



Communication Enabling business applications & Virtual World

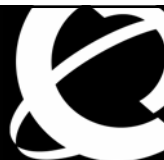
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NORTEL
Business made simple

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QUESTnet 2008

Content



- Generational aspects & perspectives
- Evolution of Application space
- Communication enabled applications – Real examples
- Nortel Virtual collaboration framework
- ACE Platform & Features
- Summary

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Evolution of Generations & their behavior

	Boomers (TV Generation)	GenX (PC Generation)	Millennials (Net Generation)
Web	What is it?	Web is a tool	Web is oxygen
Community	Personal	Extended Personal	Virtual
Perspective	Local	Multi-national	Global
Career	One career	Multiple careers	Multiple reinventions
Loyalty	Corporation	Self	Soul
Authority	Hierarchy	Unimpressed	Self as expert

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The Evolution of Applications

Today

Monolithic Software



- Network oblivious
- Homogeneous
- Long cycles
- Few options

Tomorrow

SOA, Web Services



- Network aware
- Personalized
- Rapid creation
- Infinite options

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The Evolution of Applications

Tomorrow

SOA, Web Services

Sources of Information

Tools of Communications

Intelligent Agents

3D spatial audio collaboration

Click to Connect/Collaborate

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The Future is Communications Enablement

All Devices, Applications, Interfaces

Context

Presence Location

Identity

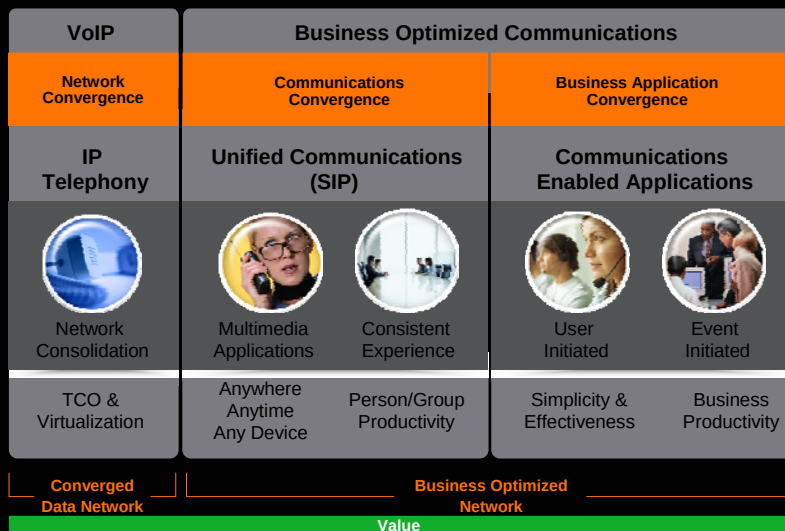
Policy

Custom Development

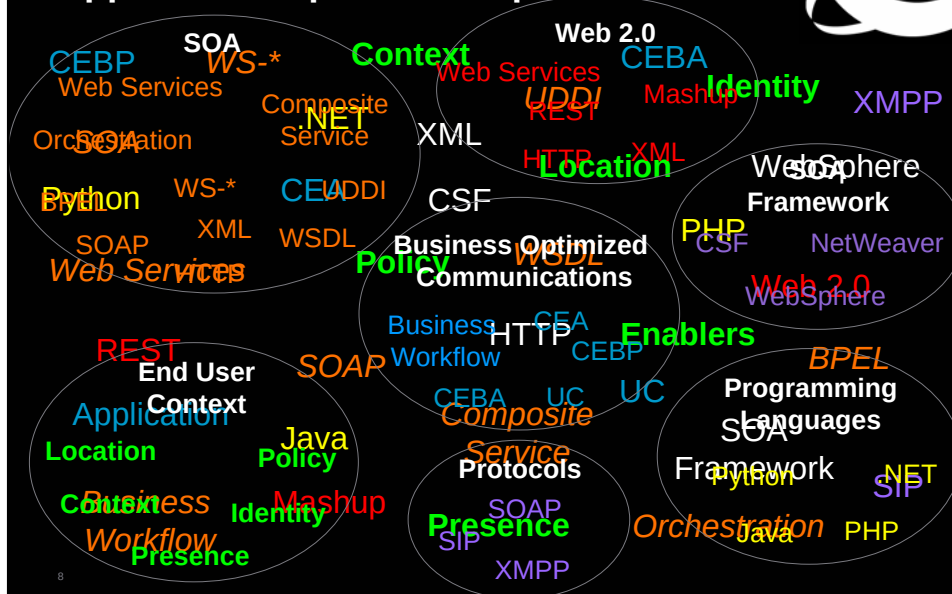
Environment

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Shift In Value and Focus

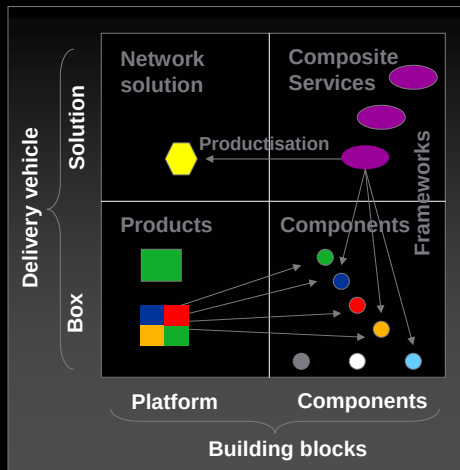


Application Alphabet Soup

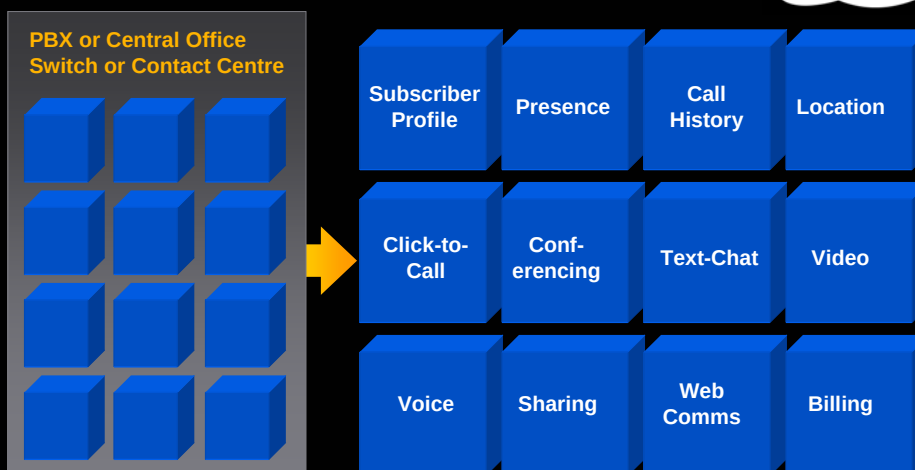


Technology – Concept of SOA/Web Services

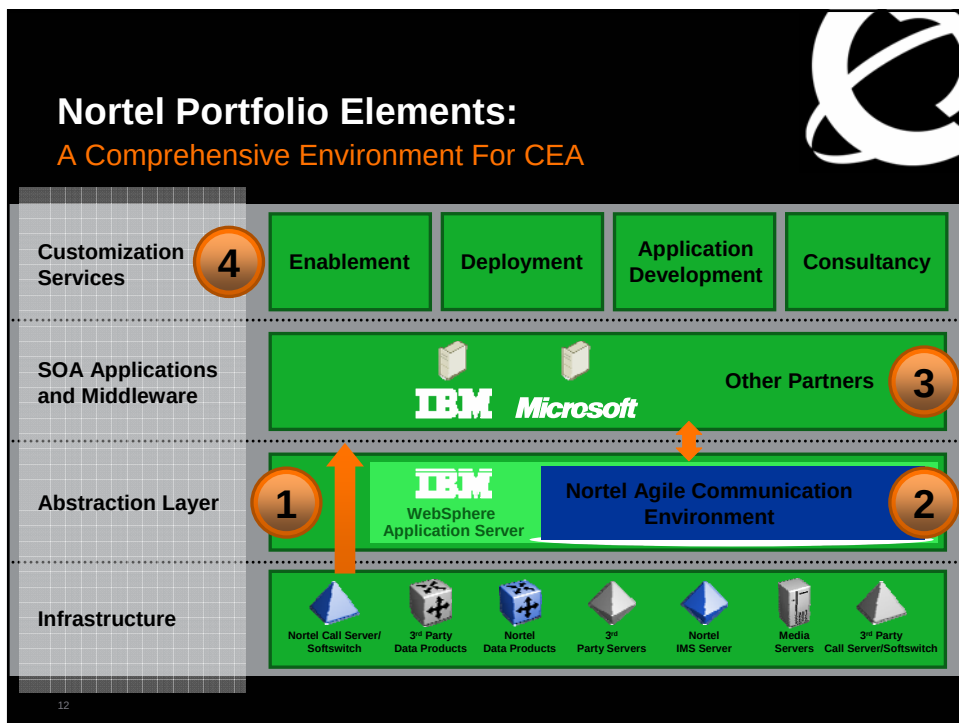
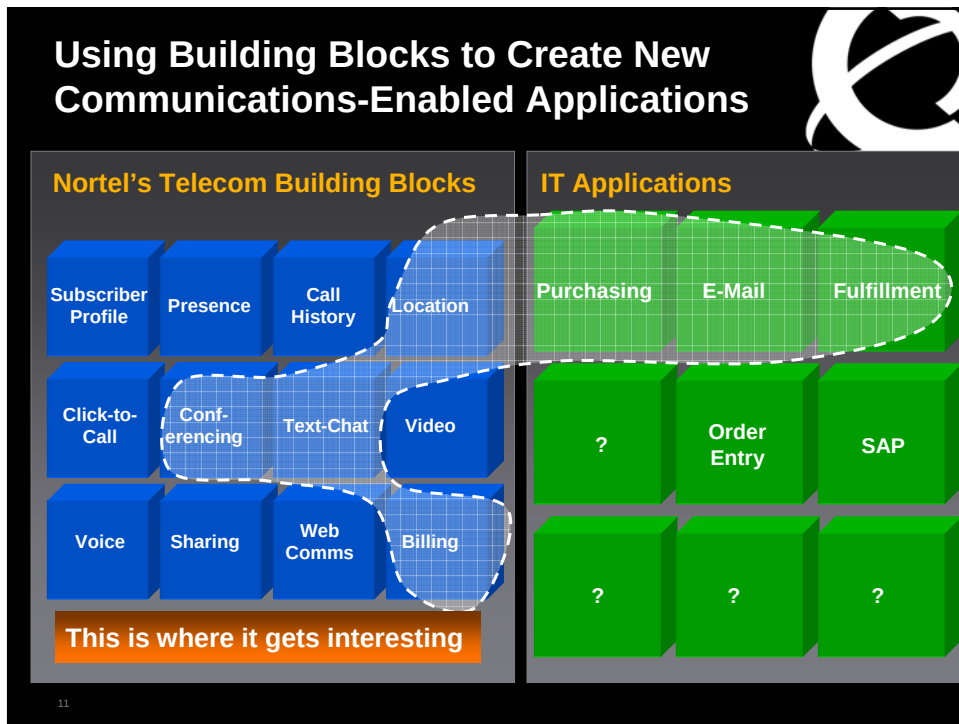
- As applied to communications
 - Communication enablement of Business processes and application
 - Decomposition of vertical applications (ex. Call Centre) into components/ composite services
 - Multi-vendor, 3rd party and IT components
 - Fast development of new services

