Unified Communications

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Agenda

- Nortel IBM relationship
- SCS500
- Unified Communications next steps

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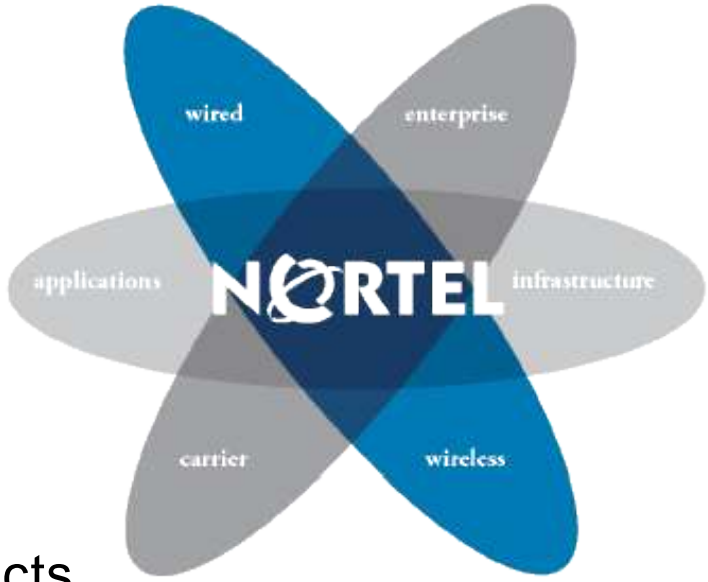
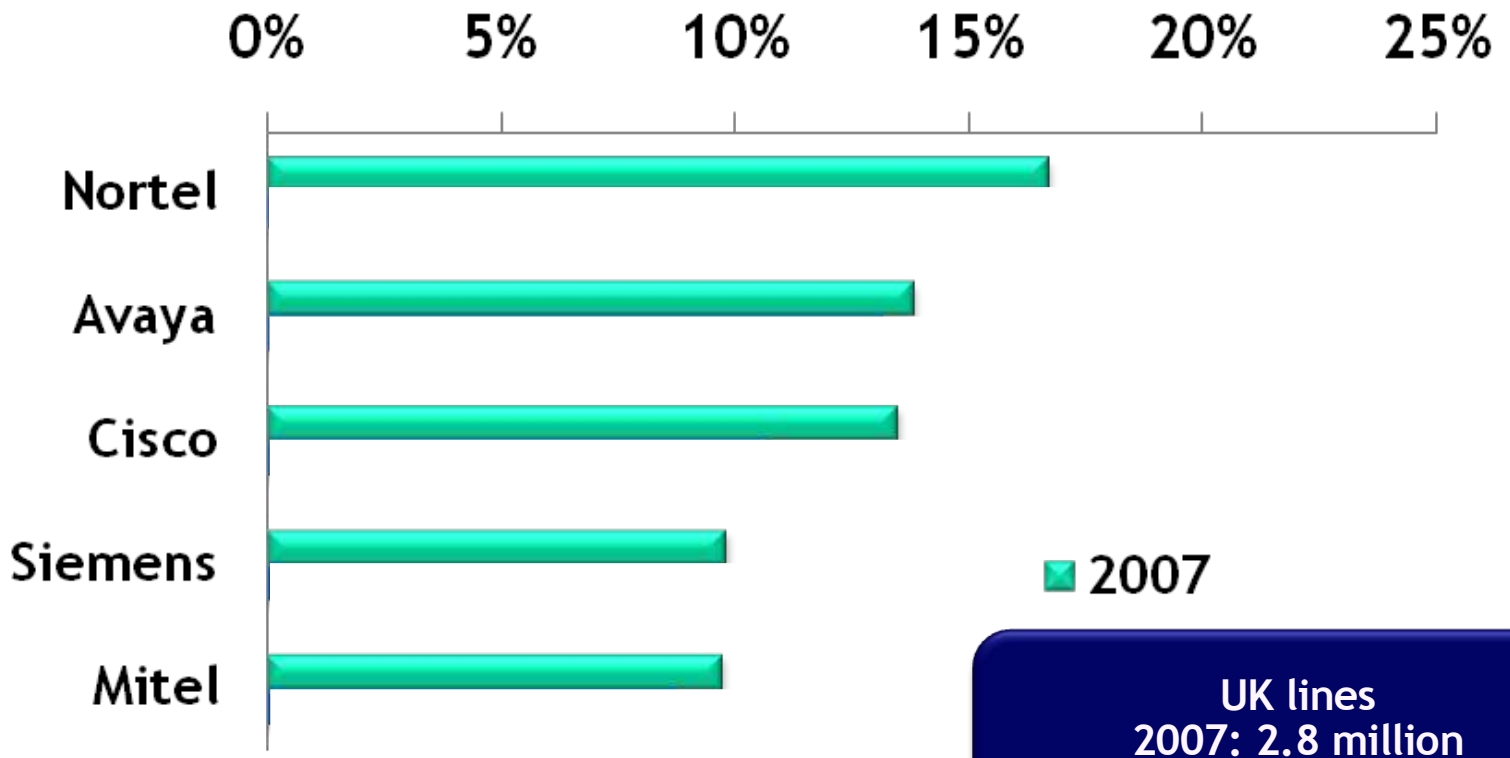
Facts about Nortel



- Among top three leaders in Voice, Data, Applications
- 20+ years experience in SMB market leadership
- A broad portfolio of standards-based products
- An extensive partner community operating in 150 countries around the world
- Partnerships with industry leaders including Microsoft, IBM and Dell
  - **15 million SMB users**
  - **50 million Enterprise Users**
  - **50 million Data Networking Users**

Nortel Propositions and Priorities

Voice Infrastructure



Source: Canalys estimates, March 2008

UK lines
2007: 2.8 million
Growth: 0.9%

IBM's Unified Communication & Collaboration Vision

- **To foster innovation and business agility by making it easier for people to connect with, reach out to and collaborate with one another through a** unified experience

IBM realizes this vision by delivering an open and extensible software platform **with** market leading hardware platforms and services that integrate **presence awareness, instant messaging, e-mail, unified messaging, Web, voice, video, telephony and business applications across** multivendor environments

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Joint Nortel & IBM Mission

Deliver customer-centric solutions that transform enterprise and carrier communications

Market Objectives –

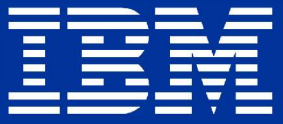
- Develop innovative solution together that meet customer needs
- Create new opportunities for our channel partners
- Expand opportunities for Nortel and IBM Integration Services
- Customer evolution to unified communications and communications-enabled business processes

A Solid Alliance – Nortel and IBM

- Dedicated sales and engineering support globally
- Joint development center investing in pipeline of innovation
- Complementary services partnership to ensure quality of experience
- Nortel is the exclusive IBM communications partner in SOA applications

Nortel-IBM Value

Vision: help our customers align their IT investments with their business strategies – business convergence



Vision: foster innovation and business agility via unified communications and open extendible platforms

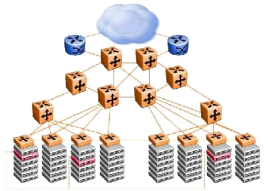
- **Increased business agility**
- **Superior customer engagement**
- **Streamlined business processes**
- **Secure anytime/anywhere communications**
- **Network simplification and reduced TCO**
- **Simplified new service creation and delivery**
- **Seamless service mobility**
- **Differential policy enforcement**
- **Simplify business and back office processes**
- **Network management solutions**

Better together for Enterprise transformation

More about Nortel

IVR

Web Services (SOA)



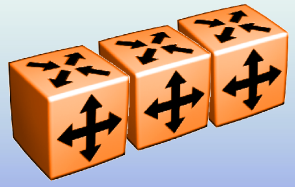
Data Centre Virtualisation

Contact Centre

Unified Comms Collab & Conf

Telepresence

Voice Infrastructure



Data Infrastructure
Wired Wireless & Optical

Carrier + Enterprise

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Nortel Customers

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Data Centre Virtualisation & Green IT

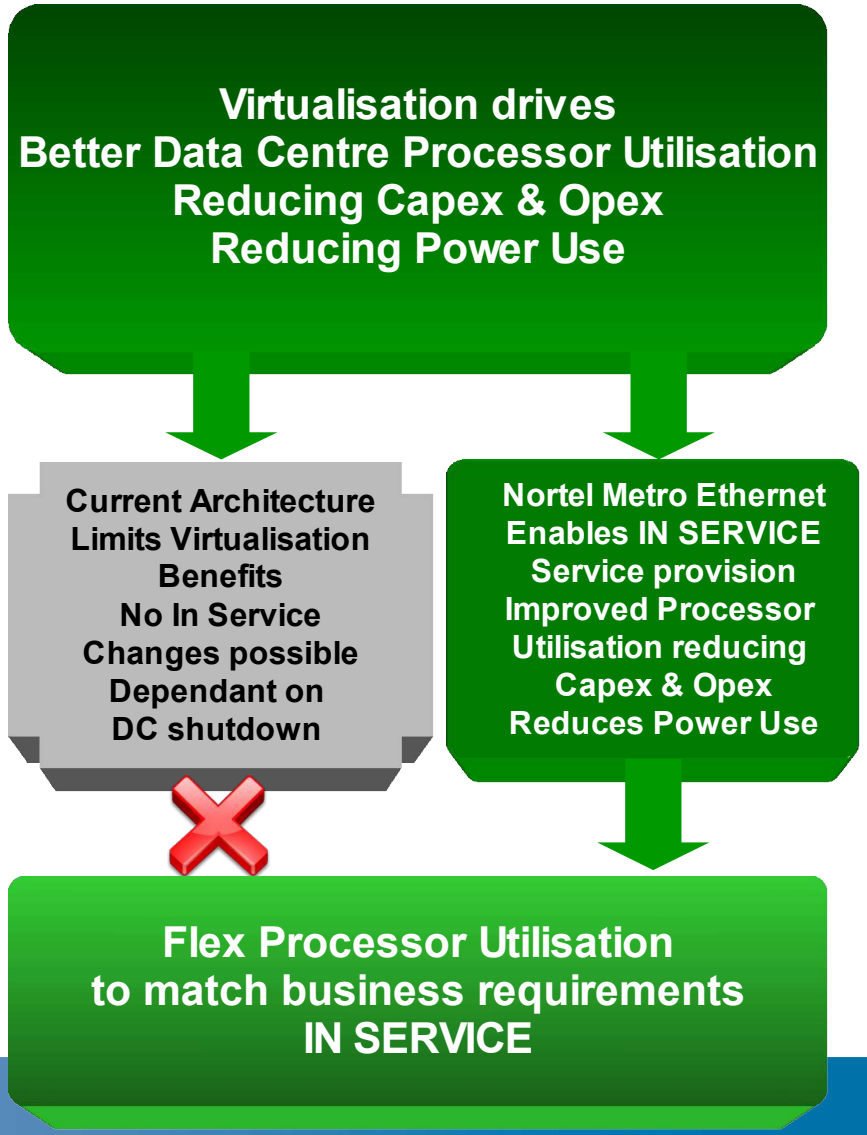
On-Demand Data Centre Resource Allocation

Need for server *Provisioning* for new projects or additional services.

Ability in near real-time to provide the appearance of continuous operations even in the face of physical hardware failure (*Dynamic Server Migration)*.

Enable distribution of resources across geographically diverse data center for Business Continuity Planning (*BCP*)

Facilitate server *Roll-on and Roll-off* in the face of changing work arrival rates.



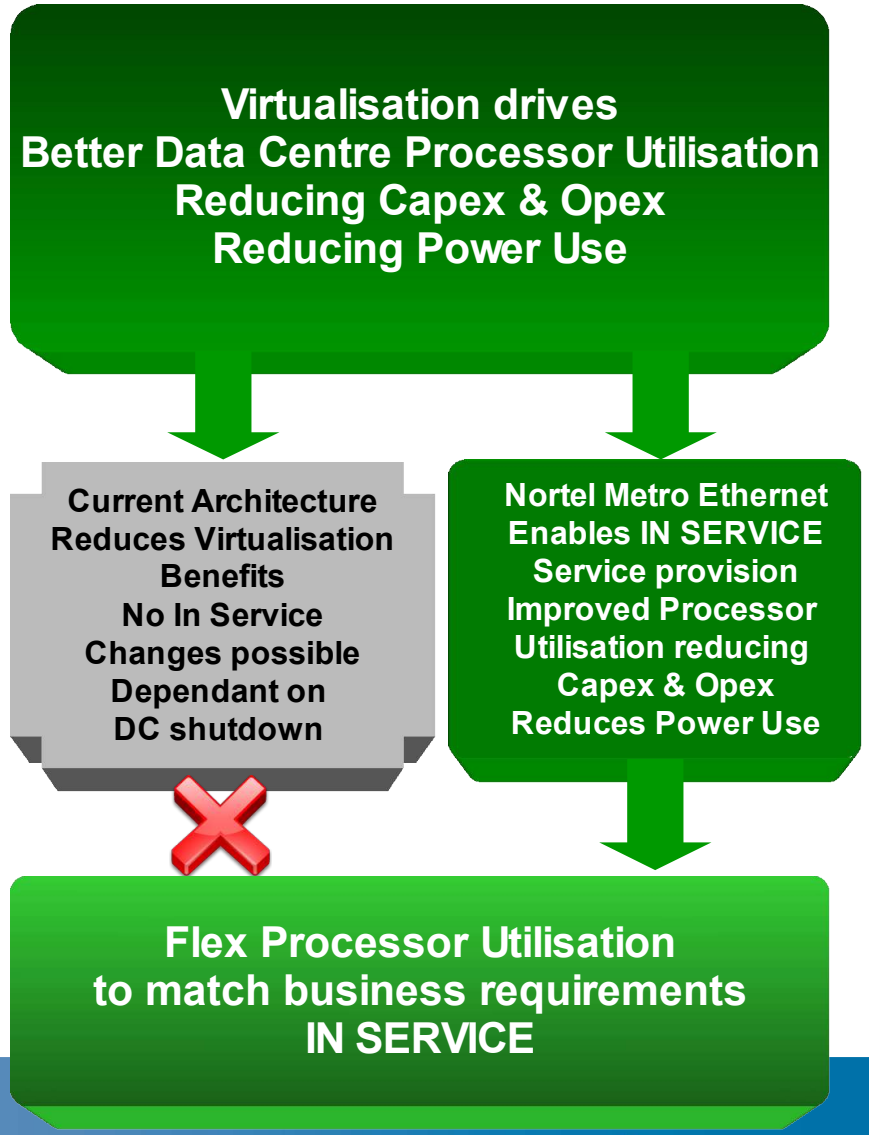
Nortel Innovation
Data Centre Virtualisation

AMD recently commissioned a survey of 1,200 IT organizations on "Power Consumption and Cooling in the Datacenter". The core finding is that enterprises are all over the map on how they're addressing rising costs and power consumption. "While 44 percent were able to supply more power to the datacenter, 27 percent chose to consolidate servers," the report notes, "25 percent reorganized their servers into hot-aisle/ cool-aisle configurations, and 23 percent increased the size of their datacenters."

