

Collaborate at the speed of business

Using IBM social communications software to take action in a social business



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The goal: Collaboration at the speed of business

Organizations feel the pressure every day for higher productivity, more innovative ideas and lower operating costs. In response, forward-thinking enterprises are becoming social businesses—activating dynamically constructed networks, including employees, customers and business partners, to improve and accelerate how work gets done.

To enable more efficient and effective one-on-one communications, team collaboration, and business process execution, enterprises have been investing in a wide variety of collaboration, telephony and video technologies. Yet these capabilities are typically isolated and underutilized, resulting in stalled workflow, missed opportunities and avoidable expense.

IBM offers a better approach: IBM® Sametime® software is a social communications offering that is the evolution of unified communications (UC), providing integrated voice, data and video. It can be integrated with applications your workforce uses every day for easy access to enterprise instant messaging, online meetings, telephony, video conferencing and more—wherever they are working. Sametime software puts the right real-time voice, data and video communications services where people need them the most and makes them available with an intuitive user experience that promotes user adoption. Adoption simultaneously improves social work patterns for faster, expertise-based decisions and improved customer engagement, while helping lower travel, telephony and other business expenses.



This executive brief will show how Sametime software can help employees make your workforce smarter and more responsive to customers. It will also show how Sametime software reduces travel and telephony costs and allows your enterprise to leverage and protect your investments in existing telephony, audio, video or IT infrastructures to speed your time to value and save you money. See how Sametime software provides an immediate and cost-effective way for people to take action across your extended organization and to collaborate at the speed of business.

A platform of choice for real-time communications in a social business

IBM Sametime software is a platform for social communications that provides a core set of integrated, synchronous (real-time) communication services—voice, data and video—that make it simple for people to find, reach and take action with the colleagues, customers and business partners in their professional networks.

Sametime software serves as your enterprise's communications and collaboration middleware and user interface. From it, users can access all of their social communications tools whether they have been integrated into the Sametime client or in business applications running either on the user's desktop or on a web browser. A simple user experience and the ability to invoke it from virtually wherever you work drives adoption—which in turn helps drive business value and reduce costs. Sametime software is designed for the following:

- **Simplicity and choice.** It provides an intuitive, easy-to-use and consistent front end to real-time collaboration services. As an interaction evolves, a person can move among text chats, video calls and online meetings seamlessly—driven by what's most effective for the task at hand. The software knits together and masks the complexities of heterogeneous back-end systems, including your telecommunications network, data infrastructure, video platform and core business applications.
- **Investment protection.** It supports and integrates with multiple client and server operating systems, email platforms, directories, telephony, and audio conferencing and video conferencing systems. It integrates out of the box with IBM WebSphere® Portal, IBM Lotus Notes®, IBM Lotus® Quickr®, IBM Connections, Microsoft Office, Microsoft Outlook, Microsoft SharePoint and Microsoft Active Directory software. It also works with multiple standards-based Lightweight Directory Access Protocol (LDAP) directories.
- **Extendibility.** It provides standards-based tools to extend the platform with custom applications and with third-party plug-ins. It also offers standard Web 2.0 tools that make it easy for enterprises to embed communications into their business processes to reduce time lost to waiting for responses to an email or phone call. Because it embraces open standards, Sametime software can deliver services from hundreds of IBM Business Partners through a unified user experience, making it a distinctively comprehensive solution.
- **Cost savings.** It helps customers minimize travel expenses, lower audio conferencing and web conferencing service expenses, and dramatically reduce telephony expenses. These hard cost savings are large enough that Sametime implementations typically pay for themselves in less than a year. However, the real power of Sametime software is its contribution to productivity gains and the reduction of delays in business processes.
- **Security and scalability.** Sametime software provides the proven security features, reliability and scalability businesses require.

Collaborating—cost-effectively—at the speed of business

IBM social communications solutions based on Sametime software can help you leverage and extend your existing infrastructure to put the right tools in front of the right people. With colleagues, partners and customers only a click away, you can help speed and improve decision making. And you can also contain costs. Here are some examples.

