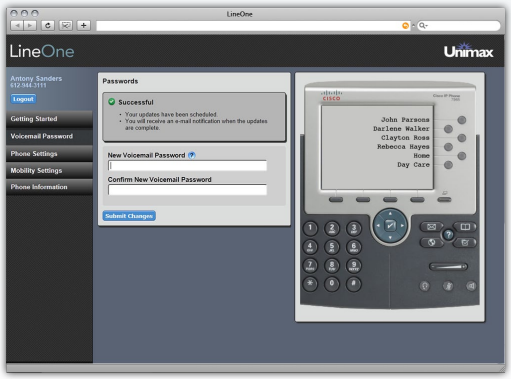
White Paper

LineOne

How to off-load costly, redundant telecom administrative changes to your employees and reduce work tickets by up to 40%.

SELF SERVICE TOOL HELPS TELECOM AND IT DEPARTMENTS SIGNIFICANTLY REDUCE OPERATIONAL COST, STRENGTHEN SECURITY, AND IMPROVE INTERNAL CUSTOMER SERVICE.

Unimax



Executive summary

Self service has been deployed in many business sectors for years. From customers pumping their own gas, to using an ATM to withdraw money from their bank, or even the internet to purchase their own airline tickets, companies who have deployed self service options to their employees and customers have benefited by realizing a significant reduction in operational cost while dramatically improving service levels.

Although the significant cost saving benefit of off-loading costly, redundant telecom administrative changes (i.e. password resets) to employees is obvious, telecom has struggled with delivering true self service. These struggles are the result of telecom's inherent complexity. In order to offer the kind of self service tool that would deliver truly meaningful benefit and a significant return on investment, telecom and IT departments have to contend with a number of extremely challenging issues. Over the years, the difficulty in addressing these issues has brought countless self service projects to a halt. They include:

- Determining which phone and voicemail attributes are safe for the end user to manage and deliver clear benefit. This is challenging because there are hundreds of phone and voicemail attributes which could potentially be managed with a self service tool.
- Determining how to present phone and voicemail attributes across single and multi-vendor systems on a single screen. Forcing an employee to use different tools or interfaces for different system types or vendor platforms adds a layer of complexity that discourages employees from using self service. Avoiding this approach requires developing a tool that can access phone and voicemail attributes across single and multi-vendor environments.
- Finding a solution for data fields that go beyond simple matched pairs. The amount of choices associated with phone and voicemail features has become very complex. It used to be that a phone feature had one or two choices for how it functioned. Today, a single phone or

voicemail function can have many choices to determine how it works and from there subsequent decisions depending on the first choice. This one-to-many relationship requires overcoming the technical challenges of developing a tool that can accurately present all of the available choices for each function that will be made available for change.

- Determining how to deal with the lack of consistancy in the industry. Unfortunately, vendors don't adhere to many standards when they develop phone and voicemail systems. Instead, they all seem to invent their own approach to developing both hardware and software. Consequently, everything from speed dials to forwarding rules is different from vendor to vendor.
- Finding a tool that can handle the differences between phone types. There is a seemingly endless amount of different phone models being used in today's businesses. Even when you consider only phones from a specific vendor, the numbers are large. Legacy phone models and new phones being introduced every month add to the complexity. An effective self service solution must integrate with all of these different phones and provide a consistent way to make changes.
- Finding a tool with the technical capability and versatility to support a specific company's ever changing corporate policies and data naming conventions such as password length and other restrictions, mandatory password reset rules, name format, etc. is difficult. Such a tool would require client specific adaptations to account for these policies and conventions.
- Sourcing a tool that will actually get used. Tools that are difficult to understand and learn typically go unused. Creating an intuitive, self service user experience around voice system complexities is extremely difficult.
- Determining how to deploy a self service solution can involve numerous difficult decisions. Will the solution be client/server based, will it be web-based, or will it be delivered using a different method? How will employees find the self service tool when they need it?

