

## Driving Business Transformation with Collaboration & Networking



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### Alcatel-Lucent's Enterprise Mission

Leading the competitive transformation of our Enterprise and Government customers by delivering secure, end-to-end business critical communications solutions that enable new business generation.



**The New Business Generation: Innovating with Technology**

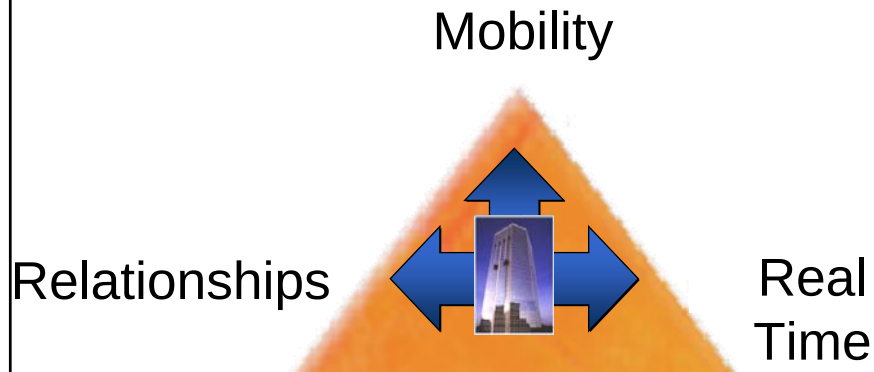
## Agenda

1. Why Collaboration?
  2. Collaboration without borders
  3. The Future of Enterprise Communications
  4. Alcatel-Lucent Expertise
  5. Case Study
- \$300 Million USD : Collaboration & Networking by Alcatel Lucent

# 1 Why Collaboration?



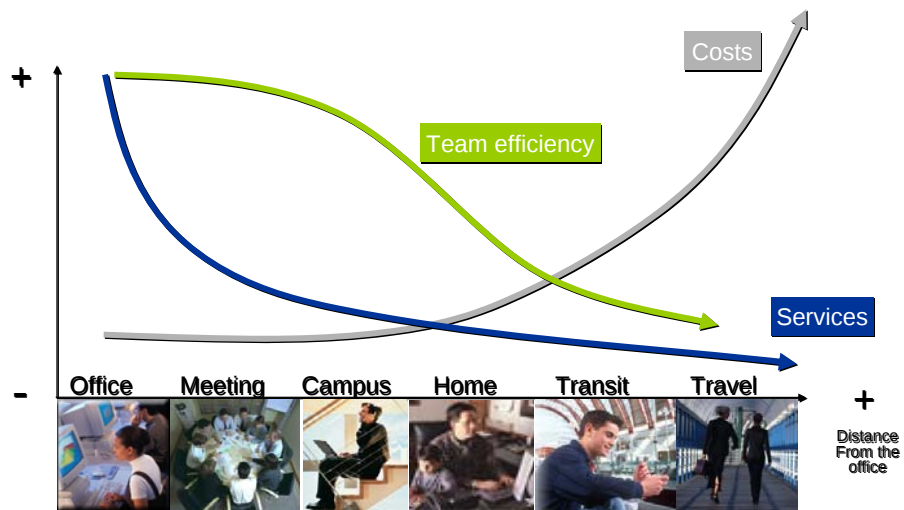
## The Challenges of the New Competitive Enterprise



## Relationships ? Multiple channels....fragmented user experience



Mobility ?  
Frustration of mobile users...



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Real Time ?  
Business Process blockage...



**Business Processes unable to handle exceptions**



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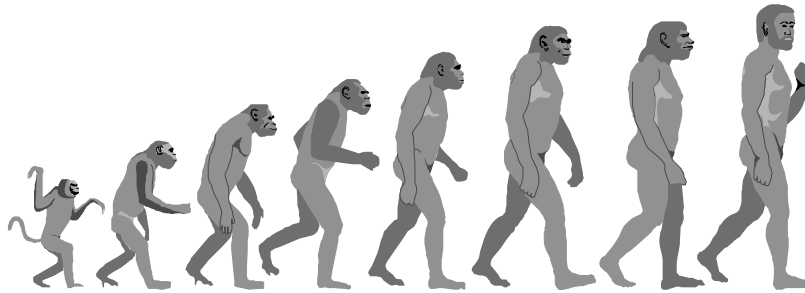
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## New Communication Models are Emerging that will be Disruptive to Established Models

