

# What could Unified Communications mean to your users?

By Lynne Newbitt, Loughborough University



# About this session

I will look at the user side of the changes and the journey it could take you on when moving an organisation to a new UC solution. It may provide some insights to help you plan your move, some pitfalls to avoid and ultimately what a move to this modern UC approach could offer staff and students.

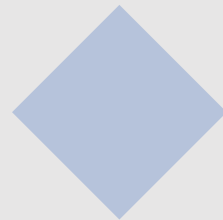




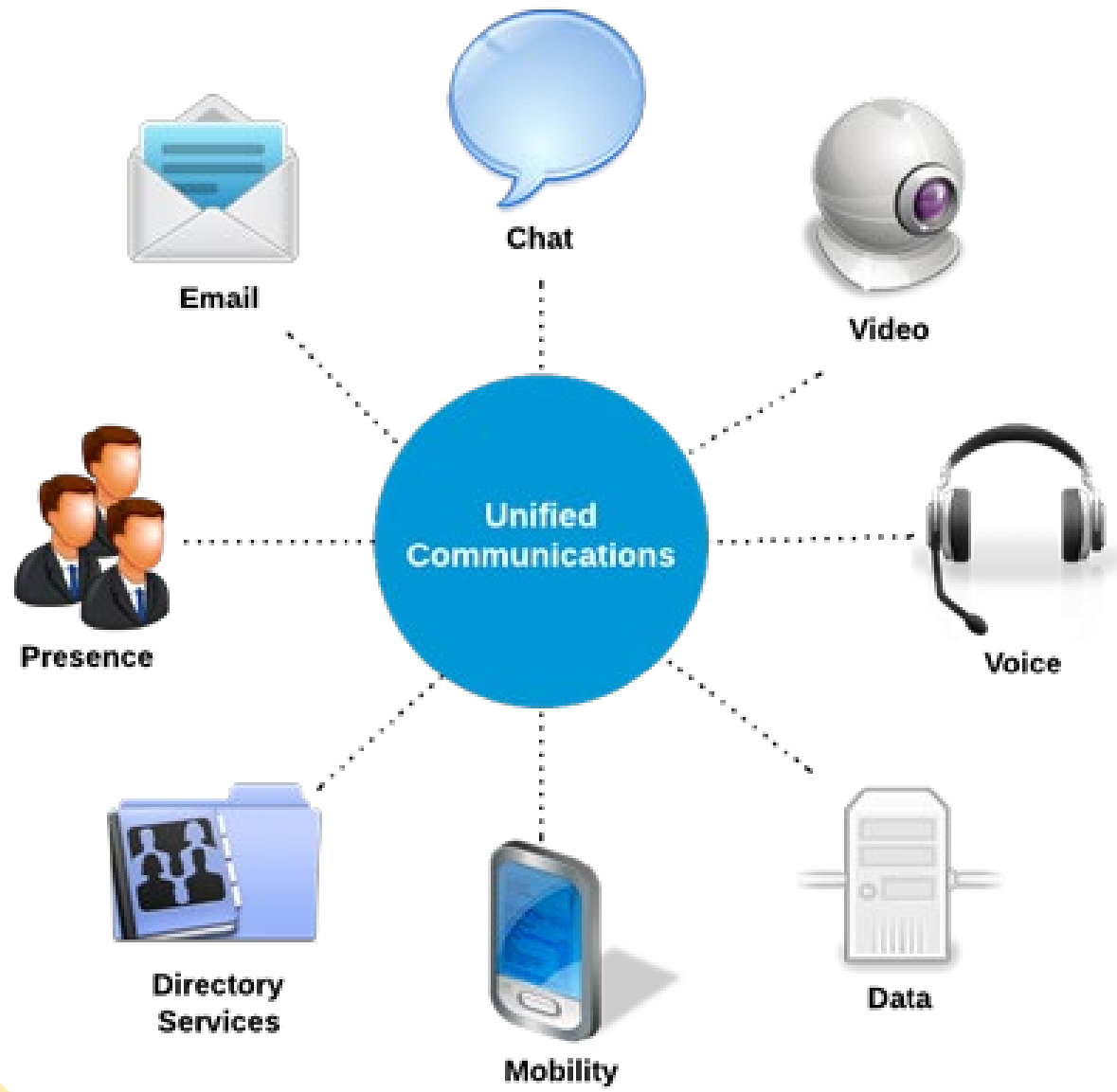
# What do users think Unified Communications are?

