

# Lotusphere2012

**Business. Made Social.**

**Social Business Roadshow**  
**Strategy in Action: UCC & IBM**  
**Sametime**

**Tony Barclay**  
**Business Unit Executive**  
**IBM Unified Communications & Collaboration**  
**Asia Pacific**





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# Agenda

- **Social Communications and the state of the IBM UC<sup>2</sup>**
- What's new in IBM Sametime 8.52
- The Emerging Social Model of Communications
- Partner Solutions and the Future of IBM UC<sup>2</sup>



# The world is connected: economically, socially, and technically

People are transforming the  
way they interact...



and transforming the way they  
communicate...





# Social Networking is replacing traditional forms of communication

**New forms of communicating are becoming mainstream**

**President Obama to hold town hall on Twitter**

By Tecca | Today in Tech – Thu, Jun 30, 2011

Recommend Tweet Email Print



STREAMING LIVE ON  
**JULY 6<sup>TH</sup>**  
2<sup>PM</sup> EDT, 11<sup>PM</sup> PDT

The President of the United States will answer your questions about the economy and jobs live via webcast from the White House

[Tweet to #AskObama](#)

View conversation: [#AskObama](#)

The President will take your questions over Twitter

**Do you notice anything missing on this sign?**







Like consumers, enterprises are looking for similar ways to securely **Find, Reach,** and **Connect** inside and outside the corporate firewall

### Consumer Oriented Products

**Skype and Facebook - the best of both worlds**

Skype and Facebook have teamed up to make it easier than ever to stay in touch. Instant message, import your newsfeed, comment and 'Like' all from within Skype.

Get Skype 5.3 for Windows

### Enterprise Solutions

2012 IBM Corporation



# Generational shifts unleash different work styles

## Older workers

Growing as % of workforce



Wisdom and intellectual

## Mid-career workers

Shrinking as % of workforce



and middle managers

## New generation

Growing as % of workforce



and innovation



**E-MAIL  
TELEPHONE**



**INSTANT  
MESSAGING**



**SOCIAL NETWORKING  
VIDEO & MOBILITY**



# IBM Sametime: The social software platform for Unified Communications and Collaboration

- Industry leading online meetings, rich presence, instant messaging
- Standards based audio & video
- Intelligent telephony with a powerful user experience
- Built-in social collaboration
- Rich & zero-download browser clients
- Web 2.0 APIs for easy integration
- Open, extensible, secure, cross platform, highly scalable

The screenshot displays the IBM Lotus Sametime Connect web interface. The main window features a search bar at the top, followed by navigation tabs: Contacts, Sametime Frequent Contacts, Sametime Meetings, Broadcast Communities, Chat Rooms, ESPN Sports Feeds, and TwitterGadget. Below these tabs is a 'Sign in with Twitter' button and a 'Remember Me' checkbox. A 'Call from Sam Curman' window is overlaid on the right side, showing a keypad and a list of participants: Sam Curman (Connected), Kelly Hardart (Connected), and Samantha Daryn (On Mute). The interface is designed for unified communications and collaboration, including instant messaging, audio, and video.





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# Sametime 8.5: Rapid Innovation

<b>8.5.0</b> December '09	<b>8.5.1</b> June '10	<b>8.5.2</b> June '11	<b>8.5.2 IFR 1</b> November '11
<ul style="list-style-type: none"> <li>▪ New Meetings Experience</li> <li>▪ Zero-download browser chat</li> <li>▪ REST APIs</li> <li>▪ Single Management Console</li> <li>▪ <b>Browser-based iPhone client</b></li> <li>▪ <b>Unified, Standards-based A/V</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ Clients: Windows 7, Mac OSX, Ubuntu, SuSE, Red Hat</li> <li>▪ zLinux</li> <li>▪ <b>Blackberry app</b></li> <li>▪ <b>Windows Mobile 6.5</b></li> <li>▪ <b>A/V &amp; Meeting Performance Improvements</b></li> <li>▪ <b>Sametime Unified Telephony</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ Modernized Sametime Advanced</li> <li>▪ <b>Android app</b></li> <li>▪ <b>Blackberry Meetings app</b> <ul style="list-style-type: none"> <li>▪ <b>A/V in browser-based online meetings</b></li> <li>▪ <b>A/V NAT support and firewall traversal</b></li> </ul> </li> <li>▪ <b>Bandwidth management</b></li> <li>▪ <b>SUT Lite</b></li> <li>▪ <b>REST APIs</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ Offline Messaging</li> <li>▪ Organizational View</li> <li>▪ Improve File Transfer</li> <li>▪ <b>iOS app</b></li> <li>▪ <b>Browser-based tablet Meetings</b></li> <li>▪ <b>SUT Virtualization</b></li> </ul>





# NEW Audio and Video in Web-based meetings

Standards based implementation means meetings will work with Native and 3rd party audio and video

**Browser plug-in installs on demand or pre-installed; also supports 3<sup>rd</sup> party video integration**

**Call and video controls**

**List of participants shows connection, presence and muted status.**

**Call Controls:**

- Connect/disconnect
- Adjust Volume
- Hold/Resume

**Moderator Controls:**

- Mute/unmute all
- Mute another person
- Lock call
- End call for everyone
- Hang up participant

