



# LotuspHERE Comes to You

**IBM**<sup>®</sup>

Lotus



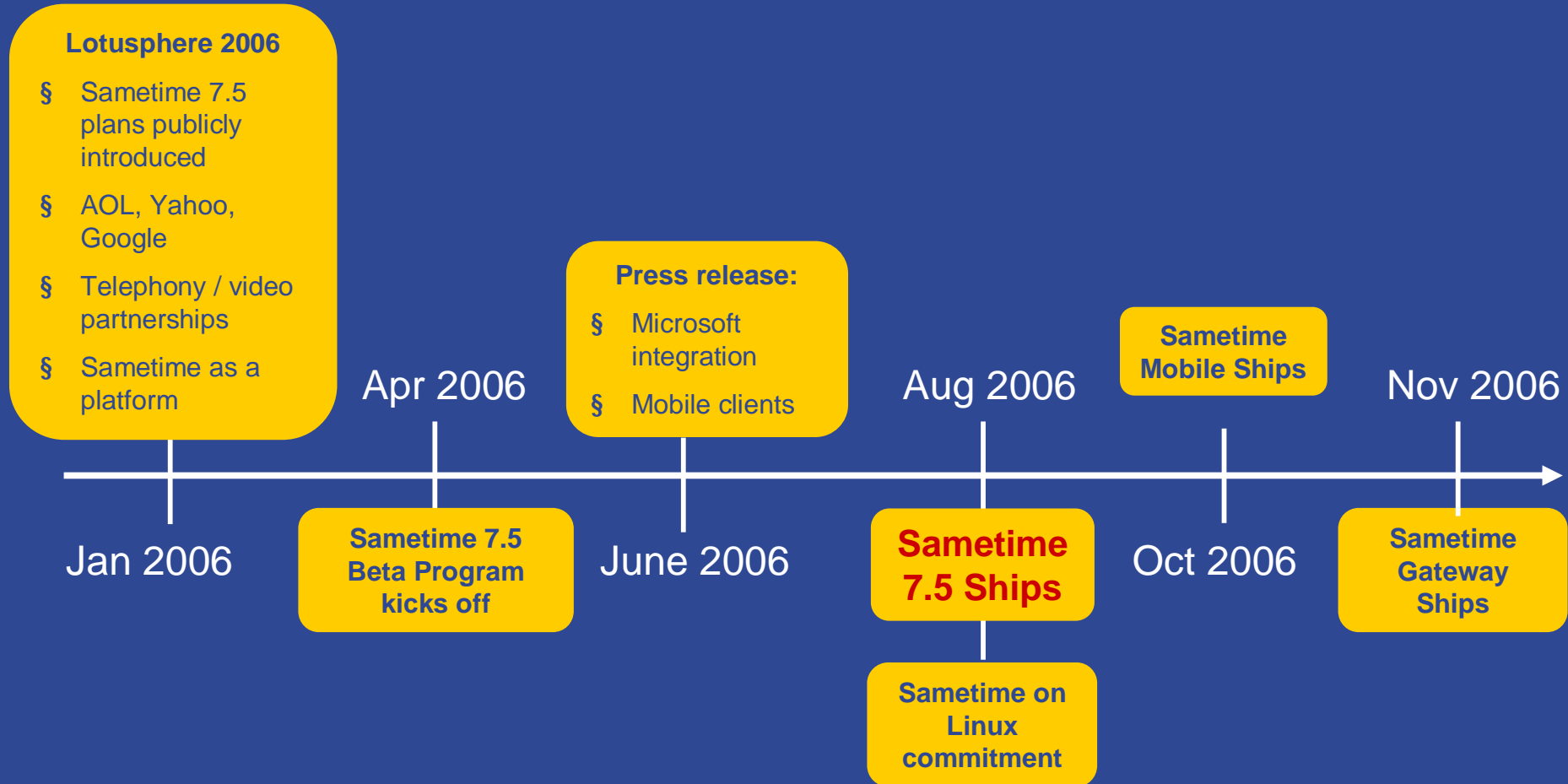
# IBM Unified Communications and Collaboration Strategy

*<Presenter Name>*



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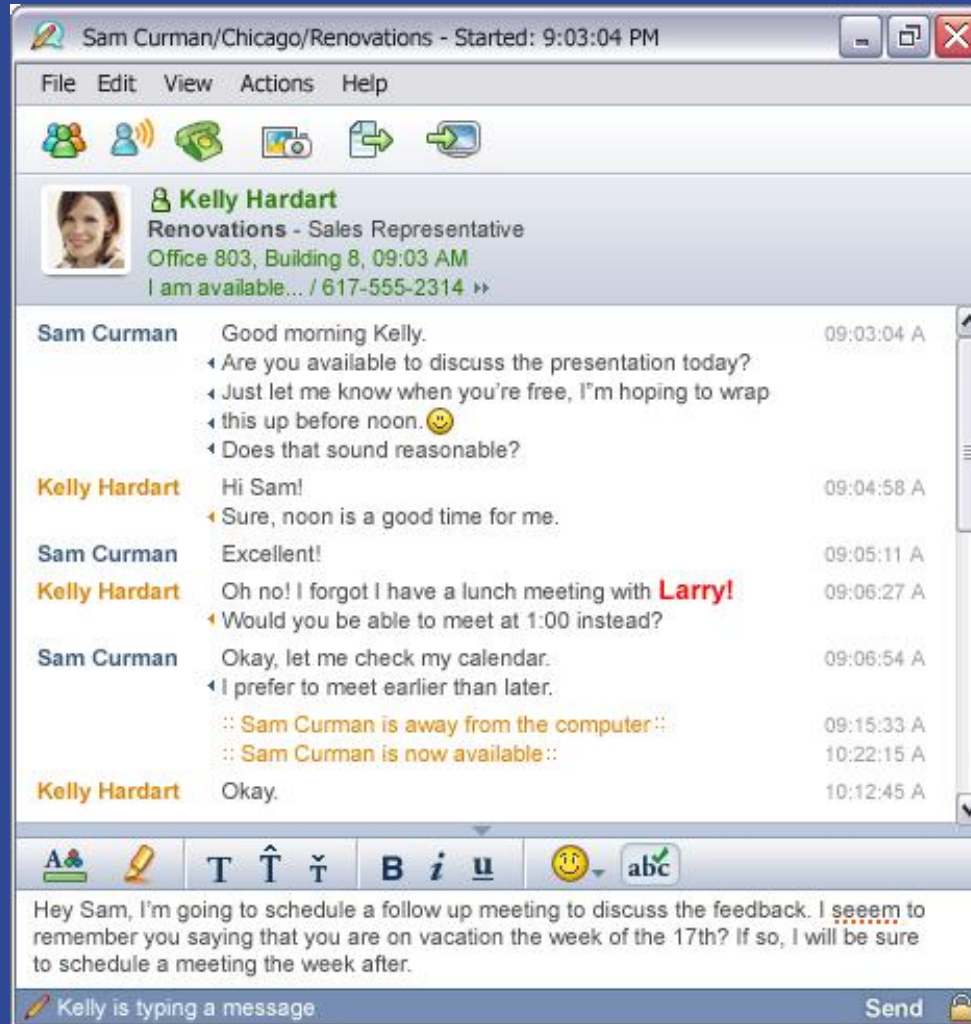
# The Year of Sametime....



