

IBM UC2 Software: Reduce Costs and Unleash the Collaborative Power of Your Company

Activities	Profile	Dogear	Communities	▼
Files	Wikis	Blogs		



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- Send Mail
- Invite to My Network
- Download vCard

Agenda

- A Unified Communications A Platform for Business – The IBM Vision
- Sametime as a Platform
- How to get Real Benefits & ROI
- What's coming In Sametime 8.5

A Unified Communications & Collaboration The IBM Vision

FIND

REACH

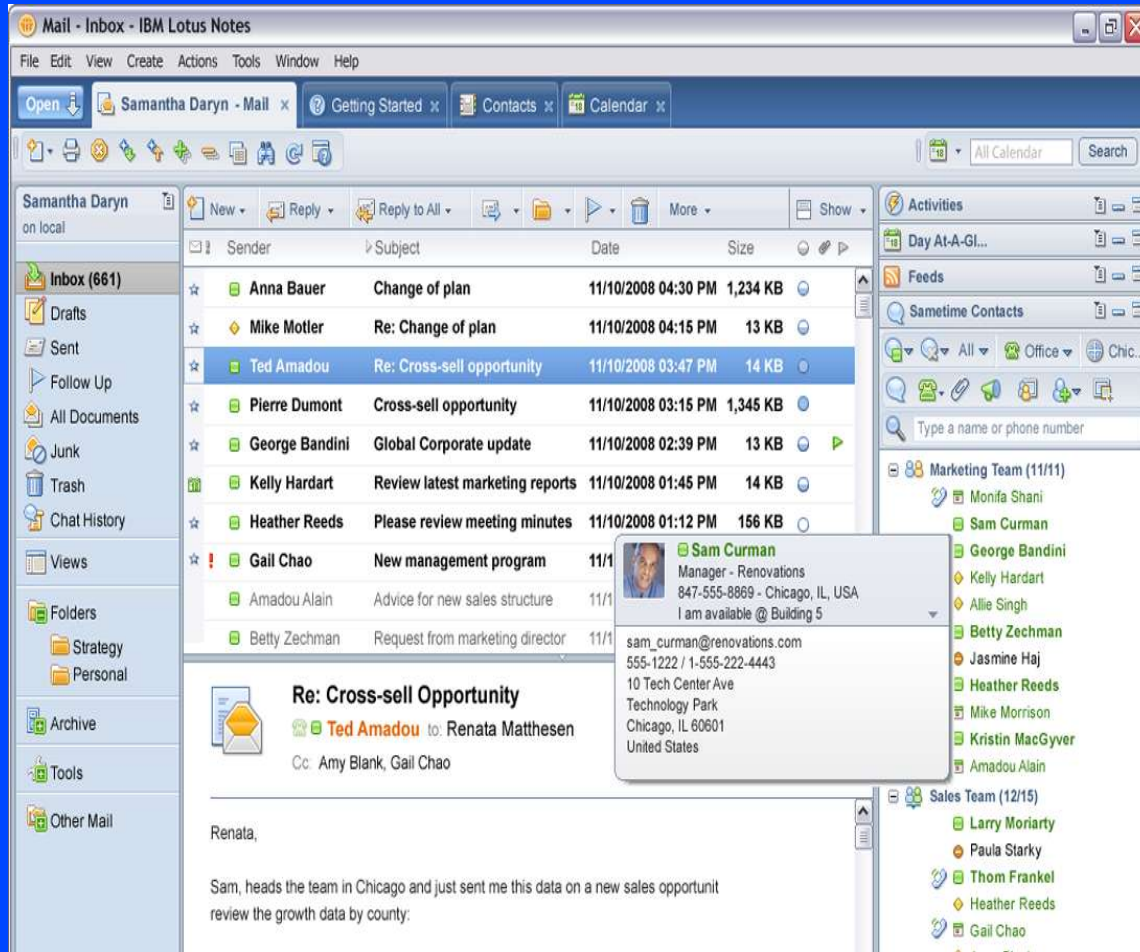
COLLABORATE



unified
experience

Lotus Sametime

IBM Vision



IBM Vision

The screenshot displays a user profile for Jasmine Haj on the Lotus Connections platform. The interface includes a navigation bar at the top with options like 'Connections', 'Home', 'Profiles', 'Communities', 'Blogs', 'Dogeat', 'Activities', 'Wikis', and 'Files'. The user's name 'Jasmine Haj' and 'Help'/'Log Out' links are visible in the top right.

