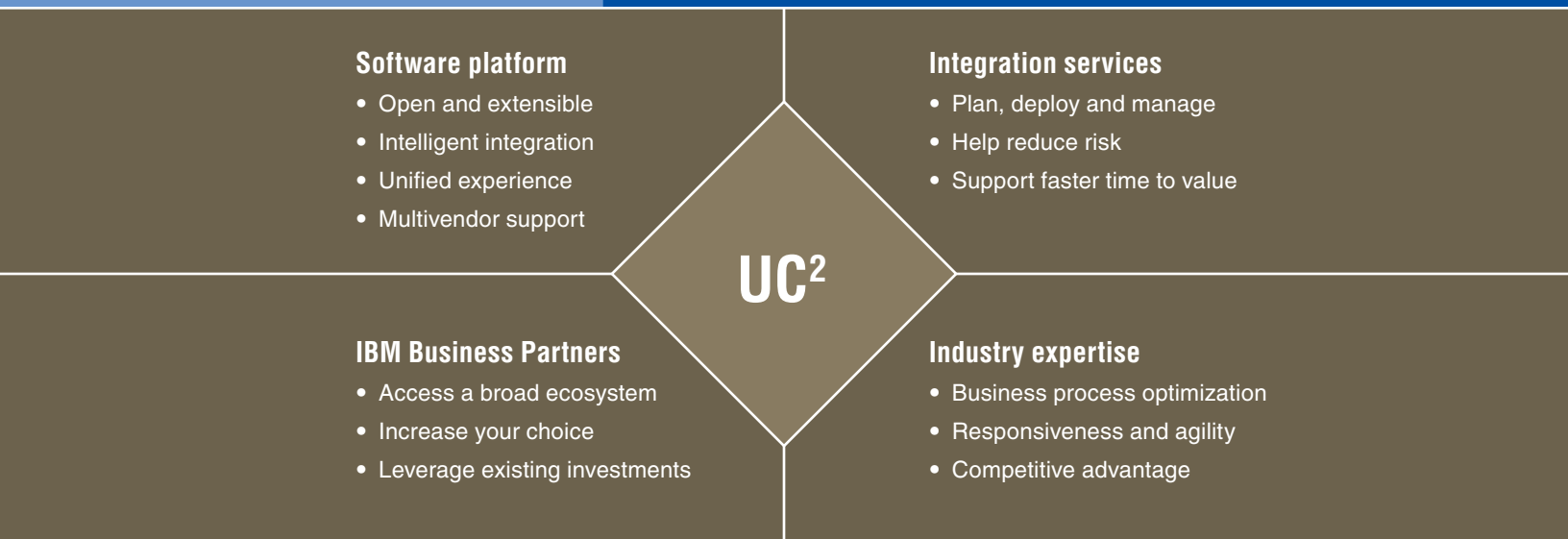**Lotus**® software

IBM

Streamline your business communications with unified communications and collaboration solutions from IBM.

Creating a competitive advantage

It's no secret that communication and collaboration can fuel the efficiencies and advancements businesses need to stay ahead. The challenge is how to make it work simply and cost-effectively given increasingly dispersed and mobile workforces, customers, suppliers and business partners. IBM delivers the essential software, hardware, consulting services and strategic partner alliances that allow you to implement a holistic unified communications and collaboration strategy across a multivendor environment.

The IBM Unified Communications and Collaboration ($UC^2{}_{TM}$) strategy fosters innovation and business agility by making it easier for people to collaborate through a unified user experience. The IBM UC^2 vision combines rich presence, instant messaging, e-mail, unified messaging, and your existing telephony, Web, audioconferencing and videoconferencing capabilities into a single integrated and highly flexible user interface. It helps employees to more securely collaborate in realtime with colleagues in geographically dispersed locations.

Software platform
- Open and extensible
- Intelligent integration
- Unified experience
- Multivendor support

Integration services
- Plan, deploy and manage
- Help reduce risk
- Support faster time to value

UC^2

IBM Business Partners
- Access a broad ecosystem
- Increase your choice
- Leverage existing investments

Industry expertise
- Business process optimization
- Responsiveness and agility
- Competitive advantage

Combining communications and collaboration for exponential benefits
IBM Lotus® Sametime® software is a critical component of the IBM UC^2 strategy. An open, extensible platform, IBM Lotus Sametime software is designed to work with your existing IT, telephony and video infrastructures so you can leverage and enhance your existing investments. It is the foundation that can help you achieve better integration of multiple, multivendor business communications.