**Today**

**Tomorrow**

**Future**



Communications tell you whether network is **accessible**

With presence, you can learn whether participants are **available**

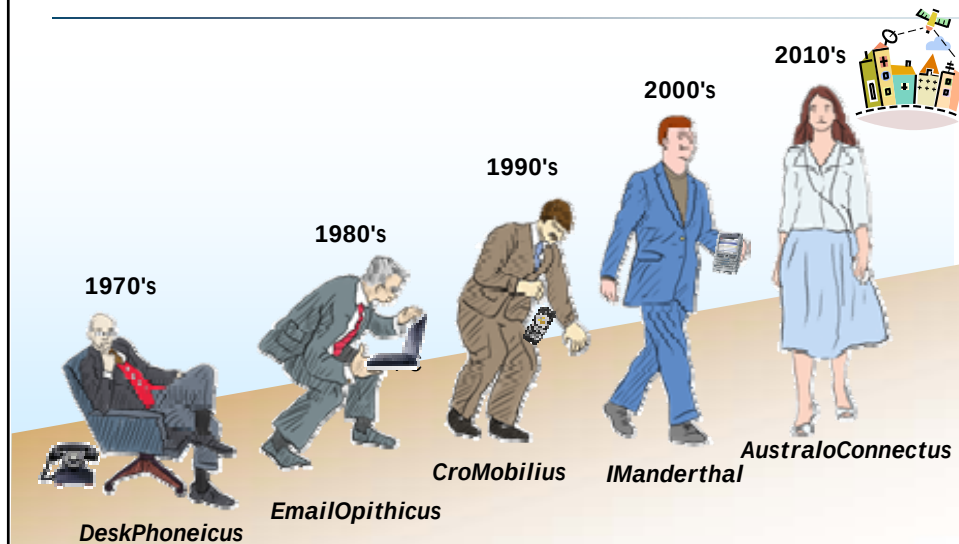
Context and sensors predict collaboration; are participants **amenable**

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## Evolution of Communications in More-Concrete Terms ....

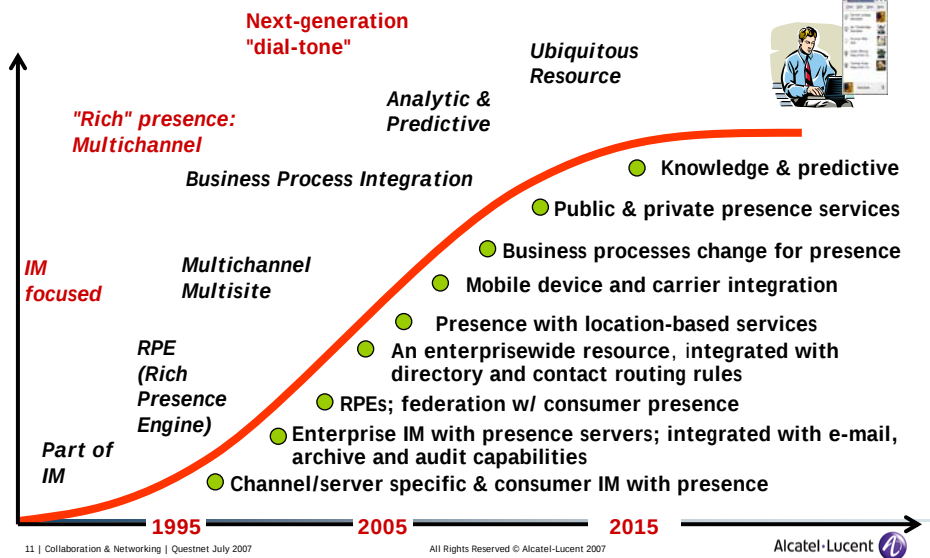


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## Presence Shifts From IM Niche to Center

