

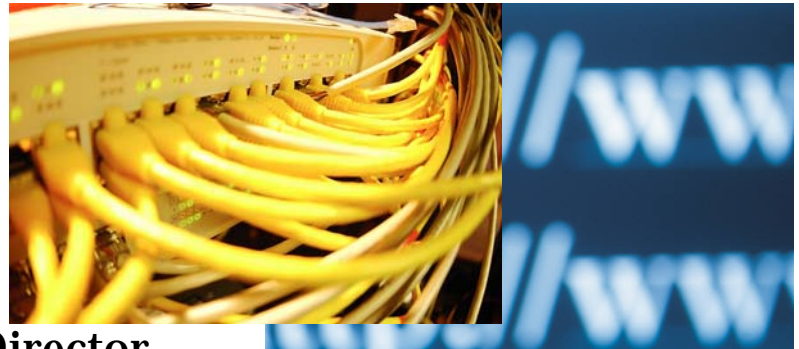
Organizing The Enterprise: Foundations For Enterprise 2.0

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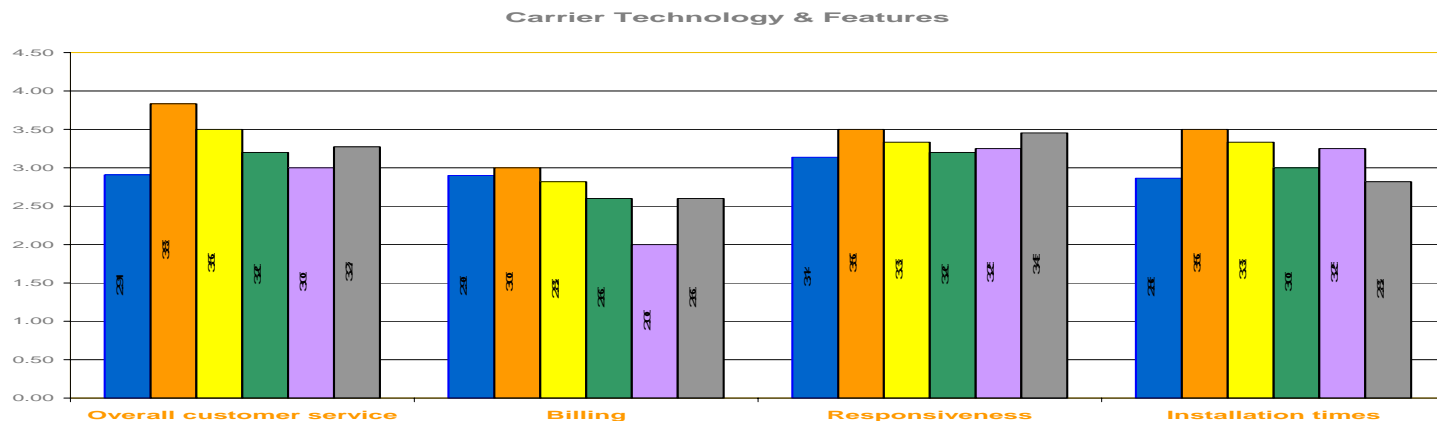
Agenda

- ⊕ Overview and Introductions
- ⊕ Enterprise Trends
- ⊕ Staffing For Convergence – Today
- ⊕ Staffing For Convergence – Tomorrow
- ⊕ Conclusions and Recommendations

Introductions

⊕ About Nemertes

- ⊕ Founded October 2002
- ⊕ Research data comes from network of 2,500 IT executives willing to discuss their issues and concerns at length
- ⊕ Principals all have 16-21 years industry experience, including operational
- ⊕ Focused on analyzing the business value of emerging technologies
- ⊕ Advise leading global enterprises, carriers, vendors, investment firms on emerging technologies.



Enterprise Trends

Key Enterprise 2.0 Themes

- ⊕ **Distributed workforce**
 - ⊕ Global, mobile, telecommuting
- ⊕ **Application Integration**
 - ⊕ Integration of collaboration and convergence
- ⊕ **Web-based applications**
 - ⊕ Performance management requirements
- ⊕ **End-user driven computing**
 - ⊕ The rise of “you”



Enterprise 2.0

The Collaborative Technologies Conference

The Virtual Workplace is Here—and Growing!



⊕ 40% - 70% of employees work away from their supervisors.

⊕ Number of virtual workers increased 800% between 2000-2005

Definitions

Virtual Worker

- ⊕ Works away from supervisor
- ⊕ Works away from work group
- ⊕ May be “road warrior”
- ⊕ Mobile across campus, city, country, or world
- ⊕ May be a telecommuter
- ⊕ Requires access to apps, network anytime, anywhere