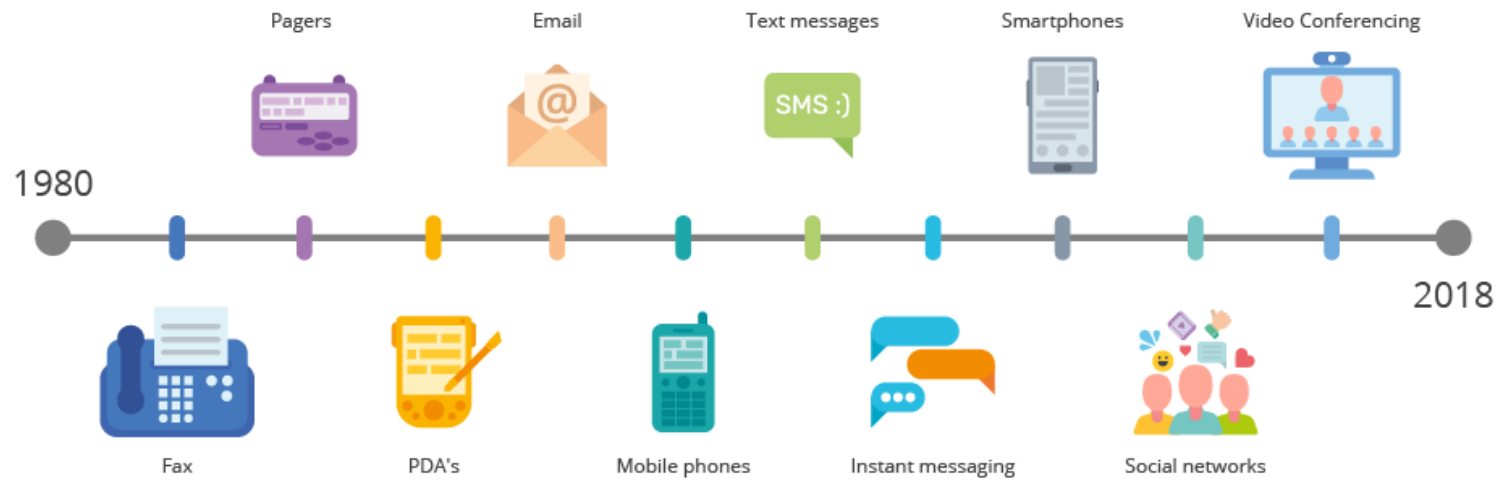
- Some have no clue what Unified Communications mean
- For some its just telephony
- For others its online meeting such as WebEx and other online tools
- What do you mean?
- Do you and your teams all provide the whole stack of services?

But its just a new  
desk phone isn't it?









# How it could aid your users



Save on travel



Allow increased flexibility



Get their message to a wider audience



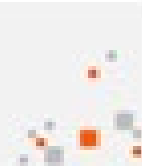
Record information so they don't have to say the same thing repeatedly