This list of issues, complexities, questions, and roadblocks, combined with many others has prevented software vendors from offering self service tools and has made it very difficult, if not impossible, for companies to implement a truly successful self service telecom strategy. In fact, the inability to find solutions to the issues outlined above is the single biggest reason why telecom and IT departments continue to struggle with offering self service to their organizations. Unfortunately, this struggle continues to prevent businesses from leveraging self service as a powerful means to reduce their operational costs.

Using innovations that successfully address the challenges listed above and many others, Unimax has developed a product that finally makes self service a viable option. It's called

LineOne.

What is LineOne?

LineOne is a configurable, web-based self service portal designed for employees to change their own voicemail passwords, phone PINs, speed dials, zero out extensions, call forwarding numbers, simultaneous ring settings, phone labels, voicemail notification preferences (i.e. via phone, email, text, etc.), find me settings, and more. Changes are immediate. No waiting. No support calls. No work tickets. No expense.

Because LineOne offloads a high percentage of everyday administrative tasks to employees, it reduces, and can even eliminate, the work ticket process and associated cost. LineOne can reduce telecom related support calls and their related work tickets by up to 40%. It can also save you a significant amount of time.

CONFIGURE LINEONE TO WORK WITH YOUR BUSINESS

Not all companies want to offer the same self service options to their employees. That's why LineOne enables a telecom or IT administrator the ability to configure which settings can be viewed and changed by an employee together with the option of defining the help content and the field labels. Additionally, LineOne can be configured to match a company's intranet or corporate style guide. Decisions like these should be owned by you, not your system vendor or software provider.

Being able to configure LineOne to be consistent with your company's requirements, needs, policies, system environment, etc. is critical. It can mean the difference between success and failure. It also enables you to progressively roll out self service to the organization.

LineOne enables you to launch a self service initiative with a limited number of fields. Start with a field or two, and then increase those over time. These fields can include the most frequent changes and those that generate the most work tickets (i.e. voicemail password reset). After the initial launch, additional fields can be added. Bottom line: it is your choice.

EASY FOR EMPLOYEES TO USE

LineOne is easy for an employee to understand and use. It was designed with zero training in mind. LineOne provides a simple user experience that will not intimidate your employees with telecom terminology or difficult instructions they do not understand. Typical employees have no formal telecom training. LineOne takes that into consideration. For example, there is no need for an employee to know which system their phone or voice mailbox resides on. LineOne will find it for them. Within seconds after logging in,

an employee can find the setting they want to change, make the change, receive an email confirming the change was made, and move on with their day. There is no waiting or need to call a Telecom Administrator or the Help Desk for assistance.

Simple tools that are easy to understand will actually get used. This important fact is often overlooked. Tools like LineOne that are widely adopted and used create much shorter return on investment payback periods and greater overall success for the initiative.

WORKS IN SIMPLE AND COMPLEX TELECOM ENVIRONMENTS

LineOne handles changes for phone AND voicemail systems in single AND multi-vendor environments all on ONE screen. For example, the user interface will look the same whether the employee is making a change on a Cisco Unity or Avaya Modular Messaging system. It can also combine phone and voicemail changes on one screen. LineOne is also platform independent and web-based. It is compatible with today's most popular browsers including Internet Explorer®, Safari®, Firefox®, and others. Because of this, employees can make changes to their phone and voicemail settings from their office, home, or anywhere on the globe with internet access. LineOne is also mobile and works with tablet devices.

LineOne benefits

The benefits of using LineOne are immediate and measurable. They include reduced operational expense, stronger security, and improved internal customer service levels.

REDUCE OPERATIONAL COSTS

Telecom and IT managers responsible for budgeting and cost reduction will benefit greatly from LineOne. Because changes made in LineOne are sent directly to the voice system, it eliminates the need for employees to call a Telecom Administrator or IT Help Desk for assistance. In fact, LineOne reduces telecom support calls and their related work tickets by up to 40%. The result is a significant amount of savings that can be applied to other initiatives such as implementing unified communications, supporting bring your own device (BYOD), and other projects. In some cases, the return on investment payback period will be measured in weeks instead of months or even years.

