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

Stephen J. Gold, Avaya
Senior Vice President, CIO

June 2012

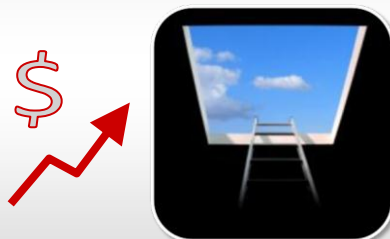# Today's Agenda

Trends Impacting Direction Choices

···

Social Media and Business Results

···

Consumerization and Managing Risk

···

Closing Thoughts

···

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

3

Meeting The Needs Of All Your Constituents

Line of Business
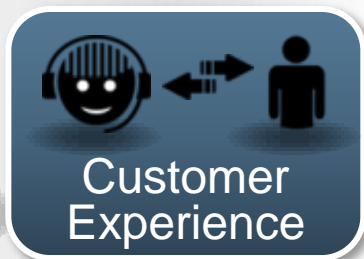
| Customer Experience | Problem Resolution | Increase Productivity | Faster Execution |

IT

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

End User

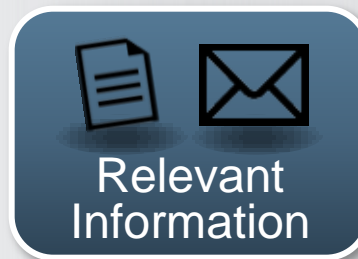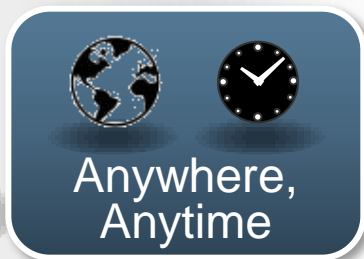| Anywhere, Anytime | Any Device, Any Modality | Relevant Information | Social Networking |

Today's Agenda

Trends Impacting Direction Choices

Social Media and Business Results

Consumerization and Managing Risk

Closing Thoughts

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

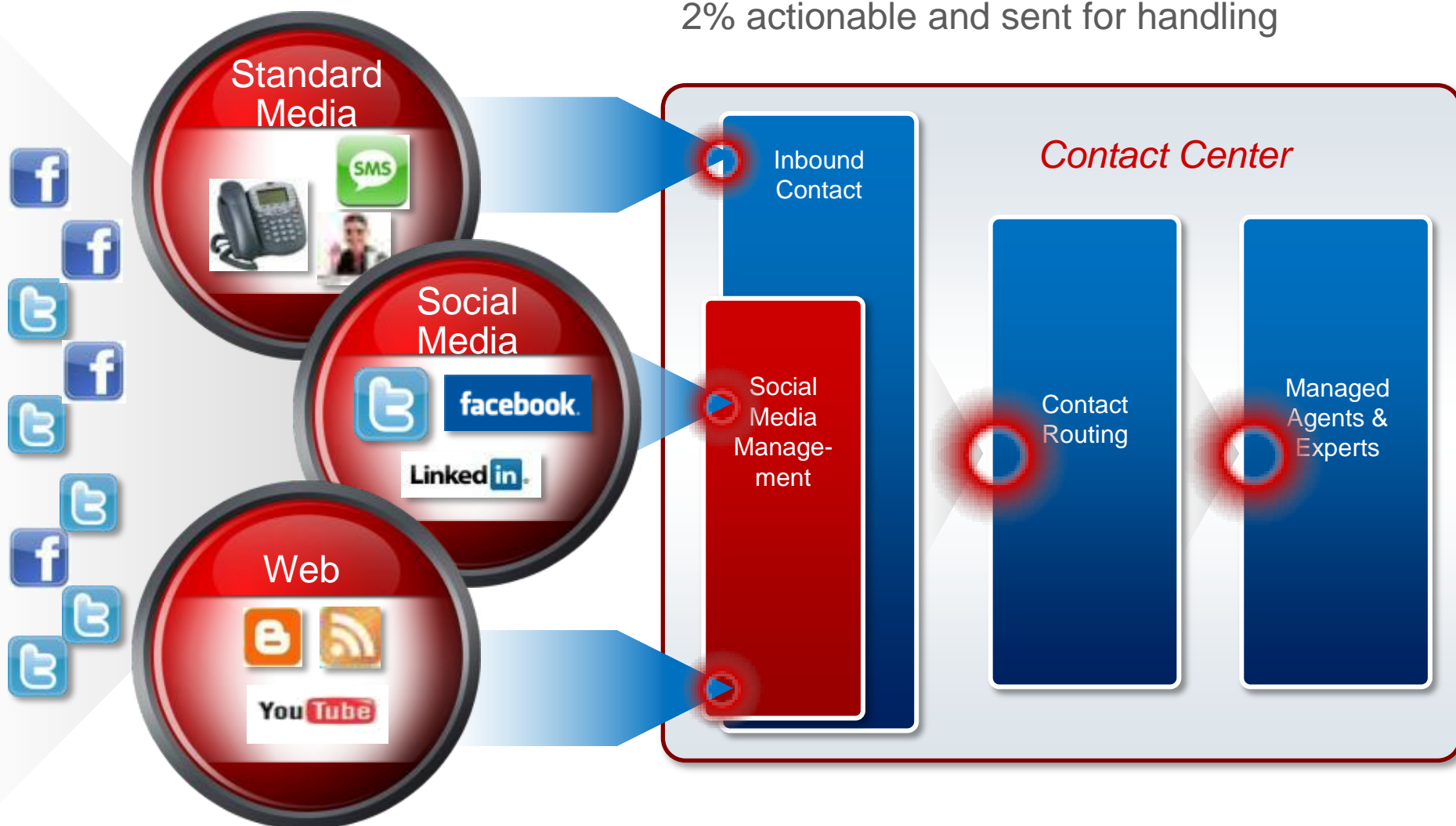**85%** of Millennials [Gen X and Y] will leave after one bad experience

