UNIFY

Harmonize
your enterprise

Formerly Siemens Enterprise Communications
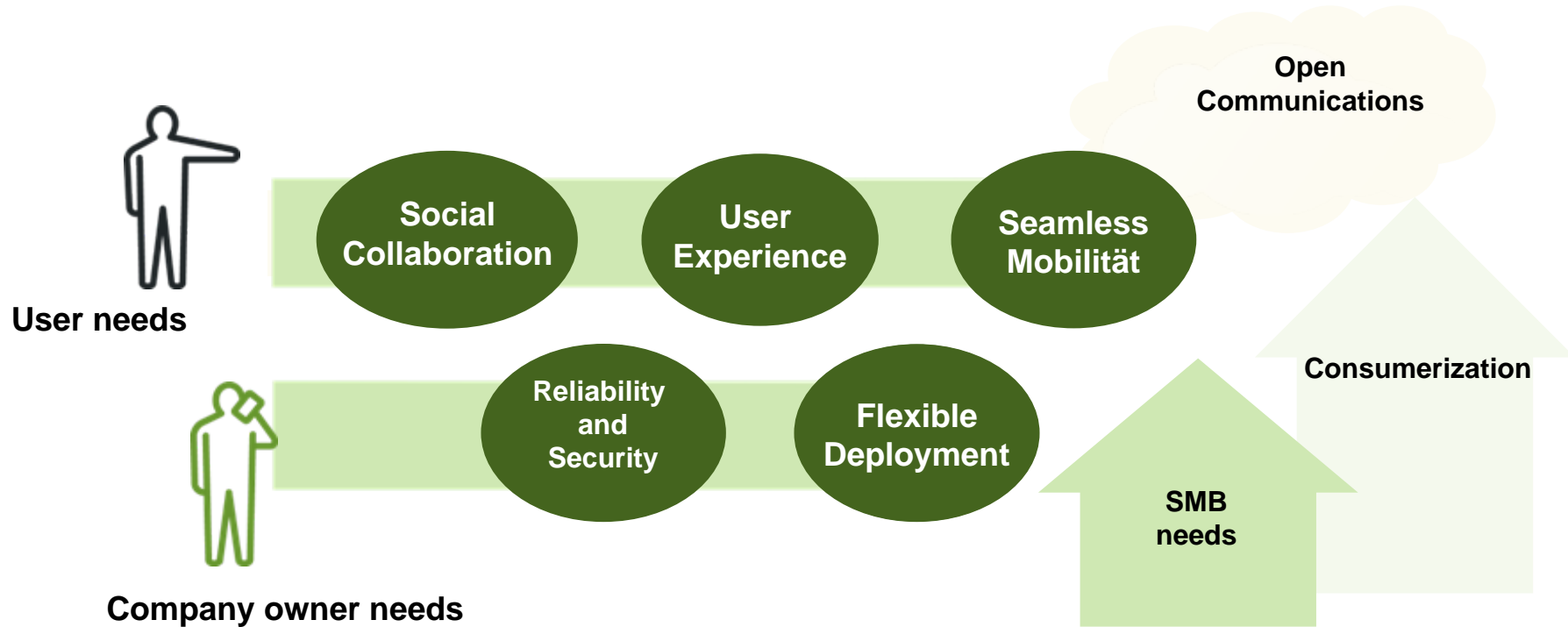
OpenScape Office V3

Customer Presentation

Oct. 2013

Agenda

- Industry Trends

- Our Offering

- Deployment

- Usage Scenarios

- Best practice

- Summary

Agenda

- **Industry Trends**

- Our Offering

- Deployment

- Usage Scenarios

- Best practice

- Summary

Five Megatrends Shaping SMB Communications

User needs

Social Collaboration

User Experience

Seamless Mobilität

Reliability and Security

Flexible Deployment

Company owner needs

Open Communications

Consumerization

SMB needs

A Day in the Life of an SMB user……

	8:00 AM		10:00 AM		11:30 AM
	In the office, chats with business partner and starts a voice and video collaboration with the team		Business meeting at the customer site, a question comes up, you check who is available and conference in your team expert immediately		On the way back, changes presence status, checks the call journal, calls assistant to coordinate remainder of the business day

DEVICE	Media Desktop Phone, PC	Mobiles Tablet	Mobile Smartphone
APPLICATION	Sprache, Video, WEB-Collaboration	Sprache, UC, VPN, Konferenz	Sprache, UC, Telefonbuch
NETWORK	Corporate WLAN / LAN	Public Wi-Fi	Cellular

Throughout all this the SMB user is able to seamlessly and automatically switch between devices, media, and networks, and have continual, synchronized access to corporate information and applications from a common user interface

Driving the SMB agenda
The SMB needs

Multi-tasking

Key employees perform multiple tasks to keep the business running.
How can I make employees more productive?

On-the-move

SMB employees are rarely at their desk, constantly roaming.
How can I insure their reachability?

Rapidly growing

Companies are growing and firms expanding offices to multiple locations.
How can I keep the teamwork effective?

User expectations

The consumer space is influencing SMBs with new communications capabilities.
How can I use same communications capabilities as in private life?