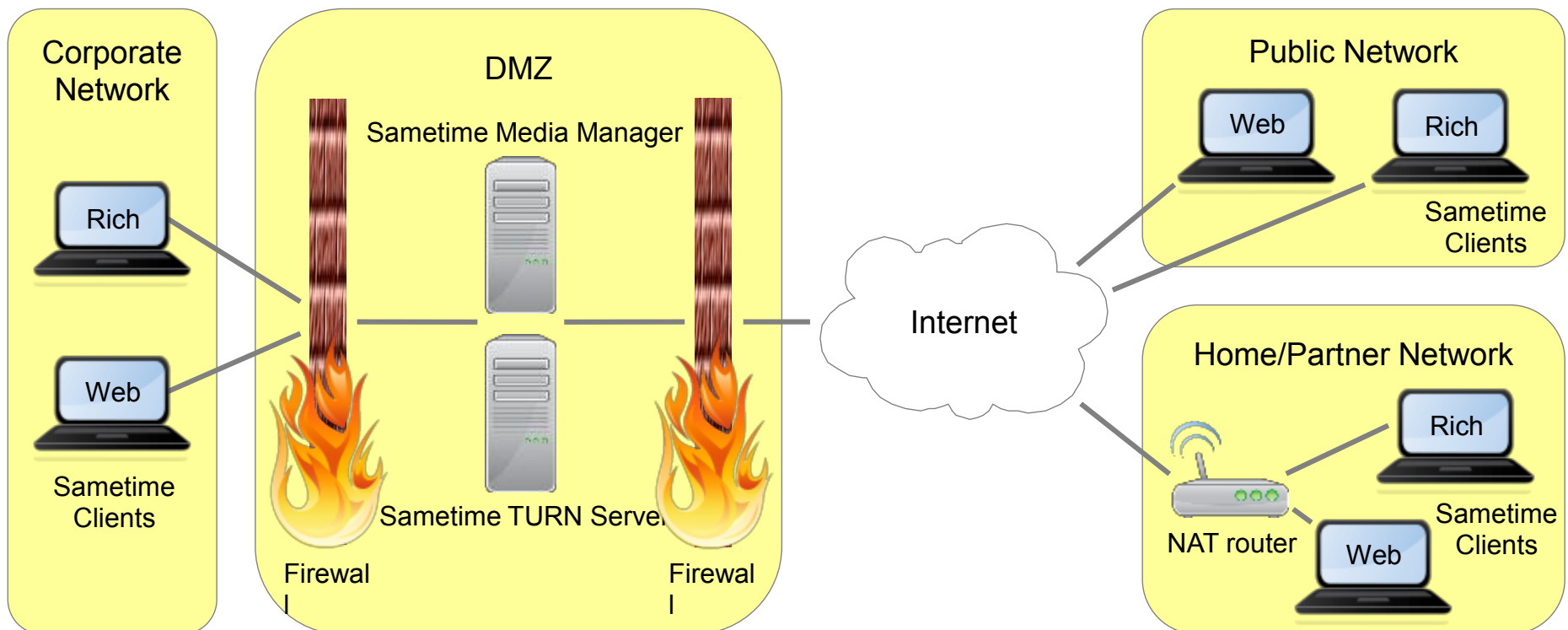
**Video Controls:**

- Show/ hide own video
- Hold/resume
- Pause/resume



# NEW Standards make audio & video over firewalls & NAT'd environments seamless

- Enables audio and video connectivity across firewalls
- A feature of the Sametime Media Manager built on ICE/STUN/TURN standards
- No special ports to open

