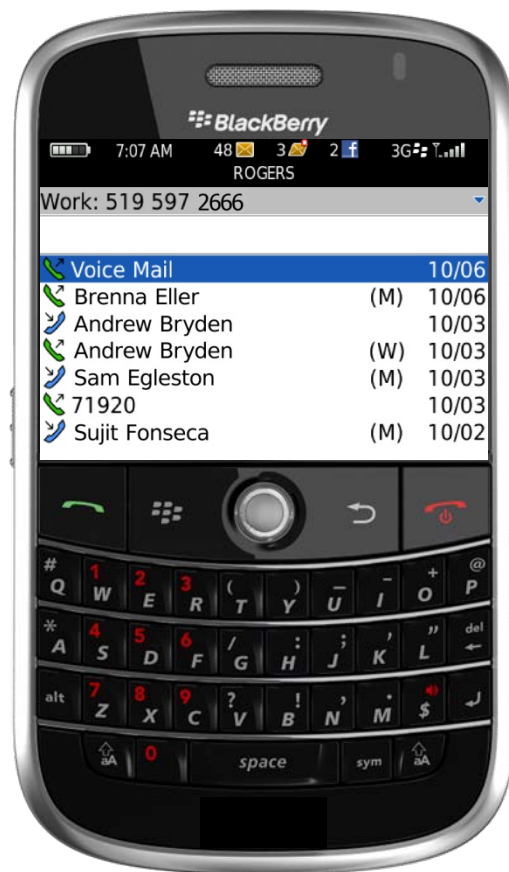


VoiceCon San Francisco 2008

Integrating Mobility with UC



Sean McManus
Manager, Voice Solutions
Software Product
Management Group,
Research In Motion

EVERYONE is talking about “Unified Communications”

- Mobile devices are key to Unified Communications Solutions:
- UC is “communications integrated to optimize business processes”
(Marty Parker, UniComm Consulting)
- Unified Communications is:
 - The right information
 - With the right context
 - Sent to the right recipients
 - Using the right modality
- Capable, smart, secure mobile devices are key to “Unified Communications Systems”



What Organizations Want to Mobilize: The Desktop and Enterprise Applications

- Desktop: ability to mobilize messaging
 - Delivered securely (1999)
- Web: ability to connect and use resources on intranet and Internet
 - Delivered securely (2002)
- Data: ability to mobilize core apps like CRM, ERP, business metrics, and vertical specific applications, e.g. lab results for healthcare
 - Mobile Data Service (2002) provide wide range of secure connectivity
 - Visual Studio plug-in (2007) for .NET
 - Eclipse™ plug-in (2007)
 - Vertical-specific applications

salesforce.com
Success. Not Software.

vaultus.
Enabling the Real-Time Enterprise

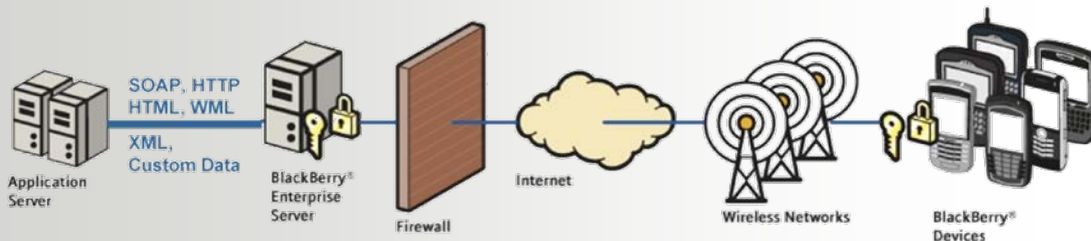
Remedy
Corporation
Accelerating Your Advantage™

