AVAYA

The Power of We™

Social Media and IT Consumerization in the Enterprise: Meet Demand and Minimize Risk

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NØRTEL   lenovo   DHL   AVNET

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Today's Agenda

Trends Impacting Direction Choices

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Social Media and Business Results

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Consumerization

....

Closing Thoughts

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IT as a Technocracy

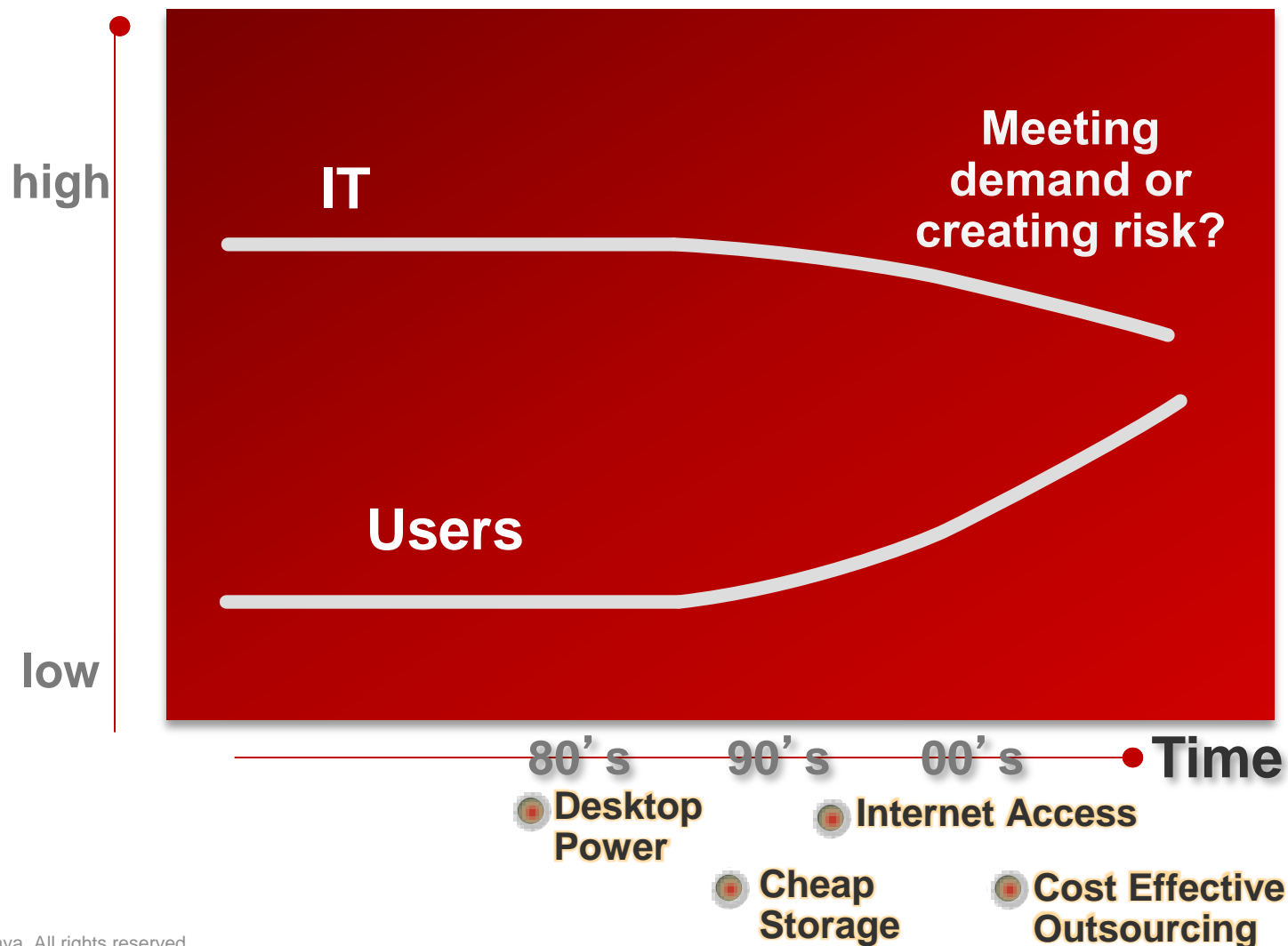## tech • noc • ra • cy

[tek-nok-ruh-see] – noun

1. A system of government where those who have knowledge, expertise or skills compose the governing body

Shifting Dynamics of Influence

Social and Business Trends

Organizations face a **tough economy**, **aggressive competitors**, **fragile customer loyalty**, and **changing demographics**

