

# Contents at a Glance

<b>Foreword</b> .....	<b>xix</b>
<b>Introduction</b> .....	<b>1</b>
<b>Part I: Getting Started</b> .....	<b>5</b>
Chapter 1: Unified Communication from A to Z.....	7
Chapter 2: All Present, Say Aye.....	17
Chapter 3: Understanding the Business Benefit .....	27
<b>Part II: Applying Unified Communications</b> .....	<b>39</b>
Chapter 4: Planning Your Deployment.....	41
Chapter 5: Unifying Voice .....	71
Chapter 6: Employing Instant Messaging.....	81
Chapter 7: Remote Connections .....	107
Chapter 8: Conferencing .....	121
Chapter 9: Collaborating and Sharing.....	141
Chapter 10: Single-Click Access .....	157
<b>Part III: Implementing Unified Communications</b> .....	<b>173</b>
Chapter 11: Eat the Elephant One Bite at a Time .....	175
Chapter 12: Configuring Voice .....	185
Chapter 13: Securing Unified Communications .....	209
Chapter 14: Archiving and Compliance .....	223
Chapter 15: Management and Troubleshooting .....	243
Chapter 16: Customizing Unified Communications.....	263
<b>Part IV: The Part of Tens</b> .....	<b>273</b>
Chapter 17: Ten Advantages of Unified Communications .....	275
Chapter 18: Ten Events You Shouldn't Miss .....	283
Chapter 19: Ten Tools You Should Have.....	289
<b>Index</b> .....	<b>297</b>



# Table of Contents

*Foreword*.....*xix*

*Introduction*..... **1**

About This Book..... 1  
How to Use This Book..... 1  
What You Don't Need to Read ..... 2  
Foolish Assumptions..... 2  
How This Book Is Organized ..... 3  
    Part I: Getting Started..... 3  
    Part II: Applying Unified Communications..... 3  
    Part III: Implementing Unified Communications ..... 3  
    Part IV: The Part of Tens..... 3  
Icons Used in This Book ..... 4  
Where to Go from Here..... 4

*Part I: Getting Started*..... **5**

**Chapter 1: Unified Communications from A to Z**..... **7**

Evolving From Voice to VoIP..... 7  
    PSTN..... 8  
    PBX..... 8  
    The Internet..... 9  
Converging Communications..... 10  
    You've got mail!..... 10  
    Communication at the speed of light ..... 11  
    The call heard around the world ..... 12  
    Can you see me now? ..... 13  
Future of Unified Communications..... 14

**Chapter 2: All Present, Say Aye**..... **17**

The Role of Presence ..... 17  
    Evolution of presence..... 18  
    Moving beyond "Are you there?" ..... 20  
Gluing Unified Communications Together ..... 21  
    Calendar..... 21  
    Office phone ..... 21  
    Mobile phone..... 22  
Business at the Speed of Presence..... 23  
    Streamlining processes..... 23  
    Developing a unified communications culture ..... 24  
    Beyond the organization..... 25

<b>Chapter 3: Understanding the Business Benefits</b> . . . . .	<b>27</b>
Communications Everywhere . . . . .	27
Increased Efficiency . . . . .	29
Increased Productivity . . . . .	31
Improved Customer/Partner Satisfaction . . . . .	33
Consolidated network architecture . . . . .	34
Reduced costs . . . . .	35

## ***Part II: Applying Unified Communications*** . . . . . **39**

<b>Chapter 4: Planning Your Deployment</b> . . . . .	<b>41</b>
Surveying the Landscape . . . . .	42
Assessing Your Existing Communications . . . . .	44
Directory . . . . .	44
E-mail . . . . .	45
PBX/PSTN system . . . . .	45
Voicemail . . . . .	46
Instant messaging and presence . . . . .	47
Conferencing . . . . .	47
Voice . . . . .	47
Enterprise LAN and WAN . . . . .	48
Evaluating Unified Communications Components . . . . .	49
Determine what features you want to deploy . . . . .	49
Evaluate your organization's specific needs . . . . .	51
Importance of high availability and disaster recovery . . . . .	51
Geographic distribution . . . . .	52
Number of users in each location . . . . .	52
Support for remote access and external user access . . . . .	53
Support for enterprise voice . . . . .	53
Scalability . . . . .	54
Network bandwidth requirements . . . . .	54
Survivability . . . . .	55
New unified communications features to consider . . . . .	55
Making the Business Case . . . . .	57
Travel . . . . .	58
Conferencing . . . . .	58
Telephone tolls and cell phone charges . . . . .	59
Office facilities costs . . . . .	59
Deploying the System . . . . .	60
Phase 1: Implement presence and instant messaging . . . . .	61
Phase 2: Implement conferencing . . . . .	61
Phase 3: Implement voice . . . . .	63
Taking everything into account . . . . .	64