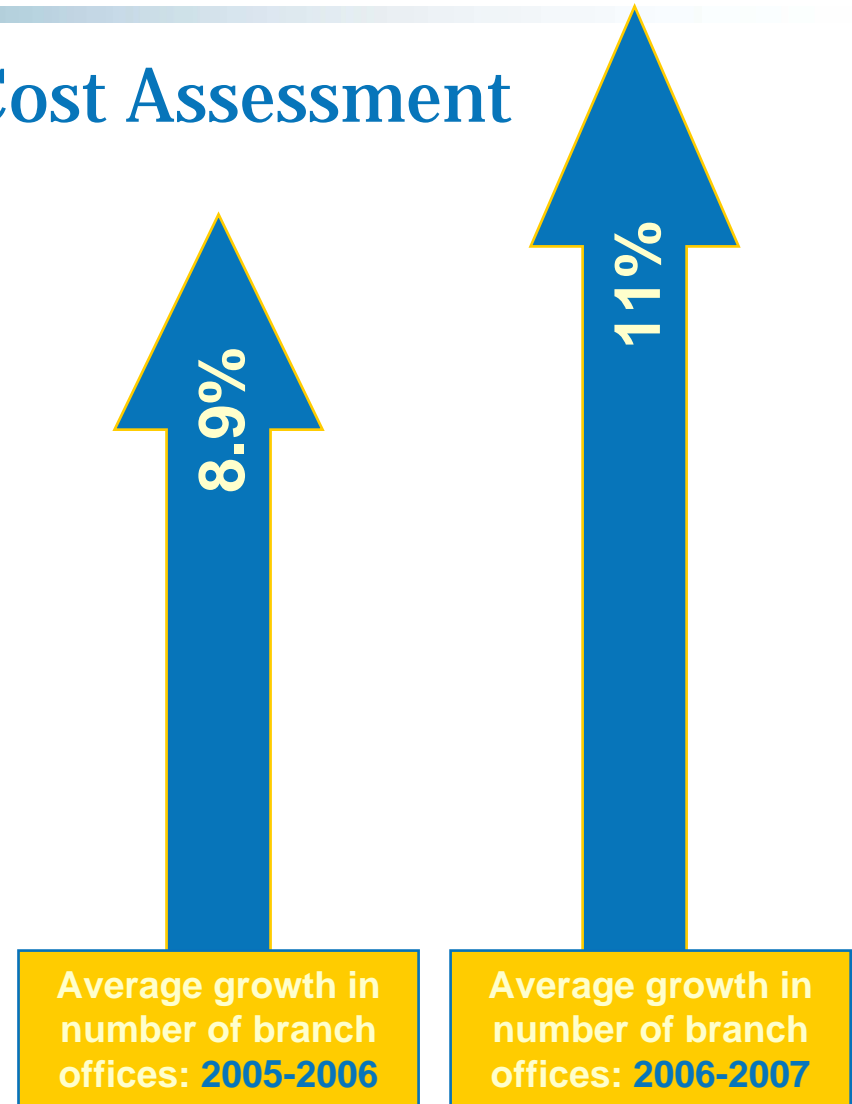
Virtual Workplace

- ⊕ Organization supporting virtual workers
- ⊕ Could be store, office, hotel, hospital, clinic, cruise ship, home office
- ⊕ Rely upon IT, collaborative apps to connect workgroups
- ⊕ Employees understand physical presence isn't crucial to project success

