

TECHNOLOGY NAVIGATOR

CHARTING A COURSE FOR IT SUCCESS

VOLUME 6, NUMBER 4

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Learn how ShoreTel Enterprise Mobility is changing the business communication landscape ... page 6.



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Technology Navigator

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IT Consumerization at ‘Tipping Point’

Smart phones, social networks and cloud services are changing the way organizations do business.

The consumerization of IT across enterprise-scale organizations has reached a tipping point where mainstream IT organizations are recognizing that they can no longer ignore the transformational impact of consumer technologies in the enterprise. A new IDC global survey of IT decision makers and consumer IT users finds that consumer use of smartphones, social networks and cloud services are fundamentally changing the way organizations do business.

The study, titled “IT Consumers Transform the Enterprise: Are You Ready?” reveals that IT consumeriza-

tion creates many new opportunities, including increased employee productivity, improved customer interactions, and faster and more agile business operations and decision-making. At the same time, however, it results in significant IT management and security challenges.

“Today’s CIOs have an opportunity to lead both business and IT innovation as they help their organizations decide how to best exploit the trend towards consumerization and personalization of IT,” said Crawford Del Prete, IDC’s Chief Research Officer. “CIOs are being called upon to do more than just maintain IT operations behind the firewall. In the face of rapid and intense consumerization of IT, CIOs are being

called upon to work closely with business decision-makers to create safe, secure, well-managed environments that allow the company to communicate and collaborate with customers and employees anytime, anywhere.

“CIOs need to lead the charge in order to ensure that customers are engaged, confidential data is protected, employee productivity is enabled, and the enterprise is getting the greatest return possible on every IT dollar it spends.”

Taking the Lead

The study found that different IT decision-makers are using different tactics to address these rapid-fire changes in their customer and employee expectations. One group of thought leaders, representing 19 percent of the total sample of IT decision makers surveyed, was found to be particularly proactive in getting ahead of the curve of consumer-driven IT. This group generally emphasizes the need for the IT organization to work closely with business decision-makers to aggressively integrate consumer technologies into a wide range of customer-facing programs and internal business initiatives.

This group of “leaders” can be contrasted with more mainstream organizations that described themselves as market followers, or ones that prefer to let business decision-makers lead the charge without assistance from the IT team. The idea is that these decision-makers tend to be further along in exploiting the potential advantages of IT consumerization.

The research indicates the leaders group is more likely to realize greater benefits from their investments than the mainstream “followers.” For example, 45 percent of leaders report they are experiencing improved customer satisfaction and loyalty by using social networks and rich media, compared to 31 percent of the mainstream group. Approximately one-third (32 percent) of leaders say they are seeing increased market share due to their use of social networks and rich media, compared to

20 percent of the mainstream group, and 32 percent note they are seeing greater penetration into new geographies, compared to 20 percent of the mainstream group.

The Public Cloud

Similarly, these proactive leaders are experiencing significant benefits from the use of public cloud services. Specifically, among the 616 organizations in the survey that are using public cloud services, 45 percent of leaders are reporting they are able to reduce IT staff, full-time employees and/or training expenses using public cloud services, versus 35 percent of mainstream organizations.

Thirty-six percent of leaders are seeing improved competitive positioning from their use of public cloud services, compared to 28 percent of the mainstream sample. In addition, 36 percent of leaders see an improved ability to deal with spikes in demand using public cloud services, compared to 26 percent of mainstream organizations. One-third of leaders experience better end-to-end application performance using public cloud services, compared to 24 percent of mainstream organizations.


While these trends were consistent around the world, the survey did show some international variability. Among U.S.-based IT decision-makers currently using public cloud services, 42 percent said they were seeing reductions in IT staff expenses, full-time employees, and/or training costs, compared to 37 percent of the total sample (including the U.S. respondents).

Key Concerns

The experiences of the leaders provide important lessons for mainstream IT and business decision-makers who are just now moving to fully exploit the business opportunities created by the IT consumerization. Specifically, these experienced leaders point to the need to address a number of concerns.

Among organizations currently using public cloud services, data protection and backup frequency and accuracy in public cloud deployments are an issue for 42 percent of leaders, compared with 32 percent of mainstream organizations. Among all organizations surveyed, 31 percent of leaders are concerned about providing a consistent user experience to customers via social networks across all devices or browsers, compared with 26 percent of mainstream organizations. Forty-one percent identify the ability to guarantee an end-to-end user experience via mobile devices as one of their biggest challenges that result from customer use of mobile devices.