Customer care centers or bank tellers can use a communication-enabled business process (CEBP) to tap expertise quickly. Online and telephony presence information in the CEBP shows which experts are available. Collaboration can start with a one-to-one instant messaging (IM) chat and then easily add another expert or an account manager as needed. A single click can turn an IM into a voice call or into an audio or video conference for a three-way consultation with the customer. The result can be quick and seamless collaboration with the right expert at the right time to sell new services and improve customer satisfaction.

An insurance agent can use a company's extranet to view online or telephony presence information to find an available underwriter. The agent can then use IM or Voice over Internet Protocol (VoIP) voice chat with the underwriter to ask questions or resolve issues to speed the underwriting process. When it is time to process a claim, a field agent can use IM, audio and video communications with claims specialists to reduce processing time. The result can be agent and customer satisfaction and also an accurate, lower settlement paid. And in both cases, the use of these CEBPs may drive cost savings from being able to support the same volume of business with fewer staff.

A radiologist can simply click on a referring physician's name within a CEBP medical application and initiate a remote consultation—whether the physician is in the hospital, in a medical office or using a handheld device. Medical professionals can also share computer screens in real-time, highlighting key parts of an image to collaborate on a diagnosis.

Sales representatives or consultants are reachable even while they are on the move. Rich presence information—including whether they are using a handheld device—can tell other employees, customers and business partners whether they are available for collaboration. Enterprise IM can be used to get answers quickly. Online meetings—used either with a web browser or the Sametime client on a laptop or Research In Motion (RIM) BlackBerry smartphone—can pull in experts from around the globe to consult with customers. And when they are traveling, integrated telephony can help them avoid expensive international mobile or hotel phone calls.

Marketing professionals can easily collaborate with others on ad hoc teams. Rich presence information—online, available, in a meeting, away, do not disturb, on the phone—can let them know who is available for collaboration right now. Enterprise IM—including voice and video options—can be faster than waiting for email replies. Online meetings can make it easy to “meet” without travel expense.

A company that is looking to hire—or retain—a remote worker can offer the employee a variety of real-time collaboration tools, including IM and a variety of online meetings. Online business cards in IM contact lists and video conferencing put a face to the contact names. Regular or ad hoc online meetings can keep the entire extended team in touch.

In all these scenarios, Sametime software allows people to easily access the tools they find most effective to locate, reach and collaborate with others in their professional networks to make expertise-based decisions that help drive better business outcomes. The use of Sametime software also provides significant cost savings. IM and integrated VoIP can slash telephony costs—including high cell phone roaming and hotel access charges on international trips. Online meetings with audio and video conferencing can minimize traveling for internal and external meetings. All these functions can enable staff to work from home, thereby reducing maintenance and real estate costs—while also producing green benefits from reduced employee commuting. In addition, Sametime software helps protect enterprise investments in existing telephony, video or IT infrastructures, which can save costs and speed time to value.

Sametime software—Making social communications simple and effective

Here is an overview of the key capabilities in Sametime software that help make social communications in these scenarios simple and effective:

- Rich presence awareness—online status, availability, automatic location awareness and optional telephony status—makes it easy to quickly find the people you need.
- Security-rich enterprise IM provides an unobtrusive way to engage with colleagues who might otherwise be unavailable. It can also reduce phone and voice mail costs.

- Online meetings with audio and video conferencing enable distributed teams to work together without incurring travel costs to meet in person.
- Community collaboration helps save hours by making it possible to find and interact with experts in the organization you didn't even know.
- Mobile device support gives people access to colleagues and information so they can work from virtually anywhere.
- Integrated VoIP and high-quality desktop video deliver a more interactive collaborative experience, which can enhance the immediacy of the interaction. Bandwidth management tools make rich media collaboration feasible by constraining overall audio and video bandwidth in your network, leaving bandwidth available for mission-critical applications. Optional one-number phone service, softphone and call management capabilities deliver next-generation voice capabilities through your existing telephony infrastructure.
- Out-of-the-box integration with IBM Lotus, IBM WebSphere and other IBM software as well as with selected Microsoft products quickly adds collaboration to the products people use most often.
- Open application programming interfaces (APIs) and an extensible client enable developers to extend built-in functionality and integrate with third-party applications.