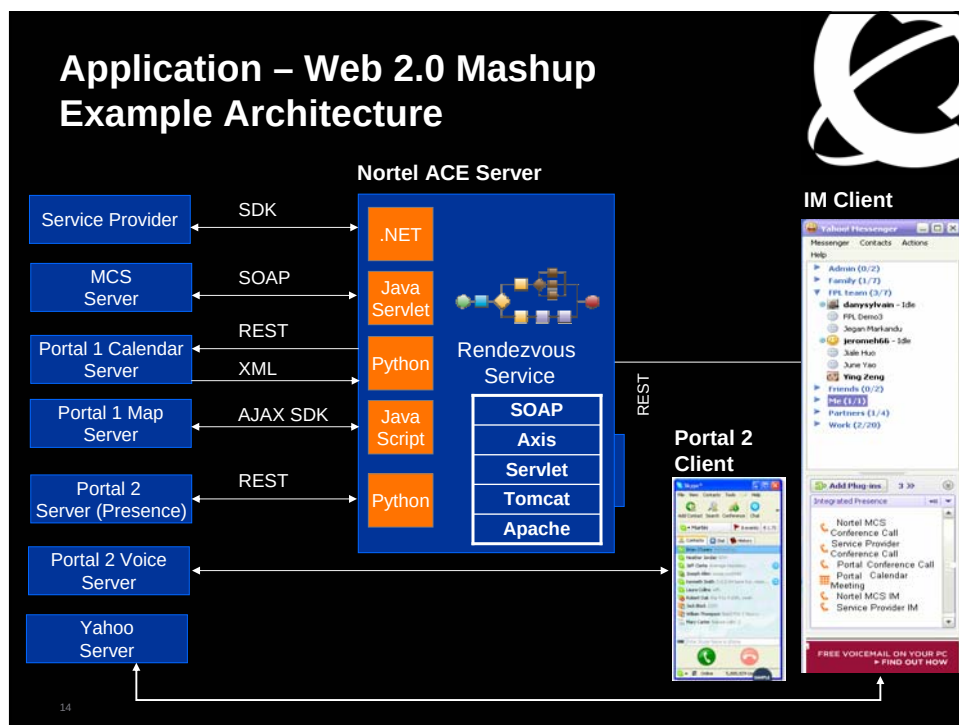
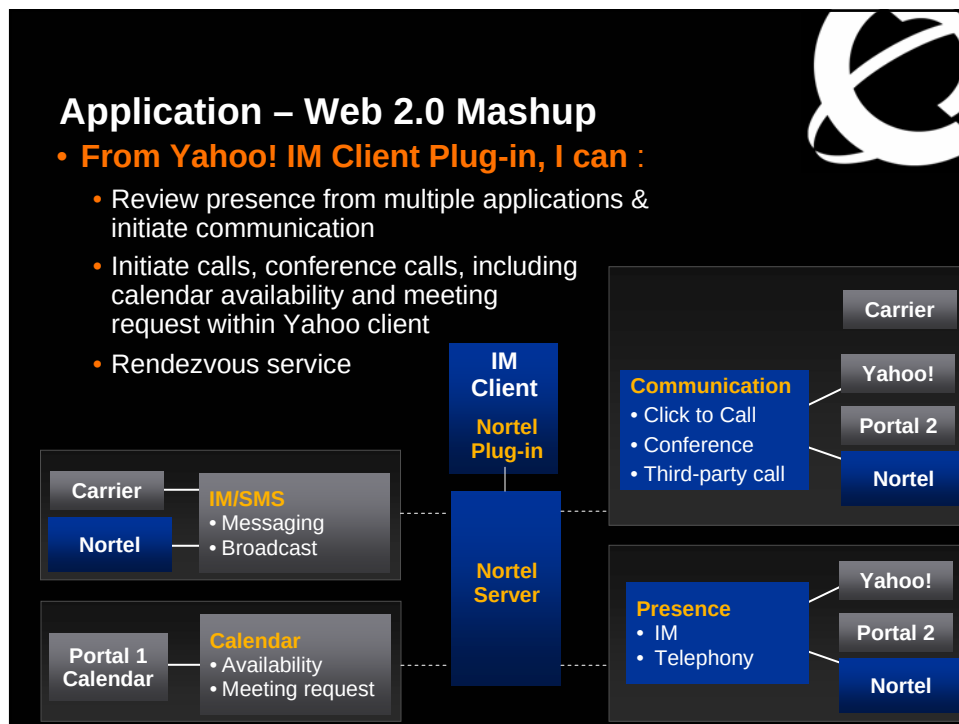


