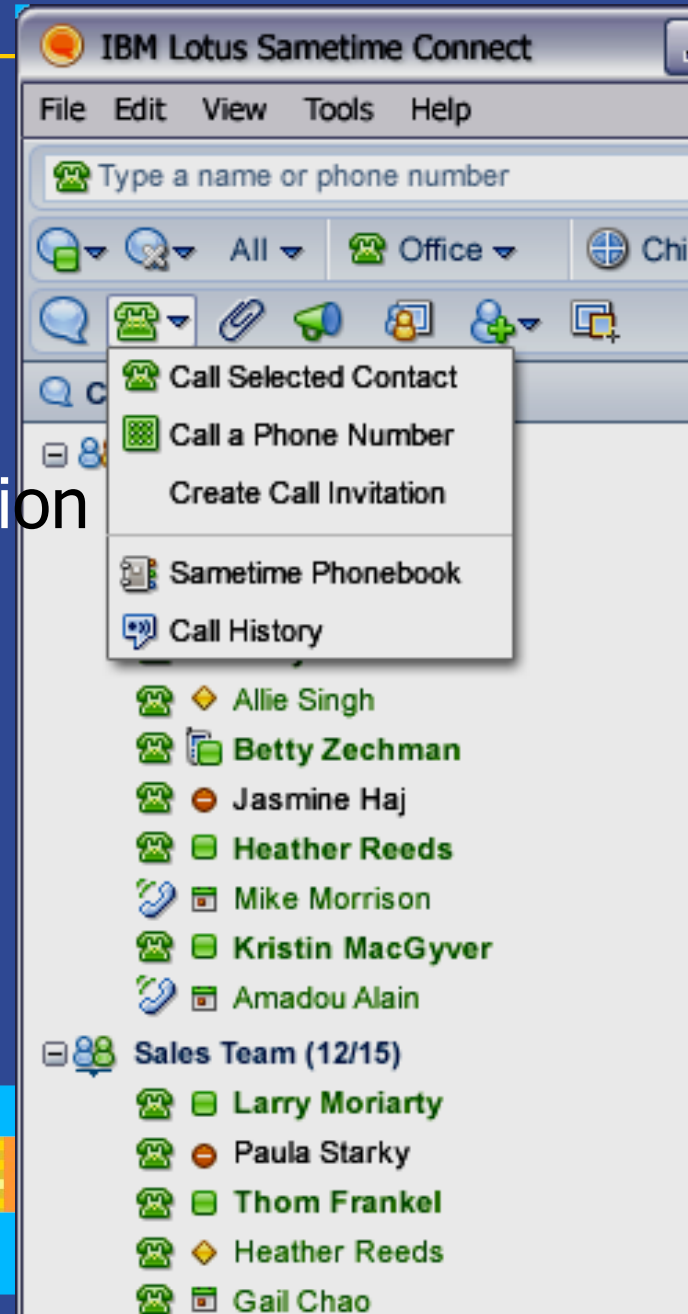



Sametime & UC² - Unified Communication & Collaboration



 **Uffe Sorensen**
Lotus Messaging & Collaboration Director,
CEEMEA
45-2880-8877
LCTY presentation @ Istanbul




Real-time collaboration reduces latency ...

 **Michael L. Quigley**
Executive Customer Satisfaction Manager
1-352-465-1286
I am available.

Feb 19, 2009

Mike Quigley hello Uffe

Uffe Sorensen I need to pass some things on to you re 

Uffe Sorensen y

Mike Quigley do you have time to talk on the phone?

Uffe Sorensen I'm actually OTP for a while yet What's it about ?

Mike Quigley Most important point is that neither the customer or account team were aware anything was happening.

Uffe Sorensen I'm sorry but I'm not sure what's happening here I don't think I've been involved lately ?

Mike Quigley my mistake may have wrong person.

Uffe Sorensen I do It's uWe 😞 My apologies


Uffe Sorensen no prob - I was getting a little confused - take care anyway !

Mike Quigley old age

Uffe Sorensen thank you Uffe

Uffe Sorensen np

16:08:56
16:09:13
16:09:51
16:10:01
16:10:29
16:11:09
16:12:39
16:12:53
16:13:05

 **Eric Wiedemeijer** [started: 16:24:41]
Immigrations, Taxes and Assignments
3-5996 / 41-58 333 59 96

Uffe Sorensen Eric, just responding to your question about working days in Switzerland - do you just need the total number or a list of dates ?

Eric Wiedemeijer Just the total number would be enough

Uffe Sorensen just mailed it ... U

Eric Wiedemeijer thank you

File Edit View Tools Help

16:24:41
16:24:41
16:24:41
16:24:41

- Imagine, how long time this would have taken via e-mail or VPP (voice-mail ping / pong)



What is Unified Communications & Collaboration?

- IBM defines Unified Communications and Collaboration (UC²) as...
- The deep integration of rich presence, instant messaging, email, unified messaging, telephony, web, audio and video conferencing...
- ...*intelligently* 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*.

Purpose:

Accelerate business agility by removing human and system latency.

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What is Lotus Sametime?

-
-
- Let me do a short demo ...

