

IMPROVING BUSINESS PROCESSES WITH USER-CENTRIC IP COMMUNICATIONS SOLUTIONS

A user-centric approach that integrates IP communications tools and applications with business processes will help enterprises gain competitive advantage.

The working environment: increasingly complex

Attempts to improve the working environment and communication flow, shorten response time, and speed access to information have resulted in widespread user frustration.

In January 2004 Alcatel surveyed more than 2000 end users. 20% receive over 100 e-mails, voicemails, and faxes daily. 38% use five or more communications devices, with 41% using at least two wireless devices when traveling. 64% want a single place to check all types of message, 56% want a single follow-me number, and 72% do not have contact details on hand when trying to reach someone urgently.

This represents massive wastage of resources, despite high infrastructure investment and communication costs. The only remedy is to integrate communication and data systems, while still accommodating the changing workplace. IP Communications solutions have the capability to function as a fundamental application platform for all these changes.

Where real value lies

The focus of the one-off buy/sell transaction is being replaced by the value of relationships – between colleagues and across networks with customers, strategic partners, and suppliers. Even companies that primarily sell products compete on delivering greater perceived service.

Whatever industry a company operates in, its main business is information management. This has become strategically acute: most critical corporate information is locked in people's heads, and in business application databases. It is vital to open up people and data to manage information relationships.

The initial race to set up real-time communications has fragmented enterprise communications into multiple contact points across the business at all levels, using different kinds of device and application.

Few users enjoy satisfactory communications, many are increasingly frustrated – and real-time response remains elusive. The answer is communication integrated into business processes.

Employee mobility is now one of the major work parameters. Business relationships and transactions are increasingly conducted between front- and back-office people, interacting with other employees (sales/ field forces) who are not at their desks.

This creates tension that requires more than simple flexibility of mindset or organization. Flexibility must be hardwired into how people work and interact. Consequently, user-centricity should drive corporate communication systems design.

At the same time, communication and IT costs continue to rise: managing these new dispersed and heterogeneous networks is becoming more complex; fragmentation is feeding security threats. Strategic, agile control is paramount. Alcatel IP Communications solutions support all the above requirements, by empowering the real-time integration of information and applications, personal interfacing, and collaboration.

The key to new competitive capability is envisioning the enterprise in terms of business-wide relationships to improve user experience across the network; exploit knowledge; and enhance and accelerate core processes.

Alcatel IP Communications is the catalyst for this capability. It enhances the value of the user experience, exploits knowledge value, and increases the value of business processes.

In Lithuania, Latvia and Estonia such solutions for companies are offered by "Adventus Solutions", which is successfully working in the Baltics since 1994 (Alcatel Baltics until year 2001) and is granted an Alcatel Premium Business Partner status. Being Alcatel Premium Business Partner assures that the company employees are continually being trained and certified by Alcatel allowing to offer its clients the most complex and innovative telecommunications solutions accompanied with professional services.

