

VERTEKS CONNECTION



volume 10 number 3



Verteks helps Eglin Federal Credit Union upgrade its contact center capabilities to ensure continued member service excellence.

Long considered the consumer-friendly alternative to big banks, credit unions earn high marks for customer satisfaction and loyalty in surveys of financial institution customers. With a not-for-profit, cooperative structure, credit unions tend to focus on delivering great service to their members.

An emphasis on service has been one of the key reasons for Eglin Federal Credit Union's remarkable longevity. EFCU recently celebrated its 60th anniversary serving the citizens of Northwest Florida, including military and civilian personnel on Eglin Air Force Base, Hurlburt Field and Duke Field. The credit union also has branch offices serving members in Okaloosa, Santa Rosa and Walton counties.

EFCU recently made a major technology investment to ensure the quality of its member relationships. An aging PBX was nearing end of support and becoming difficult to administer, posing a potential problem for the credit union's contact center — the focal point for member interactions and thus a critical factor in optimizing the customer experience.

continued on page 2

VERTEKS CONNECTION

PRESORTED
FIRST CLASS
U.S. POSTAGE
PAID
Tulsa, OK
Permit No. 2146

Customer Focus

continued from page 1

The company turned to Verteks and ShoreTel for a state-of-the-art IP phone system and contact center solution that could better support its operations.

“We looked at a lot of systems, but Shore Tel had the simplicity and the ease of management that we liked,” said Tim Farnsworth, Vice President of Information Technology, EFCU. “Verteks was recommended to us, and all their references spoke very highly of them.

“We reached out to Verteks because we were told they are very, very good in the contact center area, and the contact center here at the credit union was an important piece of this. We wanted to make sure that our members get the right service, and we thought they had the best chance of that through our partnering with Verteks.”

Integrated Features

The contact center experience has evolved from a simple phone call to a complex interplay of communications channels. Although most customers use the telephone to contact companies, a growing number prefer to do business by email, text, chat, and mobile and social applications. It was important for EFCU that its new contact center solution allow agents to respond to customers quickly, through whatever communication channel they choose.

ShoreTel’s Enterprise Contact Center solution is designed to help organizations respond to the consumer-driven marketplace with a communications platform that puts business intelligence right where it’s needed. Built on the highly reliable voice capabilities of the ShoreTel Unified Communications system, the Enterprise Contact Center solution quickly delivers all the benefits of a fully integrated business communications platform.

The ShoreTel Communicator interface is a key feature of the system. It puts intuitive communication and collaboration tools at agents’ fingertips, allowing them to manage real-time communications on their computer or mobile phone while moving seamlessly between voice, video or instant messaging (IM). This gives agents the ability to have sidebar conversations during calls or to bring other people into a chat session in order to ensure successful call resolution.

Built-in integration with CRM applications such as Salesforce and Microsoft Dynamics allows agents to gain instant access to customer records during any communication to reduce call response and duration times and significantly

enhance caller satisfaction and agent productivity. Integration with Microsoft Outlook enables access to directories and personal contacts for quick-dialing options that speed communication. A host of other productivity features, including calendaring, call history and call-routing settings, are delivered from the same interface.

“The Communicator software is easy to use and gives our employees the ability to do things we couldn’t before,” said Farnsworth. “The call history, call routing and online directory capabilities make things so much easier.”

Gaining Insight

Enterprise Contact Center also features a reporting engine that allows EFCU to review advanced statistics of all the activity in the call center without requiring database programmers or third-party reporting applications. The ability to enter and track “wrap codes” has been very useful for understanding why members are contacting the credit union, Farnsworth said. These codes describe the nature of a call, including balance inquiries, fund transfers, electronic payments, lost or stolen cards, and more.

“We are using the wrap codes to help us track our call volume and the different types of calls,” he said. “What we learn from this will help us see where we can further improve things in the future, either through member education or maybe more information online. The system also allows us to generate reports on dropped calls, missed calls and the volume of calls at any time of day. These reports can help us adjust our staffing levels to ensure we’re delivering the best possible member service.”

