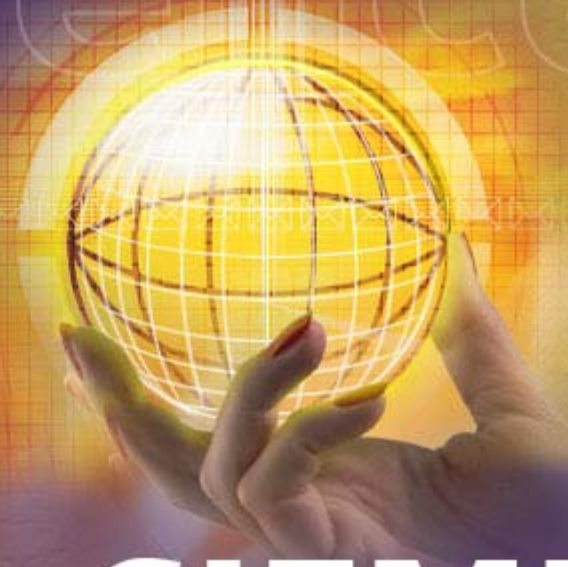


Intelligence in Communications



SIEMENS

Global network of innovation

Vijay K. Bhagavath, Ph.D.

Senior Strategist

Vijay.Bhagavath@icn.siemens.com

Tim Miller

Dir. Of Product Planning

Tim.Miller@siemens.com

**Driving Process & Productivity
Improvements With HiPath OpenScape
and Presence-Aware Communications**

2004



Presentation Outline

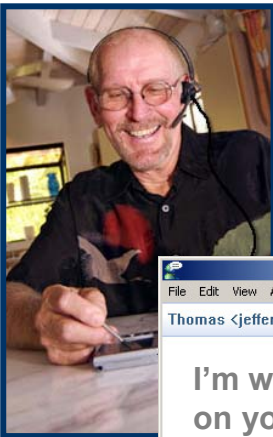
- **Presence-Aware Communications**
 - Rationale & Types of Presence
- **Siemens HiPath OpenScape**
 - Description of a Commercial Presence-Aware Communications Solution
- **Vertical Solutions Scenarios Powered by HiPath OpenScape**
- **ROI & Business Impact**

Evolution of Presence in the Enterprise

Busy Tone...
Interesting

Speedy Chat

Process and Productivity
Improvements



1880 to 1996

1996 to 2002

2003 to Present

Telephone
Presence

IM Presence

User Presence
& Group Presence

We're Witnessing a Communications Explosion!



Hence the Need for User Presence...



Manager

Manager Gets Through to Tim Via His Cell Phone...



Multiple Devices:

- Cell Phone
- Desk Phone
- PDA
- Pager
- Email
- IM



Assistant

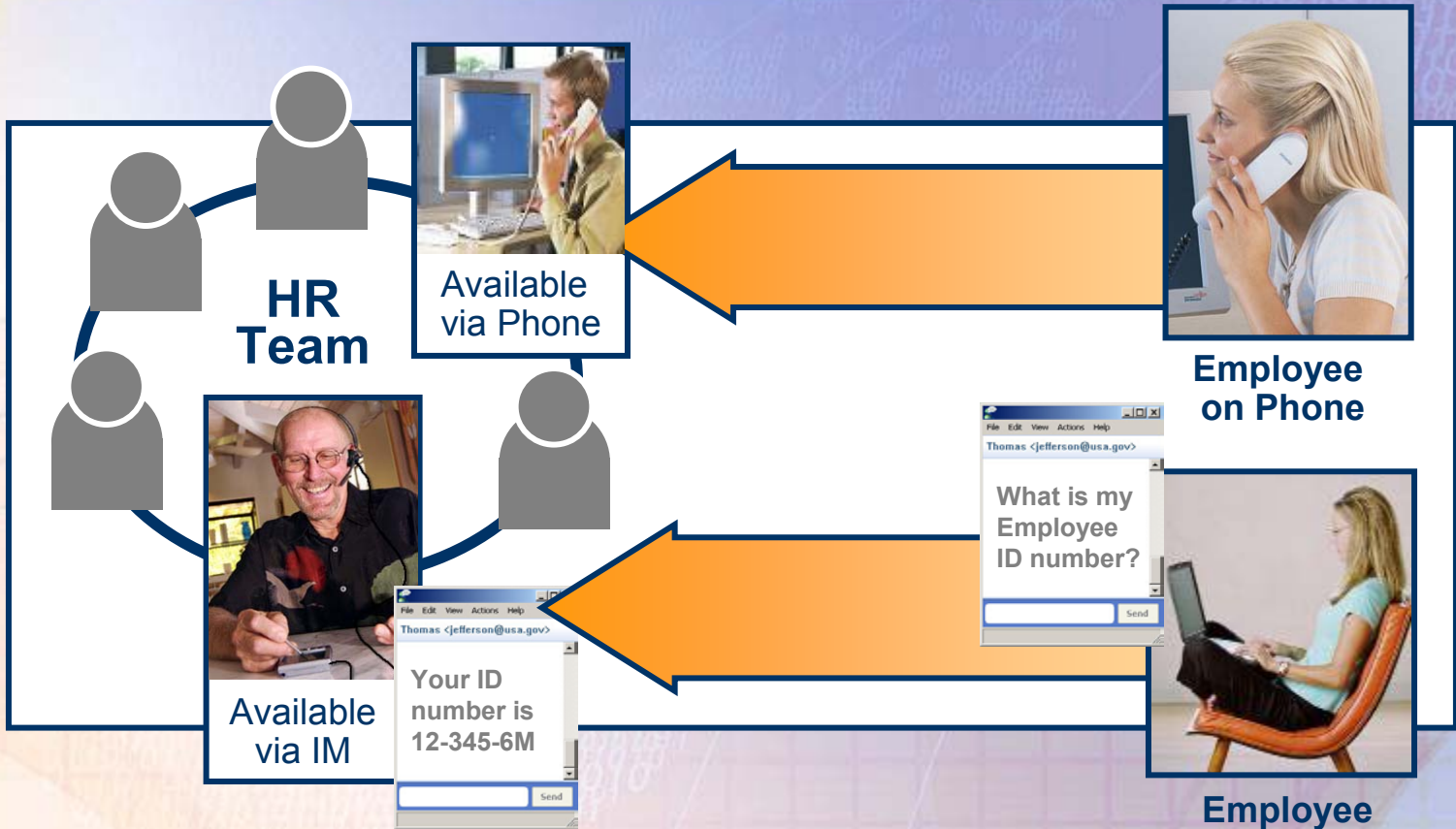
...While His Assistant Is Only Allowed IM Access



- **An Individual Can Instantly Connect With a Colleague Who Opt's In, Regardless of His/her Choice of Device or App**

