



IBM Unified Communication and Collaboration (UC²) Strategy

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Consulting Client Technical Professional

IBM Lotus Asia Pacific

Agenda

- What is Unified Communications & Collaboration?
- Sametime Unified Telephony (SUT) Introduction
- Sametime 8.5: what's new

What is IBM Unified Communication & Collaboration?

- **Deep integration** of rich presence, instant messaging, email, unified messaging, telephony, web, audio and video conferencing
- Delivered **in the context** of what you are doing
- Through a **unified user experience**
- Within **applications and business processes**

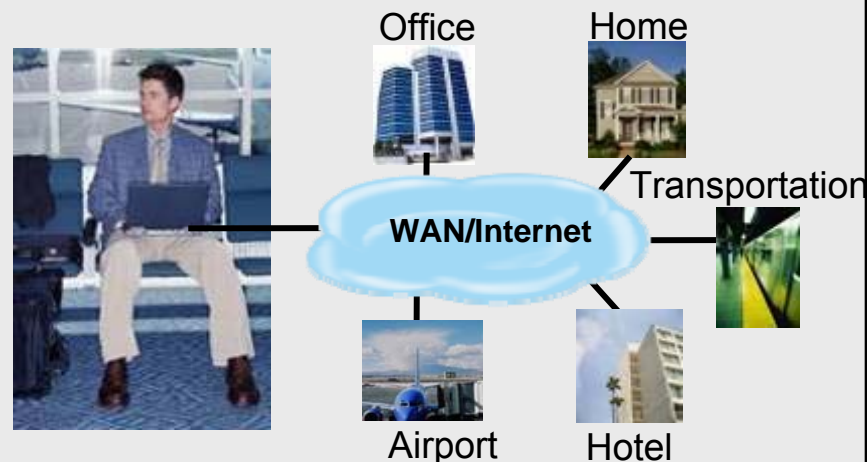


Why Unified Communications?

Yesterday: People went to work



Today: Work comes to people



Unified communications offers the ability to improve how individuals, groups and companies interact and perform tasks.

The largest single value of unified communications lies in its ability to reduce “human latency” in business processes.

Communications and Collaboration

- Cost savings
 - ▶ Economic pressures
 - ▶ Travel cost reductions
 - ▶ Green initiatives
- Accelerate business processes
 - ▶ Faster response
 - ▶ Improved collaboration
 - ▶ Integrate with other user applications
- Leverage communications investments
 - ▶ Video conferencing systems
 - ▶ Audio conferencing bridges
 - ▶ PBX Systems



IBM's Unified Communications and Collaboration Strategy

Vision: Foster innovation and business agility by making it easier for people to find, reach and collaborate through a unified user experience

Software platform

- Open & Extensible
- Intelligent Integration
- Unified experience
- Multi-vendor support

Business Partners

- Broad ecosystem
- Customer Choice
- Leverage existing investments



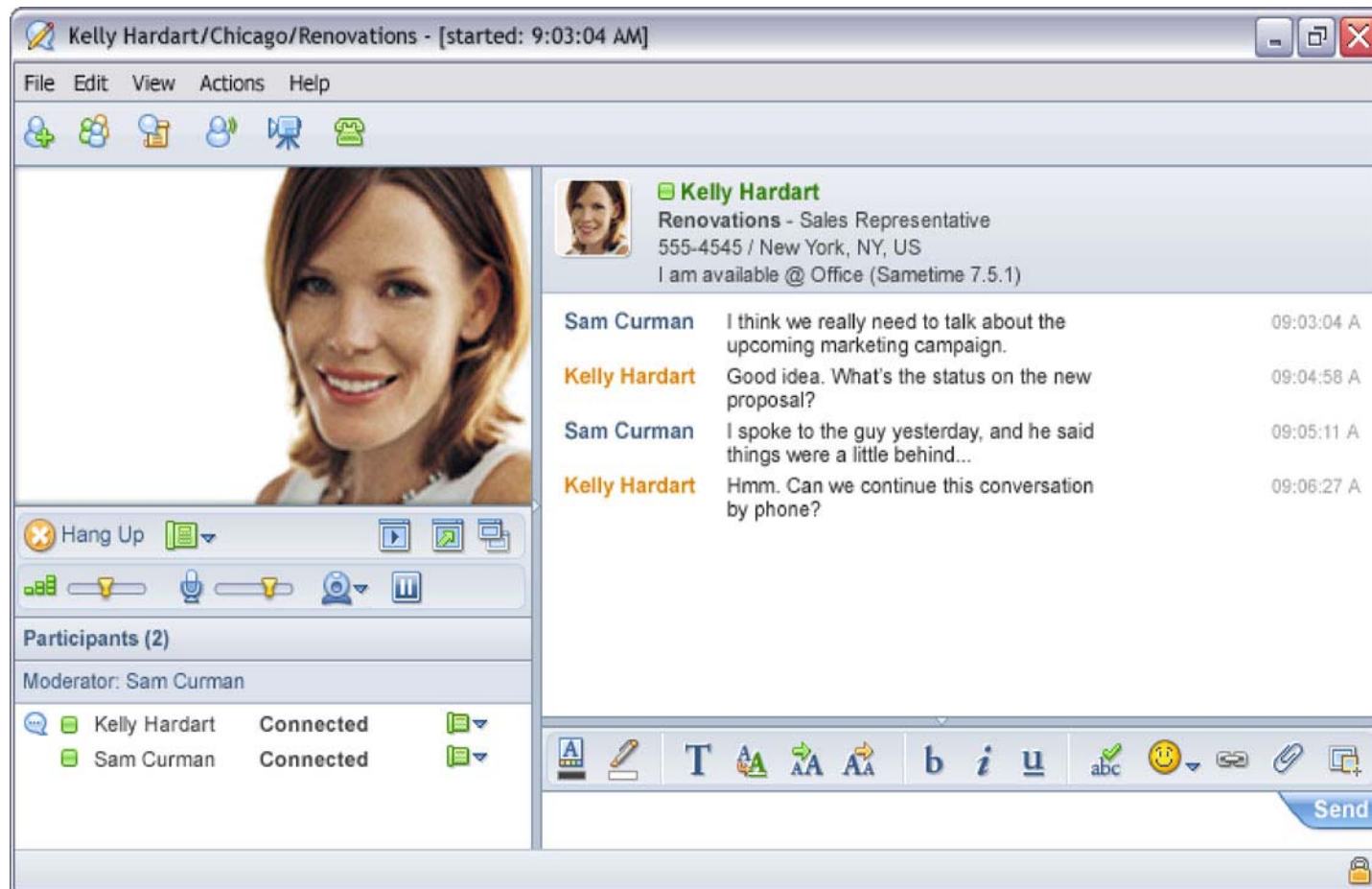
Integration services

- Plan, Deploy, Manage
- Reduce Risk
- Faster Time to Value

Industry expertise

- Business Process Optimization
- Responsiveness & Agility
- Competitive Advantage

Sametime: the platform to deliver UC²



...in Lotus Notes

The screenshot displays the IBM Lotus Notes Mail - Inbox interface. The main window shows a list of emails with columns for Sender, Subject, Date, and Size. The selected email is from Ted Amadou with the subject 'Re: Cross-sell opportunity'. A contact card for Sam Curman is overlaid on the email, showing his name, title (Manager - Renovations), phone number (847-555-8869), and address (10 Tech Center Ave, Chicago, IL 60601, United States). The interface also includes a left sidebar with folders like 'Inbox (661)', 'Drafts', and 'Sent', and a right sidebar with 'Activities', 'Feeds', and 'Marketing Team' contact lists.

