

# The Next Generation of UC-enabled Enterprise Tablet

*It's time for IT teams to lower costs, improve quality of service, and control security through more unified, scalable communications solutions.*

## ABSTRACT

*The adoption of purpose-built, secure and scalable enterprise-quality tablets continues to rise as devices become more sophisticated and safe, applications become smarter and more user-friendly, and standards are developed enabling IT teams to provision, manage and support mobile communications and collaboration. Productivity can soar when teams have high quality tablets empowered with unified communications solutions that allow them to stay connected with colleagues, customers, and partners at any time and any place.*

*This white paper shows how enterprises can improve employee and team productivity, while also reducing costs and security risks through UC-enabled tablets that allow them to simplify and consolidate enterprise communications tools and applications.*

## GENBAND and Samsung: the SAFE – SMART – SIMPLE Solution

GENBAND, a leading developer of multimedia and cloud communications solutions, and Samsung Telecommunications America, LLC (Samsung Mobile), announced in February 2013 a unique alliance that creates a significant evolution for the enterprise communications experience. By integrating Samsung Mobile's market-leading SAFETM (Samsung for Enterprise) designated devices with GENBAND's SMART OFFICE mobile Unified Communications (UC) applications, GENBAND and Samsung are bringing a "SAFE, SMART, and SIMPLE" user experience to the enterprise, creating mobile solutions that extend or even replace the standard office communications environment. The solution delivers voice, data, video communications and collaboration capabilities on Samsung SAFE devices to fully mobile-enable the enterprise.

## Introduction

Although enterprise computing has changed by leaps and bounds in the last 60 years, the basic component that enables the enterprise voice communications environment is very much the same in many respects. Rising primarily out of the booming business environments of the post-war era of the 1950's, private branch exchanges (PBX) and key systems continue to serve the communications needs of businesses small and large around the world. Telephones still have a place on the desktop, but they mostly serve the same purpose that they did decades ago – voice communications.

PBX and key systems have evolved in recent years from analog technologies to digital, with a current trend toward all-IP systems such as IP-PBX. As these voice communications systems changed, so did the office computing environment, moving from large mainframes of the 1950's to minis, and ultimately to desktop-centric computing.

The evolution continues. Traditional enterprise voice communications have stepped aside to include mobile voice, texting, email, and messaging, much of this done without the PBX desk set. At the same time, desktop computing is beginning to move aside for the

next major trend of cloud computing. Typical examples include Salesforce.com and Workday, which provide application-specific functionality such as customer and employee resource management.

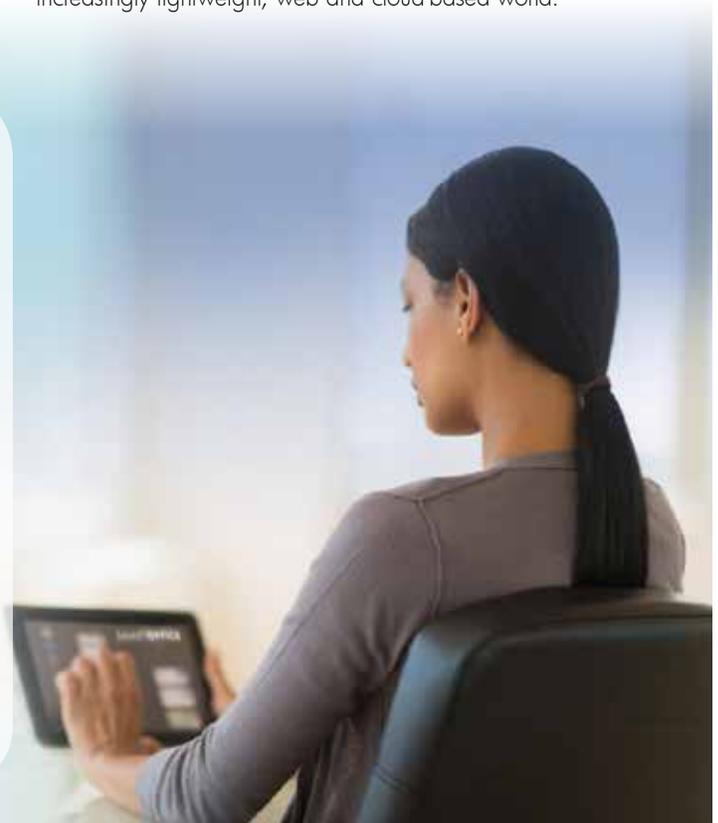
Cloud applications also extend into many other areas of the enterprise, including storage, platform applications, security, IT infrastructure, and computing. "The Cloud" offers significant advantages to IT managers including ease of entry and exit, scalability, lower up front capital costs, lower IT support costs, common functionality and interfaces across branch offices, upgrade assurance, and best-in-class performance.

