

IBM UC2 Software

Immediately Reduce Costs and Unleash the Collaborative Power of Your Company



Lotusphere Comes to You - 2009

Rishab Sharma

Lotus Evangelist

Lotus Software – India / SA

rishab.sharma@in.ibm.com



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Agenda

- Defining Unified Communications & Collaboration
- IBM UC2 strategy
- IBM Role & Strategic Directions
- Lotus Sametime Portfolio Roadmap
- Lotus Sametime in Action

What is Unified Communications & Collaboration?

IBM defines Unified Communications and Collaboration (UC²) as...

- The deep integration of rich presence, instant messaging, email, unified messaging, telephony, web, audio and video conferencing...
- ...*intelligently* delivered through a unified user experience...
- ... or available as a set of contextual services which can be accessed from and integrated with *applications and business processes*.

The Purpose: Accelerate business agility by removing human and system latency.

IBM UC2 Strategy



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IBM UC² Strategy Remains Consistent

technical
expertise



industry knowledge
and experience

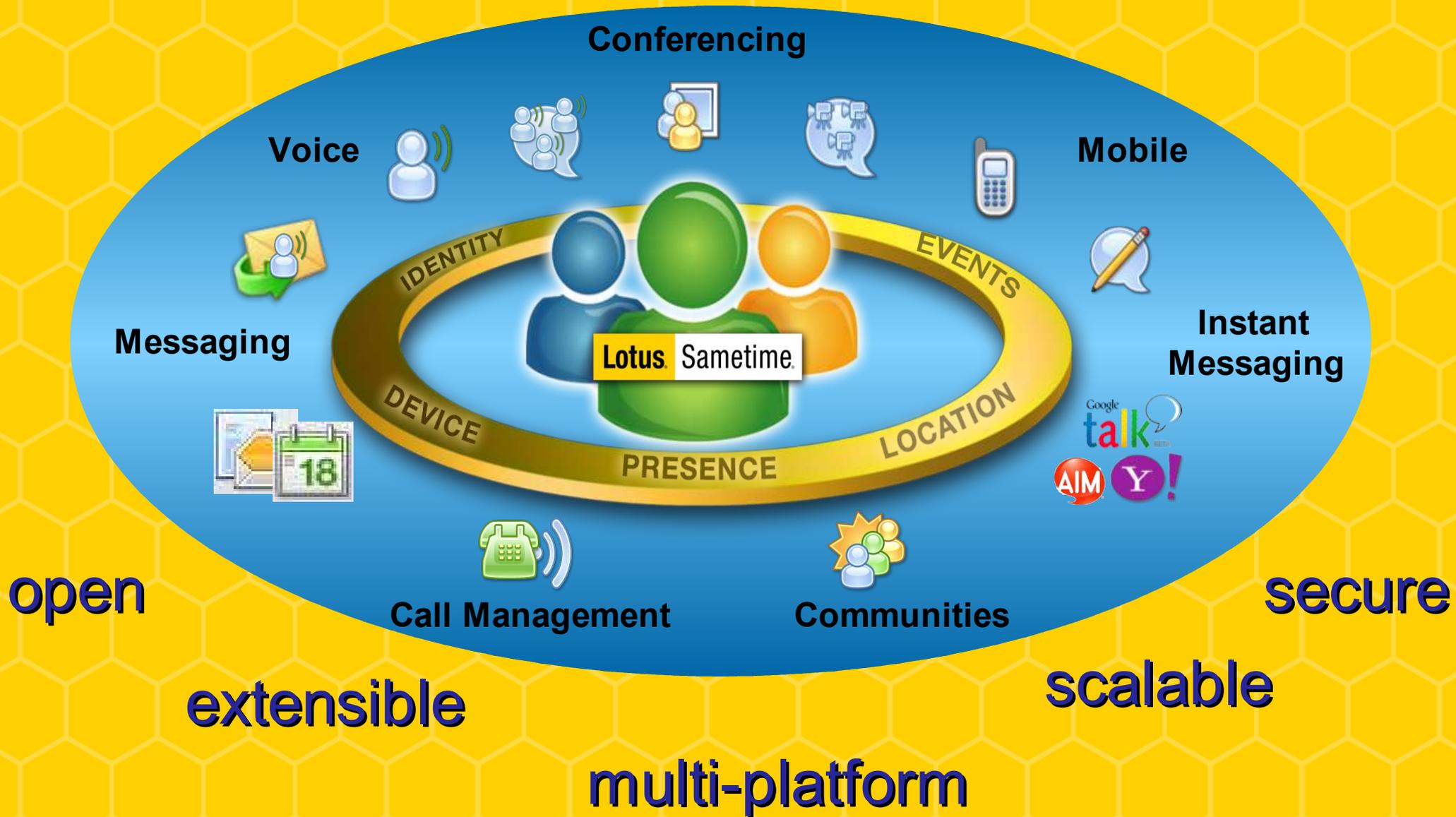


open and
extensible platform



ecosystem of
partners

Lotus Sametime: IBM's UC² Software Platform



IBM Role and Strategic Directions



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IBM Role & Strategic Directions

Unified Client

Deliver unified experience across desktop, web 2.0 & mobile clients

Deliver unified experience within IBM Lotus Notes®, Connections, Quickr, Microsoft® Outlook, Office, Sharepoint, WebSphere Portal, LOB & Web Applications

Deliver open client platform for ISV's & Developers to add value

Presence

Deliver rich presence

Aggregate and federate with other presence sources & IM systems

Industry collaboration for presence standards in IETF

IM & Community Collaboration

Deliver differentiated IM value with multi-media channels

Innovations in real-time community collaboration (SkillTap etc.)