What the study doesn't say is that despite the push for lower-power CPUs and more efficient configurations (blades and SANs and such), ***the biggest impact of rising energy costs is that it accelerates the virtualization tsunami. And the most meaningful impact of this acceleration may be more manageability and flexibility.***

InfoWorld

IBM



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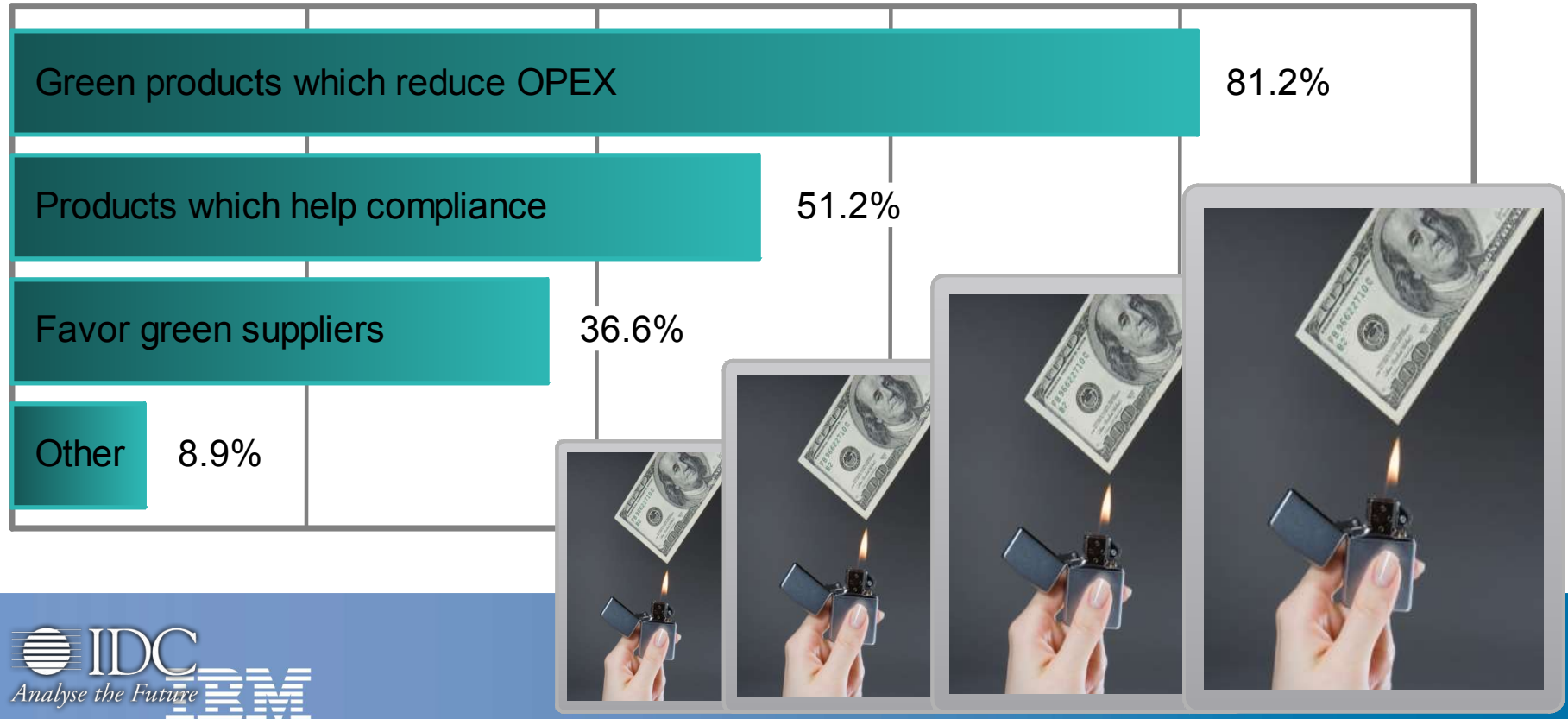
Green IT: CIO Leadership

Understanding the Opportunity

Why is IT supplier “greenness” important to your organization?

