


REDEFINING ICT WITH ALPHAWEST
OPTUS UNIFIED COMMUNICATIONS AS A SERVICE (UCaaS)

OPTUS ^{yes}

BUSINESS COLLABORATION, DELIVERED

With Optus Unified Communications
as a Service (UCaaS)

 Powered

CONTENTS

THERE'S A SIMPLER WAY!	02
LOOK AT WHAT YOU CAN GET	02
MIX AND MATCH WITH YOUR PEOPLE	03
HERE'S WHY THE IT GUYS WILL LIKE IT	05
END USERS WILL ENJOY ...	05

THE FUTURE IS NOW ARE YOU COPING?

People are working on the move, companies are going global, and communications capabilities are changing rapidly – keep this in mind when you are looking for the latest communication and collaboration tools.

It's hard to keep pace doing business communications the traditional way. Long procurement and implementation cycles can mean you get the tools long after you first needed them. Integrating new systems to add new capabilities can be costly and complex. Worse still, they can make the communications infrastructure become unwieldy and difficult to manage. And added to the mix is the proliferation of devices and the need to build and maintain infrastructure to support multiple sites in different places, possibly in other parts of the world.



THERE'S A SIMPLER WAY!

With Optus Unified Communications as Service (UCaaS) you have the latest in communications tools without the hassle.

It's a business grade unified communications and collaboration service that provides the simplicity of a hosted solution with the control and flexibility of a premise-based solution.

Optus UCaaS integrates multiple communications and collaboration capabilities into a single hosted platform, letting your business get your hands on Unified Collaboration tools without having to deploy and manage your own Unified Communications infrastructure.

The offering builds on the strength of Optus' voice and data capabilities, both fixed and mobile, as well as our extensive experience in ICT delivery. You can depend on a fully managed service with the security and reliability provided by a Tier 1 carrier.

For the IT department it's a relief – a simplified and cost-effective communications environment that reduces the need for time-consuming IT system management and helps speed delivery in a scalable way.

For end users it's an experience – they enjoy access to the latest tools to help them to collaborate better wherever they are using their favourite devices.

And for the business as a whole it's smart money – the pay-as-you-use model means that no longer having to invest in new systems or in costly licences and upgrades. Shifting to an operational expenditure (Opex) model brings with it more simplicity and predictability by way of a user-based monthly billed service. More importantly, better communications and more connected employees can result in increased productivity, faster decision-making and shorter time to market for new products and services. Staff will also be closer to their customers, increasing first contact resolution and customer loyalty.



LOOK AT WHAT YOU CAN GET

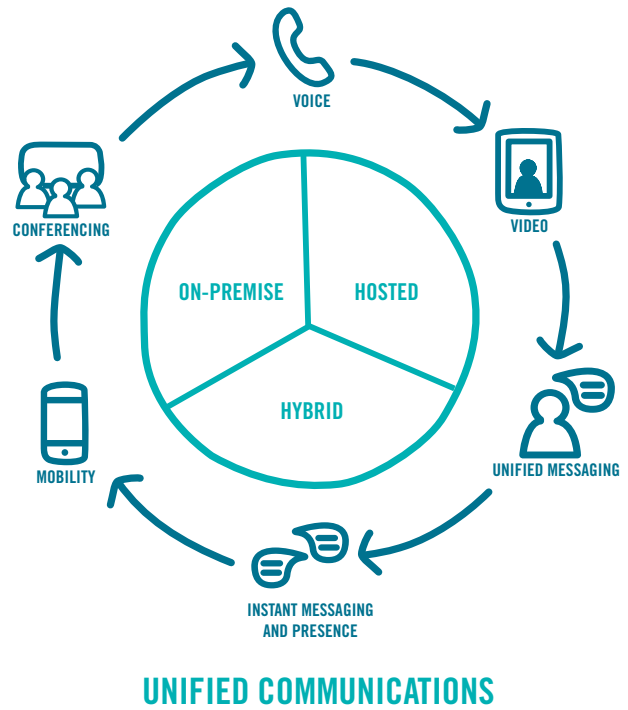
Optus UCaaS can keep your business talking with a consistent collaboration experience for all users regardless of their location or device.

Being a hosted solution, your staff connect with the latest collaboration applications and tools. It helps to create a great up-to-the-minute work environment that can help boost productivity and encourage participation.

