**IBM**

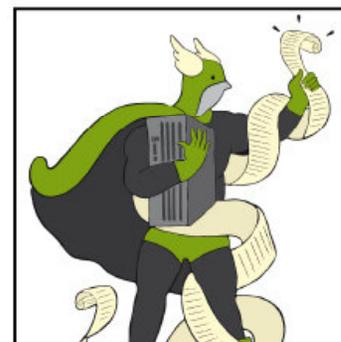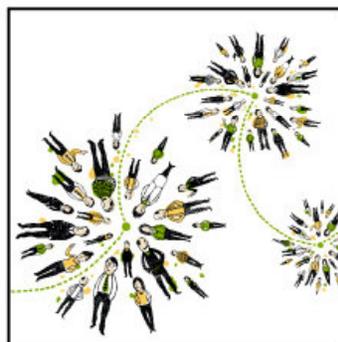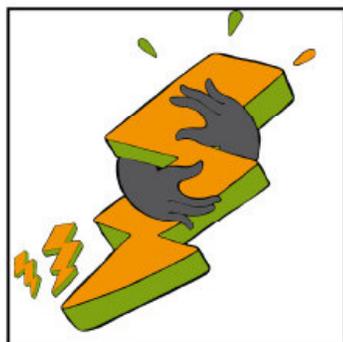**IBM SOFTWARELAND 2009.**
**SOLUZIONI INTELLIGENTI**
**PER PROSPETTIVE**
**CHE CAMBIANO.**