STRENGTHEN SECURITY

LineOne is not only secure in its own right, it also helps to improve telecom security throughout your organization.

Because LineOne can be configured to specify exactly what phone and/or voicemail attributes are made available to employees, LineOne eliminates the risk of unauthorized

changes or access. LineOne further strengthens security because it does not allow employees to directly "touch" the telecom systems. LineOne acts as a buffer between your employees and your systems.

Additionally, LineOne uses Active Directory® to identify the user and determine their phone and voicemail assets. Because of this, employees are only able to access the phone and voicemail assets for which they are responsible.

LineOne also increases employee privacy and security. With LineOne, there is no need to have an administrator reset your password to a visible, unsecure default setting only to require you to change it again. Also, there is no need to share passwords, personal information, speed dial numbers, etc. with Telecom Administrators or Help Desk personnel.

Each change is validated for additional security, and all LineOne changes are verified by sending an email to the employee as soon as the change has been made.

Because LineOne enables your employees to easily and immediately reset their own passwords, it will be easy for employees to handle emergency situations and to remain compliant with password change security policies.

As an additional security measure, all changes are logged so that the telecom and IT departments know who made which changes and when. Change logs enable management to understand how much the system is being used.

IMPROVE INTERNAL SERVICE

LineOne is a perfect way to improve internal service level agreements.

Changes made by employees become effective immediately and access to the self service site is available 24/7/365 from home or anywhere in the world with internet access. There is no waiting or frustration.

LineOne will also help you to quickly keep your employees connected. For example, employees can use LineOne to immediately change their mobility settings such as call forwarding numbers, simultaneous ring settings, voicemail notification preferences (i.e. via phone, email, text, etc.), and find me settings to determine how and where they want to be reached when they are out of the office.

LineOne will help you take the complexity out of voice system features that don't get used because they are difficult to change and manage. The LineOne interface makes even the most complex telecom features easy for employees to manage. This improves internal

customer service and overall communication, while it helps telecom and IT departments realize shorter return on investment payback periods for their entire voice system.

LineOne examples

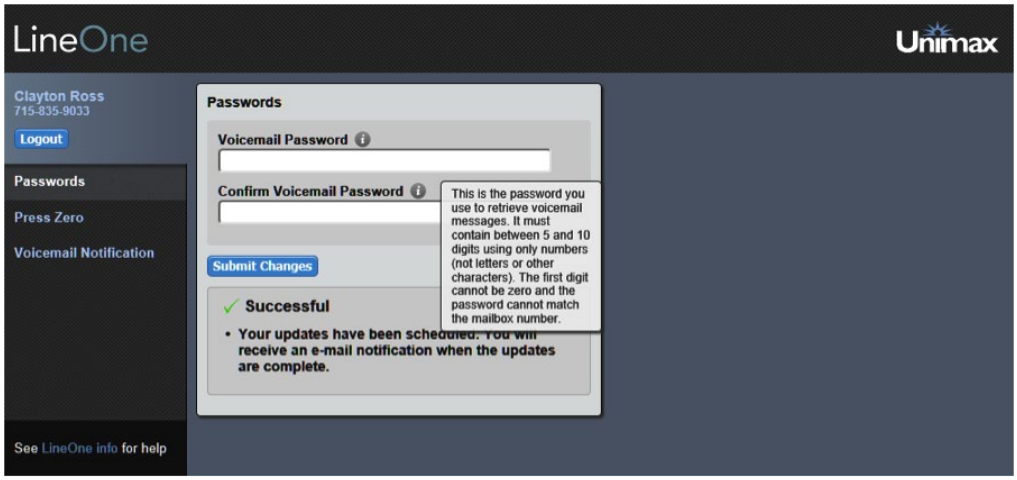
LineOne enables you to provide your employees with all or some of the following self service modification options:

- Voicemail passwords
- Phone PINs
- Speed dials
- Zero out extensions
- Call forwarding numbers
- Simultaneous ring settings
- Phone labels
- Voicemail notification preferences (i.e. via phone, email, text, etc.)
- Find me settings
- and more

Here are a few examples (or use cases) of these options.

