



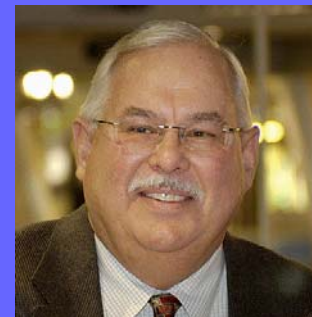
Migrating to Unified Communications

Getting There From Here

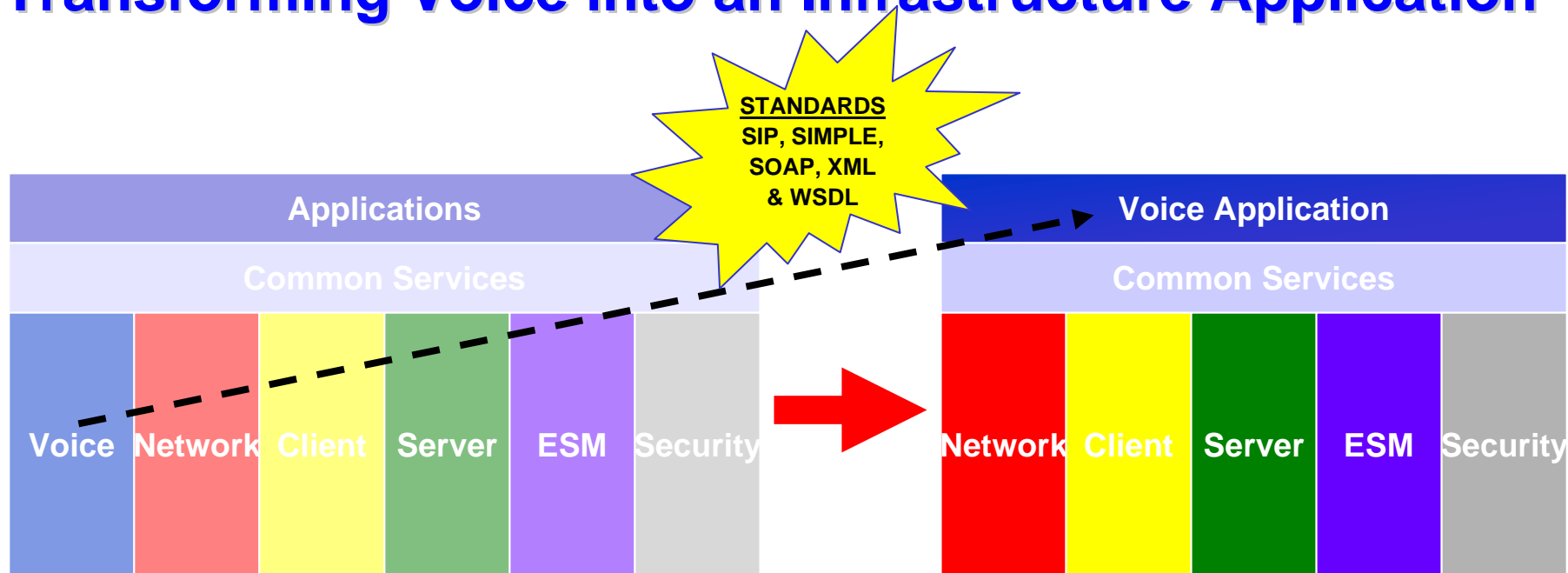
Fred Spulecki
Director, IBM IPC Initiatives
spulecki@us.ibm.com

