

IBM Converged communications,

*IBM Lotus Sametime Unified Telephony
(SUT) & Siemens OpenScape*

Tine Prislán

Pomen komunikacij

- Razlika med človekom in živalmi
- Pisava, knjige
- Pošta
- Telegraf, telefon
- Internet, mobilni telefoni



Sodobne komunikacije

- **Ubirajo najrazličnejše poti**
- **Mobilnost**
- **Stalna prisotnost**
- **Enostavnost uporabe**



Zahteve ob posodobitvi komunikacij

- **Znižanje stroškov**
- **Nove komunikacijske poti**
- **Mobilnost in stalna dostopnost**
- **Humana in enostavna komunikacija**
- **Zasebnost**

Prednosti IP telefonije in online komunikacije v lastni režiji

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- **Fleksibilnost**
- **Večja učinkovitost komunikacij**
- Nižji stroški , obvladovanje stroškov
- **Lažje selitve**
- **“lawfull intercept”**

Ob preureditvi komunikacijskega okolja

- Integracija z ERP sistemi
- Optimizacija in preureditev omrežja
- Prodajni portali, kontaktni centri
- Varnost



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IBM Lotus Sametime Product Family

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Persistent Chat Rooms
Social Networking Tools
Instant Screen Share
Location Services

VoIP chat, Video

Telephony Integration

File Transfer, Screen Capture

Web Conferencing

Mobile Clients

Enterprise & Public IM Federation

Extensible Eclipse client & SDKs

Presence Awareness

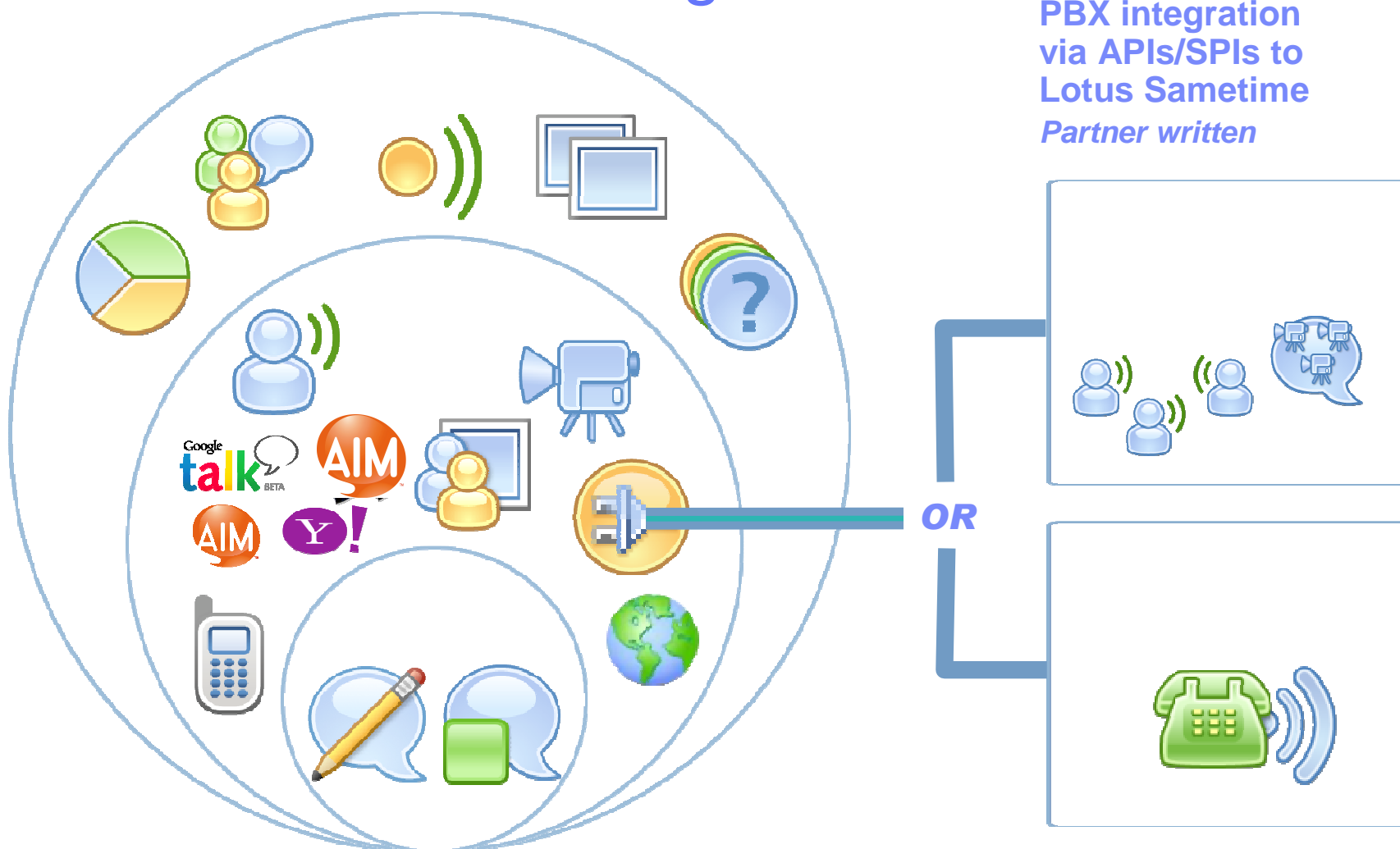
Secure IM with Rich text, emoticons

Integration with Office

Partner audio/ video integration

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PBX integration
via APIs/SPIs to
Lotus Sametime
Partner written





IBM Lotus Sametime Unified Telephony **SIEMENS**



Why integrate telephony as part of UC ? **SIEMENS**

- **Voice has been primary method of business communications for decades and is an integral component of UC**
- **Increases productivity**
 - Voice extends the value of your UC platform
 - Improve collaboration by starting with presence: see availability and best way to reach someone. Start with presence and IM, escalate to voice and video when needed
- **Saves money**
