IBM Lotus Sametime and IBM's Unified Communications and Collaboration Strategy

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IBM Lotus Sametime

IBM's Point-of-View: UC Market evolution

- **Virtual Workers are the Rule**

- **IM is a business expectation**

- **Presence is King and Location is Queen**

- **Co-existence on the back-end, consolidation on the front end**

- **UC moves beyond Click-to-Call to Communication Enabled Business Processes**

- **Consolidation of purchasing inside companies**

- **Global consumability**

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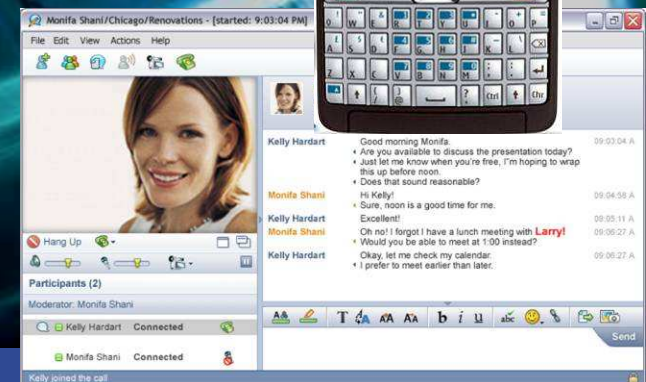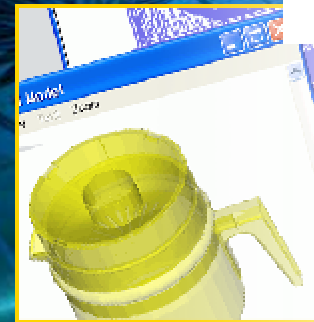
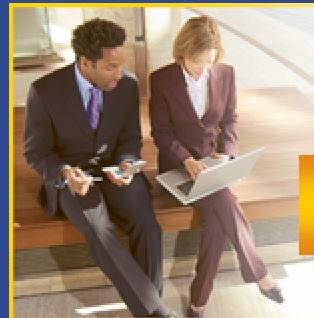# Lotus Sametime has always delivered tangible businesses value for companies

Enable remote workers – expand your business coverage

Conduct design sessions for new products between offices without flying

Conduct meetings with dispersed teams over web conferencing

Improve customer service by cutting time to answers, reducing phone time and increasing customer satisfaction

Address telephone and travel costs

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IBM's UC^2 Vision

IBM's vision is to foster innovation and business agility by making it easier for people to find, reach and collaborate through a **unified communications experience.**

We accomplish this by delivering an **open and extensible** software platform that integrates presence, IM, email, unified messaging, web, voice, video, telephony **and business applications** across **multi-vendor environments**.

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IBM Lotus Sametime 7.5.1

- **Robust, scalable, enterprise-grade presence, instant messaging and Web conferencing platform**

- **Market-leading solution that includes:**

  ▸ Built-in voice & video chat

  ▸ Gateway to Public IM

  ▸ Mobile clients

  ▸ Integrated telephony and video

  ▸ MS Office & Outlook integration

  ▸ Extensible, eclipse-based client

The extensibility of the Lotus Sametime 7.5.1 client provides access—not just to people, but to information and resources

