



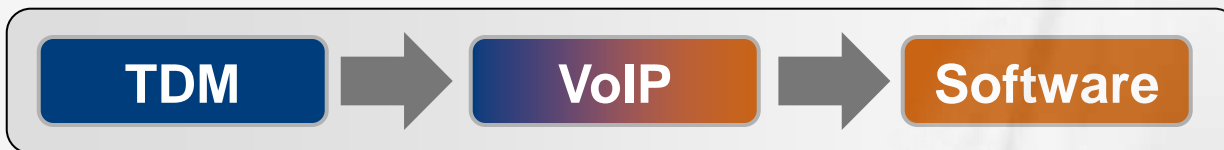
# Cloud Based Unified Communications and Collaboration

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# Context



→ We are ½ way through the major re-invention of business communications

→ Large transition to SW Centricity

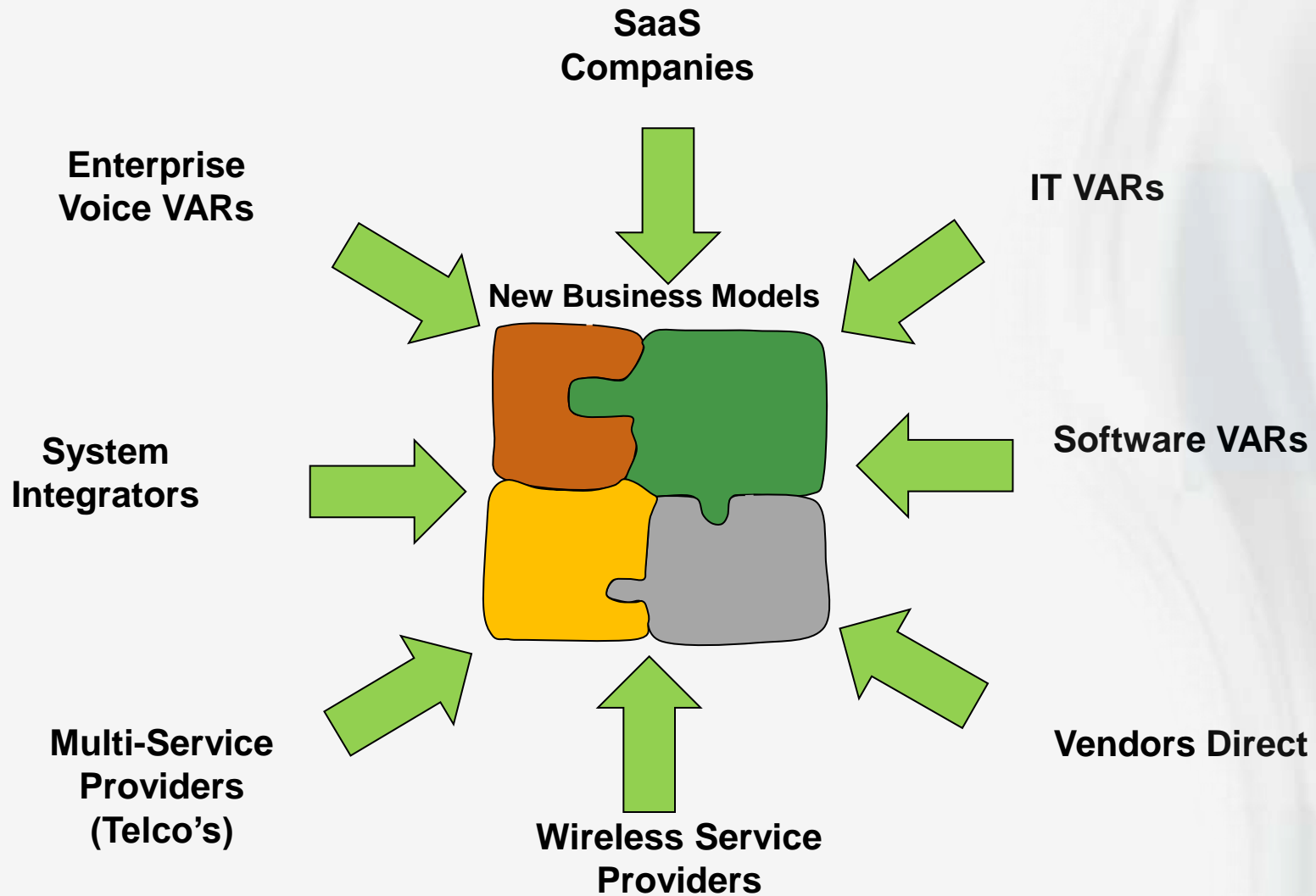
- Product
- Go to Market
- Business Model