Key features include:

- Full set of Enterprise Telephony features for your voice communications needs
- Chat/Instant Messaging to keep in touch at any time

- Presence to quickly locate and connect with contacts
- Voice Mail and Unified Messaging to bring voice messages to a single email application
- Integration with common desktop applications (such as Email) enabling convenient features including click to call, presence information and instant messaging
- Fixed-mobile convergence with single number reach, and seamless transition of calls between desk and mobile
- Web and audio conferencing options to improve decision-making and collaboration
- Integration with other business applications



MIX AND MATCH WITH YOUR PEOPLE

With Optus UCaaS you select the solution that’s right for your team and pay only for the functionality you need. Your staff are not all the same. Their requirements are as different as their job roles so we offer you a range of solution bundles to match the needs and usage patterns of a diverse workforce.

DESK COLLABORATOR	OFFICE COLLABORATOR	MOBILE COLLABORATOR	EXECUTIVE COLLABORATOR
For the desk based worker who requires essential communication tools.	For the office worker who is occasionally mobile and requires collaboration tools to work in a virtual team environment.	For the mobile worker who travels frequently, and needs collaboration tools to work in a virtual team environment	For the highly mobile executive, who travels and wants to be contactable at all times across multiple devices, with the need to collaborate with teams, partners and customers while on the move.
<ul style="list-style-type: none"> – Single communication device based on an entry level desk phone – Access to traditional telephony features with optional voice mail – Does not require advanced collaboration features and/or soft clients 	<ul style="list-style-type: none"> – Spends up to 50% of time away from their desk – Utilise hot-desking and shared work spaces – Single communication device with a choice of advanced desk phone or soft client – Access to advanced collaboration features such as soft phone, click-to-call, video, with optional voice mail – Log on to fixed phones across sites with their normal extension number 	<ul style="list-style-type: none"> – Suited to sales executives, inter-site travellers and remote workers – Up to two communication devices – Full range of IP Phones and soft clients (PC, mobile, tablet options, supporting up to two (2) communication devices) – Seamless access to corporate communications tools from remote locations. – Log on to fixed phones across sites with their normal extension number 	<ul style="list-style-type: none"> – Executive and Business leaders – Spend the majority of their time away from their desk or travelling – Multiple communication devices (PC, mobile, tablet and desk phone) – Seamless access to corporate communications tools from remote locations and multiple devices – Log on to fixed phones across sites with their normal extension number

You can also add optional inclusions to build on your solution – the details are over the page.

END USERS WILL ENJOY...

GREAT FUNCTIONALITY

- Consistent and standardised collaboration tools available organisation-wide, enhancing team engagement and working relationships
- Allows participants to select the most appropriate tool for different communication scenarios
- Delivers different service schemes to meet different user needs and working styles

BEING CONNECTED

- Users have the freedom to connect and collaborate wherever work takes them, enhancing relationships in dispersed workforces.
- Enables real-time communications and collaboration via a single number, regardless of the user's location or device
- Accommodates personal preferences such as choice of device, thereby increasing individual productivity

EASE OF USE

- Delivers a consistent user experience through a common communication interface, regardless of the device - fixed or mobile.

MORE MOBILITY

- Users can use 'extension mobility' to log on to any fixed phone across their sites to make and receive calls using their normal extension number
- Access to enterprise telephony and Unified Communications features and functions from mobile handsets and tablet devices
- Mobile users can place and receive business calls through your enterprise IP telephony system, roam between Wi-Fi and cellular networks, and transfer calls from desk phone to mobile and vice versa

IN ADDITION TO SELECTING THE APPROPRIATE WORKER PROFILE-BASED BUNDLES, YOU HAVE THE ABILITY TO BUILD ON YOUR SOLUTION WITH A RANGE OF OPTIONAL INCLUSIONS.