Telecom Capabilities that Nortel has “Exposed”



Building blocks for Communications-Enabled Applications

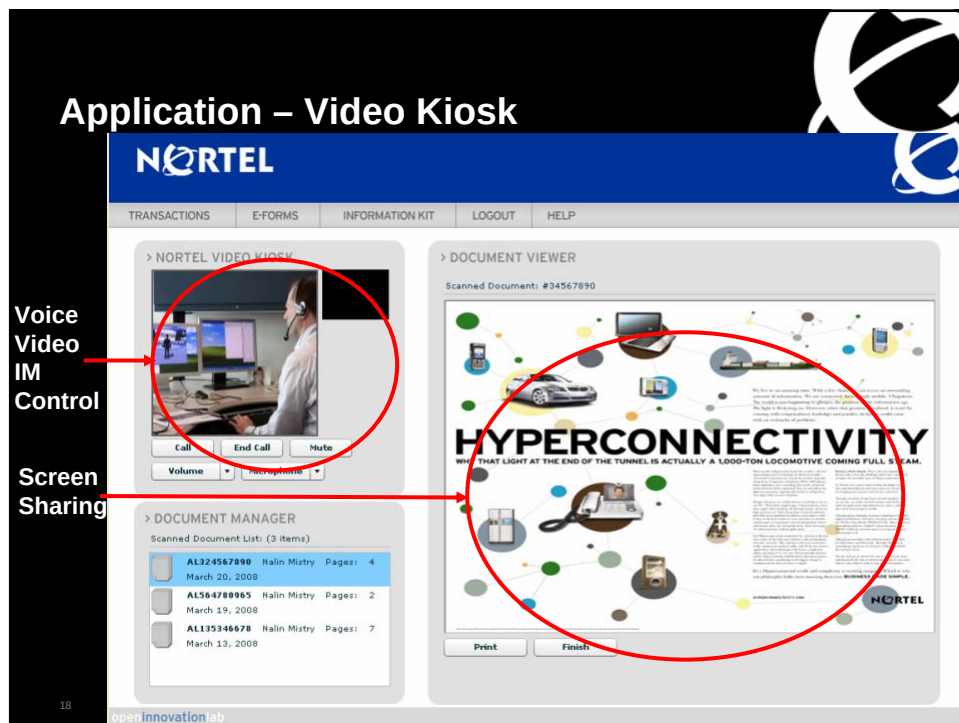
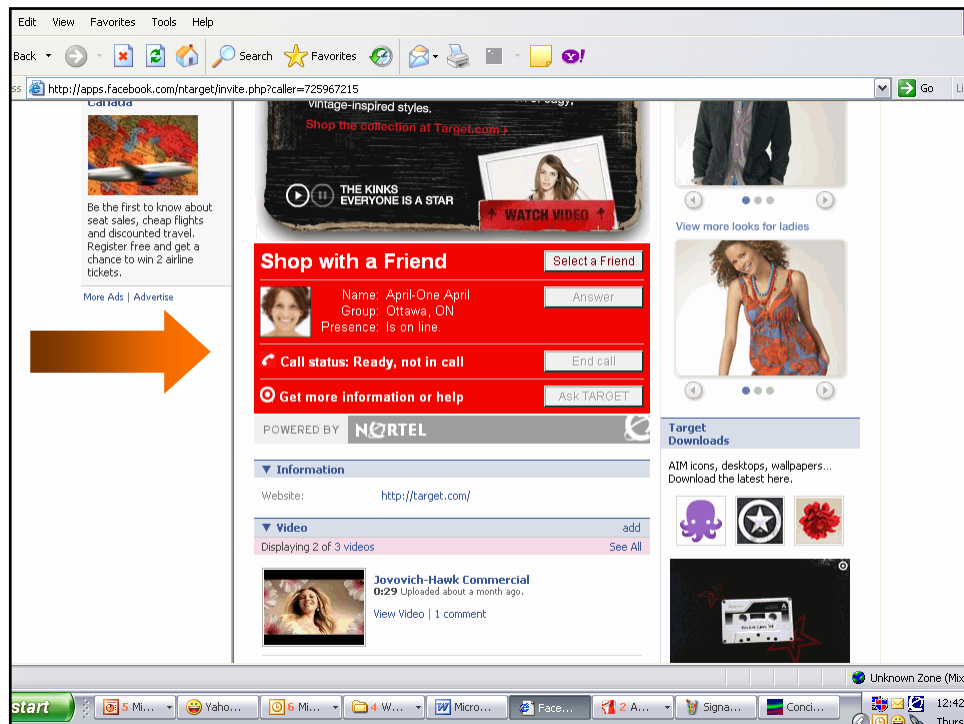