→ Drivers to watch

- Mobility
- Virtualization
- Software as Service



# Business Model Mash up



# Enterprise Operational Changes

## → Transition from CapEx to OpEx

- Financial pressure to improve cash and change amortization profile
- Initial implementations often involve on premises solutions

## → Operational Consolidation

- Leveraging Software and IP implementations
- Consolidation of Data Centres, Access, and People

## → Operational Effectiveness

- Business Process Outsourcing (BPO)
  - “Capital is getting cheaper but People are not”
- Outsourcing of non-strategic functions (Manufacturing, IT, etc)
  - leverage supplier scalability and business continuity capability
  - Improve equity market profile and metrics

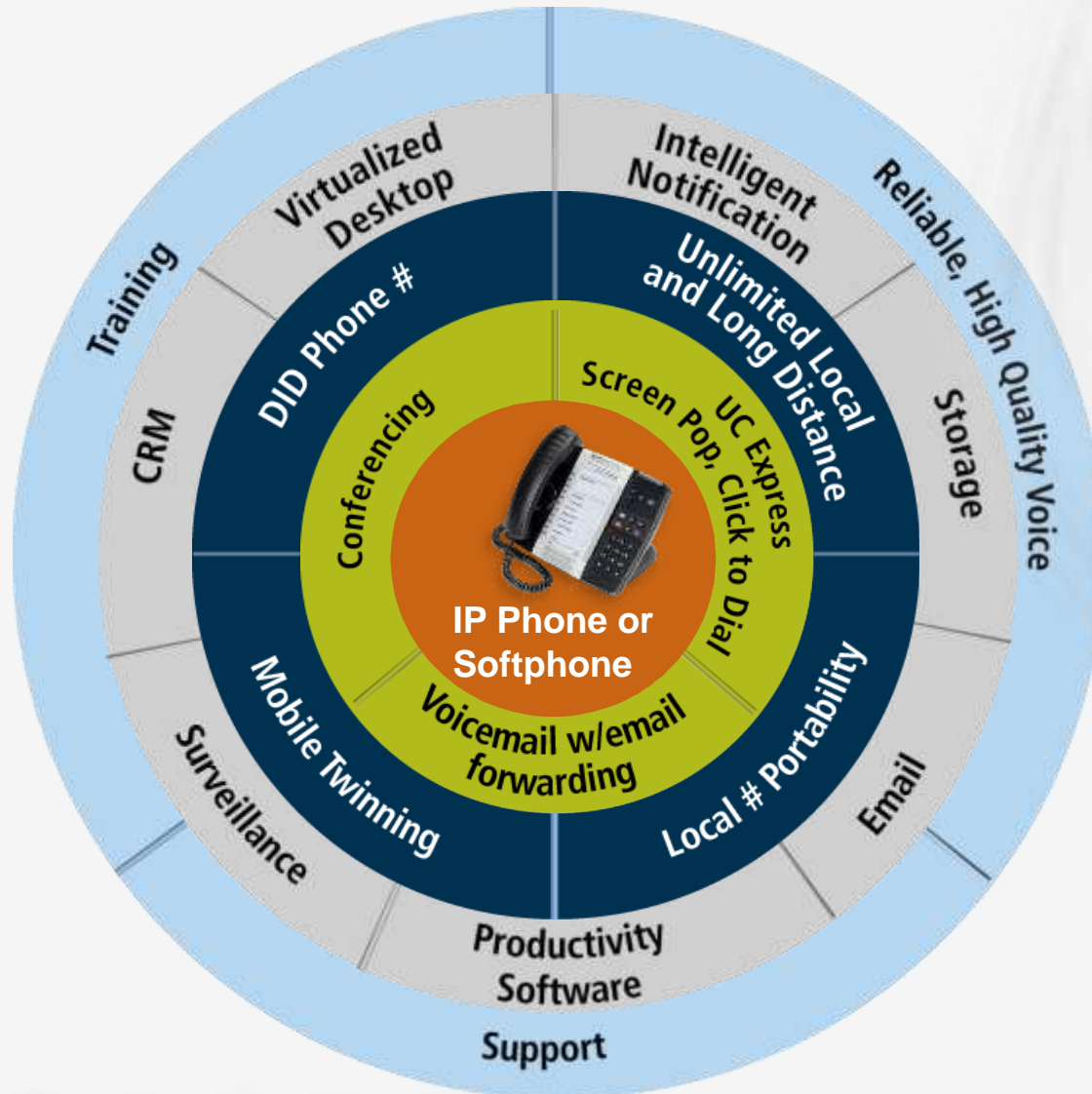


# The Cloud Promise

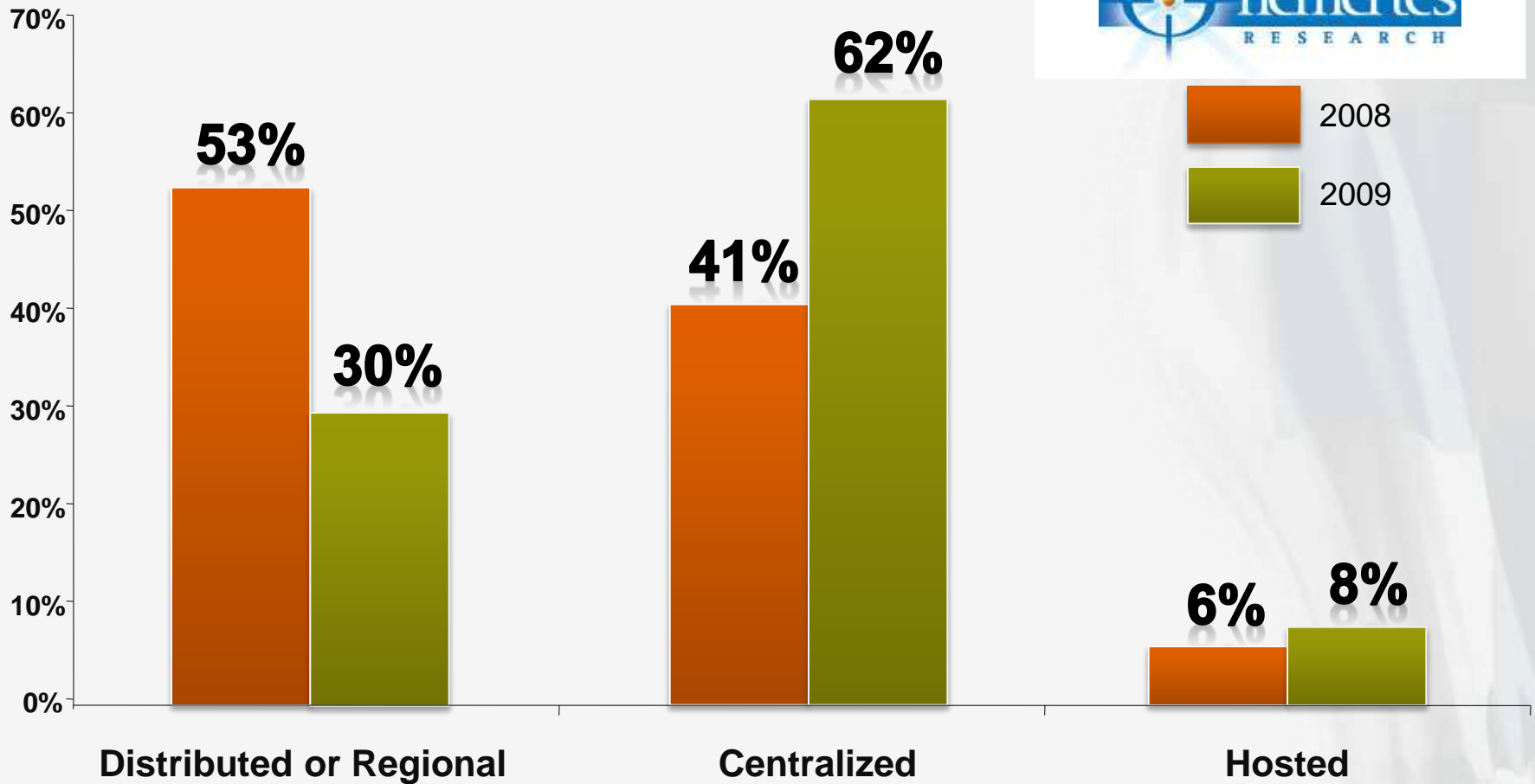
- **Opportunity to outsource all or parts of your data centre including telecoms**
  - No compromise
- **The benefits of elasticity and hosted-hybrid federation**
- **Benefits**
  - All of the enterprise UC features including business process integration
  - Business Continuity
  - Decreased risk of obsolescence
  - Flexible Growth
  - Faster time to value
- **Financial**
  - Predictable Operating Expense
  - No up front capital
  - Lower TCO
- **Secure, Reliable and Always On**