August 21, 2006

3:15 PM to 4:30 PM



Transforming Voice into an Infrastructure Application

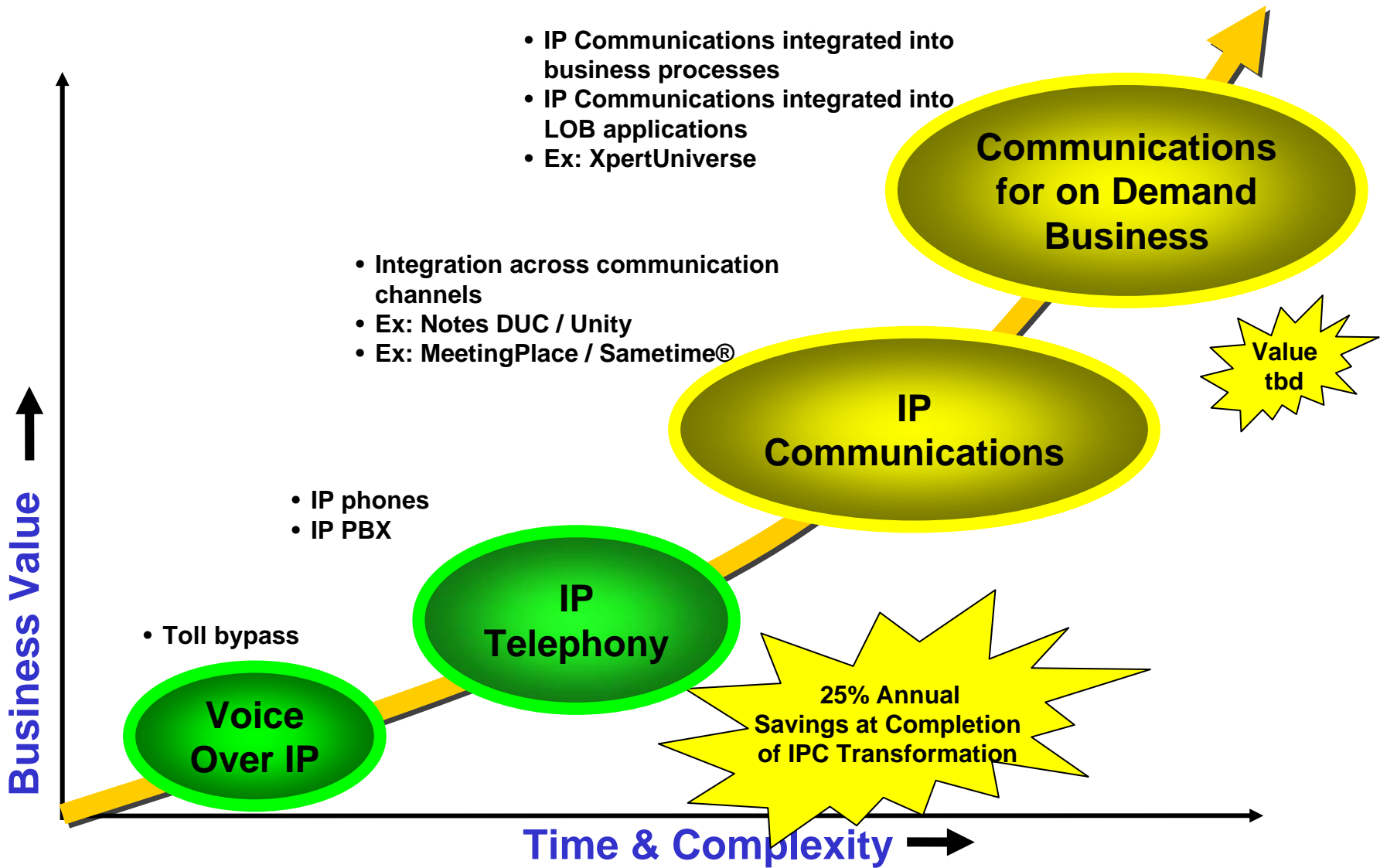


Voice is undergoing a transformation from a standalone proprietary TDM-based environment to a set of integrated applications running on industry-standard server platforms and communicating across the global corporate IP network.

In doing so, voice is shifting from a vertical technology tower, to a horizontal infrastructure application with dependencies upon the remaining horizontal technology towers.

