

White Paper

Measuring the Pain: What is Fragmented Communication Costing Your Enterprise?

Siemens Enterprise Communications GmbH & Co. KG
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Communication for the open minded

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Executive Summary

Unified Communications, or UC, is a relatively new technology solution category with a lot of different definitions. Not only is the solution not well understood, but there is also a lack of perception and understanding of the business problems that UC addresses.

This paper describes several categories of latent costs that are unnecessarily borne by businesses (who have not deployed UC) each year. These costs impact organizations of every industry and size. The paper will explore ways to identify these costs and, more importantly, explore ways of eliminating these costs through the practical application of UC solutions.

As communications technology proliferates, users are subjected to an increasing level of information overload and lack of control. With multiple devices and interfaces to access content, learning curves and complexity become a major challenge. On the other hand, reaching out in real-time to communicate with individuals or multiple team members becomes increasingly difficult in this fragmented communications world. Delays, lack of closure on questions or processes, or duplicate communication attempts all add up to a potentially frustrating and unproductive business environment.

But to what degree is this really felt by users, and how does it impact business?

Insignia Research of Toronto, Canada set out to objectively and comprehensively measure the nature and impact of communication friction, latency and overload – based on the real-world experiences of those who know best – end-user employees in the organization. The study clearly identifies, prioritizes, validates and quantifies the pain, frustration and costs (both monetary and customer satisfaction) that are endured in the typical organization today.

Insignia Research conducted a comprehensive online survey covering ten aspects of collaboration in the summer of 2007. 517 participants from the U.S., Canada, and Europe completed the survey. 62% percent of the respondents identified themselves in customer-facing sales and service roles. The qualified participants were recruited for the survey through various targeted online communities and newsletters.

In a nutshell, the survey exposed the following:

- The most common and costly pain point (experienced by 94% of participants) was found to be the latency resulting in “waiting for information” from colleagues who were not available when needed. The average length of this delay, which is directly attributable to the use of disjointed systems, is 5.3 hours per week, resulting in an average annual cost of over \$9000 per user. Considering the majority of survey respondents are in customer-facing roles, this 5.3 hour delay per week (per person) in any business process is indeed troubling.

- Those who regularly travel for business estimated spending eleven days this past year on unnecessary or avoidable business travel. This means an annual waste of at least \$3400 per person on unnecessary business travel! This happens when frequent collaboration with existing communications systems is not effective. This forces managers to synchronize teams through expensive face-to-face meetings requiring travel.
- Lack of parity in communication services reduced productivity by an average of 7.8 hours a month for respondents who spent at least 10% of their time working from remote locations. This productivity reduction exists only because workers are not equipped with effective, remotely-accessible collaboration tools.
- 75% incurred incremental communication costs on up to 4 business trips within the last six months, with an average expense of \$186 per trip and an average annual cost of \$1488 per business traveller. These are the additional communications expenses on top of typical travel expenses.

Never before has a study so clearly captured the extent of the frustration felt by individuals, managers and teams, and so completely quantified the extraneous costs leaking out of the enterprise as a result.

So where to go from here? This study validates, with convincing results, that the current communications status quo must be addressed, for companies that want to stay competitive and productive. The study clearly demonstrates that those in management roles are especially aware of the frustration and cost being tolerated by employees, yet few know how to change it. The significant financial cost of doing nothing is quantified and summarized on page 11.

The answer, in large part, is Unified Communications. UC solutions aim to break down the obstacles and complexity to communication in the enterprise, while optimizing the performance of communications-sensitive business processes. The implications of the study on competitive advantage are clear, and fortunately there is a logical and actionable path to take.

After reviewing the summary findings from our study, the final page of this report provides further guidance on Siemens' industry-leading UC solution – OpenScape, designed to remove the costly communications guesswork, pain and expense endured by today's global business community.

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Background

Siemens Communications is one of the leaders and visionaries in unified communications. Consequently, we have commissioned several studies (including those by Forrester, SQM Research, Basex Research and Aberdeen Research) on the topic of communication disabilities.

That said, most, if not all of the studies have been case studies that focused on conditions after the installation of a unified communications solution. Therefore, the perceptions and opinions gathered are potentially distorted, increasing or decreasing the evaluation of difficulties *before* adopting a unified communications solution.

In contrast, the purpose of this study was to understand and uncover the communication disabilities experienced in environments **before** a unified communication solution is in place.