THESE ARE INCLUDED IN YOUR CORE BUNDLE

UCaaS Hosted Applications

UCaaS Hosted Infrastructure

UCaaS Hosted "user" licenses

Voice Services

- Centralised Voice Channels included
- Option to bundle voice call minutes

Hosting Services:

- Single DC (Standard)
- Dual DC (Premium)

Managed Services

- 24x7 Service Desk
- Remote Monitoring
- MACD Support
- Detailed Reporting
- Self-Service Portal

DEVICE ADD-ON

Choose from a range of Cisco IP phones and video phones

Choose from a range of headsets from leading vendors

Device payment options

- Pay upfront
- Lease
- Bring Your Own (BYO)

TRAINING PACKAGES

Choose from a range of training options including:

- End-user web-based E-learning
- On-site training
- Administrator training

AUDIO AND WEB CONFERENCING

Select or audio or web conferencing bundles:

- Optus Audio Conferencing
- Optus Web Conferencing

IMPLEMENTATION SERVICES

Tailored to your environment and business requirements

Implementation payment options

- Pay upfront
- Lease

MOBILITY SOLUTIONS

Choose from a range of Optus Business mobility solutions

Optus Mobile Device Management (MDM):

- Device management across a range of operating systems
- Mobile device security management.

Optus Business Mobile Plans:

- A large range of mobile handsets or tablets
- Included calls
- Built-in data allowance

OPTUS EVOLVE IP VPN CONNECTIVITY

Optus Evolve IP VPN is required for connectivity to the UCaaS service.

HERE'S WHY THE IT GUYS WILL LIKE IT

THE MONEY MAKES SENSE

- Reduces the need for upfront capital expenditure associated with dedicated infrastructure by transferring technology spend to the operational expenditure budget
- A predictable per-user, per-month consumption based model provides more visibility and predictability of telecommunication costs. Excess fees may apply where you go over your usage limits on bundled voice and mobile

IT GOES UP AND DOWN AS NEEDED

- Communications tools can be rapidly scaled up or down cost-effectively, in line with your business needs

DELIVERS NEW FEATURES QUICKER

- Enables faster provisioning of new services and feature upgrades, compared to traditional premise-based procurement.
- Reduces management effort with the use of standardised infrastructure across all locations

FITS IN WITH DEPLOYMENT STRATEGIES

- Can be provided as pure hosted, or can support hybrid deployments with integration to existing premise-based systems

IS EASY TO MANAGE

- Simplified, centralised management helping reduce costs associated with support, maintenance and user moves, adds and changes
- Easy-to-use self-service portal empowers you with a level of control to manage the communications network and simple moves, adds and changes without the need to raise a change request

THERE'S A HELPING HAND WHEN NEEDED

- Leverages our extensive experience and expertise to provide consultancy services and help businesses develop a sound unified communications strategy
- Taps on our professional services to design, deploy and manage a unified communications solution that is optimised to meet business needs, whether it is a hybrid solution or involves a full migration to UCaaS.
- Increases value as it could mean IT staff are able to focus more on core business activities

IT'S EVERGREEN, ENTERPRISE-CLASS, RELIABLE AND AVAILABLE

- Hosted delivery ensures you benefit from the latest applications and services, reducing the need to manage technology upgrades and refresh cycles.
- Users always have up-to-date access to communications and collaboration tools
- Peace of mind with enterprise grade availability and reliability

CARRIER-CLASS SECURITY AND RELIABILITY

- A fully managed service with the security and reliability provided by a Tier 1 carrier

LET US DO WHAT WE DO BEST

The expertise and know-how of the Optus Business team has been acknowledged many times over the years by industry analysts and vendors alike. We have been a Cisco Gold Certified Partner since 1998 and hold a number of Cisco certifications including the Advanced Collaboration Architecture specialisation and Advanced Unified Communications Specialisation. We were also recognised as a leading Unified Communications provider in 2013, being awarded the Cisco Architectural Excellence and Collaboration Partner of the Year (Asia Pacific, Japan and China)

DEPEND ON US FOR SMART THINKING

We can deliver all the application functionality equal to that found on on-premise solutions in a hosted environment, helping your workforce communicate and collaborate the way you want to today with a service that works as smart as you do. Let us do the management and keep you up to date with the latest leading-edge solutions. Leave the heavy-lifting IT work to us while you get on with business. Experience the Optus difference, powered by Cisco, and discover new and smarter ways of working.

GIVE US A CALL

To discuss how Optus can help you through innovative communications solutions; **contact your Optus Account Manager or call the Optus Business hotline on 1800 555 937**

JOIN THE CONVERSATION

Web optus.com.au/business

Twitter [@optusbusiness](https://twitter.com/optusbusiness)

Blog yesopt.us/blog