Sender	Subject	Date	Size
Anna Bauer	Change of plan	11/10/2008 04:30 PM	1,234 KB
Mike Motler	Re: Change of plan	11/10/2008 04:15 PM	13 KB
Ted Amadou	Re: Cross-sell opportunity	11/10/2008 03:47 PM	14 KB
Pierre Dumont	Cross-sell opportunity	11/10/2008 03:15 PM	1,345 KB
George Bandini	Global Corporate update	11/10/2008 02:39 PM	13 KB
Kelly Hardart	Review latest marketing reports	11/10/2008 01:45 PM	14 KB
Heather Reeds	Please review meeting minutes	11/10/2008 01:12 PM	156 KB
Gail Chao	New management program	11/10/2008 01:12 PM	156 KB
Amadou Alain	Advice for new sales structure	11/10/2008 01:12 PM	156 KB
Betty Zechman	Request from marketing director	11/10/2008 01:12 PM	156 KB

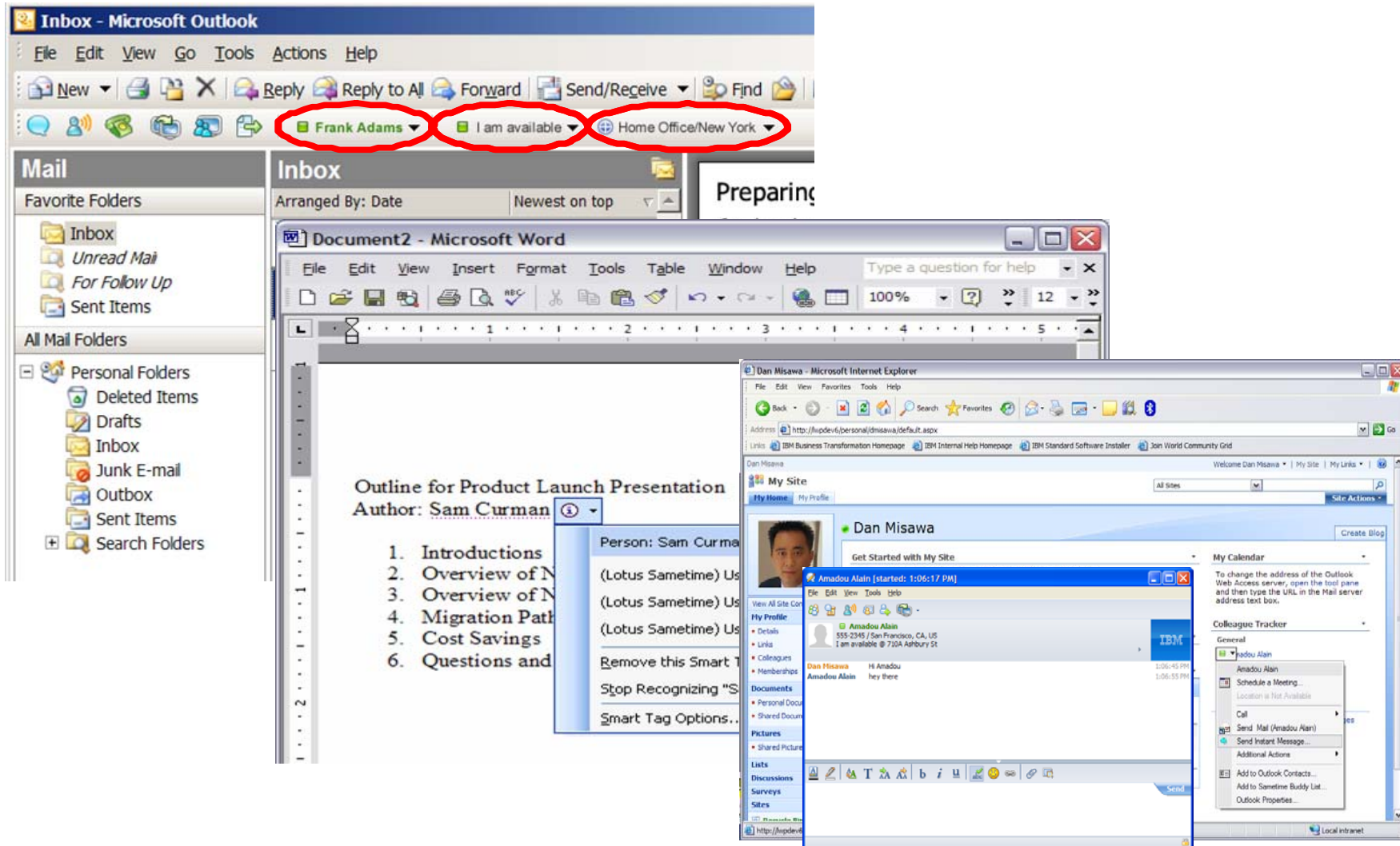
Re: Cross-sell Opportunity
 Ted Amadou to: Renata Matthesen
 Cc: Amy Blank, Gail Chao

