



# The Battle for the Unified Communications Desktop Application

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*"Communications integrated to optimize business processes."*



# Role of UC Desktop Apps

- The interface to access, manage and control UC services such as presence, messaging, and conferencing
- Why is the desktop app important?
  - Don't want to separate apps and communications
  - Enables real-time, collaborative applications
- Voice and collaboration are moving to the desktop
- User experience is key
  - Desktop = User experience
  - Own the desktop, own the user
- Need to add value to existing desktop apps



# Who Are the Players?

- Microsoft and IBM – incumbent desktop leaders
- Switch vendors
  - Alcatel-Lucent, Avaya, Cisco, Inter-Tel, Mitel, Nortel, Siemens, etc.
  - All have UC desktop apps and interfaces
- App vendors – SAP, Oracle, etc.
- Third parties
  - Litescape
  - Citrix
  - Radvision
  - Many others



# IBM Lotus Sametime 7.5

- Platform for Real time communication- driven applications
  - Enterprise presence/IM/Web Conferencing
- Sametime 7.5 features:
  - Built-in voice chat capability
  - Click-to-Call, web/audio conference through partners
  - Aggregated IM, phone, calendar presence
  - Incoming Call Control, Voice mail/UM access
  - Quick search through contact list
  - Send a screenshot or file
  - Eclipse-based Sametime client can be extended with new functionality
  - Partner plug ins



# IBM Lotus Sametime 7.5

Sametime Meeting Room - My Meeting

Conference Edit View Tools Help

Stop Presenting Add Slides Set Permissions Switch Moderator Fit to Screen Maximize

Participants (8)

Moderator: Dan Misawa

Show All Participants Invite...

- Dan Misawa
- Monika Ghani
- Kelly Hardart
- Sam Curman
- Rebecca Gesiner
- Mike Tompkin
- Mike Morrison
- Gai Chao

0 Hands Raised

I am active

Web Page Polling

New Web page: http://

http://www.renovations.com

http://www.renovations/legal.com

Group Chat

Kelly Hardart: Hi Dan, could you send me the link to that document?

Send

Welcome Slides Sharing Whiteboard

## Sales Team Kick Off

June 15, 2:00 PM EST

Moderator: Dan Misawa

Phone number: 1-800-555-2991

Passcode: 399182

This meeting is being recorded

Kelly Hardart /Chicago/Renovations - Started: 9:03:04 PM

File Edit View Actions Help

**Kelly Hardart** - Chicago, IL USA  
Sales Representative  
Work: (617) 555-6782  
Local Time: 11:04 A

**Sam Curman** Good morning Kelly.  
Are you available to discuss the presentation today?  
Just let me know when you're free, I'm hoping to wrap this up before noon. 😊  
Does that sound reasonable?

**Kelly Hardart** Hi Sam!  
Sure, noon is a good time for me.

**Sam Curman** Excellent!

**Kelly Hardart** Oh no! I forgot I have a lunch meeting with **Larry!**  
Would you be able to meet at 1:00 instead?

**Sam Curman** Okay, let me check  
1:00 doesn't work  
I prefer to meet  
:: Sam Curman  
:: Sam Curman

**Kelly Hardart** Okay.  
Yes, 2:00 works  
Do you think we have some value

Hey Sam, I'm going to schedule a meeting with you on 6/17th? if so, I will be sure to schedule it.

Kelly is typing a message

LOCUS SAMETIME CONNECT

File Edit View Actions Help

My desk on Building 5

- Marketing Teams (445)
  - Monika Ghani
  - Sam Curman
  - George Bandini
  - Kelly Hardart
  - Ali Singh
  - Debby Gessner
  - Jasmine Shah
  - Rebecca Gesiner
  - Mike Morrison
  - Kevin MacGyver
  - Yinshou Ma
- Sales Team (418)
  - Larry Moriarty
  - Shaun Blakely
  - Thom Frankel
- Local Services

