



Video, Text and Social Networking Is Telephony Still Relevant?

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A long, long time ago.....



Picture courtesy of Sam Hallas www.samhallas.co.uk



Going back



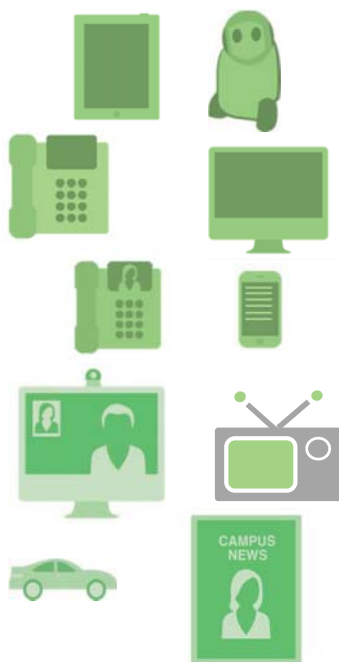
Picture courtesy of Sam Hallas www.samhallas.co.uk

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Communications today.....

Devices



Mobile
workers



Virtual & home
office workers



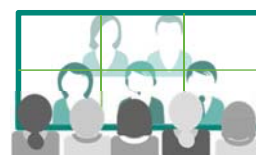
Office
workers



Roaming
workers



Modes and channels



Video



Voice



Chat, IM, SMS,
Presence



Email and
Voicemail

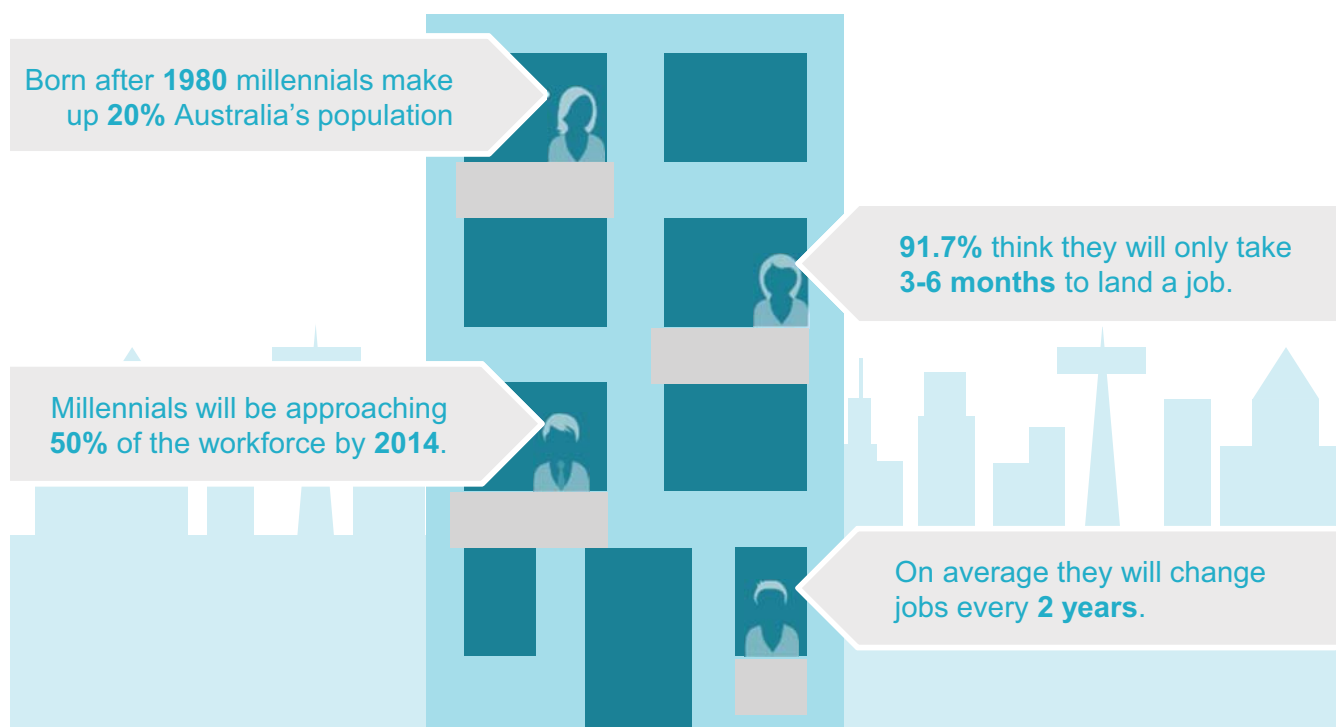


Social Networking