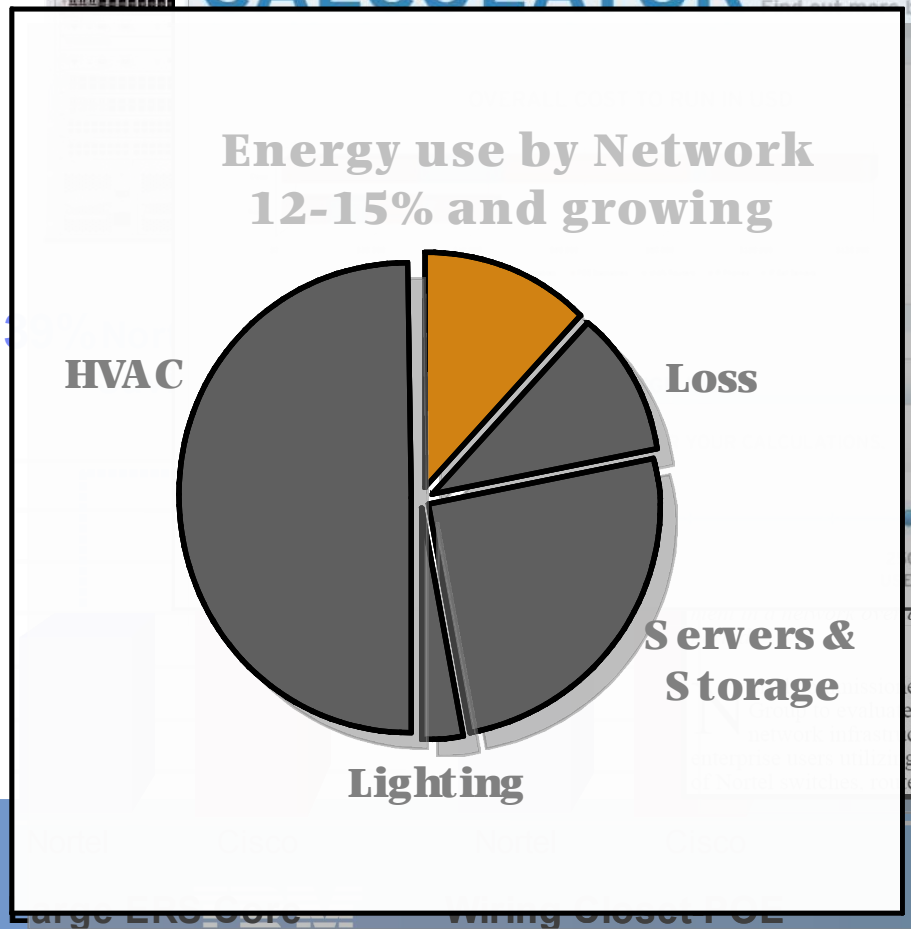


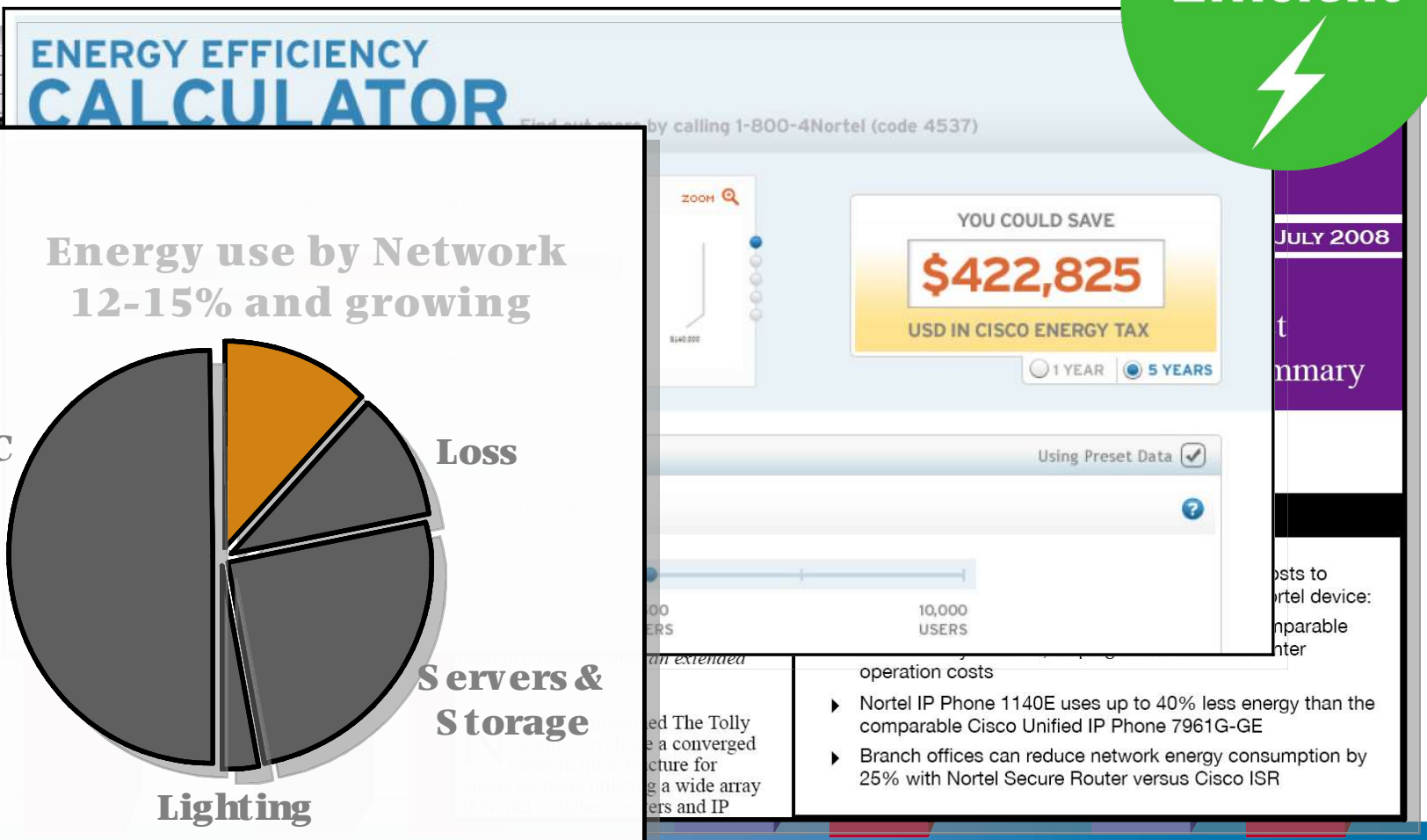
IDC Analyse the Future
IBM

Nortel vs. Cisco - Energy Consumption Evaluation

Converged LAN Campus, Data Center and WAN

008 Tolly Group Test www.nortel.com/getthefacts





Energy Efficient

Nortel Cisco Nortel Cisco

IP Phones **Branch Routers**

Branch Routers

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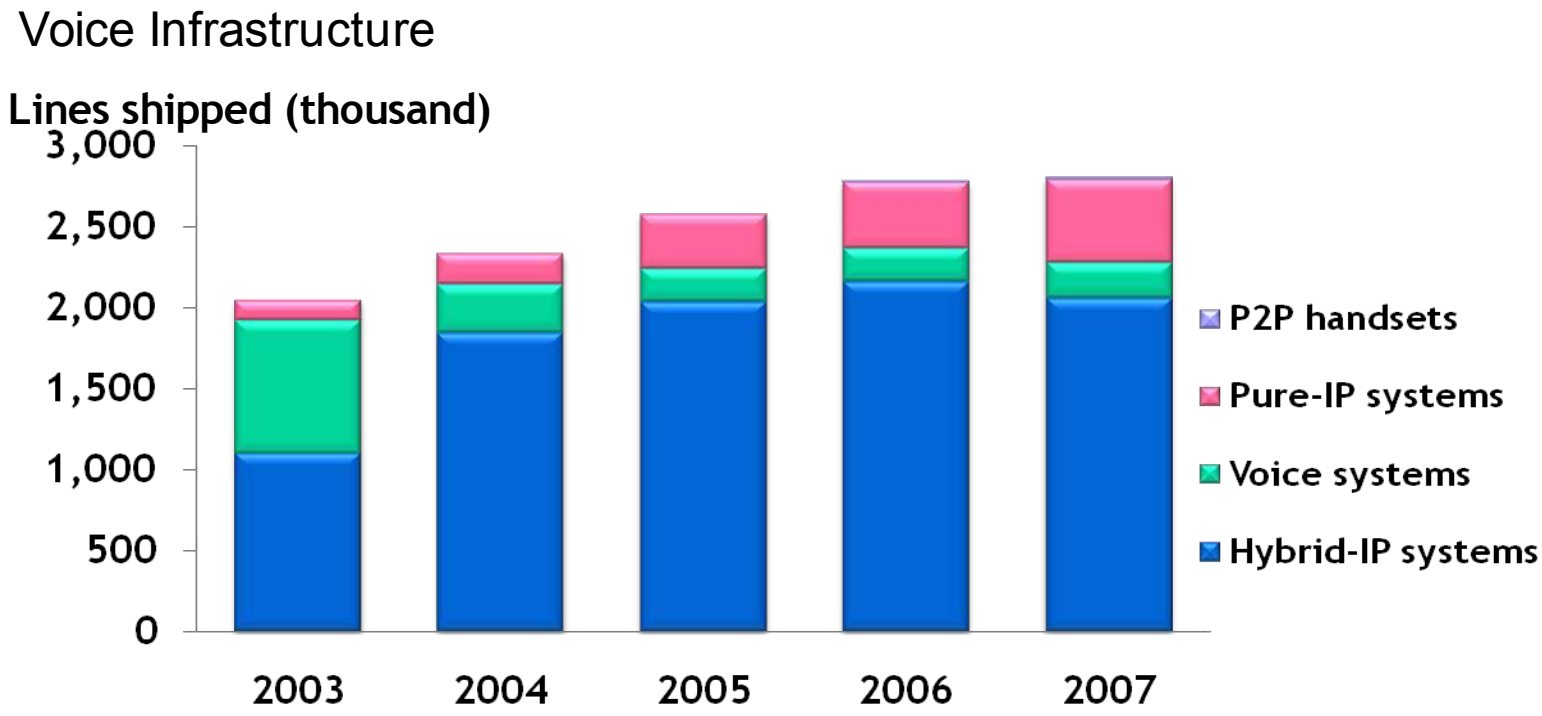
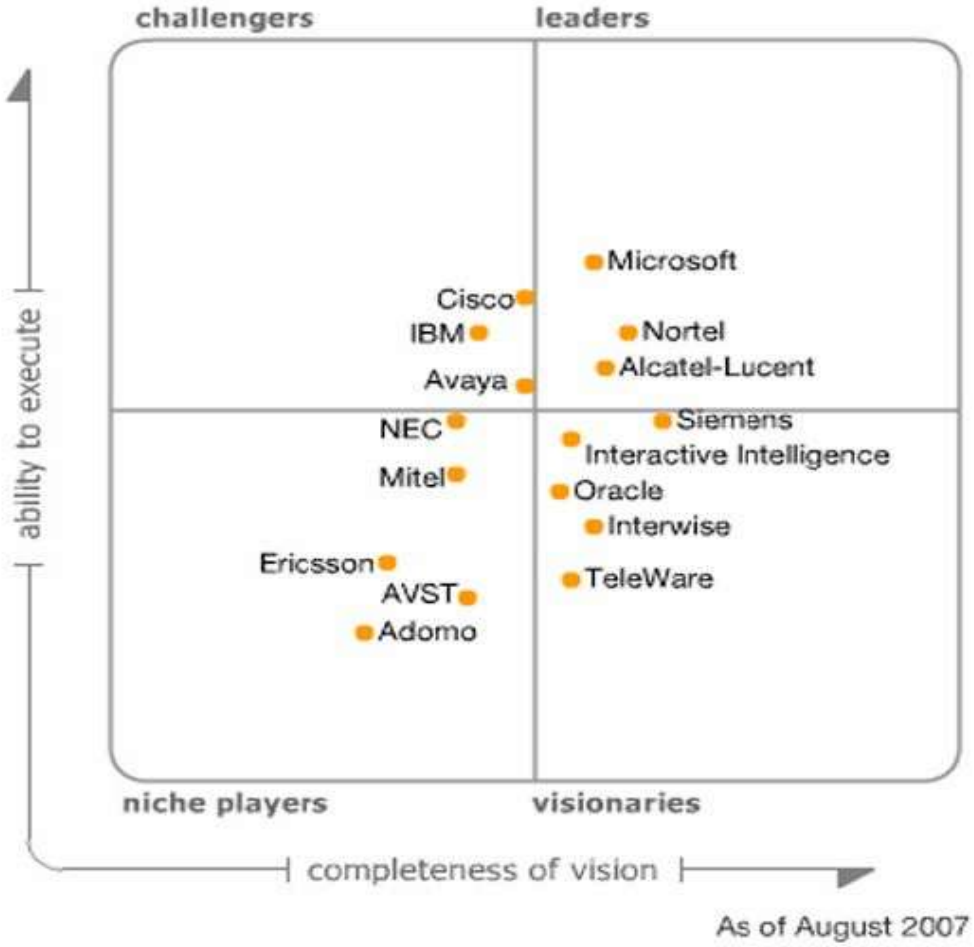
Nortel Propositions and Priorities



Source: Canalys estimates, March 2008

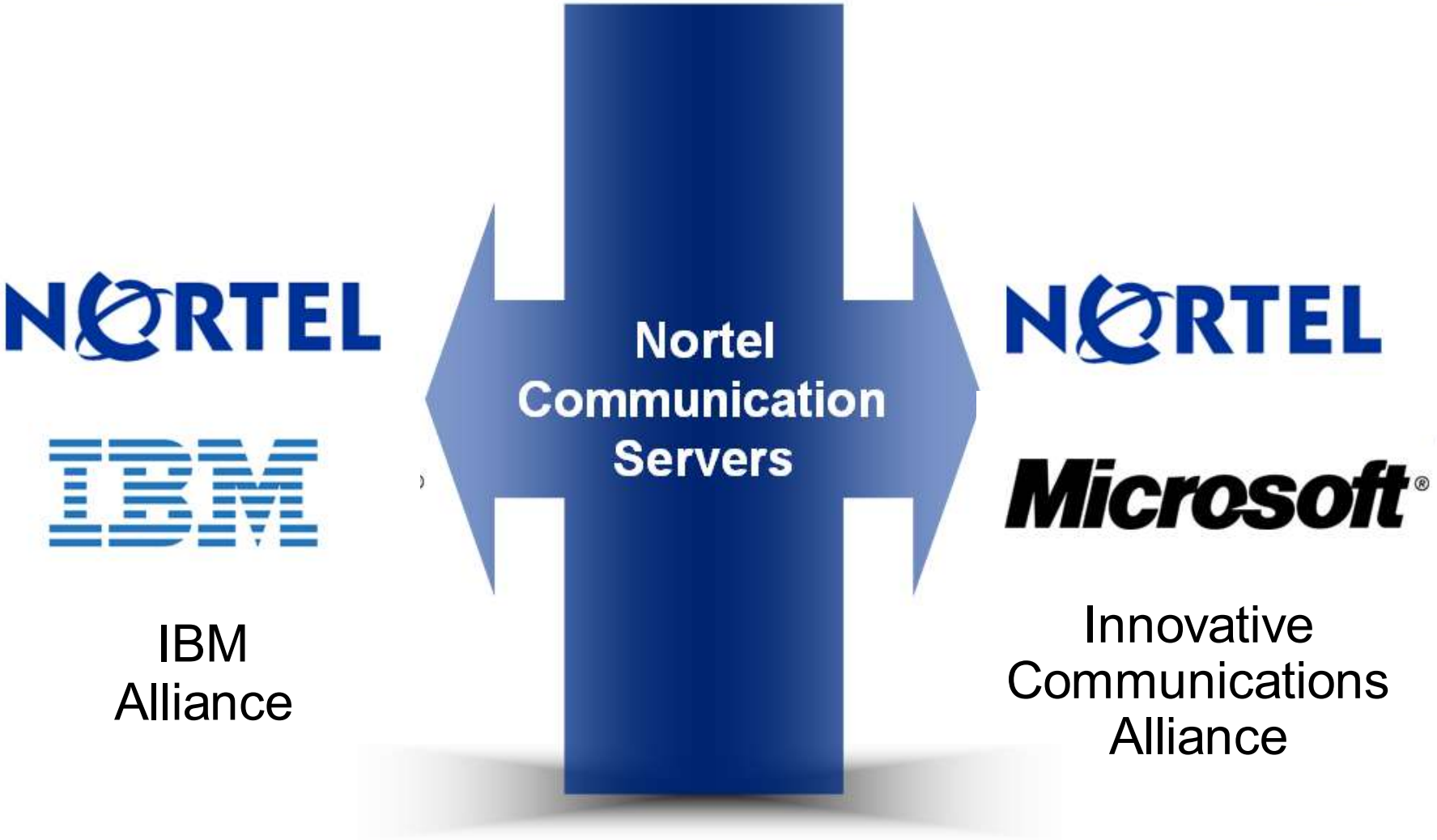
Gartner Magic Quadrant
Unified Communications, 2007*



Magic Quadrant for Unified Communications, 2007; Bern Elliot, August 20, 2007

"This Magic Quadrant graphic was published by Gartner, Inc. as part of a larger research note and should be evaluated in the context of the entire report. The Gartner report can be viewed at: http://mediaproducts.gartner.com/reprints/nortel/150273.html

Unified Communication Partnerships



Richer Communication & Collaboration

Nortel Agile Communication Environment

Communications Enabled Applications and Business Processes

Unified Communications

IP Telephony

Total Cost of Ownership &

Virtualization

Context

Agile

Business

Business

Productivity

Personal &
Leverage Business

Group
Process

Productivit

Anyyher

e

Anytime

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What is Unified Communications?

- One Access Point for all communications
- One method for accelerating all transactons
- A more productive operation
- One reason customers are more satisfied
- Accelerated Speed to results
- One path to greater profit potential
- Certainty in connecting with your team
- One open door to let in opportunity

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Nortel SCS500/IBM Power Systems Unified Communications Solution

Product Overview

- **Combines Nortel's Software Communication Server and IBM Power Systems**
- **Designed for small and medium businesses with simplicity, reliability, and ease of use**
- **Supports industry standards like Session Initiation Protocol (SIP)**
- **Integrates with Lotus Sametime, Lotus Domino or Microsoft Exchange**

Integration with Business
And Collaboration Applications

Designed for Security and Reliability

Wide Choice of Phones and Gateways

Backed by two brands you can trust

NORTEL IBM

IBM Power Systems Platform and SCS500

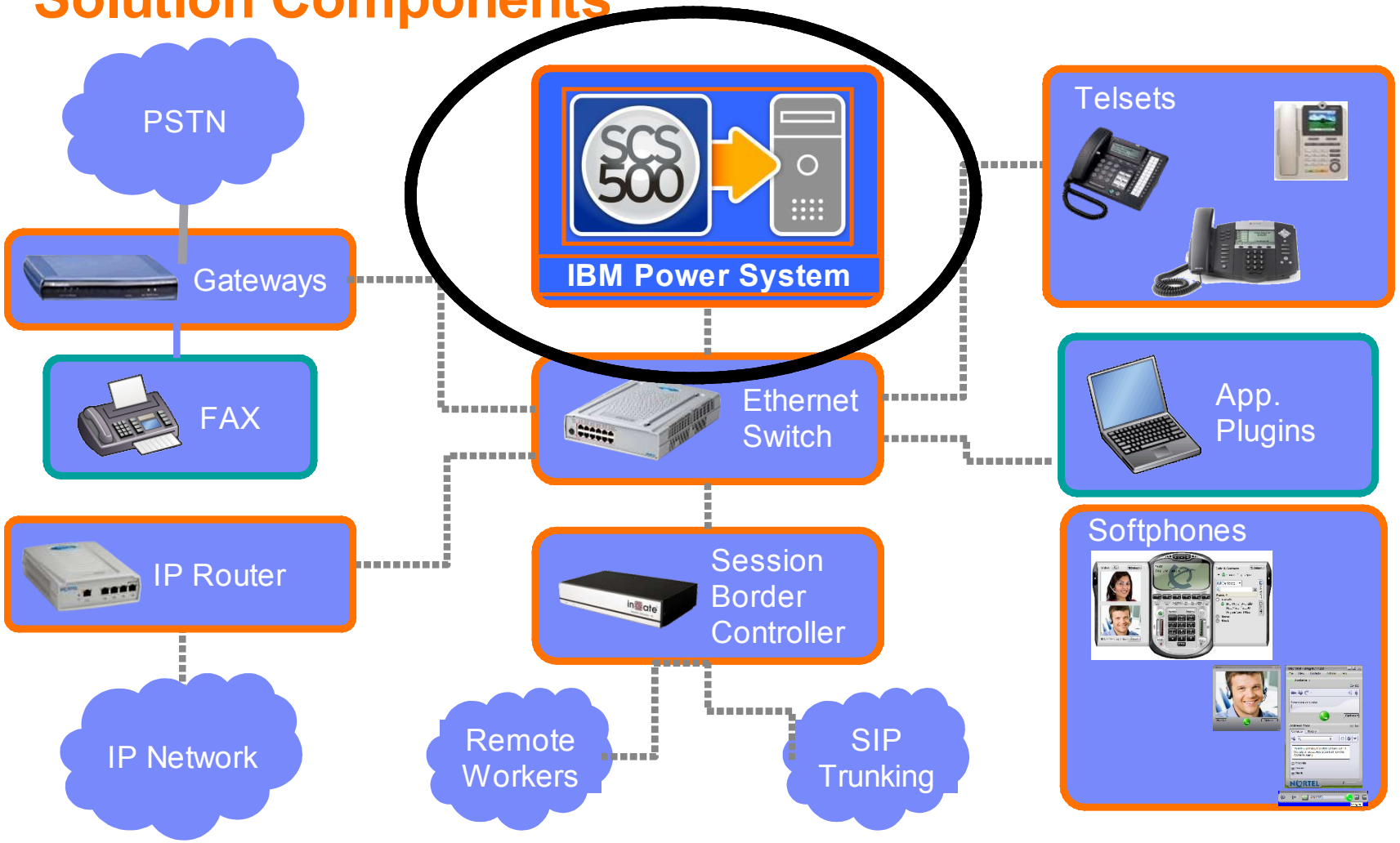
Reduce costs, boost productivity and increase your competitive advantage

Value Proposition

- Deploy a complete IP telephony suite on one system *or even part of a system*
- Leverages existing Network. Will integrate existing Voice and Data Network
- Integrate your voice, collaboration and business applications *to potentially reduce costs while increasing customer satisfaction*
- Extend the IBM Power System benefits of simplicity, reliability, integration, *vertical growth and security to IP telephony*

