

Unified Communications and Desktop Integration

Unified communications (UC) is recognized as one of the top strategic new technology areas in IT operations. The Alcatel-Lucent open standards-based solutions for IBM Lotus Sametime and Lotus Notes solve the needs of a dispersed work force by connecting desktop and voice communications, providing CIOs and IT managers with lower integration and management costs and improve ROI on existing investments with enhanced functionalities.

Alcatel-Lucent and IBM have been working together to develop complementary solutions to match technology and tools to the individual needs of users. These innovative products will deliver enhanced real-time communications embedded within familiar desktop applications. The Unified Communications and Collaboration partnership seeks to accelerate growth and adoption of UC solutions and increase customer value.

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Enterprise communications today

Three trends are shaping next-generation business communications: a growth in the virtual workplace, a demand for constant innovation and a need for enhanced collaboration in the business and with external partners and suppliers. Acknowledging these trends, Gartner Research has placed unified communications (UC) within the top three strategic new technology areas in IT operations, because of the key abilities of UC to help drive better communications, support improved productivity in existing business models and establish new ways of working.

According to the Yankee Group report “Enterprise Guide to the Strategic Mobile Knowledge Worker” (May 2008), “...the number of mobile workers continues to increase each year. Yankee Group currently estimates that there are more than 55 million mobile workers in the United States alone.”

CIOs and IT management are thus tasked with the implementation of UC solutions to meet the expectations for next-generation business communications. However other factors in this challenge include the increasing pace of business and a need for more efficient and productive operations to stay ahead of the competition. So how does the enterprise stay connected from the perspectives of technology and human resources in the face of constantly evolving and complex business processes and how do businesses meet the high communication demands of a growing and dispersed work force? As if this were not enough, additional pressures are forcing CIOs to address and implement “green” policies and technologies as part of their agenda.

As a result of all of these requirements, CIOs are in need of strong vendor relationships to help them implement cohesive business solutions across their organizations to support this new generation in business. It remains that UC plays a key role in addressing all of these issues: UC solutions are innovative, solve the needs of a dispersed work force, connect desktop and voice communications as the central point of convergence for the end user, and cut down on travel and associated costs. UC represents a market of 35 billion United States dollars by 2010.

The Alcatel-Lucent and IBM partnership

This rapidly changing market and new-generation business communications not only present challenges for the enterprise but also for vendors developing these new solutions. These business demands mean new partnerships need to be formed with agnostic solutions to help deliver consistent and cohesive customer solutions across the network.

Alcatel-Lucent and IBM have been working together for many years in various telecommunications domains. They have been developing complementary solutions for businesses in four key areas: Network Management and Transformation (especially operations support systems), IP Communications, Contact Center and Customer Relationship Management (CRM), and Unified Communications, all of which are serving thousands of end users of the most demanding customers. The latest partnership efforts provide integration of their Unified Communications and Collaboration portfolio components to enable desktop communications with Alcatel-Lucent superior voice solutions.

Alcatel-Lucent is a leading enterprise voice provider with over 20 million PBX lines worldwide. IBM is the leader in desktop applications with over 18 million corporate instant messaging (IM) users. Together Alcatel-Lucent and IBM bring customers deeply integrated solutions for an exceptional end-user experience with consistent and easy-to-use interfaces. The joint goal is to match technology

and tools to the individual needs of users through “user profiling.” Essentially, this means investing in the right technologies only where there is a clear need and return on investment (ROI) is justified. These innovative products will deliver enhanced real-time communications embedded within familiar desktop applications used every day worldwide, such as IBM® Lotus Notes® and IBM® Lotus® Sametime® software and the Microsoft® Office® system — from simple click-to-call within a database or directory to facilitating multimedia collaboration across dispersed global project teams both inside and outside the enterprise.