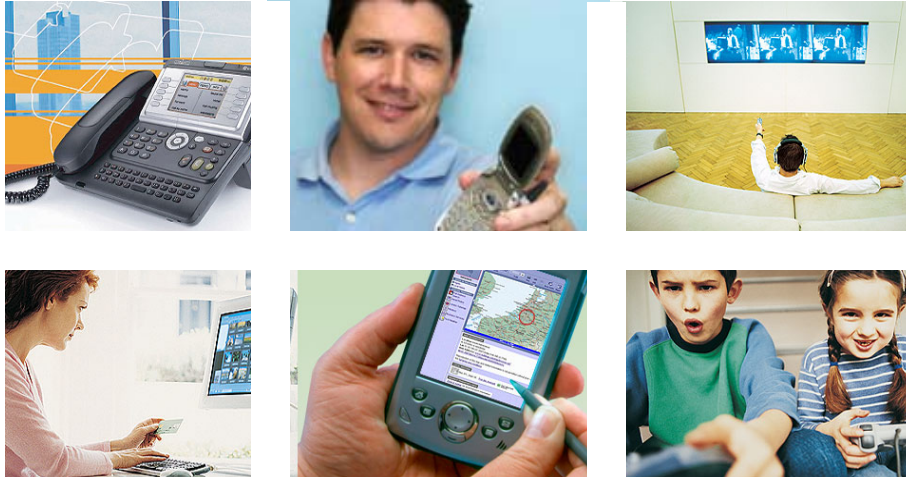


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## 2 Collaboration without borders



## Our communication culture is changing



## ....are ICT solutions playing catch up?

### YESTERDAY

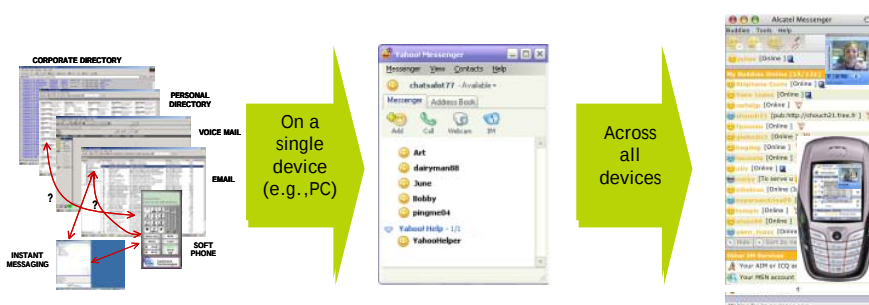
A set of unrelated features offered to users with no coherent user experience

