



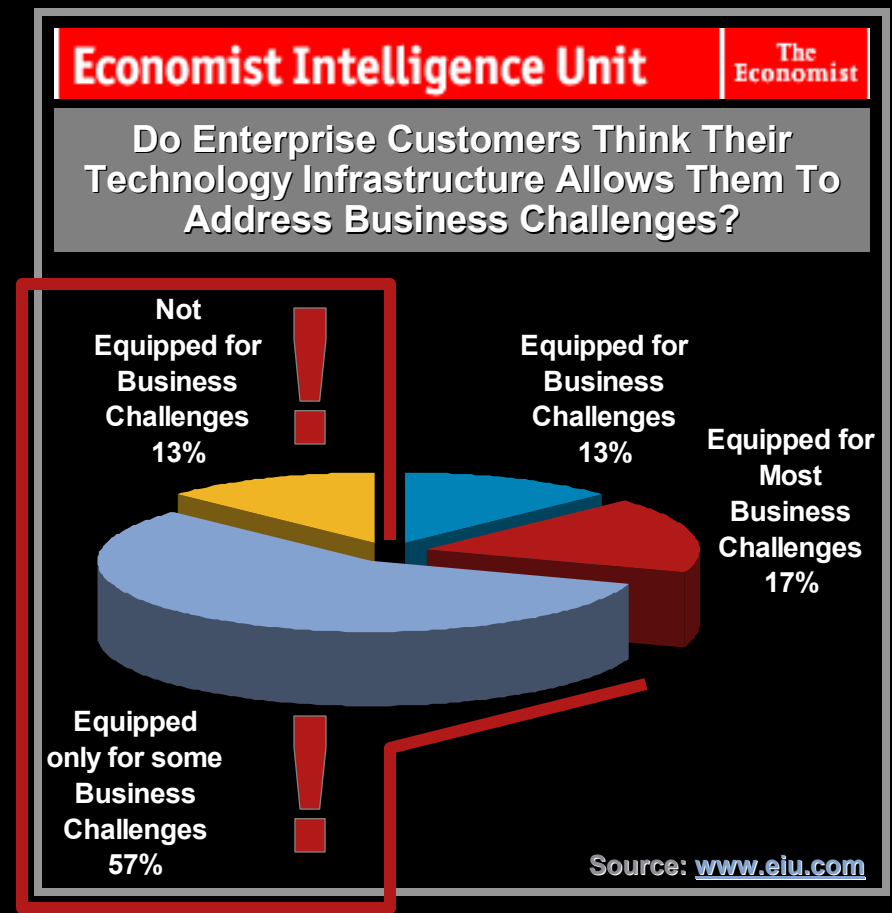
Composite
Collaborative
Applications
**Accelerating the
Business Process**



