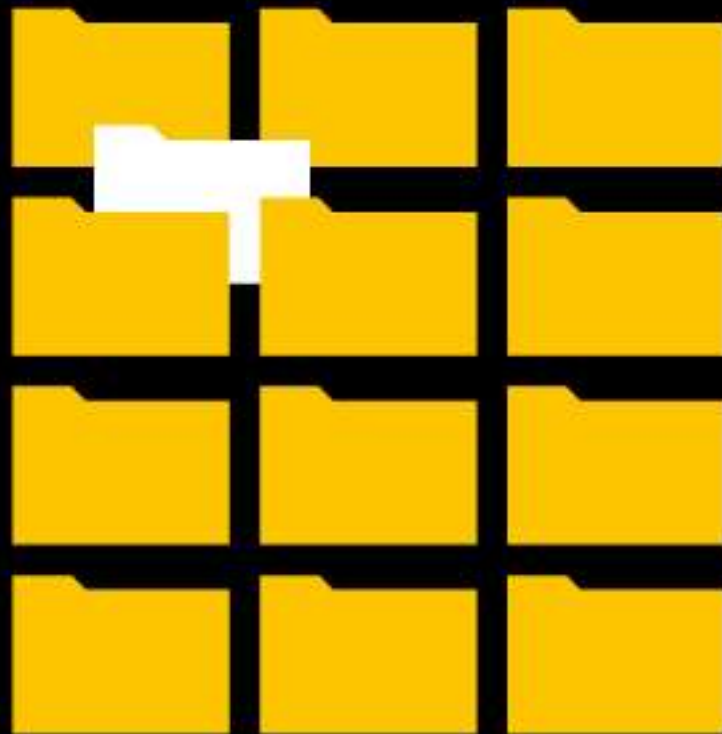


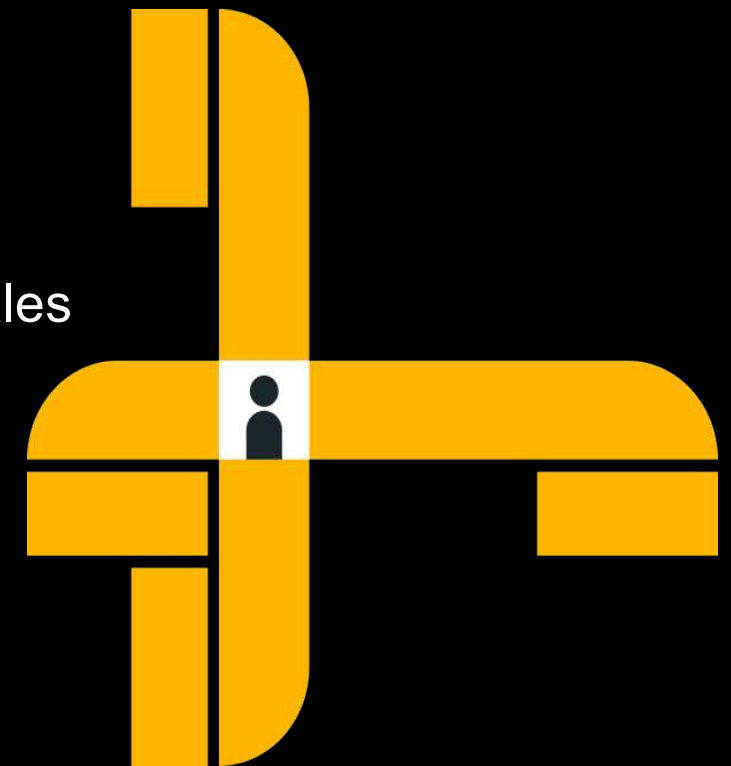
Lotus knows your trying to reach the person not their phone.



