

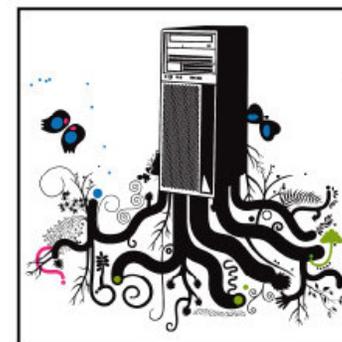
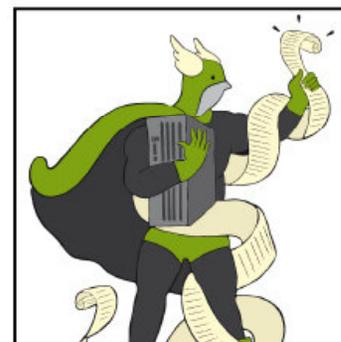
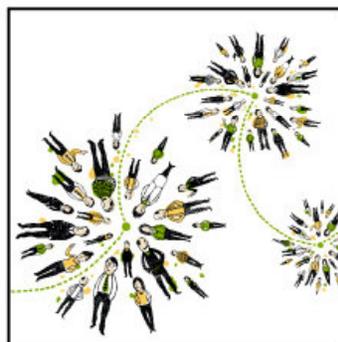
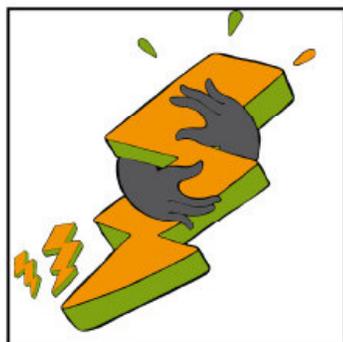


IBM SOFTWARELAND 2009. SOLUZIONI INTELLIGENTI PER PROSPETTIVE CHE CAMBIANO.



John Campitelli

Sr. Software Specialist, Lotus Software - Italy
IBM Sales & Distribution, Software Sales
SEGRATE, Italy



John Pierre Campitelli

Unificare gli strumenti di comunicazione real-time tra dipendenti, clienti e fornitori con la soluzione Unified Communications & Collaboration



CREATED WITH LOTUS[®] SYMPHONY™

“Pmi sprecano ogni anno 4.000€ a dipendente“

- Criticità più significative che condizionano la gestione dei diversi sistemi di comunicazione e che nel loro insieme stanno seriamente erodendo la produttività delle aziende e dei dipendenti nonché la qualità dell'interazione con i clienti
 - 1 ritardi nel ricevere informazioni dai colleghi
 - 2 ricezione di comunicazioni non desiderate
 - 3 comunicazione inefficiente nel coordinamento tra il personale
 - 4 ostacoli alla collaborazione
 - 5 tempo perso per rispondere a reclami dei clienti utilizzando canali diversi
- L'indagine è stata condotta da Sis International Research per conto di Siemens Enterprise Communications con 513 società coinvolte



IBM può aiutarvi...

- Ad essere disponibili coi vostri clienti quando a loro serve di più
- A migliorare i tempi di risposta, ed ottenere risultati più rapidamente (minuti, non ore o giorni)
- A costruire un modello d'azienda che non imponga limiti alla forza lavoro remota
- A ridurre le spese di viaggio, telefoniche, lo scambio inconcludente di messaggi di posta



IBM Vision

Kelly Hardart/Chicago/Renovations - [started: 9:03:04 AM]

File Edit View Actions Help

Kelly Hardart
Renovations - Sales Representative
555-4545 / New York, NY, US
I am available @ Office (Sametime 7.5.1)

Sam Curman | I think we really need to talk about the upcoming marketing campaign. 09:03:04 A

Kelly Hardart | Good idea. What's the status on the new proposal? 09:04:58 A

Sam Curman | I spoke to the guy yesterday, and he said things were a little behind... 09:05:11 A

Kelly Hardart | Hmm. Can we continue this conversation by phone? 09:06:27 A

Hang Up

Participants (2)
Moderator: Sam Curman

Kelly Hardart Connected
Sam Curman Connected

Mail - Inbox - IBM Lotus Notes

File Edit View Create Actions Tools Window Help

Inbox (641)

Sender	Subject	Date	Size
Anna Bauer	Change of plan	11/10/2008 04:30 PM	1,234 KB
Mike Motter	Re: Change of plan	11/10/2008 04:15 PM	13 KB
Ted Amadio	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

Re: Cross-sell Opportunity
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.

OPEN FINANCIAL NETWORK Home | Wholesale Banking | Home | More... Frank Adams | Edit my Profile | Help | Log Out

Home Blogs New Page Add Content Change Theme Share Page

News
New Market Trends for 2009
Nov 10

Mail
Sort by Date
 • Sam Curman Financial Planning 01/17/09 4:45 PM
 • Gail Chao Renovations Financial Planning 01/17/09 4:45 PM
 • Gail Chao Cost analysis 01/17/09 4:45 PM
 • Glem Cloud Here are the estimates for the OFN brochures 01/17/09 4:45 PM

Working with Teams
Market Research Nov 10
Company Benefits Update Nov 14
Cost Analysis - Renovations Green Nov 12
Best Finance Software 2008 Nov 12

Subscriptions Update
Blogs See more
Renovations Finance Plan | Sam Curman | Jan 04, 2009
Global Finance | Gail Chao | Jan 10, 2009

Day at a Glance
Wed, November 14, 2009
Mail & Michelle's Anniversary
10:00 AM - 11:00 AM Marketing Meeting
11:00 AM - 12:00 PM Product Analysis Update
Sam Curman

Colleagues
Dan Misawa
Ed Elmon
Gail Chao
Justin Hg
Rita Ferrer

My Objectives
Performance Update
Reduce Costs
Increase Credit Lines

Cognos Viewer - Product Line Revenue

Product Line Revenue and Accountability

Product line	Sales region	Revenue	Prod. Cost	Last name	Email	Dynamic email
Consumer Electronics	Americas	\$209,269.72	Betty	Zechman	lzechman@renovations.com	Betty Zechman
		\$253,261.24	Frank	Adams	fadams@renovations.com	Frank Adams
		\$497,426.46	Heather	Reeds	hreeds@renovations.com	Heather Reeds
		\$258,537.22	Sierra	Dray	sdray@renovations.com	Sierra Dray
		\$235,457.82	Ted	Amado	tamado@renovations.com	Ted Amado

Current year, Sales region, Re...

Revenue

Product line

Manager: Gardner Raynes

Justin Hg

Business Services
Building Building 3A, Floor 3, Chicago, Illinois 60601
Phone: 312-255-5543
Office email: jhiggins@renovations.com

Current year, Sales region, Re...

