



**CONTACT:**

Mostafa Razzak  
JMRConnect (for Yorktel)  
202-904-2048  
m.razzak@jmrconnect.net

**FOR IMMEDIATE RELEASE**

**Yorktel Publishes Whitepaper on Best Practices for UC&C Productivity;  
Case Study on Guiding Global Broadcasting Company from  
Disparate Legacy Systems to Next-Gen Video Infrastructure**

*Vishal Brown, Yorktel Vice President of Professional Services to Address Critical Factors  
for Telepresence, Successful Unified Communications Deployments at ITEXPO 2015*

**Eatontown, NJ (October 1, 2015):** Yorktel today announced two significant additions to its Professional Services Unified Communications and Collaboration (UC&C) library: a whitepaper titled, "[Best Practices for UC&C Productivity;](#)" and, "[Guiding Global Broadcasting Company from Disparate Legacy Systems to Next-Gen Video Infrastructure,](#)" a case study.

"Proper strategies that address specific considerations for productivity, mapping the UC platform to use cases, and defining the right type of collaboration solution for your business must be employed throughout each phase of any rollout," said Yorktel Vice President of [Professional Services](#), Vishal Brown.

Both the whitepaper and case study provide insight and extensive detail on common technology and usage challenges, as well as best practices to gain the maximum benefits UC&C has to offer.

"For UC&C to have real value," added Vishal Brown, "it must address a tangible problem, which most often relates to enabling more effective collaboration across the enterprise. While seemingly straightforward, this goal is increasingly hard to achieve as several companies fail to invest the proper resources into their initial planning, sabotaging any chance for success."

The premise of the whitepaper is to reinforce the importance of an exhaustive assessment that provides the necessary data to roadmap an implementation. This assertion is proven in the case study, which documents how despite an extensive investment in video communications solutions, one of the world's largest broadcasting companies was constrained by the limitations of legacy-based, non-standardized technologies.

Yorktel Professional Services was retained to provide strategic recommendations on how to overcome the inherent complexity of the current user experience, and to recommend its vision for a communications environment that fostered collaboration and encouraged adoption.

By employing best practices for video and an ITIL-based service design methodology, Yorktel delivers communications strategies that support the usage models that users demand, while integrating seamlessly with IT practices. Yorktel's Professional Services consultancy team offers a complete suite of advisory services to help businesses and government agencies develop and implement plans that avoid the pitfalls of disparate video communications systems.

**Vishal Brown will be speaking to this subject matter at ITEXPO 2015 during two sessions on October 5: 'Telepresence Options' (1:00 PM); and 'How to Make Your UC Investment Pay Off' (3:00 PM).**

"Only by understanding the needs of stakeholders and surveying the productivity tools they currently use will you understand the impediments to agility and what tools and technology are necessary to optimize business performance," concluded Vishal Brown.

#### **ABOUT YORKTEL**

Yorktel is a leading global provider of UC&C, cloud, and video managed services for large enterprise and federal government customers. Founded in 1985 and headquartered in New Jersey, with offices across the US, UK, and France, Yorktel enables customers to successfully integrate video into their operations -- from video conferencing to video event production; on premise or in the cloud. Yorktel designs, integrates, and manages enterprise-wide unified communications solutions.

For more information, visit Yorktel online at <http://www.yorktel.com> or email [knowmore@yorktel.com](mailto:knowmore@yorktel.com). Follow Yorktel on Twitter: @yorktelcorp

###