RENOVATIONS Building 5

Building Resources Local printers Conference rooms

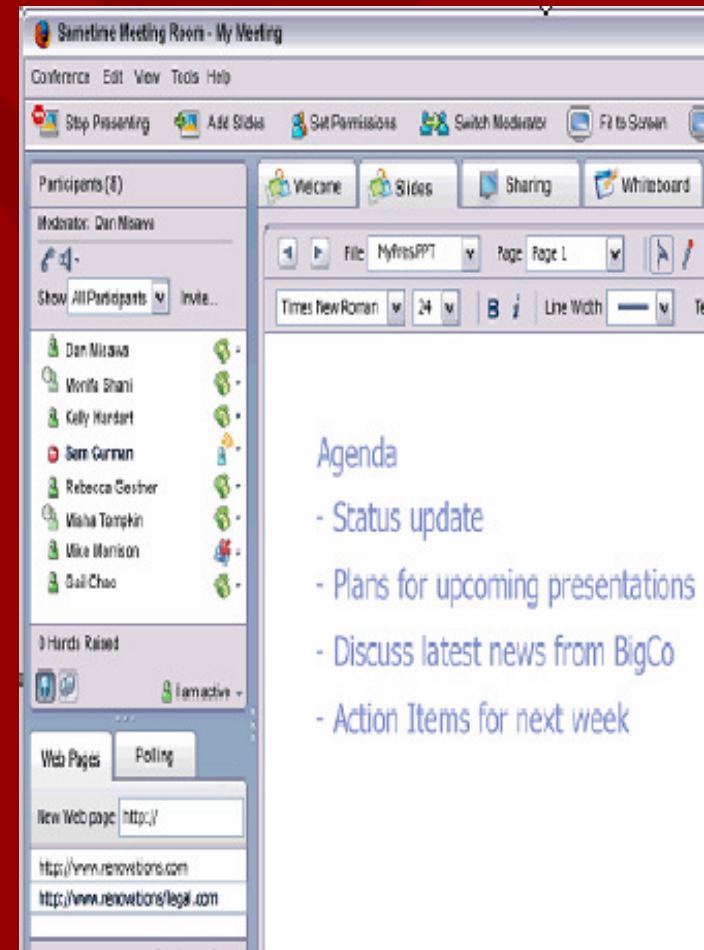
Close By Local restaurants Office supply stores

Connected



# Sametime: A UC & Collaboration *platform*

- Communication & collaboration services
  - Integrate with applications & processes
  - Easily extended by 3<sup>rd</sup> parties
  - Plug-in framework
  - Open standards
- An extended network of IBM Business Partners
  - Audio/Video/Telephony
  - ISV's
  - Solution providers/SI's
- Provides out-of-the-box connectivity to major telephony systems
- Communicate directly from PC through the corporate PBX or public telephone lines





# IBM Unified Communications & Collaboration Client

- Promoting a standard API set for Unified Communications & Collaboration - UC2 or "UC squared"
  - Open and extensible software platform that integrates presence, IM, email, UM, web, voice, video, telephony and business applications across multi-vendor environments
- Lotus Sametime will be the Unified UC2 Client
- Provides integrated UC2 experience for IBM Lotus Notes, Microsoft Office, WebSphere Portal, Web, Mobile
- Based on open standards and open source
- Extensive APIs to allow ISVs to write applications
- The API set is built in a superset of Eclipse (open source development platform), called Expeditor
- Cisco CUPC client to be built on UC2 client platform
  - Cisco will gradually rewrite its UC offerings, so they are based on the platform



# Litescape OnCast

- An Open Source desktop client that unifies access to disparate business applications and data sources with real time IP-based communications systems.
- Natively supports a combination of different communications services including authentication, presence, remote call control, directory/application integration, collaboration/conferencing and broadcasting/paging.
- OnCast optimizes business processes
  - Enables secure access to all types of corporation information across multiple applications (*Directory, Presence, CRM, etc.*)
- Lets users access info from desktop, IP phone – access corp directory, find emergency support team, send out invitation, launch WebEx conference, etc.



# Litescape OnCast

IP Telephony,  
Collaboration & Presence



LiteScape  
OnCast



Applications & Data  
(Directory, CRM, ERP, Identity  
Management, etc.)