Return to Business Growth

Generational

Social Networking

Mobile Living

BYOD trends

Cloud

Virtual Worlds and Communities

Meeting The Needs Of All Your Constituents

Line of Business

| Customer Experience | Problem Resolution | Increase Productivity | Faster Execution |

IT

| Decrease Cost | Simplify Maintenance | Integrate Systems | Deploy New Services |

End User

| Anywhere, Anytime | Any Device, Any Modality | Relevant Information | Social Networking |

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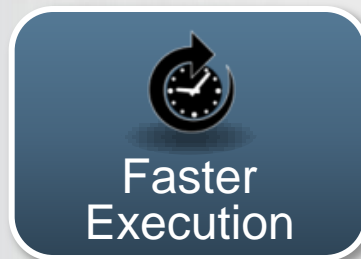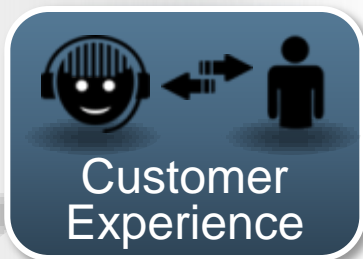
Demographics Are Changing

Customer Demographics are Changing
with Different Customer Satisfaction Expectations

78M
Baby Boomers

55M
Generation X

80M
Generation Y

50m tweets per day

28% own a blog
44% read a blog

25% of population = Gen Y

Sources:
PricewaterhouseCoopers LLP and Retail Forward, Owned by Kantar Retail
Baby Boomers: born from 1946 to early 1960s; Gen X: born from 1960s to 1970s; Gen Y: born from 1980s to 1990s

Customer Satisfaction Risks are Increasing

Risks of Not Providing Expected Customer Experience are Increasing

92% of consumers form an opinion about a company's image through their Contact Center interaction

