Transform Your Enterprise Communications:

CenturyLink® Unified Communications Solutions
Take Control of a Challenging Landscape

Your workforce is mobile and dispersed. Your IT team struggles to manage more interconnected devices, outdated equipment and disparate provider networks that don’t interoperate. Voice and other real-time communications are evolving to applications delivered across IP-based platforms.

Your fragmented communications landscape can be unified — and simplified — through next-generation solutions that streamline networks and the way you use services to deliver a lower overall total cost of ownership (TCO).

Imagine the velocity your business could achieve if your communications infrastructure could be integrated and accessed from one network, using one commercial ecosystem.

CenturyLink’s voice and unified communications solutions allow you to regain control.

Deliver a proven experience for your workforce and customers — simply, cost effectively and at your pace.
CHAPTER 01

Take Control of a Challenging Landscape

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CENTURYLINK’S VISION FOR THE ENTERPRISE

- Access to a global IP network that is scalable and wrapped with multilayered security protections
- Inclusive, multisite commercial models with unified service level agreements (SLA)
- A software-enabled ecosystem delivered through a real-time communications platform that is built to enable the ways people work today
- A tightly integrated portal for service control, reporting and flexible invoicing
- Professional White Glove Services to outline, implement and measure the transition to a simpler future
Business and IT leaders are constantly challenged to lower overall costs while investing in growth. They must continually enhance the customer experience and elevate their brand to remain competitive. When it comes to your communications strategy, transformation requires careful planning and execution with an experienced service provider— and it doesn’t happen overnight.

- **CHALLENGE**
  - Select technology that supports a mobile workforce and a geographically diverse business
  - Implement a future-ready design
  - Simplify the commercial environment while helping ensure predictable costs, SLAs and the ability to scale services
  - Deliver workforce efficiency, a better customer experience and higher revenues
  - Lower your TCO and reinvest capital in technology and people

UC&C Transformation is a Journey, Not An Event
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**CenturyLink® Contact Center Solution:** CenturyLink combines key contact center applications, a robust hosted ACD/IVR/omnichannel platform, an array of premises-based contact center offerings, and an expert team of contact center consultants to offer a holistic solution that can improve customer interactions and drive efficiency for contact centers of all sizes.

**CenturyLink® Managed Enterprise with Cisco Meraki** is an all-in-one, complete managed solution for a powerful wireless network with simple and effective security management. Businesses eliminate complex installation, costly capital expenditures, multiple device support, ongoing management and the need to juggle multiple providers for secure business-class WiFi and networking solutions.

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**CHALLENGE**
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**CIO**

**CTO or Network Architect Leader**

**Service Procurement Leader**
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CenturyLink® Voice Complete® supports session initiation protocol (SIP) and time-division multiplexing (TDM) to create a platform for the unified collaboration application of your choice. By using a single contract, multicontinental calling resource sharing, flexible invoicing, currency support and an end-to-end SLA, resources are freed to invest elsewhere in your organization.

CenturyLink® Hosted VoIP A virtualized PBX-based solution running on the BroadSoft platform combined with CenturyLink management services allows customers to focus on growth instead of managing a communications network. Available unified communications and collaboration capabilities via the cloud, as well as through a mobile application, allow users to be connected to their office communications anywhere at any time.
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Implement a future-ready design

**CHALLENGE**

Simplify the commercial environment while helping ensure predictable costs, SLAs and the ability to scale services

**CenturyLink® Voice Complete®**: This technology-agnostic telephony solution is certified to support your choice of existing on-premises gear and leading UC&C applications without fear of forklifting.

**Cisco Webex delivered by CenturyLink** provides a holistic UC&C platform that integrates CenturyLink’s secure and reliable network, hosting and communications architecture.
Business and IT leaders are constantly challenged to lower overall costs while investing in growth. They must continually enhance the customer experience and elevate their brand to remain competitive. When it comes to your communications strategy, transformation requires careful planning and execution with an experienced service provider— and it doesn’t happen overnight.

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Lower your TCO and reinvest capital in technology and people.

