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CONFERENCING • DOCUMENT AND APPLICATION SHARING • VOICE MAIL • PSTN • VOICE • SOFTWARE  
VOICE • SOFTWARE-POWERED VOIP • PBX • VOICE MAIL • PSTN • VOICE • SOFTWARE

*announcing*

Microsoft  
 Office Communications Server 2007

Microsoft  
 Office Communicator 2007

Microsoft  
Exchange Server

Microsoft  
 Office Live Meeting

# Agenda

Microsoft Unified Communications	Denis Condon	Microsoft	09.35-10.05
BT Demo	Jim Foster/Paul Shanley/Jonathan McGee	BT	10.05-10.35
HP UC – Focus on Mobility	Daithí de Faoite	HP	11.00-11.25
Nortel's Unified Communications Solutions	Derek Ashmore	Nortel	11.25-11.45

# Video

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D VOIP • PBX • VOICE MAIL • PSTN • VOICE • SOFTWARE

Unified. Simplified.

# Microsoft Unified Communications Launch Overview

Belfast – Oct 25<sup>th</sup> 2007

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# People Drive Business Outcomes

Develop  
Customer  
Relationships

Drive  
Innovation

# People

Improve  
Operations

Build Partner  
Connections

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... • MOBIILITY • ...  
... • VOICE • SOFTWARE  
... • VOICE MAIL • PSTN • ...  
... • VOIP • PBX • ...

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# The Right Tools For The Right People

Simplify how people work together

Help protect and manage content



Find information and improve business insight

Reduce IT costs and improve security

Windows Vista™

Unified. Simplified.

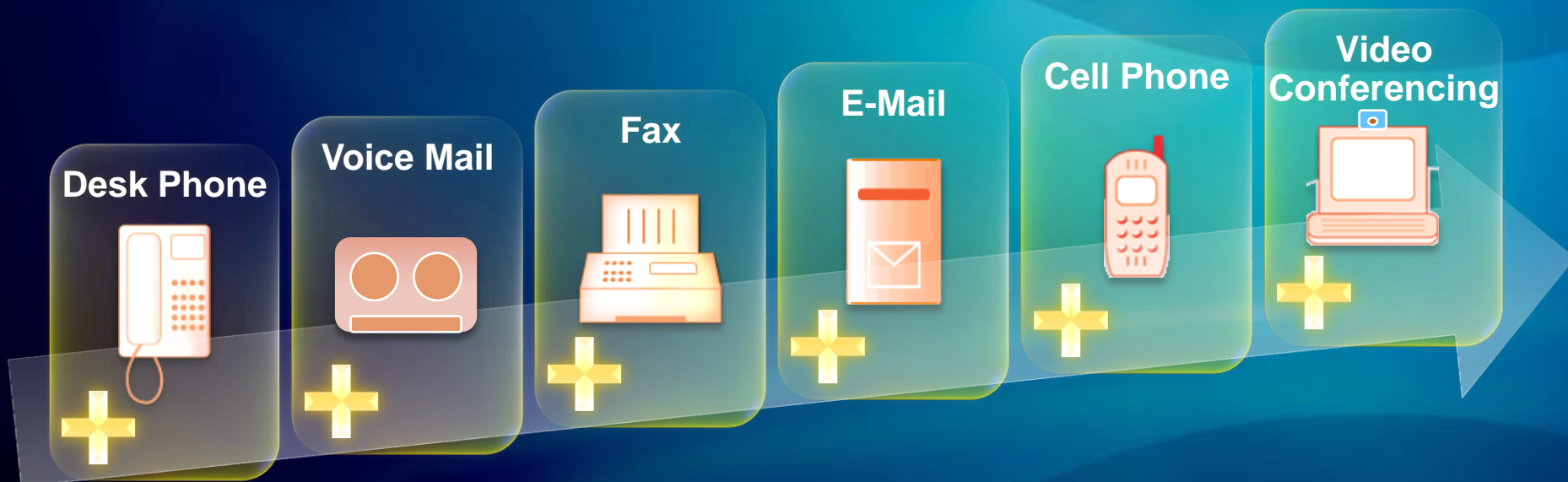
CALENDAR • CONTACTS • MAIL • TASKS • ADDRESS BOOK • SECURITY CENTER • NETWORK AND SHARING • WEB • AUDIO • MOBIILITY • INFORMATION AND PROTECTION • VOICE • SOFTWARE • VOIP • PBX • VOICE MAIL • PSTN • PRESENCE

Microsoft Office

Microsoft Exchange Server 2007

# Enterprise Communications

## Current end-user experience



- Multiple communication modalities
- Different interfaces and technologies
- Lack of integration



# Unified Identity

Microsoft

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**Alex Hankin**

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Contoso, Ltd.

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*Active Directory*

*Single Source of Identity*

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# Opportunity Software Brings

More Innovation



More Productivity



Software-powered VoIP

More Choice



Greater Cost Reduction



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... MOBILITY • ...  
... VOICE • SOFTWARE  
... VOICE MAIL • PSTN • ...  
... VOIP • PBX • ...

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# Today's Business Environment

## What customers are telling us



PCs are disconnected from communications tools

- Hard to transfer data between PC and other devices
- No integration between devices and PC applications
- Time-consuming to transition from PC to other devices



Communications tools don't work well together

- Multiple directories are inconvenient
- Switching between tools is awkward
- PC and phone are not integrated



Locations and devices define what you can do

- Phone
- Web browser
- Mobile device



# Microsoft's Investment Themes

## Unified Communications end-user experience



### Communicate from inside applications

- Rich presence throughout Microsoft Office applications
- Ability to find right person and use right mode
- Shared context and content



### Integrated communications tools

- Integrated e-mail, presence, IM, voice, video
- Seamless transitions between modes
- Wide range of devices

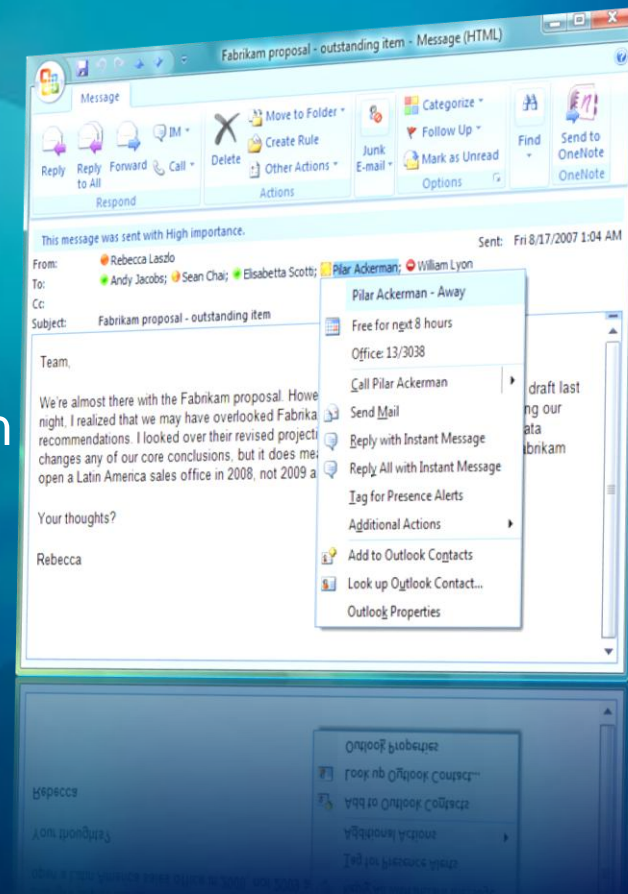


### User defines what you can do - anywhere access

- From any telephone
- From any Web browser
- From Windows Mobile devices

# Communicate from within Applications

- Throughout Microsoft Office
  - Integral presence
  - Communicate and share content
- Click to communicate within Office Outlook
  - Reply to e-mail with real-time communication
  - Keep conversation history
  - Schedule conferences
  - Can federate with 3<sup>rd</sup> parties
- Extend LOB applications



Information Workers waste 30 minutes per week in phone tag; for 50% of calls Information Workers make, they have to look up the phone number.

