OPTUS *yes*

UCaaS TOP TEN

Why Optus Unified Communications as-a-Service (UCaaS)

Unified Communications solutions help to create flexible work environments that encourage collaboration and improve workforce productivity. Staff gain access to:

- voice and video
- voicemail and integrated messaging
- instant messaging and presence
- web conferencing and desktop collaboration
- mobility services

Unified Communications services have traditionally been implemented as premise-based solutions. With collaborative applications such as integrated messaging, web conferencing and videoconferencing making the move to the cloud, 'as-a-service' consumption models are now possible.

Hosted Unified Communications can help reduce the complexity of your IT environment and IT management, and enable your departments to scale their resources - all while maintaining flexibility to adapt to changing business needs.

WHY UCaaS WITH OPTUS?

Here are ten reasons why your organisation should consider Unified Communications as-a-Service (UCaaS) from Optus, powered by Cisco.

1. EASIER TO DEPLOY, GOES MORE PLACES

A hosted UCaaS solution enables you to rollout collaboration applications when and where you need them. Unlike on-premise based solutions you are not limited by geography or site-based deployments. Hosted services can be very elastic as well, rapidly scaling to match the needs of your business as they evolve.

The flexibility of UCaaS also allows you to respond quickly to particular groups of employees or even individuals. With a range of collaboration tools at your disposal, you can address their needs rapidly with clear visibility of how much it will cost.

So turn it on today and enjoy the ability to deploy and scale as required. You can depend on Optus UCaaS to meet the demands of your users.

2. HELPS PUT THE BEST HEADS TO TASKS

Without a universally deployed set of Unified Communications tools, the workforce may rely on less efficient communication, such as using email for everything.

Having consistent and standardised collaboration tools organisation-wide can enhance workforce engagement and productivity.

More people in more locations can be connected. Internal communities, team workspaces and one-to-one connections can be strengthened in even the largest of organisations with dispersed workforces. Working relationships with remote workers can also be nurtured as if they were in the office, while a more vibrant culture of collaboration may assist you in attracting and retaining high-value employees.

With Optus UCaaS you can provide a consistent and unifying user experience to everyone, even across a wide variety of devices, environments and locations.

3. RISES TO BYOD CHALLENGES

In the era of device consumerisation and the bring-your-own-device trend, keeping the users of numerous non-corporate devices satisfied can be a struggle.

Our UCaaS solution supports a wide variety of devices that enable your workforce to access collaboration tools wherever they are. Bringing remote access working to life, UCaaS will help enable employee mobility by providing access to a consistent set of Unified Communications and Collaboration mobility applications across PC, laptop, tablet and smartphone devices.

The latest technologies, newest applications and best feature set will be available for your workforce to use on their preferred mobile device. Compared to disparate on-premises solutions, a centralised model such as UCaaS can help you implement one consistent endpoint access policy, delivering a complete approach to your collaboration solution that is enforced throughout the organisation.

4. MAKES BUDGETING EASIER

Switching to an as-a-service delivered solution can provide you with a range of financial benefits over traditional on-premises Unified Communications solutions. Your collaboration services are wrapped up into a predictable monthly cost based on actual consumption, rather than a large up-front infrastructure investment with ongoing maintenance, upgrade and support costs.

In the as-a-service model, costs can be absorbed as operational expense (opex) rather than capital expense (capex), effectively lowering the barrier to entry. Handing the responsibility of service management to Optus also relieves your IT staff from this burden. With no large and costly IT footprint or specialised skills required, your IT staff can focus on more strategic tasks.

Optus can bundle all solution elements including voice carriage to give you greater predictability, transparency and clarity of costs. You will know exactly what the solution is costing you per person – this is so much easier than in a traditional on-premises IT environment with a mix of capital equipment costs, software licensing and ongoing maintenance support costs.

5. SUPPORTS BUSINESS CONTINUITY

Your workforce needs reliable access to applications, enabling them to maintain productivity wherever they are working. When disaster strikes it can have a dramatic impact on the IT services and staff located at the impacted location.

With hosted UCaaS solutions you can greatly simplify your continuity planning without the need to build redundant infrastructure. The services are not tied to a particular site, so they can be accessed from virtually anywhere using any device. This enhances overall survivability - especially for users at small or branch locations.

With Optus UCaaS you can leave it to us to keep your communication tools operational and continuously available during challenging times. Our advanced new generation national IP network, Optus Evolve, makes it simple to connect your sites and launch converged services while helping to ensure the security and continuity of your operations.

6. PROVIDES THE LATEST APPS TO EVERYONE

With UCaaS your applications will always be kept at current releases. This reduces obsolescence, and your staff will benefit in turn from immediate access to the newest collaboration applications, utilising their power to transform the way work is done.