SAP

Bloomberg
ANYWHERE

MERCURY MD

Microsoft Dynamics



BlackBerry

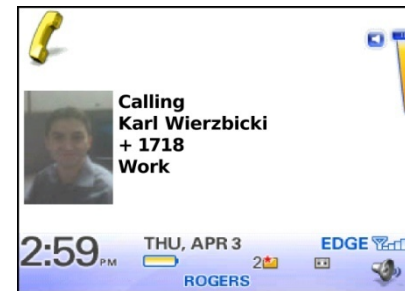
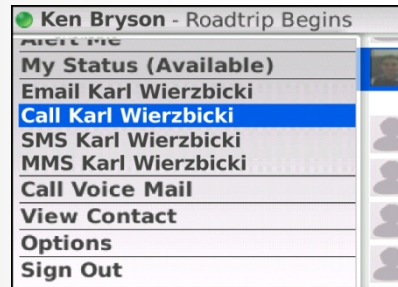
What Organizations Want to Mobilize: New Opportunities for Collaboration

- Real Time Collaboration

- Ability to mobilize public IM
- Social networking

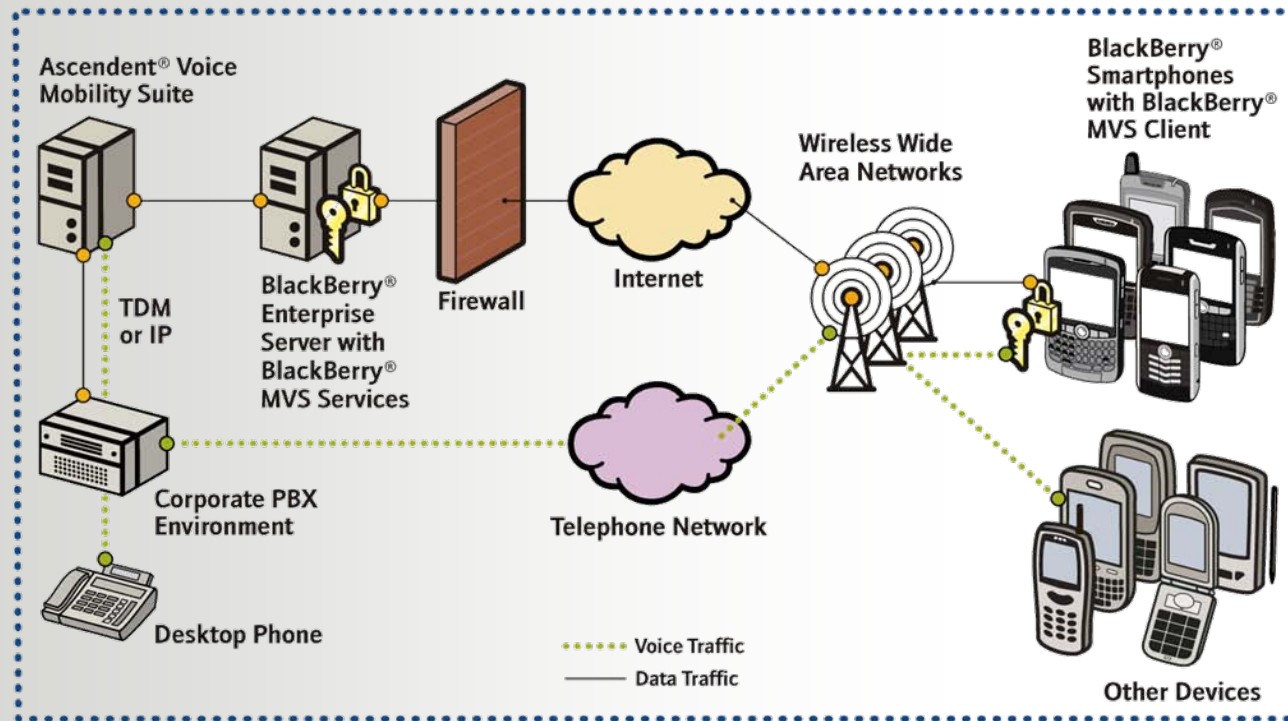


- Mobilize Corporate IM & Presence



What Organizations Want to Mobilize: Telecom & Voice Applications

- Voice: ability to properly mobilize PBX extension
 - BlackBerry® Mobile Voice System (BlackBerry MVS)
 - PBX (TDM, IP, both) and mobile network agnostic