—Harris, June 2006



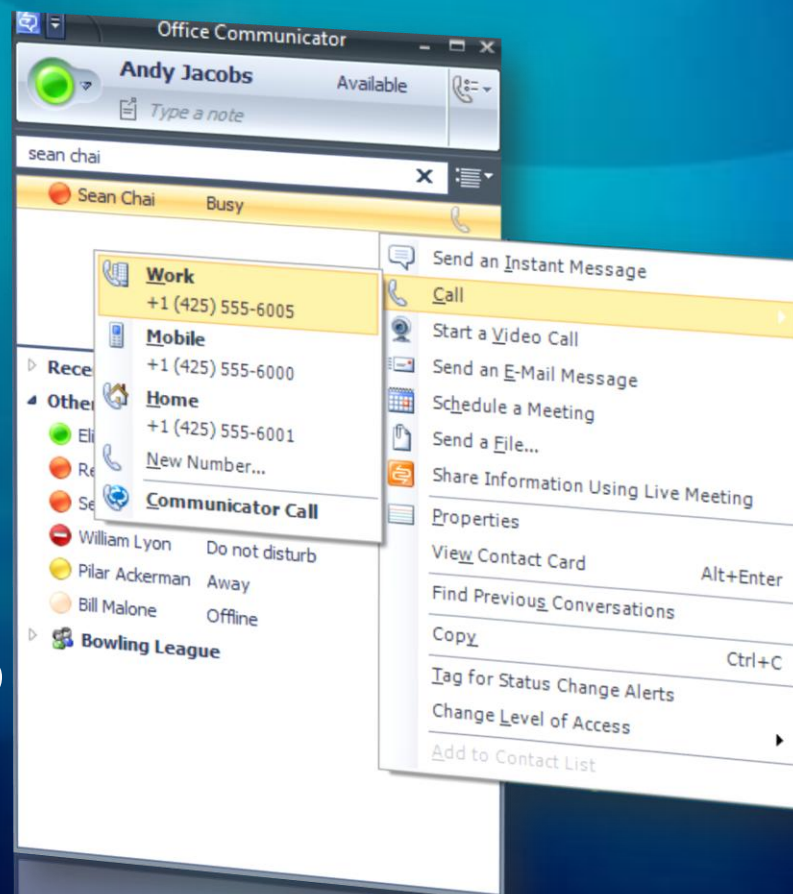
# Integrated Communication Tools

- Enterprise presence
- Instant messaging
- Software-powered VoIP
- Integrated device experience
- Audio and video conferencing
- Web conferencing



# Integrated Communication Tools

- High quality of experience
- Call from your applications
- High voice/video quality
- Rich call management
  - Intuitive user interface
  - Intelligent call routing
  - Integrated with IM and video



# Integrated Communication Tools

- More Innovation
  - Voice integrated into applications
  - Rich user experience
- Greater Cost Reduction
  - Significant device cost savings
  - Software business model
- Qualified Devices Ecosystem
  - Wideband audio
  - Plug-and-play
  - Office Communicator 2007 integration



# Anywhere Access

- Take your office on the road
- Encrypted signaling and media
- No VPN required
- Codecs optimized for variable conditions
- Extending Office Communicator 2007
  - Laptop
  - Web browser
  - Innovative IP phones
  - Windows Mobile devices



By 2007, “telework” will be practiced by more than 60 million people.

—Gartner



# Market Momentum

## Gartner

Magic Quadrant for Unified Communications  
As of August 2007



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# Video – Financial Services

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# Q&A



**DENIS CONDON**  
Sales Solution Specialist UC  
Microsoft Ireland  
[denisc@microsoft.com](mailto:denisc@microsoft.com)



# Unified Communications – Focus on Mobility



**Microsoft Unified Communications Launch**

Dublin – Oct 23<sup>rd</sup> 2007

Belfast – Oct 25<sup>th</sup> 2007

# Introduction

- Trends driving Communications Complexity: Mobility and Virtualization
  - By 2007 “telework” will be practiced by more than 60 million people
  - More than 66% of workers will use mobile and wireless computing

Source: Gartner Management Update 2004

## Yesterday People Went to Work



## Today Work Comes to People





# Demand for Mobility

- 45,000 subscriptions in Ireland for 3G mobile broadband in the six months to June 2007.
  - Comreg, 2007
- 46pc of SME owner managers now work from home at least once a month and 24pc do so more than four times a month”
  - O2 Commissioned Research, 2007



# Customer problems – UC can help!

How can I.....

- Reduce my mobile phone charges?
- Reduce business travel expenses?
- Reduce the number of communications devices needed?
- Simplify management and operations overheads?



Shorten product development cycles?  
Shorten time to market?  
Be more responsive to customers?



- Shorten overall business decision cycle times?
- Help my people be more productive?
- Make sure we are using up-to-date information?



# Work tools according to employee communication need



Call Center agents



Stationary



Corridor Warrior



Commuter



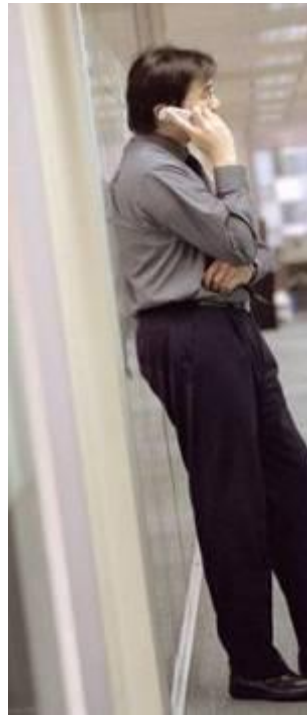
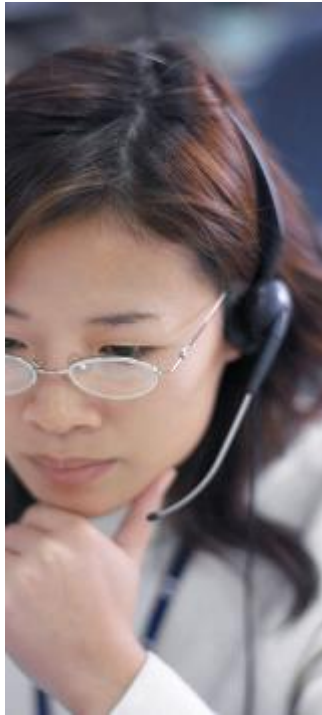
Road Warrior