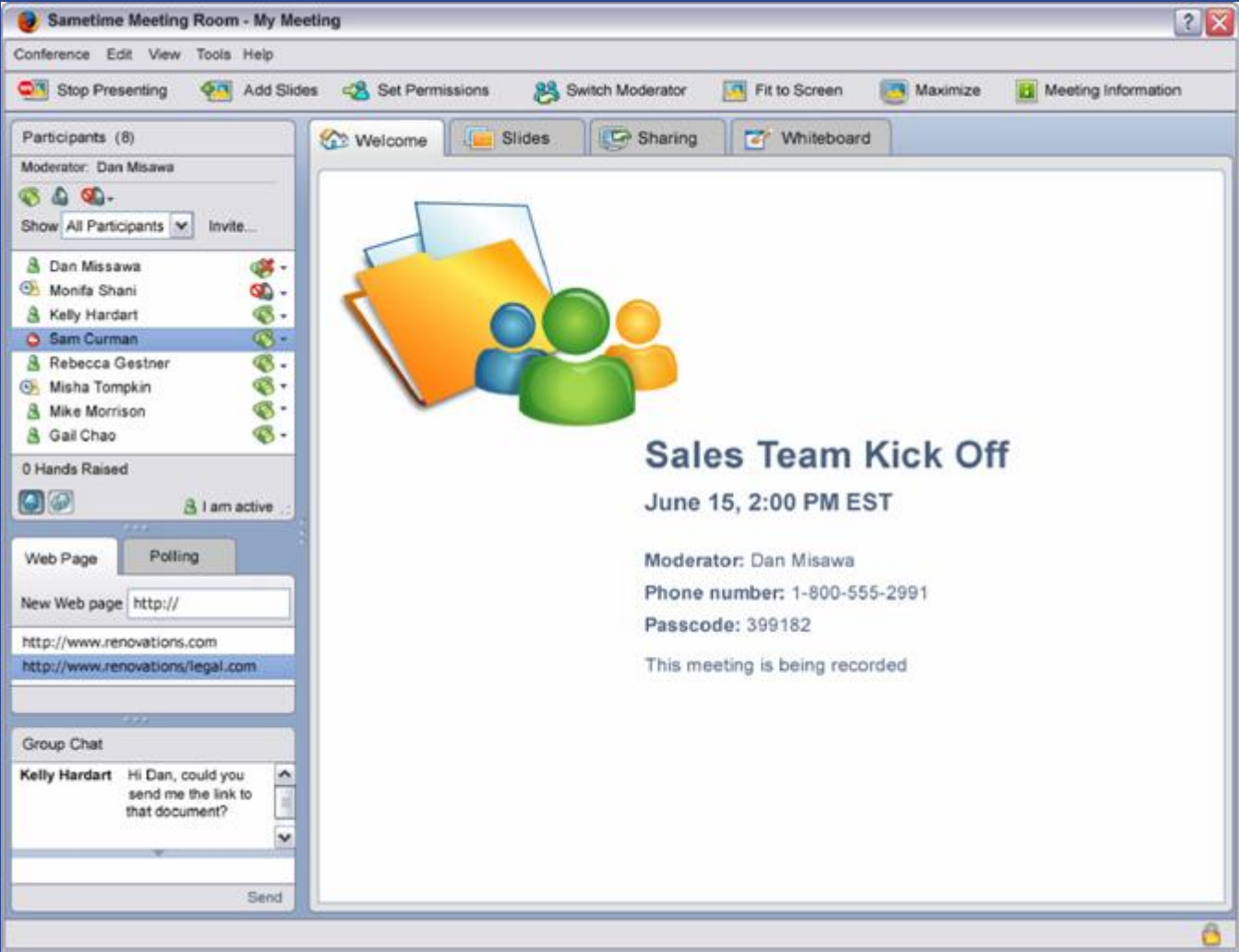
# IBM Lotus Sametime 7.5



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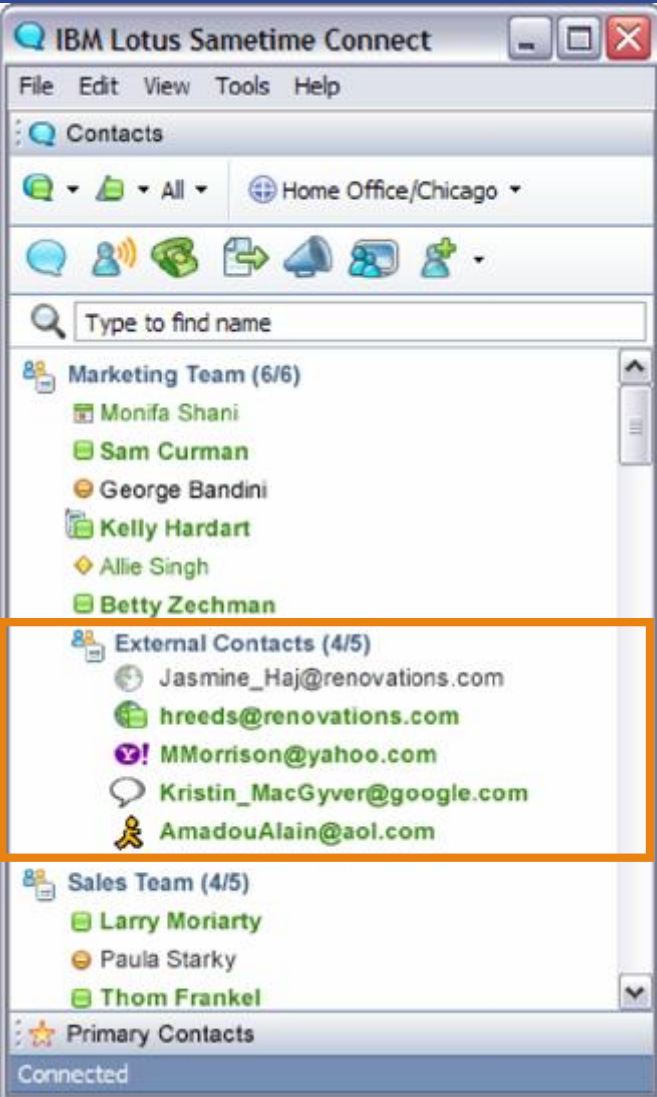


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# IBM Lotus Sametime Mobile



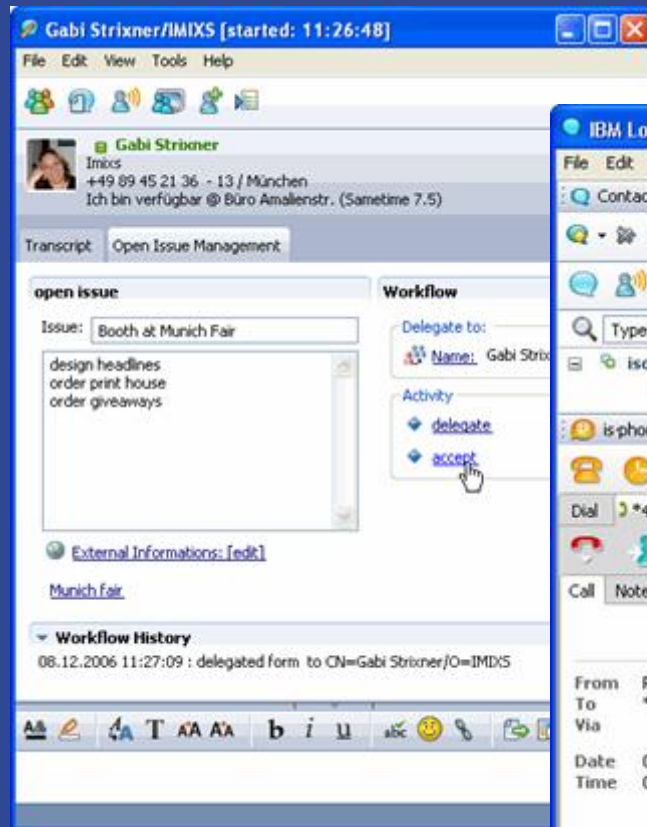
# IBM Lotus Sametime Gateway



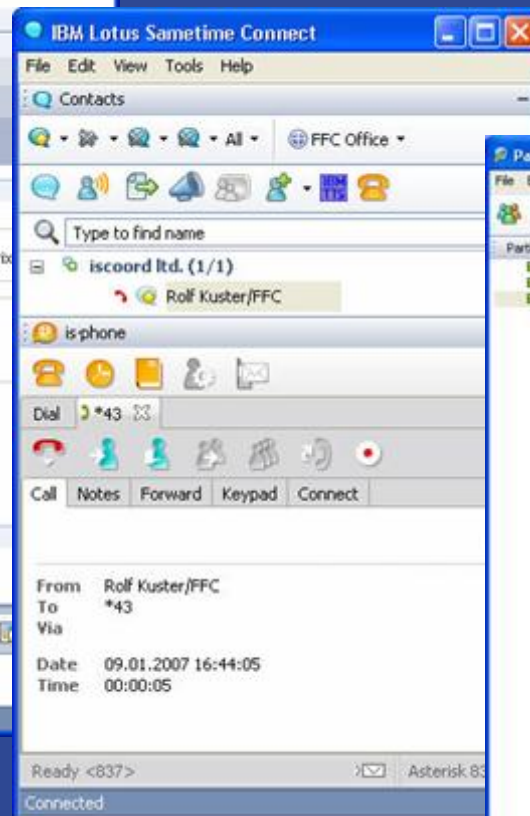


# Lotus Sametime as a platform

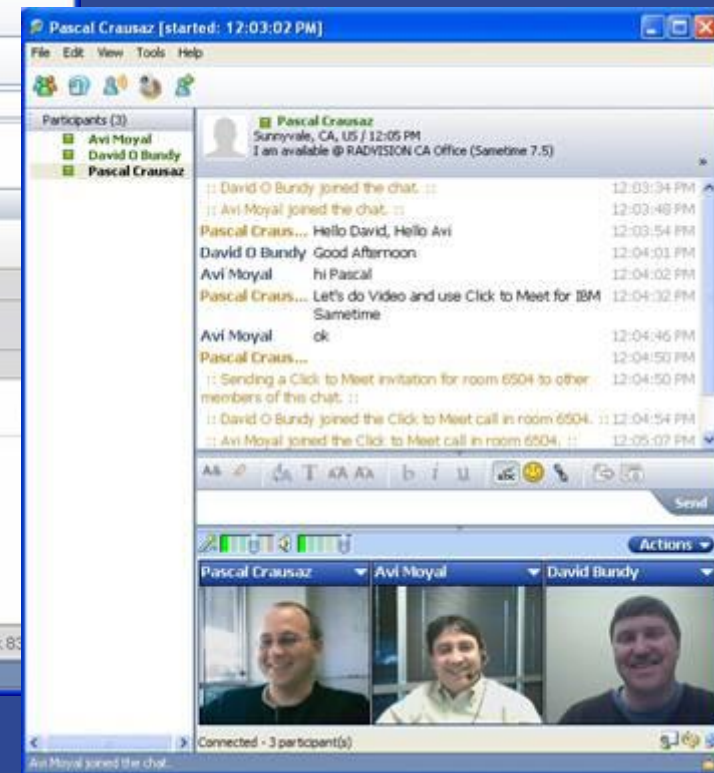
## 2007 Best IBM Lotus Sametime Collaboration Extension



Imixs: IX Workflow Plugin  
*Lotus Award winner*



Is||coord: IS Phone  
*Lotus Award finalist*



RADVISION  
*Lotus Award finalist*



# The virtual workplace is here - NOW

- § **58%** of IT Executives considers their company to be a virtual workplace.
- § More than **75%** of them report using real-time communications technologies today.
- § **90%** of employees work in locations other than headquarters.
- § Between **60% and 70%** of employees work in different locations from their bosses.
- § The number of virtual workers has increased by a whopping **800%** over the past five years.