While desktop computing and applications are gradually being usurped by cloud computing, a corollary is happening in enterprise communications. Accustomed to the benefits and reliability of the cloud for many other enterprise services, CIOs are now pursuing cloud-centric, unified communications (UC) as an alternative to their heavyweight PBX and key system infrastructures – which are beginning to appear as a premises-based anachronism in an increasingly lightweight, web and cloud-based world.

## How large is the Enterprise Voice Equipment Market?

The Telecommunications Industry Association (TIA)<sup>1</sup> estimates an installed base of about 123 million lines of IP PBX, PBX, and Key Systems in the United States, with a roughly 80/20 split between IP PBX and legacy PBX TDM and Key System equipment – and consistently growing around 2.5% per year. No global estimates are available, but it is likely close to a half billion lines worldwide, given associated references like global fixed lines.

Each line roughly equates to an opportunity for replacement of the line (and presumably the connected IP PBX station equipment) by a combination of tablets and UC. In terms of real revenue that this opportunity represents, Infonetix<sup>2</sup> reports \$8.2 billion of IP PBX/PBX/KTS vendor revenue in 2012, growing to \$10.4 billion by 2016.



<sup>1</sup> TIA: ICT Forecast 2010

<sup>2</sup> Infonetix: Enterprise UC VoIP TDM Equipment Forecast 11/30/12



### Rise of the Tablet and Office Mobility

Concurrent with the advent of cloud computing and communications has been the rapid rise of the tablet in the enterprise, somewhat a result of the growing consumer adoption of the tablet that has led to employees carrying these devices into the workplace. Tablets have already penetrated deeply into the enterprise, as evidenced by a recent study<sup>3</sup> by Morgan Stanley that over 50% of large enterprises are planning on purchasing tablets for employees.

The widespread availability of tablets has facilitated their acceptability and use in the enterprise, amplifying a corporate IT phenomenon referred to as “Bring Your Own Device” or BYOD. BYOD effectively began with smartphones in the last decade and is increasingly associated with tablets in the enterprise in the 2010’s.

The impetus behind BYOD is not the smartphone itself, however. Instead, it is mobility. The smartphone has enabled employees to be mobile in their workplace, carrying their mobile device into meetings, conference rooms, and customer visits. It has also enabled them to carry work home or out on the road. The tablet provides a similar and often enhanced enterprise mobility experience.

The benefits of enterprise mobility are vast, including improvements in collaboration on the go and responsiveness to customers and colleagues. These benefits are appreciated by management

teams but can be challenging, as management also sees that the devices employees bring to work are also the same devices they use to consume non-business content (e.g., news, videos, music), entertainment, and communications (social networking, shopping, personal messaging), all of which place greater demands on IP networks. This requires IT teams to balance tight security and functionality standards with their end-users’ needs to make tablets work in the enterprise.

### Addressing Enterprise Pain Points

As a result of the plethora of device types, manufacturers, protocols, security concerns, and applications, IT teams are scrambling to deal with demand in a valiant effort to please users while at the same time ensuring the business is not at risk.

Enterprise IT teams continually struggle to find the balance between enabling workers with new capabilities and protecting company information assets. This challenge has been going on for years, but has been heightened with the rise of BYOD, which has been rapid and somewhat messy.

Businesses typically build a patchwork of security solutions to support BYOD, which has worked in the transition, but now there

<sup>3</sup> Morgan Stanley 2011: Tablet Demand and Disruption – Mobile Users Come of Age

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are affordable, reliable and much more efficient ways to enable the flow of enterprise communications without having to compromise on security. By reducing the complexity of supporting multiple devices, operating systems, phone systems, PBX equipment, and more, IT teams are finally able to offer a secure mobile device with software solutions that provide control and visibility to the enterprise.

The new enterprise communications and computing environment requires a high degree of integration complexity and sophistication to manage, coordinate, and secure these activities. With this constant array of new challenges, embattled CIOs and IT organizations realize that unbridled proliferation of devices and applications is neither sustainable nor productive.

