



Click

to communicate

Ann Earon, President of Telemanagement Resources International Inc and Scott Etzler, President of InterCall believe that staying connected is the key to success in today's environment.

Good communication is the key to any relationship. In business, relationships are critical to getting the job done and doing it right. If you can't communicate effectively and efficiently with your internal teams, vendors, customers and partners, your business goes nowhere. With over 15 years experience as a communication service provider, InterCall's conferencing solutions help businesses stay connected, whether they are located down the hall, in another country or just across town. As we know, today's workforce is increasingly mobile. Mobility offers significant productivity gains and organisations need to embrace and manage it.

Attitudes have changed about where 'work' takes place. Wireless networks and the internet make information accessible to mobile workers from nearly anywhere. This means mobilising the work force to increase productivity, support collaboration, and address customer demand at headquarter locations, branch offices, and while on the road. It's no longer only sales reps and maintenance teams that are out of the office, teleworking, or have offices at multiple locations. Work needs to go to where the workers are. This means providing mobile workers with services like email, portable phone numbers, and access to what were traditionally in-office

applications like file servers, collaboration tools, and enterprise software.

Improving productivity

Workers want technology that is transparent to them and easy to use, allowing them to conduct business independently and efficiently. The average worker spends six hours a week working outside the office and 40 percent of conference calls are made from mobile phones. Workers demand collaboration that crosses multiple communication devices. Workers need the ability to escalate conferences from informal instant messaging to web conversations, then group audio and video events, all with simple 'clicks.'

The use of conferencing and collaboration has demonstrated an increase in productivity and efficiency by reducing unproductive travel time, preventing meeting delays, creating shorter and more structured meetings, and providing faster exchange of information. This allows for greater reach of message since individuals may now obtain information when it is convenient for them. Conferencing and collaboration also allow for an increased number of participants and allow people who might never meet, yet who work together, to meet virtually online or face-to-face over video. With

conferencing and collaboration tools, all individuals who need information can get the information when it is easiest for them, on a real-time or delayed basis. The globalisation of business increases the need for unified communication methods.

Bringing it all together

Unified Communications represent productivity enhancing communications tools that are integrated to offer a unified experience both in terms of usability and manageability.

Interest in unified communications is being driven by:

- The growth of complex business and personal communications,
- The use of multiple devices and end-points to work effectively (ie office phone, cell phones, PDA, laptops, etc),
- Multiple applications (ie email, instant messaging, conferencing, collaboration, etc),
- Multiple access methods (ie wired, wireless, VOIP, TDM, etc), and
- The proliferation and convergence of voice with IP based data networks.

The variety of communications devices and the need to communicate 24/7/365 results in

many sources of pain for the average worker. The proliferation of communication devices and applications, coupled with workers becoming increasingly mobile, leads to people having to try multiple methods of reaching colleagues. This results in employees being unable to reach colleagues on their first try, which inevitably results in project delays and missed deadlines.

A unified approach promises simplicity for the end user.

- Integration allows for more efficient use of applications, within the context of workflow and business processing, leading to a reduction in human latency.
- Much of the integration occurs 'behind the curtain' simplifying the process for users.
- This unified approach results in a return on investment (ROI) to support further proliferation of IP based voice and data networks.

Mobile conferencing becomes the next big application in the workplace. Conference service providers have the technology infrastructure, partnerships with service developers, and 15+ years experience making communications easier to use and more reliable. Presence, the ability to know the availability of a person and his/her willingness to communicate, will help employees reach their colleagues on their preferred device on the first attempt, resulting in increased productivity.

Never missing a beat

Mobility allows employees the options to work remotely with seamless access to voice and data capabilities. This reduces costs, increases employee mobility and productivity, and improves overall communications. Mobile solutions securely extend office connectivity and services to employees working at home or on the road. Unified Communications prioritise, store, retrieve and forward communications to help improve overall working effectiveness. At a time when businesses are focused on reducing expenses and increasing revenues, reliable conferencing is a key low-expense mobility and productivity tool.

