

Enterprises have found that they can improve productivity and cut costs with a unified communications (UC) infrastructure. IBM Unified Communications and Collaboration (UC²) solutions take UC to the next level—and help your enterprise become a social business—by providing an immediate and cost-effective way for people to take action across your extended organization. We help people connect and collaborate in real time so they can more easily develop and nurture trusted relationships; make quicker, more-informed decisions; and achieve better business outcomes. IBM brings together hardware, software and expert services so people can access voice, data and video right from the applications and devices they use every day. We also help enterprises lower their travel and telephony costs.

Make unified communications simple and effective

IBM Sametime® software, part of the IBM social collaboration platform, provides a core set of integrated, synchronous (real-time) communications services—voice, data and video—that make it intuitive for people to find, reach and collaborate effectively with colleagues, customers and business associates in their social business:

- **Online availability, automatic location awareness and telephony status** help you see who is available now.
- **Security-rich, scalable instant messaging (IM)** helps reduce phone and voice mail costs while providing a way to quickly engage with colleagues.
- **Online meetings with audio conferencing and video conferencing** help reduce travel and enable remote workers to use either a web browser or the Sametime client to engage with their colleagues.
- **Integrated Voice over Internet Protocol (VoIP) and high-quality desktop video** deliver a more interactive collaborative experience and lower telephony costs. Features can also include one-number phone service, a softphone (on your PC) and call management capabilities, such as inbound call routing and call transfers to maintain conversations.

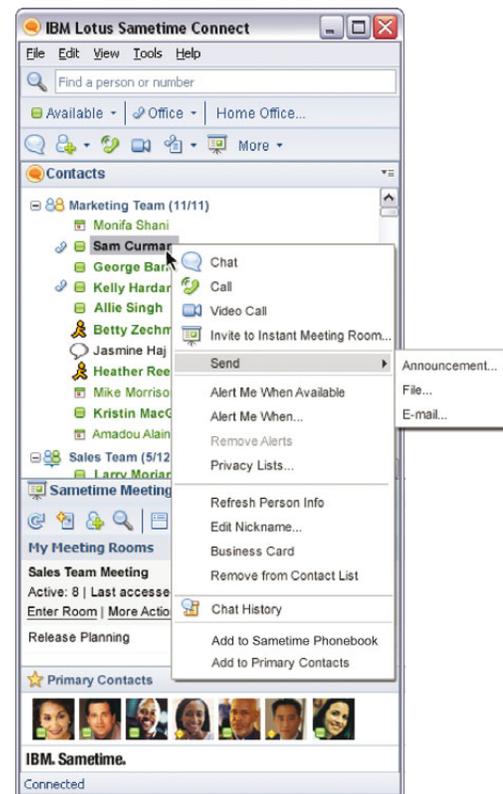


Figure 1: Rich presence information and instant messaging make it easy to chat with or call others. Photos can add a face to the names of your contacts.

- **Community collaboration** can save hours by helping you find and interact with experts—including those you didn't even know.
- **Mobile device support** gives you access to people, information and online meetings even when you are on the road.
- **Integration** with what you already have—existing data and telephony networks—helps you avoid ripping and replacing your current infrastructure while providing new capabilities.

The platform of choice for unified communications

IBM Sametime software serves as a single communications and collaboration interface on users' desktops. With it, people can access virtually all of their UC tools, whether they have been integrated into the Sametime client or are stand-alone tools. This can help minimize travel expenses, lower audio conferencing and web conferencing service expenses and dramatically reduce telephony costs. Sametime software is designed for the following:

- **Simplicity and choice.** Sametime software provides an intuitive, easy-to-use user experience—and the ability to access functions from practically anywhere people work. People have a range of options at their fingertips—IM, screen sharing, persistent group chat, VoIP, phone calls and video—from their preferred devices or applications. Enterprises have deployment options as well, including rich clients, browser-based clients and clients embedded within applications.
- **Investment protection.** Sametime software supports and can be integrated with multiple client and server operating systems, email platforms, directories, telephony, and audio conferencing and video conferencing systems. It can be integrated out of the box with IBM Lotus®, IBM WebSphere®, other IBM and Microsoft products.
- **Extendibility.** The software provides open standards-based tools to extend the platform with custom applications and third-party plug-ins. Web 2.0 tools make it easier to embed communications into business applications.
- **Security and scalability.** Sametime software provides the proven security features, reliability and scalability that enterprises need.

Recent enhancements to Sametime software include the following:

- **Effective online meetings**—With instant access, avoid time lost by sharing passcodes.
- **Simplified audio and video with bandwidth management tools and a network address translation (NAT) traversal**—Take the guesswork out of multimedia collaboration within and across enterprises.
- **Zero-download browser clients**—Enable chats, meetings and Apple iPhone devices.
- **Online meetings extended to Research In Motion (RIM) BlackBerry smart phones**—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**—Equip applications with presence and communications.
- **Streamlined management**—Deploy, configure and administer applications from a single console.
- **Licensing options**—Take advantage of new and easier ways to license the software, including an option that provides a soft-phone with minimal infrastructure requirements.

Comprehensive IBM UC² solutions support smarter collaboration

Leverage the combination of additional IBM software and services with IBM Business Partner offerings to implement your UC solution and to help your people collaborate smarter and make better, faster decisions:

- **IBM Sametime Unified Telephony software**, which includes phone presence awareness and intelligent call management; works with multiple, mixed telephone systems; and adds the ability to access and manage telephone communications through the Sametime or IBM Lotus Notes® client

- **IBM Global Business Services, IBM Global Technology Services and IBM Software Services for Lotus**, which provide trained service professionals with significant experience in business transformation; telephony and converged communications; and software consulting, training and implementation to help you realize business benefits more quickly
- **IBM Business Partners**, which deliver enhanced audio, video and telephony offerings as well as industry-specific or general business applications to extend your UC platform
- **IBM cloud offerings**, which include UC capabilities delivered through IBM LotusLive™ cloud offerings

For more information

To learn more about the IBM UC² strategy or about Sametime software and services, please contact your IBM representative or IBM Business Partner, or visit the following websites:

- ibm.com/lotus/uc2
- ibm.com/sametime
- ibm.com/software/lotus/services
- ibm.com/services/integratedcommunications

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