The Need for Enhanced Usage Reporting when Implementing Skype for Business

According to reports from Grand View Research, Inc., the global unified communications (UC) market, which was estimated at $35.65 billion in 2015, is expected to skyrocket to $143.49 billion by 2024. Grand View Research, Inc. attributes this exponential growth to, "the rapid international expansion of organizations and an increasing need for real-time and efficient communication systems that enhance the inter-organizational exchange of information."

One UC platform that is rapidly growing in market share is Skype for Business – formerly Microsoft Lync Server – which integrates a company's communications services such as instant messaging, VoIP, web conferencing, screen and file-sharing. Since its inception, as Lync, through its progression to Skype for Business (in 2015), it has been a popular choice when optimizing UC systems within an enterprise. However, with Skype for Business convenience also come certain risks to the enterprise which can be addressed only with a robust reporting package.

Skype for Business is being deployed at a rapid rate due to its inclusion in many Microsoft Enterprise versions, at low or no cost, with ease of use and ability to increase overall productivity. Many enterprises implement Skype for Business into their existing or separate voice system without realizing they are forfeiting their call accounting and usage reporting capabilities. An inherent need also exists for comprehensive and constant monitoring of all incremental UC features available through Skype for Business once the platform has been delivered and installed. Unfortunately, busy Executives can overlook their reporting needs, leading to major risks including:

- **Legal liability –** Companies must be able to respond to litigation with accurate, timely and historical information regarding employee UC usage.
- **Regulatory Non-Compliance -** Financial industry regulations such as Sarbanes-Oxley, Dodd-Frank, HIPAA and many others require all electronic business communications to be archived and monitored, including instant messages. It's the law.
- **Loss of intellectual property –** Careless handling of corporate data by employees through file-sharing, screen share or instant messaging can lead to intellectual property being compromised.
- **Misuse of corporate assets –** Timely recognition of employee abuse or unauthorized use of the UC system can minimize damages and ensure proper usage of these powerful tools.

Avotus' Enhanced Usage Reporting (EUR) platform mitigates these risks while allowing Skype for Business customers to enjoy greater visibility and transparency in their voice and other UC systems. EUR is our award-winning, noteworthy product offering:

1 The ability to pull data from multiple UC platforms from multiple locations

2 Automate delivery to various users of all types of UC reports via web interface

3 The ability to assign cost centers for bill-backs to departments, locations or clients

EUR provides comprehensive, real-time call detail record (CDR) tracking and accounting – across UC platforms which is crucial for visibility when deploying Skype for Business allowing managers to gain access to all communication channels within a single unified tracking and reporting platform. As today's business world becomes exponentially more connected, the need for exhaustive data analysis and reporting across an enterprise becomes more urgent. When tackling the need for complete transparency in Skype for Business, EUR ensures unmatched visibility into all corporate communications, a full view of all asset usage, as well as comprehensive reporting, monitoring and security.

Another key element to EUR reporting is big data relationship analytics – examining corporate communication flows which now include instant messaging, video conferencing and voice services to assess underlying trends, patterns, business information and employee behaviors. This big data capability provides increased visibility and control over critical communication assets and a "social graph" of both internal and external communications. The data analytics component provides traceability and a means to monitor end-user compliance with corporate security policies. Standard reporting capabilities that come with UC platforms typically offer only generic reporting options that do not provide business intelligence. Avotus EUR offers the ability to significantly reduce the time it takes to conduct compliance related investigations by as much as 80 percent without relying on expensive internal resources and with minimal staff.

EUR delivers an indispensable tool empowering Skype for Business to allow unlimited extensive data retention for instant messaging, presence, voice, web conferencing, screen and file-sharing details in a single tracking and reporting platform. EUR can also provide wireless usage through an add-on module.

About Avotus

With more than 30 years of industry experience, Avotus is the award-winning provider of **Intelligent Communications Management (ICM)** solutions. ICM solutions enable users to optimize, manage and protect against misuse and abuse of their critical investments in telecom and technology. Avotus' ICM lifecycle can be deployed in a manner that allows each engagement to self-fund the next, while putting cash on the client's bottom line at each step. ICM solutions include: Enhanced Usage Reporting (EUR) for Unified Communications, Expense Management with ITAM Robot (EM), Intelli-Sourcing and Wireless Management. Avotus and its partners serve more than 1,000 clients in North America and around the world, many of which are industry-leading Fortune 5000 companies. ICM is Avotus' Intelligent approach to managing wireline and wireless assets, and a safeguard for your next-generation communications solutions.