Global Technology Services

Unified Communications, Empowering Your Best Assets

Alan MacArthur IBM

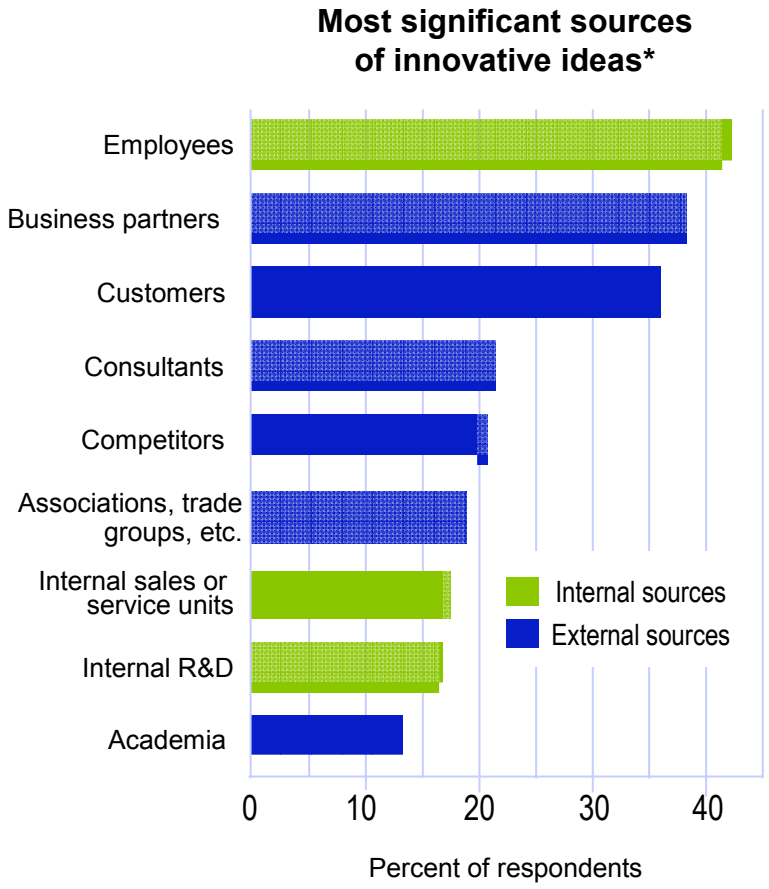
UC08 Olympia

© Copyright IBM Corporation 2007

Collaboration is a key enabler of innovation and business growth

The IBM Global CEO Study 2006 showed …

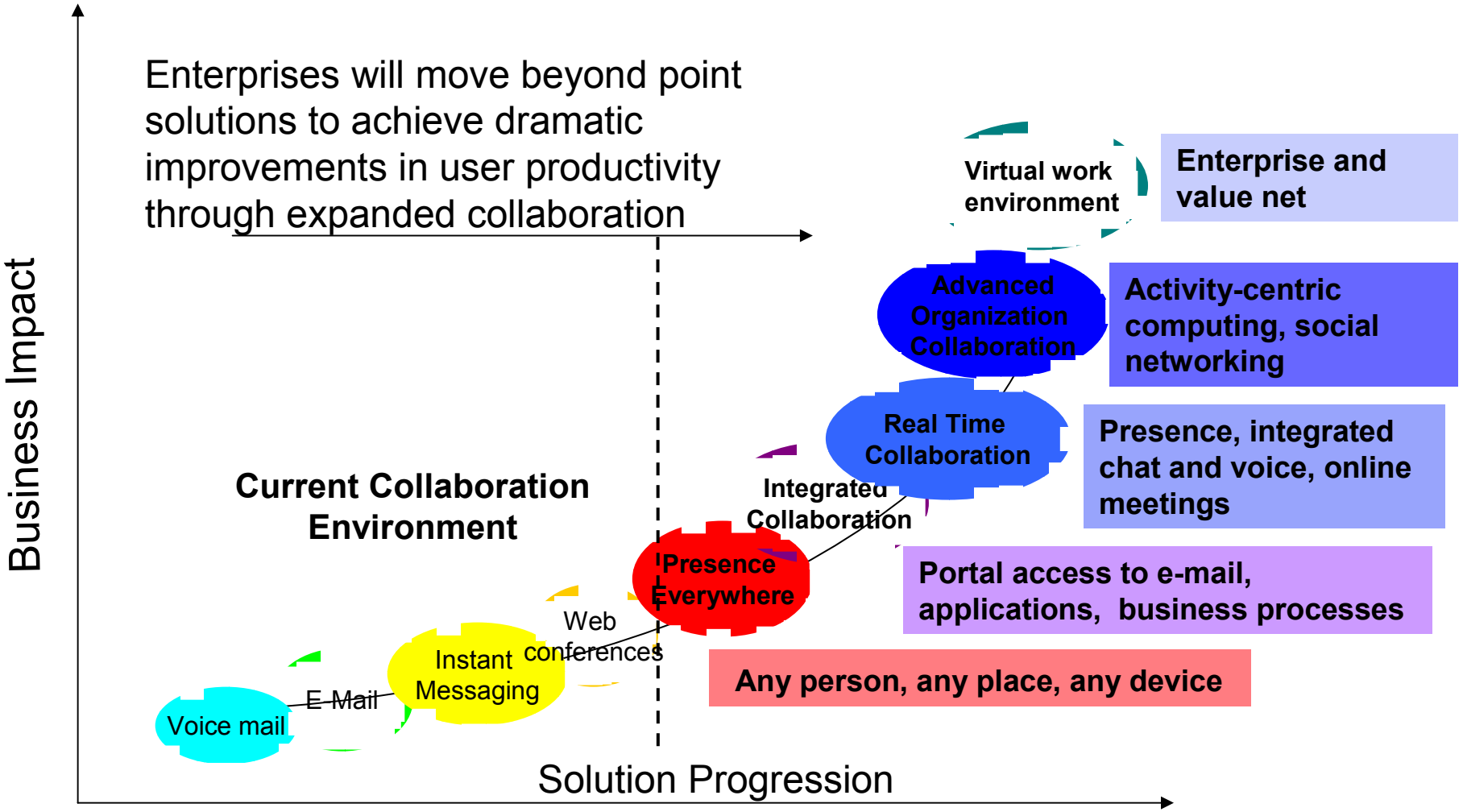
- CEOs view employees as the top source of innovative ideas
- Of the business leaders interviewed, 75 percent ranked collaboration as very important to innovation
- Companies that collaborated extensively outperformed their peers in both revenue growth and average operating margin