Rich presence information makes it simple to find the people you need

Rich presence information is the cornerstone of any social communications solution. It provides the context and intelligence that makes communications and collaboration

effective and efficient. Sametime software can integrate multiple elements to provide you with a comprehensive view to someone's availability:

- Online presence status—Prevent unnecessary interruptions by letting others know whether you are online, available, in a meeting or away or whether you prefer not to be disturbed.
- Custom status messages—Use a free text field to communicate exactly what you are doing now.
- Alerts—Be notified when people become available.
- Telephony status—Eliminate unnecessary phone calls and voice mails by knowing that someone is on the phone before you call.
- Automated geographic location awareness—Signal, by your location, whether now is an appropriate time to reach out to you. When you are in a new location—in a different time zone than where you usually work, for example—Sametime software recognizes the new location and can automatically publish it to other users and applications.
- Availability status icons—Determine others' availability at a glance and across systems, see whether they are using a mobile client, and (optionally or with the proper integration) see whether a contact is on the telephone.

Enterprise instant messaging—including voice and video options—makes it simple to chat

IM is often the first point of contact when reaching out to colleagues. It is critical to establish rapport with remote team members. Quick text chats can answer simple questions outright or can be escalated to multiway voice or video chats or an online meeting. Tightly integrated tools in Sametime software make it extremely easy to switch communication methods as your conversation evolves:

- Configurable contact list—See recent and frequent contact views.
- Search the corporate directory—Chat with users not in your contact list.
- Business card with contact details—Get a quick and easy way to see who you need.

- Chat history with time and date stamps—Pick up where the chat left off.
- Rich text formatting, emoticons and emoticon palettes—Convey the intended meaning and emotion in your text chats.
- File transfer and screen capture—Send a file or annotate a screen capture to quickly share information and images.
- Instant share—Share an application or an entire screen with chat participants.
- Integrated high-quality audio and video—Enhance the collaborative experience with subtle signals such as body language that would otherwise be missing from a text chat.
- Browser-based chat client option—Use a zero-download client to support thin client strategies.

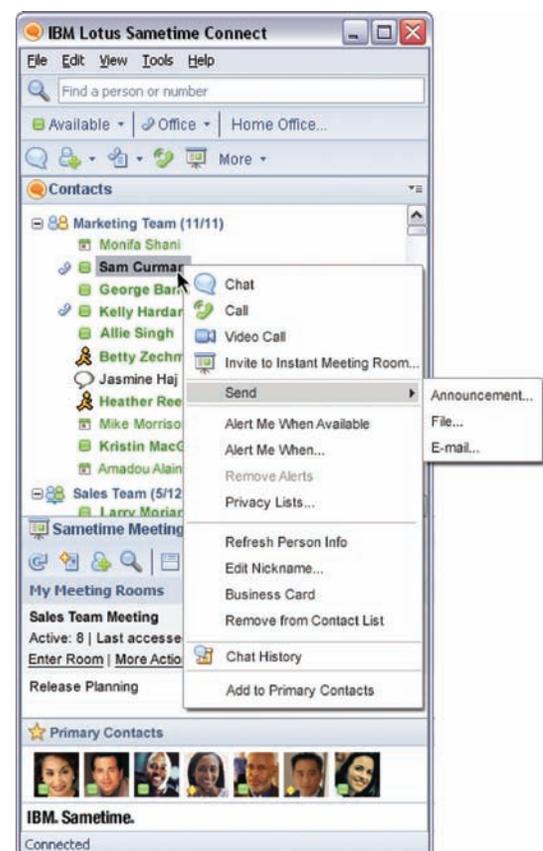


Figure 1. Instant messaging and presence awareness make it easy to chat or call others. Photos can add a face to the names of your contacts.

Online meetings make it simple to meet without travel expense

Online meetings allow rich collaboration with team members around the world—inside or outside the enterprise—enhances social communications while helping reduce travel expense and deliver telephony savings. Sametime 8.5 software, through the powerful features listed below, can change the way you think about and use online meetings:

- Meetings panel—Fully integrated into the Sametime Connect client, a new meetings panel provides a consolidated view of your calendar and makes starting or joining a meeting a single-click process. You won't have to lose the first 10 minutes of your meeting to sharing passcodes and meeting URLs.
- Ad hoc invitations—Seamlessly move from a text chat to a voice or video chat to a meeting. Others can be invited to reservationless, persistent meeting rooms by dragging their names from the contact list.
- One-click meetings—Invitations can be accepted with a single click—just like joining a group chat.
- Integrated high-quality audio and video capabilities—Enhance the collaborative experience with subtle signals such as body language that would otherwise be missing from a basic web conference.
- Meeting library—Upload meeting materials via a simple drag-and-drop step. Record the meeting to preserve application sharing and discussion (with Sametime VoIP).
- Browser-based meeting access—A Web 2.0 client with support for audio and video provides easy access to join and participate in online meetings.
- Online meetings extended to RIM BlackBerry smartphones—A new Sametime Meeting client provides an additional real-time collaboration option for sales and executives on the road.