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# Why businesses buy Lotus Sametime: Real Business Value – Right Now



Enable remote workers -  
expand your business coverage



Conduct design sessions  
for new products  
between offices without  
flying



Conduct meetings with dispersed teams  
over web conferencing



Improve customer service by cutting  
time to answers, reducing phone time  
and increasing customer satisfaction



Address telephone  
and travel costs

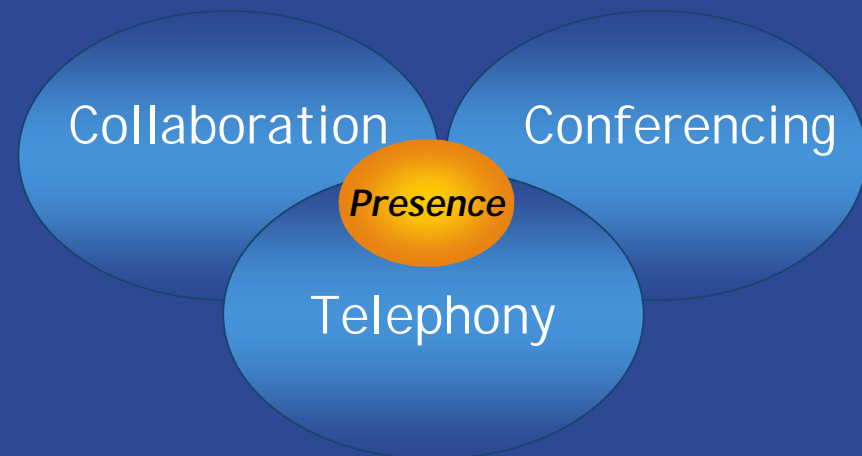


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# Unified Communications and Collaboration = UC<sup>2</sup>

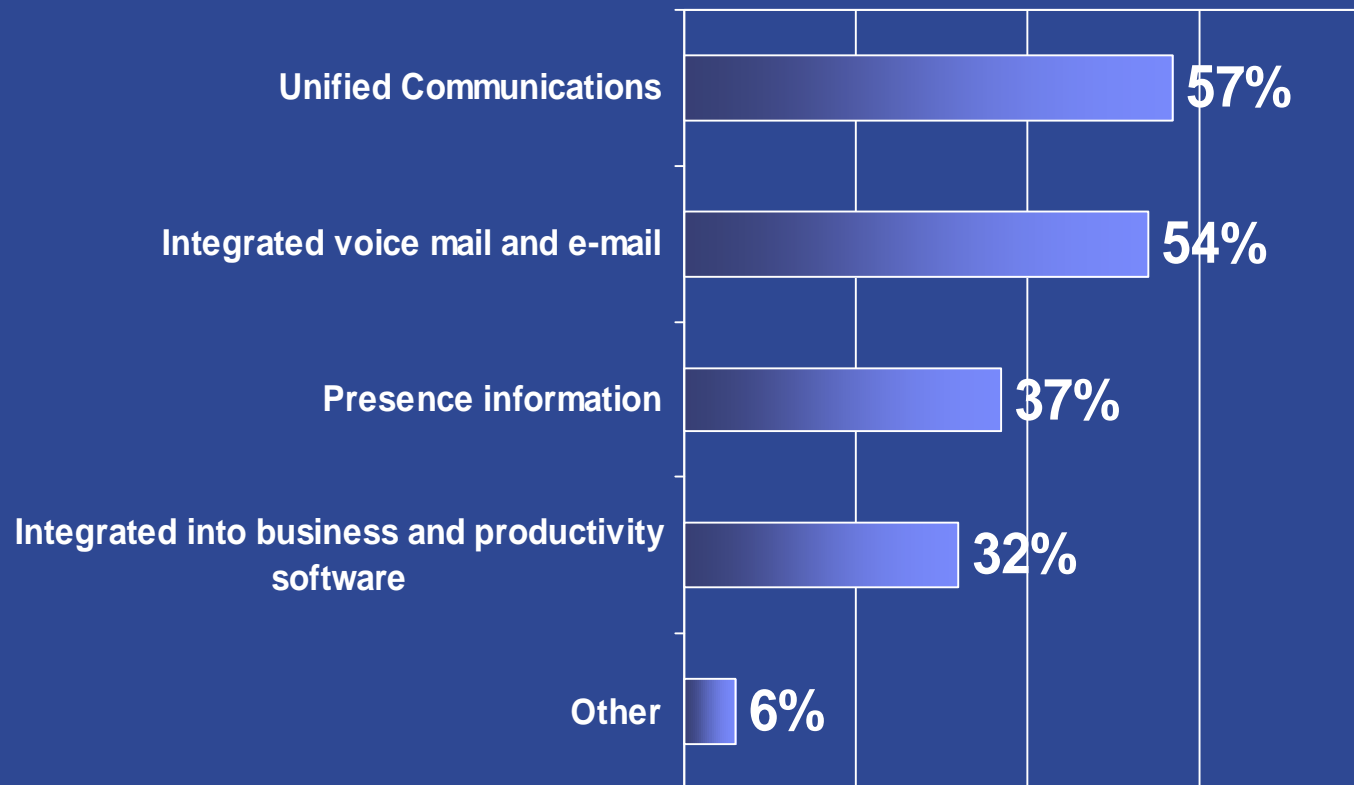
Real-time products evolve to unified communication & collaboration platform to support all types of enterprise communication

- § New multi-media collaboration with unified voice, video, IM, conferencing, Email & telephony
- § Enables new paradigm for how people, teams and communities collaborate
- § Helps save time & money
- § Can increase the speed & accuracy of communication
- § Serves as a basis for powerful solutions



# Unified Communications and Collaboration: Not *if* but *when*

Which advanced VoIP features does your company plan to pursue in the next 12 months



Source: InformationWeek Research VoIP study

<http://www.informationweek.com/news/showArticle.jhtml?articleID=189800103&pgno=1&queryText=>



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# Summary: What Is Shaping IBM's Strategy?

- § Early adoption of UC<sup>2</sup> services through line of business & business processes
- § UC<sup>2</sup> capabilities need to fit in to the users preferences spanning a continuum of applications
- § Multiple PBX environments are a business pain point
- § Businesses want to leverage their investments in audio/video but tie them into their mainstream collaboration applications
- § There is a need to innovate and deliver a more effective meeting experience, transforming it beyond simple collaboration to a virtual workplace environment



## Beyond Lotus Sametime: IBM Unified Communications and Collaboration Vision

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IBM's vision is to foster innovation and business agility by making it easier for people to find, reach and collaborate through a **unified communications experience**.

We accomplish this by delivering an open and extensible software platform that **integrates presence, IM, email, unified messaging, web, voice, video, telephony and business applications** across **multi-vendor environments**.



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# IBM's Unified Communications and Collaboration strategy

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- § Unified, ubiquitous UC<sup>2</sup> client
- § Complete IBM solution that embraces multi-vendor environments
- § Open ecosystem and extension model