The key difference here is that the information gathered was not influenced in any way by exposure to any product. This has allowed us to understand the unbiased needs that exist. This research was conducted to best understand the pain points, delays and costs experienced by actual end users who do not yet have access to unified communications in their workplaces.

Additionally, this Insignia Research survey differed from others that have been conducted elsewhere on the topic of communications in the following ways:

- Is the largest *end-user* survey on the topic of fragmented communications (517 respondents)
- Targeted respondents in customer service/sales roles; majority (62%) in customer-facing functions
 - Therefore all time delays and frustration levels quantified here directly impact customers
- Quantified the real cost of the status quo in terms of hard dollars and time delays/loss
- Captured the impact to managers and found their frustration levels are generally higher
- Was not limited to a single industry or vertical
- Surveyed contact center employees and other enterprise employees (not just one group)
- Quantified frustration, anxiety of users
- Quantified cost in time impact on serving customers
- Included a geographically and culturally diverse set of respondents (US, Europe, Canada)

Objectives

The main research objective was to gain a full understanding of communications disabilities and human latency issues surrounding process alignment and collaboration.

Methodology

Insignia Research of Toronto conducted an Internet survey among individuals that met the following criteria:

- Business professionals who work in the capacity of sales, finances, customer service, or supply chain.
- They use 2 or more different streams of communication.
- Currently they are not on a unified communications system.

These participants were recruited by embedding a link to the survey in web sites and industry relevant e-mails, plus a panel of qualified respondents. CRMXchange served as the main source of mail outs to potential participants.

Profile of Respondents

In addition to the criteria listed above, what we learned about the respondents was:

- Majority (58%) identified as leaders of teams
 - 31% identified as management
 - 14% as executives/owners
 - 13% as project leaders

They work in the following industries: Technology, Financial, Public Sector/Government, Manufacturing

- Majority (62%) are in customer-facing roles (customer service/ sales roles)
- 74% reported working offsite at least 10% of work week
- Average hourly wage of all who disclosed salary was \$37/hour
- Over half travelled at least once within last 6 months

Size of Respondent's Current Company

Size of Company	Number of Respondents	% of Total (517)
Less than 100	106	21
100 to 999	94	18
1,000 to 9,999	109	21
10,000 or more	188	36
Prefer not to Answer	20	4

Respondent's Age

Age	Number of Respondents	% of Total (517)
Under 30	54	10
30 to 39	158	31
40 to 49	160	31
50 and over	115	22
Prefer not to Answer	30	6

Location of Respondents

Work Location	Number of Respondents	% of Total (517)
USA	334	65
Europe	99	20
Canada	51	10
Other	33	5

Key Findings

Pain Point Definitions

Insignia Research defined the ten pain points covered in the survey as follows:

1. **Waiting for Information**—attempting to get in touch with/get information from an individual with multiple means of communication in order to make progress on a particular project.
2. **Unwanted Communications**—communications that disrupt the flow of work.
3. **Inefficient Team Coordination**—inability to fully direct or interact with a team in order to move it towards its goals.
4. **Planning to plan**—time spent to make arrangements for the purpose of planning to actually make progress towards completing work.
5. **Barriers to Collaboration**—inaccessibility, or other communication-tool based lack, of full collaboration with colleagues.
6. **Offsite Productivity Loss**—less production for the effort when working from a location other than one of the company's offices.
7. **Customer Complaints Due to Communications**—handling complaints and other incidents of customer dissatisfaction that stem from the communication policies/technology of the company.
8. **Trips with Additional Communication Costs**—added costs of communication while on business trips.
9. **Trips to "Synch Up"**—business trips taken for the purpose of receiving information that will be disseminated to a number of individuals at the same time/place and in the same manner.
10. **Working from Home Extra Costs**—added costs of communication when working from home.

Pain Point Assessment

All but one of the pain points covered in the study affected over 50% of the work force surveyed. The one point that didn't was that which asked about extra communication costs incurred when working from home. 42% of respondents stated experience with this pain. This is a logical number since not all workers fitting the described profile have the opportunity to work outside a main office/call center.

The waiting for information pain point rates highest in terms of impact on work, but several others were also noted as having a significant impact on work. Of importance to note is the frustration with these pain points, and how frustration is rated as higher than impact on work. This suggests that these pain points can have debilitating effects on people's temperaments and demeanors as they deal with customers and fellow employees. Insignia Research also obtained insight into which pain points the participants considered a high priority to solve.

