



FirstClass® Unified Communications Features & Example Scenarios

Feature	Function	Benefit	Example Scenario
Message Notification	User can choose to be notified when a message that meets a certain criteria enters their mailbox; eg. A regular-delivery or urgent text message, voice message, or calendar item.	The user never has to miss another message, no matter where they are; with unified communications the user can access messages from anywhere using a wide range of devices including telephone, handheld or wireless device, web browser or computer.	Tim, a sales person, is catching a plane and is waiting for an important order that will be arriving by fax. Tim has set up his unified communications mailbox so that his pager (or text-messaging enabled cell phone) is alerted whenever a voice or fax message arrives. Just before boarding, his pager beeps notifying him that a fax has arrived in his mailbox. Tim logs into his unified communications mailbox via telephone, and forwards the fax to a Conference that is shared by the sales and marketing teams, to let them know that the order is complete and that they can draft a press release about the sale. Then Tim forwards the fax to his sales assistant who will process the order while Tim relaxes and watches the movie on the flight home.

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Send messages with urgent delivery	User can choose to send a message with urgent delivery, using the client, web or telephone interface.	The user can control the priority with which others view their message. For users of other email systems, text messages will appear as urgent in their inbox. For users of unified communications, message notification can be set up to alert them to urgent messages (see Message Notification , above).	Maria, a customer support manager for an ISP, receives hundreds of requests and complaints from her customers each day. Typically, this type of message volume would make it difficult to prioritize unread messages. However, with unified communications Maria is confident that each message is dealt with effectively, because messages are sent to a Conference which is shared by the entire Support Team. Each message's priority is clearly displayed and can be responded to by any member of the team, so customer care is not put on hold simply because one person may be unable to access their email.
Red flag – read/unread	Allows users to quickly see the status of messages (read or not read).	The user can view their mailbox, sort on message status, and determine which messages should be acted upon – email, voice and fax messages can be viewed all at once as opposed to 'traditional' methods of retrieving voice messages, one by one in the order they were received.	Susan, self-employed entrepreneur, receives hundreds of messages from clients and potential clients every day. Rather than having to check different access points (cell phone voice mail, office voice mail, email, fax) each time she returns from a meeting or appointment, Susan can quickly view her mailbox on her computer. She sees red-flagged messages, view the sender or caller ID information, and decide which new messages require urgent action and which can be scheduled for later in the day.

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Address Book	Allows users to manage contact information for personal or business contacts. Users can address messages to Address Book contacts using a computer, web browser or telephone access.	The user can add contacts to the Address book using a computer, web browser, or handheld device. Address books can be synchronized with Palm™ handheld devices.	Shelagh, a personal trainer at a local gym, is starting a new class. She brings her Palm™ handheld to her first class and inputs each new client's name, phone number and email address as they introduce themselves to the group, and assigns a number in her address book to each. She plugs her handheld cradle into a computer in the gym manager's office, and quickly sets up the Palm™ conduits. Then she syncs the Address Book changes that she made on her Palm™ back to her unified communications account. Next, she creates a mailing list for all members of the class, and assigns this a number. On her way home, she logs into her unified communications account using her cell phone, and sends a voice message changing the time of next week's class to each participant's email address by using the mailing list she set up in her address book.
Search	Allows users to search for messages that meet a certain criteria.	The user can use the search feature to locate messages based on the sender name, subject, or by matching keywords contained in the message content.	Anthony, a lawyer, needs to keep all voice communication from specific clients separate and archived, in order to bill-back hours spent on the client's file. Since all messages are stored in Anthony's unified communications mailbox and never expire, Anthony can move all messages from a specific caller to a folder to reference them for later. At the end of each day, Anthony uses the Search function to locate all voice messages received from the client's home, work, or cell phone, or email address. These voice messages can then be filed into a folder pertaining to the specific client for archiving.