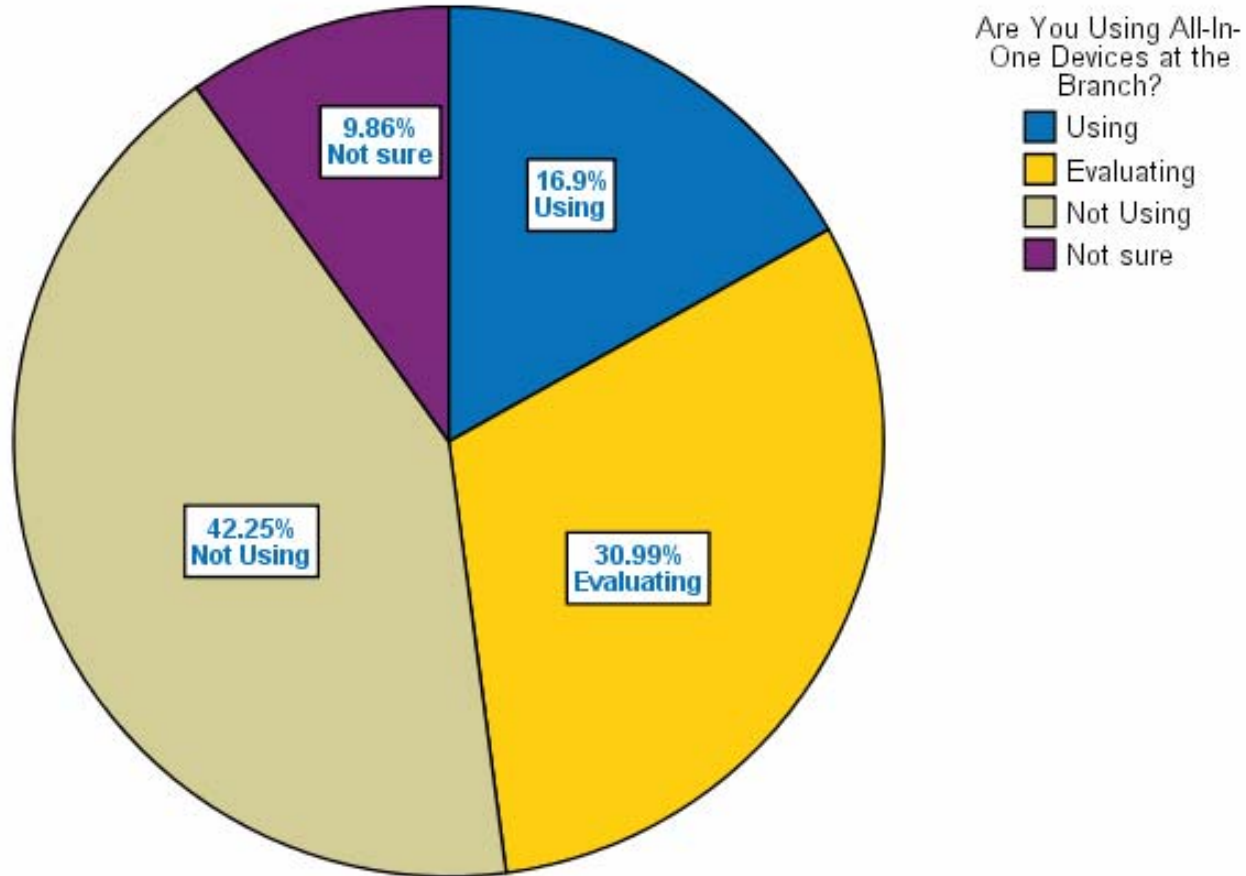


Branch Office IT Cost Assessment

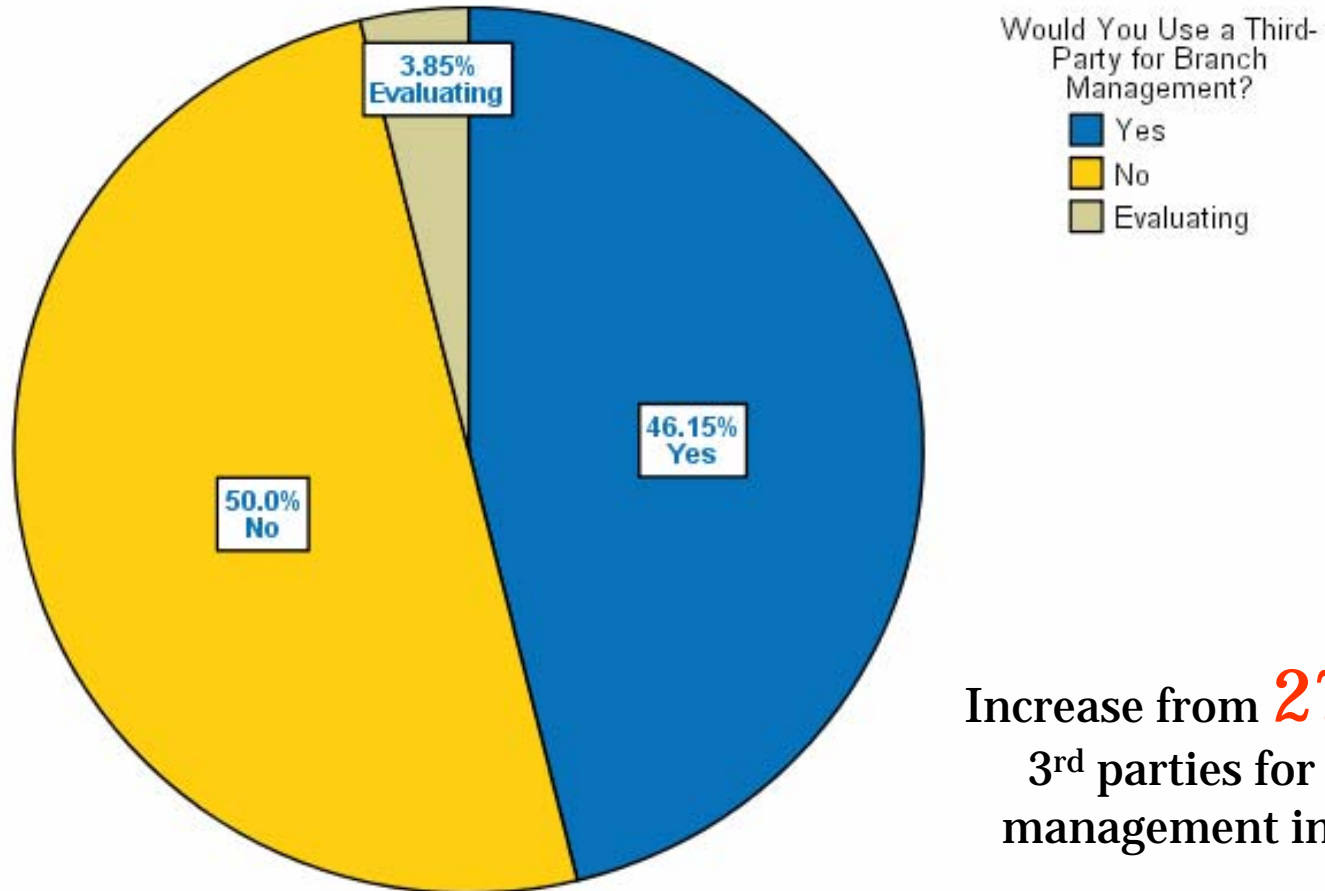
- ⊕ 10%-50% of IT staff time spent troubleshooting remote offices.
 - ⊕ Larger companies: 30%-50%
 - ⊕ Smaller companies: 10%-30%
- ⊕ Cost=\$9,600 to \$48,000 annually *per IT person* on salaries alone to troubleshoot branch offices.
- ⊕ Truck-roll costs, per incident, range from \$500 to \$2,500.
- ⊕ Technician on site: \$100 to \$250 per hour. Minimum 3 hours for total of \$300 to \$750 per incident.