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= UC<sup>2</sup>

**Lotus.** Sametime

**IBM**<sup>®</sup>

**Lotus.**

# Unified Communications and Collaboration Roadmap

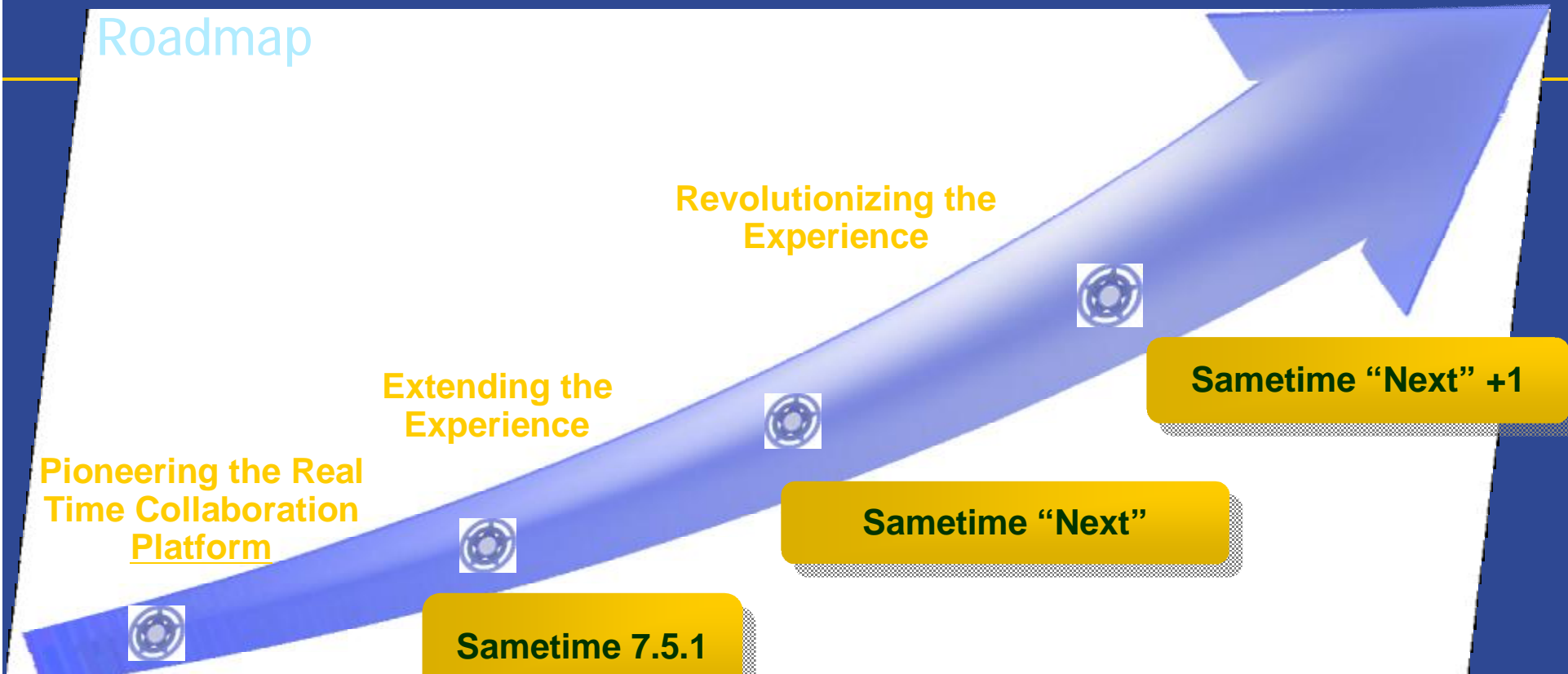


**Pioneering the Real  
Time Collaboration  
Platform**

**Extending the  
Experience**

**Revolutionizing the  
Experience**

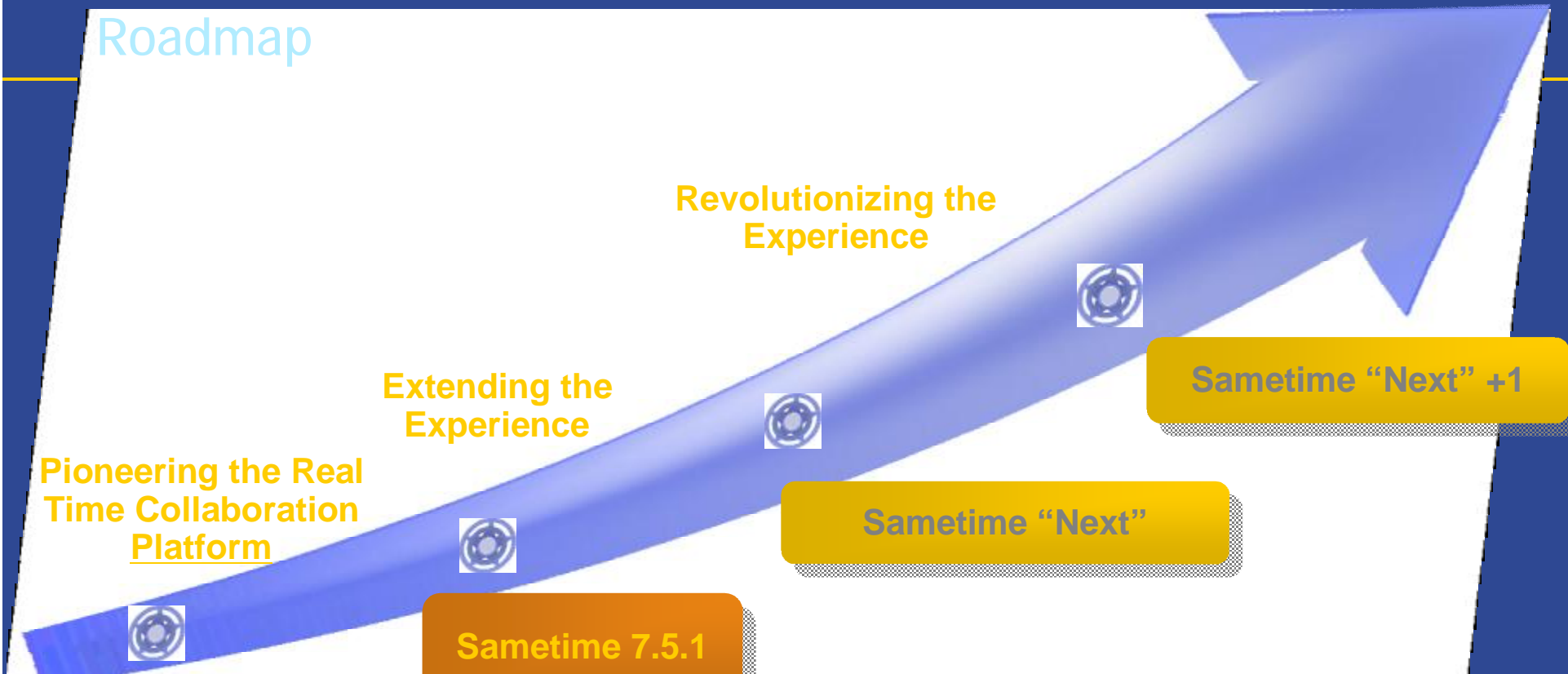
# Unified Communications and Collaboration Roadmap



## Sametime 7.5

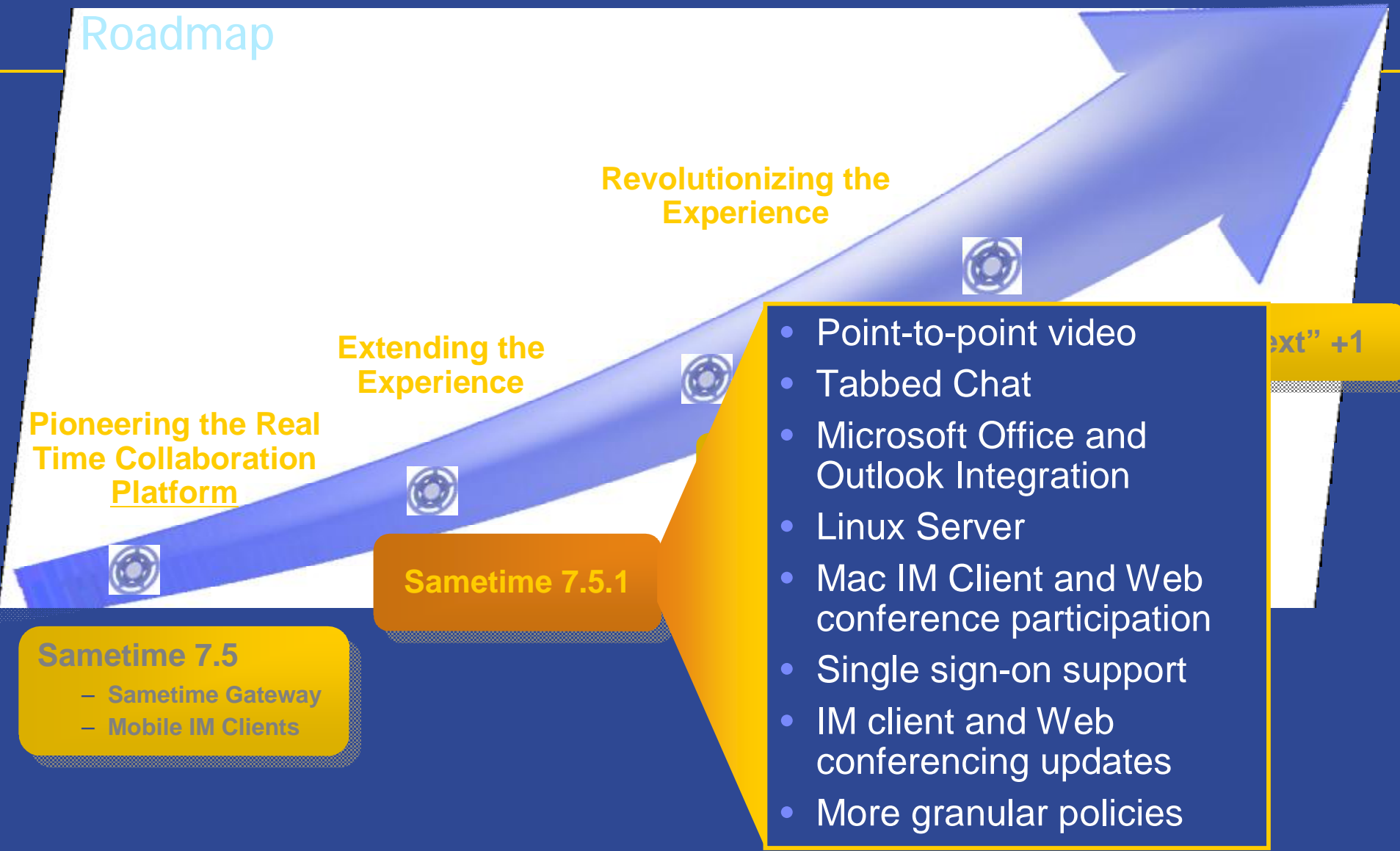
- Sametime Gateway
- Mobile IM Clients

# Unified Communications and Collaboration Roadmap



- Sametime 7.5**
- Sametime Gateway
  - Mobile IM Clients

# Unified Communications and Collaboration Roadmap



**Sametime 7.5**

- Sametime Gateway
- Mobile IM Clients

**Sametime 7.5.1**

# IBM Lotus Sametime 7.5.1

The screenshot displays the IBM Lotus Sametime 7.5.1 interface. On the left, a Microsoft Word window titled "Document2 - Microsoft Word" is open, showing a document outline for "Product Launch Presentation" with a context menu open over the "Author:" field. The menu options include "(Lotus Sametime) Chat...", "(Lotus Sametime) Voice Chat...", "(Lotus Sametime) Call...", "(Lotus Sametime) Send", "(Lotus Sametime) Instant Share", "(Lotus Sametime) Instant Meeting", "Remove this Smart Tag", and "Smart Tag Options...".

