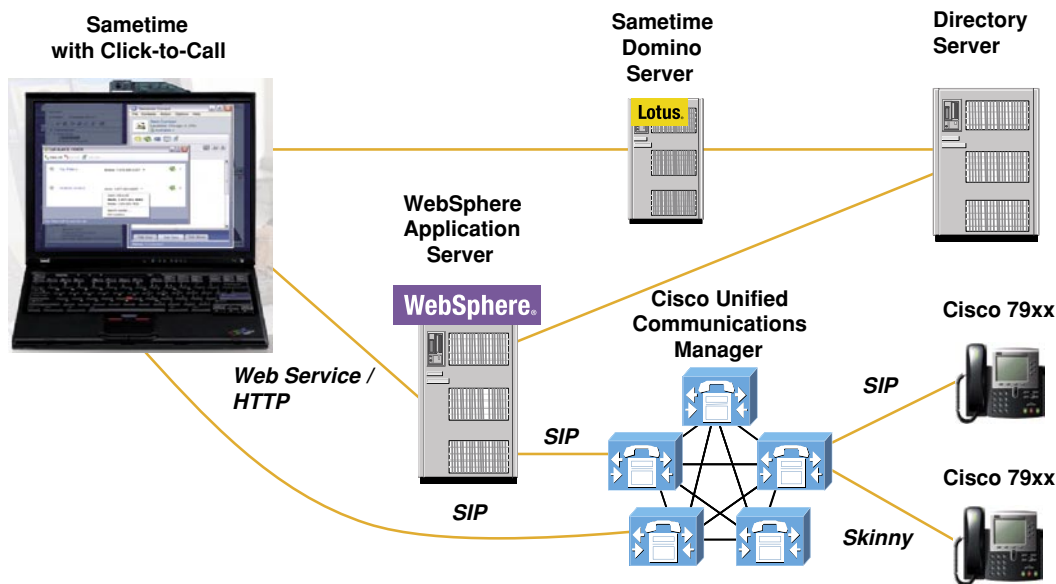


# Successfully Realise Unified Communication & Collaboration Solutions

## Real-time collaboration: Sametime base installation & Click-to-Call / Voice Suite



*Cisco Unified Communications Manager represents the basis for both a high availability and a high quality Unified Communication solution with integrated real-time collaboration. Integration into the IBM environment results from standard protocols and is integrated with Cisco and IBM applications in one standardised UCC solution. The user receives a new Unified Communication platform he can use with Cisco clients as well as with IBM applications.*

Smooth communication is of paramount importance for companies. An uninterrupted exchange of information between employees, customers, partners and suppliers contributes significantly to business success. A particular challenge in this respect is posed by accessibility. E-mail and fixed net telephones alone are no longer sufficient to meet today's demands for a short reaction time. Working in various locations – in branches, at home, on customer premises or spread around the world – requires innovative forms of communication. These include instant messaging and video conferencing, as well as address books

and voice mail boxes available at all times. Not until the various channels and the network infrastructure have been integrated into Unified Communication & Collaboration (UCC) is the necessary efficiency achieved: a field worker receives voice messages from the VoIP capable telephone exchange delivered directly into the in-box, and a call back is made using VoIP softphone on the notebook or the address book entry on a mobile phone. Urgently required documents for a customer can be requested from headquarters using instant messaging. Project teams spread over various locations work together by means of Web confer-

encing and whiteboard, as if they were sitting in the same room. They have already agreed on the suitable time via the central calendar, which also immediately recognises the telephone numbers of the participants in the relevant locations.

