



Sprint® Converged Solutions

Unified Communications (UC) Enabled by Sprint

Only on the Now Network.™

Indiana Digital Summit

Agenda

Communications Landscape

- *Current Business Challenges*
- *Current Enterprise Trends Driving UC Adoption*
- *Value of Deploying UC*

Unified Communications

- *Sprint's Strategy to enable UC*

Business Benefits

- *Case Study: Sprint UC Deployment*
- *Industry Solutions*

Current Business Challenges

Current Enterprise trends present a number of challenges in cutting costs and enhancing employee productivity

- ***Disparate communication platforms** – email, instant messaging, mobile devices, voicemail, fax, audio and video conferencing*
- ***Inability to determine** where employees are and/or if they are available*
- ***Managing growing mobile workforces** and increasingly vacant office space*
- ***Expensive IT infrastructure** and maintenance costs*
- ***Outdated and aging technology** such as legacy PBX systems*



These factors make it difficult to upgrade and manage technology to keep workers productive while cutting costs

Current Enterprise Trends Driving UC Adoption

- Reduce costs companywide through sound investments that provide a measurable ROI within 12-15 months*
- Improve efficiency through optimization of current business processes*
- Enable employees to become more productive through enhanced communications technology*
- Seamlessly integrate an increasingly mobile and remote workforce with enterprise systems*
- Voice traffic and data consolidation to gain cost savings*



Business Benefits

The Value of UC

In difficult economic environments, advanced technologies such as Unified Communications help organizations meet three main goals:

- Increased Productivity:** *Consistent access to applications and messages*
- Reduced Costs:** *Simplifying the use and management of communication systems*
- Improved Customer Satisfaction:** *Enhanced collaboration between customers and employees*



UC automates many tools such as email, voicemail, instant messaging, calendars, fax, and audio and video conferencing into a common user experience

Unified Communications

Enabling UC with Best-in-Class Partners

Sprint's strategy in enabling UC is to partner with leading UC providers to provide business customers the assurance in knowing that the services will work well together.

- **Cisco® Unified Communications Manager**

- Enables **Sprint Mobile Integration** – a truly differentiated technology that extends the value of the existing telecom investment
- Certified for use with **Sprint SIP Trunking** for increased efficiency in integrating local/LD voice, video and data



- **IBM® Lotus® Sametime® Unified Telephony platform**

- Fully integrates **Sprint Mobile Integration** with the IBM platform to deliver a seamless solution for both fixed/mobile workers
- Redefines the wireless device as a primary subscriber endpoint



- **Microsoft Office Communications Server 2007 Release 2**

- Certified with **Sprint SIP Trunking** to further consolidate communications within the IP network
- Enables customer choice for management, delivery and maintenance of communications/collaboration software on an existing and familiar platform



Unified Communications

Unified Communications

Teaming with best-in-class partners allows Sprint to enable UC solutions that integrate day-to-day communications tools into one single platform using the following services:

- **Sprint Global MPLS:** A virtual private network offering a secure, robust and reliable transport with multiple access alternatives including 3G/4G Mobile Broadband technology
- **Sprint SIP Trunking:** A Session Initiation Protocol service that integrates local and long-distance voice, video and data via a single IP connection
- **Sprint[®] Mobile Integration:** Technology extending desk phone capabilities to Sprint mobile phones to enable mobility within the UC environment



Sprint Receives Global Telecoms Business Innovation Award for Unified Communications Enablement

Business Benefits

Case Study: Sprint UC Deployment

Sprint has implemented its own Unified Communications strategy that has produced significant results

- **Challenge:** *Replace aging PBX infrastructure while supporting an increasingly mobile workforce*
- **Solution:** *Replace existing servers with a trunking circuit and Microsoft Office Communications Server 2007 in 489 offices nationwide*
- **Results:** *Annual savings of over \$6 million per year, with another \$2 million every 18 to 24 months by eliminating the need for PBX upgrades and maintenance*

For a typical 100-employee office, Unified Communications at Sprint has replaced:

*Two ISDN PRI circuits:
\$800 - \$1,200 each*

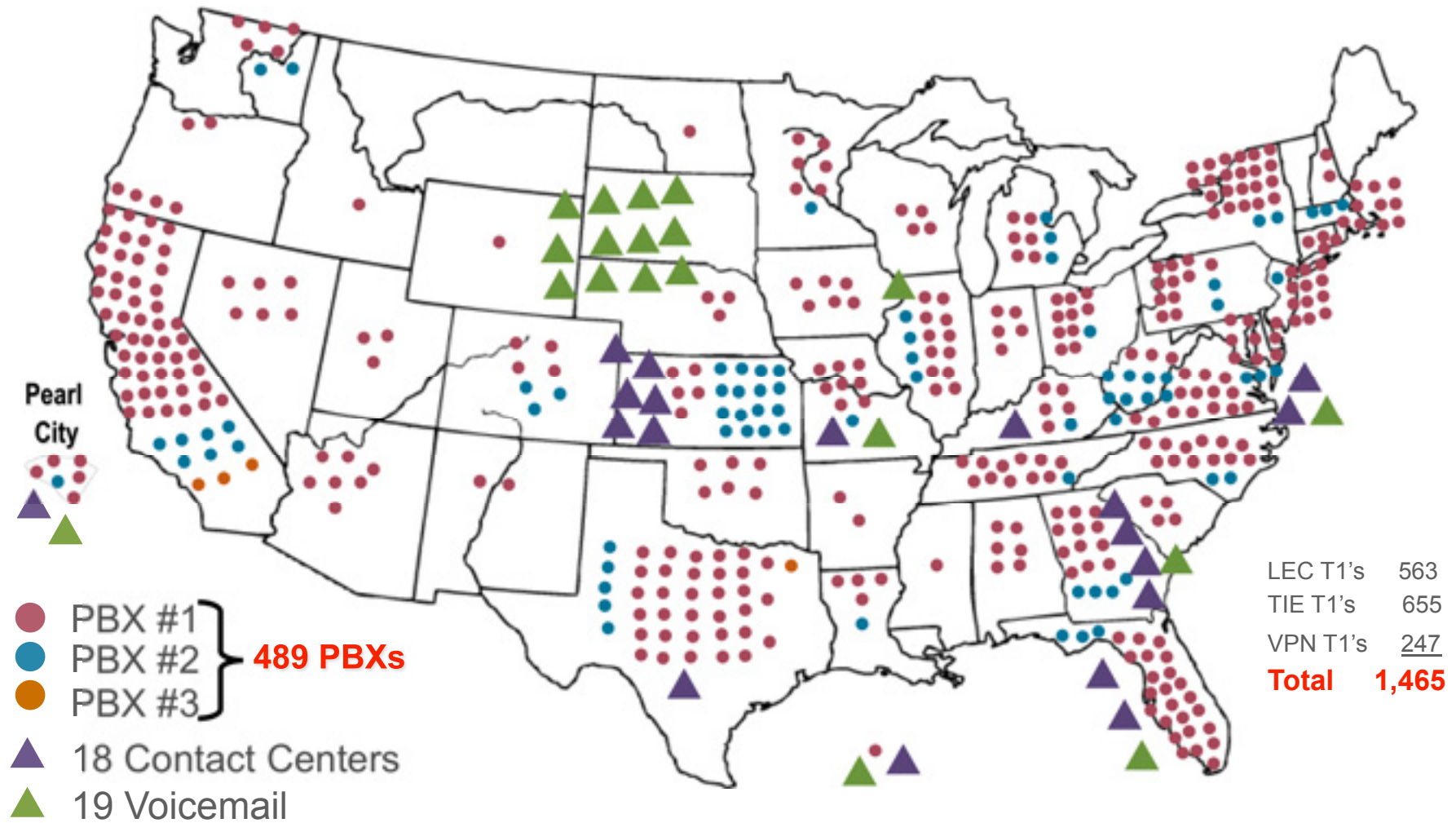
*“Last mile” VPN circuit:
\$400 - \$800 per month*

*Last mile voicemail circuits:
\$400 per month*



Work-life balance is also achieved through telecommuting and flexible working hours, in addition to environmental benefits through reduced office space and lower carbon emissions due to reduced commute times to and from the office

Case Study: Sprint PBX Locations (2008)