**John Campitelli**

Sr. Software Specialist, Lotus Software - Italy

IBM Sales & Distribution, Software Sales

SEGRATE, Italy
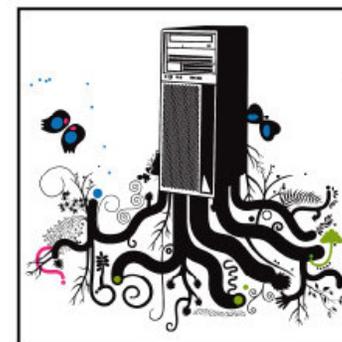
# John Pierre Campitelli

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

# "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 migliore 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

# IBM UC$^2$ Strategy

**esperienza**
progettuale

**Conoscenza** del business
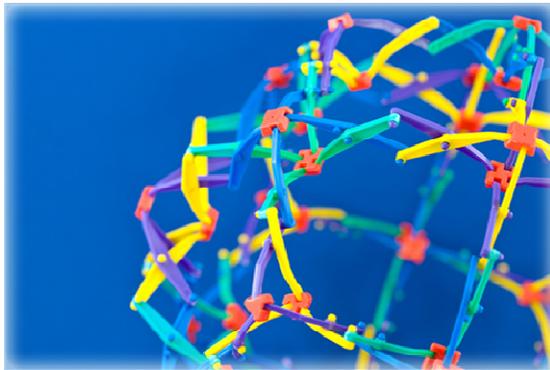
piattaforma **aperta** ed
**estendibile**

ecosistema di **partners**

# Piattaforma IBM Lotus Sametime



aperta

estendible

multi-piattaforma

scalabile

sicura
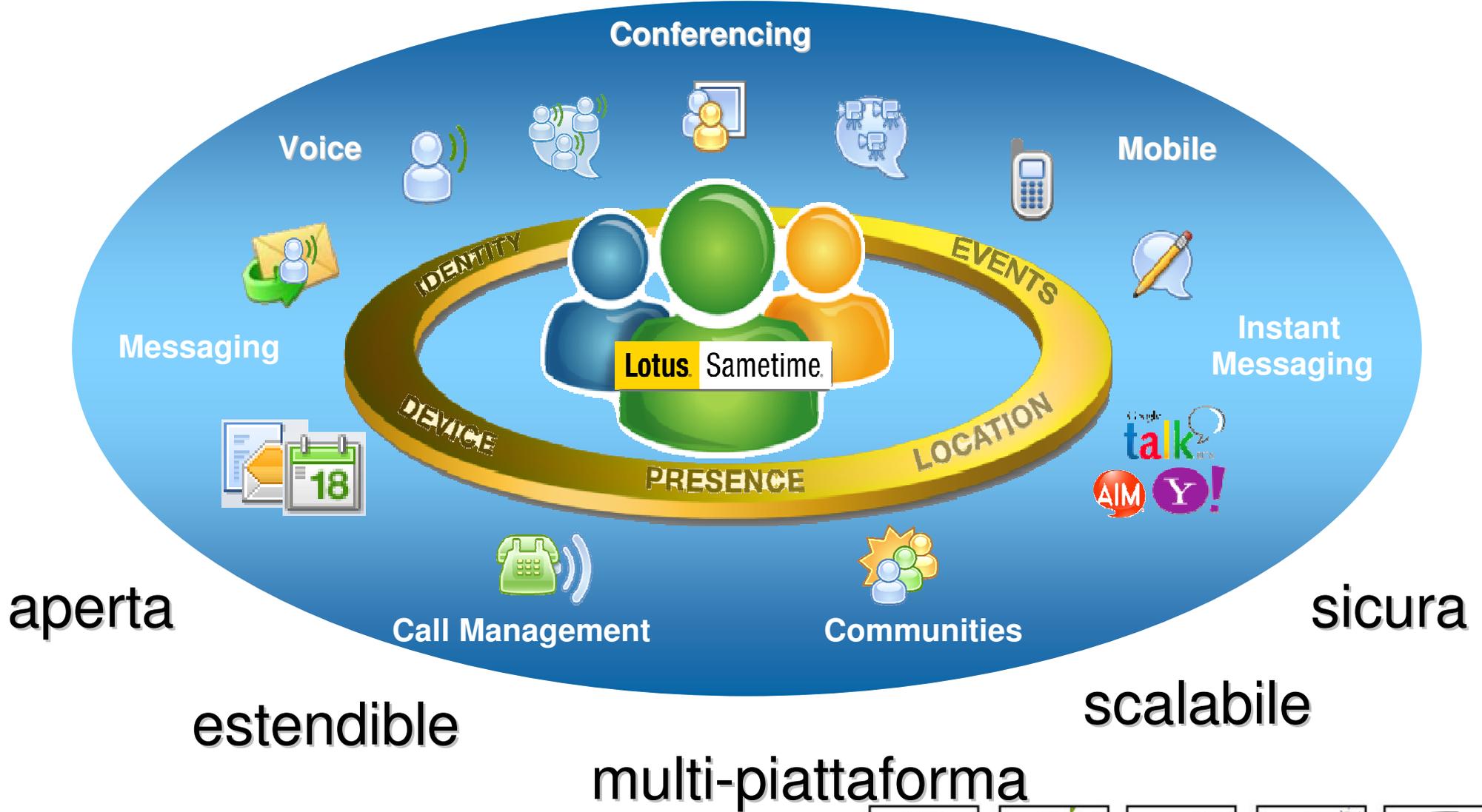
# Riconoscimenti

**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

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

# Benefici e ROI reali

Velocizzare la risoluzione

Accellerare Processi di Business

Riduure i costi di comunicazione e di viaggio

Flelssibilità nelle scelte

Abilitare gruppi distribuiti

Lotus. Sametime

CREATED WITH LOTUS SYMPHONY
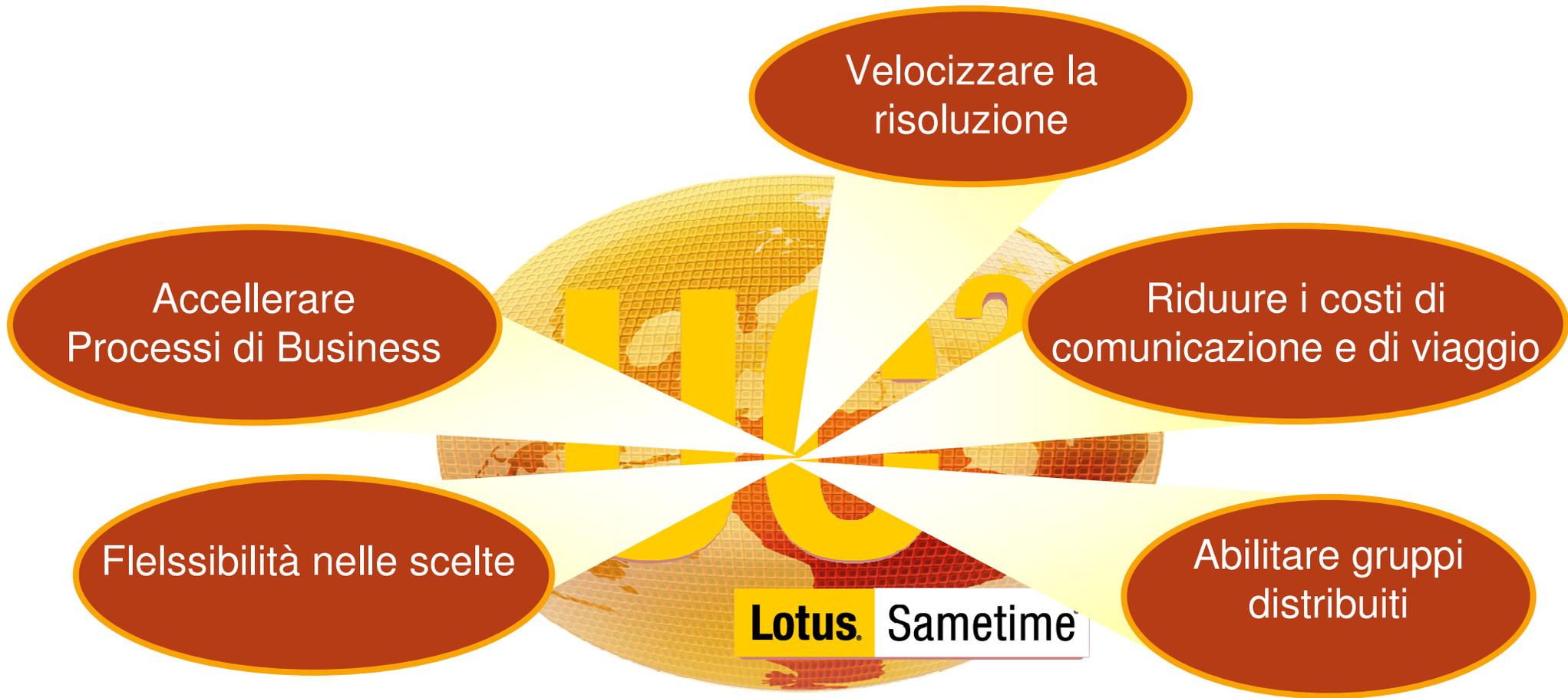
Benefici per i clienti