In the center, a chat window titled "Kelly Hardart [started: 9:03:04 AM]" is active. It shows a list of participants on the left and a chat log on the right. The chat log includes messages from Sam Curman and Kelly Hardart. Kelly Hardart's profile information is visible: "Renovations - Sales Representative, 555-4545 / New York, NY, US, I am available @ Office (Sametime 7.5.1)".

On the right, a video conference window titled "Monifa Shani/Chicago/Renovations - [started: 9:03:04 PM]" is open. It features a large video feed of Monifa Shani, a chat log, and a list of participants. The chat log shows a conversation between Kelly Hardart and Monifa Shani regarding a meeting. The participants list shows Kelly Hardart and Monifa Shani as connected.

The IBM logo is visible in the bottom left corner of the slide.

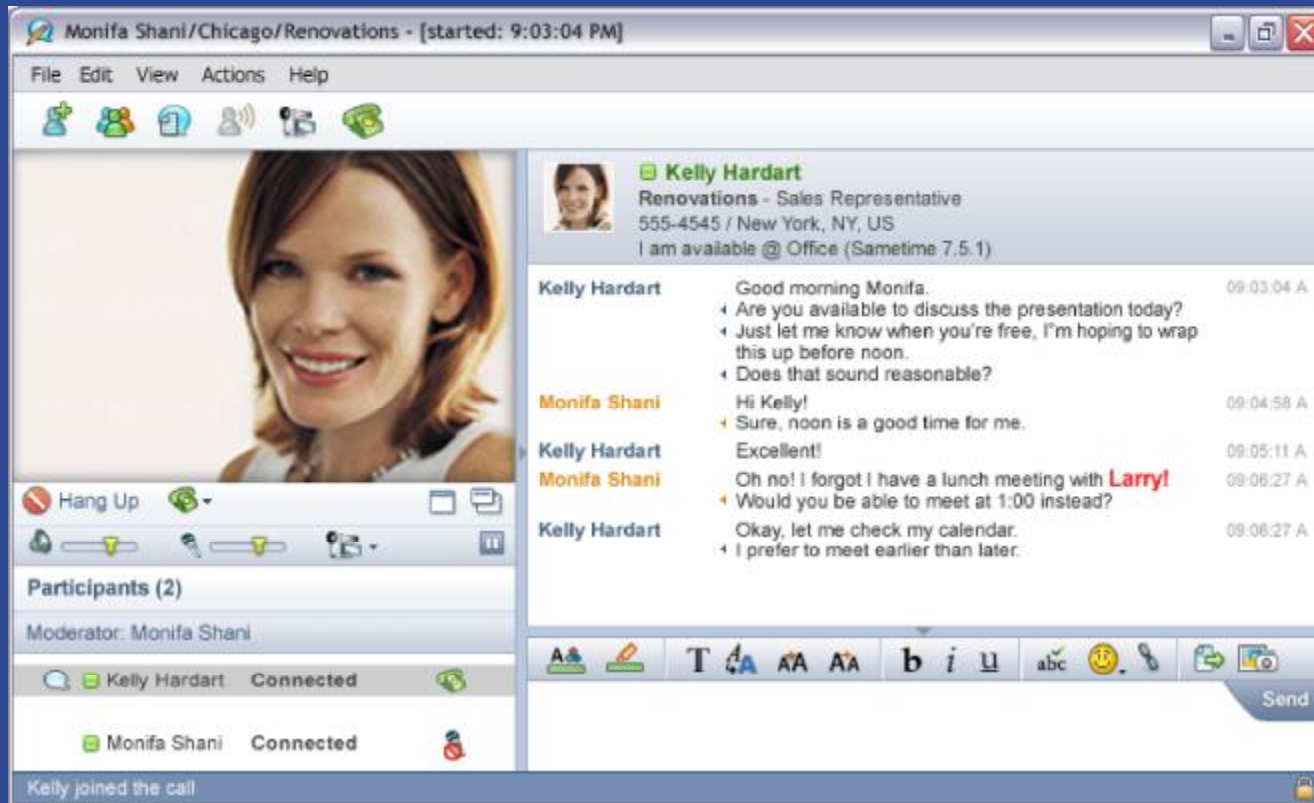
# IBM Lotus Sametime 7.5.1

The screenshot displays the IBM Lotus Sametime 7.5.1 interface. In the background, a Microsoft Word window titled "Document2 - Microsoft Word" is open, showing an outline for a "Product Launch Presentation". Overlaid on this is a chat window with a message from Sam Curman: "I think we really need to talk about the upcoming marketing campaign." Below the chat is a list of participants: Sam Curman, Kelly Hardart, and Monifa Shani. To the right, a video call window is active, showing a video feed of Kelly Hardart. The chat window also shows a message from Kelly Hardart: "Good morning Monifa. Are you available to discuss the presentation today? Just let me know when you're free, I'm hoping to wrap this up before noon. Does that sound reasonable?" and a response from Monifa Shani: "Hi Kelly! Sure, noon is a good time for me. Excellent!" The video call window shows a list of participants: Kelly Hardart (Moderator) and Monifa Shani (Connected).