Software Communication System (SCS) 500

Solution Components



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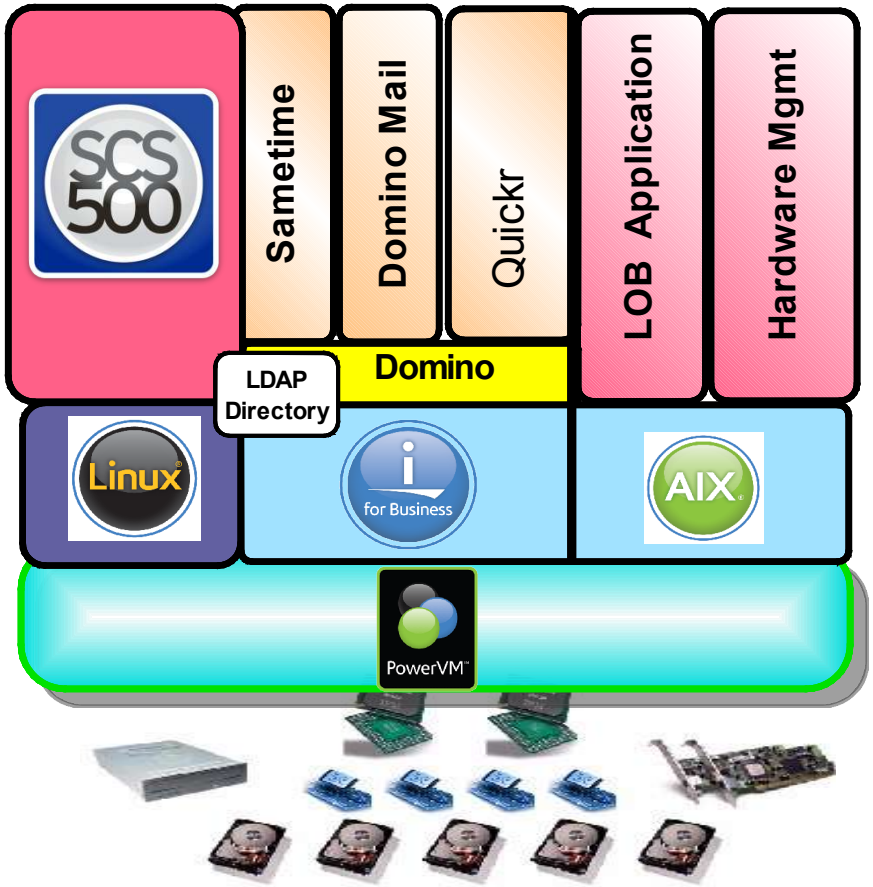
IBM Power Systems and SCS-architectural overview

The ideal platform for a hyperconnected enterprise

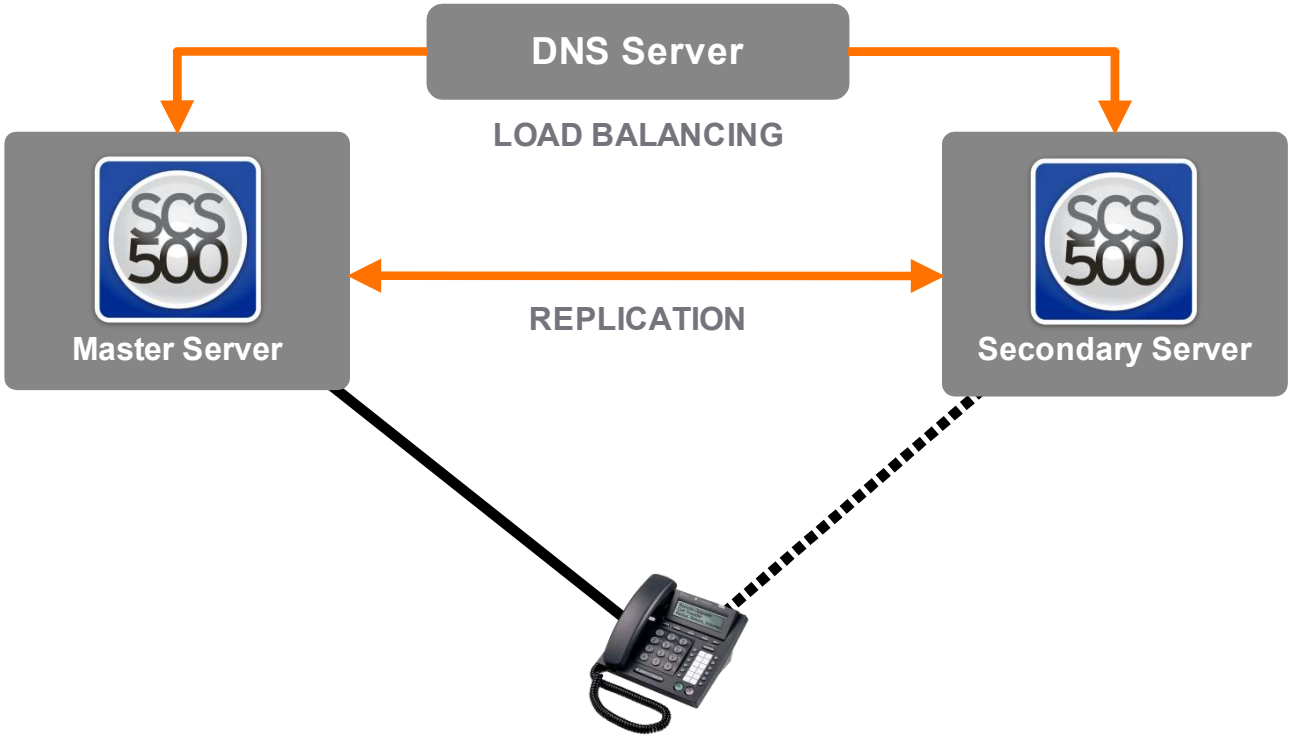


IBM Power Systems: The platform for the Hyperconnected Environment

- *Highly Virtualized Resources*
- *Security and Business Resilience*

- *Business-Driven Service Management*
- *Effizient, Green and Optimized Infrastructure and Facilities*
- *Enterprise Communications Architecture*

SCS500
High Availability Design



Application Overview

Find me/Follow me	Sophisticated and easy-to-use, keeps your mobile employees accessible
Conferencing	Advanced, flexible and user-friendly multi-party conferencing capabilities for up to 200 attendees (including Meet me conferencing)
Auto Attendant	Enterprise-grade attendant for a personalized customer experience
Personal Auto Attendant	Empowers employees with mailbox customization; press 1 to leave a voicemail, 2 to reach my cell, etc.
ACD	Simple to configure and use yet highly effective contact center solution for up to 50 agents for businesses that just need the basics
Voice/Unified Messaging	Simple and flexible voicemail users can retrieve from their hard client, Softphone, portal or even via email.
Call Detail Reporting	Complete set of call records that are easy to access, browse and export

Phone Clients

	LG-Nortel IP Phone 6804	LG-Nortel IP Phone 6812	LG-Nortel IP Phone 6830
Level	**Entry level phone**	**Intermediate-level phone**	**Professional-level functionality**
User	**“Low-use” common areas: lobbies, conference rooms**	**Knowledge workers, most employees**	**Attendants and office managers**
LCD Display	**N/A**	**3 line x 24 character LCD**	

LG Nortel

Nortel

- **Nortel 1535 Video Phone**

Polycom

IBM

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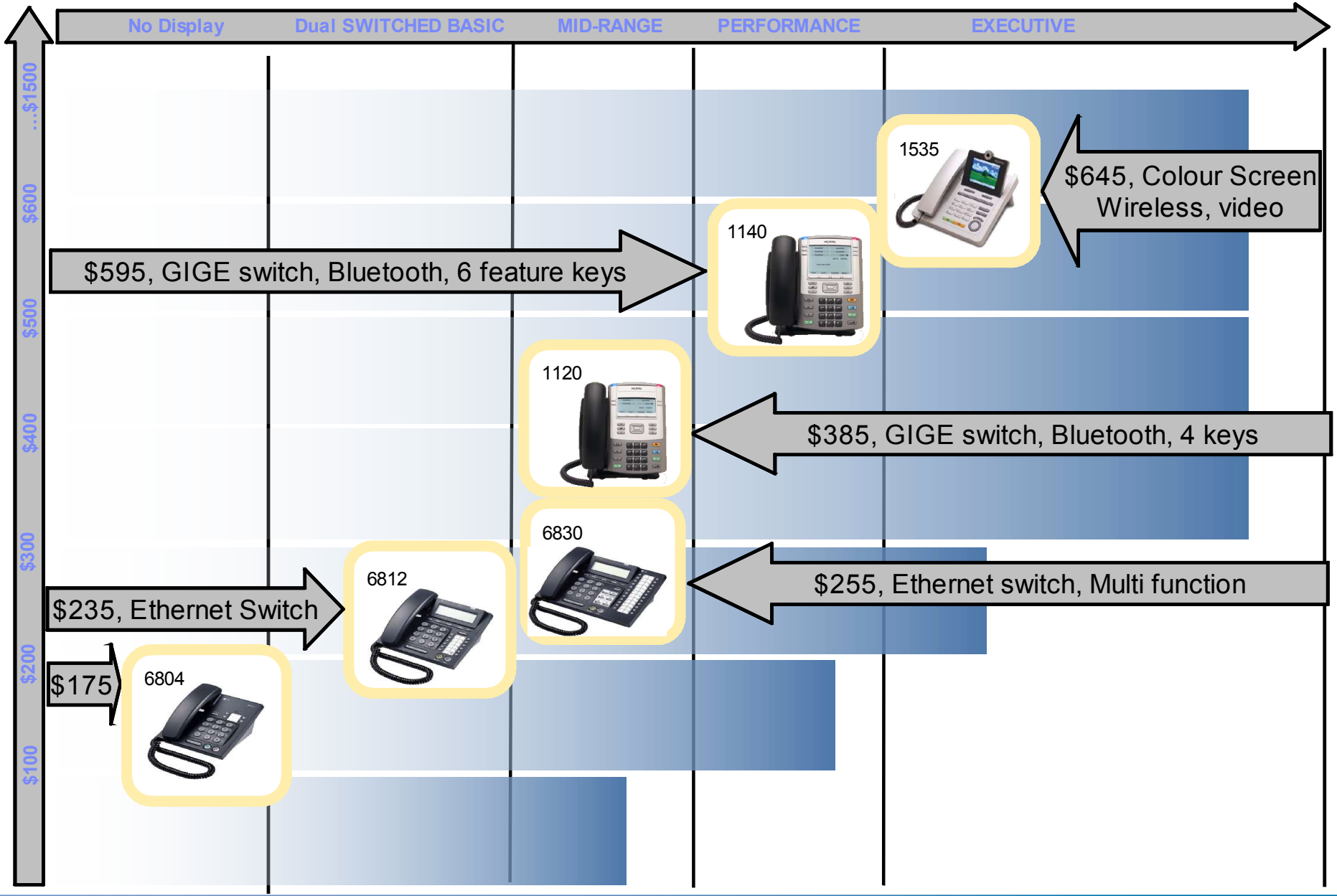
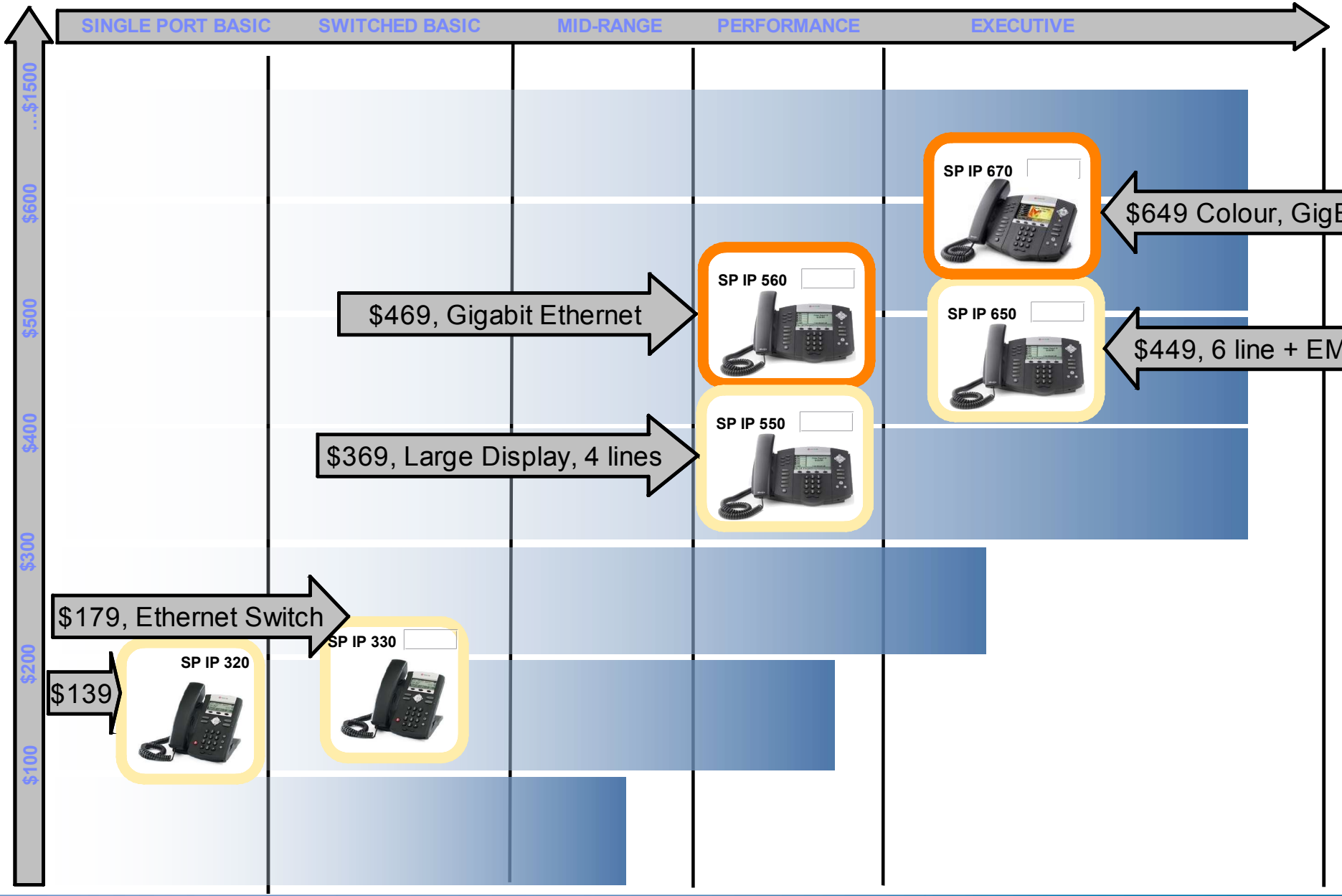
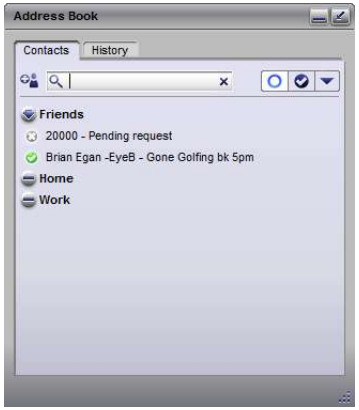
SCS500 Nortel Desktop Q408 Roadmap