Gaining insight through historical data also improves agent productivity. Agents can preview customer information through “screen pops” so they are better prepared for the call. With advance knowledge of customer information and account activity, agents have a better opportunity to help the customer quickly and reduce call time.

Farnsworth credits Verteks for guiding his team toward the right solution and managing the implementation of the system in a way that ensured no interruption of customer service.

“Verteks took the time to find out what we needed and what we wanted, and they were extremely thorough in helping design a solution for that,” he said. “There are always numerous ways of doing things, and I was always really comfortable with their path for us — versus just giving us a system and saying, ‘Here, let us try and make this work for you.’

“They got us up and running with no downtime. They scheduled the conversion for off hours to minimize the impact on our employees. They did a phenomenal job for us.”

News Briefs

PCI Group Eyes Power Cuts

The industry standard for connecting hardware devices to a computer's central processor is undergoing key modifications designed to meet growing market requirements for low-power platforms. Officials with the PCI Special Interest Group say new form factors will keep PCI technology viable for mobile devices and the so-called "Internet of Things (IoT)."

The group recently announced the release of the PCI Express (PCIe) M.2 Specification Revision 1.0. A next-generation form factor for ultra-light and thin platforms, the M.2 architecture is designed to meet requirements for applications in thin mobile platforms such as tablets, portable gaming devices, smartphones and devices requiring solid-state drive (SSD) storage devices.

Another specification, L1 Sub-States, lets a PCIe interface shut down more functions while in sleep mode and still wake up when needed. Finally, there's an option in PCIe called "half-swing" that cuts power consumption in half from 800 millivolts to 400 millivolts.

Cloud Services Worry IT Pros

Data breaches will become more frequent and more costly as cloud services pervade the enterprise, according to a new survey of 613 IT and security professionals. The survey, conducted by the Ponemon Institute for cloud app analytics provider Netskope, also found that respondents are unsure how many cloud services are used in their organizations or who is responsible for securing those services.

Across the board, respondents said they believe high-value IP and customer data are less secure when the use of cloud services increases. Respondents said they are uncertain about cloud service provider security practices, and that they believe their companies fail to conduct proper due diligence in the implementation and monitoring of security programs

Verteks Connection

Copyright © 2014 CMS Special Interest Publications. All rights reserved.

Editorial Correspondence:

7360 E. 38th St.,
Tulsa, OK 74145
Phone (800) 726-7667
Fax (918) 270-7134

Change of Address: Send corrected address label to the above address.

Some parts of this publication may be reprinted or reproduced in nonprofit or internal-use publications with advance written permission. Printed in the U.S.A. Product names may be trademarks of their respective companies.



all your technology needs
under one umbrella

Unlike many other consulting firms, Verteks has developed unmatched expertise in several critical areas, which allows us to serve as a central source for a broad range of high-quality solutions to complex IT issues. Contact us today and let us show you how we can help you simplify your business with technology.



1-877-VERTEKS
352-401-0909
www.verteks.com

Mobility's Next Phase

Organizations must address challenges of making key applications available to mobile users.

Enterprise mobility is one of the hottest topics in IT and will remain high on the list of priorities for CIOs through 2014. As organizations innovate and re-engineer business processes to leverage emerging mobility technologies, they are focused on solutions that drive productivity, efficiency and job satisfaction.

Applications may be key to the next phase of enterprise mobility as end-users clamor for organizations to mobilize existing enterprise apps or create new ones for smartphones and tablets. However, as Ovum notes in its Enterprise Mobility 2014 Trends-to-Watch report, application mobilization creates numerous challenges for the enterprise.

One such challenge is providing a universal user experience across multiple device platforms with various user interfaces and operating systems, and then tightly integrating everything with internal systems. Ovum says this moves mobility initiatives away from a device-centric problem to an IT corporate management problem, with implications for secure access, content, application and business intelligence.