Profile Summary:
Jasmine Haj
 Technical Specialist
 Building: Building 34-5, Floor: 4 West, Office: 3402
 Mexico City, 6500, Mexico
 Phone: (011) (5255) 5514-8101
 Office e-mail: JasmineHaj@renovations.com

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 Mobile number: (011) (5255) 5514-8100
 Fax number: (011) (5255) 5514-8000
 Office e-mail: JasmineHaj@renovations.com
 IM: I am available

Background:
 BS - UC Berkeley College of Engineering
 MS - Georgia Tech College of Architecture and Industrial Design

About Me:
 I have 8 years of experience in product development and design. I have a bachelor's degree engineering and a master's in industrial design, and I am an active participant in the Centre for Sustainable Design. I create and execute design solutions towards problems of engineering, marketing, brand development and sales.

The Buzz:
 Write something...
 Recent activity includes:
 - Jasmine Haj: "Just getting back from a vacation to Belize." (Mon Dec 15 14:14:59 EST 2008)
 - Jasmine Haj: "Great thanks! Now I'm back for the rush." (Mon Dec 15 10:43:23 EST 2008)
 - Frank Adams: "Hey Jasmine. How was your vacation?" (Mon Dec 15 09:29:11 EST 2008)

Right Sidebar:
 - Report to chain: Dennis Michaels, Lucile Suarez, Jasmine Haj
 - Colleagues: Dennis Michaels, Samantha Daryn, Dan Misaw, Beth Li, Frank Adams, Heather Reeds
 - My Links: My Facebook, Flickr Photos, LinkedIn


IBM Vision

OPEN FINANCIAL NETWORK
Home | Wholesale Banking | Home | More...
Frank Adams | Edit my Profile | Help | Log Out

Home
Blogs
New Page

Add Content
Change Theme
Share Page

News



New Market Trends for 2009
Nov 18 | Sam Orle

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

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

Day at a Glance

◀ Wed, November 14, 2009 ▶

Mel & Michelle's Anniversary


10:00 AM - 11:00 AM
✉ Marketing Meeting
✉ Gail Chao

11:00 AM - 12:00 PM
✉ Product Analysis Update
✉ Sam Curman


My Objectives

Performance Update






Reduce Costs



Increase Credit Lines



Colleagues

-  ✉ **Dan Misawa**
I am Available
-  ✉ **Ed ElAmon**
Leaving early today
-  ✉ **Gail Chao**
Finishing up a report
-  ✉ **Jasmin Haj**
Interviewing a job candidate
-  ✉ **Rita Ferrar**