When taking all these variables into consideration, key pain points that require immediate attention include:

1. Waiting for Information
2. Unwanted Communications
3. Inefficient Team Coordination
4. Planning to Plan
5. Barriers to Collaboration
6. Offsite Productivity Loss
7. Customer Complaints Due to Communications

Pain Points	Incidence %	Percent Among Those Impacted			
		Time Involved	Extremely /Very Significant Im- pact	Extremely /Very Frustrating	Priority to Reduce Extremely/Very High
1. Waiting for Information	94	5.3 ¹	35	38	38
2. Unwanted Communications	91	3.5 ¹	22	34	29
3. Inefficient Team Coordination	80	3.5 ¹	24	30	31
4. Planning to Plan	79	3.1 ¹	17	23	28
5. Barriers to Collaboration	78	3.6 ¹	25	31	35
6. Offsite Productivity Loss	59	2.0 ¹	23	34	36
7. Customer Complaints Due to Communications	57	2.6 ¹	23	37	42
8. Trips with Additional Communication Costs	55	4.3 ²	26 ³	n/a	n/a
9. Trips to "Synch Up"	54	5.5 ²	24	21	26
10. Working at Home, Costs	42	6.7 ²	15 ³	n/a	n/a

¹ Hours per week

² Trips/occurrences per 6 months

³ High expense (\$100+)

Pain Points in Perspective

To demonstrate, if one considers the number of US workers in service fields (jobs excluded farming, manufacturing, and construction), even the pain point with the lowest incidence may be affecting nearly 50 million US workers.

While the time involved in each pain point may be low for a single individual, the extrapolation clearly shows that the total time drain produced by dealing with the pain points is quite considerable. For example, looking only at the three hour finding associated with the “planning to plan” pain point, 281 million labor hours are spent performing superfluous arrangements in an attempt to collaborate in real-time to get work done.

Here’s another way to think about this: right now, there are over 108 million frustrated employees (in the U.S. alone) waiting for information from someone else before they can proceed with a task or process.

Even if individuals can fill communication voids with other tasks, process performance (which tends to be largely linear) still suffers. The cumulative effects of the delays, when experienced by many people within an organization, directly impact many processes. The delays can surface in how customers make purchases, how they are serviced, how purchase orders are processed, how quotes are given, how loan documents are handled and how many other processes are executed. When you remember that the majority of survey respondents are in customer-facing roles, that 5.3 hour delay per week (per person) is usually transferred to the customer. This is indeed a heavy price for an organization to pay for ineffective communication tools.

Pain Point	Projected # of U.S. Workers It Impacts ⁴
1. Waiting for Information	108,045,480
2. Unwanted Communications	104,597,220
3. Inefficient Team Coordination	91,953,600
4. Planning to Plan	90,804,180
5. Barriers to Collaboration	89,654,760
6. Offsite Productivity Loss	67,815,780
7. Customer Complaints Due to Communications	65,516,940
8. Trips with Additional Communication Costs	63,218,100
9. Trips to “Synch Up”	62,068,680
10. Working from Home Extra Costs	48,275,640

In addition to quantifying how many are experiencing what level of frustration and the negative impact on workflow, we now have a complete view of the financial impact of today’s communications status quo. The table on the following page tabulates all the findings and extrapolates the data for organizations of 100, 500 and 1000 workers who fit the profile of the respondents.