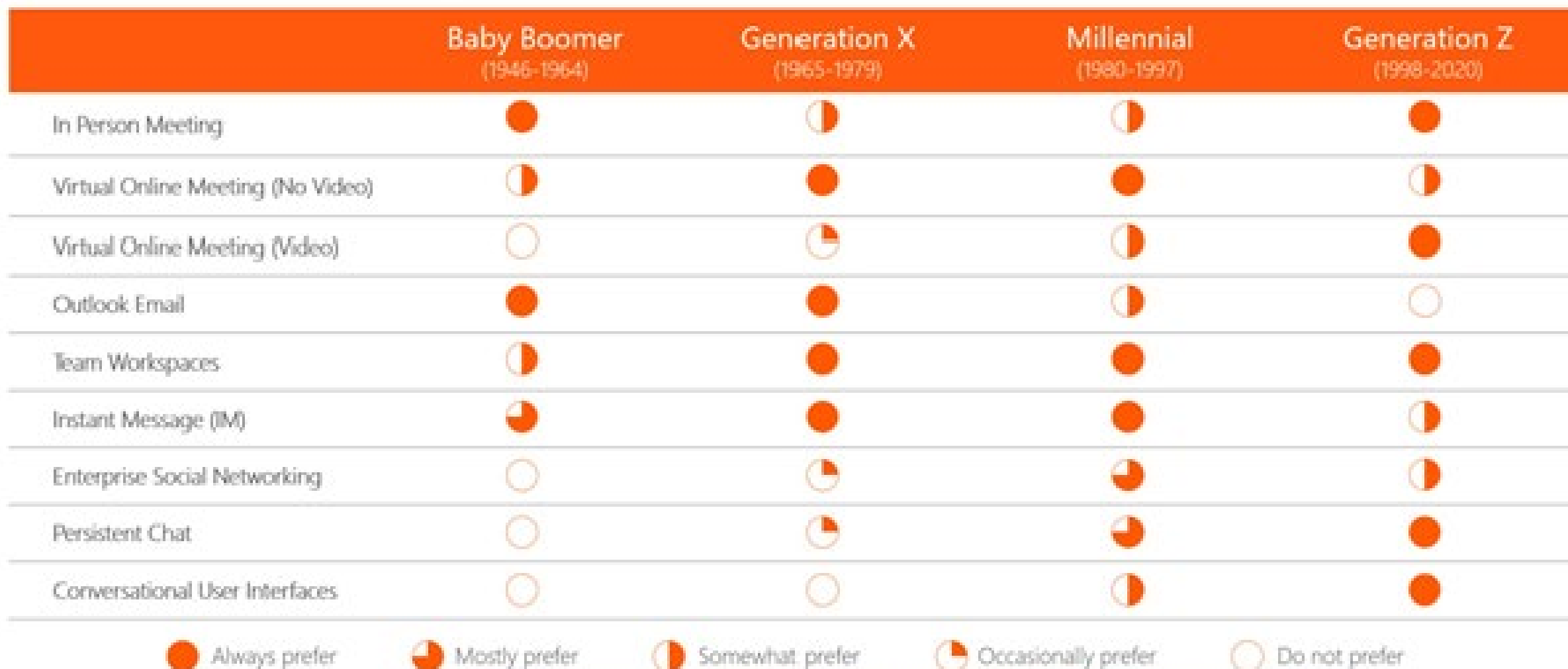
Increase productivity



# Generational Preferences at Work



For organizations with a multi-generation workforce, it is important to understand your demographics to know how to best find the balance across the generations. If you are an organization that heavily relies on email, what are you doing for your new workers? Are you giving them the tools they need to be effective?