*Maersk Switzerland Ltd. has chosen an IP based communication solution from Cisco and IBM and therefore provided a basis for convergence of voice, data and video. By effective collaboration of all three parties involved, the project was implemented in time and in high quality.*

### **Sinking costs, rising customer satisfaction**

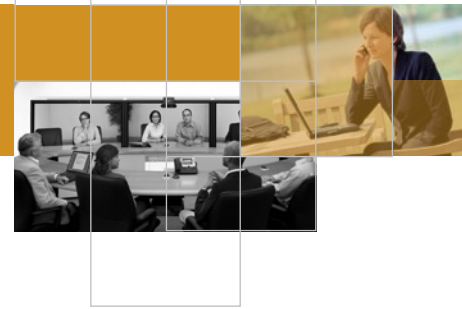
With UCC, employees can get in touch with their contacts from a central location via the most appropriate path. This increases the efficiency of corporate communication within the company and beyond. Communication paths are becoming shorter, because employees can be reached independently of their current location and they can react faster to incoming queries. Tedious and expensive journeys can be avoided if conferences can be held over the Internet instead of in meeting rooms. This increases productivity, as more time is available for other tasks. For example, one employee can support a larger number of customers within the same time period.

Companies profit from UCC as they can react to customer requirements rapidly and flexibly, thereby increasing customer satisfaction. At the same time, costs decrease for the operation of the communication infrastructure, for administrative tasks and for employee travel activities.

### **The collaboration age is reality**

The UCC offer from Cisco and IBM brings together speech, data and video. It integrates the various services and the network infrastructure to form a uniform system. The components are joined together seamlessly, from VoIP telephone to communication software to company applications. UCC also includes solutions for a contact centre, social networking and true to life video conferences with TelePresence. Notebooks and mobile phones become the central instruments of communication for the mobile employee. They can thereby be contacted through the most suitable method independently of their location.

UCC changes the communication paths within companies as well as with partners, suppliers and customers. It is therefore not a pure IT issue, but it influences business models and processes. Correctly implemented, UCC optimises workflows in the companies and makes them fit for the collaboration age. Cisco and IBM do not just offer an integrated hardware and software platform for UCC, but accompany companies throughout the entire implementation process, from the analysis of the current situation, to the selection of the appropriate solution, to the implementation and operation.



## Integration creates added value

The common basis for all UCC elements is an IP network that fulfils the specific demands for speech transmission, such as for instance the securing of the necessary bandwidth. Here, the Cisco network components ensure the reliable transmission of speech, data and video. An IP capable telephone system, such as the Cisco Unified Communications Manager, brings the classic telephone system into the collaboration age and ensures the efficient administration of equipment, telephone numbers and users. The system can be integrated into the Lotus Domino and central directory service, as well as being able to use company applications such as the ERP and CRM systems.

Lotus Notes users can access voice mail directly in the in-box and call back via an IP telephone with one click of the mouse. Or, they continue with instant messaging conversations in Lotus Sametime by telephone, using the speech connection as an additional channel for exchanging information over the Web or immediately carrying out a discussion via video conference with other project members. This functionality is available independently of the whereabouts, as long as a network or Internet connection exists. The fast mobile wireless network is equally as suitable as a basis for UCC as the LAN within the company.

Such a comprehensive integration is only possible if open standards are employed consequently. This offers the guarantee that the environment flexibly adapts to changing conditions, and also that future applications and services can be integrated. Therefore, today's investment in a UCC solution from Cisco and IBM represents an investment for the future.



*With the integration of video conferencing, VoIP and many additional functions IBM Lotus Sametime enables real-time collaboration of employees on a global basis. You'll be able to see at a glance where people currently are and where they can be reached. All with a high security standard that minimises risks and ensures compliance.*



## The first step to UCC

Entry into the collaboration age starts with the current state of the company's infrastructure. In order to achieve the greatest possible benefit from UCC, a company must define the strategy in advance, and also the demands on the solution arising from this. Planning therefore also affects the organisation and workflows of a company. A ROI analysis shows which financial advantages accrue to a company from a UCC infrastructure. Specialists from the IBM Converged Communications Services support the company in its analysis, planning and implementation. A technical and organisational analysis of existing infrastructure

furnishes precise information about the current state and identifies any handling requirements.

The planning and subsequent implementation of the UCC architecture, which can occur step by step, is based on this and on the defined demands. As a result of its well-founded experience, IBM can support companies with the operation of a UCC environment, be it with management services or advice on the modification and optimisation of new demands.



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