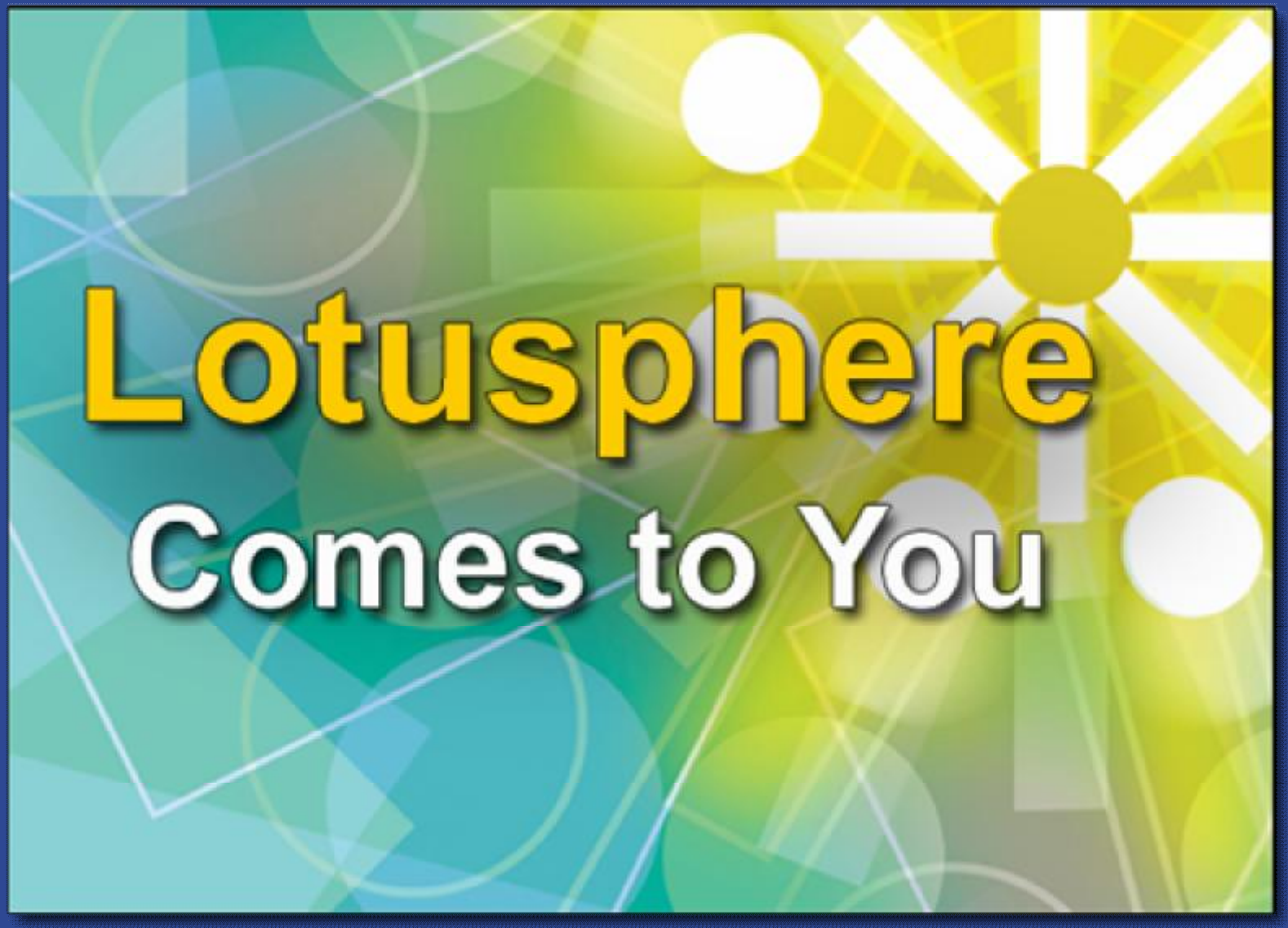

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IBM Unified Communications and Collaboration Strategy

<Presenter Name>

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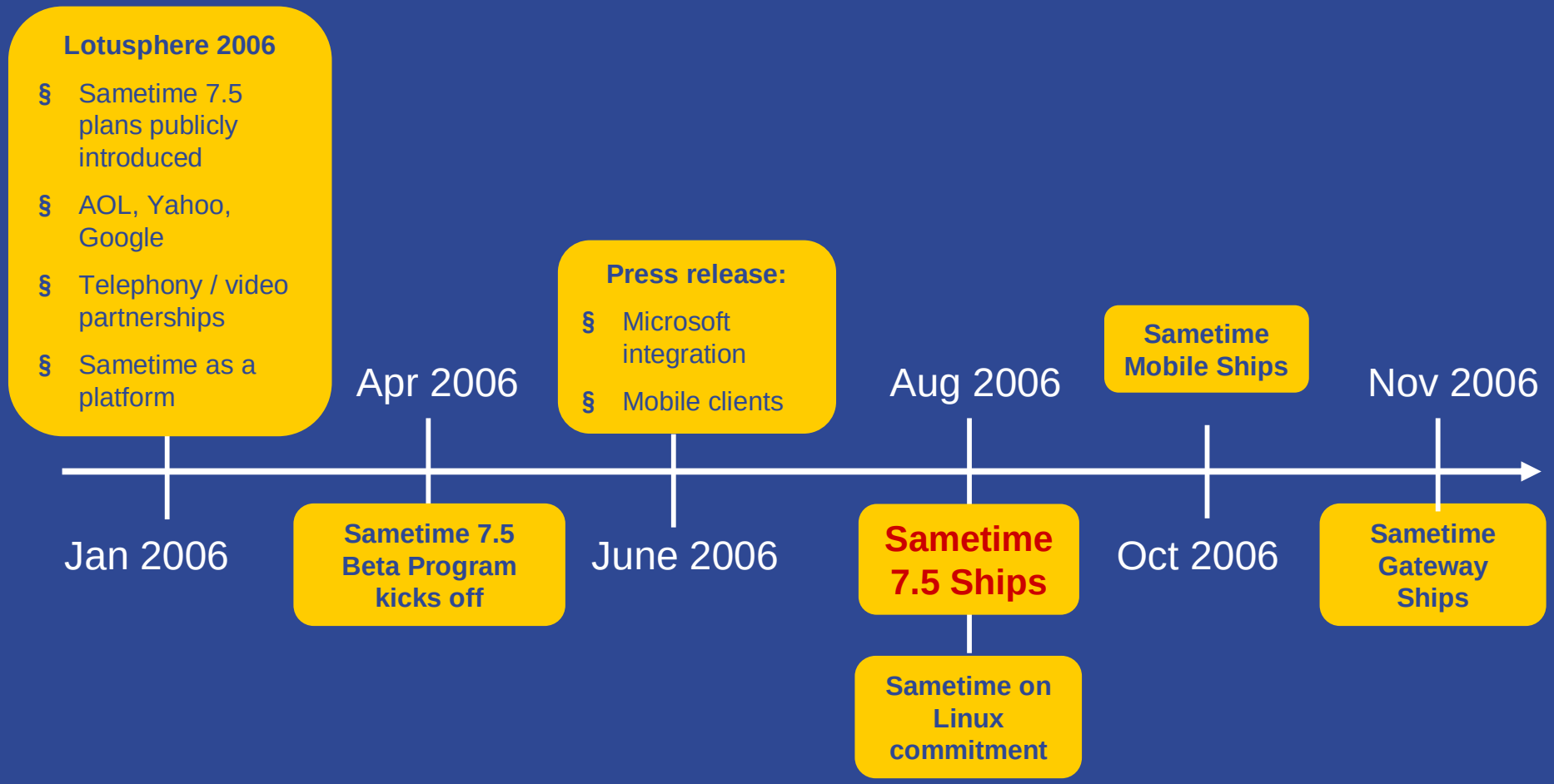
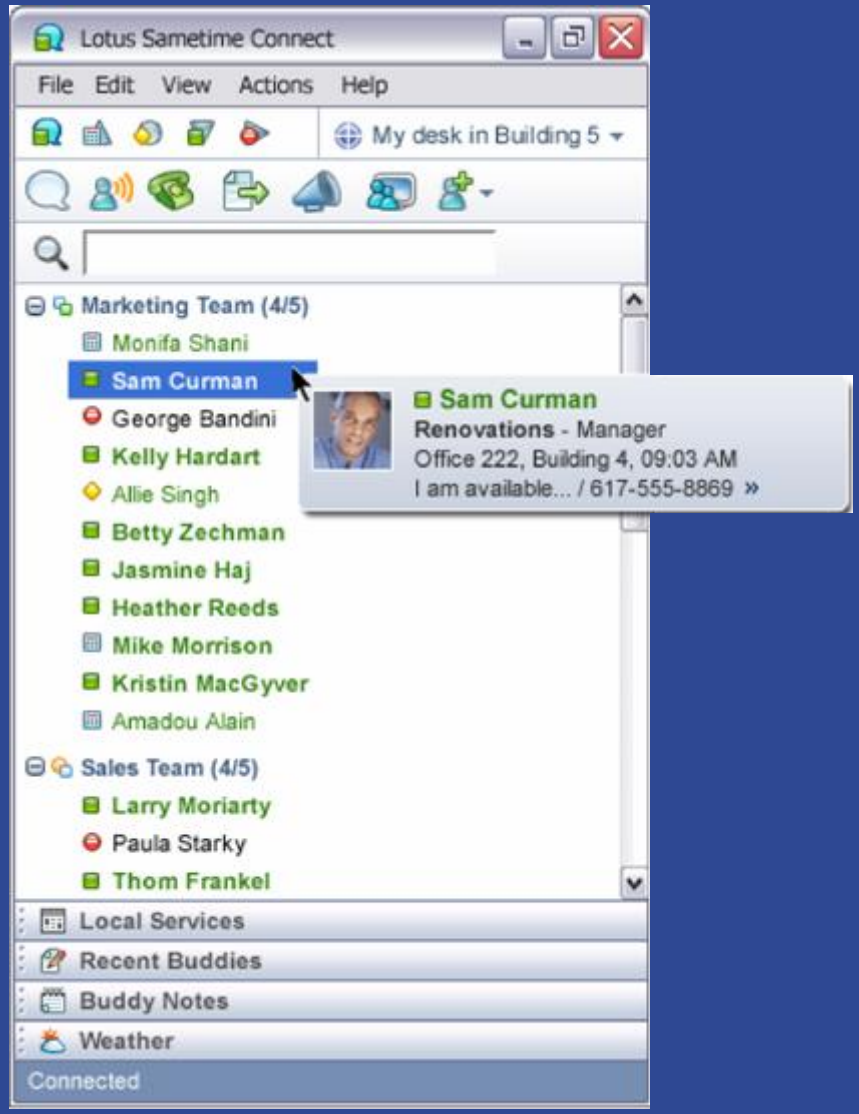
The Year of Sametime....