Lotus Sametime 7.5.1 provides the tools you need to more effectively communicate in real time
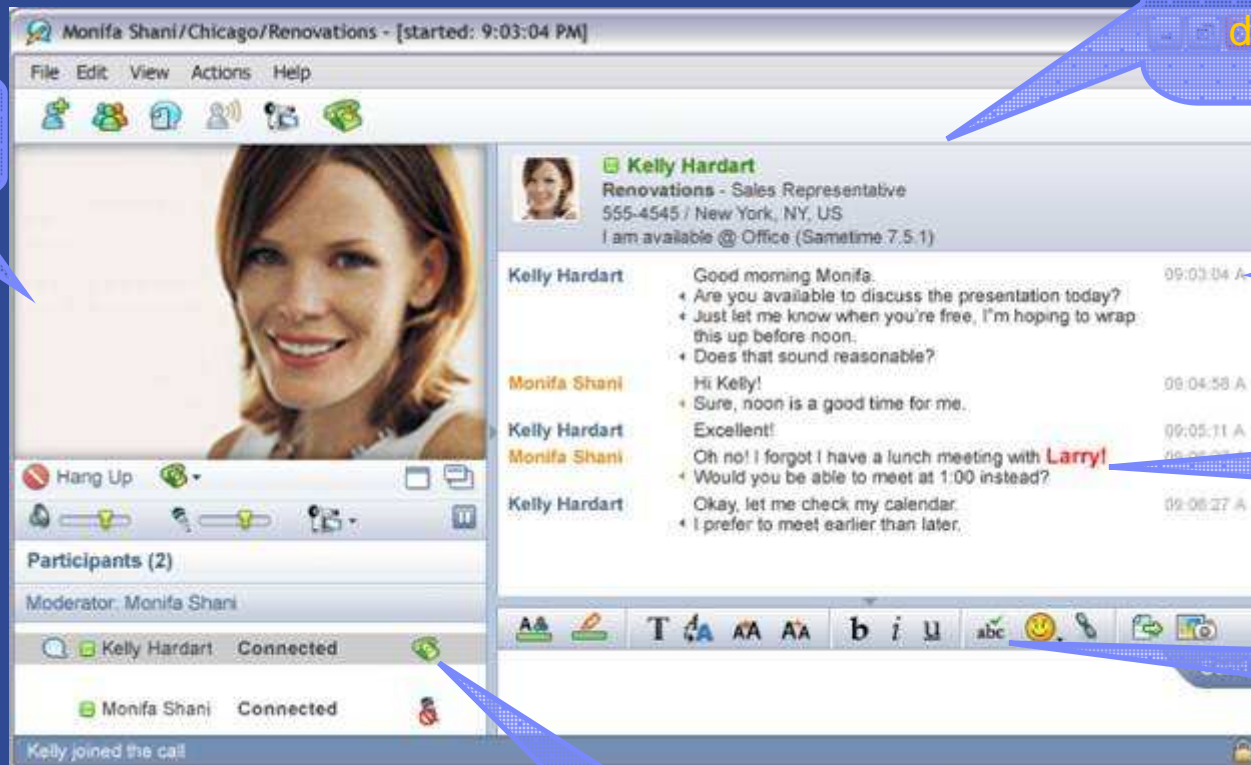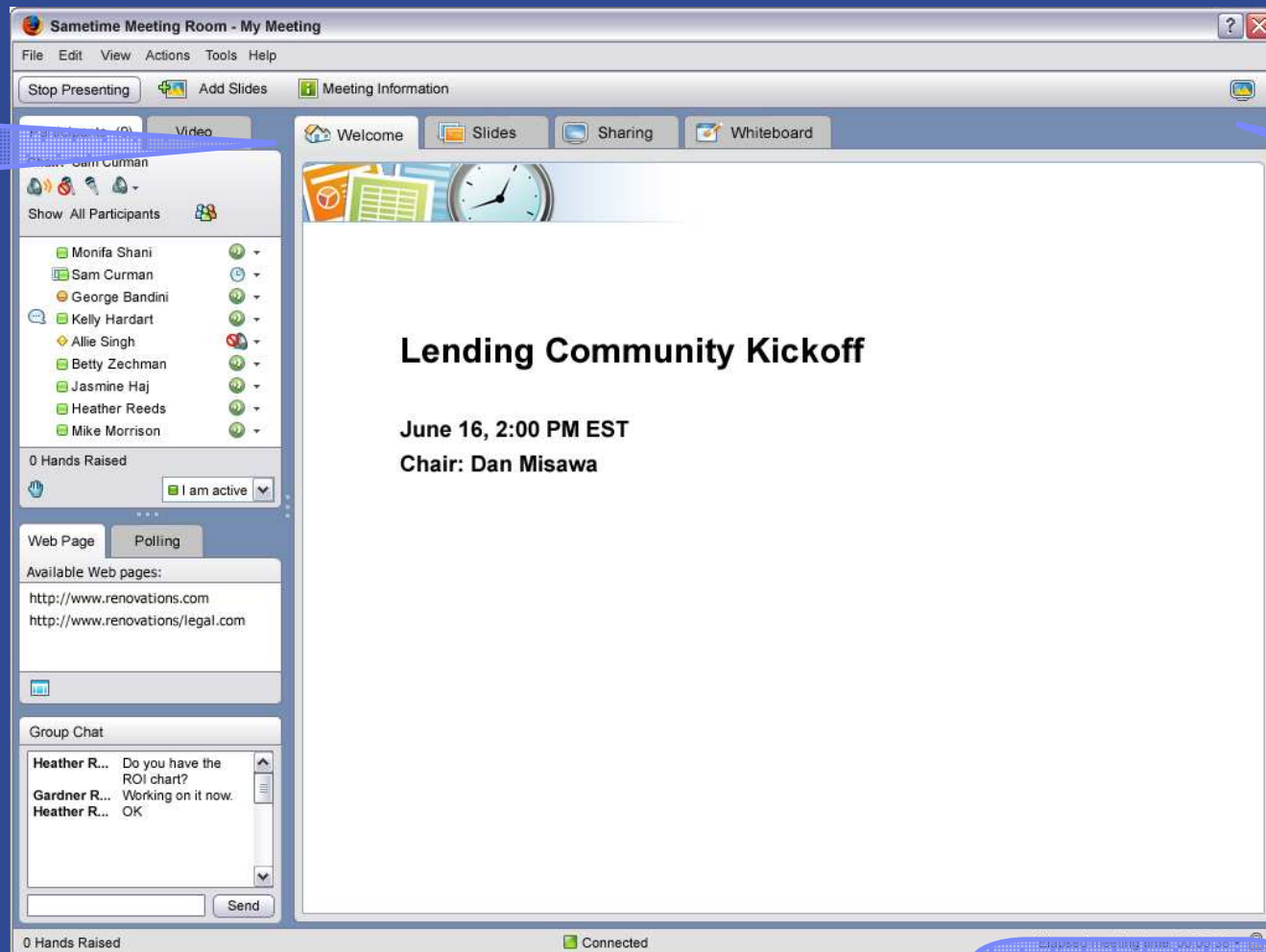