## Unified Communications & Collaboration - UC<sup>2</sup> Today & Tomorrow

Marty Buckley, Lotus Collaboration Sales

Darren Belford, Senior IT Specialist



Collective Intelligence 2010

The future of enterprise collaboration

Follow us on twitter at [#bmci](#)

# It's not just a technical solution...



**It's about people**



**It's about creating a culture for innovation**



**It's about making people more productive in the context of the work they do everyday**



**It's about business transformation**





# Lotus Sametime Today



## Sametime 8.0.x



**Community Tools**

**Persistent Chat Rooms**

**Instant Share**

**Location Services**

**Lotus Connections, OCS & Sharepoint Integration**

## Sametime 8.5



**Simplified & Rich online meeting experience**

**Web 2.0 Integration**

**Improved video quality and interoperability**

**Standards based A/V Features**

**Rich Telephony Integration**

**New IM Mobile Clients**



# Sametime 8.5 Meetings

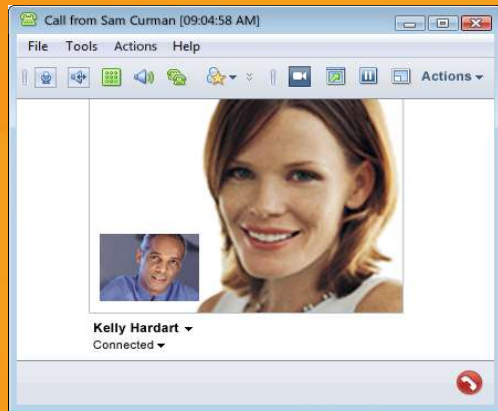
easy

to access  
to get in  
to add others  
to share  
to collaborate





# Sametime Audio / Video Improvements



## Lotus Sametime 8.5

- Support for chat, VoIP audio/video chats & online meetings
- Multi-way voice and video conversations
- Active speaker switching
- Encodes standard AV streams
- SIP based AV client

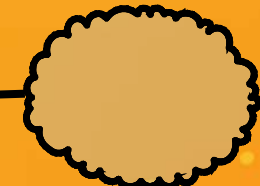
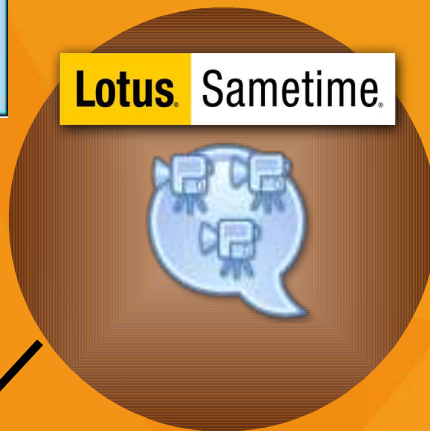
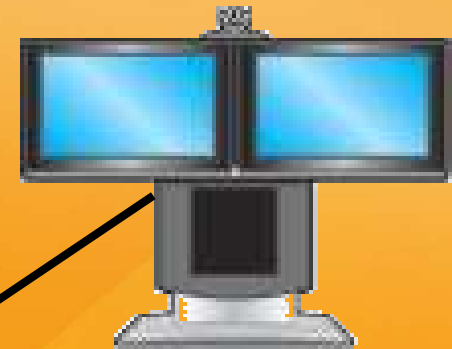


## Sametime 8.5 Media Manager

- SIP proxy registrar
- SIP based conference focus
- Media router (packet switcher)