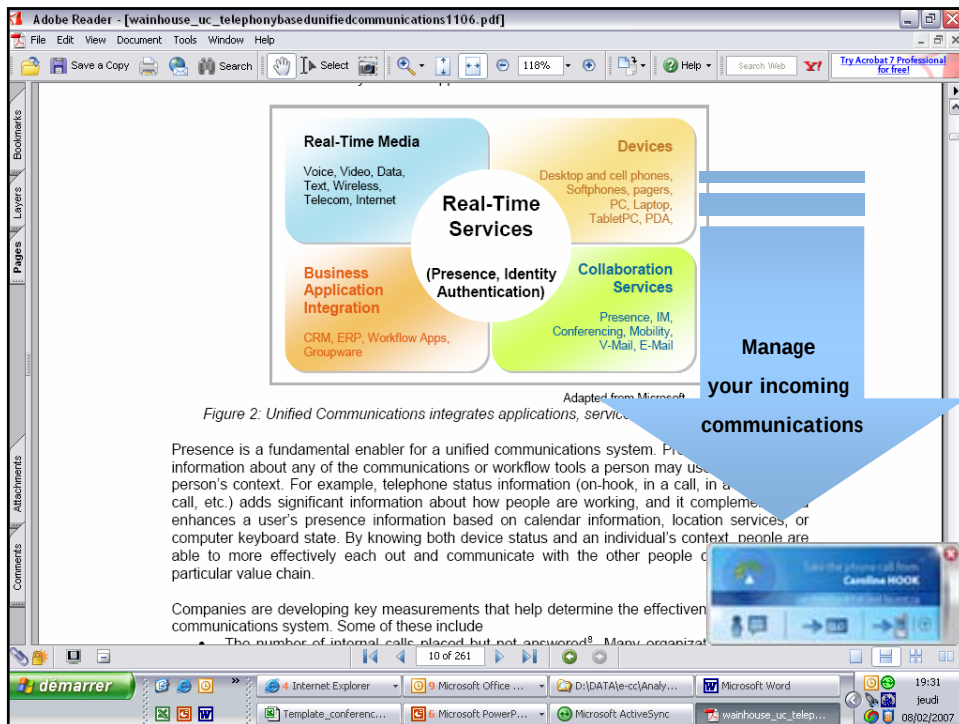
### TODAY

SIP-based applications combining user features generally associated with a particular IPT product

### TOMORROW

Enhanced user experience: choose who to communicate with, when you need to, using the right technology and the right feature





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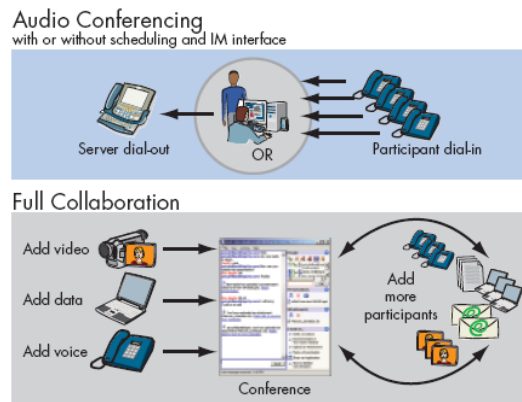
“How do ‘U’ Collaborate?”



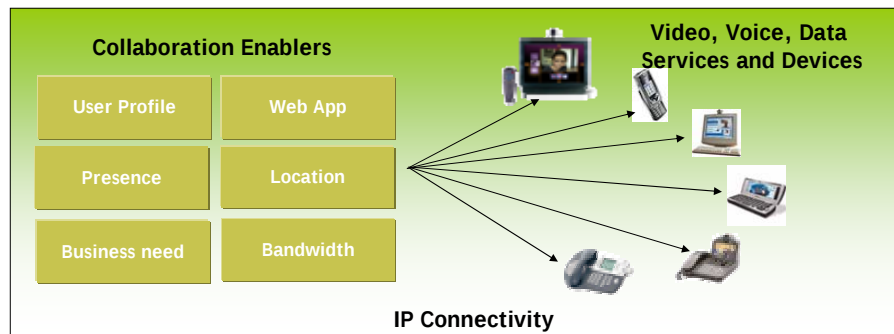
Alcatel-Lucent Corporate Communication Solutions

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Collaboration? What software? Which device? What for? Who with?  
Why change?



Technology is an enabler for a collaboration-orientated architecture (COA)



- End users can jump seamlessly from one device to another, **leveraging nomadism and rich media.**
- Technologies can be **easily combined** to guarantee quality triple play services without major integration issues.
- Users can achieve **efficient delivery of any service.**

Via a Browser

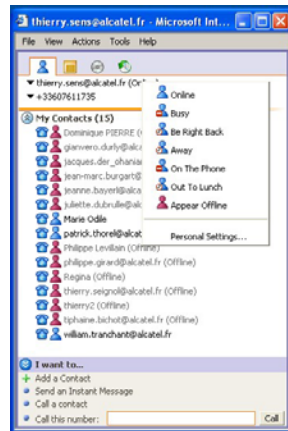


Clientless solution enables collaboration without borders...

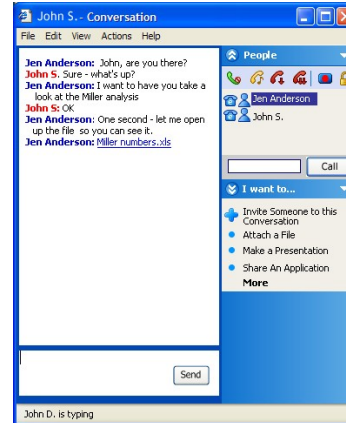
| Clientless                             | Benefits                                                                                                                                                                        |
|----------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Software and browser-based</b>      | Commodity hardware server for all sizes and budgets<br>Increase capacity and features via software license—no hardware upgrade<br>No client downloads for users or participants |
| <b>Flexible deployment</b>             | Compatible with PC/MAC/Unix/Linux and multiple browsers<br>Interoperable with Alcatel Lucent IP and legacy platforms and other vendor PBXs for mixed IP and PSTN calling        |
| <b>Fewer servers required</b>          | Integrates function of IM/Presence, audio and Web conferencing and federation servers                                                                                           |
| <b>Scalable from tens to thousands</b> | Grows with the enterprise<br>Supports large enterprises requiring carrier-grade performance                                                                                     |
| <b>Customization</b>                   | Full branding and language support<br>XML APIs for integration into other applications and client development                                                                   |