IBM Lotus Sametime 7.5



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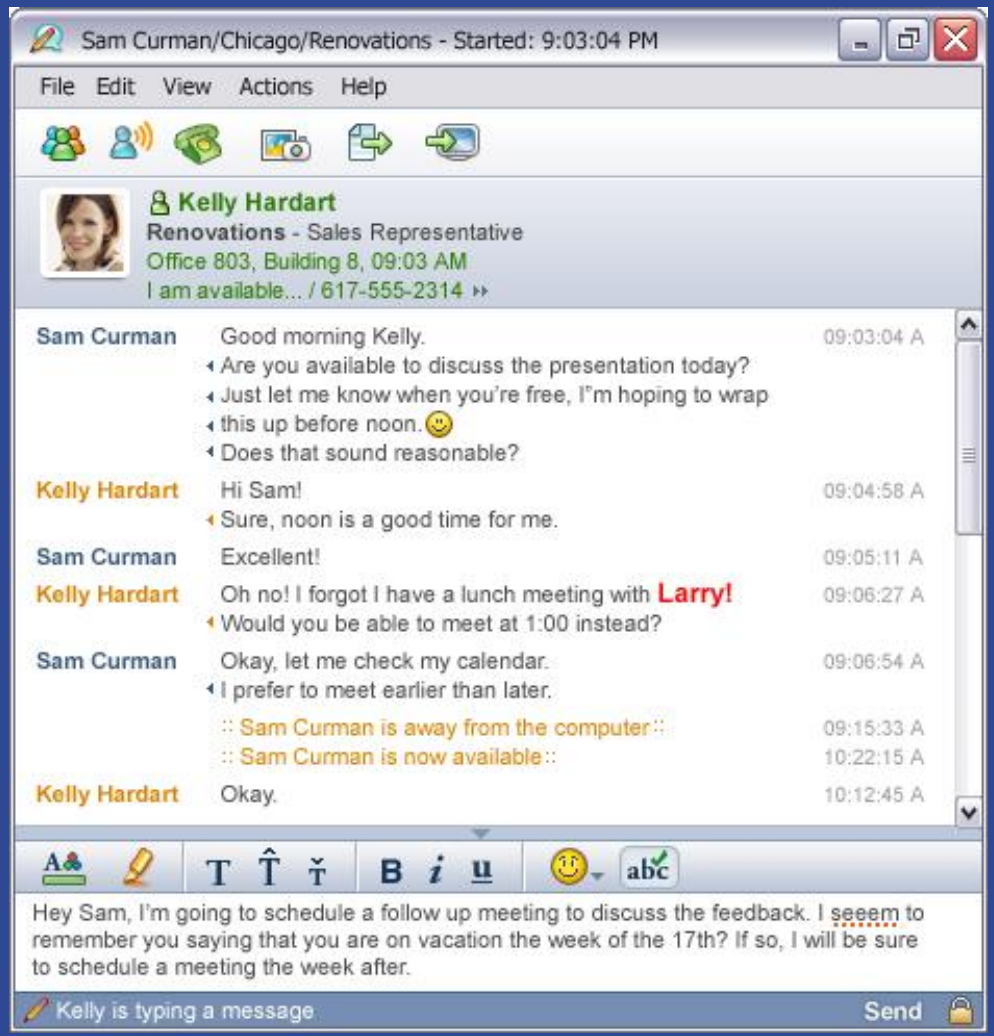
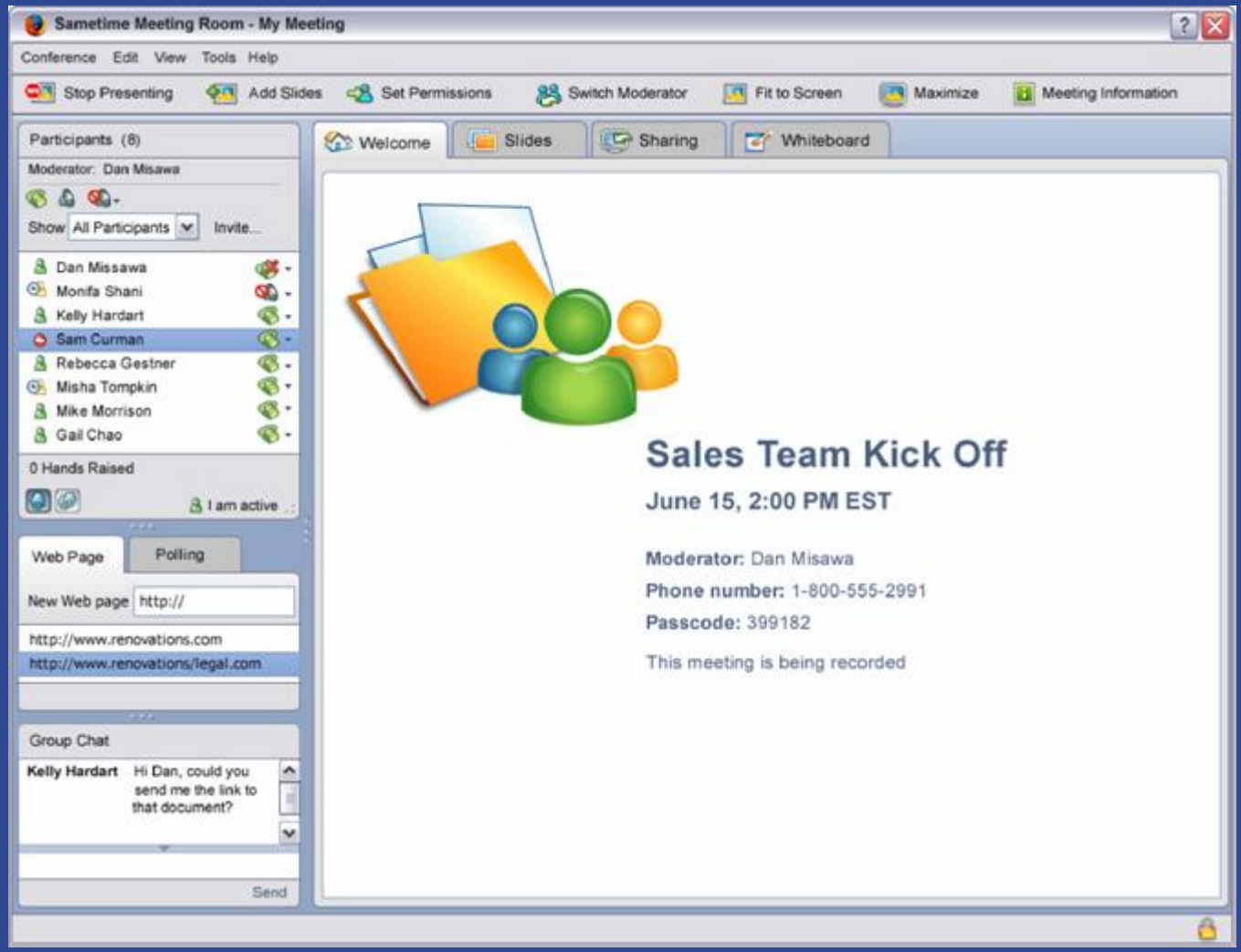
IBM Lotus Sametime 7.5



IBM Lotus Sametime 7.5



IBM Lotus Sametime Mobile

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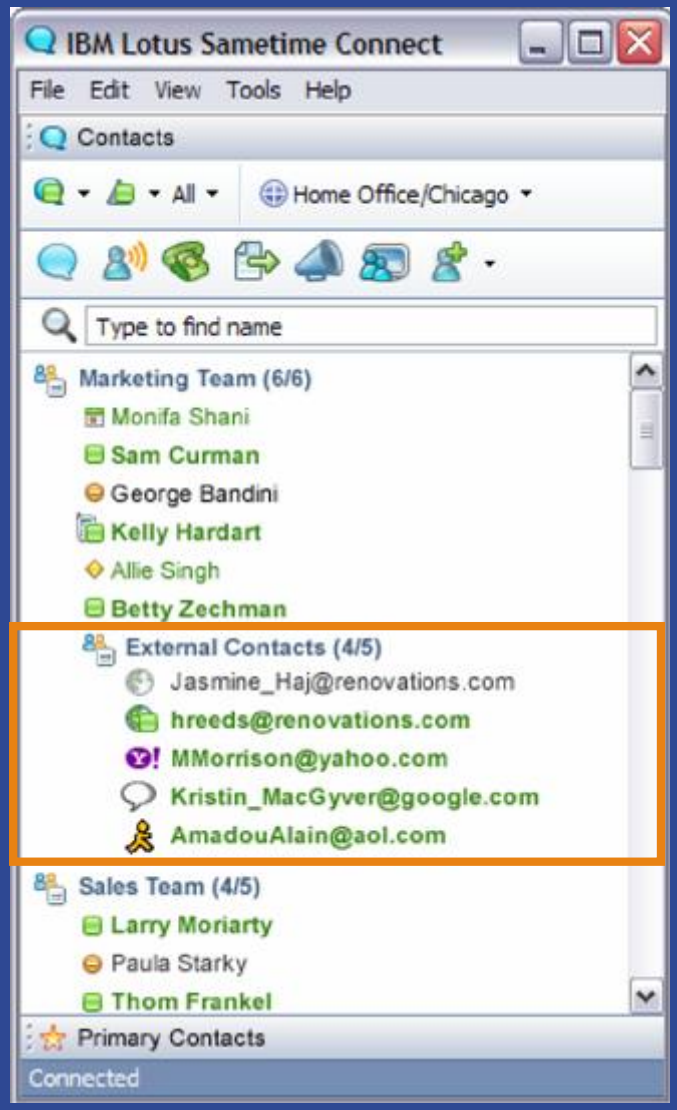
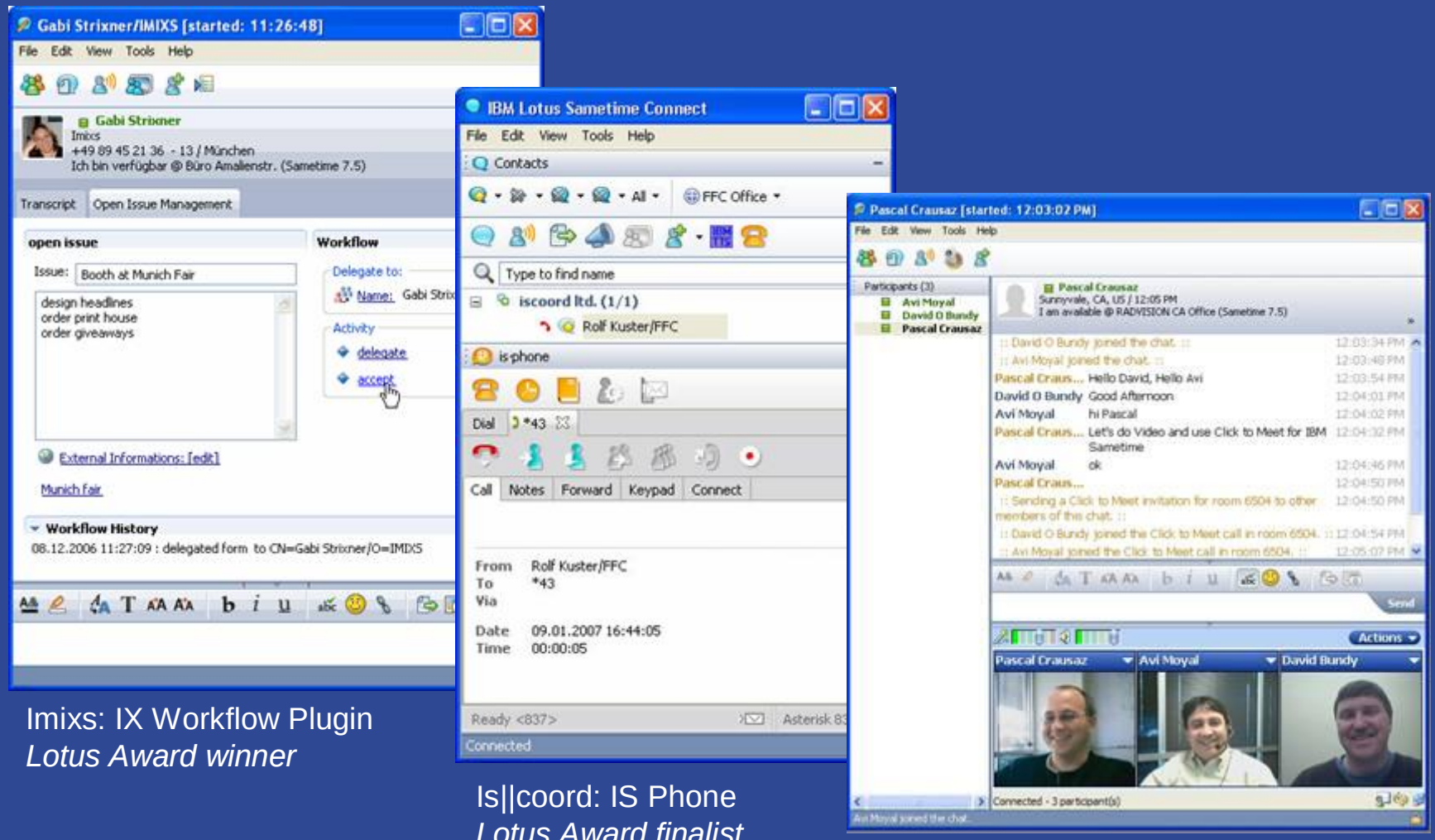
IBM Lotus Sametime Gateway