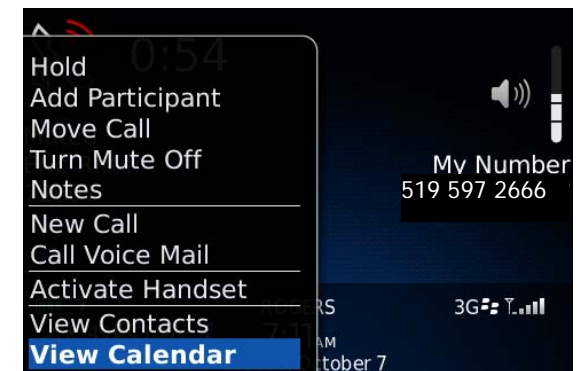
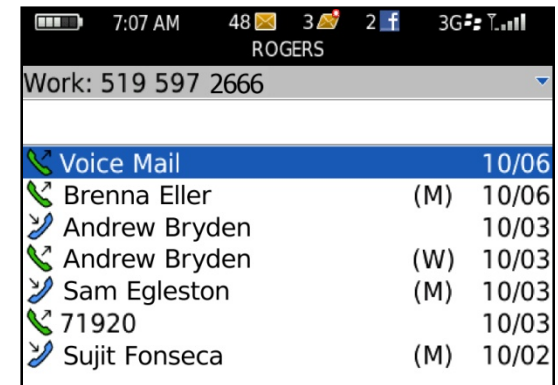


BlackBerry MVS: Enterprise Voice Mobility

Research In Motion (RIM) enterprise voice mobility leverages BlackBerry strengths

- Seamless user experience
 - One business number, one voicemail
 - Direct phone integration with intuitive visual menus
 - Outbound mobile calls display desk phone number
- Secure
 - Telecom authentication via secure BlackBerry data channel
- Manageable
 - Mobile telecom administration
 - Enterprise voice IT policies
- Infrastructure and network agnostic
 - Existing telecom infrastructure
 - Extend BlackBerry investment

“One Email, One Phone Number”



 **BlackBerry**

BlackBerry MVS: **Single number *identity* and more**

- Significant differentiators
- Single number identity, not just single number reach
 - Enterprise number used for both inbound and outbound calling
 - Appears as if you are sending or receiving call at desk phone even when mobile
- Mobile calls anchored in PBX
 - Standard dialing permissions apply
 - Ability to audit, log, and record mobile phone calls
- Mobile calls from BlackBerry® smartphone are authenticated by the BlackBerry® Enterprise Server
 - Leverages the existing BlackBerry security model
 - Mobile calls initiated from the PBX using data channel for call setup
- Client code distributed and updated Over-The-Air without touching the device



The key impediments to integrating UC and Mobility are NOT the technology elements

- It's more a question of,
“What problems are we trying to solve?”
“What are we trying to mobilize and why?”
- Key considerations for any UC and Mobility project
 - End Users want a simple, seamless user experience whether in office, on road or at home
 - IT Groups need control and manageability
 - Line of Business need Business Processes to be where their people are located, not just at their desk
- Think of opportunities for business productivity, not just personal productivity

Integrating Mobility and Unified Communications: Know what problems you are trying to solve

- To articulate the benefits of merging mobility and UC you need to:
 - Understand usage case
e.g. Know the end users
 - Understand IT problems
 - Understand cost of status quo
- Leverage Mobility as core UC Platform
 - Platform for apps, not just devices
 - Secure authentication and encryption
 - Attractive handhels with great battery life
 - Seamless, low-latency mobility
- Reasons to do it
 - Increase value of your mobility deployment
 - Increase YOUR value to internal customers

**Trusted
Advisor**

Business process and applications need
to be as mobile as your people!