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Lotus Sametime: IBM's UC2 Software Platform



Industry Recognition



Product of the Year

- UC Magazine, 1Q 2008



IBM Lotus Sametime - 2008
North American Enterprise
Product of the Year



"Compared to Microsoft, IBM has a more open approach to UC and doesn't have plans to develop its own IP Telephony platform."

- Ovum, Role of Mobility in Unified Communications, Sept 2008



Leadership Quadrant
"Gartner Magic Quadrant
for Unified Communications"
- September 2008



Most used Enterprise IM solution
- Osterman Research, "Presence, IM and Real-Time
Communication Trends 2008-2011"
Sept 2008



Customer Momentum

30% more
customers in last year

60% new sales

1/3 were
Outbok/Exchange
shops

Lotus Sametime®

Advanced

Real Benefits, Real ROI

Speed
Decision Making

Accelerate
Business Processes

Reduce Travel
& Communications Costs

Accommodate Diverse
User Preferences

Support
Distributed
Teams

<http://www.ibm.com/lotus/sametime>

<http://www.uc2calculator.com/download>

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At IBM...

Telephony:
\$17M saved



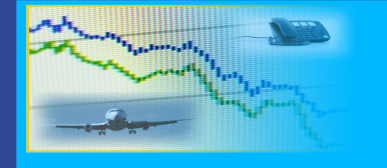
Real Value:
Globally Integrated Enterprise

Travel:
\$95M saved

Key Customer Benefits of using Sametime

■ Cost savings

- ▶ Reduce telephony costs by eliminating long distance phone calls by using Sametime for voice & video chats
- ▶ Reduce cell phone charges by using Sametime for voice
- ▶ Reduce travel costs by using on premise web conferences
- ▶ Reduce external web conferencing costs by using on premise web conferences
- ▶ Reduce calling (and Voice Mail) costs with alternative communication modes (IM)



■ Everyday Productivity Improvements

- ▶ Better and faster collaboration on projects / work efforts
- ▶ Improved collaboration in R&D, Sales, Support . . .



■ Accelerate business processes

- ▶ Faster response in support centers and help desks
- ▶ Improved collaboration in R&D and with business partners
- ▶ Faster problem resolution in manufacturing
- ▶ Integrate with other user applications to speed business cycles



■ Leverage communications investments

- ▶ Telephony, Audio, Video and Mobile integration with leading vendors

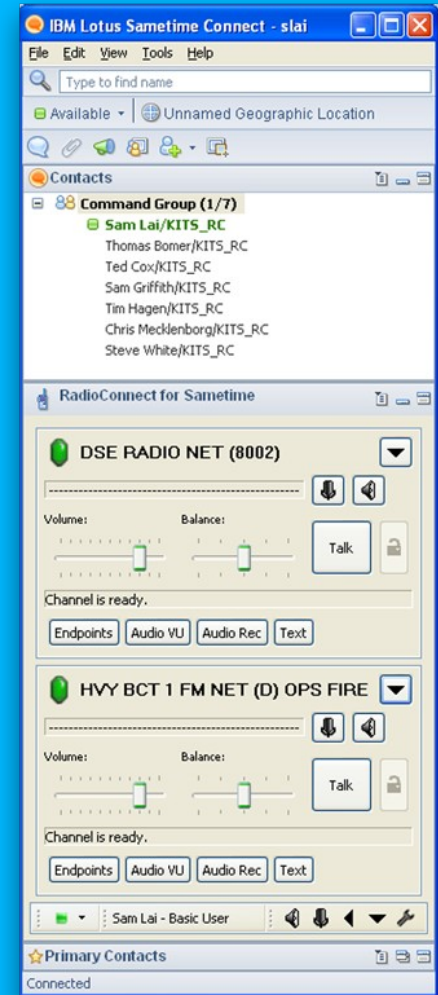
Customer's Benefits

collaborate
across
organization boundaries

accelerate
emergency response



CEBP Partner Examples



RadioConnect

Customer Benefits

shortened ^{by} **4 days**
sales and ordering process



Nic J. Theocarakis
NISSAN DISTRIBUTOR



saved
\$3 million

Reduced staff and
telephony **costs**



\$750K /year
added to margins



Grocery Retailer



Delivering a unified experience wherever people work



Lotus. Sametime

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Delivering a unified experience wherever people work

Michael J Garbett Re: Fw: Levels of Notes/Domino Certification
IBM Lotus Enablement Lotus TechTalk: Transform Client Applications
Gareth Greenwood Fw: MENA new technical structure
G GM Blanc's Quar
Lotu y of Impact 20
Delia Jo
infomed
Gulgun K
Mette M Hansen Fw: Levels of Notes/Domino Certification and
John M Griffin Fw: Copenhagen ALW Information
Manfred Stadler Fw: IBM Completes the Asset Acquisition of O
Manfred Stadler Re: Fw: IBM Completes the Asset Acquisition
Ulku Ceylan Re: Fw: IBM Comp
Uffe Sorensen Lotus TechTalk: T
Uffe Sorensen Robert LeBlanc's