Integrate with partners for compliance, archiving and added security management

Mobile

Mobile IM clients (Blackberry, Symbian, Windows, iPhone)

Support added value mobile clients (Blackberry, Callwave)

Extend innovations to mobile: meetings, call routing, persistent chat, video, plugin model for extensibility

Partnerships to drive innovation with device manufacturers and carriers

IBM Role & Strategic Directions

Telephony Integration

Deliver rich unified user experience across multiple PBX environments

Deliver heterogeneous soft phone, incoming call control and device management to enrich telephony investments

Deliver SIP proxy/registrar for endpoint registration

IP Telephony

Work with and tightly integrate with industry leading PBX vendors to deliver telephony services (Click to Call etc.) into the Sametime client

Unified Messaging

Deliver IBM Unified Messaging for large scale multi-PBX environments

Tightly integrate with leading UM/VM providers via Lotus Sametime and Lotus Notes 8 plug-ins and DUCS where appropriate

IBM Role & Strategic Directions

Unified Meetings

Deliver vision and leadership around new effective meeting user experience

Provide seamless integration and user experience across all audio, video and web channels

Instant and easy...in context

Web Conferencing

Deliver on-premises Web conferencing

Align user experience across Sametime & LotusLive service

Audio Conferencing

High quality standard audio codecs

- Deliver multi-way voice chat (VOIP)
- Deliver audio within web conferencing

Tightly integrate with partner on-premises and hosted audio conferencing

Video Conferencing

Deliver high quality video client for IM and Meetings

- Deliver point to point and multi-party video

Bandwidth management

Tightly integrate with partner video conferencing & telepresence systems

IBM Role & Strategic Directions

Communications Enabled Business Processes (CEBP)

Rich, web & mobile client extensions and plug-ins to integrate applications and processes

Extensive API's and toolkits, orchestrate delivery of UC services

Support for continuum of application creation tools from sophisticated programmers to end user mashups

Industry Speak



Product of the Year

- UC Magazine, 1Q 2008



IBM Lotus Sametime – 2008
North American Enterprise
Product of the Year



“Compared to Microsoft, IBM has a more open approach to UC and doesn't have plans to develop its own IP Telephony platform.”

- Ovum, Role of Mobility in Unified Communications, Sept 2008

Gartner

Leadership Quadrant
“Gartner Magic Quadrant
for Unified Communications”

- September 2008



Most used Enterprise IM solution

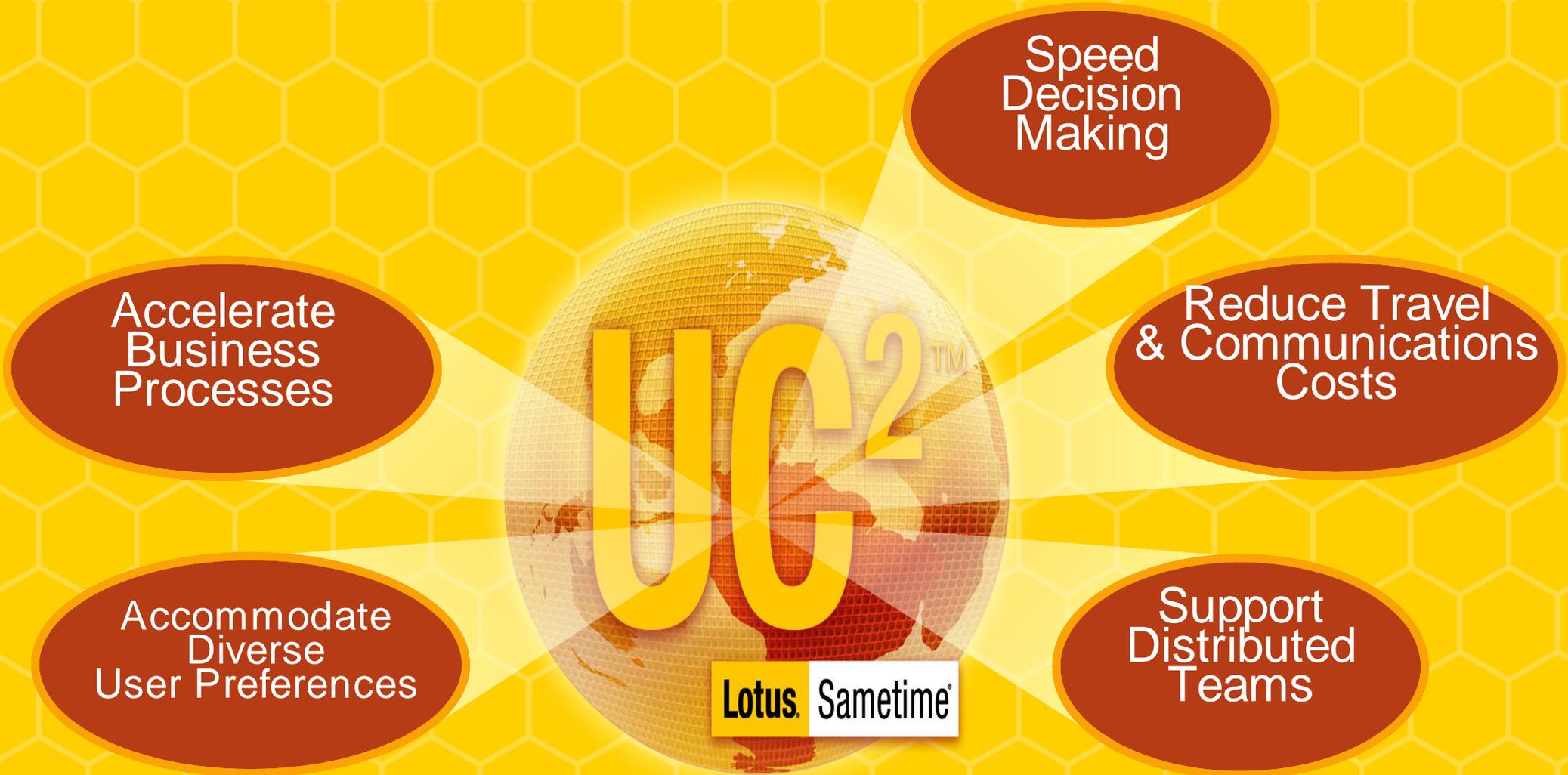
- Osterman Research, “Presence, IM and Real-Time Communication Trends 2008-2011” Sept 2008