USE CASE 1: PASSWORD CHANGE

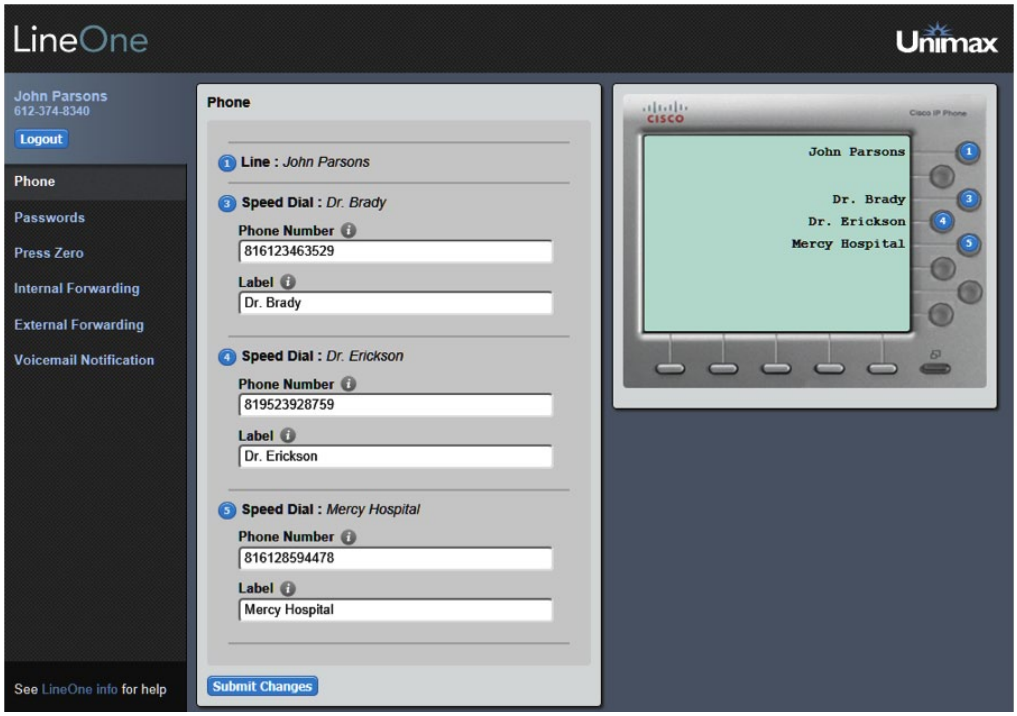
Clayton is traveling on business and waiting at the airport for his connecting flight to San Diego on Sunday night. On Friday, his assistant had left him a voicemail at work with his hotel arrangements. Unfortunately, Clayton can not remember his voicemail password to retrieve this message. His assistant isn't available and it will take days for the HelpDesk to reset his password. Fortunately, LineOne is always available and Clayton can reset the



password from his tablet, get his hotel arrangements from voicemail, and get a good night's sleep.

