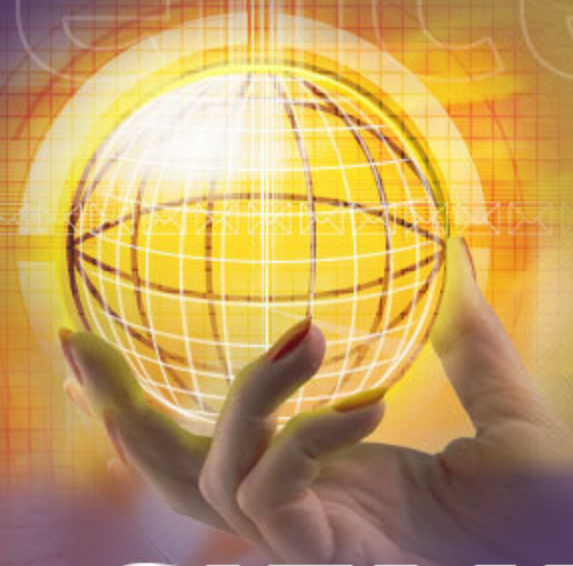


Intelligence in Communications



SIEMENS

Global network of innovation


Gary Paris

Senior VP, OpenScape
Presence-based Solutions

**Driving Business with
eMeetings**

2004

The word 'Agenda' is written in white, bold, sans-serif font on a blue background in the top left area of the slide. To its left is a graphic of a hand holding a glowing yellow globe.

- **Why eMeetings**
 - **What is Needed for Successful eMeetings**
 - **Who are the Users**
 - **How do You Know it's Working**
- 
- A photograph of a man in a dark suit and glasses, wearing a headset, is shown on the right side of the slide. He is sitting at a desk, typing on a laptop. A white coffee cup is visible on the desk next to the laptop. The background of the photo is a blurred office setting.

The background features a collage of images: a hand holding a glowing globe, a bar chart, and various Euro banknotes (500, 100, 20) overlaid on a blue grid pattern.

Why eMeetings

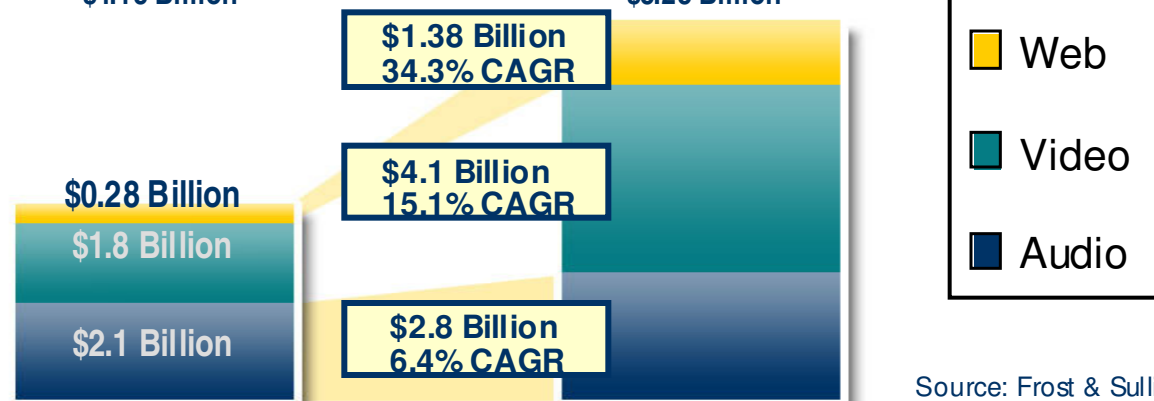
- **Better Communication**
- **Lower Cost**
- **Greater Productivity**

