



➤ BUSINESS MADE SIMPLE

A VIEW TO THE FUTURE
Transformations in networking and
communications

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NORTEL

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Delivering Strategic Advantage in IT



Tactical	Strategic	?	Utility
- Automating Existing Systems - Based on existing Processes	- Technology and Process Change - Enabled Significant Differentiated Value		- Generally Available Technology - No longer Strategic - Early Follower

- > Integrate back office with front office
- > Use MM to integrate communications
- > Change process to match new interactions and technology

Multimedia Interaction Can Deliver Strategic Advantage

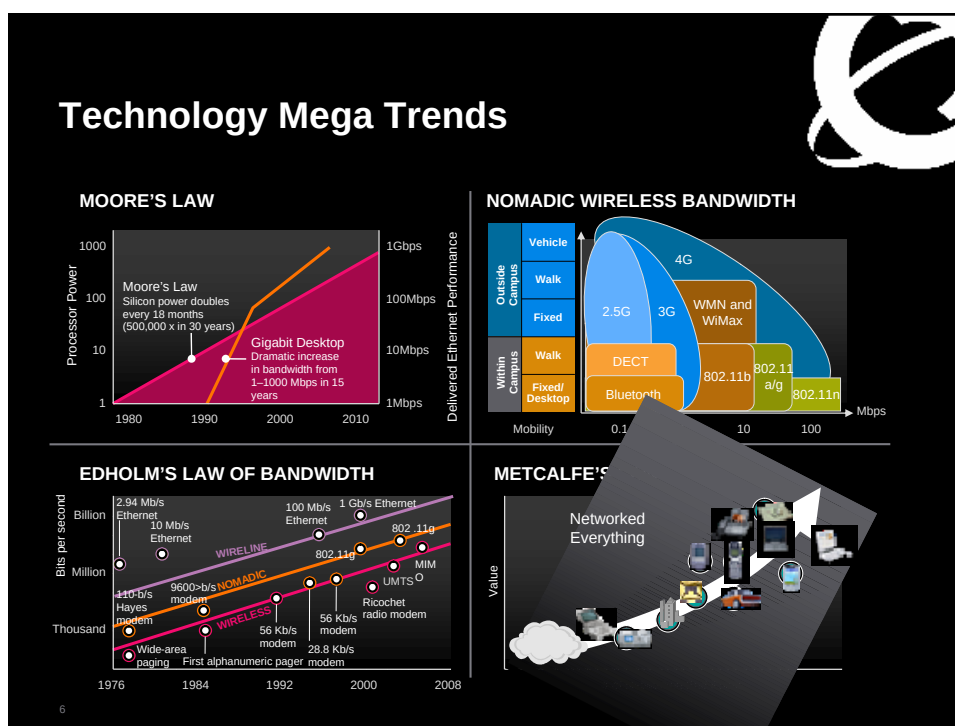
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CIO Business Decision Criteria



Increasing Revenue	- New business Models - New Customers - Creating Strategic Advantage
Improving Productivity	- Reduce Time To Interaction - Reduce Time To Decision - Reduce Cost
Reducing Cost	- Acquisition - Operation

Multimedia is about Transformation and Value



Architectural Discontinuities

A fundamental architectural shift that transforms networks, communication systems and networked applications

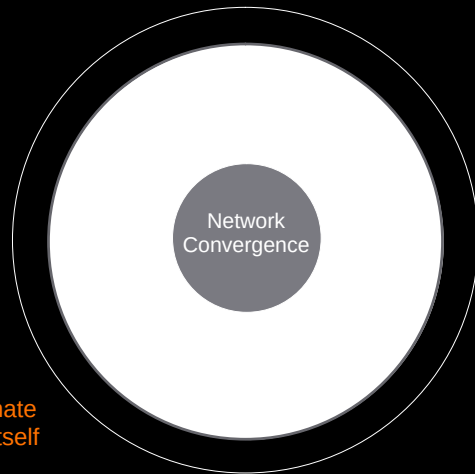
> DISCONTINUITY CRITERIA

- Five-year view
- Enabled by technology
- Business transforming
- Boundary eliminating (towards anyone, anywhere, anytime, anyhow communications...securely)