“The experience of these proactive leaders shows that IT and business collaboration is critical in order for CIOs to cost-effectively and proactively manage, control and secure their IT environments at a time when mobility, personalization, cloud and social media are rapidly shifting business requirements,” said Del Prete.



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The Evolution of Enterprise Communications



The future of unified communications is as close as your smartphone with ShoreTel Enterprise Mobility.

Visionary Pejman Roshan explains how.



Pejman Roshan wants you to carry your desk phone in your pocket. The visionary behind ShoreTel's Enterprise Mobility solution, Roshan and his team have developed revolutionary technology that enables organizations to extend the full capabilities of the enterprise phone system to mobile workers. Not just ShoreTel phone systems. The ShoreTel solution enables access to any phone system from virtually any device across any network.

"We've spent the last five years perfecting a solution that makes enterprise voice and unified communications available on mobile," said Roshan. "We extend whatever communications infrastructure an enterprise has so users can have the same experience on their mobile phone. And we make that possible on any network that's available, including cellular, Wi-Fi and cellular data.

"Our focus is to make mobile workers more accessible and responsive — and, as a result, help make the business more competitive. And the nice thing is that it's cost-effective. You can do all of this without significantly increasing how much you spend on mobility, domestically or overseas. In fact, our solution enables organizations to reduce cellular costs, particularly internationally, and improve control over cellular usage."

Making Connections

Agito Networks, developer of the first network appliance to fuse enterprise wireless LANs, carrier cellular networks, IP telephony and location technology, grew from Roshan's vision. ShoreTel acquired Agito in October

2010, and Roshan became ShoreTel's vice president for mobility. Agito's award-winning technology complements ShoreTel's easy-to-use IP communications solution, and strengthens ShoreTel's cost-saving proposition by reducing mobile and long-distance costs and allowing business to use smartphones as PBX extensions.

The Agito technology is vendor- and carrier-agnostic, and ShoreTel remains committed to heterogeneity. Rather than focusing on ShoreTel phone systems, the company plans to support interoperability between Cisco, Avaya and other enterprise IP-PBXs and a broad variety of mobile devices.

"We support Nokia, Blackberry, iPhone, iPad and Windows Mobile devices, and will be adding other devices with every release. Our target is to support a new device within 90 days of introduction to the market. We're very excited about that," Roshan said.

Roshan's team is also adding modes of communication. In addition to voice, the Enterprise Mobility solution supports presence. Of course, every modality will always be available on any network, including cellular and Wi-Fi. The technology seamlessly transitions across these networks without dropping a call or session.

"End-users don't have to worry about who they're connecting to or how they're connecting. They just need to initiate communications," Roshan said. "It keeps it simple in the manner fitting ShoreTel's mantra of 'Brilliantly Simple.'"

Overcoming Obstacles

Roshan makes it sound simple when he talks about it, but the technology is rather mind-boggling. He and his team have over-

Continued on page 8

come numerous challenges in creating a true, heterogeneous, enterprise mobility solution.

“The biggest challenge for us was around devices, and that continues to be our biggest challenge moving forward,” he said. “When we started the company, there weren’t many smartphones out there capable of supporting this type of a solution, and Wi-Fi wasn’t common. Plus, the field was dominated by Blackberry and iPhone and those were closed operating systems. We had to work within the confines of what they would give us access to, unlike Windows Mobile, Nokia or even Android today. We still deal with the challenge of working within the sandboxes that Apple and RIM give us — although we see the trend changing.

“I think one of our greatest strengths is that we’ve assembled a team that is extraordinarily well versed in responding to these challenges and giving us the solution we need to address the needs of customers.”

Other IP-PBX vendors don’t appear to be as blessed with talent. In any event, they have set low expectations with their customers as to what is possible with mobility.

“A lot of enterprises have been told by their existing PBX vendor that a basic set of capabilities is enough. Having your mobile phone ring when your desk phone rings might be their view of a mobility solution. We have to spend a lot of time educating enterprises on what’s possible with a vendor-agnostic solution like ShoreTel Enterprise Mobility,” Roshan said.

All in One

Bells and whistles are of limited value if they are difficult for end-users to use and IT to manage. The ShoreTel solution enables organizations to pick and choose voice, unified communications, IM and other solutions, make it



“If one solution doesn’t support all the systems and devices in the enterprise, the enterprise has to become the integrator and figure out how to bring different solutions together ... To us, that’s not acceptable.”

– PEJMAN ROSHAN
VP, Mobility, ShoreTel

work across devices and networks, and manage it all from a single appliance.