Revenue

Product line

Manager: Gardner Raynes

Lotus QuickPlace Home Files Wiki Places

Renovations Marketing

Renovations Library

Views: **Content Views** Shared Views Personal Views

You are in **Renovations Library** | Home

Sort by: Name | Author | Last Modified

1 of 4

- Carrying Voters 8
Updates: 1/15/2009 11:15:20 AM EDT by @Michael Chen | First created on 1/15/2009 11:15:20 AM EDT
- Team Minutes - December 12
Updates: 12/15/08 11:15:20 AM EDT by @Sam Curman | First created on 1/12/2008 11:15:20 AM EDT
- Team Minutes - December 5
Updates: 12/08/08 11:15:20 AM EDT by @Kym Curman | First created on 12/08/08 11:15:20 AM EDT
- December 2008 Cataloging
Updates: 12/08/08 3:42:11 PM EDT by @Samantha Daryn | First created on 12/08/08 3:42:11 PM EDT
- Supplier Description 01
Updates: 11/12/08 9:55:10 AM EDT by @Sander Rappaz | First created on 11/12/08 9:55:10 AM EDT

Show 10 | 20 | 30 | 40 | 50 items

Copy links... | Subscribe to this library | 1 file | About This Library

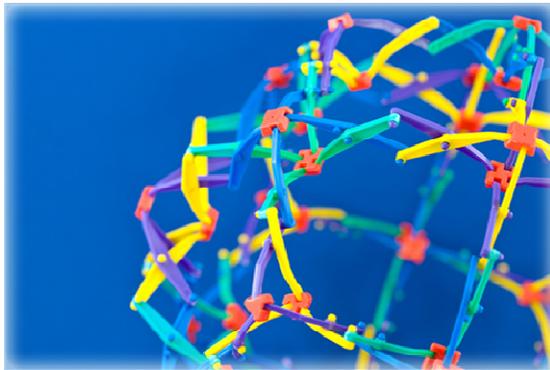


IBM UC² Strategy

esperienza
progettuale



Conoscenza del business



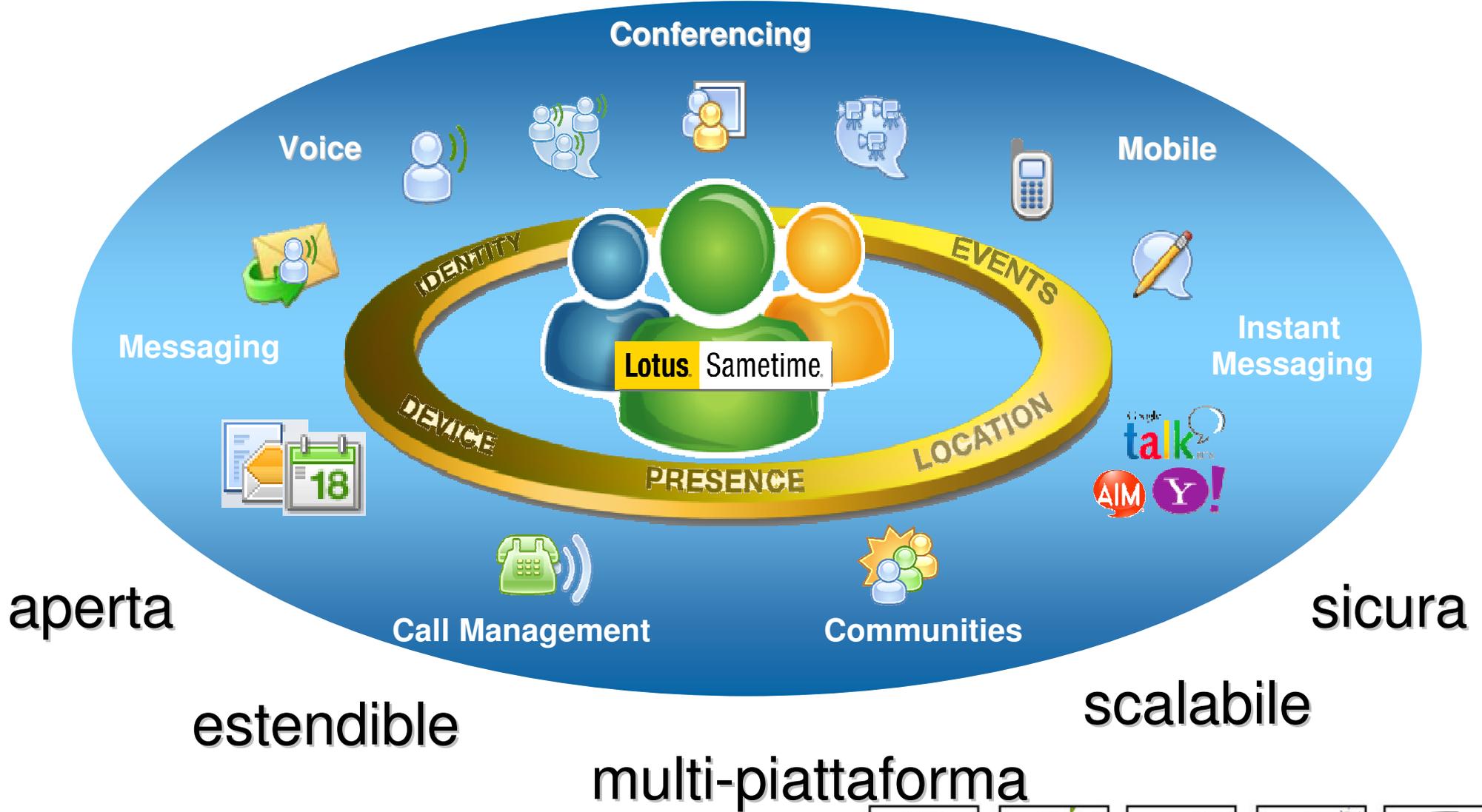
piattaforma aperta ed
estendibile



ecosistema di partners



Piattaforma IBM Lotus Sametime



Riconoscimenti



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

Gartner

Leadership Quadrant

“Gartner Magic Quadrant
for Unified Communications”