Mobility solutions make it easier for the mobile worker to stay in touch with colleagues, customers and partners through:

- Feature-rich softphones, conferencing and collaboration tools,
- Plug and work teleworking tools for business continuity, and
- Low-cost audio conferencing collaboration tools with recording capability.

Workers today want to strike a better work-life balance resulting in employers beginning to look for technology alternatives to allow them to attract and retain top talent. Mobility solutions that facilitate and encourage information sharing, as well as expedite decision-making, will

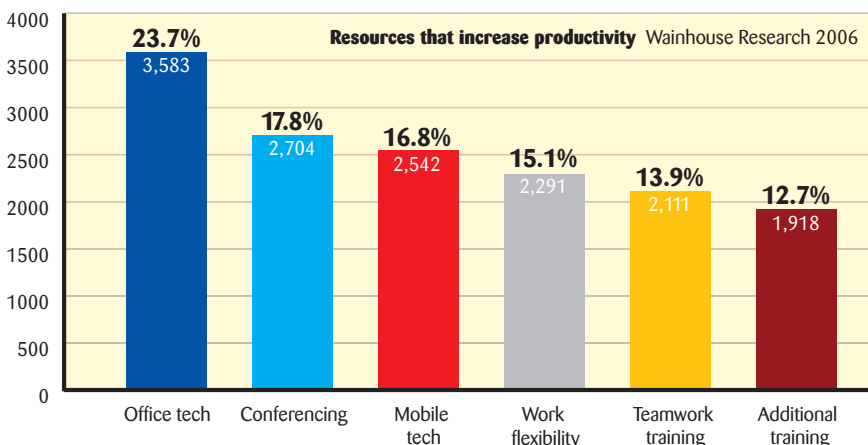
increasingly become differentiators to help employers retain their best workers.

Workers want all the business communications functionality they have with their office telephone systems and computer based products in a mobile environment. For meetings, users want such features as participant lists, identification of the active speaker, the ability to push a PowerPoint presentation and share interaction with an application, and systems that also allow question and answer sessions. Meeting attendees want to know who is on the conference and by what means they are attending the conference.

How does it work?

Use the device to:

- Point and click;
- Choose from a pre-defined list of frequently dialled numbers;
- Control your conference from your mobile device;
- Initiate, join and manage conference calls from multiple mobile devices;
- Download the free application from the web to any pocket PC, BlackBerry or SmartPhone; and
- One-click access to your conferencing information.



Mobile solutions now available

InterCall is the largest conferencing service provider in the world and specialises in helping people make stronger connections to achieve their success. By servicing over 400,000 individual conference leaders in more than 70,000 organisations around the globe and offering a range of services that include audio, event, web, and video conferencing solutions, this is a company that knows how to help businesses achieve their objectives.

Conferencing just got easier for employees who spend much of their time away from the office. InterCall is now making it possible for participants to quickly join conference calls with the single-click of a button. This push-to-talk conferencing feature, Mobile Assistant, is free and available for InterCall customers using a BlackBerry or Windows Mobile phone. InterCall's Mobile Assistant allows workers to meet on the move, safely.

- Always connected,
- IM/Presence/VoIP enabled,
- Encourages proper etiquette with no intrusive calls,
- Ensures federated secure calls and IM/Presence for internet telephony,
- Click to call conferencing,
- Extended coverage on the road and at home,
- International coverage and revenue

Defeating time and distance

Enterprise-wide mobility must give consistent, equivalent communications capability and control to all workers whether they are at their desk, at home or on the road. The world needs seamless access and support for all types of telephony and collaboration. Feature-rich mobile devices will help workers stay connected to the information they need regardless of their location or the time of day. InterCall makes it easy for you to engage employees, customers, colleagues or any other group that is critical to the success of your business, no matter where they are in the world. You can depend on their years of experience, reliable technology, variety of solutions and personal support to help make your everyday meetings and specialised events successful.

For more information, please read InterCall's free white paper on mobile collaboration by visiting www.intercalleeurope.com/europeanceo

For further information on InterCall please either visit the website, www.intercalleeurope.com or call Steve Jones on +44 (0)7917 077 187