Industry Trends

Growth in Audio / Video Web Conferencing

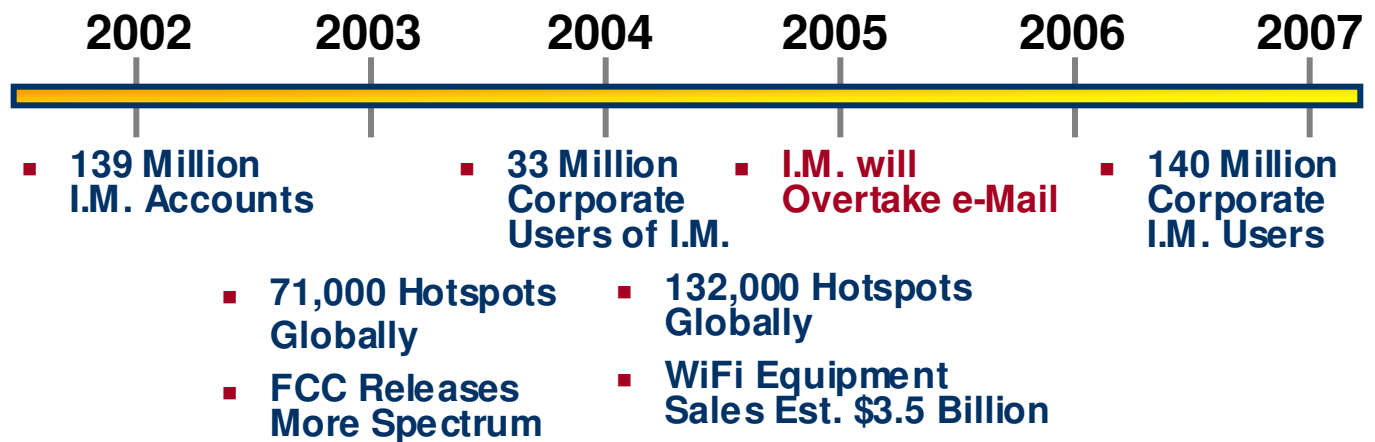
2002 Total U.S. Market:
\$4.18 Billion

2008 Total U.S. Market:
\$8.28 Billion



Source: Frost & Sullivan

Instant Message / Hot Spot Trends



iWorker Communication Habits

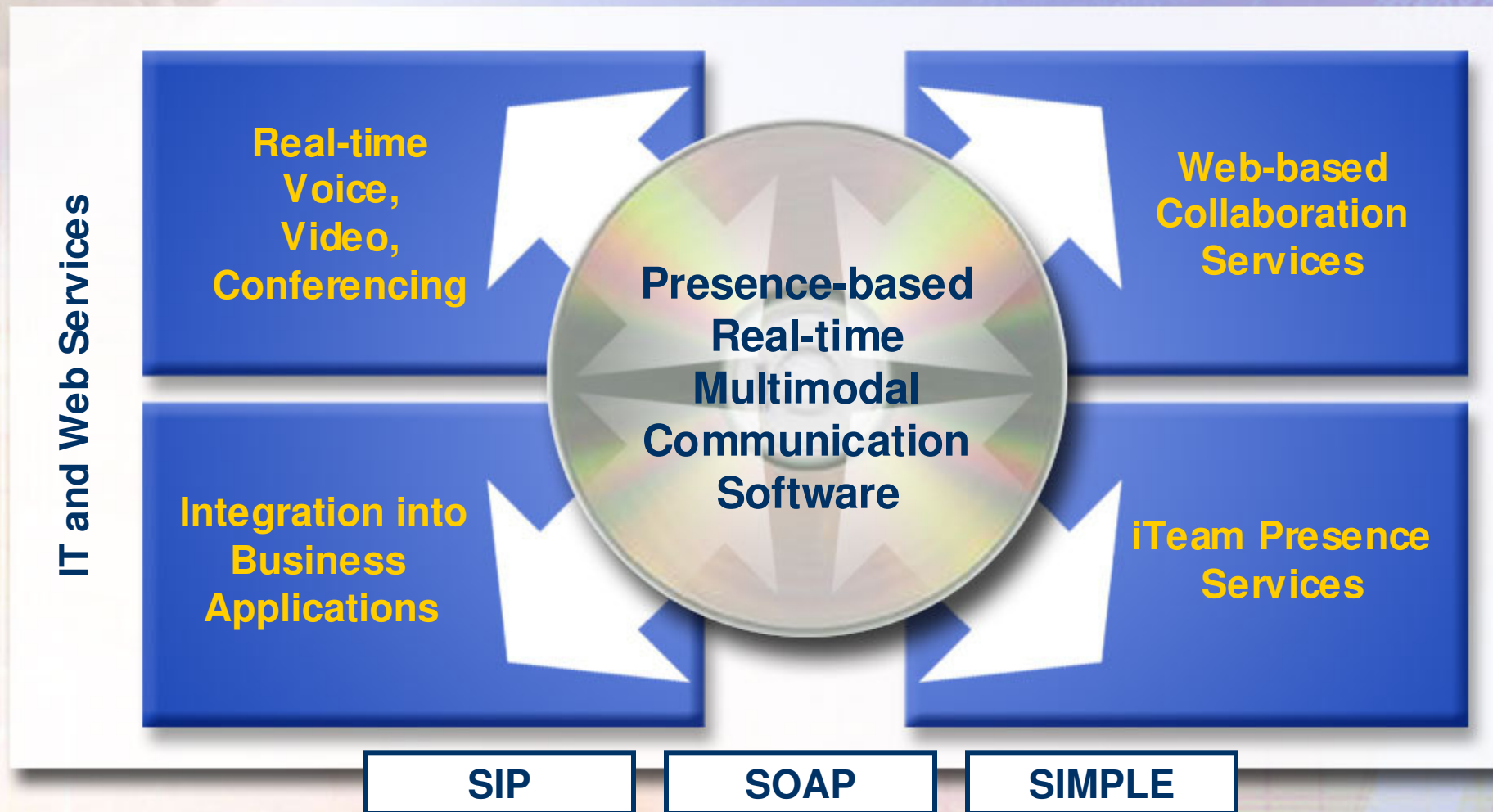
Siemens-Sponsored Forrester Research Study

