Portfolio Journey
OpenScape 4000

You've seen all the changes in communications over the last decade. One solution is there every step of the way, adapting, changing, and evolving. Making sure your business is more efficient, more productive.

Transformation

In 2001, the world market share of TDM lines shipped was 95.4%, a number that dwarfed emerging IP technology. That was the year that Unify introduced HiPath 4000 – a hybrid TDM / IP voice platform. By 2006 with IP Line shipments approaching 30.7% of the world market share, the cost of a SIP Trunk dropped to 43% of a TDM trunk[1].

The OpenScape 4000 journey is one that takes your enterprise, your teams to a new way to work.

By 2011, a span of a decade, the tipping point had been reached and IP line shipments surpassed TDM. In 2016 IP line shipments even increased to two-thirds of the world market share. If we learn anything from this it is that technology adoption is mainly evolution, not a revolution.
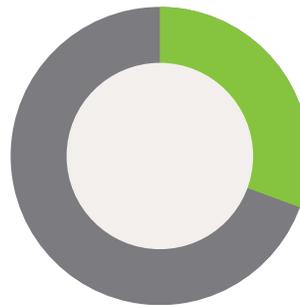
Figure 1. Ever Increasing IP Line Shipments[2]
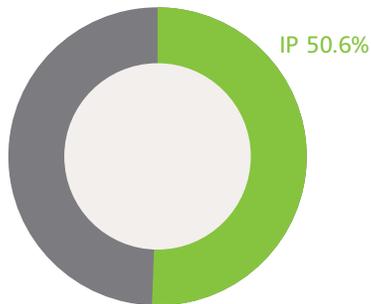
2001 World Line Shipments
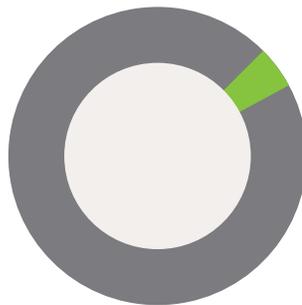
TDM 95.4%

2006 World Line Shipments

TDM 69.3%
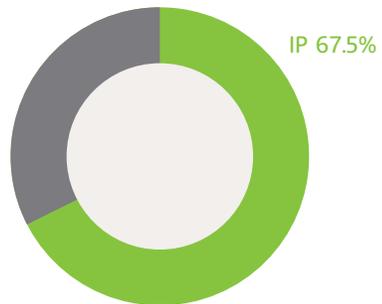
2011 World Line Shipments

IP 50.6%

TDM 49.4%

2016 World Line Shipments[3]

IP 67.5%

TDM 32.5%

[1] "SIP Trunking Benefits and Best Practices" White Paper Ingate Systems.
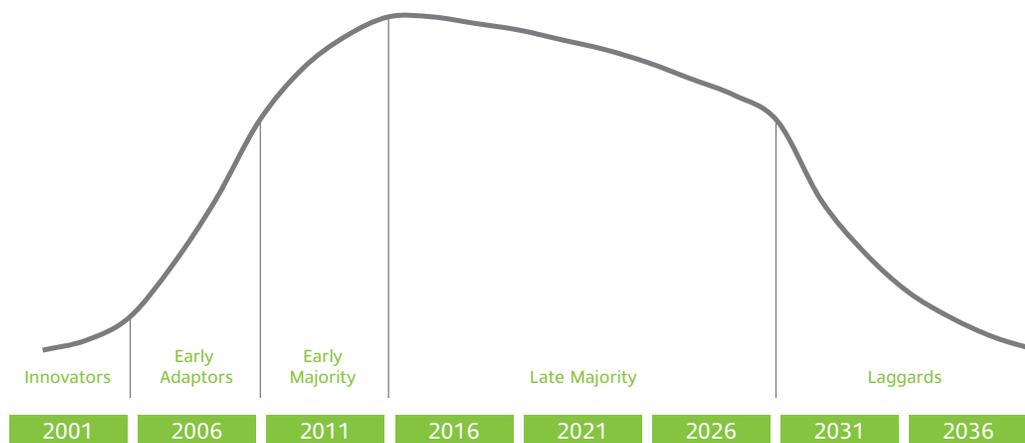[2] MZA and Unify compendium numbers
[3] Numbers are estimated

This is shown nicely in Figure 2 below which maps the TDM to IP transition timeline with a typical technology adaption lifecycle. But instead of following the linear approach it is estimated that it will take more time to reach the late majority. So the curve of the technology adaption lifecycle is more extended and flat than in the primary model.
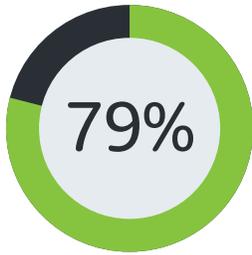
Other enterprise technology drivers emerged during this period as well – Unified Communications and Collaboration to help drive employee productivity. Virtualization to drive efficiencies in the data center.