The challenge for the enterprise is to create an optimum environment that makes it possible to provide the tools, bandwidth, and communications capabilities that employees need to excel at their jobs, while at the same time protecting the business from security risks, such as the loss of data and inbound attacks, and providing critical business intelligence.

The future for computing and communications in the enterprise is all about simplified, unified solutions through more holistic approaches that create the most efficient, economical, productive, and secure work environment. In this age of BYOD, simplifying has to presume that the enterprise will naturally progress to the logical end-state.

This logical end-state is an environment where communications, web information, applications, and computing can all come together and be consumed or produced in a single mobile device. That end-state is not the IP PBX, since its purpose is primarily voice, it is rarely mobile, and it is computing-illiterate. Similarly, it is not the laptop, since it is not easily built for mobility, nor is it the mobile phone due to size and interface limitations.

On the other hand, the tablet is certainly mobile. It can be used on the desktop, but also carried to in-building meetings and out of the office locations. It ties into building WiFi systems and/or mobile broadband, making it a viable information and applications device. It is also computing-proficient, with processing horsepower and speed to rival most laptops.



Today's enterprise communications environment contains many devices, manufacturers, protocols, security solutions, and applications



### Example of an Enterprise Employee's Workday

- a sales person arrives at the office in the morning
- turns on the laptop
- clicks into a spreadsheet to manage an action items list
- goes into Workday™ to update quarterly objectives
- talks to a customer on the IP PBX desk phone
- uses a tablet to check email while in a conference room meeting
- uses the tablet to log into Salesforce.com™ to check customer status
- uses a cloud-based collaboration tool to present a proposal
- invokes a social network-based Video over IP call to an international customer
- calls on a mobile phone to friends before leaving for lunch
- misses an important customer call on the desk phone while at lunch

This single morning included four devices (tablet, laptop, desktop phone, mobile phone), one desktop application, and five cloud or social network applications, as well as a mix of mobile and non-mobile technologies. Beyond the fact that some of these activities are web-based, nothing is integrated with anything else.

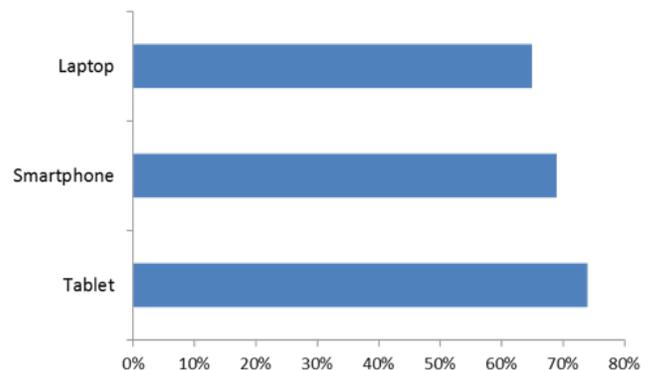
### The Rise of Unified Communications

With all of the capabilities that the tablet brings to the enterprise, the one thing that the tablet requires to fully-enable a simplified environment is UC.

Whether provided from the enterprise or service provider cloud – UC has all of the upsides of other cloud services. With UC, enterprise communications can finally be unified with a host of high value features:

- Advanced business calling features
- Unified desktops including soft clients and desk sets
- Call center capabilities
- Unified messaging
- Voice and video collaboration and conferencing
- High Definition voice
- Carrier grade reliability
- Scalability
- Consistent user experiences across any network and any device

In addition to these essential features, an advanced UC solution may provide integration of over-the-top applications such as IM and address books, dual personal and work environments, integration with some of the larger UC systems (e.g., Microsoft® Lync), and applicability across various network types.



Top 3 Devices Enterprises Plan to Use in Their UC Architectures in 2013 (% of service providers; Infonetics 9/2012)

Reflecting the increasing trend toward cloud-based and hosted solutions, the service provider revenue value of the UC and related business Voice over IP services is expected to increase at a

substantial pace, from \$19.3 billion in 2011 to \$30.5 billion in 2016<sup>4</sup>. At the same time, according to a 2012 survey by Infonetics Research<sup>5</sup>, smartphones and tablets will be the two most widely-used devices for enterprise UC in 2013, surpassing traditional computers and desk phones. As enterprises increasingly use mobile devices to access UC applications, integration of voice and related multimedia communications services into the tablet offers the next wave of efficiency and productivity in the workplace.