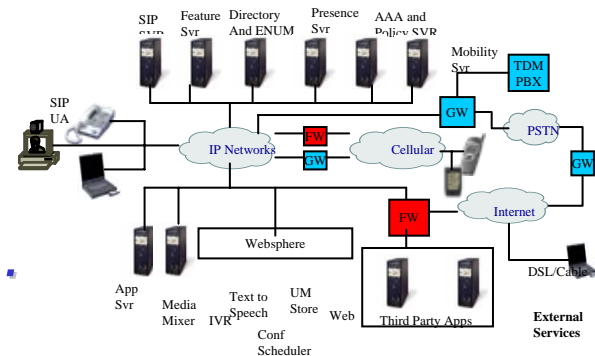
Key skill: Application customization & deployment

Four Tiers of IP Communications Value



Telephony Strategy – Part I

Move telephony into the “IT mainstream” ...



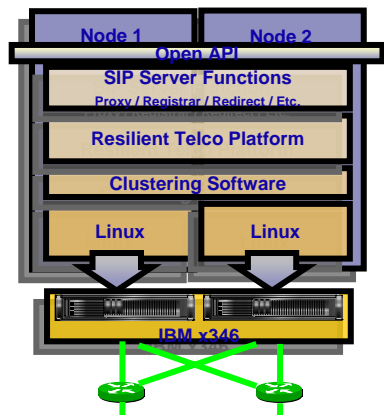
Implement telephony based on data center appropriate components:

- Std IBM server hardware
- Std operating systems (Linux preferred)
- Std & resilient transport (TCP/IP)
- Std monitoring tools (Tivoli®)
- Large enterprise scalability (100K)
- Controlled and managed by IBM

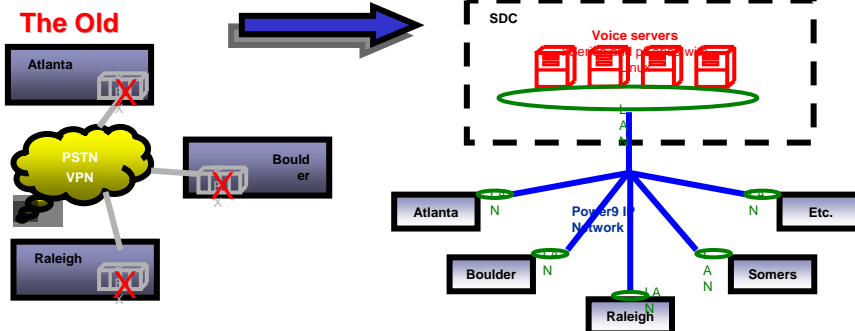


Allowing for convergence on multiple planes:

- Hardware and software platforms
- Transport network
- Physical location
- Design, planning and implementation
- Management, operations and monitoring
- Helpdesk and deskside support



Centralization



Telephony Strategy – Part II

Leverage telephony as an IT application to positively affect employee productivity and business processes ...

Applications:

OD Workplace Portal, PortTel, Rendezvous, Lotus Workplace, Workflow

Virtualization Services

Make a call

Join a conference

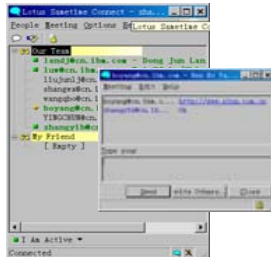
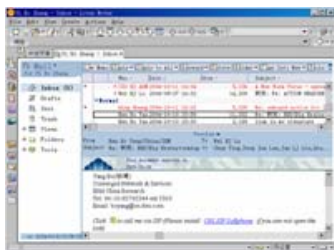
Text to speech