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<p>Mail rules: Auto reply / Auto forward</p>	<p>Allows users to set automatic preferences for how messages are dealt with.</p>	<p>The user can set an automatic response when they are out of the office, or automatically forward messages to a colleague if they will be away for an extended period.</p>	<p>Bethany, an administrative assistant at a pharmaceutical company, had a skiing accident and will be out of the office for several weeks. In order to avoid delays on any projects, Bethany logs in to her unified communications account from her home computer and sets up an auto reply message that indicates she is out of the office and who to contact in her absence. She also sets up her auto forward feature so that all messages are sent directly to a Conference that is shared by her manager and her co-workers Krista and Phillip. This way, no messages are lost and projects are not delayed due to Bethany's absence.</p>
<p>Custom Greetings – Number Dialed</p>	<p>Allows users to set up a specific greeting based on the number that the caller dials.</p>	<p>The user can create a customized greeting based on a specific number that the caller dials.</p>	<p>Chris runs a number of different small businesses from his home. Chris places advertising in newspapers, magazines, and on the radio for each of his different businesses. For each type of ad, Chris has assigned a specific phone number, all of which are unified to the same unified communications mailbox. When a caller responds to a particular ad by calling the phone number listed in that ad, they hear a unique greeting that tells them about the service advertised in the specific ad they saw. Chris, however, only has to check one mailbox to respond to inquiries from all of his potential customers.</p>

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Custom Greetings – Caller Number	Allows users to set up a specific greeting based on the number the caller is dialing from.	The user can customize greetings for a specific caller to add a personalized touch to a business relationship.	Amber, a wedding coordinator, prides herself on personalized service for each of her customers. She sets up custom greetings based on the home, office, and cell phone numbers of each of her clients. When a client phones from any of those numbers, they hear a personal greeting from Amber thanking them for calling and giving them a status update on their wedding preparations. If the caller doesn't call from one of their identified numbers, they simply hear Amanda's general greeting for her business.
Custom Greetings – Call Transfer	Allows users to set up a transfer option so that callers can connect to a different number without hanging up and re-dialing.	The user can set up a transfer option to allow the caller to transfer to their cell phone by pressing '1'. This allows the caller to reach the user's cell phone without disclosing the user's cell phone number.	Jeff, president of a small .com, is often travelling or at meetings trying to raise capital for the company's growth. However, he still wants potential investors to be able to reach him during business hours. Jeff sets up his greetings so that callers can press '1' to automatically transfer to his cell phone, so that he does not miss an important call.
Custom Greetings – Greeting only	Allows the user to set up a greeting that does not allow the caller to leave a message.	The user can customize the greeting that is delivered without allowing a message to be left.	Richard, a property manager, has an apartment for rent in the downtown area. The apartment is rented on the first day, but he has placed ads that run all week. He wants callers to know that the apartment is rented. He sets up a custom greeting that tells callers that the apartment is no longer available, but does not allow callers to leave a message. This way, Richard does not have to manage messages from callers inquiring about the rented property.

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Custom Greetings – Scheduling	Allows users to set up a greeting that plays at a specific time of the day or week.	The user can customize their greeting based on the time of day or day of the week or month, to facilitate better communication.	Ali, a product manager for a manufacturing company, is often in meetings with the development and engineering teams within the company. He wants callers to know that he is away from his desk for 2 hours in the afternoon, and that he will get back to them following the meeting. He sets up a scheduled greeting for every Thursday from 9AM-11AM that tells callers he is in a meeting. During the meeting, callers who receive the scheduled greeting also have an option to transfer to Ali's secretary if they require immediate assistance. Outside of these times, callers hear his standard greeting and do not have the option to transfer.
Custom Greetings – Make Urgent	Allows the user to mark a message urgent.	The user can easily identify which callers require priority. The user feels in control of their messaging systems.	Kaitlyn, a restaurant owner, is waiting on an urgent call from her supplier. She is often away from her desk but does not want to miss the call. She sets up a custom greeting to recognize the calls from her supplier's office or cell phone, and mark them urgent in her unified communications mailbox. She has also selected the option to be notified of urgent voice messages on her pager (see Message Notification). When the call comes in, it is marked as urgent and her pager beeps, alerting her to the call. She dials in to her unified communications mailbox and retrieves the voice message; within seconds she has the information she needed.

