

Integrating Video into Your Communication Environment

TANDBERG-IBM Alliance

TANDBERG

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Changing the Way People Communicate By

ACCELERATING DECISION MAKING



“Simply put, we wanted to build a centre that would allow us to make better decisions faster.” Statoil

SCALING KNOWLEDGE



“It’s three days by car, three hour by plane and three seconds on TANDBERG... enabling NECU to compete with Australia’s largest financial institutions.” NECU

UNIFYING THE ORGANIZATION



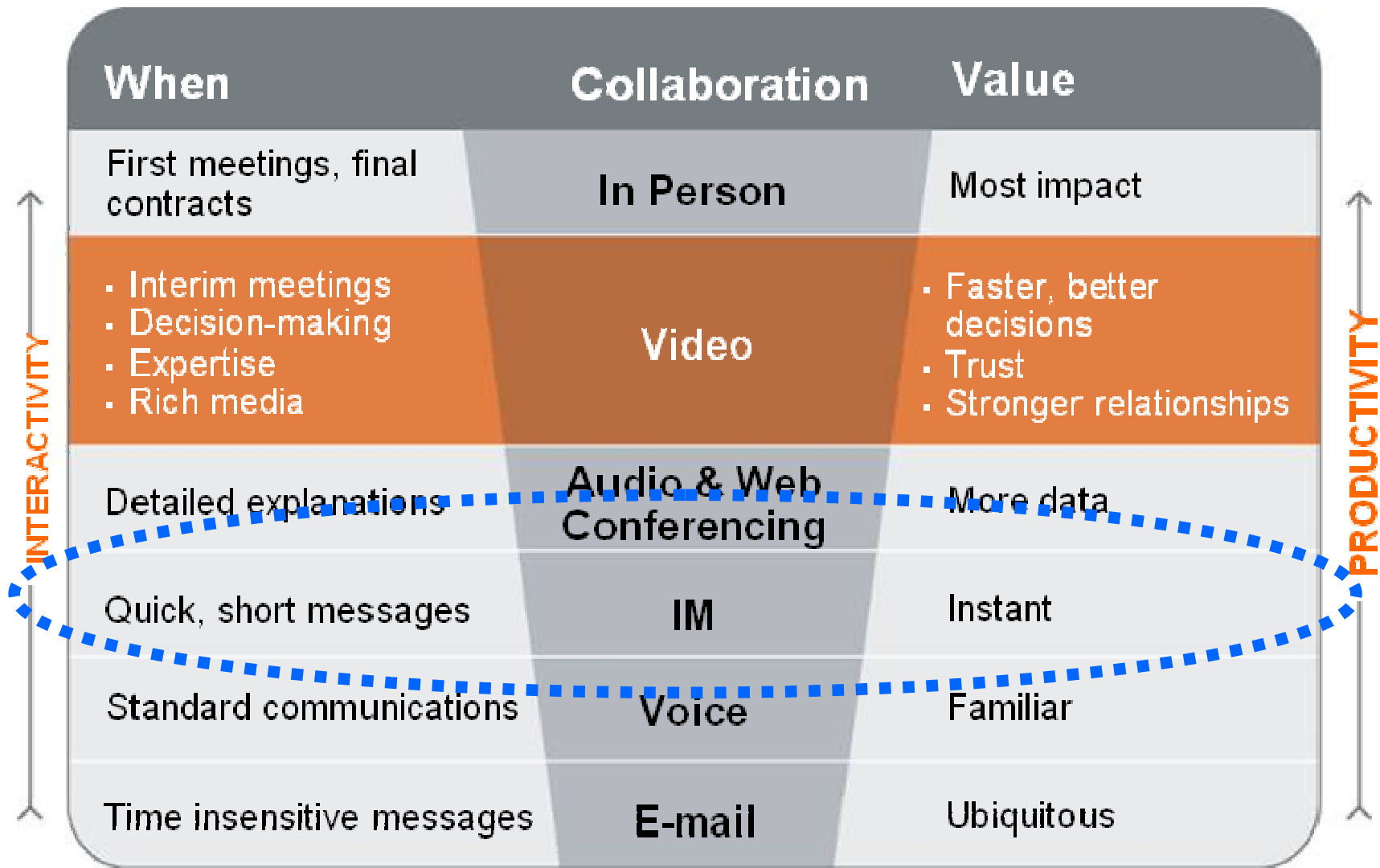
“Our TANDBERG visual communication solution enables [our CEO] to stay in close personal contact with the staff as we grow.”
Vineyard Bank

PROMOTING WORK/LIFE BALANCE



“The decision... has benefited our employees' quality of life. Instead of spending the evening waiting at the airport for a flight home after a meeting, they can go home and spend time with their families.”
Vodafone

Why Video? For Improved Productivity



Full Visual Communication Provider

CENTRALIZED MANAGEMENT

SCALABLE DEPLOYMENT



TMS

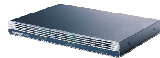
MANAGEMENT



Content Server



Expressway



Gateways
(ISDN and
3G)



Gatekeeper



MCUs

INFRASTRUCTURE

Lotus.