“If one solution doesn’t support all the systems and devices in the enterprise, the enterprise has to become the integrator and figure out how to bring different solutions together as an offering they can provide their mobile workforce. And that forces them then to settle for the least common denominator of capabilities so that it’s manageable,” Roshan said.

“To us, that’s not acceptable. That’s why we’ve put so much effort into providing all these capabilities in a consistent fashion across different devices in a manner that’s managed from a single appliance. So whatever policy you put in place for Blackberry is also enforced for iPhone, the user interfaces look the same and are managed the same way, you give out one set of instructions, etc.”

Ultimately, Enterprise Mobility will enable the mobile phone to become the primary phone for many users. Enterprises will be able to right-size their desk phone deployments by selectively taking desk phones away from people who don’t really need them. That will create savings on support costs and capital expenditures as organizations refresh desk phones over time.

Mobility Means Productivity

The real boon is productivity. When all the capabilities of the desk phone and unified communications are in employees’ pockets, people become

more accessible and responsive. And the person initiating the contact doesn’t have to guess which means of communication is appropriate or “carpet bomb” across multiple modalities.

“With ShoreTel Enterprise Mobility, you get lean communications,” said Roshan. “You’re able to see how best to communicate with a particular individual and get it done. That in itself is extraordinarily efficient.”

Employees are already enjoying that kind of productivity with their personal smartphones, and many want to use their own devices if they can effectively tap into the enterprise communications network. The ShoreTel solution enables these employees to use their smartphones for both personal and business communications, and connect to the Wi-Fi network while they’re in the office so they don’t use their own minutes. It also gives the enterprise a better way to manage these devices and take advantage of the “Bring Your Own Device” trend.

Roshan and his team are redefining the meaning of the “mobile worker” by giving mobile device users the freedom to truly work anywhere. The ShoreTel Enterprise Mobility solution enables end-users to tap sophisticated voice and unified communications features as well as presence, while giving IT staff heterogeneous support for a wide range of phone systems, mobile devices and networks. The technology puts the full power of the desk phone in the user’s pocket.

Calendar of Events

INTEROP New York

October 3-7
Javits Center
655 West 34th Street
New York, N.Y.

Interop provides the forum for the most powerful innovations and solutions the industry has to offer. IPC will have a booth that is like no other on the show floor — featuring ShoreTel Mobility built for Cisco & Avaya I-PBXs, MOBI "The Digital Immigrant" and outstanding partners such as Ruckus, Brocade, LifeSize and Phybridge..

2011 ACUTA Fall Seminar

October 9-11
Boston Park Plaza Hotel
50 Park Plaza
Boston, Mass.

IPC will have a booth that is like no other on the show floor — featuring ShoreTel Mobility built for Cisco & Avaya I-PBXs, MOBI "The Digital Immigrant" and outstanding partners such as Ruckus, Brocade, LifeSize and Phybridge.. ShoreTel founder and CEO Ed Basart will be available in the booth. Boston Wireless has partnered with IPC for this event.

2011 NCLGISA Fall Symposium

October 19-21
Crowne Plaza Expo Center
Crowne Plaza Hotel
One Resort Drive
Asheville, N.C.

IPC will have a booth that is like no other on the show floor — featuring ShoreTel Mobility built for Cisco & Avaya I-PBXs, MOBI "The Digital Immigrant" and outstanding partners such as Ruckus, Brocade, LifeSize and Phybridge..

Please also join us on Thursday, Oct. 20 during the 2:15 p.m. Showcase for: *"Empowering the mobile workforce to communicate efficiently and cost-effectively."* This session will examine how organizations are utilizing mobile devices and wireless infrastructure to enhance the mobile workers productivity.

Beer and Wine Tasting

November 9
3:30 p.m. — 6:30 p.m.
Union Station
50 Massachusetts Ave NE
Washington D.C.

Enjoy a variety of great beers and wines while learning ways to align your your business communications infrastructure with key business goals. To register, please contact **George James** at **804.622.7267** or **gjames@ipctech.com**.

Beer and Wine Tasting

November 10 3:30 p.m. — 6:30 p.m. Tribeca Grill 375 Greenwich St. New York, NY	November 11 3:30 p.m. — 6:30 p.m. The Terrace Club 25 West 51st St. New York, NY
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Enjoy a variety of great beers and wines while learning ways to align your your business communications infrastructure with key business goals. To register, please contact **George James** at **804.622.7267** or **gjames@ipctech.com**.