IBM Vision

Lotus Quickr Home Files Wikis **Places** Pat Shani | Help | Logout

Latest Updates My Places Renovations... Search

Renovations Marketing Customize Place

Overview

Document Library

Discussion Forum

Feeds

Team Calendar

Wiki

Tasks

Members

Renovations Library

Take Action

Views: **Draft Views** Shared Views Personal Views Find

You are in Renovations Library Navigate by categories

1-4 of 4 Previous | Next

<input type="checkbox"/>	Sort by: Name ^	Author	Last Modified	
<input type="checkbox"/>	Catalog Materials		Updated 12/14/08 10:35:26 AM EDT by Gail Chao First created on 7/23/08 10:35:26 AM EDT	
<input type="checkbox"/>	Team Minutes - December 12		Updated 12/12/08 11:13:26 AM EDT by Sam Curman First created on 12/12/08 11:13:26 AM EDT	
<input type="checkbox"/>	Team Minutes - December 5		Updated 12/5/08 11:27:32 AM EDT by Sam Curman First created on 12/5/08 11:27:32 AM EDT	
<input type="checkbox"/>	December 2008 Catalog.ort		Updated 12/3/08 3:40:11 PM EDT by Samantha Daryn First created on 12/2/08 4:59:03 PM EDT	
<input type="checkbox"/>	Supplier Description.ort		Updated 11/22/08 8:55:20 AM EDT by Gardner Raynes First created on 11/19/08 2:18:22 PM EDT	

Show: 10 **20** 50 100 All items Previous | Next

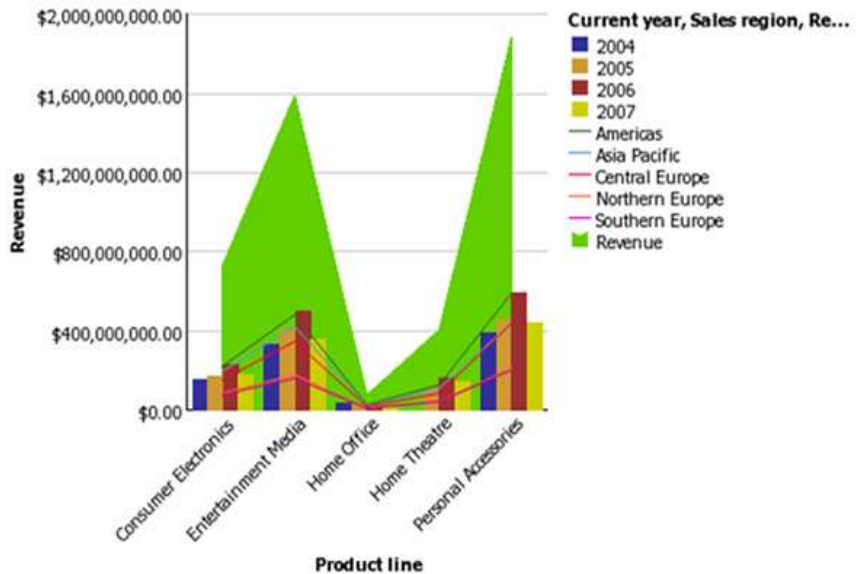
Copy links... | Subscribe to this library | Help | [About This Library](#)