⁴ Employment Data from the US Census Bureau

True Cost of the Status Quo

Category	Find- ing	Multiplier (from sur- vey data)	Annual Cost /user	100 Users Annually (US dollars)	500 Users Annually (US dollars)	1000 Users Annually (US dollars)
Opportunity Costs		<i>Respondents average weighted hourly wage</i>				
Time Attempting to, But Not Reaching Colleagues to Collaborate (hours/wk); 46 weeks	5.3	37	\$9,021	902060	4510300	9020600
Time Lost to Interruptions/unwanted comm (hours/wk); 46 weeks	3.5	37	\$5,957	595700	2978500	5957000
Time Lost Planning to Plan (hours/wk); 46 weeks	3	37	\$5,106	510600	2553000	5106000
Time Lost to Failed Collaboration Attempts (hours/wk); 46 weeks	3.6	37	\$6,127	612720	3063600	6127200
Reduced Productivity when Offsite w/o effective comm tools (hours/wk); 46 weeks	1.95	37	\$3,319	331890	1659450	3318900
Time Handling Customer Complaints re: Lack of Responsiveness (hours/wk); 46 weeks	2.6	37	\$4,425	442520	2212600	4425200
Total Potential Opportunity Costs (assuming 100% loss of productivity during communication delays)				\$3,395,490	\$16,977,450	\$33,954,900
Estimated actual loss (based on a conservative 25% loss of productivity during communication delays)			\$8,489	\$848,873	\$4,244,363	\$8,488,725
Avoidable Expenses						
Unnecessary Business Travel (Domestic) for Group Synchronization Meetings (finding was 11 days; at least 50% of this can be avoided/reduced with UC). Average daily spend source: Business Travel News, 2006 Corporate Travel Index	5.5	309	\$1,700	\$169,950	\$849,750	\$1,699,500
Additional Comm Expenses when Travelling (multiplier is 8 trips per year where expenses were incurred)	\$186	8	\$1,488	\$148,800	\$744,000	\$1,488,000
Additional Comm Expenses when working from home w/o ability to route calls through corporate network (multiplier is per 1 user)	\$1,250	1	\$1,250	\$125,000	\$625,000	\$1,250,000
Total Avoidable Expenses			\$4,438	\$443,750	\$2,218,750	\$4,437,500
True Cost of Doing Nothing				\$3,839,240	\$19,196,200	\$38,392,400
Conservative Cost of Doing Nothing			\$12,926	\$1,292,623	\$6,463,113	\$12,926,225

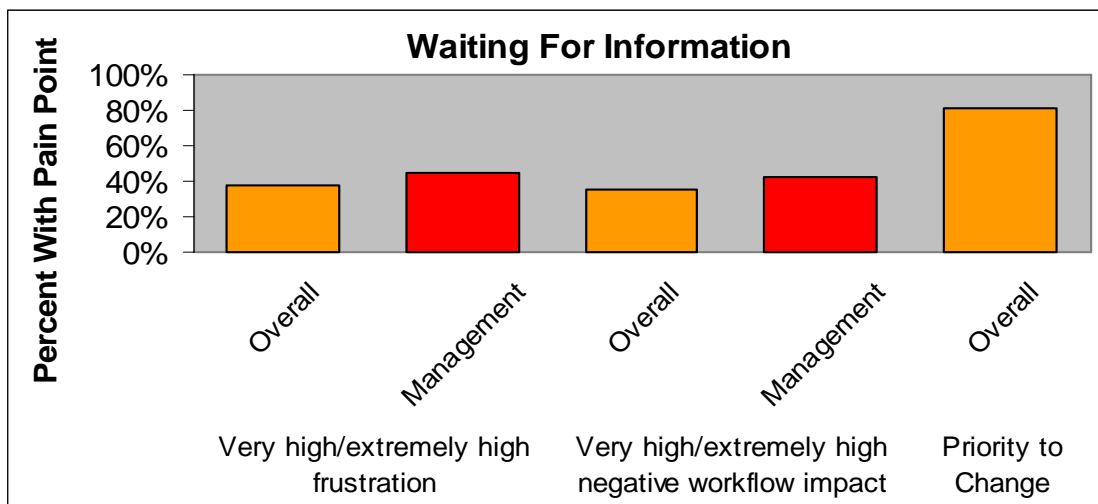
Clearly when user frustration and pain are evaluated holistically and hard dollars quantified, even the smallest enterprise is suffering. Companies are leaking large amounts of cash; end users and managers are coping with existing tools because what's in place doesn't allow them to efficiently execute highly collaborative business processes.

Findings in Detail

The Pain Point: Latency—Waiting for Information

Insignia Research asked the respondents if they find themselves waiting for information before making progress on a particular project, due to multiple unsuccessful attempts to reach others. Only respondent who answered affirmatively were asked about time spent waiting and feelings about this latency.

- 94% find themselves waiting for information from others. This includes leaving multiple messages on the same subject in an attempt to get input before moving forward on a task.
- The average wait was found to be 5.3 hours per week. When you consider that the majority (62%) identified themselves to be in customer service or sales roles, you can clearly see the negative impact of latency on new revenue and customer satisfaction. Imagine if each person on a team is having this experience—think of the negative, cumulative impact on critical business processes.
- 81% stated that having a way to reduce time spent on multiple attempts to reach people is a priority for them.
- While most individuals felt neutrally about the pain point's impact on their work, 35% consider the impact very/extremely significant, due directly to the inaccessibility of key people. With management, survey results indicate the level impacted climbs to 42%.
- 78% find dealing with their (and others') various modes of communication (instead of making progress on projects) frustrating.
 - Of these, 38% expressed very high to extremely high frustration
 - Management has a higher degree of frustration; 45% expressed very high to extremely high frustration