OnCast integrates IP phones and PC desktops -  
Provides ***unified access*** to traditionally disparate business applications,  
collaboration tools, and communications devices.



# OnCast Client

- Click & Dial from Microsoft Outlook, Lotus Notes, IE or standalone client
- Click & Broadcast
- Click & Conference
- Click & WebEx
- Click & Transfer
- Screen pops
- Device presence
- Configurable preferences
- Buddy management
- Customizable Open Source client
- Active/ History Call Log

LiteScope Technologies - Company - Microsoft Internet Explorer  
Address: http://www.litescope.com/company/management\_team.htm

Manoj Fernando, Co-founder, EVD of Business Development and is responsible business development. He is president of Circle24 Technologies, Manoj Fernando joined Circle24, Manoj Fernando grew the company brand name within the VoIP space Fortune 100 clients. Manoj has more than 16 years experience in the high tech and software industries and has a proven track record in development. Prior to founding Circle24 Pacific Region, Lucent Technologies, Intel, and Sun Microsystems.

[OnCast Client] Broadcast  
[OnCast Client] Conference  
[OnCast Client] Dial  
[OnCast Client] WebEx

LiteScope OnCast Client

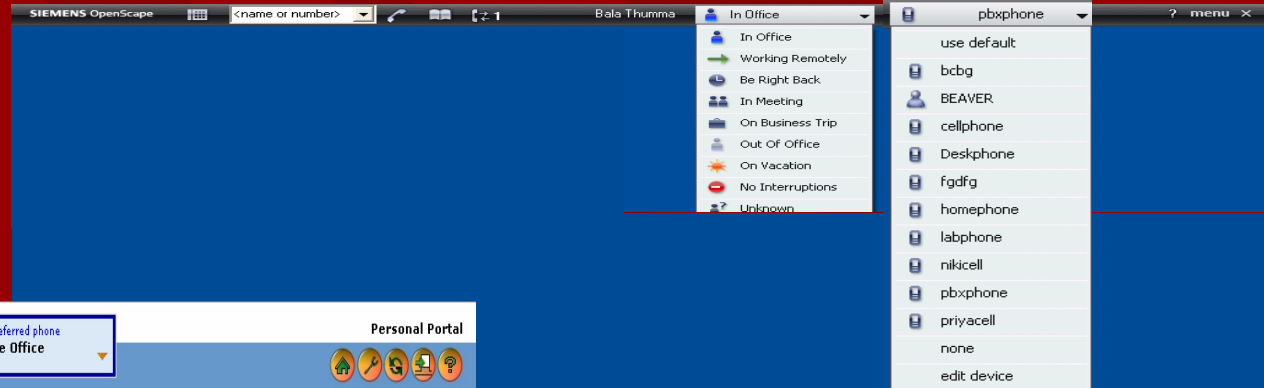
Meeting #: Sales WebEx Meeting  
Join As: Participant  
Recipient(s):