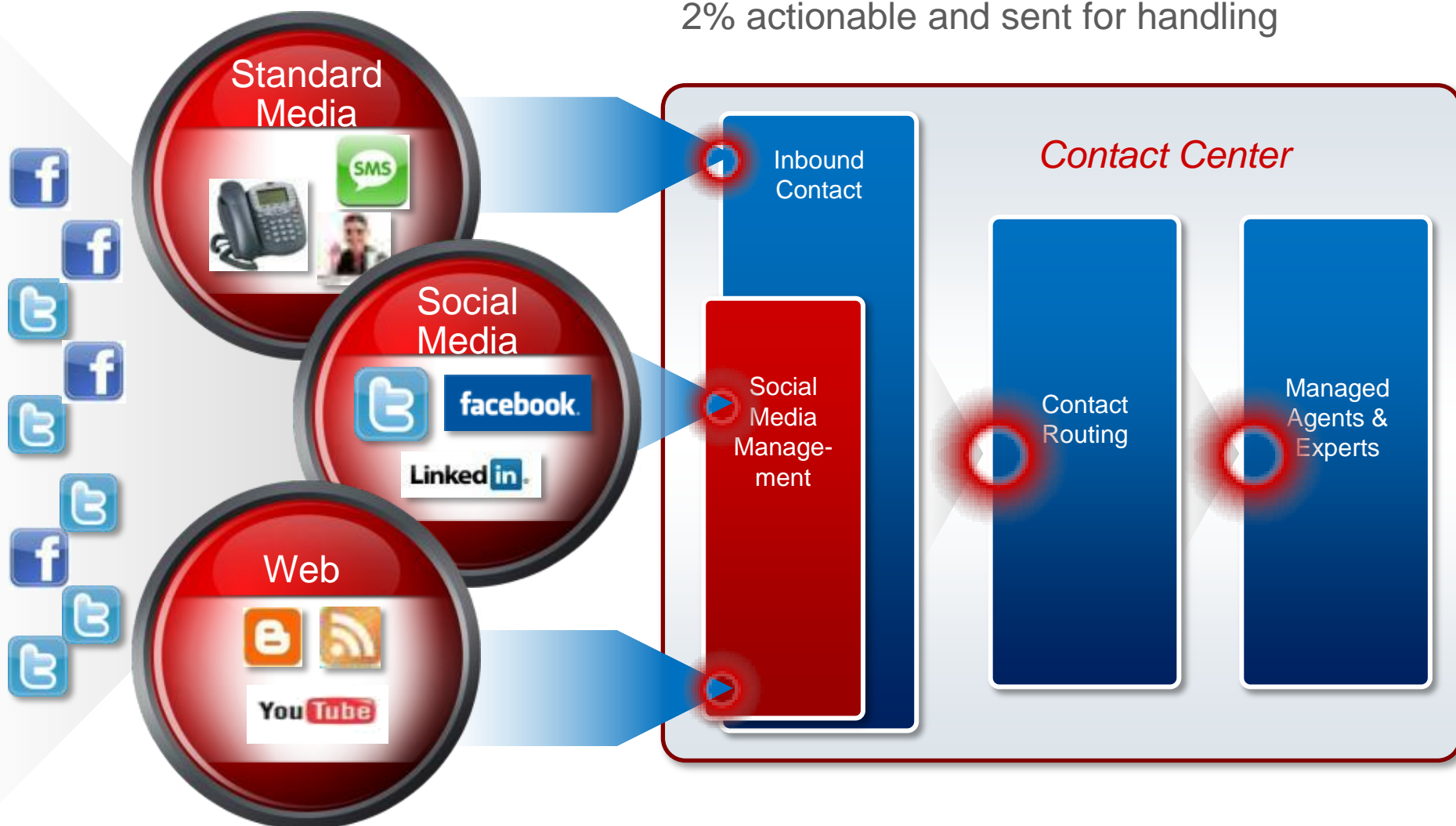**85%** of Millennials [Gen X and Y] will leave after one bad experience

73% will tell others about