

Maximizing Profitability with Cloud Collaboration for your Business

Oracle Communications Unified Communications Suite

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Executive Overview

The fabric of communications and collaboration continues to be extended into and through voice and video conferencing, document and screen sharing, email and IM. While collaboration tools are bountiful, they are not seamless enough to create the positive user experience required for improved employee efficiency. Think of the amount of communication required for an employee to set up a simple conference call or even worse the video conference; the schedule coordination, the conference keys, multiple email exchanges. There is a lot of context switching as we move across disparate applications and end points – increasing the costs of collaboration and decreasing employee productivity.

Today's employees need integrated real-time and near real-time capabilities that enable them to communicate and collaborate within their workflow.

A converged unified communications (UC & C) solution that enables multi-model communication on diverse end points can greatly enhance employee value and a company's return on investment. Emerging technologies such as WebRTC enable service providers to enhance existing services and deliver new high-value offerings. They also simplify the deployment model and increase capabilities without additional investments.

Service providers are uniquely positioned to leverage existing assets to capture market share with SMB's and enterprises who have both developed a cloud first mentality. Service Providers worldwide use Oracle Communications Unified Communications Suite (OCUCS) to provide services to businesses and consumers. Key use cases include: business collaboration cloud services for enterprises, federated messaging services for consumers, messaging for integrated customer care portals, mobilizing DVR scheduling, mobile search, multi-party real-time messaging, and click-to-collaborate services. Integration with Oracle Communications WebRTC Session Controller, enables OCUCS to offer real-time voice and video communications with secure, reliable, and seamless interoperability across carrier and enterprise networks on a multitude of end points.

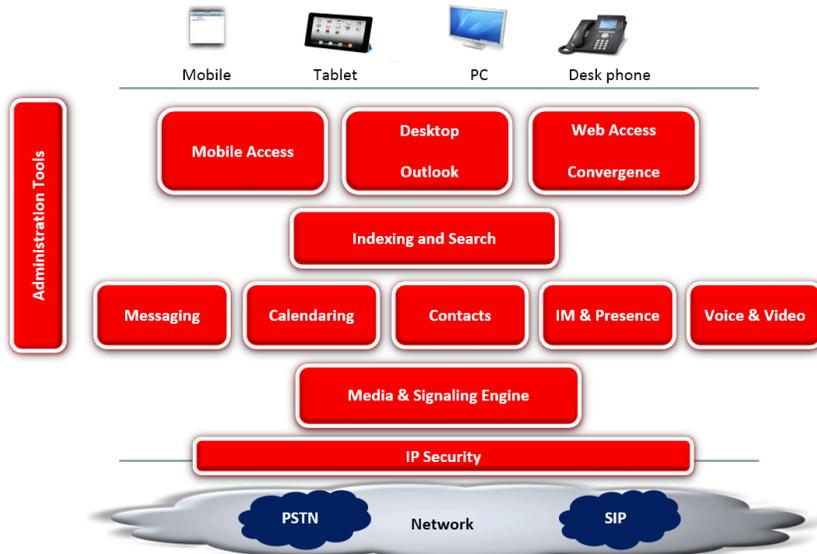
Introduction

With many businesses developing a cloud first mentality, Communication Service Providers (CSPs) have an opportunity to gain a new revenue stream while leveraging their existing assets and providing unique differentiation. A converged unified communications solution that enables multi-modal communications (voice, video and text) across a variety of end points can greatly enhance the CSPs value proposition to consumers, SME's, and enterprises alike. Service providers are challenged like never before as they seek to 1) increase revenue capture & loyalty and decrease churn 2) differentiate from and compete with OTT players, and 3) increase their market share.

A proven, industry leading platform such as Oracle Communications Unified Communications Suite can enable CSPs to offer a wide range of high value consumer and enterprise offerings, including: multi-screen, multi-modal unified communications; connected home/device solutions; enterprise unified communication and collaboration; advanced customer care; secure healthcare patient/provider hub; and collaboration for the education segment. These can be delivered as a cloud-service or as an on-premises solution.

Unified Communications and Collaboration Overview

The **Oracle Communications Unified Communications Suite (OCUCS)** is a standards based, cloud-ready, innovative and compelling solution that enables CSPs to offer value differentiated services to consumers and enterprise users. It strikes the desired balance between the need for information sharing with the risks and costs associated with communication. It delivers a rich set of secure and cost-effective communication and collaboration real-time and near real-time capabilities that a wide variety of organizations require. The suite provides a highly scalable, reliable, and available platform for delivering secure communication services at a low TCO.



OCUCS integrates with **Oracle Communications WebRTC Session Controller** which connects WebRTC enabled applications with each other and with SIP-based enterprise UC and contact center communications systems. It signals WebRTC endpoints, provides dynamic media anchoring, supports standards-based identity management, offers comprehensive session rehydration functionality, and delivers a seamless Web-to-SIP gateway with enterprise-grade reliability and security.