> PAST EXAMPLES

- Digital communications
- Personal computers
- Web browsers

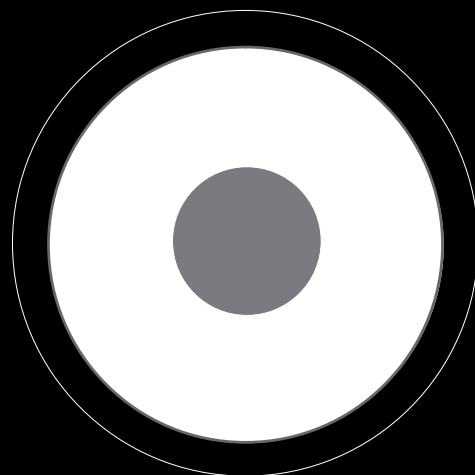
Competitive advantage comes from managing IT evolution and risk to eliminate barriers...and not from the technology itself



Virtualization

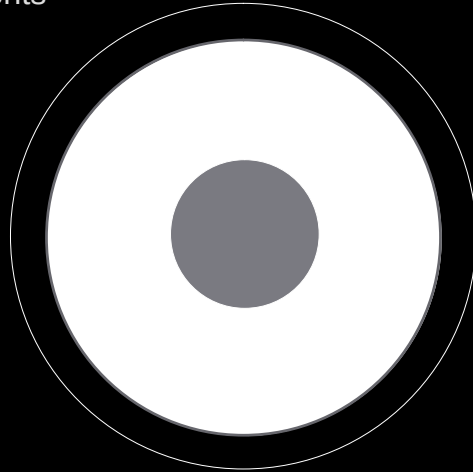
- > Service Disassociation
- > Global Location
- > Proliferation of devices
- > Device mobility
- > Call mobility
- > Location based services

Requires
Dependable Security



Hyper-Interactivity

- > Explosion in interaction events
- > Reachability unification
- > Time To Decision (TTD)
- > Personal agents
- > Adaptive intelligence



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Applications Convergence

The transformational event

- > New Control Functions (MCS 5100)
 - SIP
 - Multimedia Control Integration
 - Browser Integration
 - Application Convergence
 - Contextual Communications
- > Packetized Voice Functions
 - Always On Calling
 - Constant Conferencing
 - Every Call includes a conference call
 - Audio "Virtual Space"
 - Integrated Personal Agent technology

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Hyper-Interactivity

- > Explosion in interaction events
- > Reachability unification
- > Time To Decision (TTD)
- > Personal agents
- > Adaptive intelligence

Requires trust
of identity

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Creating the Inter-Human Web



- > Open Interfaces
- > Innovation at the intersection of end user and networking
- > Differentiation through function

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Webification

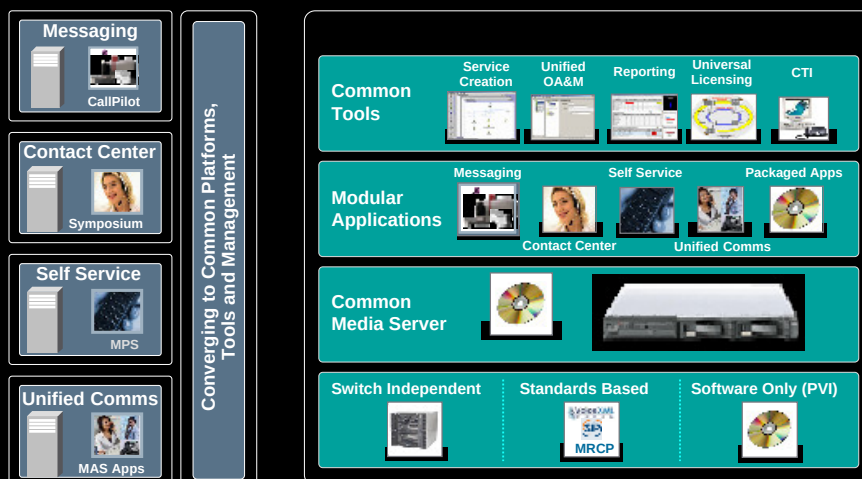
- > Integrate real-time front office to back office
- > Future strategic differentiation
- > Web enabled apps
- > Integration of workflow, document management, and communications management
- > Conference in real-time media replicates virtual spaces in cyber environment

Requires federation

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Applications Strategy

The Nortel applications center



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Omni-Networking

- > Embedded, ever-present, all encompassing security
- > Autonomic Networking
- > Federated trust
- > Ambient intelligence

Redefining networks
based on the real-time
virtualized enterprise

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