*Time away from desk*



# One size does NOT fit all!

Example of a Mobile Worker Categorization



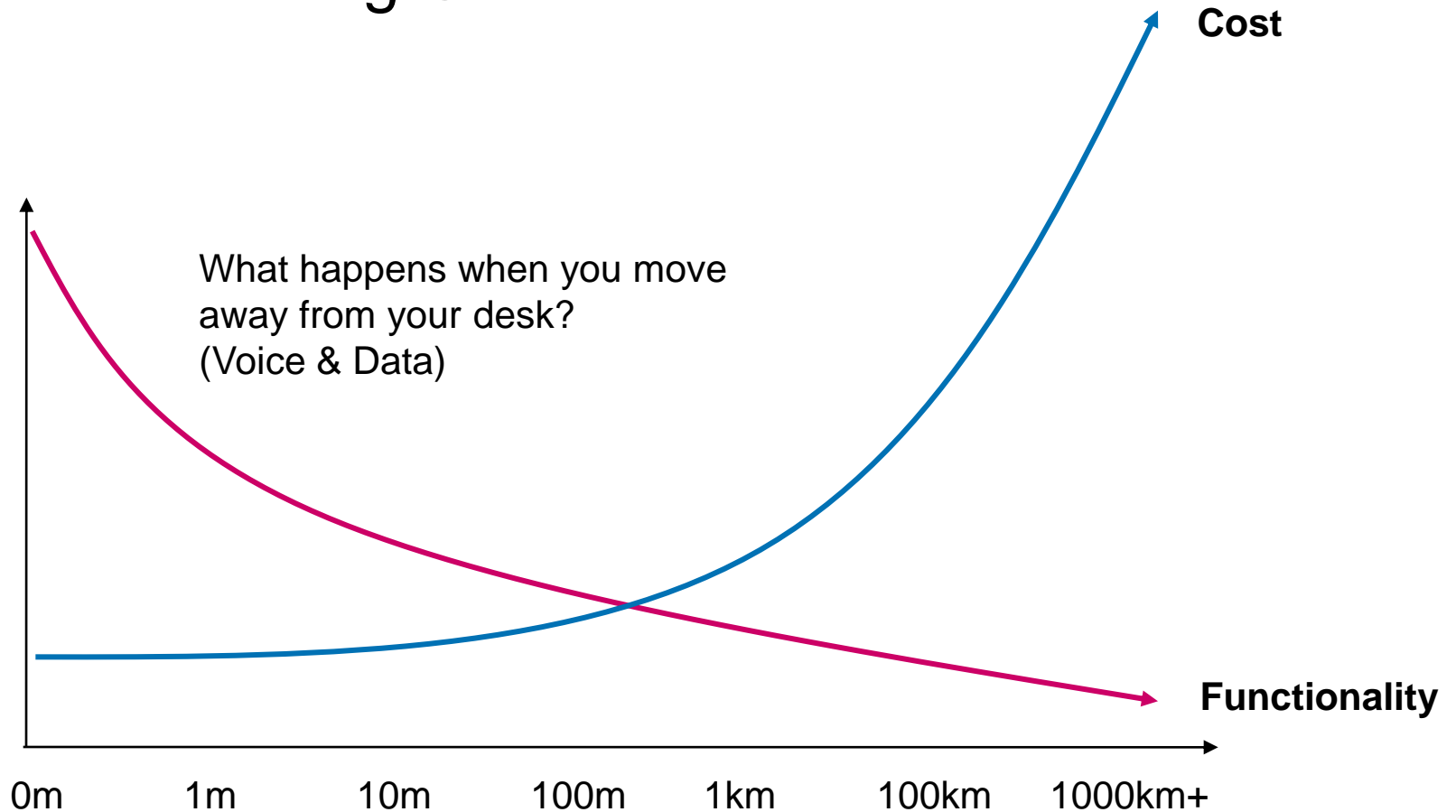
Voice



Data



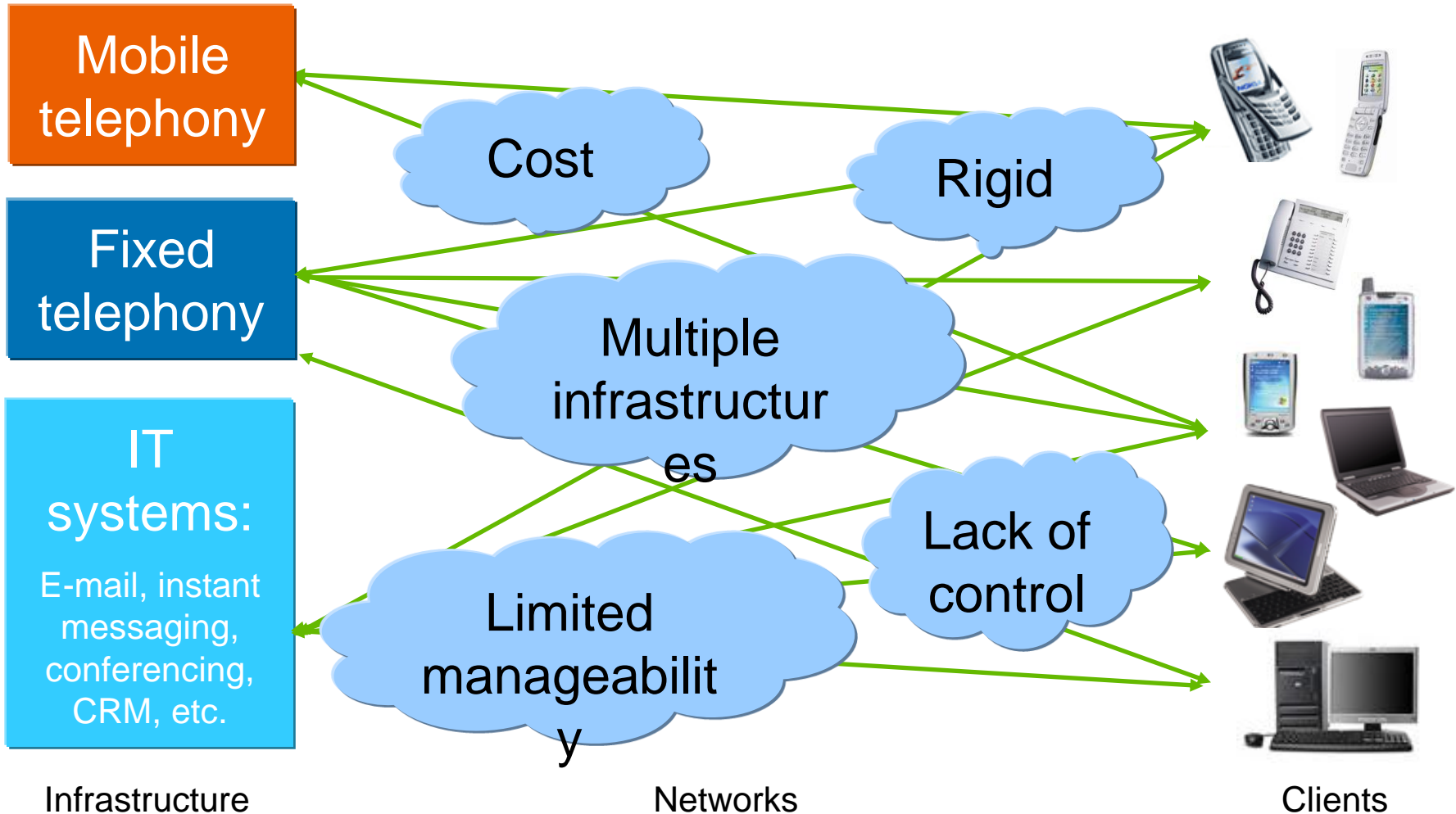
# Remote Working Often Ineffective



Distance  
from desk

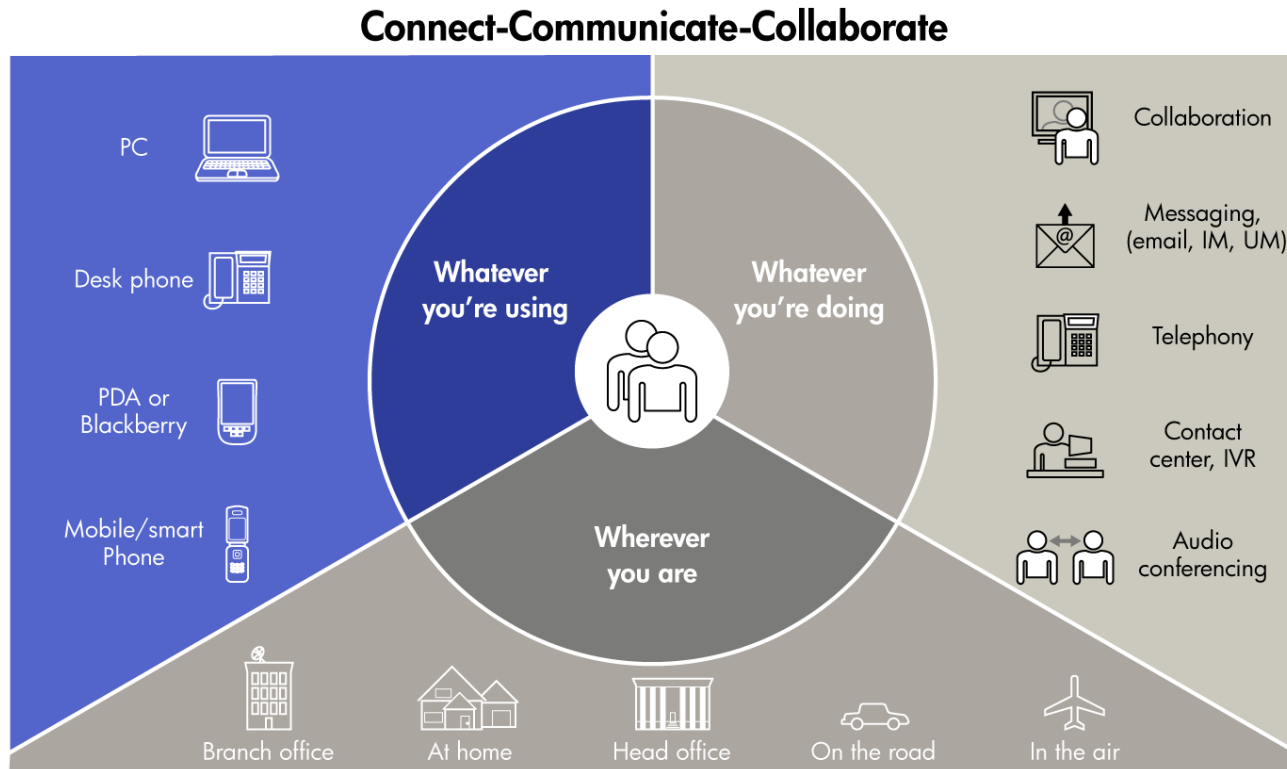


# Multiple channels, fragmented access



# Vision for Unified Communications

Communications Independence & Real-time access



Simplify the complexity for moving to a Unified Communications world

# Unified Communications

## The goal....

Integrated  
enterprise  
communication  
system  
(Voice & Data)

- ❑ One common infrastructure
- ❑ Lower degree of variable costs
- ❑ Comprehensive cost control
- ❑ More flexibility
- ❑ Full control and manageability
- ❑ Standardized hardware and software