Video

User info from corporate directory

Time stamps

Rich text

Spell check

Telephony

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Lotus Sametime 7.5.1 Web conferencing is designed to be full featured while still intuitive

New Welcome page

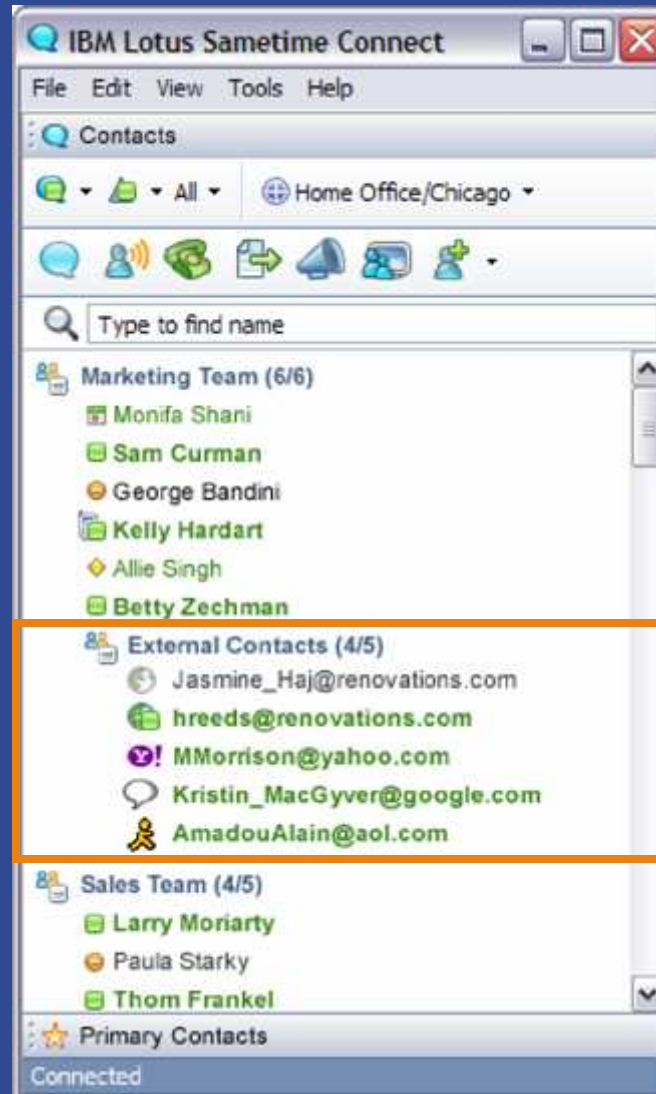**Full-screen maximize**

Auto reconnect

The IBM Lotus Sametime Gateway can provide federation with public IM and other enterprise IM deployments

Sametime

SIP

XMPP

IBM Lotus Sametime Mobile clients allow you to stay in touch across a variety of mobile devices

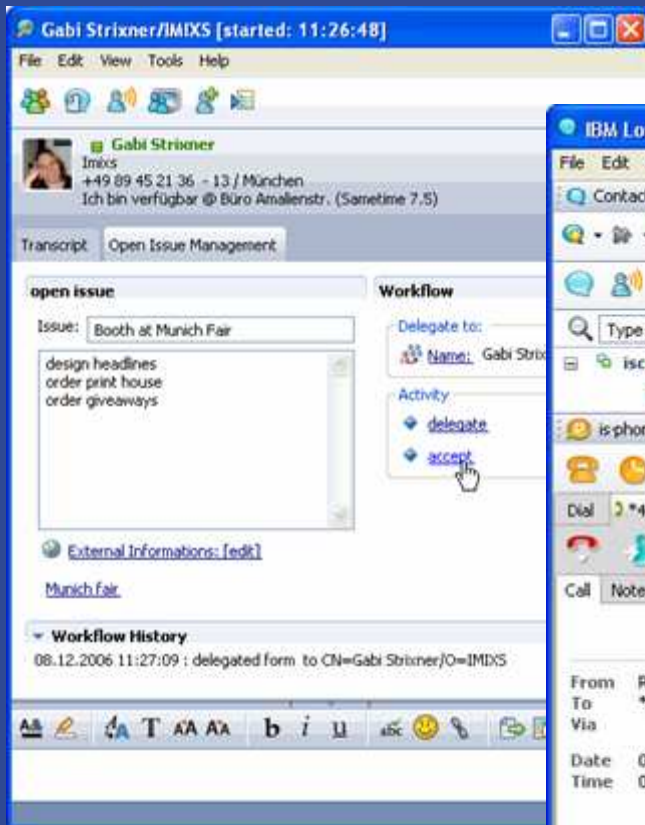**BlackBerry**   **Symbian**   **Windows Mobile**
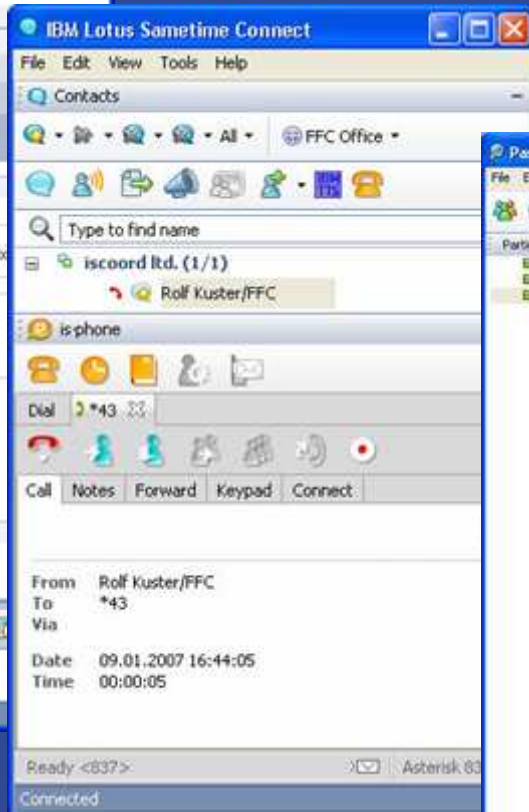
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Lotus Sametime 7.5 transformed Sametime into a platform for real-time applications.