**CHALLENGE**
Deliver workforce efficiency, a better customer experience and higher revenues.

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**Microsoft® Skype® for Business managed by CenturyLink:** Replace or augment today’s private branch exchange (PBX) functions while delivering a full suite of UC&C features backed by a global network and maintenance support.

**Cisco WebEx delivered by CenturyLink** provides a holistic UC&C platform that integrates CenturyLink’s secure and reliable network, hosting and communications architecture.

The **CenturyLink Business Communicator** is an add-on mobility feature with Hosted VoIP. This add-on feature allows customers to take their desk phone capabilities and use it anywhere they have an Internet connection and a computer, smartphone or tablet.

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**CenturyLink® Voice Complete®** simplifies contract, pricing plans, unified SLAs and features regardless of geography, with cost predictability.

**CenturyLink® Hosted VoIP** offers advanced calling features over our fiber network using the BroadSoft BroadWorks platform. This means that calls can be routed faster, multiple devices can be set to ring simultaneously or in a particular order, along with voicemail access by phone, email or on-line.
Your UC&C solution
Requires the Right platform

Gaining all the benefits of UC&C requires voice-enabling applications, which can be the hardest step. You need a foundation designed for the task, but not all VoIP solutions are built to provide an agnostic public-switched telephone network replacement. CenturyLink helps you leverage new tools for improved business innovation and efficiency while also helping to ensure the security, resiliency and reliability of your business.

of IT professionals cite their challenges (e.g., management, cost, reliability, complexity, etc.) with on-premises PBX/voice solutions as a factor that led their organization to use/consider hosted VoIP solutions.**

**Spiceworks survey of 250 U.S. IT decision-makers on behalf of CenturyLink, June 2017.

*Strategy Analytics - Global Mobile Workforce Forecast Update 2016-2022


1 CenturyLink Voice Complete customers who switch from legacy TDM services to pure SIP network, December 2018.

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78% of IT professionals cite their challenges (e.g., management, cost, reliability, complexity, etc.) with on-premises PBX/voice solutions as a factor that led their organization to use/consider hosted VoIP solutions.**

82% total average savings per channel among Western European customers²

42.5% total average savings per channel among North American users

1,2

CenturyLink Voice Complete customers who switch from legacy TDM services to pure SIP network, December 2018.

Share Calling Resources Across Continents

With CenturyLink® Voice Complete, shift calling resources among sites across the United States and in Western Europe without oversubscribing.

With CenturyLink® Hosted VoIP, set multiple phones to reach you virtually anywhere, whether you’re in the office or remote. Also, receive voicemail messages transcribed to text within an email.

*Strategy Analytics - Global Mobile Workforce Forecast Update 2016-2022
**Spiceworks survey of 250 U.S. IT decision-makers on behalf of CenturyLink, June 2017.
¹ CenturyLink Voice Complete customers who switch from legacy TDM services to pure SIP network, December 2018.
CHAPTER 03

Your UC&C solution Requires the Right platform

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Enterprises are moving to SIP trunking to reduce their telecom expenses by up to 50% in the U.S. and by 15% to 30% globally.

42.5%
of the global workforce – 1.87 billion people – will be mobile by 2022*

With CenturyLink® Voice Complete, use existing investments as long as possible without reinvesting capital. CenturyLink’s network handles signaling conversion and supports direct, native primary rate interface connections to non-Internet protocol PBXs.

With CenturyLink® Hosted VoIP, access feature-rich services without the cost, expertise and time management required for on-premises equipment. Invest in operating expense rather than capital expense with a cloud-based VoIP platform.

78%total average savings per channel among Western European customers*

82%total average savings per channel among North American users1

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Chapter 03
Your UC&C solution
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Every deployment of CenturyLink® Voice Complete® provides built-in network failover protection, emergency services and other business features within the Concurrent Call Path (CCP) price.

With CenturyLink® Hosted VoIP, reduce the cost of maintaining two separate networks for voice and data and eliminate vendor finger-pointing with a single-provider solution.