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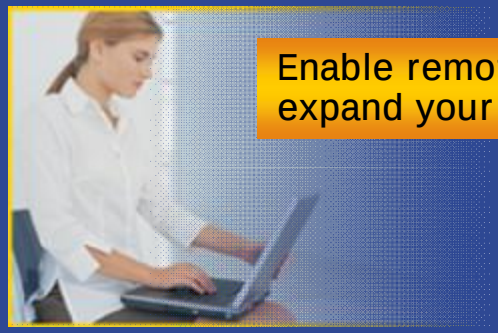
Why businesses buy Lotus Sametime: Real Business Value – Right Now



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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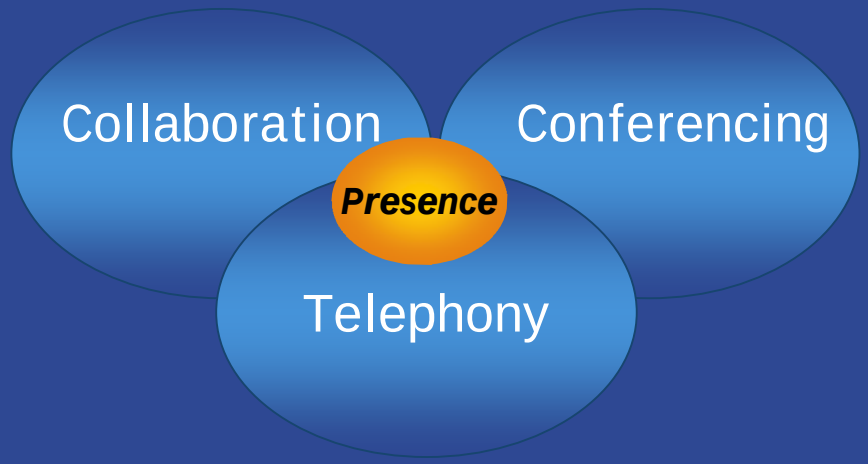
Unified Communications and Collaboration = UC^2

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



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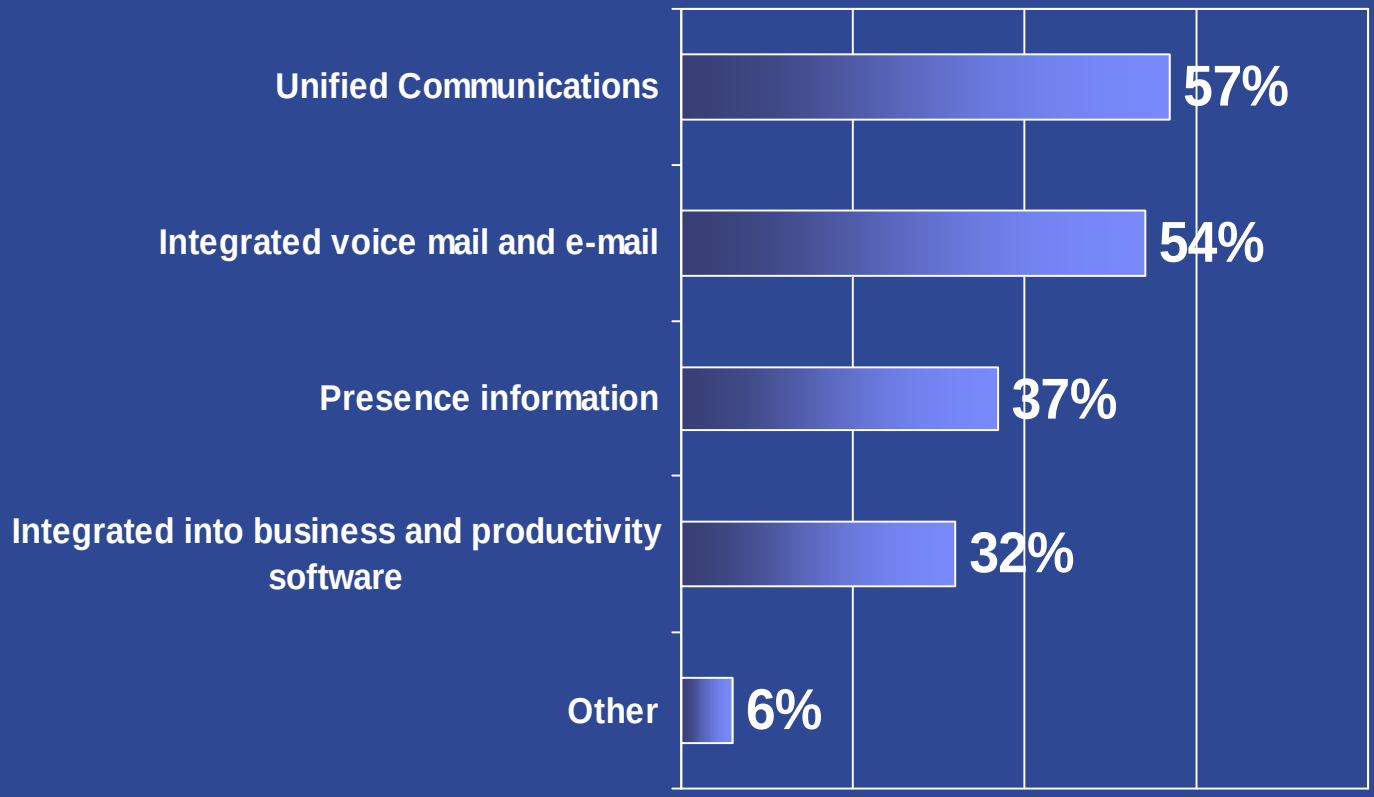
Unified Communications and Collaboration: Not *if* but *when*

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^2 services through line of business & business processes
- UC^2 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

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Beyond Lotus Sametime:
IBM Unified Communications and Collaboration Vision

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

- Unified, ubiquitous UC^2 client
- Complete IBM solution that embraces multi-vendor environments
- Open ecosystem and extension model

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= UC²

Lotus. Sametime

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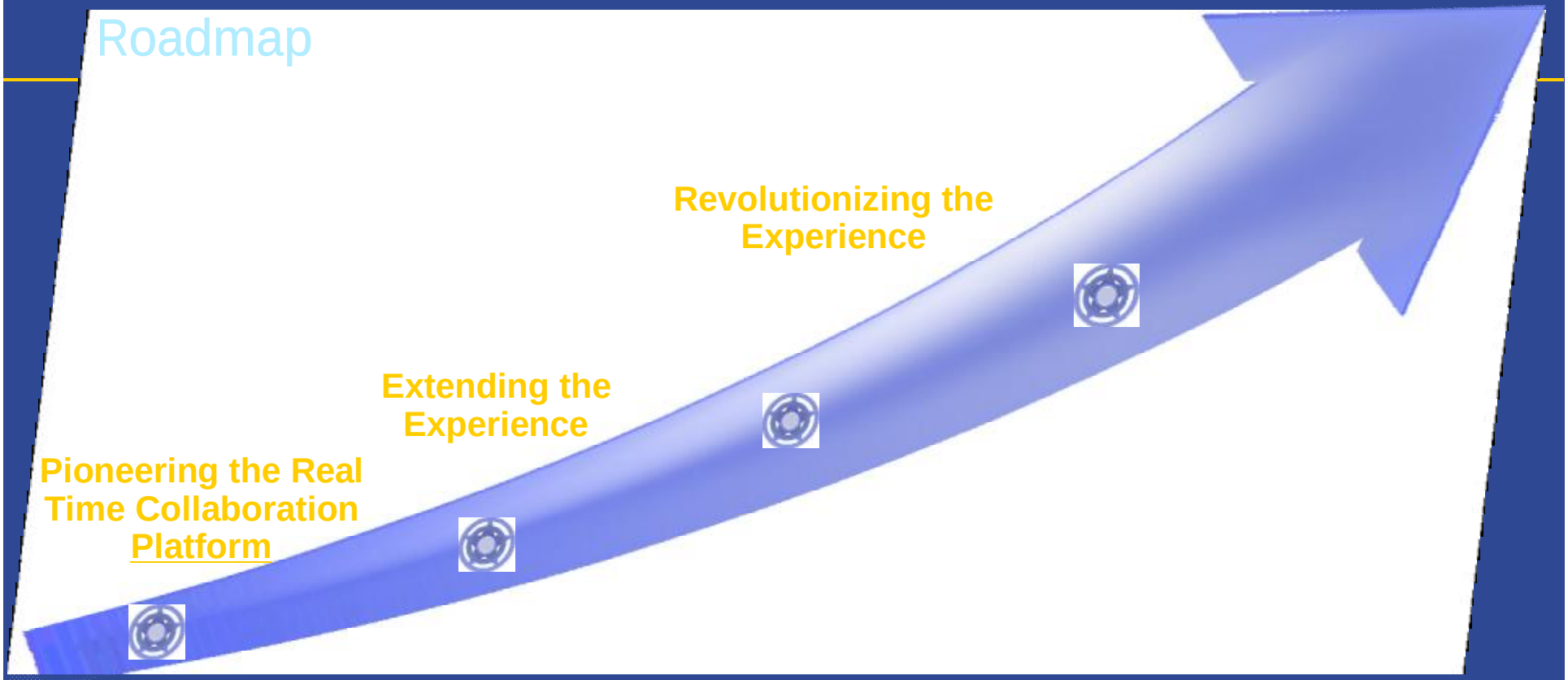
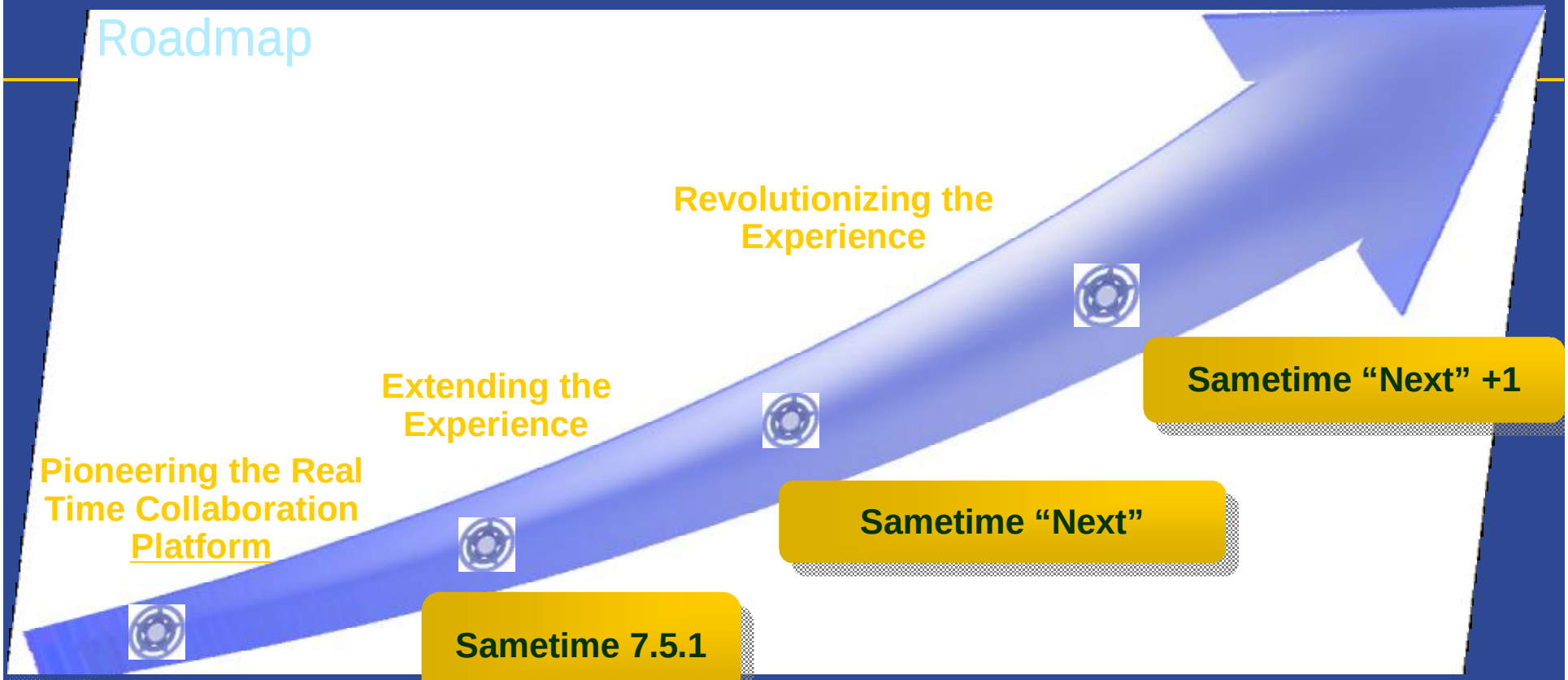
Unified Communications and Collaboration
Roadmap



