



# **Integración de la Telefonía IP con entornos de colaboración y movilidad**

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**IP Telephony**

**Contact Centers**

**Mobility**

**Services**

## Agenda

### ❖ Integración Lotus/Avaya

La solución

Elección de producto

Impacto de SIP en la integración Lotus/Avaya

Q&A

## Introducing Lotus/Avaya integration

In July 2005, IBM and Avaya jointly announced

- “an agreement to integrate Avaya audio based communication within IBM’s email, web conferencing and instant messaging offerings”
- “Click-to-Call and integrated audio capabilities are built on a common Telephony Service Provider Interface (TSPI) established by IBM”

In January 2006, IBM and Avaya jointly announced the general availability of Meeting Exchange Groupware Edition

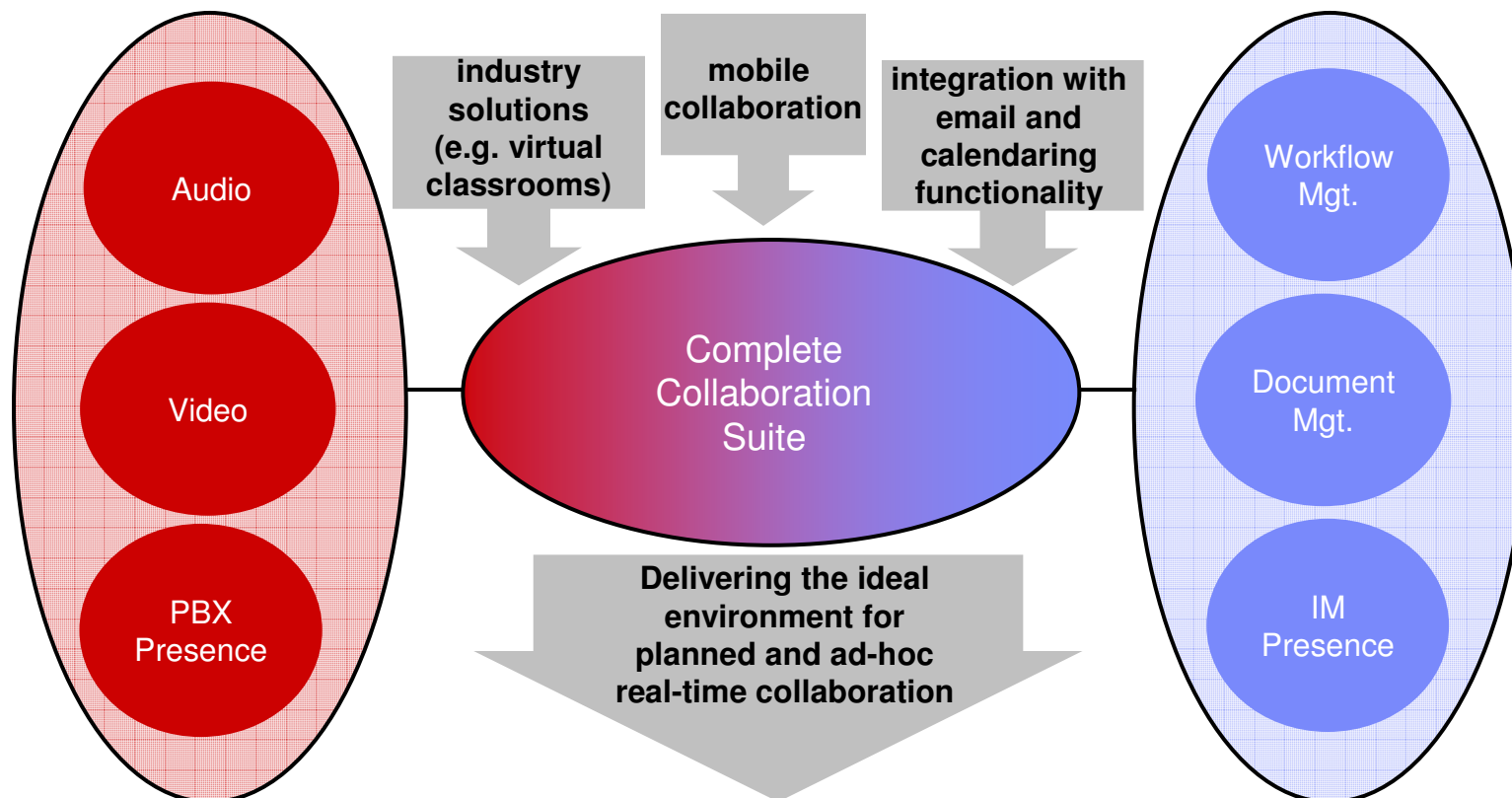
- “enabling workers using the Lotus Sametime Connect Client to determine the availability of colleagues and spontaneously launch virtual multi-modal meetings with the click of a mouse”
- The solution was demonstrated at the annual Lotusphere conference

2006

2007

## Convergent communication is bringing the tools for collaboration into one integrated platform

As a „paradigm shift“ fundamentally changes business communications, IBM and Avaya compliment each other to offer new potential.



