



# Unified Communications

Improving productivity and efficiency

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#easynet

# Who am I?

- ▶ **Chris Hazewinkel**
- ▶ **Sales & Marketing Director - Easynet Netherlands**
- ▶ **Industry experience:**
  - ▶ Over 18 years of business knowledge in Telecoms / IT
  - ▶ National and International experience
  - ▶ Ericsson, British Telecom, Easynet



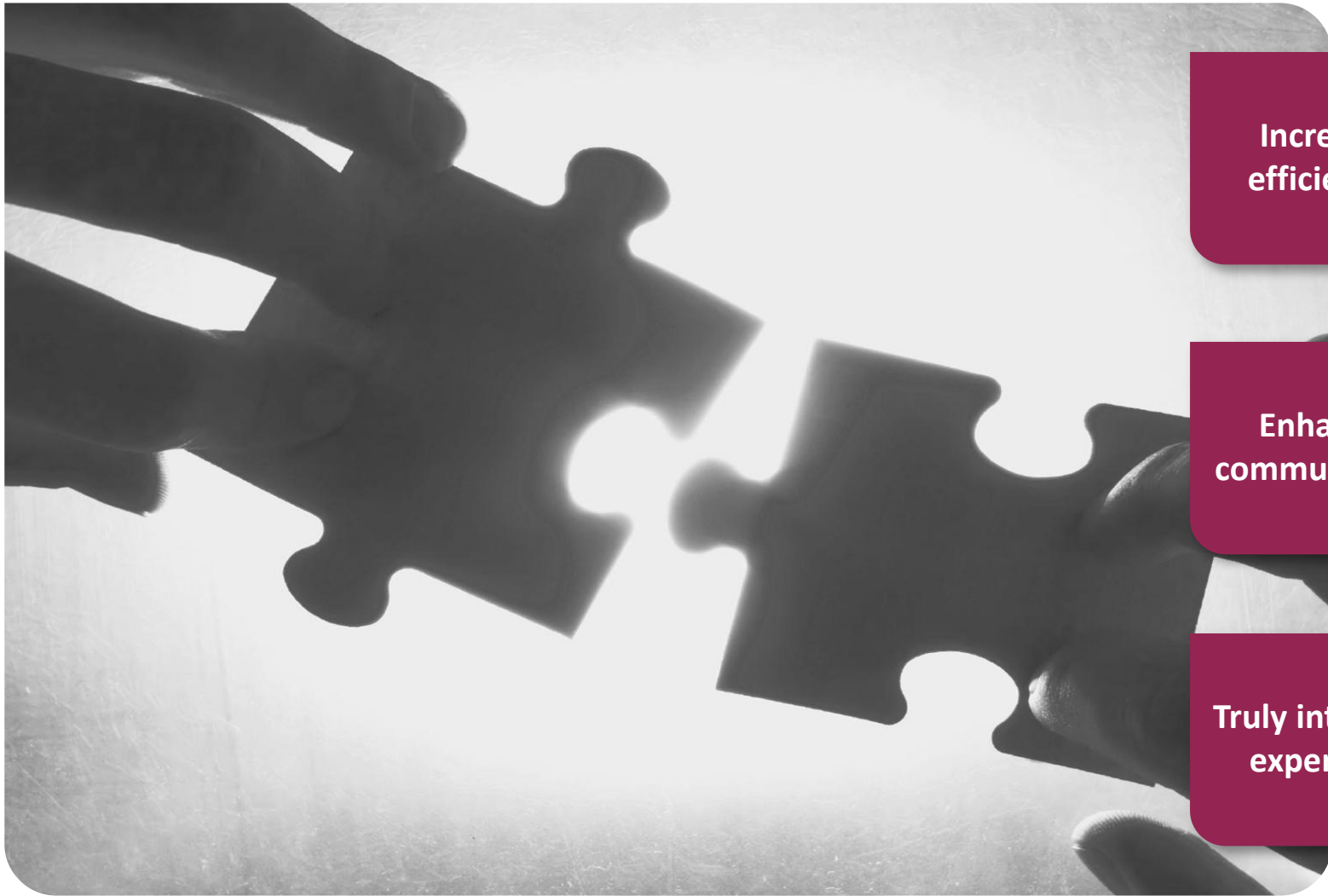
Who are we?

**17 years**

**€1¼ Billion**

**Gartner®**

# Unified communications delivers...



Increased  
efficiencies

Enhanced  
communication

Truly integrated  
experience

# The challenges our customers face

What  
about my  
infrastructure &  
integration?