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 Manage-ment

Contact Routing

Managed Agents & Experts

Today's Agenda

Trends Impacting Direction Choices

....

Social Media and Business Results

....

Consumerization and Managing Risk

....

Closing Thoughts

....

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*

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?
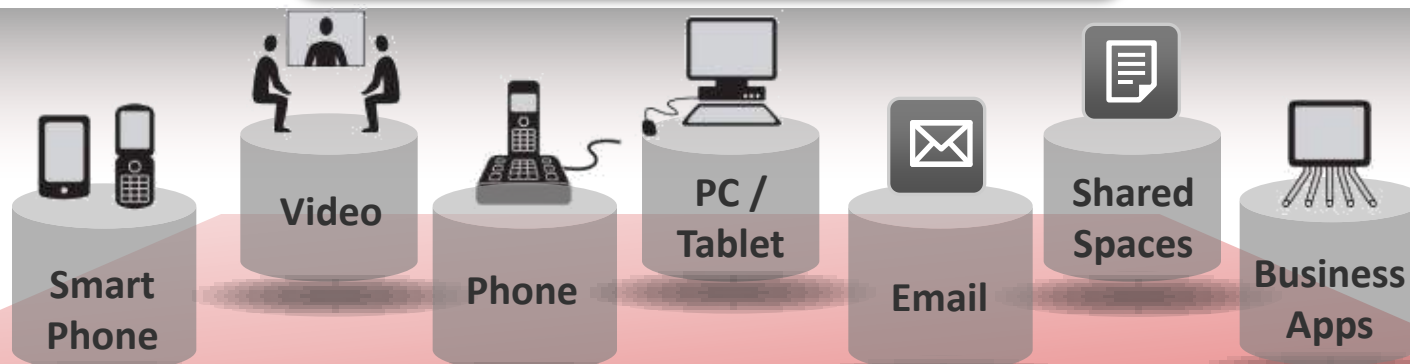
Quality of Service

How can I ensure business critical applications get priority?