## Agenda progress

Integración Lotus/Avaya

### ❖ **La solución**

“Voice Chat”

“Click-to-Call”

“Click-to-Conference”

“Click-to-Communicate”

Elección de productos

...

## Las necesidades de nuestros clientes varían



Algunos clientes desean mejorar la **eficiencia** de los procesos manuales en las comunicaciones de voz



Algunos quieren una plataforma que les permita audio y **colaboración** visual en equipos virtuales



Otros pueden querer usar las prestaciones de presencia avanzadas para convertir a Sametime 7.5 en “one-stop-shop” para crear un **hub de comunicación multicanal**

## Voice Chat and Click-to-Call improve the efficiency of voice communication



- Voice Chat (sometimes know as “Click-to-Talk”) means communication between users within the company via PC-to-PC VoIP (ST 7.5)
- Click-to-Call means using ST, Notes, a Softphone and/or a desktop phone to initiate a “real” 1 to 1 phone call. Audio integration with the Avaya Intelligent Communication System saves time spent manually entering phone numbers:
  1. I receive an email and select “Call” to ring the customer
  2. My desk-phone goes off-hook (“springs to life”) and begins ringing the customer (e.g. in speaker-mode)
  3. A call log dialog pops up to record notes about the call (optional, via extension to ST7.5)
  4. I pick up the phone and control the conversation with the customer (e.g. place on hold, hang-up) via the desk-phone (and/or softphone)



## Click-to-Call and Voice-Chat are suited to “line workers” without frequent need for collaboration

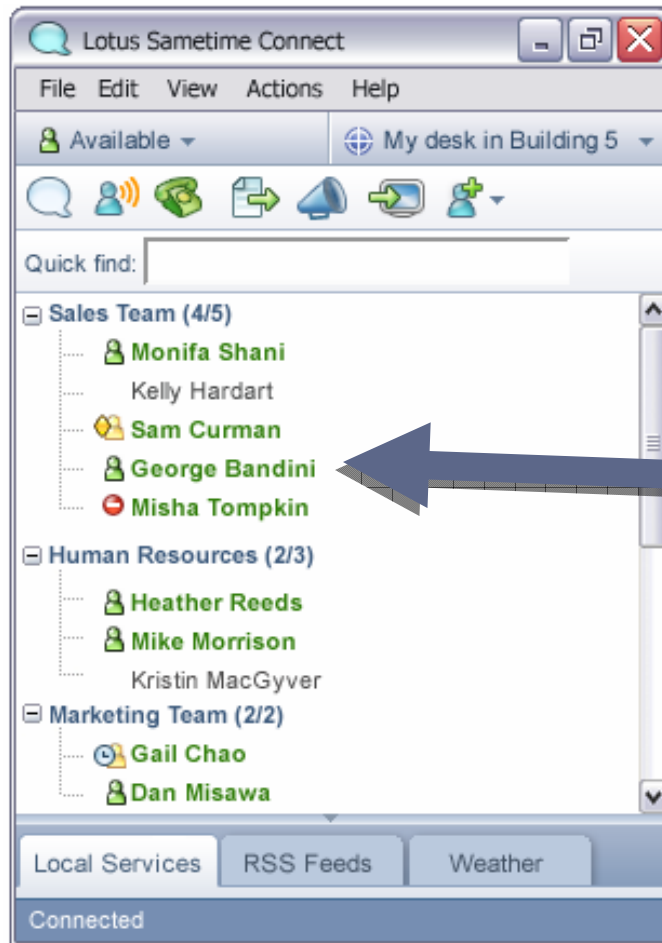


- Click-to-Call improves the efficiency of all workers making external telephone calls, especially those with frequent customer contact, such as:
  1. Sales
  2. Technical Support
- Voice Chat can support frequent contact with your “best buddies” or for workers communicating mainly within the company, such as:
  1. IT Support
  2. Expense Administration

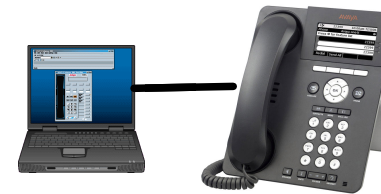
PC-to-PC Voice Chat lacks reliability for critical business processes and does not offer enterprise communication features (consult calls, supervised transfers, voice-mail, etc).



