



> BUSINESS MADE **SIMPLE**

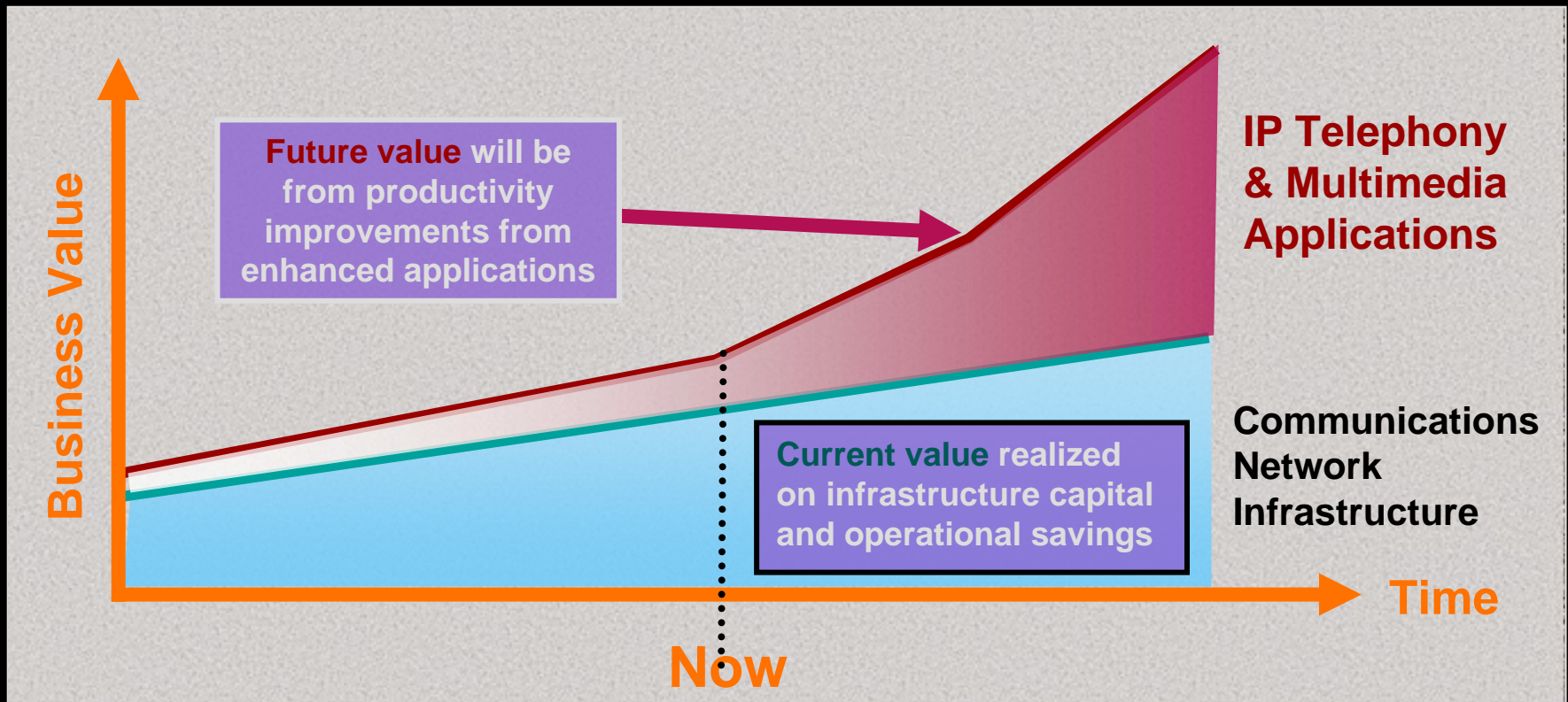
Migrating to Unified Communications Managing Risk and Enhancing Business