– September 2008

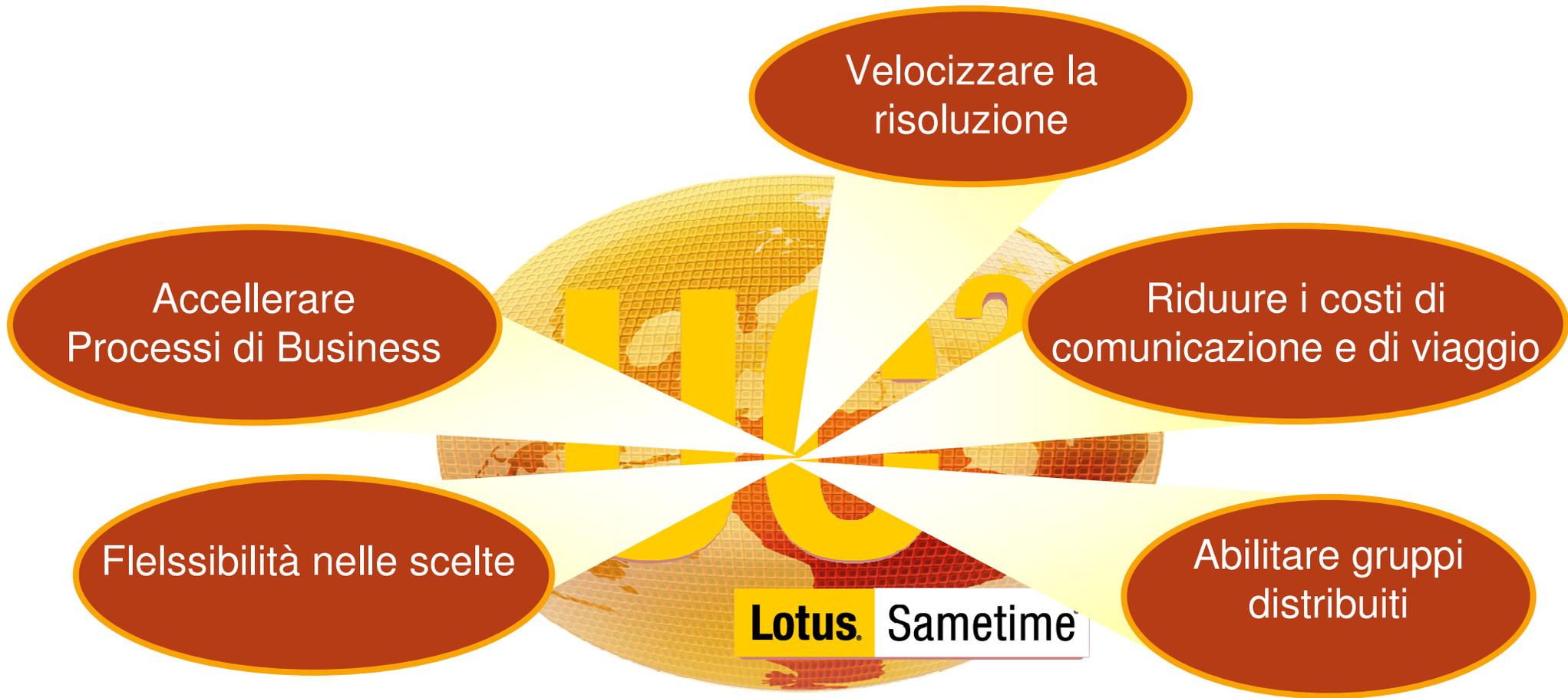


Most used Enterprise IM solution

– Osterman Research, “Presence, IM and Real-Time
Communication Trends 2008-2011” Sept 2008



Benefici e ROI reali



Benefici per i clienti
Sametime
ripaga per se in
innovare

12 mesi

il modo
di fare **business**



TheBank

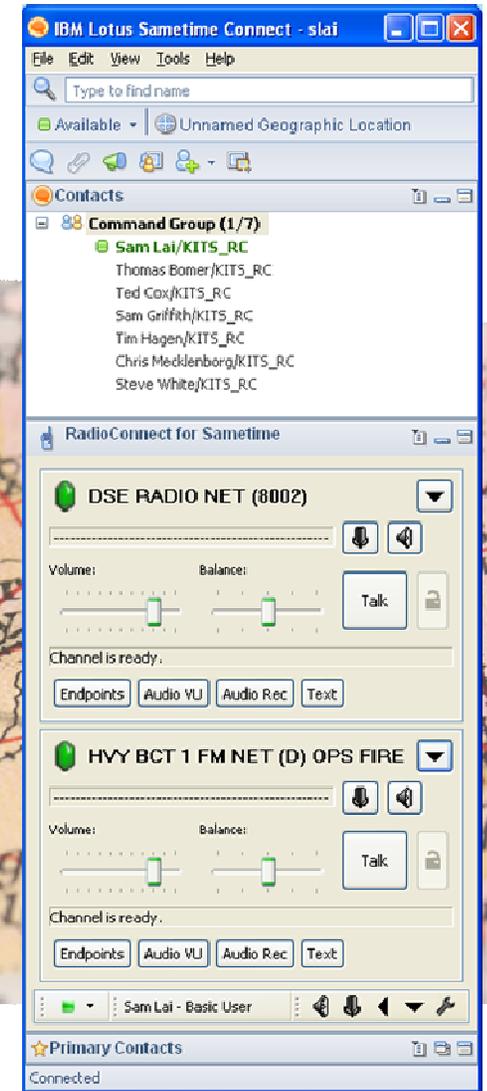
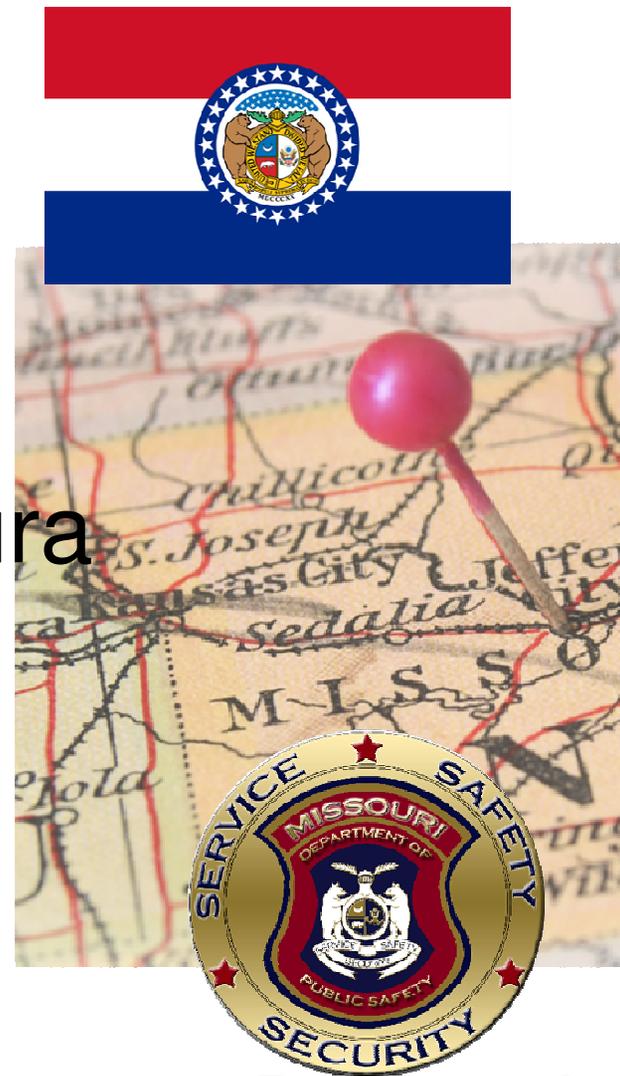
**Real People.
Smart Banking.**

THE DELAWARE COUNTY BANK & TRUST

M E M B E R F D I C



Benefici
collaborare
al di fuori
della propria struttura
accelerare
l'invio di soccorso



MERIS – State of Missouri Emergency Response Information System



Renovations, Inc.