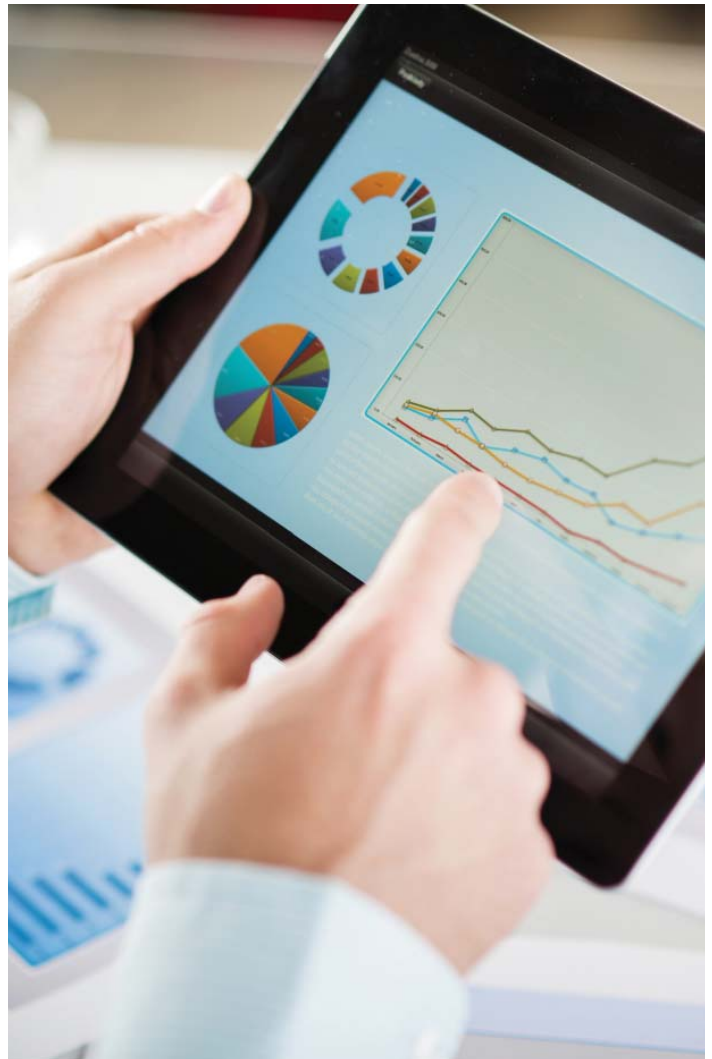
The Waiting Game

In a recent survey of 300 IT decision-makers in the U.S. and U.K., Mobile Helix found that while organizations have a clear understanding of the benefits and drivers from the end-user community, they have not yet mobilized many applications. A large percentage are delaying full deployment of enterprise apps on mobile devices due to concerns around cost, complexity and security.

The survey showed that there is compelling end-user demand for sensitive corporate data and apps to be available on mobile devices — 87 percent of CIOs said their employees want more access to enterprise data and applications on their mobile devices. Decision-makers also recognize the efficiency gains that mobility can deliver, with CIOs expecting a 36 percent increase in productivity across the business if key enterprise applications were mobilized.

On average, companies had more than 400 custom and packaged applications within their organization. Some progress is being made to make these available on mobile devices, with 71 percent of companies reporting that steps have been taken to develop applications for mobile use and another 20 percent planning to develop apps for mobile use in the near future.

Yet only 22 percent of enterprise applications can actually be accessed from mobile devices. This is in spite of the



fact that 86 percent of companies have developed standard web applications and 53 percent of enterprise apps are now browser-based, which would make mobilization relatively easy and cost-effective.

“Users expect critical data and applications to be available on any device and in any context, both in mobile and fixed environments, in the way that is most familiar and convenient to them. CIOs understand the obvious benefits of empowering employees and making them more productive, yet only a small proportion of enterprise apps and critical data are currently mobilized,” said Matt Bancroft, co-Founder and COO for Mobile Helix.