* Respondents could select up to three choices.

© Copyright IBM Corporation 2007

User Effectiveness – Improving Business Processes/workflow through enhanced Collaboration Strategies



© Copyright IBM Corporation 2007

Unified Communications and Collaboration services are helping clients to move towards innovative solutions

- *Organizations will derive increasingly greater value as their implementation of converged communications evolves*

Business value

Infrastructure value

Converged communications enabled network and IP switching capability providing: **Lower TCO, increased flexibility and resiliency**

IP telephony solutions

Network convergence

Powerful collaboration capabilities, built on integrated voice, data and video applications **delivering improvements in employee effectiveness and productivity.**

Unified Messaging

Unified Communications Collaboration

Advanced Contacts Centers **helping to deliver improved customer service.**

IP Contact Center

Industry solutions

More competitive business models enabled through the integration of new converged communications capabilities **leveraging all forms of information for anytime, anywhere decisions**

IP telephony — Unified Messaging — Real-time Collaboration — Contact center — Business applications integration →

© Copyright IBM Corporation 2007

What unified communications and collaboration can do for your business

Immediate cost savings

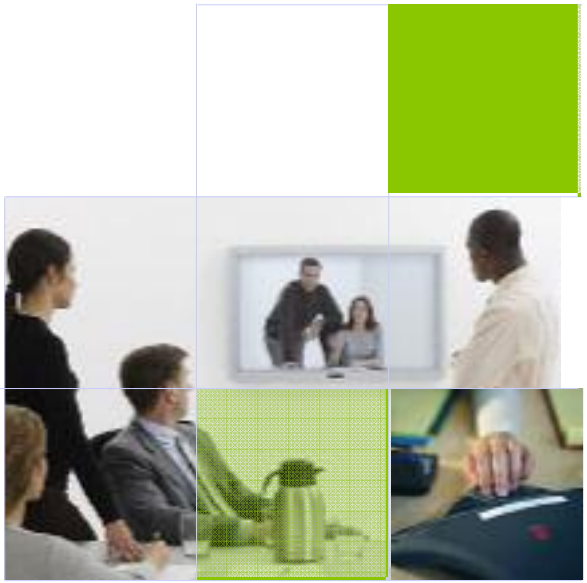
- No more expensive third-party conferencing services
- Consolidated audio, video and Web conferencing capabilities
- Lower travel expenses

Greater operational efficiency

- Cost-effective, enterprise wide dissemination of critical information
- Effective teaming across time zones and business segments
- Flexible team structures, capable of rapid self-organization to meet changing needs

Higher productivity

- More employees working from home
- A more effective, responsive mobile workforce
- Faster communication and less time wasted



© Copyright IBM Corporation 2007

What would unified communications and collaboration mean for employees?

- **Instant, spontaneous communication** with anyone on the network
- **Faster responsiveness** to customers and business partners
- **Rapid resolution of problems** and questions using clear, high-quality communications
- **An intuitive user experience** with little training required
- **Ability to share** presentations, applications or the entire desktop in real time
- **Ability to brainstorm ideas** from anywhere in the world on a virtual whiteboard
- **Easier meeting administration** with integration to calendar, e-mail and corporate directory systems
- **More effective presentations** and training sessions with rich media capabilities
- **At-a-glance view** of who is online and how they can be contacted

Empowering Your Best Assets!

© Copyright IBM Corporation 2007

Additional Slide….your greatest assets
How do the creative people in your organisation work?

click to call click to video instant poll
click to audio conference instant
instant messaging instant discussion
discussion presence awareness
blogging Communities profiles
social networking web
conferencing TelePresence
TelePresence tagging
portals document sharing wikis
instant mobile messaging Mashups Web 2.0

© Copyright IBM Corporation 2007