2007 Best IBM Lotus Sametime Collaboration Extension

Imixs: IX Workflow Plugin
Lotus Award winner

Is||coord: IS Phone
Lotus Award finalist

RADVISION
Lotus Award finalist
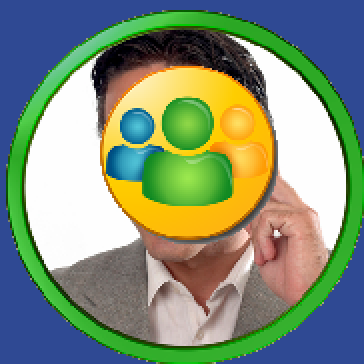
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There are nearly 100 Business Partners building solutions that integrate with and extend Lotus Sametime

A new reason to look at Sametime

data   voice   video

Unified
Communications
&Collaboration

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What is Unified Communications and Collaboration?

We define Unified Communications and Collaboration (UC²) as...

- The deep integration of rich presence, instant messaging, email, unified messaging, telephony, web, audio and video conferencing...

- ...delivered through a unified user experience...

- ... or available as a set of contextual services which can be accessed from and integrated with applications and business processes.

UC² solutions help businesses find, reach and collaborate by simplifying the process of finding the person they need to speak to and knowing the best method through which to reach them, regardless of where the initiator or the recipient of the communication may be located

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Unified Communications and Collaboration solutions can offer a variety of new capabilities and benefits

- It's not just about *communication...* it's about the value of *collaboration* once you've established communication
  - ▸ Seamlessly going from IM to VoIP to Video; from phone call to conf. call to web conf
  - ▸ Faster resolution to problems
  - ▸ More fluid information sharing
  - ▸ Developing competitive advantage
  - ▸ Supporting mobile workforce

- Contextual collaboration is essential
  - ▸ Meet user needs for different types of work they do throughout day
  - ▸ Meet needs for users with different preferences for how they want to work

- Unified capabilities remove the need for multiple clients from multiple vendors on desktop
  - ▸ Provides all the benefits of soft phone, hard phone control, etc. but without deploying/managing multiple applications on desktop

- Simplify integration of multiple PBX systems

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Unified Communications Integration

- Enabling a single UC^2 experience for Sametime customers.

- Out-of-the-box connectivity to major telephony systems.

- Communicate directly from PC through the corporate PBX or public telephone lines over extension APIs and standards (SIP, CSTA)
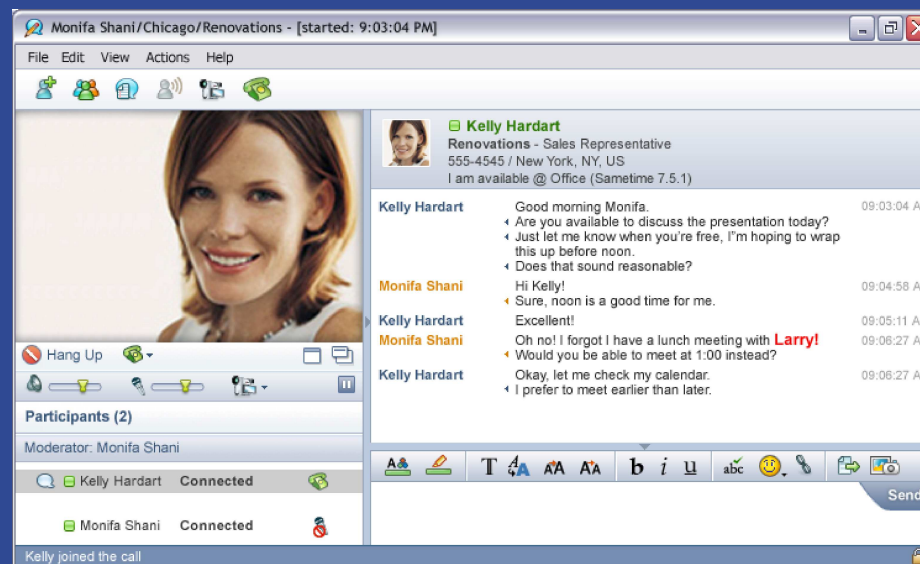
Current Sametime UC^2 Capabilities