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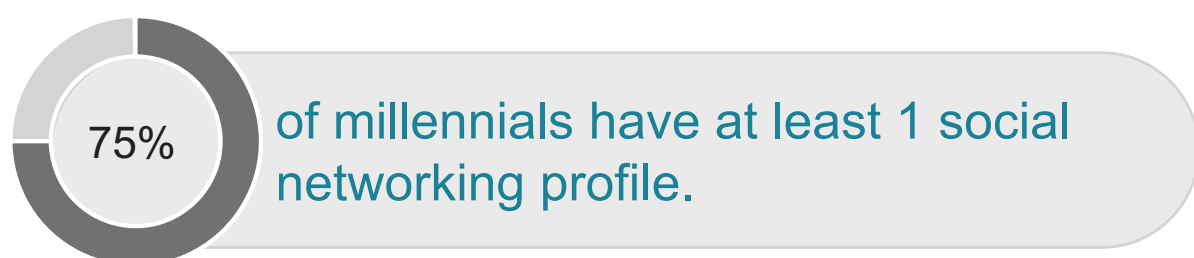
Millennials in the workforce



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Millennials are connected



 **1 in 5** have posted video of themselves on line.

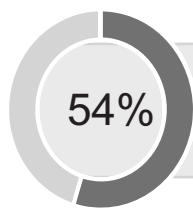
 **2 in 5** have a tattoo.



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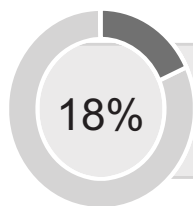
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Millennials and their smartphones

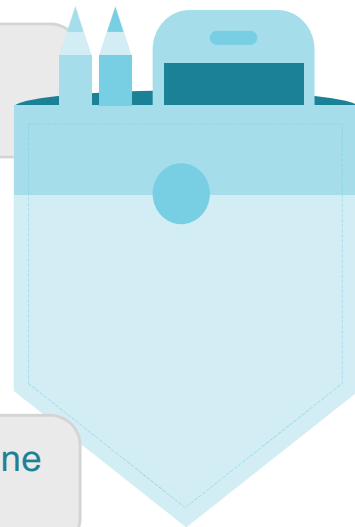


of millennials own a smartphone

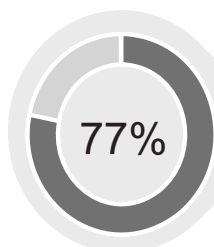
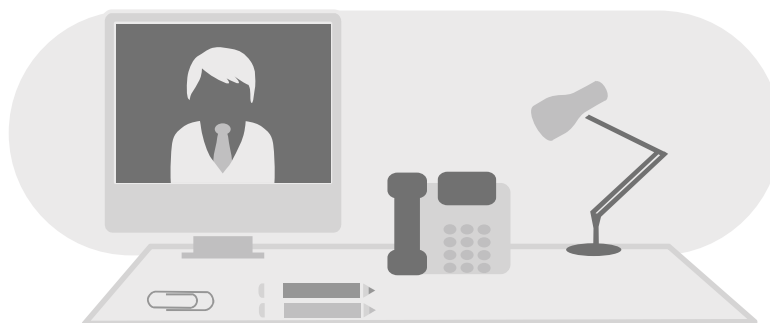
AND



of those who don't, plan on buying one in the next 6 months.

