



> THIS IS THE WAY

Presence- It's About Time!

TONY RYBCZYNSKI

OFFICE OF THE ENTERPRISE CTO

> THIS IS **NORTEL**

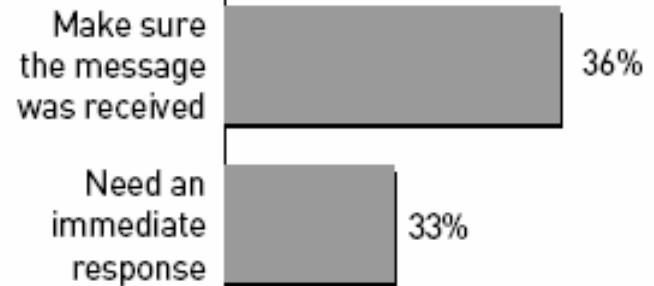
Problem Solvers Struggling With Communications



Top communication frustrations

Must leave multiple messages in different places	67%
Colleagues fail to respond quickly enough during decision making	65%
Inability to locate or communicate with a colleague	59%
Malfunctions while traveling or working remotely	56%
Inability to access timely and accurate information	51%

Reasons for sending multiple messages



Do you send multiple messages when contacting someone about work issues?



Why It's Important To Your Enterprise



“An organization's ability to learn, and translate that learning into action rapidly, is the ultimate competitive business advantage.”

Jack Welch, General Electric

Almost three-quarters of the top IT executives surveyed on the real-time enterprise say speed to market is critical in their industry.