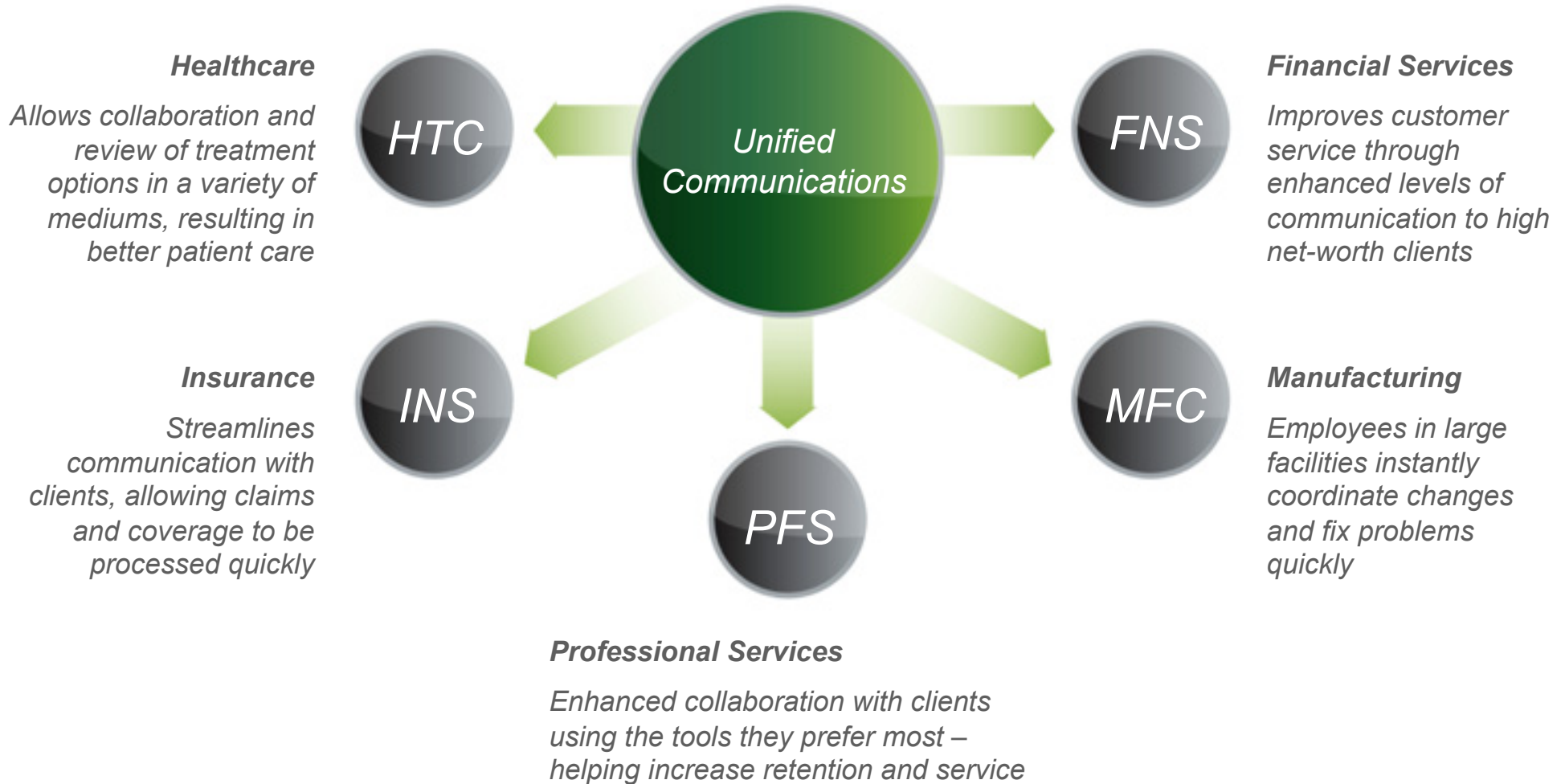
Case Study: Sprint Future State



Business Benefits

Industry Solutions

Certain industries can leverage UC for competitive differentiation



To learn more about Sprint® Converged Solutions,
visit sprint.com/convergence.