IBM Lotus
Notes® and
Lotus
Sametime®



Scheduler

SCHEDULING / AD HOC



Profile



Edge



Set-top



Centric



Specialized

SYSTEMS



MEDIA
EXPERIENCE

Constant Care Services

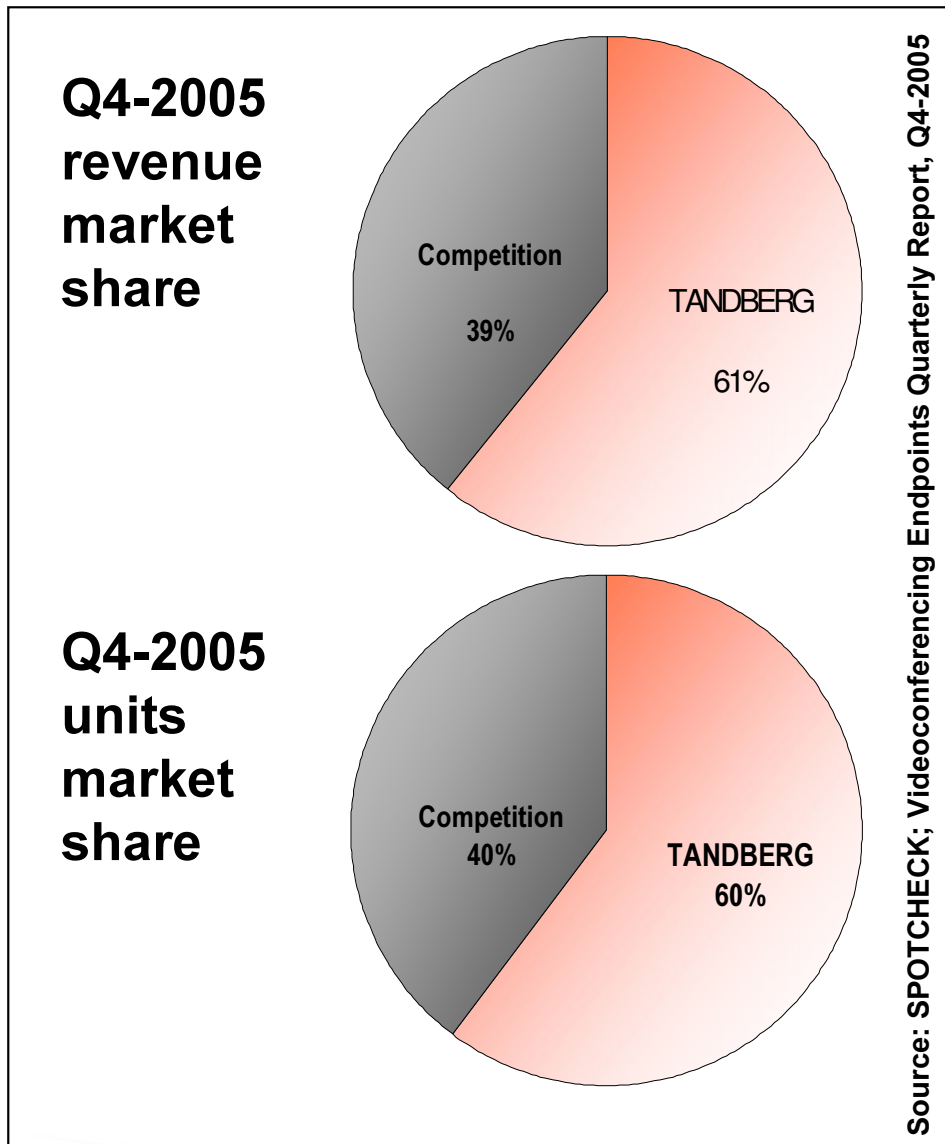
Why TANDBERG? TANDBERG Total Experience

TANDBERG Provides the Total Experience Critical to Business Success.

- Superior audio and visual quality
- Standards-based
- Reliable & Secure
- Multipoint calling
- Multiple layouts
- Presentation sharing
- Streaming & Archiving
- HD capabilities



TANDBERG Leads Quality Video at Desktop




TANDBERG Owns 61% Market Share in Executive Systems

Executive systems (desktops)

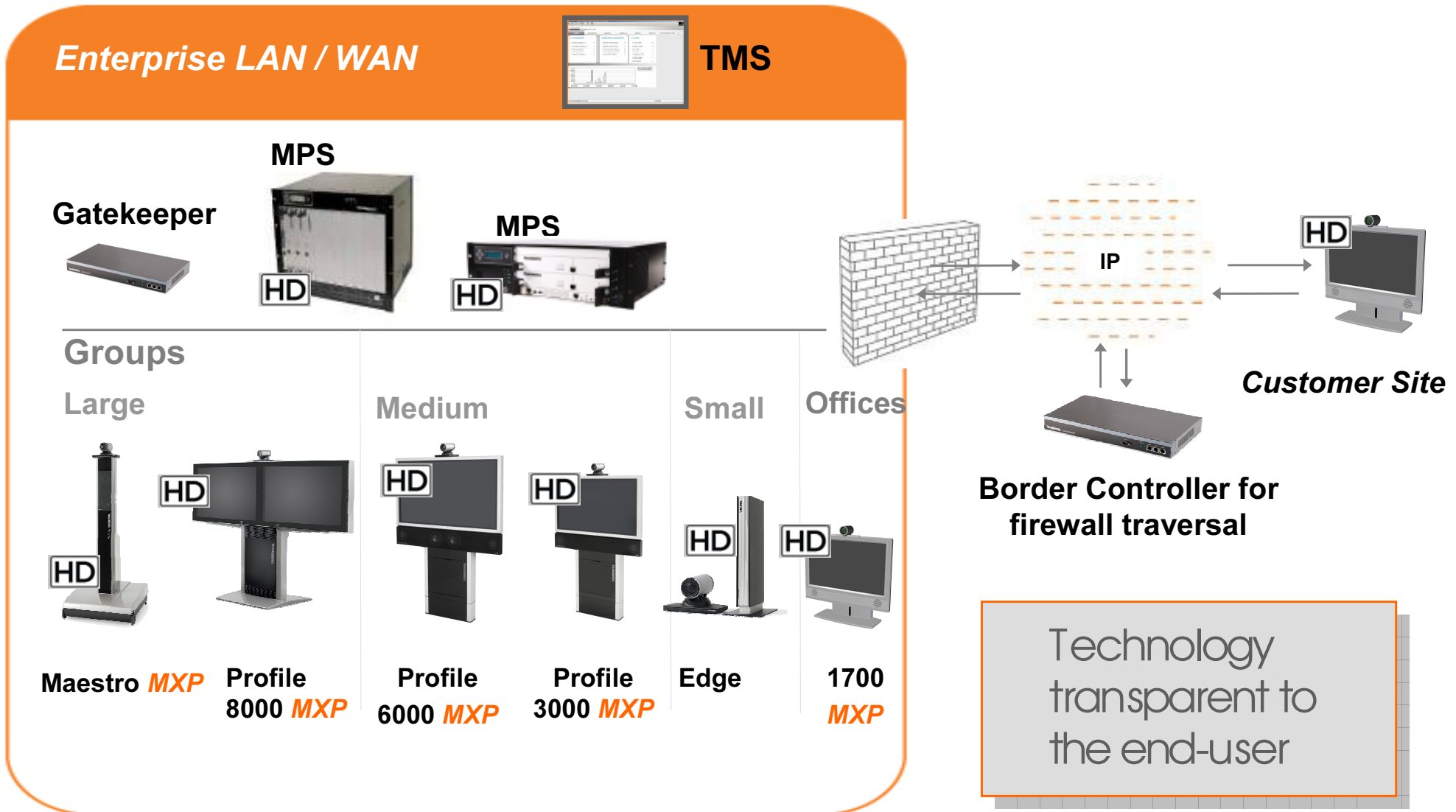
- Likely most relevant form factor for IP-PBX integration
- Fastest growing segment of the VC endpoints market: +50% growth from 2004 to 2005