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Administration Simplified

- Manage your telephone numbers, sites, CCPs and features using a secure 24/7 web portal.
- Manage virtually all aspects of your services via powerful web administrator and end-user portals.

- Total average savings per channel among North American users: 34%
- Total average savings per channel among Western European customers: 82%
- Total average savings per channel among North American users: 42.5%

42.5% of the global workforce – 1.87 billion people – will be mobile by 2022*

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CenturyLink is certified with Microsoft®, Cisco® and Avaya™, among other providers, so we can manage your entire UC&C service. We can also work with your systems integrator to layer capabilities onto your existing solution.

You can also add sophisticated capabilities with a cloud-based contact center with Hosted VoIP.

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A Journey to Agile, Flexible, Global Collaboration

As business leaders try to escape technology refresh cycles and achieve promised economies of scale, UC&C delivered through the cloud is a growing trend.

In the meantime, enterprises will rely on both premises-based and cloud-accessed services. This means that you need a flexible communications design that can support both approaches while you transition to your ideal solution.

Let’s Go
CenturyLink’s experience and capabilities can help you assess, plan and deploy your platform with minimal disruption. Easily gain user buy-in to create a platform that becomes a core component of your organization with a clear return on investment.
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Improve Speed of Innovation

Our UC&C solutions provide a flexible set of application programming interfaces (APIs) and integration capabilities to give you a solid foundation and a path to build and innovate.
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CenturyLink UC&C solutions provide global reach across an adaptable and secure network, allowing customers to easily scale and expand as needed.
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We Take Security Seriously
Thanks to our global footprint, the CenturyLink network provides inherent security advantages. We don’t outsource network coverage to other providers and our network is monitored 24/7 by experts in our Security Operations Centers, so we control QoS for improved performance and reliability. Individual services, including DDoS Mitigation, Managed Firewall and Secure Access, can provide additional protection.
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CenturyLink’s holistic solution provides customers with easy deployments, end-to-end support, reporting and SLAs—minimizing complexity and leveraging economies of scale for lower costs.

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**UC&C Transformation In Action**

The transition to a full or hybrid UC&C model is a journey with potential pitfalls along the way.

**Corporate Buy-In Is Key**
Transforming the way employees work on a daily basis is a big change. To make it easier, identify “super users” in each department who will act as ambassadors of UC&C, assist with adoption expectations, support team members and help if unexpected issues come up.

**Substantiate ROI**
Prove the value of UC&C by measuring user experience with tools that show insightful and successful customer outcomes; create leaner, faster, more efficient departments; and increase throughput by reducing the sales cycle.

**Flexible Training**
Functional teams will encounter different user experiences. Training has to be flexible for different users.

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*Total minutes that traverse the CenturyLink global voice network, based on a 3-month average from June-August 2018. Talk minutes calculated on a monthly average basis.

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**When Hosting Makes Sense**
If your enterprise is growing but doesn’t have the economies of scale or staff to support premises-based UC&C, a hosted solution can solve seat and unit cost challenges. Alleviate the need to invest in on-site hardware/IT resources and avoid CAPEX penalties for depreciating assets over the course of five or more years.

>Learn more
UC&C Transformation In Action

Potential Pitfall

Limiting your options

UC&C often includes moving to a single normalized platform, but consider using multiple best-in-class vendors. Because you’re not limited to a single platform, you won’t miss new capabilities.

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Potential Pitfall
Separate myth from reality
When a call fails, perception is that the platform isn’t stable. UC&C analytics dashboards provide clear feedback on what actually occurred and can help dispel concerns about network congestion and other issues. Your “super users” can also help squash any rumors.

Substantiate ROI
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Flexible Training

Functional teams will encounter different user experiences. Training has to be flexible for different users.

An unstable platform threatens user experience

CenturyLink uses network diversity, routing failover, dual provisioning, SIP trunking load balancing, 24/7 network monitoring alerts and proactive notifications to support reliable service.