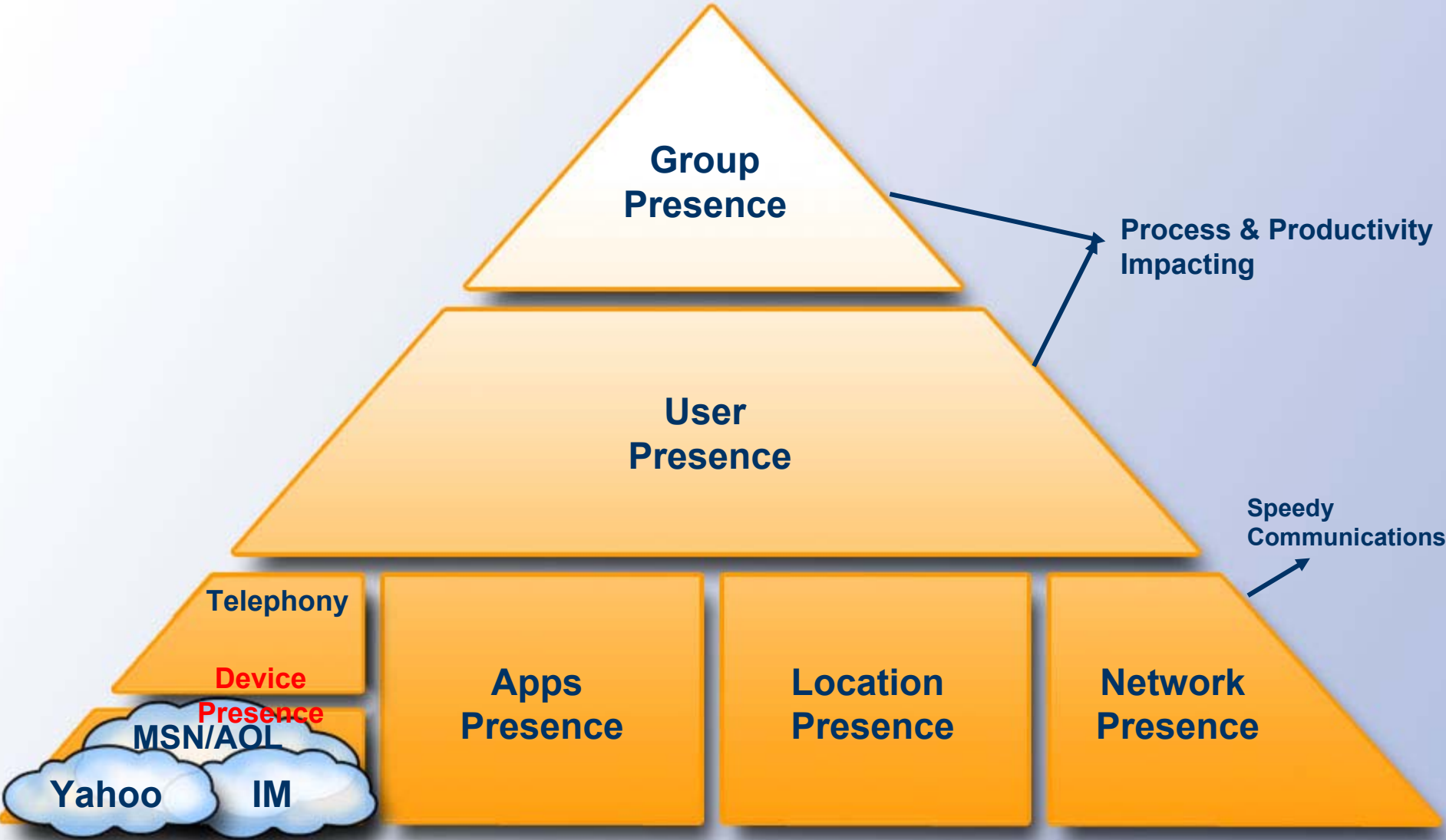


...And Group Presence



- An Individual Can Instantly Connect With an Available Member of a Group

The Siemens Presence Pyramid



HiPath OpenScope: The Complete Presence Model is Here!



User Presence

Device Aggregations

The screenshot shows a user interface with two main sections: 'My Contacts' and 'My Workgroups'. The 'My Contacts' section lists three users: 'Vishal (OpenScope)', 'Audrey (OpenScope)', and 'Stephen (OpenScope)'. Each user entry includes a status icon (a person with a green dot), a phone icon, and a message icon. The 'My Workgroups' section lists three groups: 'Cebit Team', 'clive', and 'Tim A (OpenScope)'. Each group entry includes a status icon (a group of people with a green dot), a phone icon, and a message icon. A callout box labeled 'User Presence' points to the status icons in the 'My Contacts' section. Another callout box labeled 'Device Aggregations' points to the phone icons in the 'My Contacts' section. A third callout box labeled 'Group Presence' points to the status icon in the 'My Workgroups' section.

Group Presence

Details on How User Presence Reduces Discipline Barrier



My Status
Working Remotely

- In Office
- Working Remotely
- Be Right Back
- In Meeting
- On Business Trip
- Out Of Office
- On Vacation
- No Interruptions

My preferred phone
home office



MSN
LCS



Rules

Rules Wizard

Rules associated with status:

- journaling inbound call
- journaling outbound call
- journalling in bound IM
- journalling outbound IM
- finance
- stored ambys msg
- record
- Default For Incoming Call - When Available
- Default For Incoming Call - When UnAvailable
- Default For Outgoing Call - When Available

For an incoming call log call to journal

- New...
- Copy...
- Modify...
- Rename...
- Apply...
- Delete...
- To User List
- To Date List

My Calls

Number	9
Start Cor	9011491706370550 9011498972235083 914084926159
Idle	

Actual Solution Example Presence Driven Media Advance and Compliance



To: Elliott-Lindo, Emir (OpenScape)

Your status is currently set to On The Phone.

Never give out your password or credit card number in an instant message conversation.

Miller, Tim A (OpenScape) says: thanks for the mails today

Miller, Tim A (OpenScape) says: I think the point you are making in this video call is excellent

Miller, Tim A (OpenScape) says: Don't go into to much detail on the volumes

Stop Camera

Options

Stop Talking

Speakers

Microphone

I want to...