# Simple, Flexible, Easy to Use

# Working with Partners....



H.323  
ISDN





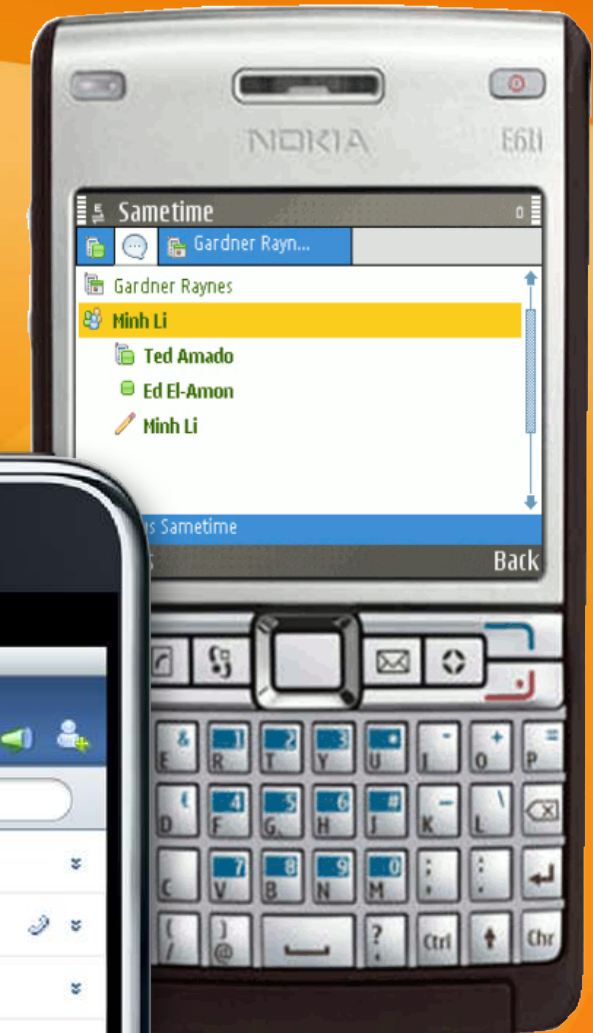
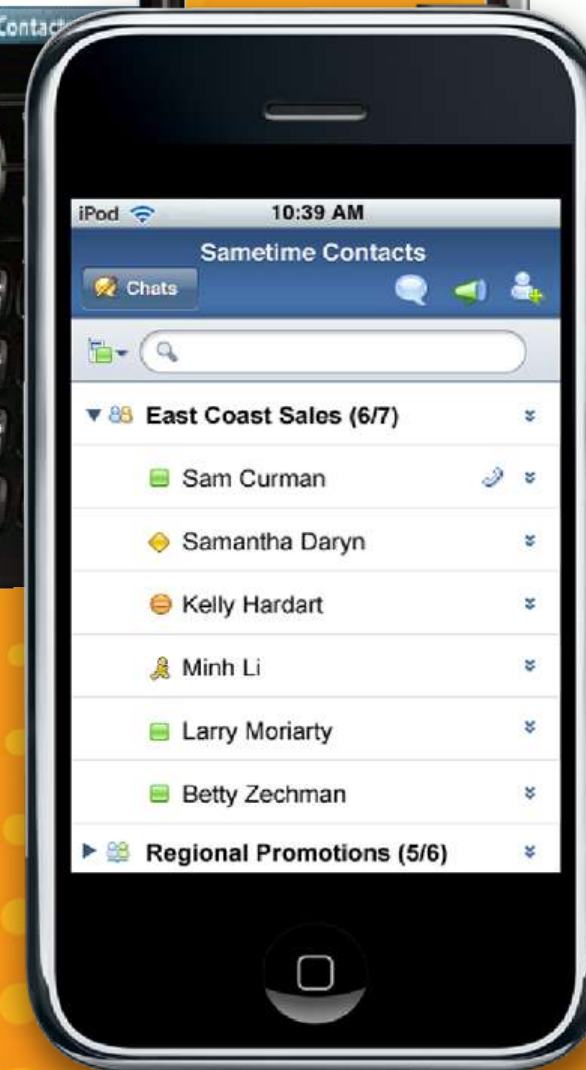
# What about my Smartphone ?

Blackberry

Windows Mobile

Symbian

iPhone



# Meetings without delay

## SCENARIO

- **YTD Finance Report needs to be discussed.**
- **Darren, CFO, CIO & Accountant, all in separate offices...**

## BENEFITS

- **High Quality & Secure User Experience**
- **Faster time to access A/V & meetings – Increasing Productivity**
- **Integrated Library – Ease of access to history**
- **Recorded Meetings - Ideal for training**



# Analysts love Sametime !!!

For those firms that understand the power of real-time collaboration tools --

the ability to get an immediate answer, hold a virtual ad hoc meeting, or ping someone without bothering them with a phone call --

this product is an important upgrade.

December 15, 2009

IBM Lotus Sametime 8.5 Is "Click To Conference"  
by Ted Schadler, Forrester Research

Simplicity: the IBM Sametime 8.5 formula  
for delivering results

Marty Parker, Dec 17, 2009



FORRESTER®

Gartner

Leadership Quadrant

Gartner Magic Quadrant for Unified Communications, September 2008 and 2009

Leadership Quadrant

Gartner Magic Quadrant for Web Conferencing, August 2009

"Excellent" Rating

Gartner Marketscope for Enterprise Instant Messaging & Presence 2007, 2008 and 2009

# Sametime Unified Telephony – June 2009



## Business Drivers

Telecommuting / Mobile workers - access anywhere, anytime...