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Potential Pitfall

The transition goes too fast

With UC&C, you no longer have to wait for hardware and firmware releases and you can use APIs to access new capabilities. But that can also create disruption. CenturyLink has experience transitioning businesses of many sizes smoothly and at their own pace.

Substantiate ROI

Prove the value of UC&C by measuring user experience with tools that show insightful and successful customer outcomes; create leaner, faster, more efficient departments; and increase throughput by reducing the sales cycle.

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>Learn more

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The Centurylink UC&C Portfolio

CenturyLink delivers a broad portfolio of unified communications and collaboration solutions.

- BlueJeans
  - Delivered by CenturyLink
- Skype For Business
  - Managed by CenturyLink
- Cisco Webex
  - Delivered by CenturyLink
- Amazon Chime
  - Delivered by CenturyLink
- CenturyLink Managed Video Conferencing
- CenturyLink Managed Webcasting Services
- CenturyLink Managed Event
- CenturyLink Ready-Access
- CenturyLink Web Meeting
CenturyLink delivers a broad portfolio of unified communications and collaboration solutions.

- **CenturyLink Ready-Access**
- **BlueJeans** Delivered by CenturyLink
- **Skype For Business Managed by CenturyLink**
- **Cisco Webex Delivered by CenturyLink**
- **CenturyLink Managed Video Conferencing**
- **CenturyLink Managed Webcasting Services**
- **Amazon Chime Delivered by CenturyLink**

The CenturyLink® Ready-Access® audio conferencing service is a global, reservationless solution designed to function as a stand-alone service or to be fully integrated within UC&C applications. For more information, click here.
CenturyLink delivers a broad portfolio of unified communications and collaboration solutions.

**CenturyLink**

- **Ready-Access**
- **Skype For Business Managed by CenturyLink**
- **BlueJeans Delivered by CenturyLink**
- **CenturyLink Managed Webcasting Services**
- **Amazon Chime Delivered by CenturyLink**
- **Cisco Webex Delivered by CenturyLink**
- **CenturyLink Managed Event**
- **CenturyLink Web Meeting**

**CenturyLink® Web Meeting** has an intuitive and immersive online meeting experience that can help increase time, resources and speed to market.

For more information, [click here](#).
The Centurylink UC&C Portfolio

CenturyLink delivers a broad portfolio of unified communications and collaboration solutions.

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- Cisco Webex Delivered by CenturyLink
- Amazon Chime Delivered by CenturyLink
- CenturyLink Managed Video Conferencing
- CenturyLink Managed Event
- CenturyLink Managed Webcasting Services

CenturyLink Web Meeting

Get high-quality, cloud-based video collaboration that extends beyond the boundaries of specialized conference systems to almost any device. For more information, click here.
The Centurylink UC&C Portfolio

CenturyLink delivers a broad portfolio of unified communications and collaboration solutions.

- CenturyLink Web Meeting
- CenturyLink Ready-Access
- CenturyLink Managed Video Conferencing
- Amazon Chime Delivered by CenturyLink
- Cisco Webex Delivered by CenturyLink
- Cisco WebEx web conferencing combines dynamic online meetings with integrated collaboration tools. And by using the optional Cloud Connected Audio bridging, hosted by Cisco, you are interconnected to the Cisco Collaboration Cloud through CenturyLink’s global IP network.
  For more information, click here.
- CenturyLink Managed Webcasting Services
- CenturyLink Managed Event
CenturyLink delivers a broad portfolio of unified communications and collaboration solutions.
The Centurylink UC&C Portfolio

CenturyLink delivers a broad portfolio of unified communications and collaboration solutions.

CenturyLink Managed Video Conferencing

CenturyLink offers managed video conferencing services and cloud-based conferencing solutions that allow you to connect face-to-face with stakeholders around the world without the challenges and costs of travel.

For more information, click here.

Other solutions include:

- BlueJeans Delivered by CenturyLink
- Cisco Webex Delivered by CenturyLink
- Skype For Business Managed by CenturyLink
- Amazon Chime Delivered by CenturyLink
- CenturyLink Managed Webcasting Services
- CenturyLink Managed Event
CenturyLink delivers a broad portfolio of unified communications and collaboration solutions. CenturyLink® Managed Event provides you with secure meeting access and streamlined scheduling and attendance. For more information, click here.
CenturyLink delivers a broad portfolio of unified communications and collaboration solutions.