But that's just the beginning—services from IBM combine with Lotus Sametime software and strategic IBM Business Partner alliances to support the UC^2 strategy and provide some pretty impressive benefits.

Improve business effectiveness
The UC^2 strategy helps transform collaborative relationships, increasing collaboration between employees, suppliers and customers. It also enables you to streamline business processes—your employees get a front-end experience that's intuitive, simple and consistent, masking the complexities of your back-end systems.

Foster customer loyalty
The UC^2 strategy can help your employees anticipate customer needs. For example, help-desk employees can capture and reuse knowledge shared in realtime, reducing the burden of independent problem resolution with solution sharing.

Strengthen business partner relationships
Use the IBM UC^2 strategy to help you work more closely with business partners by enhancing your supply chain to better satisfy customer needs, as well as helping to ensure that your partners are knowledgeable about the products and services they sell on your behalf.

Increase employee productivity
This initiative unifies communications and collaboration to provide virtually anytime, anywhere access—your employees can use instant messaging, screen sharing, VoIP, chats, persistent chats, telephone calls and video to keep in touch in real-time, across the business processes and applications they use every day.

Speeding time to value with services from IBM

IBM Global Technology Services provides a portfolio of services to help you quickly and easily realize the benefits of unified communications and collaboration. These services are an integral part of the IBM UC^2 strategy. Globally available, skilled practitioners with extensive experience using proven methodologies can help you design, implement and manage the solution that's right for your business needs. With these services you can help maximize your return on investment while minimizing risk.

IBM Converged Communications Services can help design, build, integrate and manage the voice, video and data communications environments that are at the core of unified communications and collaboration. The services provide a full range of capabilities—from lowering total cost of ownership by converging networks and implementing IP telephony to creating a realtime collaboration environment that includes audio, video and Web conferencing to help improve employee effectiveness and productivity. These services from IBM, combined with the products and services from our industry-leading Business Partners, deliver a robust, tailored, unified communications and collaboration solution.

IBM Mobility and Wireless Services enable employees, business partners and suppliers to connect and collaborate virtually anytime, anywhere. These services can help your organization increase flexibility and employee productivity by removing the tether that has tied employees to traditional work locations. Services address wireless campus (on premises) and mobile connectivity (off premises) components, as well as provide expertise to help you define your enterprise mobility strategy, and plan, architect, integrate and implement proposed solutions.

IBM End User Support Services deliver one-on-one assistance to your end users, enabling them to optimize the benefits of your unified communications and collaboration environments. End user help desk, which is based on a single point of contact, brings together global, multilingual, multi–time zone IT help desks and helps resolve issues quickly and accurately. The self enablement portal service uses innovative technology to empower end users in resolving their issues without the need for live support assistance. The portal can deliver personalized multilingual services designed to reduce the number and duration of help desk support requests, resulting in a lower total cost of ownership and improved productivity.

IBM Threat Mitigation Services can help you get more from your security investments while helping to reduce the cost and complexity of safeguarding your business from malicious activity—it helps you intervene before cyber threats breach your infrastructure. These services, which include products and services from the IBM Internet Security Systems™ suite, offer network protection, endpoint protection and enhanced application integrity services, as well as security and vulnerability management capabilities.

IBM Identity and Access Management Services help protect your organization by validating and managing user access. Building on the proven capabilities of IBM Tivoli® access management products, these services can help you comply with regulations, streamline access protocols and enhance organizational security.

Why IBM?

As you move toward a unified communications and collaboration strategy, there are many reasons to choose IBM.

Lotus Sametime software is an award-winning platform that delivers a wide range of capabilities, including presence awareness; instant messaging; on-premise and Web conferencing services; VoIP; and telephony, audio and video integration — for multiple platforms and devices. With more than 20 million enterprise users worldwide, it can provide the choices and capabilities that organizations need to work together in realtime — with the security features your business requires. Coupled with this software leadership, IBM brings a unique combination of consulting and services, along with products and services from industry-leading Business Partners, to deliver a comprehensive solution that can give you a competitive advantage.

For more information

To find out more about the IBM Unified Communications and Collaboration strategy, contact your IBM representative or visit:

ibm.com/lotus/UC²