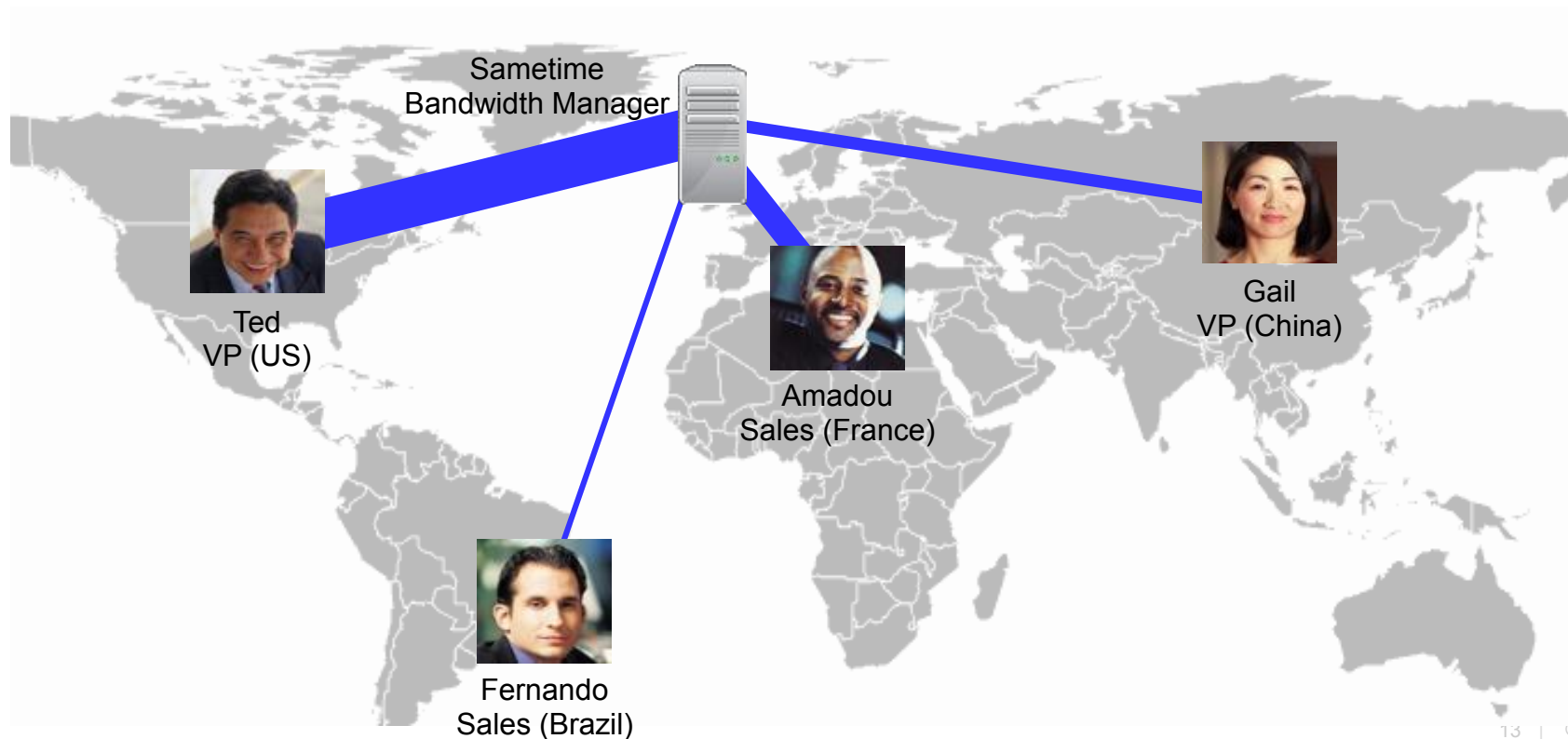






## NEW Sametime 8.5.2 Bandwidth Manager

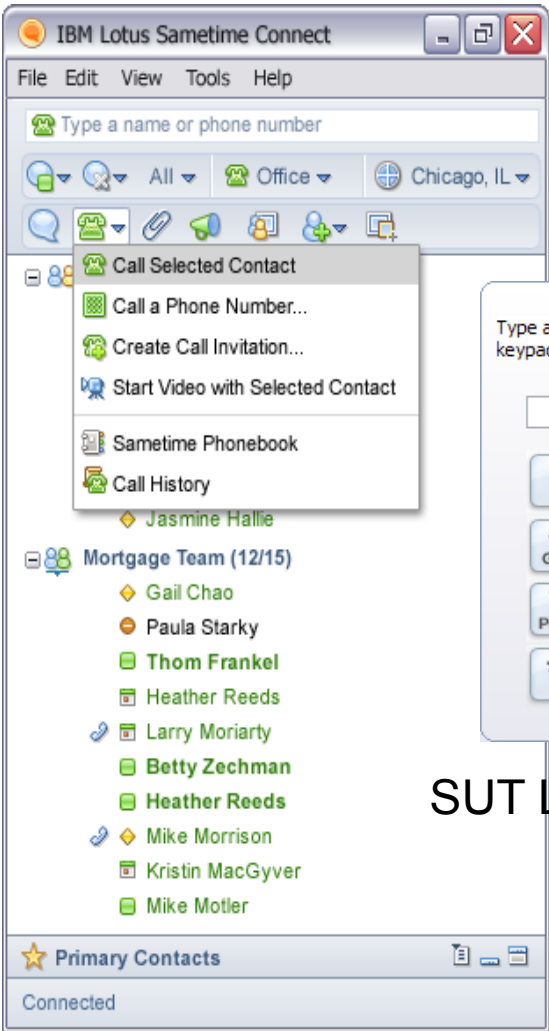
- Protects the mission critical applications on the network by restricting **overall** bandwidth used for Sametime audio and video
  - This also ensures there is a dedicated amount of bandwidth for audio video
- Administrators set policies based on classes of users and location
- Provision calls based on overall bandwidth limit available.





# NEW SUT Lite Client License

Make and receive voice and video calls using the industry standard SIP protocol



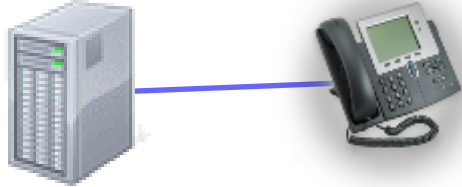
SUT Lite Client



Video Devices



Video Bridges



Supported PBX's





## NEW Offline messaging

- Retrieving and replying to offline messages

Sametime will notify you that you have offline messages waiting to be retrieved. You can access the Offline Messages window to check your messages by selecting it from the "More" menu on the Sametime Connect toolbar.

Sender	Date	Expires
Anna Bauer	11:00 AM	5 Days
Samantha Daryn	9:55 AM	5 Days
Mike Motler	June 15	4 Days
Anna Bauer	June 15	4 Days
Samantha Daryn	June 15	4 Days
Paul Clemmons	June 14	3 Days

Anna Bauer  
Sales Representative, Renovations  
(555) 555-5555/ 444-4444  
User is available

::Offline messages received June 16, 2011 (Message expires in 5 days)::

Anna Bauer 3:30 PM  
Hey are you there?  
I wanted to see if you had any ideas about the project we discussed?

Anna Bauer 3:31 PM  
Ping me back when you get a chance. Thanks!

Anna Bauer 3:35 PM  
Ping me back when you get a chance. Thanks!

Anna Bauer 4:00 PM  
We need to talk about the presentation for tomorrow. They want us to go over more material regarding the company merger and budget cuts.

You can reply to an offline message by, first, selecting it from the list...

Next, you can start a chat session with Anna by clicking "Reply". The offline message text will be added to the transcript of the new chat session.



# NEW Multi-file and folder transfer

- Sending files and folders to an online contact

The screenshot illustrates the multi-file and folder transfer process in Lotus Notes. It shows a chat window with Samantha Daryn and Mike Motler. A yellow callout box states: "You can send one or more individual files or an entire folder." The interface shows the "Send Files..." and "Send Folder..." options in the toolbar. Another yellow callout box says: "Get feedback on number of files and amount of data being transferred." This points to a detailed transfer window showing the file name "Mobile-designs.odp (1593 KB)", the status "File transfer has been accepted", and a progress bar at 6%. A third yellow callout box says: "Get a post-transfer report." This points to a message from Mike Motler listing the transferred items: "Renovations Planning: Folder sent", "Renovations Planning: Folder received", "Renovations Planning: Folder sent", "Renovations Planning: Folder received", "Renovations Planning: Folder sent", "Renovations Planning: Folder received", "Renovations Planning: Folder sent", "Renovations Planning: Folder received", "Renovations Planning: Folder sent", "Renovations Planning: Folder received".





## NEW Organizational tree view

A shelf application within Sametime Connect that shows an organizational-tree view of the contact list.

**Organization View**

Collapse All

- + **Communications**
- + **Human Resources**
- + **Legal**
- **Marketing**
  - Ted Amadou
  - + **North America**
    - Kristin MacGyver
    - Mike Motler**
    - Paul Clemmons
    - Rita Ferrar**
    - Samantha Daryn**
- + **South America**
- + **Europe**

**Callout 1:** Pick a contact from your contact list and select to see that person's place in the organizational view.

**Callout 2:** Expand nodes to see the people in that part of the organization.

**Callout 3:** Drag nodes to add organizational groups to the contact list.

**Callout 4:** See presence and business card information. Launch chat sessions with individuals or start conversations with whole departments.

