

# Make a Data-Driven Decision ON Unified Communications

Quantify the real value and need for UC to make the business case and build a realistic roadmap.

This project is designed for infrastructure managers who are approaching a unified communications (UC) or telephony project and need to define requirements, assess the value of UC features and functions, or maximize end-user adoption of the next UC solution.



## The case for UC is unclear:

should IT invest in UC or take a point solution or best-of-breed approach that leverages low-cost consumer-grade tools?

The most critical challenge of your UC project is maximizing user adoption. The more readily users adopt UC, the more business value it will create.



User adoption isn't just a risk, it's a whole set of risks ranging from lack of need to poor user experience (caused by poor reliability or interoperability).



## Project Steps

1

### Make the case for conducting a UC end-user survey

Take a lean approach to data gathering and analysis. Define scope early and right-size the user survey process to the size and complexity of the UC project.

2

### Conduct a preliminary UC needs assessment

Increased adoption of consumer tools and shadow IT means that IT often doesn't know which tools are used for which types of work. It will be difficult to ask the right questions without knowing what users know.

3

### Develop and distribute an end-user survey for UC

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4

### Analyze the survey results

Don't get distracted by charts and graphs. Approach the data with your decisions in mind, then make the decision and move forward.

5

### Incorporate survey results into the UC strategy

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6

### Update and communicate the UC project roadmap

The UC roadmap needs to be aligned with the end-user computing and network roadmaps to ensure UC functionality is compatible with devices and platforms users will employ in the future.