## Sametime

### 12 mesi

ripaga per se in

# innovare

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
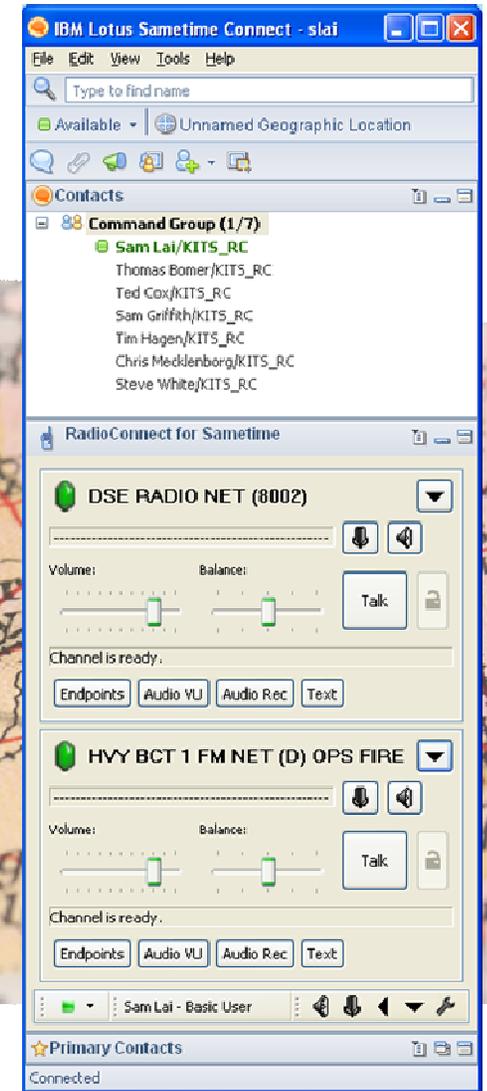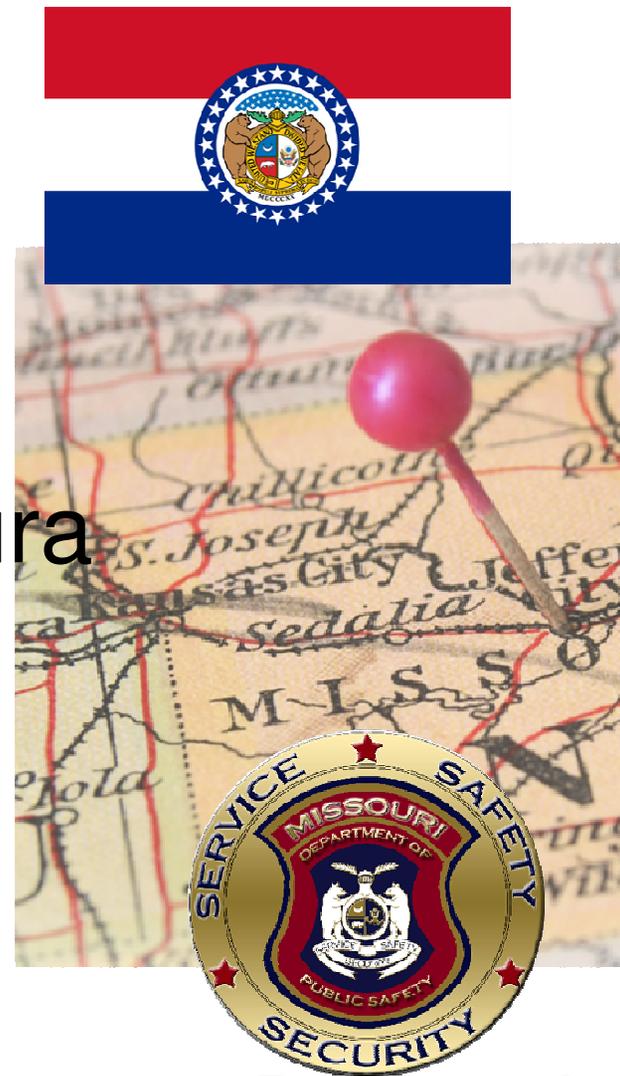
# Renovations, Inc.

| Renovations, Inc. (5000 dipendenti) | Costi |
|---|---|
| Licenze software (Retail) | 350K |
| 2 server | 20K |
| 1 admin | 55K |
| Servizi di installazione | 25K |
| Totale Costi | $450K |

CREATED WITH LOTUS® SYMPHONY™

# 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 |

# Communications Enabled Business Processes (CEBP)



Applicazioni & Processi

# Benefici per i clienti

ridotto $^{di}$ 4 giorni

i processi di vendita
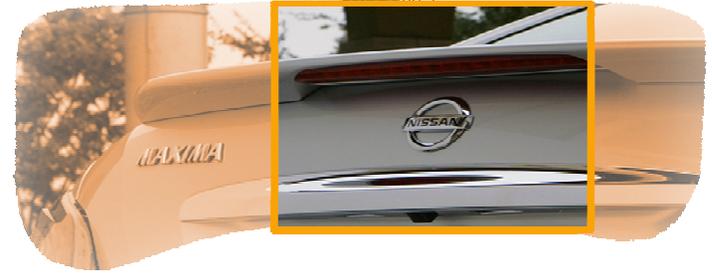
Nic J. Theocarakis

NISSAN DISTRIBUTOR

risparmio

$3 $^{million}$ riduzione di personale

e **costi** telefonici

Grocery Retailer

celina
INSURANCE GROUP

$750K/year

di margini addizionali

**IBM**

IBM Lotus Sametime Conne...