Polycom VoIP Desktop

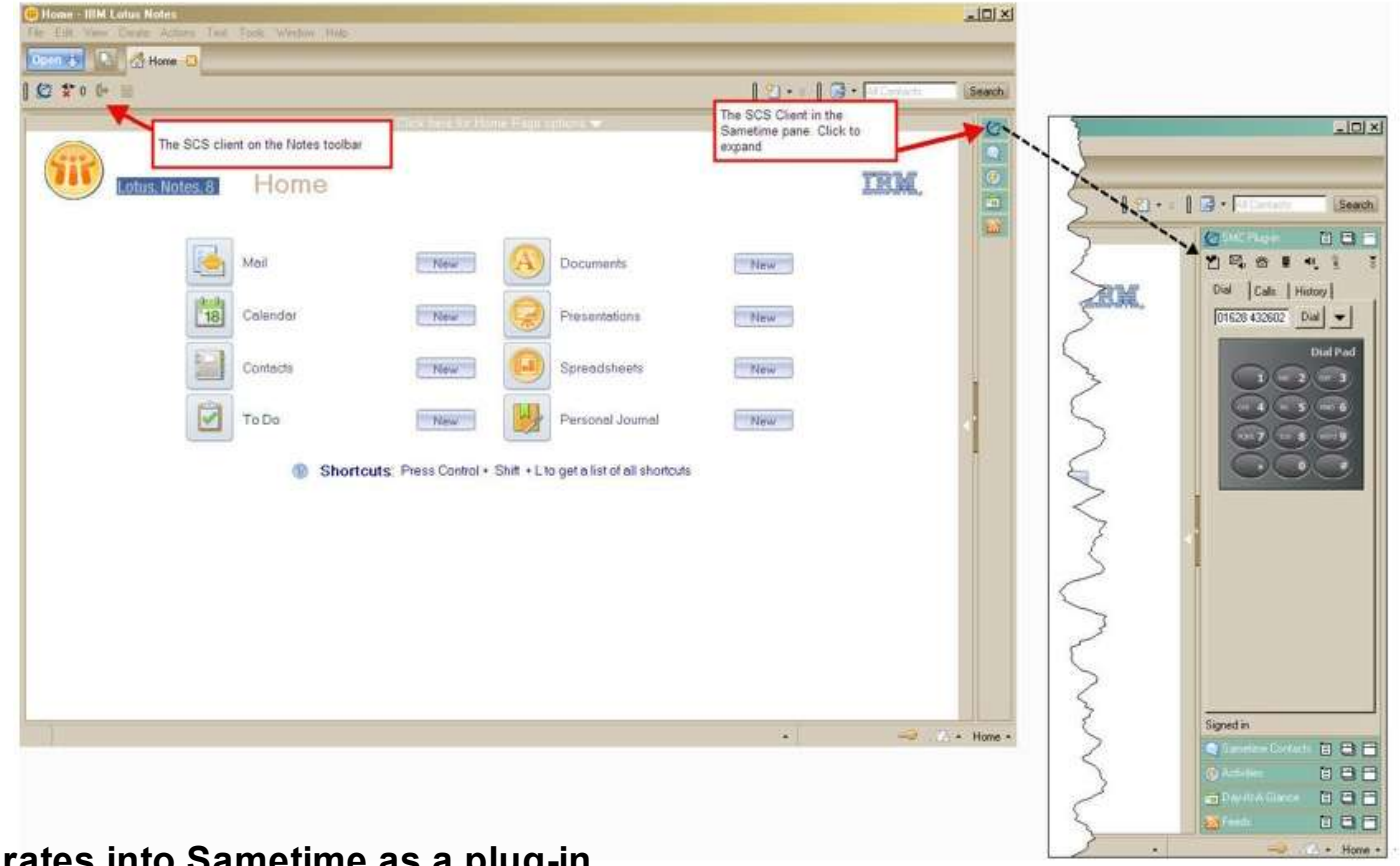


SCS500 Nortel Unified Communication Client 3455/56



UC3455/56
Voice, Video,
Conference
IM, Presence,
Voice&Video Recording

SCS500 IBM Lotus Notes/ Sametime Plug-in



- **Integrates into Sametime as a plug-in**
- **Integrated into Lotus Notes 8.0 as part of the Sametime integration**
- **Supported by Windows 2000, XP, and Vista Operating Systems**

Find Me / Follow Me

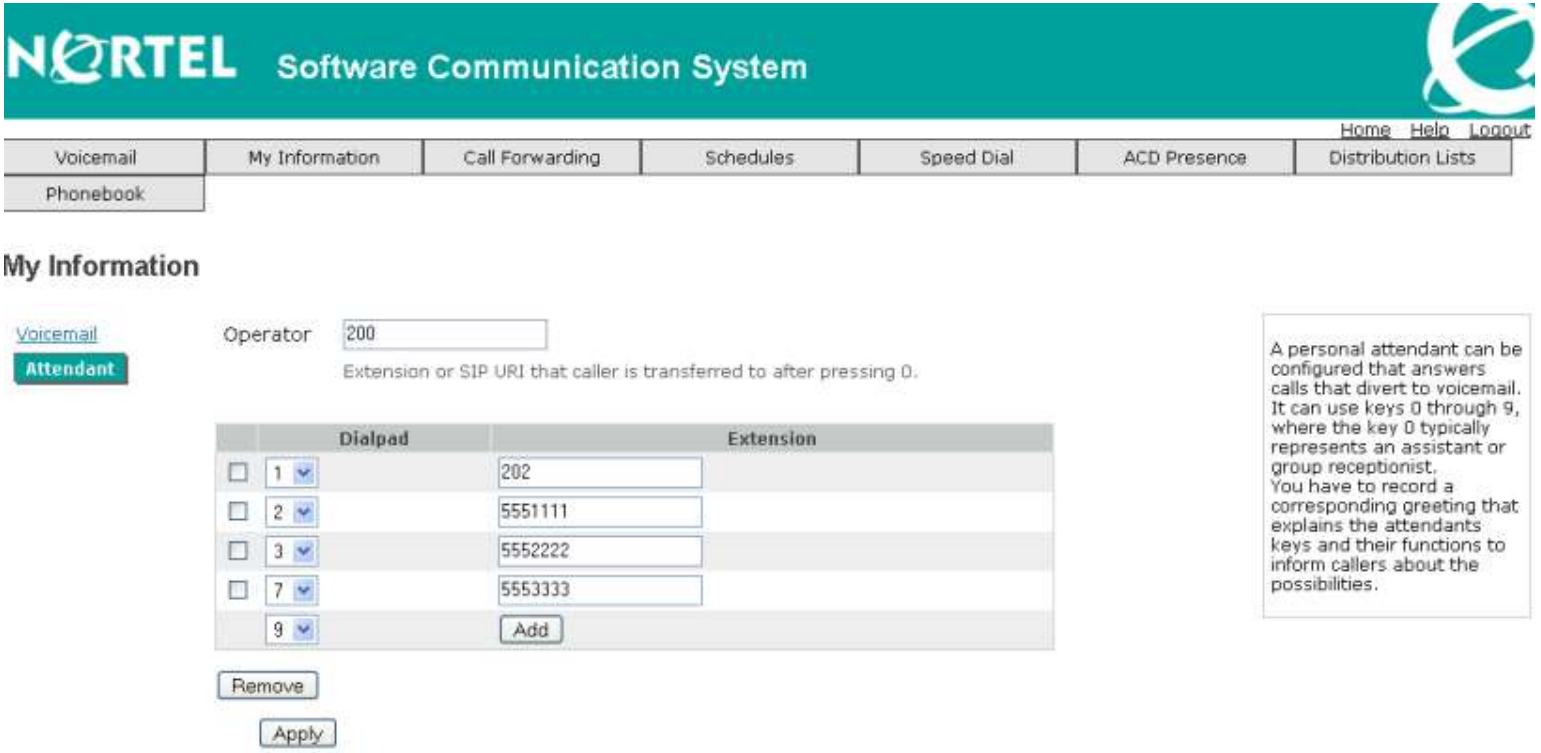
- **Simple to use**
  - Intuitive web based portal
- **Sophisticated**
  - Simultaneous and sequential ring
  - Programmable ring times
  - Time of day and/or day of week options
  - Internal or external (permissions based) forwarding
- **Powerful**
  - Don't miss important calls
  - Keep mobile employees accessible

Example:

1. Incoming call is presented to desk set and cell phone simultaneously
2. If no response after 15 seconds, call is presented to one or two different numbers
3. If no response after 15 seconds, call is transferred to voice mail

Greater accessibility + Fewer Missed Calls = Increased Productivity

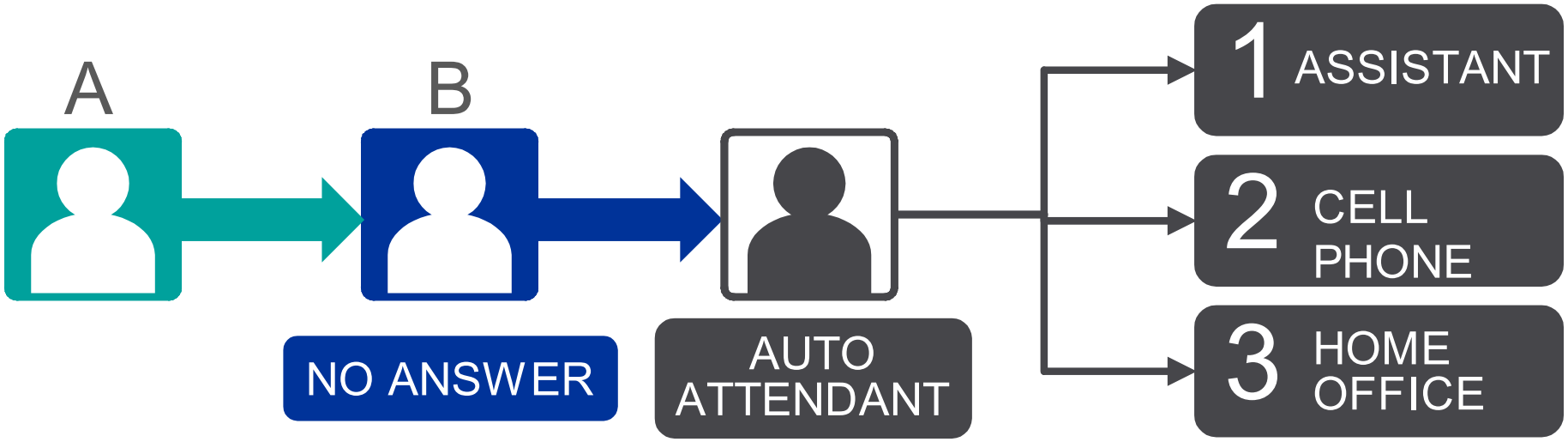
Find Me / Follow Me



Personal Auto Attendant – allows users to control menu options in personal mailbox. (example: press 1 for cell phone, press 2 for home, etc.

Solution Components

Applications - Personal Auto Attendant



Gives users control over the way calls are handled

What is SCS500?

Voice Mail

- **Integrated voicemail system**
- **1000 voicemail boxes and MWI**
- **2000 hrs of storage on SCS 500 platforms**
- **Browser based user portal to manage personal mailbox**
- **User configurable distribution lists**
- **Manage Notifications:**
  - Email notification of new voicemail messages
  - Forwarding of message as .wav file
  - Supports several parallel notifications
- **Manage greetings: Multiple customizable greetings**
- **Operator escape from anywhere**
- **Remote voicemail access**
- **Up to 50 virtual media server ports per server (with 2GB RAM)***
- **Auto-removal of deleted messages**
- **Daily report on disk usage sent to admin**

*Shared with ACD Ports, etc.

SCS500 Conferencing

- **Simple to Use**
  - Intuitive Web-based portal for easy set-up and configuration
- **Flexible**
  - Meet me
    - Always on, informal meetings, optional passwords
  - Scheduled
    - Pre-determined (with reserved capacity), formal meetings, optional passwords
  - Instant
    - Participant initiates then system calls other participants, optional passwords

Savings on time, money and travel.

SCS500 Automatic Call Distribution (ACD)

New Opportunity for Services

- ACD Server supported on same hardware as SCS applications
- Entry-level solution
- Accommodates up to 50 agents (30 active at one time)
- Up to 50 queues
- Standard feature – no Keycode required
- Ideal for customers who just want start in Contact Centre

Entry level Contact Center solution – highly configurable and easy to set up.

