

• THE IMPORTANCE OF MAKING THE PROPER COMMUNICATION MANAGEMENT INVESTMENT DURING DIFFICULT ECONOMIC TIMES

INDUSTRY REPORT

The Transformation of Call Accounting

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► The Challenge

The current economic downturn is delivering one of the most devastating blows to many industries around the world since the Great Depression. Cost control and intelligent investment decisions are not only a necessity but for many a matter of survival.

The financial crisis around the world has more than ever highlighted the need for accountability and transparency in every enterprise. Increasingly credit costs can ripple through the entire organization to affect longer-term plans that are essential to growth. Managers must be confident that communication facilities, the lifeline of every organization, does not leave the business in a vulnerable financial position.

► The Perils of Turning A Blind Eye

With the introduction of IP-based telephone systems, new possibilities have arisen that change the way communication metrics are attained. Customers can share facilities and resources across multiple offices in different buildings, cities or time zones. The boundaries present in self contained traditional PBXs are no longer a barrier in dynamic IP-based communication networks.

Often managers are unaware of misuse, erroneous telecom billing, detrimental quality of service and or system hacks that can cause irreparable damage to the reputation of the organization and the bottom line. The old adage rings true – you cannot manage what you cannot measure!



► Solidifying Future Stability

Most organizations facing recessionary pressures look to eliminate waste, increase productivity and improve the bottom line. Often major spending is postponed to deal with economic realities.

It is imperative to ensure that telecom expenses are not left unchecked. The administration must be performed by a system that can seamlessly span across multiple vendors and platforms to analyze, optimize, consolidate and reconcile communication expenses and ensure long term stability and success.

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The Traditional Reasons For Expense Management Are More Important Than Ever

Billing reconciliation is often overlooked since customers trust their carrier to bill based on contracted tariff plans. However, according to analysts at Gartner, "Organizations can routinely save more than 10% of their annual telecommunications expenses by systematically checking their carrier bills against equipment and services in use." But it is no longer effective to look exclusively at your traditional telephone invoices and compare them to the call accounting system in the back room.

Often fraudulent calls may be routed through corporate facilities without the knowledge of the company. Hackers can find faults in improperly designed networks, infrequently used extensions, voice mail ports and tandem trunks. A call accounting watchdog should always be monitoring activity for irregular patterns. Modern call management systems utilize SMS, pager, email and web interfaces for instantaneous reporting.

When asked what business problem they are trying to solve, 32 percent of large-enterprise respondents to a recent Yankee Group survey say "lowering the overall cost of voice and data networking" is the objective. Survey respondents say domestic long distance calling, international long-distance and local telephony connections are the three areas that would deliver the highest cost savings.

Corporations concerned about securing sensitive data require monitoring solutions that highlight possible breach from would be spies, hackers and malicious personnel. CMS systems can trace obscure or unusual behavior and alert authorized personnel.

► Unified Communications

Many organizations are turning to communication servers over conventional PBX systems to deploy unified VoIP based pipelines that reduce cost and maximize flexibility. Voice and data communication can now co-exist and flow freely through the same bandwidth. Calls can easily be configured to simultaneously ring multiple devices, hunt to wireless or home phones, route to voice mail or forward to another call center.

► Making The Right Migration Decisions

Communication management is imperative in providing the proper metrics for migrating to IP. Communication management is now a multi-pronged approach that combines statistics from various facilities to identify billing irregularities, misuse, bottlenecks, inactivity, productivity or workforce expense. A robust management system can help ease the transition by highlighting traffic volumes, peak hours, grade of service, abandoned calls, blocked calls, calls to reception and various other peg counts. These statistics will help determine the bandwidth needs and requirements for auto attendant, wireless, IVR and other services.

► Bottom Line Gains

Some estimates have put productivity loss at 20 minutes to 90 minutes per day per employee due to abuse of communication facilities such as non business telephone calls, email and internet use. The cost to a corporation can be staggering if left unchecked. Organizations that employ a seasoned unified communication management system can derive huge returns by managing their communication networks properly. Productivity can increase up to 50% by systematic tracking of communication logs.

► About RSI

Resource Software International Ltd. (RSI) is recognized as an industry leader in the field of total unified communication management specializing in multi-platform implementations. As a proud Avaya DevConnect Gold Member, RSI has worked with Avaya to ensure compliance with Avaya communication systems.

Find out more about managing your communication facilities at:
<http://www.telecost.com>

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Resource Software International Ltd. (RSI)

40 King St. W, Suite 300. Oshawa, Ontario. L1H 1A4
Phone: 905 576-4575 Fax: 905 576-4705 Email: rsi@telecost.com