IBM Vision

Cognos Viewer - Product Line Revenue

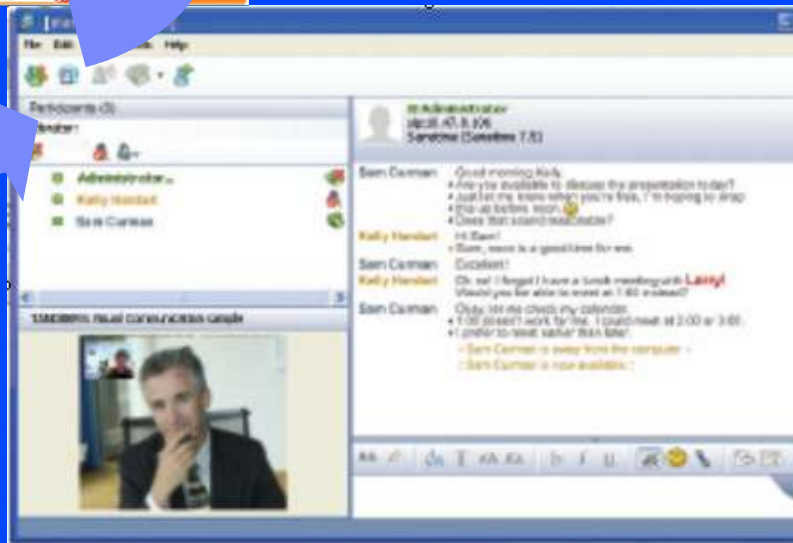
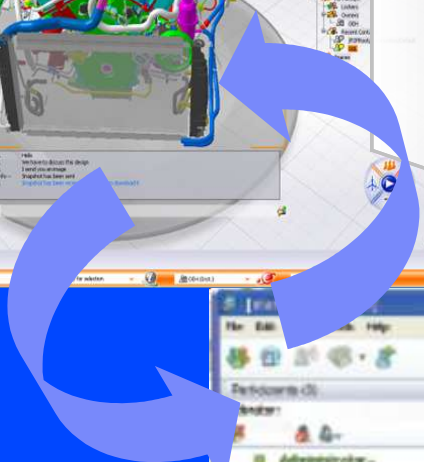
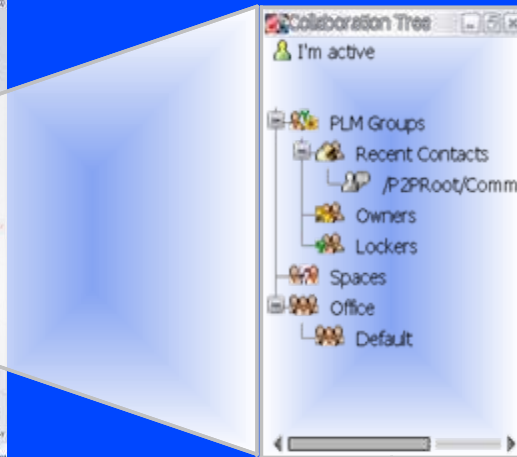
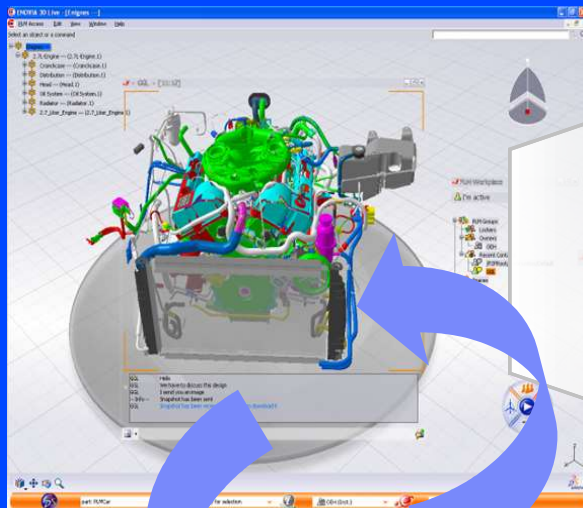
Product Line Revenue and Accountability

Product line	Sales region	Revenue	First name	Last name	Email	Dynamic email
Consumer Electronics	Americas	\$239,089.73	Betty	Zechman	bzechman@renovations.com	Betty Zechman
		\$253,961.34	Frank	Adams	fadams@renovations.com	Frank Adams
		\$497,626.95	Heather	Reeds	hreeds@renovations.com	Heather Reeds
		\$258,537.22	Simone	Dray	sdray@renovations.com	Simone Dray
		\$235,657.82	Ted	Amado	tamado@renovations.com	Ted Amado



Manager: Gardner Raynes

ENOVIA 3DLive with Lotus Sametime



- ENOVIA 3DLive leverages Lotus Sametime enabling real-time Instant messaging between ENOVIA 3DLive users and normal Sametime IM clients
- The 3DLive Contextual Buddy List dynamically identifies authors, owners, lockers and contributors
- Directly connects users to the right people for instant 3D collaboration
- Simplifies collaboration for faster decision making

What We're Finding When Talking to Customers

It's a mixed landscape out there !

What business value should I expect over communication silos?

- Drive to “sweat” the existing assets as spending is cut
- Mergers & acquisitions throw together different sets of technology Hardware, applications & business processes
- Different Telephony and Video solutions within the same companies - IBM had at one point over 900 different PBXs!