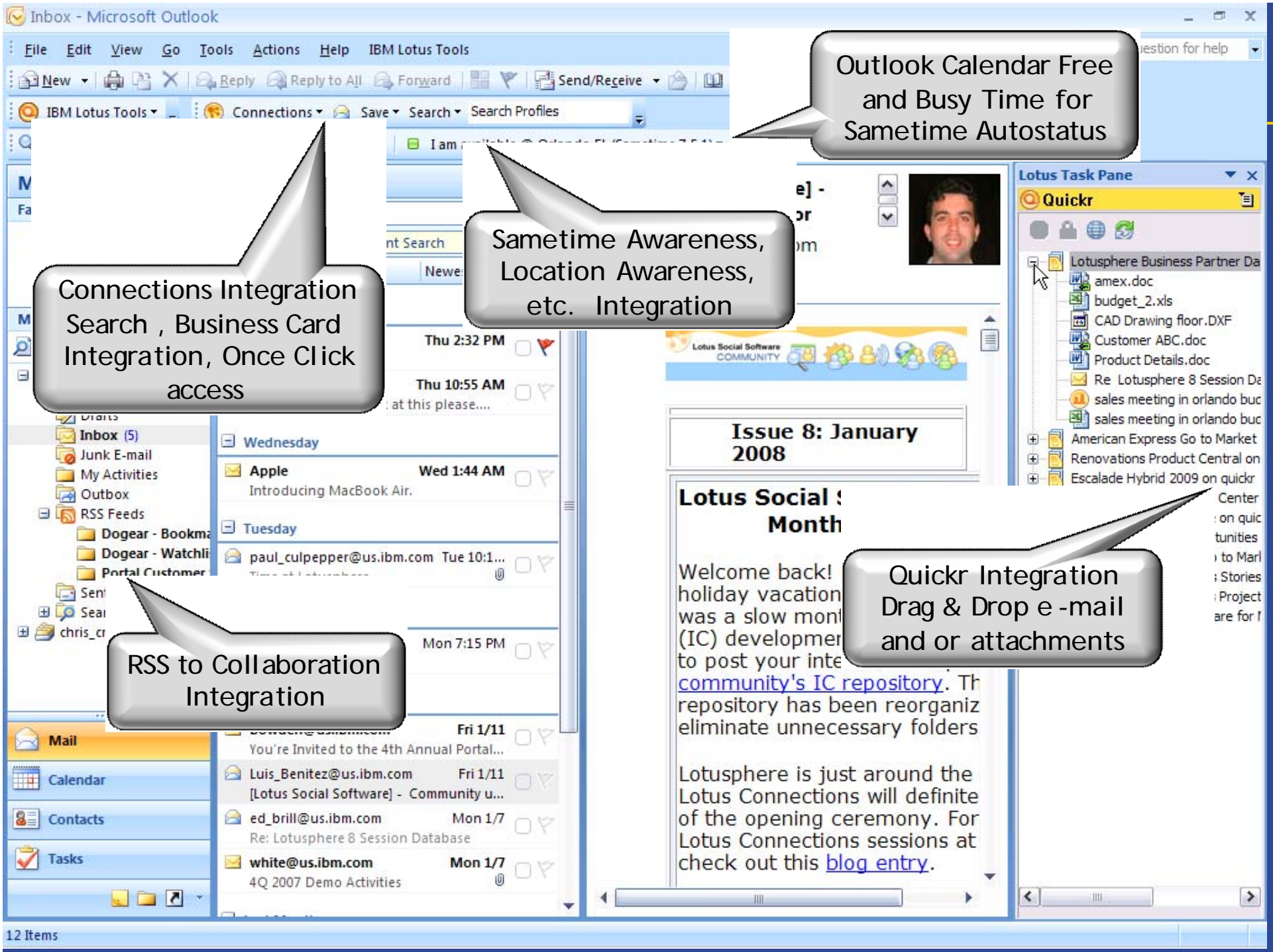
Renata,

Sam, heads the team in Chicago and just sent me this data on a new sales opportunity. review the growth data by county:

Sam Curman
 Manager - Renovations
 847-555-8869 - Chicago, IL, USA
 I am available @ Building 5
 sam_curman@renovations.com
 555-1222 / 1-555-222-4443
 10 Tech Center Ave
 Technology Park
 Chicago, IL 60601
 United States

Sharepoint





Outlook Calendar Free and Busy Time for Sametime Autostatus

Connections Integration Search, Business Card Integration, Once Click access

Sametime Awareness, Location Awareness, etc. Integration

RSS to Collaboration Integration

Quikr Integration Drag & Drop e-mail and or attachments

...in Lotus Connections & Quickr

Lotus Connections Home Profiles Communities Blogs Dogear Activities Wikis Files

Jasmine Haj | Help | Log Out

Profiles Home My Profile Edit My Profile

Name (First Last)

Jasmine Haj

Technical Specialist
 Building Building 34-5, Floor 4 West, Office 3402
 Mexico City, 6500, Mexico
 Phone: (011) (5255) 5514-8101
 Office e-mail: JasmineHaj@renovations.com

Send e-mail Download vCard

Contact Information

Building: Building 34-5
 Floor: 4 West
 Office: 3402
 Office number: (011) (5255) 5514-8101
 Mobile number: (011) (5255) 5514-8100
 Fax number: (011) (5255) 5514-8000
 Office e-mail: JasmineHaj@renovations.com
 IM: I am available

Background

BS - UC Berkeley College of Engineering
 MS - Georgia Tech College of Architecture and Industrial Design

About Me

I have 8 years of experience in product development and design. I have a bachelor's degree engineering and a master's in industrial design, and I am an active participant in the Centre I create and execute design solutions towards problems of engineering, marketing, brand development and sales.

The Buzz

Write something...

Jasmine Haj is Just getting back from a vacation to Belize. Mon Dec 15 14:14:59 EST 2008
 Add comment

Jasmine Haj wrote on Mon Dec 15 10:43:23 EST 2008
 Great Thanks! Now I'm back for the rush.
 Add comment

Frank Adams wrote on Mon Dec 15 09:29:13 EST 2008
 Hey Jasmine, How was your vacation?
 Add comment

Local Time: 5:54 AM

Report to chain
 Denisa Michaels
 Lucile Suarez
 Jasmine Haj
 Full report to chain
 Same manager

Colleagues
 Denisa Michaels
 Samantha Daryn
 Dan Meave
 Minh Li
 Frank Adams
 Heather Reeds

Lotus Quickr Home Files Wikis Places

Pat Shani | Help | Logout

Latest Updates My Places

Renovations... Search

Customize Place

Renovations Marketing

Overview
 Document Library
 Discussion Forum
 Feeds
 Team Calendar
 Wiki
 Tasks
 Members

Renovations Library

Take Action

Views: Draft Views Shared Views Personal Views Find

You are in Renovations Library - Navigate by categories

1-4 of 4 Previous Next

Sort by: Name Author Last Modified

Catalog Materials
 Updated 12/14/08 10:35:26 AM EDT by Gail Chao | First created on 7/23/08 10:35:26 AM EDT

Team Minutes - December 12
 Updated 12/12/08 11:13:26 AM EDT by Sam Curman | First created on 12/12/08 11:13:26 AM EDT

Team Minutes - December 5
 Updated 12/5/08 11:27:32 AM EDT by Sam Curman | First created on 12/5/08 11:27:32 AM EDT

December 2008 Catalog.ort
 Updated 12/3/08 3:40:11 PM EDT by Samantha Daryn | First created on 12/2/08 4:59:03 PM EDT

Supplier Description.ort
 Updated 11/22/08 8:55:20 AM EDT by Gardner Raynes | First created on 11/19/08 2:18:22 PM EDT

Show: 10 25 50 100 All items Previous Next


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News



New Market Trends for 2009
Nov 18 | [Sam Omie](#)

Working with Teams
Nov 16

Market Research
Nov 14

Company Benefits Update
Nov 14

Cost Analysis - Renovations Green
Nov 12

Best Finance Software 2008
Nov 12

Mail

Sort By Date

★ Sam Curman Renovations Financial Planning	01/17/09 4:45 PM
★ Gail Chao Re: Renovations Financial Planning	01/17/09 4:45 PM
★ Gail Chao Cost analysis	01/17/09 4:45 PM
Glenn Cloud Here are the estimates for the OFN brochures	01/17/09 4:45 PM

Day at a Glance

◀ **Wed, November 14, 2009** ▶

Mel & Michelle's Anniversary


10:00 AM - 11:00 AM
Marketing Meeting
[Gail Chao](#)

11:00 AM - 12:00 PM
Product Analysis Update
[Sam Curman](#)


My Objectives

Performance Update






Reduce Costs



Increase Credit Lines



Colleagues

-  [Dan Misawa](#)
I am Available
-  [Ed ElAmon](#)
Leaving early today
-  [Gail Chao](#)
Finishing up a report
-  [Jasmin Haj](#)
Interviewing a job candidate
-  [Rita Ferrar](#)

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[Blogs](#) [See more](#)

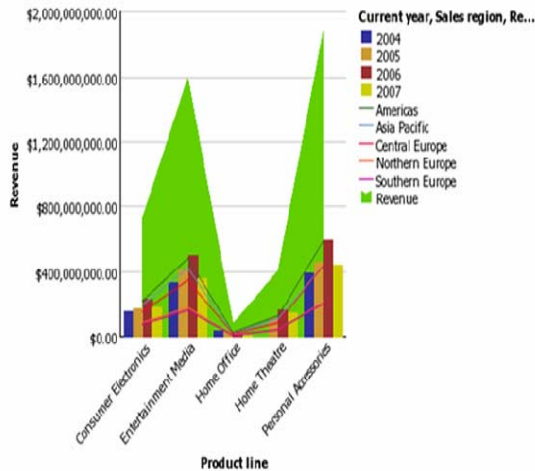
-  [Renovations Finance Plan](#)
[Sam Curman](#) | Jan 04, 2009
[Details](#)
-  [Global Finance](#)
[Gail Chao](#) | Jan 10, 2009
[Details](#)