USE CASE 2: SPEED DIALS

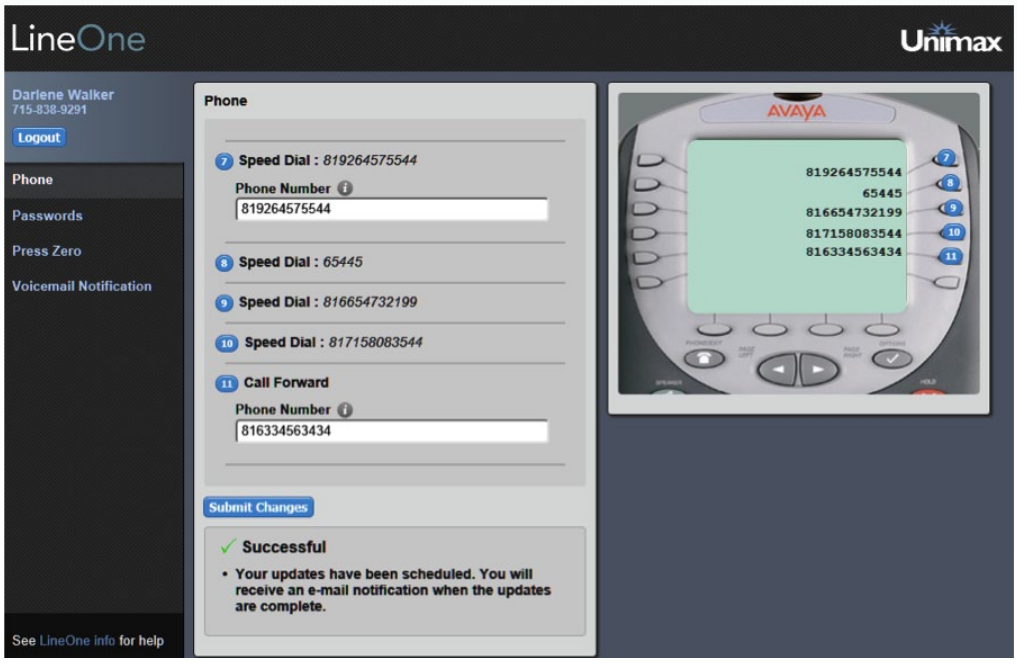
John's wife is seriously ill and has been hospitalized for an extended period. He needs to work during this trying time but also needs to be quickly connected to the ever-changing list of doctors and hospital rooms. He needs the speed dial buttons on his work phone programmed but he has a problem sharing these private numbers with the HelpDesk, hoping they type them accurately, and then waiting for these changes to be made every time his wife is moved to another room or given another specialist. With LineOne, John is



able to update the speed dial buttons himself so that he is always connected during this critical time.

USE CASE 3: CALL FORWARDING

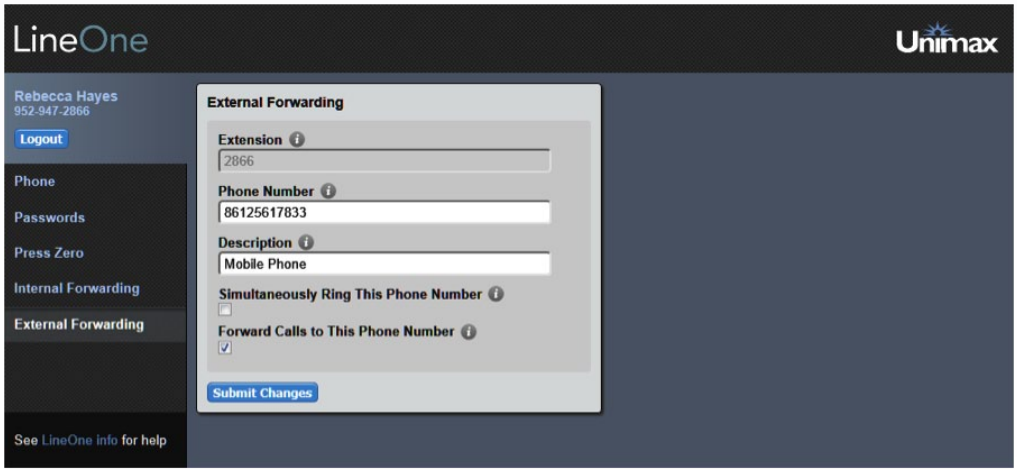
Darlene's mother had an urgent issue in the middle of the night. She needs Darlene's help. Darlene does not want to miss a couple of important client calls she is expecting the next day. After making the long drive to her mother's house, Darlene is able to quickly access