**Callout 5:** Managers show up at the top of the tree. Individual managers can be hidden from view.



## IBM Sametime by the Numbers

**29.5m**

Global Install Base

**150m+**

Entitled Instant Messaging Users

**30%**

New Customers on Outlook  
5 years running

**1/3rd**

Global Fortune 50

**Half**

Top 20 Most Profitable Companies in the Fortune 500



# The Value of IBM Unified Communications & Collaboration



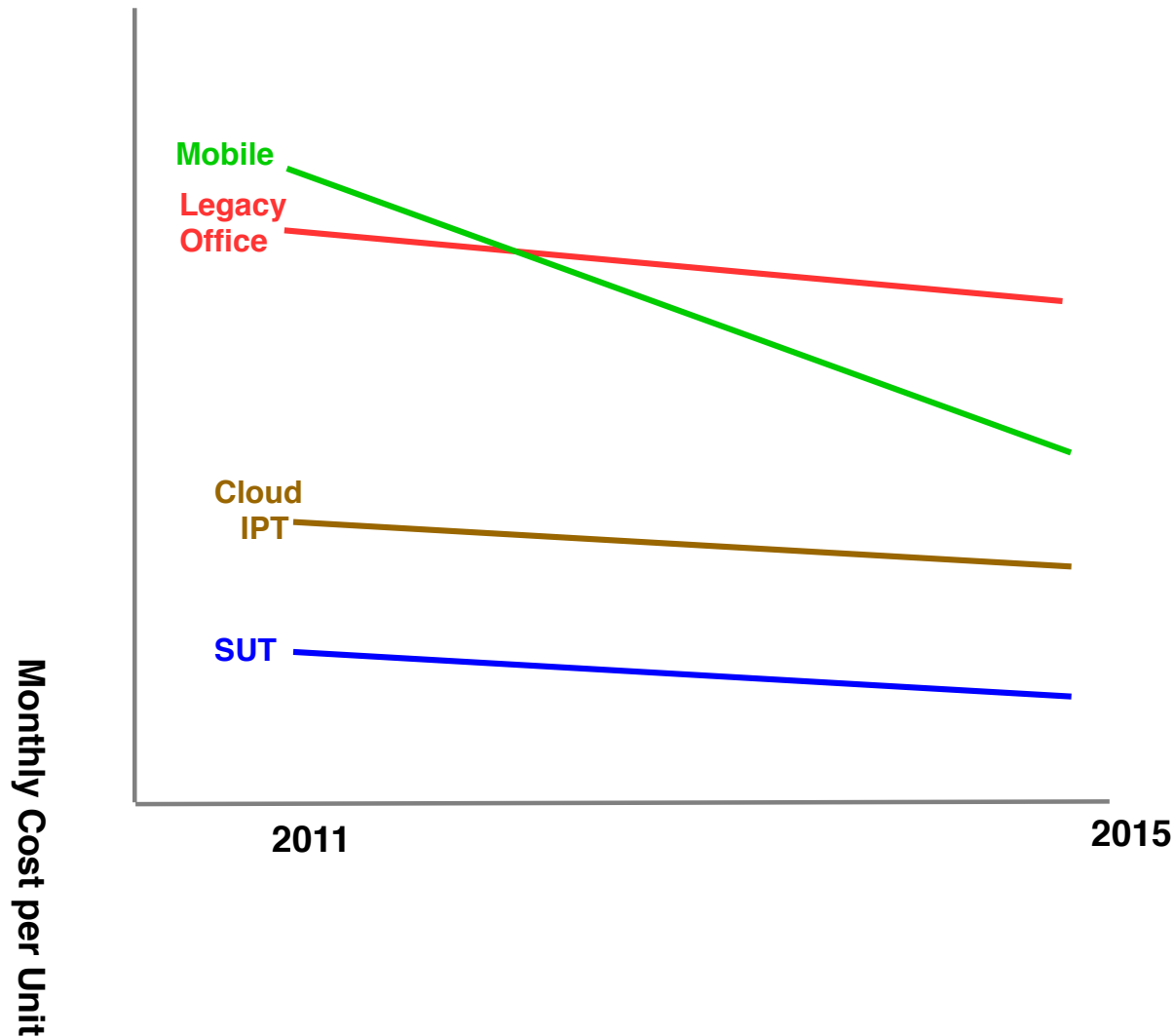
CITY of PERTH 

# CROWN lift trucks





# The IBM Experience



- **Strategic devices include:**
  - SUT (softphone)
  - Mobile (smart phone, tablet)
  - Desk phones (IBM offices)
- **IBMers moved to strategic devices based on job roles**
- **Legacy systems sun-set**
- **2015 target cost reduction: 25%**