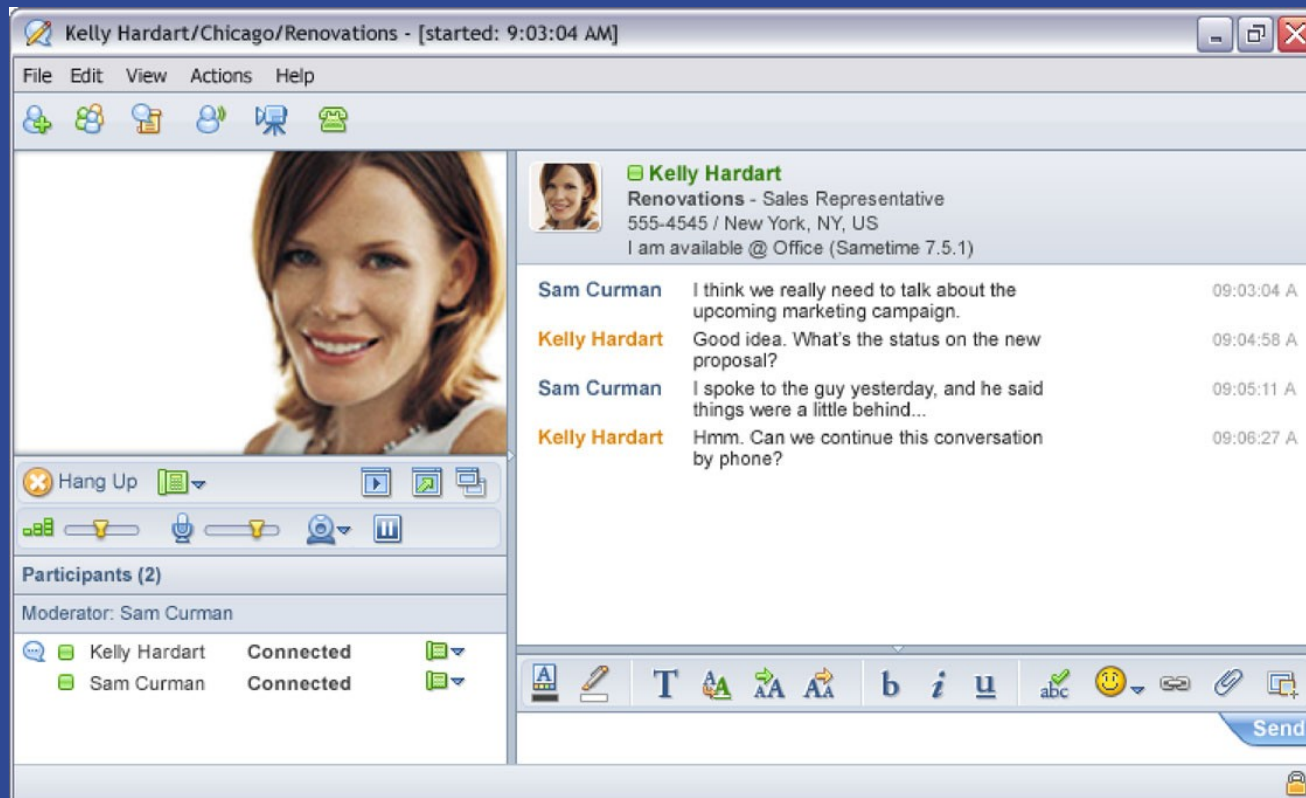
G L (Gareth) Greenwood
CEEMEA Lotus Technical Sales & Services
Leader
372049 / 44-1784-445049 / London / 11:37 PM
I am Active- @ Home (Sametime 7.5.1)

- Chat
- Call
- Instant Meeting
- Send
- Alert Me When Available
- Alert Me When...
- Remove Alerts
- Refresh Person Info
- Edit Nickname...
- Business Card
- Add to Sametime Contact List...
- Chat History
- Collaboration History
- Find Available Time...
- Add to Primary Contacts
- Activities
- Search
- Copy

Notes in-box, or any document ...
Sametime client or Notes plug-in ...
Consistent access to people ...

Lotus - CEEMEA (2/21)
Ashwin Rofina
Byron Lawson
Damjan Florjanic
Gareth Greenwood
CEEMEA Lotus
Leader
372049 / 44-17
PM
I am Active- @
Lotus - IOT SW (0/8)

Delivering a unified experience wherever people work



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Delivering a unified experience wherever people work