All-in-one Devices at the Branch

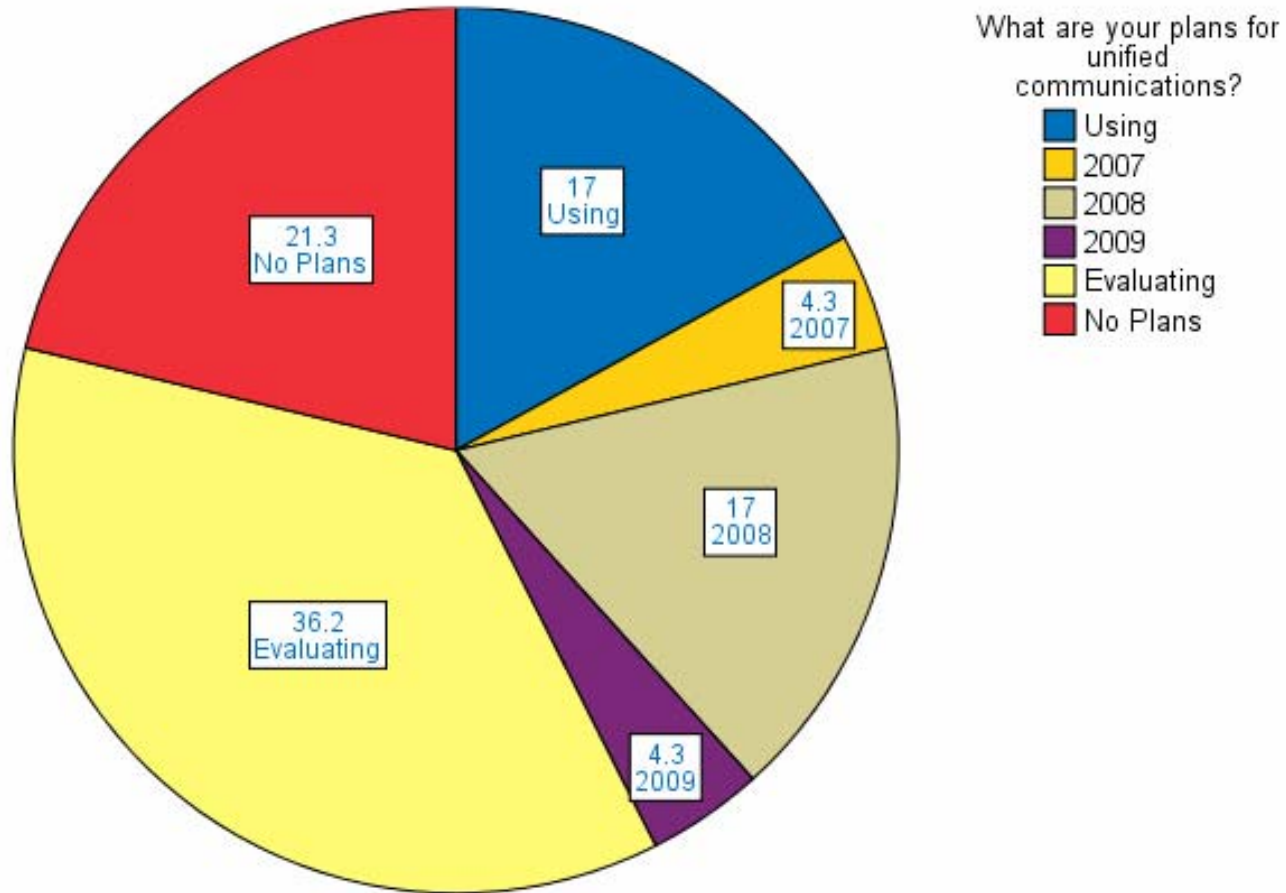


Third-Party Management of Branch, 2006-7

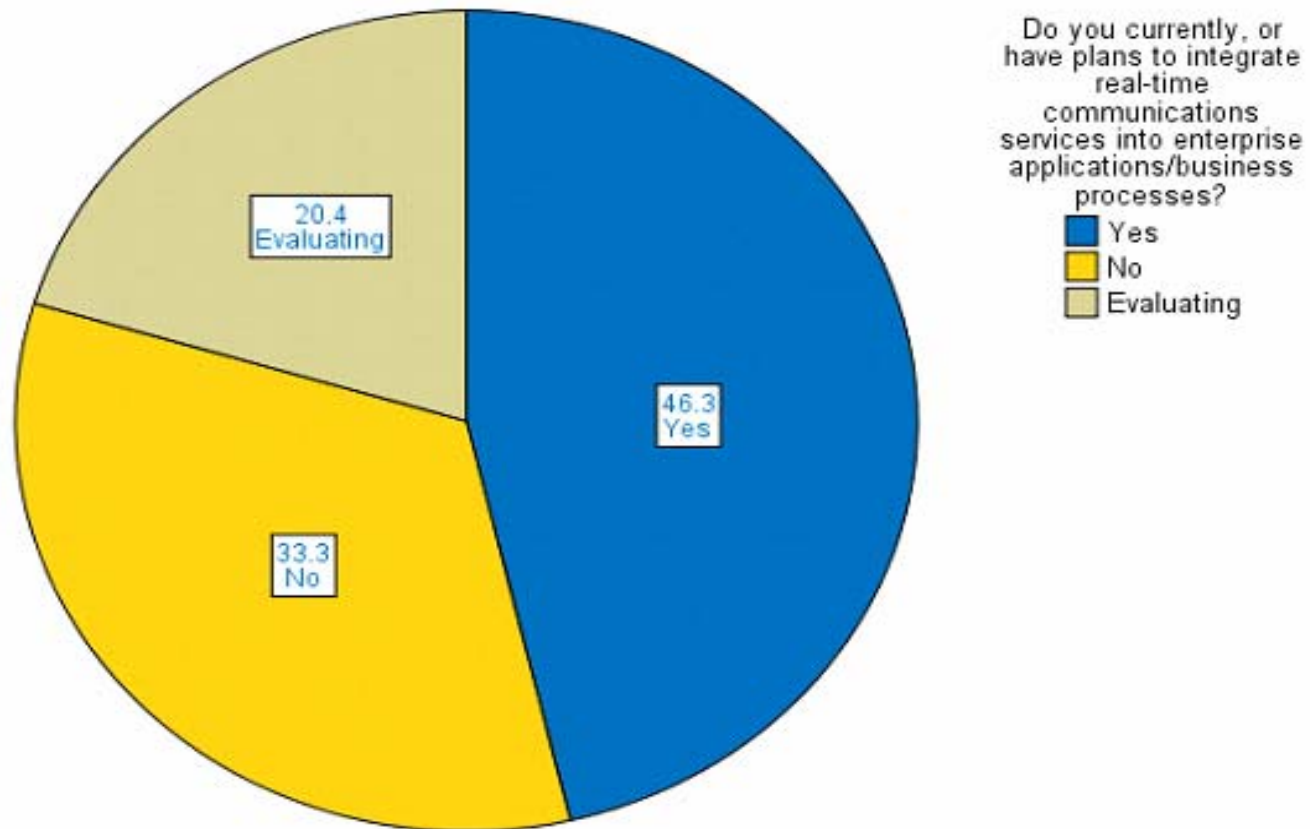


Increase from **27%** using
3rd parties for branch
management in 2005-6

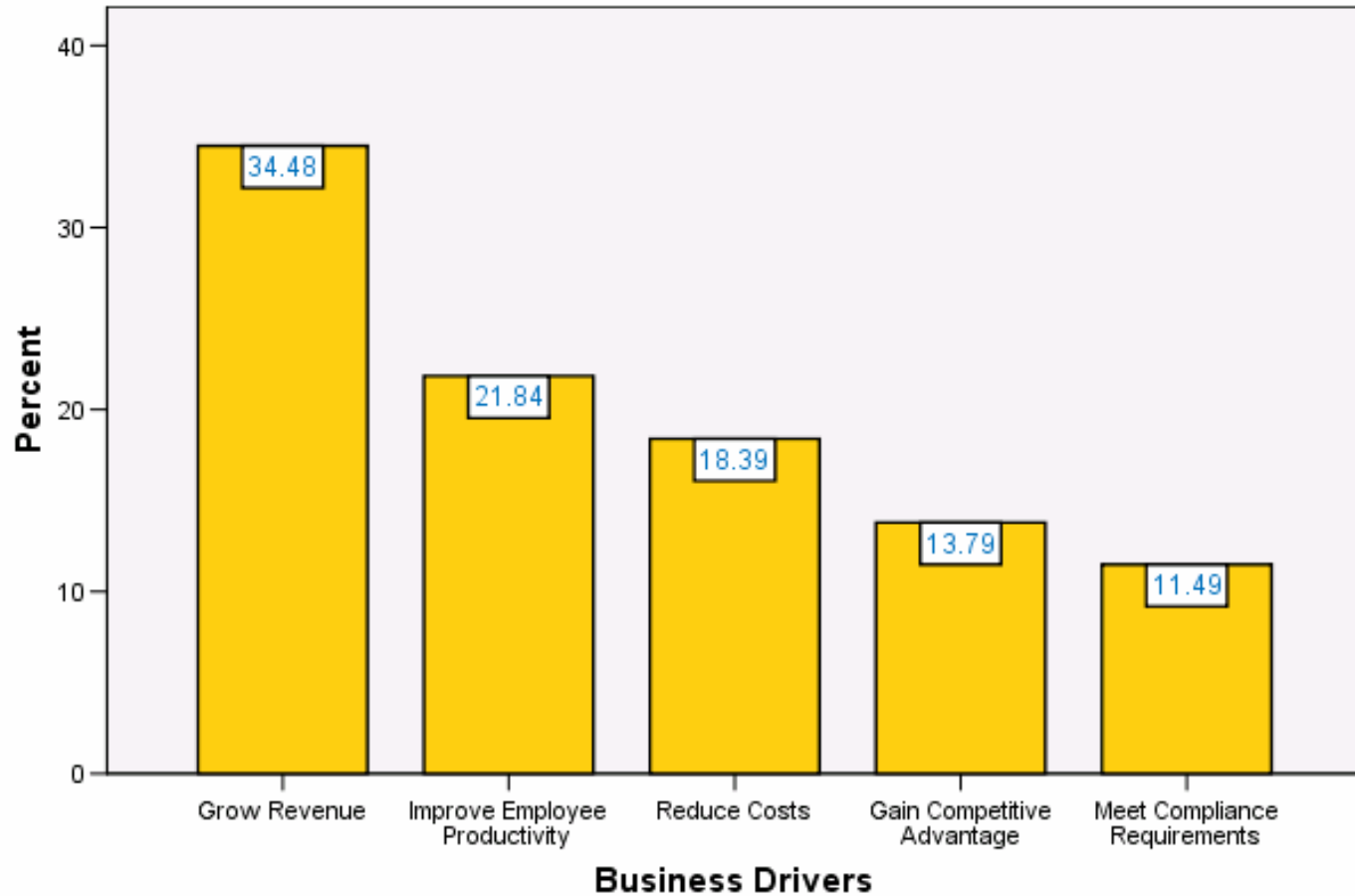
Unified Communications Plans



Communications-Enabled Business Processes



Business Drivers