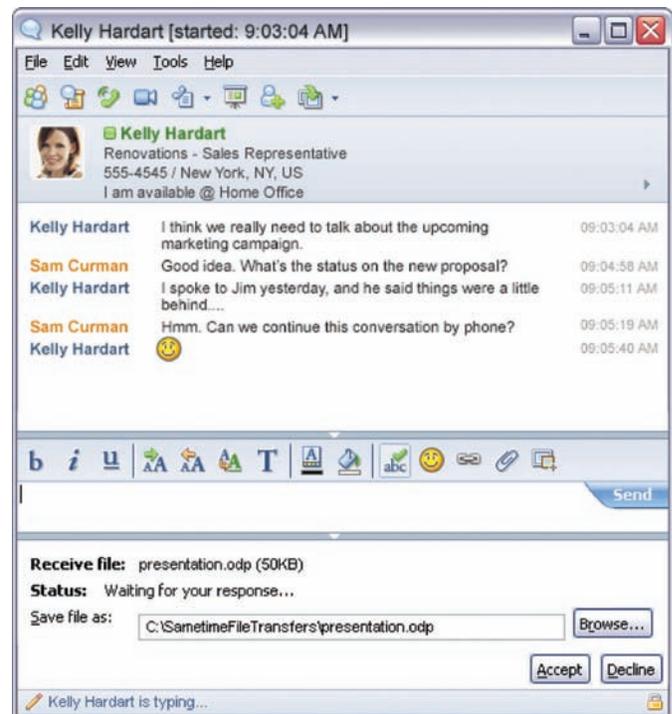


Figure 2. People in a Sametime chat can easily transfer files and move to a video chat.

Community collaboration options make it simple to tap and leverage community knowledge

Roles change in organizations. Teams are formed that span organizational boundaries. How do you leverage the expertise of your colleagues with social communications when you don't know who they are? Sametime community collaboration tools can help you get answers fast.

- Broadcast communities (which integrate with IBM Connections communities)—Connect to people you don't know to find the information you need. A skill tap sends a real-time request for information to a defined set of experts. Instant polls gather answers or opinions. Broadcast chat invites a group of people to join an online conversation. Broadcast announcements keep everyone in the community informed.

- Persistent group chat—Keep a continuous chat discussion running on a specific topic. You can step away from a chat—or join a new chat—and find it easy to get caught up and contribute.
- Support for interaction with community members outside the organization—Engage with other Sametime communities, other enterprise IM systems or with public IM services such as AOL Instant Messenger and Google Talk to collaborate outside the boundaries of your immediate team.



Figure 3. Sametime online meetings are simple to launch, join and use.

Mobile support makes it simple for mobile or remote workers to collaborate in real-time

“In the office” now extends beyond the physical walls of the enterprise. Sametime software helps people use handheld devices for social communications to collaborate in real-time—virtually anywhere—and work where they want. The Sametime mobile client extends many of the capabilities available from the desktop Sametime client to many mobile devices—capabilities such as the following:

- Rich presence awareness, including online status, availability, geographic location and custom status messages
- Business cards with contact information
- IM, including one-on-one and group messaging
- Chat history
- Access to meeting rooms via Sametime Meetings clients for mobile devices or a browser
- An intuitive user interface that manages multiple active chat sessions on small screens

The Sametime mobile client supports Android, Nokia, RIM BlackBerry, Sony Ericsson and Microsoft Windows mobile devices. Sametime software also provides browser-based access from Apple iPhone, Apple iPod Touch and Apple iPad devices.