- Invite Someone to this Conversation
- Send a File or Photo
- More

Send

My Calls

Number [input] [phone icon]

Start Conference [conference icon]

Current Calls

Remote party: emir.elliottlindo@sjdev.icn.sieme... [phone icon]

Connected

My Contacts

<input type="checkbox"/>	de Jong, Susan (OpenScape)	[phone icon]	[envelope icon]
<input type="checkbox"/>	Dembla, Mayur (OpenScape)	[phone icon]	[envelope icon]
<input type="checkbox"/>	Demo, Client (OpenScape)	[phone icon]	[envelope icon]
<input type="checkbox"/>	Edwards, Laura (OpenScape)	[phone icon]	[envelope icon]
<input type="checkbox"/>	Elliott-Lindo, Emir (OpenScape)	[phone icon]	[envelope icon]
<input type="checkbox"/>	Enderle, Damien (OpenScape)	[phone icon]	[envelope icon]
<input type="checkbox"/>	Erb, Bobbie (OpenScape)	[phone icon]	[envelope icon]
<input type="checkbox"/>	Fajic, Nedzad (OpenScape)	[phone icon]	[envelope icon]

Group Presence in Use for One Click and Done Collaboration

The screenshot displays the Siemens OpenScope interface during a conference call. Key components include:

- My Calls:** A search bar for "Number" and a "Start Conference" button.
- Current Calls:** Shows "Miller, Tim A (OpenScope) 581 In Conference" with icons for mute, hold, and add participants.
- Conference Tools:** Includes a toolbar with play, stop, and volume controls, and a status bar showing "Callers in Conference: 0".
- People in conference:** A list of participants currently in the call.
- People not in conference:** A list of participants who are not currently in the call, including "Baker, Audrey (OpenScope)", "Elliott-Lindo, Emir (OpenScope)", "Kanicka, Amby (OpenScope)", "Marlin, Adam (OpenScope)", and "Miller, Tim A".
- Documents:** A list of shared documents such as "01-Agreement Draft 07-25-08 rev1.doc", "Telephony_Infrastructure_Assessment (e).zip", "VoIP MS and IBM 09-03.pdf", "wp_openscape_1079587.pdf", and "WS_OpenScope_en_end_050303.pdf".
- My Workgroups:** A sidebar showing various workgroups, with "Miller, Tim A (OpenScope)" highlighted in a red box.
- Central Content Area:** Displays a document titled "Siemens and Microsoft Support OpenScope Collaboration Solution with Bold Partner Programs".

Means of Communications

People

Content

OpenScope-Powered *Instant* Person-to-Workgroup Communications Interaction In a Hospital System

Nurse Susan



Dr. Bruce in Internal Medicine accepts Susan's call



1. Nurse Susan urgently wants to contact an available physician in Internal Medicine
2. Nurse Susan is instantly connected with Dr. Bruce after clicking on the "Internal Medicine" tab on her OpenScope Wi-Fi PDA portal



Drs. Thomas & Smith are unavailable

OpenScape-Powered *Instant* Collaboration Solution for Expedited Insurance Claims Processing



Ted

My Contacts

- Leach, David L (OpenScape)
- Lingard, Robert (OpenScape)
- Martin, Hilary (OpenScape)
- McClintock, Scott (OpenScape)
- Merz, Stefan (OpenScape)
- Noda, Manuel (OpenScape)
- Podesta, Robin (OpenScape)
- Riley, Ralph (OpenScape)
- Sharland, Michael (OpenScape)
- Straton, Mark C (OpenScape)
- Telfer, Kelly (OpenScape)
- Tiscareno-Sato, Grace (OpenScape)
- Youngberg, Steven W (OpenScape)



Nick



Paul



Mike

1. Ted needs to caucus with HQ colleagues to accurately and expeditiously settle a complex auto claim
2. Ted checks availability of his HQ colleagues via the OpenScape Web portal
3. Ted initiates a voice-enabled collaboration session with Nick, Paul & Mike from HQ

Conference Tools

Callers in Conference: 4

People in conference

- Sampson, Ted Available
- Tuttle Nick Available
- Saggar, Paul Available
- Lysaght, Mike Available

People not in conference

- Reyes, Darren

Documents

- Insurance Claims Status
- VJ Auto Insurance - Boilerplate Policy
- Customer 4123-BC-40021 Policy

CLAIMS FORM

Item	Estimate
Frame Damage	\$1200
Front Bumper	\$350
Left Front Fender	\$185
Front Bumper Bracket	\$65
Additional Bodywork	\$150
Windshield	\$900
Driver Side Mirror	\$75
Driver Side Door	\$150