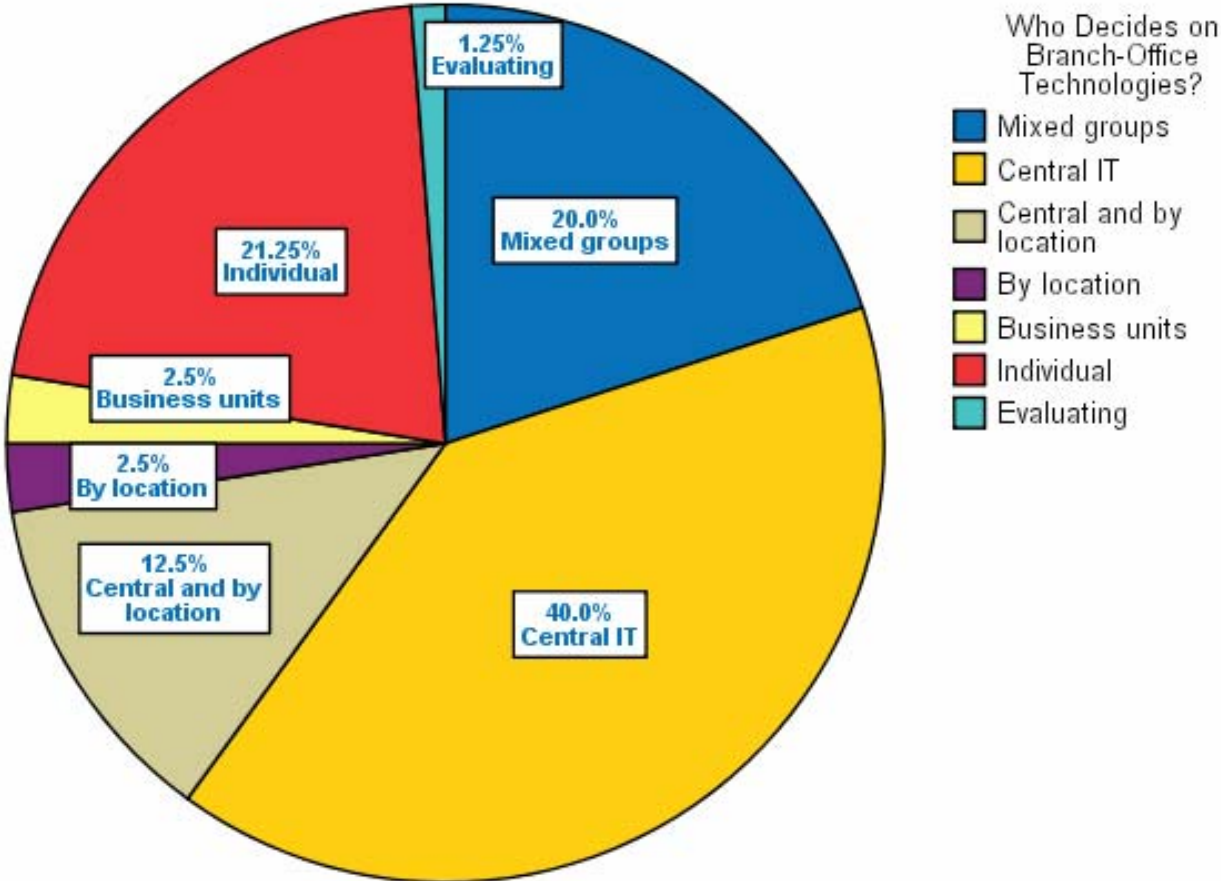
Impact

- ⊕ **Greater distributed and mobile work force**
 - ⊕ More need for collaborative applications
 - ⊕ Network and application performance guarantees
- ⊕ **Consolidation**
 - ⊕ Less devices, more integration
 - ⊕ More reliance on third-party management
 - ⊕ Support cost management a key requirements
- ⊕ **The bottom line**
 - ⊕ The end of silos