Telephony, audio and video are simple to use within real-time collaboration—across multiple systems

The convergence of voice, video and data on IP networks provides a way to unify communications and reduce costs in the long term. But unifying communications does not mean that an enterprise needs to do a complete migration to IP telephony and rip and replace its existing infrastructure.

Sametime software can be your platform for next-generation communication services. Voice, video and telephony functions are included in Sametime software and can be integrated with third-party systems. Sametime software includes the following integrated VoIP and video functions:

- A single communications interface delivers both built-in and related media capabilities in voice and video chats or in Sametime online meetings.
- Audio and video controls provide volume, video window size and resolution controls.
- Voice chats with multiple participants make it simple to talk without using the telephone.
- Standards-based audio and video codecs support a high-quality, low-bandwidth multimedia experience.
- Session Initiated Protocol (SIP)-based interoperability makes it easier to incorporate audio and video into third-party conferencing systems.
- Bandwidth management tools and a network address translation (NAT) traversal take the guesswork out of multimedia collaboration within and across enterprises.
- Optional telephony integration delivers telephony status and functions through plug-ins to telephony systems or with IBM Sametime Unified Telephony software.

The optional Sametime Unified Telephony software can help enterprises integrate telephony into real-time collaboration. It provides a variety of telephony capabilities, including the following:

- Phone presence—Makes it easy to know whether to initiate a chat or call
- One-number service and intelligent call management—Routes calls to your current location and device so people can easily reach you

- Softphone—Provides an alternative to expensive phone calls
- Sametime client native application and IBM Sametime Unified Telephony dialer on Google Android devices—Provides support for additional mobile devices and helps reduce telephony costs

When my Sametime location shows I'm working from my home office, route incoming calls to my cell phone.

Sametime Unified Telephony software integrates with multiple private branch exchange (PBX) back-end systems to support your existing infrastructure and to help lower telephony costs without the expense of IP-PBX migrations. Organizations that have already consolidated on a single telephony vendor can use Sametime Unified Telephony software to reduce port and softphone fees and to utilize less expensive IP hard phones.

The Sametime Unified Telephony Lite Client license provides an on-ramp to the full Sametime Unified Telephony experience. It turns the Sametime Connect client into a standards-based SIP softphone, which allows users to make and receive calls to phone numbers, video conferencing systems or video conferencing endpoints right from their desktop. This option provides an entry step into social communications because it simplifies the integration and deployment of telephony and video features that ease communication and reduce telephony expenses.

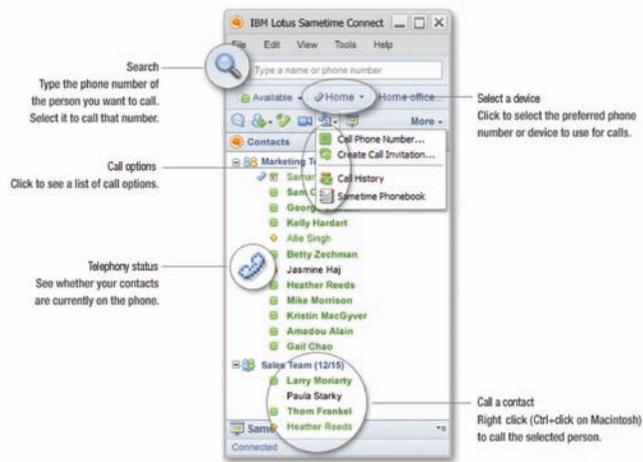


Figure 4. Whether they're inside or outside the company, people on a contact list can be easily contacted in many ways.

A social platform helps communications-enable current applications

People work smarter when social communications is embedded in the way they work. Sametime software provides an intuitive, unified user experience that integrates rich, real-time collaboration capabilities with communications services.

It delivers out-of-the-box integration with many productivity and collaborative applications, including WebSphere Portal, Lotus Notes, IBM Connections, Microsoft Outlook and Microsoft Office applications, including the Microsoft Office 2010 ribbon model, as well as Lotus Quickr and Microsoft SharePoint sites.

Business processes are delayed anytime someone has to wait for a voice mail or email to be returned to make a decision. These delays can lead to lost sales, unhappy customers or decisions based on inaccurate or incomplete information. A CEBP can minimize this delay by putting social communications at the point of the delay.