Clear Choice Award
for Enterprise IM

- NetworkWorld, 2007

Real Benefits, Real ROI



Sametime Audio / Video Goals

∅ Integrated

∅ Unified desktop video user experience

∅ Open

∅ Interoperate with partner video conferencing systems

∅ Managed

∅ Improved audio/video management



Sametime Audio & Video Interoperability

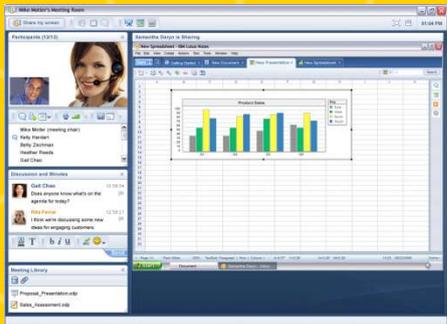
Sametime Video Chat



Sametime Servers



Sametime Meeting



- Presence/IM
- Meetings
- Media/AV
- SIP



Room Video Conferencing systems



Partner MCU's

H.323
ISDN
PSTN



Cameras



Telepresence

 POLYCOM®

TANDBERG

 RADVISION

 AVISTAR

 Lotus software

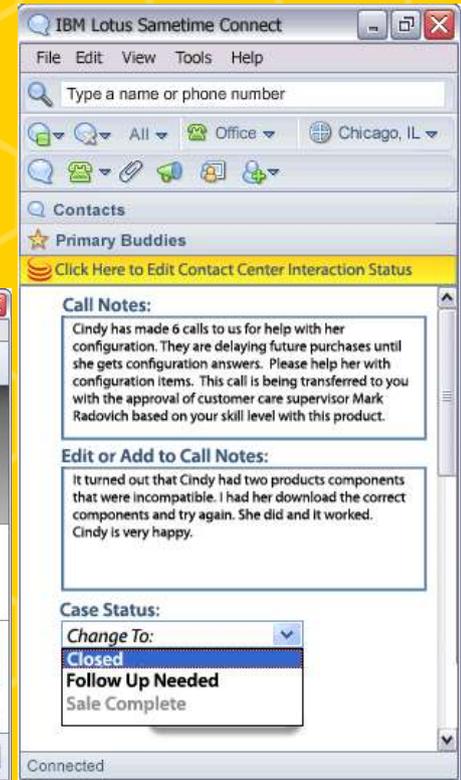
Sametime as a Platform

Ø Sametime is not only IM and Web Conferencing, it is also a *platform* for developing realtime-enabled applications.

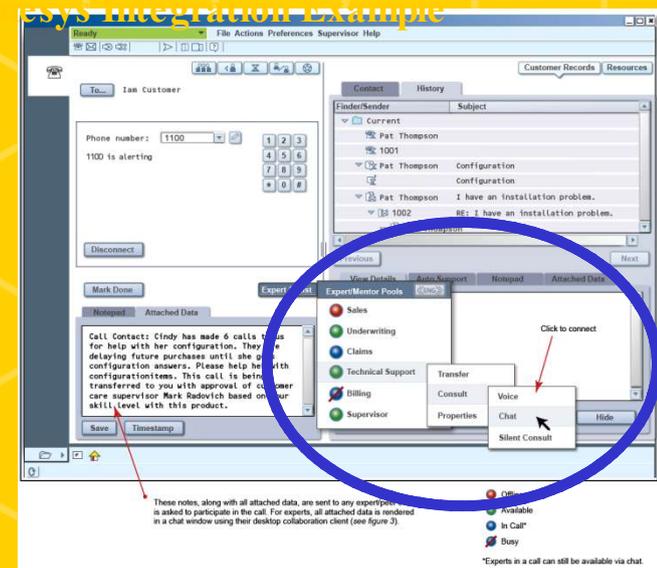
Ø Customers and Developers use our *platform APIs and extensibility features*, typically in 2 ways:

1. To add custom application functions to our Sametime client
2. To add realtime communication to their applications

1



2



Broadest Coverage of UC Enabling Application Creation Tools

Power
Users

Web
Developers

Professional
Developers



Mashups,
templates,
composite apps

Web 2.0 apps

Portlets

Web-services to
automate business
process

Client plugins,
desktop app
integration,
telephony and
video plugins

IBM Mashup
Center

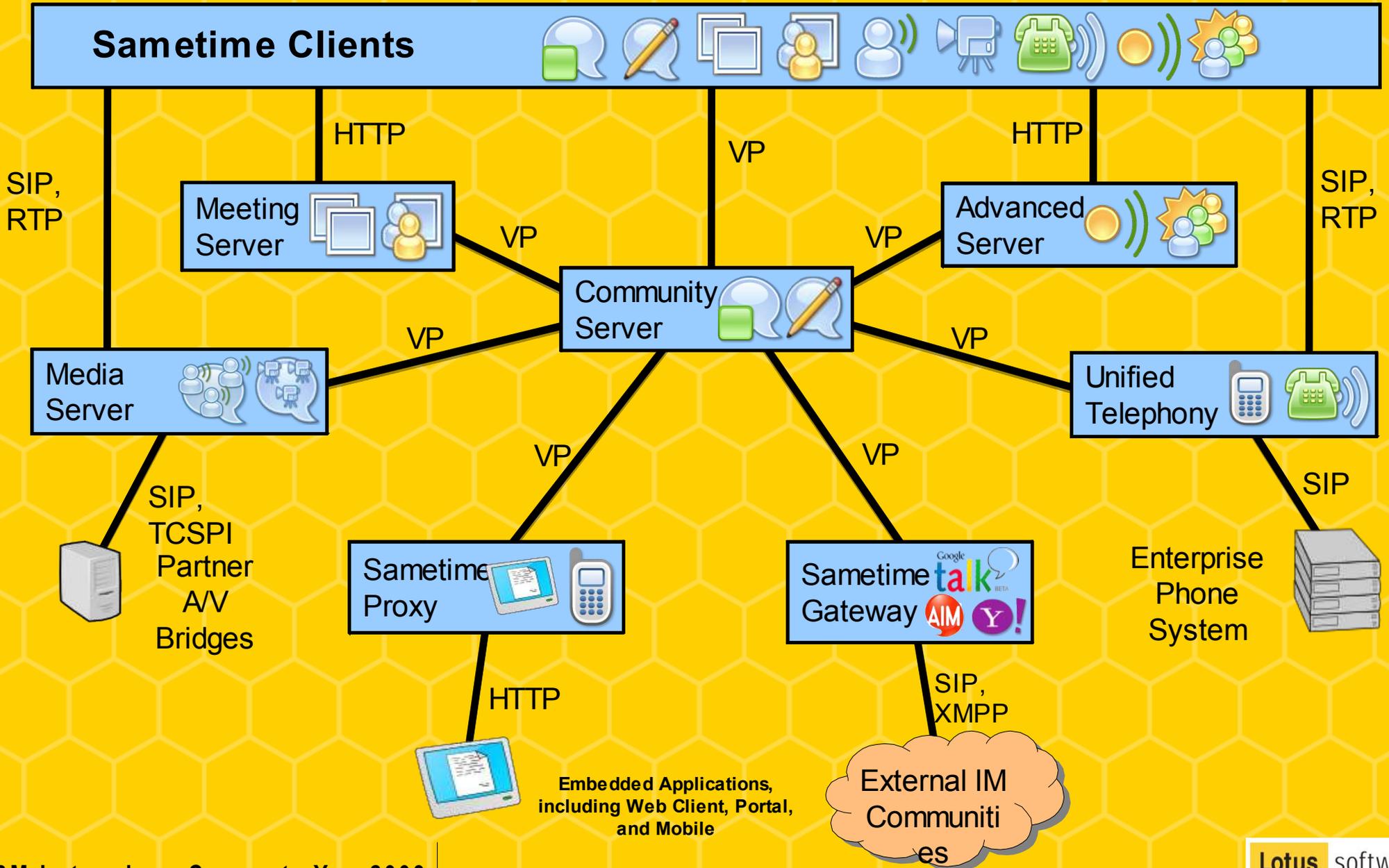
HTML, Javascript,
Dojo, Prototype,
jQuery,
AJAX .Net, widget
toolkits