CIO Insight's July03 research

The Bigger Picture

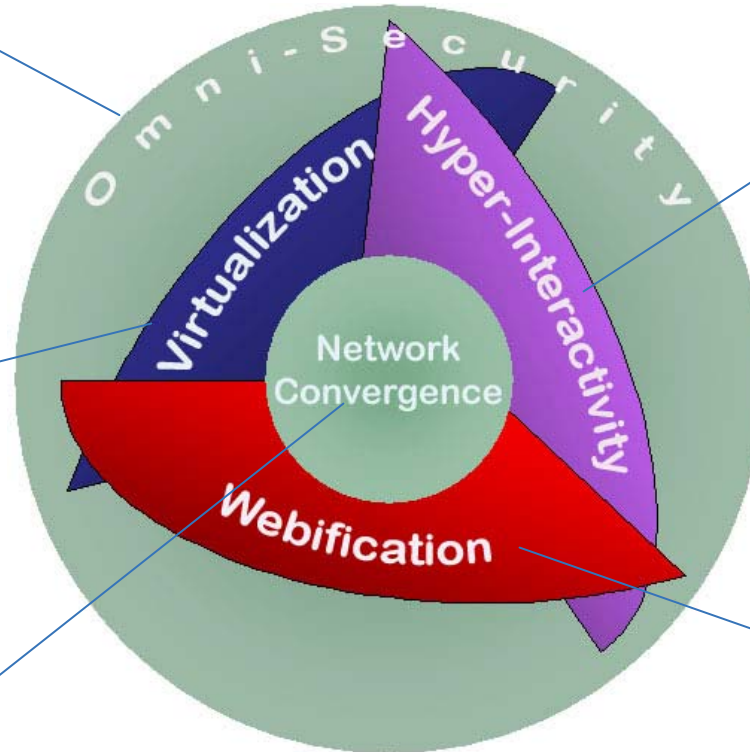


**Eliminating
barriers to
protecting key
assets**

**Eliminating
barriers
between
people
through SIP
multimedia**

**Eliminating
geographical
barriers
through
mobility**

**Eliminating
barriers to
high
performance
connectivity**



**Eliminating
barriers among,
people,
information and
applications
through Web
Services**



Presence

**Unified
Communications**

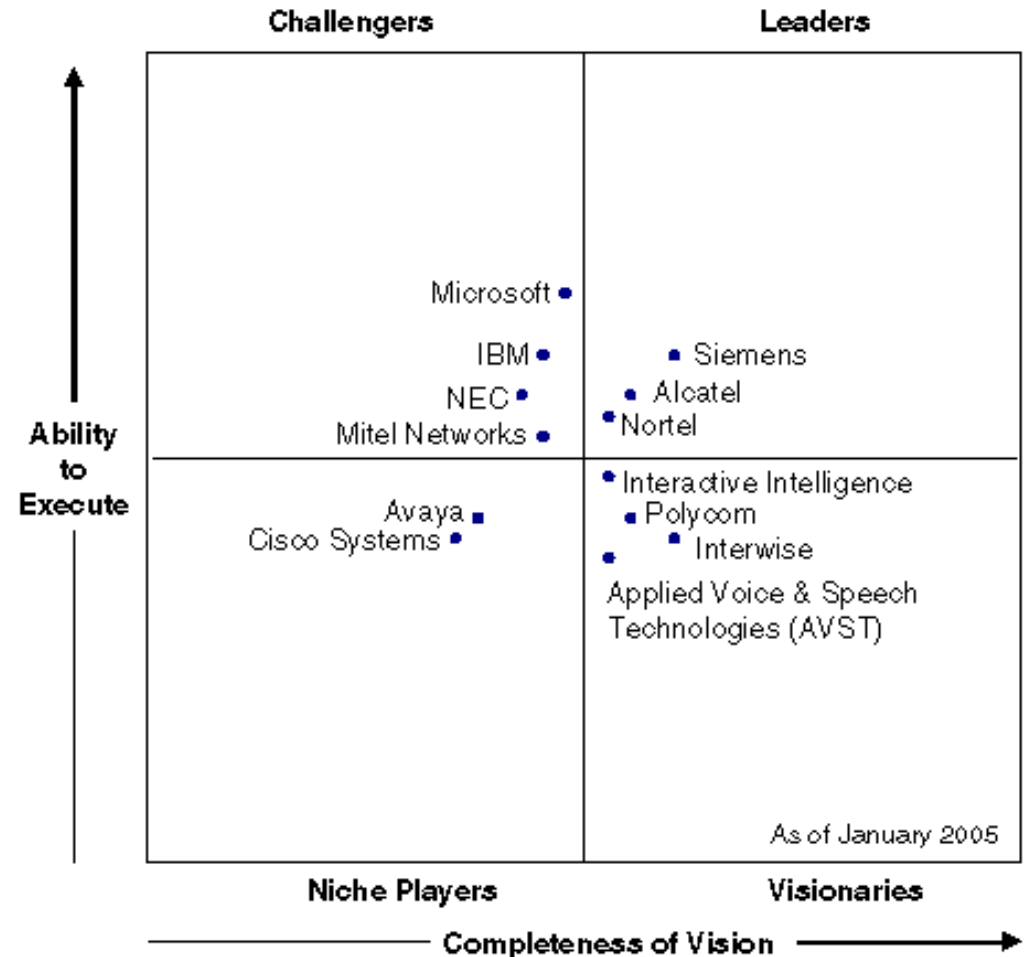
What is Unified Communications?