# UC is a Key Cloud Application



# VOIP/UC Architecture Shift

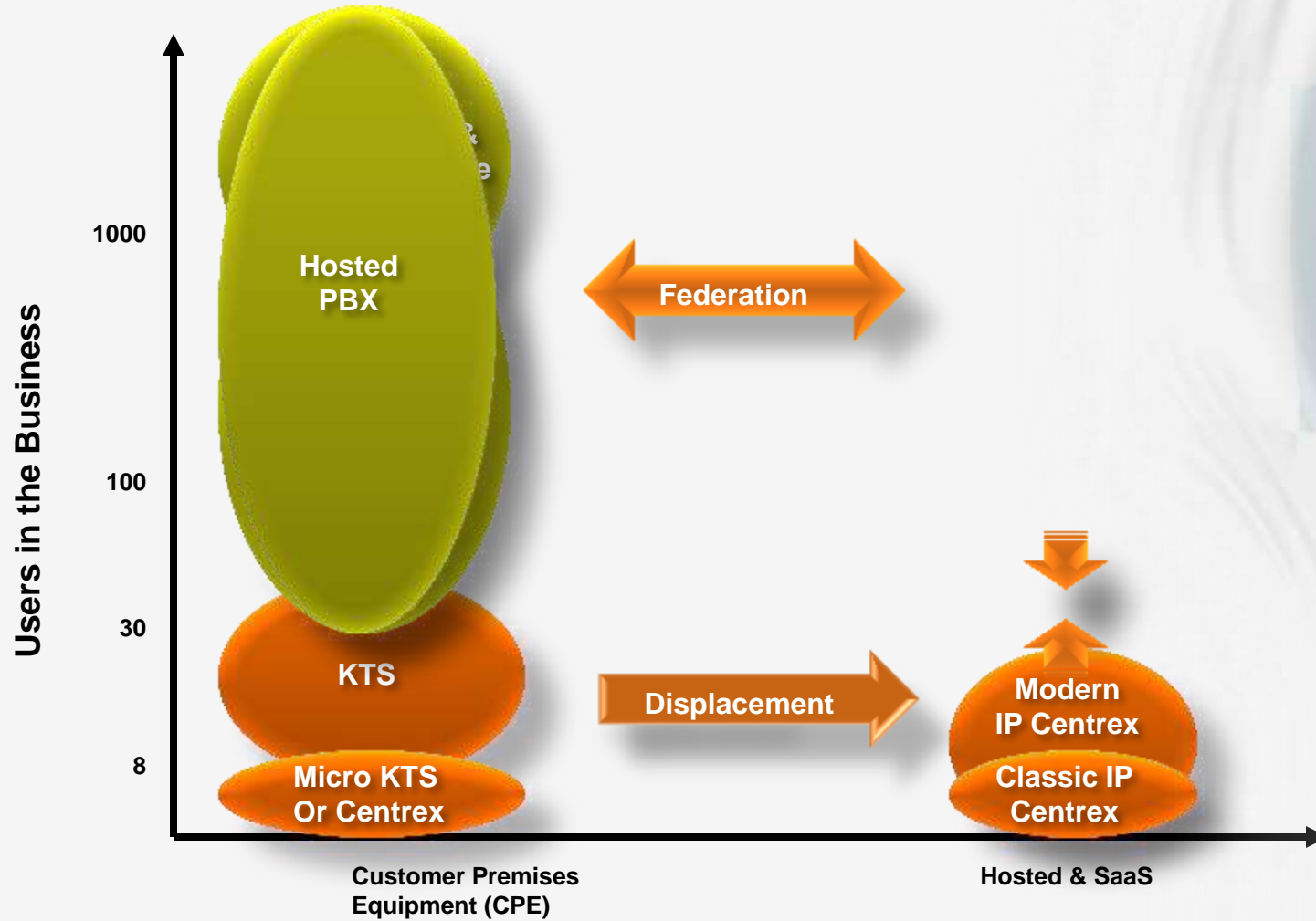


**From 2007 to 2011: Managed/Hosted Adoption went from 27% to 87%**



# Market Response & Desires

Provide operational effective alternatives