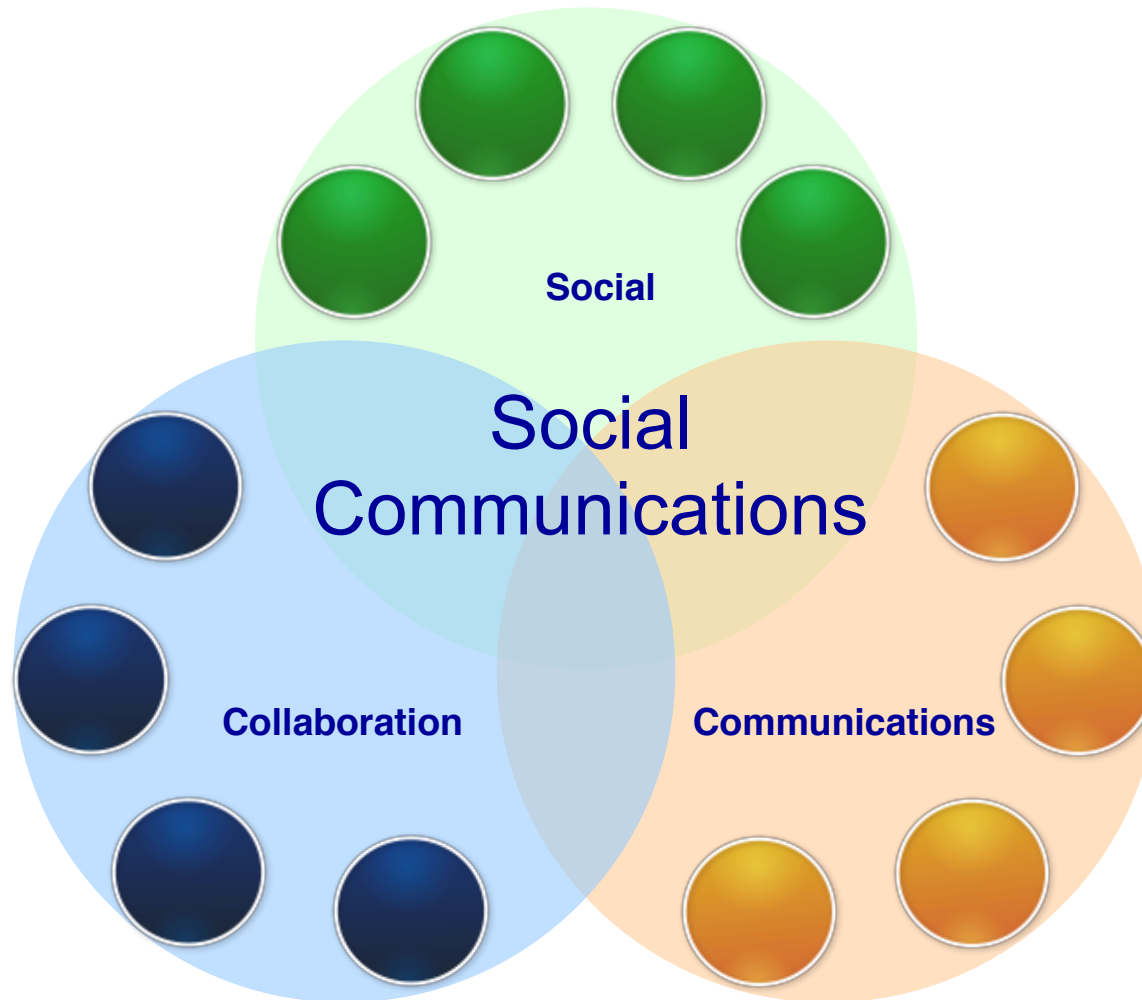


# Agenda

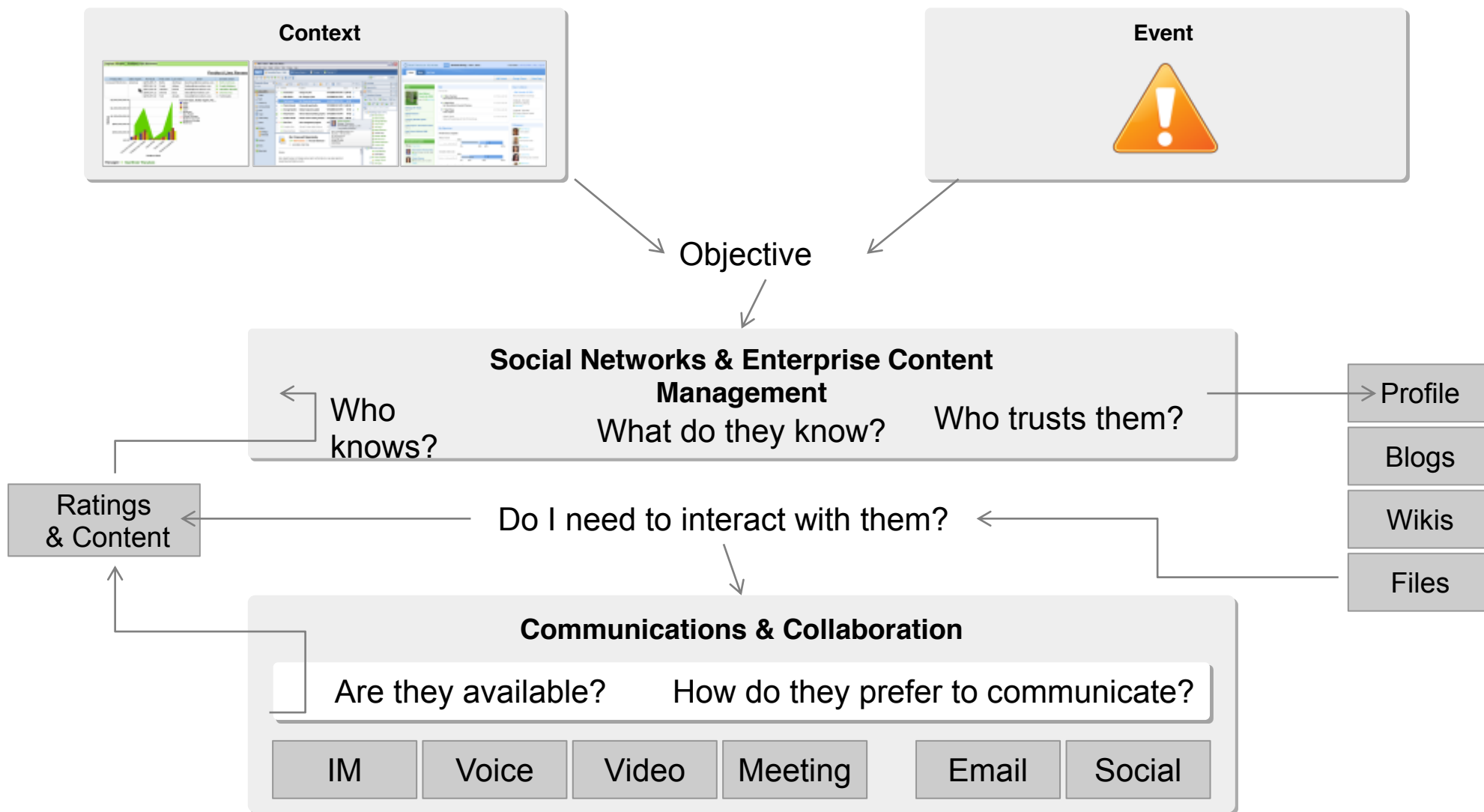
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- **The Emerging Social Model of Communications**
- Partner Solutions and the Future of IBM UC<sup>2</sup>



“Social UC” brings together traditional communications tools with newer social collaboration capabilities



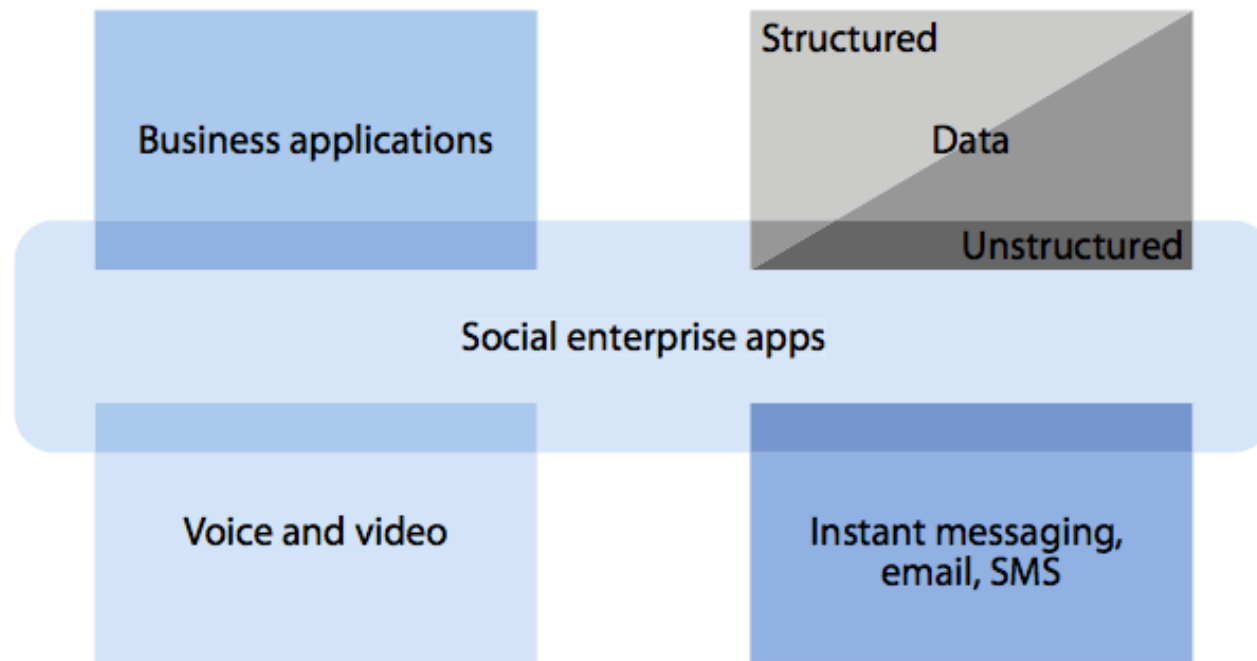
# Emerging Social Model of Communications





# Social... Next wave of innovation in enterprise communications

**Figure 3** Social Enterprise Apps Integrate Disjointed Collaboration Approaches



59825

Source: Forrester Research, Inc.