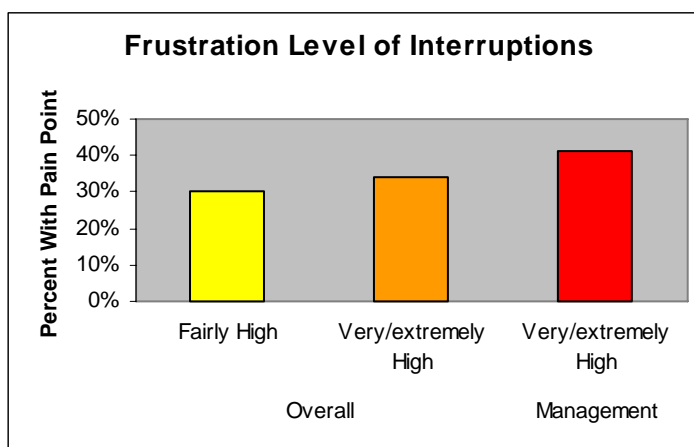
The Solution:

OpenScope enables team members to know if key contacts are available to communicate, *before* they try contacting them. It provides a single view of all the communications media people are using (voice, email, instant messaging, or video) and a real-time availability status indication on a person's availability at that moment.

The Pain Point: Interruptions—Unwanted Communications

Insignia's survey asked the respondents how much time in a week they spent dealing with interruptions like unwanted phone calls, emails, and voice messages that disrupted their workflow.

- On average, respondents spent 3.5 hours per week on unscheduled communications that distracted them and therefore negatively impacted their productivity.
- Overall, 64% experienced some level of frustration when dealing with these events.
 - Of these, 34% are very/extremely frustrated.
 - Of people in management roles, 41% reported very high to extremely high levels of frustration.



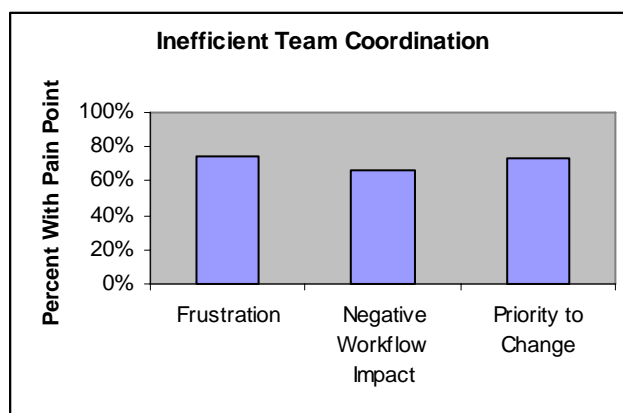
The Solution:

OpenScope is based on user-granted permissions and call routing rules. You decide when and how to be available to receive incoming communications. You can filter different communications media by time of day, designate specific phone numbers to have priority to reach you or send everyone to voicemail to work uninterrupted towards a deadline. You can eliminate these painful distractions and stay focused on your work.

The Pain Point: Inefficient Team Coordination

Insignia asked respondents whether they experience coordination obstacles that impact their team's ability to move towards its goals, make deadlines, and deliver high quality work.

- Two-thirds reported a "fairly to extremely significant" negative impact on their work efficiency.
- One of every four managers expressed very to extremely significant negative impact on their coordination efficiency. Anything negatively impacting 25% of the management team's ability to coordinate their people deserves immediate attention.
- $\frac{3}{4}$ of all respondents were frustrated by the difficulty of coordinating team members.
- 73% stated that having an efficient coordination system that reduced or removed these hindrances is a priority.



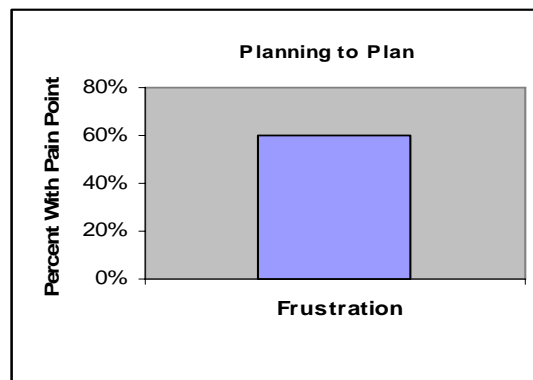
The Solution:

OpenScape enables easy coordination of workgroups, immediate launching of planned or spontaneous audio, web or video conferences, and secure document sharing. Managers using OpenScape have continuous insight on the accessibility of team members to communicate on available media throughout the day, greatly improving coordination activity.

