

Purple launch Unified Communications strategy



Unified Communications

The world of Unified Communications (UC) is one of the most talked about technology offerings in today's market.

Is it hype or is there real business value to be had from adopting it?

Purple, a leading independent technology consultancy has spent a significant amount of time in seeing Unified Communications evolve over the years and have been at the forefront of advising customers on what this really means in terms of business advantage. Most importantly Purple can then demonstrate how UC can be successfully adopted into an organisation.

What is it?

"IP Telephony, Mobile, Microsoft Lync, Cisco Jabber, Social Media, Contact Centre, Web and Audio Conferencing"

Without a doubt, if you were to speak to 10 different people you would get 10 different answers on what Unified Communications is all about.

What Unified Communications actually means is to bring together all the various methods of how you communicate, be it by email, telephone, instant message or social media into one interface and enable a user to communicate in the most effective way available at any given time .

Where does it fit into my organisation?

Jumping on the UC bandwagon is easy, but where does it really fit into your organisation?

It sounds simple and is often missed . It's key to identify the actual business case for Unified Communication prior to doing anything else. Some typical examples of where it can add true business advantages are organisations that can relate to any of the following;

- Remote offices
- Mobile workers
- Multiple communication platforms
- Ability to provide Disaster Recovery capabilities

Here are some examples of how Unified Communications can help a business without going into specific business objectives ;

- Wanting to improve internal communication—less email
- Provide a more intimate customer service
- Allow for strategic growth without losing communication capabilities

The list goes on, but either way, if done properly Unified Communications can absolutely assist in delivering that key business objective.



UC STRATEGY

Purple have built a successful and proven UC adoption blueprint that allows any organisation to embrace and successfully adopt the technology to meet business requirements.

How to build a successful UC strategy

If not already, your organisation is likely to have been approached by any number of technology companies with the best product or service for you.

Whilst in some cases this may be true, until the business case has been identified and an impartial strategy has been delivered, it's easy to be led down a route which isn't necessarily going to meet your objectives.

At Purple we aren't shy in being vendor independent, in fact we are very proud of it. It's imperative to let the requirements drive the technology adopted and not let the technology drive what you as a business are trying to achieve.

The next important consideration is user adoption.

Working with Unified Communications since its inception always tells us one thing. The technology is there and works, how you get users to adopt this change and embrace it is where the real skill is required.

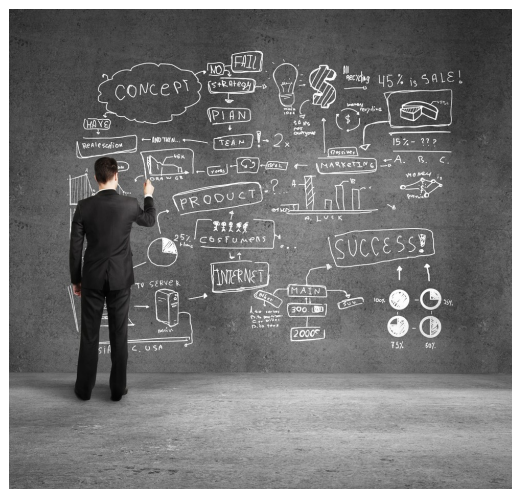
Purple has spent a number of years in developing our Unified Communications adoption blueprint. This has proven to be a very successful methodology in adopting this technology and its one we are proud to share with our clients.

Why Purple

Purple works closely with its customers in building a robust Unified Communications strategy from the bottom up with key stakeholders in the business.

Once the business case and objectives have been defined and agreed, Purple will use its knowledge of technology and trusted partners to deliver the required service and remain engaged with our clients until the project has been fully executed.

Using the Purple UC adoption blueprint, Purple assists clients by continuing to measure the UC adoption and look at continual improvements and changes as and when required.



About Purple

At Purple, we bridge the gap between our client's business vision and the technical decisions that need to be made to support it. By providing the services of multiple CTO's, consultants and solutions architects, our clients can take advantage of a vast pool of independent expert knowledge and cumulative experience encompassing many business sectors and disciplines.

Core services include:

- Working with businesses to create technology strategies and roadmaps to facilitate efficiency and business growth
- Investigation and architecture of innovative technology solutions to realise corporate goals
- Management of technology projects and leadership of in-house or outsourced project teams
- Implementation of technology strategy
- Independent IT procurement process management and guidance
- Customised IT consultancy

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