The Alcatel-Lucent and IBM Unified Communications and Collaboration solutions

Alcatel-Lucent offers several communication integration options for desktop users of IBM software looking for an evolutionary approach to desktop convergence. From their familiar Lotus Sametime interface, IBM users may access all of the Alcatel-Lucent OmniTouch™ Unified Communications services. These solutions include applications such as audio conferencing, real-time communications-enabled messaging, e-mail and directory systems. The solutions also include integration between Lotus Sametime and Alcatel-Lucent OmniTouch My Instant Communicator™, allowing users to view presence status, access contacts, and respond to incoming calls or IMs with either media. Solutions are deliverable on Lotus Notes and Domino® 7/8 and Lotus Sametime 7.5.1, with support for Lotus Sametime 8.0 scheduled for release in October 2008.

The Alcatel-Lucent open standards-based solutions for IBM Lotus Sametime and Lotus Notes provide CIOs and IT managers with lower integration and management costs and improved ROI on existing investments with enhanced functionalities. For business line managers, the integration enables increased productivity and the ability to accelerate business processes — leading to greater customer satisfaction and a competitive edge. And finally, these solutions are easy to deploy because they are accessed directly from the users’ Lotus Sametime and Lotus Notes familiar interfaces facilitating adoption rates leading to subsequent cost and productivity benefits.

Table 1. Alcatel-Lucent open standards-based solutions for IBM Lotus Sametime and Lotus Notes

SOLUTION	FEATURES	TARGET CUSTOMER	VALUE PROPOSITION
Conferencing for IBM Lotus Sametime and Lotus Notes	<ul style="list-style-type: none"> • Audio conferencing, scheduling and recording • Click to conference from Lotus Notes, Microsoft Outlook, and Office • Seamless access from Lotus Sametime 7.5 and 8.0 versions 	<ul style="list-style-type: none"> • IBM Lotus Sametime users regardless of PBX type • High audio-conferencing costs or a mixed PBX network 	<ul style="list-style-type: none"> • ROI in 6 to 9 months • Works with any PBX • Scalable with 600 calls per server and stacking capability • Competitive offering
Messaging and telephony tools for Lotus Notes and IBM Lotus Sametime	<ul style="list-style-type: none"> • Unified messaging services • Click to call, call controls, call logging, and softphone • One-number services (call routing and filtering) • Telephony presence (Sametime 8.0 only) 	<ul style="list-style-type: none"> • Alcatel-Lucent OmniPCX™ Enterprise users wanting to leverage their voice network with integrated IBM desktop 	<ul style="list-style-type: none"> • Greater control over telecom costs • Enhanced productivity • Unified access to e-mail, voice and fax messages
My Instant Communicator for IBM Lotus Sametime	<ul style="list-style-type: none"> • Access and add Sametime contacts from My Instant Communicator contacts • Synchronized presence • Answer voice calls with a Sametime IM • Send a Sametime IM from My Instant Communicator • View telephony presence from Sametime 	<ul style="list-style-type: none"> • OmniPCX Enterprise customers and IBM Lotus Sametime users 	<ul style="list-style-type: none"> • Full desktop convergence

Unified Communications for IBM Lotus Sametime

Audio conferencing support

Alcatel-Lucent OmniTouch My Teamwork™ for IBM Lotus Sametime provides carrier-grade, platform-agnostic, multiparty conferencing capabilities that include ad hoc click-to-conference from Sametime Connect, Lotus Notes, Microsoft Outlook and Office applications, as well as the ability to schedule, record and manage sessions from within Sametime. By managing conferencing and collaboration facilities as part of the enterprise, a real solid ROI can be demonstrated in as few as 4 months over conventional external service provider solutions. And perhaps most importantly, the end-user experience is seamless with access to My Teamwork functionality direct from Sametime.

The underlying server, the OmniTouch Advanced Communication Server (ACS) provides the full audio-conferencing functionality to IBM Sametime users, allowing them to establish conferences with the option to dial in directly or use the web portal to join. Conferences can support a mix of participants who are using VoIP and PSTN. In addition, the integration with My Teamwork provides multi-tenancy, operator console capability for larger capacity conferences in a hosted environment and call control features such as mute/unmute and active talker indication.