...in LOB Applications eg. Cognos & Claims Processing Application

Cognos Viewer - Product Line Revenue

Product Line Revenue and Accountability

Product line	Sales region	Revenue	First name	Last name	Email	Dynamic email
Consumer Electronics	Americas	\$239,089.73	Betty	Zechman	bzechman@renovations.com	Betty Zechman
		\$253,961.34	Frank	Adams	fadams@renovations.com	Frank Adams
		\$497,626.95	Heather	Reeds	hreeds@renovations.com	Heather Reeds
		\$258,537.22	Simone	Dray	sdray@renovations.com	Simone Dray
		\$235,657.82	Ted	Amado	tamado@renovations.com	Ted Amado



Manager: Gardner Raynes



Luo, Wei
 IBM employee, Regular
 IBM Global Service China Co.
 IBM Sales & Distribution, Sales
 CONS I/T SPCL: TSS (GDF)
 Technical Sales Specialist | Technical Expert : LOTUS.
 China

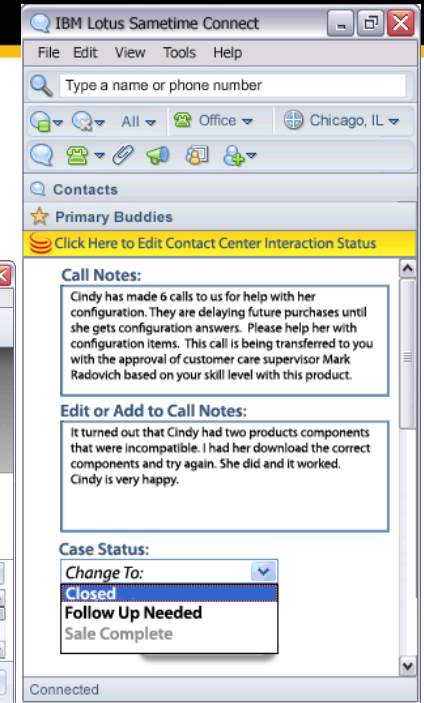
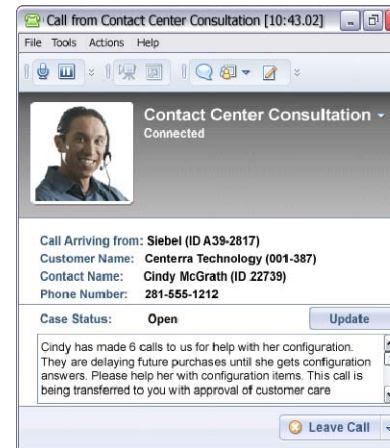
我的首选联系方式: Sametime
 call 1-720-663-2520 using Sametime
 电话号码: 1-720-663-2520
 IP 电话号码: 29622520
 移动电话: 86-135010-73621
 电子邮件: luowei@cn.ibm.com
 Notes 邮件: Luo W Wei/China/IBM@IBMCN

Lotus Sametime as a Platform

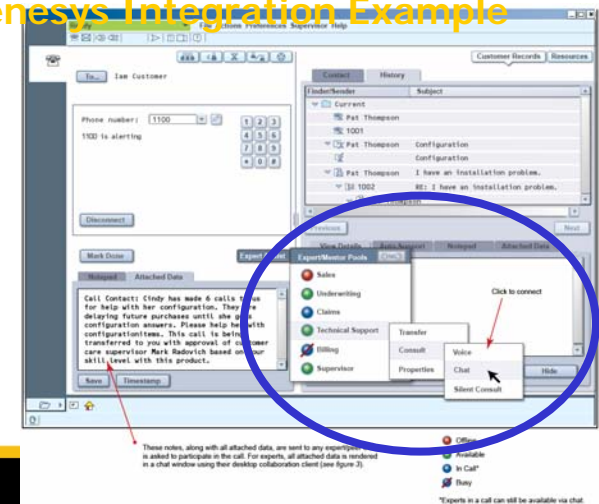
Sametime is not only IM and Web Conferencing, it is also a *platform* for developing realtime-enabled applications.

Customers and Developers use our *platform APIs* and *extensibility features*, typically in 2 ways:

- To add custom application functions to our Sametime client
- To add realtime communication to their applications



Genesys Integration Example



Custom Plug-in Examples

Sales Data

Data Notes	Date	Amount
Quota	2006	\$11,000
Pipeline	08/01/2006	\$5,000
Sales YTD	08/01/2006	\$2,000