TANDBERG is the clear market leader in executive systems with a consistent 61% – 66% market share in every quarter in 2005

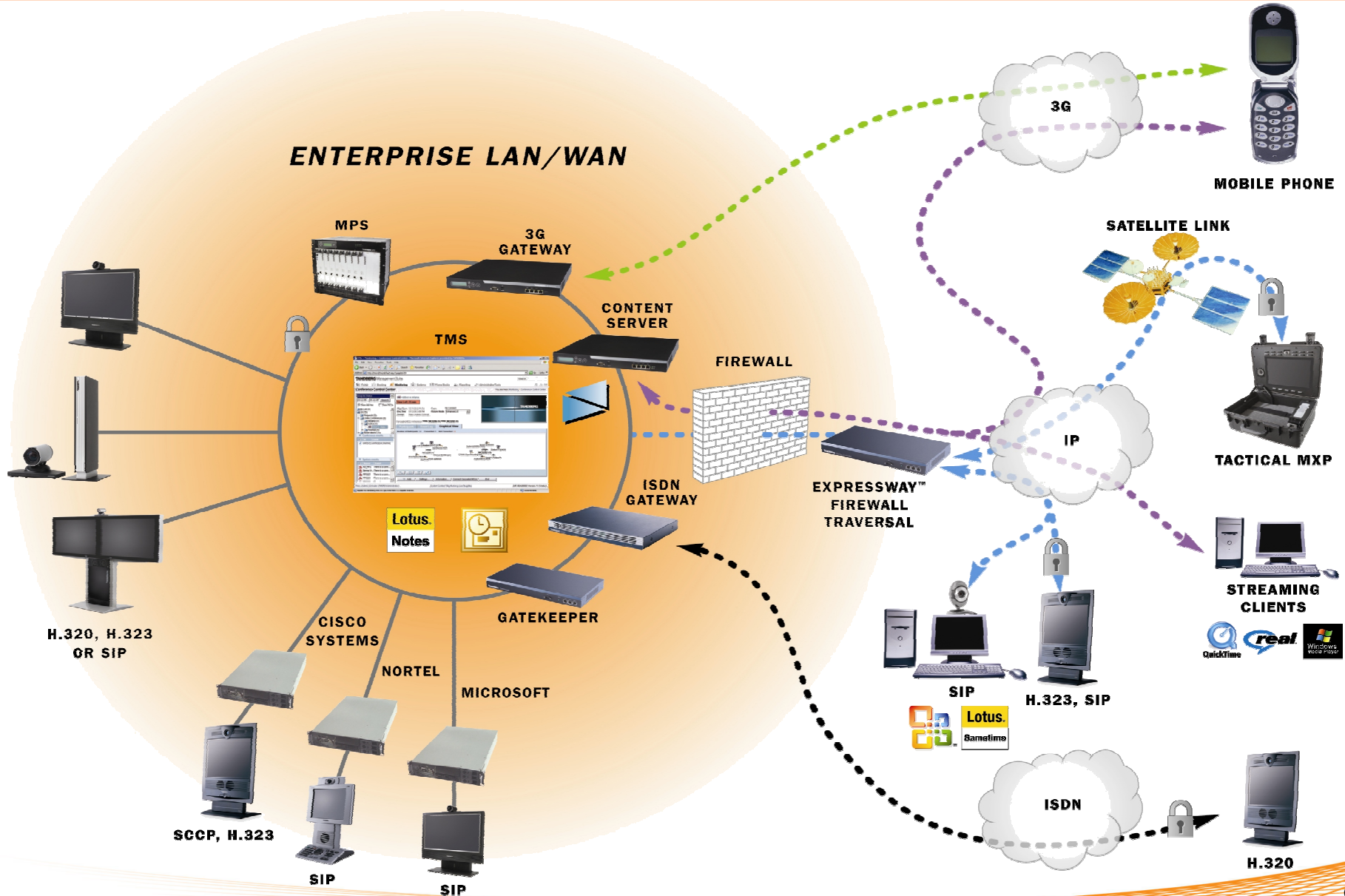
Video Endpoints for Every Workspace

Groups									
Large	Medium	Small	Individual						
 <p>Maestro MXP</p>		 <p>PROFILE 8000 MXP 7000 MXP 6000 MXP 3000 MXP 2000 MXP*</p>		 <p>EDGE 95 MXP 85 MXP 75 MXP</p>		 <p>SET-TOP 990 MXP 880 MXP 770 MXP* 550 MXP*</p>		 <p>CENTRIC 1700 MXP 1000 MXP* 150 MXP</p>	
<p>Specialized</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Intern MXP</p> </div> <div style="text-align: center;">  <p>Tactical MXP</p> </div> <div style="text-align: center;">  <p>Compass MXP Utility MXP</p> </div> </div>									

Total End-to-End HD Solution



Why TANDBERG? TANDBERG Total Solution



TANDBERG / IBM Sametime 7.5 Integration

TANDBERG-IBM Alliance

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Unified Communication is about Ease of Use

- **Leveraging the benefits of IP**
 - One network for data and voice
 - Easy administration
 - Scalability, investment protection

- **Integration over IP has converged communications at the desktop**
 - Presence information
 - Click to call
 - Click to escalate to video
 - IM
 - Web conferencing
 - Audio

“**92 PERCENT** of respondents would find a simplified user interface to initiate conference sessions and make it easier to progress from audio to web to video beneficial.”

