



Presence: Cornerstone of Enterprise Communications

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Agenda

- Business value of presence
- Evolution of modern presence
- Applications - current & future
- Preparing your network

Today's Communication Challenges

- Employees get 50%-75% of their relevant information directly from other people *
- More than 80% of enterprise's digitized information reside in individual hard drives and in personal files *
- More than 60% of business phone calls end up in voicemail **
- 50% of the calls workers make, they have to look up the phone number***

- * "The Knowledge Worker Investment Paradox" Gartner Research 07/17/2002
- ** "Justifying Instant Messaging Investments" Gartner research 03/24/06
- *** MS Study w/ Harris Interactive 2006

What is presence?

- Presence describes a person's willingness and ability to communicate at the current time.
- The icon attempts to represent the two dimensions of willingness and availability
- Mixtures of Availability and Willingness require a decision on what is the most important thing to show.



Evolution of Modern Presence

Basic IM

Buddy list

Simple presence

- Device centric
- Online or offline
- Red, yellow, green

Unified Communications

Contact list

Rich presence

- People centric
- availability & willingness
- Integration of people presence & communications into LOB applications and business process

2008+

Contacts & dashboard

Rich presence & object presence

- Adds object presence & status
- Chat with HR system to query leave balance
- Is project on schedule
- Integration of business KPIs and process into UC

Presence Everywhere

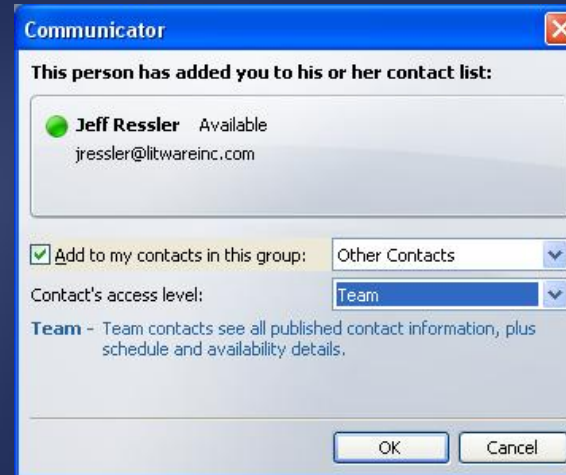
- Presence sprinkled everywhere in Office
- SharePoint integration
- Endpoints (mobile and desk phones)
- Contextual entry points
- LOB and vertical applications

The image is a collage illustrating the 'Presence Everywhere' concept in Microsoft Office. It features several overlapping screenshots:

- Outlook Calendar:** A screenshot of an Outlook calendar showing a list of attendees on the left and a calendar grid on the right. The attendees list includes names like Sriram Parameswar, Sonu Aggarwal, and Mohammad Vakil. A tooltip for Sonu Aggarwal is visible, showing his status as 'Out of office' and providing contact information.
- Mobile Phone:** A screenshot of a mobile phone displaying a contact list with names and status indicators.
- Outlook Email:** A screenshot of an Outlook email window titled 'RE: Agenda for Airlift?'. The email is from Bob Maher and includes recipients like Warren Barkley and Sonu Aggarwal. A context menu is open over the email, showing options such as 'Call Bryan Bredehoeft', 'Send Mail', and 'Add to Instant Messaging Contacts...'. A smaller context menu is also visible at the bottom, showing 'Call Bob Maher' and 'Call Work +14257038156'.

Rich Presence Management

- Contacts can be assigned to appropriate presence level
- Provides fine grained control of presence information



Personal
Personal contacts see all published contact information, including home and mobile numbers.

Team
Team contacts see all published contact information, plus schedule and availability details.

Company
Company contacts see work contact information, plus basic schedule and availability.

Public
Public contacts see your name, title, company, e-mail address, and limited availability.

Blocked
Blocked contacts cannot contact you through Communicator; you appear as Offline.

Lola Jacobsen - Online

PRODUCT DESIGNER, MICROSOFT
30/1169
Currently Busy. Free at 6:00 PM
If I am not online then I am on a test topol...