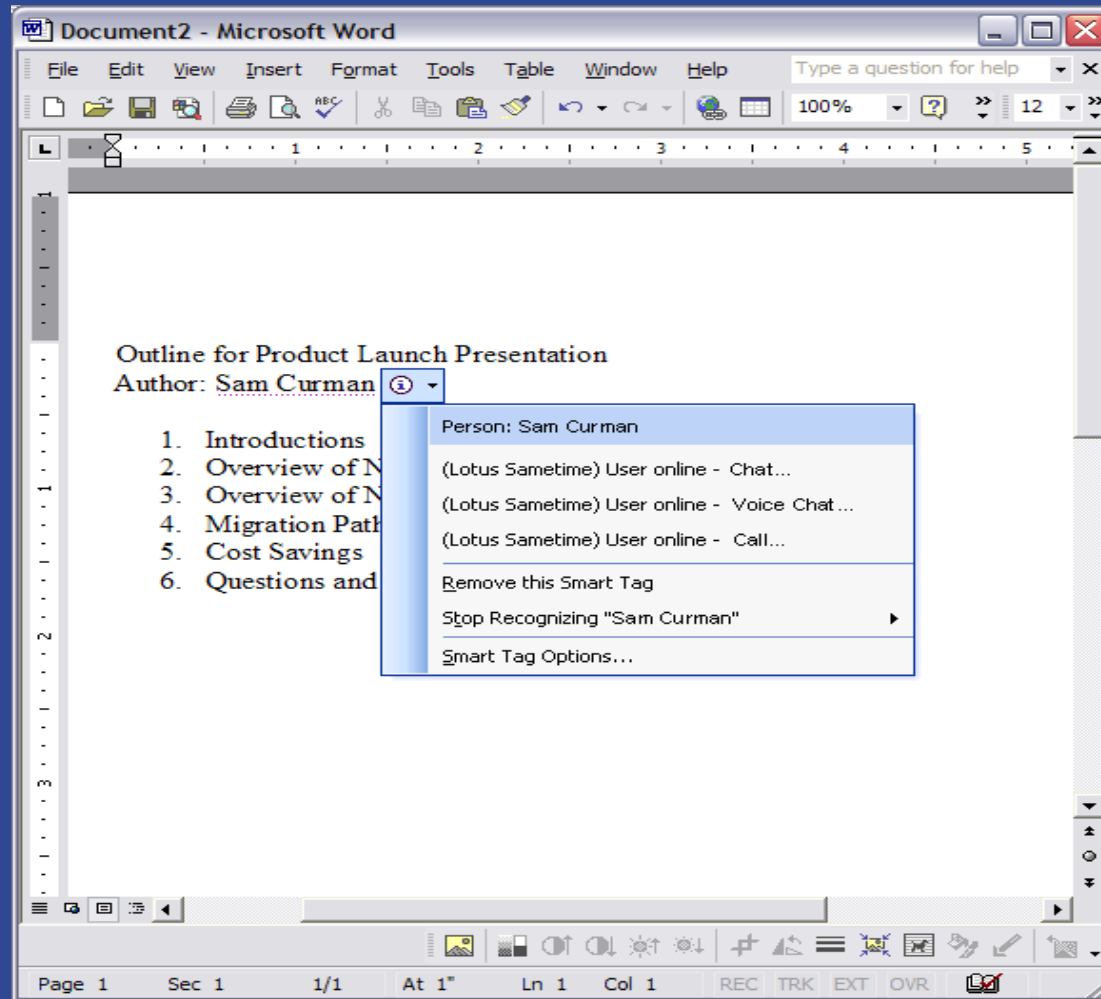
The screenshot displays the IBM Lotus Notes email client interface. The window title is "Samantha Daryn - Inbox - IBM Lotus Notes". The menu bar includes File, Edit, View, Create, Actions, Tools, Window, and Help. The toolbar contains various icons for file operations and email actions. The main area is divided into three panes:

- Left Pane:** Shows the "Samantha Daryn on REN3" mailbox structure with folders like Inbox (1048), Drafts, Sent, Follow Up, All Documents, Junk, Trash, Views, Folders, Tools, and Other Mail. A "Follow Up" section is also visible with columns for Who and Subject.
- Center Pane:** Displays a list of emails with columns for Sender, Subject, Date, and Size. The selected email is from Heather Reeds with the subject "Re: Power Renovations Promotion Meeting".
- Right Pane:** Shows "Sametime Connect" status (Available) and a list of contacts organized by team: Sales Team (Monifa Shani, Kelly Hardart, Sam Curman), Human Resources (Rebecca Gestner, Misha Tompkin), and Marketing Team (Heather Reeds, Mike Morrison, Dina Maroni, Dennis Mickles, Dan Misawa, Larry Moriarty, Mike Motler, Gradner Raynes, Paul Clemmons, Nora Shin, Paula Starky).

The detailed view of the selected email shows the subject "Re: Power Renovations promotion", the sender "Heather Reeds", and the recipient "Samantha Daryn". The email body contains the text: "Great suggestion, Amadou. Samantha, I think you should add Dan Misawa to this team. He's new to marketing, representing the ready-to-assemble line. Also, I want you to take a look at the chart below. These numbers are very interesting."