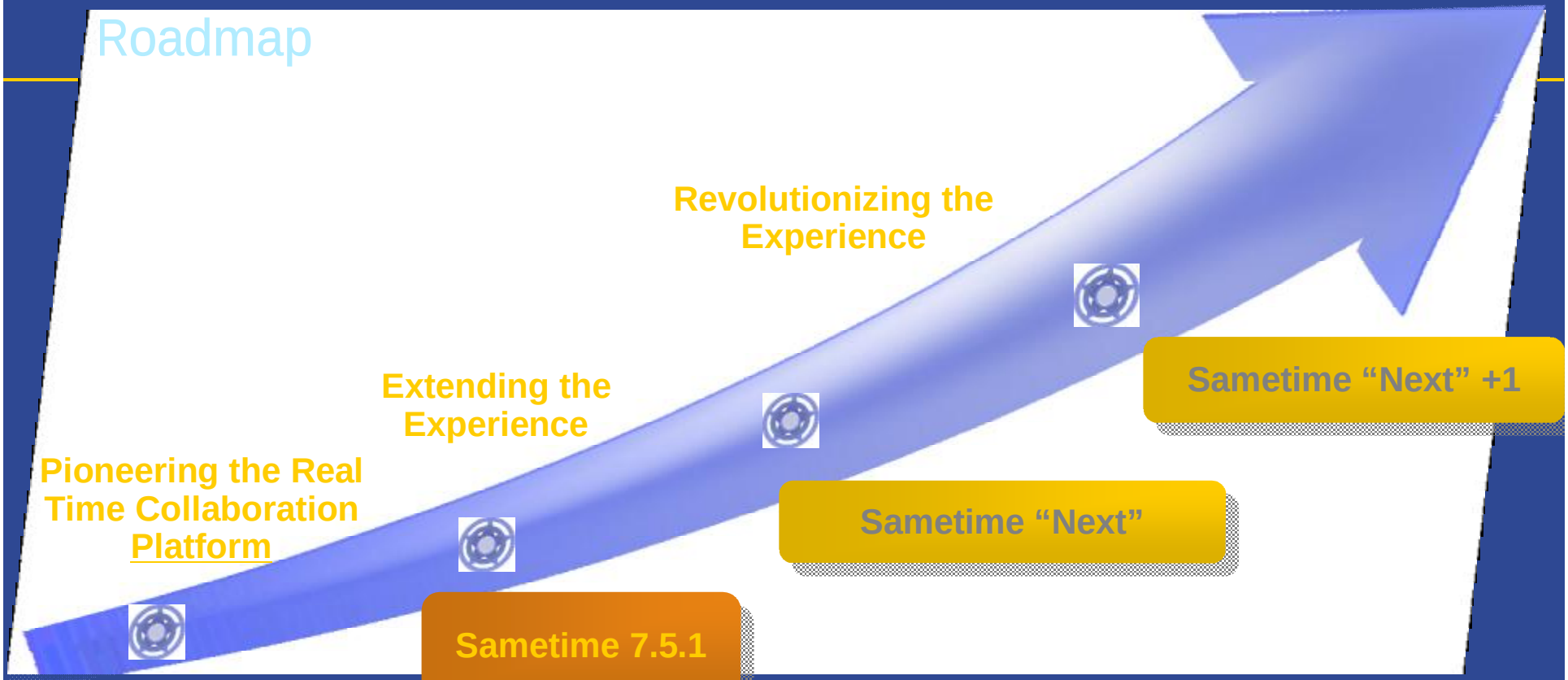
Unified Communications and Collaboration
Roadmap



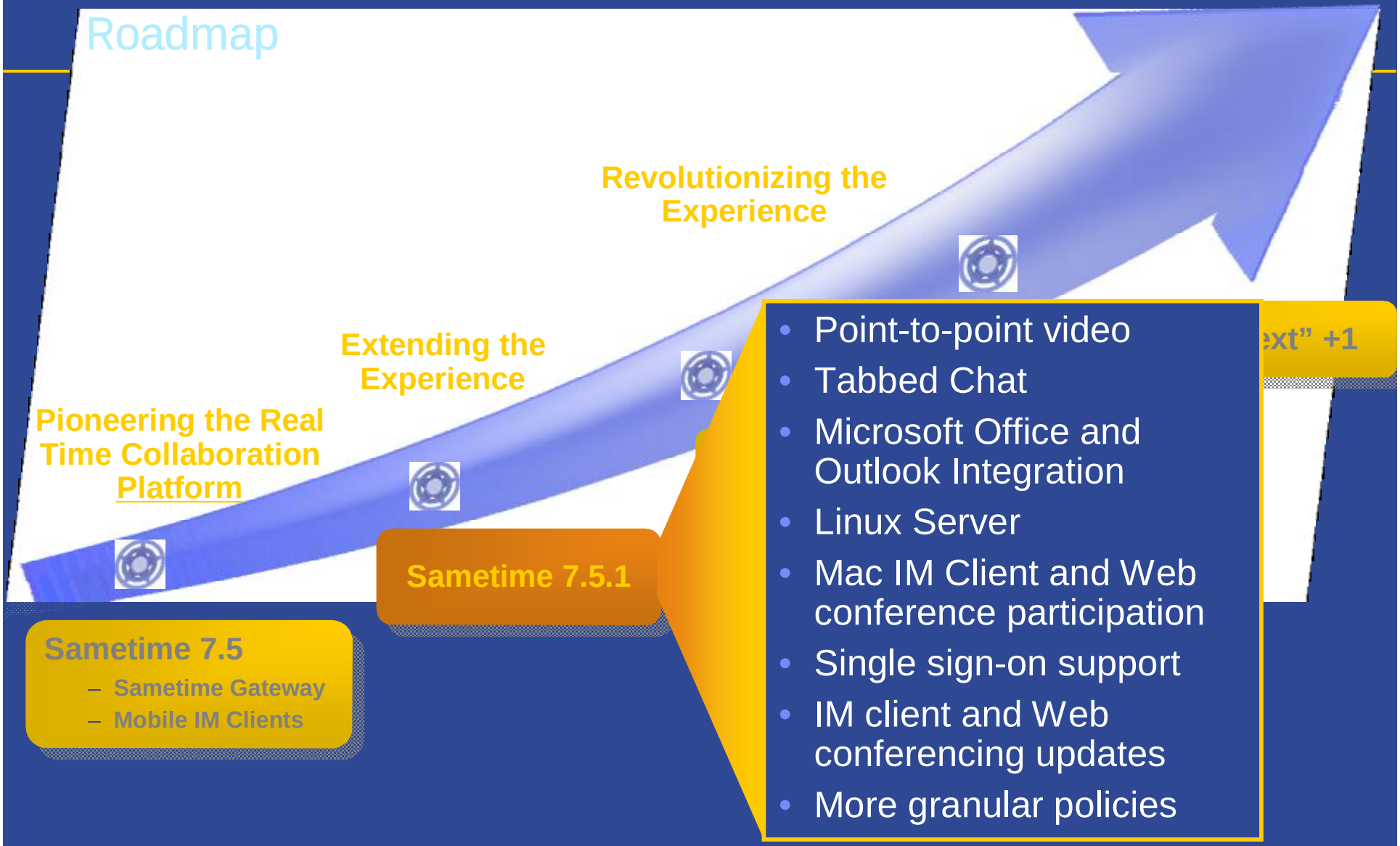
Sametime 7.5
- Sametime Gateway
- Mobile IM Clients