Etc

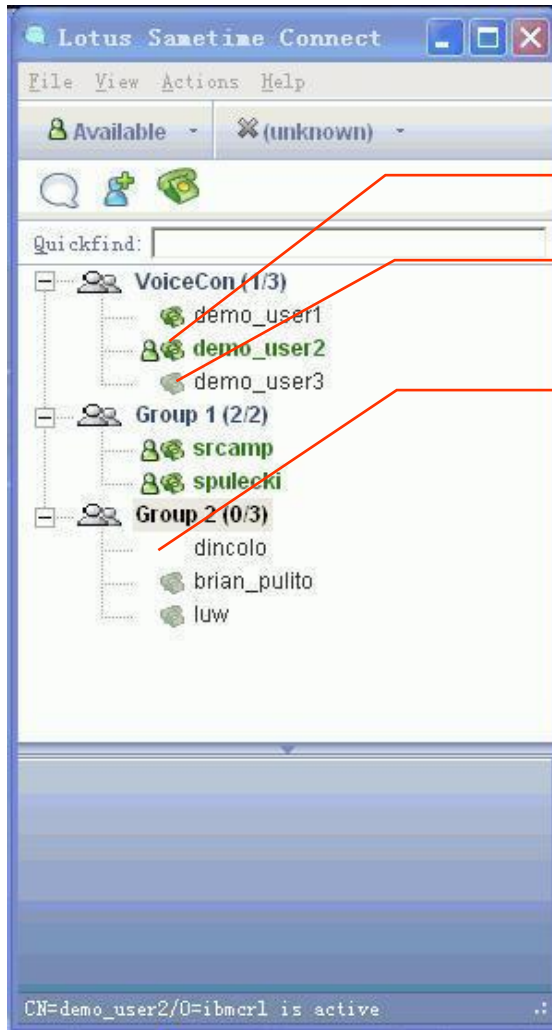
Standards: SIP, SIMPLE, SOAP, WSDL, XML

Telephony infrastructure:

Servers, proxies, phones, gateways, network, etc.



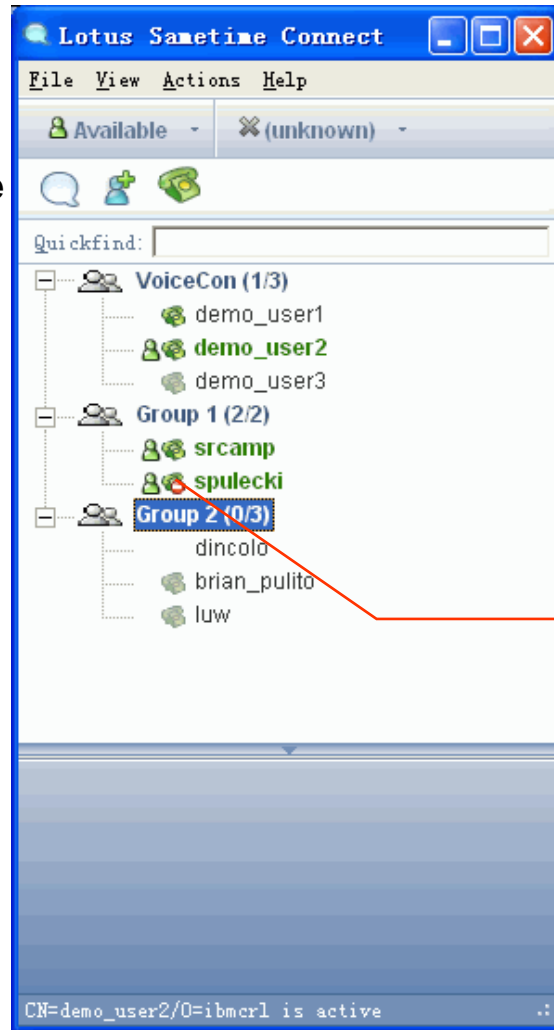
Phone status federation on Sametime® 7.5



