Unified Communication and Collaboration

Christine Thews
Solution Line Manager Unified Communications

February 2008
UCC solutions are built on a strong voice foundations and focus on embedding communication and collaboration into business processes. This increases workplace productivity and effectiveness. UC solutions should be software-based, open, extensible and support customer choice of services such as:

- Enterprise grade voice with carrier-class scale and resiliency
- Presence across multiple media
- Instant messaging
- Person-to-person, and group audio and video conferencing
- Web conferencing (data and applications)
- Customer interaction centers
- Unified messaging
- Mobility solutions
- CEBP (Communications-Enabled Business Processes)

These elements are controllable as software services, or from the customer’s existing business application software.

*Adapted from a quote by Marty Parker, UniComm Consulting, BCR 09 / 2007
Business Issues
The business requires to act faster and more situation-aware

- Streamline business processes
- Handle unexpected events regularly
- Increase staff productivity
- Speed-up time to market

- Increase process quality
- Reduce traveling costs
- Rectify defects

- Work in different locations, time zones and companies
- Integrate mobile users into workflows

- Avoid process delays due to missing information & failing decision
- Outsourcing of non-core functions

Consequences for collaboration in communities & processes

Cost reduction

Virtualization

Revenue growth

Globalization

Process Optimization

- Allocate experts in back-office
- Decentralize organizations
- Focus on core competence

- Increase staff productivity
- Rectify defects

- Speed-up time to market
- Integrate mobile users into workflows

- Avoid process delays due to missing information & failing decision
- Outsourcing of non-core functions

- Work in different locations, time zones and companies
- Integrate mobile users into workflows

- Avoid process delays due to missing information & failing decision
- Outsourcing of non-core functions

- Work in different locations, time zones and companies
- Integrate mobile users into workflows

- Avoid process delays due to missing information & failing decision
- Outsourcing of non-core functions

- Work in different locations, time zones and companies
- Integrate mobile users into workflows

- Avoid process delays due to missing information & failing decision
- Outsourcing of non-core functions

- Work in different locations, time zones and companies
- Integrate mobile users into workflows

- Avoid process delays due to missing information & failing decision
- Outsourcing of non-core functions

- Work in different locations, time zones and companies
- Integrate mobile users into workflows

- Avoid process delays due to missing information & failing decision
- Outsourcing of non-core functions

- Work in different locations, time zones and companies
- Integrate mobile users into workflows

- Avoid process delays due to missing information & failing decision
- Outsourcing of non-core functions

- Work in different locations, time zones and companies
- Integrate mobile users into workflows

- Avoid process delays due to missing information & failing decision
- Outsourcing of non-core functions

- Work in different locations, time zones and companies
- Integrate mobile users into workflows

- Avoid process delays due to missing information & failing decision
- Outsourcing of non-core functions

- Work in different locations, time zones and companies
- Integrate mobile users into workflows

- Avoid process delays due to missing information & failing decision
- Outsourcing of non-core functions

- Work in different locations, time zones and companies
- Integrate mobile users into workflows

- Avoid process delays due to missing information & failing decision
- Outsourcing of non-core functions

- Work in different locations, time zones and companies
- Integrate mobile users into workflows

- Avoid process delays due to missing information & failing decision
- Outsourcing of non-core functions

- Work in different locations, time zones and companies
- Integrate mobile users into workflows

- Avoid process delays due to missing information & failing decision
- Outsourcing of non-core functions

- Work in different locations, time zones and companies
- Integrate mobile users into workflows

- Avoid process delays due to missing information & failing decision
- Outsourcing of non-core functions

- Work in different locations, time zones and companies
- Integrate mobile users into workflows

- Avoid process delays due to missing information & failing decision
- Outsourcing of non-core functions

- Work in different locations, time zones and companies
- Integrate mobile users into workflows

- Avoid process delays due to missing information & failing decision
- Outsourcing of non-core functions