Unified Communications and Collaboration

Roadmap

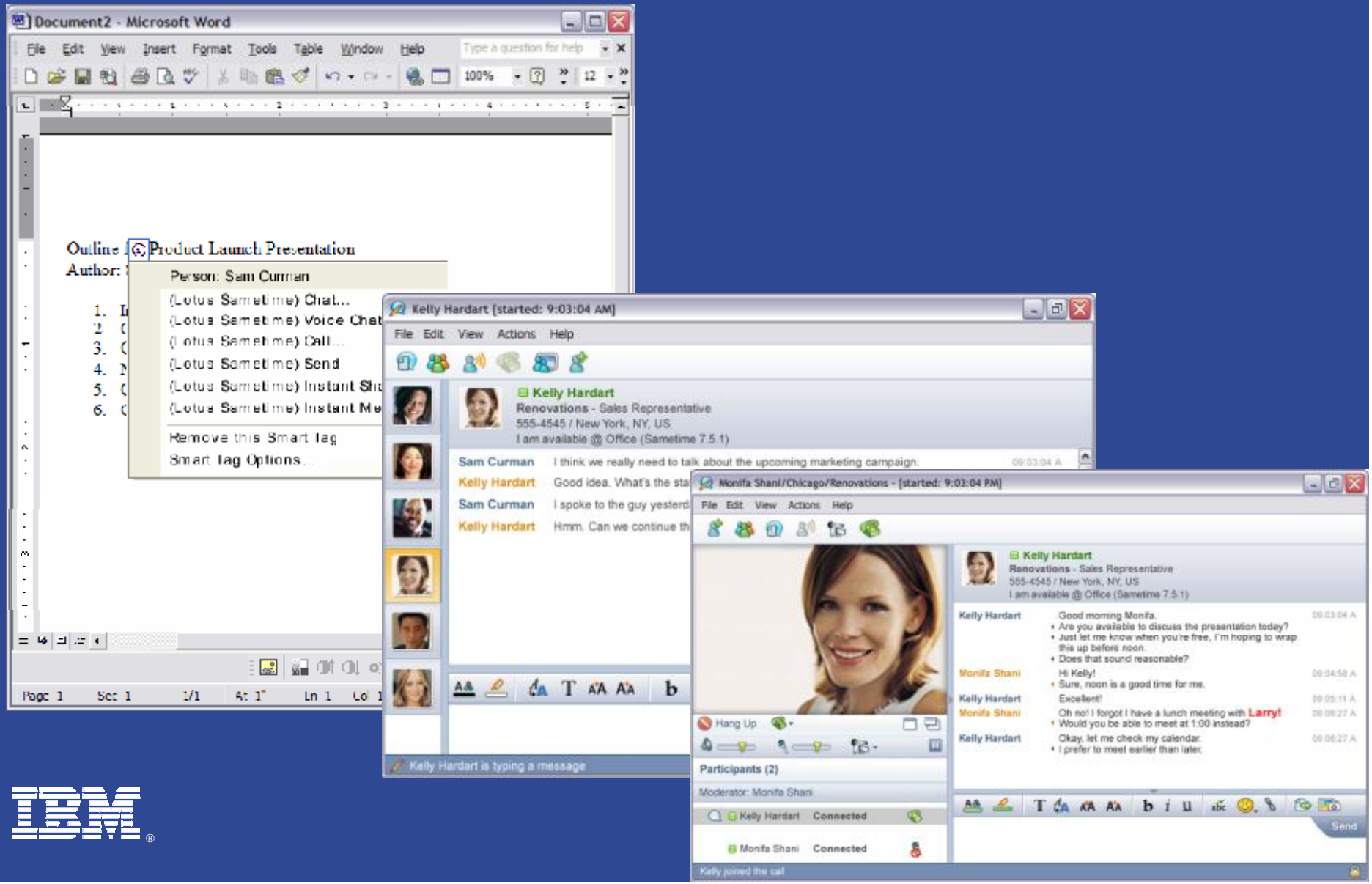


Unified Communications and Collaboration
Roadmap



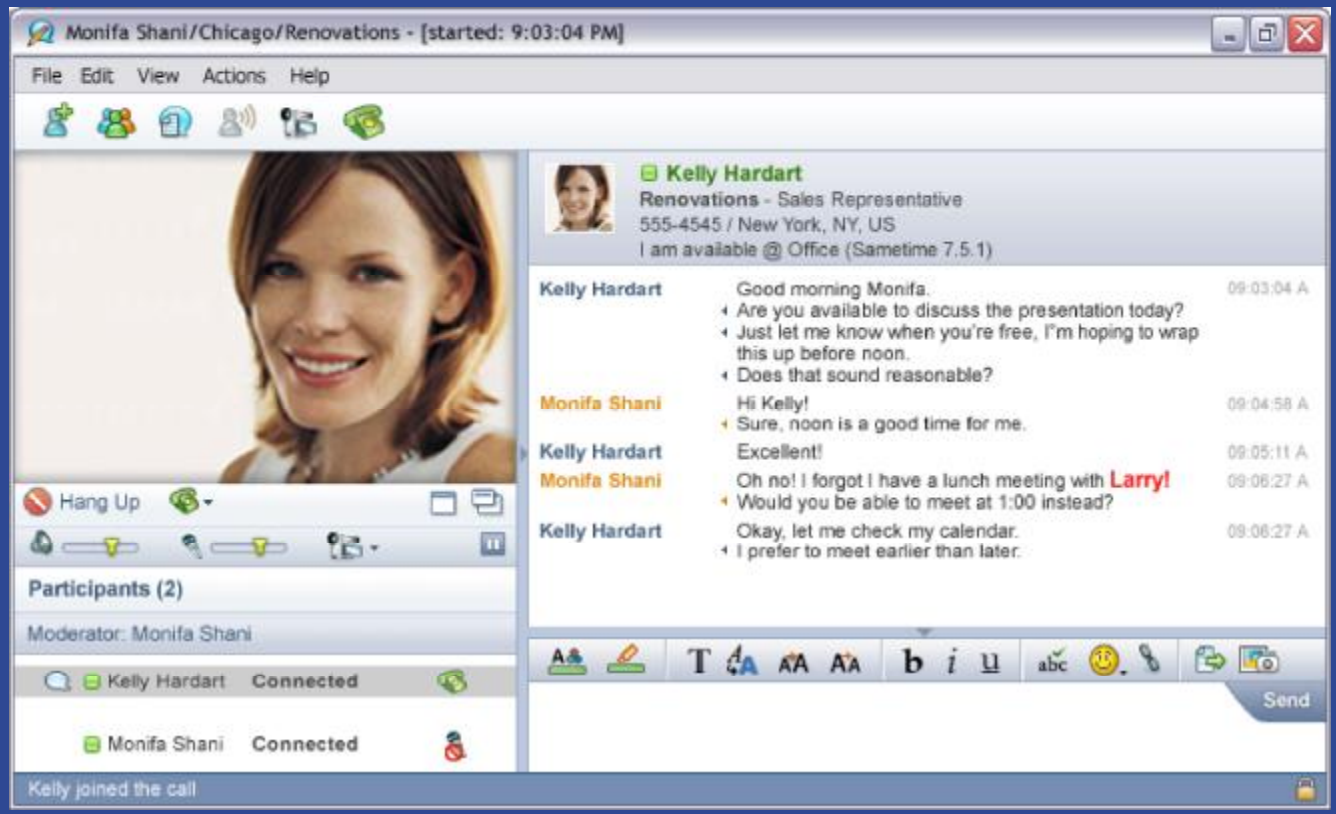
SUBJECT TO® CHANGE

IBM Lotus Sametime 7.5.1

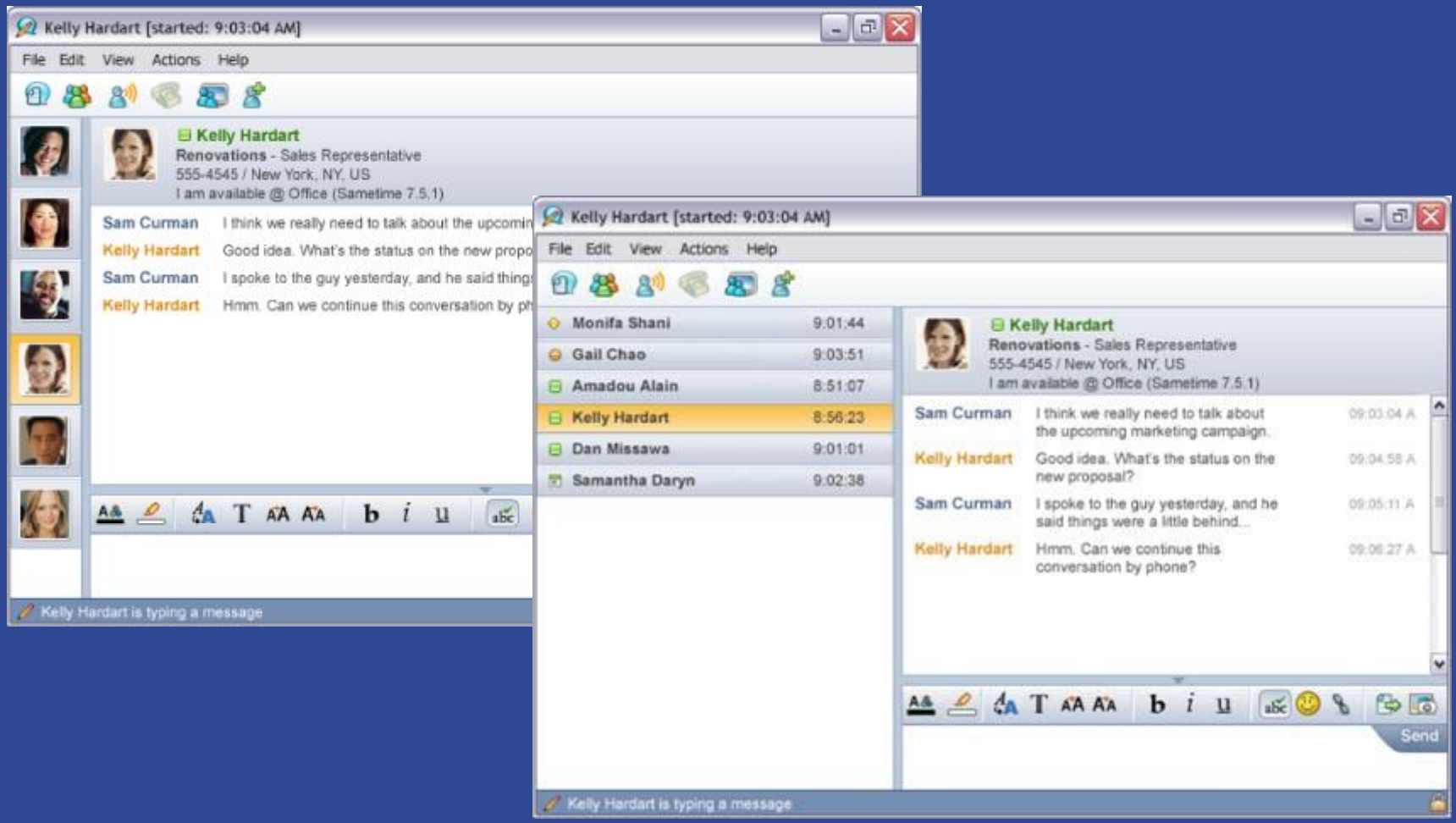


IBM Lotus Sametime 7.5.1

IBM Lotus Sametime 7.5.1: Point to point video



Lotus Sametime 7.5.1 – Tabbed Chat interface