"Social Enterprise Apps Redefine Collaboration"  
November 30, 2011





# From IBM UC<sup>2</sup> to Social Communications







# *Social Communications Demo*



# Mobile devices are the primary interface

## Sametime capabilities on leading mobile platforms

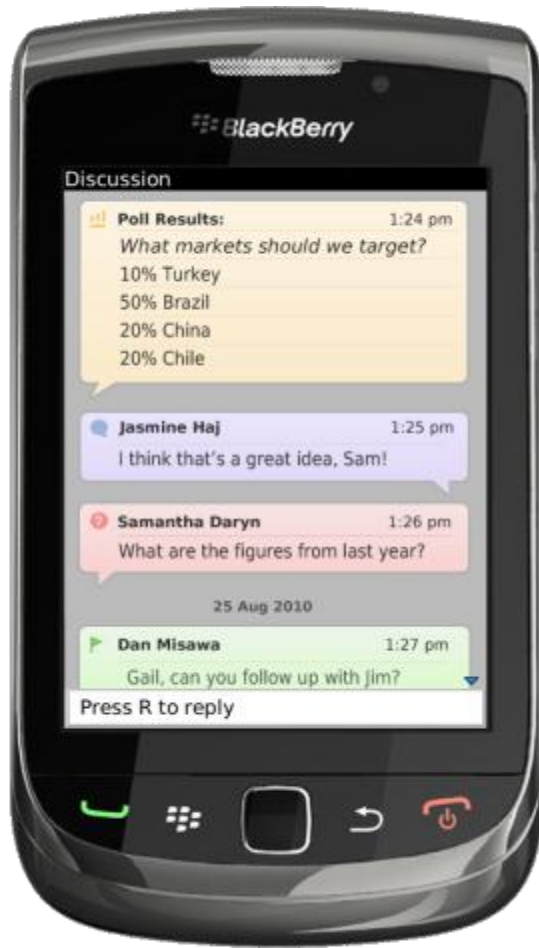


## Future

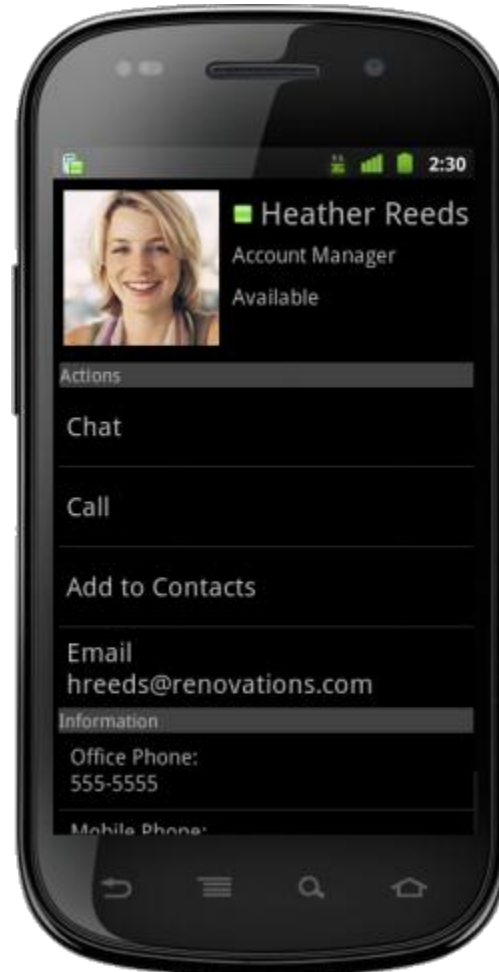
- Native meeting apps on Android / iOS
- Distribution through native app stores
- Mobile audio & video



# Sametime mobile clients



Blackberry



Android



iPhone



# Sametime client for Blackberry devices

Sametime Meetings, Instant Messaging and Presence





## NEW Sametime mobile client for Android

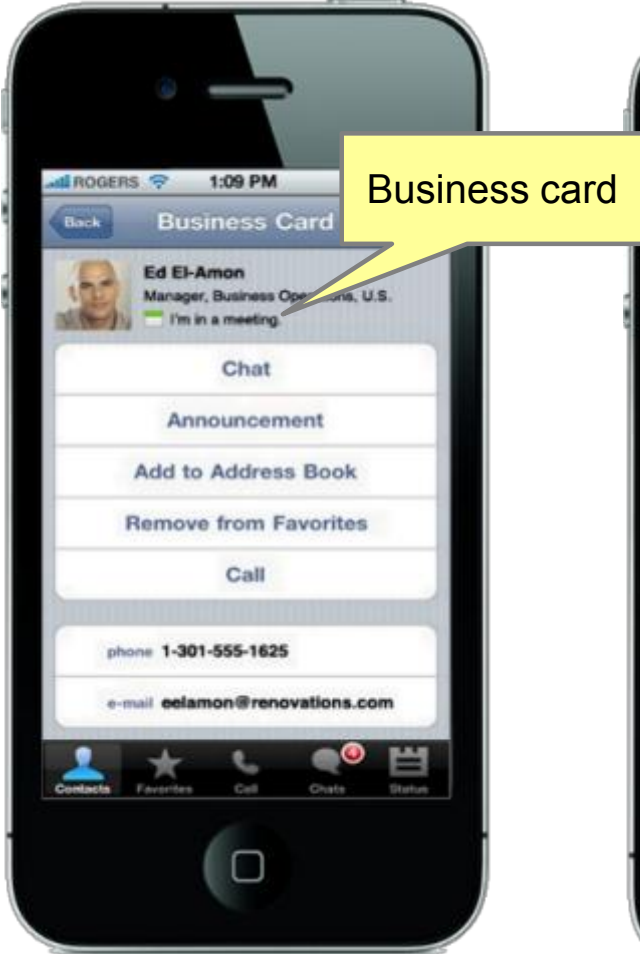
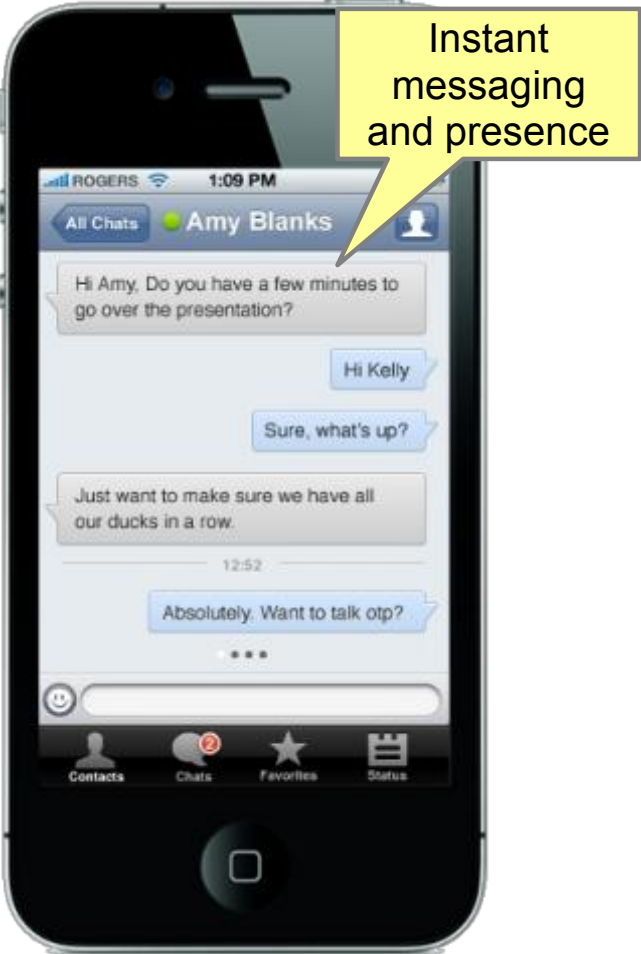