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August 2006



Unified Communications

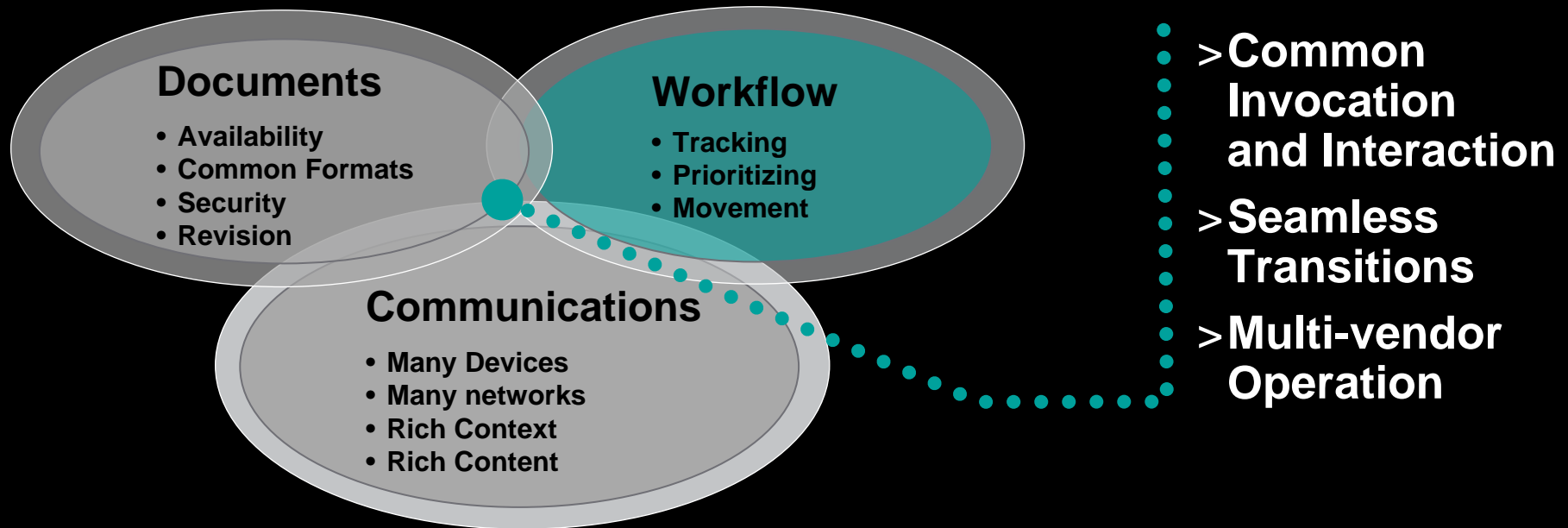
Strategic Value



Nortel has been positioning Unified Communications as the driver for IP Telephony since 2003