—Elizabeth Herrell, Forrester



Alliance Partner—IBM Integrated Solutions

- Tight integration with IBM Lotus Notes and Domino and **TANDBERG Management Suite**
 - Easy scheduling, booking and management of video resources
- IBM Lotus **Sametime** integration with **TMS and MXP systems**
 - Real-time presence information on any TMS managed video system
 - Instantly launch a video call from any managed video system at the click of a button from a **Sametime IM**, voice, or web conferencing session
- IBM Lotus Sametime 7.5 integration with **TANDBERG Video**—*Available Q1 2007*
 - Launch video calls right from a PC with a webcam (**PC to PC** OR **PC to video system** OR **Multi Site Conference**)



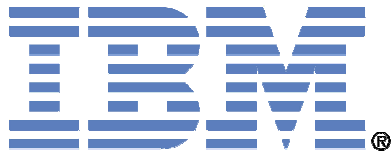
TANDBERG / IBM Integration Today

TANDBERG-IBM Alliance

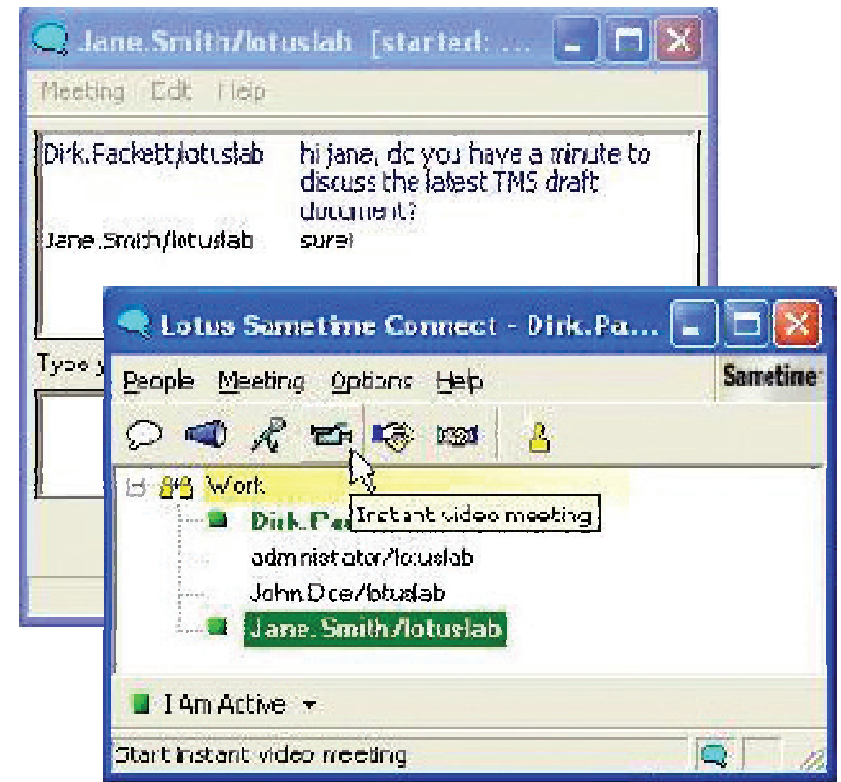
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Alliance Partners—IBM Integrated Solutions



- Use **IBM Lotus Sametime** at your desk to control any endpoint managed by **TMS**
 - User interface for escalating IM to video is the same as escalating IM to audio
 - Search for video systems
 - Links TANDBERG video with IM, voice, web
- Scheduling using Notes through tight integration with **IBM Lotus Domino server**
- Reporting and Statistics of Video Calls from **TMS**

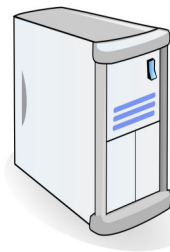
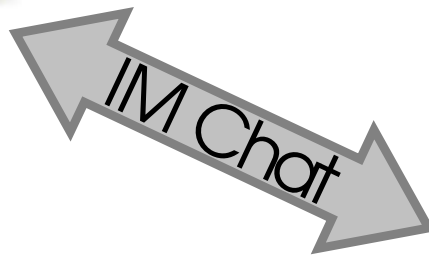