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Unified Communications Growth Forecast

Organizations are primed for broader use of unified communications solutions, although some barriers remain.

Deployment of unified communications solutions is poised for growth as organizations build on a foundation of voice and data applications to include more video, collaboration and social communications tools, according to new research from CompTIA, the non-profit association for the IT industry. Unified communications seamlessly blends these communication tools within a single user interface to improve employee collaboration, productivity and customer service and boost the efficiency of the IT infrastructure.

Nearly half (49 percent) of the organizations surveyed for the new CompTIA study, “Unified Communications and Collaboration Market Trends,” said their expenditures on unified communications technologies will grow relatively faster than their overall IT budget over the next 12 months. Large firms (500 or more employees) are significantly more likely to increase their unified communications investment relative to the overall IT budget than the smallest of firms (1-49 employees), 64 percent vs. 35 percent.

“This likely reflects the complexity of communications at a large firm compared to a small firm,” said Tim Herbert, vice president, research, CompTIA. “More staff, more locations, more endpoints and possibly more IT systems make for a more complex communications landscape and a stronger desire to simplify through a unified communications strategy.”

Technology providers express similar positive sentiments about growth in unified communications adoption. Among IT firms with a unified communications practice, 31 percent expect significant growth in their practice over the next 12 months, while 59 percent expect modest growth. Few expect a drop-off in their unified communications business.

Defining Unified Communications

While IT companies and their customers are bullish on the future of unified communications, the CompTIA study indicates that greater clarity about what constitutes unified communications is needed. Customers and their technology partners are fairly consistent when asked to define unified communications. For each group, core areas include email, web conferencing, unified messaging, videoconferencing, audio conferencing and IP communications. But despite the media attention on technologies such as social communication and location-based services, they are not yet strongly associated with unified communications, according to the study.

Additionally, fewer respondents have made the leap from viewing unified communications as an incremental improvement for interaction and sharing to higher-level, communications-enabled business processes. This is seen in the relatively lower numbers of respondents making a strong connection between unified communications with other enterprise systems such as customer relationship management tools.

Technology providers also have several hurdles to overcome with customers. These challenges include price sensitivity, cited by 39 percent of respondents; reliability concerns, cited by 36 percent; security concerns, cited by 34 percent; and difficulty in quantifying return on investment, cited by 33 percent. In addition, 32 percent of respondents reported a general lack of understanding of unified communications products and services.

All Together Now

Many of the technologies associated with unified communications are already widely adopted. For example, 64 percent of organizations surveyed use web conferencing, 58 percent use videoconferencing; 54 percent use collaboration applications or platforms and 51 percent use voice over IP (VoIP).

“The integration of all these elements is the hard part, tying all these things together,” said Seth Robinson, director, technology analysis, CompTIA. “Voice and data will still be important but more effort will be devoted to complement them by bringing more video, collaboration and social elements into the enterprise.”

Before this can happen, however, organizations must perform a network analysis to determine if their network can support the requirements for new solutions. Indeed, among companies in the CompTIA study that have installed a VoIP solution, 61 percent upgraded network equipment such as routers and switches and 51 percent upgraded infrastructure such as cabling and network drops.

“Voice and video are the components of a solution that will drive network upgrades since they consume the most bandwidth and must be handled properly to assure high quality,” Robinson explained.

Still, the rewards are worth the effort. As the reach and range of business processes continues to increase, involving interactions with partners, suppliers, customers and geographically dispersed teams, “siloes” communications infrastructures will no longer meet business requirements. Unified communication services can help organizations improve employee productivity, augment business processes and foster innovation.

ShoreTel Honors IPC

IPC Technologies was recognized as the Fastest-Growing Partner on the Planet and The Fourth-Largest Sales Volume Producer at ShoreTel's annual partner conference in Chicago, July 20th.

"We are thrilled to congratulate IPC Technologies," said Don Girsakis, senior vice president of world-wide sales for ShoreTel. "They have earned these honors through outstanding achievements — demonstrating great revenue success while maintaining the best practices for high customer satisfaction. We are pleased to recognize their accomplishments and acknowledge how they have helped ShoreTel excel as the leading global provider of IP-based business communication solutions."



Accepting the award for Fastest-Growing Partner are (left to right) Sam Koury, VP Sales ShoreTel; Jeff Andrews, Executive VP IPC; Eric Bowling, VP Sales IPC, Ken Banks, Pres. IPC; Peter Blackmore, Pres/CEO ShoreTel; Larry Woodall, Director of Implementation Services IPC; and Don Girsakis SVP of World Wide Sales ShoreTel.



