

## CEBP: The Efficiency Engine that Attacks Global Human and Systems Delays

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Avaya Intelligent Communicator  
Interview with Nick Lippis, CEO of Lippis  
Enterprises

In Part I of this two-part interview, IT and communications analyst Nick Lippis predicts a huge wave of productivity sweeping through the global economy as a result of the deployment of Communications Enabled Business Processes (CEBP). He views CEBP as the “third stage” of business’s deployment of IP telephony and predicts that its effect on productivity will be as great or even greater than the emergence of global competition in the 1980s or the advent of the Internet in the 1990s. He discusses the types of industries where CEBP might have the most effect and defines CEBP adoption as the “strategic phase” of IP telephony.

### **How do you define Communication Enabled Business Process (CEBP) and what value does it offer to enterprises and the economy in general?**

CEBP injects a level of communications into an organization’s workflow and business processes that wasn’t there before -- with the main goal of extracting as much human and systems delay as possible out of business processes. This speeds up the process of getting work done within an organization.

The value to enterprises is that they will be able to organize better, communicate better with their employees, their suppliers and their partners, and become much more efficient and agile. And to a great degree, they will also become more mobile and more “virtualized” in terms of participants being in diverse workspaces. CEBP is an efficiency engine that is going to work its way through the global economy and attack human and systems delays across the global economy.

### **Exactly how does CEBP provide these benefits?**

It has to do with how long it takes humans to respond to events. It takes some time. On the other hand, systems can respond in microseconds. When an event occurs, a company needs to coordinate and orchestrate communications among many people within its organization.

Systems have an ability to do that in a way that humans can't. For example, it's impossible for one person to organize the communication flow of 100 people in an instant, to have them quickly engaged in a process that allows them to respond to an event in a timely manner.

### **Can you give us an example?**

Unfortunately, many of us have been in a hospital or have had a loved one who has been in a hospital. A nurse comes in to check on a patient and is confronted with an emergency. The nurse doesn't have the skill set to respond to that emergency.

But if you have been to a hospital lately you'll notice that many of the staff walk around with tablet and laptop PCs. In a CEBP scenario the nurse would be able to see the various doctors and other professionals available to respond to that emergency, look at the list, see who is on call, click on a specialist that is on call (because their presence information would be visible on the computer) and click on a name. Then a video session will begin, or perhaps a voice over IP session. At that time the doctor can help the nurse respond to a patient's needs immediately.

It is important to see that it is not only a matter of verbal communication. The doctor can have instant access to a whole range of information for that patient: vital signs, medical history, medications and so on. All of the specifics associated with that person can be made available so that the doctor can respond appropriately to the situation. And the doctor and nurse can also access a group of other professionals that might be needed to help the patient.

That is an example of how CEBP can add value in the healthcare industry. Recently, a presentation at Harvard indicated that about 100,000 people die each year in our healthcare system because of preventable medical errors due to miscommunication. So this technology can not only help treat people in need, but also can save lives. If we can save 10 percent of that 100,000 people, that's 10,000 people.

In addition to the great value there always is in saving life, there would be a huge effect on that hospital. There would be an effect on the loved ones of those patients. There would be an effect on the insurance premiums that the hospital has to pay. CEBP is a huge value proposition in the healthcare industry.

### **How might CEBP be of help in other industries?**

Here is an example. It has to do with an incident in our food and agricultural system. A few months ago, an e coli outbreak in the USA was attributed to spinach. There was a huge amount of activity to detect the cause of the e coli outbreak and how to deal with it. Government agencies in the US were involved. A large number of farms and storage facilities were involved.

This is a good example of an event that triggered a response. With CEBP you can automate the response to those kinds of situations. Instantly, information can go into the supply chain so that officials know what kinds of stores are receiving the spinach, and notify them to take the spinach off the shelves.

Also, those responsible can look deeper into the supply chains and determine which farms were associated with the shipments in question. They can instantly talk to the right people, leave messages, use email, instant messaging, chat -- whatever channel is quickest -- so that the people in the supply chain can take action. In this way, CEBP can enable extremely fast damage control.

### **What practical business values are there in CEBP for an enterprise?**

CEBP will produce huge value. To illustrate the magnitude of the potential of CEBP, we can compare it with the advent of the Internet in the 1990s. The Internet was a huge efficiency engine. It made processes much more efficient, by eliminating redundancy and allowing people to communicate more effectively. It also enabled corporations to expand their brands more effectively.