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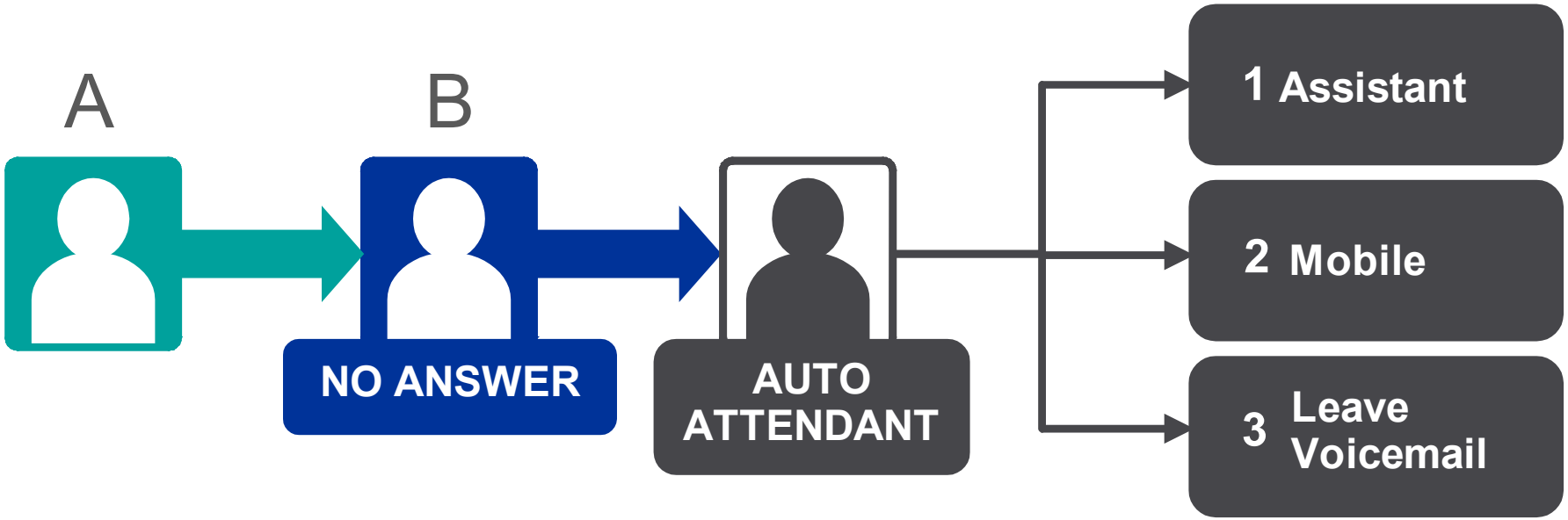
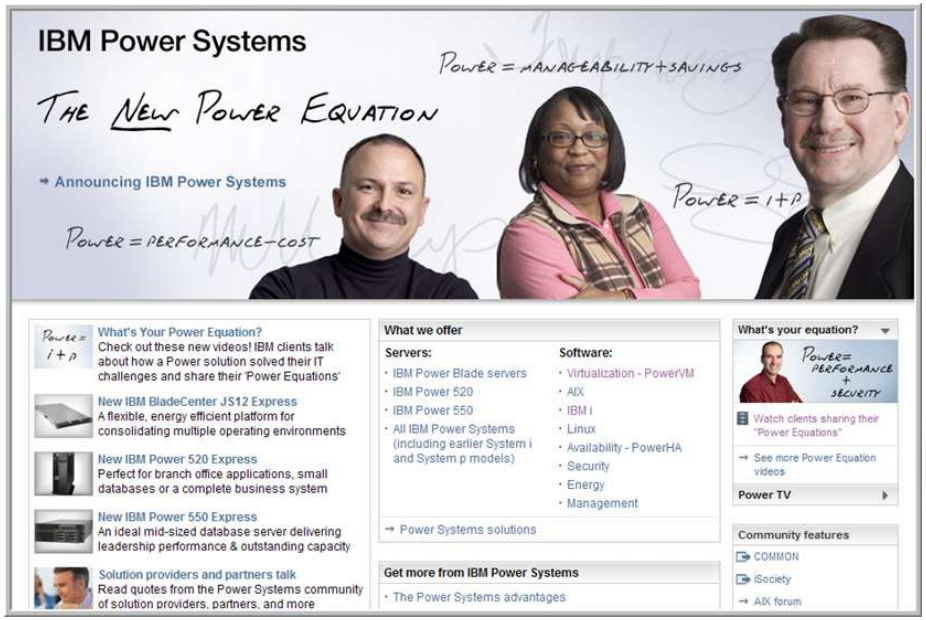
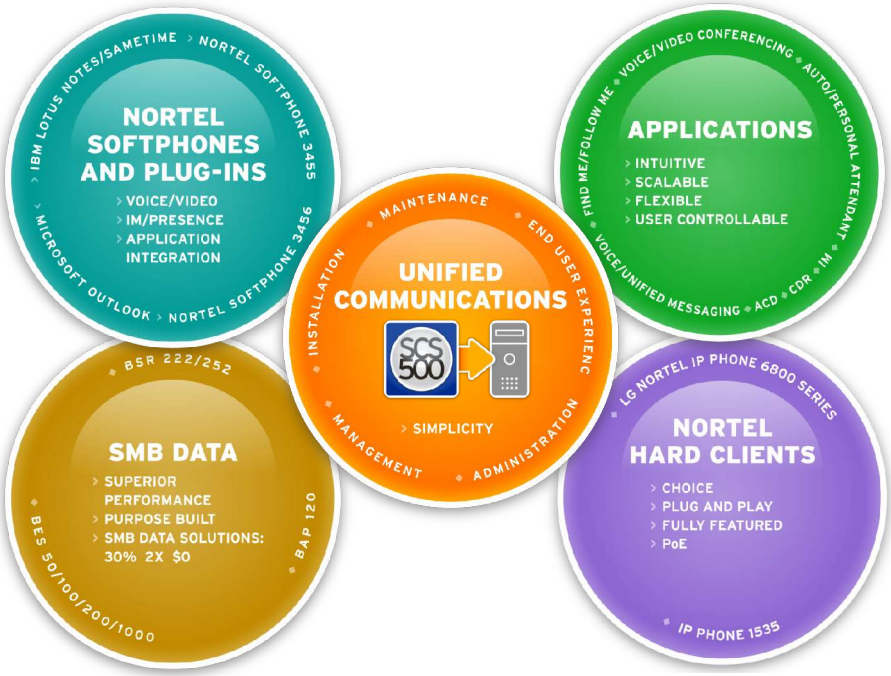
SCS500 Personal Auto Attendant & Voice/ Unified Messaging



- Integrated Voicemail system
- 2000 Stunden hours of storage
- Message forwarding via Email (.wav file)

Empowers employee to manage his availability





Find out more www.nortel.com/scs500

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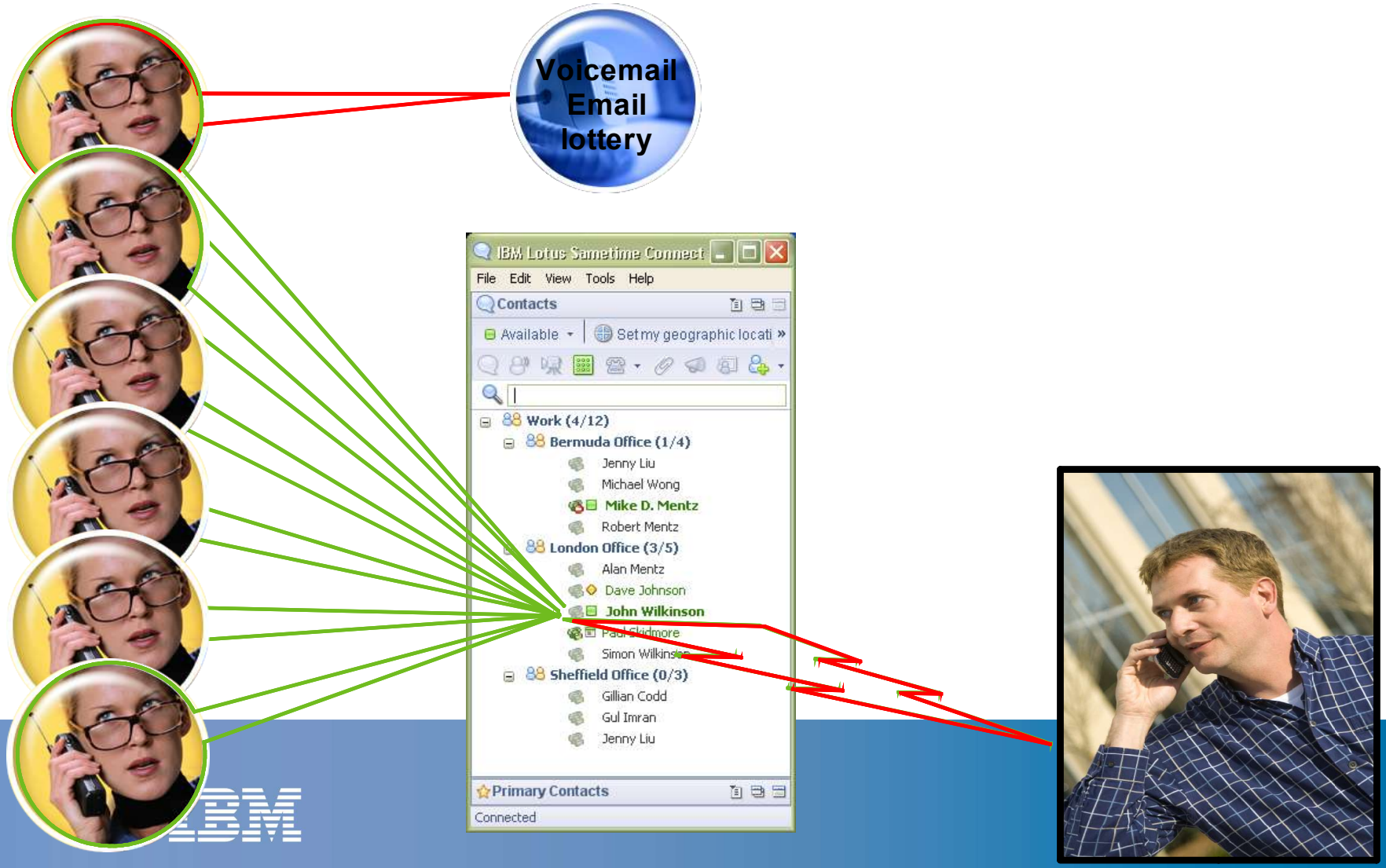
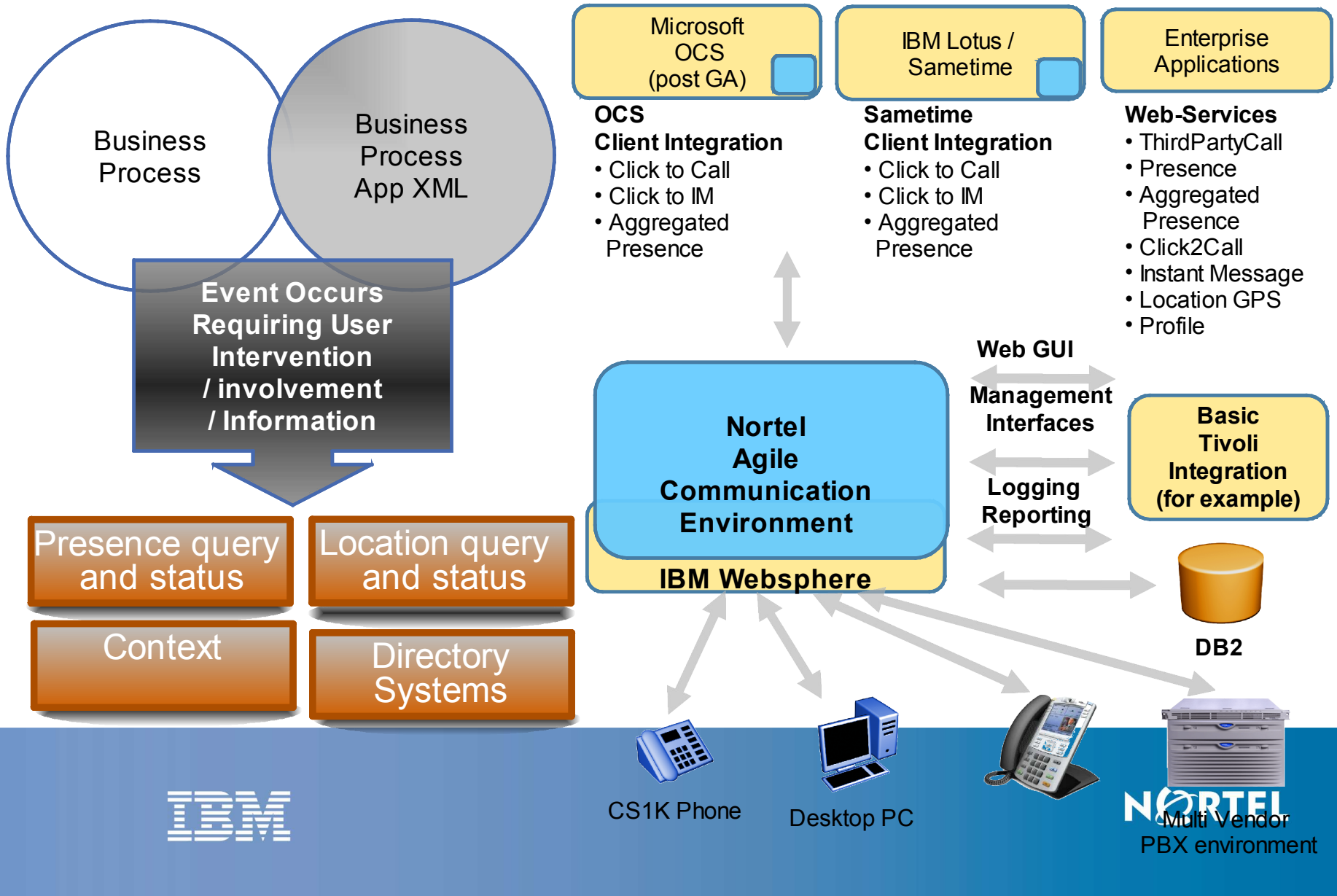
Where UC stops, ACE carries on