Network Capacity

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

Collaboration Silos Drives IT Complexity

Cloud Based Services and Applications

Smart Phone

Video

Phone

PC / Tablet

Email

Shared Spaces

Business Apps

COMPLEXITY

DIFFERENT VENDORS

DIFFERENT SKILLS

DIFFERENT TECHNOLOGIES

Meeting Demand <u>and</u> Managing Risk

Architectural Flexibility

- Consolidated enterprise-wide shared services lowering TCO
- Seamless multi-modal user experiences everywhere
- The right capabilities based on each user's profile
- Secure application-specific remote access (e.g. SBCs)
- Real-time optimized wireless networking for roaming devices
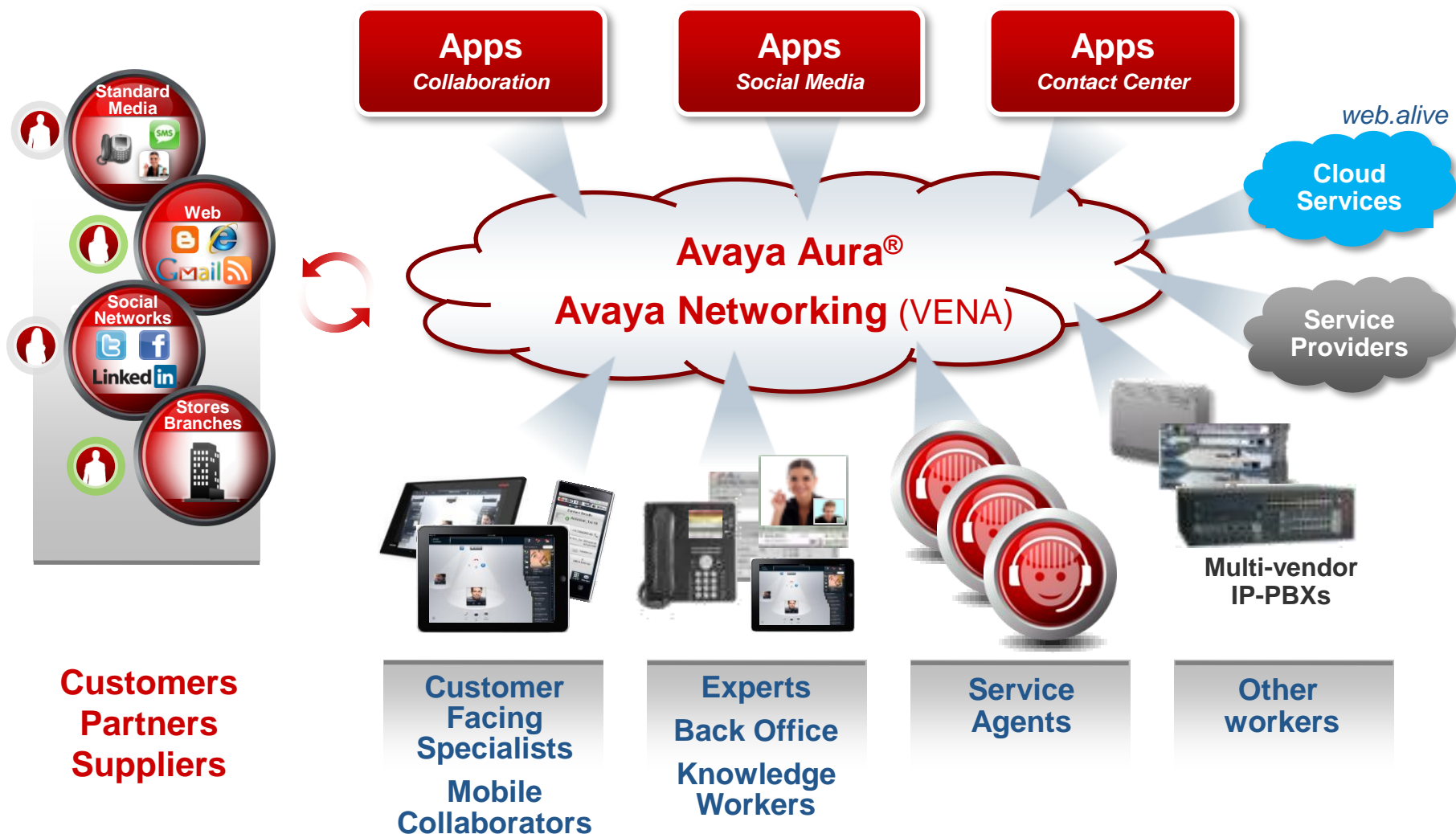
Today's Agenda

Trends Impacting Direction Choices

....

Social Media and Business Results

....

Consumerization and Managing Risk

....

Closing Thoughts

....

Avaya Approach to Enterprise-wide Collaboration
Tackling Social Media and IT Consumerization Trends

Apps *Collaboration*

Apps *Social Media*

Apps *Contact Center*

web.alive

Cloud Services

Avaya Aura®
Avaya Networking (VENA)

Service Providers

Standard Media

Web

Social Networks

Stores Branches

Multi-vendor IP-PBXs

Customers Partners Suppliers

Customer Facing Specialists

Mobile Collaborators

Experts

Back Office

Knowledge Workers

Service Agents

Other workers

Closing Thoughts

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

▸ Consumerization and BYOD represent opportunity and risk in empowering your workforce

▸ Architecture approach needed to meet customer and user demand while minimizing risk

▸ Meet us at www.avaya.com
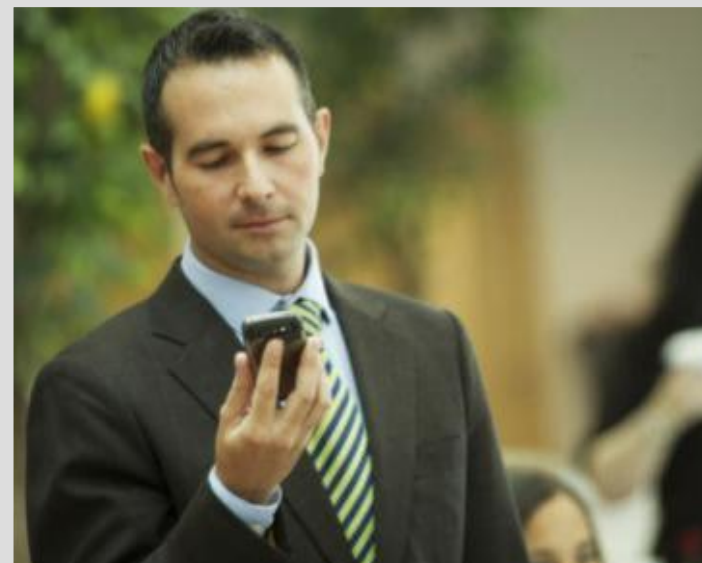
THANK YOU

Stephen J. Gold, Avaya
Senior Vice President, CIO
stevegold@avaya.com