Phone is available

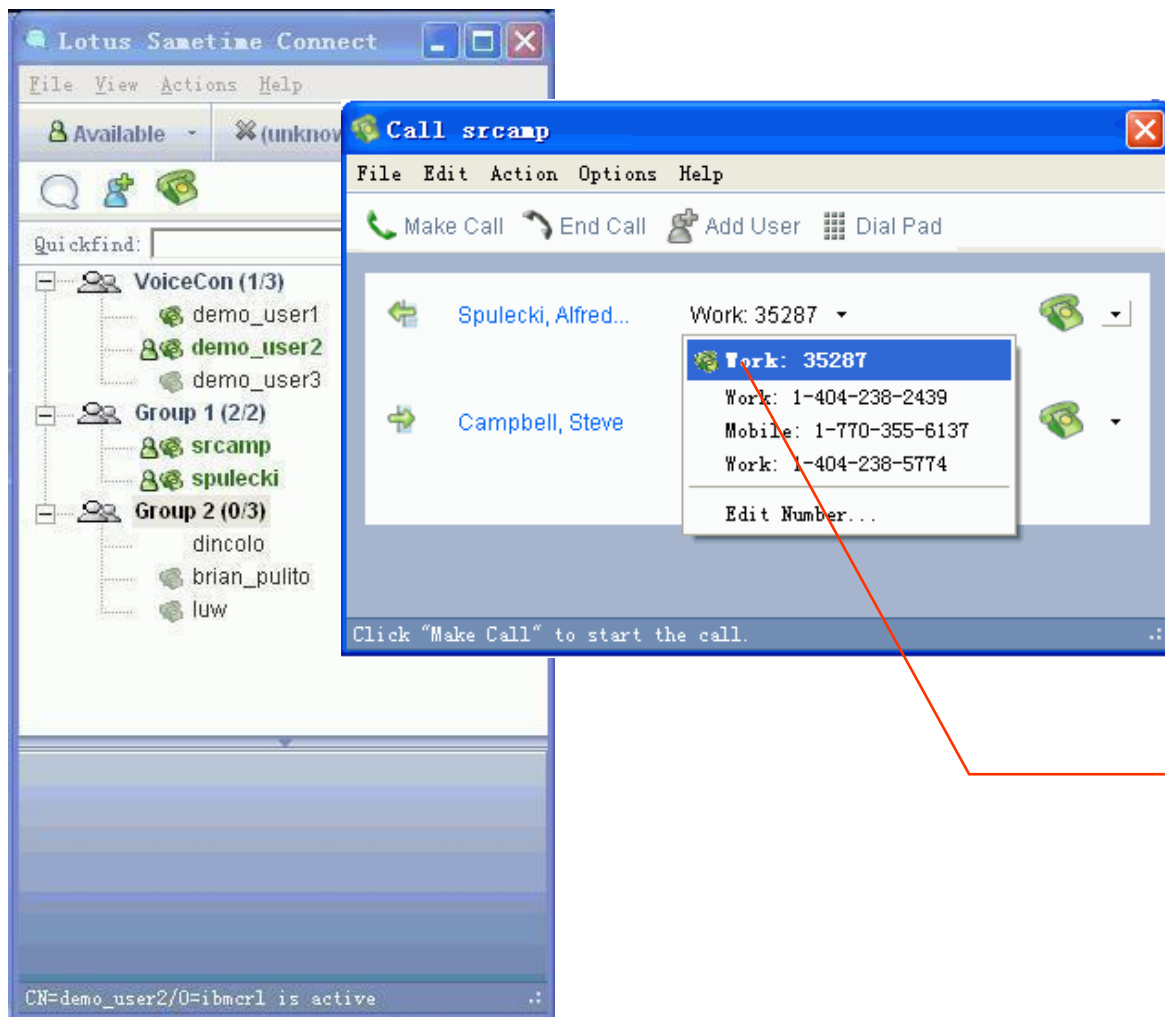
Phone logs off

No phone associated with the user



The Status changes to “busy” if the phone is in use or your buddy sets the status to be busy on the phone

Click-to-Call from Sametime 7.5



- Shows status of each phone line in the phone number drop down list
- Automatically select the first available phone as default

Click-to-Call from Sametime 7.5

The screenshot displays the Lotus Sametime Connect interface. The main window shows a list of users and groups. A call window titled 'Call srcamp' is open, showing two participants: 'Spulecki, Alfred...' and 'Campbell, Steve'. The call window has a menu bar with 'File', 'Edit', 'Action', 'Options', and 'Help'. Below the menu bar are buttons for 'Make Call', 'End Call', 'Add User', and 'Dial Pad'. The call window also shows the status of each participant as 'connected'. A red arrow points from the 'srcamp' user in the main window to the call window. Another red arrow points from the 'End Call' button in the call window to the text 'The phone status becomes "busy" during the call'.