Rational
Application
Developer,
Portlet Factory

SOAP, WSDL,
BPEL, ESBs,
Rational Application
Developer, IBM
SOA Foundation

Java; Eclipse, .Net
Visual Studio
ST automation
Sametime TCSPi,
Java, C/C++

Sametime System Level Architecture



Lotus Sametime: Roadmap



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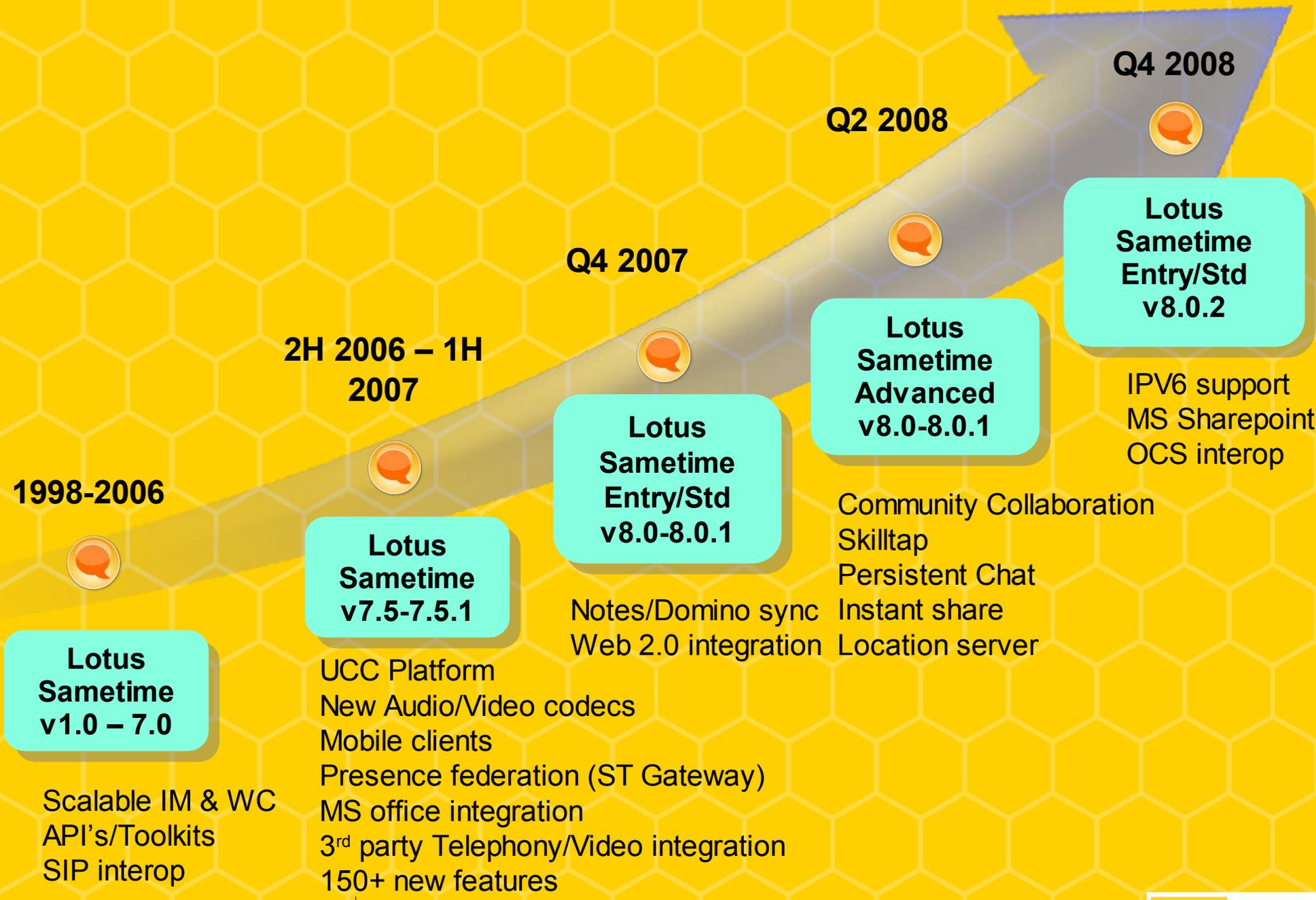