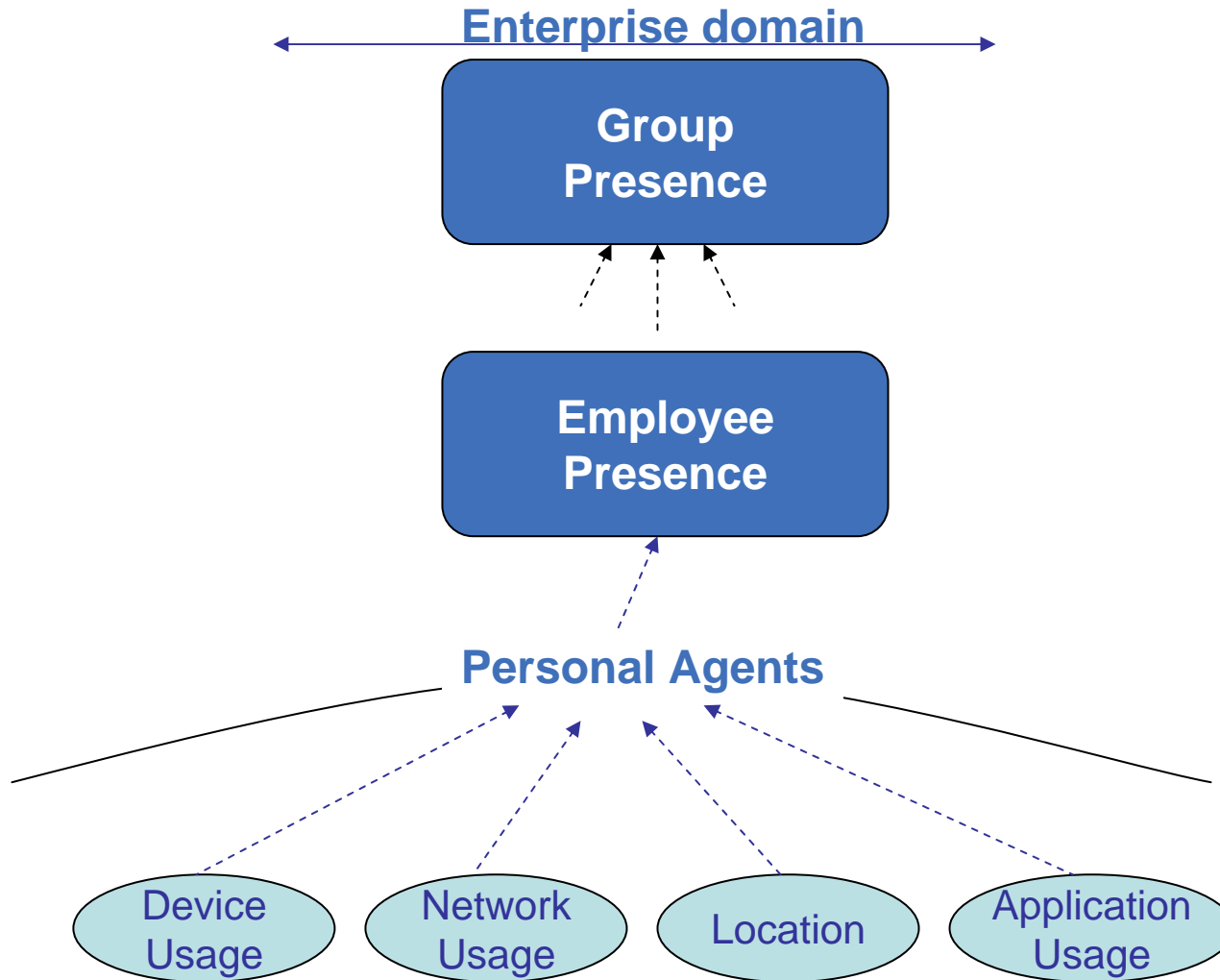
Communication markets converging to form UC:

- Voice messaging and unified messaging
- Live voice, such as private branch exchanges (PBXs) — call handling
- E-mail
- Voice, Web and video conferencing, and collaboration
- Instant messaging (IM) and live-presence indicator