## Click-to-Call con IBM Lotus Sametime y telefonía IP

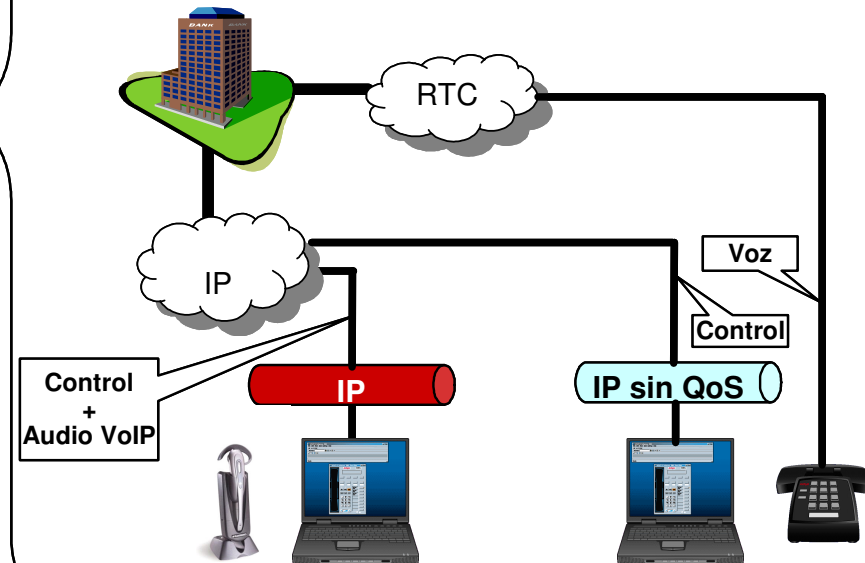


- **Desde la oficina**



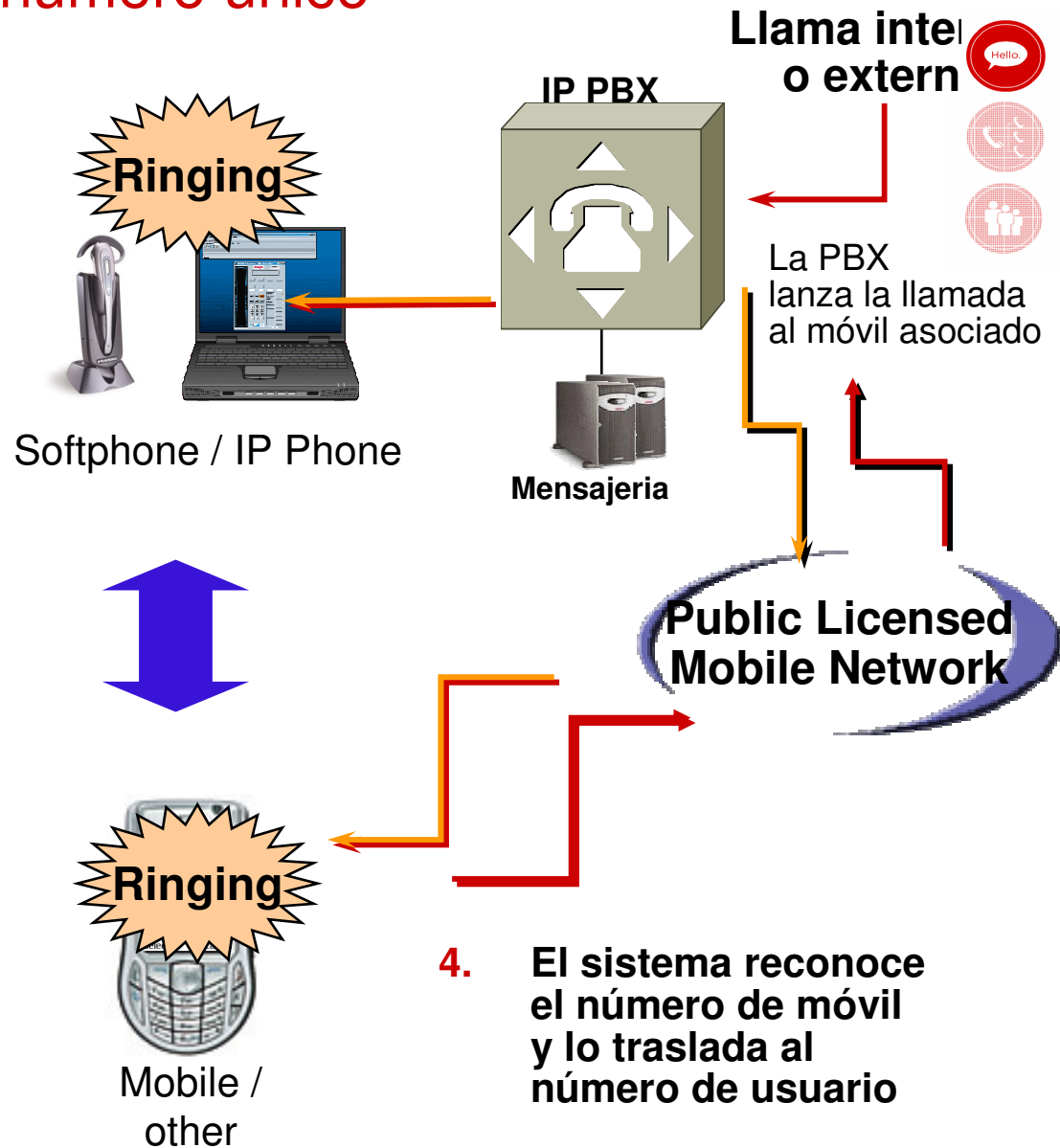
Teléfono IP

- **Usuario remoto**



## Opciones de movilidad: número único

1. **Timbre simultáneo**  
Coge el que quiere
2. **Un solo buzón de voz**  
Integrado con email & fax  
Anular el buzón del móvil
3. **Conmuta extensión ↔ móvil**