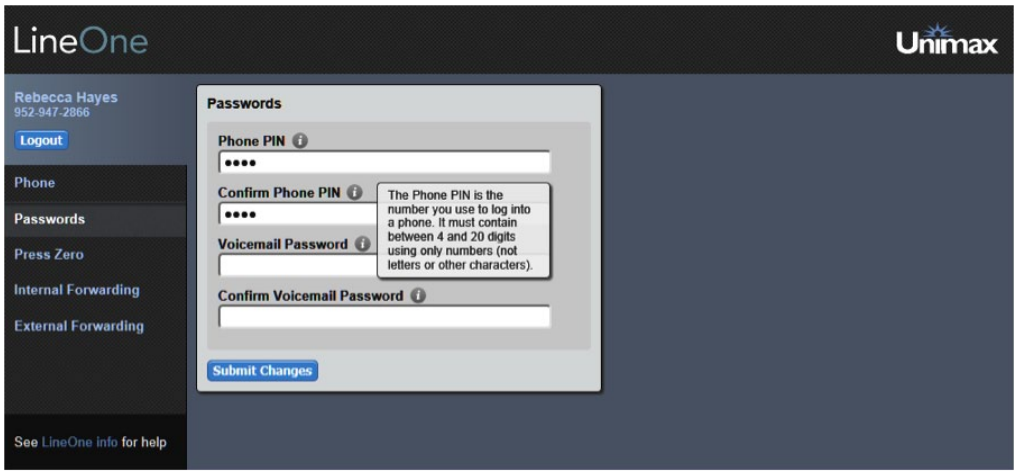
the internet, launch LineOne, and redirect all of her work calls to her cell phone for the day and remain productive at work.

USE CASE 4: MOBILITY

Being a manager for a large call center with multiple locations throughout the country takes a significant amount of coordination and travel. Rebecca is always on the move and needs her phone connections to move with her from one location to the next so she can be available for any escalation. With LineOne, she can forward her calls to her mobile phone while she is on the move at the airport or in her rental car. Once at the location, Rebecca



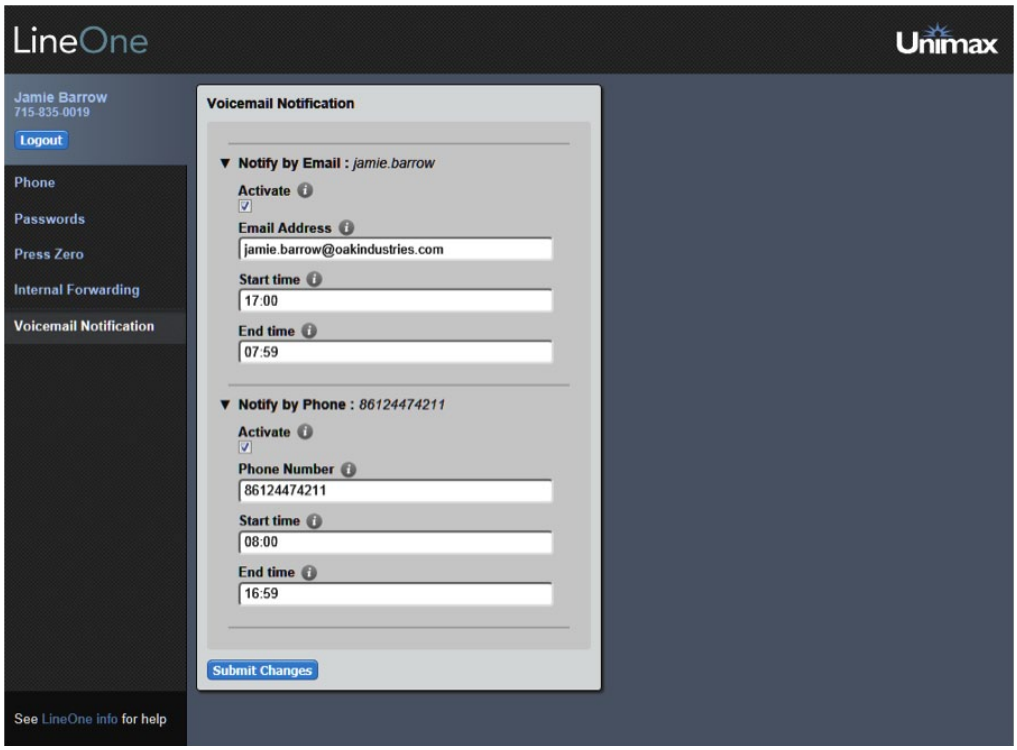
has the option to log into LineOne to set her temporary desk phone and her mobile phone to ring simultaneously. This will ensure she does not miss a critical call.