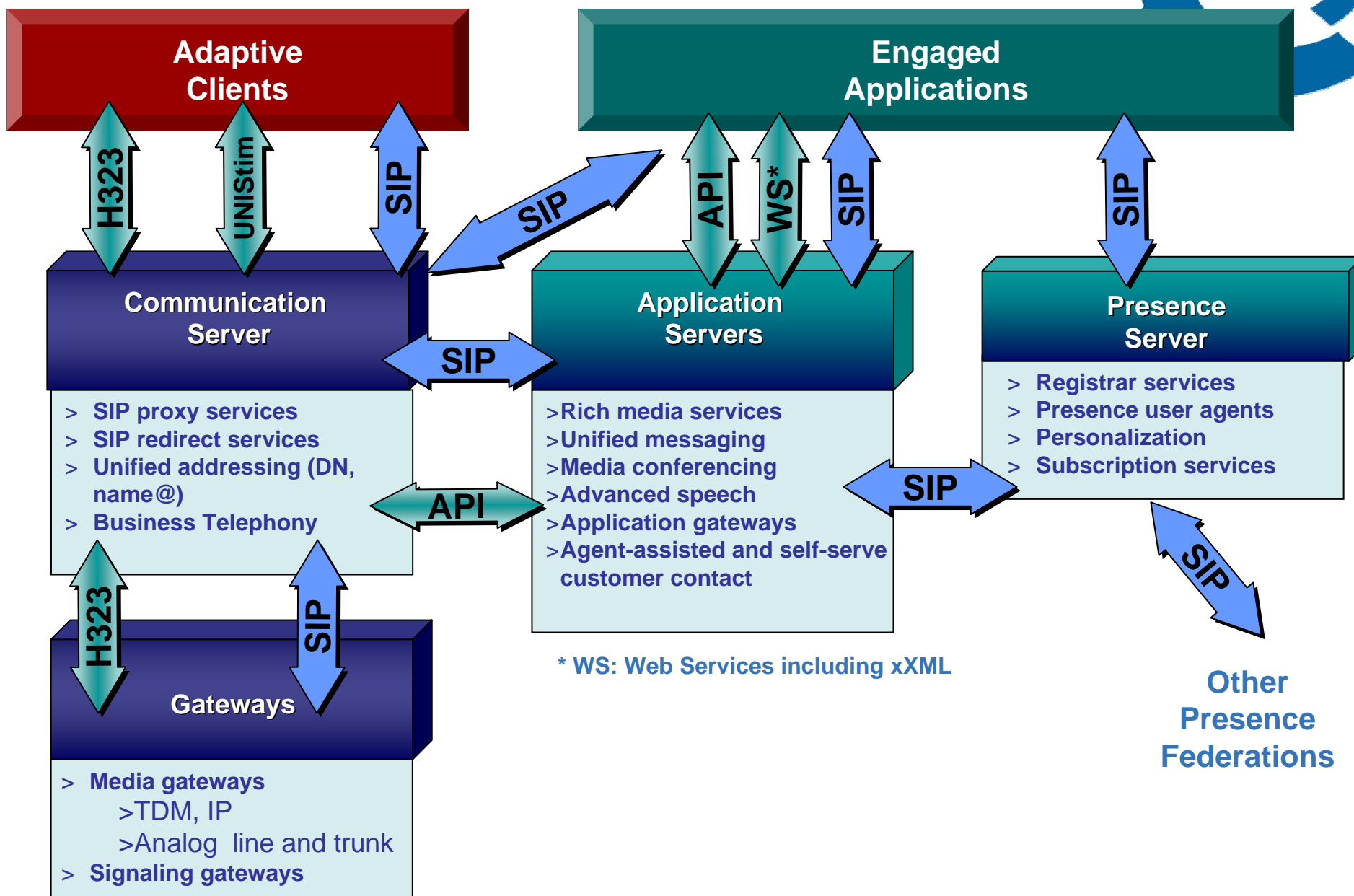
Interworkable to document, email, work flow and project management 'collaborative' apps