File   Edit   View   Tools   Help

Type a name or phone number

Available ▾ | Office ▾ | Set my geog »

Contacts

Bluetooth Presence

**Lotus+911**

Addon Enabled      Disable

Device Name:      Mike's BB 8820

Device Status:    Present

☆ Primary Contacts

Recent Buddies

Connected

**Lotus+911**

CREATED WITH **LOTUS® SYMPHONY**

# ENOVIA 3DLive with Lotus Sametime
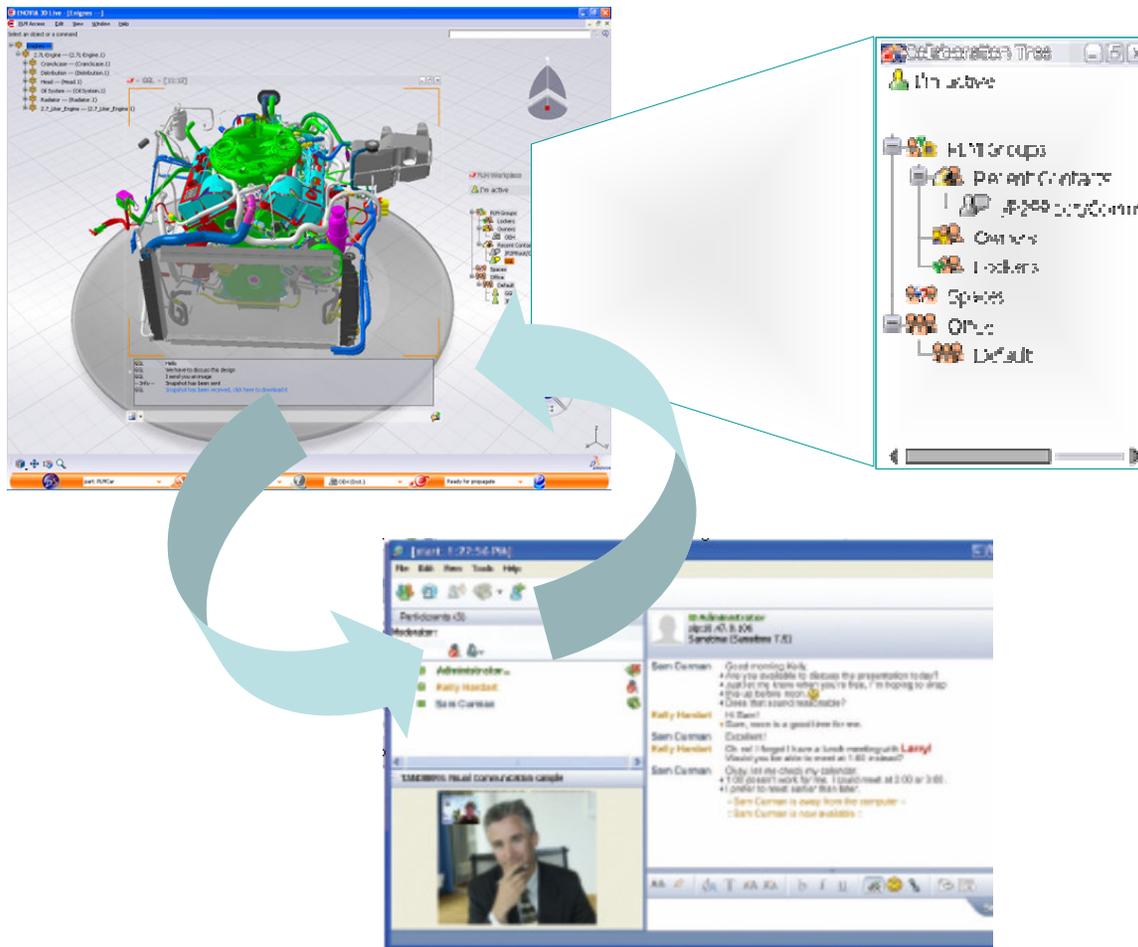


- ENOVIA 3DLive utilizza IBM Lotus Sametime per abilitare la messagistica instantanea tra utenti ENOVIA 3DLive ed utenti Sametime
- La lista di contatti contestuale di 3DLive identifica dinamicamente gli authors, owners, lockers e contributors
- Collega gli utenti prescelti per una collaborazione 3D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