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Nortel virtual collaboration Framework

Breaking the fourth wall

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What is virtual collaboration?

- a real-time immersive collaboration environment
 - advanced audio conferencing capabilities that can provide a exciting and unique experience for users holding meetings or training events
- the future of online conferencing
 - provides a Innovative way for users to meet virtually with students , teachers , research resources and industry touch points

Virtual collaboration represents Nortel innovation in action!

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Virtual collaboration in Universities



- Enable virtual class-rooms to be held and hosted remotely by teachers . Students attending the events will experience a dynamic and interactive environment while working as part of a virtual classroom
- It's also possible to create a virtual environment reflective of real sites! Users would be able to walk and roam freely around the University campus , cafeteria , labs , auditorium etc..

The future of online conferencing and training!

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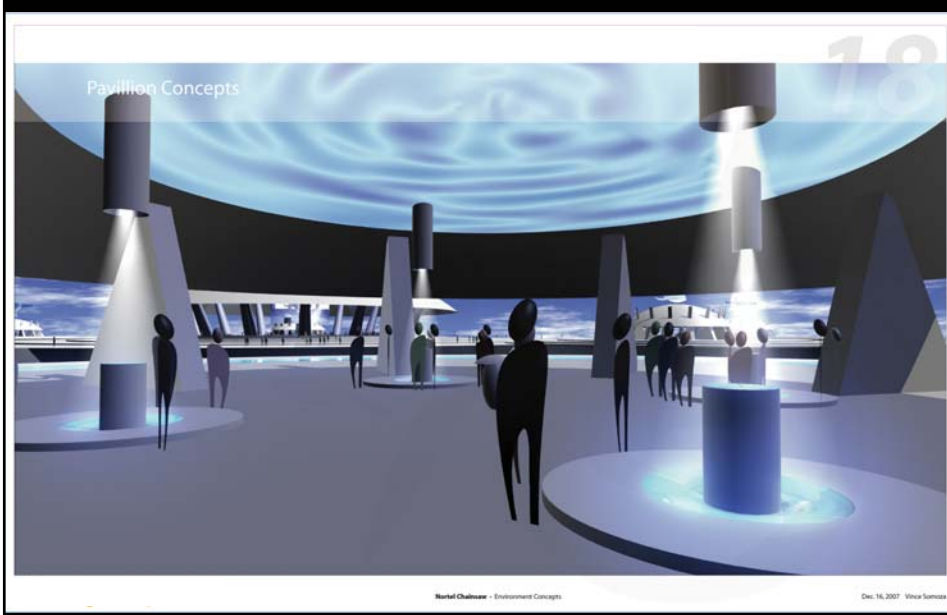
Virtual collaboration environment



