

UCC

GREECE 2017

4th Unified Communications
& Collaboration Conference

April 25, 2017, Athens



The new way of working

Connect, communicate, collaborate
anywhere, anytime, on any device

Welcome to

UCC

GREECE 2017

4th Unified Communications &
Collaboration Conference



Diamantis Papazoglou

Diamantis E. Papazoglou

Business Technology Consultants

diamantis@papazoglou.biz

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Agenda

10:00 - 10:30	<p>Welcome keynote speeches by:</p> <p>Nikos Botinis, Cisco Dimitris Bakakos, Space Hellas Thomas Kolovos, IEN S.A. - MITEL Antonis Balis, Intel - UNIFY Fotis Diakoumopoulos, AVAYA Angelo Gentili, Partnernet</p>
10:30 – 11:30	<p>Space Hellas - Cisco Presentation</p> <p>Ismini X. Mavrogianni, Network Consultant, Networking Solutions Division, Space Hellas</p> <p><i>«Advances in modern UCC Technology»</i></p> <p>Alkiviadis Zoupas, Systems Engineer, Cisco Systems</p> <p><i>«Cisco Spark. Νέες υπηρεσίες cloud collaboration»</i></p>
11:30 – 12:10	<p>Mitel - IEN S.A. Presentation</p> <p>Frederic Schilton, UCC Product Manager Manager, EMEA, Mitel</p> <p><i>"Creating a Collaborative Enterprise"</i></p>
12:10 – 12:50	<p>UNIFY - IMTEL Presentation</p> <p>Vassilis Giatilis, Technical Manager, UNIFY</p> <p><i>"UNIFY Athens Lab – Circuit – OpenScape Business"</i></p> <p>Antonis Balis, Sales & Business Development Director, IMTEL</p> <p><i>"Pay As You Go"</i></p>

12:50 - 13:20	Coffee Break
13:20 - 13:45	AVAYA - BARPHONE Presentation Vassilis Koutsopagos, AVAYA Presales Engineer, Barphone <i>"Team & Customer Engagement Solutions"</i>
13:45 - 14:10	PartnerNet Presentation Angelo Gentili, Business Development Director PartnerNet <i>"Businesses of All Sizes Should have the Tools to Succeed"</i>
14:10 - 14:20	TP-LINK Presentation Stamatis Iliou, B2B Channel Sales Manager, Hellas & Cyprus <i>"UC over Reliably Intelligent Infrastructure"</i>
14:20 - 14:30	ATLINKS Presentation Vassilis Giannis, Sales Greece, Balkans, Cyprus <i>"Atlinks Product Portfolio"</i>
14:30 - 15:10	Panel Discussion, Q&A
	Lunch - End of UCC Greece 2017 Conference

Summmarize UCC 2016

UCC 2016 Facts and Trends

UCC The UC&C solutions market remains diverse.

UCC Most UC&C projects fail to reach maximum potential.

UCC Enterprises pushing UC&C for a quick ROI, which is barely possible.

UCC Cloud UC&C has not the same momentum as Cloud IT.

UCC Workforce needs training to maximize the benefits of UC&C.

UCC UC&C is a key enabler for 24/7 communications anywhere anyhow.

UCC The Digital Workplace brings new challenges in our life and our business models.

@UCC2016 we concluded that

**UC&C is a fundamental
component of the new
workplace / workstyle.**

UC&C Trends 2017 (I)

by IT Pro Portal

The year of vendor commitment

More organisations will use **one primary vendor** for their UC needs. According to Nemertes Research, more than 40% of enterprises are planning to converge their UC apps around a single vendor.

To create a better user experience and guarantee smoother deployments, **large organisations will look to consolidate vendors**. Small businesses, aren't ready for consolidation just yet – they'll likely take advantage of disruptive providers in the new year.

Increased interoperability

Interoperability will be a big focus. Organisations will benefit of simpler, more streamlined unified communications. This allows collaboration to take place outside of an organisation's ecosystem while providing the ideal mix of cross-pollination for external communication.

Organisations that successfully deploy interoperable and integrated UC solutions **will experience greater adoption among users.** Improved interoperability allows businesses to make smarter, more scalable UC investments while removing burdensome communication silos.

Persistent collaboration shows true colors

Team chat has taken the workplace by storm, and apps have enabled organisations' consistent communication – both internal and external. This form of instant messaging has allowed work teams to interact more frequently and to keep a pulse on projects in real-time.

This year, there will be more clarity on how these tools will be capable of displacing traditional technologies – if at all – or if they'll continued to be used in isolation.

Video moves beyond conferencing

Video content has proven to be ubiquitous for business use, but enterprise-grade video conferencing has yet to become a true workplace staple.

Organisations will continue to push for video conferencing adoption in 2017, but they'll also work on making video an integral component to accelerating digital transformation.

UC&C Trends 2017 (II)

byOVUM

UCaaS will continue to gain traction

Operators targeting large enterprises will see greater adoption as they expand globally, modernize their mix of services, and activate UC licenses that customers purchased but never actually made available to employees.

Smaller providers will challenge operators with more cost-effective services for SMEs and a quicker product development cycle.

Hybrid cloud on the rise

Hybrid cloud will become an increasingly viable option, but mainly for businesses gradually migrating from premise-based UC solutions to hosted UC services.

Though many enterprises may maintain a hybrid UC solution for a number of years, the strategic goal for most will be for UC software to be entirely in the cloud.

UC vendors landscape change

The landscape of UC vendors will change as the strong get stronger and the struggling get acquired by rivals or private equity firms.

Vendor consolidation could change the long-term prospects of major suppliers. Enterprises should carefully evaluate their purchasing decisions to make sure solutions and services bought today are supported three to five years from now.

Advanced APIs UC&C transformation

Advanced APIs will transform the way enterprises make communications & collaboration available to their employees. UC&C functionality will be accessible from mobile and web-based applications not specifically designed to support voice, video, and messaging.

Providers should take a mobile-centric approach to their hosted UC services. Providers, particularly large operators, are in a unique position to tightly integrate UC with their mobility services.

We are ready