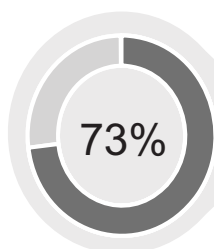
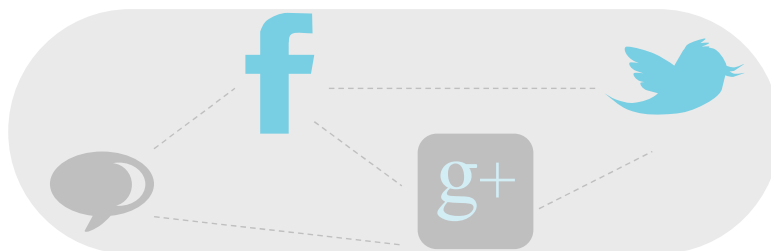


Quality of work improves...



of millennials feel that technology makes the quality of their work better.

Communicating is easier...



of millennials feel that technology makes it easier to communicate to their peers and supervisors.

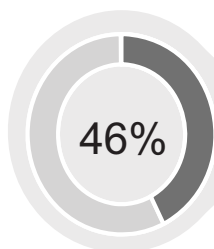


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Love to IM...



of millennials use Instant Messaging on the corporate network vs **22%** for other generations.

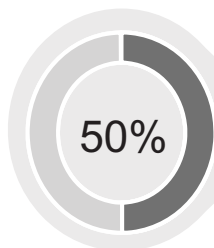
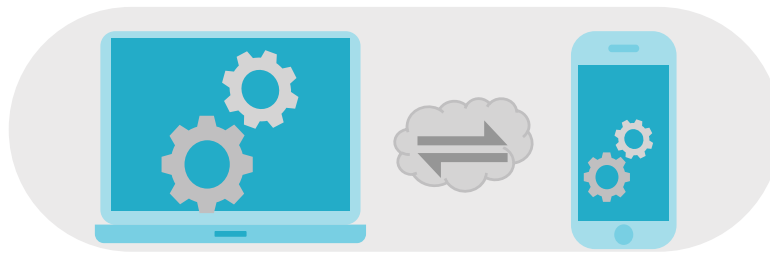


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Always find a way...



of millennials report that they have used collaborative tool, online apps and open source technology when technologies provided at work did not meet their expectation.

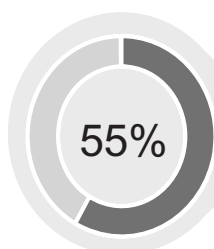
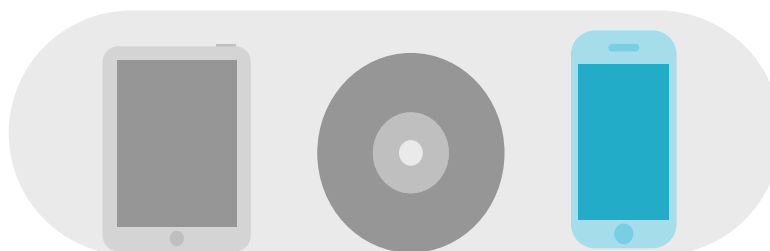


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Bring their own...



of millennials use devices or software at work that was not company-issued.