Sametime 7.5

- Desktop & Mobile Clients
- Enterprise IM
- Public IM Federation
- Web Conferencing
- Rich Presence
- Audio & Video Chat
- Telephony integration
- Audio & Video Conf.
  integration
- VM & UM integration

Partner Integration

- Telephony
- Audio & Video
    Conferencing

-Enterprise Apps.
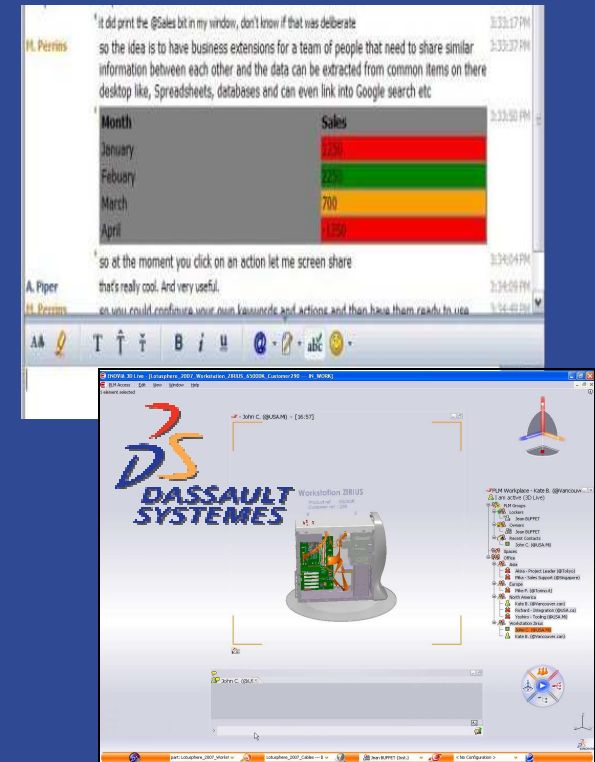
Open ecosystem and extension model

Capability	Partners demoing or shipping solutions
Click to Call, Click to conference	3com, Alcatel·Lucent, AVAYA, CISCO, i·link computer meets telephone, is‖coord Information Solutions Coordinators, NORTEL, POLYCOM, RADVISION Delivering the Visual Experience, SIEMENS
Aggregated Telephony Presence	3com, Alcatel·Lucent, AVAYA, CISCO, SIEMENS
Call Management	i·link computer meets telephone, is‖coord Information Solutions Coordinators, NORTEL, VoiceRite
Multipoint video integration	AVAYA, AVISTAR, POLYCOM, RADVISION Delivering the Visual Experience, TANDBERG
Softphone integration	i·link computer meets telephone, AVAYA, is‖coord Information Solutions Coordinators, NORTEL, SIEMENS
Web conferencing audio integration	AVAYA, POLYCOM, Premiere Global Services, SIEMENS
Web conferencing audio/meeting scheduling	Alcatel·Lucent, CISCO, POLYCOM, SIEMENS
Unified Messaging for Notes and Domino	Alcatel·Lucent, AVAYA, CISCO, NORTEL, VoiceRite, SIEMENS
Unified Messaging for Sametime	CISCO, VoiceRite

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Sametime Product Family Roadmap

1H07 **2H07** **1H08** **2H08**

ST Next +1
- Enhanced Web Conf.
- Enhance A/V
- MPEG 4 Rec.& Playback
- Gateway Security Apps

Sametime Next
- FIPS 140 compliance
- MAC Video
- Domino 8 Support
- RSS Feed

Sametime Advanced
- Broadcast Tools
- Persistent / moderated chat
- Location Services

ST Unified Meetings
- Advanced/virtual meeting experience
- Crosses Web and rich clients
- Integrated Web/Audio/Video
- Persistent rooms
- Advanced "effective meeting" tools
- Integration with telepresence systems

Lotus Sametime 7.5.1
- Microsoft Outlook & Office integration
- Point-to-Point Video
- Tab-Chat
- Mac Connect Client
- Linux server
- Single Sign On
- Additional Policies
- Control and Plug-in Management

Sametime Telephony Integration
- Presence Aggregation
- Softphone
- Hardphone Control
- SIP Proxy / Registrar
- Incoming Call Control
- PBX Adapters
- ST Plug-ins

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STI Architectural Overview

- **Sametime Connect Client**

  - Focal point for UC^2 user experience
  - Extensibility is key to success

- **Sametime Telephony Integrator**

  - SIP Proxy / Registrar
  - SIP Soft Phone (Audio / Video)
  - PBX independent call control
  - Presence aggregation and rules-based call routing
  - TCSPI integration for backward compatibility