**Chapter 5: Unifying Voice . . . . . 71**

- Understanding Unified Messaging..... 71
  - One inbox for all..... 72
- You've Got (Voice)mail..... 74
  - Playing voicemail from the unified communications application ..... 75
  - Getting voicemail in your e-mail ..... 75
  - Hang on, let me grab a pen ..... 76
  - Sharing messages..... 77
- Single Point of Contact..... 78
- Merging Phone and PC..... 79
  - Remote call control ..... 80
  - Dual-forking ..... 80

**Chapter 6: Employing Instant Messaging . . . . . 81**

- Evolution of Instant Messaging..... 81
- Instant Messaging in Corporate Enterprises..... 85
  - Manufacturing ..... 86
  - Advertising and Marketing ..... 87
  - Wholesaler ..... 88
  - Best practices for instant messaging in the enterprise ..... 88
- Instant Messaging and Unified Communications ..... 97
  - Making audio calls ..... 100
  - Receiving audio calls..... 100
  - Forwarding calls..... 101
  - Making video calls ..... 101
  - Conferencing ..... 102
  - Scheduling conference calls or Web-conferences using Outlook..... 102
- Using Instant Messaging to Improve Communications ..... 103

**Chapter 7: Remote Connections. . . . . 107**

- Extending the Reach of Unified Communications ..... 108
- Unified Communications on the Go ..... 110
  - Accessing E-mail via the Web..... 110
  - Communicating with instant messages over the Web..... 111
  - Unified communications from your mobile phone..... 112
- Talking Your Way Through
  - Unified Communications..... 112
    - “Reading” and reviewing e-mail ..... 113
    - Listening to e-mail..... 114
    - Responding to e-mail..... 115
- Managing Your Calendar ..... 115
  - Checking your calendar ..... 115
  - “I’m running late” ..... 116
  - Canceling a meeting..... 116

Cancel my meetings.....	117
Managing meeting requests.....	118
Replying to meeting organizer .....	118
Working with contacts .....	118
<b>Chapter 8: Conferencing .....</b>	<b>121</b>
Evolution of Conferencing.....	121
Starting a Voice Conference Call .....	124
Ad-hoc voice conference calls .....	125
Scheduled voice conference calls.....	127
Joining a Voice Conference Call.....	130
Videoconferencing .....	131
Education.....	131
Medicine and health.....	132
Business .....	132
Law.....	133
Media relations.....	133
Government.....	133
Web-Conferencing .....	134
Common features of Web-conferencing.....	134
Common uses of Web-conferencing.....	135
Managing Web-Conferencing .....	138
Ad-hoc Web-conference.....	139
Scheduled Web-conference .....	140
<b>Chapter 9: Collaborating and Sharing .....</b>	<b>141</b>
Sharing Your Desktop .....	141
Ad-hoc sharing of your desktop.....	143
Scheduled sharing of your desktop.....	145
Scheduled sharing of the desktop .....	145
Integrating with Office Applications .....	148
How to turn presence awareness on in Word or Excel.....	150
Advantages of incorporating online presence .....	150
Organizational considerations.....	151
Software requirements.....	151
E-mail account requirements .....	152
Collaborating with Co-workers and Partners.....	152
Business .....	154
Education.....	154
Publishing .....	155
Science .....	155
Technology.....	155
<b>Chapter 10: Single-Click Access.....</b>	<b>157</b>
All For One, and One For All.....	157
Presence.....	158
Instant messaging .....	158
E-mail.....	159

Telephony.....	160
Audio conferencing.....	161
Videoconferencing.....	162
Desktop sharing.....	162
User directory.....	163
Contact history.....	164
Unified Communications Clients.....	164
Avaya.....	164
Cisco.....	165
IBM.....	166
Microsoft.....	167
Integrating with Applications.....	169
Office productivity.....	169
E-mail.....	170
Custom solutions.....	171