# Maybe its about how you present that changes?

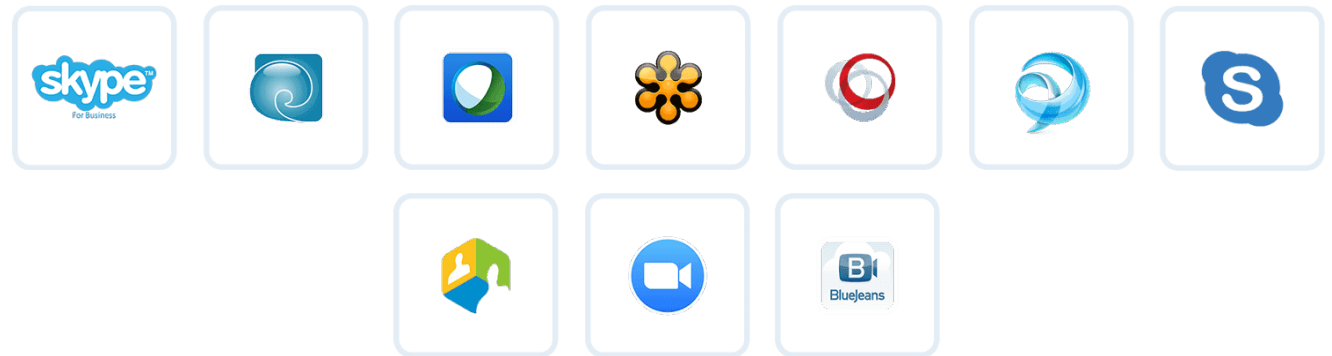
- Introductions on online meetings
- Moving to SIP
- New desk phones
- Removing desk phones
- New instant messaging tools
- Video conferencing
- New integration between tools that weren't previously available



# How many tools do you have that do the same thing?

Instant messaging clients

Ways to hold a video conference



# Pitfalls – things I have learnt along the way

- Users can have information overload, how many times have you heard the words – but I just don't get it
- Rumours travel quicker than fact, get ahead of the wave
  - One migration I was involved with nearly stopped because staff didn't think we had considered their needs
- Show / demonstrate
  - Think how you could show how it works, we did departmental meetings using the whole suite of possible services
  - This will help with adoption
- Accept it will be used for the things you don't expect
  - Are you going to adopt or stop the uses you find?
    - Use of Skype, Facetime, things you cannot make accounts for?
  - How are you encouraging users to tell you about the new uses they have found?
    - It could inspire others to use the solution the same way

# Is your institution ready for this change?



Would anyone come to the office anymore if they can use UC to do their whole working day?



Can everyone use everything? Be realistic about the limitations



Who guides your changes?



Will there always be reasons not to use UC to its full potential?



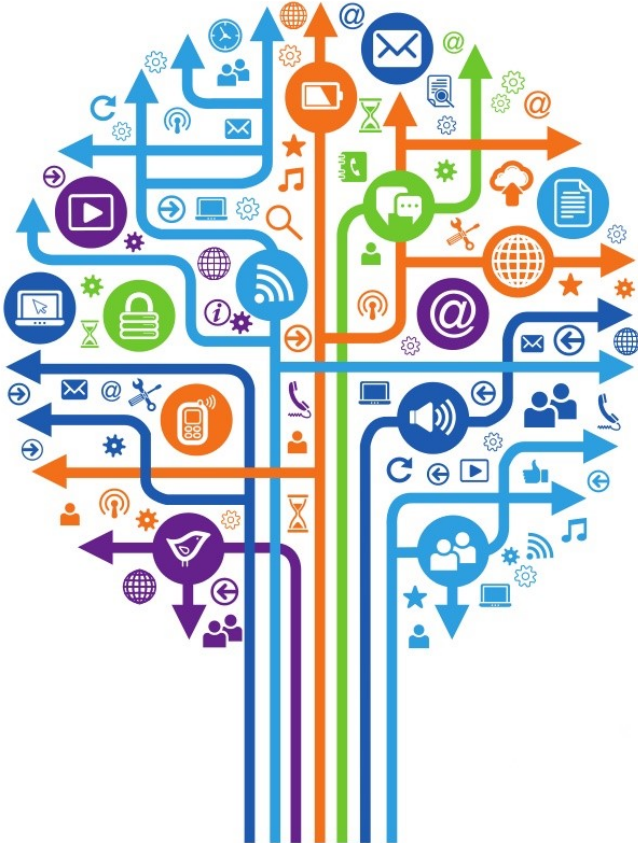
What about pedagogical considerations?



What about the changing equipment?

# Unified Communications & Collaboration

Connecting people and information



Thank you for  
listening

