

DIVITAS, AVAYA AND NOKIA BAND TOGETHER TO SIGNIFICANTLY CUT MOBILE COSTS FOR TWO LARGE COMPANIES

Introduction

When deployed with an Avaya PBX and Nokia dual-mode smartphones, the DiVitas Mobile Unified Communications (Mobile UC) solution will significantly reduce a company's mobile communications costs. For companies that travel internationally, the savings are even more dramatic because dialing overseas from mobile phones is exorbitantly expensive.

DiVitas Mobile Unified Communications

DiVitas extends the deskphone by duplicating its functionality onto a Nokia or Windows Mobile dual-mode phone – and complementing it with key business communication applications (contacts, voicemail, IM, Presence and soon PTT). Now no matter where workers are located, on or off campus – by their deskphone, in cellular or WiFi, they are reachable on their deskphone extension.

Integrating DiVitas with Avaya's Communications Manager and Nokia dual-mode handsets fully extends a rich PBX feature set to a smartphone. DiVitas users have access to all of the capabilities offered through Avaya while mobile in WiFi and cellular. Avaya PBX features include Call Transfer (attended), hold/resume, Meet Me conference and multi-call support. Additionally all business policies defined within the PBX are supported on the DiVitas Client. And because the DiVitas Client is not a personally owned cell phone, all stored business contacts and calls made through DiVitas stay with the company in the event an employee terminates employment.

DiVitas Mobile UC Key Features

- **Dual Personas** – allows personal calls to be routed through the native cellular number and business calls to be routed through the DiVitas Client
- **Single Number Reach** – continual access to DiVitas users directly through deskphone extension and/or direct dial number
- **Visual Voicemail** – Voicemail is displayed in a list form similar to email
- **Presence** – real-time reporting of availability and reachability mode (i.e., voice and/or IM)
- **Instant Messaging** – allows full chat and text interchange between DiVitas users
- **Customer Choice** – Choose a mobile handset, select any carrier, utilize existing investments in PBX and WLAN infrastructure

Combined, these capabilities make mobile workers continuously reachable by almost any means possible, from anywhere possible -- and by the least-expensive means possible.

Overseas Business Critical to Two DiVitas/Avaya/Nokia Users

Two unique companies in very different markets have a shared goal: To significantly reduce expenses associated with overseas calls. This paper addresses how a television production studio and a hedge fund management company used DiVitas, Avaya and Nokia to achieve this goal.

Hedge Fund Management Company

The company is based in the U.S. but its portfolio is global. Their investment analysts travel around the world and are constantly making calls while on business trips.



CUSTOMER PROFILES

Hedge Fund Management Company

- 150 mobile workers
- PBX: Avaya Communication Manager
- WLAN: Cisco
- Mobile Handset of choice: Nokia E71
- Carrier: T-Mobile

Television Studio

- 100 mobile workers
- PBX: Avaya IP Office
- WLAN: Aruba
- Mobile Handset of choice: Nokia E71
- Carrier: ATT



Television Studio

Company executives frequently travel internationally. Also, television crews of about 20 members are continually dispatched to far-flung locations such as Africa or India. Mobile phone bills are astronomical due to international calling.

In both cases the DiVitas Mobile UC solution on Nokia handsets was integrated with the Avaya PBX to reduce mobile expenses.

Lowering cost through intelligent use of third generation WiFi

Problem: Road Warriors Must Make the Call, Despite the Cost

Prior to the combined DiVitas/Avaya solution, a single executive from the television studio might travel to China for ten days, and incur a mobile phone bill of nearly two thousand dollars. Similarly, the television crew is spending that amount (monthly) per person on cell phone bills.

- The cost of calling the U.S. is \$2 per minute
- The VP uses his phone about 90 minutes a day – amounting to \$180 per day in mobile costs
- Total mobile phone bill for a ten-day trip: \$1800
- Television crew spends \$1,800-\$2,500 per person, per month, year-round

Solution: The DiVitas/Avaya Solution Pays for Itself Almost Immediately

- When using the DiVitas Mobile UC solution, mobile workers spend zero cellular minutes when they are connected to WiFi
- Call quality is equal to or better than toll quality
- Even if mobile workers can't connect to WiFi for every call, the system pays for itself by gradually using fewer cellular minutes per day
- Companies can realize ROI in a few months or less. If the television VP spends 30 of his 90 mobile minutes per day on WiFi, he saves his company \$60 per day and these savings add up (\$300.00 per week and around \$1,200.00 per month).
- The more mobile workers use WiFi vs. cellular, the faster they achieve ROI

Additional Benefit: Save on Text Messaging

By using the DiVitas Mobile UC solution, the television studio and hedge fund employees can now send IM almost free. To use IM in cellular, you need a data plan but most packet data costs are significantly lower than what can be charged for SMS. Many carriers will offer "a flat rate" packet service (up to a certain size) where SMS is charged on a per packet basis. However, all IM messages sent in WiFi are entirely free.

- Companies can reduce telecom expenses by using IM functions for internal messaging
- Traditional text messaging costs 20 to 30 cents per message in Europe and 50 cents in China

Summary

For companies who are heavily dependent on their mobile work force – especially for those who have to do business overseas and pay international dialing rates – introducing WiFi into the mix is important. Every second spent on WiFi versus cellular saves the company money and quickly achieves a measurable ROI on the DiVitas Mobile UC investment.

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