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Fax Message	Allows the user to receive a fax in their unified communications mailbox.	The user can have a 'virtual' fax machine that only they have access to. The user does not have to keep checking the fax machine in the office to see if the fax has arrived, or waiting for someone else to deliver the fax. A secure delivery method for confidential information, which is also very cost effective as it reduces the need to purchase and maintain multiple fax machines and a steady supply of paper.	Keiko, an office manager, spends less time monitoring the fax machine and delivering faxes to desks around the office since all users have unified communications. Now, faxes are directed to a specific person, and arrive in each user's mailbox. General faxes are sent to the company's main unified communications number. When a fax arrives at the general number, Keiko can see it in the mailbox and print it or forward it to a specific individual, or to a Conference shared by a group of people. For example, a fax about a Seminar for software engineers can be forwarded to a Conference shared by the company's Product Development team.
Retrieve Fax Messages via phone interface	Allows the user to retrieve a fax message from anywhere in the world.	The user can receive a fax no matter where they are. The user can dial in to their mailbox from the telephone handset on any fax machine, and select any fax for delivery. This eliminates the need for the user to find the fax number of the location they are at, or to keep checking that fax machine waiting for the fax to arrive.	Courtenay, a literary agent, often travels to visit her clients and stays at a different hotel each trip. Her clients need to fax her revisions to their manuscripts while she is on the road. Rather than try to find the fax number of each hotel and make sure that all clients know where she will be on a specific day, her clients can simply fax manuscripts to her unified communications number. No matter where she is, Courtenay can find a fax machine when it fits her schedule, and dial in to her unified communications mailbox. She can release only the faxes she wants to receive, and copies of all faxes are kept in her mailbox for viewing at a later time. She can also forward any of these faxes to a Conference that is shared with her assistant, so that the assistant can keep track of the activities for each project.

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Upload / Download	Allows the user to upload files or documents to their desktop or any folder, and download the files to any computer.	The user can keep copies of important documents securely in the unified communications account, which can be accessed from anywhere.	Alistair, a university student, does not own his own computer and often writes papers from numerous different locations. While on campus, Alistair uses the computers in the lab to begin working on a research essay. When he is ready to go home, he uploads his latest draft to a folder called 'Research paper' on his unified communications desktop. On his way home, he stops at the library to do a bit more research. He finds some great information in the reference materials, but can't check them out of the library. He goes to the library computer and logs into his unified communications account over the web. He downloads his paper and updates the relevant sections. Then, he uploads the latest version and heads over to a friend's house to study. As they are reading the chapters for the next lecture, Alistair discovers some more relevant information. He makes some notes on his Palm™ handheld and drops it into the cradle attached to his friend's computer to synchronize with his unified communications Memos folder. The next day, Alistair is at his part time job at a PR agency. During his lunch hour, he uses the computer at his desk to log in, download his paper, and update it with information from his Memos folder as well as information he has found on some relevant web sites. Working in this way, Alistair completes his paper and makes the most of all of the time he has available to him while in different locations.