## A Simple Solution (Accessible by Browser)

### See Colleague Availability



### Communicate (via best method)



## A Simple and Flexible Solution (Accessible by Browser)



Share information,  
presentations and files  
with instant desktop  
conferencing

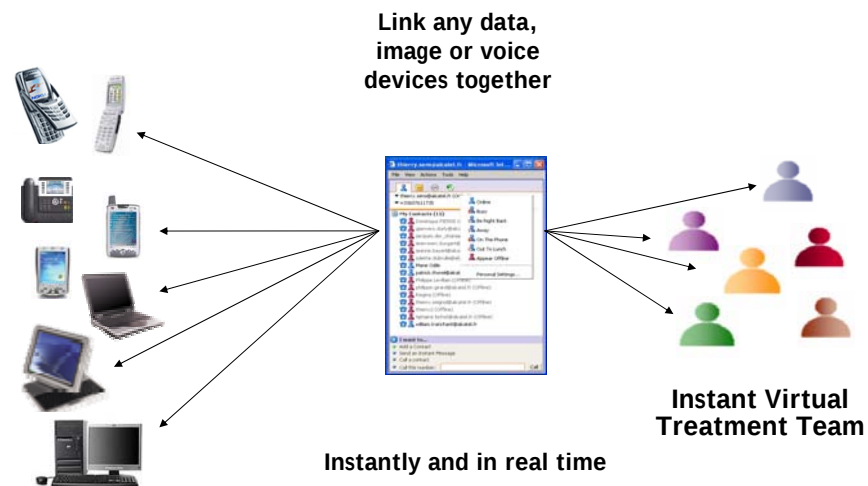
## Instant real-time consultation

## Education Example



## Let your staff choose what's best for them and their students

## Education example....



## Via Fixed Devices



## Collaboration via Fixed Phone



1: Type 'fis'



2: Press 'Name'



3: Press 'Peter'



## Collaboration via Fixed Device

Education example....



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## Video controlled from the Fixed Device



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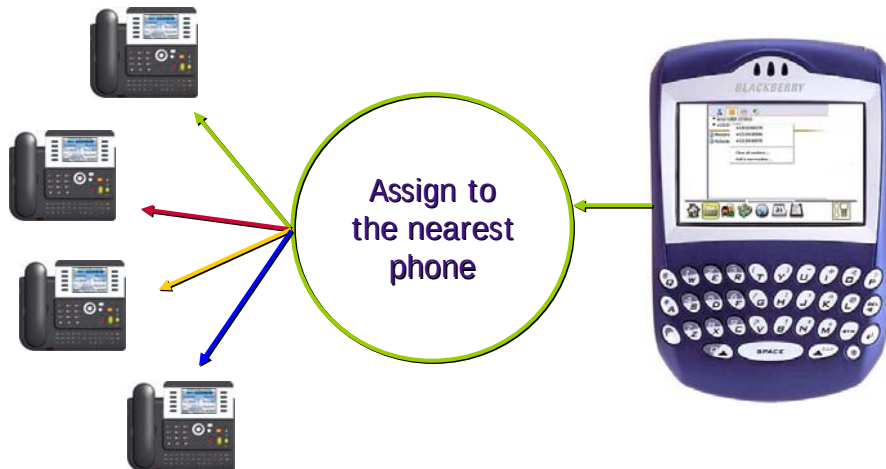
## Improved interaction from the Fixed Device