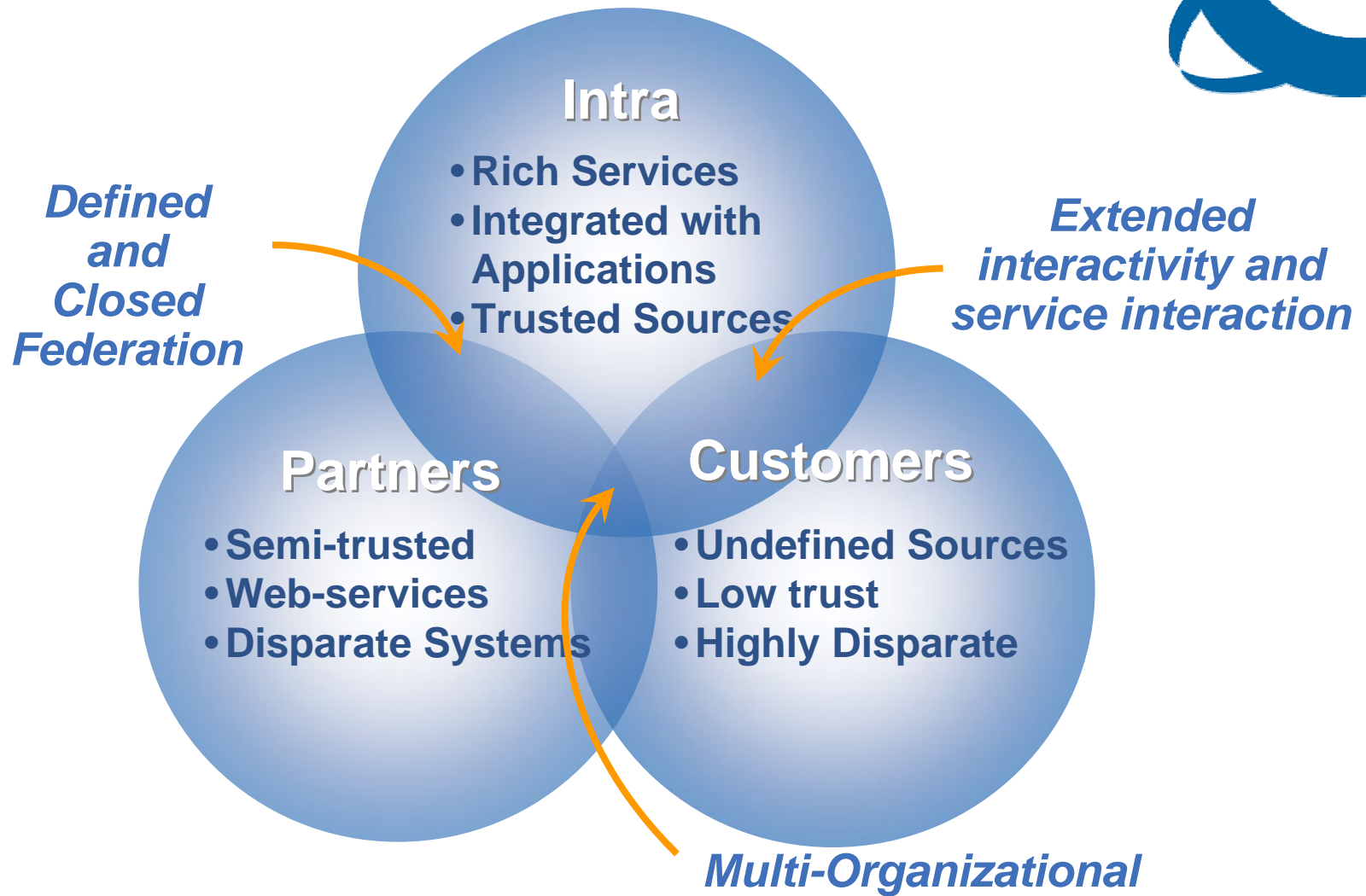
Enterprise Presence



Multimedia, SIP and Presence

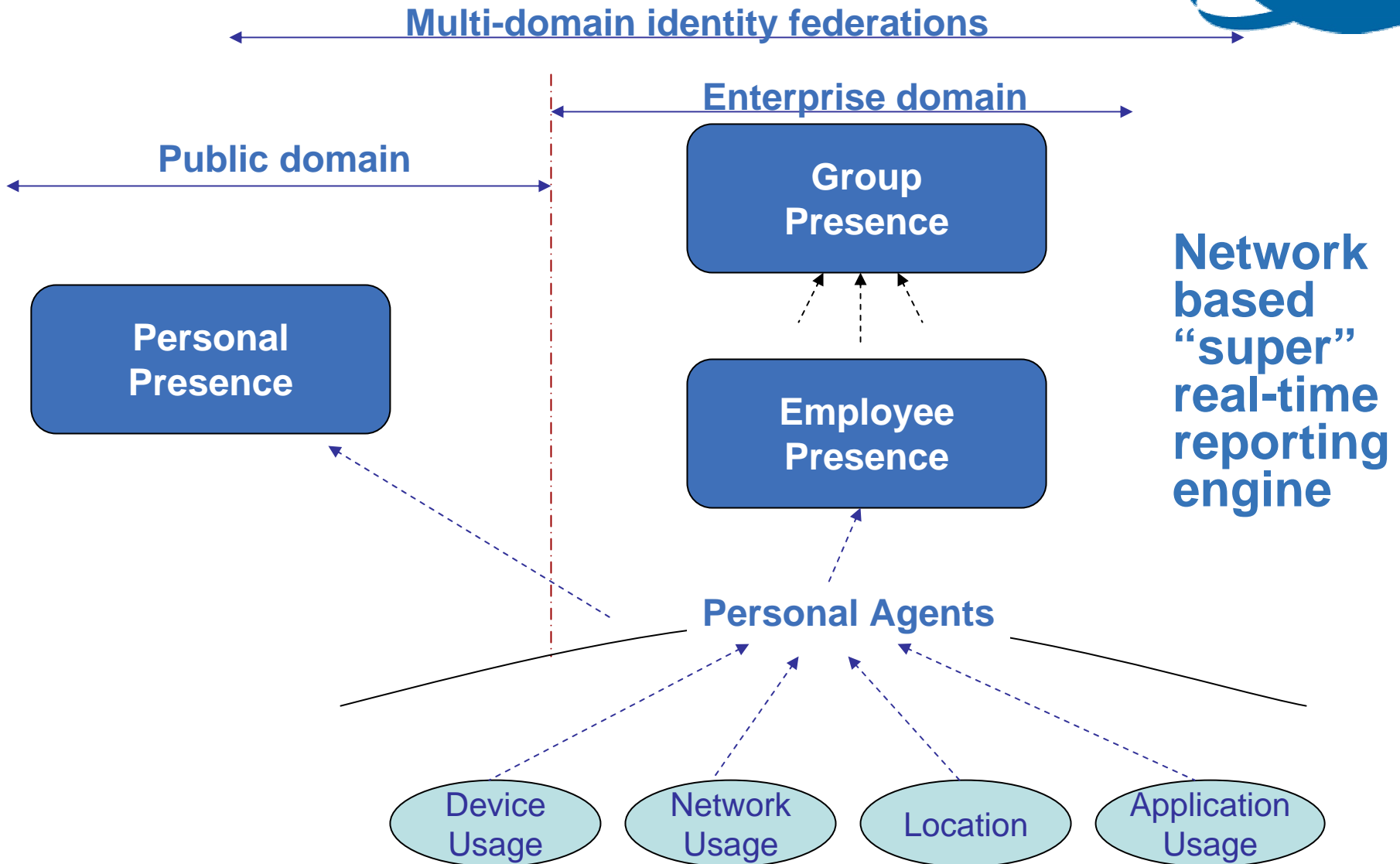


Boundary Collaboration



Federation required to remove boundaries

Intra and Inter-Domain Presence



A Global Manufacturer Deploys 20000 Multimedia SIP Clients



- > 20000+ (65%) of employees using SIP multimedia clients
- > Complemented by 195 IP-enabled PBXs and 17 IP Centrex switches
- > 206 IP VPN Gateways for secure Internet access from home, hotels and WLAN hotspots and for secure enterprise WLAN access from 1000 APs
- > Converged network running secure routing and optical

- > Positive business case
- > Current investments leveraged
 - > Converted desktop
- > Enhanced mobility & productivity
- > Faster decision making across virtual enterprise



What Are They Doing?