The Sametime platform provides a framework and open-standards-based tools that help developers provide Sametime services in business processes that task workers use every day. These CEPs can be delivered in a variety of ways:

- Context-sensitive data can be delivered in the Sametime client.
- Business processes can be executed from the Sametime client.
- Sametime communications services can be embedded in other applications. Sametime 8.5 software provides new tools for web developers that let them use industry-standard tools for this enablement.

Accelerate the time to value of your software investment

IBM offers cost-effective professional services designed to help you develop and implement a social communications strategy that supports your unique business design and that takes advantage of the multivendor infrastructures that you have today—or might have tomorrow. IBM's services leadership comes from extensive hands-on experience. IBM has helped transform business communications for hundreds of midsize and large international organizations worldwide—including its own enterprise communications system with approximately 110,000 users and 190,000 communications devices running on VoIP and 400,000 Sametime users. To find out about the comprehensive suite of IBM services, including converged communications services, visit: ibm.com/services/integratedcommunications

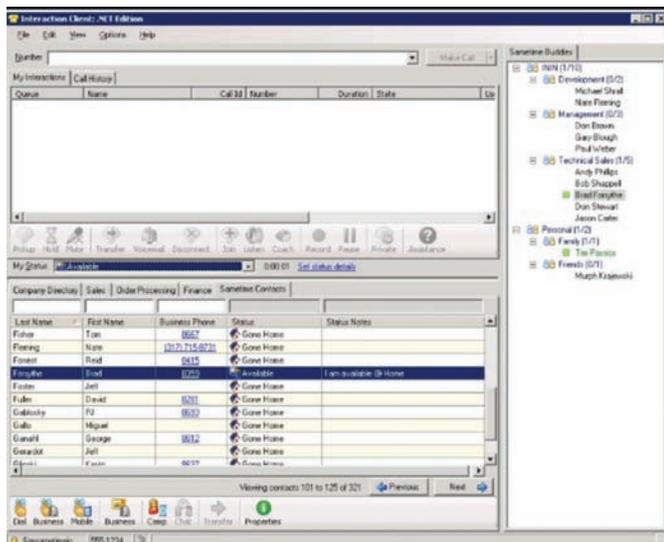


Figure 5. When Sametime software is embedded into a call center desktop application, customer care representatives can engage experts to be more responsive to customers.

Sametime 8.5 software enhancements

Sametime 8.5 software provides significant enhancements, including:

- **Effective online meetings.** Instant access means no time lost to sharing passcodes.
- **Simplified audio and video with bandwidth management tools and a NAT traversal.** Take the guesswork out of multimedia collaboration.
- **Zero-download browser clients.** Use the client for chats, meetings and Apple iPhone devices.
- **Online meetings extended to RIM BlackBerry smartphones.** Speed collaboration with additional real-time collaboration options for sales and executives on the road.
- **Sametime client native application and IBM Sametime Unified Telephony dialer on Google Android devices.** Support additional mobile devices and reduce telephony costs.
- **Web 2.0 tools.** Enable applications with web presence and communications.
- **Streamlined management.** Deploy, configure and administer software from a single console.
- **Licensing options.** Take advantage of new and easier ways to license the software, including an option that provides a softphone with minimal infrastructure requirements.

IBM Software Services for Lotus and select IBM Business Partners can also help you better understand your technology options and how to leverage IBM collaboration solutions to help you lower your IT total cost of ownership and increase your organization's productivity. To find out more about the technical consulting, training and Software Accelerated Value Program services available to help you accelerate your success with IBM technology, visit: ibm.com/software/lotus/services

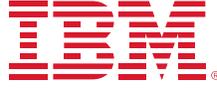
Sametime software helps a social business take action

Organizations can address the pressure for higher productivity, more innovative ideas and lower operating costs by becoming a social business—activating networks of people for faster, expertise-based decisions and improved customer engagement. IBM Sametime software delivers the right real-time voice, data and video communications services where people need them to enable more efficient and effective one-on-one communications, team collaboration and business process execution. With Sametime software, investments in existing telephony, video or IT infrastructures can be protected. Travel, telephony and other business expenses can be reduced. Use Sametime social communications software to help your extended enterprise drive better business outcomes.

For more information

To find out more about Sametime software, contact your IBM representative or IBM Business Partner, or visit:

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