The Pain Point: Planning to Plan

Insignia asked respondents if they are forced to spend time “planning to plan” (time spent to make arrangements for a planning session to make progress towards completing work). Insignia specifically asked if, for example, respondents were forced to schedule a meeting with one group to meet with another group because they were unable to simply gather everyone in real-time to make a decision.

- Insignia Research found that on average participants spend over three hours a week attempting to schedule collaboration time with workers. Keep in mind this isn't an assistant spending this time trying to gather people; it's the highly-paid collaborative knowledge workers themselves! That's a lot of lost time within an organization when process execution is on hold because collaboration processes are difficult to coordinate.
- Three out of five respondents reported some level of frustration when planning to plan.



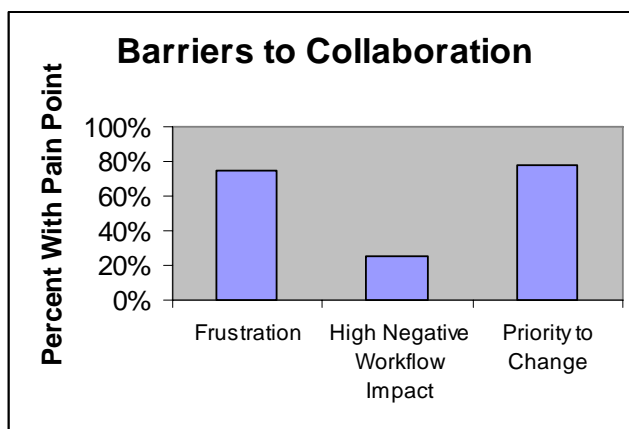
The Solution:

OpenScape makes it simple to get key colleagues together to make a decision now or to coordinate a future collaboration session. Even while sitting in a car with a mobile phone, you can use the voice portal to access a workgroup, launch an audio conference with the group, and set up a meeting the next day to get an urgent task started.

The Pain Point: Barriers to Collaboration

Insignia's survey asked the respondents about whether there are times when they cannot successfully collaborate with colleagues due to communications tool-based reasons.

- On average, respondents reported losing 3.6 hours a week because attempts to collaborate with key co-workers failed.
- Three quarters of all respondents expressed some level of frustration with obstacles to collaboration.
- 78% state that finding a way to fully benefit from collaboration is a priority for them. This would indicate that satisfaction with a status quo filled with obstacles to collaboration is simply not acceptable.
- One out of four expressed a very high to extremely high negative impact on their work due to the inability to effectively collaborate.



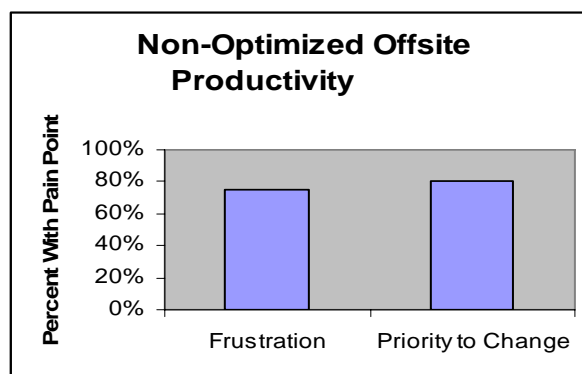
The Solution:

Just collaborate. With OpenScape conferencing, all parties are called out to their preferred devices. The system brings everyone together to discuss and exchange ideas. No more calls with missing participants due to inaccessible conference bridge information or being stuck in traffic. When OpenScape calls out to people instead of individuals having to call in, calls are not only more likely to happen, but they're also more likely to start on time.

The Pain Point: Non-optimized Offsite Productivity

Insignia asked the respondents about their experiences and productivity levels when collaborating from locations offsite. Insignia Research asked if productivity is reduced due to office-based tools being inaccessible outside the main work location.

- The majority (74%) reported working offsite at least 10% of their work week. The respondents reported an average of 7.8 hours a month of reduced productivity at off site locations because they lack the communication tools offsite that they have in their main office.
- Nearly three quarters of respondents reported levels of frustration due to reduced productivity from offsite locations.
- 80% place a priority to reduce this problem. Enterprises should address this problem very soon—there is convincing data showing that working while mobile or offsite is a fast-growing global trend.