Renovations, Inc.
(5000 dipendenti)

Costi

Licenze software
(Retail)

350K

2 server

20K

1 admin

55K

Servizi di installazione

25K

Totale Costi

\$450K



Renovations, Inc. **3.5x**

ROI in 12 mesi

Riduzione Costi	\$ Risparmio
Eliminare 5 telefonate / giorno	480K
Evitare roaming internazionale	95K
Eliminare conferenze esterne	470K
Trasformare 130 riunioni a meeting online	445K
Ridurre 50 telefonate al giorno al call center	120K
Totale risparmi	\$1.6M



In IBM...

Telefonia:
\$17M risparmiati



Viaggi:
\$95M risparmiati



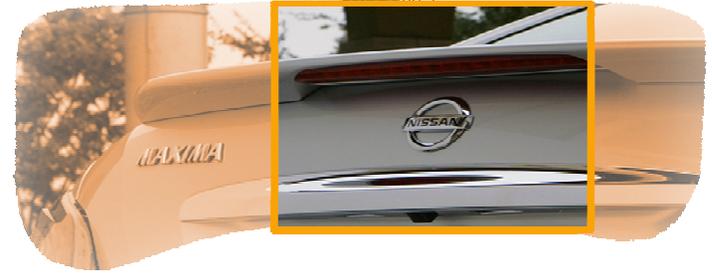
Communications Enabled Business Processes (CEBP)



Applicazioni &
Processi



Benefici per i clienti
ridotto di 4 giorni
i processi di vendita



Nic J. Theocarakis
NISSAN DISTRIBUTOR



risparmio

\$3 million riduzione di personale
e **costi** telefonici

celina
INSURANCE GROUP

\$750K/year
di margini addizionali



Grocery Retailer



IBM SOFTWARELAND 2009.



Call from Contact Center Consultation [10:43:02]

Contact Center Consultation - Connected

Call Arriving from: Siebel (ID A39-2817)
 Customer Name: Centerra Technology (001-387)
 Contact Name: Cindy McGrath (ID 22739)
 Phone Number: 281-555-1212

Case Status: Open

Call Notes:
 Cindy has made 6 calls to us for help with her configuration. They are delaying future purchases until she gets configuration answers. Please help her with configuration items. This call is being transferred to you with approval of customer care supervisor Mark Radovich based on your skill level with this product.

Click to connect

- Voice
- Chat
- Silent Consult

These notes, along with all attached data, are sent to any expert/pool that is asked to participate in the call. For experts, all attached data is rendered in a chat window using their desktop collaboration client (see figure 3).

Offline
 Available
 In Call
 Busy

*Experts in a call can still be available via chat.



GENESYS®
 AN ALCATEL LUCENT COMPANY

IBM Lotus Sametime Connect

Type a name or phone number

Contacts

Primary Buddies

Click Here to Edit Contact Center Interaction Status

Call Notes:
 Cindy has made 6 calls to us for help with her configuration. They are delaying future purchases until she gets configuration answers. Please help her with configuration items. This call is being transferred to you with the approval of customer care supervisor Mark Radovich based on your skill level with this product.

Edit or Add to Call Notes:
 It turned out that Cindy had two products components that were incompatible. I had her download the correct components and try again. She did and it worked. Cindy is very happy.