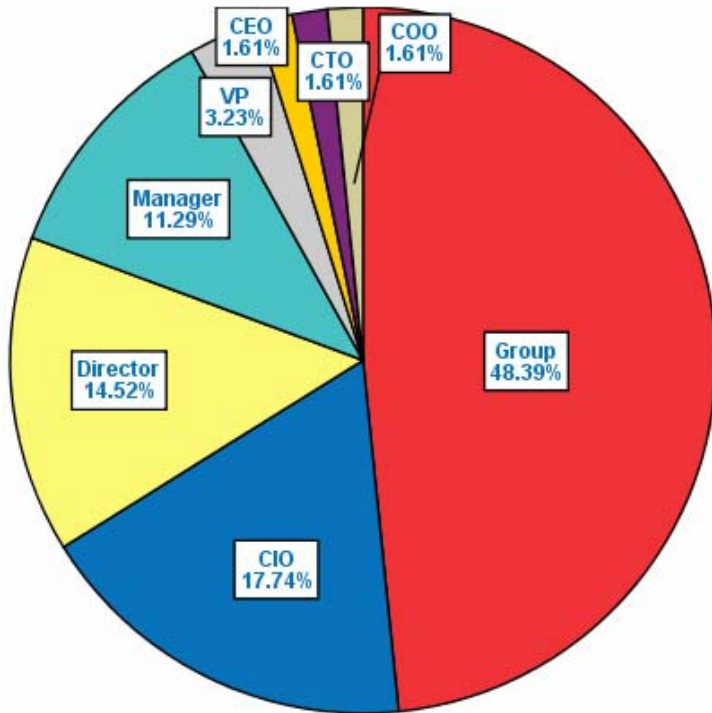


Staffing For Enterprise 2.0: Today

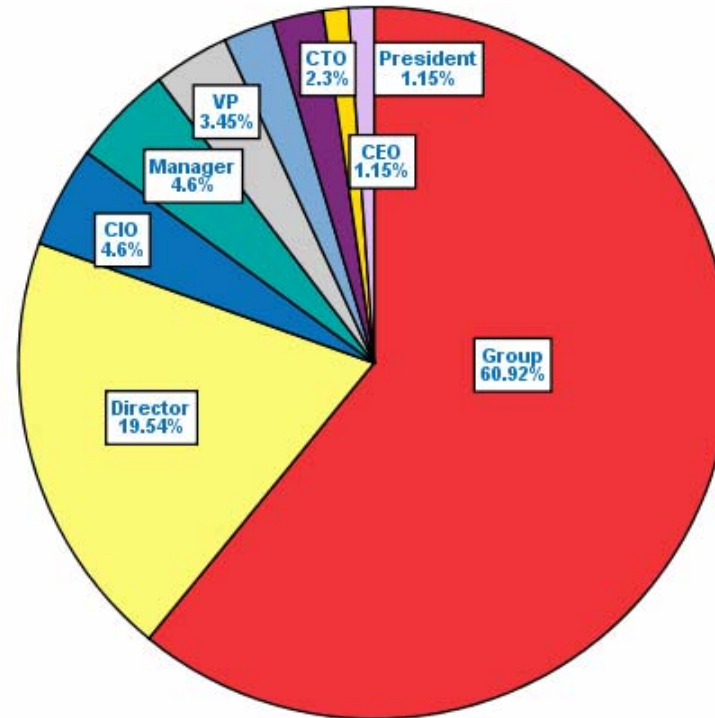
Branch-Office Decision-Maker



Vendor Decision Maker



2006



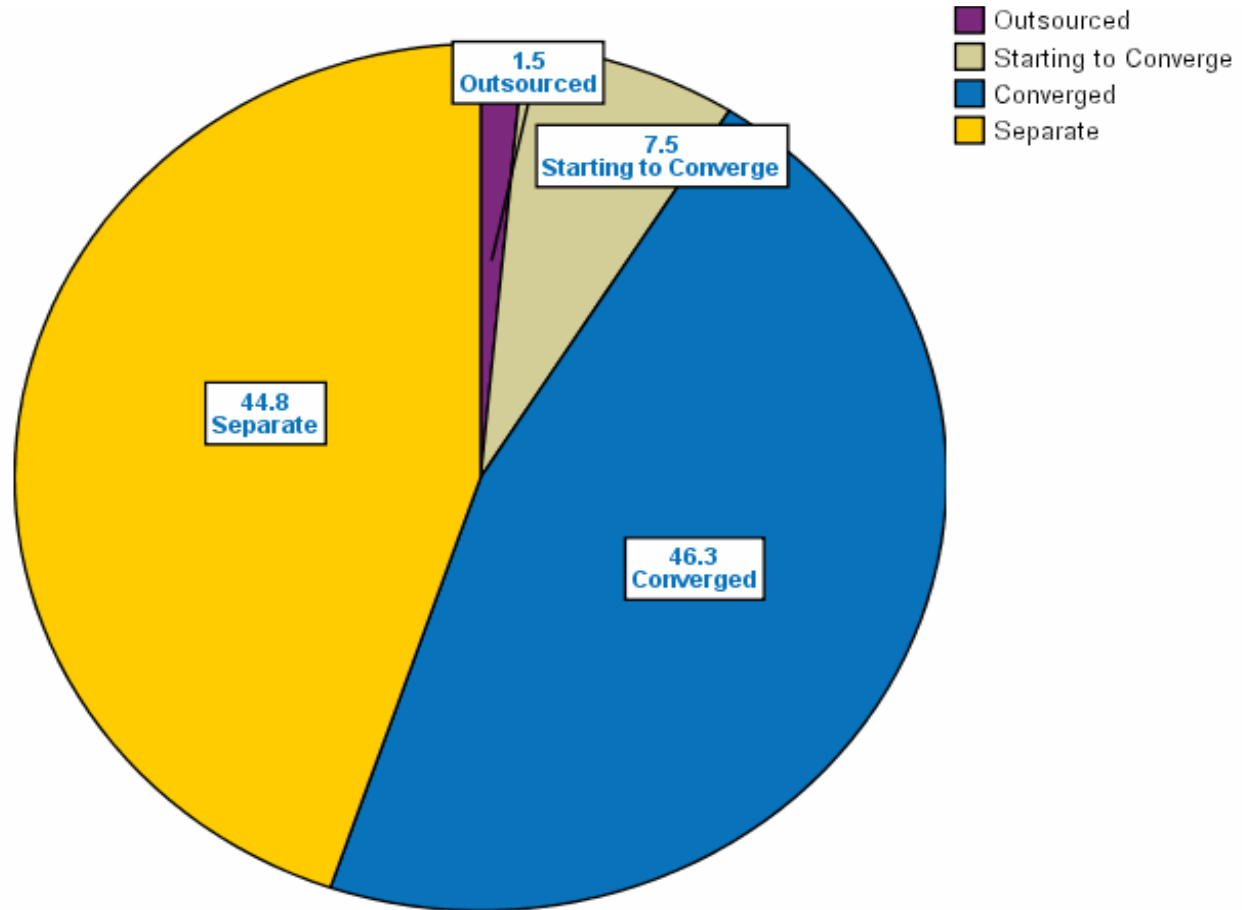
2007

Who makes your VOIP vendor decision?