Example: Lotus IBM Sametime Integration

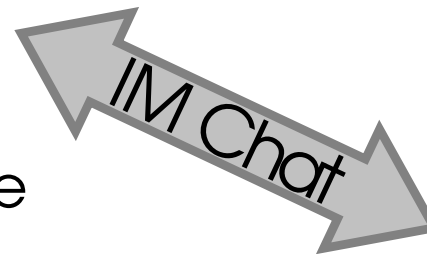


Dirk is having a traditional IM Chat with Jane using Lotus Sametime

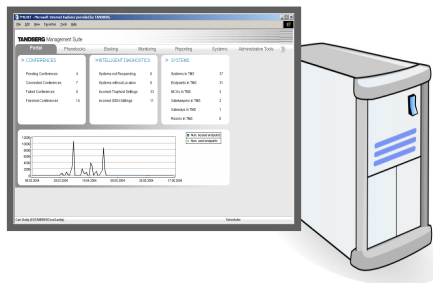
Dirk



Lotus SameTime



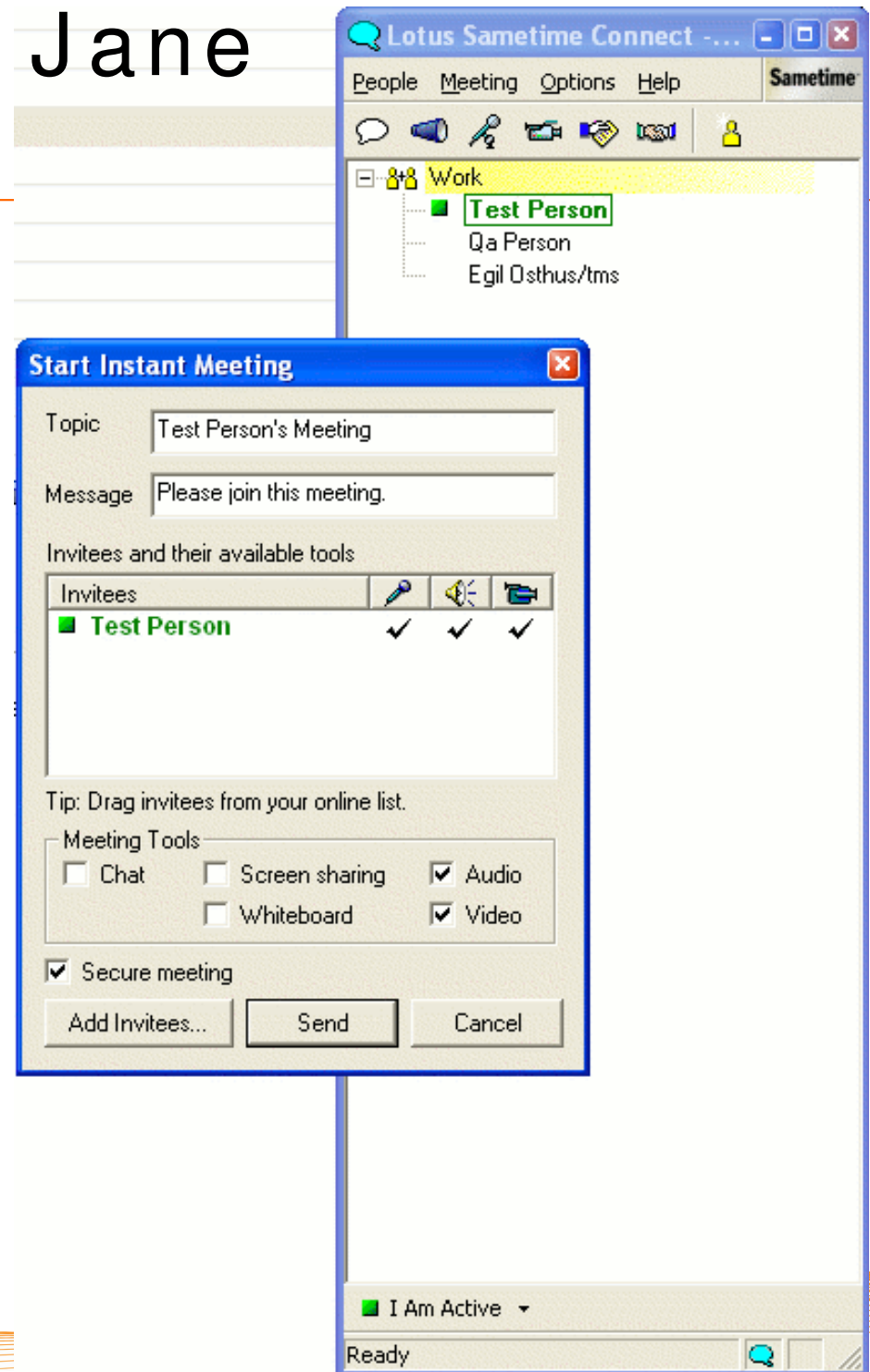
jane



TANDBERG
TMS Server

Dirk wants to call Jane on video

Dirk right-clicks on buddy and selects from menu to start a meeting room



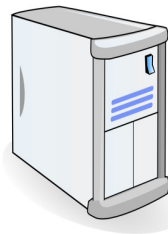
Seamless addition of video!



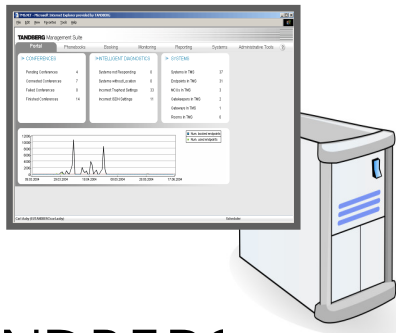
Dirk



Dirk and Jane's video systems are connected by TMS and they have a face-to-face meeting