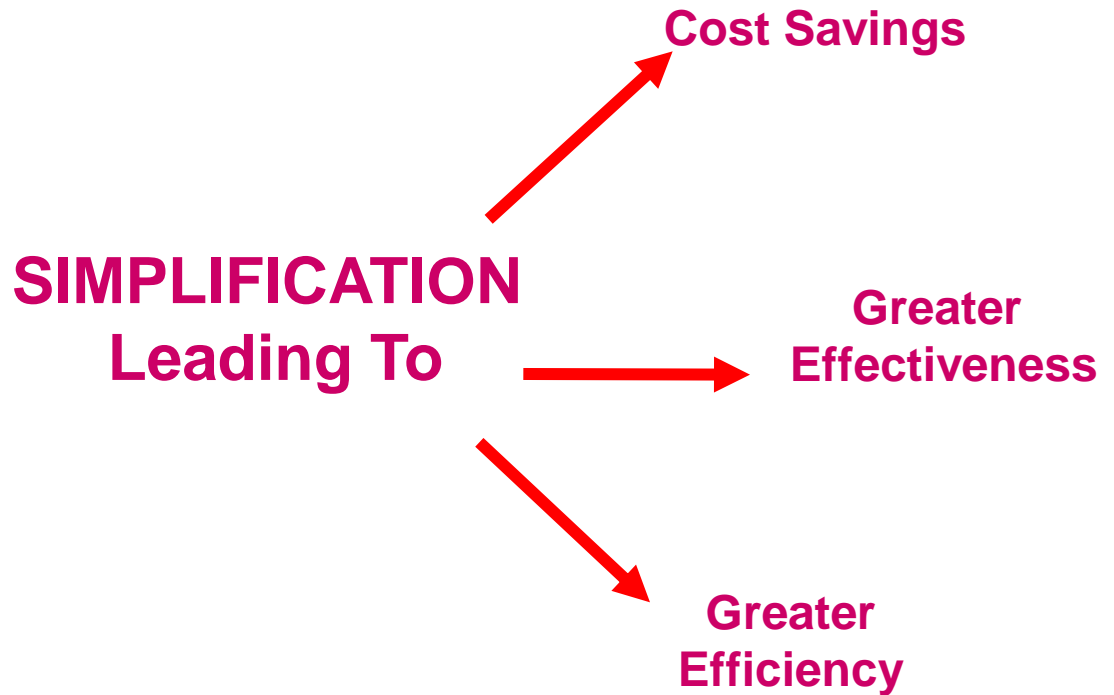


Common infrastructure

Simplified and consolidated networks

Any client

# Unified Communication & Collaboration: What Is It All About?



Call Center agents



Stationary



Corridor Warrior



Commuter



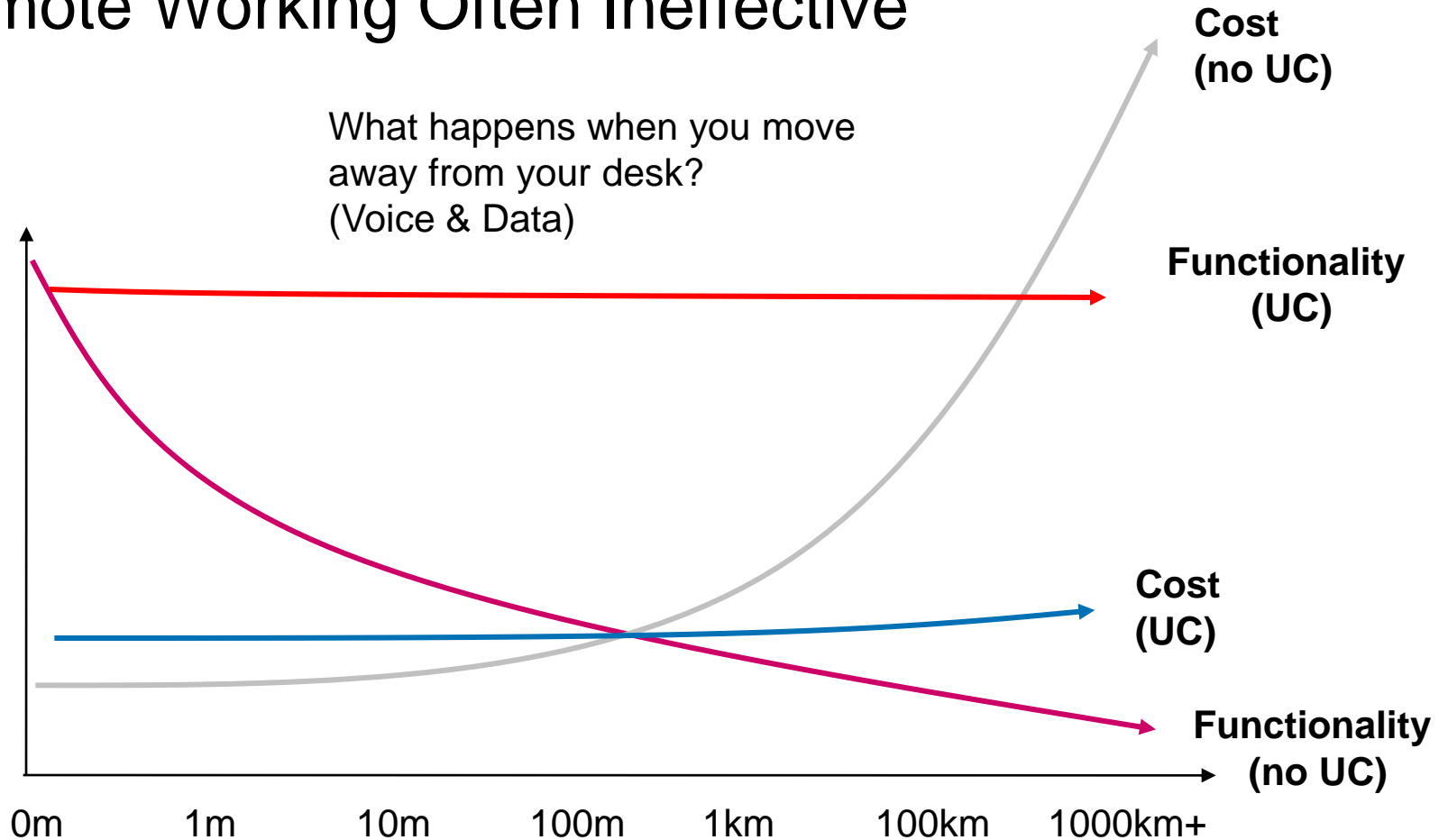
Road Warrior

## How UCC improves business

- improved employee productivity
- efficient collaboration/communication
- less travel
- better and faster decisions

# Remote Working Often Ineffective

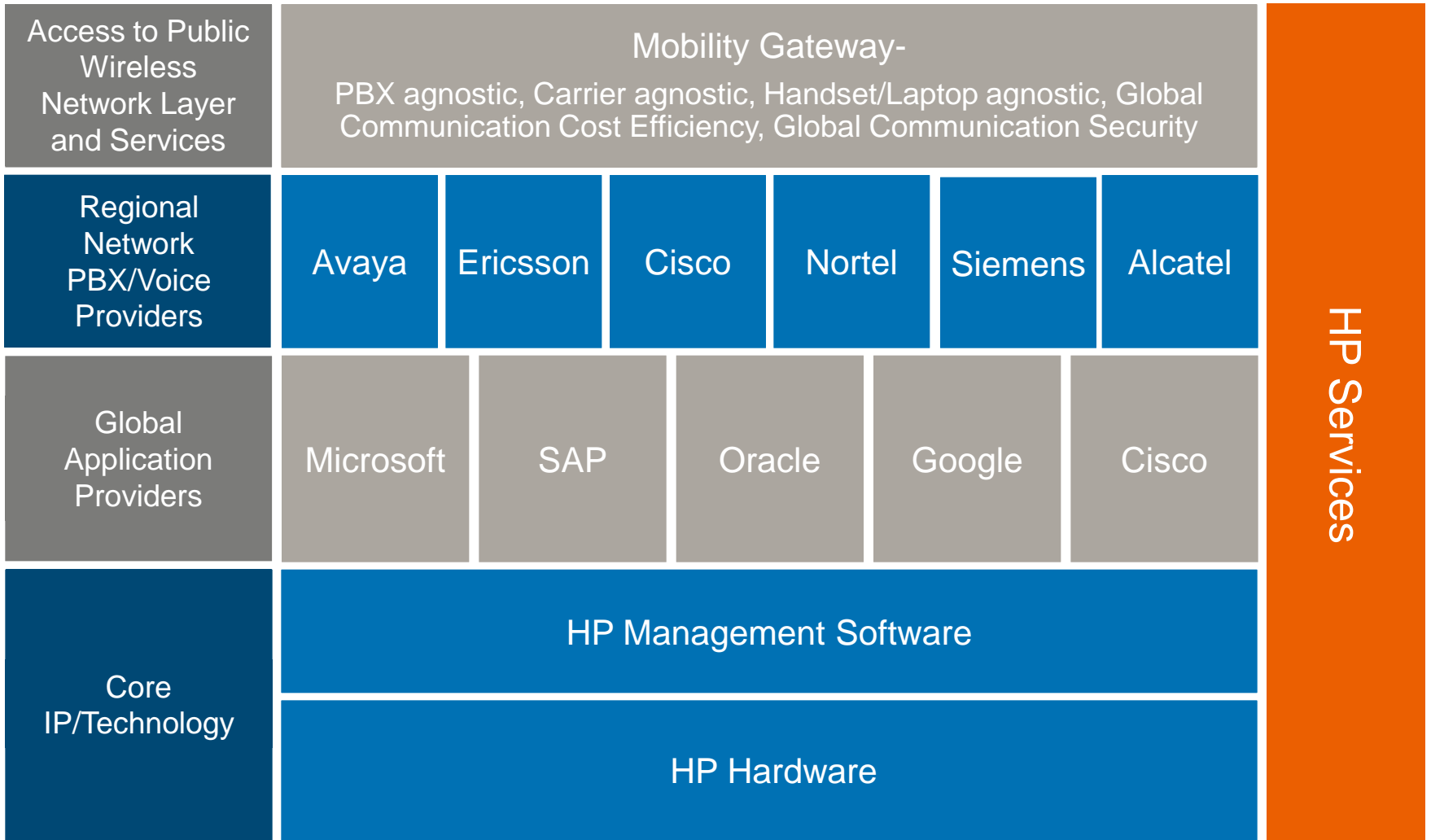
What happens when you move away from your desk?  
(Voice & Data)