# Demo

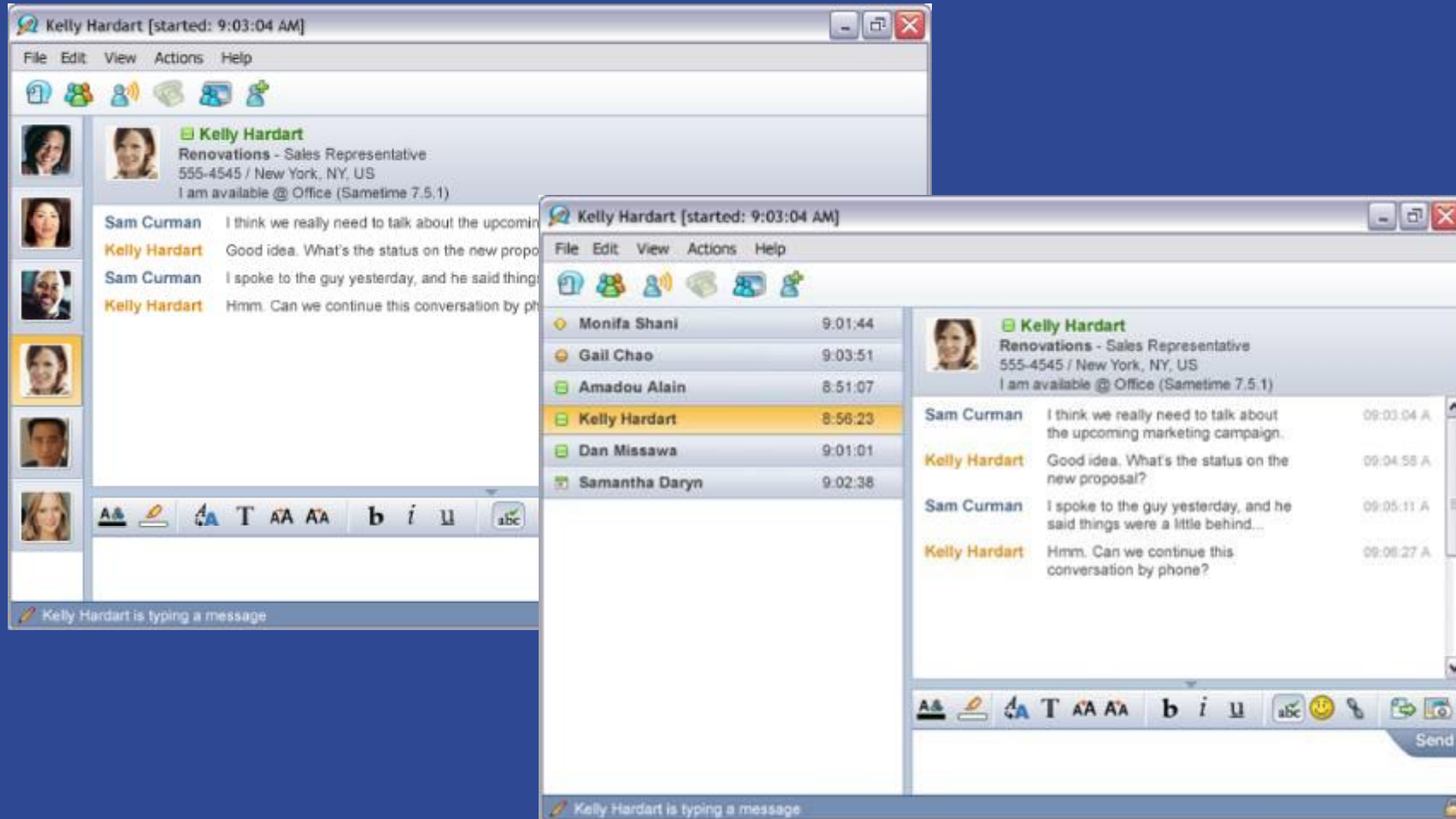


# IBM Lotus Sametime 7.5.1: Point to point video

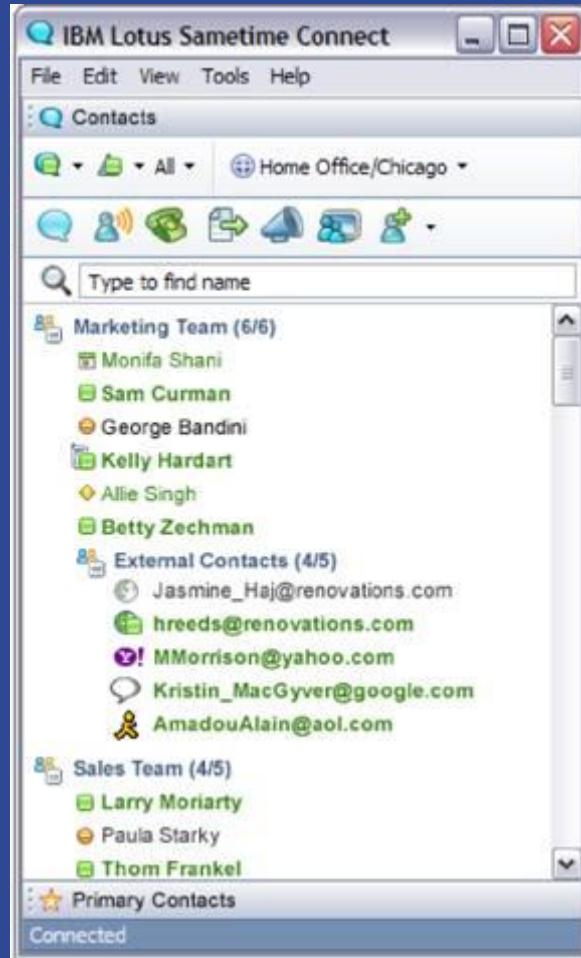


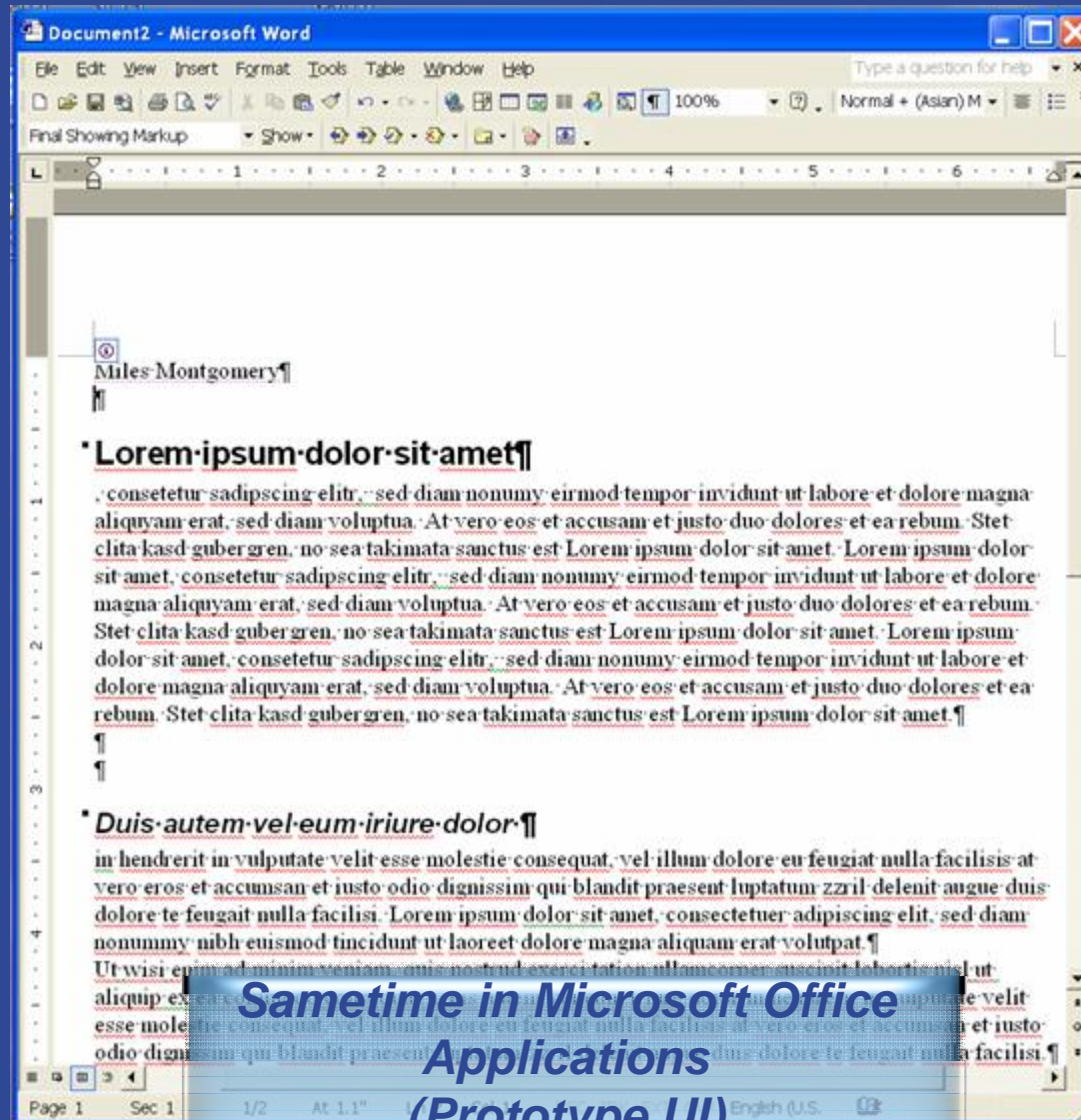


# Lotus Sametime 7.5.1 – Tabbed Chat interface

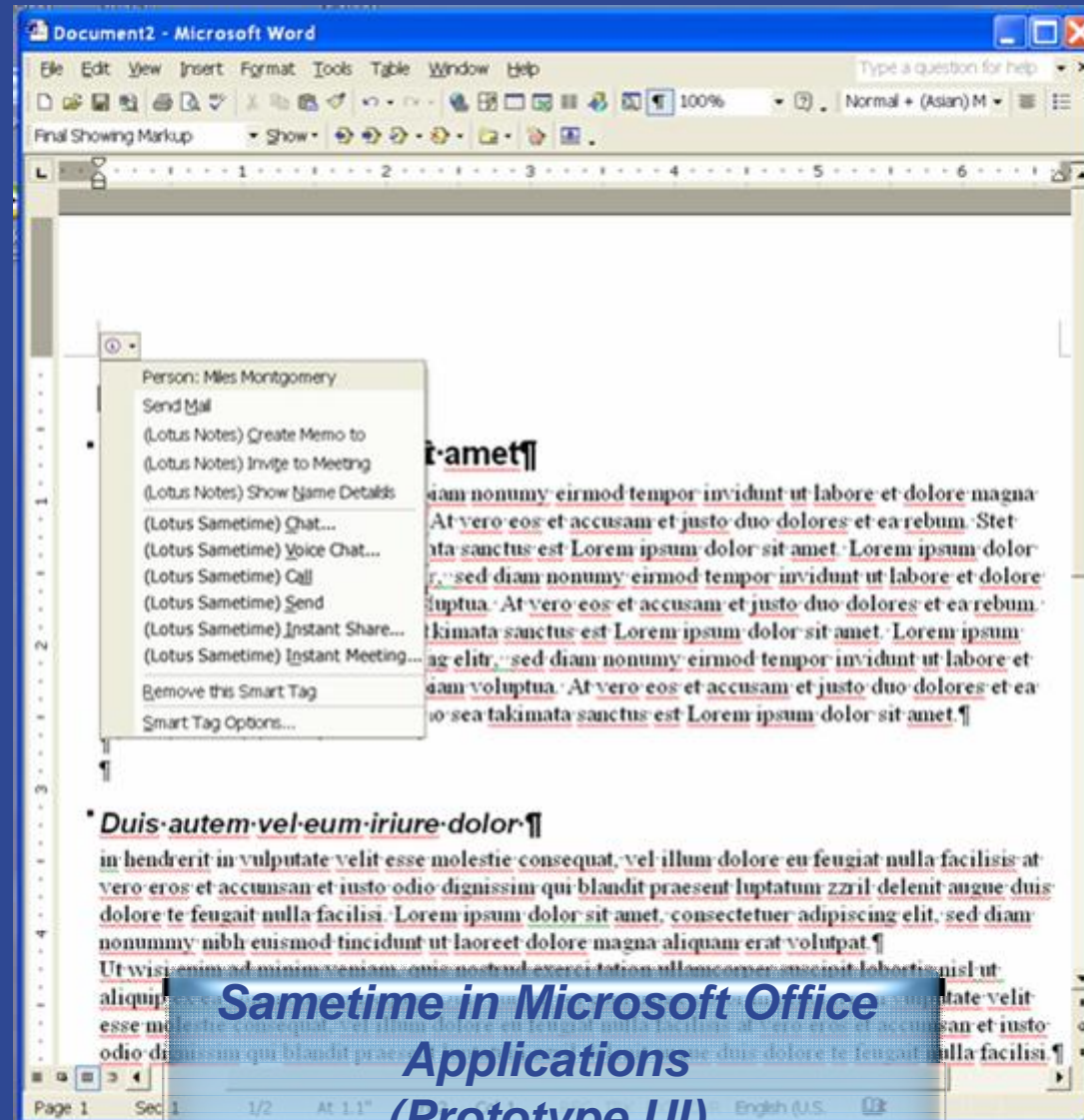


# Lotus Sametime 7.5.1 – updates to Connect client



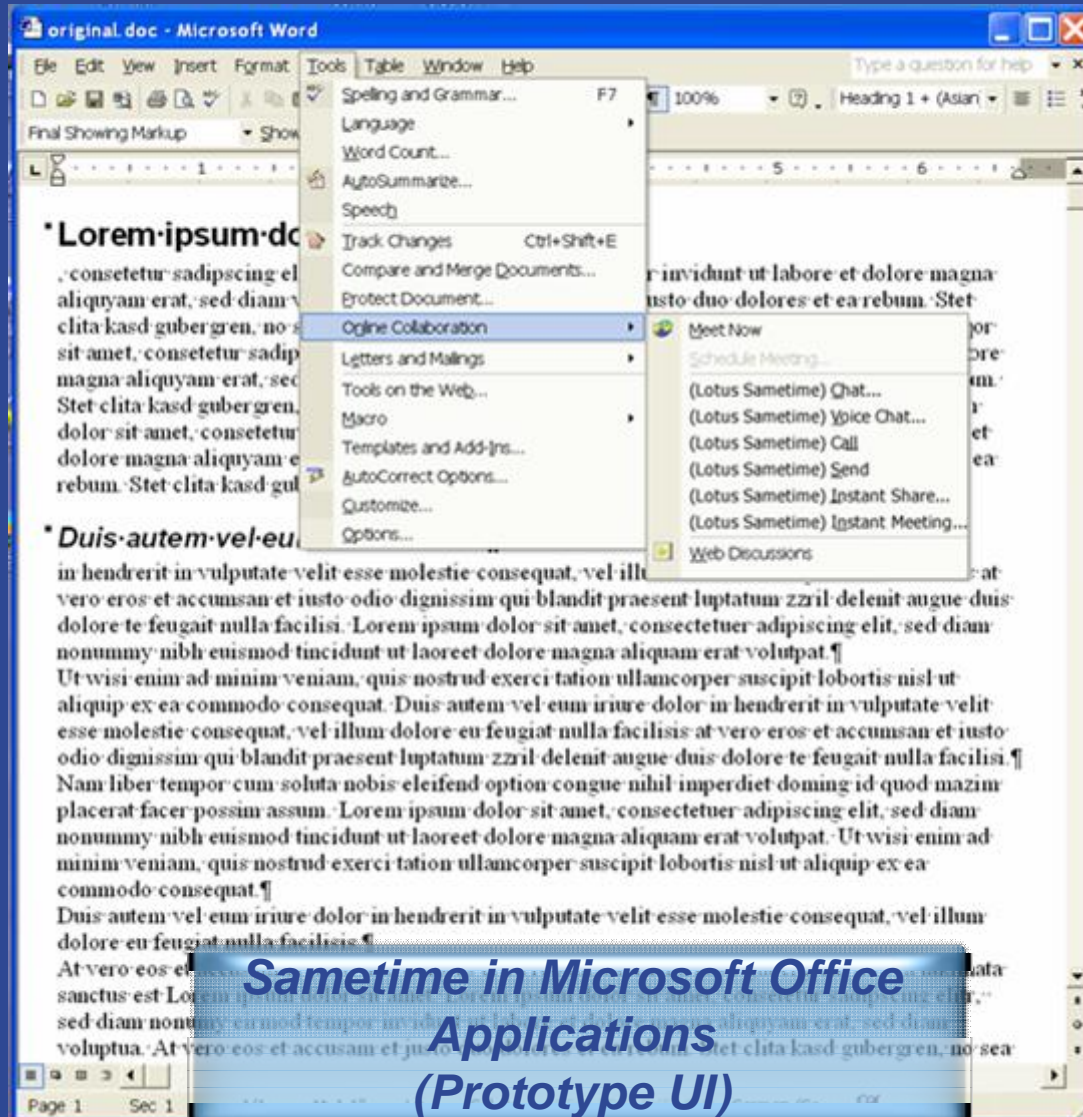


Subject to change



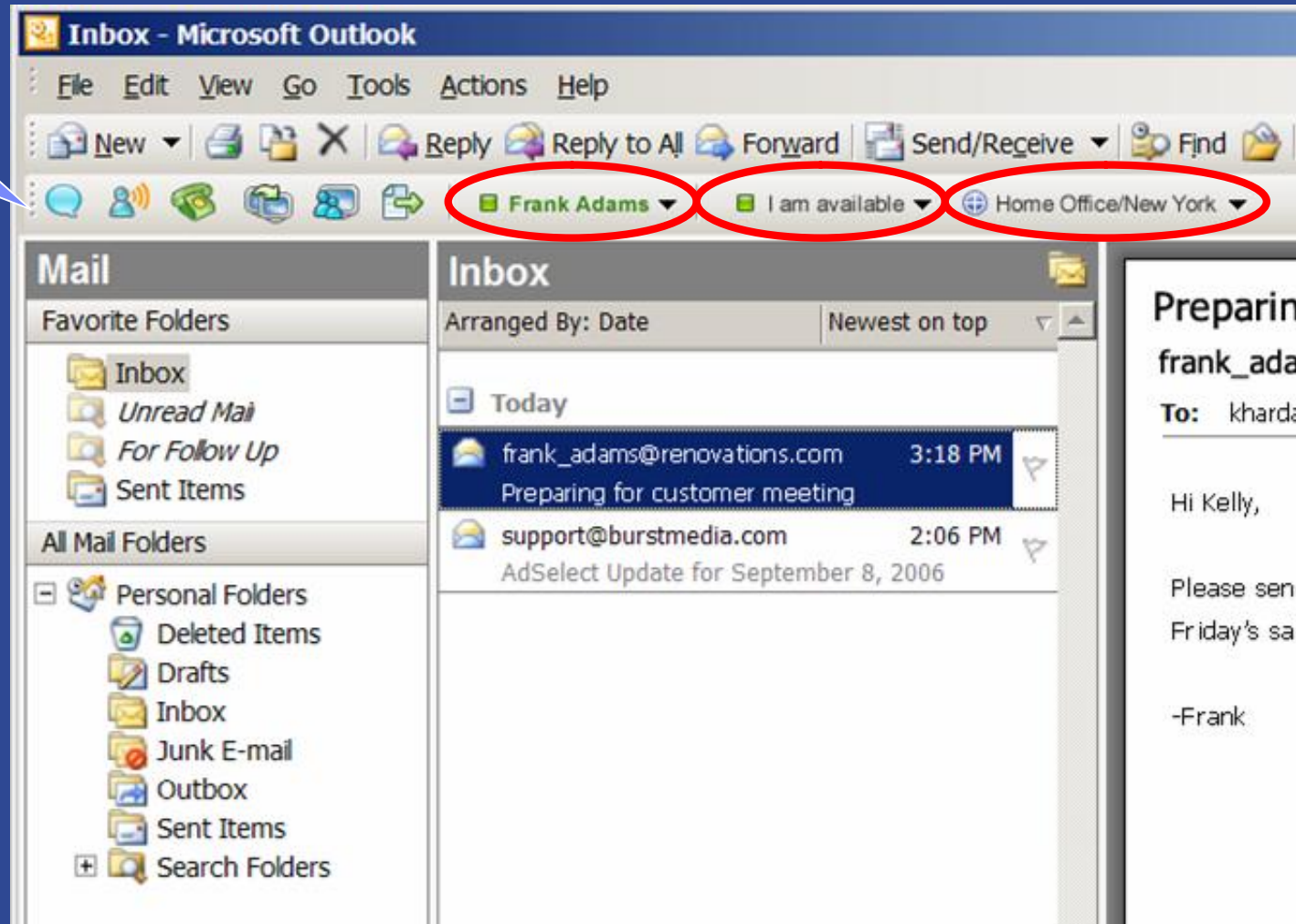
Sametime in Microsoft Office  
Applications  
(Prototype UI)





# Lotus Sametime 7.5.1 – Microsoft Office Integration : Outlook

Command Buttons



# Sametime-Office Integration : Outlook

Untitled - ST Online

File Edit View Insert

Send

Skype Text Chat

Script Editor

Appointment Sametime

IBM Lotus Sametime Web

Chair:

Audio, Video, and Phone

None

Computer audio

Computer audio and video

Use phone number

Client ID:

None

Passcode:

Service Locations:

Essentials | People | Slides | Options

To create an online meeting, fill out the information on this tab and click Save. You can optionally use the settings on the other tabs to invite people, add content, and set options.