Rebecca also recently forgot the PIN for her phone. Using LineOne, she was able to easily reset the PIN and regain access.

USE CASE 5: VOICEMAIL NOTIFICATION

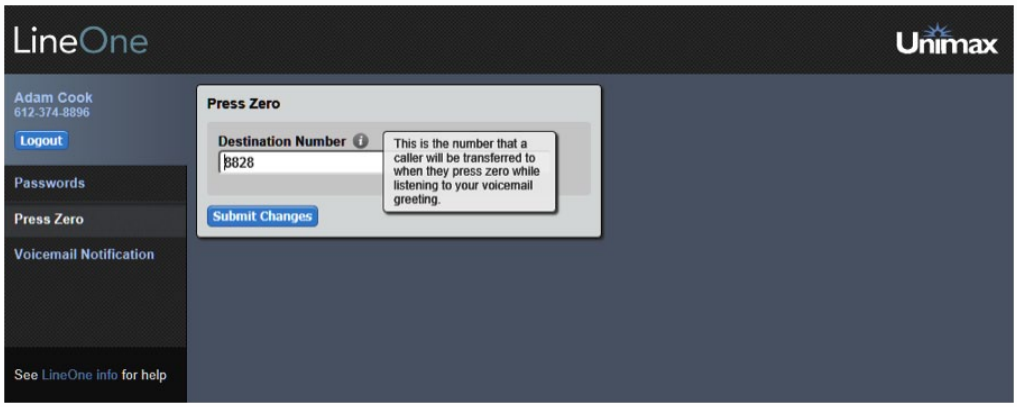
As a top salesman for Globe Pharmaceuticals, Jamie is constantly on the move. One day is always different from the next. Because of her ever-changing schedule and necessity to be in and out of clinics and hospitals where mobile phones must be turned off, Jamie needs to frequently change how she is alerted about new voicemails. In the past, she was forced to contact the Help Desk and create a work ticket for every change. This process always took more time than Jamie had. By accessing LineOne in the field with her tablet device, Jamie



is now able to manage when she is notified by phone, text, email, etc. so that she never misses an important message.

USE CASE 6: PRESS ZERO

Adam is a busy sales representative who will be on a long vacation starting tomorrow. Adam wants to have a co-worker cover his calls until he gets back. Adam would like to leave a greeting instructing callers to press zero to reach his co-worker, but he doesn't have time to call the Help Desk and have a work ticket opened. Instead, Adam uses



LineOne to change the press zero destination number to his co-worker's extension. Now, he can enjoy his vacation knowing that his calls are being handled.

LineOne features

With LineOne, telecom and IT departments will benefit from the following features:

- **Active Directory® authentication –** Once you've logged onto your computer, LineOne uses your validated Windows credentials to find your phone and voicemail assets eliminating the LineOne login step.
- **Optional Windows single sign on –** Once you've logged into your system, LineOne is able to identify who you are by using Active Directory® authentication. If desired, there is no need for an additional LineOne login.
- **Immediate changes –** Employee changes take effect immediately, and an email confirming the change is sent to the employee within seconds.
- **Easy-to-use interface –** LineOne makes it easy for employees to make changes and manage their own telecom environment. In fact, it is so well designed and intuitive, that no employee training is needed.