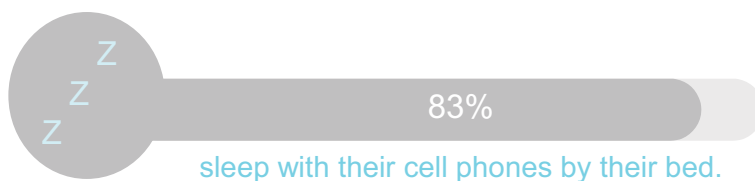
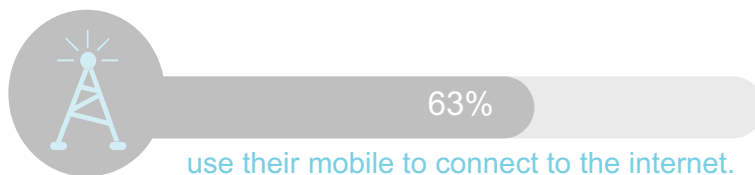
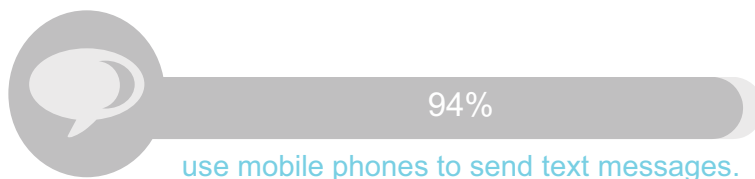


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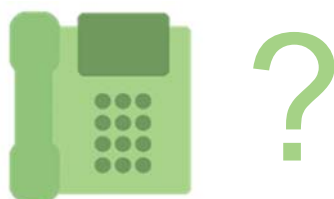
Millenniums are always connected



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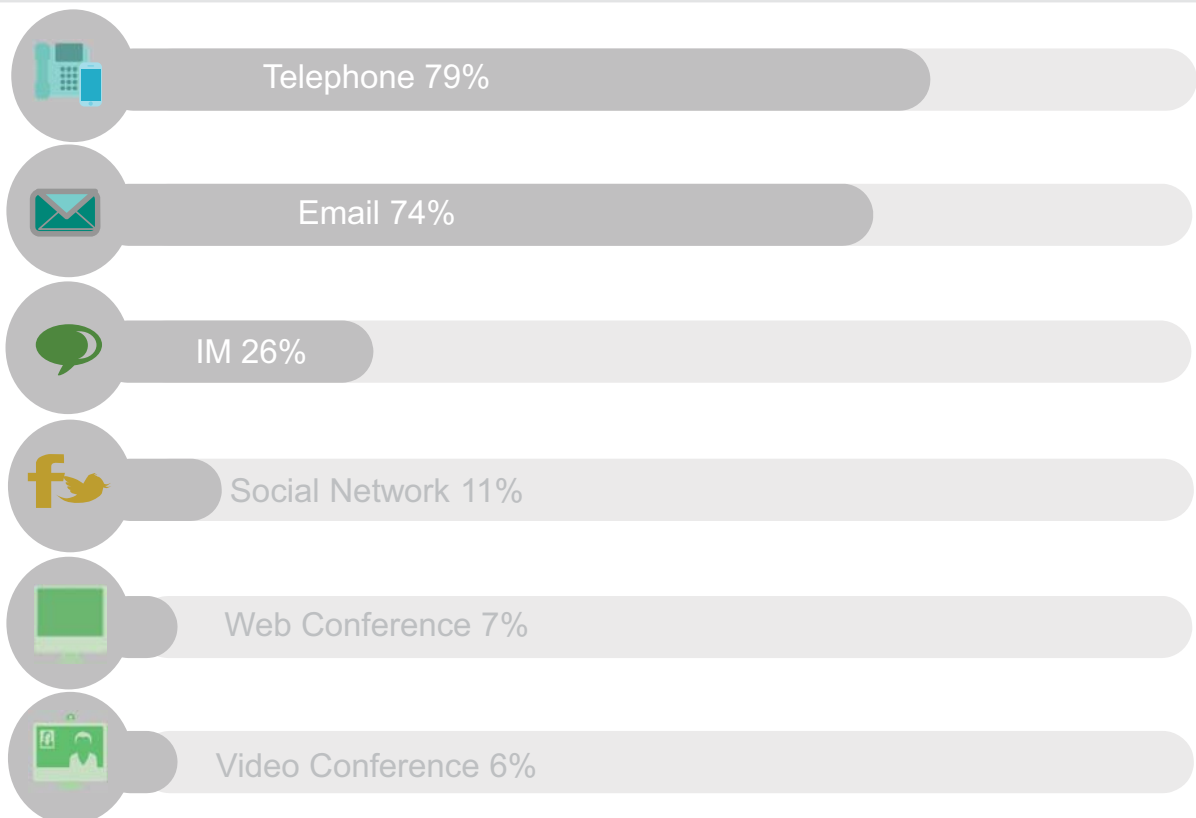
So with all the new tools, is telephony still relevant?