Size and scope of UC is broad, **can't do it all at once.**

- Drives the need to deliver value in increments

Eco systems and **relationships** for doing business becoming **Complex**

- How do I work effectively with my partners and supply chain ?
- How do I make it easy to find and reach my expertise ?

Telephony integration is great but how do I deliver this value from my mission critical applications ?



Driving Real Value through an open Unified Communications Platform

Deliver UC Value Through Application Integration

Messaging & Collaboration

Process Management

Social Computing

Customer Service

Content Management

Situational Applications & Integration

Deliver Value to a Variety of Communities

Partners

Employees



Customers

Integration Experience

Business consultancy

Drive UC Value From Existing Investments

- Existing infrastructure investments
 - Directory , OS, Applications
- Clients
 - Mac's, Linux, Mobile devices
 - Walk up terminals, Portals and webpages

Drive UC Value across Communications Silos

- IBM can integrate “**Legacy telephony**” systems to deliver a full UC Experience
- IBM can integrate **new telephony** systems from **different vendors** to deliver a **Unified UC experience**

Open Flexible Platform

Agenda

- A Unified Communications Platform for Business – The IBM Vision
- Sametime as a Platform

Lotus Sametime





Product of the Year

– UC Magazine, 1Q 2008



“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



Most used Enterprise IM solution

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



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



Clear Choice Award for Enterprise IM

– NetworkWorld, 2007

Gartner

Leadership Quadrant
“Gartner Magic Quadrant for Unified Communications”

– September 2008

Customer Momentum

30%
More
customers

1/3
Outlook/Exchange
shops

60%
new sales



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Real Benefits, Real ROI

Accelerate
Business
Processes

Accommodate
Diverse
User Preferences



Speed
Decision
Making

Reduce Travel
&
Communications
Costs

Support
Distributed
Teams

UCC has become the critical path to business process ...

Current Reality

Communication/collaboration required

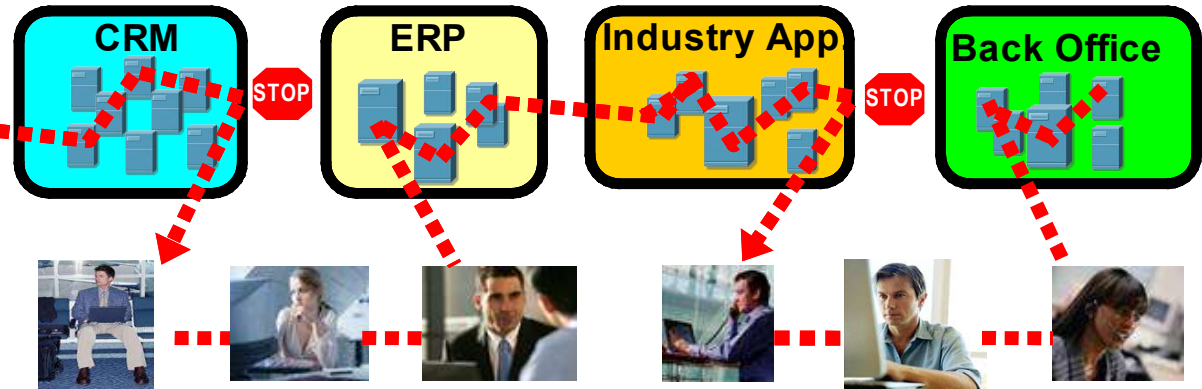
Exception: Who should I ring ?

Approval: Who is available and Where ?

Teaming: Who do we get together ?