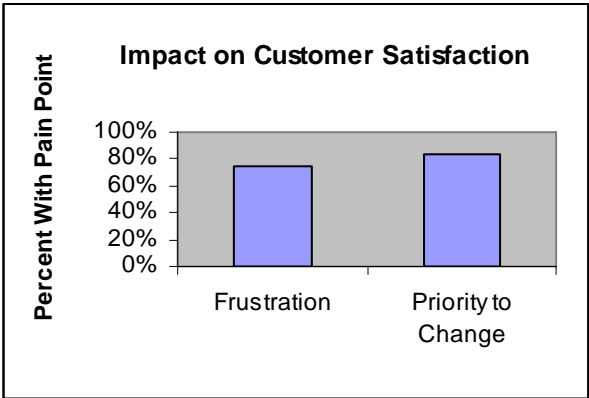
The Solution:

OpenScape's powerful features are accessible from any desktop and phone, enabling collaboration from wherever people happen to be. The result is optimized personal and team productivity whether employees are offsite or at the main office, meaning that where you work is irrelevant—you're available and that's what matters to your team.

The Pain Point: Customer Satisfaction—Complaints Due to Communications

Insignia asked the respondents about time spent handling complaints and other incidents of customer dissatisfaction that stem directly from the communication policies/technology of the company.

- 84% reported spending up to four hours/week dealing with unhappy customers who had been left waiting for responses.
- Three quarters of this group expressed frustration when receiving these negative comments and complaints from customers.
- 83% place a high priority on finding a solution to reduce the level of customer complaints associated with poor communications.
- The frustration is reflected in a desire for a solution. Because the question asked specifically about complaints stemming from the communication systems of the company, this prioritizing of a solution indicates that many suffering from this pain point recognized valid elements in the complaints, and that the company's communications have room for improvement.



The Solution:

With unified communications implemented in your enterprise, contact center employees and other enterprise experts needed to address your customer's problems, are just a click away.

The Pain Point: Increased Communication Costs Due to Travel

Insignia asked respondents if they incur additional costs when communicating with colleagues on business trips. This can include hotel phone charges, mobile phone roaming charges, calling cards and other alternate means because corporate systems are not portable.

- More than half of the respondents reported incurring additional communication costs when travelling.
- Three quarters of respondents incurred incremental charges on up to 4 trips within the last six months
- Average expense was \$186 per trip; this adds up to \$1488 in additional expenses for communications while travelling per traveller, per year.

For any organization with a large number of business travellers, this finding will be rather alarming and worthy of immediate attention to reduce this expense.

The Solution:

With OpenScape, you can say bye to expensive hotel phones, roaming charges, calling cards and the financial drain they cause. Your corporate extension goes with you on your laptop and you're available when and where you want to be.

The Pain Point: High Travel Expenses to Synchronize Teams

Insignia's survey asked the respondents if they had taken any business trips in the last six months for the purpose of receiving information to synchronize work efforts with a team. Trips taken for other reasons are not included in the findings.

- Over half of all respondents reported at least one business trip within the last six months dedicated to synchronizing the work of a team.
- They reported an annual average of 11 days spent on internal team meetings requiring travel.
- Nearly two-thirds of respondents place a priority on finding a way to collaborate frequently with their colleagues to avoid taking a business trip to do so. In other words, two-thirds believe that the number of business travel days spent on internal meetings to synchronize team work is largely unnecessary.
- This means that enterprises are leaking incredible amounts of money each year because frequent collaboration with existing communications systems is not effective. The summary table on page 11 shows the huge financial drain of this pain point on organizations of 100, 500 and 1000 employees taking unnecessary business trips.

When team meeting travel is domestic, this translates to an expense of \$3400 per person per year (in the U.S.) in trips that may not be necessary.⁵ Domestic travel costs within other countries are comparable to this figure.

When travel is international in nature, the annual expense jumps \$4070 per person.⁶

A cautionary note to managers of business travellers: left unchecked, this trend will continue to cause cash to seep out of the enterprise. According to the annual American Express Global Business Travel Forecast, business travel expenses (planes, cars and hotels) are expected to grow at 4.5% annually⁷

	Average Daily Expense ^{5,6}	Average Annual Expense per employee (of 11 unnecessary travel days for internal meetings)
Domestic Travel	\$309	\$3,400
International Travel	\$370	\$4,070

The Solution :

With OpenScope you can greatly reduce these unnecessary costs with more frequent, effective collaboration so team work can stay synchronized. What if you could reduce your travel expenses by just 50%?