Sales Data

Video

Video

Location Awareness Mashup

Workflow by IMIXS

Workflow by IMIXS
Location Awareness Mashup

IBM UC²- and the Cloud

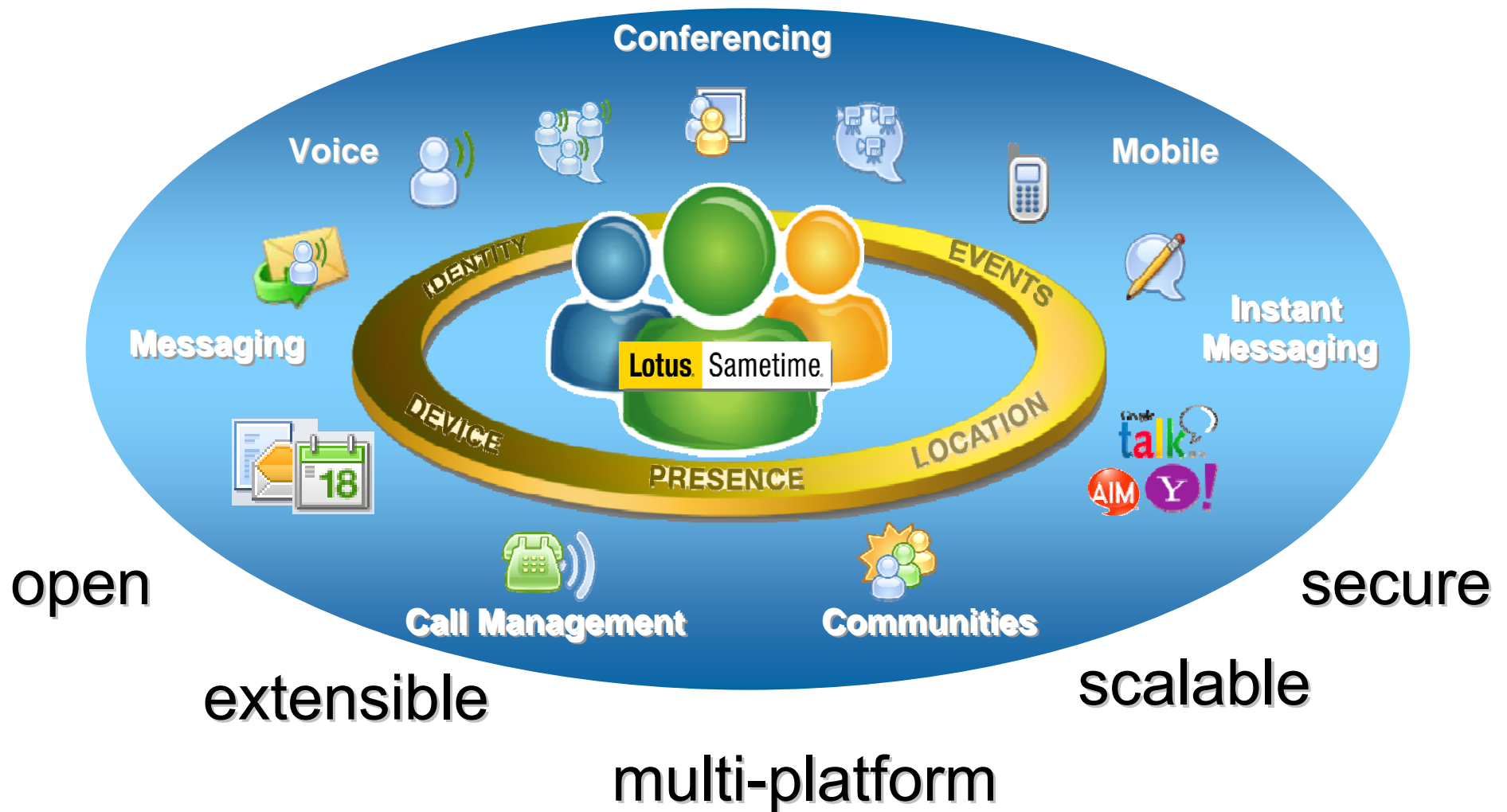


IBM UC²™ and the Cloud



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IBM Sametime: IBM UC²™ Solutions' Software Platform



Lotus Sametime Product Family

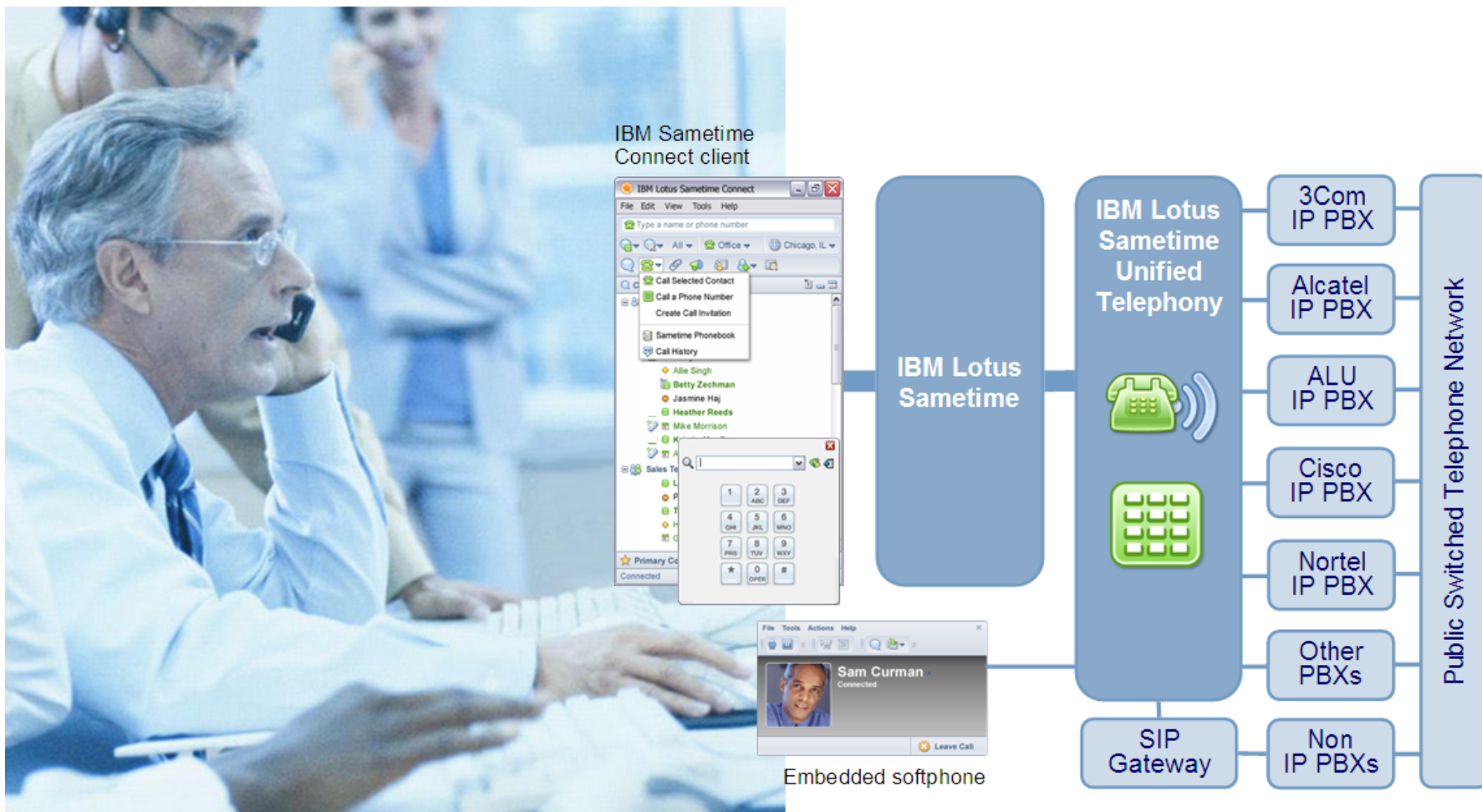


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- What is Unified Communications & Collaboration?
- **Sametime Unified Telephony Introduction**
- Sametime 8.5: what's new



IBM Lotus Sametime Unified Telephony is an add-on offering to Lotus Sametime to simplify deploying IBM UC² functionality in multi vendor PBX (Private Branch telephone eXchange) environments.

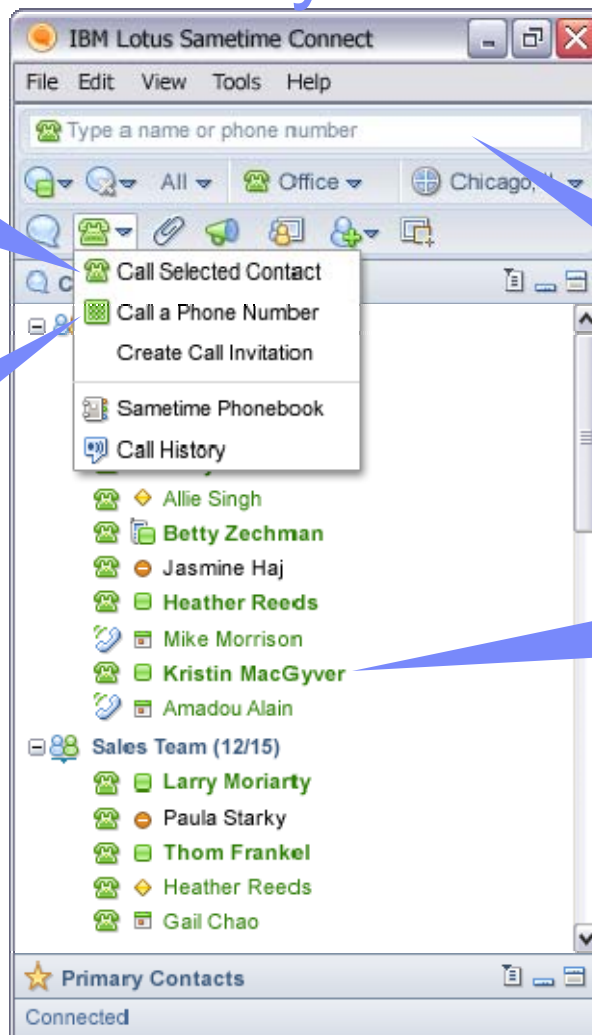


Click-to-call someone in your contact list

Select a name in the contact list and select 'Call Selected Contact' from the call options