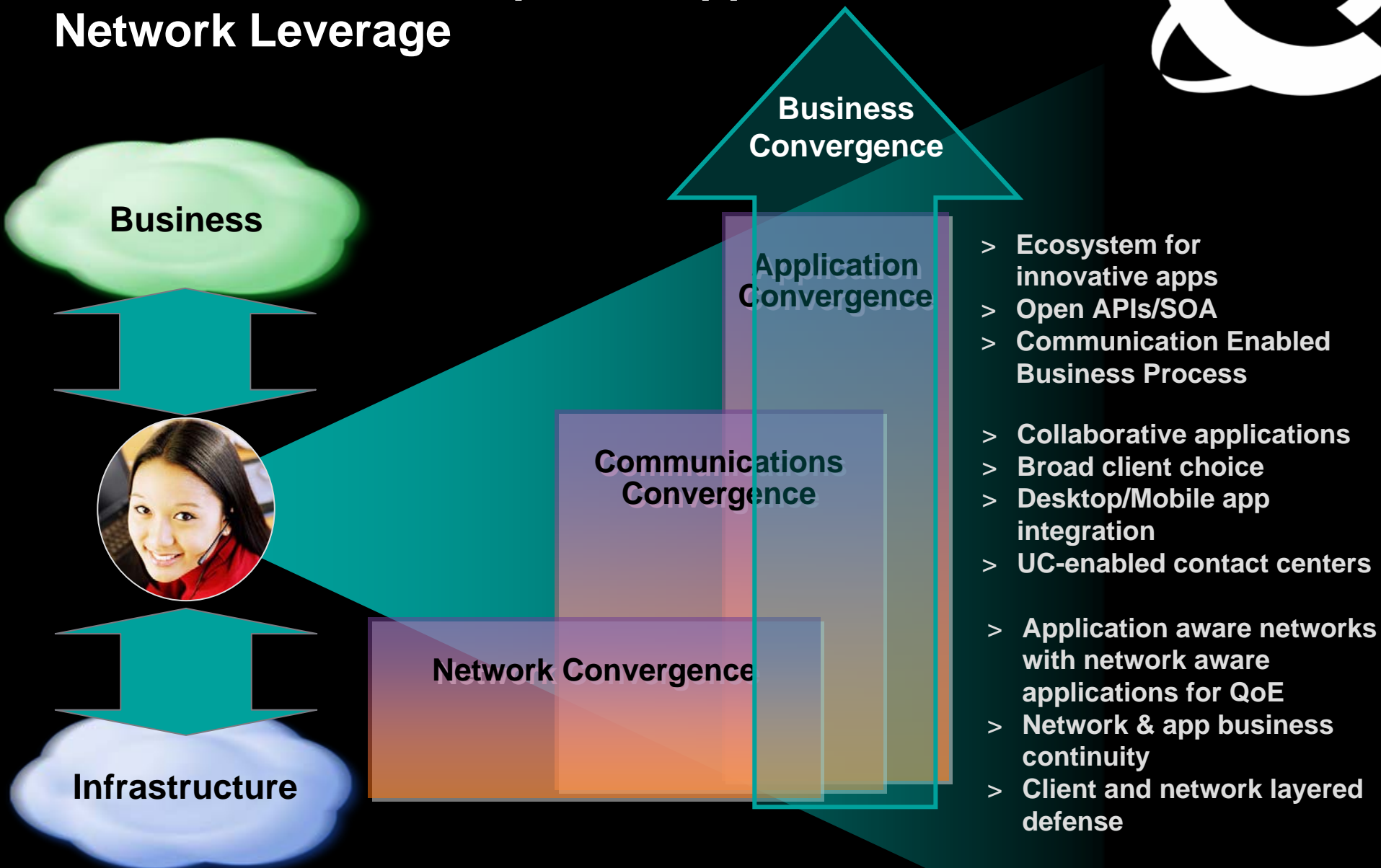
UC delivers Knowledge Worker Collaboration

Documents and communications



Unified Communications Integrates to the Other Components

Migrating to UC - Enabling the End user QOE with maximum, transparent Application and Network Leverage