# Sametime Roadmap

**2009**

**Q4 2008**

**Q3 2008**

**Q2 2008**

**Q1 2008**
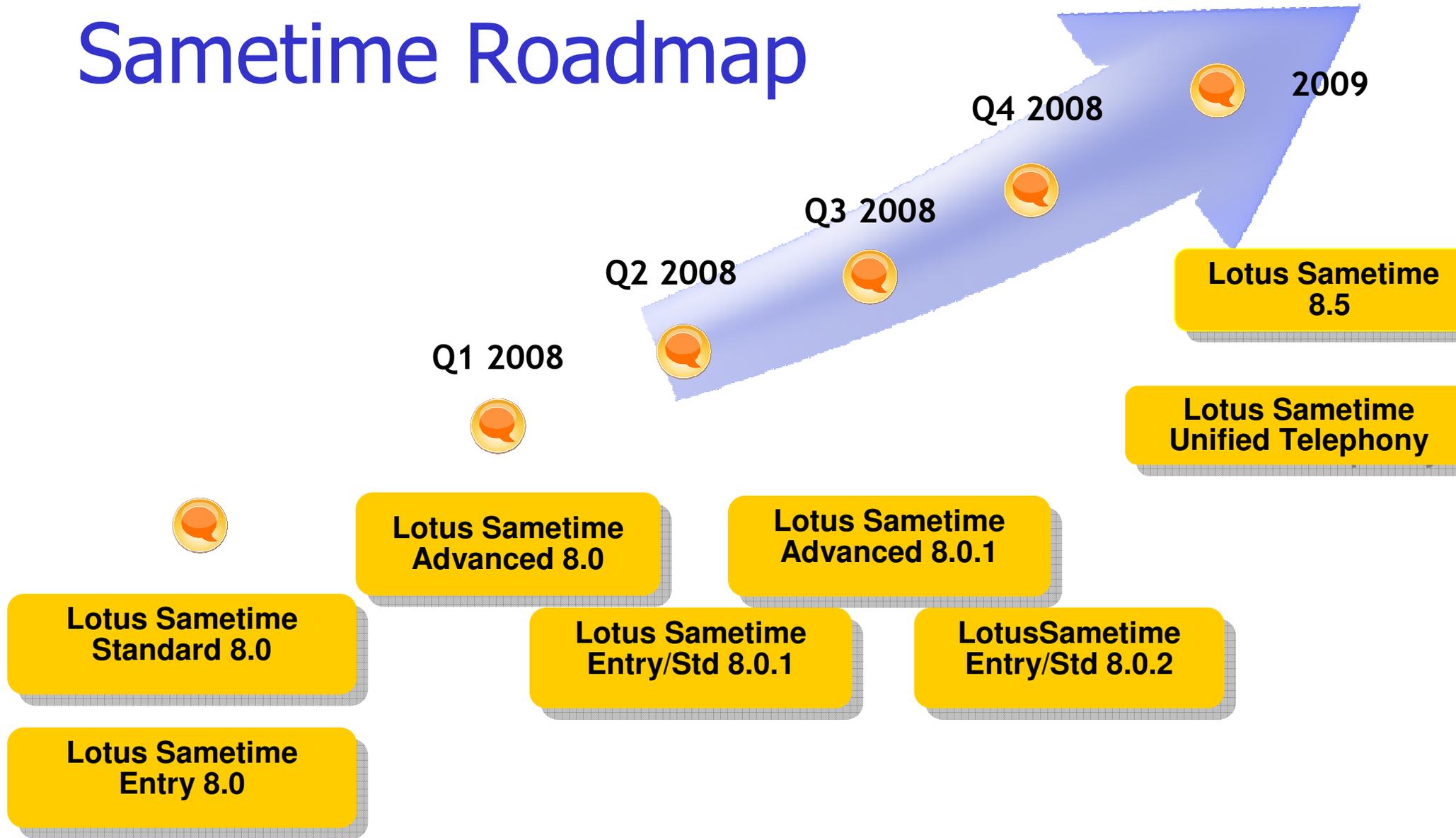
**Lotus Sametime 8.5**

**Lotus Sametime Unified Telephony**

**Lotus Sametime Advanced 8.0**

**Lotus Sametime Advanced 8.0.1**

**Lotus Sametime Standard 8.0**

**Lotus Sametime Entry/Std 8.0.1**

**LotusSametime Entry/Std 8.0.2**

**Lotus Sametime Entry 8.0**

# Lotus Sametime 8.5

- Nuovo Sametime Web browser e interaccia 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

Integrazione del calendario di
Lotus Notes o
Microsoft Outlook

Facile creare o partecipare
ad un meeting

IBM Lotus Sametime Connect

File   Edit   View   Tools   Help

Type a name or phone number

All ▾      Office ▾      Chicago, IL ▾

Contacts

Marketing Team (11/11)
   Monifa Shani
   Sam Curman
   George Bandini

Sametime Meetings

Type to find a meeting

**Today** September 23, 2008

10:00a   **2009 Planning**
         chair Mike Motler
         Create Online Meeting | 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

**Tomorrow** September 24, 2008

9:00a    **Talk with Graphics team**

Primary Contacts

Connected

Meetings plug in per
Sametime Connect
o Lotus Notes client

Tutti gli appuntamenti del
proprio calendario sono
visualizzati
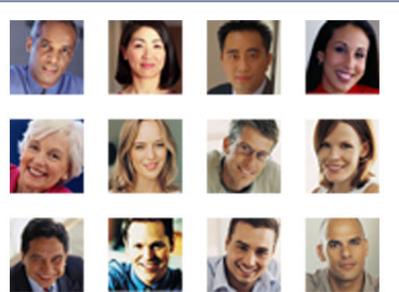
start          IBM Lotus Sametime                                    Address        11:37 AM