The challenge for the enterprise is to leverage each new technology without losing their current investment. To transition smoothly from one technology base to another, adding capability and taking advantage of new deployment options. To evolve. OpenScape 4000, is today's solution for transforming enterprise communications - making people more connected, more inspired, creating a new way to work.

Figure 2 Technology Adaption Lifecycle TDM to IP[3]

Innovators	Early Adaptors	Early Majority		Late Majority		Laggards	
2001	2006	2011	2016	2021	2026	2031	2036

Proven Enterprise Communications

79%

of employees always or frequently work as part of a virtual team.

source: Unify

With the introduction of HiPath 4000 (now OpenScape 4000) in 2001, "Innovators" and "Early Adopters" leaped ahead of the pack in taking advantage of benefits of IP communications. Today OpenScape 4000 provides the hybrid unified communications platform for 30,000 customers in over 80 countries. Innovation and a forward looking approach to technology is the key to this success. This success extended to the Digital Equipment Cordless Telephony (DECT) market as well, where OpenScape 4000 has become the market leading solution. Innovating to meet customer needs, proven over time and solid reliability. That is the foundation for OpenScape 4000.

A Hybrid Unified Communications Platform

OpenScape 4000 bridges the gap from legacy analog and TDM communications to IP-based communications without the need for ripping out existing equipment, or losing an investment in software by starting all over. Customers can transition their networks based on their specific needs and configuration. That's the power and the value of having a hybrid unified communications solution.

Customers moving to improve network efficiency and increase team performance have a wide range of options to choose from. Each approach can be tailored to the customer specific needs. Some of the strategies include:

- Portable software licenses
- Moving from the "Telco Room" to the "Data Center"
- Adding new sites as pure IP based solutions – interworking with existing TDM sites
- Unifying multiple network sites with centralized routing and trunking
- Centralized SIP Trunking with OpenScape Session Border Controller
- Common Management applications across the OpenScape Enterprise portfolio
- Reuse of equipment – gateways, phones, etc.

An evaluation by Unify Professional Services can help identify the best and most cost effective path forward for your network.

Unified Communications and Collaboration

Virtual teams have become a permanent fixture of many 21st century companies. There are multiple drivers contributing to the growth of virtual teams, some of them are:

1) Saving on fixed facilities, reducing costs for office space

2) Green initiatives – reducing commuter and business travel

3) Recruitment of the best talent available

4) Increasing employee productivity

Virtual teams can even be part the disaster recovery planning for an enterprise. For example, having "Anywhere" worker teams provide security against a natural disaster that makes a main office location unreachable for an extended period of time.

The rise of virtual teams drives the need for an employee toolset that makes them more connected, more in touch with the team as a whole. And the toolset must work with the devices that employees want to work with. Bring Your Own Device (BYOD) can be considered a complementary trend of the virtual team. A robust unified communications and collaboration solution delivers the tools that employees need today.

OpenScape Enterprise portfolio offers a complete unified communications and collaboration portfolio. Ease of use and intuitive interfaces that are built into clients that work on a wide range of devices - from desktops to mobile phones to tablets - allows users to collaborate quickly and efficiently because they are more connected with colleagues, partners and customers.

Unify is recognized as a leader among all vendors by industry analysts (Figure 4). OpenScape Enterprise unified communications delivers a complete unified communications solution that is both visionary and cost effective.

66%
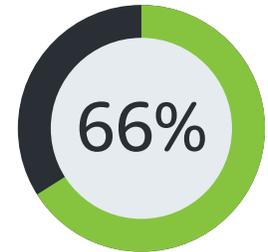
of teams now include members in at least three time zones.

source: Jacob Morgan

Figure 4 OpenScape Enterprise Unified Communications Recognition

2012 to 2015 Top Ratings
UC RFP Session

Visionaries Quadrant
2016 Gartner Magic
Quadrant for UC

2016 Champion
UCaaS Vendor Landscape

OpenScape 4000 Today

As a highly reliable, proven enterprise communications solution, OpenScape 4000 delivers a solid platform for unified communications and collaboration. Virtual team members easily manage how, where and when they are contacted. Collaborations can start with an instant message or e-mail notification and expand into ad-hoc audio and web collaborations. Adding video to a web-collaboration, connecting teams in a visual way, is simple. Because these tools are easily accessible and available across a wide variety of devices, less time is spent orchestrating work as opposed to doing work. An OpenScape Enterprise unified communications and collaboration solution is a key differentiator for many businesses.