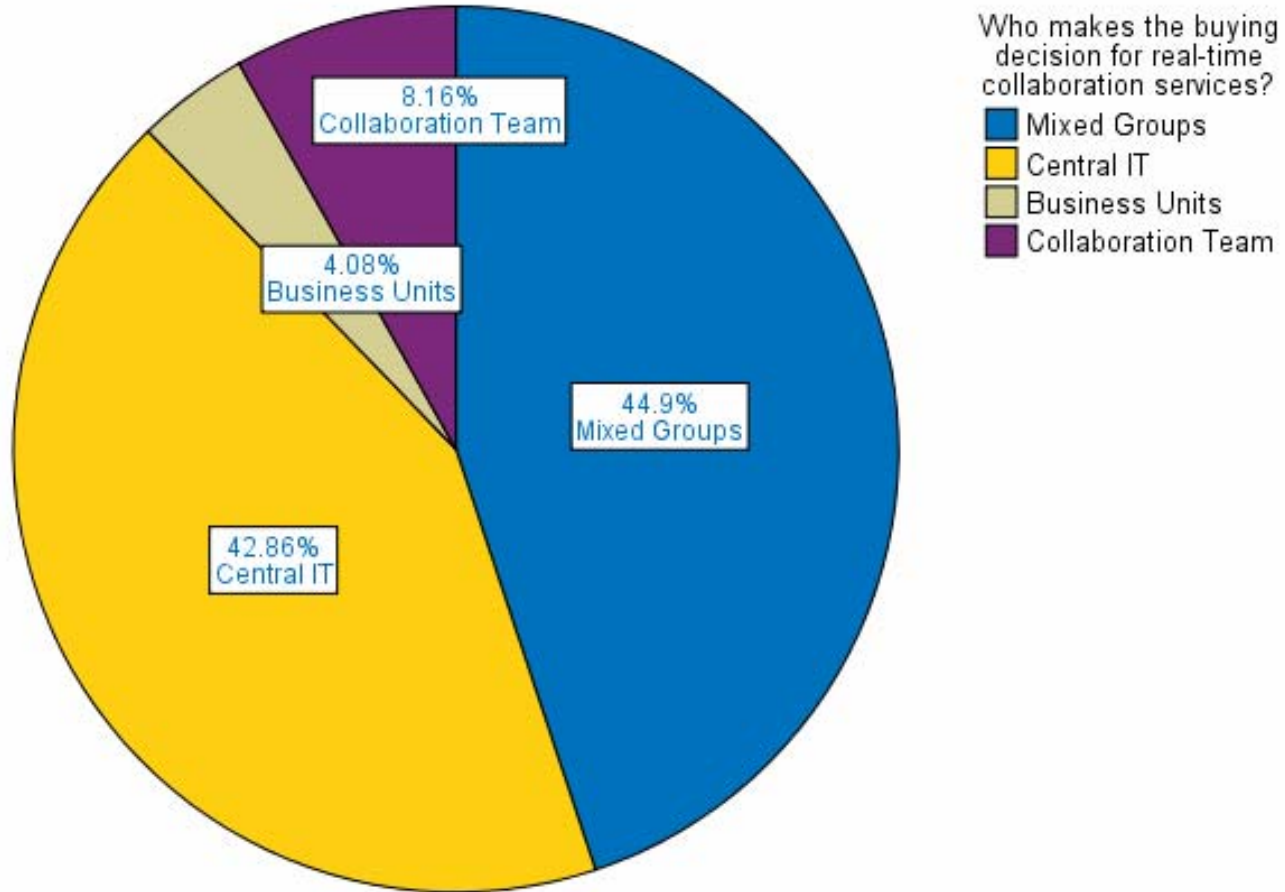


- ⊕ Increase in the number of groups making decisions
- ⊕ Fewer CIOs making decisions unilaterally
- ⊕ Increase in directors; decrease in managers

