Integrated business communications.

Enable anytime, anywhere communications with IBM

Organizations of all types and sizes around the globe are moving toward integrated business communications.

The objectives are simple: productive, motivated employees, more streamlined operations and a competitive business advantage. The capabilities that make it possible are here today: open, flexible technologies, high-speed networks and a choice of personal communication devices.

Several elements are converging — rapidly — to make integrated business communications a reality. Whether organizations need to replace an aging Private Branch eXchange (PBX) system to reduce the cost of doing business, streamline the call center to improve customer service and help increase employee productivity, or capitalize on collaborative technologies to enable collaboration, they are recognizing the importance of integrated business communications. More than just phones or Voice over Internet Protocol (VoIP), integrated business communications is about connecting, communicating and collaborating using almost any device, any media and any method of communication — from voice to data to video — virtually anytime or anywhere.

Now is the time to adopt a strategy to help your organization take advantage of integrated business communications — empowering your people, introducing innovation and capitalizing on the benefits to capture a competitive edge.

Get in the race:

Breaking down silos to meet demand for enhanced communication

Companies' existing aging communications infrastructures may not support the increased functionality required by changing employee needs and customer demands. Typically, these infrastructures were built in siloed environments and have undergone modifications, customizations and upgrades. Further, they represent a jumble of different voice, video and data technologies that were never intended to work together but have to do so.

Compounding the problem are the changes today's organizations are experiencing:

- Increasingly distributed business with employees, customers and partners dispersed around the globe
- Increasingly mobile workforces that require new communications devices, often with voice, video and data capabilities

To do business today, organizations need to be flexible and adaptable. They need to satisfy the needs of employees and customers who demand increased capabilities for communication and collaboration. Yet organizations are frustrated because their existing communications infrastructures aren't up to the task.

IBM's integrated business communications strategy

IT today is not only about technology— it's about business. For organizations of all kinds, IT is at the root of the innovation necessary to set a business apart from the competition. IBM's strategy for integrated business communications directly addresses this convergence of IT and business by focusing on empowering people to drive business innovation, organizational productivity and employee satisfaction, as well as on optimizing IT to reduce costs.

integrated business communications

IBM boosts employee productivity, trims costs

By building an integrated business communications environment, IBM estimates it is seeing **25 to 40 minutes per employee per day of additional productivity**—and up to **25 percent savings** in individual phone calling.

You need to give your people the capabilities they need to create more value for your organization. Such as faster access to actionable information. Tools that make collaboration easier and more straightforward. Communications capabilities that allow individuals and teams to work when, where and how they choose—without sacrificing security or productivity. From a business and IT perspective, anywhere communications is ideal. It means providing continuous connection and interaction with people, applications and information—virtually anytime or anywhere, even when offline—using a range of devices and access points. It means simplifying the use of all business communication capabilities, including voice, e-mail, video, fax, instant messaging (IM) and Web conferencing. And it involves optimizing IT to help reduce total cost of ownership, especially the cost of ongoing maintenance, to increase and speed the return on IT investment.

To enable anywhere communications, IBM provides modular, standards-based and security-rich software and services that let your people access information on the network and then work with it offline. They can connect any way they choose, whether via their desktop or laptop, or even a kiosk, personal digital assistant (PDA), cell phone or smartphone. And communicate over the same system using whatever device works best for them at any given moment. With IBM, you can bring together all your communication capabilities, including voice, e-mail, IM, video and more—and potentially reduce your overhead costs in the process.

Improving communication and collaboration
Integrated communications services from IBM focus on designing, implementing and managing clients' communications and networking environments to optimize them for anywhere communications. IBM Converged Communications Services brings together voice, video and data over

IP communications standards. Built on a simple idea that data is data, whether it's an e-mail text document or a videoconference meeting, an integrated environment runs all data across a single converged network and opens up a world of new possibilities. Voice and video delivered via IP networks become additional data streams that are controlled and managed alongside communications from Web browsers, e-mail clients, databases, business applications, IM tools—such as the advanced IBM Lotus® Sametime® 7.5 software—and all of the other network traffic generated by a typical business. As a result, voice and video communications can take place anywhere there is an Internet connection available, and via any of the increasing number of devices that support IP.

IBM Converged Communications Services offers a portfolio of consulting, integration, deployment and management services that can help you design and implement a rich, intuitive and improved communications environment. From a business perspective, IBM can help you streamline your business communications applications and processes, and improve how your employees communicate and collaborate to help increase productivity and support business growth.

A healthcare company delivers high-quality care over vast distances

A regional healthcare provider in Canada needed a better way to provide a comprehensive suite of healthcare services to a population distributed across a large geographic area. IBM and Cisco Systems designed a videoconference and messaging solution that supports a suite of health services with videoconferencing, data, voice and wireless technologies over a single physical infrastructure.