Expertise: Who and how do I reach them

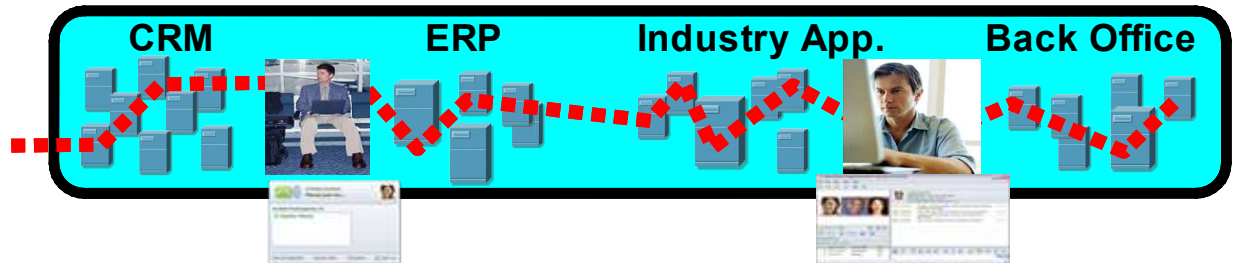
Location: How do I reach the sales rep ?



Unified communications streamlines business processes

Embed UC tools into process to

- Increase contextual collaboration
- Reduce decision latency
- Speed up teaming
- Improve expertise location
- Improve customer service





- ➔ Main Entrance
- ⬆️ (P) Parking
- ➔
- ➔ EMERGENCY



shorten

sales and ordering
process

4 days



Nic J.
Theocarakis
NISSAN
DISTRIBUTOR

Customers' Benefits

saved
3 million

\$ reduced
staff and
telephony **costs**



At IBM...

Telephony:
\$17M saved

Travel:
\$95M saved





Chris Freestone

UC² EvangelizR
IBM Software Group
I am demoing @ IBM
LCTY 2009

[Profile](#) [Communities](#) [Blogs](#) [Dogear](#) [Activities](#)



Jon Crouch

UC² Innov8R
IBM Software Group
I am demoing @ IBM
LCTY 2009

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Demo

Lotus Sametime®

Demo

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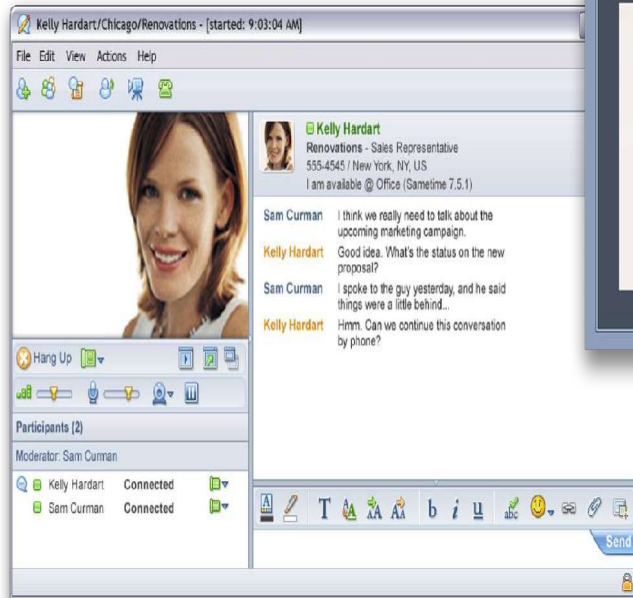
Lotus Sametime 8.5

Improved Online Meeting Experience



Lotus Sametime 8.5

Enhanced Video



Lotus Sametime 8.5

Web 2.0 Browser Experience



Lotus Sametime 8.5

NEW iPhone Browser Support



Lotus Sametime 8.5



Lotus Sametime Web conferencing

Stop sharing You are sharing

3 of 6

Tools

Participants - 6

Library

Organizational_Chart.odp
Share Download
Webkymeeetingnotes.odp
Legaldiscloser.odp
<http://www.renovations.com>

Discussion and Minutes

Gail Chao 10:02 a
Hey, welcome back Sam! Hope you had a great vacation!

Sam Curman 10:04 a
Hi Gail, thank you!