- Presence & IM
- Send images over IM
- SUT Dialer
  - Place calls from your mobile phone via SUT
  - Calls back to device to avoid outgoing mobile charges
  - Use the preferred number and device to avoid mobile charges
  - Change preferred SUT device directly from the Android phone.





# NEW IBM Sametime Mobile for iPhone





# Sametime on iPad



Rich Sametime web meetings

## Instant Messaging, Presence, and SUT





# An integrated platform for the emerging social model of communications

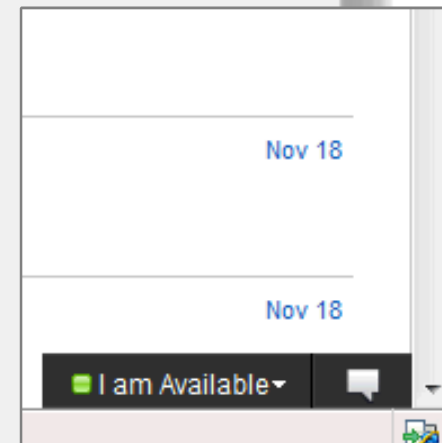
## Sametime integration points with Connections



Real time Interaction with Communities



Quick access through Business Cards



Connections Task Bar

## Future

### From Connections Communities

- Send Announcements, Polls, SkillTaps
- Persistent Group Chat Widget
- Let Communities own Meeting Rooms

### From Sametime

- Leverage Files as Meeting repository
- Search Profiles from QuickFind toolbar
- Use Activities plugins from Connect Client

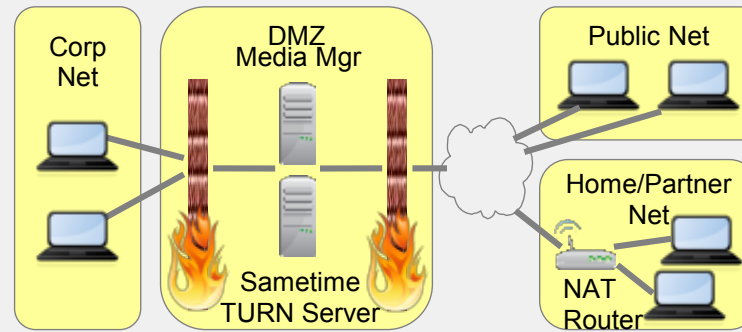


# Rich communications – wherever, however

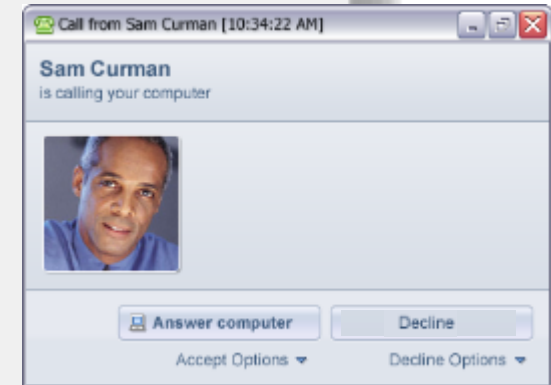
## Enhanced Voice & Video in Sametime



Browser-based AV Meetings



Bandwidth Management,  
Firewall & NAT Traversal



SUT & SUT Lite

## Future

- High quality, low bandwidth video
- Standards-based H.264 SVC
- Mobile audio & video
- Enhanced browser-based video



# Agenda

- Social Communications and the state of the IBM UC<sup>2</sup>
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- The Emerging Social Model of Communications
- **Partner Solutions and the Future of IBM UC<sup>2</sup>**







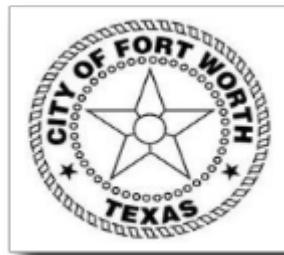
# *Polycom Integration Demo*



# Emergency Management Solutions with IBM Sametime

## Business Partner RadioConnect City of Ft Worth, Texas

- Network your business processes by integrating UC<sup>2</sup> services and disparate radio systems
- Faster response to emergencies, helping save lives and prevent crises from escalating
- Reduced costs by US \$1.1M through more a more efficient communications network
- Reduced risk with improved situational decision-making, creating a safer Super Bowl experience