Case Status:
 Change To:
 Closed
 Follow Up Needed
 Sale Complete

Connected

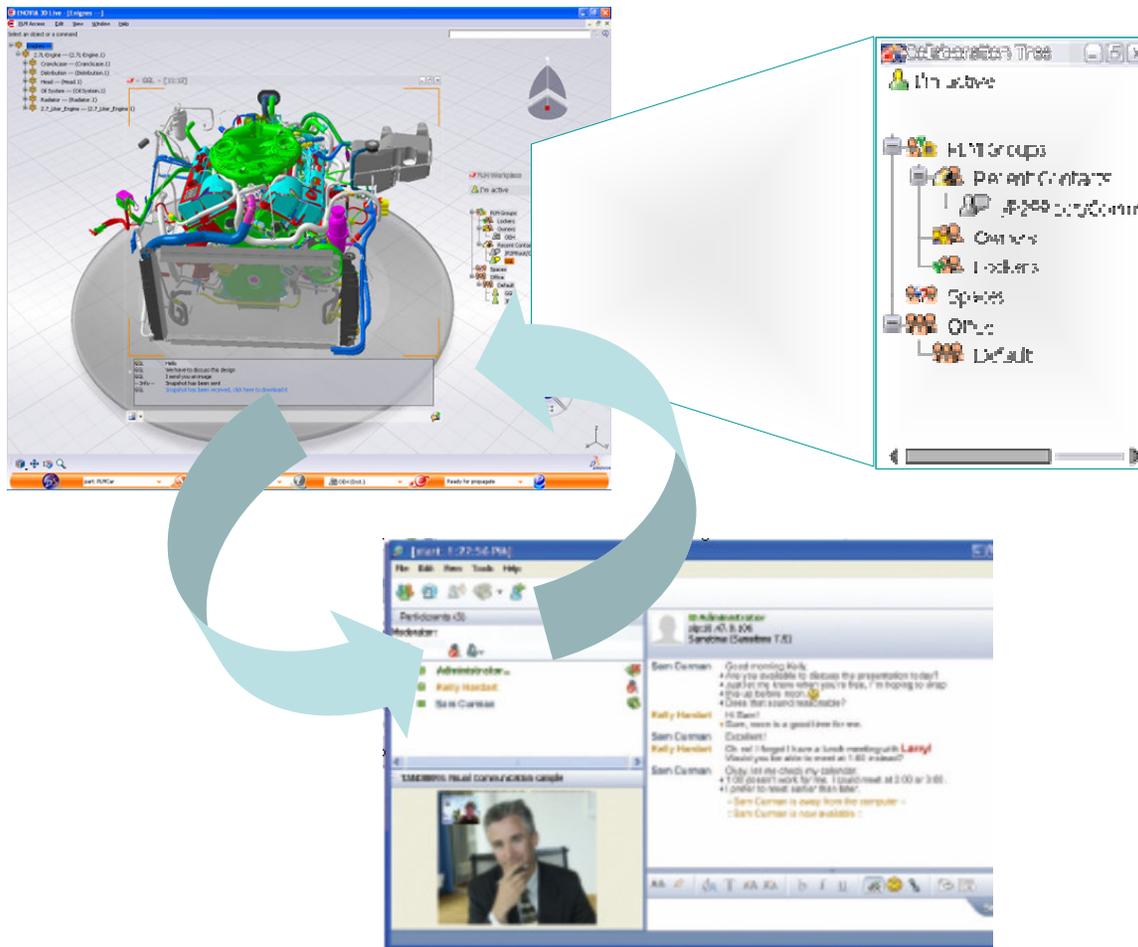




Lotus+911



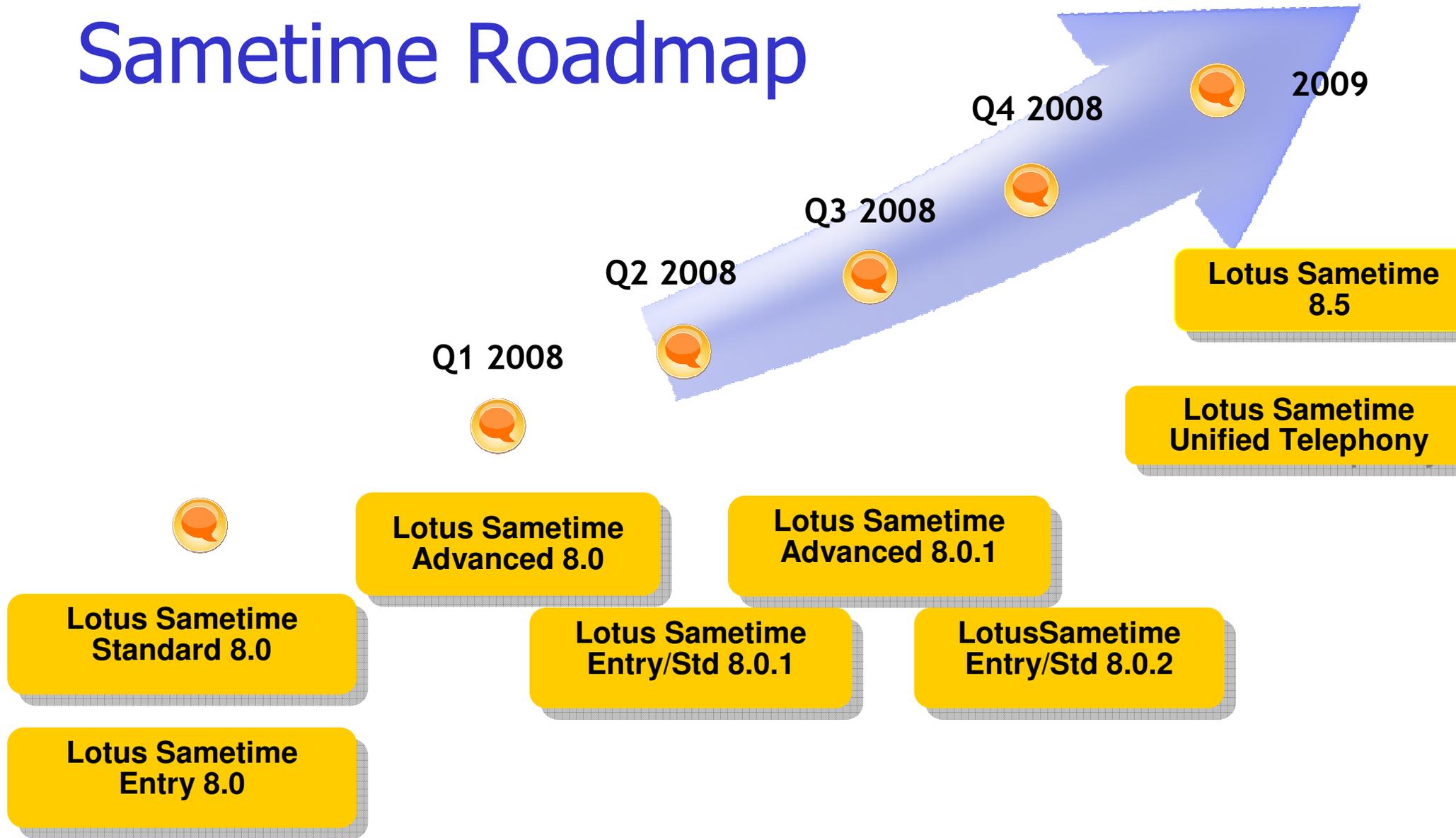
ENOVIA 3DLive with Lotus Sametime



- ENOVIA 3DLive utilizza IBM Lotus Sametime per abilitare la messagistica istantanea tra utenti ENOVIA 3DLive ed utenti Sametime
- La lista di contatti contestuale di 3DLive identifica dinamicamente gli authors, owners, lockers e contributors
- Collega gli utenti prescelti per una collaborazione 3D istantanea
- Semplifica e rende più efficiente la collaborazione senza lasciare l'ambiente



Sametime Roadmap



Lotus® Sametime® Unified Telephony



Lotus® Sametime® 8.5



- Nuovo Sametime Web browser e interfaccia mobile



- Nuova Interfaccia Sametime per i meeting online



- Semplificare l'abilitazione UC dei processi di business ed applicazioni



- Miglior qualità video ed interoperabilità



Lotus® Sametime® 8.5

- Facilitare l'uso dei meeting
 - Ridurre il tempo per instanziare un meeting
 - Miglior qualità delle schermate e presentazioni condivise
 - Migliorare la fruizione del video
 - Utilizzare un formato standard per la registrazione dei meeting



My Documents

My Help

My Computer

Customer
Process.odp

Meetings plug in per
Sametime Connect
o Lotus Notes client

The screenshot shows 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". Below the menu bar is a search field with the placeholder text "Type a name or phone number". There are several icons for communication: a speech bubble, a phone, a paperclip, a megaphone, a person, and a document. Below this is a "Contacts" section with a search icon and a list of contacts under the heading "Marketing Team (11/11)":

- Monifa Shani
- Sam Curman
- George Bandini

Below the contacts is a "Sametime Meetings" section with a search icon and a search field with the placeholder text "Type to find a meeting". The main area displays a calendar for "Today September 23, 2008" and "Tomorrow September 24, 2008". The meetings listed are:

- 10:00a **2009 Planning** chair Mike Motler. Below the title are links: "Create Online Meeting" and "More Actions".
- 11:00a **Marketing team Meeting** chair Heather Reds
- 1:00p **Financial report-out** chair Amadou Alain
- 2:30p **Talk with Graphics team** chair Gail Chao
- 9:00a **Talk with Graphics team**

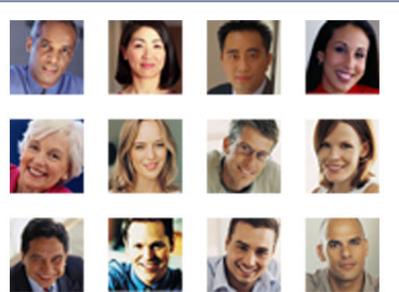
At the bottom of the window, there is a "Primary Contacts" section with a star icon and a "Connected" status indicator.