## Via Mobile Devices



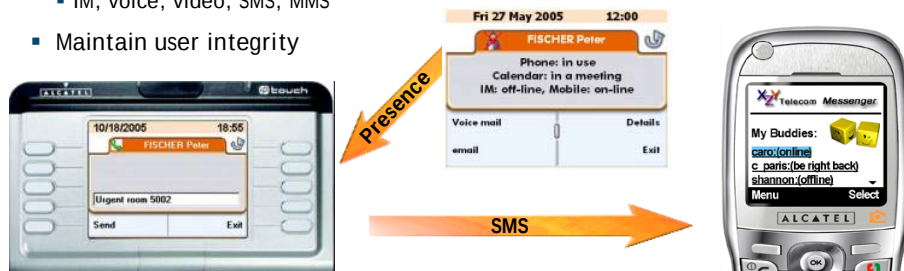
## Collaboration tools can drive down mobile costs



## Intelligent Rich Presence including Mobile Devices

Change the way we communicate

- Connect people, not devices
- Compute presence information from various sources
  - telephony, calendar, application, PDA, mobile phone
- Relay to the most appropriate media
  - IM, voice, video, SMS, MMS
- Maintain user integrity

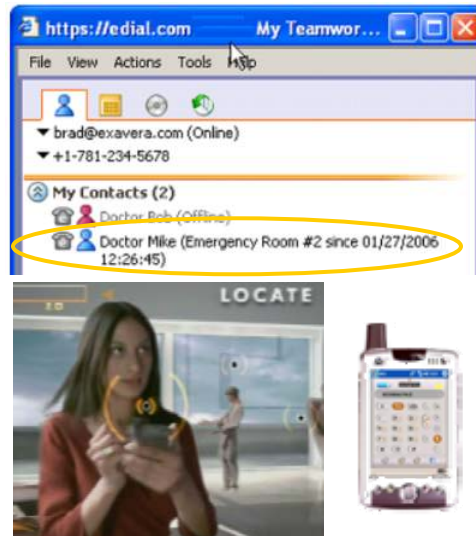


## The future of being on call

## Healthcare Example

Location of mobile devices / users

- DECT phones
- WiFi PDAs, WiFi phones
- GSM, 3G devices
- RFID tags
- Logins



## My Teamwork for Windows Mobile 5 Pocket PC

My Teamwork for Windows Mobile 5 Pocket PC enabling on-the-go access

- View contacts and groups with presence status
- Initiate IMs, phone calls and conference calls with My Teamwork contacts, Outlook contacts and manually entered phone numbers
- Call control including hold, mute and drop
- View and join scheduled and reservationless conferences
- View and edit your registered phone number
- Start and control PowerPoint presentations



## Via Land Mobile Radios

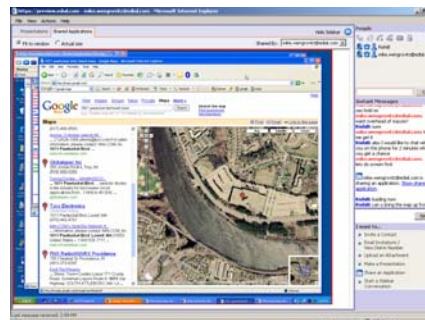


### Land Mobile Radio collaboration solutions

### Public Safety Examples

“Over 80% of cities in the US say they do not have interoperable communications with the Department of Homeland Security or the Department of Justice. 60% of cities report that they do not have interoperable capability with state emergency operation centers.”

*The United States Conference  
of Mayors Interoperability  
Survey*



LMRCC can deliver borderless collaboration in many other scenarios...

#### In Education

- Brings together all emergency personnel across the School/College, no matter the device or location



#### In Healthcare

- Connects ER clinicians with paramedic and emergency services before the patient arrives in the ER

#### In Construction

- Brings together design, architectural and project management teams in order to deliver decisions faster and on time

