



Corporate
Alliance



SOLUTIONS

IBM and Cisco IP Communications Solutions Portfolio

IBM and Cisco: Next Generation e-business Solutions

Highlights:

- **Facilitates improved business processes through converged, collaborative and intelligent communications applications virtually anytime and anywhere**
- **Helps to reduce capital and operating expenses, improve productivity and enhance the customer experience**
- **Leverages advancements from IBM and Cisco Systems for IP telephony, unified communication, customer contact centers, rich-media communications and conferencing**
- **Delivers a wide range of integration and operation services through IBM Global Services that facilitates IP Communications solutions, including voice and video applications, infrastructure upgrades, horizontal solutions for all industries, and vertical solutions that target your business needs**
- **Helps enable a smooth transition to an on demand environment through open standards and flexibility**

Improving Business Communication through Communications Application Convergence

An Internet Protocol, or IP, network is increasingly the life-blood of any business, essential to manufacturing and financial systems, providing customer support and employee communication. Simultaneously, the workforce is becoming more dispersed, with mobile and at-home workers and business partners playing an ever-larger role. Maintaining multiple networks available to all these users is a growing challenge and cost factor, but the maturity of IP Communications allows businesses to simplify these problems.

An IP Communications strategy can provide access to the comprehensive suite of enterprise communications tools through a single connection. With IP Communications running on an enterprise IP network, voice, e-mail, chat and conferencing systems are accessed from the same network, helping lower costs and simplifying life for users and administrators.

IBM and Cisco Deliver End-to-End IP Communications Solutions

IP Communications answers the need for a single transmission stream that integrates voice, video and data into one network infrastructure. A converged IP Communications network can help reduce cost and complexity, save money and drive operational efficiencies across the enterprise while helping to increase employee productivity, enterprise flexibility and customer service. IP Communications convergence can also provide a flexible foundation for new, leading-edge applications and services, such as unified messaging, distributed contact centers and enhanced customer relationship management (CRM) solutions.

IBM and Cisco can help transform your business

converged, collabor

Developing and maintaining this enhanced environment takes skill and expertise. Organizations can rely on IBM and Cisco to deliver complete, end-to-end solutions for Cisco IP Communications technology. These solutions can help transform your business into an on demand environment in which

your business processes—integrated across the company, and with key partners, suppliers and customers—can respond with flexibility and speed to customer demands, market opportunities or external threats (See Table 1).

Table 1: IBM and Cisco IP Communications Solutions Portfolio

	Solution	Description	Business Benefits
Business Value	On Demand Solutions	<ul style="list-style-type: none"> • Remote Network Monitoring • IP Telephony Annuity Model • Network Operations and Management Services 	<ul style="list-style-type: none"> • Help increase operational and financial flexibility • Help focus on core competencies and mitigate technology risk
	Vertical Solutions	<ul style="list-style-type: none"> • IP CRM • On Demand Workplace for Retail • Multi-Channel Transformation for Banking 	<ul style="list-style-type: none"> • Help increase potential revenue and customer satisfaction through business process transformation • Help provide a common view of all customer interactions for improved customer service
	Horizontal Solutions	<ul style="list-style-type: none"> • Unified Messaging • Voice Conferencing • Voice over Wireless LANs • IP Contact Center • SIP Communications Solutions • Mobility Solutions • IP Communications Help Desk Support • IBM Lotus® Workplace and IBM WebSphere® Portal solution • Digital Media for Enterprises 	<ul style="list-style-type: none"> • Help increase personnel productivity and operational efficiency through better access to information • Help improve business processes and enhance customer care by deploying new applications and services
Infrastructure	Infrastructure Upgrade Services	<ul style="list-style-type: none"> • Networking Services to Enable Convergence • Network Applications and Performance Testing Services • Network security services 	<ul style="list-style-type: none"> • Help reduce operational costs and improve infrastructure • Help improve the ability to scale for the future and react to dynamic changes in business • Help ease management and accelerate cost recovery
	Voice and Video Solutions	<ul style="list-style-type: none"> • Content Distribution Networking • Video Surveillance • ROI Analysis Consulting • Toll Bypass • Public Branch Exchange (PBX) Replacement • PBX Migration • Remote Location Solution • Mixed Deployments • Migration and Coexistence approach • Voice Applications 	<ul style="list-style-type: none"> • Help reduce operational costs and improve infrastructure • Help reduce management and conferencing costs • Help reduce the number of phones

ess through rative and **intelligent** communications applications.