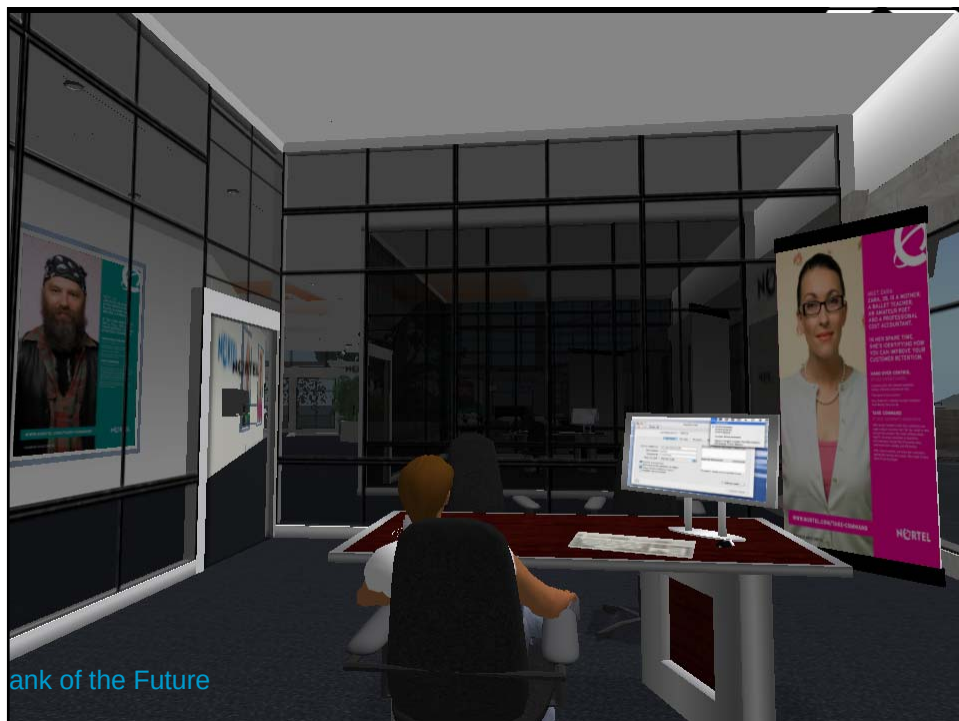
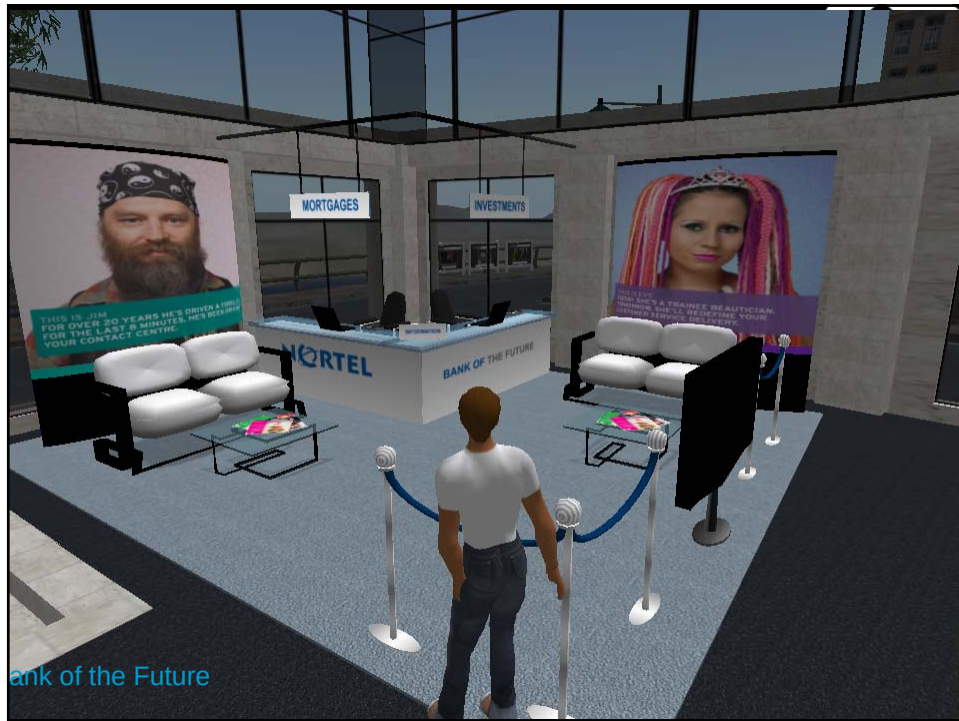
Virtual collaboration environment