Types of Migration to UC

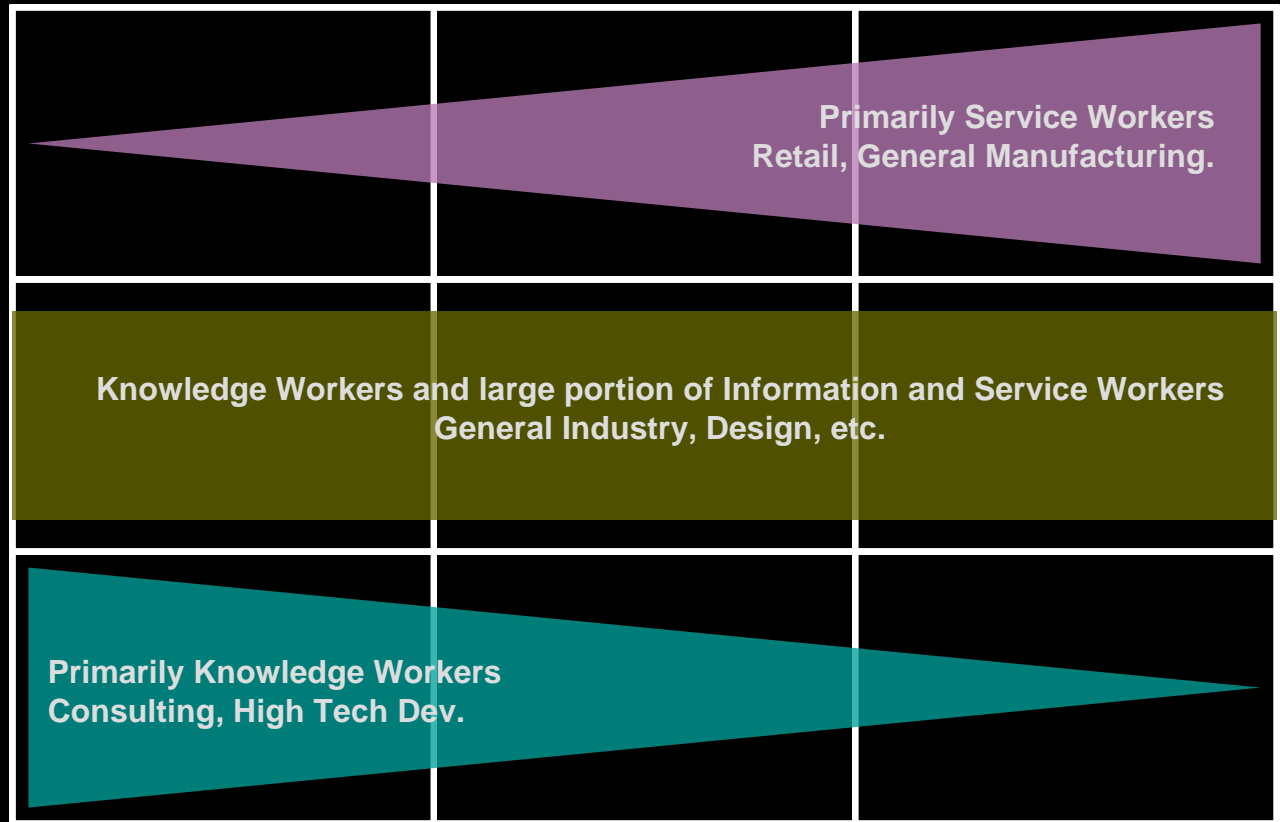


Types of Companies

Traditional
Telephony
(TDM&IP)

Hybrid
Telephony
and UC

Knowledge
Driven to UC



Knowledge

Information

Service

Types of Workers

Nortel Converged Office

Easy Migration to UC



Simplification

1 2 3

- > **Single unified client for IM, IP Telephony, video, data collaboration, and Public IM contacts**
- > **Telephony control from the desktop**
- > **Retains and enables enterprise's existing numbering plan**

Collaboration



- > **Real-time Collaboration and Integrated Presence**
- > **Integration of IP Telephony and Microsoft Applications (Outlook, PowerPoint, Word...)**
- > **Federation connectivity – AOL, Yahoo! & MSN**