The screenshot shows the Multimedia PC Client interface. At the top, there's a menu bar with 'Login', 'View', 'Tools', and 'Help'. Below that, the user's name 'tonyryb' is displayed with a 'Connected' status. A toolbar contains icons for 'Quick Start', 'Make A Call', 'Instant Message', 'Directory', 'Call Logs', 'Friends Online', 'Preferences', 'Send File', 'Sharing', 'Routes', and 'Personal Agent'. The main window is titled 'Friends Online' and shows a list of contacts with their status (e.g., 'Hattar, Marie (Unavailable Offline)', 'Ann S (Connected)', etc.).

Instant messaging

LDAP-based directory

User customization

I'm busy, vmail, video control ...

Personalization of who reaches, how and when

It's a multimedia point-point session or instant conference

**Application sharing
WWW page push
White board**

Peer-to-peer file transfer

Presence

100-Person Investment Bank First To Deploy Unified Communications Across The Company



- > Presence and personalization including session routing
- > Centralized unified messaging with voicemail notification to Blackberries
- > Call logs (received/dialed/missed) and
- > Converged desktop and PC integration
- > Desktop video conferencing
- > In-house conferencing on demand
- > Secure access and Business Continuity

30 minute closure to client calls with <1 year payback

Centralized Unified Communications and Unified Messaging over VPNs, and Inter-site Ethernet

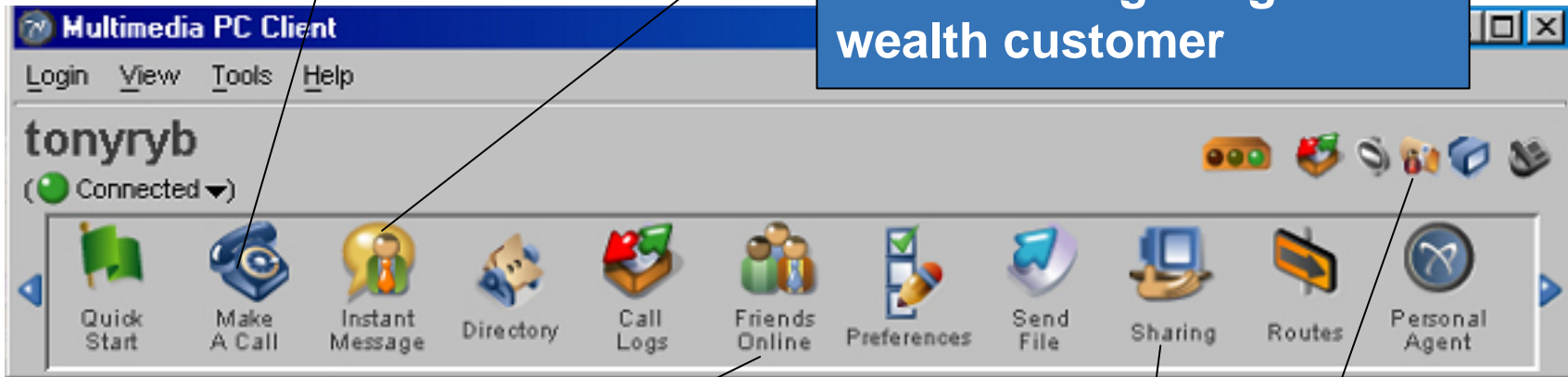


What Are They Doing?