Lotus
SameTime



TANDBERG
TMS Server

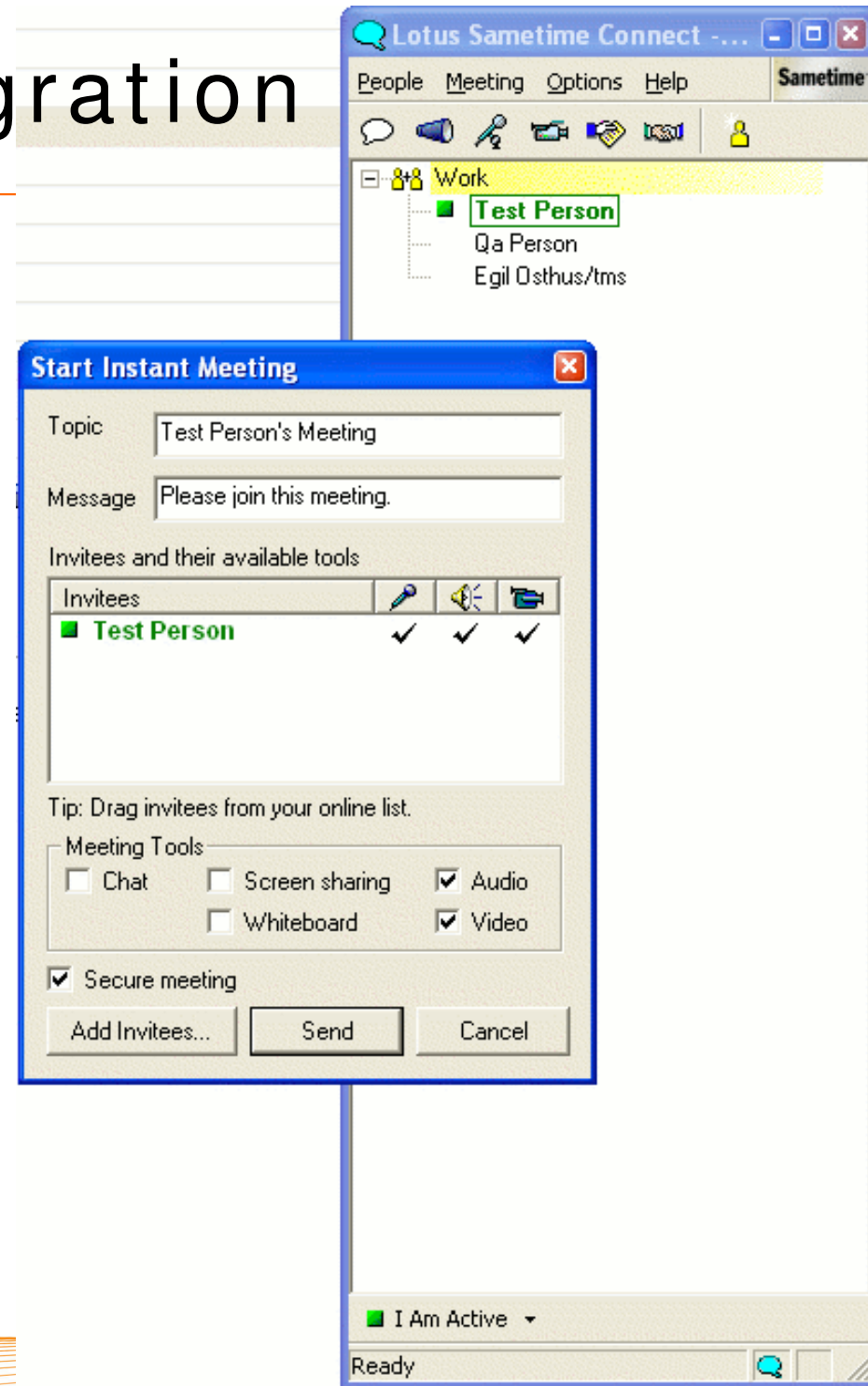
TANDBERG



Jane

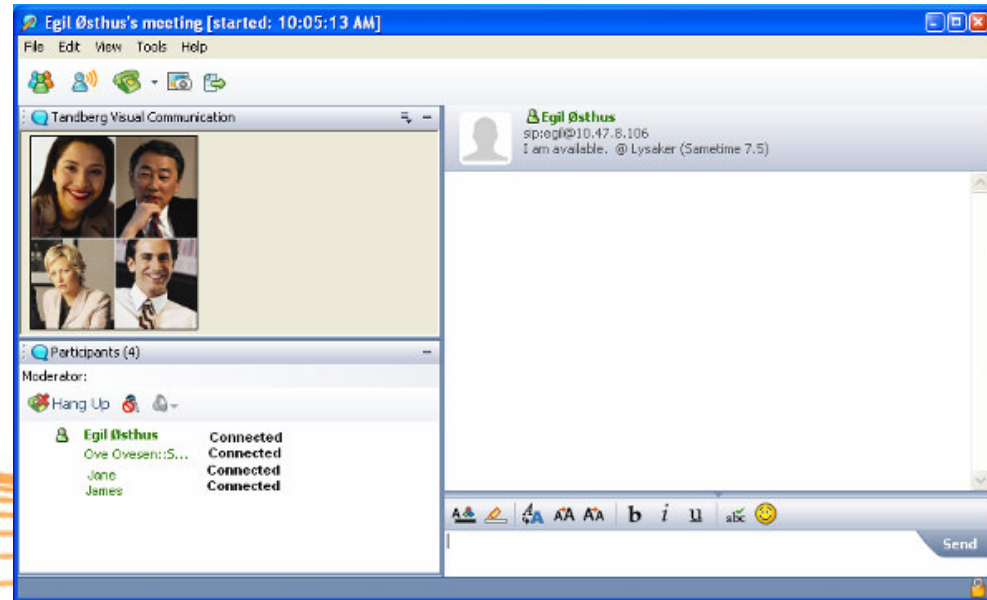
IBM Sametime Integration

- Use IBM Lotus Sametime at your desk to control any video endpoint managed by TANDBERG Management Suite
 - Place a video call
 - Search for video systems



TANDBERG / IBM Lotus Sametime 7.5 Integration Tomorrow – Q1 2007

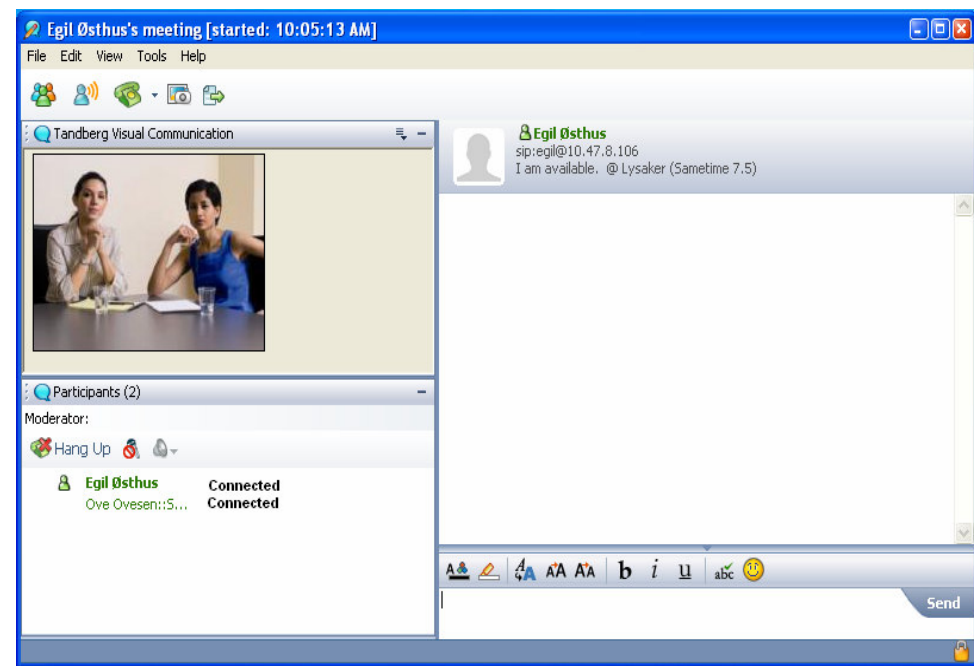
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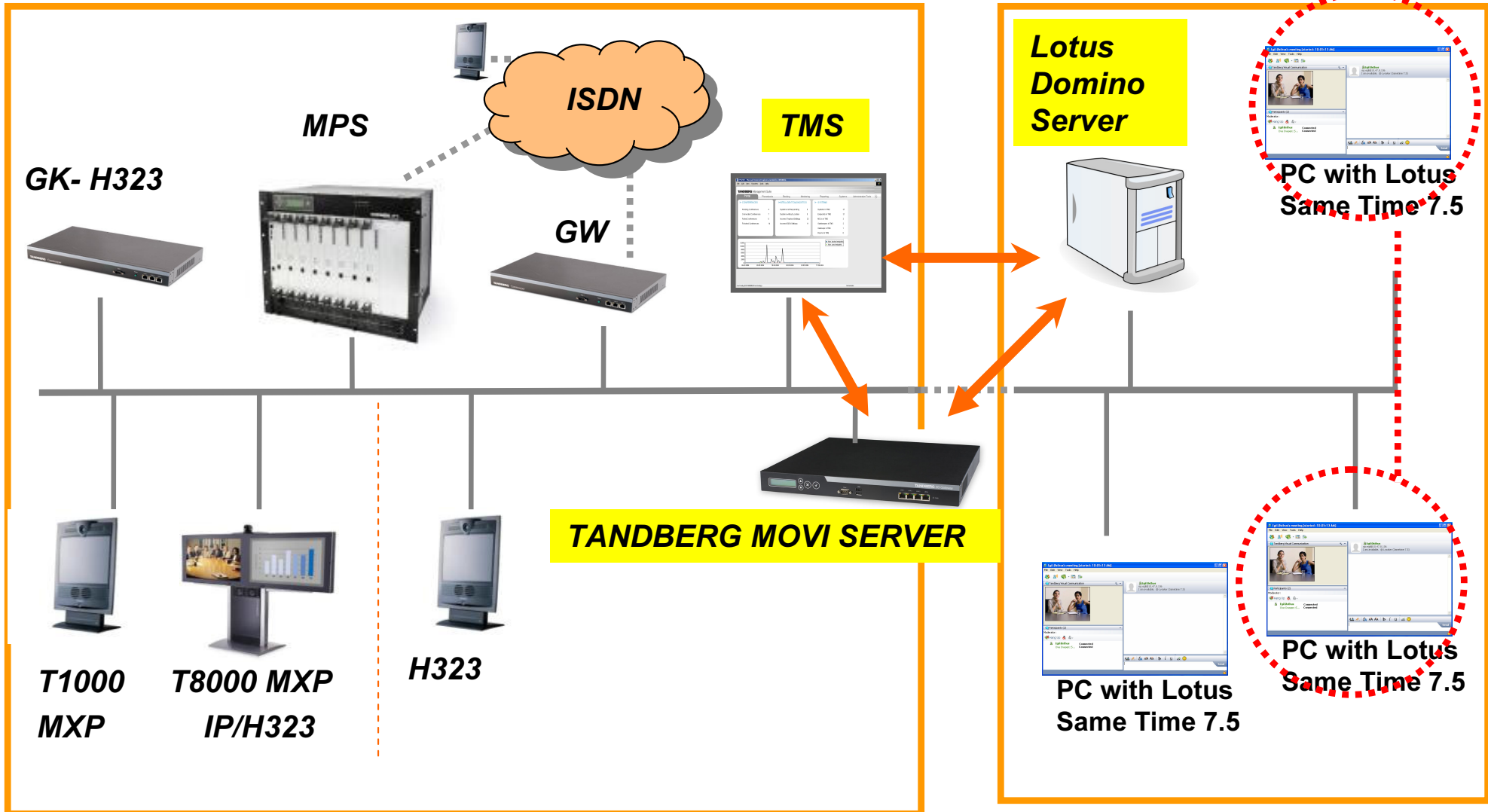
TANDBERG Sametime 7.5 Integration