Internal PR Plan

Samantha Daryn, Team Lead Communications Task Force

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Discussion and Minutes

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Raise Hand Record

Lotus Sametime 8.5



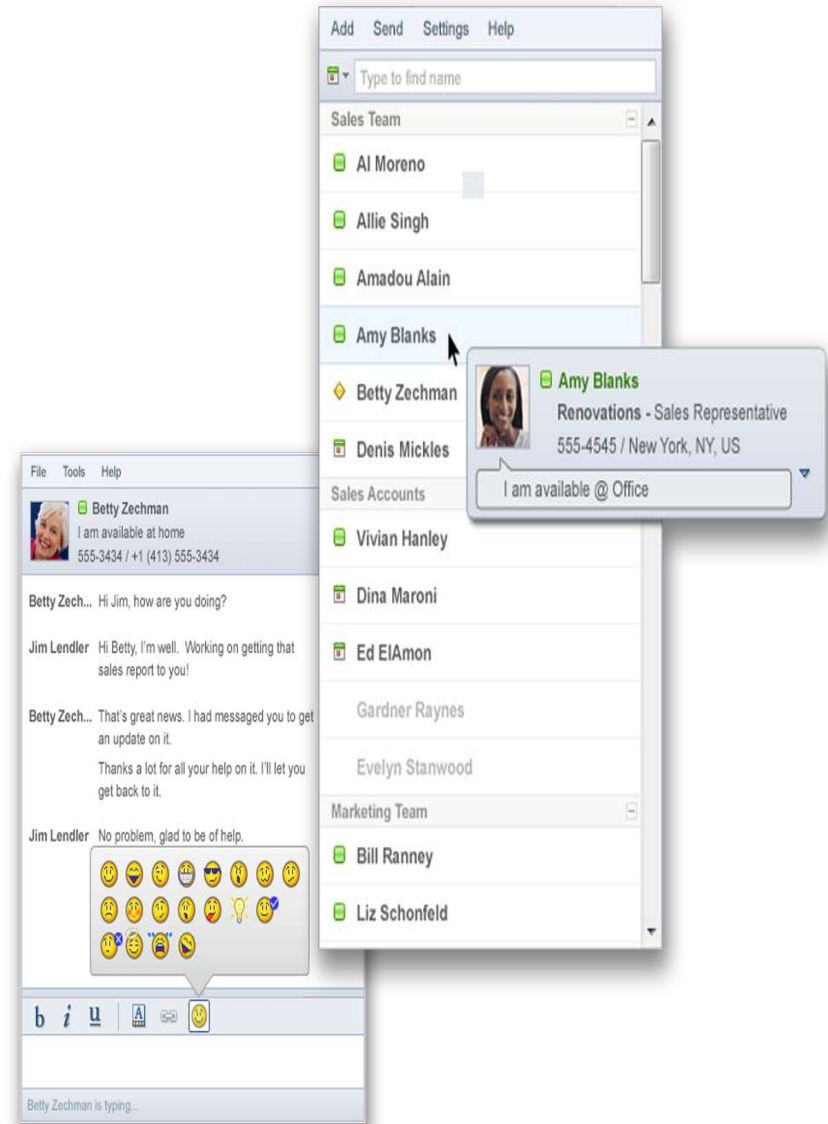
easy
to get in
to access
to add others
to share
to collaborate

Lotus Sametime 8.5

AJAX/WEB 2.0 zero download

NEW Web 2.0 Sametime Links Toolkit

making CEBP easy



Demo

Lotus Sametime 8.5

Demo

What has worked for other customers?

- Always start from a business perspective
- Identify gaps – perhaps look at your existing processes
- Take stock of existing tools there are effective and look at how Unified communications can enhance those tools and your business Approach
- Tie each component of the solution to a cost saving or a process improvement – and prioritise
- Start small – prove the case and grow
- Size does not matter business impact does





Unified Communications and Collaboration