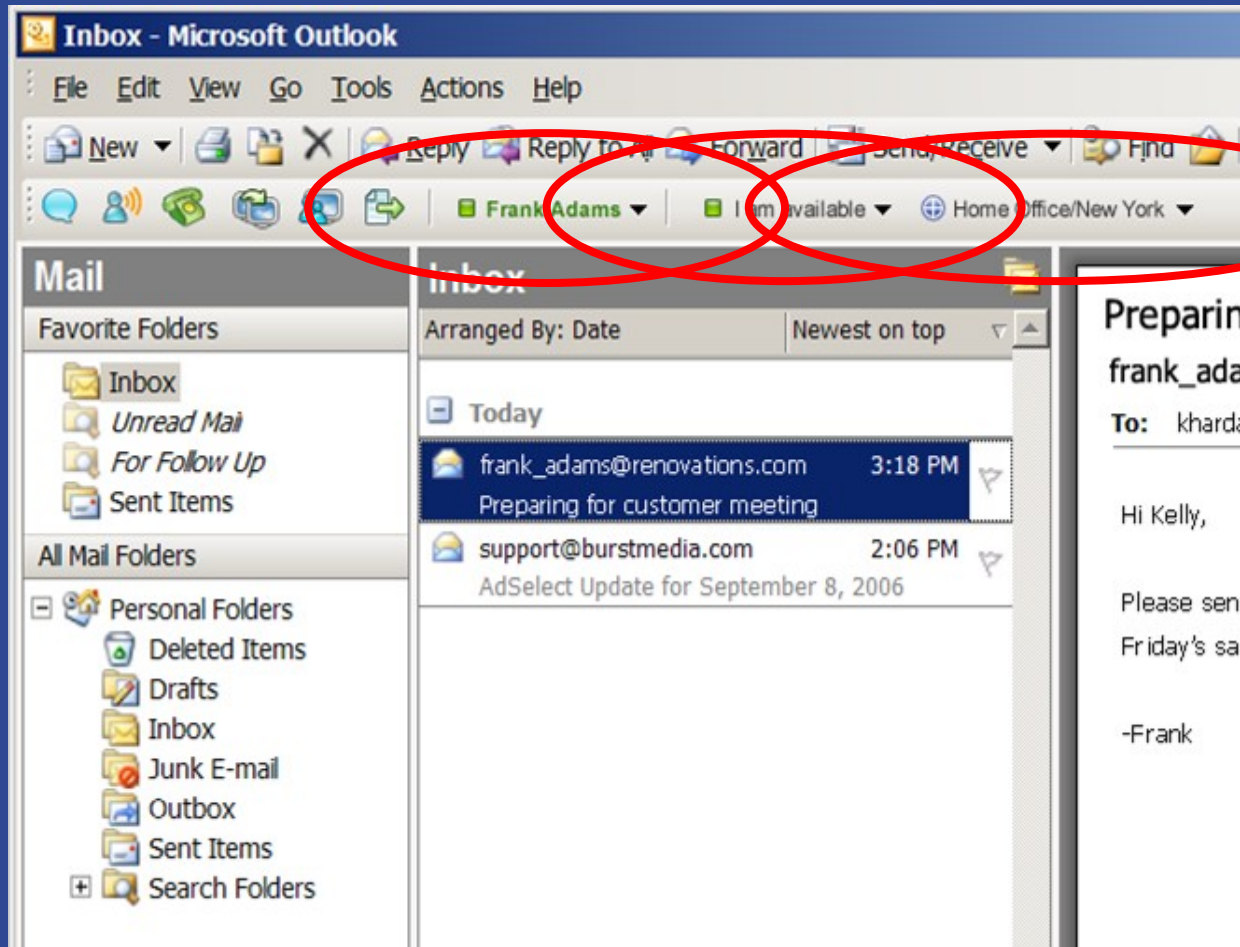
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Delivering a unified experience wherever people work



RIM BlackBerry

Symbian

Microsoft
Windows®
Mobile



... and iPhone in
Sametime 8.5



Lotus® Sametime® 8.5



- Modernized Sametime online meeting experience



- New Sametime Web browser and mobile IM clients (Web 2.0 based - without Java downloads)



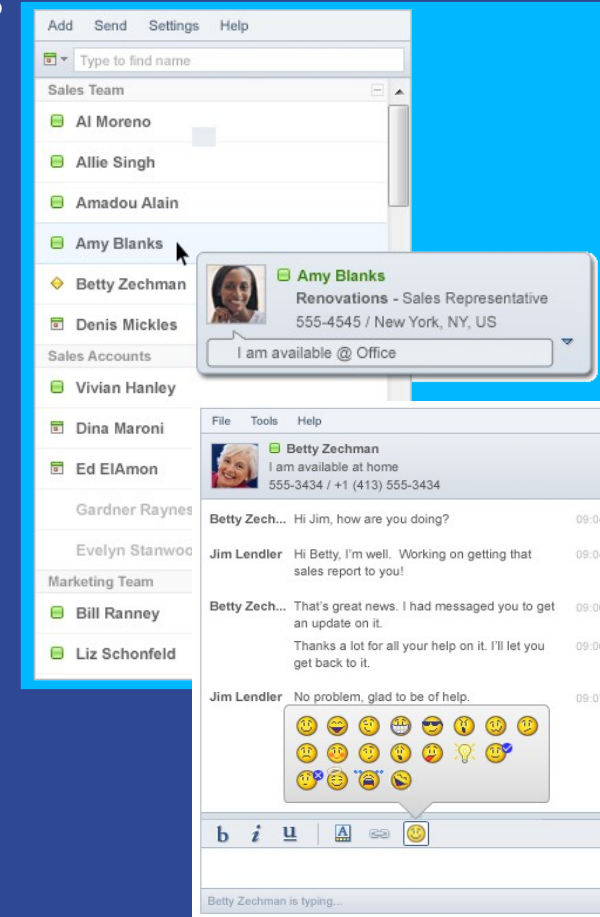
- Improved video quality and interoperability