Dial  
Conference  
Broadcast  
WebEx

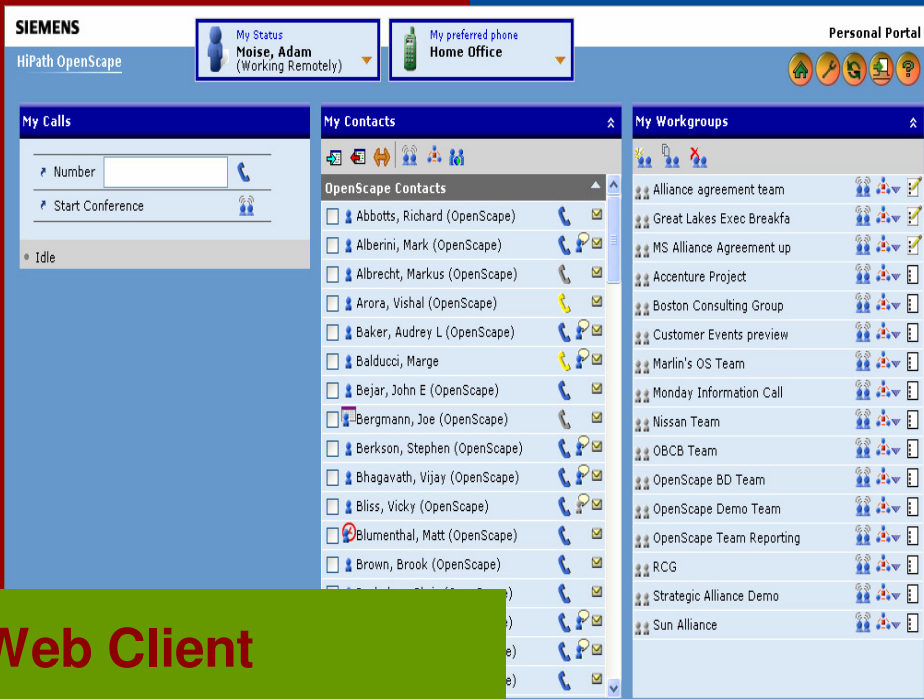
Ready 0 Records



# Siemens Openscape Enterprise Desktop



**Toolbar Client**



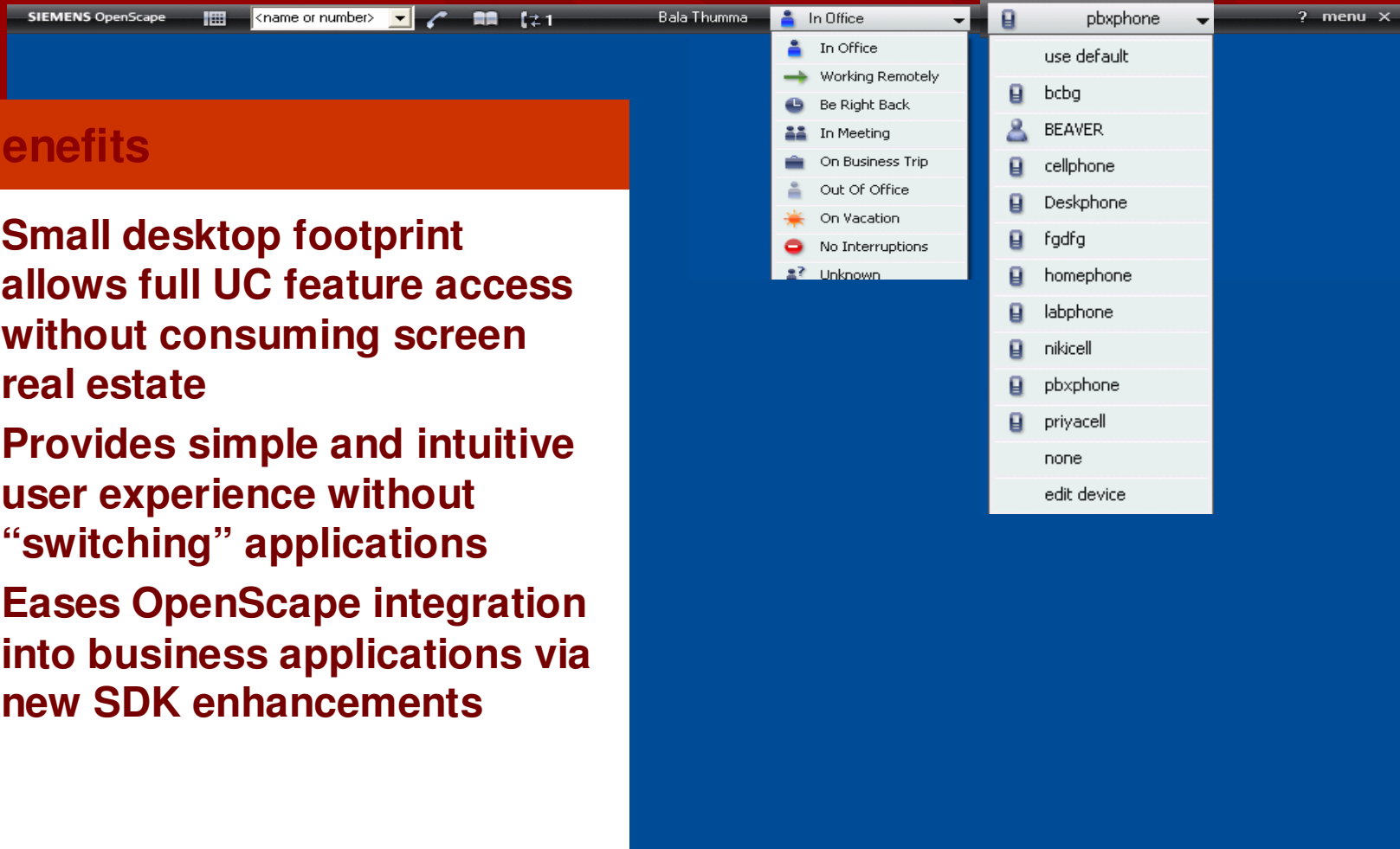
**Web Client**



# OpenScape Enterprise Toolbar Client

## Benefits

- **Small desktop footprint allows full UC feature access without consuming screen real estate**
- **Provides simple and intuitive user experience without “switching” applications**
- **Eases OpenScape integration into business applications via new SDK enhancements**





# Siemens OpenScape

The screenshot shows a SharePoint web page for the 'Top 100 Enterprise Sales Team'. The page has a navigation bar with 'Home', 'Documents and Lists', 'Create', 'Site Settings', and 'Help'. Below the navigation bar is a search box and a 'Modify Shared Page' link. The main content area is titled 'Home' and contains a 'Sales Team Announcements' table. A callout box with a blue border and white background is overlaid on the page, containing the text: 'Comprehensive SDK allows OpenScape features to be easily integrated into existing business workflows.' The bottom of the page shows a taskbar with 'SIEMENS OpenScape', a search box, and user information for 'Bala Thumma'.

Title	Modified
RFP Response Collateral	2/11/2005 2:40 PM
Your RFP Team Coordinators (Pritam, Ronny & Mike) <b>NEW</b>	2/11/2005 9:14 AM
ACME Corp RFP Due in 6 Days!! <b>NEW</b>	2/11/2005 8:34 AM

Comprehensive SDK allows OpenScape features to be easily integrated into existing business workflows.