Access

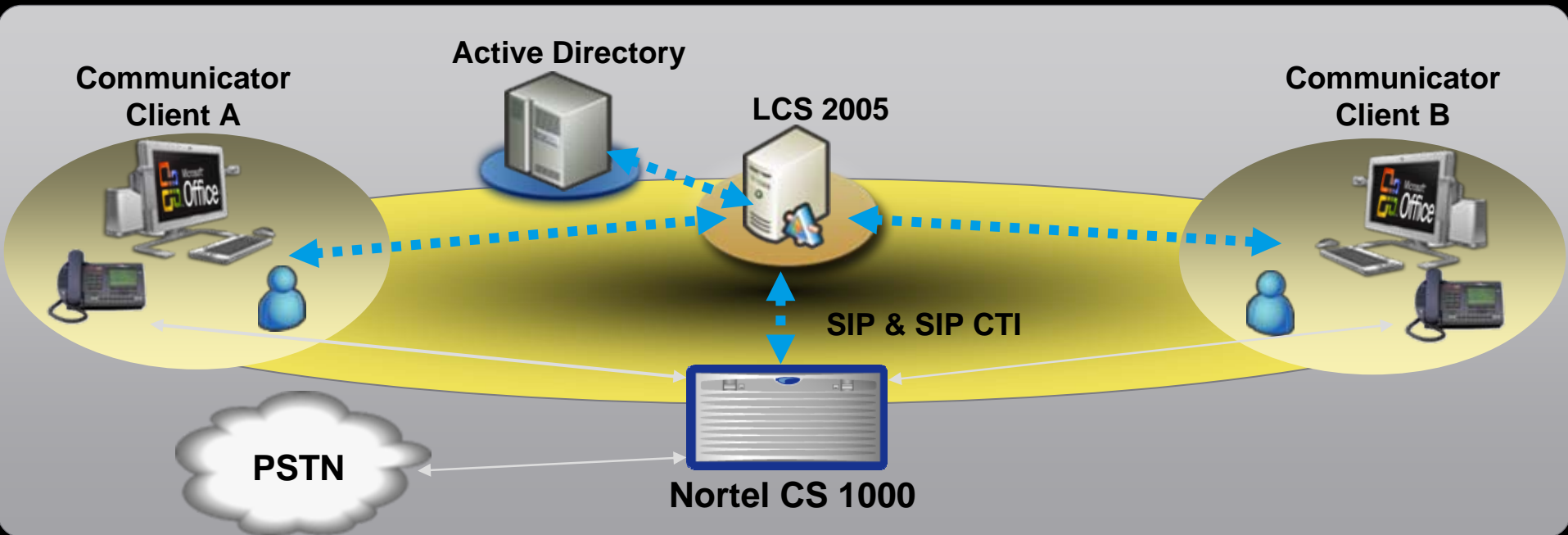


- > **Extends reach beyond PC to PC communications**
- > **Delivers telephony gateway for seamless communication to the PSTN**
- > **Enhances Mobility**

The Converged Office with LCS

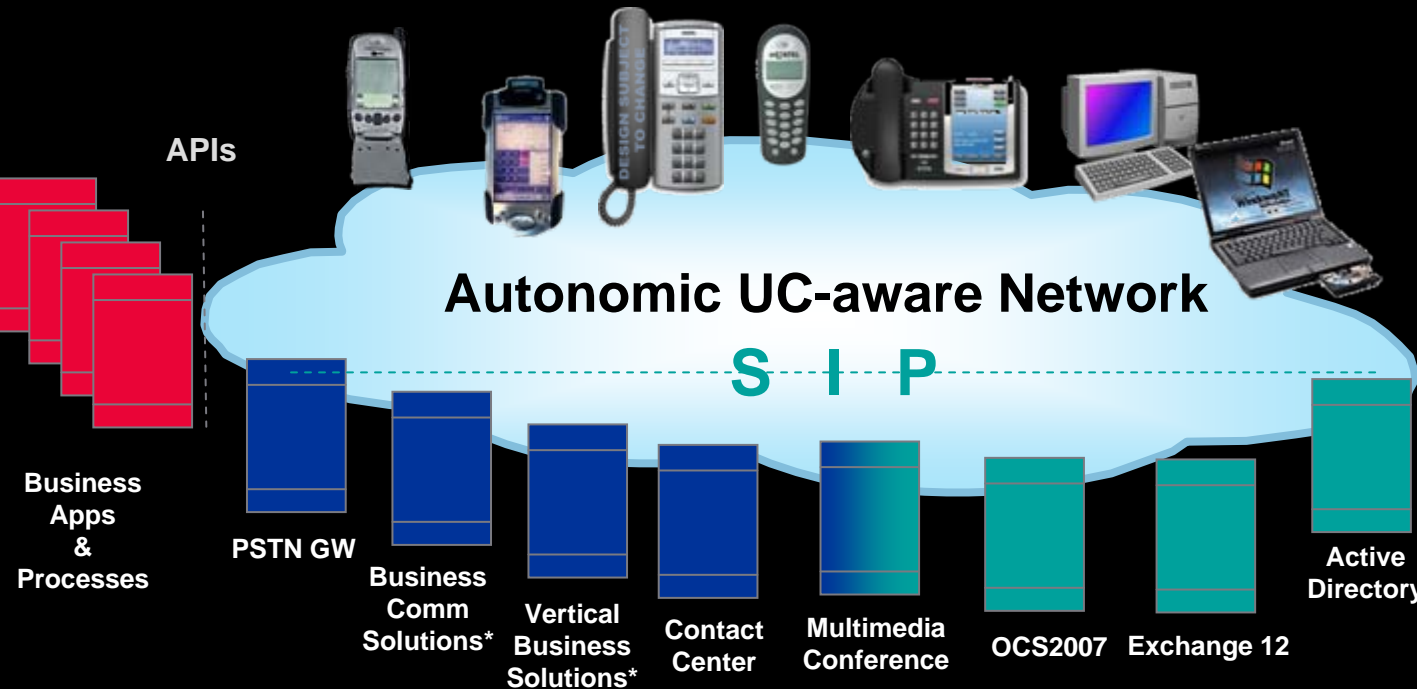


- > Bringing together Nortel Business Grade Telephony and Microsoft Unified Communications platforms through LCS
- > Applications-aware Network bringing QoE to the Enterprise
- > Nortel Integration Services