How do I  
build a  
business  
case?

Where  
can I buy  
this?



# Building a business case

**ROI factors?**

**Productivity?**

**Low entry starting model?**



## SHV is the largest Global gas distributor in Europe

- ▶ Primagaz is one of the most famous brands delivering gas to areas that are not connected to infrastructure.



### The challenge:

- ▶ Per site local voice solution (PBX + voicemail) connected to local voice operator
- ▶ Contact centre to be renewed (integration) due to new web-site and fail over
- ▶ Budget limited (Opex model)
- ▶ Capacity to actually do IT projects

### The solution:

- ▶ Installation of two MS Lync interfaces between local voice connection and active directory
- ▶ Leave local voice connection and connect to the MPLS Cloud
- ▶ Centralized MS Lync + voice SIP services

### Why we won:

- ▶ Tailored approach to customer requirements - no risk in migrating from local voice to Cloud service
- ▶ Flexibility in pricing model
- ▶ Best to combine network, voice services and unified comms as one supplier

# Return on investment

## Timing

Phased approach

Single supplier

## Reliability

Network design

Hosting design

Call centre

## Financial

Protection

# Return on investment

Timing Delivered:

Phased approach

Single supplier

Reliability On time  
On budget

Network design

Hosting design

Call centre

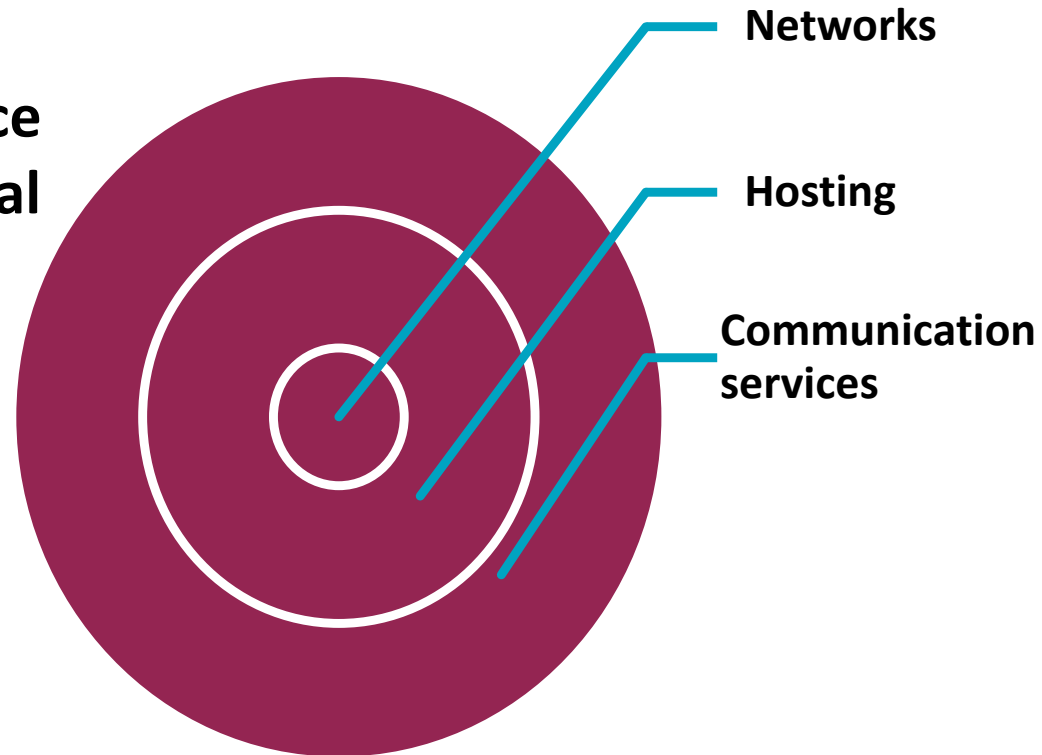
Financial On quality

Protection



# One provider, one service

- ▶ **Unified communications touches multiple domains**
- ▶ **When combined with voice services it brings additional benefits**
- ▶ **A single managed service provider offering this is unique**



# Gartner offer

## ► Pilot offering:

1. 3 months full usage of MS Lync services
2. Benelux HQ
3. Drop your business card in the box
4. 10k fixed fee



**For clients that want a follow-up workshop, please bring your Polycom audio (softphone) phone here!**

# Questions...