Individuals or teams can quickly access a range of applications available in the hosted environment. Compared to on-premise solutions, there are lower rollout delays and deployment headaches, and a reduced need for heavy IT investments.

As Optus UCaaS is delivered centrally, there are no inconsistencies across sites – regardless of their location or size. All users can participate equally, encouraging greater collaboration and internal teamwork. With UCaaS all staff have an opportunity to accelerate business results.

7. SIMPLIFIES MIGRATION

Migration to a new collaboration system is lower-risk compared to the rip-and-replace process of an on-premise solution. Newer as-a-service technology can be deployed quickly with low up-front investment, rolling out progressively as the old solution is gradually removed. User downtime and troubleshooting is minimised compared to on-premises deployments as there is no heavy IT infrastructure installation requirements.

You can still choose to operate in a hybrid scenario if desired, maintaining some of your sites on legacy on-premise Unified Communications solutions. Optus can offer and support the same Unified Communications and Collaboration range of solutions as both hosted and on-premises solutions so ultimately it is your choice when or how you migrate to the cloud. When you are ready to bring additional users on board to collaborate with the rest of the organisation, we can simply migrate them over to the hosted service as required.

8. SHIFTS THE LOAD TO OPTUS, BUT LEAVES YOU IN CONTROL

When you choose UCaaS from Optus you shift the burden of IT procurement and management to us, leaving your organisation free to profit from effective workforce collaboration. You will benefit from over twelve years of Unified Communications and Collaboration experience and technical expertise, and can effectively leverage the reliability and economies of scale of a service running on our carrier grade network.

Powered by Cisco, Optus becomes an extension of your IT department, offering extensive and specialised skill sets when and where you need them. You can also reduce your IT footprint, saving facility space and enabling your IT staff to focus on your business priorities and core competencies rather than managing technology.

You may be handing over the heavy IT lifting to us, but you still maintain a level of control and visibility with the included self-care portal. If you'd prefer we do all the management, you can give that to us too. The choice remains yours.

9. OPTUS HAS DONE UNIFIED COMMUNICATIONS MANY TIMES BEFORE

Optus Business has extensive end-to-end experience in the design, implementation and management of Unified Communications solutions for organisations of all sizes.

The expertise and know-how of our unified communications and collaboration specialists 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 Unified Communications Specialisation and Advanced Collaboration Architecture 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).

As a carrier, we can also offer you seamless end-to-end Unified Communications solutions that bundle ICT and carriage components, delivered through a single point of contact. We can also supply and manage your voice grade LAN, as well as arrange security options including firewalls and access controls.

At Optus we're committed to redefining ICT. You can rely on our strong track record in Unified Communications to bring together the right people, technologies and partners to deliver the best solution for your business.

10. GOING GLOBAL IS EASY WITH OPTUS

Optus global reach and scale is backed by the strength of SingTel's resources and reach. We're a part of SingTel Group Enterprise, bringing together the expertise and capabilities of SingTel, NCS and Optus Business.

Harnessing the expertise within Group Enterprise means we can help you extend your local capabilities. Our team brings together both global experience and local delivery, supporting you to realise your regional ambitions, seamlessly and efficiently.

From fixed and mobile connectivity, right through to a comprehensive suite of network-centric ICT solutions and managed services, you can rely on Optus to deliver a truly integrated ICT experience across the Asia-Pacific region and beyond.

Together with Optus, you can rest easy that your hosted Unified Communications service is fully managed with the security and reliability provided by a Tier 1 regional carrier.
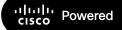
Optus can support you with:

- 12 data centres in Singapore, Australia and China
- Offices in 40 cities and 22 countries across Asia Pacific, Japan, Middle East, US and Europe
- More than 13,000 ICT professionals
- Over 4,000 industry certifications for best in class industry practices and government models
- 140 points of presences covering 89 cities
- World class network operations centres and systems operational control for proactive monitoring

MAKE THE MOVE TO SMARTER WORKING

Optus can help you to consolidate your infrastructure and operations, minimising your IT management efforts and alleviating your Unified Communications deployment concerns. We also provide you with full visibility, control and confidence.

So take advantage of what Optus UCaaS offers today. We can deliver all the application functionality equal to that found on on-premise solutions in a cloud based environment. We can help 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 IT work to us while you get on with business. Experience the Optus difference. Optus powered by Cisco, can deliver a new and smarter way of working.

CISCO Powered

GIVE US A CALL

To discuss how Optus Business Professional Services can help you or to engage members of our specialist team.
Contact your Optus Account Manager or call the Optus Business hotline on 1800 555 937

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