

IBM GTS unified communications and collaboration (UCC) demo
“Get the whole picture from IBM”

Communication. You experience it every day.

You perceive it as phone calls, voicemail, e-mail, instant messaging ... Web and videoconferencing ... even mobile devices.

But if you think that's the whole picture, *think again*.

At IBM, it is more than just communication.

It is *unified communications and collaboration*, which combines phone, e-mail, voicemail, conferencing, video, text and instant messaging ...

... into a *single, unified* communications system to help make organizations more productive and responsive ...

...and enable more sharing and innovation by improving nearly every aspect of communication, virtually every day and from anywhere.

So what does this look like in action?

For a leading research firm, it's scientists working with peers around the world through online collaborative communities ...

... and manufacturing partners providing real-time updates to production schedules ...

... while sales and marketing teams conduct Web conferences for new product education ...

... resulting in reduced costs, on-time delivery and higher sales.

For a global bank, it's broadcasting promotions to branches in real time ...

... instant messages between brokers and underwriters to assess risk for loan applicants ...

... and branch associates engaging product specialists through chat rooms to help cross-sell and up-sell ...

... all leading to more responsive service for customers.

For a manufacturer, it's real-time customer order updates from sales ...

... field technicians equipped with PDAs to view work orders and optimize routes
...

... employees engaging in communal brainstorming for new product ideas through wikis and blogs ...

... and buyers using teamrooms to collaborate on product development with business partners worldwide

... all helping to drive innovation across global operations.

For these companies, unified communications and collaboration not only helps save money, it also provides a powerful competitive advantage.

If you could help your employees, customers and business partners share ideas and business information quickly inside and outside your organization ...

... collaborate better using all types of devices with flexible communications processes and easy access to communications ...

... would you let the competition in on your secret? *Good thinking.*

IBM can help you think differently about how unified communications and collaboration can help you to tackle business challenges and stand out from your competitors.

IBM has skilled professionals around the world with proven experience helping organizations deploy these solutions ...

... plus strong relationships with leading industry players ...

... all wrapped into an approach that means you get the right solution for your business need.

Now that you have the *whole* picture, see how IBM can help your business.