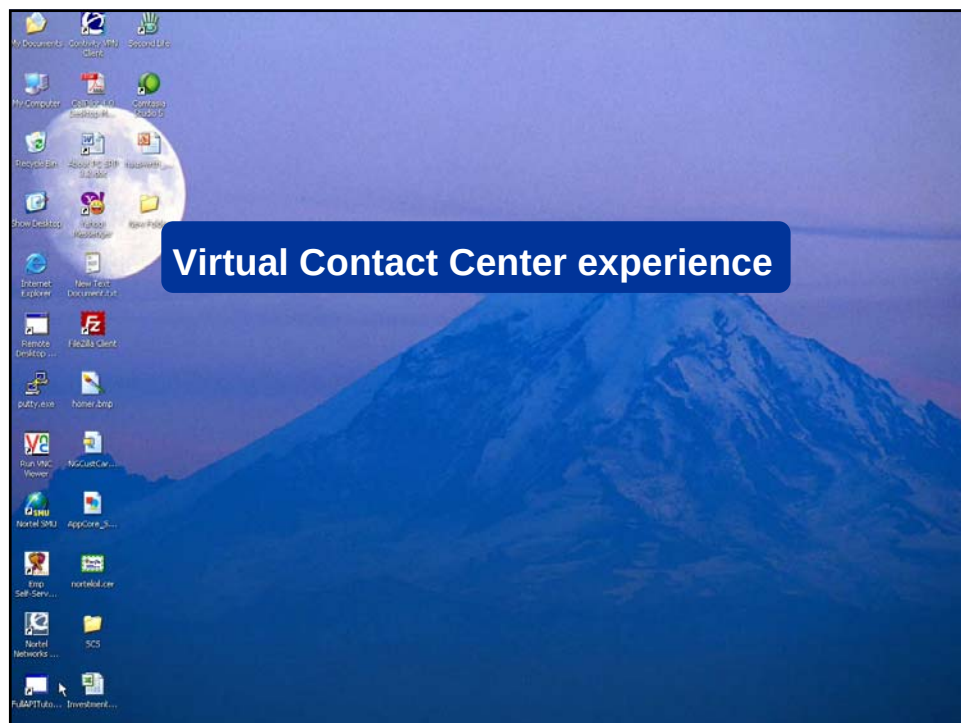
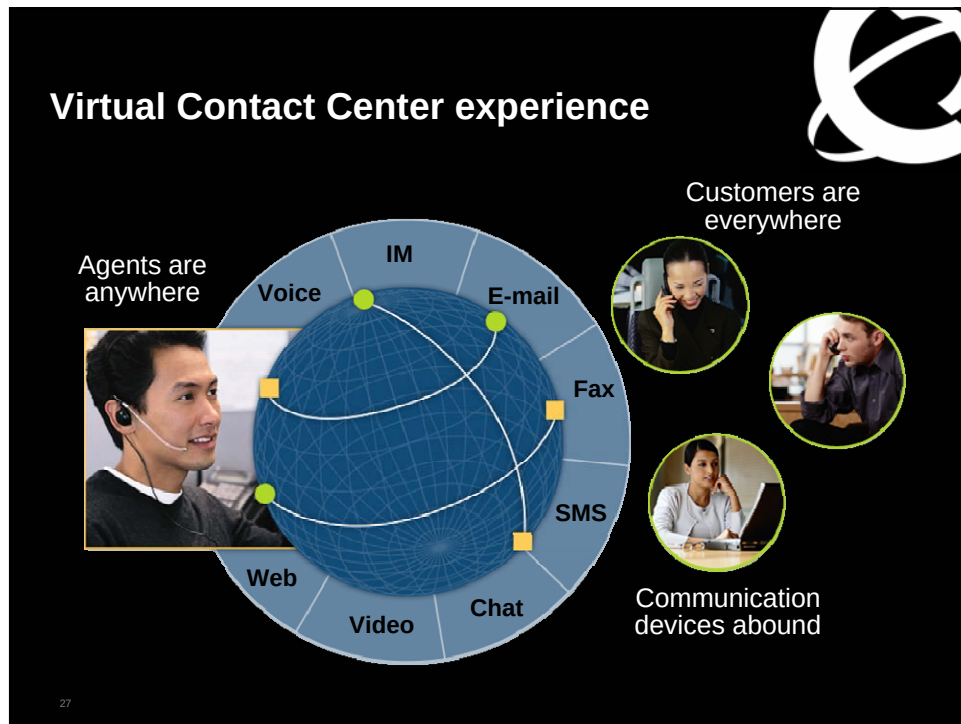