On Demand Solutions

IBM Global Services offers comprehensive services for assessment, design, deployment, remote monitoring, operation and management of the network, and offers a complete IP Communications system package to help build an on demand environment. IBM Global Services can offer ongoing support to ease the growth and operation of a converged network, and even help improve efficiencies by outsourcing portions of the network. Benefits can include predictable and scalable costs; operational and financial flexibility; increased assurance of reliability; enhanced security and improved quality; and reduced hiring and training requirements.

Vertical Solutions

Vertical solutions can enable the integration of business-specific applications with an intelligent converged IP network to deliver organizational transforming capability. Successful integration of an organization's specific business process and applications can help accelerate the potential return on investment (ROI) for an integrated IP Communications network. These solutions help enable organizations to deliver targeted information, products and interactive services to internal employees, business partners, customers and prospects through a variety of rich, multimedia channels. By leveraging Cisco IP Communications technology, enterprise-class applications can be deployed to parts of the business where it has previously been impractical, such as the store or manufacturing floor. Cisco IP Communications technology leveraged this way can help to improve efficiency and effectiveness, reduce operational costs and provide a flexible and affordable infrastructure.

Horizontal Solutions

IBM and Cisco offer horizontal solutions that integrate business and collaborative applications using Cisco IP Communications convergence technology. These innovative solutions can help enable employees, customers and partners to access telephony, voice mail, Web conferencing, live

video streaming, and other communication and collaboration applications in a security-rich environment from computers, phones and mobile devices. IBM Global Services provides solutions integrated with business processes, for use in help desk areas or contact centers. These solutions are designed to help improve personnel productivity and communication, and reduce infrastructure and management costs.

Infrastructure Upgrade Services

Although many businesses today have a network capable of supporting voice and IP Communications at some level, even the most sophisticated need to assess the impact that traffic will have on the real-time requirements of IP Communications. Most networks would require implementing the quality of service (QoS) features native to the Cisco network elements, and some may require new components to meet higher redundancy requirements. One of the real benefits of convergence is that network upgrades benefit all applications on the network, so the upgrade that supports IP Communications also benefits the nightly backups and enterprise resource planning (ERP) applications. IBM Global Services is experienced and ready to help. IBM offers a range of services available individually or as complete solutions addressing all phases of the IP Communications solutions life cycle.

Voice and Video Solutions

IBM Global Services and Cisco deliver a wide range of voice and video solutions. Voice solutions include consulting, toll bypass, replacement, migration and remote-location solutions for moving from private branch exchange (PBX) to network-based voice services, such as IP Telephony and voice over IP (VoIP). Applications for voice can extend the reach and usability of business and productivity applications. In addition, a comprehensive suite of end-to-end network management solutions is available. These solutions help to manage and distribute video content on the corporate intranet, and distribute security-enhanced content across the Internet to the edge of the corporate network.

IBM Global Services and Cisco: The Experience, the Service and the Technology

The IBM and Cisco Strategic Alliance provides end-to-end networking solutions for anyone planning and implementing an e-business transformation. IBM extends its vast experience in industry solutions, business processes, procedures and technologies, as well as a world-class services organization. Cisco, the worldwide leader in networking for the Internet, delivers exceptional quality in networking hardware technologies.

IBM and Cisco have the ability to help translate technology investments into tangible business benefits for all industries. No other alliance provides the same level of industry experience, comprehensive services or advanced, available technology as IBM Global Services and Cisco Systems. For rapid entry into the next generation of e-business, contact your IBM Global Services or Cisco representative.

For More Information

To learn more about IP Communications Solutions, please visit:

www.ibm.com/services/networking

www.cisco.com/en/US/netsol/ns340/ns394/ns165/networking_solutions_packages_list.html



Cisco Systems, Inc.
170 West Tasman Drive
San Jose, CA 95134-1706
www.cisco.com/go/ibm



IBM Global Services
Route 100
Somers, NY 10589
www.ibm.com/services/alliances/cisco

Copyright © 2004 IBM Corporation. All rights reserved.

IBM, the IBM logo, Lotus and WebSphere are trademarks of International Business Machines Corporation in the United States, other countries or both.

Cisco, Cisco Systems and the Cisco Systems logo are registered trademarks of Cisco Systems Inc. or its affiliates in the U.S. and certain other countries. The use of the word partner does not imply a partnership between Cisco and any other company.

Other company, product and service names may be trademarks or service marks of others.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates or for an unlimited period of time. IBM reserves the right to alter product offerings, prices and specifications at any time, without notice.