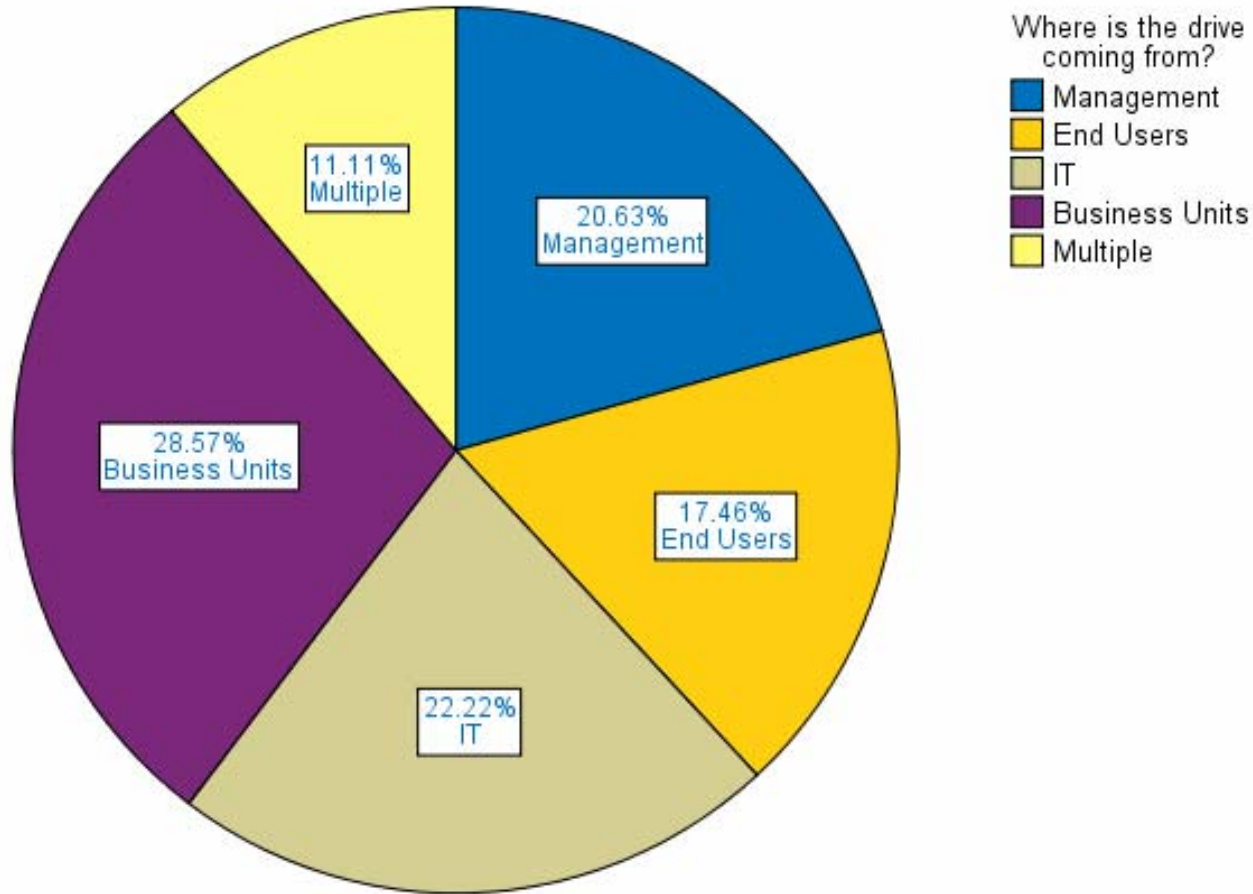
Voice/Data Organization



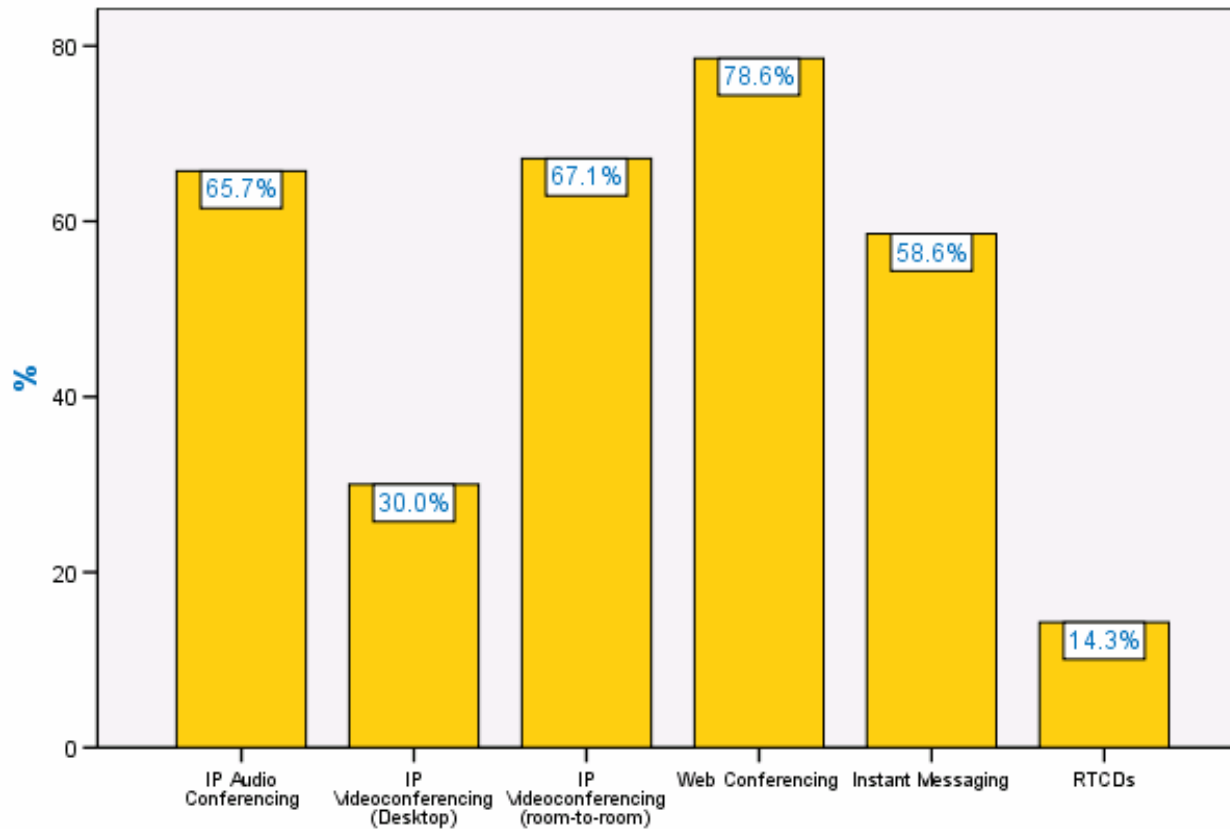
Collaboration Decision Makers



Collaboration Demand



Collaboration Tools In Use



Organizational Stumbling Blocks

- ⊕ Rush to selection of vendor without organizational structure in place
- ⊕ End-user deployed apps
- ⊕ Key areas slipping through the cracks
 - ⊕ Security
 - ⊕ QOS
 - ⊕ High reliability
 - ⊕ Compliance & Control
 - ⊕ End-user training
- ⊕ Silos of decision making
 - ⊕ Example: VOIP plans with no regard for IM plans
 - ⊕ End-users deploying their own apps

Staffing For Convergence: Tomorrow

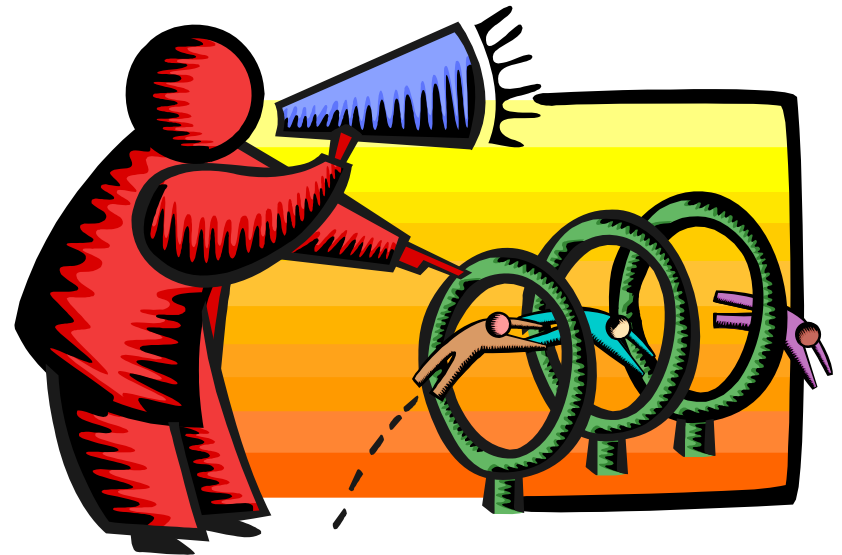
The Bottom Line

- ⊕ **Voice/Data Convergence replaced by Collaboration and Communications Convergence**
 - ⊕ It's not just the voice and data teams anymore
 - ⊕ Need to converge planning for
 - ⊕ Voice
 - ⊕ Messaging
 - ⊕ Video
 - ⊕ Collaboration & social Computing
 - ⊕ Enterprise applications
 - ⊕ Wireless/mobility
 - ⊕ Need to understand the business processes and business demands
 - ⊕ Further integration of IT and business



Successful Strategies

- ⊕ **Dedicated Collaboration & Convergence Group**
 - ⊕ Charged with developing UC/Collaboration architecture and strategy for the enterprise as a whole
- ⊕ **Tiger Teams**
 - ⊕ Regular meetings/collaboration between various groups
- ⊕ **IT as Business Process Enablers**
 - ⊕ Understand the operating environment
 - ⊕ Look for ways to apply technology to solve problems and improve competitive environment
 - ⊕ Migration from push-demand to pull-demand



Conclusions and Recommendations

Conclusions

- ⊕ Enterprise 2.0 & Unified Communications will require rethinking enterprise application and infrastructure planning
- ⊕ The end of boundaries
 - ⊕ And a move toward services
- ⊕ Just when you thought you had a grasp on voice-data integration, the world changes



Recommendations

- ⊕ **Start Enterprise 2.0 planning NOW**
- ⊕ **Key steps:**
 - ⊕ Look for business processes that can benefit
 - ⊕ Educate your users
 - ⊕ Build cross-functional planning teams
- ⊕ **Don't forget to include**
 - ⊕ The network team (for support/performance management issues)
 - ⊕ Security and compliance
 - ⊕ We've found compliance requirements are often a limiting factor in application deployments
 - ⊕ Mobility
 - ⊕ How to incorporate an increasingly mobile workforce