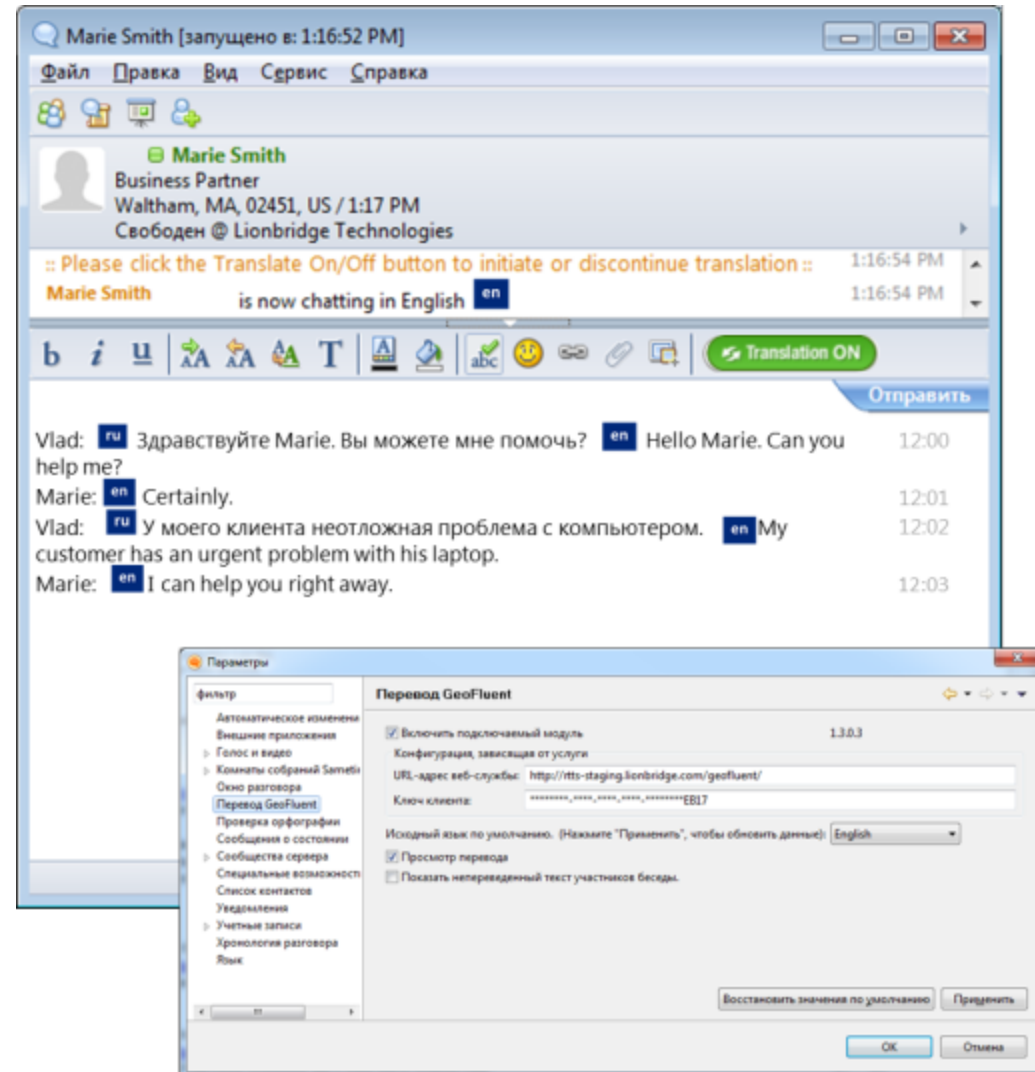




# Instant Translation Solution for Instant Messaging

## GeoFluent IM for IBM Sametime

- Integrates IBM Sametime instant messaging with GeoFluent real-time translation
  - Simple, small footprint
  - No additional on-premise infrastructure required
  - Based on technology from IBM Watson Research
- Allows globally-dispersed teams to collaborate instantly in their language
  - Enables real-time translation of instant messages
  - Supports 11 language pairs covering the world's major commercial activity
- Quality Real-Time translation
  - Accurately reflects corporate terminology
  - Appropriately translates common IM abbreviations, such as "r u there?"





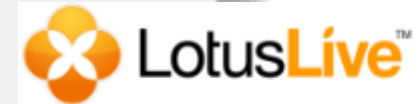
# The Cloud offers multiple, flexible deployment options

## Private and Public Cloud today

IBM SmartCloud  
Social Collaboration  
for Government



	Private Cloud	Public Cloud
<b>Example</b>	IBM Smart Cloud	IBM LotusLive
<b>Operator</b>	Service provider (ex: IBM)	Service provider (ex: IBM)
<b>Location</b>	Service provider (ex: IBM)	Service provider (ex: IBM)
<b>Access</b>	VPN and public internet	Public Internet
<b>Consumer</b>	Multiple enterprises	Any enterprise / user
<b>Assets</b>	Dedicated (virtual instances) & shared (infrastructure)	Shared (multi-tenant)



## Future

- Leverage IBM SmartCloud Enterprise+ Platform
- Converge the LotusLive & Sametime Meetings Experience
- Sametime Unified Telephony based UC-as-a-Service





# From IBM UC<sup>2</sup> to Social Communications

## Strategic Direction

- Unified Communications Strategy & Sametime Roadmap
- What's New in IBM Sametime
- Continental: Getting Traction with Unified Communications & Collaboration

### Social Networks

- Building An Exceptional Work Experience for a Social Business
- Sametime in Connections, Portal and others

### Rich Communications

- Sametime Voice and Video: Understanding the Deployment Options
- Find, reach, collaborate -- Call me with SUT
- SUT Lite: Communicating with devices
- Best practices for Sametime AV deployment
- Your Social Business Advantage: Using Sametime to integrate telephony, audio and video
- Sametime Web Audio Video Solution Deployment and Dev

### Mobility

- Driving Mobile Unified Communications
- Leveraging the Sametime Proxy to support Mobile users and Web applications

### Cloud Delivery

- Private or public? Take your Social Business to the cloud with IBM Sametime and IBM Connections

## Development, Deployment, and Integration


Sametime Administration - WebSphere Demystified  
 Sametime system console - administering your whole environment  
 Put your Sametime in a box  
 Doctors have scalpels. Carpenters have tools, ST Developers have SDK

Sametime 8.5.2 Architecture and Deployment Workshop  
 Sametime Pick and Mix: System Designs that Fit  
 IBM Sametime and Microsoft. A full stack integration story  
 The Upcoming Sametime Meeting. Remote Client SDK

# Get Social with UCC...

# Thank You!

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<a href="#">Communities</a>	<a href="#">Bookmarks</a>	<a href="#">Profile</a>	<a href="#">Activities</a>	



**Barclay, Tony** ✉

AP BU Exec - Lotus UC  
BRISBANE, QLD Australia  
Building: BRI | Floor: NA | Office: MOBILE  
61-7-3833-9188  
[tbarclay@au1.ibm.com](mailto:tbarclay@au1.ibm.com)

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