<h2>Conferencing</h2>	<h2>Usability</h2>
<p>Avg. 3.5 Audio Conf/Week Avg. 1 Web Conf/Week Avg. \$140/Month per User*</p>	<p>70% difficulty scheduling meetings 61% difficulty setting up web sessions 47% difficulty setting up audio calls</p>
<h2>Collaboration</h2>	<h2>Business Disruption</h2>
<p>38% of iWorkers use Team Collaboration Applications 50% of All Audio Conferences Involve Document Reviews</p>	<p>75% Experience Daily Work Delays due to Lack of Info** 59% Travel 3 Days/Month to Collaborate</p>

*Source: Frost & Sullivan Jan. 2004 Report

**Source: Siemens Oct. 2003 Survey

What is Needed



Who Are the Users - iTeams



Sales

Preference for natural, ad hoc contact



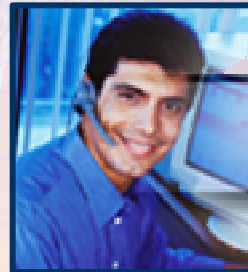
Executives/Management

Saves time and money
Manages resources well



Project Teams

Access to broad set of contacts



Customer Service

Access to Subject Matter Expert communities

Business Scenario

Insurance Claims Processing

- **The Business**
 - Nationwide Auto Insurance Provider
- **The Challenge**
 - Increase Customer Retention
 - Drive Time/Cost out of Claims Process
- **The Benefits**
 - Real-time Responsiveness
 - Increase Customer Satisfaction
 - Reduce Claims Processing Time by 5-10%
 - Reduce Conferencing/Mobile Comm. Costs
 - Reduce Fraudulent Claims



A Day in The Life of Mobile Sales Manager - John

Begins at Home



- 1# service via web
- Conducts eMeeting w/ Team
- Driving to Customer, Checks Calendar
- Customer Meeting- adds remote specialist via web from customer site

Branch Office

People in conference	
CRForward (OpenScape)	
McClintock, Scott (OpenScape)	
People not in conference	
Akerlund, Fritz (OpenScape)	
Brubaker, Chris (OpenScape)	
Enderle, Damien (OpenScape)	

Online status view

- eMeeting for weekly regional sales review
- Share results, plans w/ virtual team
- Presence drives timely start with right people

Returns to Main Office

My Contacts	
<input type="checkbox"/> Akerlund, Fritz (OpenScape)	
<input type="checkbox"/> Baker, Audrey L (OpenScape)	
<input type="checkbox"/> Baker, Mark (OpenScape)	
<input type="checkbox"/> Balducci, Marge (OpenScape)	
<input type="checkbox"/> Bejar, John E (OpenScape)	

Presence View by Media

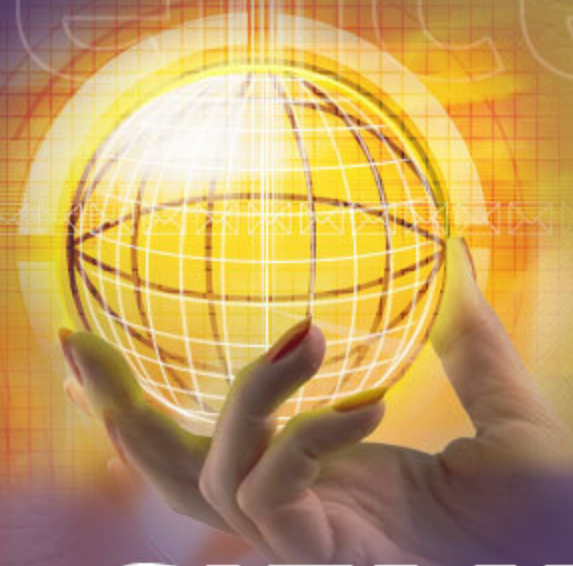
- 1# service with PDA
- Launches ad hoc meeting w/ available team members using speech commands while driving
- Timely brainstorming with expert team

How do you Know It's Working

Collaboration Integrated into Business Processes

- **Productive Meetings**
- **Projects On Time/Budget**
- **Predictable Communications Costs**
- **Natural Part of Business Processes**

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