- Sametime V7.5 will control any video appliance managed by TMS
- **TANDBERG Movi** technology is integrated with Sametime 7.5 for Video calls
- Availability: **Q1 2007**
- Recording: **Integration with TANDBERG Content Server**



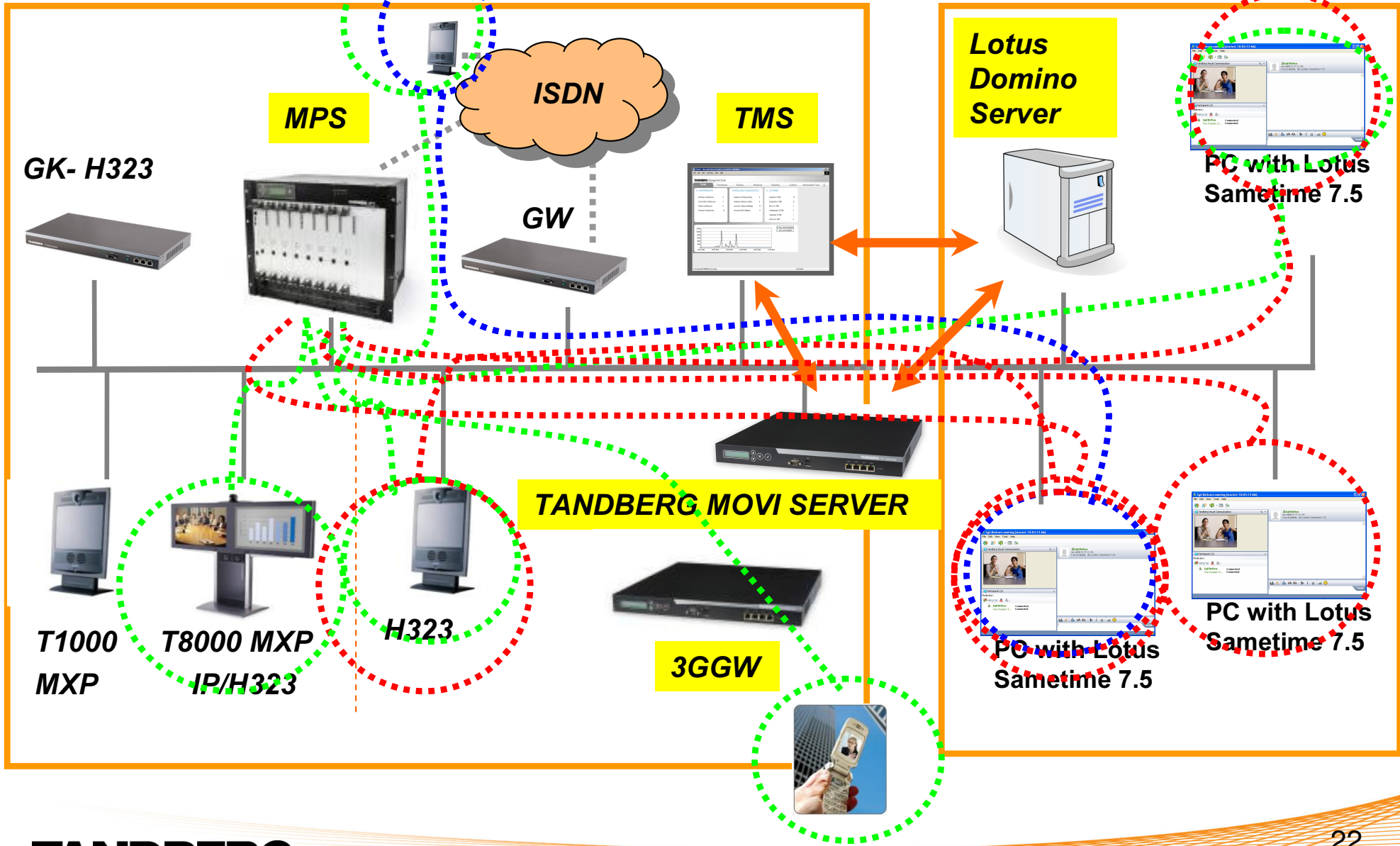
TANDBERG / IBM Sametime 7.5

What is the TOTAL integration (1/2)?



TANDBERG / IBM Sametime 7.5

What is the TOTAL integration (2/2)?

