



Communications Lifecycle Management

Conferencing Analytics Service

Our **Conferencing Analytics Service** ensures that the right people always have the right services. The result is the most effective deployment with visibility and control to optimize your daily costs.

Proactively identify risks, improve adoption and maximize the return on interest (ROI) of your collaboration investments.

In today's rapidly changing business world, enabling effective conferencing and collaboration among your employees and across your customer base is now a critical success factor.

Our Communications Lifecycle Management (CLM) Conferencing Analytics Service gives you a consolidated view of your entire collaboration environment – across all your audio, web and video conferencing services.

Today's rapidly changing business world requires organizations to enable effective conferencing and collaboration – this is a critical success factor.

Supported collaboration platforms:



Monitor costs, usage patterns, and employee conferencing behaviour, anywhere, and on any device. Capture detailed analysis of meetings among geographically dispersed colleagues and clients and implement policies to ensure a cost efficient and strategically optimized collaboration environment.

Our Conferencing Analytics Service is hosted on our global Managed Cloud Platform, which means that the data you use is secure and always available. Our Service gives you full visibility into your organization's conferencing, collaboration and audio usage, enabling you to proactively manage and minimize these costs.

How the service works

- Intuitive, user-friendly interface that requires little or no training, supporting rapid end-user adoption and use.
- Delivers on-demand viewing of summary analytics as well as drill-down views of specific meetings, hosts and participants.
- Filter by call types, geographic dispersion and participation volumes.
- Simple user-led onboarding distributes system set-up to end users, reducing the IT workload and speeding up time-to-value.
- Turnkey, self-service, cloud-based analytics provide insights into:
 - usage trends
 - costs by month
 - calls by type
 - host utilization
 - attendance patterns
- Helpful tips and recommendations so you can optimize costs and behaviours.

Business outcome	Client benefits
Increased adoption	<ul style="list-style-type: none"> Our clients have seen an increase in adoption of over 173%
Cost savings	<ul style="list-style-type: none"> Cost savings of more than 13% have been realized by our clients
Analytics	<ul style="list-style-type: none"> Our clients have accomplished enhanced usage analytics
Best-practice implementation	<ul style="list-style-type: none"> Our consultants and experienced specialists enable our clients to implement best-practice guidelines

Key benefits

Make evidence-based decisions using a simple and intuitive platform that delivers a consolidated view and insights across your entire collaboration environment. These insights – related to usage, behavioural and cost patterns – will provide answers to the following questions:

- Which collaboration tools are being used and by whom?
- Are we using tools based on best practices?
- How can I better manage this environment?
- Are my tools supporting or inhibiting productive collaboration?
- How often are these tools being used?
- How much is it costing me?
- Where are the opportunities for savings?
- How can I make data-driven decisions to improve

collaboration platform utilization through a targeted adoption and change management program?

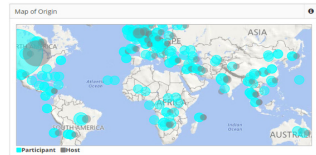
- From where and how are users joining meetings?

Visibility into key cost drivers

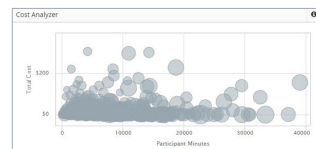
- Simplify conference expense management and administration.
- A single pane of glass view for multiple vendor platforms and multiple accounts, enabling deeper analytics.
- Provide insight into key cost drivers and recommendations on how to govern them.
- Provide insights into usage behaviours that are a significant driver of the total cost of ownership.
- Enable right-sizing of your conferencing environment to optimize costs based on your usage and needs.

Using data for actionable insight

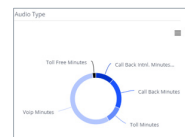
- Map of collaboration: Identify your areas of highest cost



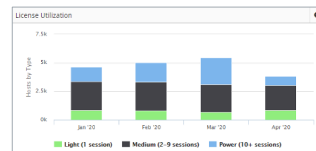
- Analyser: Identify your persons of highest cost



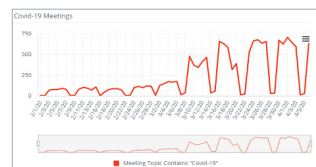
- Audio types



- License utilization: Identify your power users



- Understand patterns around usage and productivity



Why NTT Ltd.?

- Recognized market leadership**
 Microsoft named us the Intelligent Communications Partner of the year in 2019.
- Global reach**
 As experts in Cisco Collaborations, we've deployed 20 million devices, and we support and manage 600,000 devices across the globe.
- Connecting for collaboration**
 We've deployed over 2 million seats, and manage over 950,000 seats of Microsoft Skype for Business and Microsoft Teams globally, with direct access to Microsoft Engineering.
- Trusted vendor partnerships**
 We have global vendor partnerships and managed services capabilities with Cisco, Microsoft, ALE, Poly and AudioCodes.