Matrixed organisations – Acquisitions

Multiple locations

Global companies

Virtual teams

Work-life integration

Project based work environments



# Features & Functions...



**Embedded Softphone**



**Click-to-call & click-to-conference**



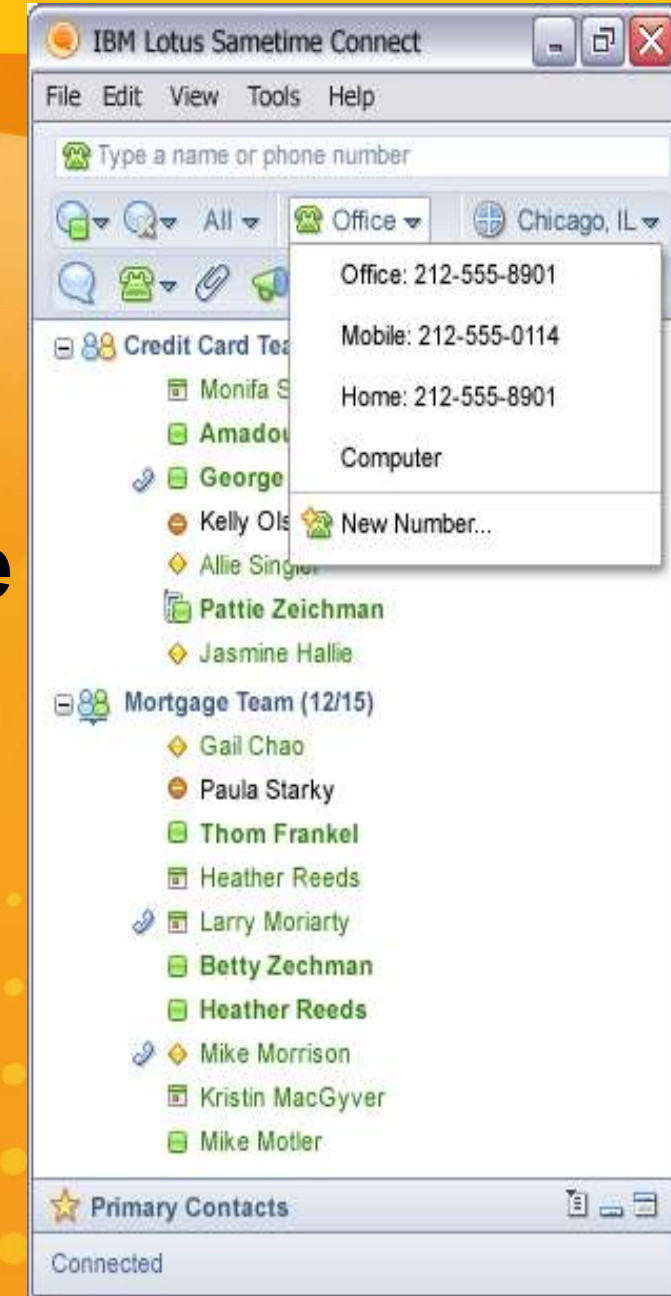
**Telephony presence**



**Incoming call management**



**Integrates with YOUR telephony environment**



# 4 key points to Remember...



**UNIFIED NUMBER**

**(02) 9354 8674**



**STATUS & LOCATION**



**PREFERRED NUMBERS**



**ROUTING RULES**



# Always be in touch...

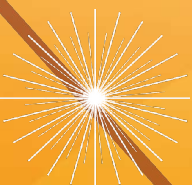
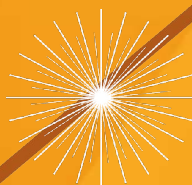
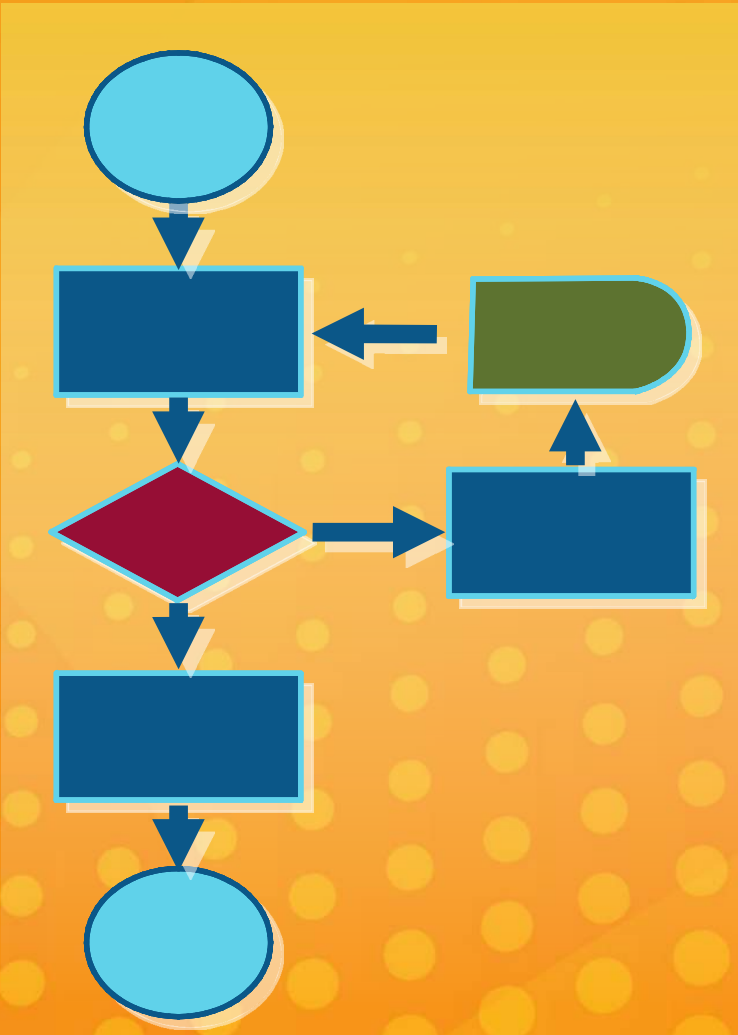
## SCENARIO

- Working away from the office & I'm grabbing a coffee, a customer calls
- Clarify a couple of points
- Call the customer back...

## BENEFITS

- Improved call accuracy – Saving time...
- Starting Calls & Conference calls is intuitive – Reduce training requirements & increase productivity
- You have control over where your call will go

# Real time Communications - Apps & Workflow



# Real time Communications - Apps & Workflow

## SCENARIO

- **Capex Approval Process**
- **I need some new equipment !!... NOW**

## BENEFITS

- **Faster Approval cycles – increased productivity**
- **Communication in the context of the business process**