their poor experiences

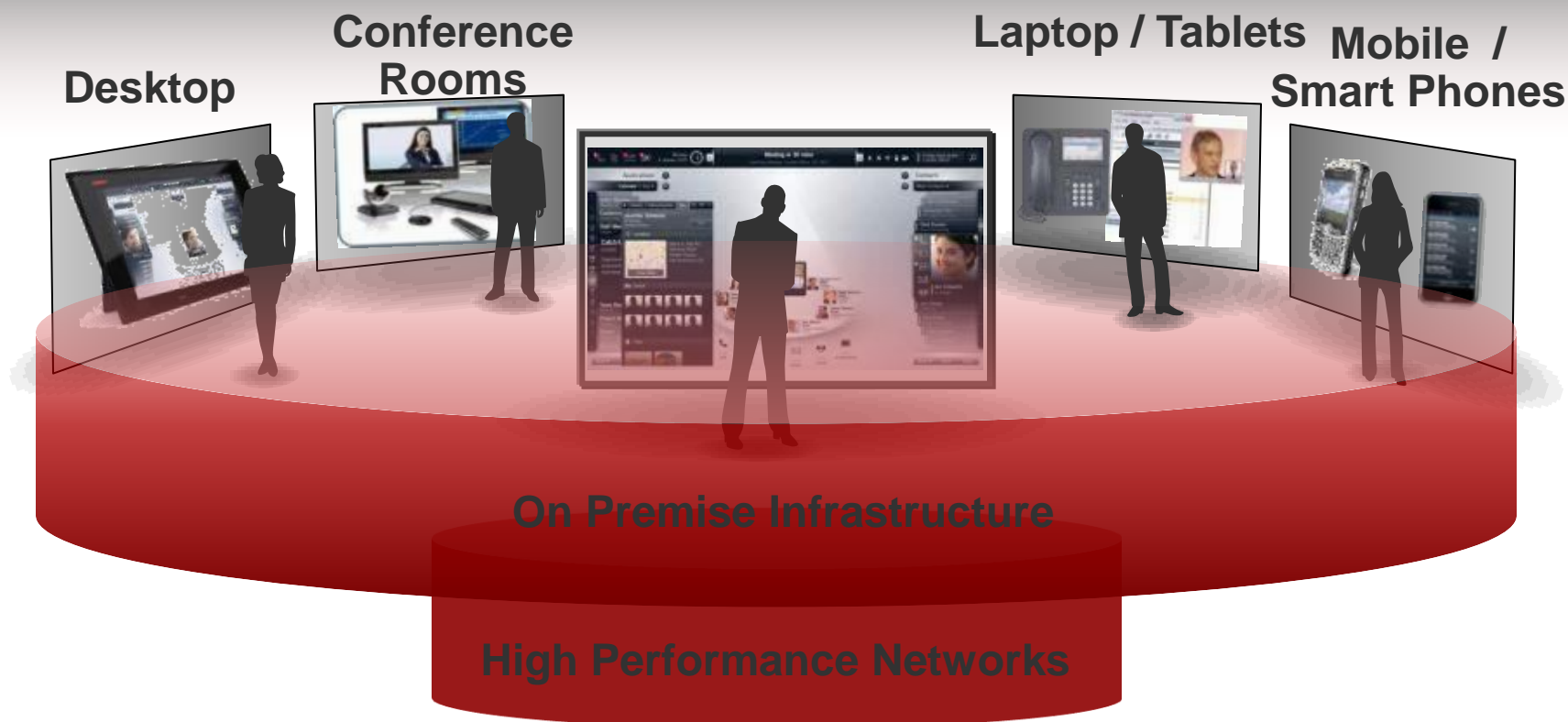Source: Benchmark Research, Webtorials Editorial/Analyst Division, Convergsys