- BlueJeans
  Delivered by CenturyLink

- Skype For Business
  Managed by CenturyLink

- Cisco Webex
  Delivered by CenturyLink

- Amazon Chime
  Delivered by CenturyLink

CenturyLink Managed Webcasting Services

CenturyLink® Managed Webcasting Services, powered by ON24, allows users to harness the Internet to distribute multimedia content through a customizable and interactive interface.

For more information, click here.
The Centurylink UC&C Portfolio

CenturyLink delivers a broad portfolio of unified communications and collaboration solutions.

Amazon Chime delivered by CenturyLink offers a cost-effective, fully supported, easy-to-implement UC&C experience that solves many challenges of digital transformation — including lost productivity, lack of desktop to mobile device support and loss of business agility.

For more information, click here.
Evolve Your Contact Center & Enhance Customer Experience

Enterprises are increasingly looking for innovative cloud-based and hybrid communication solutions that can be rapidly adopted without investing capital or IT resources and provide measurable ways to improve the customer experience using an inclusive, cost-effective commercial model.

The Next-Generation Contact Center In Action
CenturyLink provides a highly scalable and reliable platform, tightly integrated with our global network.
Evolve Your Contact Center & Enhance Customer Experience

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Voice Clarity Measurement and Enhancement (VCME) and Prosodica: CenturyLink CCS offers improved customer experience through call quality enhancement tools and prosodic scoring.

The Next-Generation Contact Center In Action
CenturyLink provides a highly scalable and reliable platform, tightly integrated with our global network.

Wide Array of Advanced Features

Providing The Highest Levels of Customer Experience

Customer Experience Analytics

Cloud-Based Applications

Contact Center Consulting Experts to Partner with You

Securing Customer Information

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Evolve Your Contact Center & Enhance Customer Experience

Enterprises are increasingly looking for innovative cloud-based and hybrid communication solutions that can be rapidly adopted without investing capital or IT resources and provide measurable ways to improve the customer experience using an inclusive, cost-effective commercial model.

The Next-Generation Contact Center In Action

Cloud-Based Applications

We offer several applications that can be activated through the cloud easily and quickly, including a full hosted ACD/IVR/omnichannel platform.

Providing The Highest Levels of Customer Experience

Customer Experience Analytics

Contact Center Consulting Experts to Partner with You

Securing Customer Information
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The Next-Generation Contact Center In Action
CenturyLink provides a highly scalable and reliable platform, tightly integrated with our global network.

CenturyLink’s cloud-based reporting capability aggregates agent-based scoring of interactions, which business leaders can use to drive best practices. Customer experience analytics include real-time notifications for agent advising and provide an objective measurement of customer satisfaction.
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Contact Center Consulting Experts to Partner with You

- Capture the contact center current state
- Identify, prioritize and document business and technology requirements
- Develop future state view including ROI
- Build a roadmap to future state

Securing Customer Information

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Real-time Authentication and Fraud Prevention:
Real-time threat scoring allows contact centers to detect threats during the ring cycle.

PCI/HIPAA annual audits completed by third-party assessors validate compliance with controls applicable to CenturyLink services that are designed to protect sensitive customer information.
LEARN MORE

Learn how an experienced provider can simplify the complexity of your current communications environment and help solve your biggest challenges. CenturyLink lets you take the journey at your own pace, with thought leadership informed by years of helping our customers evolve and grow their business.

> Learn more about how CenturyLink can help you transform your enterprise communications.

**Transforming Communications with UC&C**

- **ONE NETWORK**
  - One Vendor and a Single Point of Responsibility

- **ENTERPRISE-CLASS**
  - Business Continuity and Disaster Recovery (BCDR)

- **DIVERSITY**
  - Extensive Network and Built-In Redundancies
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