

# Voice Transformation: The Future is Now



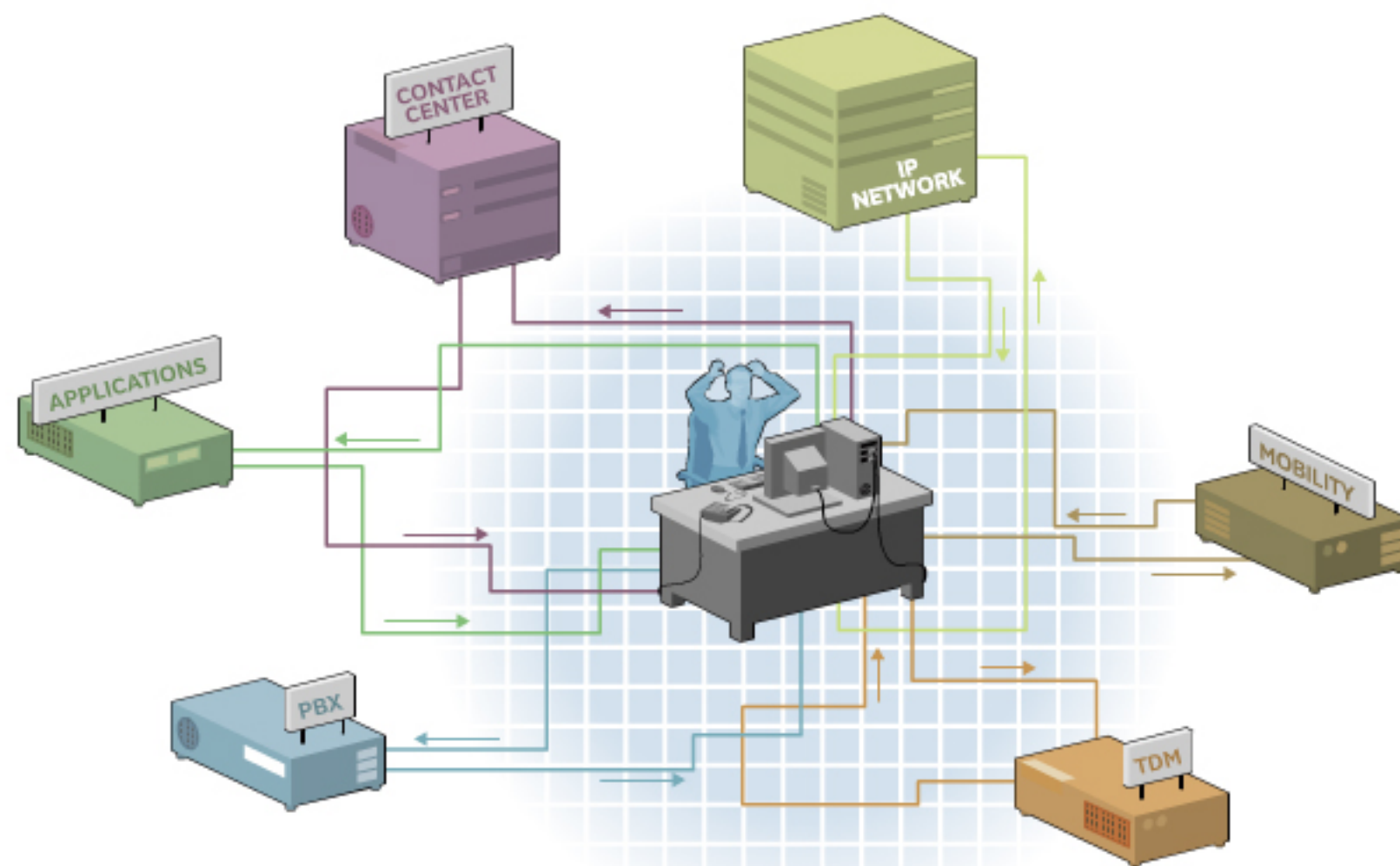
Rethink Possible

Create a path for connecting employees, partners and vendors in a way they prefer, virtually anywhere, over any device — wired or wireless.

## LEGACY SERVICES

Today, you:

- Navigate through a maze of products and capabilities
- Manage disparate networks, vendors, equipment and systems



## YOUR EVOLUTION PATH FROM VOICE TO UC

Separate voice • Data • Wireless networks

IP (VoIP)

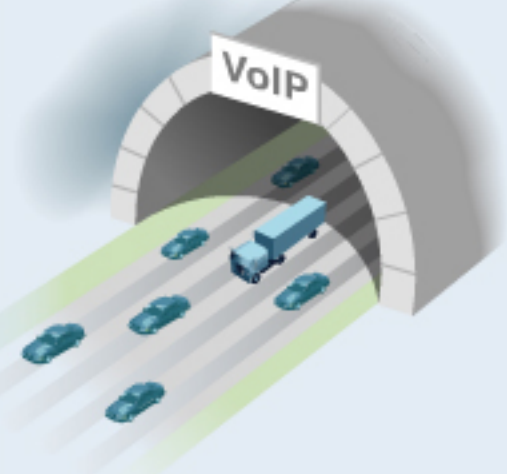
Converge fixed and mobile communications

## CONVERGE WITH IP

### SURVEY SAYS

According to a survey of North American companies conducted by Forrester Consulting:

**53%** of companies say migrating more traffic to VoIP is a high priority\*



### VoIP SUPPORTS INTEGRATION OF COMMUNICATION TOOLS



Prepare for the future of collaboration and Unified Communications.

**48%** of firms realized improved employee productivity by deploying VoIP features\*

The top three reasons given for migrating from TDM to next-gen VoIP or wireless were:

Greater feature functionality	51.1%**
Cost reduction/savings	48.9%**
More flexibility	46%**

\*A commissioned study conducted by Forrester Consulting on behalf of AT&T, April 2011

\*\*IDC White Paper – Voice Transformation, the Path to Unified Communications, June 2011

## YOUR SOLUTION

**A FOUNDATION FOR THE FUTURE**  
Enabling integrated communications with AT&T Unified Communications

UC (unified communications)



UC integrates multiple communication tools with presence behind a single user interface that is accessible from almost any device from virtually anywhere.

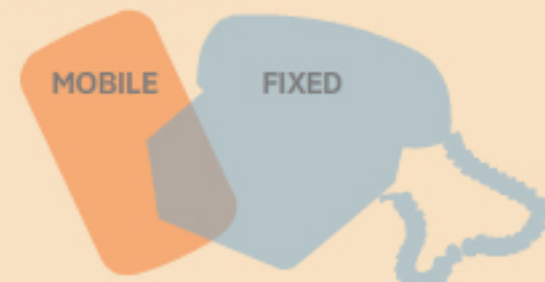
### SURVEY SAYS

According to a survey of North American companies conducted by Forrester Consulting:

**53%** of companies give high priority ratings to implementing or expanding collaboration solutions\*



**25%** of firms state converging mobile and fixed communication services is critical\*



\*A commissioned study conducted by Forrester Consulting on behalf of AT&T, April 2011



**Begin Your Voice Transformation Now,**  
Visit <http://www.att.com/voicetransformation>

