

HOW YOUR
INFORMATION
GOES TO WORK

Realizing the Value of Unified Communications

Unified Communications represents a paradigm shift for virtually everyone in an enterprise. With Unified Communications, users see the benefits from the convergence of Unified Messaging (voice, e-mail, fax), instant messaging, presence awareness, audio and Web conferencing and collaboration tools that greatly increase their personal productivity. Tactically, most organizations start this journey in Microsoft[®] Exchange, and expand its capabilities to a full Unified Messaging deployment.

The benefits that Unified Messaging creates for enterprises will be profound. Users will become more organized and productive by streamlining access from multiple devices and for multiple types of communication. Managers will be able to make decisions more quickly because they will have more information available. IT administrators will become more efficient by managing a single system for various communication types that today are distributed across the enterprise.

MICROSOFT EXCHANGE 2007

The single most important catalyst for the growth of Unified Messaging will be Microsoft Exchange 2007. In addition to the other advantages of Microsoft Exchange 2007 (including improved server loading and better security), Microsoft Exchange 2007 includes a robust Unified Messaging server. This component of Microsoft Exchange 2007 integrates voice and fax with e-mail, giving users the tools they need within the Microsoft Outlook[®] inbox with which they are already familiar.

ENSURING A SMOOTH MIGRATION TO MICROSOFT EXCHANGE 2007

However, deploying Microsoft Exchange 2007 doesn't "just happen," particularly when you realize how critical this Unified Communications (UC) environment will become, and the massive amount of e-mail, voicemail, fax and instant message information that will need to be managed. Successful UC deployments require a unique combination of advanced Microsoft expertise, information management technology and experience.

EMC brings together these unique capabilities within EMC[®] Global Services, which not only includes its deep information management and storage technology experience, but also a global team of approximately 1,000 Microsoft-specific consultants who can help to ensure that enterprises migrate to Microsoft Exchange 2007 successfully. By providing architecture and implementation services, technologies and other resources necessary to help enterprises move to Microsoft Exchange 2007, EMC can provide organizations with a seamless transition to the many benefits of Unified Messaging. EMC can then extend the Unified Messaging environment with other productivity tools to enable presence awareness, instant messaging, audio/Web conferencing and collaboration creating a complete Unified Communications solution.



Of the top 10 problems that organizations experience when managing their messaging systems, most are focused on storage-related issues.

SOURCE: OSTERMAN RESEARCH

“EMC and Microsoft can address all of [the] challenges that enterprises will face as they migrate to Unified Messaging using Microsoft Exchange 2007... an important catalyst for the growth of Unified Messaging.”

THE CHALLENGES THAT NEED TO BE ADDRESSED

Organizations that want to realize the benefits of Unified Messaging will need to deal with several challenges, including:

- Information Growth**
 E-mail storage is growing at an average rate of roughly 30 percent per year, making it the leading problem in managing e-mail systems today. By putting voice and fax communications into a user's mailbox, plus the growing quantity of e-mail sent and received each day, storage requirements will grow dramatically.
- Discovery, Archiving and Compliance**
 E-discovery is becoming an increasingly important consideration for enterprises. Unified Messaging will increase the challenge of e-discovery because voice and fax communication will also need to be searched and presented during discovery.
- Mission-Critical Data Management and Disaster Recovery**
 The integration of an increasing number of data types into a unified system will require better data management—improved storage, better archiving, better search tools and other capabilities—to support requirements for e-discovery, regulatory compliance, data mining, disaster recovery and other applications.

EMC AND MICROSOFT: REALIZING THEIR MISSION-CRITICAL SYNERGIES

EMC can address all of these challenges that enterprises will face as they migrate to Unified Messaging using Microsoft Exchange 2007. In addition to EMC's services in architectural planning, deployment and support, EMC offers a range of technologies and services that will ensure a successful migration:

- Storage and Data Protection Technologies**
 EMC's storage, backup and replication tools complement Microsoft Exchange 2007's capabilities by enabling rapid restoration of Microsoft Exchange databases and mailboxes. EMC solutions support the new server roles and protection methodologies in Microsoft Exchange 2007 to provide a scalable and centrally managed Microsoft Exchange 2007 implementation.
- Archiving Capabilities**
 EMC's widely used archiving solutions help ensure that an enterprise can comply with

the growing number of regulatory and legal obligations it faces. EMC can help find files that are not in compliance with IT support, and archive infrequently accessed data, providing a lower total cost of deployment. This will become even more important in a Unified Communications paradigm.

Improved Mission-Critical Availability and Disaster Recovery

EMC's integrated hardware and software solutions help ensure rapid recovery from corrupted Microsoft Exchange Server databases and hardware failures while maintaining the availability of Microsoft Exchange Server data.

MAXIMIZING THE BENEFIT OF UNIFIED MESSAGING

Unified Messaging is the logical progression from the silos of communications in place in most organizations today to a single data store that makes users and IT staff more productive and efficient, and that can significantly reduce the cost of ownership for communication. The synergy of Microsoft Exchange 2007's robust Unified Messaging capabilities, coupled with the services and technology provided by EMC, can help ensure that enterprises making the jump to Microsoft Exchange 2007 will realize the maximum benefit from their investment and create the foundation for a complete Unified Communications solution.

Download the full article, "Realizing the Value of Unified Communications," at Redmondmag.com/showcase/MicrosoftEMC/1.

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ABOUT EMC

EMC Corp. is the world's leading developer and provider of information infrastructure technology and solutions that enable organizations of all sizes to transform the way they compete and create value from their information. Information about EMC's products and services can be found at www.EMC.com.