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AKKADIAN LABS

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Akkadian Labs offer software products and solutions that integrate into Cisco & Microsoft Unified Communications environments as well as other business focused enterprise applications. We invited Kris Zimmerman, EVP Global Sales, to talk us through the firm and explore the secrets behind the firm's phenomenal success.

Collaboration, an increasingly fundamental characteristic of successful businesses, is often overlooked in the corporate world, however it is vital. As such, creating software that helps people collaborate is Akkadian Labs' focus.

Akkadian Labs is built on a set of core values with customer service as the cornerstone. This focus is embodied in the firm's 'Technology is complex. We make it simple.'

The firm's suite of solutions encompasses three core products, the first of which is the akkadian Console Operator, a Cisco attendant console for Unified Communications and Collaboration replacement that allows a phone operator to efficiently answer and handle multiple incoming and outgoing calls with ease. akkadian Console Operator's user-friendly interface requires less learning and adoption time for your operators. This server-less software provides measurable ROI and reduces total cost of ownership. This innovative solution is also compatible with Windows 10 in order to support a wider range of clients.

Secondly, the firm offers akkadian Global Directory, which simplifies directory management for IT while providing an intuitive directory search interface, making it easy for end users to locate and connect with contacts. This software works across a variety of devices, such as Cisco IP Phones, video endpoints, and mobile device, such as Apple iPad, iPhone, and Android devices.The third in the range is akkadian Provisioning Manager Express, which exclusively incorporates features to limit administration by location or security designation. This provisioning tool offers significant time and cost savings as high-level resources are free to spend time on other tasks. Adding new users and devices to Cisco's UC environment has

never been easier through the use of this software. What can normally take up to 15 minutes to do a simple move, add, or change can now be done in less than a minute by using the simple web-based interface provided by akkadian Provisioning Manager Express.

Alongside this, akkadian Provisioning Manager Express standardizes the configuration process through the use of templates, and the simplified process means any resource with security permissions may provision; no experience or certification is required.

Zimmerman outlines how the firm works to ensure that these solutions meet the needs of the firm's wide variety of clients. Owing to the fact that we align our products with the purpose of UC, our portfolio of clients is as diverse as that of Cisco's. Any company using Cisco Collaboration can find value in simplifying its management and enhancing its features. Our clients span diverse verticals, but we find that innovative companies wishing to invest in automation are the quickest to adopt our solutions. Some of the most well-known and prestigious tech companies, manufacturers, retailers and entertainment groups are using our software. We have multi-national global organizations as clients, as well as small business clients.

"Our core focus remains on making it simpler for the IT staff to on-board and off-board employees. Our software helps IT administrators to modify the company directory, as well as provision, new or departing employees. We are continuing to make advances in this area. We are also making advances in provisioning for large scale contact centers."

In addition to its three core software products, Akkadian Labs develops

custom software solutions tailored to our client's specific business objectives. Through this service the firm has helped some of the most established names in the legal, medical, financial, retail and real estate industries to get more from their unified communications investment.

Working with a wide range of industry partners including Presidio, Insight, and CDW, Akkadian Labs has highlighted its dedication to excellence and commitment to providing the very highest standard of collaborative software.

Having amassed such a vast wealth of experience in the collaborative software market the firm is keen to support both its clients and industry peers and share this knowledge with them, which is why it regularly holds webinars and presentations on a wide variety of subjects.

Throughout the market as a whole, Zimmerman explains that the push toward mobility, the increased use of video, and the need for security are two very important trends across all aspects of technology and discusses how this affects her firm and the solutions it provides.

"Increasingly within the corporate landscape, business units are becoming mobile workforces. This is especially true of companies that have invested in UC. These companies have the infrastructure in place for employees to be reached from anywhere, and on any device. But, having the infrastructure and having the system up and running with the same conveniences the employee would have had if he or she were operating from a desktop phone are two different things.

"As such all three of our software solutions make provisioning and

empowering a mobile workforce easier. First, IT needs to configure mobile devices in UC servers. In addition, with new BYOD policies popping up, many employees need devices or apps like instant messaging and WebEx provisioned all at once. This could bury a busy IT team. akkadian Provisioning Manager Express simplifies and streamlines the provisioning process for the UC administrator. The software allows administrators to both on-board new devices and decommission old devices in seconds. In addition, the administrator doesn't even need to access business critical servers to complete the task. This means lower-level IT employees can be assigned provisioning, freeing engineers for other projects.

"Next, once devices are provisioned, the employee will notice his mobile device doesn't have the same native corporate directory that his desktop phone had. This is why our directory software is a lifesaver. We originally developed akkadian Global Directory software for desktop IP phones because the native directory just wasn't user friendly. It is cumbersome for the administrator to update and manage, and not streamlined for the employee trying to search-to-dial from his desk. In addition, unlike other directories,

akkadian Global Directory works across video endpoints which is increasingly becoming the endpoint of choice.

"akkadian Global Directory addresses both of these issues and in 2016, we came out with a mobile app that brings this same functionality to mobile devices. Regardless of the availability for both Android and Apple devices, the apps bring a secure corporate directory to employee's tablets and mobile phones."

Fundamentally, Akkadian Labs' clients vary in many ways and include small, large, and global organizations. What joins this diverse group of companies is the need to provision devices and users within the Cisco UC environment. By working with Akkadian Labs these clients are able to enjoy cutting edge software which meets their needs and can be tailored to support them directly. It is this dedication to client satisfaction which sets the firm apart, and moving forward this will be the firm's continued focus. Zimmerman concludes by discussing the firm's upcoming developments and how it will continue adapting and developing its service offering to ensure it remains at the forefront of the latest industry developments.

"Moving forward we are keen to adapt our solutions to meet the needs of our users. For example, currently akkadian Provisioning Manager Express supports provisioning agents in Unified Communications Contact Center Express environments, but our next release will support provisioning Cisco Unified Communications Enterprise. We are also looking for ways to use our Rest API to further automate processes. An example of this is the fact that our API integrates with workflow software such as ServiceNow, Workday, and PeopleSoft. This creates a zero-touch-provisioning system all the way through from HR to the Cisco Collaboration platform.

"Within the ever expanding robust reporting and analytics space, we already offer reporting in all three of our software solutions, but we are working to expand capabilities to offer robust and powerful analytics.

"Ultimately, as great as our software is for the end-user, we know that support is necessary for client satisfaction. We have developed a self-service portal for client license management, support, and upgrades that is convenient and easy for our clients to use."