Integrazione del calendario di
Lotus Notes o
Microsoft Outlook

Facile creare o partecipare
ad un meeting

Tutti gli appuntamenti del
proprio calendario sono
visualizzati

Participants - 6



+ 🗨️

Library

Organizational_Chart.odp ▶

Share Download ▾

Weeklymeetingnotes.odp

Legaldiscloser.odp

<http://www.renovations.com>

Image_2089.jpg

+ 🗨️ 📄

Discussion and Minutes

🗨️ **Gail Chao** 10:02 a

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

🗨️ **Sam Curman** 10:04 a

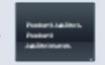
Hi Gail, thank you!

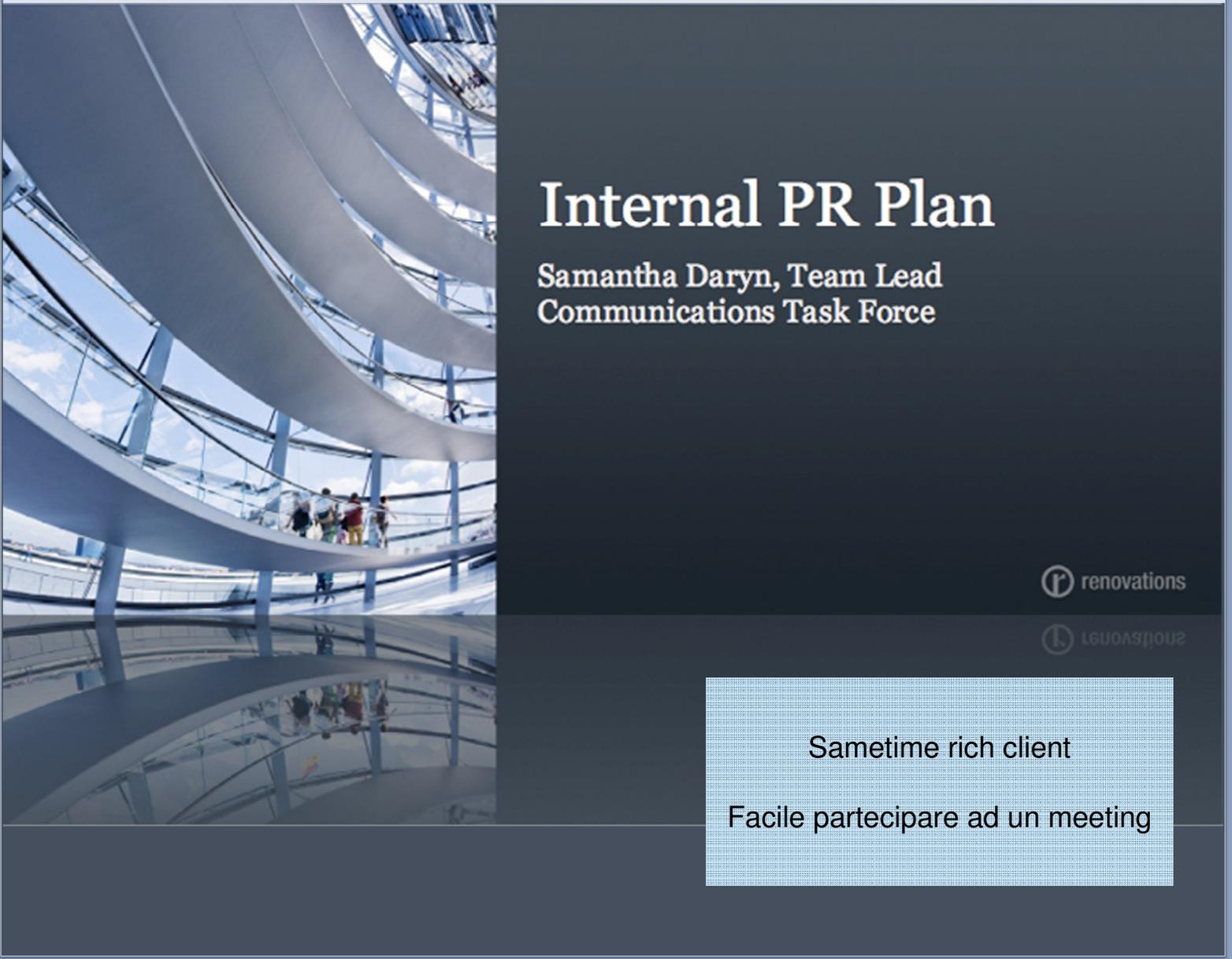
b **i** **u** **abc** 😊 ▾

🗨️

📄 🗨️ ✕ ▾

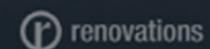
Stop sharing You are sharing ◀ 3 of 6 ▶ 🗨️ 🗨️ 🗨️ **Tools** ▾

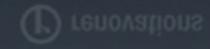
1  2  3  4  5  6  7 



Internal PR Plan

Samantha Daryn, Team Lead
Communications Task Force

 renovations

 renovations

Sametime rich client

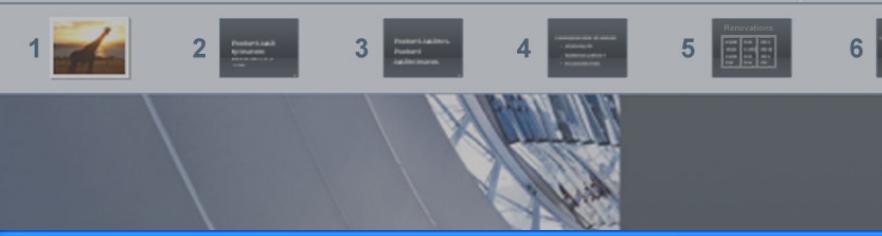
Facile partecipare ad un meeting

Raise Hand **Record** ⓘ 🗨️ ? ▾

Participants - 6



Stop sharing You are sharing



Facile condividere contenuto o il proprio schermo

+ Chat icon

Library

- Organizational_Chart.odp
- Weeklymeetingnotes.odp
- Legaldiscloser.odp
- http://www.renovations.com
- Image_2089.jpg

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!

Rich text editor toolbar with icons for bold, italic, underline, text color, and background color.

Meeting control icons: mute, video off, chat, and help.

Share Content

Document or URL | A currently running application | The entire screen

Choose a running application, or click Add Application to access other applications on your computer.

