

Communications and collaboration solutions  
To support your business objectives



Lotus software

## Simplifying the move to unified communications and collaboration with IBM Global Technology Services.



Start your journey  
here



**As a savvy member of the IT community,** you've probably heard of the IBM Unified Communications and Collaboration (UC<sup>2</sup><sub>™</sub>) vision before. Through presentations and literature, you've learned that the IBM UC<sup>2</sup> strategy enables companies to flexibly implement and maintain next-generation collaboration capabilities using existing or new technology investments. Maybe you're ready to learn more, or maybe you're ready to adopt the approach ... but like others, you're not quite sure where to start.

After all, the IBM UC<sup>2</sup> strategy combines rich presence awareness, instant messaging (IM), e-mail, unified messaging and your existing telephony, Web, audio-conferencing and video-conferencing capabilities into a single, highly flexible user interface. But there's no need to feel overwhelmed. The strategy is designed to be easy to adopt, and IBM offers practically the whole gamut: the essential software—such as the IBM Lotus<sup>®</sup> Sametime<sup>®</sup> platform—hardware, services and strategic partnerships. These tools can help you implement a unified communications and collaboration strategy across an existing multivendor environment, without having to rip out and replace your equipment. So how do you get there from where you are?

IBM Global Technology Services offers a comprehensive suite of strategy-and-assessment and architecture-and-design services, as well as integration, deployment and managed services. If you already have a strategy, IBM has the proven expertise to help you implement it. If you're just getting started and want to know where to begin, IBM offers strategy and assessment services to help you establish where you are in adopting a unified communications and collaboration strategy, as well as how to resolve your unique IT challenges and achieve your business goals.

Find your path **to a unified communications  
and collaboration strategy**

# Choose your entry point

If your company seeks to ...

**Facilitate easier communication** between people  
to accelerate decision making or product time to market

**Establish a more collaborative culture**  
without overwhelming employees or overburdening IT administrators

**Increase productivity**, including the productivity of mobile and home-office workers

**Reduce costs** associated with managing and maintaining information networks

**Cost-efficiently support internal and external communications** and collaboration

**Improve customer satisfaction** through  
more flexible communications and timely responses

... but struggles with one or more of the following:

- “Spotty” communication between office and mobile workers
- Lower productivity from workers on the road and from telecommuters
- Enabling telecommuters to contribute to projects

- Inefficient team coordination
- People having to try multiple times to reach one another
- Excessive time spent coordinating schedules

- An upcoming move to a new location
- Frequent relocation of employees in the office
- An end-of-life network

- Cost-effectively supporting frequent employee location changes
- A rapidly growing workforce
- Finding ways to go green and save money in the process

- The high costs of using external audio-conferencing services
- The costs of managing separate mailboxes for voicemail, e-mail and fax

- Too few IT resources to efficiently support your communications and collaboration environment and its end users
- Too few IT resources to effectively manage IT security and guard against network attacks 24x7

- A large and difficult-to-manage contact center
- An unintegrated multivendor environment in the contact center

- Negative comments and complaints from customers about service
- Slow responses to customer questions
- No or few self-service solutions for customers

- An inability to quickly or easily locate experts to answer customer questions
- An inability to tell whether people are available before attempting to contact them

... consider the following solutions:



**Ask your local IBM representative** about how one of these unified communications and collaboration consulting strategies from IBM Global Technology Services might benefit you.

## Strategy and assessment services



**Network convergence** services can help you examine your existing network and IT environment to determine how well it could support a converged communications-based solution and what changes would be necessary to support it. The findings, along with a recommended strategy, are documented in a network strategy and assessment report.



**Mobility and wireless** services assist you with defining your mobility and wireless strategy. They can help you design and implement a cost-effective solution—including appropriate hardware and software—that facilitates the integration and management of mobility features and devices as part of an overall enterprise computing environment.