## Número único: ventajas

- **Ahorro de costes:**

- Usuarios con móvil que viajan a oficinas de otros países: las llamadas internacionales se convierten en llamadas nacionales



- **Fiabilidad de las comunicaciones**

- Móvil como solución de contingencia ante caídas de la red de datos

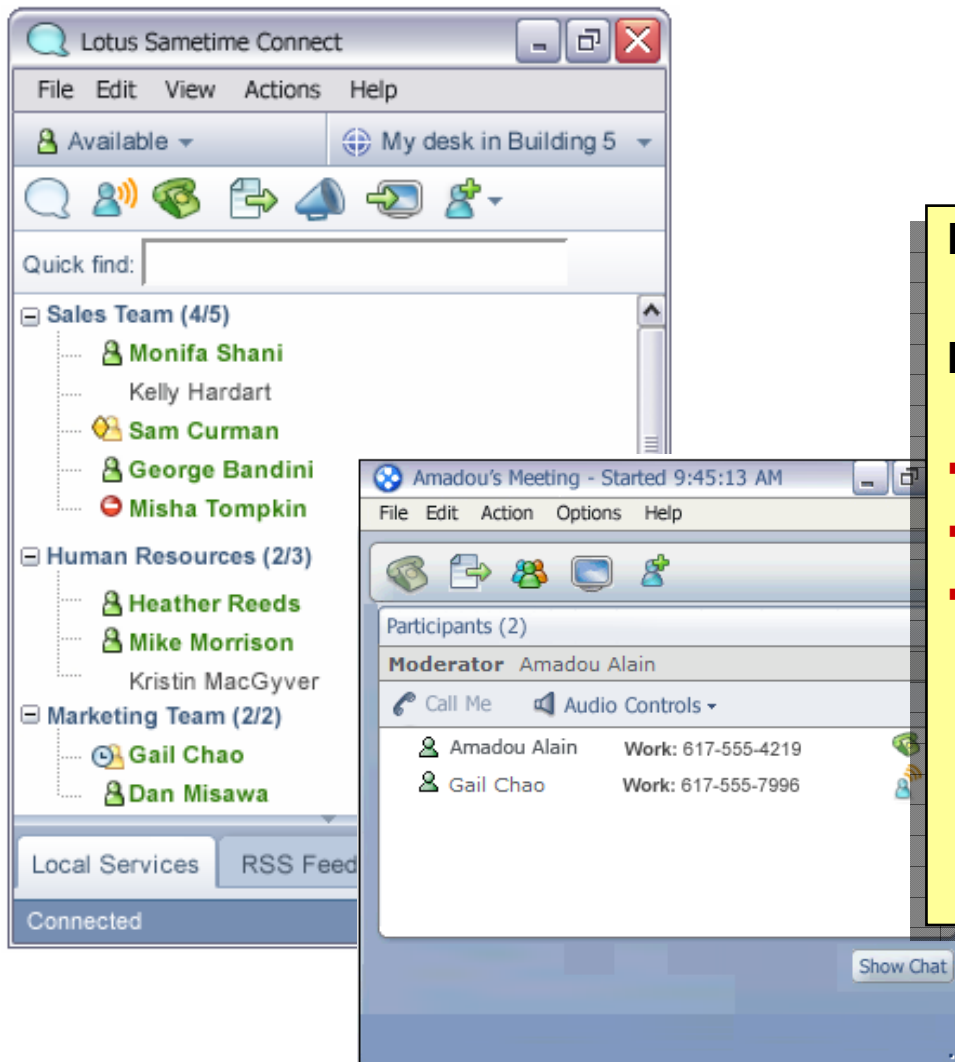
- **Control de las comunicaciones: buzón de voz corporativo, posibilidad de grabar las conversaciones**

## Click-to-Conference permite colaboración visual y de audio en equipos virtuales



- **Click-to-Conference no solo permite establecer conferencias desde sametime sino integrarlas en “meeting rooms” para intercambiar información visual**
- **Esta integración permite “escalar” al medio de comunicación más adecuado en cada momento:**
  - 1. Empezar con una sesión de chat**
  - 2. Cambiar a una llamada de voz**
  - 3. Dinámicamente pasar a una multiconferencia web con voz sin interrumpir el flujo de comunicación**

## Click-to-Conference desde el cliente de Sametime



**Elige los contactos que  
participarán en la conferencia**

**Funcionalidades Click-to-  
conference:**

- Click en uno o varios contactos
- Inicia la conferencia
- **Principales funcionalidades:**
  - Seleccionar o añadir números de teléfonos
  - Indicación visual de quién está hablando
  - Poner/quitar usuarios en mute
  - Marcar para añadir nuevos usuarios
  - Colgar usuarios en la conferencia

## Extending Conferencing as a Service: Optimizing Business Applications



- Seamless integration of Avaya audio conferencing with IBM Click to Call/Conference within Lotus Notes, Sametime and Workplace
  - Embedded Conference Controls
  - Logically Linked Audio & Web Meeting Sessions
- Rollout beginning Q4 2005 via Avaya and IBM channels

The screenshot displays a Lotus Notes web conference session. On the left, a presentation slide titled "IBM Workplace Features the Managed Client Model" is visible. The slide content includes:

- FRONT-END INTEGRATION** and **BACK-END INTEGRATION**
- BUSINESS PROCESSES** (Monitoring, Workflows, Application Adapters)
- INFORMATION** (Search, Analysis, Integration, Data & Content)
- IBM WORKPLACE** components: Back client, Browser, Mobile Clients, Application Servers, Collaboration Base, Interaction & Access Services, Managed Client Services.