- IBM Lotus Sametime
- IBM Lotus Symphony
- Inbox - IBM Lotus Notes
- Notepad**

Sharing quality: Fastest speed | Normal | Highest quality

Hide meeting room alerts while I'm sharing

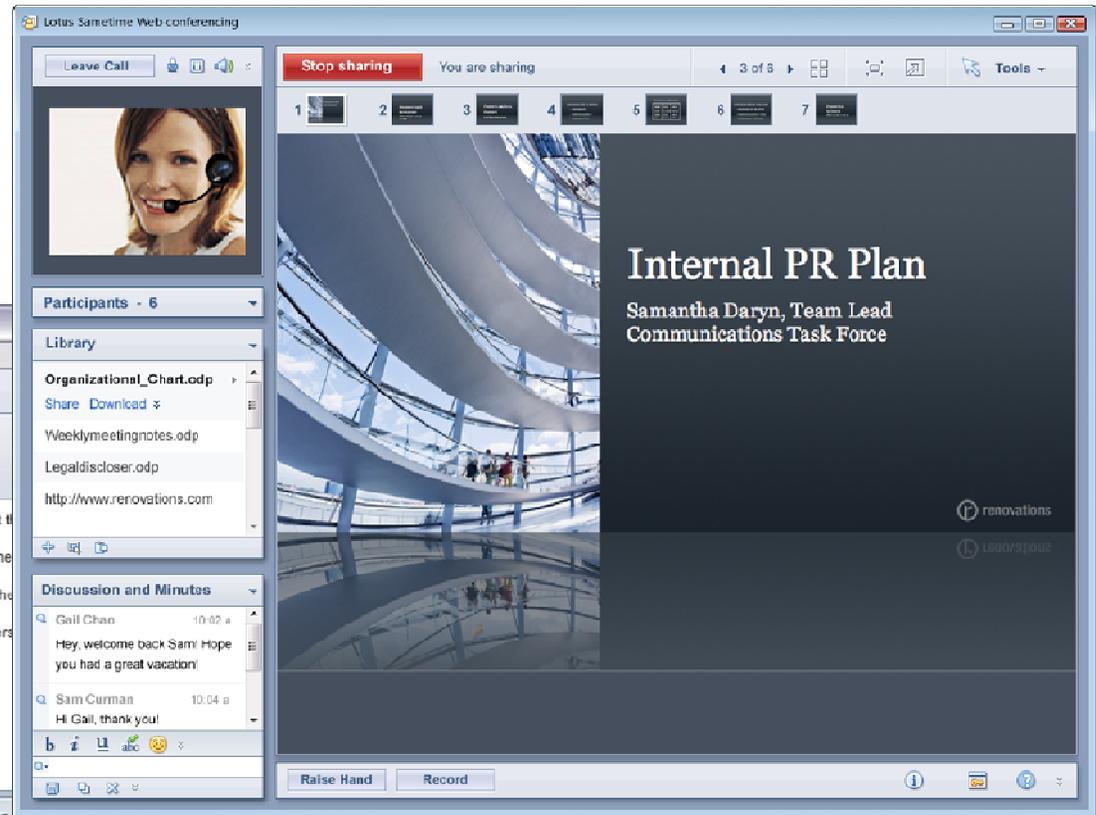
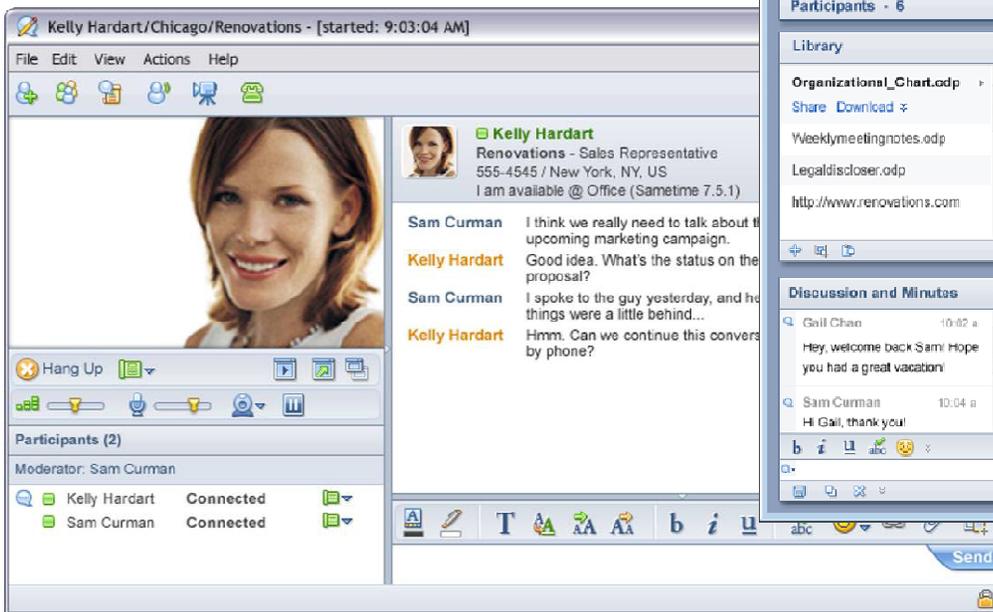
OK Cancel

Raise Hand Record

Information, Help, and other utility icons.