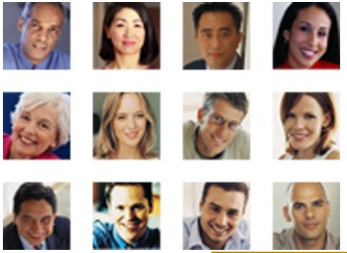
- New mobile support for iPhone & extend plug-in model to mobile clients




- Simplified UC enablement of business processes and applications



Participants - 6



+ 

Invite others by dragging from your buddy list into the room

Library

Organizational_Chart.odp



Share Download

Weeklymeetingnotes.odp

Legaldiscloser.odp

<http://www.renovations.com>

Image_2089.jpg


+  

Materials stored in the meeting room library, which lists all documents and URLs shared in the meeting

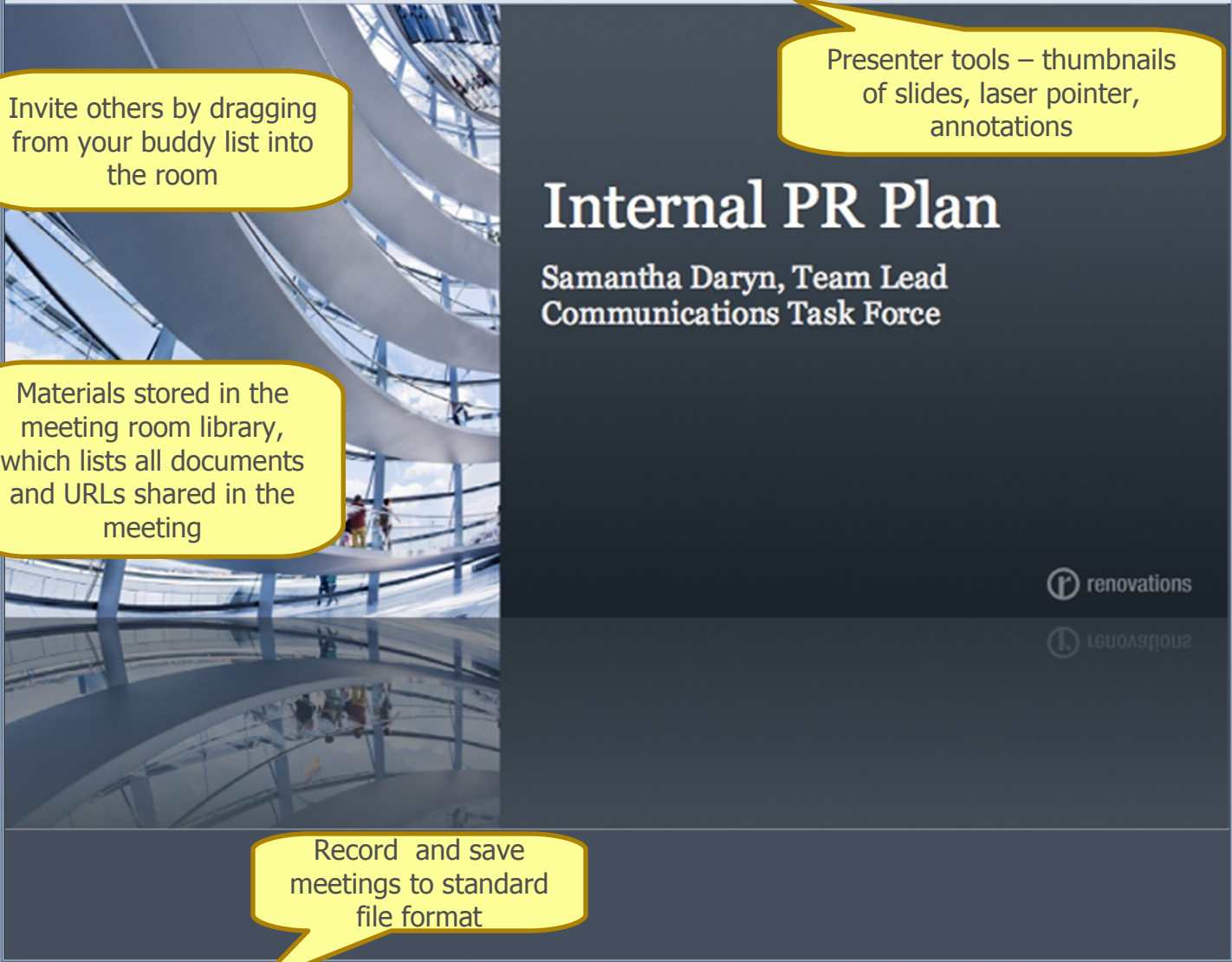
Stop sharing You are sharing

3 of 6

Tools

1  2  3  4  5  6  7 

Presenter tools – thumbnails of slides, laser pointer, annotations



Internal PR Plan

Samantha Daryn, Team Lead
Communications Task Force

renovations

Record and save meetings to standard file format


Discussion and Minutes




Gail Chao 10:02 a

Hey, welcome back Sam! Hope you had a great vacation!