# Inter-Tel Unified Communicator

- Productivity tool for every desktop
  - Call routing to control who, where, when and how calls reach you
  - Manage multiple endpoints as if you had one
  - Find-me, follow-me capability
  - Share “presence” status with co-workers
  - Real-time collaboration tools
  - Optional real-time remote support tools



# Inter-Tel Unified Communicator

**INTER-TEL** Unified Communicator®

Cynthia Dunnivant x67143 Gone Home Log Off Help

**Status Area**

Search:   
Place Call:   
  
  
  
  
 Enable call routing

**Quick Links**

Powered by **INTER-TEL**

**Contacts** | Status List | Messages | Call Log | Call Routing | My Profile | Search | Collaboration

Personal Contacts | Groups

	Name (Last, First)	Status	Work Area
<input type="checkbox"/>	Atla, Satish	Available	
<input type="checkbox"/>	Batchelor, Michelle	Available	
<input type="checkbox"/>	Douglas, John	Available	
<input type="checkbox"/>	Lassandro, John	7000	
<input type="checkbox"/>	Marinig, Karl	Available	
<input type="checkbox"/>	Moule, Scott	Available	
<input type="checkbox"/>	Shurman, Chris	OUT UNTIL Monday 10/23	
<input type="checkbox"/>	Snyder, Scot	Available	
<input type="checkbox"/>	Welborn, James	Available	

Display only contacts in my Nogales Team Group.

# | ABC | DEF | GHI | JKL | MNO | PQR | **STU** | VWX | YZ | ALL



# Thank You!

Contact Blair Pleasant at  
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Please visit  
[www.ucstrategies.com](http://www.ucstrategies.com)