\* Meeting name:

Description or other meeting information:

\* When:  Start Now

Starting date: << < 10/12/2006 > >>

Time: << < 10:30 AM > >>

Duration: << < 0d 1h 00m > >>

Audio and video services:  None  Computer audio  Computer audio and video

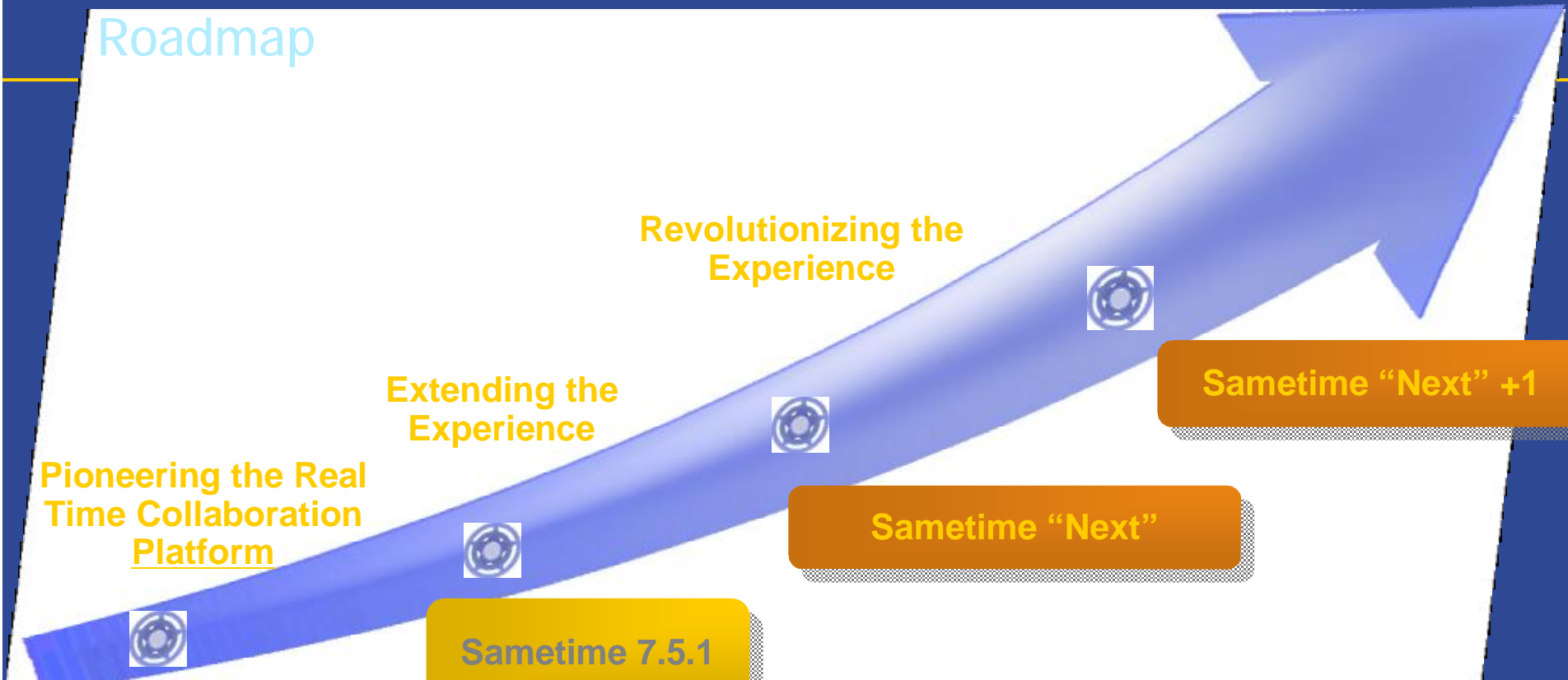
Meeting password:

Re-type password:

\* Required field



# Unified Communications and Collaboration Roadmap



## Sametime 7.5

- Sametime Gateway
- Mobile IM Clients



# Unified Communications and Collaboration Roadmap

## Sametime "Next"

- Web conferencing enhancements
- Upgraded audio/video
- Improved record and playback (mpeg-4)
- Better JVM Management
- FIPS-140
- More granular policies
- Calendar presence integration

Evolutionizing the Experience



Sametime "Next"

Sametime "Next" +1

Pioneering Time

Sametime

# IBM's Unified Communications and Collaboration strategy

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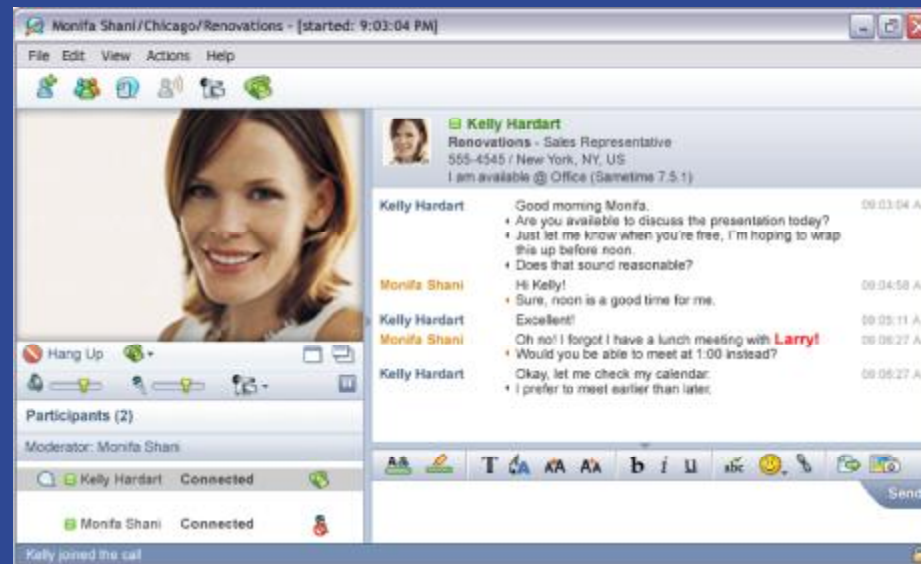
- § Unified, ubiquitous UC<sup>2</sup> client
- § Complete IBM solution that embraces multi-vendor environments
- § Open ecosystem and extension model



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# Unified Communications Integration

- § Enabling a single UC<sup>2</sup> experience for Sametime customers.
- § Out-of-the-box connectivity to major telephony systems.
- § Communicate directly from PC through the corporate PBX or public telephone lines over extension APIs and standards (SIP, CSTA)



# Current Sametime UC<sup>2</sup> Capabilities

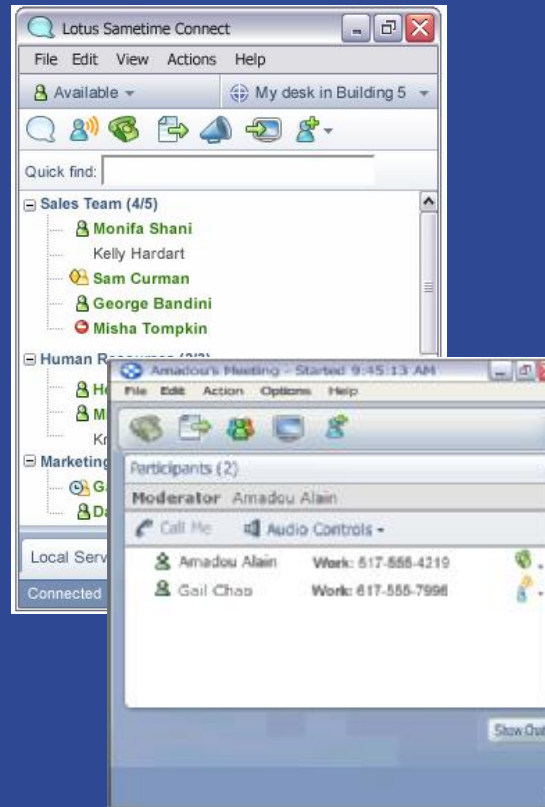
## Lotus Sametime 7.5

Click-to-talk,  
Click-to-see

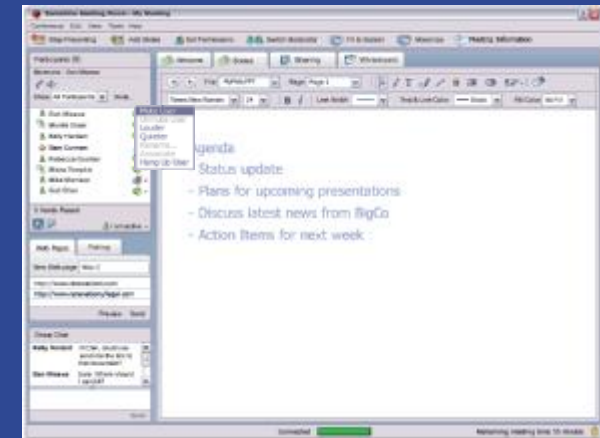


## Business Partner Solution Integration

Click-to-call,  
Click-to conference



Web Conf Integration



# Open ecosystem and extension model

Capability	Partners demoing or shipping solutions
Click to Call, Click to conference	
Aggregated Telephony Presence	
Call Management	
Multipoint video integration	
Softphone integration	
Web conferencing audio integration	
Web conferencing audio/meeting scheduling	
Unified Messaging for Notes and Domino	
Unified Messaging for Sametime	



## In conclusion: A differentiated UC<sup>2</sup> Value Prop...

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- § Unified, ubiquitous UC<sup>2</sup> client
- § Complete IBM solution that embraces multi-vendor environments
- § Open ecosystem and extension model



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## ... That delivers real benefits

### § LOB/End Users

- 4 Increase speed and accuracy of communication and execution
- 4 Facilitate global and cross-organizational collaboration and information sharing
- 4 Enable powerful solutions tailored to specific business process and industry needs
- 4 Simplification

### § IT

- 4 Supports heterogeneity; avoids rip & replace
- 4 One stop shopping (via GTS) where desired
- 4 Cost savings & simplification
- 4 Rapid creation & deployment of value add plug-ins and/or 3<sup>rd</sup> party solutions

# When you get back to the office...

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- § Try it for yourself: <http://stdemo3.dfw.ibm.com>
- § Learn about the integrated solutions from our partners:  
<http://www.ibm.com/software/lotus/partnershowcase/sametime/>
- § Look into building your own plugins and deployment resources:  
<http://www-128.ibm.com/developerworks/lotus/products/instantmessaging>



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# Thank You

*<Presenter Name>*



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