- **Sample Call Flows**

  - Basic flows to illustrate key principles
  - Call signaling simplified for clarify

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Telephony Presence in Sametime Connect

Lotus Sametime Connect Architecture

User Interface Components

Community Services

RTC Services	Buddy List Storage	Directory	Privacy	Policy

Chat History	Chat Window	People	Telephony	Quick Find	Service Registry
Contacts	Message Bus	Invitations	Location	Alerts	Capabilities

RTC (Real-Time Collaboration) API

Login	Chat	Presence	Real-Time Sessions	Notification	Capabilities	File Transfer	Other Tools

Other Protocols (Future)	**Lotus Sametime Java Toolkit API**

Lotus Expeditor 6.1 (subset)

Web Services	Logging	Search	Help	Network Sensing	Service Discovery	Spell Checker	Enhanced UI Components	OS Services

Eclipse 3.2 RCP

J9 JCL Desktop Runtime Environment

Sametime Telephony Integrator Architecture
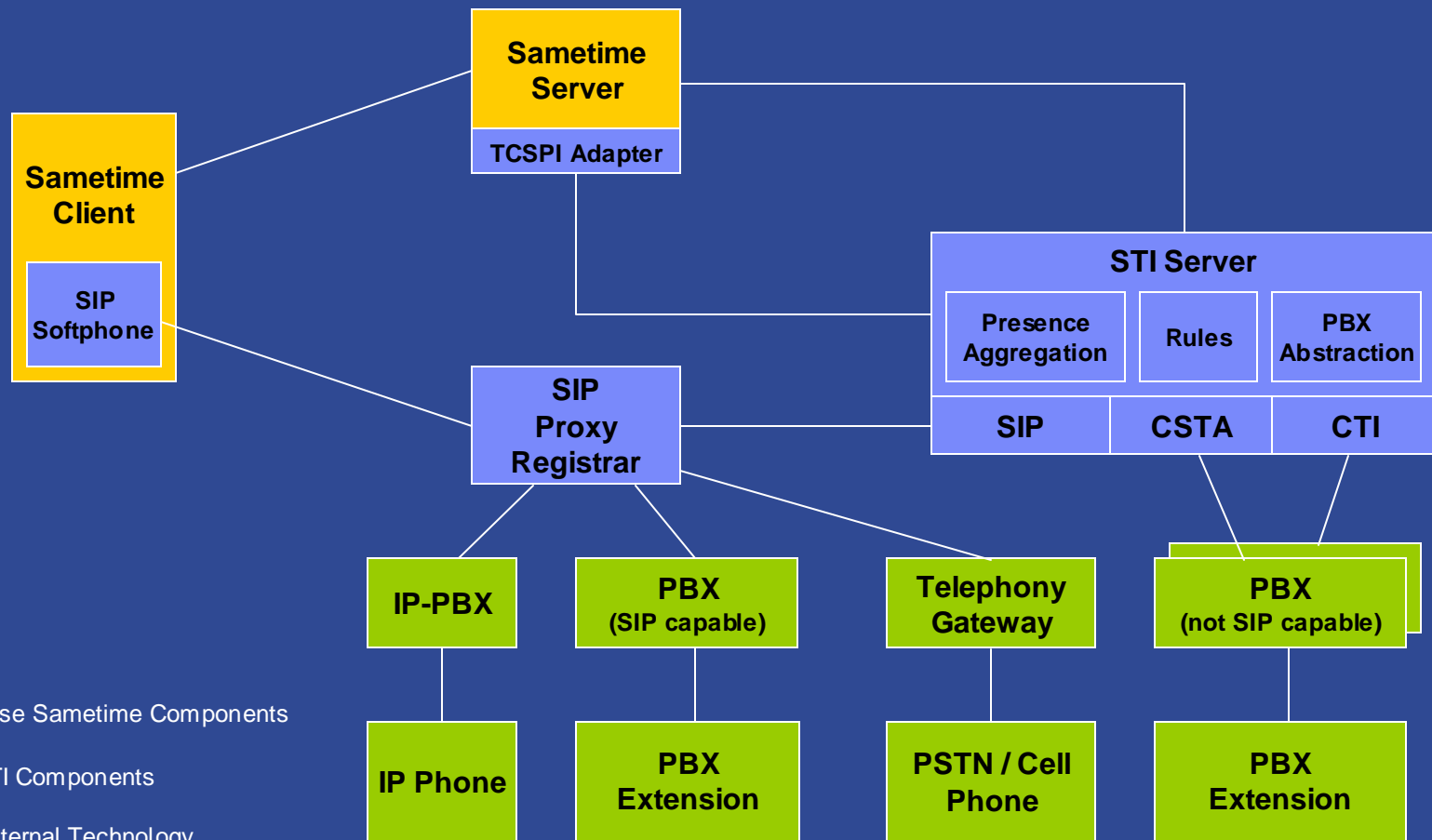
Sametime Telephony Integrator – Sample Deployment
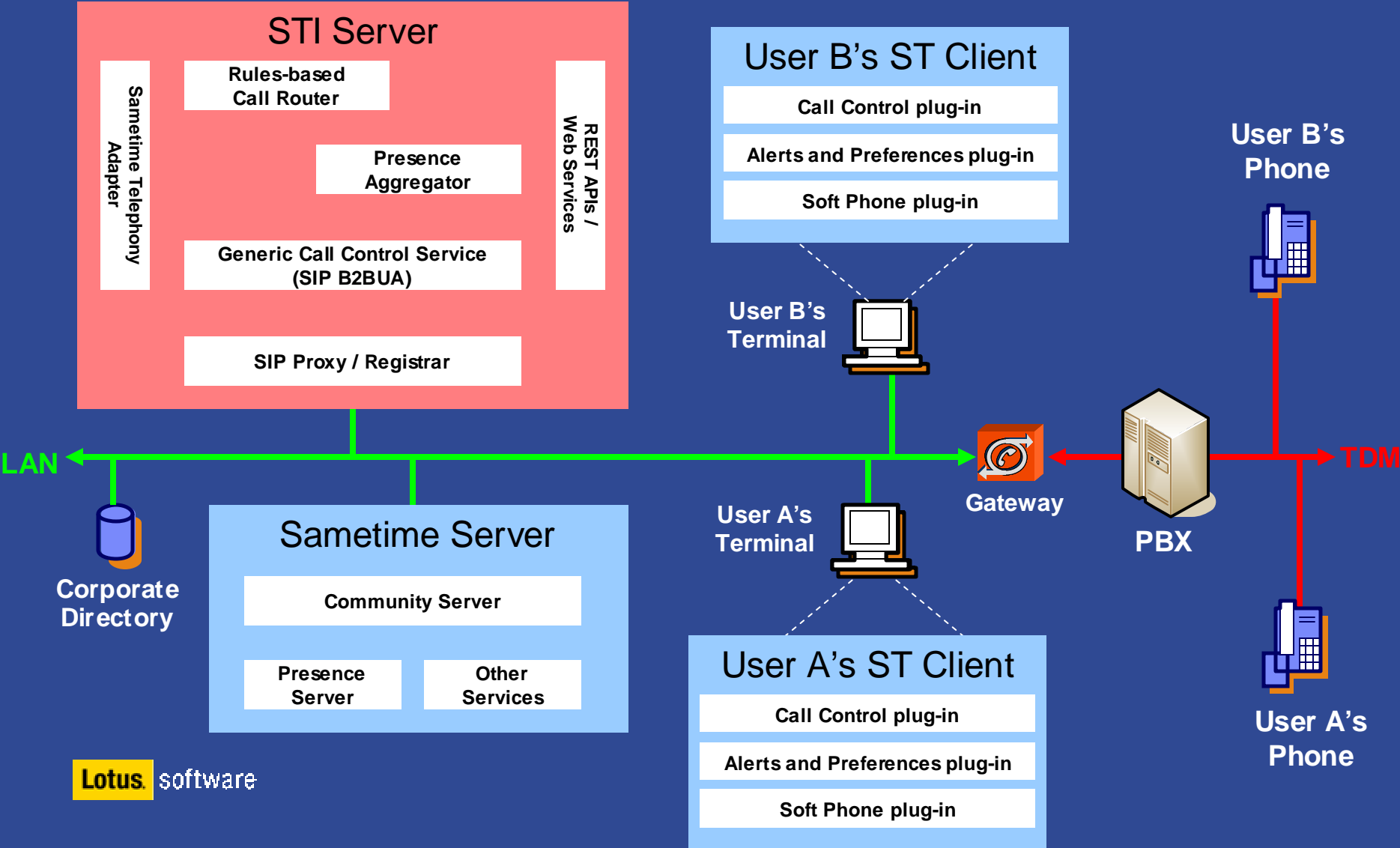
STI Server