⁵, ⁶ Source: Average daily spend on business trips is \$309 domestically (U.S.), \$370 internationally, according to the *Business Travel News*, 2006 Corporate Travel Index.

<http://www.btnmag.com/businesstravelnews/images/pdf/mission.pdf>

⁷ Source: "On the road again, and it'll cost more in '07", *USA Today*.

http://www.usatoday.com/money/biztravell/2006-12-12-travel-usat_x.htm

The Pain Point: Cost of Working from Home (without the right communication tools)

The final question on Insignia's survey asked the respondents if they had incurred any additional costs to communicate with colleagues when working from home offices. The survey did not take into account the extra time required to process expenses reports for reimbursement resulting from those costs. The data reflects only the extra money used to communicate, because the user had to utilize an alternate means to collaborate vs. corporate resources.

- Almost half reported incurring additional expenses for communication when working from home. (Because they are not equipped with a system that enables their calls to route through their corporate voice network).
- On average those experiencing this pain point spent \$1,250 per year in additional communication costs when working from home because they lacked a corporate voice solution that would help them avoid these costs.

As teams become more dispersed across the globe and time zone considerations require more people to work from home at least part of their workday, steps should be taken to keep this incremental cost from skyrocketing.

The Solution:

With OpenScape, a person working at home is connected to their secure corporate voice, instant messaging and conferencing resources exactly the same way as in the office. No calling cards and time-wasting reimbursement reports--just a happier, more productive workforce.

Summary

Despite the advances in communications technology – or ironically, possibly because of these advances – business users are clearly experiencing a frustrating, complex and fragmented communications environment. While the multiplicity of devices and media give flexibility and choice, they also add to communication latency, friction and overload.

The ability to ‘connect’ in real-time suffers, duplicate and redundant communication attempts proliferate, and key business processes that rely on communications are slowed down (or even stopped altogether) because of fragmented communications.

Clearly when user frustration and pain are evaluated holistically, and the hard dollar costs quantified, even the smallest enterprise is seriously impacted. Enterprises are leaking large amounts of cash; end users and managers are left coping with existing systems instead of embracing them to efficiently execute highly collaborative business processes.

Implementing a unified communications solution can change all this and add great value to any organization. Enterprises do have actionable steps available to greatly reduce the quantified pain, frustration and incremental expenses found in this research survey.

When professionals have the ability to know how to reach colleagues when they need them, use whatever media is at hand, and collaborate from wherever they happen to be working, today’s built-in delays to the execution of business processes begin to disappear. The process efficiencies and resultant competitive advantage in customer satisfaction and revenue generation are indeed exciting and available today.

About Insignia Research

Insignia is a full service consultancy that offers all types of research services and strategic guidance. We operate globally; in the past year we conducted research in over 10 countries.

We are a team of senior professionals dedicated to providing our clients with the most accurate and advanced research intelligence, leading to actionable in-depth strategies. For more information about Insignia please visit: www.insigniaresearch.com

About Siemens Communications, Inc.

Siemens Communications, Inc. is one of the world’s leading vendors of Open Communications solutions for enterprises of all sizes, enabling business processes to be more productive, faster and more secure – with any device, network or information technology infrastructure. The company is a wholly owned subsidiary of Siemens AG with about 15,000 employees globally.

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About OpenScape

OpenScape addresses the problem of communication overload, friction and latency. Having too many calls, emails, voicemails, devices, and phone numbers to manage can be overwhelming. With so many options for communicating, reaching the right person at the right device, on the first try is much harder than it used to be.

OpenScape is a software productivity tool that facilitates faster action and decision making by quickly and easily connecting people, devices and information. With OpenScape, you can be reached via one number, and all of your messages can be retrieved and managed from a single inbox, regardless of media, device or location.

What makes OpenScape unique is that it can be easily integrated with your existing business applications, creating all sorts of advantages for your business such as improved productivity and more optimized processes and workflows.

Enterprises using OpenScape show dramatic savings in the areas of third-party conferencing services, mobile phone service fees, and travel costs. In the areas of business velocity, faster decision-making and task execution result in accelerated development cycles, time-to-market, customer response times, and sales cycles. Improvement in just one of these areas can mean increased revenues and a clear competitive advantage for companies of all sizes in any industry.

For more on Siemens Enterprise Communications, visit www.siemens.com/open.

For more on OpenScape and Siemens Open Unified Communications solutions, please visit:

From the USA, click [here](#).

From the United Kingdom, click [here](#).

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