Lola Jacobsen
lolaj@microsoft.com

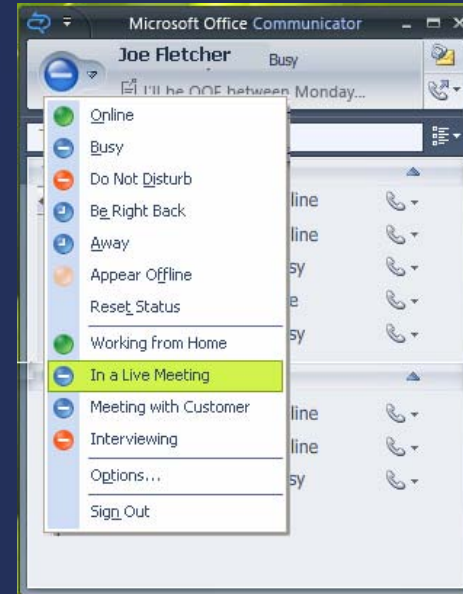
Work
+1 (425) 7225636 X25636

Mobile
+14258298765

Home
+14256417841

Custom Presence

- Enables enterprise specific presence states
- Enables LOB presence integration
- Supported across different languages



Joe selects a custom presence state during the course of the day

```
</customState>  
- <customState ID="3" availability  
  <activity LCID="1033">Meeti  
  <activity LCID="1055">meeti  
  <activity LCID="1036">Meeti  
</customState>
```

Admin creates an XML file defining presence that is specific to the corporation



Other's see Joe's custom presence state

Presence what if concepts ... cont

Object presence – Airline Scenario

- On reservation flight status is pushed to contact list
- Presence or status is automatically updated
 - Status – on scheduled, delayed
 - Gate information
 - Connecting flights
 - IM with automated system

- Other examples of object presence
 - Project status
 - KPIs such as call response time
 - Notifications pending approval

The screenshot displays a user interface for Marco Santos. At the top, it shows the user's name, location (Redmond), and availability (1:47). Below this is a calendar view with a red bar indicating a busy period. The main section is titled 'Travel' and lists flight details: 'Ontime- UA #232 Seattle to Boston' and '1/05-Boston to Seattle Confirmed'. At the bottom, there are summary statistics: Missed Messages: 5, Workflow: 1, KPI's: 4, and Approvals: 1.

11	12	1	2

Travel

- Ontime- UA #232
Seattle to Boston
- 1/05-Boston to Seattle
Confirmed

Missed Messages: 5

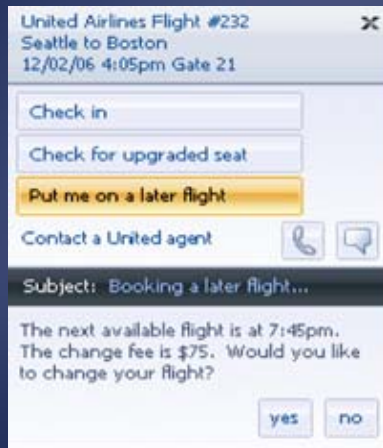
Workflow: 1

KPI's: 4

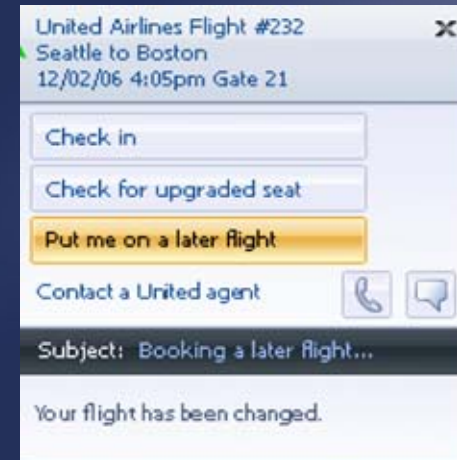
Approvals: 1

Presence what if concept

- I'm running late & IM airline to request a later flight



- Airline confirms available flights and costs
- I click to confirm change



- Airline confirms transaction and updates flight presence / status

Preparing for presence

1. Deploy or start to evaluate Enterprise wide secure Instant Messaging
 - the presence engine underpins IM
2. Enable contextual communications from within business workflow applications
3. Integrate communications sub-systems into presence server

Presence is central to Unified Communications