Lotus Sametime Connect

File View Actions Help

Available (unknown)

Quickfind:

VoiceCon (2/3)

- demo_user1
- demo_user2
- demo_user3

Group 1 (2/2)

- srcamp
- spulecki

Group 2 (0/3)

- dincolo
- brian_pulito
- luw

CN=demo_user1/0=ibmcr1 is active

Call srcamp

File Edit Action Options Help

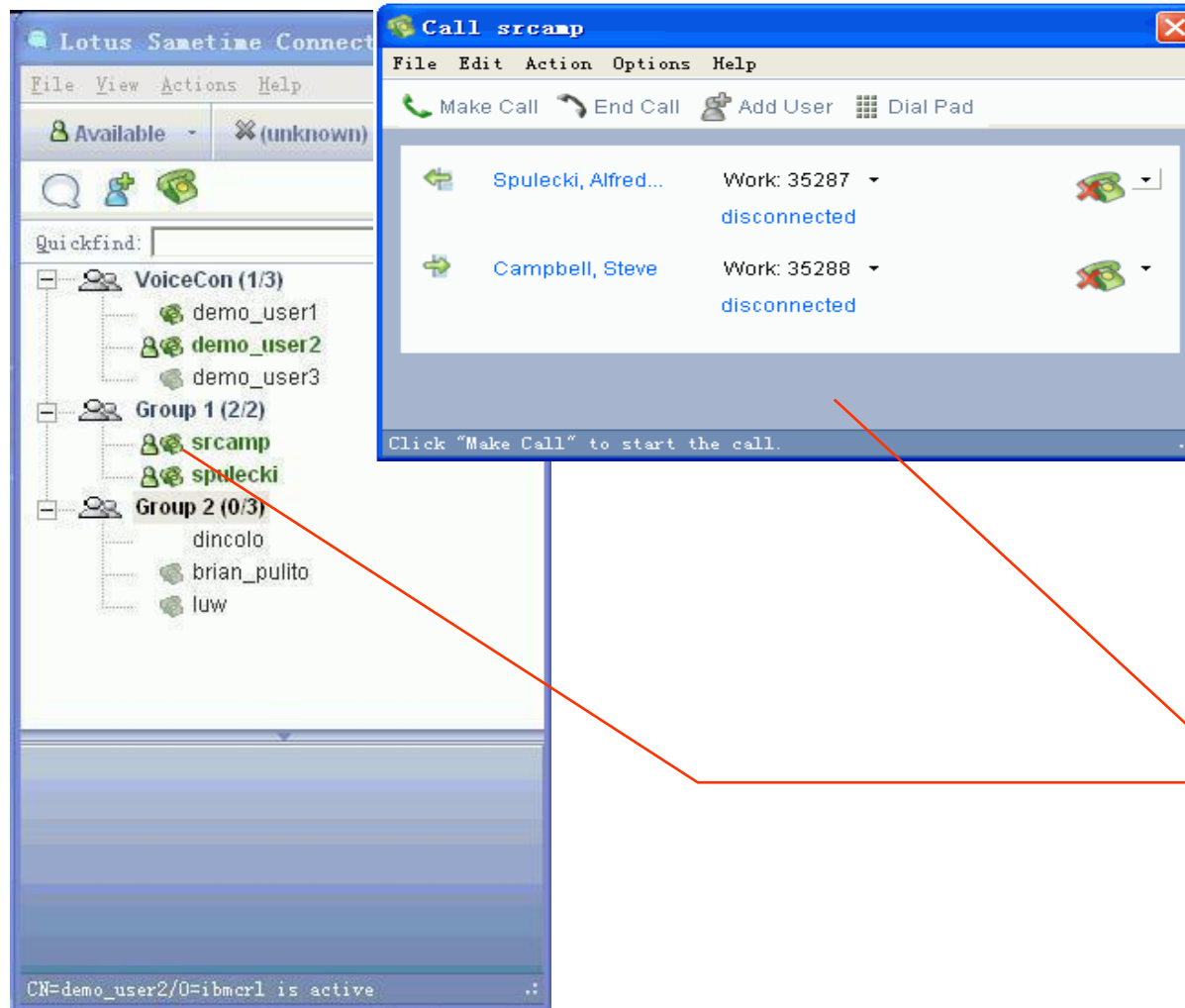
Make Call End Call Add User Dial Pad

←	Spulecki, Alfred...	Work: 35287	connected
→	Campbell, Steve	Work: 35288	connected

Click "End Call" to disconnect the call.

The phone status becomes "busy" during the call

Click-to-Call from Sametime 7.5



The phone status changes back to “available” after the call is terminated

Application Integration: Audio Conferencing, IM Calendaring

Meeting information

•These people have already joined the call.

•As more people join, the table expands and new-comers are “seated” at the table.

Right click on a person to:

- Chat
- View LDAP information
- Edit Partner Information
- Show an additional person on my phone line.

The screenshot shows a meeting window titled "Status Meeting". At the top, it displays meeting details: "On: December 17, 2004", "At: 2:00 PM - 3:00 PM", "Time left: 42 minutes", and "Call: 8 862 1200". There is a timer showing "0:08" and a "Call me now..." button. Below this is a list of attendees under the heading "Attending (20)". The list is split into two columns. In the second column, "Jeremy Sussman" is highlighted with a yellow bar. Below the attendees list is a section for "Not yet here (3)" with names "Martin Rudin" and "Scott Fenster". At the bottom, there is a contact card for "Sussman, Jeremy", identified as a "Research Staff Member, Interpers...", with a phone number "863-7496/1-914-784-7496" and a "More info..." link. A "Scheduled" button is at the very bottom.

When a scheduled meeting is about to start, a pre-meeting visualization will automatically pop up on the user's computer screen.