At the bottom of the slide, it states: "The power of one architecture, one programming model, one consistent tool set."

On the right, the conference control panel is shown. It includes:

- Call information: Call-In: 1-719-234-0011, Toll-Free: 1-866-310-3868, Passcode: 9390091, PIN: 6593.
- Buttons for "Join the Call..." and "Audio Bridge Connected".
- A list of participants:
 

Name
Marty Lechleider
Mary Smith
Kevin Collins
Carl Lee
Terri/Guest
Julianna/Guest
Thomas/Guest
Tina Cole
James/Guest
Arthur Chassen
Nichollette/Guest
Pat Buxton
- Volume and Mute controls.
- A status indicator showing "I Am Active".
- A message at the bottom: "You are the web conference moderator."

Groupware Integration

## Integración en conferencias web de Lotus Sametime



### Funcionalidades de control de audio incluidas:

- Ver quién está en la llamada e identificar quién habla
- Desconectar participantes o ponerlos en mute
- Marcar para añadir nuevos participantes
- Hacer que la conferencia te llame a tu numero
- Bloquear la conferencia

## Click-to-Conference is suited to “knowledge workers” in distant locations needing to collaborate



- Click-to-Conference can support many aspects of business management and operations
  1. IT Support
  2. Exception Management
  
- As well as improving the efficiency of all workers who cannot frequently meet in person, especially those with customer contact, such as:
  1. Sales
  2. Technical Support



## User Benefits



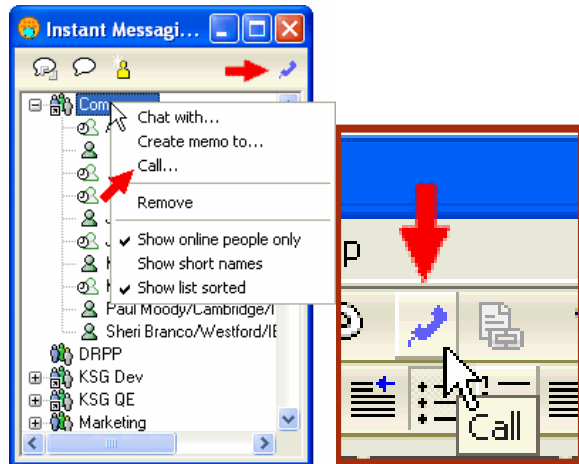
- Simple click-to-conference directly from Lotus Notes and Sametime Instant Messaging
- Leverage presence and IM, email, web conferencing and audio conferencing tools, in an integrated collaboration solution
- Collaborate more effectively without leaving the context of the work in process
- Simplify ability to locate and join key participants:
  - Select the device (phone, cell phone, PDA, computer, etc.) on which to reach individuals; try more than one device if necessary

## Business Benefits

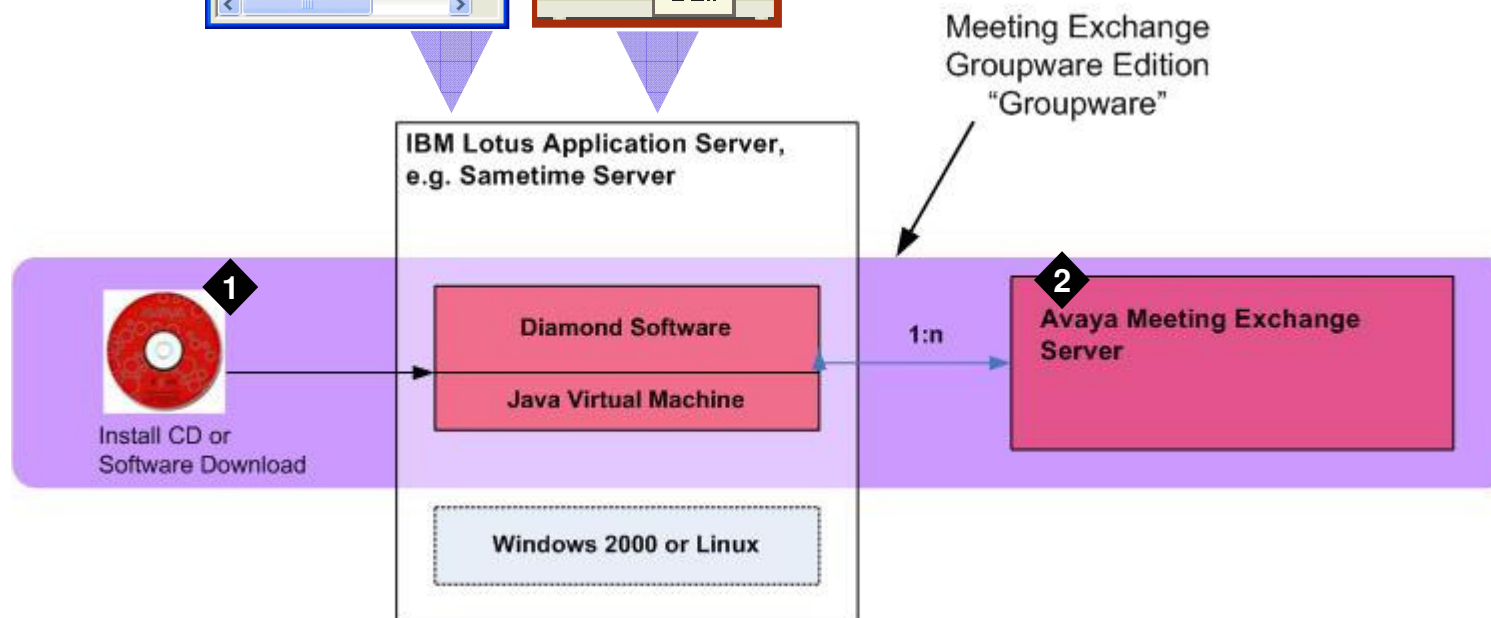
- Realize up to 70% savings by bringing web and audio conferencing inside the corporate firewall and over the IP network
  - Eliminate per-use or recurring fees associated with outsourced services
- Eliminate the complexity and cost associated with running, managing and trying to set up separate platforms
- Conform to IT policies – configure system w/ exact parameters required by the IT dept. to meet varying security requirements
- Leverage existing infrastructure – software based solution runs on standard IBM servers
- Scales to support enterprise-wide deployment and use
- Allows multiple acquisition options:
  - Software license purchase
  - Managed services offer



