of receptionists, building security personnel and healthcare workers. They spend all day in the same facility, but they're moving around that office space a good bit. How do you keep their lines of communications open as they roam from one place to another?

Take the case of front-desk workers in hotels, who occasionally must step into the back office or the lobby to resolve issues more efficiently. But they still need to be available to pick up guest calls to provide top-notch customer service. Maintaining that level of service isn't a problem with Mitel's cordless handset and headset for fixed IP phones. With these devices, workers can roam from their main workspace without losing contact.

Hospital workers need intuitive, reliable mobile communications. Doctors and nurses have rounds to make, appointments to keep and emergencies to address. Mitel supports

full-featured wireless telephones over a Wi-Fi or digital enhanced cordless telecommunication infrastructure to provide robust wireless communications for on-premises workers. In addition, key healthcare applications such as "nurse call" can be added to improve workflow in a busy healthcare environment.

Where even greater coverage and flexibility is required, a Mitel private GSM mobile network enables workers to use their cellphone both on- and off-premises, providing simple-to-use, resilient communications anywhere. Big institutions are taking the proposition seriously. For example, at the University Medical Center Utrecht, the largest public healthcare institution in the Netherlands, more than 3,500 workers were recently given access to a Mitel private GSM mobile network. Mitel's partner Zetacom is building communication and collaboration capabilities onto the mobile network, including integrated desk-based telephony, mobile data, messaging and medical alarm applications that let staff communicate using chat, mobile and desktop phones and PCs.

his calls routed there for as long as he's signed in.

Mitel's hotdesking setup is convenient for John, and being able to juggle a single workspace among multiple users is cost-effective for Versatile Widgets. Nearly half of the company's workers are mobile, so it doesn't make financial sense to dedicate permanent real estate and phone lines to employees who are rarely in the office. The pool of shared desks and phones saves Versatile Widgets money through better office utilization.

### 11:30 a.m. – 12:45 p.m.

When the meeting time arrives, John signs off his hotdesking phone. He takes his iPhone with him just in case a client tries to email or text him, but he doesn't want phone calls, particularly from colleagues, to interrupt the meeting.

MiCollab's integration with calendaring apps makes that possible. John has recorded the meeting date and time in his calendar, so MiCollab automatically changes his status. Co-workers looking for John will see that he's "In a Meeting" in this case — or "On the Phone" or "Away" in other instances, depending on the preset conditions John has chosen. Any calls are routed to voice mail.

But John doesn't want to be completely out of touch while he's in the meeting. Using Mitel's simple interface, right before the meeting, he sets availability rules so that his calls from his key clients ring through.

### 12:45 – 1:15 p.m.

No lunch at the meeting! John steps out with a new sales associate for a quick bite and a chance to talk over Versatile Widget's products. John uses his tablet to show her a document with interesting data about a new product that he thinks will help sharpen her sales strategy.

Of course, work never really stops — not even for lunch. Before John and his co-worker leave the office, he manually changes his status to "Available," making himself accessible on his iPhone via his single enterprise number.

### 1:15 – 1:35 p.m.

Heading back from lunch, just before he reaches his desk, John's in full contact mode and takes a call from a client who dialed his MiVoice single enterprise number to discuss a Widget Deluxe integration question. That call runs about 15 minutes.

John plans to leave the corporate office but wants to make sure he hasn't missed any other important messages while on the last call. He uses his tablet to check MiCollab's unified messaging

## The Cloud's Place in a Mobile Workplace

Your increasingly mobile enterprise can deploy its Mitel unified communications and collaboration in any way you like, including on-premises, in a private or public cloud or in a hybrid deployment.

The user experience is essentially the same, so what's the argument for centralization and the cloud? First, consolidated, aggregated public network connectivity improves performance and saves money through economies of scale. When you need additional bandwidth for a webcast, it's always available.

And, cloud deployments provide more flexibility for your mobile workers — in fact, for everyone working at your enterprise — as well as up-to-the-second access to technology advances. With Mitel's single cloud-ready software stream, your IT organization can move between deployment models without reinvesting in software, licenses or devices, or having to change desktop behavior or retrain staff.

before he checks out. The MiCollab client provides a single and synchronized message store for all his business communications, voice, texts and faxes. A visual voice mail feature lets John see details on calls from Versatile Widgets employees, such as who called, at what time, as well as their calendar and presence information for click-to-call, instant message or email follow-up.

What gets his attention is an urgent voicemail left three minutes ago from a client who's concerned that Versatile Widgets' support team isn't fulfilling part of her contract. It's time for another round of communications.

### 1:35 – 2:50 p.m.

A client's happiness is at stake, so John moves fast. He logs back into the Mitel hotdesk phone to take advantage of its integrated cordless headset for an immediate conversation with the client. He doesn't want to risk any loss of sound quality and clarity on this call.