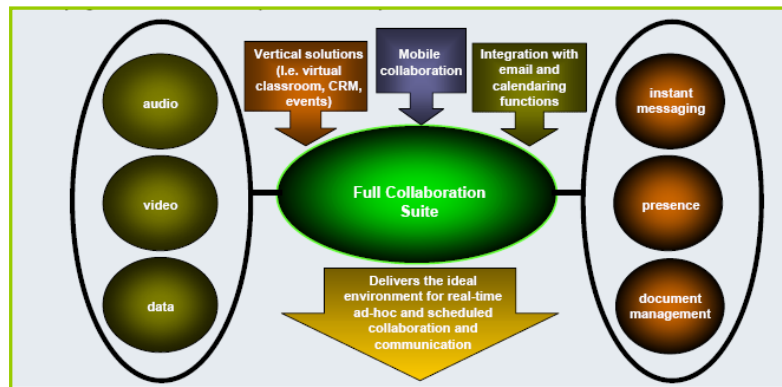
And many more.....

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Via Enhanced Applications



## Delivering collaboration for your application strategy



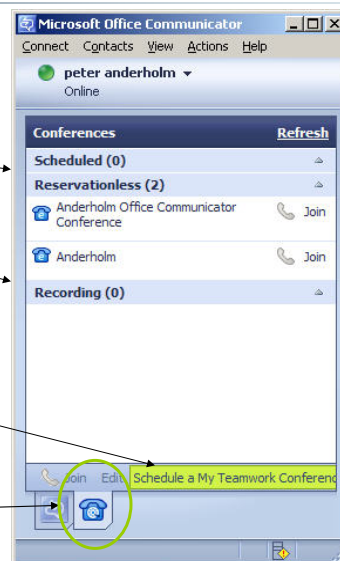
## My Teamwork for Microsoft Office Communicator 2005/soon OCS 2007

Your scheduled conferences

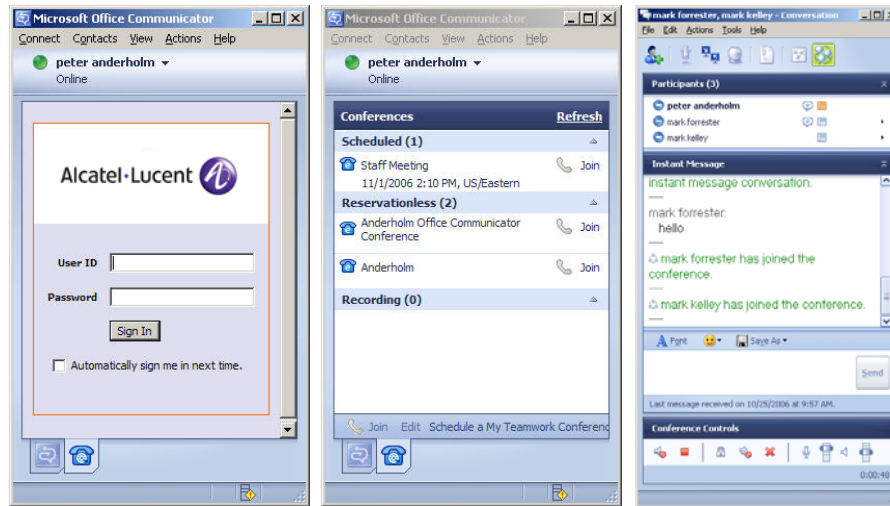
Your recordings

Click here to schedule a conference

Embedded Alcatel-Lucent Tab  
easy access to conferences and scheduling features



## An integral part of the Microsoft solution

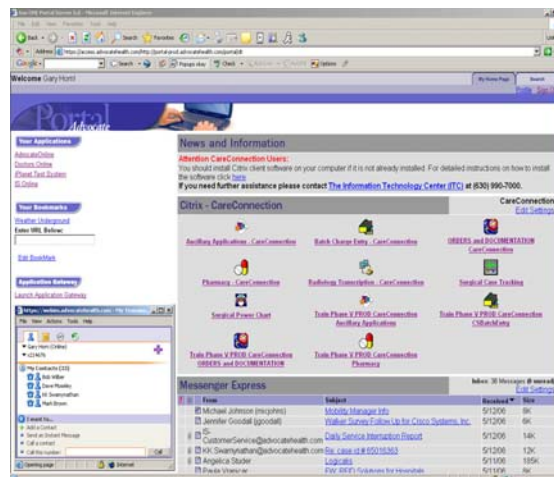


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## A solution that can be integrated into any web environment...