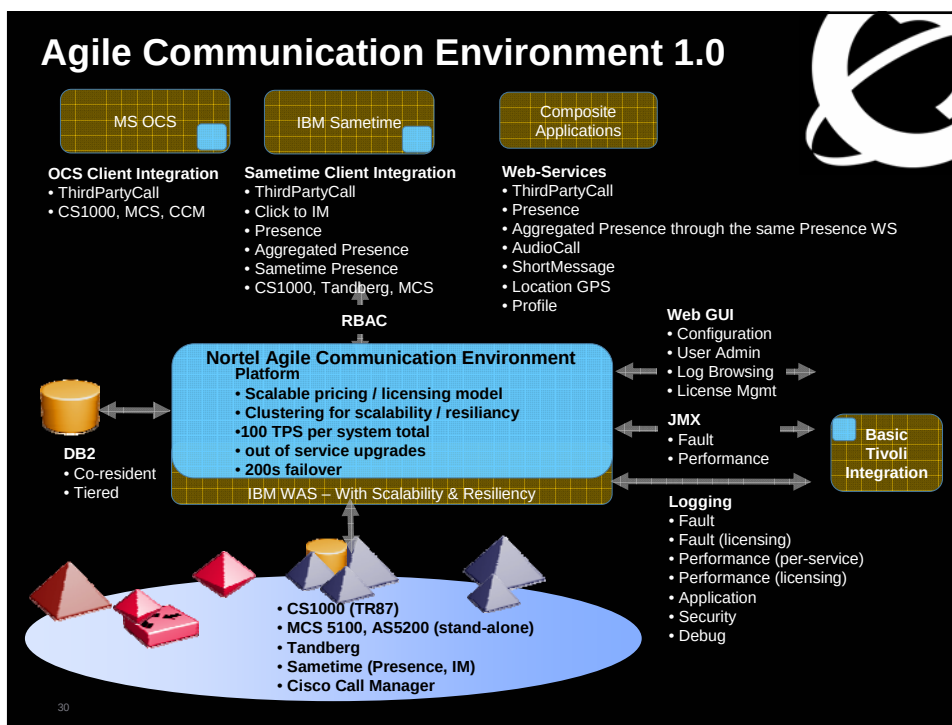
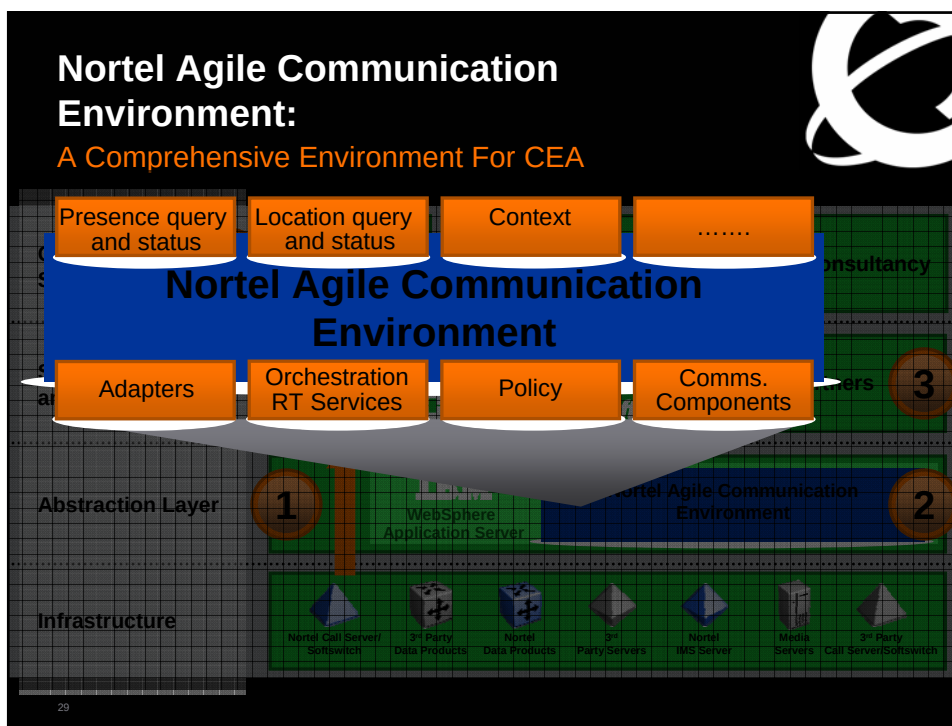
Virtual collaboration environment

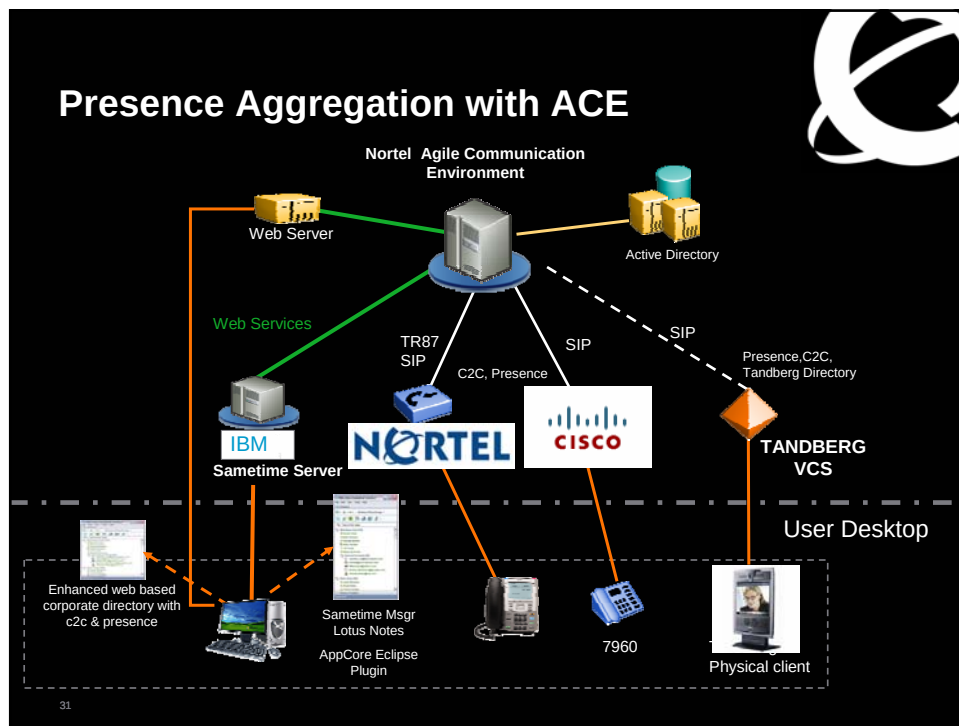


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Summary

- Generational evolution calls for a different method of communication
- SOA and Web services are key to the businesses
- Nortel Virtual Collaboration Frame-work - next gen web services with real communications capability
- ACE – Nortel Agile Communication Environment – SOA middleware communications application

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