- **Handle the exception, so the business process is completed**
- **Saves time & effort in successfully completing Business Processes effectively**

## Communication Enabled Business Processes

# Sametime 2010 Roadmap...

## Lotus Sametime 8.5.x



1H 2010

ST Advanced for 8.5.x client  
SUT for 8.5.x client  
New 8.5 client platforms  
Win 7, Linux, Mac (incl 10.6)  
A/V encryption

## Lotus Sametime 8.5.x.x



2H 2010

A/V for Web browsers  
Bandwidth management  
Larger scale A/V sessions  
NAT Firewall Traversal  
ACL's in meeting  
Sametime Advanced updates  
SUT updates



# Lotus knows it's about ROI

## Customer Benefits

**Reduce Travel & Communication Costs**

- Cut travel costs using online meetings
- Cut service fees by doing conferencing in house
- Cut phone costs using Instant Messaging
- Cut mobile roaming & international access fees
- Start on UC w/o IP Telephony migration

**Speed Decision Making**

**Accelerate Business Processes**

**Support Distributed Teams**

**Accommodate Diverse User Preferences**

**Enable Cultural Transformation**



# Simple Actions, Quick Value...



**Start planning Sametime 8.5 in your environment**



**Talk to your rep.... Sametime Unified Telephony**



**Talk to your rep.... ROI Workshop !!**



**Utilise your current investments with Sametime**





# Collective Intelligence 2010

The future of enterprise collaboration