CEBP will be even more of an efficiency engine. It will provide an even higher gain in efficiency than the Internet. With CEBP, organizations will be able to review their processes and workflow and make them extremely efficient by injecting communications into them. The Internet was a huge efficiency engine for the economy. CEBP will be like the Internet "on steroids."

### **What does the adoption rate look like for CEBP?**

CEBP is a manifestation of what I call the third or strategic phase of IP telephony. The first stage was the experimental stage. In that stage, organizations began by using IP telephony on PCs. There were difficulties, but the IT industry worked out the technology. That was a seven year cycle.

The last four years we have been into what I call the "competitive pricing stage." The technology is now as good as the legacy TDM telephony technology was before, but users have more features. It is also much more cost effective. So we are replacing legacy systems with IP telephony. Now that we have this foundation of IP telephony we are entering what I call the strategic phase. It is made up of two major components:

One is called Unified Communications, where employees can access many communications applications from a single launch point. That launch point could be a laptop, a desktop, cell phone, or any other communication device. There are a plethora of endpoints. So we already have a degree of integrated access into our organizations' communications infrastructures.

The second part of the strategic phase will be the implementation of CEBP. It will involve automating business processes and extracting human and systems delays. We are at the very beginning of CEBP. I predict this will be about a ten-year cycle in the marketplace.

If we think about CEBP in terms similar to the adoption of other technologies, we are at the same stage where cell phones were when they were single function devices. Initially, they made phone calls, received phone calls, and kept track of the numbers they dialed. They have come a long way from this stage. We are at a similar beginning phase for CEBP, with enormous advances ahead.

### **How should companies choose suppliers of CEBP?**

First, a company has to be committed to an IP telephony deployment and also committed to unified communications. Then, it is highly likely that whomever the company chose for IP telephony is going to be a major player in their unified communications -- and very likely to be the big player in their deployment of CEBP.

It will make sense for them to follow the "trajectory" of the vendor that they chose for IP telephony in the first place.

### **Which companies are thought leaders and who can execute on the CEBP model?**

There are two, possibly three companies. Avaya is the leader in the industry with their "Intelligent Communications" because they are the ones who foresaw the wave of CEBP coming into the marketplace and have organized to capitalize on it. Avaya's large professional services organization is a necessary part of organizing to provide CEBP.

The second thought leader is a new alliance between Microsoft and Nortel, called ICA. Since they are just beginning to talk about CEBP, they are behind Avaya.

So far Cisco Systems is involved in Unified Communications, the second stage of IP telephony. But when they see the importance of CEBP, they will participate in one way or another.

### **Why do you see Avaya as a market leader for CEBP?**

Avaya has the thought leadership position. Avaya also has the underlying technology and foundational elements around which IT developers can begin writing applications to take human and systems delay out of their company's business processes.

The most exciting thing currently about Avaya's solutions is that they are accompanied by a professional services organization that can really deliver all the consulting, design, vision, implementation and management of all the CEBP solutions.

Another exciting thing about Avaya is that they are not only a product company but provide a clear transition from product/hardware to a software as a service configuration. Having a professional services organization that is half the size of the company is testimony to that. Consequently, before long, Avaya's CEBP solutions will make an enormous difference in overall business productivity.

### **What should Avaya's CEBP strategy be?**

In terms of players in the marketplace today, Avaya's CEBP strategy is clearly to maintain its position of thought leadership now and move into early implementation as the technologies develop and the market demands them.

### **As an industry analyst what affects you most about covering and commenting on CEBP?**

There have always been waves of productivity and waves of economic activity that have driven the global economy. In the 1980s there was the global competition primarily between the US and Japan. In the 1990s there was the Internet.

In the first part of this century I believe it will be CEBP. I believe CEBP will have the same kind of impact as the US competition with Japan, where organizations started a whole new process of re-engineering corporate business processes that really went from the top down. We all retooled the way we approached business on a global basis. The US did that in the 1980s because of competitive pressures from a foreign nation.

CEBP will also have as much impact as the Internet era of the 1990s where we looked at business processes in new ways because of a new technology that enabled us to be much more efficient. Now with CEBP, a new technology will again enable us to plan for a huge wave of productivity and efficiency gains. To be a part of that and contribute to it and provide leadership is exciting.

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