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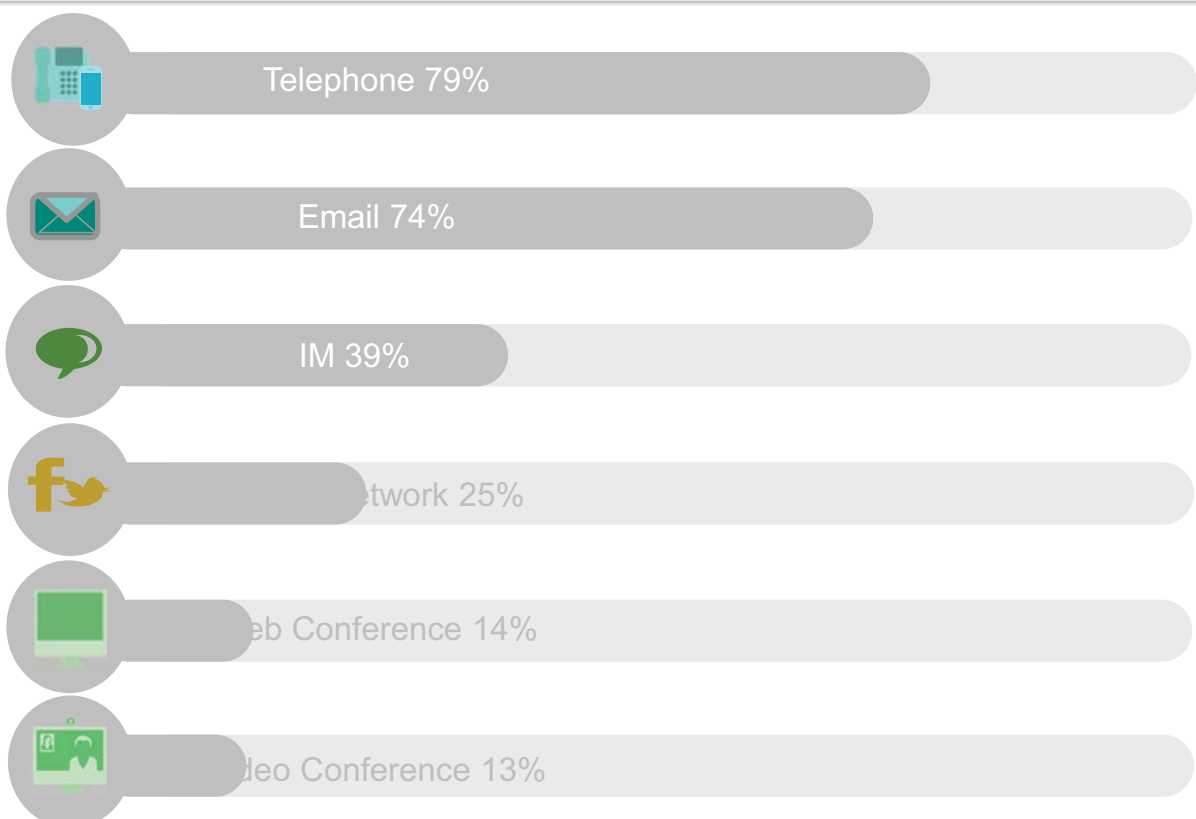
How often is telephony used at work?



