



Presence Cornerstone of Enterprise Communications

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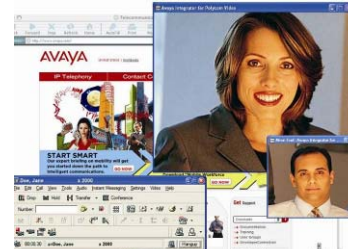
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Evolution of Presence

- Presence in multimedia communications is not new
 - Basic presence has been available on phones and mobile devices
 - Presence incorporated in conferencing/collaboration
 - Rich “skill-based” presence is an integral part of contact centers
- Instant Messaging introduced Presence to the masses
 - Great, but presence > IM
- Organizations now seeking deeper business value
 - New productivity through Unified Communications
 - Simpler user experiences for users across many devices/interfaces
 - Agility through Communications Enabled Business Processes
 - **Rich Presence is the cornerstone**

The Business Value of Multi-vendor Presence



Customer Contact
Satisfaction, Loyalty

Unified Communications
Productivity

Collaboration
Speed, Efficiency

Communications Enabled Business Processes
Agility, Process Acceleration

Availability, reachability, and policies

Automated Rich Presence Aggregation

In conference call @ Office Phone
Online "away" @ OCS
In meeting (Calendar entry)
Location @ Mobile Device



Internet Services



Mobile Wireless



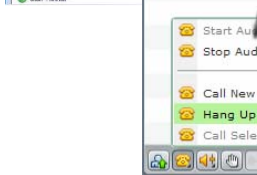
Telematics



IP Telephony
Voice Messaging



Desktop Environments



Multi-Vendor and Inter-Enterprise Presence

- Federation has evolved in IM world, early in enterprise but...
 - Exchanging presence is just the start – cooperation required to address policies for exchange of information and conflicts
 - Vendor cooperation and standards required
- Sharing presence between enterprises → key to capitalizing on value of presence applications
 - ASPs starting to aggregate presence for inter-enterprise
 - Carriers building IMS network infrastructure – user availability and context should be inherent - enterprise accessibility needed
 - Enterprise access to wireless network emerging – e.g. Traverse
 - Communications vendors partnered with Microsoft and IBM

Presence-Aware Intelligent Communications

- Enhanced Productivity
 - Determining availability and reach with incomplete data
 - Intelligent communications agents combining presence information with personalized rules
- Resident expert – extend the contact center to the right worker anywhere in the enterprise
- Power of social networking - adaptive collaboration based on relevance, proximity, skills, rankings, etc.
- Business process integration - reduce human latency by finding and connecting the right people at the right time

Communications Enabled Business Processes



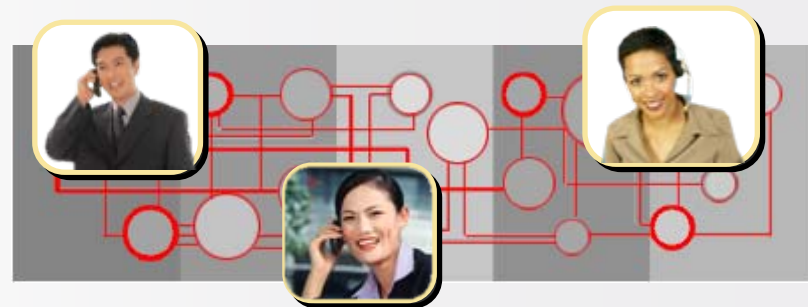
Business Processes - TODAY

- The business process stops - waiting for human response and action
- Human latency is introduced
- Process is vulnerable to human error

The diagram for 'Business Processes - TODAY' shows a central network of red circles and lines. Five inset images are connected to this network by dashed yellow lines: a woman on a mobile phone (top left), a woman on a headset (top middle), a woman on a headset (top right), a man on a headset (bottom left), and two men at a laptop (bottom right).

Communications Enabled Business Processes - FUTURE

- Human interaction is embedded-in, and controlled by, the business process
- Leverage **presence** and invoke communications as required
- Closed-loop interactions



What's Next - Presence Can Be the New Dial Tone

- Reliability, scalability, security are imperative
- Interconnect both within and between organizations
- Users need automatic aggregation and availability rules
- Transform raw presence into actionable business information
- Multi-vendor cooperation and open standards are critical

Presence is the cornerstone to business value