Engaging in Social Media Discussions

Thousands of items received, 30% Spam, 70% Relevant, 2% actionable and sent for handling

Standard Media

SMS

Social Media

facebook

Linked in

Web

You Tube

Contact Center

Inbound Contact

Social Media Management

Contact Routing

Managed Agents & Experts

Unified Communications Collaboration Becomes a Reality

Cloud Based Services and Applications

Desktop

Conference Rooms

Laptop / Tablets

Mobile / Smart Phones

On Premise Infrastructure

High Performance Networks

New Innovations in People Centric User Experience

Consumerization and BYOD Today

100 000	Android Apps
350 000	iPhone Apps
75 000 000	Tablets in 2012
800 000 000	Smartphones
1 200 000 000	Social Media Users

▸ **Tablet market $45B by 2014** – *Yankee 2011*

▸ **Over 80% of Fortune 100 deploying iPhones and iPads** – *Network World 2011*

▸ **72% of organizations permitting employee-owned devices** – *Aberdeen 2011*

▸ **50% of enterprise users using consumer applications** – *Yankee 2011*

But, what is supporting the applications?

Enterprise

Consumer

SIP-Based Infrastructure

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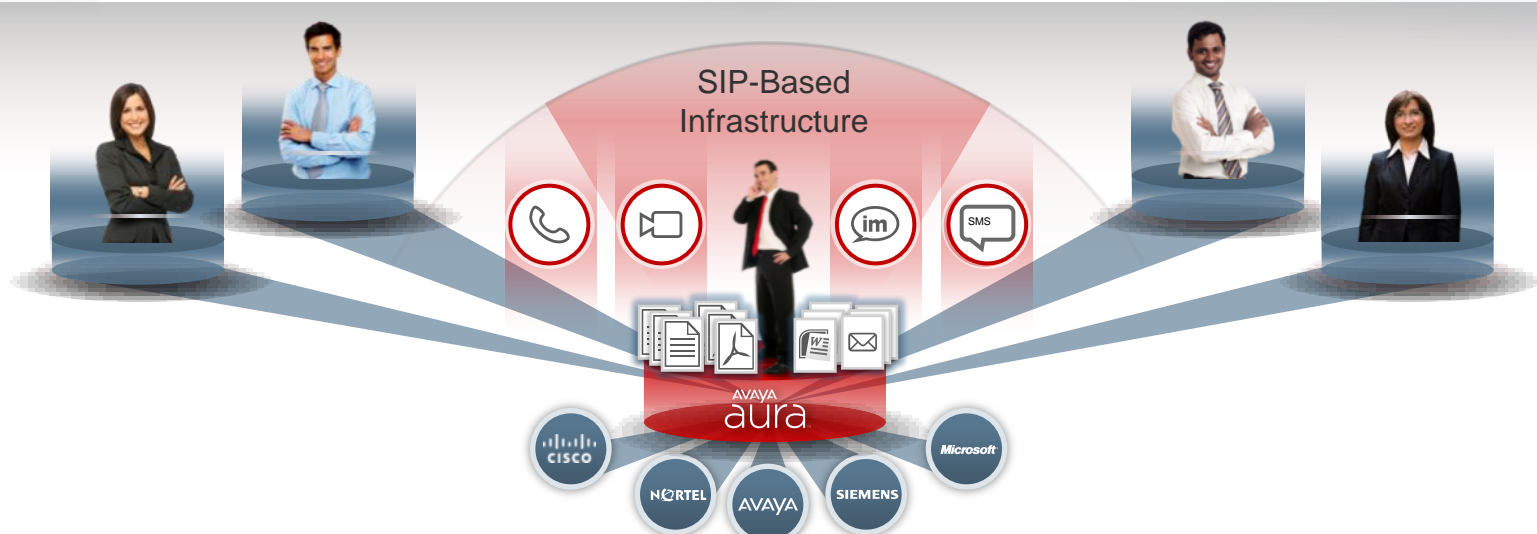
Rethinking Meeting and Training

Collaboration Silos Drives IT Complexity

BYOD – Balancing Reward <u>and</u> Risk

User Experience

Delivering consistent user experiences across powerful devices they want to use

Productivity

Empowering and encouraging users, driving faster collaboration and better decisions

IT Compliance

Who gets on? To do what? To go where?

Mobile Device Management

What tools do I need to manage devices?

Security

Authentication? Wireless roaming? Remote access?

Network Capacity

Can I handle multiple devices per user and voice/video bandwidth needs?

Quality of Service

How can I ensure business critical applications get priority?

Case Study
Westlake: Empowering Remote "On-site" Staff

Westlake FINANCIAL SERVICES

Full spectrum lending institution based in Los Angeles

300 remote account managers located within car dealerships

Finding current tools & personal cell phone use ineffective

Problem

▸ Empowering account managers to better service dealers and customers

▸ Saving money on establishing "offices" within dealers and at home

▸ Controlling cell-phone costs and improving "one-number" accessibility

▸ Lowering TCO for IT

Solution

▸ Deployed Apple iPads to 300 dealer account managers

▸ Leverage dealership Internet access, no separate phones

▸ Easy-to-use Avaya Flare® interface at the dealer, at home, and when travelling

▸ Extending use of existing Avaya Aura® infrastructure and shared back-end apps

Value

▸ Serving customers faster

▸ Ease of communication no matter where people are conducting business

▸ Being seen by customers to be empowered with cutting-edge tools

▸ 'At a glance' ability to find available Westlake experts and bring them into key conversations