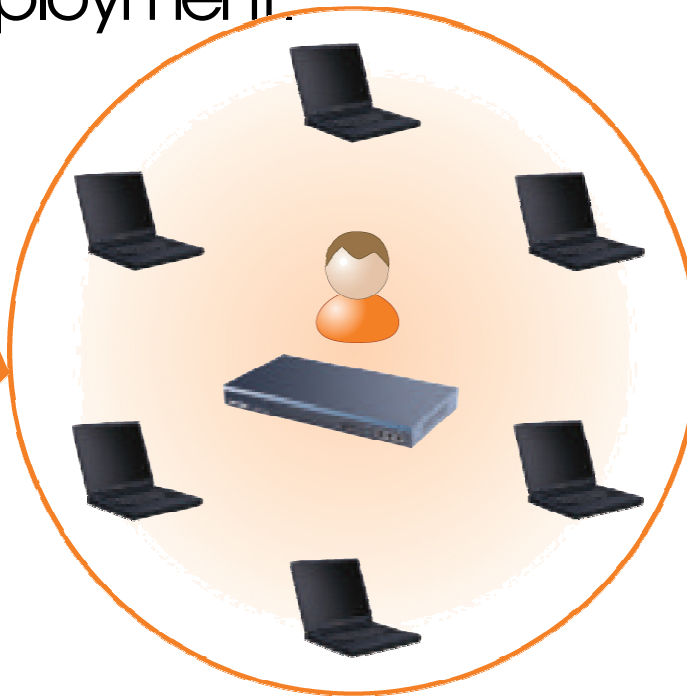


SameTime 7.5 Video PC Client

- **Movi** has one touch point for installation, upgrades and management. As a centralized network device, IT departments have **ONLY ONE appliance to manage** enabling ease of deployment.



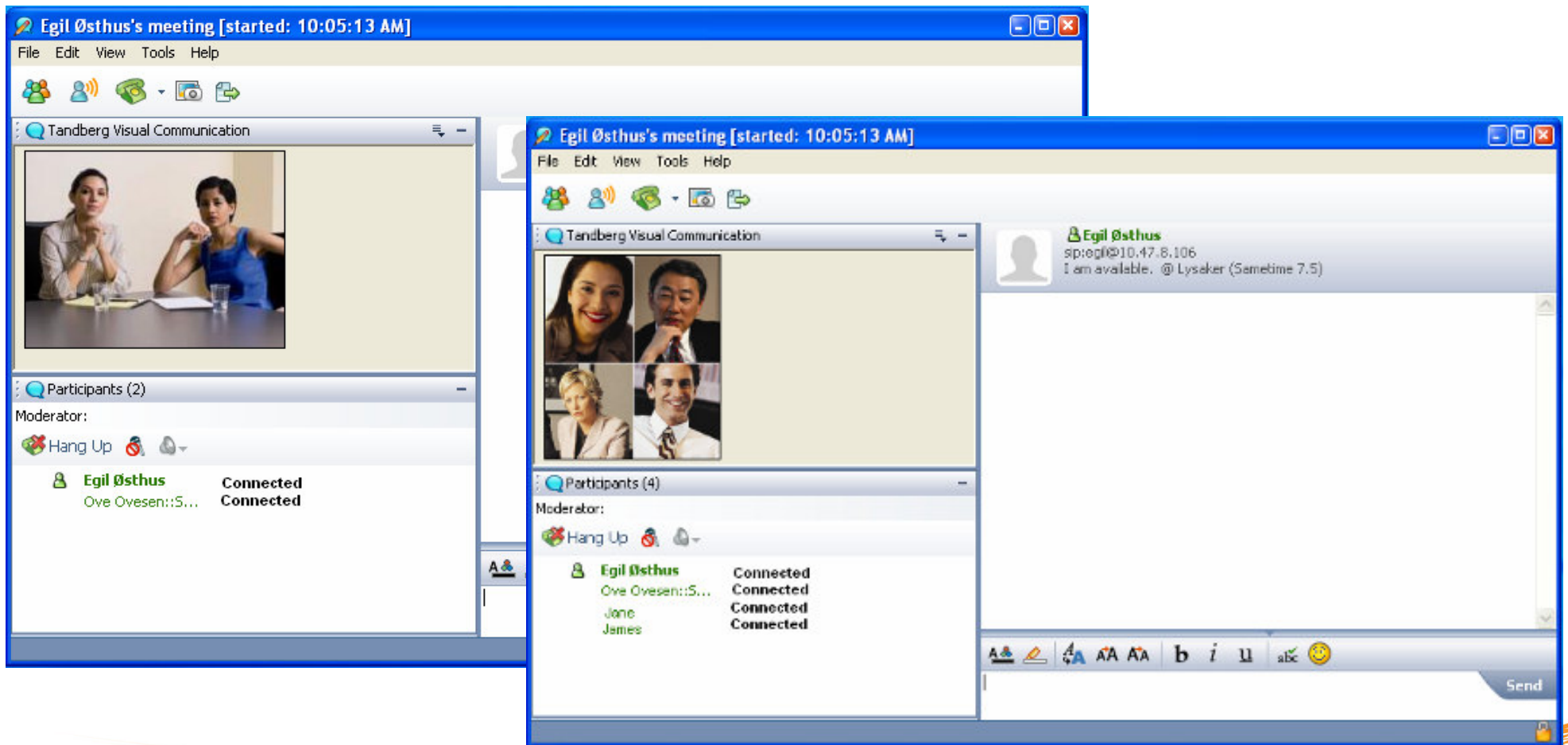
OTHER TOOLS MAY
REQUIRE INSTALLATION
AND MAINTENANCE FOR
EACH USER



WITH MOVI, ONE-TOUCH INSTALLS
AND MAINTAINS MOVI FOR ALL
USERS ON ONE DEVICE

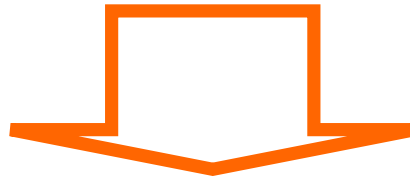
Sametime 7.5 and MultiSite calls

MultiParty Calls are hosted by the MPS



TANDBERG & Sametime: RECAP

- Only 1 Click from IM to start a Video Call
- Reporting & Statistics with TMS
- Sametime 6.5: VideoSystem to VideoSystem



- **Q107**: + **TOTALLY** integrated in **TANDBERG Total Experience**:
 - **PC to PC** OR **PC to Video** OR **Video to Video**
 - **MultiSite/MultiStandard Conf.**
 - **Streaming and Archiving**
 - **3G / ISDN / H323**