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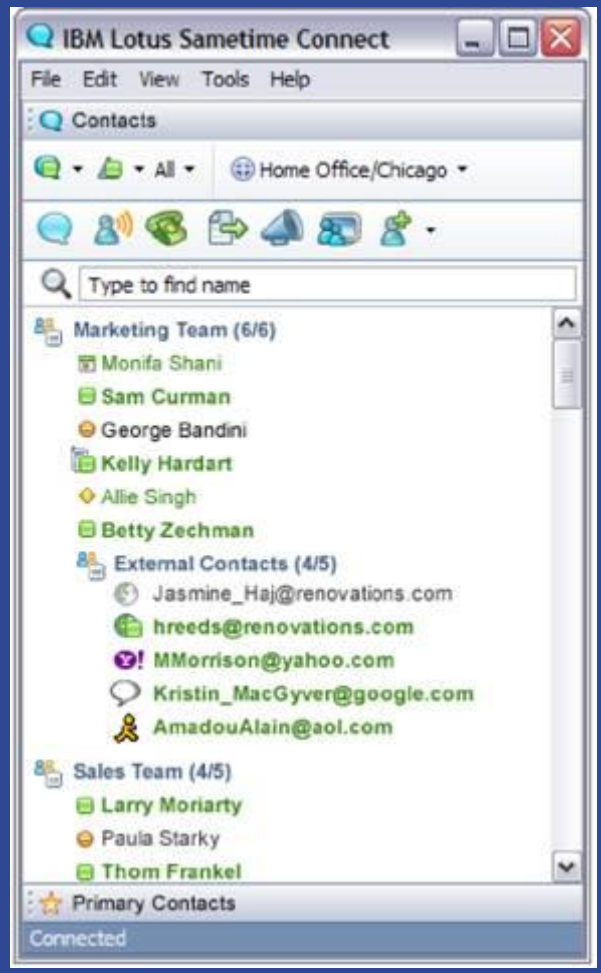
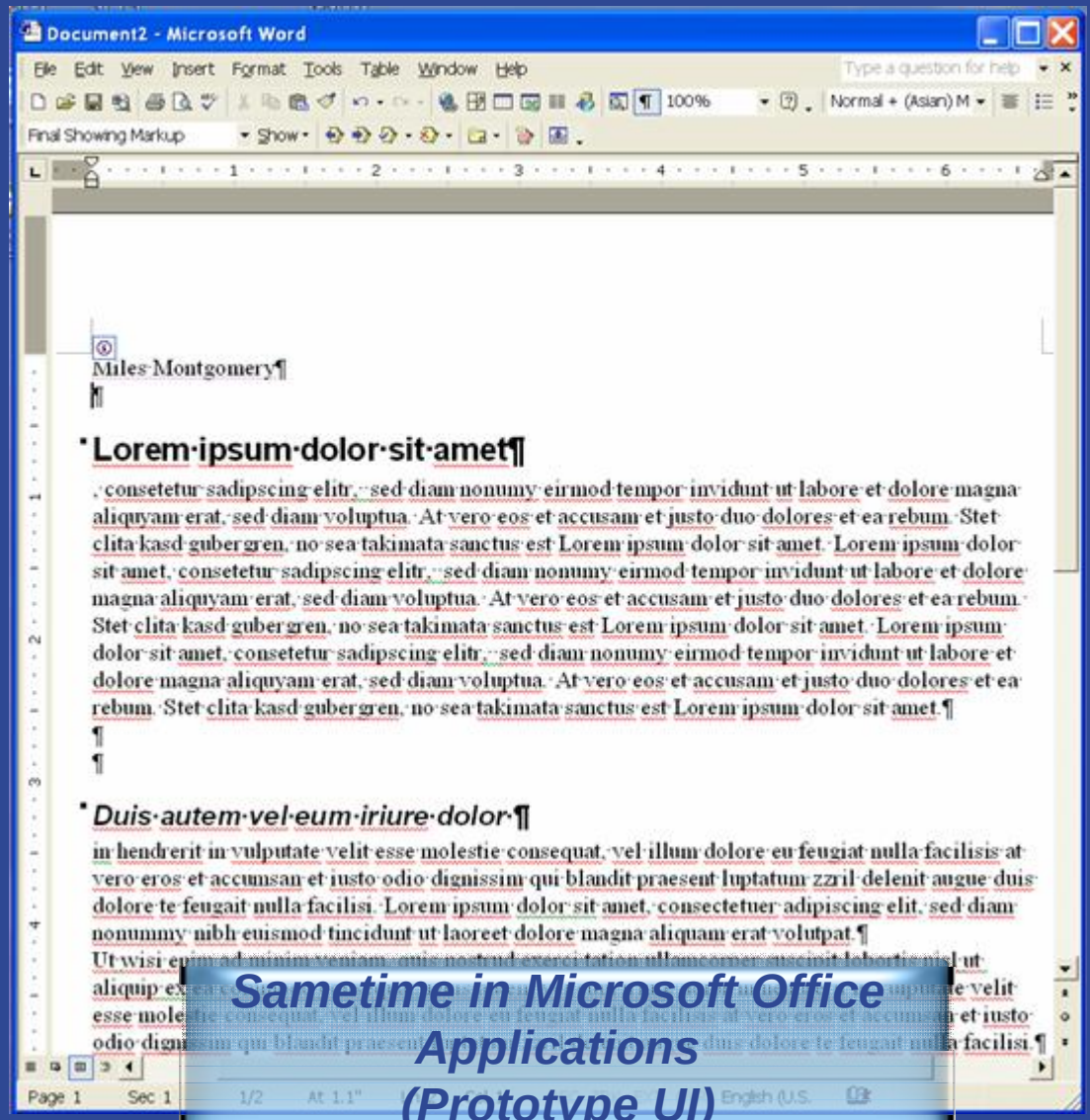
Lotus Sametime 7.5.1 – updates to Connect client



Subject to change



Sametime in Microsoft Office Applications (Prototype UI)

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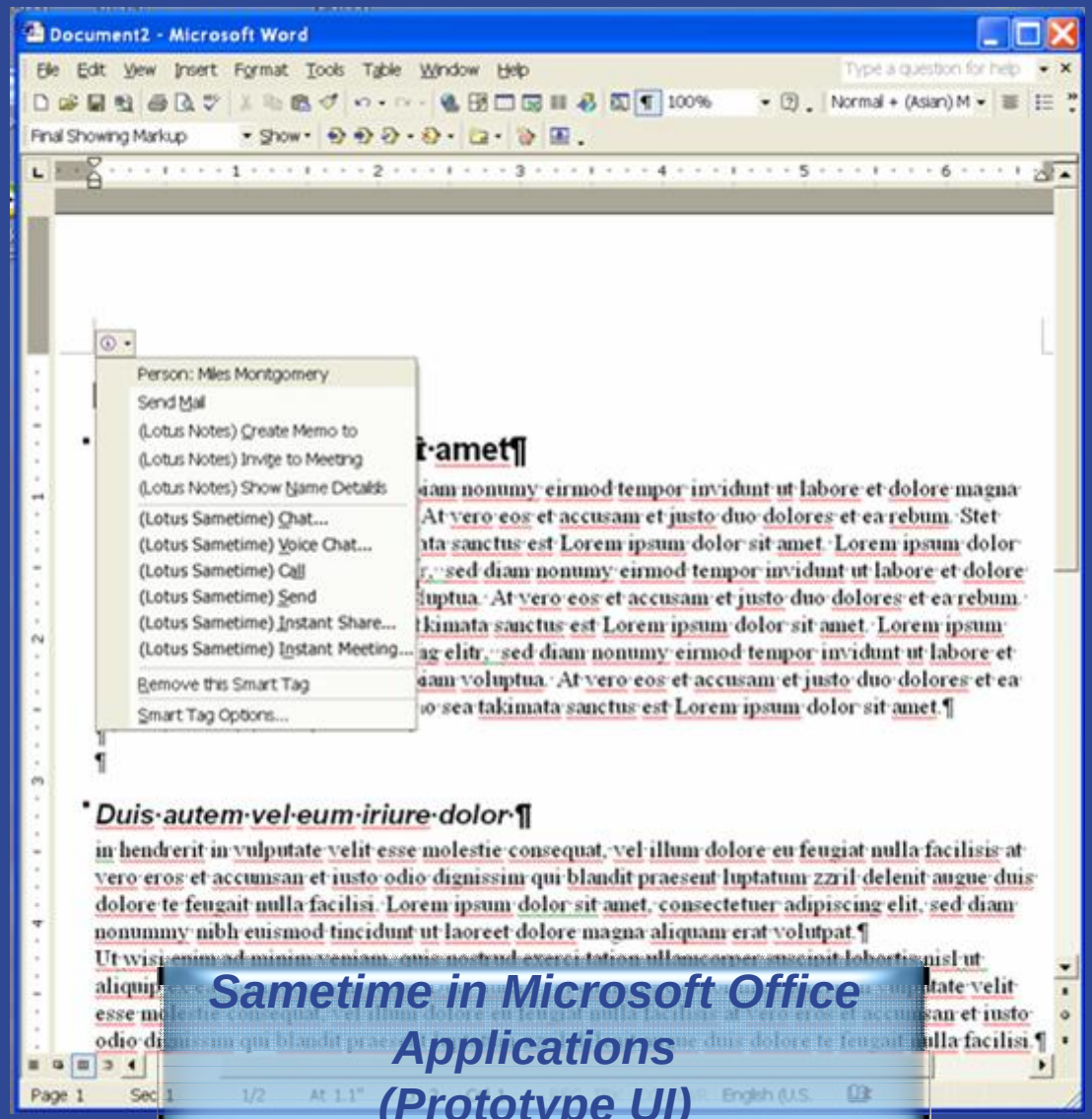
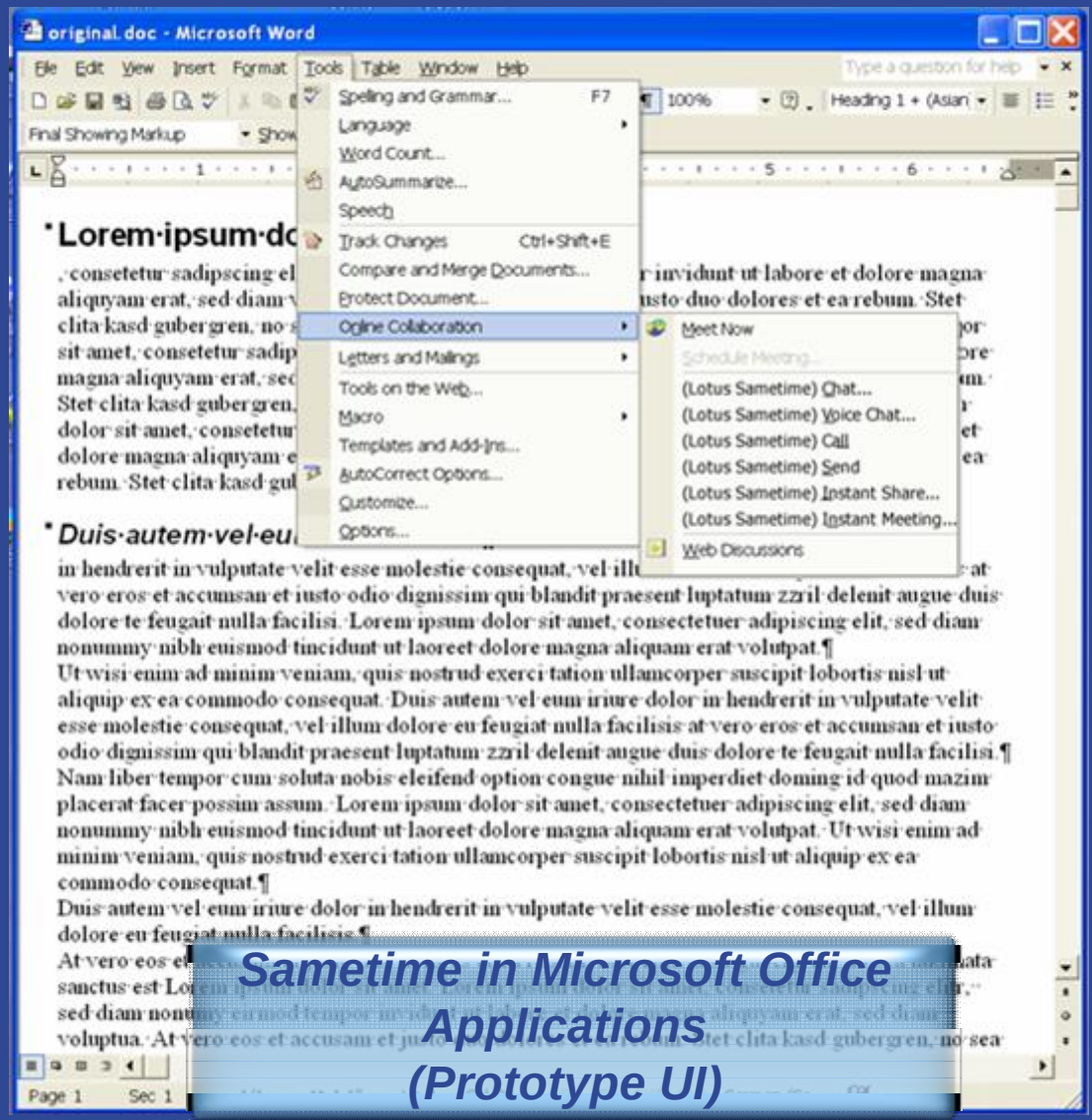