"The visual and intuitive nature of Avaya Flare Communicator makes it easier for everyone to communicate, not only with the head office, but with each other as well."
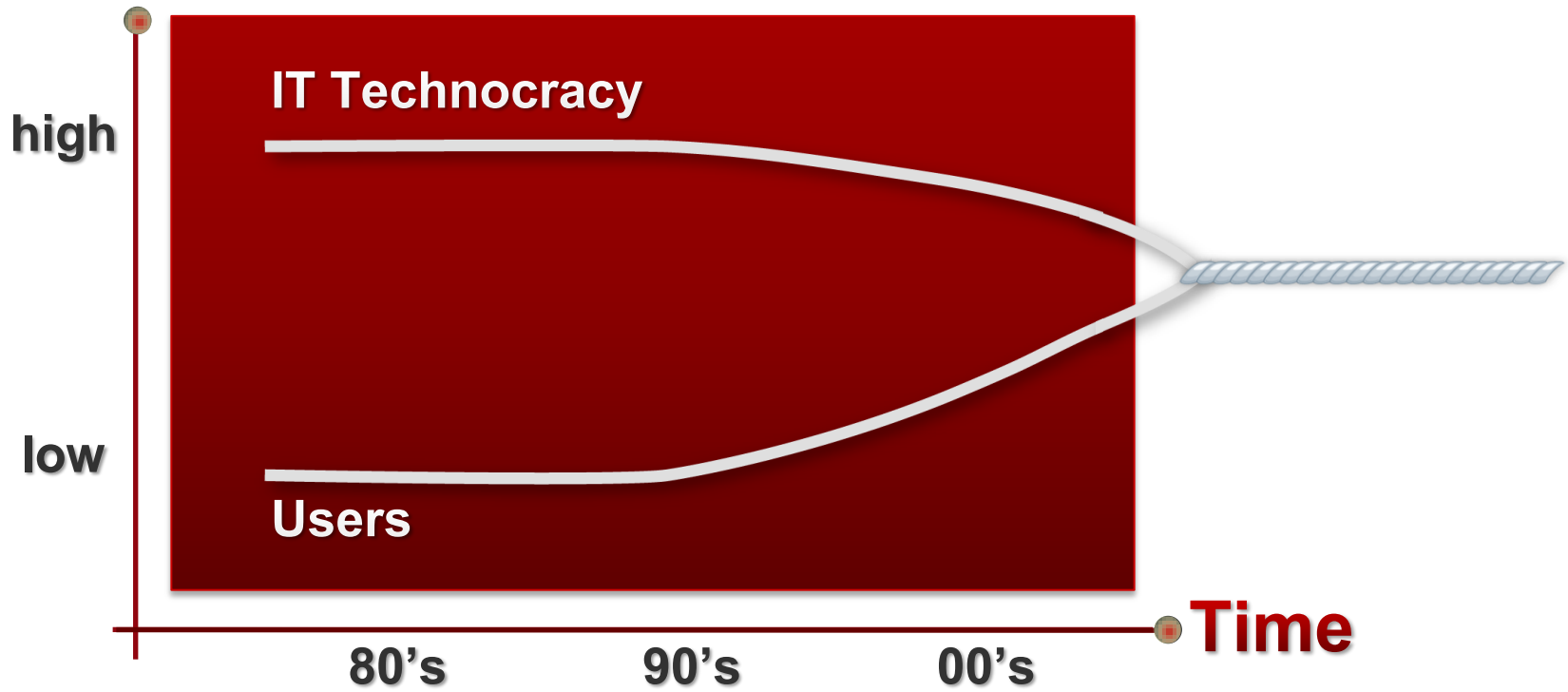
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Avaya Approach to Enterprise-wide Collaboration
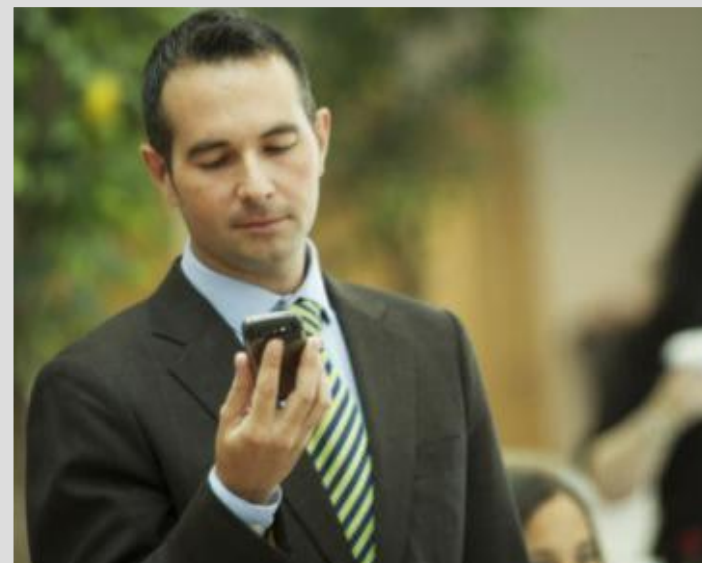## Tackling Social Media and IT Consumerization Trends