Multimedia conferencing with participant tracking

Secure IM to an associate while serving a high wealth customer



Expert availability tracking for fast access

Info sharing with clients in real time

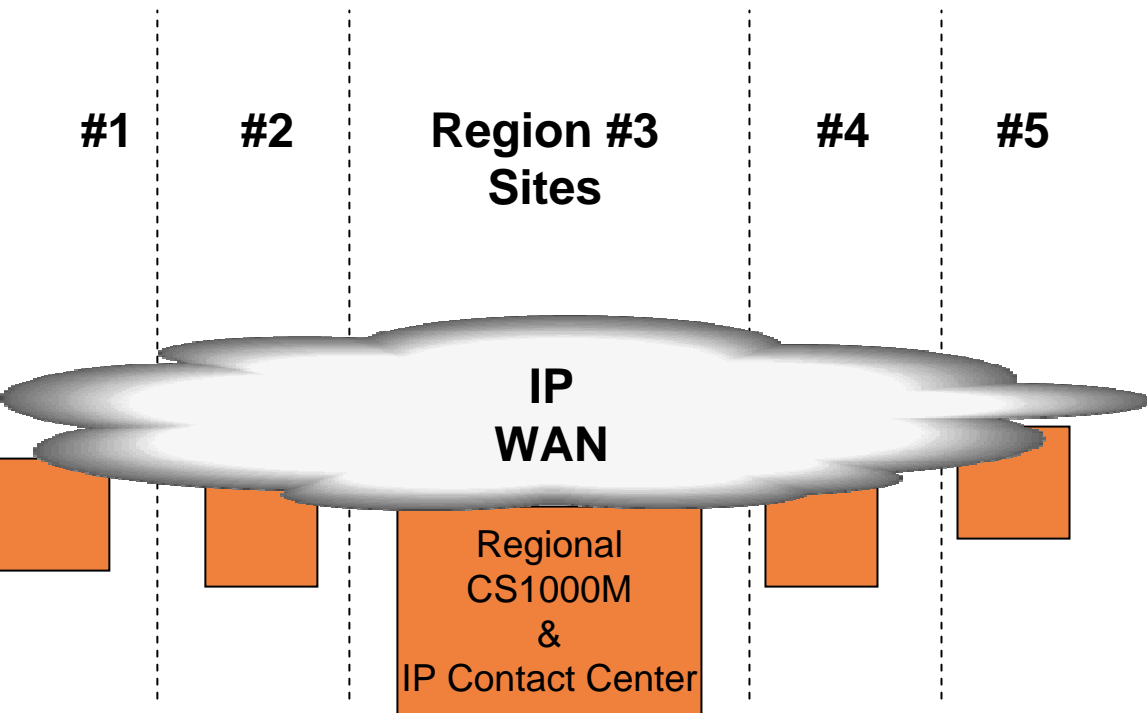
Email notification of incoming calls and fax



10,400-Agent Virtualized IP Contact Center



← Across 500 functional groups →



- Flexible and scalable IP virtual contact center (across 120 sites)
- Significant opex cost reduction compared to nodal legacy systems.
- Future opportunities:
 - Networking of back-office agents with additional 10000 front-office agents
 - IVR and unified messaging
 - SIP-based multimedia

SIP Evolution In The Contact Center



Extend VoIP and IP Contact Center values through support of SIP

- > Media Agnostic
- > True multimedia agents anywhere on any SIP enabled device
- > Support new and emerging communications channels (e.g. Video, 3G Wireless Video, 3G Wireless Chat and IM)

Open Standards and Architecture embraced by all major communications and application vendors

- > Simplified integration of Business Apps and Infrastructure with your contact center

Presence-Enablement

- > Improves management capability of network-wide agent resource pool
- > Allows significant enhancement in customer service offering to customers with Presence-enabled SIP clients
- > Takes Engaged Applications to the next level

A Breakthrough Technology that Enables the Next Generation of Contact Centers



> THIS IS THE WAY

Presence is NOT the killer app ☹️

SIP-based Unified Communications is 😊

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