## Avaya Solution Components for Click to Conference



- **Groupware Integration Software for IBM-Lotus (Diamond)**
- **Avaya Meeting Exchange (multiple configuration options)**



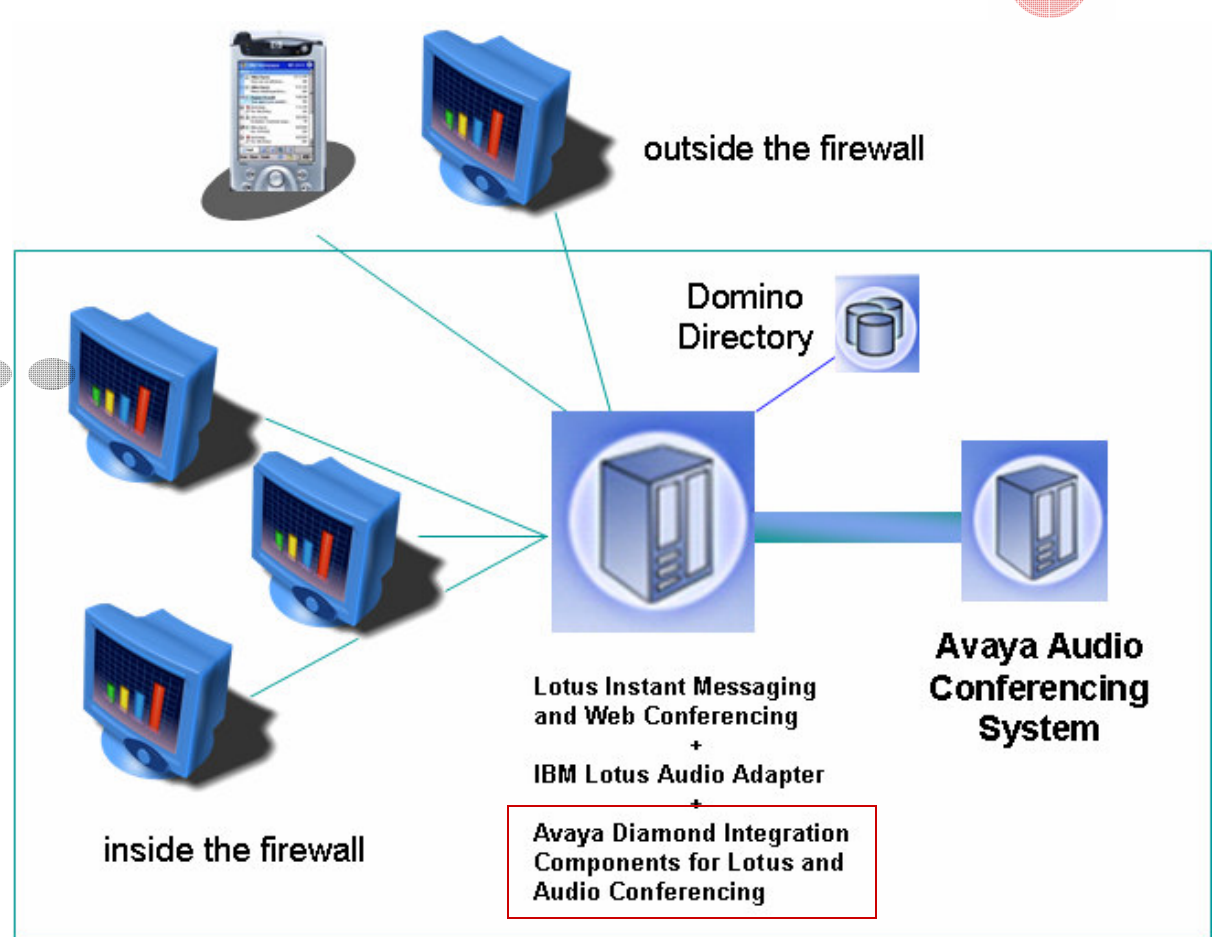
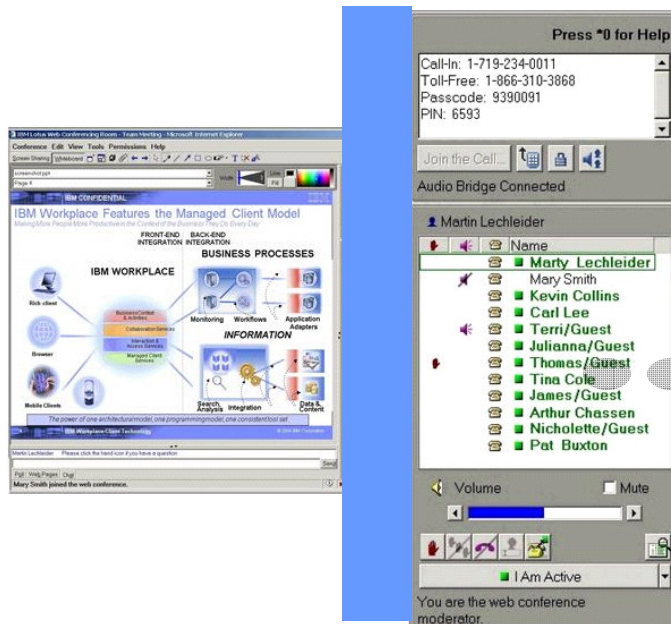
## Solution Components, Cont.