Accepting the award for the Fourth-Largest Sales Volume Producer are (left to right) Don Girsakis SVP of World Wide Sales ShoreTel; Sam Koury, VP Sales ShoreTel; Ken Banks, Pres. IPC; Eric Bowling, VP Sales IPC; Larry Woodall, Director of Implementation Services IPC; Jeff Andrews, Executive VP IPC; and Peter Blackmore, Pres/CEO ShoreTel.



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Are You Cloud-Ready?



*Upfront assessment
of applications,
architecture key
to successful cloud
initiatives.*

Cloud computing promises to dramatically increase the speed with which applications are designed, built and delivered. To reap all these benefits, however, organizations must do their homework and make good decisions up front. An excellent starting point is a cloud readiness assessment.

A readiness assessment can help organizations determine what applications can most effectively be shifted to a cloud platform. Despite the overwhelming industry hype, the cloud isn't always the most suitable choice for certain applications, particularly those with heavy computing power, network bandwidth and online transaction processing (OLTP) requirements.

Only by aligning the architecture — compute, network, data center, power and storage resources — with applications can an organization be on the path to achieve the reliability and performance it requires within a cloud environment.

“In cloud computing, true protection is an outcome of the right architecture for the right application,” said Janel Ryan, senior product marketing manager at SunGard Availability Services. “Organizations need to fully

understand their individual application requirements and, if using a cloud platform, the corresponding cloud architecture. With that knowledge, they can make informed decisions about what cloud platform best meets the reliability and performance requirements of their specific applications.”

Here are five considerations for companies looking at cloud computing architectures.

AVAILABILITY. Not all applications are created equal, nor are all cloud platforms the same. Organizations need to tier their applications, identifying which applications need to be highly available, which can accept downtime and how much downtime is acceptable. They need to understand the business risk associated with a lack of availability of their data. For those applications that need to be highly available, businesses should consider enterprise-class technologies that have been rigorously tested versus looking at building something internally. It’s also important to look at multi-site solutions and disaster recovery/business continuity planning. For most businesses, this means working with a service provider or consultant because they usually have access to greater levels of expertise and provide these services as their core business.

SECURITY. Security is still the primary concern for businesses regarding the cloud. Concerns include the loss of control of their sensitive data, the risks associated with a multitenant environment, and how to address standards and compliance. Organizations need to know how a shared, multitenant environment is segmented to prevent customer overlap. How is the solution architected? Is the service provider’s cloud infrastructure — network, virtualization and storage platforms — secure?

MANAGEABILITY. Businesses need to determine what they are accountable for versus what they expect from a service provider. Most public cloud vendors do not provide administrative support. Organizations need to have the technical expertise in-house to design the right solution or seek the services of an outside provider. They should define what level of management their applications require and have an identified change management process.

PERFORMANCE. As with a more traditional hosting model, it’s important to understand workload demands on the infrastructure and what the potential bottlenecks are. Organizations should perform their own testing to evaluate how a cloud environment affects compute, storage and network resources.

COMPLIANCE. Organizations need to determine where their data will reside as well as who will interact with it and how. They need to understand which areas of compliance the service provider controls and how to audit against the standards and regulations to which they need to adhere.



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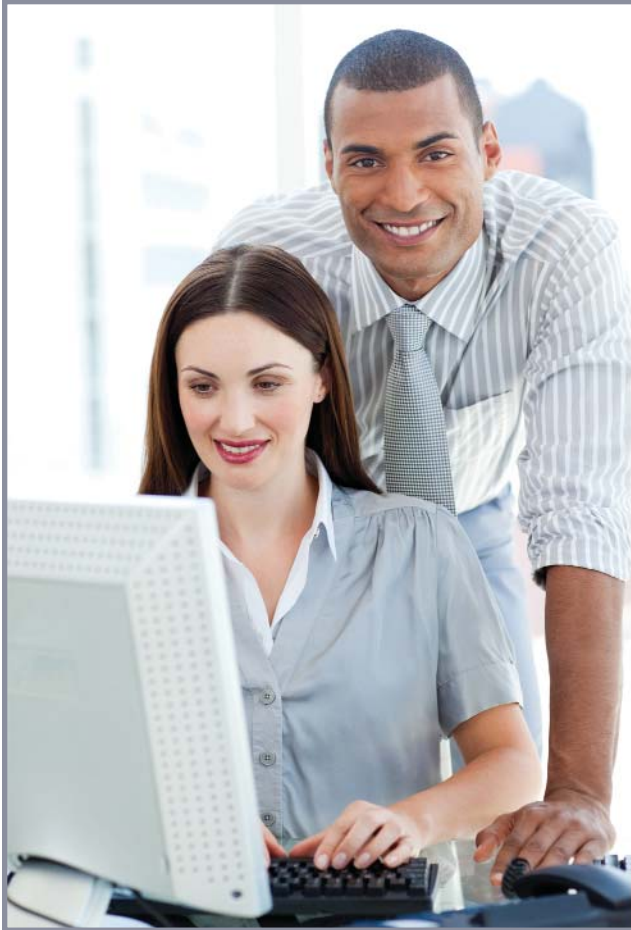
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NEWS BRIEFS