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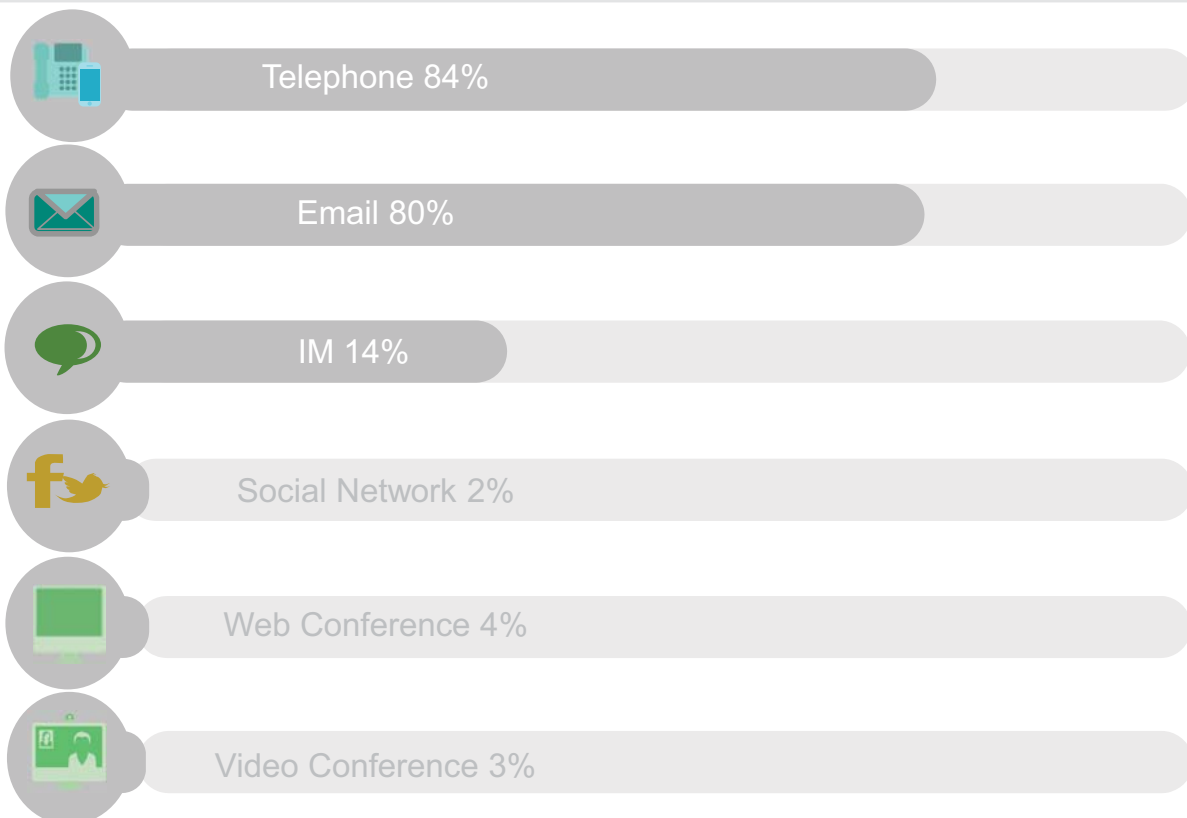
How often is telephony used at work? <35 yrs