•or

Click 'Call a Phone Number' to access a dialpad



Enter a name or number in the QuickFind

•or

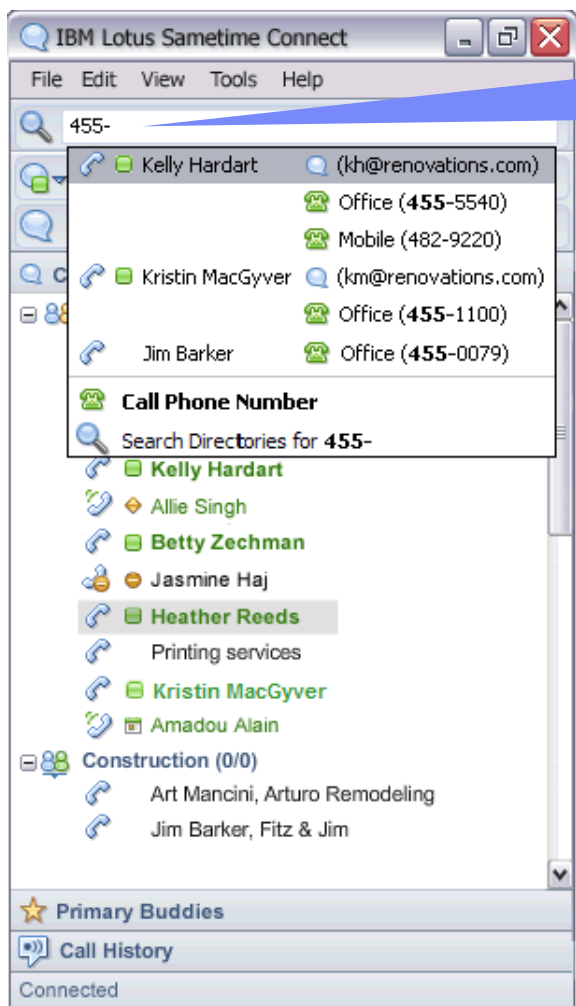
Right click on a name in the contact list and select 'Call' from the menu

•or

Start IM chat session with a contact and click on the 'Call' icon from within the chat window