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Looking Back

Over 10 Years of Proven Innovation & New Value



Looking Forward

Planned Roadmap for Lotus Sametime Family

2009



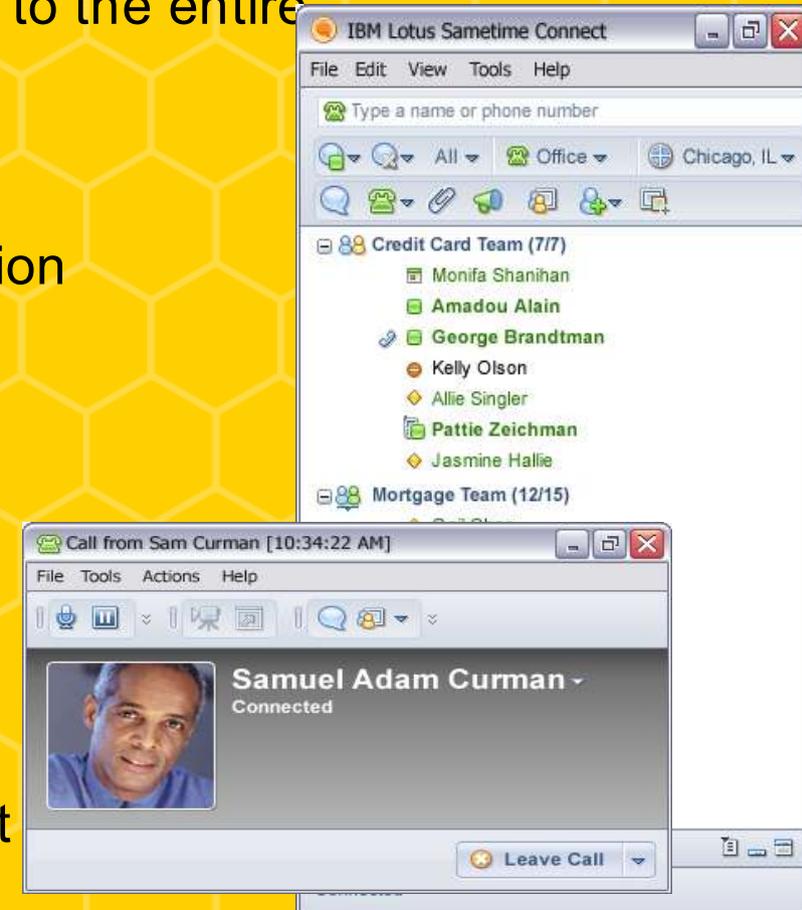
**Lotus
Sametime 8.5**

**Lotus Sametime
Unified Telephony**

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Sametime Unified Telephony

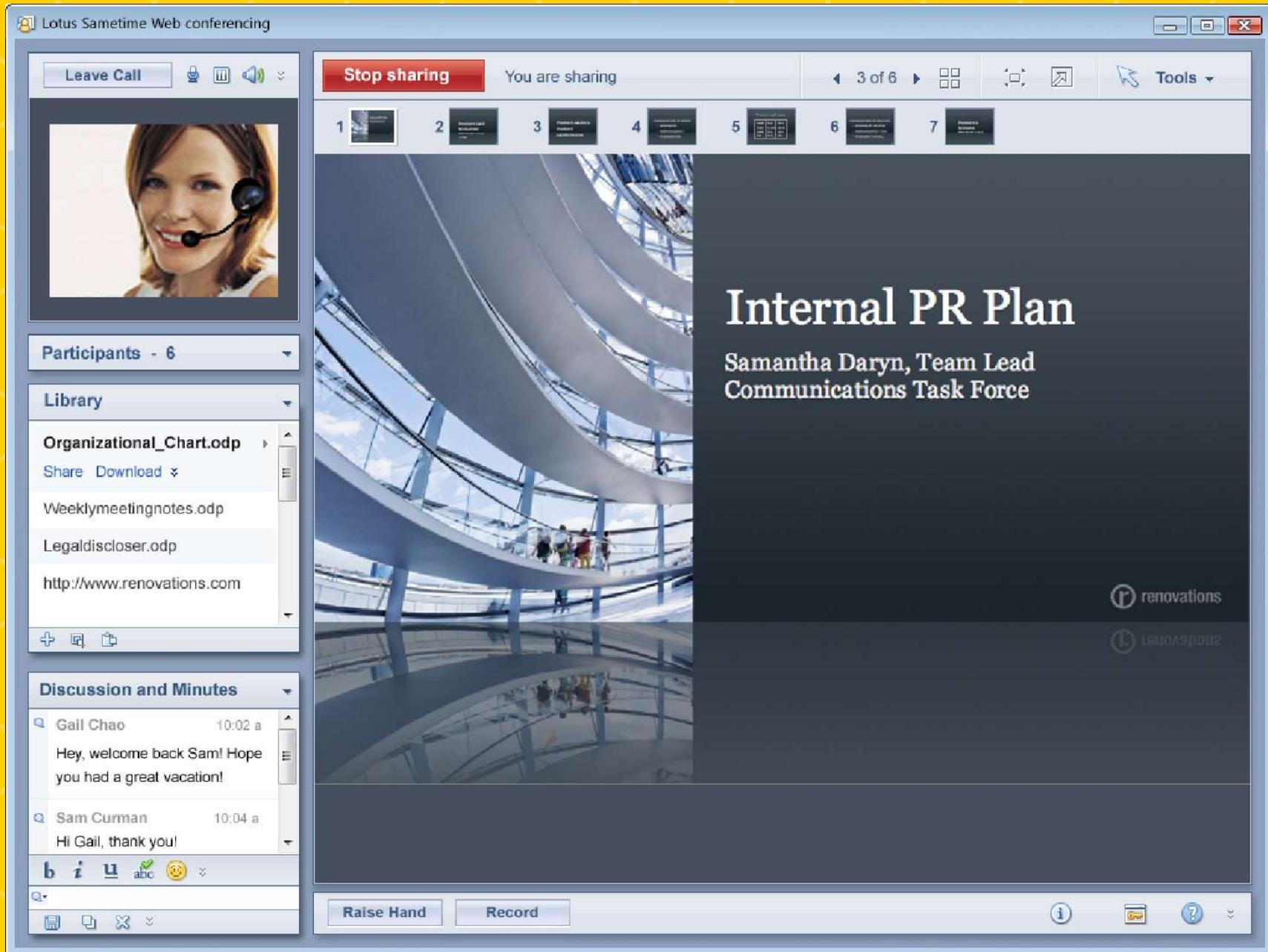
- A Middleware approach to Unified Communications
 - Leveraging and simplifying the communications infrastructure
 - No rip-and-replace...not waiting for upgrades to the entire infrastructure to get benefits
- Unified Experience for users
 - More effective communication and collaboration
- Features
 - Telephony presence
 - Click-to-call & click-to-conference
 - Embedded Softphone
 - Incoming call management
 - Integrates with YOUR telephony environment



Sametime 8.5 Highlights

- Modernized unified online meeting experience
 - Easy to access
 - Persistent model
 - Extend rich client to meetings
- Improved video quality and interoperability
- New Web browser client leveraging web 2.0 technologies (without Java™ downloads)
- Strengthen platform for emerging CEBP market
 - Extend UC services for easy access in other applications
 - Leverage Web 2.0 technologies to integrate into business applications
 - Replace ST Links
- New mobile support for iPhone & extend plug-in model to mobile clients
- Central administration and management of Sametime services

Sametime 8.5 Meetings



USER INTERFACE DESIGN AND FEATURES SUBJECT TO CHANGE

Sametime Web 2.0 user experience & integration

File Tools Help

 **Betty Zechman**
I am available at home
555-3434 / +1 (413) 555-3434

Betty Zech... Hi Jim, how are you doing? 09:04

Jim Lendler Hi Betty, I'm well. Working on getting that sales report to you! 09:04

Betty Zech... That's great news. I had messaged you to get an update on it. 09:06

Thanks a lot for all your help on it. I'll let you get back to it. 09:06

Jim Lendler No problem, glad to be of help. 09:07



b i u 

Betty Zechman is typing...