Distance from desk

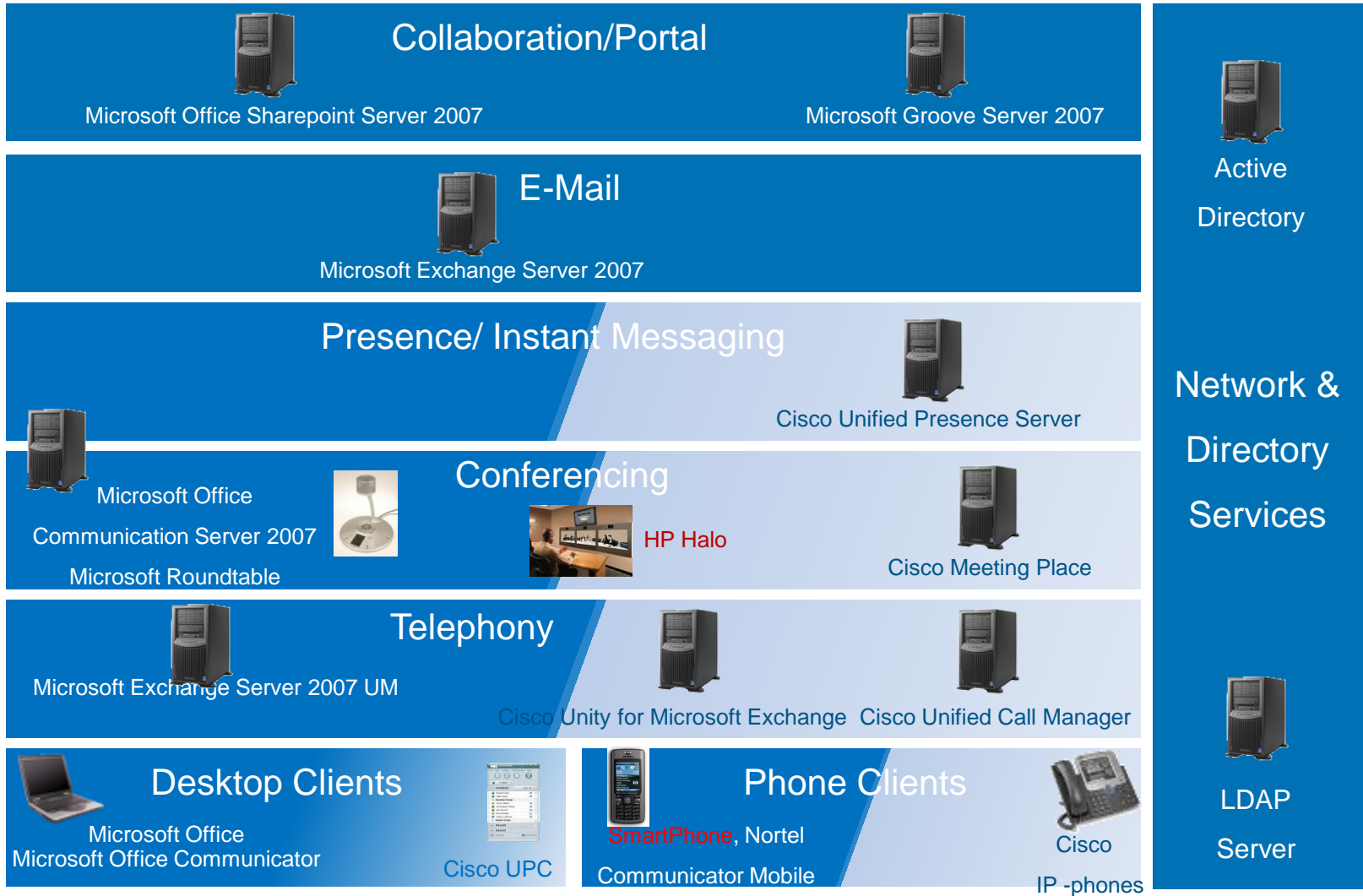


# HP's view of the UC playing field



# Sample Microsoft/Cisco Solution

Illustrating key components based on Microsoft & Cisco Partnership





**Unified Communication in  
Action...**

# HP Sweden

## Challenges and Requirements

### Challenges

- Fragmented communication systems as a result of mergers and acquisitions
- 20 offices
- 20 PBXs from six suppliers
- 2 mobile operators
- Two e-mail systems
- Average two phones per employee (fixed, cordless or mobile phone)
- High fixed cost and high variable costs for telephony
- Low internal and external customer satisfaction

### Requirements

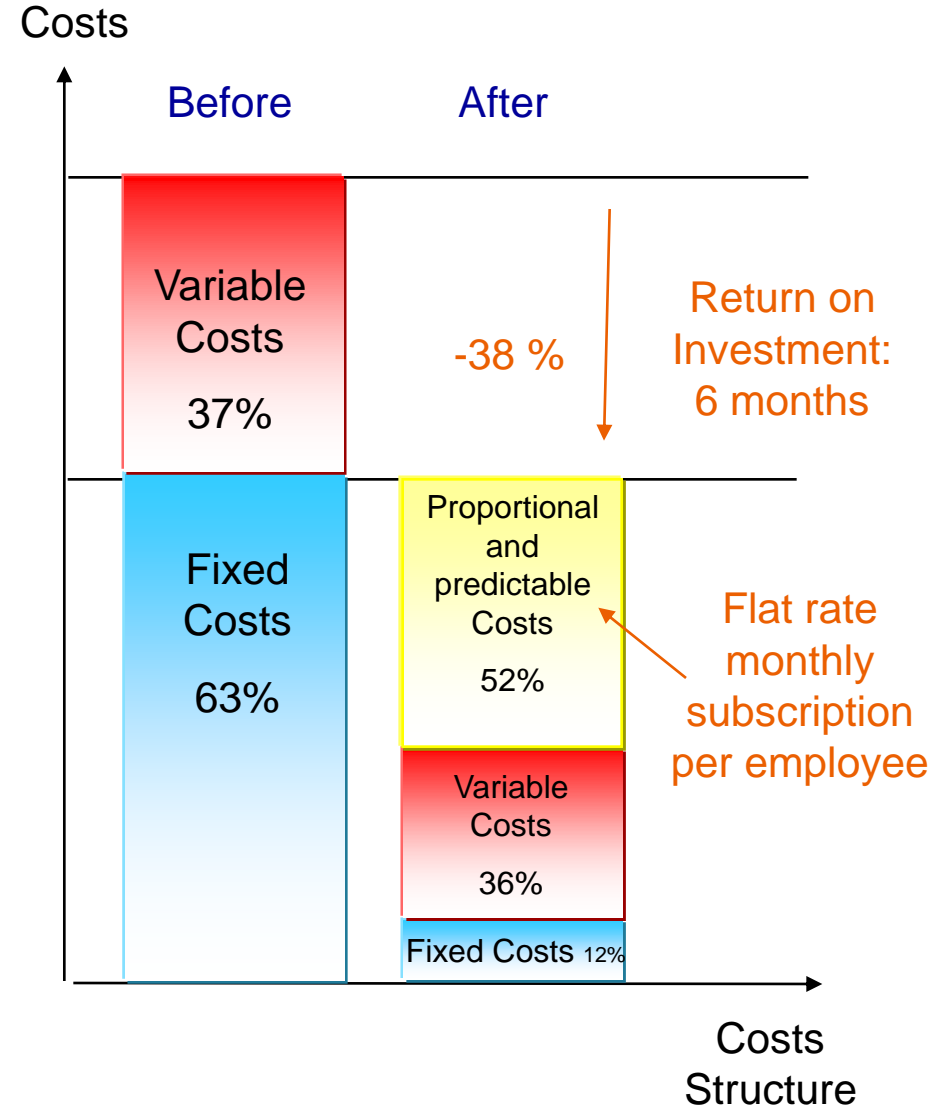
- Mobile workplace, same feature set independent of location (office, home or on the road)
- Reduce number of systems
- Fewer devices (one dedicated voice device per employee)
- One phone number per employee
- Scalable and less maintenance cost
- Flat/Predictable monthly fee per employee for telephony (fixed & mobile)
- Flexible office structure (free seating, less offices etc)
- Ease of use