# Lotus Sametime Web conferencing

## 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!

---

**Stop sharing**   You are sharing         ◀ 3 of 6 ▶

1   2   3   4   5   6   7
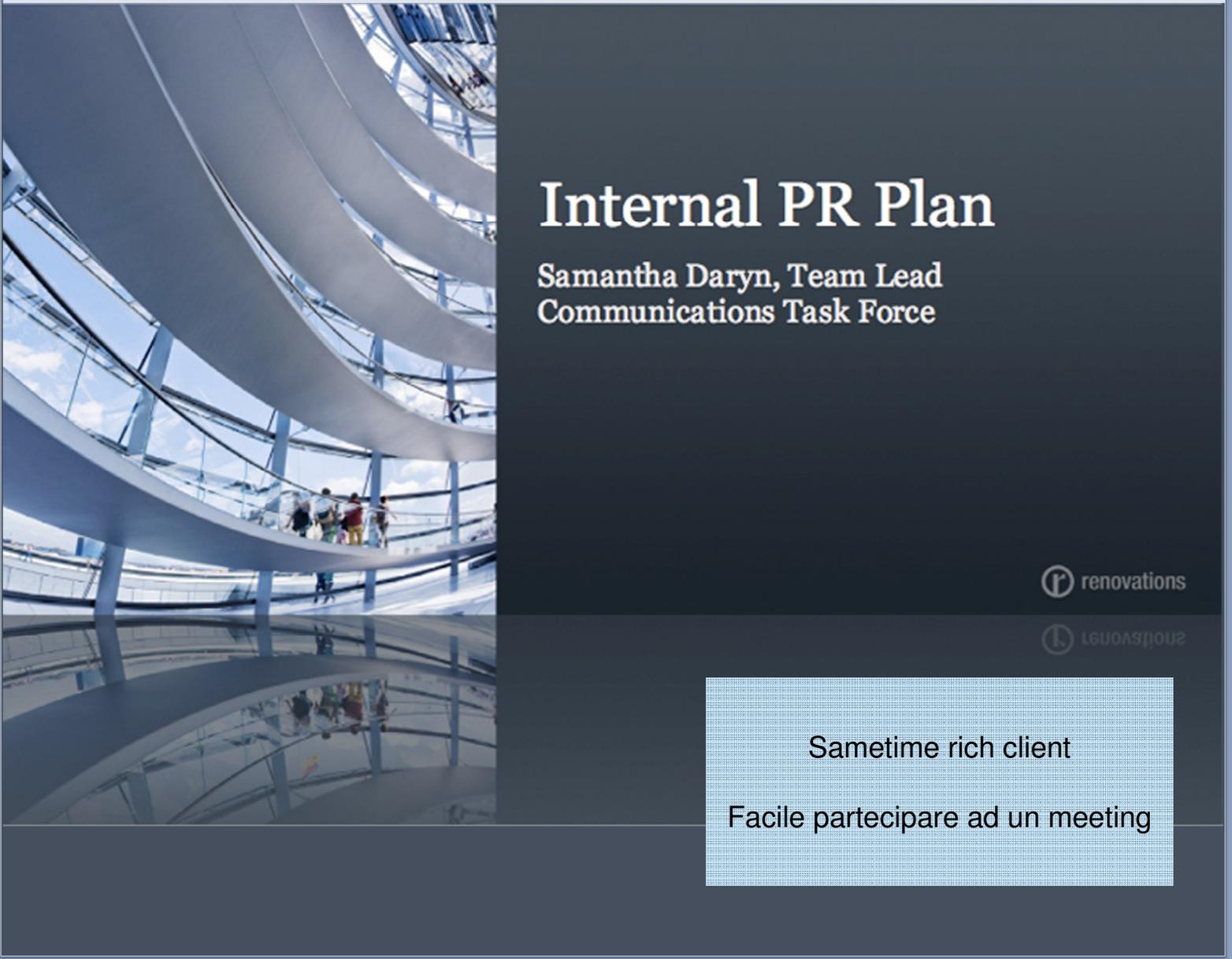
# Internal PR Plan

## Samantha Daryn, Team Lead
## Communications Task Force

ⓡ renovations

Sametime rich client

Facile partecipare ad un meeting

Raise Hand        Record

**Participants - 6**

**Stop sharing**   You are sharing

1   2   3   4   5   6
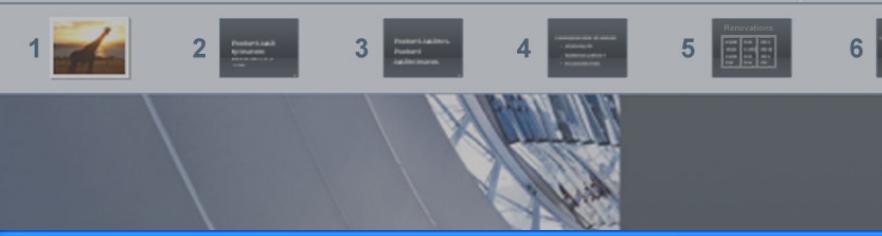
Facile condividere contenuto
o il proprio schermo

**Library**

**Organizational_Chart.odp**
Share  Download

Weeklymeetingnotes.odp

Legaldiscloser.odp

http://www.renovations.com

Image_2089.jpg

**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

Add Application...

Sharing quality:

Fastest speed    Normal    Highest quality

☐ Hide meeting room alerts while I'm sharing

OK    Cancel

Plan

Lead
Force

renovations

**Discussion and Minutes**

Gail Chao          10:02 a

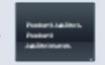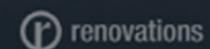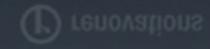Hey, welcome back Sam! Hope you had a great vacation!

Sam Curman          10:04 a

Hi Gail, thank you!