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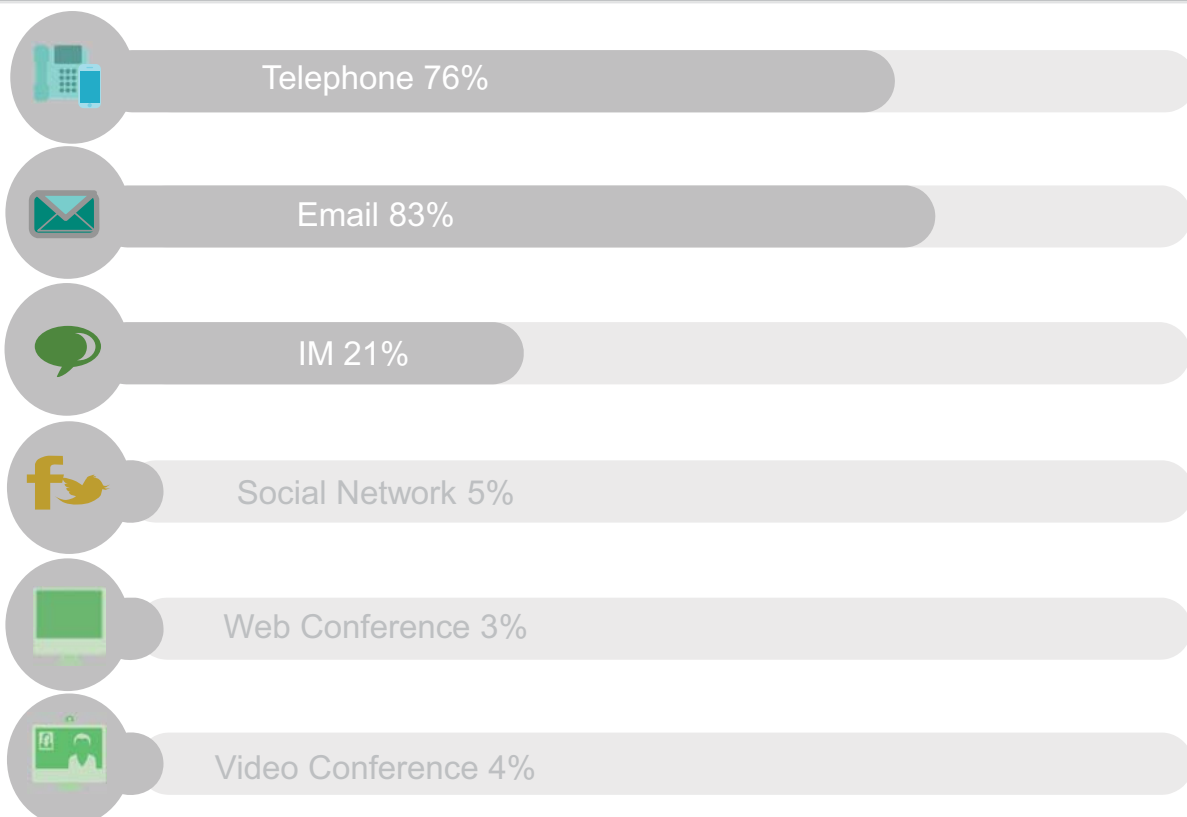
Preferred technologies at work?



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Preferred technologies at work? <35 yrs



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The Multi-channel Workplace.....



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“The single biggest problem in communication is the illusion that it has taken place”