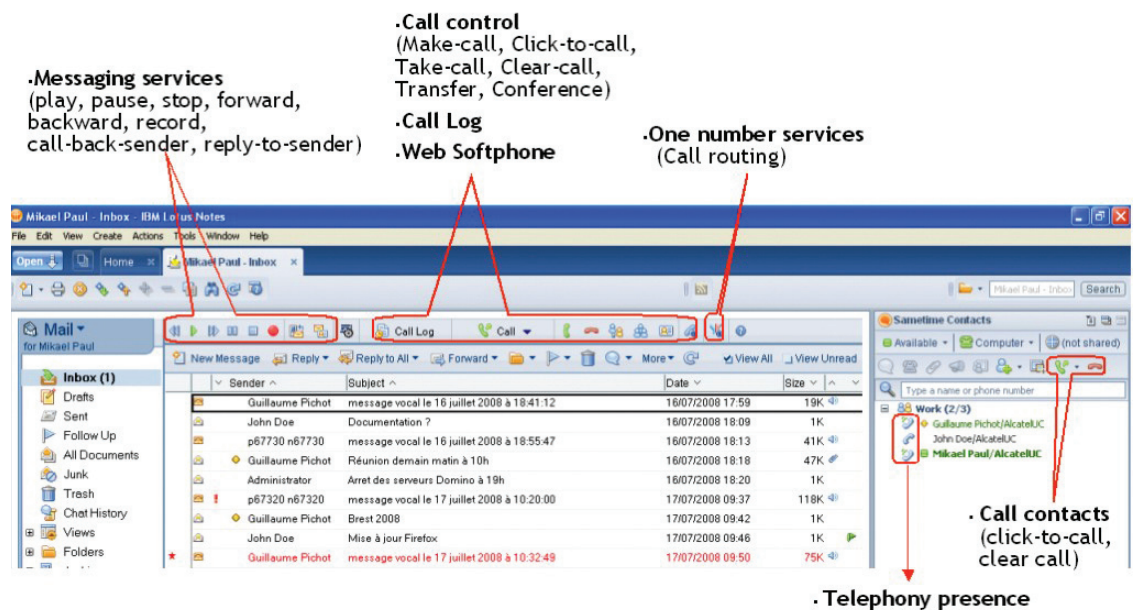
From a competitive standpoint, OmniTouch My Teamwork is the only solution that works with any PBX or softswitch to address IBM customers' heterogeneous networks. It provides a unique recording functionality, and is installed as pure software running on IBM hardware or other hardware, with no proprietary technology needed for a quick ROI and low total cost of ownership (TCO) for the customer.

All of this allows IBM to effectively compete with Microsoft and offer customers a solution with a solid ROI, as well as one that addresses the demands of their multivendor voice network and promotes Sametime upgrades with costs covered in the ROI savings.

Messaging and Telephony support

The Alcatel-Lucent integration enables real-time voice communications so that OmniPCX Enterprise IP PBX telephony controls, presence, one-number services, and voice and fax messaging are all integrated into the IBM Lotus desktop software. IBM users are able to access voice and fax messages, manage their call routing rules, view the telephony presence of their contacts and initiate calls with them — all from their IBM desktop interface.

Figure 1. Conferencing, Messaging and Telephony for Lotus Notes and Lotus Sametime



IBM Lotus users have access direct from their Lotus interface to telephony services, one-number dialing, and unified messaging services. The embedded toolbars provide:

- Unified messaging control for combined voice mail, e-mail and fax within the Lotus Domino server store to provide message playback, review and recording on the PC or telephone set
- Make or take a call, transfer, conference, and hang up
- Access to call logs, a web softphone, and one-number services

With the Alcatel-Lucent integration, customers can fully leverage their investment in the IBM Lotus Domino server or any IMAP4-compliant e-mail platforms. From the Lotus Sametime interface and optionally from the Lotus Notes interface, IBM software users can view telephony presence and initiate calls from the contacts list and chat windows.