**Unified messaging** services help you design a powerful unified messaging solution (with e-mail, voice and fax messages managed from a single in-box) and an intelligent voice messaging solution (with full-featured voicemail that provides advanced capabilities) to help improve communications, boost productivity and enhance customer service. IBM uses best practices and expertise to help you establish where you are and where you need to be to meet your immediate and long-term business-oriented messaging objectives.



**IP contact center** services help you assess and define objectives for your existing IP contact center, including required functionality, contact routing requirements and agent skill considerations. IBM consultants can reconfigure your contact center infrastructure using IP-based technologies that can improve how contact center agents communicate and collaborate. The technologies can also help increase productivity, improve client satisfaction and reduce costs.



**Realtime collaboration** services help you examine your current network, IT and telephony environment to create a strategy for realtime collaboration solutions. Realtime collaboration can help enable effective communication among geographically dispersed workforces by combining presence, instant messaging, voice and video communications into a powerful solution that integrates with other enterprise collaboration tools and the corporate directory.



**IP telephony** services help you document your current telephony, network and IT environment and help create the scope, objectives, requirements and strategy for an IP telephony infrastructure. A new solution can reduce costs, upgrade aging equipment, provide better and more modern tools for employees, and build a foundation for innovative unified communications and collaboration solutions.



**Road to converged communications workshop** is a one-day program focused on the business value of unified communications and collaboration solutions, and on building a converged communications strategy and roadmap. It identifies ways to align your business and IT strategies to achieve success in an increasingly competitive global marketplace, and it acts as a catalyst for business transformation by eliminating multiple networks, equipment sets and management applications.



**Demonstration of IBM Unified Communications and Collaboration solutions** introduces you to IBM and IBM partner technologies that can help complete your IBM UC<sup>2</sup> vision. Visit an IBM Innovation Center for a demonstration of IBM's integration capabilities across multivendor platforms. Presentations can cover topics such as videoconferencing, contact center activities and realtime collaboration using Lotus Sametime software, the on-ramp to a UC<sup>2</sup> strategy.



**Converged communications ROI analysis** can help you evaluate and justify converged communications network investments. It also articulates how network convergence can help reduce costs, increase productivity and improve customer satisfaction. Analysis results can help you make more informed business decisions based on impartial, vendor-neutral findings, as well as help you reduce the risk of downtime during the upgrade to a new environment.



**Other key services** include architecture and design, integration and deployment, and managed services that enable you to focus on your core business while helping you realize substantial efficiencies and cost savings. IBM also offers end-user support services—from self-service portals to device management to help desks—that can help simplify IT support, improve productivity and cut costs. Consultants also provide security services—such as threat mitigation and identity- and access-management services—designed to help you better understand your security posture, optimize security investments and defend against network attacks.



© Copyright IBM Corporation 2008

Lotus Software  
IBM Software Group  
One Rogers Street  
Cambridge, MA 02142  
U.S.A.

Produced in the United States of America  
05-08  
All Rights Reserved

IBM, the IBM logo, Lotus, Sametime and UC<sup>2</sup> are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both.

Other company, product and service names may be trademarks or service marks of others.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates. The information contained in this documentation is provided for informational purposes only. While efforts were made to verify the completeness and accuracy of the information contained in this documentation, it is provided "as is" without warranty of any kind, express or implied. In addition, this information is based on IBM's current product plans and strategy, which are subject to change by IBM without notice. IBM shall not be responsible for any damages arising out of the use of, or otherwise related to, this documentation or any other documentation. Nothing contained in this documentation is intended to, nor shall have the effect of, creating any warranties or representations from IBM (or its suppliers or licensors), or altering the terms and conditions of the applicable license agreement governing the use of IBM software.

## For more information

To learn more about the IBM UC<sup>2</sup> strategy and related consulting services, contact your IBM representative or visit:

[ibm.com/lotus/UC2](http://ibm.com/lotus/UC2)

or

[ibm.com/services/integratedcommunications](http://ibm.com/services/integratedcommunications)