- **Easy to access –** LineOne is designed to be a part of your intranet. Therefore, you can choose how employees reach it within your own corporate site. When they do, they won't need an additional password. You have the option of either allowing them immediate access using Windows® Single Sign On, or providing the same network credentials they use to log into the network. No more searching for the right portal or the password required there.
- **Configurable –** Configure LineOne to determine what an employee is able to view and change. The telecom and IT department can also configure LineOne's help content and field labels. This provides the ability to use the terminology and communicate policy (i.e. password length) that is consistent with YOUR company. LineOne's configurator also enables you to launch a self service initiative with a limited number of fields, while providing you with the flexibility to add additional fields over time.
- **Multi-vendor and multi-system compatible –** LineOne works great in single-vendor and single system environments, but is also compatible with multi-vendor and multi-system environments.
- **Multi-tenant compatible –** Leverage all of LineOne's features and benefits even in complex, multi-tenant environments.
- **Consistent interface across systems –** LineOne uses a single, consistent interface regardless of the system type. Your employees will find it just as easy to make changes to their phone as it is to change their voicemail settings. Even making changes across vendor types such as Avaya®/Nortel®, Cisco®, AVST®, and others is simple. Issues caused by different system types and vendors disappear with LineOne.
- **Works with existing intranets or portals –** Easily integrate LineOne into your secure company intranet site. This provides a convenient and easy place to access LineOne. You can even configure LineOne to match your existing intranet site or corporate style guide.

LineOne advantage

LineOne is truly unique. It stands alone in its power and versatility to easily empower employees with the ability to change their own phone and voicemail attributes.

While limited self service options do exist in some PBX and voicemail systems, they can be difficult to configure and sometimes impossible for employees to use. These systems tend to use terminology that is not understood and typically offer too many options for the employee because they can not be configured. This intimidates the user and they often leave the tool without making their change and never return. When the tool is used, it often results in added work tickets to resolve questions and issues. The complexity and

lack of configuration capabilities also frustrates telecom and IT departments to the point where they stop providing the tool.

LineOne goes above and beyond other self service tools in a number of ways:

- **LineOne** offers more than simple voicemail password reset. LineOne makes it possible for telecom and IT departments to save significant operational cost by providing employees with a wide range of self service options including voicemail passwords, phone PINs, speed dials, zero out extensions, call forwarding numbers, simultaneous ring settings, phone labels, voicemail notification preferences (i.e. via phone, email, text, etc.), find me settings, and more.
- **LineOne** takes the complexity and telecom jargon out of what is typically provided in self service tools. The interface was written specifically for employees who have no knowledge of telecom technology or terminology. It is so easy to use and understand that no training is required.
- **LineOne** includes the option of using Windows® single sign on to make accessing the tool even easier and more convenient for your employees.
- Unlike most self service tools that are only compatible with a single system type such as voicemail or a single vendor's platform, LineOne is multi-system and multi-vendor compatible. This enables more cost savings because more employees have access to the tool. Employees can make changes to their phone and voicemail systems across vendor types all from a single screen.
- Most self service tools are locked down and don't provide the ability for configuration. LineOne is different. With LineOne, the telecom or IT department can modify which self service options can be viewed and changed by employees. Field labels throughout LineOne can also be modified to match a company's terminology and make it easier for employees to understand.

Are we compatible?

Unimax software is compatible with leading PBX, voice messaging and unified communications systems from Avaya®, Cisco®, Legacy Nortel®, Microsoft®, AVST® and others. For more information on specific system compatibility, please email us at TellMeMore@unimax.com.

Conclusion

Telecom and IT departments have waited a long time for a solution like LineOne. There is no other product on the market that enables employees to make immediate changes to so many phone and voicemail settings across so many vendor systems all on a single screen from anywhere with internet access. The big winners here are telecom and IT managers who are responsible for budgeting and cost reduction. LineOne reduces telecom support calls and their related work tickets by up to 40%. The result is a significant amount of savings in both time and money. With LineOne, telecom and IT departments can finally begin to leverage the significant benefits of employee self service that other business sectors have realized for years.

For more information on LineOne or Unimax's other products and services, please contact us at (800) 886-0390 or by email at TellMeMore@unimax.com. Visit us online at www.unimax.com.

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