My Instant Communicator for IBM Lotus Sametime

Early in 2008, Alcatel-Lucent introduced the OmniTouch My Instant Communicator user client, the first easy-to-use, integrated multimedia service accessible through multiple devices and interface options. It provides an innovative yet simple user interface with non-intrusive toast pop-ups, balloons and menu options that allow easy access to communications, applications and user settings. It also provides users unmatched integration capabilities with their business processes, applications, and portals, as well as existing desktop applications like IBM Lotus Sametime. My Instant Communicator resides in the desktop PC system tray, only activated when communication through appropriate media such as IM, fax, e-mail are present.

Figure 2. My Instant Communicator “toast” desktop alert windows

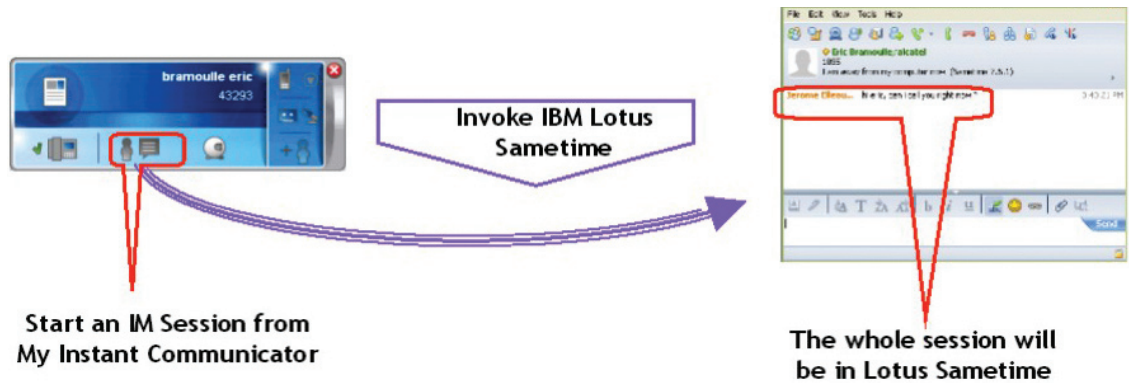


Alcatel-Lucent is integrating the My Instant Communicator client with IBM Lotus Sametime to provide joint OmniPCX Enterprise and Sametime users with the following capabilities:

- Access and add Sametime contacts from the My Instant Communicator contacts list
- Synchronized presence
- Answer incoming voice calls with a Sametime IM chat session
- Open a Sametime IM chat session when sending an IM from My Instant Communicator
- View telephony presence from Sametime

As shown below, IBM users benefit from the media-blending capabilities of My Instant Communicator: users can perform a directory lookup, check presence information and choose to start an IM session. My Instant Communicator will relay this IM session to the IBM Lotus Sametime interface. In the same manner, users can easily answer an incoming voice call with a Sametime IM.

Figure 3. Media-blending capabilities of My Instant Communicator



Conclusion

The combined Alcatel-Lucent and IBM integrations deliver real end-user benefits within existing familiar desktop applications through the addition of easy-to-access, real-time voice communications on multiple devices. The Unified Communications and Collaboration partnership seeks to accelerate growth and adoption of UC solutions and increase customer value through tight integration in their mutual UC offerings to drive exceptional user experiences. This will be achieved through a streamlined purchasing process and easy-to-use and deploy combined solutions with the establishment of a broad ecosystem that leverages a common and open Unified Communications and Collaboration “platform.”

About Alcatel-Lucent

Alcatel-Lucent is a key unified communications player. It has the most complete end-to-end solution for the enterprise market today with rich IP telephony, unified communications, network infrastructure, network management, and business applications like contact centers and collaborative solutions.

Alcatel-Lucent is a leader in helping service provider networks evolve to a next generation network and IMS-based architecture. These technologies play an important role in the evolution of enterprise networks and Alcatel-Lucent is in a unique position to leverage its knowledge and solutions to fully conform to the new product generations.

Alcatel-Lucent offers a complete, end-to-end, unified, multimedia user experience with My Instant Communicator and robust, best-in-class desktop integration and interworking options for customers wanting an evolutionary approach to desktop convergence.

Alcatel-Lucent continues to grow and develop its existing solutions to provide customers with a next-generation architecture that supports a unified, ubiquitous, rich and seamless user experience over public and private networks.

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