Sam Curman 10:04 a

Hi Gail, thank you!

b **i** **u** **abc** 

Raise Hand **Record**

Using Cisco's plug-ins for UC

Cisco Call Manager integration

Extended presence federation

Cisco Unity voicemail plug-in

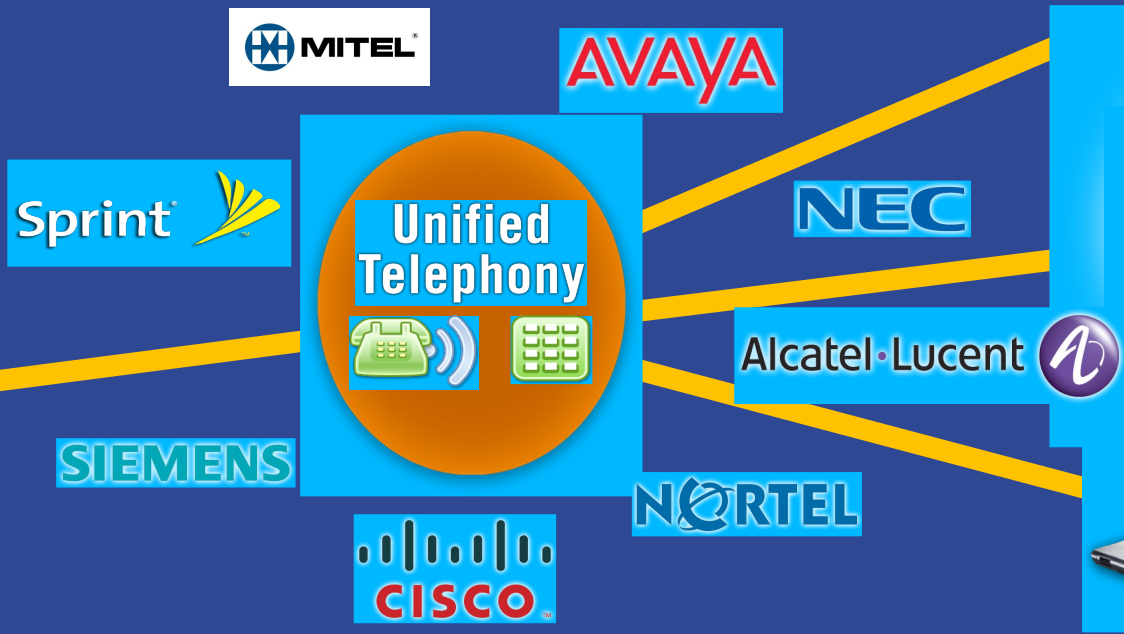
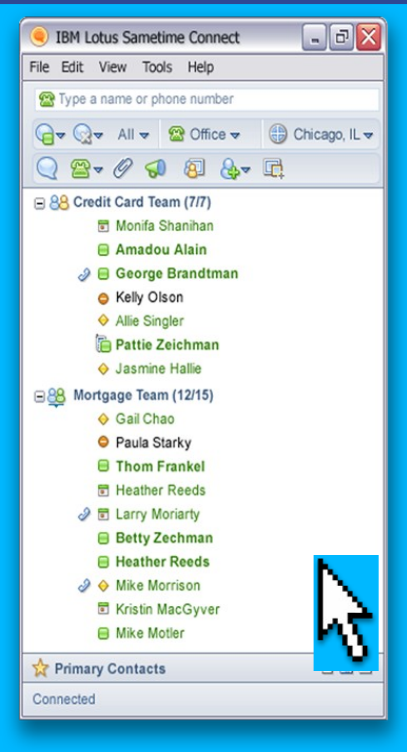
The screenshot displays the IBM Lotus Sametime Connect application window. The title bar reads "IBM Lotus Sametime Connect". The menu bar includes "File", "Edit", "View", "Tools", and "Help". The main area shows a "Contacts" list with a search bar "Type to find name". The contacts are organized into groups: "UCC - Alliances & Partners (7/9)" and "Work (9/25)". The "UCC" group includes contacts like "Howard Oyns", "Sam Greenlees", "Fredric B. Clarke", "Henning Glegg", "John Osmond", "jveakins@cisco.com.ibm.ext", "Martin Schuetz (Integrated Comms S", "Peter Fay", and "Russell Kowal (Cisco switchboard)". The "Work" group is partially visible. Below the contacts list are sections for "Sametime News", "Primary Contacts", "Places", and "Cisco Voicemail". The "Cisco Voicemail" section shows a "Show: Inbox" dropdown and a table of voicemail messages.

	Name	Date	Time
	Fredric B. Clarke	06/02/08	4:27 PM
	Fredric B. Clarke	06/02/08	4:25 PM

At the bottom of the window, there are status indicators: "Connected to voicemail" and "Phone Status". The footer of the application shows "Lotus Sametime 7.5.1 Blue" and the IBM logo.