Sametime Telephony Adapter

Rules-based Call Router

Presence Aggregator

Generic Call Control Service (SIP B2BUA)

REST APIs / Web Services

SIP Proxy / Registrar

User B's ST Client

Call Control plug-in

Alerts and Preferences plug-in

Soft Phone plug-in

User B's Phone

User B's Terminal

LAN

Corporate Directory

Sametime Server

Community Server

Presence Server

Other Services

User A's Terminal

Gateway

PBX

TDM

User A's ST Client

Call Control plug-in

Alerts and Preferences plug-in

Soft Phone plug-in

User A's Phone
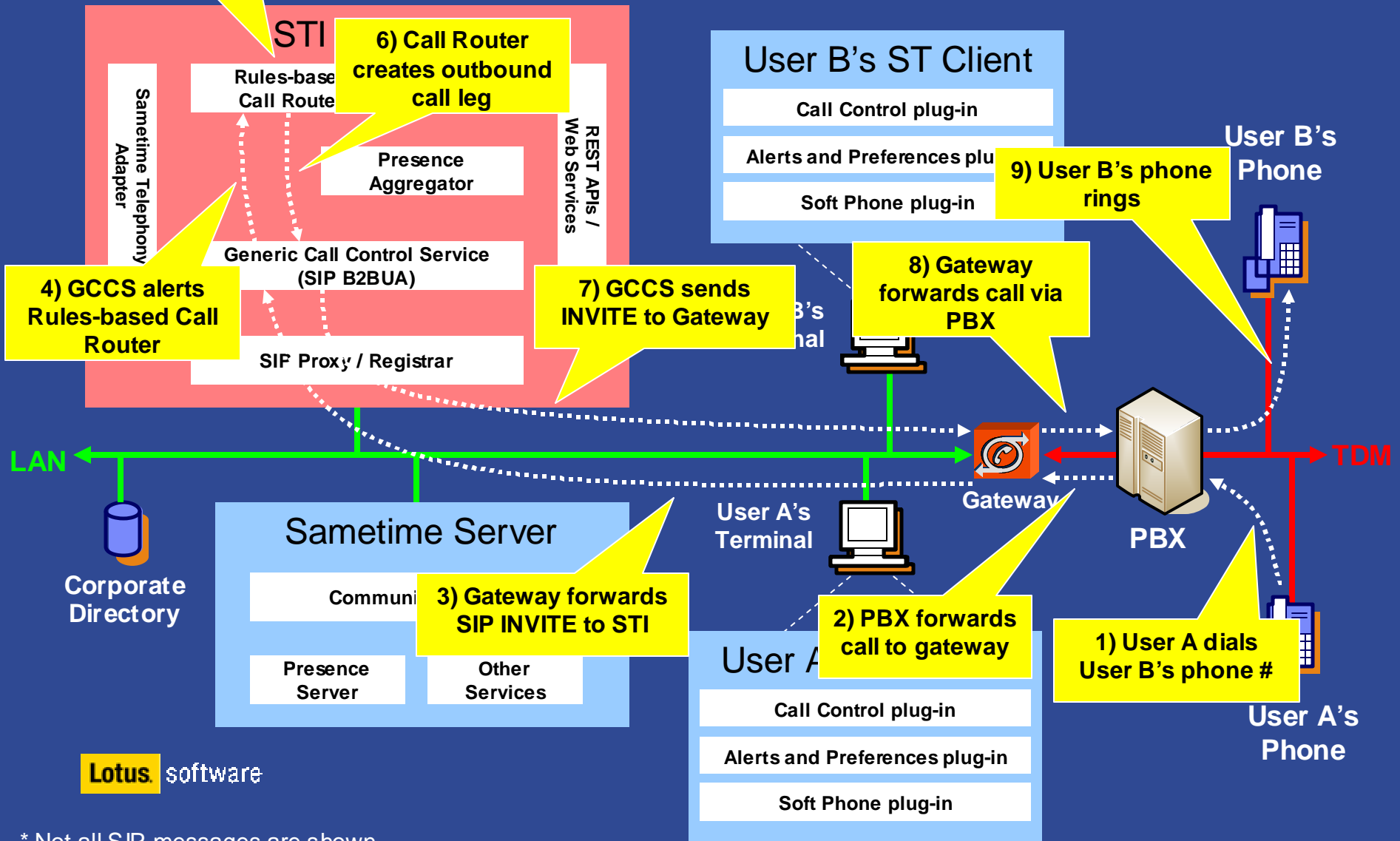
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Sametime Telephony Integrator – Sample Call Flow #2
User A "Busy" status reported to User B (continuation of previous flow)

2) Aggregator reports that User A is "Busy"

STI Server

Rules-based Call Router

1) GCCS indicates that User A is on a call

Sametime Telephony Adapter

Presence Aggregator

REST APIs / Services

Generic Call Control Service (SIP B2BUA)

SIP Proxy / Registrar

User B's ST Client

Call Control plug-in

Alerts and Preferences plug-in

Soft Phone plug-in

User B's Phone

User B's Terminal

LAN

Corporate

3) STI publishes presence update on behalf of User A

Sametime Server

Community Server

Presence Server

Other Services

User A's Terminal

4) User A status change reported to User B

User A's ST Client

Call Control plug-in

Alerts and Preferences plug-in

Soft Phone plug-in

Gateway

PBX

TDM

User A's Phone

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Sametime Telephony Integrator – Sample Call Flow #3

User B Click-to-Call User A with incoming (flow abbreviated for clarity)

1) User B selects User A and initiates a call

7) Call Router initiates call leg to User A

2) Call Router initiates call leg to User B

ST Server

Rules-based Call Router

Presence Aggregator

Sametime Telephony Adapter

REST APIs / Web Services

Generic Call Control Service (SIP B2BUA)

SIP Proxy / Registrar

3) GCCS sends INVITE to Gateway

User B's ST Client

Call Control plug-in

Alerts and Preferences plug-in

Soft Phone plug-in

4) Gateway forwards call via PBX

User B's Phone

User B's Terminal

LAN

Corporate Directory

6) User A elects to receive call on soft phone

Same...

Community Server

Presence Server

Other Services

5) Call Router sends incoming call alert to User A

User A's Terminal

Gateway

PBX

TDM

8) GCCS sends INVITE to Sametime soft phone

User A's ST Client

Call Control plug-in

Alerts and Preferences plug-in

Soft Phone plug-in

User A's Phone

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