The solution aims to provide the healthcare provider with the ability to offer services to patients virtually anytime or anywhere, regardless of geographic location; improve communications; and reduce costs. In fact, the new network has **saved the company more than US$66,000 annually in videoconferencing costs alone**. The advanced communications platform has improved the effectiveness of the company's existing videoconferencing applications and supports the rollout of new services, such as wireless capabilities. The company is enjoying a more automated infrastructure that requires less maintenance and offers serious cost savings.

A government agency increases flexibility and reduces costs

A government financial agency in Belgium needed to upgrade its communications technology at its new facility. IBM installed a VoIP telephony network, based on Cisco hardware, within and across the agency's locations scattered throughout the country. The solution enabled the agency to leverage advanced applications over a fully integrated, IP-based, multipurpose network based on state-of-the-art equipment—and realize greater flexibility and reduced costs.

IBM takes a broad view of integrated business communications that sees infrastructure as a foundation for empowering people through new ways of connecting, communicating and collaborating. IBM looks beyond the communications network as merely a replacement for an aging telecom system or simply a means of reducing cost. We design solutions that can help enhance your business communications at all levels of infrastructure, applications and business processes. IBM Converged Communications Services is designed to enable you to support key networking environments and build differentiating advantage through innovative processes. Plus, IBM can integrate software, such as Lotus Sametime software, and third-party products into your heterogeneous environment—providing you with the flexibility to leverage your existing investments and choose from a variety of industry-leading vendors, including IBM.

And with other complementary services including IBM Mobility and Wireless Services, we can help you realize integrated business communications by:

- Enabling you to conduct business virtually anytime or anywhere using multiple types of devices and forms of communication, such as always-on mobile and wireless solutions
- Helping you increase individual, work group and organizational productivity with improved collaboration environments that enable a more attractive, satisfying work setting
- Delivering new capabilities by integrating voice, video and data communications
- Simplifying and unifying your communications and networking environment for cost-effective performance.

Creating opportunities for business innovation, flexibility and responsiveness

The true value of integrated business communications lies in its ability to help you empower your people by creating innovative and flexible business and communications processes. Your organization can then use those processes to drive more benefits from your relationships internally and externally with partners, suppliers and customers. By consolidating disparate networks and standardizing on common technology, you can help improve employee communication as well as responsiveness across the enterprise. The processes enabled by integrated business communications environments can help you differentiate your organization in a crowded marketplace. IBM knows from its own experience that an integrated business communications environment can help an organization achieve a more resilient and effective infrastructure—facilitating proficient integration of existing investments, expanded communication channels and organizational productivity, security-enhanced communications and lower operational costs.

Enabling new capabilities and enhancing productivity

IBM is uniquely positioned to help your organization capitalize on the benefits of an integrated business communications environment. We've helped transform communications for hundreds of clients worldwide. But one of our biggest success stories is our organization. More than 110,000 of our employees are using more than half a million communications devices running over one unified network.

IBM holds key strategic relationships globally with major equipment suppliers, software companies and network service providers, enabling us to deliver outstanding expertise in integrating and managing multivendor infrastructures. IBM's own experience with unified technologies has validated the integrated business communications promise of helping to eliminate IT redundancy, enhance communications and collaboration for a dispersed and mobile

workforce, improve customer service, enhance employee productivity and lower the cost of doing business. As it moves toward fully integrated business communications, IBM has seen significant benefits in several areas:

- **Empowering remote workers.** With more than 35 percent of its workforce now remote, IBM is meeting the pent-up demand for real-time communications through integrated business communications applications. At the same time, the capabilities of the underlying converged infrastructure enable more employees to work remotely. IBM, once famous for relocating its employees, now makes it possible for employees to remain in one city even as their careers advance—creating a vital contribution to employee satisfaction.
- **Enhancing employee productivity.** The speed and ease of use possible in a converged environment has led IBM to project considerable efficiencies and gains in productivity for its users—up to 4.5 million hours for the company annually.

- **Reducing costs.** Audio conferencing, which represents a significant portion of IBM's annual telecommunications bill, has seen a 35 percent cost reduction. The cost of VoIP long distance is 60 percent less than that of traditional long distance. And IBM offices in Canada—which now run fully converged environments—expect to approach a 50 percent decrease in their overall preconvergence communications expenses.
- **Streamlining IT management.** With the majority of its deployment completed, IBM now has a single, consolidated and converged corporate IP network that is one of the largest enterprise deployments of converged communications in the world.

IBM can help put you on the fast track toward integrated business communications. Integrated business communications is not a future capability—it's achievable now. It's not an experimental technology—it's proven today. And its benefits are not wishful thinking—they're backed up by real-world IBM and client results. IBM's goal is to deliver solutions that can yield far-reaching benefits by enabling you to create a more flexible, connected enterprise, increase operational efficiency and develop innovative approaches to the way you do business.

Learn more

To find out how IBM can help make integrated business communications a reality for your organization, contact your IBM sales representative or visit:

ibm.com/services/ipconvergence