- Work in different locations, time zones and companies
- Integrate mobile users into workflows

- Avoid process delays due to missing information & failing decision
- Outsourcing of non-core functions

- Work in different locations, time zones and companies
- Integrate mobile users into workflows

- Avoid process delays due to missing information & failing decision
- Outsourcing of non-core functions
Key challenges in introducing Unified Communication and Collaboration solutions

Technology
- Vendor policy
- Level of integration
- Level of standardization
- Functional scope
- Availability
- Scalability
- Security

Organization

Project- / Change- Management
Enterprise communications is a software business and requires carrier-grade resiliency.

Open integration delivers business value.

Single vendor enterprise UCC solutions are not realistic.

Enterprise communication expertise is essential.
Unified Communication and Collaboration – convergence of data and voice-centric offerings

**Unified Communication and Collaboration**

- **IM Presence**
- **PIM incl. Calendar**
- **Instant Messaging**
- **Application / Document Sharing**
- **Web-Conferencing**
- **Voice Presence**
- **Audio-Conferencing**
- **Video-Conferencing**
- **Rules based Call Management / ONS**
- **Mission Critical VoIP**

**Enterprise Telephony Vendors**

**IT / SW Suppliers**

**Wiki's / Blog's**

**Social software**

**Directories**

**Infrastructure / Networking**

**Acoustic Control Devices (ACD)**

**IVR**

**UM**

**Voice**

**Page 6 February 08 Siemens Enterprise Communications**
Siemens Enterprise Communications @ UCC

- First mover – developing UCC Suite OpenScape integrated both into multivendor IT telephony and data collaboration infrastructures

- Providing high-scalable IT telephony infrastructures with scalable UCC portfolio and competitive choice of deployment models

- Broad experience in integration of UCC into horizontal and vertical business applications

- Consistent UCC portfolio based on a service oriented architecture

- Specialized professional service delivery
Why is Service-Oriented Architecture (SOA) important?

**Business Issues**

- Cost containment and IT efficiency
- Business agility and responsiveness
- Consistency and synergy across enterprise applications

**SOA Delivers**

- Easier integration through open standards
- Investment protection of a multi-vendor environment; no vendor lock-in
- More unified, flexible client and admin interfaces
- Deployment portability and efficiencies
Siemens OpenScape Suite - Open and Flexible Unified Communication and Collaboration

Telephony and IT Domain Independence

Multi-Modal Client Access Choices

Multi-resource Collaboration

Presence-based Communications

OpenScape Suite

SDK/SOA API's, Web Services/Portlets

Business Application and Workflow Integration

Open Application Architecture

Modular Deployment and Feature Options
Open
- Built on Open standards
- Business process integration

Complete
- Feature-rich, mature, fully-integrated user experience

Flexible
- Modular application suite
- Multiple deployment models
Unified Communication and Collaboration (UCC) continuum

Unification of all relevant business communications into a simple, seamless and context-sensitive experience.

*Communication Enabled Business Processes*

*Business Process Integration*

e.g. Financial service solutions
e.g. Healthcare solutions

Adding value within customers existing communications applications

- Rich Presence
- Messaging and Notification
- Conferencing and Collaboration
  - Video
  - Data
  - Web
  - Voice

e.g. Contact Center
e.g. Command Control Center

Enable more efficient and effective individuals and workgroups by overcoming communication friction, latency and overload

*Communications Productivity Tools*
Enhance your personal productivity tools by integration of all-embracing UCC functionalities

UC Features
- Presence
- Instant Messaging
- Collaboration

Extended UCC Features
- Aggregated User-centric presence (IM and voice)
- Click-to-call
- Add-hoc and scheduled audio- and videoconferencing
- Advanced Call and Conference Control
  - Transfer, on hold, consult
  - Toggle between active calls and conferences
  - Extend 2-way call to conference
  - Add participants to conference
- Info of All Calls
- Device Handover
- One number service
- Rules management
- Unified messaging
Increase your first fix resolution rate and improve your customer satisfaction by back office integration.

