

Companies should bear these points in mind in order *to establish Work Smart successfully.*

Unified Communications & Collaboration (UCC) solutions promise fast, convenient communication and collaboration – with the help of all available tools. If the theory is to become reality, a few requirements must be met. Swisscom, both internally and in partnership with its customers, has gathered plenty of experience and identified important success factors over the years. Not all of these factors are technical by any means.

Checking existing IT infrastructure is fundamental.

To switch to UCC, you will need a robust, good-sized network. Make sure this basic technology is in place. For example, a stable wireless network is crucial for a user-friendly installation. Hotspot coverage must work in real time. And real-time data transfer is important for good voice quality.

Investing in infrastructure is also worthwhile. UCC integration in the entire working environment enables your employees to communicate with the whole world as if they were talking to someone in-house. This is a liberating experience that makes new work models possible – above and beyond technical and geographical boundaries.

Take into account all relevant applications.

Over time, non-standardised technology tends to accumulate around telephone systems. Generally speaking, it is not sufficient to replace the existing telephone system on its own.

These peripheral systems must be taken into account – and therefore known about.

Lifts, door opening mechanisms, fax machines, lighting, alarms and sensors, for example, can all be affected. Allow enough time to discover all these things – and to find suitable replacements in good time.



The challenge is to treat UCC as a change of culture.

The technical objectives of the UCC migration process can be clearly defined and achieved in a structured way. But that alone is not enough: the employees must also be involved – together

with the sensitivities and habits that they have developed over the years. This is particularly important, since some users will not have wanted UCC in the first place. Some people don't like to change their ways, at least until they have discovered for themselves the advantages that change brings. In the initial phase especially, it is extremely important for employees that you answer their questions quickly. It helps them feel secure and more confident.

Provide step-by-step, practically relevant training.

UCC is only as good as its users' level of knowledge. Training therefore tends to be the most important factor of success. It is worth introducing users to the new systems gently by providing step-by-step training.



Begin by practising how to make or receive calls, for example. It is important to provide realistic scenarios with relevant details from everyday work situations. This is the best way of teaching users how it works.

Create realistic expectations.

Nothing will ever be ideal for every user. Make this clear to your employees early on. UCC comprises mainly standardised services. Although they meet most requirements, a few «dream features» are always missing. It's good to remember that the standard functions alone are so comprehensive that the benefits are immense.

Promote UCC in your company.

Migrating to UCC is a job best started before it even begins. By promoting UCC within your company, you can create acceptance, dispel people's fears and get your staff on board. Invite future users to meetings, for example, in order to generate interest and clarity.

Ideally, you should launch a programme that introduces and explains the change of technology and culture. It can also be useful to talk about previous successes. Or to demonstrate how successfully other companies are currently using UCC.

In summary: take key factors into account.

To sum up, it is worth remembering that although UCC migration is, first and foremost, a technical project, it is much more besides. New forms of communication and collaboration also require a change of mindset throughout the company. You can manage this change as long as you take the following factors into account.

Internal stability: the company directors' support for the UCC migration team is a crucial factor of success. The team must be committed to its objective, use all its powers of persuasion and be available to support users in both word and deed.

Cultural integration: at the planning stage, you should start by looking at the working environment, and deciding how you can best support it. The purpose of UCC migration is to support the development of the company as a whole.

Practical implementation: in the end, it is about improving users' performance and satisfaction levels as well as the workplace. Always keep in mind how your staff are going to use the new tools, and how you can create the best possible environment for change.