All UI depictions are not final and are subject to change

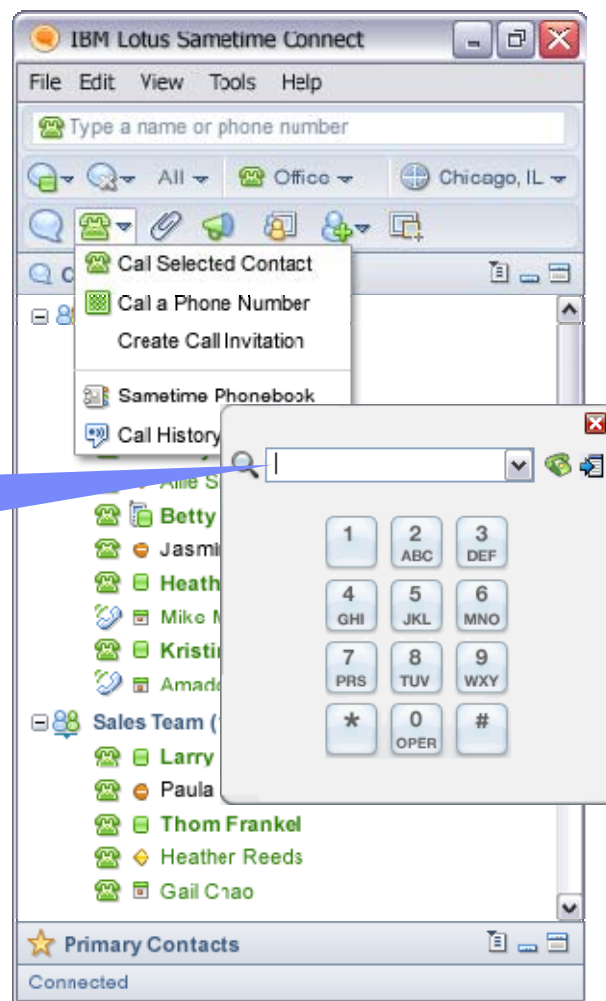
Making an external call



Start typing a name or number, and select from your contact list

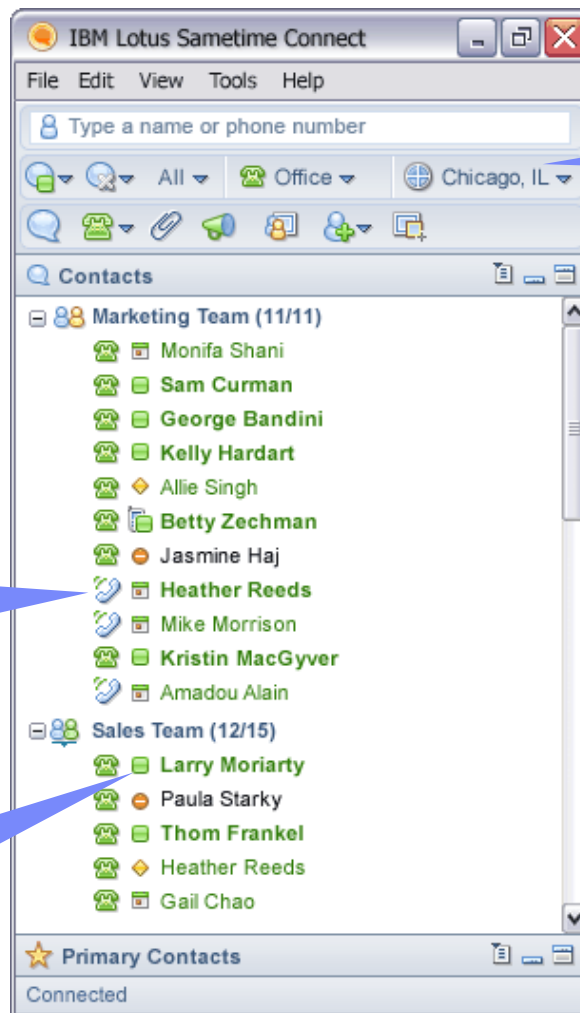
.or

Type a number into the phone keypad



All UI depictions are not final and are subject to change

Aggregated IM and phone presence



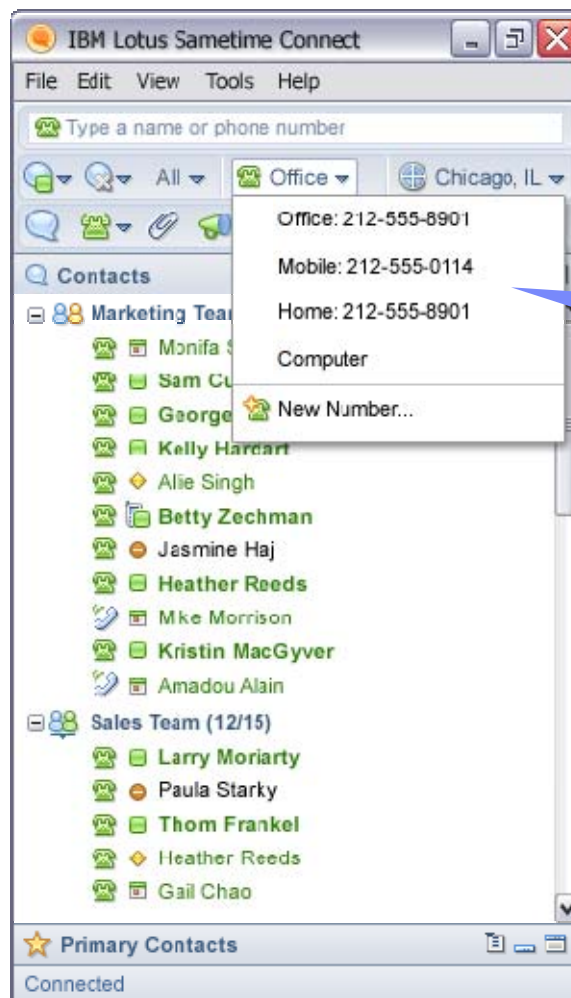
Users can manifest their own physical location for others

Users can see on-hook / off-hook phone status of people on their contact list

Users can see Sametime availability status of people on their contact list

All UI depictions are not final and are subject to change

Setting your preferred device



Which phone do I want use to receive incoming calls?

Caller wants to reach the person, not the Phone !!

Embedded softphone



Participant List

- speaker notification
- connection status
- business card
- context menu

Participant Call Controls

- mute/ unmute
- adjust speaker and microphone volume
- hold/ resume
- disconnect
- rejoin
- call transfer
- call forward
 - to another person / device/ number
- call merge (consultation hold)
- invite others
- call-in number

All UI depictions are not final and are subject to change.

In a 2-way or multi-way call...with any device

Participant List

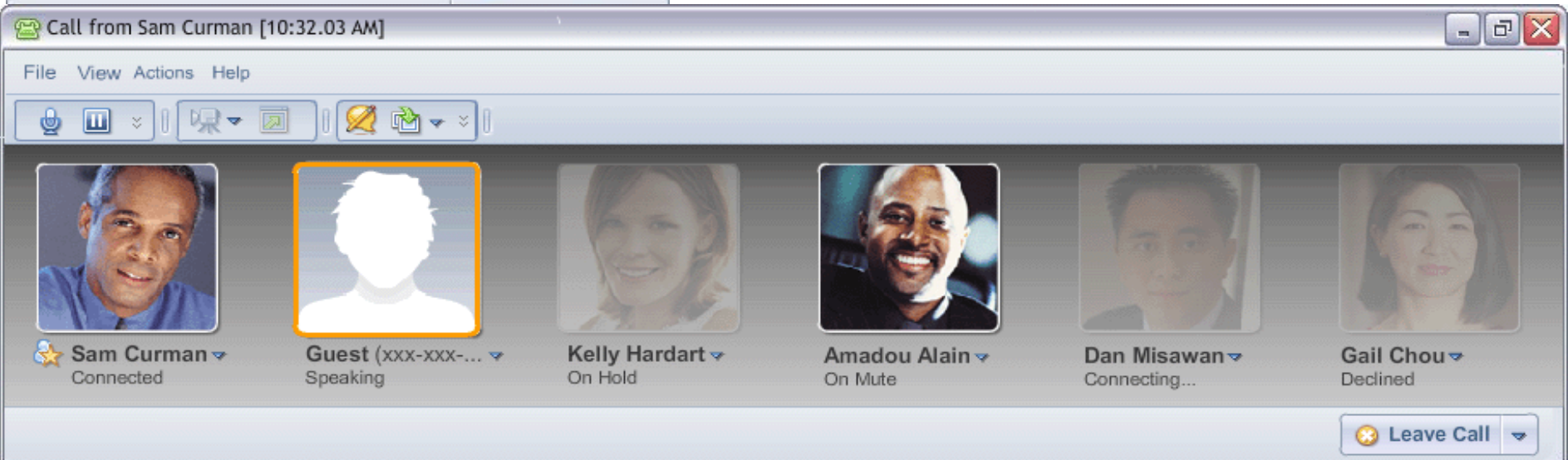
- speaker notification
- connection status
- business card
- context menu

Participant Call Controls

- mute/unmute
- hold/resume
- disconnect
- rejoin
- call transfer
- call forward to another person
- device number
- call merge (consultation hold)
- invite others
- call-in number

Moderator Call Controls

- mute one or all participants (with/ w/o lock)
- drop participant from call
- lock call
- end call for everyone
- adjust microphone volume for any participant



All UI depictions are not final and are subject to change.

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Lotus Sametime 8.5 Themes



- Modernized Sametime online meeting experience



- New Sametime Web browser and mobile IM clients



- Improved video quality and interoperability



- Simplified UC enablement of business processes and applications

Sametime 8.5 Meeting Capabilities

- Simpler meeting experience
 - ▶ Fast meeting entry
 - Rich client - Sametime or Notes embedded
 - Web browsers (zero Java download for meeting viewers)
 - ▶ Reservation-less or reusable (persistent) meeting rooms
 - ▶ Improved calendar integration
 - ▶ Improved screen and document sharing quality
 - ▶ Easy record /playback in a standard format
- Improved meeting reliability
 - ▶ HTTP/HTTPS connectivity replaces T.120
 - Simplifies firewall/SSO
 - ▶ Built in meeting room failover and



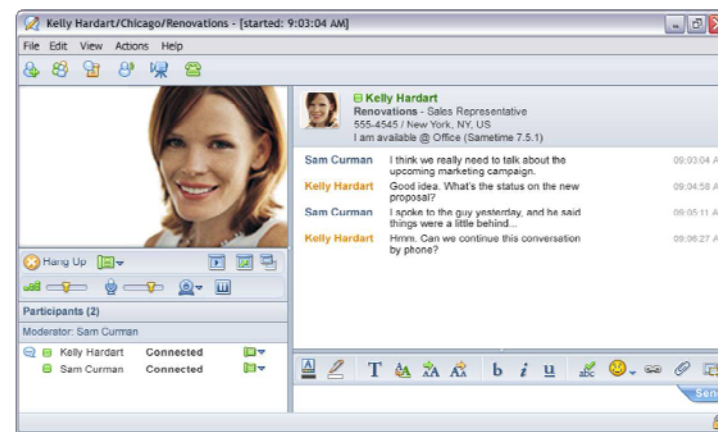


Sametime 8.5 Audio/Video Improvements

- Enhanced out of the box video quality and user experience
 - ▶ H.264 /G.722.1 codecs for improved quality and reduced bandwidth
 - ▶ Point to point video chat and multi-way 'switched speaker' video in meetings

- Open interoperability with partner video conferencing systems
 - ▶ Open standards SIP based architecture for A/V
 - ▶ Connect Sametime clients directly to partner video MCU's
 - ▶ Allow 3rd party SIP endpoints to connect to Sametime video sessions