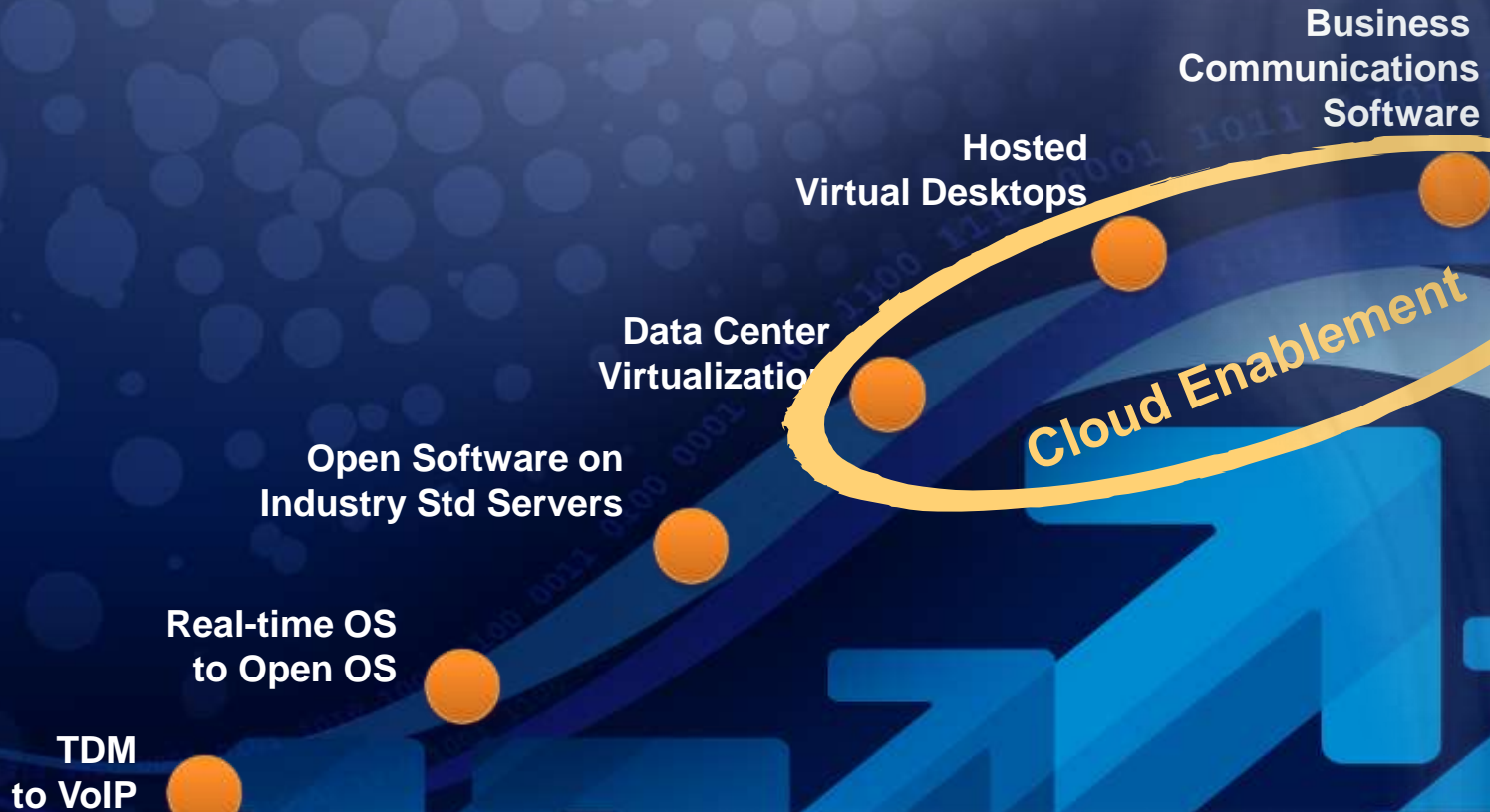
# CAUSE

- Transitioning from TDM PBX to IP PBX
- Decoupling of software from proprietary HW infrastructure
- Proliferation of enterprise mobility
- Emergence of public & private cloud