# HP Sweden

## Solution and Return on Investment

### Solution

- Consolidation of PBXs – from 20 to 4
- Added PBX functionality – all voice services and switching for both fixed and mobile telephony moved to HP
- New Mobile operator charging model ‘flat rate per user per month’.
- ‘Least cost call routing’, from mobile to fixed line for all external calls
- Unified Messaging functionality included for all employees
- One phone number, voice mail, e-mail and phone per employee (fixed or mobile, employee choose)







How can Unified Communication benefit your business?

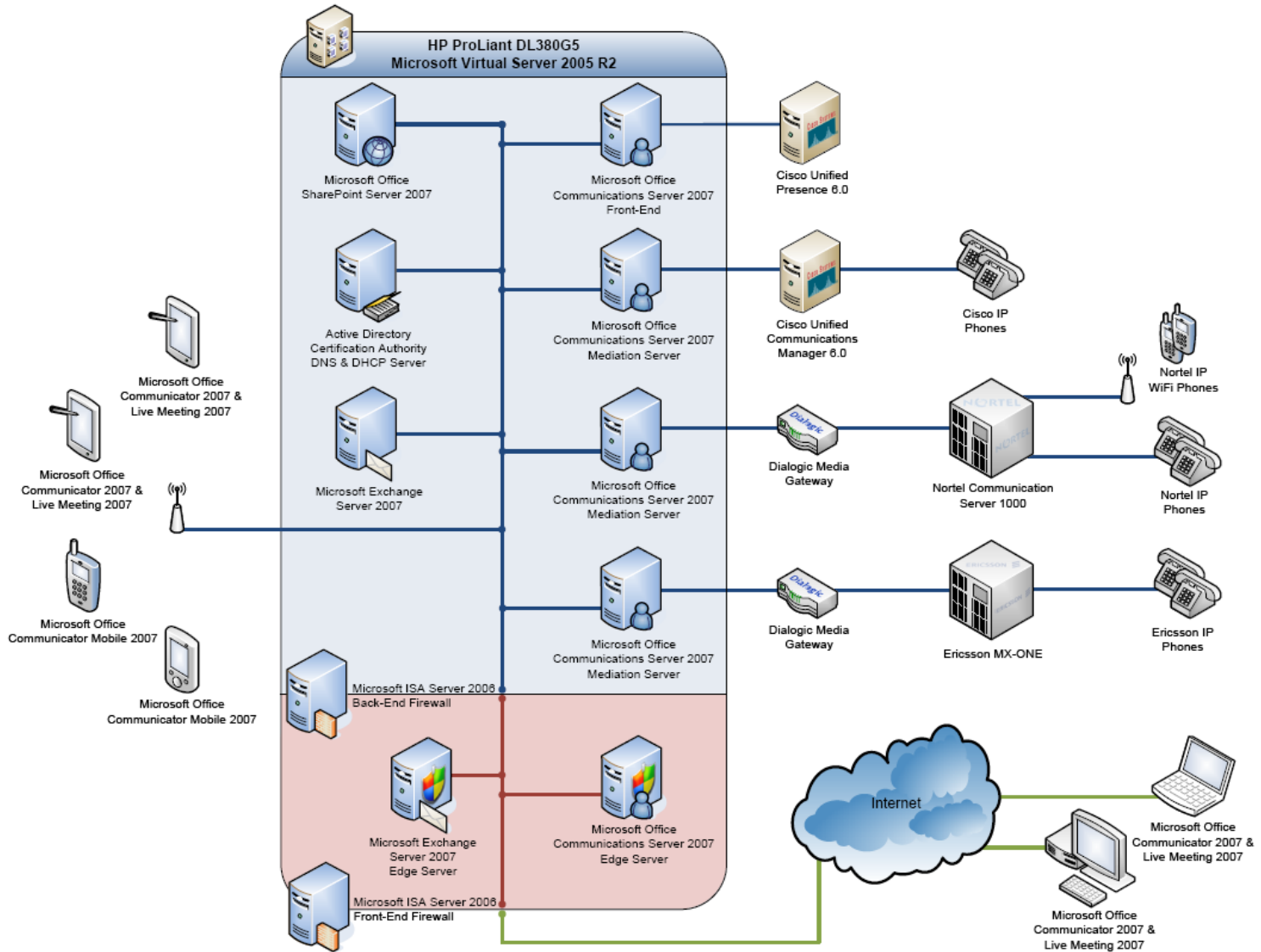
# UCC Executive Briefing Center

HP Customer Center,  
Sophia Antipolis, Valbonne



- Help customers to realise the vision into working solutions.
- Different customers will take a different route towards Unified Communications depending on their existing setup, needs, requirements and general ambitions.
- The HPS UCC Executive Briefing Centre offers the location & the framework for Executives, Business & Technical Decision Makers as well as pure Technical Roles to discover, assess and explore Unified Communications.

# UCC Demo – High Level Architecture





# Summary



- ❑ Unified Communication & Collaboration is not a point solution, it is a journey for the enterprise
- ❑ Unified Communications will increase productivity and lower costs in your business
- ❑ UC will enable your mobile workforce
- ❑ HP offers the entire portfolio, from business consulting and products all the way to support and management of the complete platform

Thank You!







