



THE FUTURE IS NOW

FULL-STACK UC&C OBSERVABILITY



TELEMATE

UC&C Vendor Neutral Monitoring, Analytics, and Reporting

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There are always new buzz words and lingo being introduced in the UC&C space. In many cases these new terms can lead to confusion, noise and ultimately organizations can miss out on the opportunity to realize value.

Full-Stack UC&C Observability... Is it yet another noise creating set of buzz words or can it create real value in today's UC&C environment?

Let's begin by framing the phrase with a definition and outlining its key characteristics.

DEFINITION

At its core, **Full-Stack UC&C Observability** is the ability to monitor, analyze and report across the entire UC&C environment using a single platform. In addition, this unique "cradle to grave" type of visibility enables organizations to associate UC&C activity to business outcomes.

KEY CHARACTERISTICS

1. UC&C Vendor Agnostic

Although UC&C vendors like Cisco, Microsoft, Zoom, 8x8, Ring Central, Avaya and others do an adequate job in providing siloed tools for their respective environment(s), the quest for complete visibility has become overwhelming for most organizations that are in a multi-vendor ecosystem spanning across on-premise and cloud-based deployments.

...manually stitching together complex information in an effort to create useful visibility should no longer be acceptable.

2023

Noise or Real Value?

Full-stack observability delivers the flexibility to dynamically harvest and monitor session activity regardless of UC&C manufacturer or UCaaS provider. Delivering you the capability to combine and cross correlate activity across manufacturers, providers and communication types in a single platform.

2. UC&C Data Source Agnostic

In the vast world of UC&C tools, it would not appear reasonable to expect the tool used for reporting, analytics and monitoring in your unified calling environment to also have the capability to understand your complex contact center traffic. As well as the cryptic session activity traversing border elements and expressways. This generally unreasonable expectation becomes reasonable with full-stack UC&C observability. The datasource agnostic nature provides the flexibility to dynamically normalize complex traffic characteristics irrespective of UC&C datasource type.

3. Cloud or On-Prem UC&C System(s) Agnostic

According to a recent IDC report, the use of cloud-based UC&C services experienced explosive year over year growth. Many organizations deployed cloud instances to easily flex-up during crisis management. The challenge that many organizations face is the lack of real visibility tools from cloud providers. The lack of visibility presents a significant hurdle for both IT and business stakeholders. Full-stack UC&C observability facilitates greater access to data and user experience metric associated with both your cloud and on premise UC&C implementations.

4. Associate Activity to Business Outcome

Ubiquitous monitoring, analytics and reporting in a single platform can undoubtedly deliver powerful across-the-board value. Moreover, having the ability to harness that power and associate it with business level KPI's is the next logical step for IT to assist in enabling business outcomes for key stakeholders.

OBSERVABILITY

CONCLUSION

Despite years of investments, organizations are frustrated with the siloed nature of most tools. If properly implemented, full-stack UC&C observability can deliver next generation value that can reduce cost while increasing efficiencies.

Organizations appear to be at a critical cross-road. Toggling between multiple systems and manually stitching together complex information in an effort to create useful visibility should no longer be acceptable.

However, the status quo position of many UC&C ops teams may lead to slower than required adoption of full-stack UC&C observability as domain experts continue to struggle with niche tools.

Delivering actionable information that the business demands is critical to the success of the IT organization. Unifying monitoring, analytics and reporting in a single agile platform is what full-stack UC&C observability can deliver!

Click to learn more!
Contact TeleMate for a 15minute consultation!



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