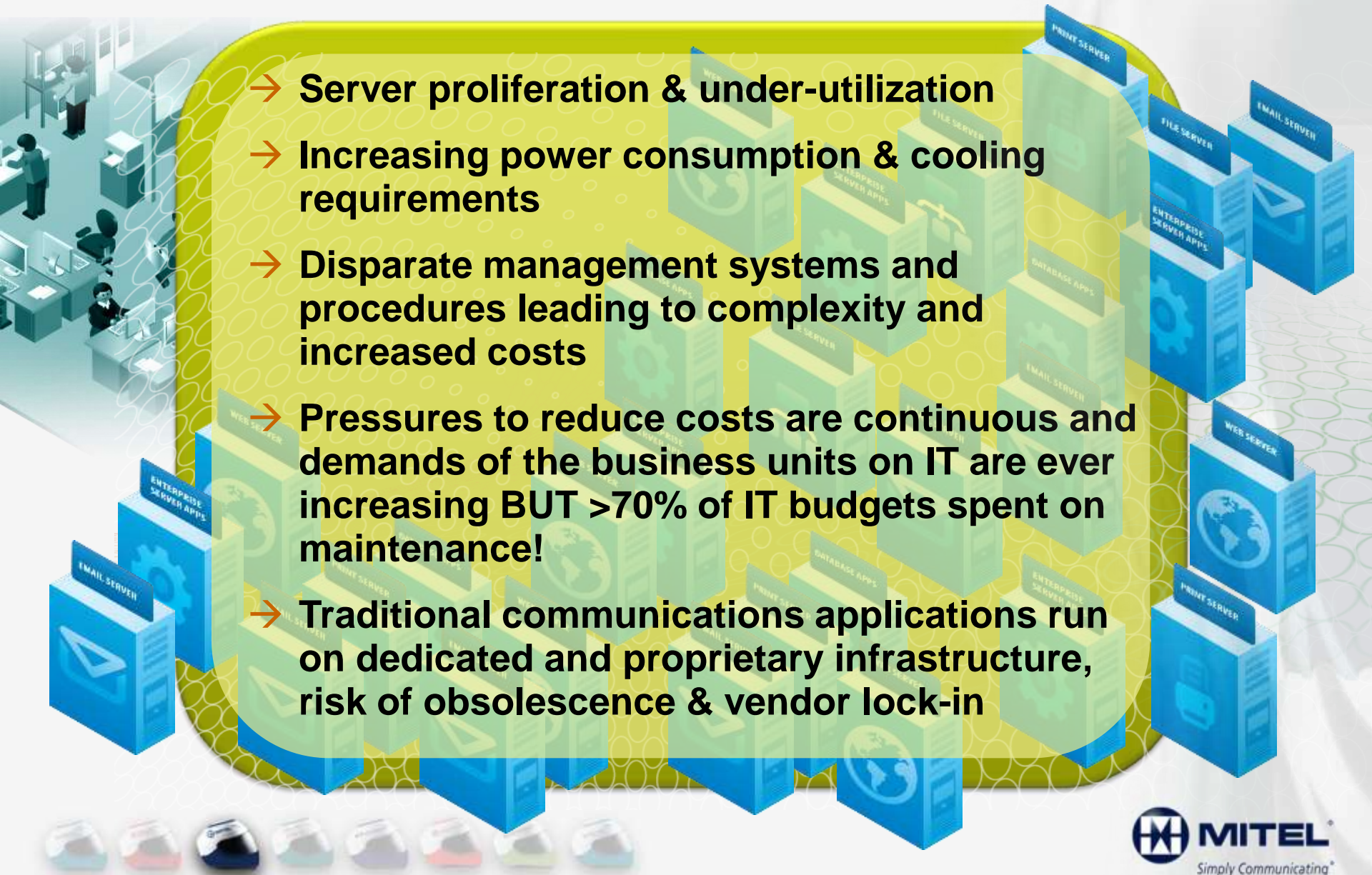


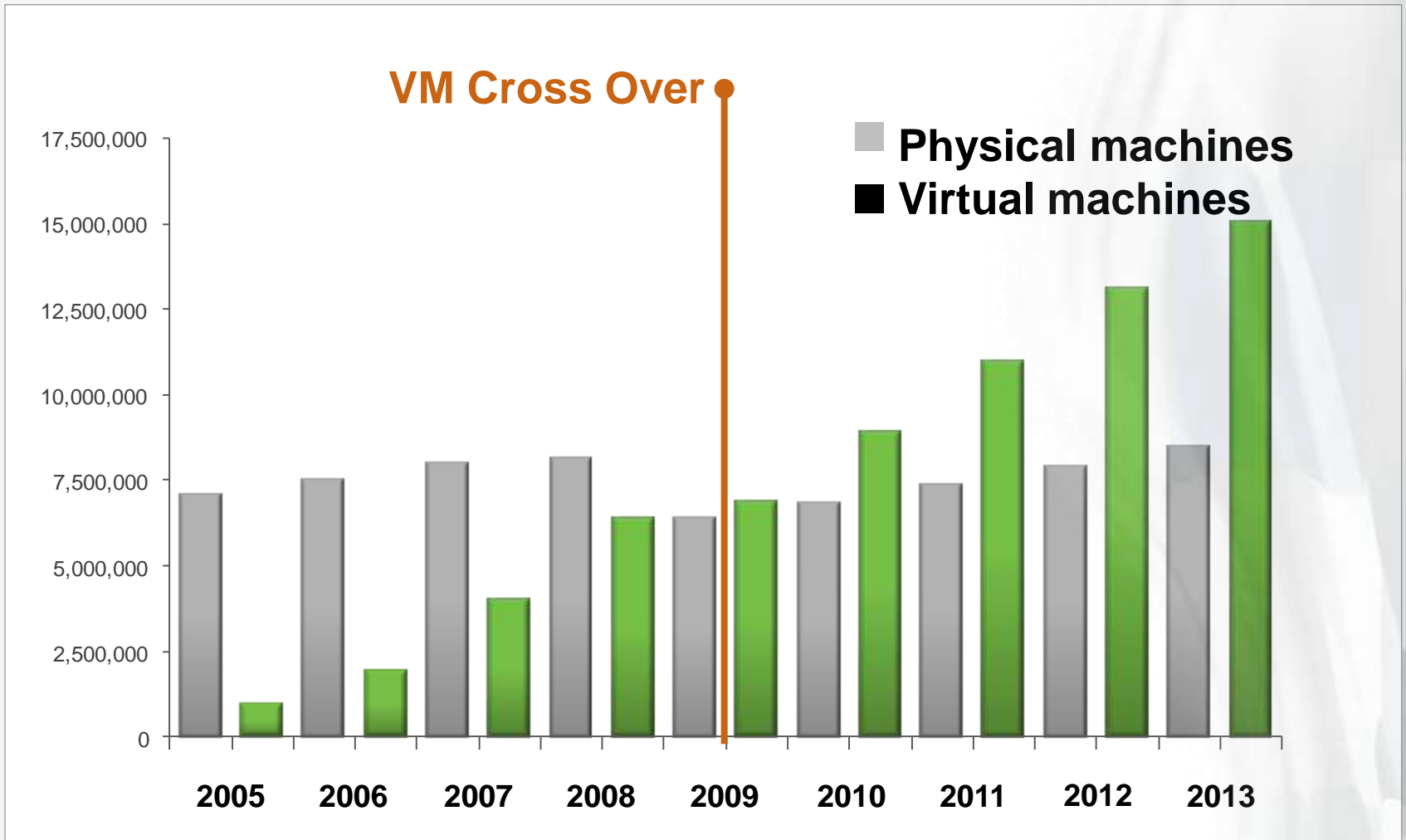
# EFFECT

- Growth of UC applications market
- Bring Your Own Device (BYOD)
- Data Center virtualization/cloud offering
- Voice is a (mission critical) application



# Business Challenges in the Corporate Data Center

- 
- **Server proliferation & under-utilization**
  - **Increasing power consumption & cooling requirements**
  - **Disparate management systems and procedures leading to complexity and increased costs**
  - **Pressures to reduce costs are continuous and demands of the business units on IT are ever increasing BUT >70% of IT budgets spent on maintenance!**
  - **Traditional communications applications run on dedicated and proprietary infrastructure, risk of obsolescence & vendor lock-in**



**We are past a virtual tipping point!**

Source: IDC



# Mitel's Virtual Solutions

## → Enabling ...

- Consolidation of related business applications
- Extension of Data Center virtualization benefits
- Capital cost savings in server hardware
- Operational cost reduction in power and provisioning costs
- Efficiencies in data center management
- One IT business continuity solution



# Data Centre Consolidation

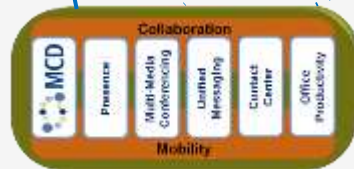
Location 1



Location 2



Location 3



Data Centre Infrastructure



Network Infrastructure



# Private to Public Cloud & Federated

*Simple & Discontinuity-free evolution*

Location 1



Location 2



Location 3



Application Layer



Data Centre Infrastructure



Network Infrastructure



# Mobility Data Points



Enterprise iWorker interactions	3.5T → 12.7T in 2014
Number network connected devices	7B (4 of 5 are not PCs)
Average number of devices per iWorker	4
iStore	350K applications / 10B loads (<5% business)