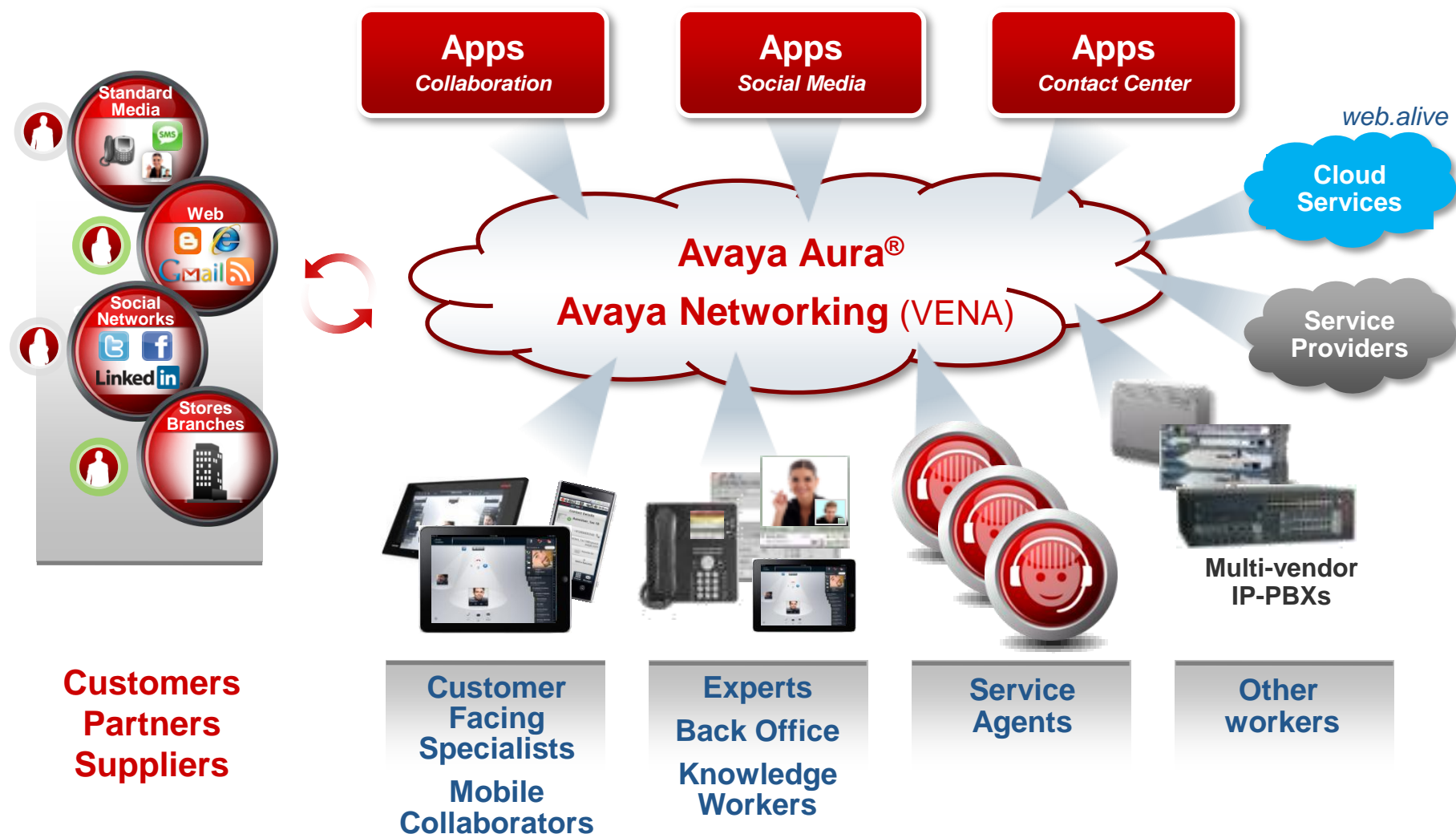
Closing Thoughts

▸ Social Media engagement allows you to meet new customers where **they** are

▸ Consumerization and BYOD represent opportunity empowering your workforce

▸ Architecture approach needed to meet customer and user demand

▸ Meet us at www.avaya.com

THANK YOU

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Faster collaboration, smarter decisions, better business