Where UC stops and ACE carries on



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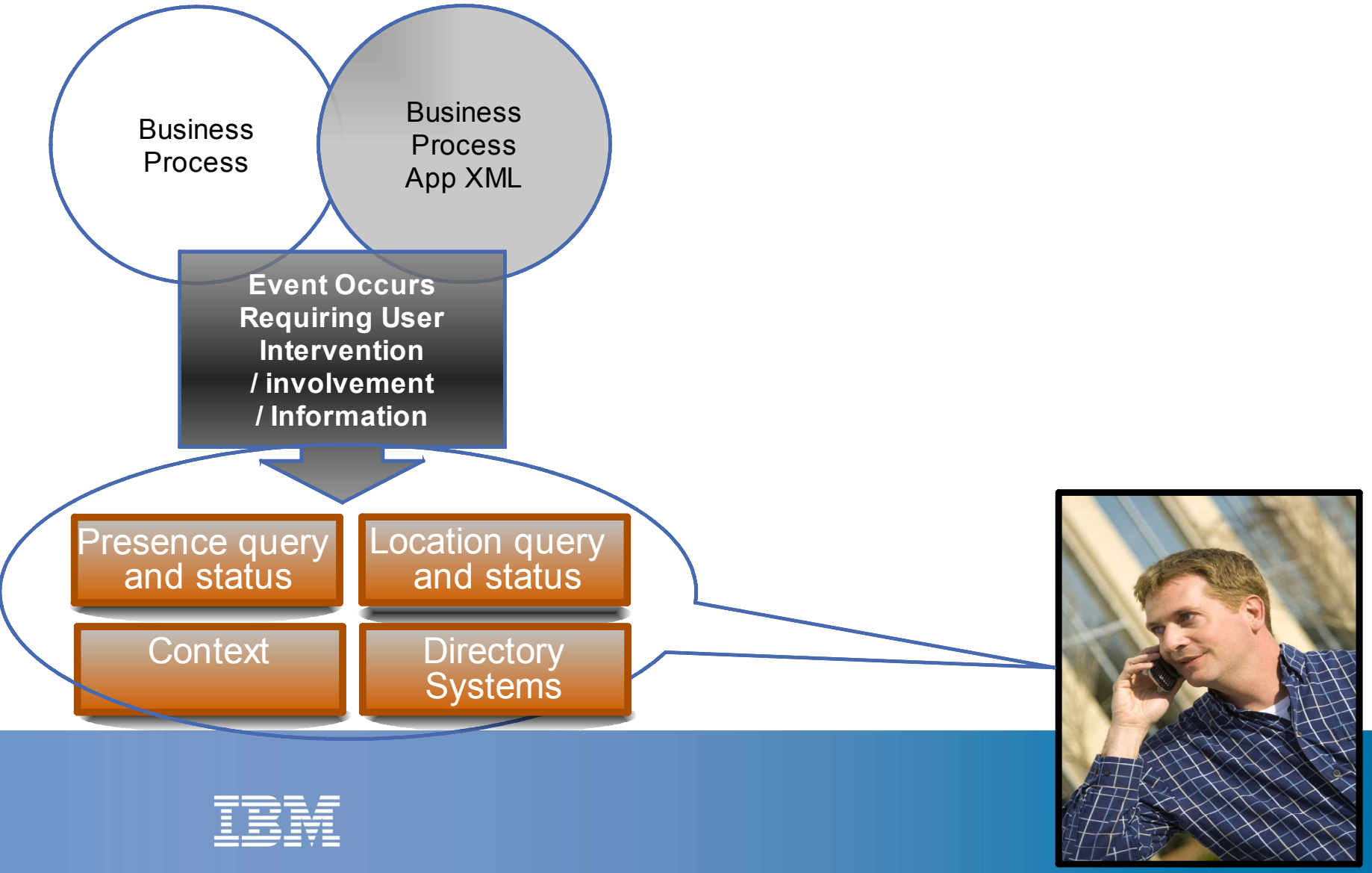

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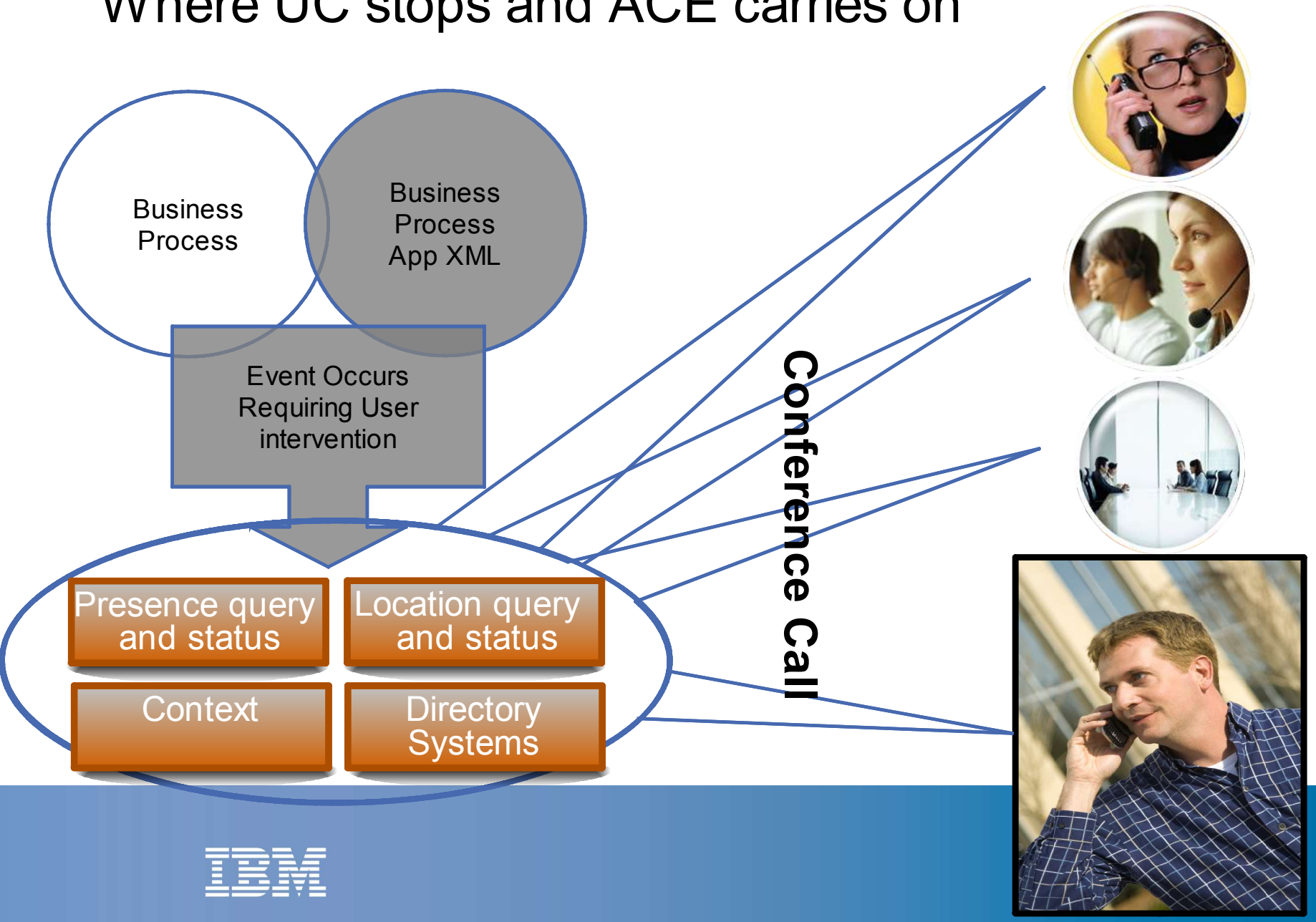

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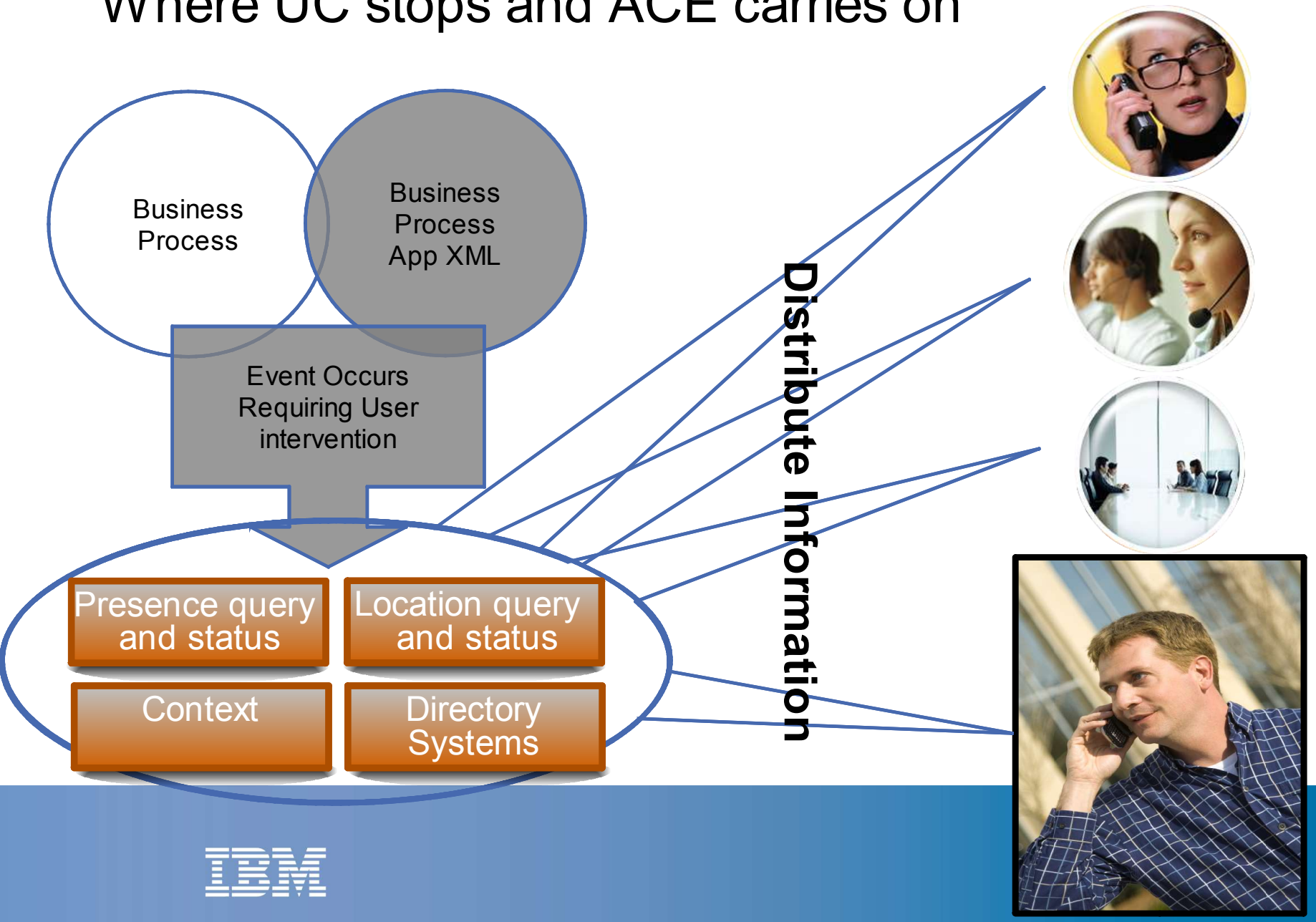

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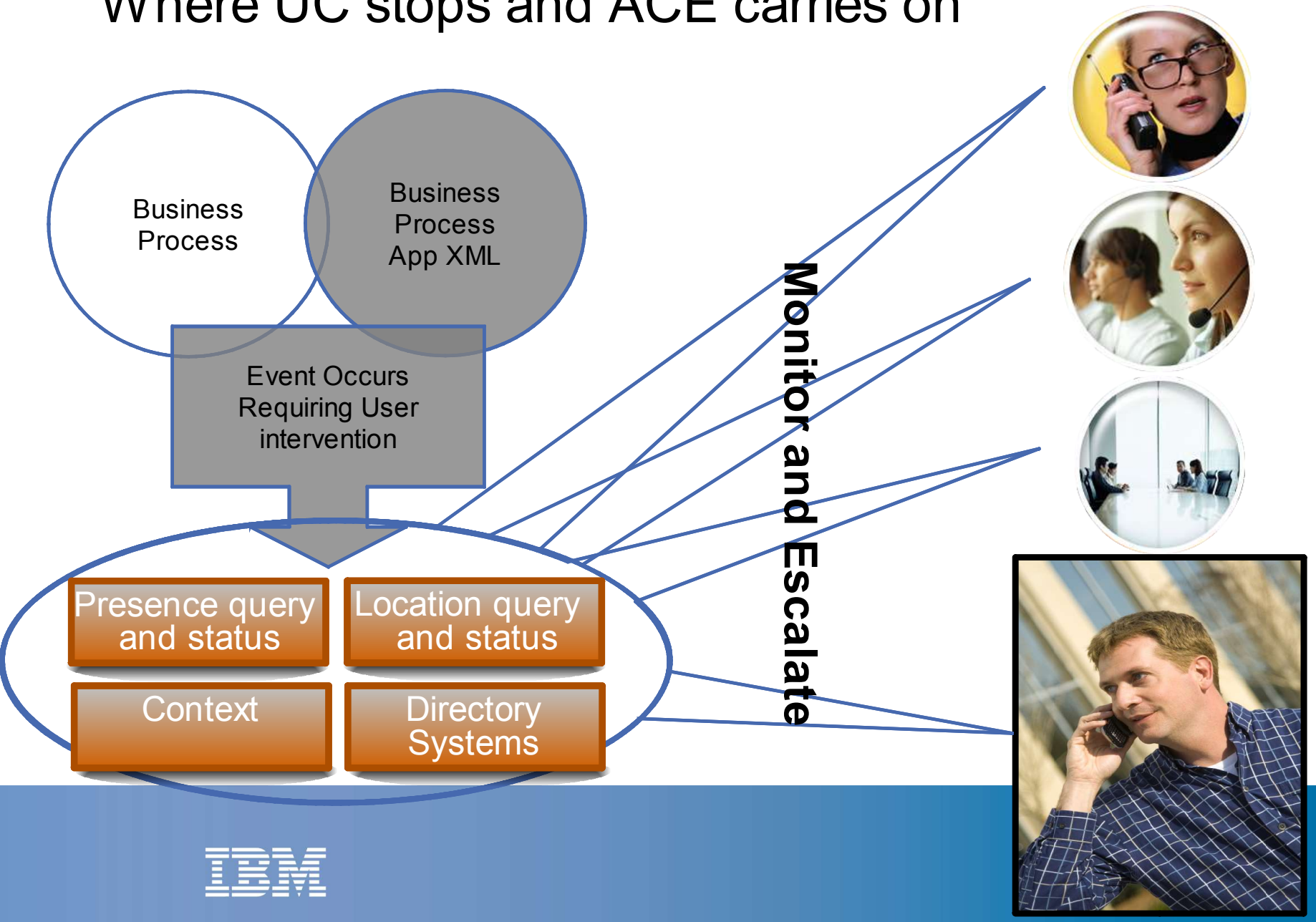
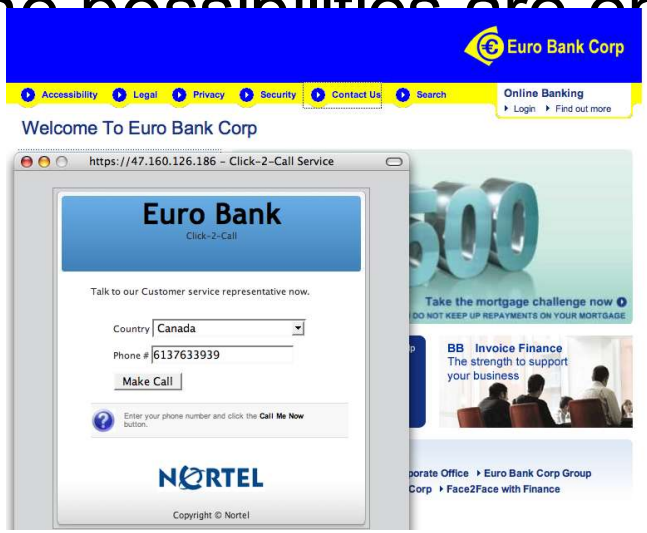
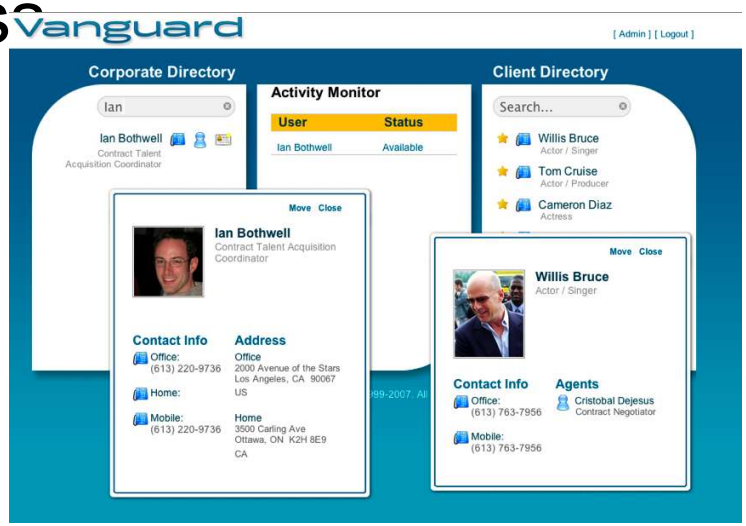