“Why aren’t more enterprise apps available on any device? We all want apps and data to be available to employees when they need them using the tools that are available at that time. Companies need to bridge app silos in the enterprise

and ensure applications work in both fixed and mobile to deliver a seamless converged app experience.”

HTML5 the Key?

The survey found that there are a range of factors impeding the deployment and adoption of enterprise applications on mobile devices. Sixty-five percent of CIOs blamed delays on development costs, 63 percent cited security concerns and 48 percent said they are worried about increased cost of support and maintenance.

The survey found that the vast majority of CIOs (81 percent) believe that the cost of developing or re-engineering enterprise applications for use on mobile devices is currently too high because of the fragmented and complex nature of the mobile market. In fact, 65 percent claimed that mobilizing enterprise applications is too complex, and 64 percent expressed concern that legacy enterprise applications on mobile devices typically don't support touch and swipe, which seriously diminishes the user experience.

When looking at native application development specifically, only a third of respondents (32 percent) felt they had the necessary skills within the organization to develop such

apps. Almost half (47 percent) that had developed a native app said they would have reservations about doing so again due to the time, cost and complexity involved.

Going forward, the HTML5 markup language could clear the way for increasing levels of application mobilization. HTML5 mobile apps can be developed once and run on many different platforms. For organizations that wish to preserve features of their native applications, hybrid apps using HTML5 for the user interface can provide functionality for multiple device platforms.

“The current approach to mobility is limiting the market – enterprises are now looking for solutions that will allow them to develop and deliver apps to their employees simply and cost-effectively,” Bancroft said. “Companies already have the infrastructure and skills to mobilize, deliver and support enterprise applications in a cost-effective way, while still ensuring enterprise-grade security. Every device platform on the market today has a high performance, HTML5-compliant engine. By taking this HTML5 browser-based approach, corporate IT can build a unified applications platform that extends across devices of all shapes and sizes, without compromise in functionality, performance, or security.”

Virtualized phone system? It's for you!



ShoreTel 14.2 allows companies of all sizes to deploy a ShoreTel communications system in a virtual environment. With ShoreTel virtualization, customers can select the UC deployment model that best suits their business and infrastructure needs – virtual, physical or any combination of both. The benefits are immediate – reduced hardware and operational complexity, higher application availability, increased scalability and reliability. ShoreTel virtualization is currently available from Verteks. Contact us today to learn more.



1-877-VERTEKS
352-401-0909
www.verteks.com

Virtual Work, Real IT Challenges



As virtual working becomes more prevalent, organizations need to ensure they have the right tools and processes to support remote employees.

Virtual working has become the reality of business today. The number of virtual workers — including telecommuters and mobile personnel — continues to increase dramatically, as employees take advantage of ubiquitous connectivity to free themselves from the confines of headquarters.

In February 2013, Yahoo CEO Marissa Mayer announced that the company would ban telework. In October 2013, HP decided to cut back telecommuting significantly. Nevertheless, a study released that same month by global human resources association WorldatWork found that 88 percent of companies offer some form of telework. Respondents said they believe workplace flexibility has a positive effective on employee engagement, motivation and satisfaction.

The Society for Human Resource Management (SHRM) in April released its 2014 National Study of Employers, which found that flexibility over when and where full-time employees work is on the rise. This includes options such as occasional telecommuting, which saw an increase to 67 percent from 50 percent in 2008.

Virtual working offers numerous benefits, including increased job satisfaction for employees and access to a larger talent pool for employers — 89 percent of survey respondents rated the opportunity to work remotely as an important fringe benefit. Time savings, increased productivity and the

opportunity to focus on work rather than becoming distracted by office politics emerged as the top three benefits workers appreciate in remote collaboration.

However, organizations need to ensure that remote employees have the IT tools they need, and that IT teams are ready to support them. Of course remote workers need a PC or laptop and a reliable Internet connection. But they will also need strong collaboration tools and trusted access to applications and data. In addition, the organization needs to ensure that it has enough bandwidth to support remote users, strong security and solid help desk support.