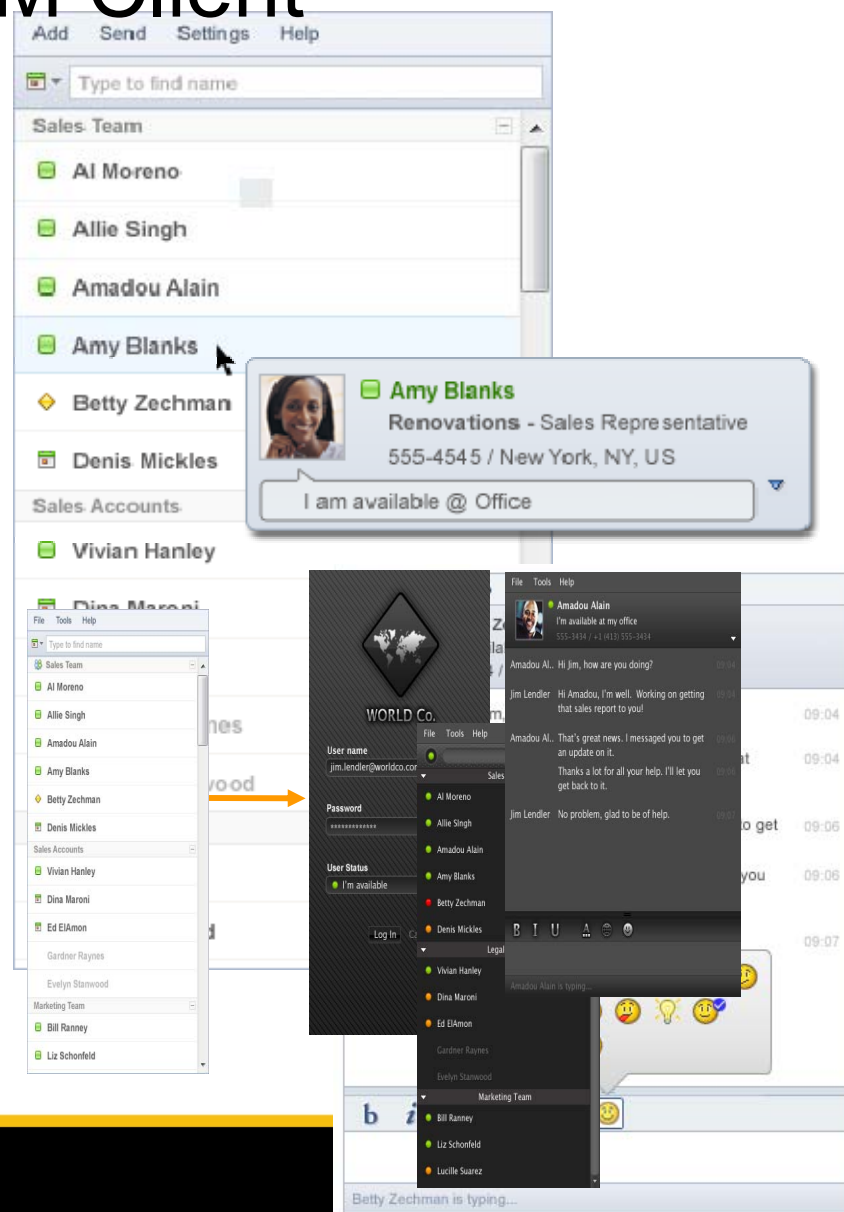
- Video management
 - ▶ Traverse NAT firewalls (support for ICE/STUN/TURN standards)



Sametime Web Browser IM Client

- Goals
 - ▶ For customers requiring a thin client/browser based deployment strategy
 - ▶ Secure alternative to public IM – e.g: partner extranet access

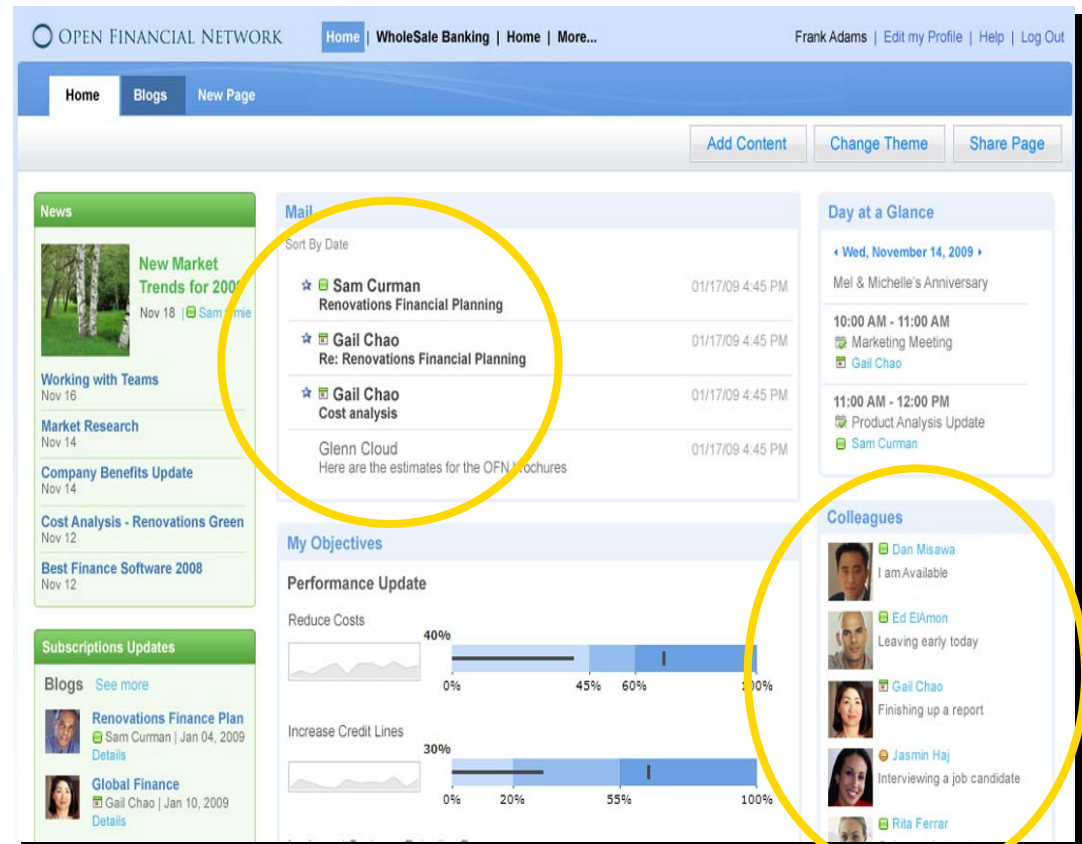
- Features
 - ▶ Zero download AJAX based client
 - No Java™
 - ▶ Sametime Web browser IM interface
 - ▶ Subset of Sametime rich client features
 - ▶ Accessed via new Sametime Web Proxy server





Simplified UC Enablement of Applications

- Making CEBP Easy...New API's to embed Sametime in AJAX applications
 - ▶ Presence
 - ▶ Chat
 - ▶ Click to call
- No Java download required
 - ▶ Replacement for STLinks for new Web 2.0 application patterns
- Compatible with Mashups & Widgets
- New REST Web services API's
 - ▶ Compatible with Sametime 8.0.1 'local' web APIs
 - ▶ Enabled via a new Sametime





Lotus

Sametime® 8.5

Lotusphere Comes To You 2010

NEW iPhone Browser Support



Lotus knows.
Smarter software for a Smarter Planet.



Thank You

IBM's definition of Unified Communications

IBM defines Unified Communications & Collaboration as the deep integration of rich presence, instant messaging, email, unified messaging, telephony, web, audio and video conferencing...

...delivered through a unified user experience

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