# Unified Communications Solutions

Derek Ashmore  
Microsoft / Belfast  
October 25<sup>th</sup> 2007

<http://www.innovativecommunicationsalliance.com>

# Unified Communications

Enabling people to Connect, Communicate and Collaborate seamlessly to improve business performance



## Streamlined Communications

- Contacting the person, not the device
- Delivering contextual communication in a convenient way
- Enabling presence status throughout user applications

## Improved Business Performance

- Improving workflow effectiveness to accelerate sales, service delivery, product development, etc.
- Increasing customer satisfaction through improved relationship (contact) management
- Collaborating more effectively



Connect, Communicate, Collaborate Anywhere in Real-Time

# Accelerating Unified Communications

## Nortel

- Deep heritage in

## Microsoft

- People-centric software



## Joint Technology collaboration

- Published Roadmap to transforming business communications onto a software platform

## Go to Market

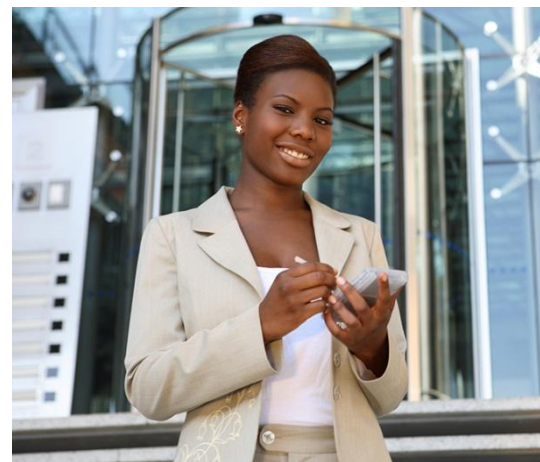
- 100+ Customer deployments
- 100+ Demo facilities to get hands-on experience with UC

## Services

- Norte Services is Microsoft Gold Partner Certified with broad UC services portfolio
- 100 MCSE's
- Jointly-staffed Collaboration Centers



# The Innovative Communications Alliance Journey



Ease of deployment and management | Investment protection | Single point of support

Breadth of portfolio

Single directory and identity

Committed Joint R&D

Single, rich user experience

Converged mobility

Software-based UC platform

# Nortel Converged Office for Microsoft® Office Communications Server 2007

## Solution Components



Nortel CS 1000



Microsoft®  
OCS 2007



Nortel  
Infrastructure



Nortel UC  
Services



New and legacy  
devices

### Streamlined Communications

- Know how and when to best communicate with contacts, using multiple client devices
- Access Nortel business grade telephony features and applications from the desktop
- Easily direct calls to and from mobile devices utilising Nortel's

### Improved Business Performance

- Enable faster business expansion and remote business support
- Reduced time to complete projects
- Sales cycles shortened
- Improved ability to attract and retain quality employees
- Best TCO through better

# Nortel SIP Integration with Microsoft® Exchange Server 2007 Unified Messaging

## Solution Components



Nortel CS 1000



Microsoft®  
Exchange Server  
2007 UM



Nortel  
Infrastructure



Nortel UC  
Services

## Streamlined Communications

- Consolidated inbox provides single location for all forms of messaging
- Anywhere access to inbox from rich client, Outlook Web Access and mobile devices
- Access emails, calendar & voicemail over the phone

## Improved Business Performance

- Response times lowered through easier integrated communications
- Business processes enhanced as users gain more control over how and where they can access the information they need
- Increased productivity

## Case Study: Jyske Bank



“Through their Alliance, Nortel and Microsoft have helped us make the most of this format by integrating our communication hardware and software into a seamless real-time experience.”

Gustav Jensen  
Mobility Manager  
Jyske Bank



## Case Study: Jyske Bank



### Problems

- Isolated telephony platforms in each branch
- Inability to determine “presence” of colleagues
- Missed opportunities to improve customer service

### Solution

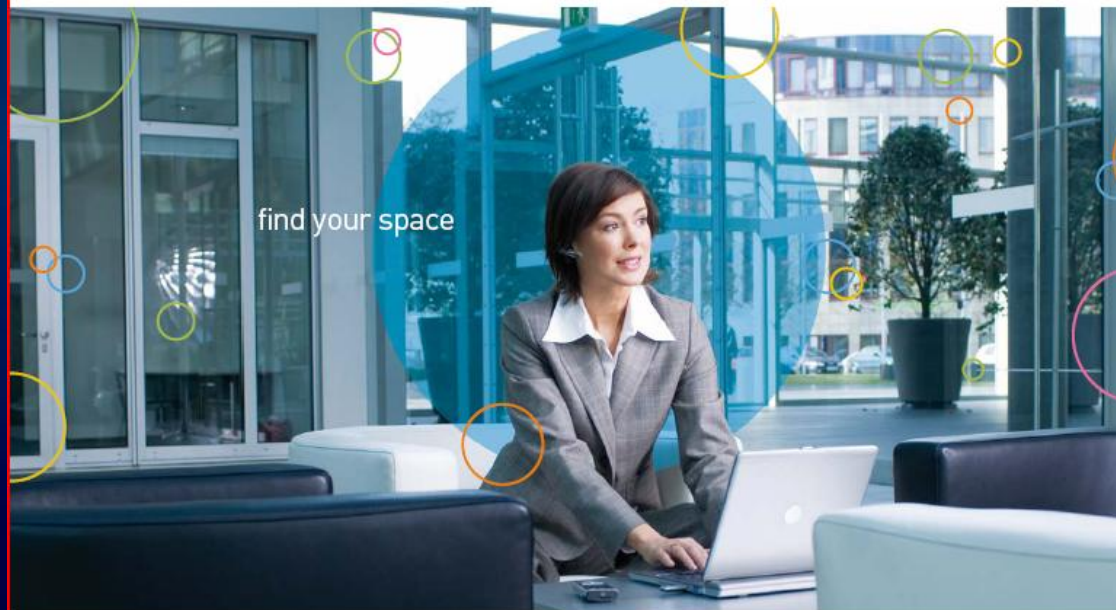
- Introduce corporate-wide telephony platform
- Integrate telephony with desktop software

### Results

- Transformed customer service using unified communications to deliver café-style experience
- Increased efficiency using presence-based unified communications
- Reduced administration costs through single client and directory



**NORTEL** *Microsoft*<sup>®</sup>  
INNOVATIVE COMMUNICATIONS ALLIANCE



find your space



## Plantronics Voyager™ 510 USB

Ultimate headset solution for mobile phone and PC

IP telephony offers a massive opportunity to cut communication costs, as well as increasingly sophisticated functionality. Using your PC to talk and collaborate will soon be as normal as using it to type.

With a softphone-equipped laptop, for example, you can now take full advantage of WiFi hotspots to take and make calls, wherever you are, with all the functionality you depend on when you are in the office.

The Plantronics Voyager 510 USB also offers breakthrough usability with PC softphones. While using a Bluetooth headset to answer a call on your mobile phone is simple, answering a call on a softphone with a Bluetooth headset has always been awkward and slow.

PerSonoCall™ software solves this problem. Just press the button on your headset to answer and end softphone calls\*. Even if you are using your Plantronics Voyager 510 USB headset with your mobile, you will be bleeped

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# Unified Communications

Microsoft  
 Office Communications  
Server

Microsoft  
 Office Communicator

Microsoft  
 Exchange Server

Microsoft  
 Office Live Meeting