In-meeting timer will count down the planned meeting time

The audio bridge can identify the active speaker(s).

Click on a person to see a summary of their LDAP info, and click "More info..." to see their entire record.

•These people have not joined the call yet
•When they do join, their name will move up to the "Attending" section

Lotus Domino Unified Communications

The screenshot displays the Lotus Notes application window for Andrea Kelly. The interface includes a menu bar (File, Edit, View, Create, Actions, Section, Help), a toolbar with various icons, and an address bar. The main area is divided into a left-hand navigation pane and a central content area.

Navigation Pane (Left):

- Mail for Andrea Kelly
 - Inbox (8)
 - Drafts
 - Sent
 - Follow Up
 - Junk Mail
 - Trash
 - Views
 - All Documents
 - Mail Threads
 - Voice Inbox
 - Folders
 - Tools

How Do You Prepare ?

- **Transform voice into an IT application**

- Single logical system
- Installed in the data center
- Supported by same IT practices as other applications
 - Installed in the data center
 - Same design, implementation, operations, monitoring, security, capacity and change management processes as other infrastructure applications
- *Very important in driving infrastructure efficiencies and ensuring quality and availability*



- **Adopt Standards**

- SIP, SIMPLE, SOAP, WSDL, XML, others
- Isolate proprietary components from core via standards-based components
- *Very important in addressing heterogeneous environments*

- **Implement Service-Oriented Architecture (SOA) / Web Services**

- *Very important in driving integration with applications (business processes)*

- **Focus on underlying network resilience**

- **Seed understanding and adoption with a few small initial apps**

- i.e. Click-to-Call with federated presence

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