Lotus® Sametime® 8.5

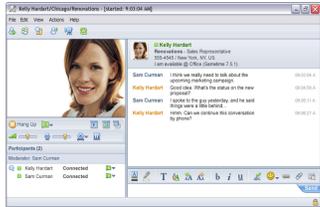
H.264 Video



Interoperabilità di Sametime con sistemi audio & video standard



Sametime Video Chat



H.263
H.264
iSAC
G.711
G.722.1

Sametime Services



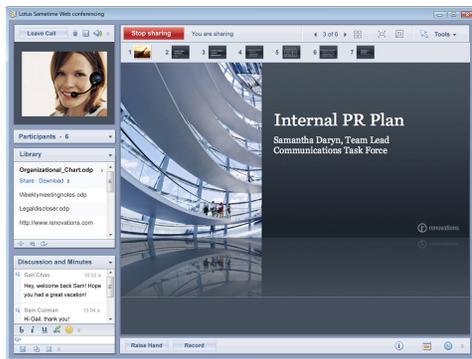
SIP

Presence/IM Meetings
Audio/video SIP



Cameras

Sametime Meeting

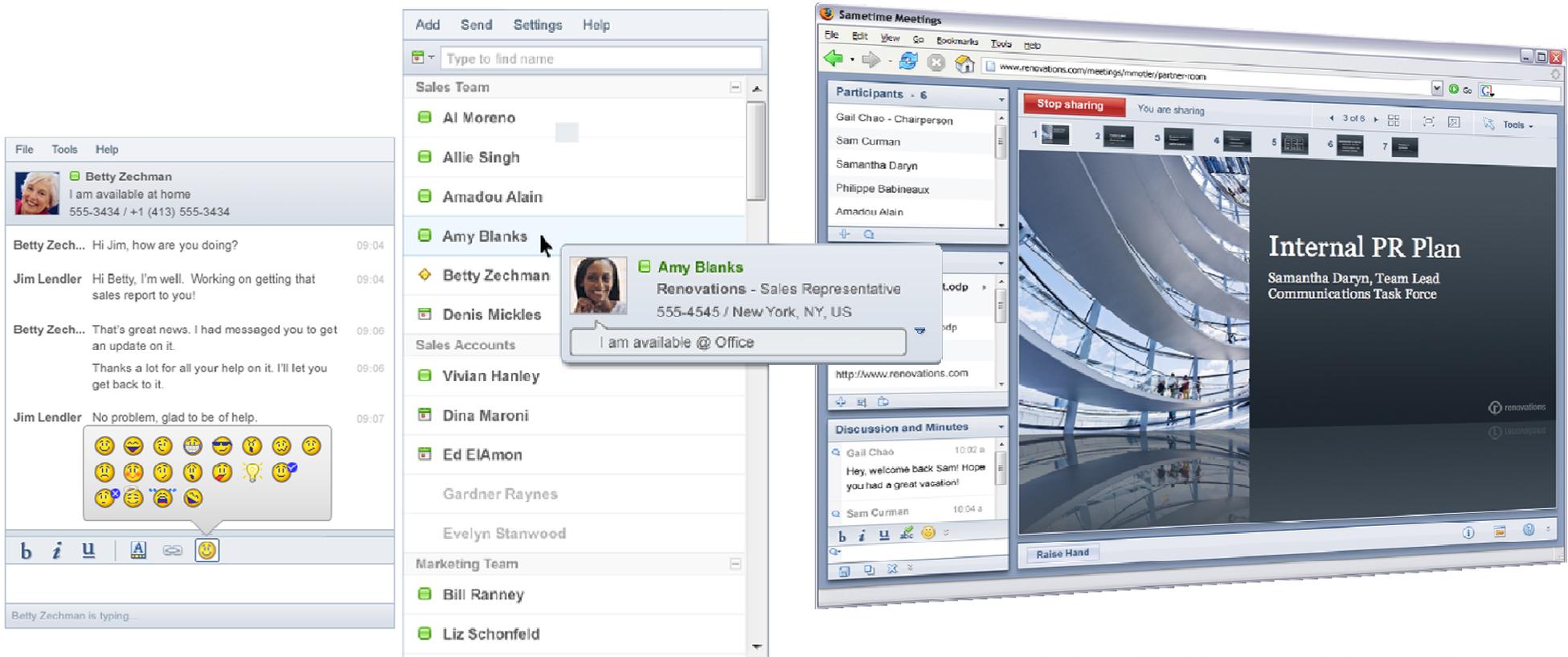




Sametime® 8.5

Nuova interfaccia Browser

zero download



Lotus® Sametime® 8.5



Nuovo Web 2.0 Sametime Links Toolkit

AJAX/WEB 2.0 zero download

facilita integrazione





[Home](#)

[Blogs](#)

[New Page](#)

[Add Content](#)

[Change Theme](#)

[Share Page](#)

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

Subscriptions Updates

Blogs [See more](#)



Renovations Finance Plan

Sam Curman | Jan 04, 2009

[Details](#)



Global Finance

Gail Chao | Jan 10, 2009

[Details](#)



IT for Finance Teams

Gail Chao | Jan 10, 2009

[Details](#)

Team Places Updates

[Marketing Collateral](#)

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

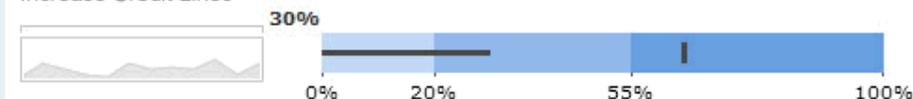
My Objectives

Performance Update

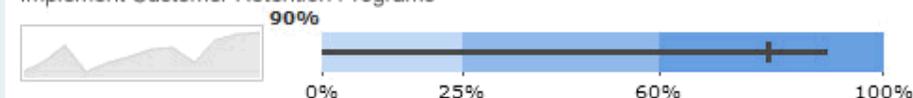
Reduce Costs



Increase Credit Lines



Implement Customer Retention Programs



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](#)

Colleagues

Customer Relations ▼

- Ed ElAmon
- Gardner Raynes
- Jasmin Haj

Finance Experts ▼

- Dennis Mickles
- Sam Curman
- Heather Reeds
- Ling Shin
- Lucille Suarez
- Betty Zechman

Tools

[Expense Reimbursement](#)
[Benefits Enrollment](#)
[Human Resources](#)

Lotus Sametime mobile client



- Blackberry
- Windows Mobile
- Nokia & Sony Ericsson (Symbian)
- Mobile client disponibili da Business Partner RIM e CallWave

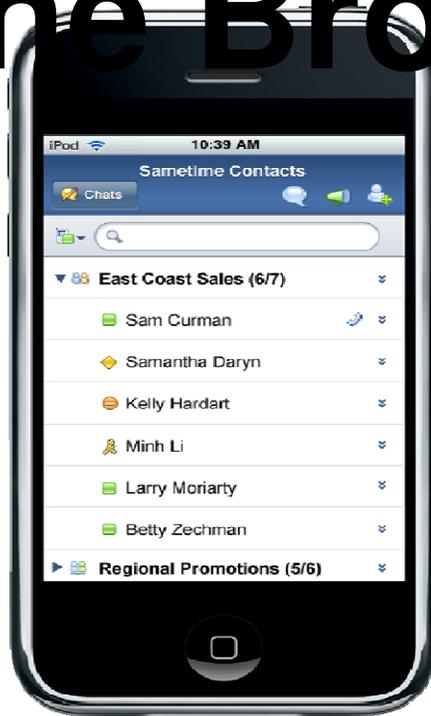


Nuovo!

Lotus

Sametime® 8.5

iPhone Browser



Ulteriori informazioni

■ Sito web

- <http://www.ibm.com/lotus/sametime>
- <http://www.ibm.com/lotus/uc2>

■ Per provarlo:

- Hosted demo server: <http://stdemo4.demos.ibm.com>
- Download 90-day trial:
<http://www.ibm.com/developerworks/downloads/ls/lst>

■ Creare plugins e risorse per sviluppatori:

- <http://www-128.ibm.com/developerworks/lotus/products/instantmessaging>



Grazie



John Campitelli

Sr. Software Specialist, Lotus Software - Italy

+39-02-59624305 / Segrate, MI, IT / 2:47 PM

I am available (Sametime 8.0.1) @ Building C -1

JohnPCamp@it.ibm.com
24305 / 39-02-5962-4305
Circonvallazione Idroscalo
Segrate, MI 20090
Italy

Lotus[®]

Sametime[®]