b  i  u  abc  😊

Raise Hand    Record
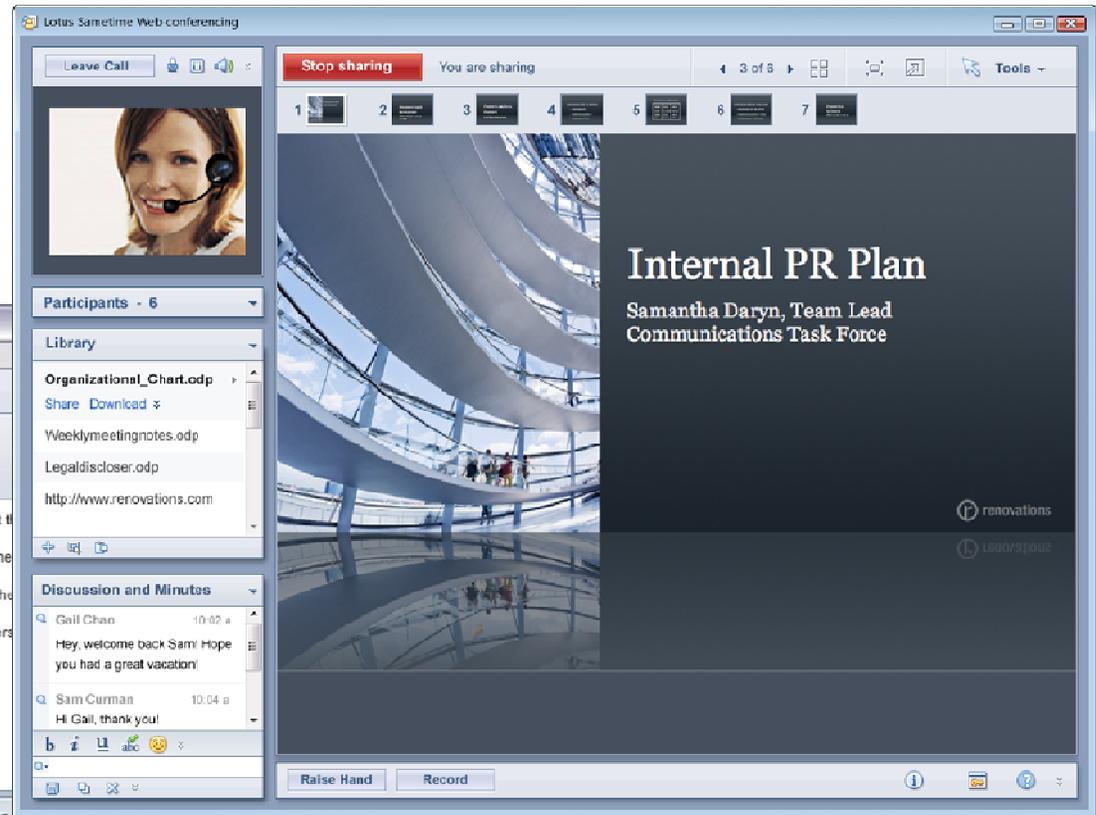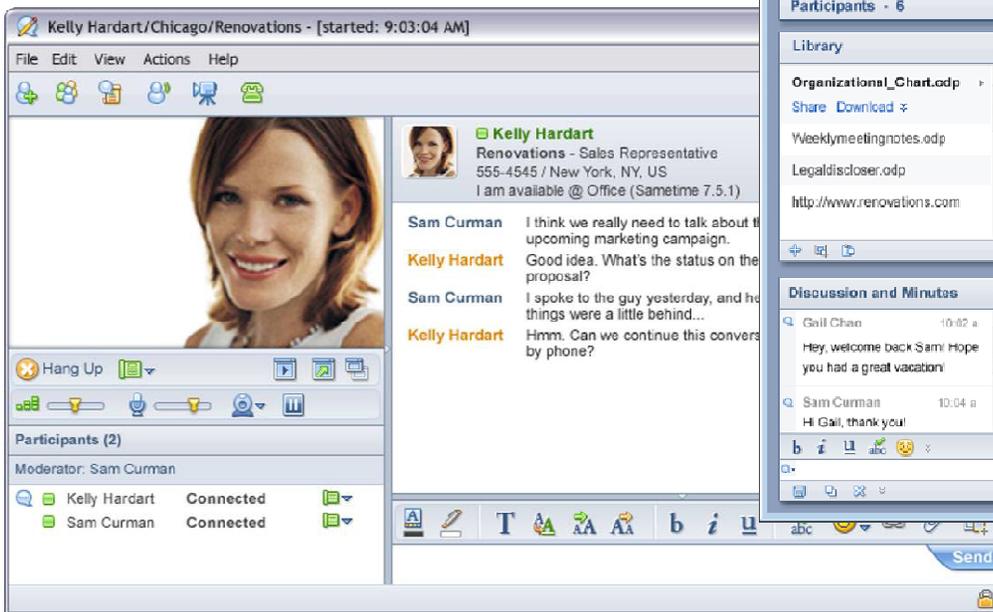
## Interoperabilità di Sametime con sistemi audio & video standard