- Avaya Meeting Exchange Audio Conferencing Solution
  - Supported by choice of hardware platform (TDM, TDM/IP mixed or pure IP)
- Avaya Groupware Integration Software (installs directly onto IBM Lotus Sametime Server)
- IBM Lotus Sametime or IBM Lotus Web Conferencing
- eServers from IBM for the standard Lotus platform
- Implementation and integration services from IBM Global Services (IGS) and Avaya Global Services (AGS)
- On premise management or managed services (including operator service)



**Please note:** Building on Avaya's and IBM's tradition of offering choice and flexibility to customers, these components may be used in a variety of combinations and not everything is needed for every deployment.

## Market Solution - Deployment View



## Click-to-Communicate describes using Sametime as a communications “hub” for multiple channels



- New features allow Sametime 7.5 to become a one-stop-shop for planning and conducting communication with contacts inside and outside the organisation and on a variety of channels
- IBM Lotus Sametime 7.5 represents a major advance in real-time collaboration capabilities:
  - Innovations like location awareness and an embedded resource area for custom applications extend beyond just presence awareness and IM
  - The new quick-find capability allows finding contacts and exchange instant messages without having to add people to your contact list
  - Federation of ST user communities (e.g. your customer and their supplier) as well as public IM networks (AOL/AIM, ICQ, Apple iChat and Yahoo! Messenger)