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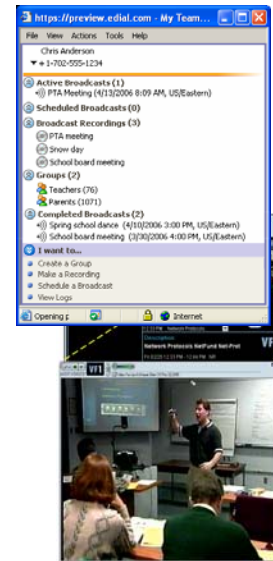
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## Leverage the web for both access and functionality

## Education Examples

- Reinforce lecture and reading materials and promote teacher effectiveness
- Enhance class discussions and boost student comprehension
- Re-engage students
- Accommodate diverse learning styles
- Scale the availability to video assets (e.g. library media, admin training, professional development)
- Support collegiate journalism/media degrees (student channels, announcements, guest lectures, ceremonies, athletics)
- Enable student interactions outside the classroom (project work, etc.)
- Generate new revenue streams with external courses
- Generate cost savings by using converged infrastructure
  - Power consumption savings
  - Admin
  - Maintenance



# 3 Future of Enterprise Communications



## Universal Mobile Services for Businesses



# 4 Alcatel-Lucent Expertise



## Leadership in Delivering Industry-Specific Solutions Worldwide

### Financial Strength and Global Reach

- \$25B (U.S.) in revenues
- 80K+ employees worldwide
- Presence in more than 130 countries
- Top 10 most widely-held stocks (NYSE)
- Recognized communications industry leadership
- High-level governmental security clearances

### Industry Expertise and Customer References

- #1 Worldwide provider of multi-product solutions to telecommunications and networking companies
- More than 250,000 enterprise and government customers worldwide
- Managing more than 40 service provider and enterprise networks worldwide
- 5 GNOCs on three continents serving top Fortune 500
- Unparalleled multivendor capabilities
- Industry practices and industry applications
- Recognized global leader in end-user market research and analysis

### Product and Technology Leadership

- Full suite of carrier grade voice, data and fixed mobile convergence solutions for enterprise and government customers
- #1 worldwide in enterprise contact center solutions
- #1 worldwide in optical infrastructure and transport
- #1 worldwide in access solutions
- #1 worldwide in IP address management
- #2 worldwide in IP multiservice edge routing
- Worldwide leader in IP-video delivery platforms and solutions integration
- Market Leader in advanced wireless technology (WiMAX)
- Providing network optimization software to 75 percent of the Fortune 100

### Innovation

- >\$2B invested annually in research and innovation
- >25K R&D engineers and scientists, including Bell Labs
- More than 25,000 patents across broad technology portfolio
- >25 major Innovations Centers worldwide

# 5

## Case Study & Conclusion



### Challenges

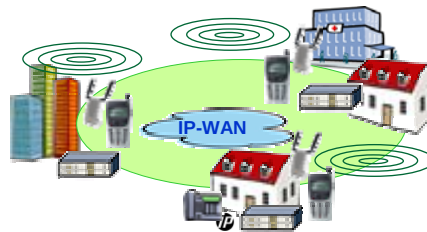
- IP Network Transformation
- Create a single network infrastructure
- Converged Network for voice, video and data
- Real time communication among stakeholders
- Customized applications development co-design

### Solution

- 19 Hospitals and 400 outpatient sites, 43000 users
- IP Telephony, Data, Video, IP Routing, Optical Transport, Contact Center
- Presence, Collaboration and Information Access Applications Development
- 48 months Joint Venture contract

### Benefits

- Contact effectiveness increase
- Flexibility to select third-party applications
- Improved communication between medical experts and administrative staff
- Productivity gains
- Redefinition of the modes of connecting critical first responders in emergency situations



### "Collaboration without borders"

#### Collaborate with anyone

- Connect knowledge without restriction

#### Interact in real time

- Achieve high level of real-time communication anywhere

#### Accelerate any process

- Increase efficiency and cost control
- Increase profitability
- Improve competitive advantage



<http://myteamwork.com.au/call/0165727>

User experience: Phone +61293703001

Password: 0165727



Thank you  
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