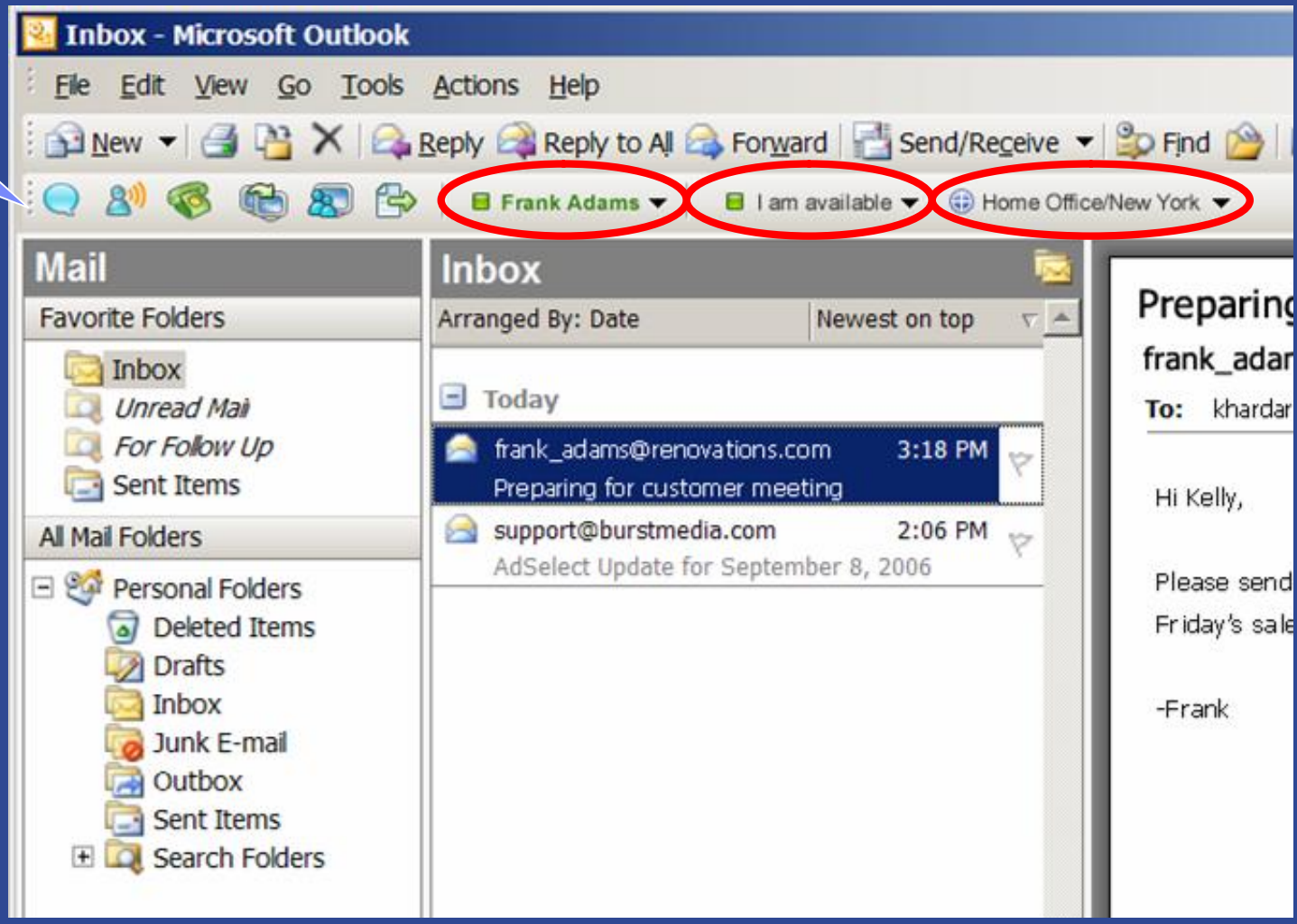
Sametime in Microsoft Office Applications (Prototype UI)



Sametime in Microsoft Office Applications (Prototype UI)

Lotus Sametime 7.5.1 – Microsoft Office Integration : Outlook

Command Buttons



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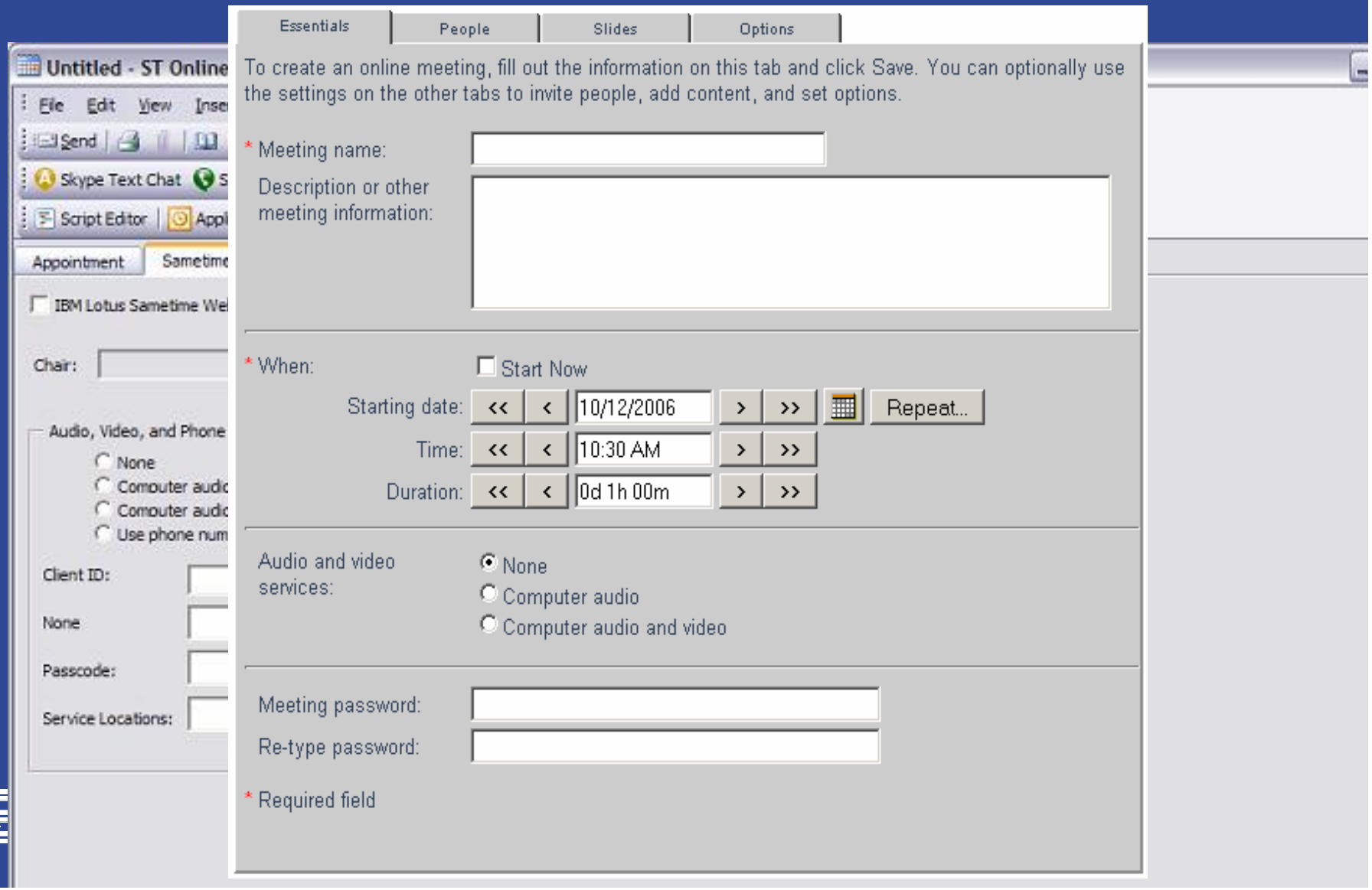
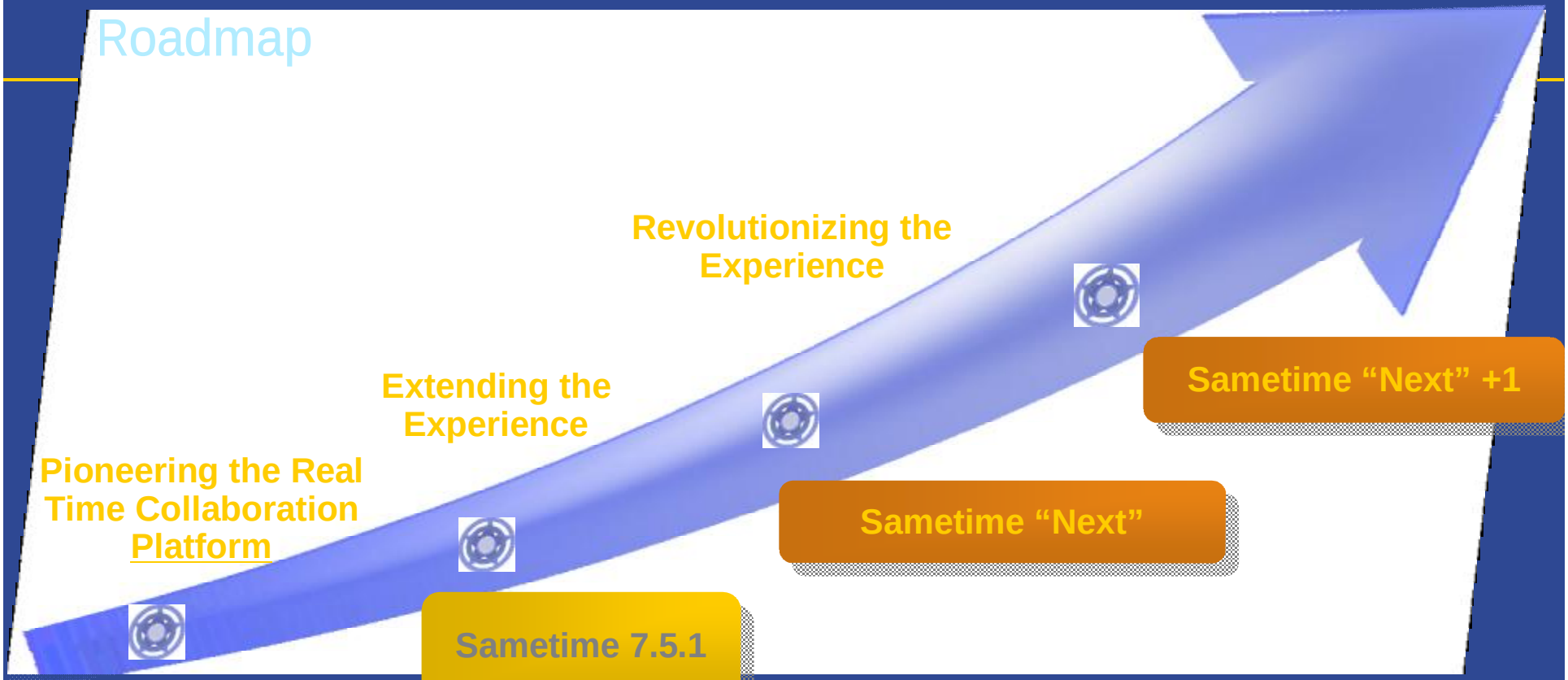
Sametime-Office Integration : Outlook