Ira Brooks Joins IPC Team

IPC officially enters the Philadelphia and Southern New Jersey market today as **Ira Brooks** joins the family. He comes to IPC with more than 30 years of telecom experience. Ira has held various sales and sales management positions with innovative, leading edge companies providing voice/data communications solutions.



While primarily focusing on the Mid-Atlantic Region, Ira's sales activities have taken place in Canada, Europe, Israel, Asia and Australia. His customers include Wireless and Wire line Carriers, Governmental Agencies, Banks, Brokerage and Insurance companies in the Enterprise sector. Prior to moving into sales he was Director of Communications Software Development and taught computer architecture at The Computer Educational Institute in Philadelphia.

He graduated from The Pennsylvania State University with a degree in Finance and is an avid Nittany Lions supporter as well as the Philly pro sports teams. He is married with four children.

Ira can be contacted by phone at 804.622.7270 or by email at ibrooks@ipctech.com.

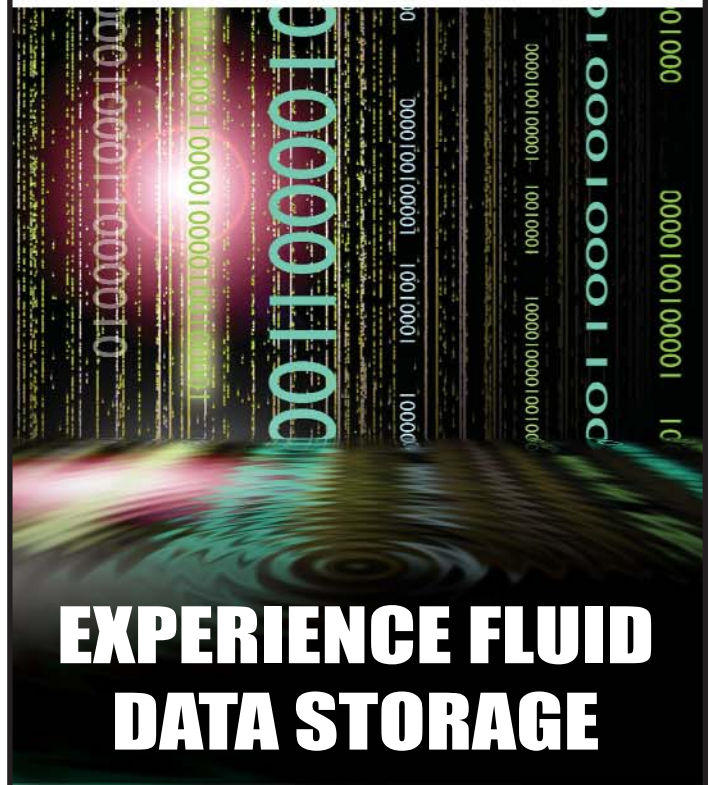
Mobility Driving Cloud Adoption

A new report suggests that remote/mobile connectivity has become the leading driver of cloud adoption in enterprise organizations. According to the Yankee Group survey, 48 percent of respondents cited connectivity as the top reason for deploying software as a service (SaaS) — a 92 percent increase over 2010.

With mobility as an impetus, 38 percent of enterprises project the deployment of over half of their applications on a cloud platform within three years compared to just 11 percent today.

"Mobility is the driving force to cloud adoption," said George Hamilton, Yankee Group principal analyst and author of the survey report. "Despite worries that the cloud reality would not match the media hype, we're seeing enterprises raise their spending and set their sights on cloud and mobile productivity."

The report further says that the argument over public versus private cloud is dead. Adoption is up across the board, with private cloud still most widely deployed (63 percent) but public cloud and managed public cloud making gains (58 percent and 51 percent, respectively).



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