George Bernard Shaw 1856-1950



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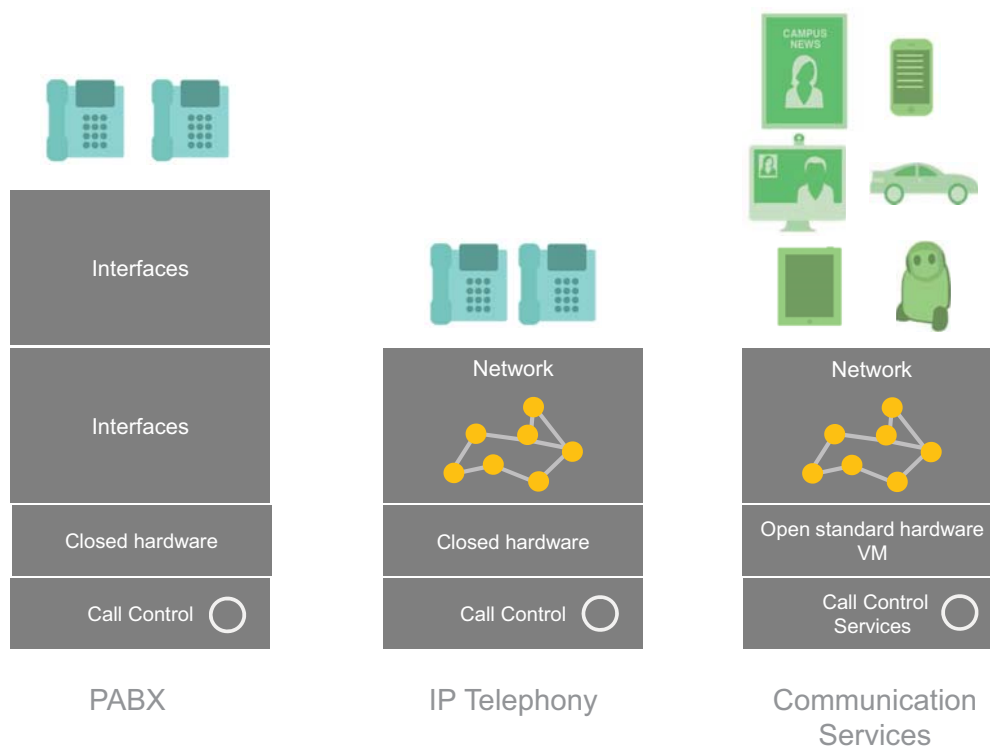
So how do we support multi-channel services?



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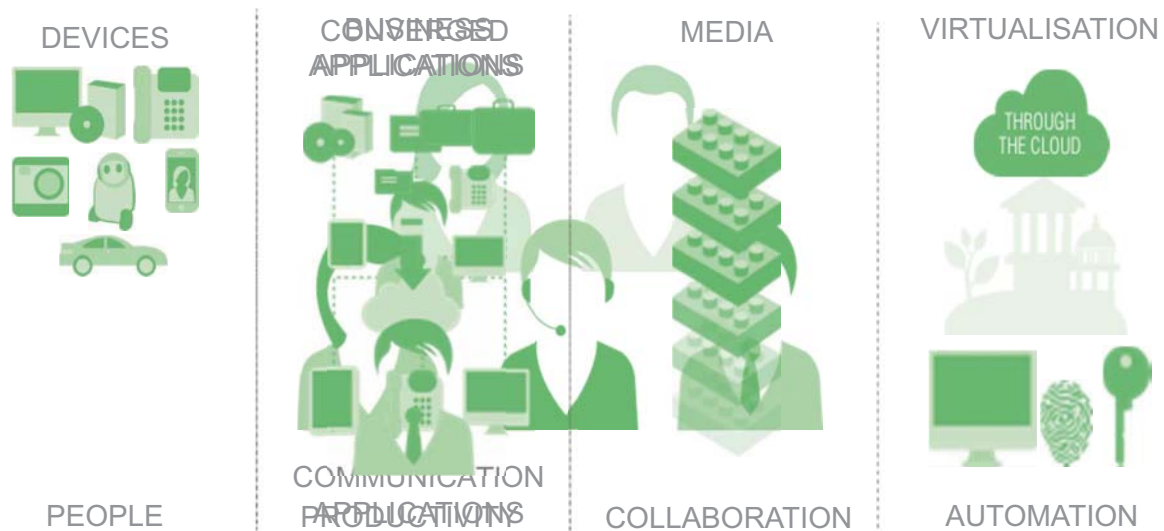
Evolution....



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NEC UC&C – Service Oriented Architecture



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In conclusion....

Customer and internal needs are changing rapidly

IT agility is the key to supporting customer and internal needs

Multi-channel strategy supported by flexible architectures

Telephony is a key component of the communications strategy

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