One petroleum company is targeting a 100,000 seat deployment

The Knowledge Company Complete UC Solution



Customer Value

Business effectiveness
Employee productivity
Customer engagement

Intelligent Call Routing
Single Phone Number
Consistent QoE

Any Device
Any Media Session
Any Network
Any Domain

Attributes

- Software only solution built on a highly resilient infrastructure
- SIP as the interoperability standard for clients,
- Published APIs for communications-enabled business processes
- UC-aware reliable and secure UC-aware network

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* These are under definition and could include business-grade telephony, mobility, and context solutions

Value Propositions For Enterprise Customers



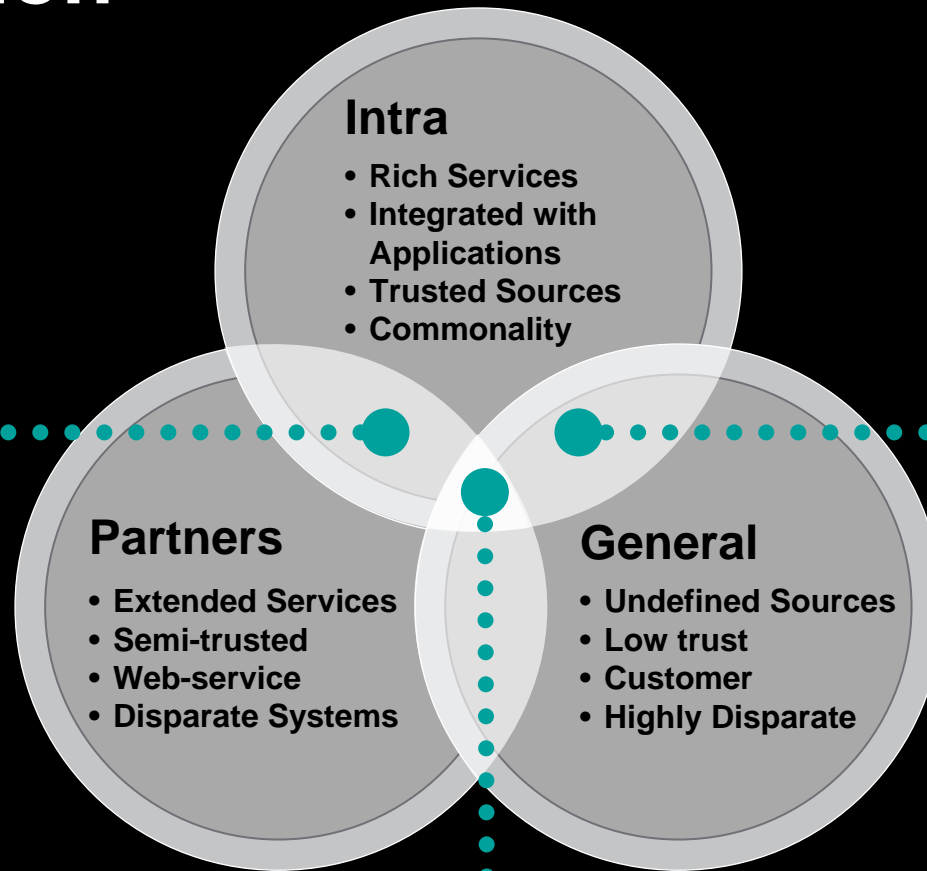
- > Realize the flexibility and cost benefits of Advanced UC without sacrificing telephony quality of experience or losing support for legacy devices and applications
- > Meet needs of distributed work force via rich campus and WAN mobility solutions
- > Increase productivity by helping users quickly find people and communicate and collaborate, and thus reduce time to decision
 - Knowledge workers collaborate better to accelerate decision making
 - Service workers deliver better customer service
- > Communications-enabled business processes increase customer engagement, agility and improved operational efficiency
- > IT improves service to clients while optimizing TCO through common platforms, autonomic network and data center centralization and integration

**It's all about Reducing Risk
and Time to UC Integration**

Extending UC Beyond your Organization



Defined and Close Federation



Extended Interactivity and Service Interaction

Multi-Organizational and High Value

Federation is required for removing boundaries



Conclusions

- > UC is a major step forward for Knowledge Workers
- > Nortel is leading the way to migration to UC
- > Partnering with Microsoft enhances both the hybrid as well as total UC solutions
- > The real value of UC is in the business impact it can have