ORACLE COMMUNICATIONS UNIFIED COMMUNICATIONS SUITE CAPABILITIES AT A GLANCE

Capability	Benefits
<p>Rich collaboration services</p> <ul style="list-style-type: none"> Real-time collaboration 1-1 and multi-party audio/video calling Seamless session transfer between browser and SIP end points Screen sharing Presence aware communication 	<ul style="list-style-type: none"> Increase customer satisfaction Reduce customer churn Develop communities of partners Improve employee productivity Facilitate decision making Enable business growth

<p>Messaging, Calendar, Task Management</p> <ul style="list-style-type: none"> • E-mail and message management • Preview Documents in Convergence • Calendaring and task management • Task and contact management • Instant messaging • Information sharing • Rich, extensible Web use interface • Indexing and search of email content and attachments 	<ul style="list-style-type: none"> • Full featured communication and collaboration • Multi-modal communication • Increase employee productivity
<p>Extensive security features</p> <ul style="list-style-type: none"> • Authentication • Identity-based access policy • Message and session encryption • Virus and spam protection • Extensive privacy options • Archiving and auditing 	<ul style="list-style-type: none"> • Protect information assets • Ensure end-user privacy • Facilitate regulatory compliance • Reduce risk of litigation • Enable business growth
<p>Flexible access mechanisms</p> <ul style="list-style-type: none"> • Convergence, an Ajax web-client • Outlook interoperability • Mobile access • Secure remote access 	<ul style="list-style-type: none"> • Enhance customer experience • Enable business growth • Empower mobile workforce • Reduce risks of remote access
<p>Platform flexibility & extensibility</p> <ul style="list-style-type: none"> • Extensive industry standards support • Well-documented APIs • Modular architecture 	<ul style="list-style-type: none"> • Customize features and interfaces • Extend solution with new capabilities • Bring new services to market • Grow revenue

Challenges faced by Service Providers

With commoditization of core services leading to declining revenues, increased competition from over-the-top providers, price pressures, and operating costs increases—not to mention burgeoning security risks and regulatory compliance demands—service providers have to find new ways to set themselves apart. They must regain ownership of communication experience, expand their footprint, increase their addressable market and improve their relevancy with differentiation.

- » Service providers must offer enhanced, sophisticated platforms that feature advanced functionality, including real-time collaboration, archiving capabilities, instant messaging, wireless e-mail, enhanced security, Web 2.0 clients, and advanced search capabilities.
- » The solution must be easily customizable, allowing service providers to brand the platforms and integrate with other hosted service offerings. CSPs should be able to integrate their voice and data services, and offer users a full, integrated multimedia experience.
- » The solution must be able to grow with them as their subscriber base grows, while keeping their operations profitable.
- » The solution must enable service providers to differentiate their offerings as they compete with over-the-top providers, while increasing revenue growth.
- » The solution must be based on open standards, preventing vendor lock-in and allowing service providers to develop on it as they bring new services to market

Oracle Communications Unified Communications Suite brings unique value to Service Providers

The Oracle Communications Unified Communications Suite, a highly scalable, reliable, and secure carrier-grade communications and collaboration platform, more than meets their needs.

- » Increase addressable market. The Oracle Communications Unified Communications Suite enables service providers to create a variety of unified communications and collaboration offers to meet market demand and penetrate SME and public sector accounts with a vendor that is a partner and not a competitor.
- » Control and offer a differentiated communication experience. The Convergence client brings together real-time and near real-time capabilities such as click to call, click to video, 1-1 and multi-party conferencing, session transfers between desktop and SIP end points, messaging, calendaring, presence, chat, and address book services in a very interactive and easy-to-use Web interface. Besides providing a user experience similar to many desktop clients, it can be extended and customized to meet the needs of a diverse populace.
- » Increase Margin with:
 - Carrier Grade and built for the enterprise. The solution is ready for cloud and on-premises deployments with built-in support for multi-tenancy. It is architected to provide a very high mean time between failures, leading to longer availability and less maintenance than competing solutions—and lower TCO.
 - Scalability & availability for cloud deployments. The Oracle Communications Unified Communications Suite is built for “cloud scale,” scaling vertically and horizontally, while taking full advantage of available physical resources such as disks, memory, and processing power.
 - Open standards & built-in extensibility. The Oracle Communications Unified Communications Suite is a leading open, standards-based platform. Oracle is focused on influencing the standards and adopting them in its products. Adherence to standards allows service providers to create innovative and differentiated offerings and integrate with complementary technologies - leading to reduced time to market for new services.
 - Multi-tenancy. Multi-tenancy refers to a single instance of software running on software as a service vendors’ servers, serving multiple client organizations, or “tenants.” It helps ensure strong economies of scale—crucial with today’s exponential growth.
- » Anytime, anywhere availability of communication. With the proliferation of network-aware devices, communication needs are changing, as are the ways people interact with each other. With its standards-based underpinnings, Oracle Communications Unified Communications Suite enables the use of a large breadth of mobile devices.
- » Privacy and data protection. The Oracle Communications Unified Communications Suite offers features that protect data and privacy and facilitate compliance with government and industry regulations, including authentication mechanisms, message and session encryption, virus and spam protection, archiving and auditing, and extensive privacy options.

Conclusion

With an installed base of more than 230 million seats, Oracle Communications Unified Communications Suite is widely deployed by global and regional service providers, major global enterprises, large government agencies, and universities. Service Providers worldwide are offering differentiated and innovative cloud services to consumers and businesses by creating high value services that help them

- » Reclaim the communication experience
- » Increase addressable market
- » Increase margins
- » Work with a vendor that is a partner, and not a competitor



Oracle Corporation, World Headquarters
500 Oracle Parkway
Redwood Shores, CA 94065, USA

Worldwide Inquiries
Phone: +1.650.506.7000
Fax: +1.650.506.7200

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Integrated Cloud Applications & Platform Services

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