Lotus® Sametime® Unified Telephony



Rich presence

Softphone

Intelligent Call Management

Delivers rich and consistent end user experience

across Multi-PBX environment

All plans are subject to change

Sametime Unified Telephony

Unified experience for a heterogeneous infrastructure

IBM Lotus Sametime Connect

File Edit View Tools Help

Type a name or phone number

All Office Chicago, IL

- Call Selected Contact
- Call a Phone Number
- Create Call Invitation
- Sametime Phonebook
- Call History

Primary Contacts

- Allie Singh
- Betty Zechman
- Jasmine Haj
- Heather Reeds
- Mike Morrison
- Kristin MacGyver
- Amadou Alain

Sales Team (12/15)

- Larry Moriarty
- Paula Starky
- Thom Frankel
- Heather Reeds
- Gail Chao

Connected

IBM Lotus Sametime Connect

File Edit View Tools Help

Type a name or phone number

All Office Chicago, IL

Contacts

- Marketing Team
 - Monifa S
 - Sam C
 - George
 - Kelly Hardart
 - Allie Singh
 - Betty Zechman
 - Jasmine Haj
 - Heather Reeds
 - Mike Morrison
 - Kristin MacGyver
 - Amadou Alain
- Sales Team (12/15)
 - Larry Moriarty
 - Paula Starky
 - Thom Frankel
 - Heather Reeds
 - Gail Chao

Office: 212-555-8901

Mobile: 212-555-0114

Home: 212-555-8901

Computer

New Number...

Primary Contacts

Connected

IBM Lotus Sametime Connect

File Edit View Tools Help

455-

- Kelly Hardart (kh@renovations.com)
 - Office (455-5540)
 - Mobile (482-9220)
- Kristin MacGyver (km@renovations.com)
 - Office (455-1100)
- Jim Barker
 - Office (455-0079)

Call Phone Number

Search Directories for 455-

- Kelly Hardart
- Allie Singh
- Betty Zechman
- Jasmine Haj
- Heather Reeds
- Printing services
- Kristin MacGyver
- Amadou Alain

Construction (0/0)

- Art Mancini, Arturo Remodeling
- Jim Barker, Fitz & Jim

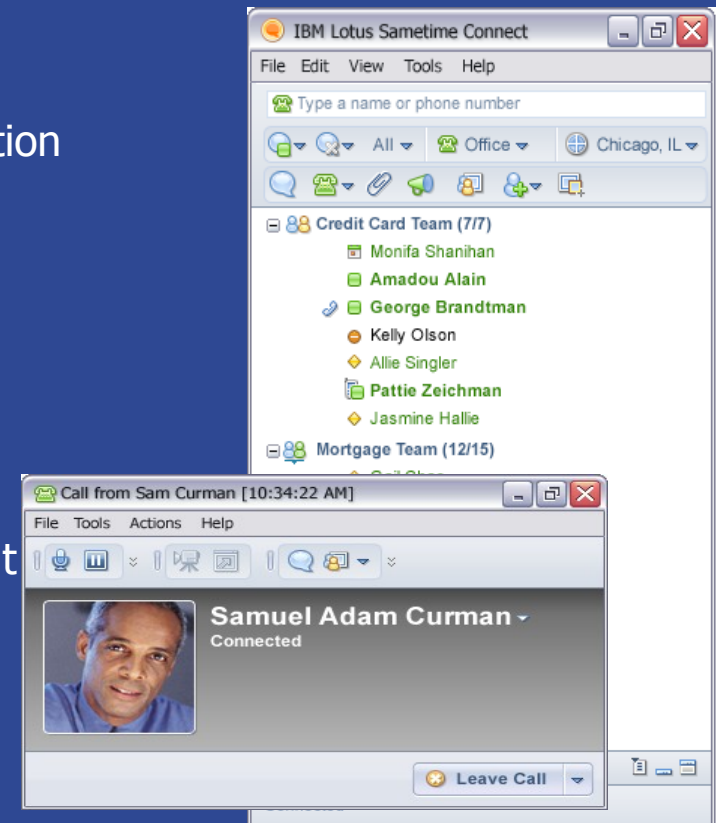
Primary Buddies

Call History

Connected

Sametime Unified Telephony

- A Middleware approach to Unified Communications
 - ▶ Leveraging and simplifying the communications infrastructure
 - ▶ No rip-and-replace...not waiting for upgrades to the entire infrastructure to get benefits
- Unified Experience for users
 - ▶ More effective communication and collaboration
- Features
 - ▶ Telephony presence
 - ▶ Click-to-call & click-to-conference
 - ▶ Embedded Softphone
 - ▶ Incoming call management
 - ▶ Integrates with YOUR telephony environment



It's all about collaboration ...



CREATED WITH LOTUS® SYMPHONY™



Communication, Content & Community



Thank You !



“... Lotus Sametime went from an underground pilot to over a quarter of a million users on word-of-mouth. If we removed it now, we’d have a mutiny ! ... ”

John Patrick, then VP, Internet Technologies, IBM



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شكرا

Thank You !



“... Lotus Sametime went from an underground pilot to over a quarter of a million users on word-of-mouth. If we removed it now, we’d have a mutiny ! ... ”

John Patrick, then VP, Internet Technologies, IBM