Unified Communications and Collaboration

Roadmap

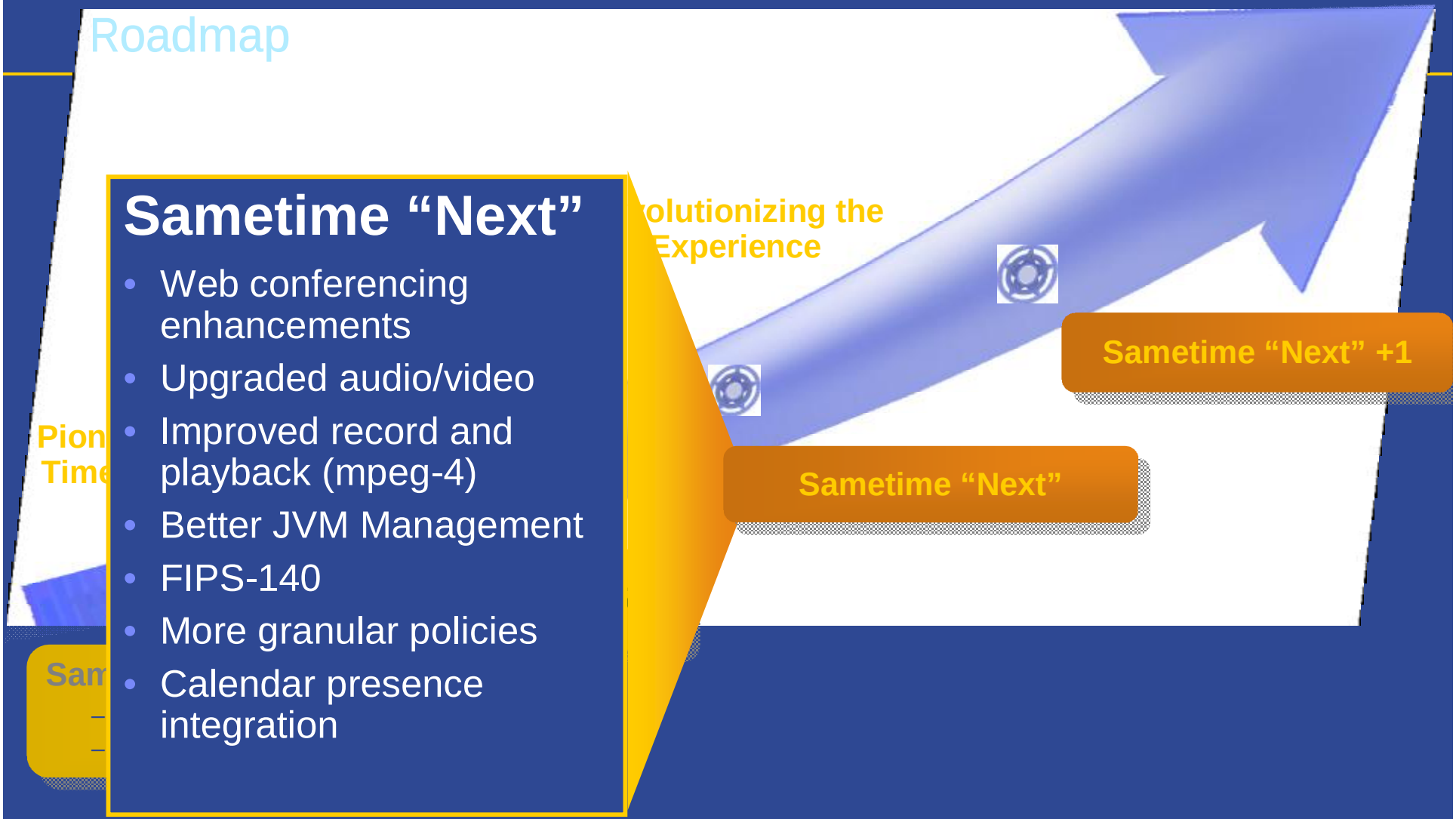


Sametime 7.5

- Sametime Gateway
- Mobile IM Clients

Unified Communications and Collaboration

Roadmap



SUBJECT TO® CHANGE

IBM's Unified Communications and Collaboration strategy

- Unified, ubiquitous UC^2 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^2 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)

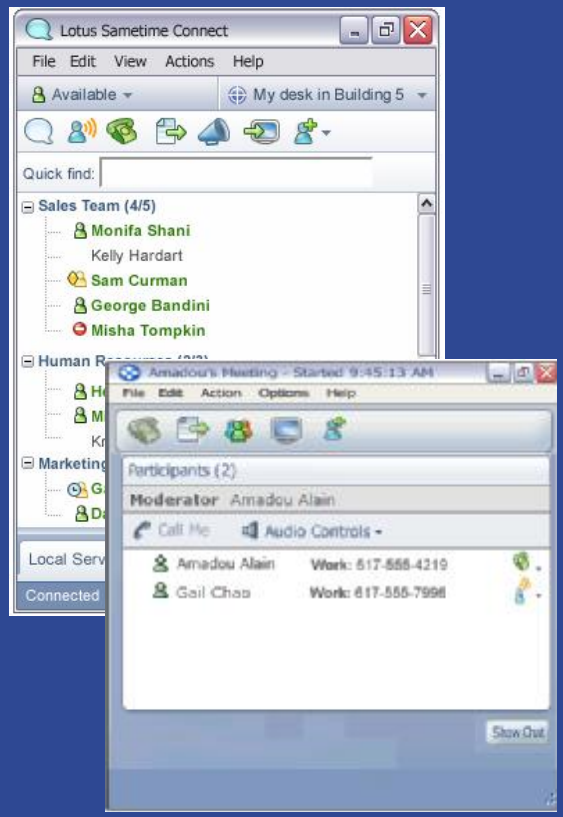
Current Sametime UC^2 Capabilities

Lotus Sametime 7.5

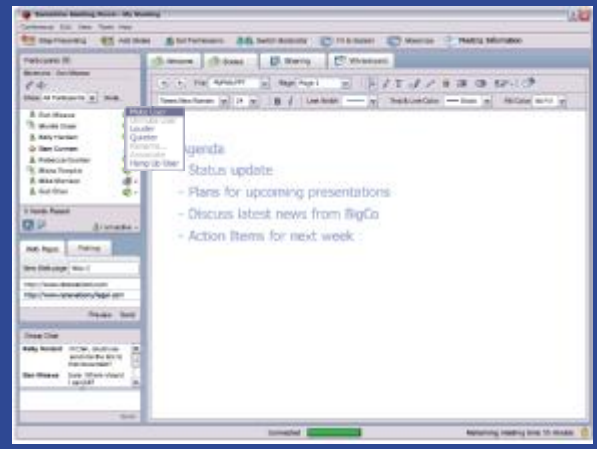
Click-to-talk,
Click-to-see

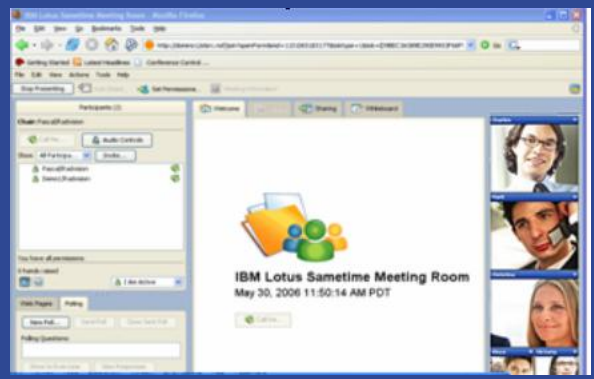
Business Partner Solution Integration

Click-to-call,
Click-to conference



Web Conf Integration





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Open ecosystem and extension model

Capability	Partners demoing or shipping solutions
Click to Call, Click to conference	3com, Alcatel·Lucent, AVAYA, CISCO, i-link computer meets telephone, isllcoord Information Solutions Coordinators, NORTEL, POLYCOM, RADVISION Delivering the Visual Experience, SIEMENS
Aggregated Telephony Presence	3com, Alcatel·Lucent, AVAYA, CISCO, SIEMENS
Call Management	i-link computer meets telephone, isllcoord Information Solutions Coordinators, NORTEL, VoiceRite
Multipoint video integration	AVAYA, AVISTAR™, POLYCOM, RADVISION Delivering the Visual Experience, TANDBERG
Softphone integration	i-link computer meets telephone, AVAYA, isllcoord Information Solutions Coordinators, NORTEL, SIEMENS
Web conferencing audio integration	AVAYA, POLYCOM, Premiere Global Services, SIEMENS
Web conferencing audio/meeting scheduling	Alcatel·Lucent, CISCO, POLYCOM, SIEMENS
Unified Messaging for Notes and Domino	Alcatel·Lucent, AVAYA, CISCO, NORTEL, VoiceRite, SIEMENS
Unified Messaging for Sametime	CISCO, VoiceRite

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In conclusion: A differentiated UC^2 Value Prop...

- Unified, ubiquitous UC^2 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
  - Increase speed and accuracy of communication and execution
  - Facilitate global and cross-organizational collaboration and information sharing
  - Enable powerful solutions tailored to specific business process and industry needs
  - Simplification
- IT
  - Supports heterogeneity; avoids rip & replace
  - One stop shopping (via GTS) where desired
  - Cost savings & simplification
  - Rapid creation & deployment of value add plug-ins and/or 3rd party solutions

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When you get back to the office...

- 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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