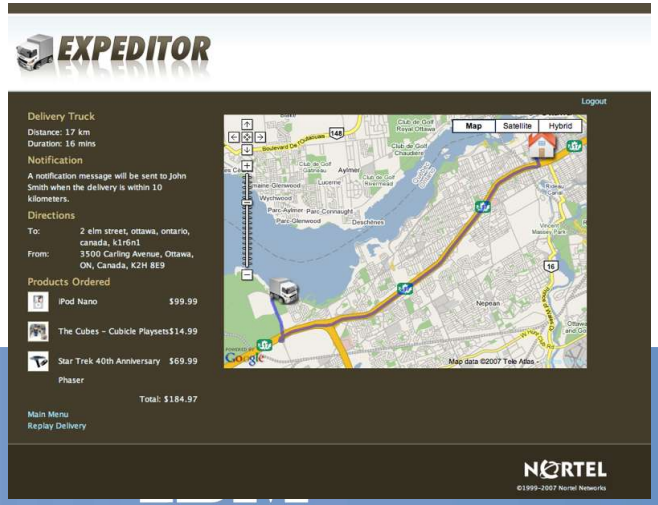
The possibilities are endless



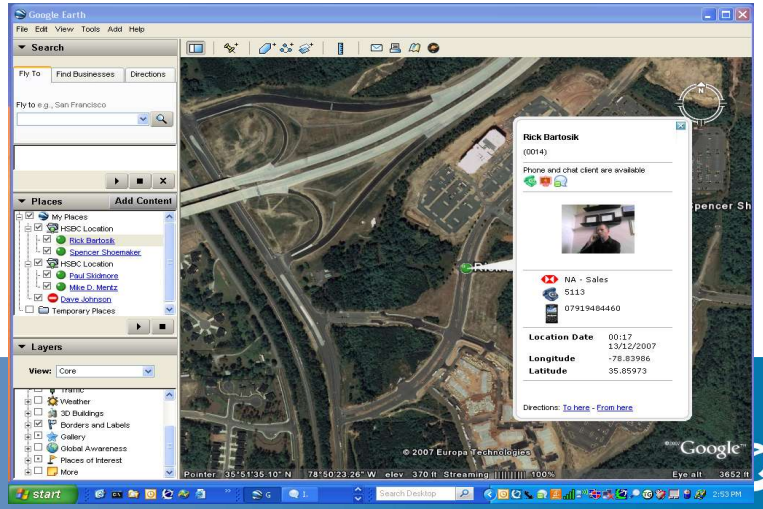
Customer Service



Contact Management System



Delivery Notification



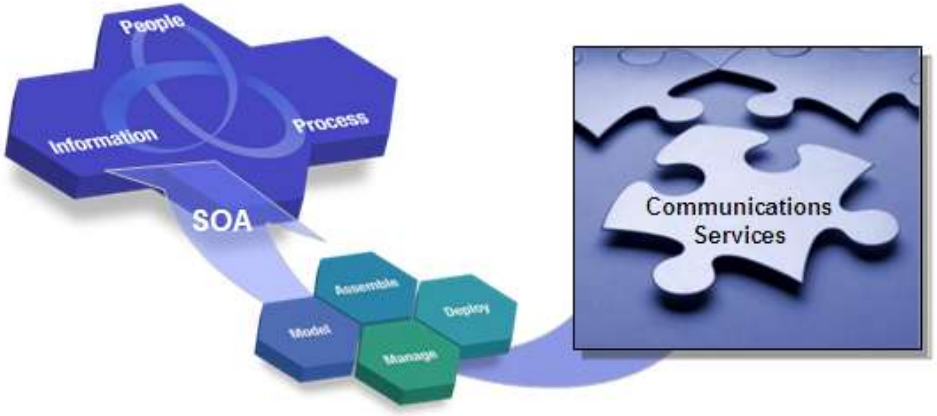
GPS Location Based Services

Nortel Extends the IBM SOA Value Proposition

- **The Nortel Agile Communication Environment allows communications feature to be incorporated into business applications**

IT Business Applications

- Online Sales and Ordering
- Web forms & applications
- Customer interaction portals
- Self-service kiosk
- Sales force automation
- Work force scheduling
- Order tracking
- Unified Com.

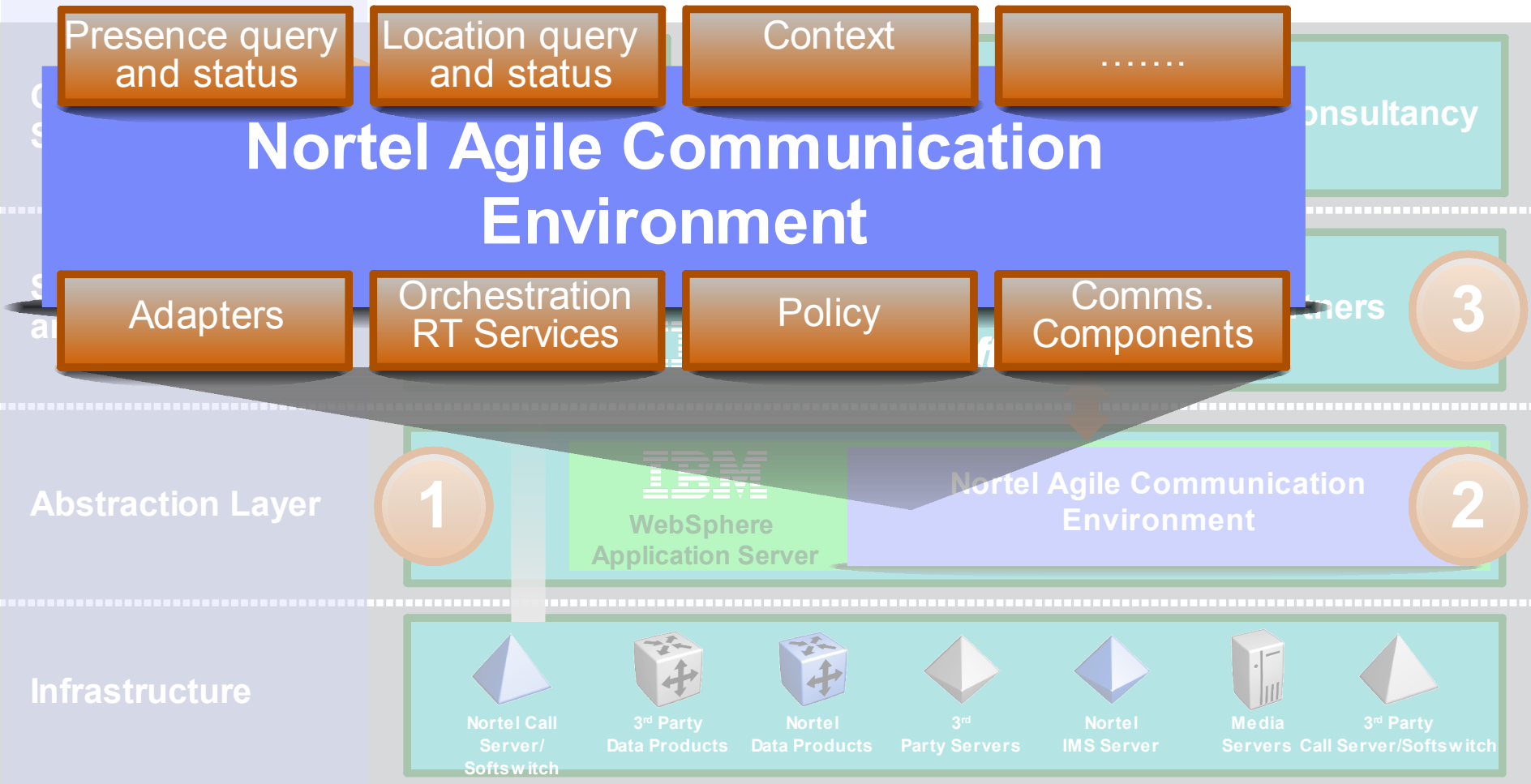


Communication Services

- Contextual Presence & Routing
- Location information
- Initiate Call / Conference
- Instant Messages
- Call Center / IVR
- Network/Service Policy

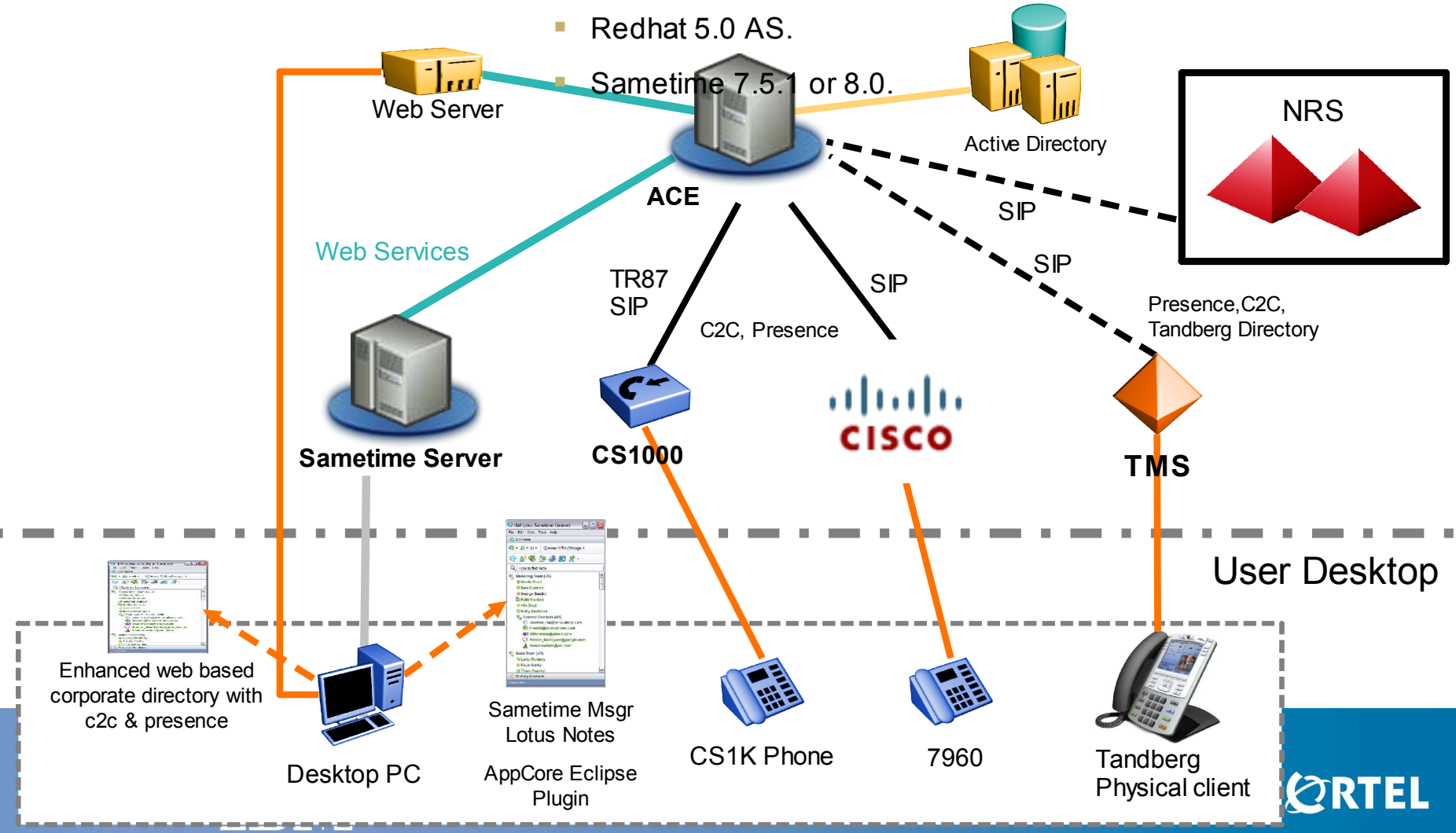
Nortel Agile Communication Environment:

A Comprehensive Environment For CEA



Nortel ACE
Architecture

- IBM Websphere 6.1 ND/XD
  - XD required real-time JVM and High Availability Manager for “load based” balancing.
  - Feature Pack for EJB 3.0 (currently in Beta release).
- Redhat 5.0 AS.
- Sametime 7.5.1 or 8.0.



Additional Links:

- Nortel
  - http://www.nortel.com
- UC Video
  - http://www.hyperconnectivity.com/en/uc/solutions.html
- Nortel / IBM Alliance
  - http://www.nortel.com/ibm
- IBM / Nortel Alliance
  - http://www.ibm.com/solutions/nortel
- Nortel SCS500 for IBM Power Systems
  - http://www.ibm.com/systems/power/solutions/unifiedcommunications/nortel/

Thank you