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[Home](#) [Blogs](#) [New Page](#) [Add Content](#) [Change Theme](#) [Share Page](#)

News

 **New Market Trends for 2009**
Nov 18 | [Sam Ormie](#)

Working with Teams
Nov 16

Market Research
Nov 14

Company Benefits Update
Nov 14

Cost Analysis - Renovations Green
Nov 12

Best Finance Software 2008
Nov 12

Subscriptions Updates

Blogs [See more](#)

 **Renovations Finance Plan**
[Sam Curman](#) | Jan 04, 2009
[Details](#)

 **Global Finance**
[Gail Chao](#) | Jan 10, 2009
[Details](#)

 **IT for Finance Teams**
[Gail Chao](#) | Jan 10, 2009
[Details](#)

Team Places Updates

Marketing Collateral
[Brochure.pdf](#) - [Amadou Alain](#)
Jan 04, 2009 | [Details](#)

Renovations Finance Team
[Brochure.pdf](#) - [Amadou Alain](#)
Jan 04, 2009 | [Details](#)

Mail

Sort By Date

-  [Sam Curman](#)
Renovations Financial Planning 01/17/09 4:45 PM
-  [Gail Chao](#)
Re: Renovations Financial Planning 01/17/09 4:45 PM
-  [Gail Chao](#)
Cost analysis 01/17/09 4:45 PM

Glenn Cloud
Here are the estimates for the OFN brochures 01/17/09 4:45 PM

My Objectives

Performance Update

Reduce Costs  40%

Increase Credit Lines  30%

Implement Customer Retention Programs  90%

Activities

1 - / of 20 [PREVIOUS](#) | [NEXT](#)

-  **Finance Charts Templates for 2009**
updated by [Sam Curman](#) Today 9:30 AM [More](#)
-  **Renovations Budget Discussions**
updated by [Sam Curman](#) Today 9:30 AM [More](#)
-  **Marketing Materials**
updated by [Gail Chao](#) Today 9:30 AM [More](#)
-  **Greenworld Conference Preparation**
updated by [Sam Curman](#) Today 9:30 AM | **DUE JAN 21** [More](#)

Day at a Glance

Wed, November 14, 2009

Mei & Michelle's Anniversary

10:00 AM - 11:00 AM
 Marketing Meeting
[Gail Chao](#)

11:00 AM - 12:00 PM
 Product Analysis Update
[Sam Curman](#)

Colleagues

-  [Dan Misawa](#)
I am Available
-  [Ed ElAmron](#)
Leaving early today
-  [Gail Chao](#)
Finishing up a report
-  [Jasmin Haj](#)
Interviewing a job candidate
-  [Rita Ferrar](#)
Going out for lunch, any one w...
-  [Dennis Mickles](#)
Available
-  [Sam Curman](#)
Stepped away, back in a minute
-  [Heather Reeds](#)
Back at 2PM

Tools

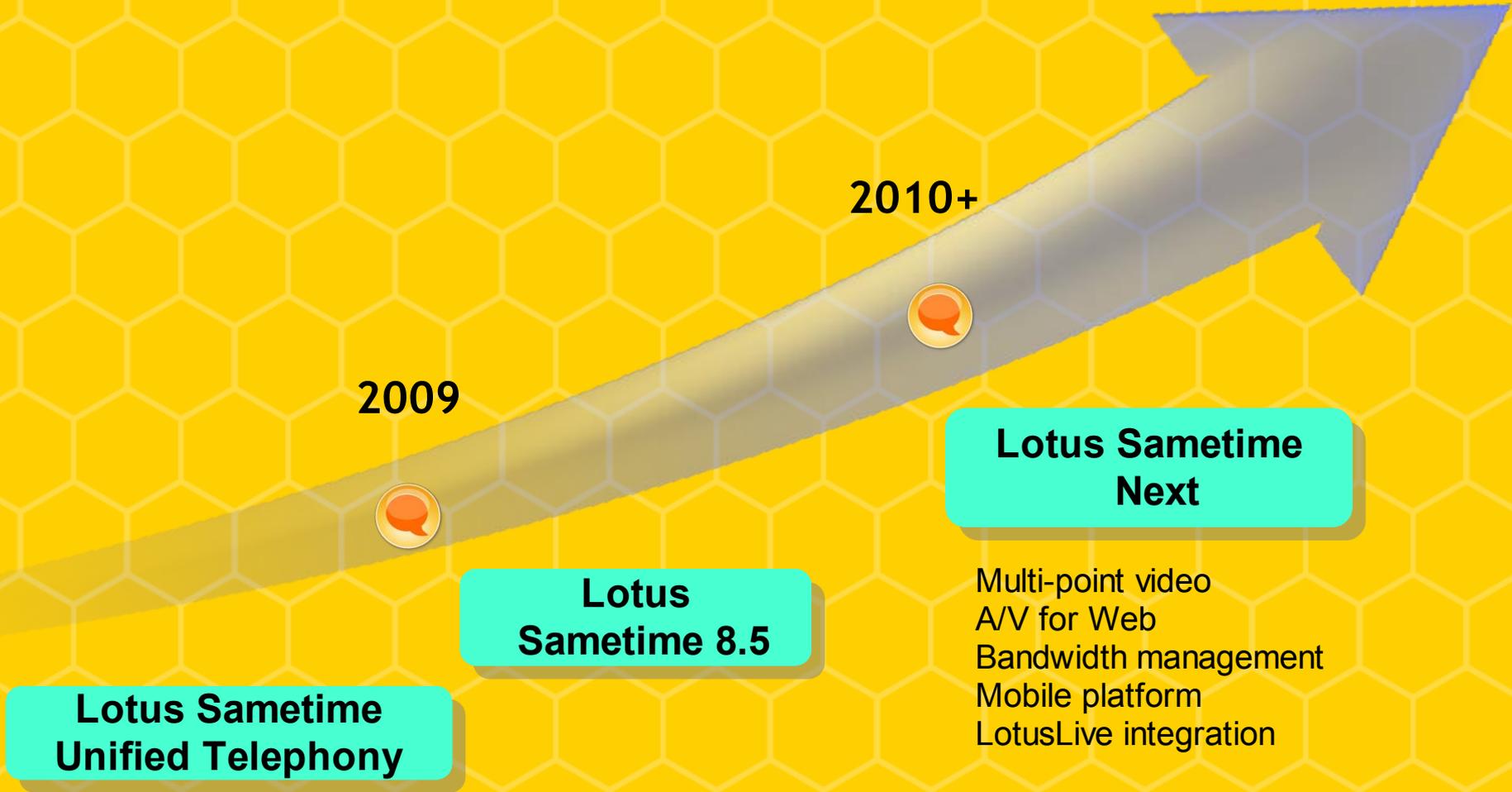
- Expense Reimbursement
- Benefits Enrollment
- Human Resources