	Nov 2010	Feb 2011
Google®	26%	33%
RIM®	33%	29%
Apple®	25%	25%
Microsoft®	9%	7.5%

Source: Androlib & IDC Data

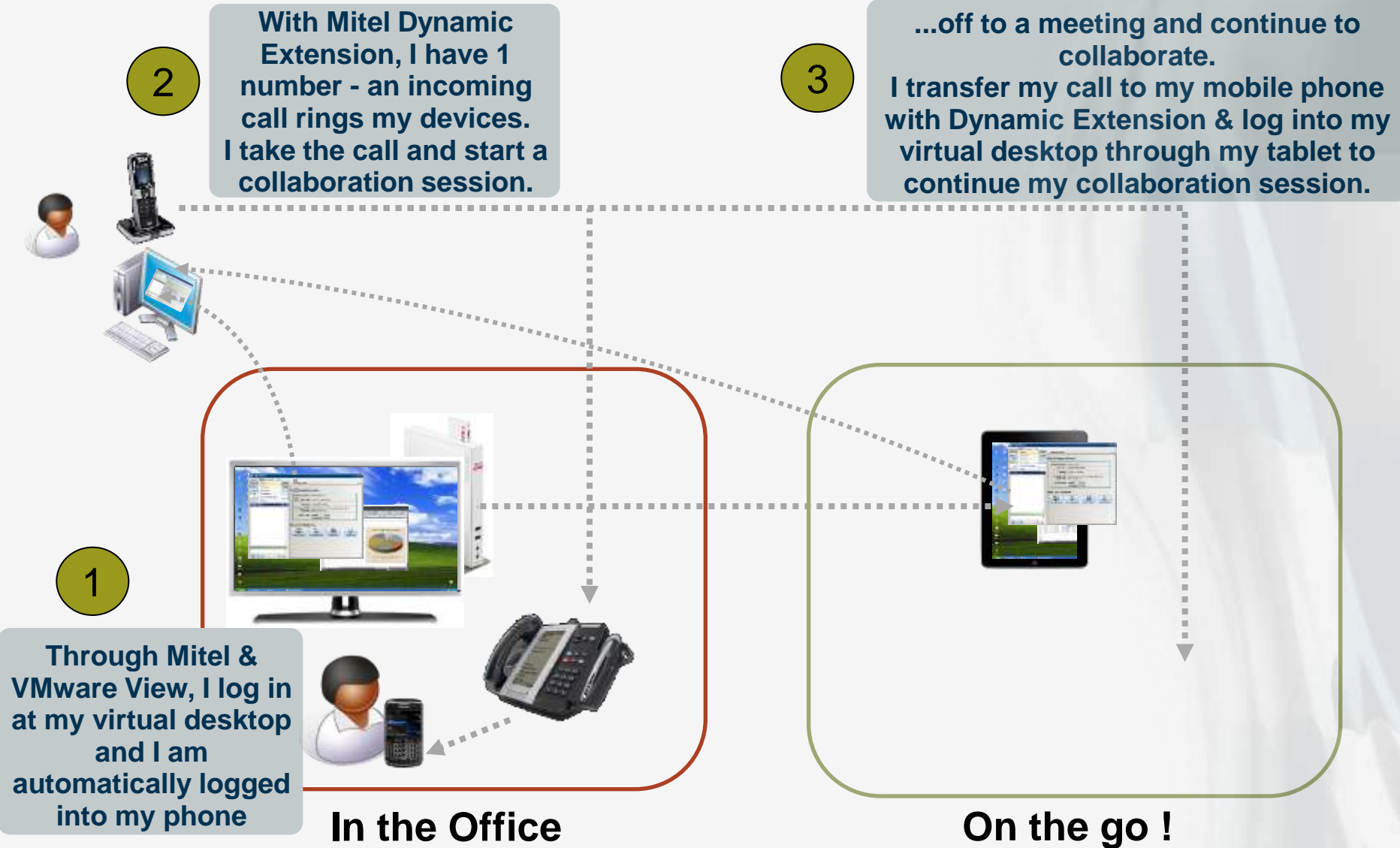


# Mobility – Key Takeaways

- **Mobile Devices / Applications will be driven by the consumer**
- **Increasingly device choice will be a personal one – BYOD**
- **Business requirements will be an overlay**
  - **Functionality, identity management, control**
- **Mitel is focused on leveraging this trend**
  - **Solutions optimized for mobile interaction**
  - **No Mitel Pad in works**



# Putting it All Together with Hosted Virtual Desktop



# Wrapping Up

- **Enterprise requirements are driving Cloud innovation**
- **The Technology is maturing quickly**
  - **Virtualization**
  - **Inexpensive QoS enabled Broadband**
  - **Infrastructure as a Service (IaaS) offers today**
- **You can have it all!**
  - **Advanced Unified Communications**
  - **Data Centre off-loading**
  - **Reduced and Predictable costs**
  - **Templating**
  - **Business Continuity**





# Thank You

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