***Part III: Implementing Unified Communications ..... 173***

**Chapter 11: Eat the Elephant One Bite at a Time .....175**

Assessing Where You Are.....	176
Starting From Where You Are.....	177
Building on E-mail.....	178
Giving unified communications a voice.....	180
Integrating existing VoIP with Microsoft Unified Communications.....	181
Measure Twice, Cut Once.....	182
Begin with the end in mind.....	182
Implement sufficient capacity.....	183
Develop redundancy or failure.....	183
Consider future expansion.....	184
Start with a pilot test.....	184

**Chapter 12: Configuring Voice .....185**

Enterprise Voice Components.....	186
Translation Service.....	186
Inbound Routing.....	187
Outbound Routing.....	188
Exchange UM Routing component.....	188
PSTN Integration component.....	188
Address Book Service.....	189
Private Branch Exchanges (PBX).....	189
Engaging the traditional voice administrators.....	190
Challenges in PSTN Integration.....	191
User authorization and outbound call routing requirements.....	195
Deployment scenarios.....	202
Configuring voice mail.....	204

<b>Chapter 13: Securing Unified Communications</b> . . . . .	<b>209</b>
Don't Forget about Security .....	209
Understanding unified communications protocols.....	210
Protecting your communications with encryption .....	211
TLS and MTLS.....	212
Unified communications security threats .....	214
Best Practices .....	218
VoIP/unified communications threat prevention .....	219
VoIP/unified communications policy compliance.....	220
Secure VoIP/unified communications access .....	221
<b>Chapter 14: Archiving and Compliance</b> . . . . .	<b>223</b>
Compliance Requirements .....	223
HIPAA.....	224
HIPAA documentation and record retention .....	225
E-discovery law .....	226
Archiving Instant Messages .....	228
Archiving server component.....	229
Archiving Conferencing and VoIP Data.....	234
Monitoring server component .....	235
Archiving Voicemail and E-mail .....	238
Archiving.....	239
Exchange Unified Messaging-enabled journal recipients .....	241
Journaling mailboxes.....	241
Considering Exchange Hosted Services.....	242
<b>Chapter 15: Management and Troubleshooting</b> . . . . .	<b>243</b>
Monitoring Unified Communications .....	243
Event logs.....	244
Administrative tool.....	245
Performance monitoring.....	247
Archiving server and Monitoring server.....	250
Monitoring server report pack.....	252
Troubleshooting Unified Communications .....	254
Administrative tool or Event logs .....	254
Validation wizard .....	255
Office Communications Server Logging tool .....	256
Snooper .....	256
OCS Best Practices Analyzer .....	258
Deployment Validation Tool.....	258
Enterprise Voice Route Helper.....	259
Escalate to vendor product support .....	261
<b>Chapter 16: Customizing Unified Communications</b> . . . . .	<b>263</b>
Creating Custom Client-Side Solutions .....	264
Developing Server-Side Customizations .....	266
Demonstrating Capabilities of Customization .....	267
ETC Time Tracker for OCS.....	268

ics Office..... 269  
 Message Waiting Indicator ..... 270  
 OCS for Blackboard Learn Platform ..... 271  
 Password Reset..... 271

***Part IV: The Part of Tens..... 273***

**Chapter 17: Ten Advantages of Unified Communications . . . . . 275**

Presence ..... 275  
 Increase Efficiency..... 276  
 Improve Productivity..... 277  
 Team Collaboration..... 277  
 One Number, One Client..... 278  
 Communicate Anywhere ..... 278  
 Extend Functionality ..... 279  
 Single Infrastructure..... 280  
 Retention and Compliance ..... 280  
 Minimize Travel Expenses..... 280

**Chapter 18: Ten Events You Shouldn't Miss . . . . . 283**

Understanding the Benefits..... 283  
 TechEd ..... 284  
 Cisco Live ..... 284  
 VoiceCon..... 284  
 InterOp..... 285  
 Microsoft Exchange Connections/Windows Connections ..... 286  
 Cisco Networkers ..... 286  
 Cisco IP Communications Training..... 286  
 Microsoft Unified Communications Training..... 287  
 IBM Unified Communications Training..... 287

**Chapter 19: Ten Tools You Should Have . . . . . 289**

Understanding the Benefits..... 289  
 Unified Communications Tools..... 290  
     USB phones..... 290  
     IP phones ..... 291  
     Speakerphones..... 291  
     Handsets ..... 292  
     Corded headsets ..... 293  
     Bluetooth headsets..... 293  
     Wireless headsets..... 294  
     Portable Webcams..... 294  
     Conference room cameras..... 295  
     High-definition cameras ..... 295

***Index..... 297***