1. System failure

2. Identify the available experts in the back office

3. Connect all relevant experts on the right device with one click

4. Trouble-shooting
## Process driven collaboration
Innovative enhancement by presence management to reduce idle times

<table>
<thead>
<tr>
<th>Process task identifies role</th>
<th>Role identifies person or group</th>
<th>Presence of persons identifies the communicative result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Task 1 Get decision by expert!</td>
<td>Role A Expert</td>
<td></td>
</tr>
<tr>
<td></td>
<td>or</td>
<td>Presence of Group Members</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Availability</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Location</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Device</td>
</tr>
<tr>
<td></td>
<td>Presence • Availability • Location • Device</td>
<td>“Optimal available person”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Phone call</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Voice mail</td>
</tr>
<tr>
<td></td>
<td></td>
<td>E-mail</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Instant Message</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Video call</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Video mail</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Fax</td>
</tr>
</tbody>
</table>

Alternative Outputs
<table>
<thead>
<tr>
<th>Action</th>
<th>Opportunity Name</th>
<th>Account Name</th>
<th>Amount</th>
<th>Close Date</th>
<th>Stage</th>
<th>Financial Advisor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edit</td>
<td>White - Portfolio Management</td>
<td>110-0000-06 Sandy White</td>
<td>USD 156,000.00</td>
<td>7/12/2006</td>
<td>Value Proposition</td>
<td>Charles Wilson</td>
</tr>
<tr>
<td>Edit</td>
<td>C100-000-01 - Line of Credit</td>
<td>010-0000-01 Lloyds TSB Group</td>
<td>USD 250,000.00</td>
<td>8/1/2006</td>
<td>Final Review</td>
<td>Bruce Walker</td>
</tr>
<tr>
<td>Edit</td>
<td>C100-000-01 - Capital Improvement Loan</td>
<td>010-0000-01 Lloyds TSB Group</td>
<td>USD 500,000.00</td>
<td>6/14/2006</td>
<td>Final Review</td>
<td>Bruce Walker</td>
</tr>
<tr>
<td>Edit</td>
<td>F Rogers - Banking</td>
<td>110-0000-05 Frank Rogers</td>
<td>USD 58,000.00</td>
<td>7/12/2006</td>
<td>Prospecting</td>
<td>Benjamin Christopher</td>
</tr>
<tr>
<td>Edit</td>
<td>MHarris - Mortgage</td>
<td>110-0000-22 Michael Harris</td>
<td>USD 1,350,000.00</td>
<td>4/27/2006</td>
<td>Final Review</td>
<td>Charles Wilson</td>
</tr>
<tr>
<td>Edit</td>
<td>Rogers - Banking</td>
<td>510-0000-07 Jeanie</td>
<td>USD 60,000.00</td>
<td>7/14/2006</td>
<td>Value Proposition</td>
<td>Benjamin Christopher</td>
</tr>
</tbody>
</table>
Key challenges in introducing Unified Communication and Collaboration solutions

Technology
- Vendor policy
- Level of integration
- Level of standardization
- Functional scope
- Availability
- Scalability
- Security

Organization
- Focus on early adopters vs. broad introduction
- Level of pain
- Cultural environment
- Governance
- Incentive schemes

Project- / Change- Management
- Communication strategy
- Stakeholder involvement
  - Roll-out strategy
  - Support structure
- Focus on early adopters vs. broad introduction
- Level of pain
- Cultural environment
- Governance
- Incentive schemes
Conclusion

- Demonstrate value – why are we going into UCC
- Create stable “alliances“ within the organization
- Support & “user sitting” is key
- Focus on core needs first – allow your organization to learn
- Unified user experience – look for tight integration
- Establish user community leveraging UCC
- Make top management use it
Questions?