**Sametime Video Chat**
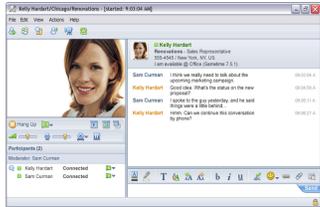
**Sametime Services**

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

**SIP**

POLYCOM

TANDBERG

RADVISION

AVISTAR

CISCO

**Presence/IM**
**Meetings**
**Audio/video**
**SIP**
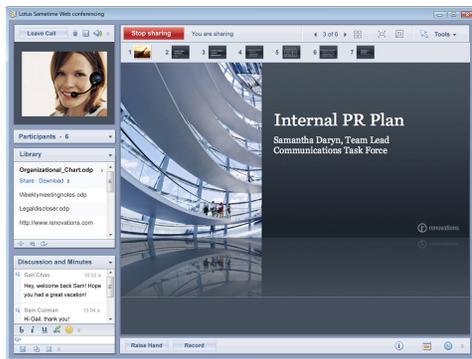
**Sametime Meeting**

Internal PR Plan
Samantha Daryn, Team Lead
Communications Task Force

**Cameras**

# IBM SOFTWARELAND 2009.
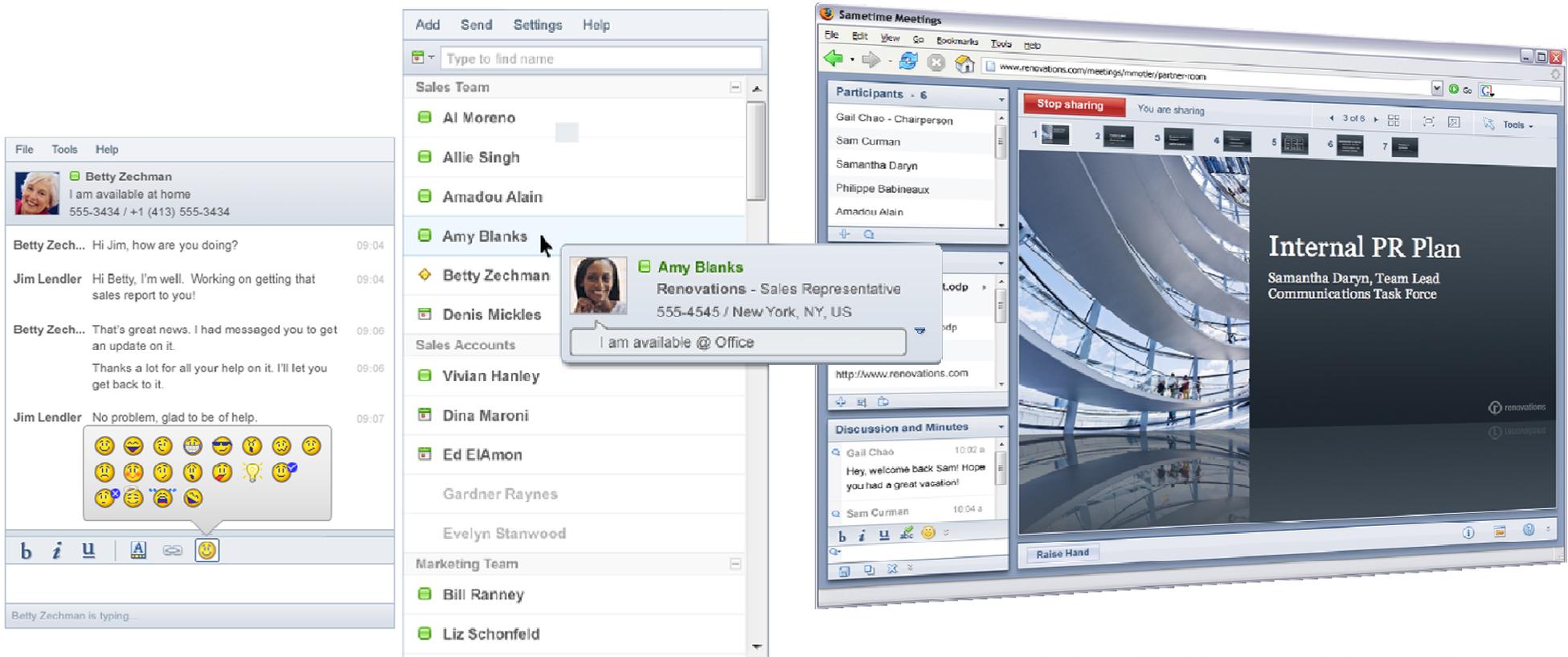
**Home** | **Blogs** | **New Page**

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**                                    01/17/09 4:45 PM
**Renovations Financial Planning**

☆ **Gail Chao**                                        01/17/09 4:45 PM
**Re: Renovations Financial Planning**

☆ **Gail Chao**                                        01/17/09 4:45 PM
**Cost analysis**

Glenn Cloud                                           01/17/09 4:45 PM
Here are the estimates for the OFN brochures

## My Objectives

### Performance Update

Reduce Costs
**40%**
0%    45%    60%    100%

Increase Credit Lines
**30%**
0%    20%    55%    100%
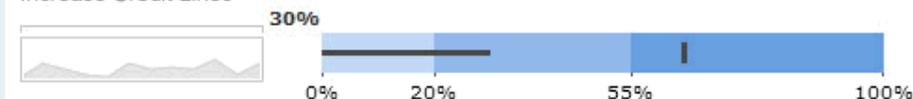
Implement Customer Retention Programs
**90%**
0%    25%    60%    100%
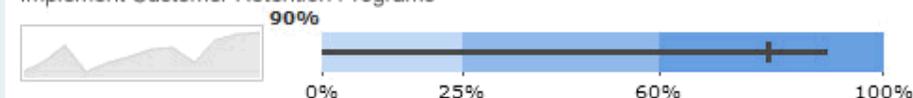
## Day at a Glance

‹ **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)

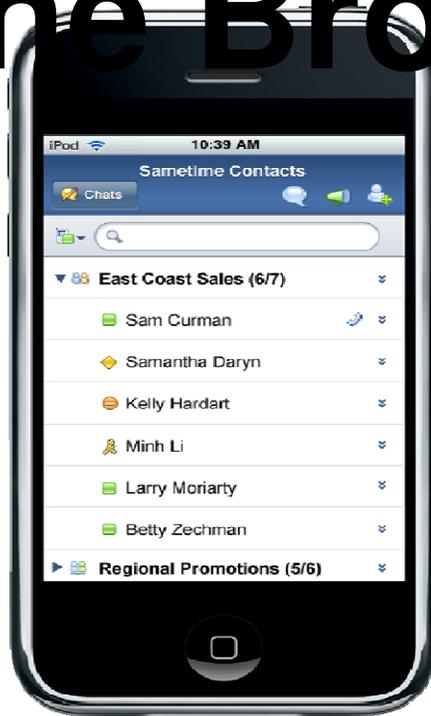- Mobile client disponibili da Business Partner RIM e CallWave

# 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/instantmessag
    ing

CREATED WITH **LOTUS® SYMPHONY**™