

## What is Unified Communications and how can it benefit my business?

Unified Communications (UC) solutions leverage IP-based technology to integrate both voice and data resources onto a single network platform. The resulting consolidated solution connects people and locations more consistently, simplifies communication and encourages productivity-enhancing collaboration. The key benefits to your business include the following:

- **Simplicity.** Replacing multiple networks for voice and data allows IT to deliver faster, more effective support. End users access common messaging tools through one inbox, using one password and a consistent user interface
- **Cost.** UC reduces costs for support, network implementation and upgrades, end user training and moves, adds, changes and deletions (MACDs). Deploying increasingly popular mobile devices becomes more cost effective, too, as does setting up teleworkers
- **Speed.** Your people spend less time wrestling with multiple voicemail and email inboxes, devices and interfaces. Greater productivity helps them connect with each other more rapidly and deliver timely, precise answers to clients
- **Eco-friendliness.** UC capability reduces dependence on travel and allows dispersed teams to work together using rich, interactive tools that facilitate real-time collaboration
- **Flexibility.** Subject matter experts are easily reached, allowing their expertise to be more thoroughly shared across the organization

## The Allstream Unified Communications Managed Services offering is available in two service levels. What are the key differences between them?

**1. Monitored UC** includes proactive, 24 hours-per-day, 7 days-per-week and 365 days-per-year (24x7x365) monitoring of your entire Unified Communications (UC) network on an end-to-end, call by call basis – all from the perspective of your end users. If our monitoring systems identify a network or service/application Quality of Service (QoS) issue, you receive an automatic notification that contains information specifying the location of the issue. You also receive Web-

based access to rich reports generated by our best-of-breed tools on the availability, health and performance of your UC devices and applications.

**2. Managed UC** includes all the functions of Monitored UC, as well as framework-based processes to manage incidents, changes, software upgrades and UC application performance. Allstream's experts leverage these processes to efficiently resolve any network or application-based issues – often before end users are affected. This means Allstream will respond to alarms and leverage our personnel to restore your normal UC network operations.

## Is this a maintenance solution?

No. Allstream UC Managed Services cover a much broader range. Maintenance refers to the repair process that's initiated when something breaks. Allstream UC Managed Services provide proactive monitoring, reporting and performance management as part of a full out-tasking solution, including managing your UC hardware and software maintenance contracts.

## What if I already have a UC solution in place? Can I still subscribe to Allstream UC Managed Services?

UC Managed Services can be easily implemented whether you are installing a new UC solution or have had a solution deployed for a number of years. It works with equipment from Allstream, as well as hardware provided to you by any other service provider. Please speak with your Allstream sales representative or contact us at 1 888 811-6301 for the latest news on the vendor UC equipment supported by this solution.

## Is it cost effective?

Yes. Subscription costs for UC Managed Services compare favourably against those for in-house UC management. UC Managed Services enable you to avoid up-front capital investments and reduce operational support costs.



## What are the key benefits of Allstream UC Managed Services?

By investing in Allstream UC Managed Services, your organization can:

- Increase end user Quality of Experience (QoE)
- Enhance the performance of your integrated UC applications
- Focus on core business activities by leaving complex day-to-day management to experienced and certified remote and field personnel who will support Moves, Adds, Changes and Deletions (MACDs), software upgrades and configuration backups
- Reduce downtime and enjoy faster resolution time
- Improve budget management thanks to easy-to-understand start-up and predictable monthly charges
- Engage in more effective and consistent long-term planning
- Access rich reports on demand, submit requests and watch us work through the Allstream Web portal

Overall, UC Managed Services allow you to better protect your investments into your Unified Communications solution.

## Will it help me get more out of my UC investment?

Yes. Subscribers of Allstream UC Managed Services spend more time using the advanced features of their UC solutions to drive their businesses forward and less time keeping them up and running. The comprehensive reporting included with the service allows you to pinpoint performance enhancement opportunities that flow directly to the bottom line.

Allstream UC Managed Services lets you regularly assess how well your UC solution is meeting business needs, which supports a more cost-effective ongoing investment process. Additionally, trending and analysis help clarify UC infrastructure planning and decision-making.

## Why should I choose Allstream over another managed service provider?

Unlike other companies offering managed IP telephony, Allstream brings a unique record of operational excellence in delivering and managing networks to our ongoing support of UC infrastructure and applications. Our deep engineering capabilities, built up through decades of deploying and operating some of the most leading edge, complex networks in the country, give us a distinct advantage in managing UC. By relying on our expert support personnel to work as an extension of your team, you also eliminate the need for having your own dedicated UC-savvy staff and up-to-date tools.

As an added advantage, Allstream can dispatch our personnel in the field to resolve on-site issues in a timely manner. Competitors that lack this capability often can't deliver as quickly or thoroughly.

## What happens if my needs change?

We've got you covered. Trust Allstream to assure the availability and performance of your UC network and applications as your business grows. UC Managed Services will operate and optimize your evolving UC deployment as you to add more employees, sites and integrated business-critical applications down the road.

**Sales Rep Name**  
**Sales Rep Phone Number**

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