 - Use IP network. Reduce calling card costs and need for hard-phones for some mobile workers
 - Reduce cost of external audio conferencing for with easy to use click-to-conference for ad hoc conferences
- **Facilitates office mobility**



UC with voice integration helps ROI

- **Improve productivity**
- **Improve collaboration, drive innovation**
- **Improve business processes - faster decision making, time to market and responsiveness**
- **Cost savings**



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SUT Features

- **Telephony presence**
- **Click-to-call & click-to-conference**
- **Embedded Softphone**
- **Incoming call management**
- **Integrates with YOUR telephony environment**

SUT User Experience

- **Social experience; not simply recreating a keypad-centric experience on the PC**
 - Intimacy of participant pictures
 - Drag and drop
- **Simple to use**
 - Immediacy of call and call functions: all telephony functions a click away
 - Manage your phone(s), phone contacts and how you can expect to be contacted
 - Intuitive: minimize complexity of telephony infrastructure
- **Leverage what Lotus Sametime users do naturally every day**
 - Use presence to find people
 - Use status and location to enrich presence
 - Collaborate!

Telephony Presence

Users can see Sametime IM availability status

Users can see if contacts are 'On the Phone'



Click-to-Call

The screenshot shows the IBM Lotus Sametime Connect application window. The menu bar includes File, Edit, View, Tools, and Help. Below the menu bar is a search bar labeled 'Type a name or phone number'. A toolbar contains icons for various actions, including a green telephone handset icon. A context menu is open, showing options: 'Call Selected Contact', 'Call a Phone Number...', 'Create Call Invitation...', 'Start Video with Selected Contact', 'Sametime Phonebook', and 'Call History'. The contact list on the right shows a group 'Mortgage Team (12/15)' with members: Gail Chao, Paula Starky, Thom Frankel, Heather Reeds, Larry Moriarty, Betty Zechman, Heather Reeds, Mike Morrison, Kristin MacGyver, and Mike Motler. At the bottom, there is a 'Primary Contacts' section and a 'Connected' status indicator.