Supporting Collaboration

While Yahoo's decision to ban telework was motivated in part by a sense that employees were shirking their duties, HP ostensibly wanted to increase “face time” within the organization. An internal company memo reportedly stated that the desire to “create a more connected workforce and drive greater collaboration and innovation” drove the new policy.

Without the right collaboration tools, virtual workers can feel isolated. A lack of direct communication remains the biggest obstacle to efficient remote collaboration, along with hindered data accessibility and poor visibility into colleagues' activities. The right technology can overcome this roadblocks, however.

Unified communications solutions enable remote workers to use the company phone and conferencing systems as if they were in the office. Calls can be forwarded to the worker's home or cell phone, or a PC-based softphone utilized to serve as the worker's extension. Voice mail can be managed through an email client.

Video and web conferencing bring remote workers together for face-to-face communication and allow content sharing. Easy-to-use conferencing solutions support spontaneous, ad-hoc meetings among geographically dispersed teams, boosting productivity, cutting costs and enabling faster decisions.

The unified communications solution should also enable instant messaging for rapid communications with team members and other coworkers. Instant messaging is a subset of so-called "presence" technology, which enables workers to see who is available and the best way to communicate with them. Presence eliminates phone tag and enables remote workers to collaborate seamlessly — an instant message can become a phone call which can become a video conference with just a few clicks.

Enabling Access


Virtual workers also need access to applications and data. A virtual private network coupled with remote desktop protocol can enable remote workers to access their work PCs. However, this may not be the ideal solution for employees who only work remotely. A virtual desktop solution stores the user's desktop on a server in the data center so that it can be accessed from a wide range of devices.

With application virtualization, applications are centralized in the data center where they can be accessed by various devices or streamed to a PC for offline use. Application virtualization makes it possible for remote workers to access legacy applications that aren't web-based. Best of all, remote workers get the same performance as in-house users, even with bandwidth-intensive applications.

Of course, web- and cloud-based applications can be accessed by any employee with an Internet connection. Single sign-on solutions can make it easier for remote workers to access these resources and also improve security.

Whatever the solution, it must be easy to use and reliable. In addition, help desk personnel should be trained in supporting teleworkers. Remote employees should not have to troubleshoot IT problems in order to do their jobs.


The results of the WorldatWork and SHRM surveys underscore the growing demand for virtual work capabilities — whether employees are on the road or working from home — across both small and large enterprises. Given the prominent role virtual work is expected to play in the future of business, organizations should begin planning now to ensure that remote employees have the IT tools they need.




ARE YOU READY FOR THE NEXT GENERATION?

WATCHGUARD IS.

WatchGuard's powerful Next-Generation Firewall allows you to add exactly the security functions you need, when you need them. And however you choose to deploy, you get true line-speed security inspection on all traffic and multi-gigabit packet filtering throughput, for serious security that doesn't slow you down. Our powerful Fireware® operating system is the fastest, most reliable, most agile platform in the industry. It's designed to run full versions of the leading security engines in every category, so we make sure you're always at the top of the food chain.



Contact Verteks and let us show you how to utilize WatchGuard to ensure superior performance and protection.



1-877-VERTEKS
352-401-0909
www.verteks.com

Copyright © 2014 WatchGuard Technologies, Inc. All Rights Reserved. WTG-16



Never say this to your customers. Or they won't be your customers.

You rely upon your computer systems to serve your customers. You need a backup and disaster recovery solution that serves your business.

Datto SIRIS protects against the unexpected by backing up data locally and in the cloud, with lightning-fast recovery of individual files or entire virtual machines. It is also the only solution that offers local and offsite virtualization to deliver true business continuity in the event of a disaster. Your mission-critical applications and data can be instantly recovered in the cloud so you can keep running your business.

Implementing an enterprise-class business continuity solution is easier and more cost-effective than you may think. In fact, it will probably pay for itself in business saved and headaches avoided the first time your system goes down or data is compromised.



**Call today to learn how to ensure business continuity
and protect your mission-critical applications and data.**



352-401-0909
www.verteks.com

datto