Lotus Sametime® 8.5

NEW iPhone Browser Support



Looking Forward Planned Roadmap for Lotus Sametime Family



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LotusLive & Sametime Roadmap

- **Current Integration: Sametime Plug-ins**
 - Launch Sametime Unyte Meeting Room directly from Sametime Connect Client
 - Stores Meeting Credentials so your meeting is just a button click away
 - Right click to invite Sametime Contacts to instantly join your Unyte meeting
- **2009 Plans:**
 - Sametime IM (Connect client) included in LotusLive offerings (Q1)
 - Sametime 8.5 Web Chat in LotusLive (2H)
 - Live names implementation in LotusLive (2H)
 - Better UI alignment between LotusLive Meetings and Sametime 8.5 (ongoing)
- **Beyond 2009:**
 - Sametime Advanced functionality in LotusLive
 - Continued leverage of the Sametime platform by LotusLive

Lotus Sametime in Action



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Customers' Benefits

Sametime
paid for itself within
12 months

innovated

the way
they do business



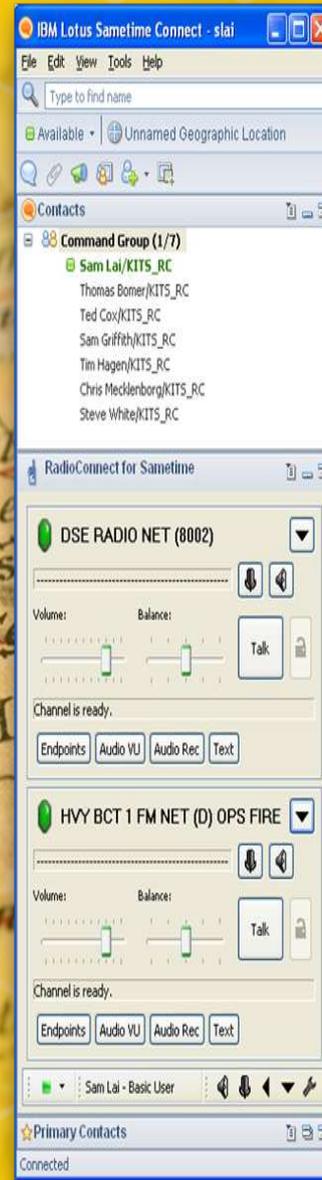
TheBank | Real People.
Smart Banking.
THE DELAWARE COUNTY BANK & TRUST | MEMBER FDIC



Customers' Benefits

collaborate
across
organization boundaries

accelerate
emergency response



MERIS – Missouri Emergency Response Information System

“Renovations, Inc.”

Renovations, Inc.
5000 employees

Software licenses (Retail) 350K

2 servers 25K

1 admin 55K

Installation services 25K

Total Costs \$450K

Total Costs \$450K Year 1

Cost Reducers	\$s Saved
Eliminate 5 phone calls / day	480K
Avoid international roaming fees	95K
Eliminate WebEx fees	470K
Convert 130 in person meetings to online	445K
Cut 50 calls per day	120K
Total Savings	\$1.6M

At IBM...

Telephony: \$17M saved



Travel: \$95M saved



Lotus+911



IBM Lotus Sametime Conne...

File Edit View Tools Help

Type a name or phone number

Available Office Set my geog »

Contacts

Bluetooth Presence

Lotus+911

Addon Enabled

Device Name: Mike's BB 8820

Device Status: Present

Primary Contacts

Recent Buddies

Connected

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