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

Click 'call a Phone Number' to access the dialpad

Enter a name or number in the QuickFind

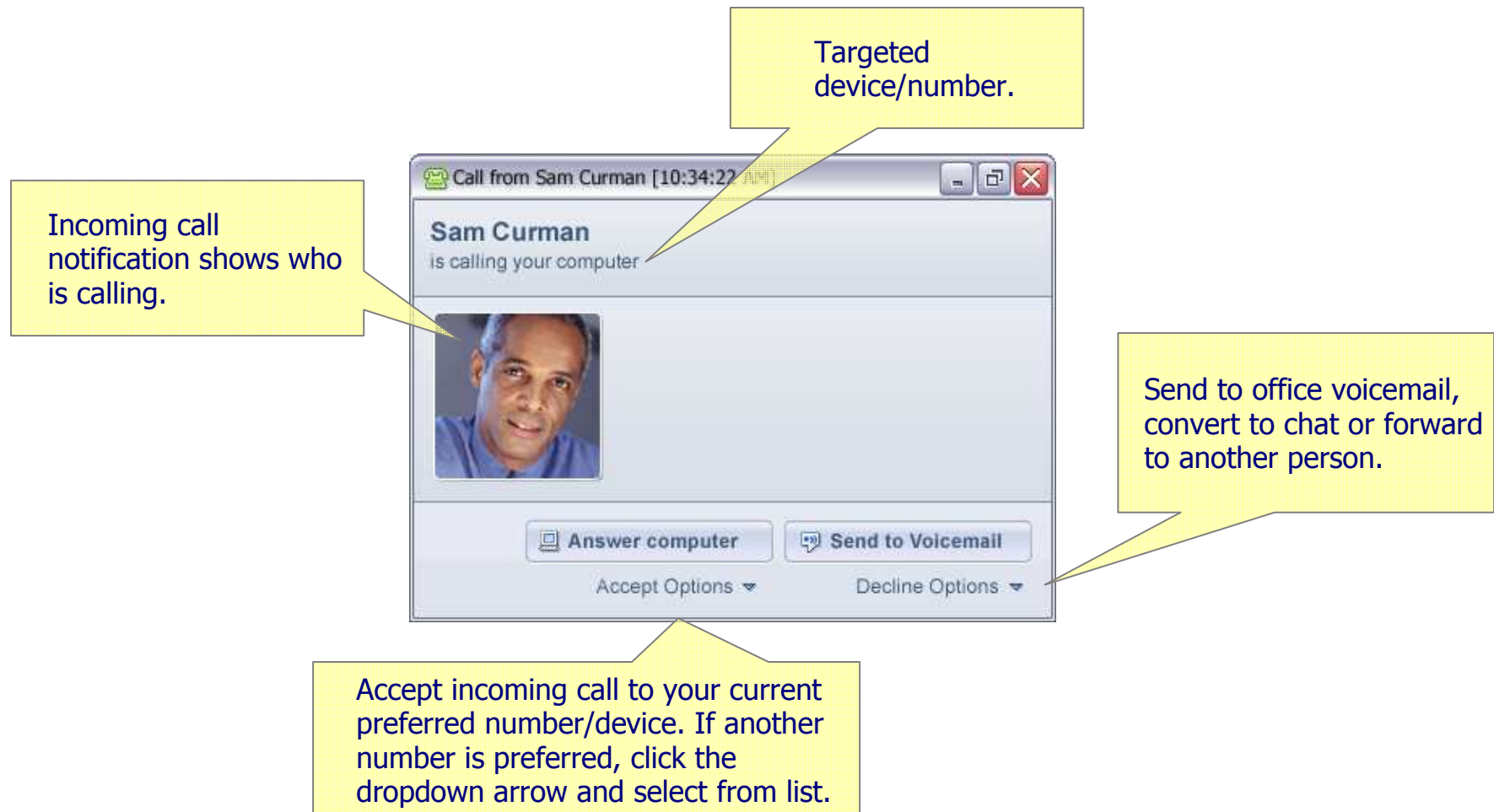
Right-click on a name in the contact list and select 'Call' from the menu.

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

Embedded Softphone



Incoming Call Notification



Call Window

Call window displays for when using SUT soft phone or other phone device designated by user

Consistent call window regardless of:

- number of people (1-1 or conference call)
- device (phone, computer, etc)

Participant List

- Connection status
- Business card
- Context menu

Participant Call Controls

- Mute/unmute
- Hold/resume
- Disconnect
- Call transfer to another device
- Call forward to another person
- Call merge
- Invite others
- Show call-in numbers

Moderator Call Controls

- Mute one or all participants
- Drop participant from call
- End call for everyone
- Adjust microphone volume for any participant



SUT addresses challenges:

- **Providing a consistent End User Experience**
- **Providing middleware layer to manage all UC telephony connections**
 - Works with your existing phone systems – SIP PBXs and legacy
 - Separates call control from underlying PBX
 - Simplifies UC in multi-vendor environments
 - Allows you begin UC independent of IP Telephony migration timeline
 - Insulates the UC client platform from future mergers & acquisitions
- **Offering flexibility and choice, using open SIP standards**
- **Delivering high scalability & reliability**

Why IBM?

- Deep experience in design and deployment of IP telephony and real-time collaboration solutions
- Experience in deploying very large-scale solutions
- Ability to offer end-to-end infrastructure and software solutions
- Integration experience with leading solution vendors: Siemens, Cisco, Avaya, Nortel
- Proven global delivery method and IBM Reference Architecture
- Delivers strategic and operational resilience and security with its services
- Analyst-recognized marketplace leadership in network consulting and IP telephony services