Communications Log/Archiving Scenario for Regulatory Compliance



IM Log	Phone Log	Document Log
<p>Joe Q: Welcome to the annual meeting.</p> <p>Nick: Thanks for clarification of what this meeting is for</p> <p>Nick: Will we be discussion the issue with company x?</p> <p>Joe Q: Yes,</p> <p>Nick: Thanks</p>	<p>031804 at 12:58:10PST Annual Meeting coloration session started.</p> <p>Assigned meeting room #1589964311</p> <p>Joe Q. Public at IP 169.215.152.250 joined meeting room #1589964311</p> <p>Nick Tuttle at IP 245.212.038.005</p>	<p>Meeting agenda.ppt was shared at 031804 at 13:05:00PST in meeting room #1589964311</p> <p>Company_x_financial.doc shared at 031804 at 13:12:10PST in meeting room #1589964311</p>

1. User Starts the Meeting and Collaboration Session Starts

2. Log Files are Created and Archived in the Background during the Collaboration Session

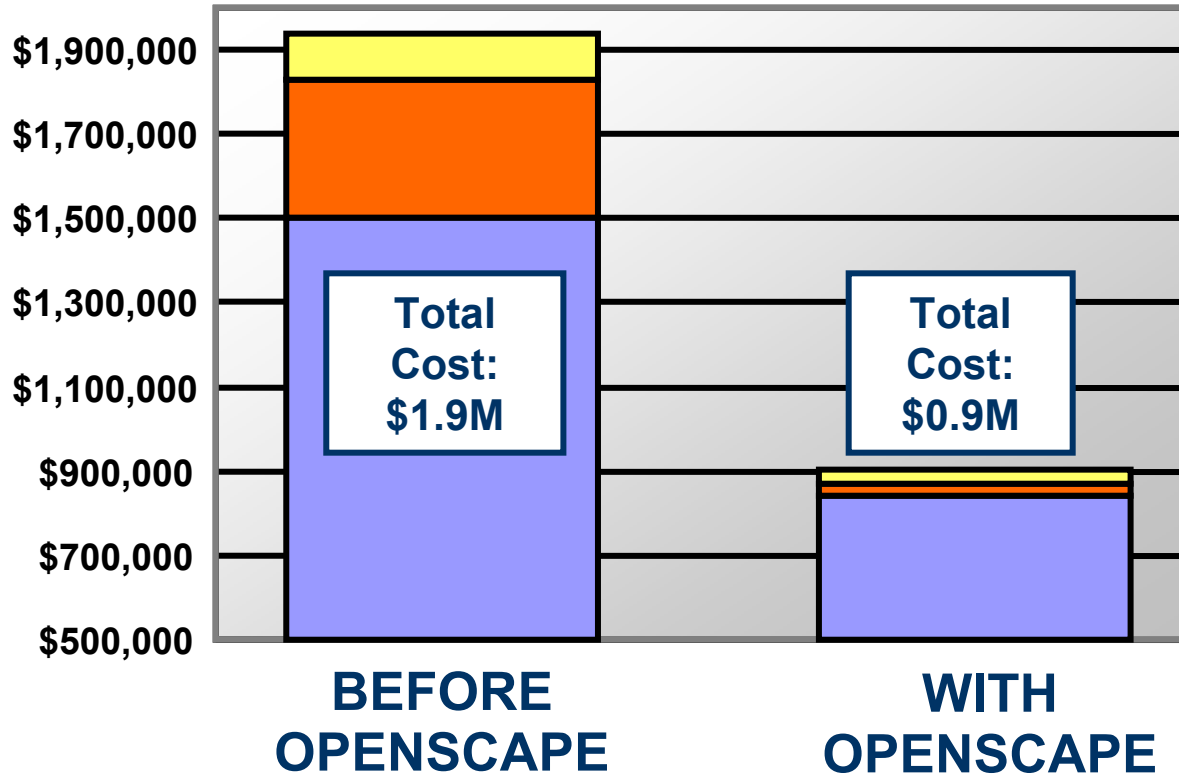


OpenScape-Powered Vertical Solutions Scenarios: Business Impact

- **Order of magnitude reductions in transaction lifecycle times & costs**
- **Faster business velocity**
- **Differentiated products & competitive advantages**
- **More responsive customer service**
- **Increased employee productivity**

Real-Time Communications Cost Savings with OpenScope

Annual Savings for 1,000 User Enterprise



Assumptions

- * Voice Conferencing: Weekly 1 hour session involving 3 users
- ** Web Collaboration: Weekly 1hour session involving 3 users
- *** Wireless Telephony: 25 minutes/user and assumes 30% of workers are mobile