The benefits and value of using a virtualized data center are well described in a report from Frost & Sullivan "Who is Doing What in UC Virtualization"[4]. The key benefit being the lowering of overall total cost of ownership for applications deployed in a data center. Virtualization has also driven cloud deployment models (private, public and hybrid). The report from Frost & Sullivan evaluates the depth of virtualization used in each vendors unified communications portfolio. The OpenScape Enterprise portfolio of applications from Unify is second to none.

OpenScape 4000 is now a driver for employee productivity gains through unified communications and a new way to work. It fits into all enterprise deployment models – whether that is a traditional 'Telco' premise based model or a data center private / hybrid cloud deployment.

Where we are going

We have covered the key highlights of changes to enterprise communications spanning the last decade. The transition from TDM to IP, unified communications and the rise of virtual teams, virtualization in the data center. We know that innovation doesn't stop there. It actually gets more exciting and interesting with our new all-in-one collaboration tool Circuit. Circuit represents the next step in evolution – a way to further enhance virtual teams with meaningful real-time engagement. Bridging communication streams together into one single pane of glass application. Bringing employees, customers, suppliers into relationships that facilitate the way conversations and business happen.

The value of Circuit is the whole experience characterized by six experiences:

• One View

• Vibrant Conversations

• Thought Trails

• Seamless Transitions

• Intelligent Spaces

• Intuitive Use

 [4] "Who is Doing What in UC Virtualization: Cutting through the Hype", Frost & Sullivan Market Insight 9847-64, April 2013

One View

Circuit unifies across devices and communications channels, pulling multiple content sources into a singular view that makes sense. With a consistent and reliable communications experience – no matter which device you use – employees will spend more time being creative, effective and productive

Vibrant Conversations

Immersive video. Transcendent HD audio. Expressive chat, screen sharing, links, attachments and emails. No matter the channel, your message will resonate across conversations that unite the people and content you care about in a single communications space.

Thought Trails

Find what you need, exactly when you need it. Circuit brings contextual search and simple filter capability to conversations that can occur across multiple media. Ideas and implicit knowledge that might have been buried under layers of conversation, or in divergent paths, are easily connected, and never lost.

Seamless Transitions

From calls to conversations. Circuit enables you to move effortlessly between channels, networks, across your devices, and independent of format and media. It simply allows you to take the conversation with you, saying good bye to dropped calls and the need to reconnect. Whether it is stored on the corporate network, public or private cloud you can still access and share the content and media you need for meaningful and successful conversations.

Intelligent Spaces

Start with what matters. Your attention is the key to productivity, which Circuit protects with spaces that pull together the daily flow of communications and focus on your priorities. Analytics make it easy to understand your connections and habits so you can build richer relationships.

Intuitive Use

Easy to give. Easy to take. Circuit is as intuitive to manage as it is to use. IT departments can easily roll out and support large installations, and users can join, participate and even invite guests to join in.

Why Unify?

We have said "To understanding where we're going, you need to know where we've been". Unify has a rich history of innovation. And we have turned innovation into proven, reliable solutions –delivering quality and value throughout our portfolio.

Our customers know us as solid reliable partners delivering great products – and when needed, helping them to manage their networks by applying our engineering excellence with professional and managed services.

Why Unify? Because it is what we do.

You can find out more about OpenScape 4000, Hybrid Unified Communications and Circuit by visiting our website at **www.unify.com**

About Unify

Unify is the Atos brand for communication and collaboration solutions. At the core of the Atos Digital Workplace portfolio, Unify technology enables organizations of all sizes to transform the way they collaborate, creating a more connected and productive workforce which can dramatically improve team performance, individual engagement and business efficiency.

Unify products represent a strong heritage of technology innovation, reliability and flexibility. Their award-winning intuitive user experience can be delivered through almost any device and in any combination of cloud or on-premise deployment. Augmented by Atos' secure digital platforms, vertical solutions and transformation services, they set the global standard for a rich and reliable collaboration experience that empowers teams to deliver extraordinary results.

unify.com

UNIFY
atos collaboration solutions