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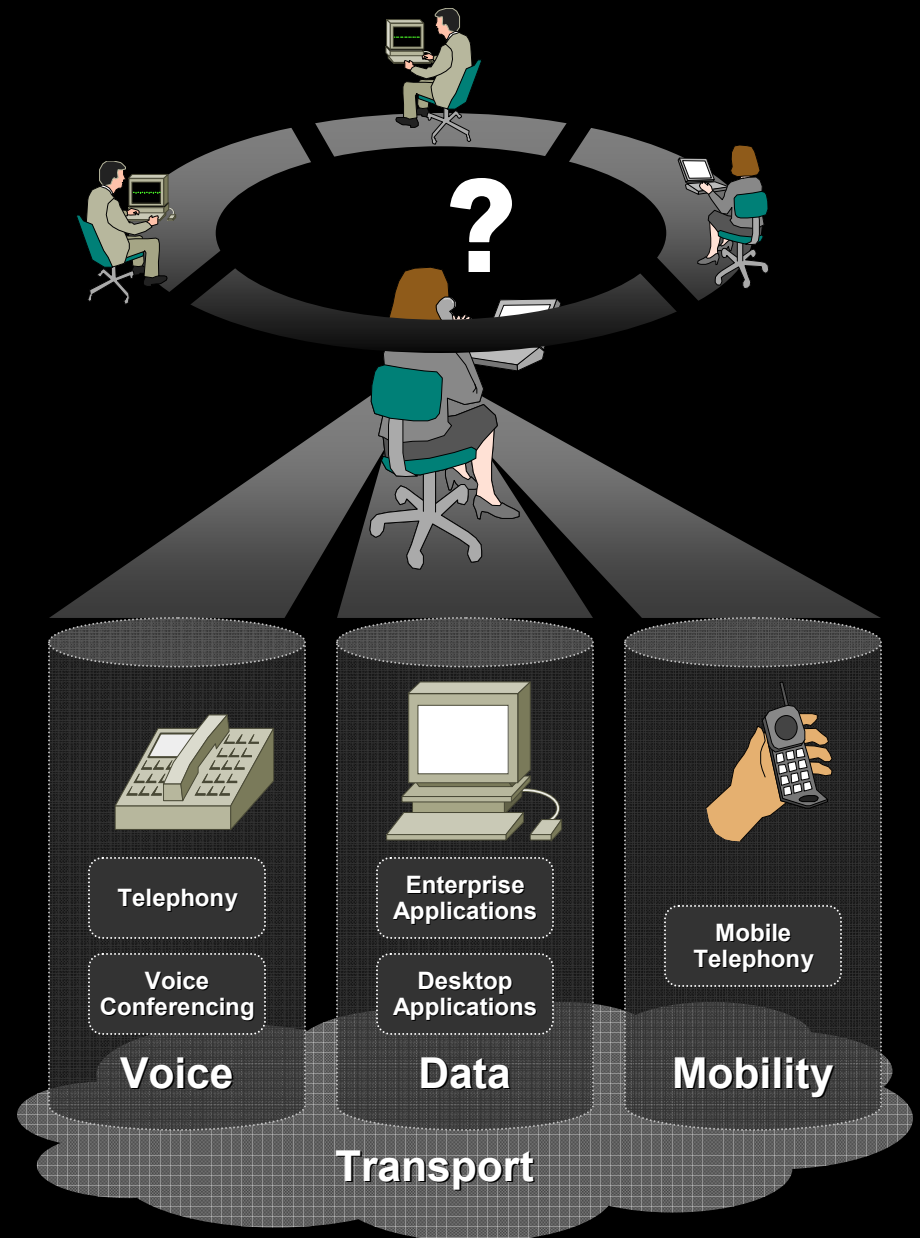
Alignment of Business Priorities and Technology

- Only one third of Enterprises think their technology infrastructure can support business challenges
 - + Despite growing awareness around Enterprise Architecture
 - + ...and growing technology spending
- Companies understand their business processes, but can not fully optimize them
 - + Collaboration silos
 - + Application silos
 - + Data silos
 - + ...set artificial limits to business process modeling



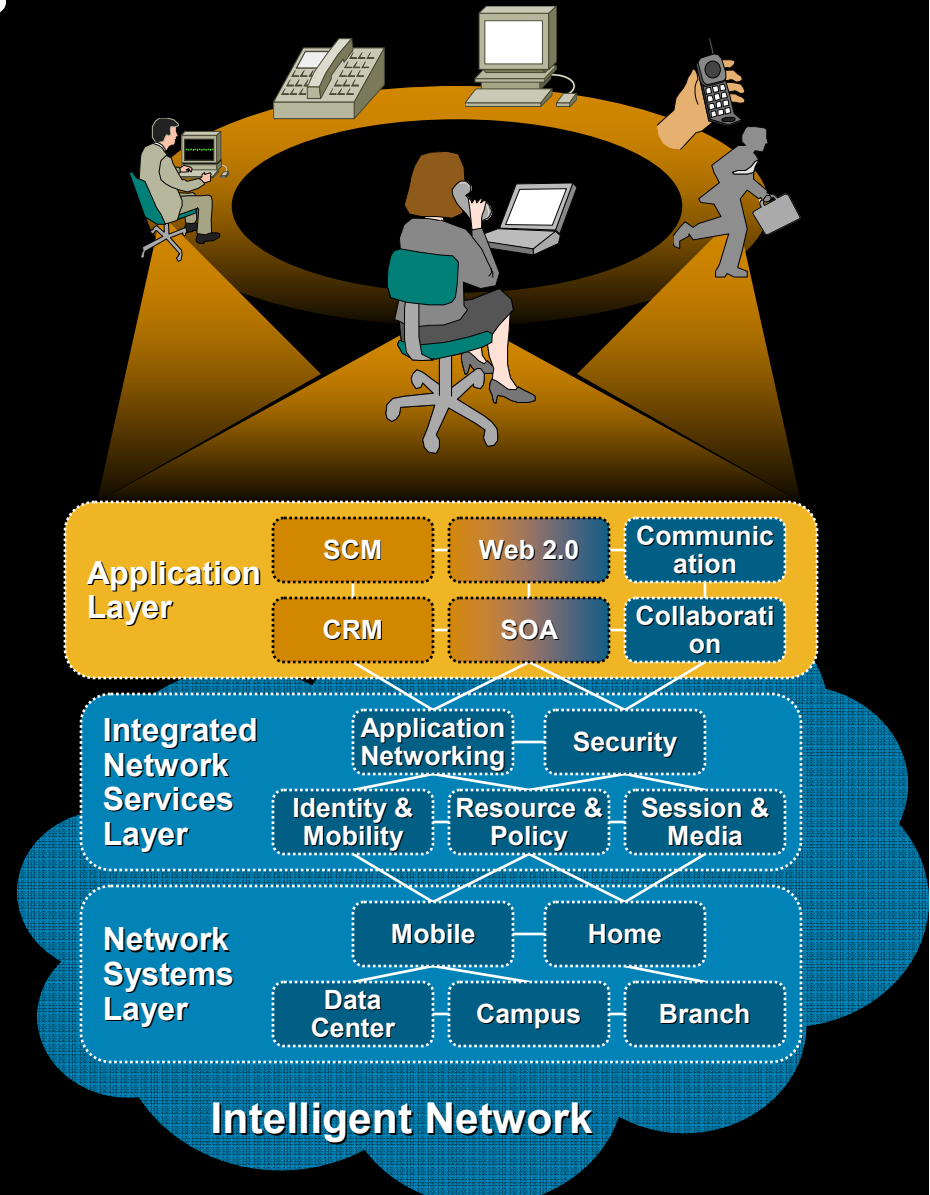
Infrastructure Silos lead to Business Process Silos