### Conclusion: Benefits of Combining Enterprise UC and Tablets

Enterprises are always in a cycle of continuous improvement in processes and systems, striving for efficiency and productivity in order to achieve their objectives. In most enterprises, effective communications is central to enhancing productivity. However, to enable this in today's competitive environment, CIOs and IT managers must simplify, consolidate, and evolve their communications and computing resources.

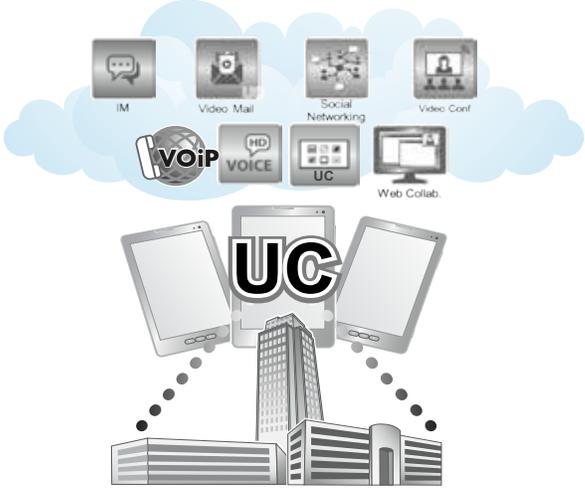
It is possible that IP PBX desk phones, laptops/computers, mobile phones, and tablets may concurrently inhabit many enterprise desktops for a considerable time in a slow shift to efficiency. However, even a casual observer should see the overlap and inefficiencies in having four different IP-capable devices at or around the desktop.

Evolution of the enterprise communications environment does not necessarily have to happen as a high-risk flash cut. Just like IT managers did as they increasingly trusted cloud-based systems for services like customer resource management, they can begin by trialing some users on cloud-based, UC-enabled tablets.

To fully understand the advantages of the next generation of UC-enabled tablet, enterprises must first understand the nature of how communications of all types occurs in their various environments, and ask themselves a variety of questions: How often is the PBX station set used relative to other forms of communication? To what degree are tablets or mobile phones (whether enterprise or employee-provided) used for work purposes? How much of daily communications are personal vs. work-related? How many non-

<sup>4</sup> Infonetics 2012: VoIP, UC Services forecast

<sup>5</sup> Infonetics 2012: UC Deployment Strategies, North American Enterprise Survey



**UC-enabled Enterprise Tablets:  
Simplicity, Productivity, Improved User Experience**

1. Enables full communications and computing mobility
2. Enhances the employee's user experience
3. Eliminates cost of buying and maintaining phone systems
4. Reduces or eliminates the cost of mobile phones
5. Improves worker productivity
6. Consolidates communications and computing capabilities in one device
7. Affordably scales as needed
8. Reduces IT maintenance and support costs
9. Optimizes investments in building WiFi networks
10. Extends the same applications and interfaces consistently across all users regardless of location

integrated messaging systems are involved (e.g., mobile, PBX, social network)? How are employees using conferencing and collaboration tools within the organization and externally with customers and clients? What over-the-top applications (e.g., VoIP, social networks) are employees using outside of the approved systems? What are the typical communications habits of various departments? What are employees' biggest complaints about the systems they use? How is being mobile in or out of office advancing productivity?

Quite often, CIOs and IT managers already have good insights to the answers of many of these questions, since their own hyper-communicative habits may mirror that of the employees at large. However, they must also evaluate the degree to which the devices, systems, and applications in this hyper-communicative environment are efficient or inefficient, and then take action on how the entire ecosystem should evolve. They will likely conclude that mobility is key, that unified communications are the most efficient, and that the tablet may not be the only effective device, but that it is the best device to enable productivity gains in enterprise communications.



SMART OFFICE: Integrated Office Communications and Mobility

## GENBAND is a global leader in Unified Communications

From the Core to the Edge to the Experience, GENBAND improves IP networks by making them more scalable, secure, profitable and efficient for top service providers and enterprises in over 80 countries. GENBAND's market-leading technology supports multimedia voice, data and video sessions and fixed-mobile unified communications applications that scale on public and private networks. With a flexible, cloud-ready platform, GENBAND's IMS, edge and application solutions help service providers and enterprises compete effectively by increasing revenues, enabling new service offerings, advancing productivity, and attracting and retaining customers.

For more information about Samsung's SAFE program, please refer to [www.samsung.com/us/safe](http://www.samsung.com/us/safe).

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