

Unified integrated  
with applications. the  
value of



**ASSIGN  
BUSTER**

Unified Communications (UC) is the convergence of communication and collaboration technologies to create new solutions and services that can be integrated with applications. The value of combining these capabilities is greater than their sum. The goal is not to converge all services, but instead to determine will add the most value to firms.

No single vendor can provide UC. However, one principle will be to minimize the vendors we need to integrate. There are four core components that will make up Unified Communications solutions at Boeing; Telephony, Messaging, Conferencing and IM/Presence. Mobility transcends all of the combinations and should be a strong consideration for all solutions. In defining Boeing UC strategy, it will be more important to understand what UC means to Boeing and Military aircrafts than what the academic definition of UC is. This understanding will drive which combination of capabilities will lead to solutions that add the most value to Boeing. As Boeing signed a contract with AT&T to consolidate its voice and data as well as made a decision to upgrade to Microsoft's Lync to have better real-time collaboration which includes Audio and Video conferencing which traditionally sits within communications. I like to comment on UC mechanism which can improve data privacy and data integrity.

When user starts using Lync for any type of communication, that communication will reside within AT Cloud, which will be Boeing dedicated environment. Data will reside in an unencrypted database with AT data center. AT will have access to this environment. Any chat session which lasts more than 2 mins is stored at 2 places.

Data will reside within Global Relay in a multi-tenant environment. Global relay manages encryption keys which are protected by passwords. As 2 mins chats are not encrypted there is chance for data compromise. As Boeing is used for defense system they must enforce proper data usage, storage laws as well as implement proper security to guard the data. As each and every firm is going towards Globalization, UC is making significant difference to achieve globalization better and faster way.

In this case study, Boeing adapted Unified Communication to enable effective communication between their employees, clients and vendors. The same communication can be used and be beneficiary to any sector like education, accounting, energy, chemical industries etc. Boeing started using web conferencing, audio conferencing, desktop sharing and mobile voice/data services to facilitate communication among geographically dispersed teams as part of Unified Communication.

They saved a lot in terms of travel cost, made better in important decision making. All these benefits other firms started getting as well by using UC. There are several benefits of the Unified Communications where Boeing is not using all them. Social Computing is one of the core components of Unified Communication platform, however is an important part of message and collaboration strategy.

Social Computing provides non-real-time functional capability through wikis, workspaces, blogs, social graphs and many others aspects.

Unified Communications provide real-time functions for efficient and

instantcommunication to social computing. Boeing can add social computing platform as partof their application suits.

In this case, let say one of the Boeing employeehas question on other country's law and jurisdictions and he is looking forimmediate answer. If Boeing has some social computing platform. He can post hisquestions on this platform and get quick response provided by one his colleagues. If he wants to talk with that person he can call him/her in real time using UCregardless of what device s/he is using, and communicate to resolve his query bydoing this he didn't have to open any other internet explorer windows or call anyoneand use any search engine as company implemented social computing as a part ofUC. He got better and faster response ever. If I will be CIO of Boeing company, I like to implement social computing and team collaboration as part of Unifiedcommunication.

I like to make all thiscommunication faster, reliable and secure as a link is providing Audio Video conferencingcompany can get rid of desk phones. Which will result in cost reduction.