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Conferences	A shared workspace where groups of people can work together, post documents, participate in discussions, and store project information.	The user can work interactively with other members of the organization and keep track of all related project materials. Conferences make it simpler to keep track of complex information that is being accessed by more than one person, freeing up the user's mailbox for communication that relates directly to them or requires their specific attention.	Ben, Rich, Lynn, Rae, Wyatt and Rachel are working on a project together, each handling different aspects of the project – sales, marketing, financial, technical, training. Each one interacts with the customer at various times, and needs to know where their part of the project fits into the current status of the whole requirement. Using a conference, the team stores all information in appropriate sub-folders and is able to access the entire group's activity at a glance. They can have dialog about a specific aspect of the project and keep it focussed within the conference where others can see the result of the decision.
Who's Online	A real-time display of current users who are logged in at a given time.	A user can identify if another colleague is logged in at the same time in order to streamline communication.	Randi, a software developer, often works late into the night to complete programming projects. Eric, a co-worker, has just been hired and is working on his first major piece of the software. Also working late, Eric encounters a problem he cannot solve. Using the Who's Online feature, Eric identifies that Randi is logged in and sends her a quick request for help. Randi gives Eric the information he needs to continue with the project, and Eric does not need to wait for a response from someone who may not check messages until morning.

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Directory	A central listing of all users in a organization. Provides multiple matches for name and conference entries. Contains shortcuts to view other users' Calendars, Résumés, and Home Pages.	A user does not have to remember email addresses for co-workers or create individual address book entries. Messages can be addressed to a Directory contact using a computer, web browser, or telephone.	Evelyn, an administrative assistant, has just been hired at a company that subscribes to unified communications. Within a short period of time, Evelyn is introduced to many new faces and must begin interacting with them immediately. Rather than have to build her personal address book, or remember email addresses for colleagues, Evelyn can enter the first few letters of a person's first or last name, and the Directory will provide multiple matches. For example, entering "Da Ho" would return Dave Hobbes, David Horowitz, Danielle Horton, Dana Holley, and Dawn Hodgkins. If Evelyn is not sure which Dave she needs to send the message to, she can view the Résumé for both to determine who should receive the message. If she is trying to plan a meeting, she can use a shortcut from the Directory listing to view another user's calendar.

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Calendar	A personal calendar that can be viewed in Day, Week or Month view and contains personal and group activities, and personal To Do list.	A user can keep track of all activities and tasks in a single interface, and can color-code events for easy viewing. Calendars can contain items created by the user, or can be given permission to allow other users to post items to the calendar. Calendars can be synchronized with handheld devices for access anytime, anywhere.	Ashley, an events manager, is responsible for coordinating trade shows and events, such as seminars, banquets, presentations, and hospitality activities. He needs to keep track of appointments and tasks to ensure that everything goes smoothly. Ashley uses his calendar to maintain a to-do list of each task related to the events. He keeps track of events and even adds important notes and graphics for each event, such as a map, presentation file, or details of the arrangements. He adds his colleagues as participants of the events, to ensure that they have all of the details they need to participate in the activities. He also syncs his Palm™ handheld device to his calendar so that he always has the information at his fingertips. Using his calendar, Ashley is always on top of what is happening and makes sure that each detail is taken care of.
History	Allows the user to view information about other users' interaction with posted messages.	A user can use History to see who else in the organization has read a message, when, and if they have saved attachments, replied to or forwarded the message.	Christian, a proposal writer, needs to get approval on documents from many different groups before he can send them out. When he sends a final draft, it can take several days for all parties to return the document to him, wasting valuable time. Using the History feature, Christian can see who has read the message or saved the file, enabling him to act quickly on getting sign-off on the document.

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Chat	Allows users to participate in private, text-based synchronous communications.	A user can invite one or more other users from their Directory to participate in a private chat.	Rolf is sitting at a web kiosk in the airport waiting for a flight. His cell phone battery is dead and he does not remember the access code to his company calling card, but he urgently needs some information from his co-workers so that he can develop a presentation while he is en route to his meeting. Rolf logs in to his account and sees that Derek and Cynthia are both logged in as well. Rolf invites them both to chat and is able to ask his question. Rolf doesn't have to wait for people to check the message and respond, as he would with email, but instead gets the answers he needs before boarding his flight. Rolf's presentation is a success thanks to the instant responses provided by his team.