- Individual user constantly struggles to reconcile
 - + Application silos
 - + “Swivel chair” process integration
 - + Collaboration silos
 - + “Do you see what I see?” ...
 - + “Why not?”
 - + Network silos
 - + Different networks - different contexts
- Time spent reconciling takes away from time productively collaborating



Accelerating the Business Process with Composite Applications

- Empowered users rely on rich collaboration patterns
 - + Workgroups
 - + Consistent, shared view of relevant workgroup context
 - + Applications
 - + Seamless interfaces
 - + Mash-Ups, SOA...
 - + Integrated Network Services
 - + Enable and enrich composite applications
- Composite applications enriched with network-based services accelerate outcomes

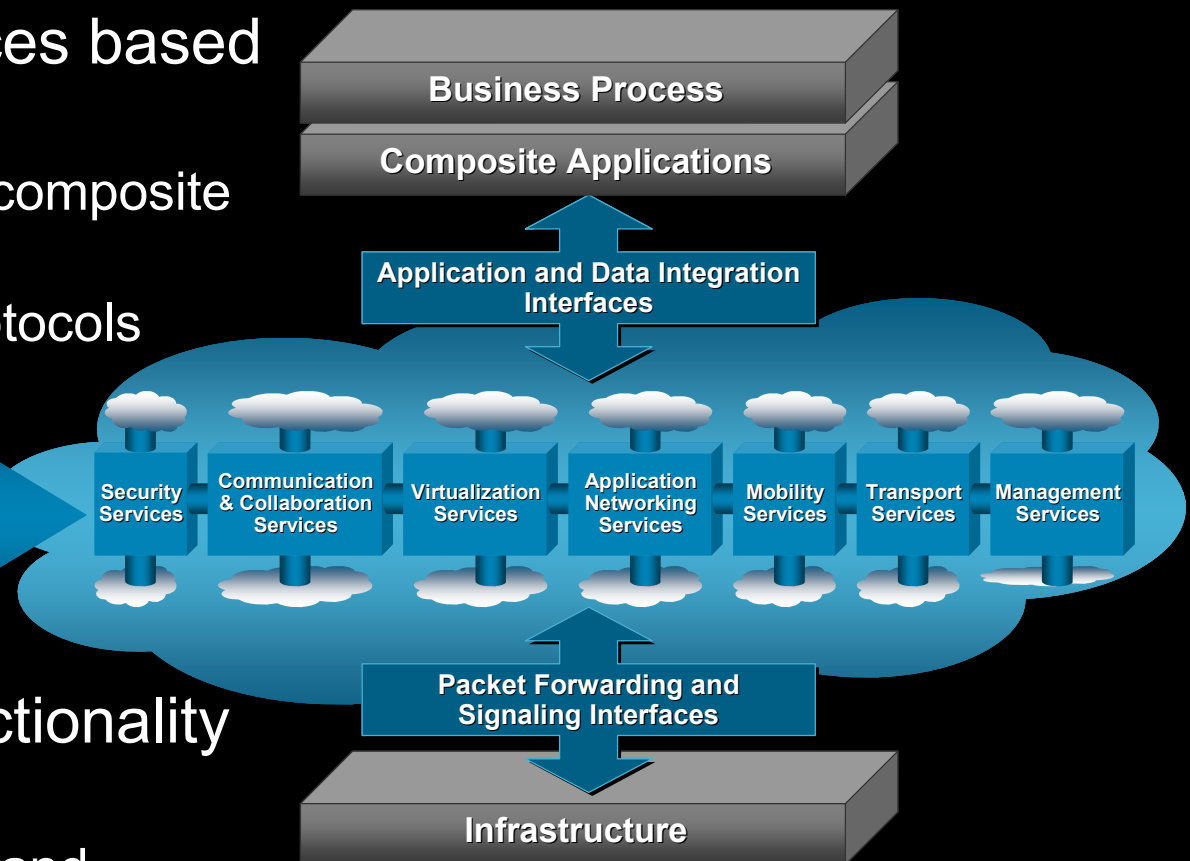


The Network as a Platform Overview

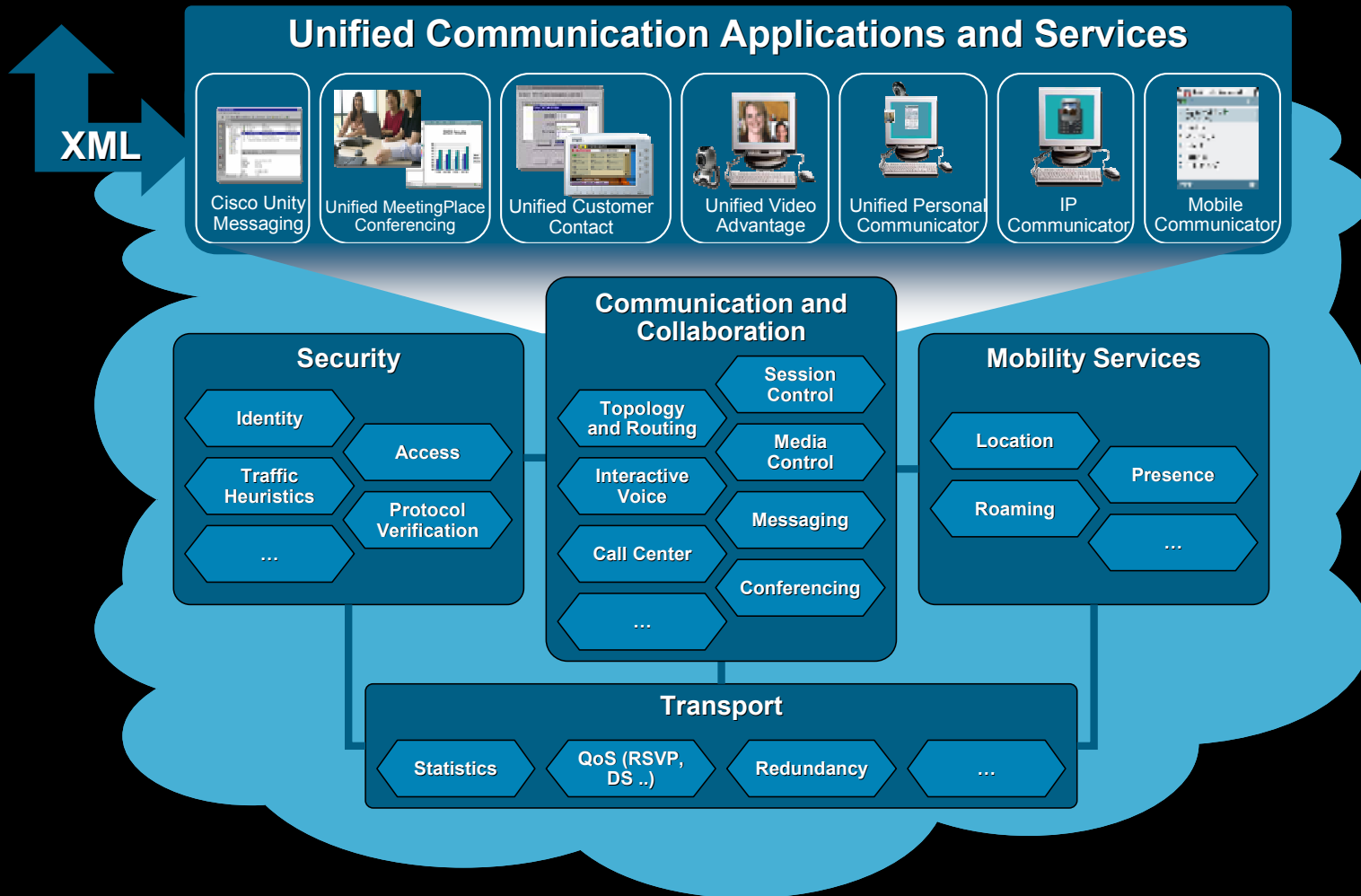
- Application and data integration interfaces based on open protocols
 - + enable innovative composite applications
 - + based on open protocols