## Agenda

Integración Lotus/Avaya

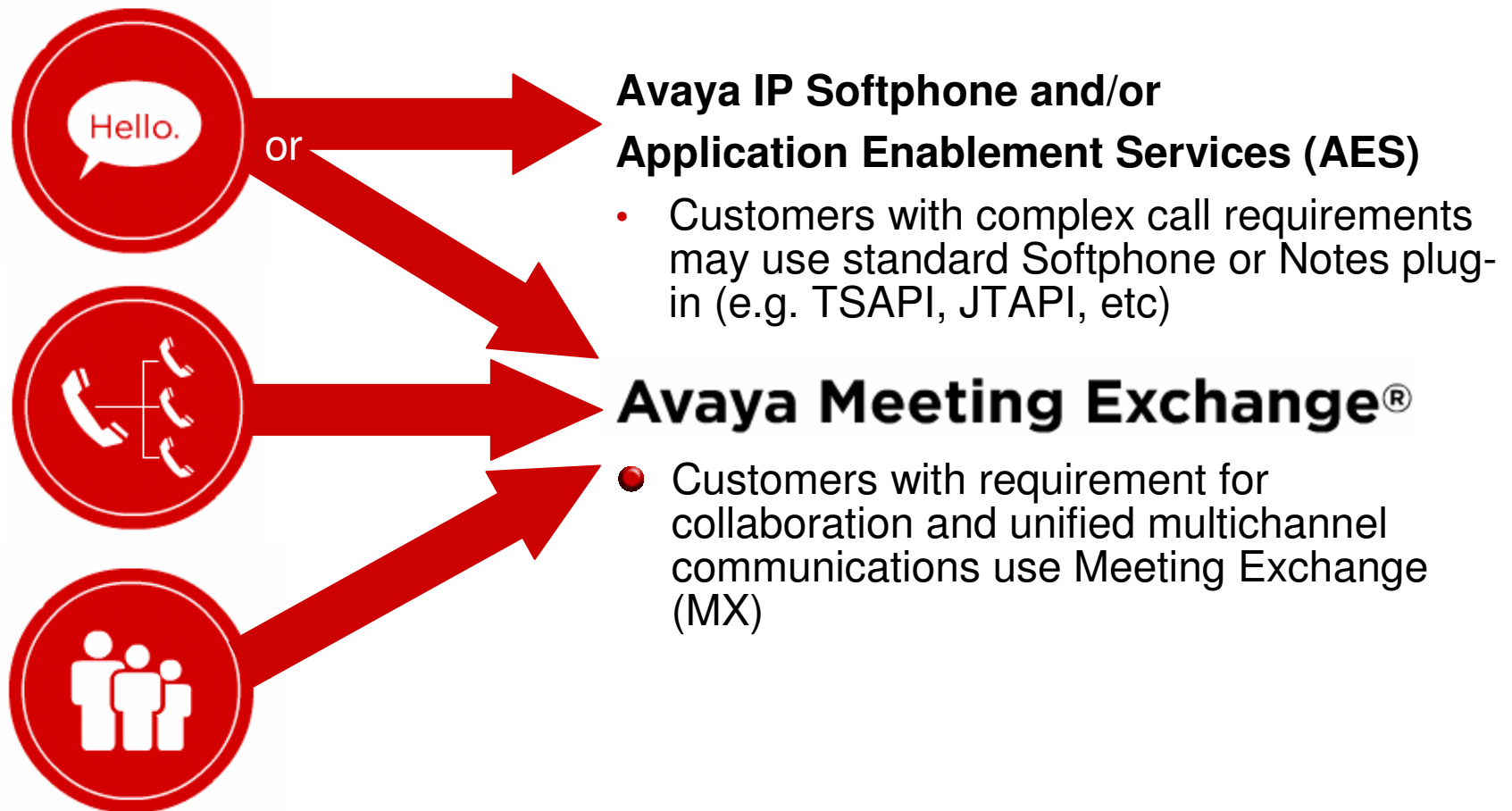
La solución

❖ **Elección de productos**

Impacto de SIP en la integración Lotus/Avaya

Q&A

## Product choices within the integrated solution vary according to business requirements





## Meeting Exchange (MX) Solutions are based on one of two products



### MX **Express** Edition

- Mid-market, channel-ready solution
- Software only or HW/SW bundle\*
- Reservation-less conferencing only
- Capacity up to 300 users/ ports
- Streamlined feature set



### MX **Enterprise** Ed.

- Mid-market to Large Enterprise
- Reservation-less and reserved/ attended conferencing
- Capacity up to 9,000 users/ ports
- Enhanced feature set, end user and admin apps

\*Currently supported by IBM xSeries 336;  
add'l reference platforms coming Q2'07

## **Avaya Meeting Exchange differentiates itself in terms of performance and flexibility**

- Proven solution: used by top tier service providers and global enterprises for 20 years
- Scalable from 10 up to 9,000 ports
- Support for any network environments: TDM, Pure IP, Mixed IP/ TDM
- Broadest feature set on the market:
  - Multiple conference types (ad-hoc, reservation-less, attended, event, alert)
  - Sub-conferencing, lecture, dial out, blast dial, roll call, recording...
- Standards-based solution enables integration with any manufactured PBX (Avaya, Cisco, Nortel, etc)
- On-premise deployment OR Managed Service (operator services)
- APIs for integration with enterprise applications:
  - Scheduling and management applications
  - Corporate directories & databases

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❖ **Impacto de SIP en la integración Lotus/Avaya**

Q&A

## **SIP will continue to play an important role in integrated Lotus/Avaya solutions**

- What will using SIP enabled applications (like ST7.5) mean for users?
  - Easier to move between different media streams, e.g. voice -> video because the communication session is independent of media stream
- What will federation of presence mean for users?
  - I can chat with a supplier or vendor or users of public chat networks
  - Btw, IBM and Avaya's approach to sharing presence is two-way!
- What will SIP mean for the network architecture involving Lotus and Avaya?
  - SIP is a peer-to-peer, application based protocol rather than a network / device based protocol (like traditional CTI), this provides much more flexibility for development of client applications
- Preparing for the future:
  - SIP + SOA = IMS (network of the future)

# IBM y Avaya están posicionados como líderes, ofreciendo un gran rango de prestaciones ya disponibles hoy



Desde función básica  
Click-to-Call...



...a la riqueza de la  
colaboración en  
multiconferencia  
web...



... y el uso de Sametime 7.5 como un “hub de  
comunicación multicanal”.

A horizontal red bar with a gradient and a dotted pattern on the left side spans the top of the slide.

## Agenda

Introduction to Lotus/Avaya integration

Understanding the solution

Product choices

Impact of SIP on Lotus/Avaya integration

❖ **Q&A**

**AVAYA**

**Gracias**

**IP Telephony**

**Contact Centers**

**Mobility**

**Services**