The client's complaint in hand, John again taps into MiCollab's presence feature to see if the appropriate colleagues are available to help resolve the issue. He starts with a call to the support team's regional head, who's at her desk in



***A client's happiness is at stake, so John logs into the Mitel hotdesk phone to take advantage of its integrated cordless headset. He doesn't want to risk any loss of sound quality and clarity on this call.***

another office. It quickly becomes clear that they must loop in the person leading the group that's directly fulfilling the client's support contract — an engineer who happens to be at the client site right now.

The MiCollab presence feature shows that the engineer is available, and once all parties are conferenced together, they leverage MiCollab to share the contract document. The group concludes that the client has a legitimate concern. John calls the client back to let her know that the on-site rep is addressing the issue as they speak, and then he heads back to his home office.

#### **2:50 – 3:40 p.m.**

In the car, John's smartphone's automatically changes his status to "Mobile." A few blocks from home, his assistant calls to discuss some issues on John's calendar. They're still talking when John pulls into his driveway and enters his house.

John's smartphone now detects the change in his GPS location and changes his status to "Working at Home," which automatically directs new calls to his home office teleworker phone and cell phone. Meantime, John notices that his iPhone is low on battery. With the push of a button, he seamlessly hands off the call from his iPhone to his Mitel IP desk phone, with the caller unaware that John has switched to his home office phone.

#### **3:40 – 4 p.m.**

With a little communications downtime, John does some research to answer a prospective client's questions.

#### **4 – 5 p.m.**

John is scheduled to conduct a webinar for 20 of his company's sales reps who specialize in the manufacturing sector. He reserved the MiCollab's webinar resource several weeks ago. MiCollab informed the participants via a Microsoft Outlook meeting invitation and provided joining instructions. During the webinar, John walks participants through Versatile Widgets' manufacturing propo-

sition to help clients deal with line-processing bottlenecks. Web conferencing, desktop and application sharing are core capabilities of MiCollab, and John's audience is able to view the presentation running on his laptop.

MiCollab keeps things simple, eliminating unnecessary audio capability requirements. It supports bi-directional audio for Windows clients and one-way, listen-only audio for those who can access the webinar only by phone. Participants easily interact with John, raising digital hands to ask questions and expressing opinions with a thumbs-up or down.

#### **5 – 7 p.m.**

John checks email and does more prospect research into the early evening. By 7 p.m. he's calling it a day, and based on his preset preferences, MiCollab knows that it's time to change his status to "Gone for the Day." That setting will minimize work calls coming into his single enterprise number on the home office phone and smartphone. He knows that any calls to his iPhone from then on will most likely be from friends and family.

After dinner and a good night's sleep, John will wake up and do it all again — just as efficiently and productively as he did today.

### **A New Day in the Life of Your Mobile Employees**

If mobile employees are the norm at your company, there's every reason to want the communications capabilities that John has. The more streamlined their access to communications and collaboration is, regardless of where they are or what devices they're using, the more control they have over

#### **IT Administration Simplified**

As John Smith's experience shows, Mitel's MiVoice and MiCollab solutions streamline the end-user experience and improve customer service. Another plus is that IT administrators' workdays become more seamless, too.

A highly distributed Mitel UC solution can be managed through a single Web browser window. Layered access control and an intuitive user interface enable moves, additions and changes to be delegated across a wider group of individuals with a minimum of fuss.

customer relationships and experiences — and the more successful your business will be.

Mitel's UCC solution also gives employers the freedom to recruit the best talent anywhere, regardless of whether they live next to the corporate office or thousands of miles away.

Organizations can also use Mitel's offering to improve business continuity: In the event of travel challenges or denial of access to their normal place of work, employees can work at an alternative office, at home or from a mobile device.

Another business benefit: Mitel's UCC solution's single enterprise number provides enterprise control in the BYOD age. Employees can use their favorite smartphone or tablet, but you keep control of their relationships with customers and the customer experience. Messages go to a corporate-maintained inbox, not to a personal one, for example. If a salesperson leaves, customers dialing that person's number still reach someone at your company — not your former salesperson who's now working at a competitor.

## The Extreme Contact Center

Using MiContact Center, your agents aren't tied to a single office location. They can handle multimedia customer interaction from any corporate office or even from home. This provides businesses with more flexibility to attract the best staff and access additional resources during busy periods. MiContact Center directs calls to any device — even a cellphone — all managed and reported centrally.

For example, a team of field engineers out and about on customer premises can still be part of the customer help desk, managing their availability and taking customer calls when they're free to do so.

With Mitel's UCC offerings, a new day in your employees' increasingly mobile lives — and the life of your business — awaits. ■

## ABOUT MITEL

**Mitel®** (Nasdaq:MITL) (TSX:MNW) is a global provider of unified communications and collaboration (UCC) software, solutions and services that enable organizations to conduct business anywhere, over any medium with the device of their choice. Through a single cloud-ready software stream, Mitel's Freedom architecture provides customers in more than 100 countries the flexibility and simplicity needed to support today's dynamic work environment. For more information, visit [www.mitel.com](http://www.mitel.com).