Network as a Platform
Network-based Services

- Basic network functionality
 - + Availability, QoS
 - + Packet forwarding and signaling support



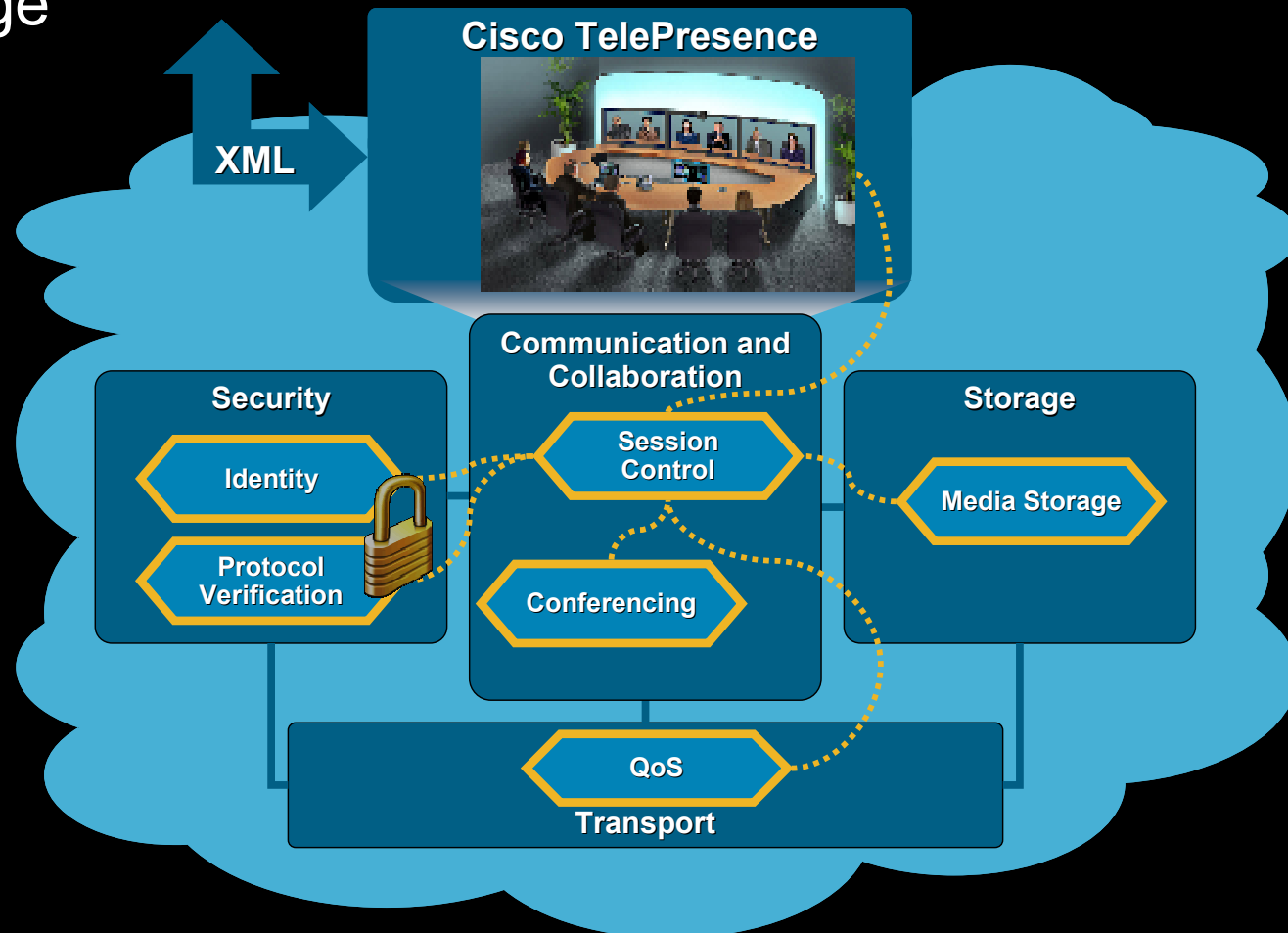
Architectural Reusability and Dependability



- Unified Communications solution must be a provider as well as a consumer of robust network-based services.

TelePresence: Built on Reusable Services

- Telepresence relies on dependable session control and conferencing services provided by Unified Communications, as well as Transport, Security and Storage



The Agile Next Generation IT Infrastructure