Rising costs

Rising communications costs and limited internal IT and telecom expertise put pressure on businesses.
How can I save on costs and keep security and reliability?

Customer expectations

Customer expectations are rising; there is a high demand to accelerate response times.
How can I manage my customer service more efficient?

Driving the SMB agenda
OpenScape Office - Moving to unified communications (UC)

Multi-tasking

Easy to use, integrated UC solutions streamline communications and helps make everyone more productive

On-the-move

Be productive in any mobile environment with instant access to business critical communications applications on any device

Growing rapidly

Bringing users together across different sites to communicate and collaborate as one irrespective of deployment model

User expectations

Utilize social media communities, integrate productivity-enhancing 'home' devices and access applications on-demand

Rising costs

Combat rising costs through IP Telephony (e.g. SIP Trunking) and address complexity with an easy to deploy and flexible communications system

Client expectations

Deliver the complete range of customer engagement options from voice, email, live chat and social media together with integrated Contact Center

Agenda

- Industry Trends

- **Our Offering**

- Deployment

- Usage Scenarios

- Best practice

- Summary

OpenScape Office
Solution Overview

All-in-one appliance OR

Server-based

OpenScape Office UCC solution includes

Voice	Video	Messaging	UC	Collaboration	Mobility	CC

Session control	Presence federation	Mobility management	Call data recording	Administration and licensing	Network-wide user management

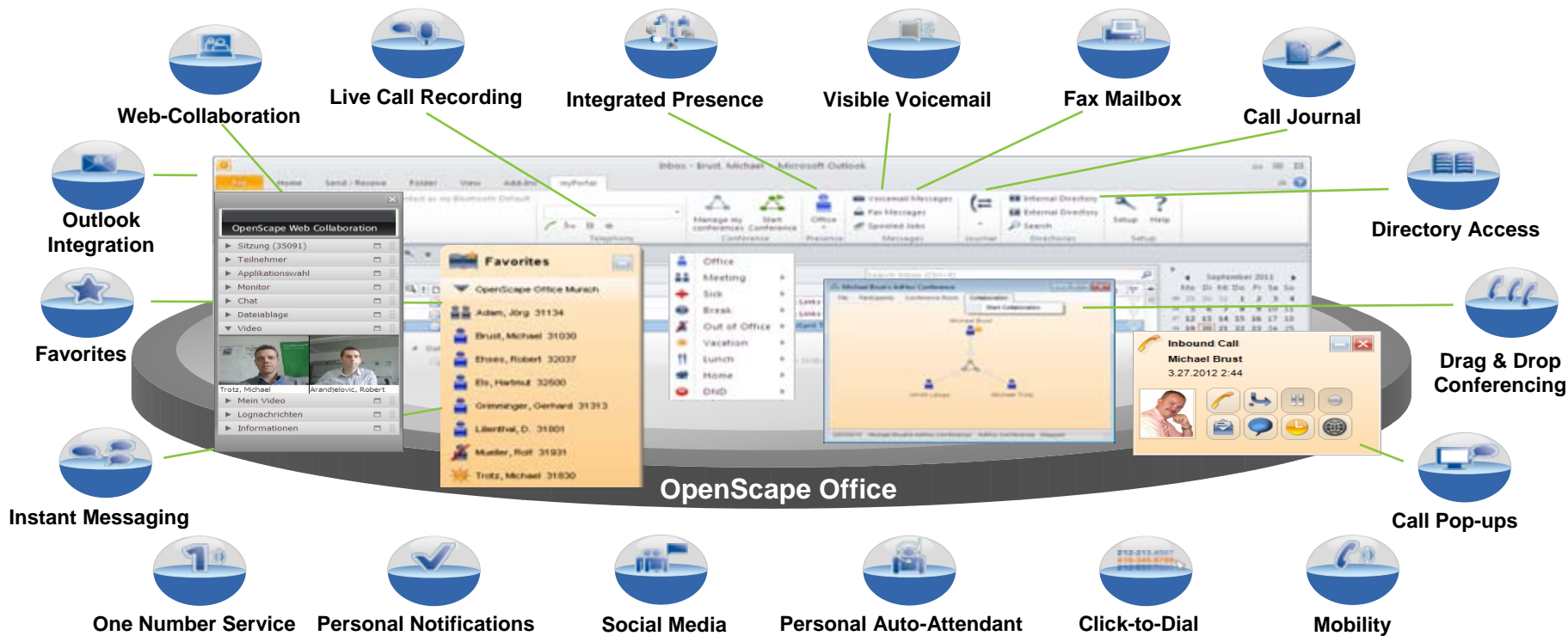| **All-in-one UC Appliance OpenScape Office MX**	**Virtualized SW UC Solution OpenScape Office LX**	**UC solution for HiPath 3000 OpenScape Office HX**
• All-In-One UC appliance solution • Supporting up to 150 users • ITSP, SIP Trunking, BRI, PRI & analoge	• Server based PBX incl.UC, virtualization with VMware • Supporting up to 500 users • SIP Trunking	• Server-Based UC or virtualized solution for HiPath 3000 platform • Supporting up to 500 users • SIP Trunking, BRI, PRI & analoge

OpenScape Office – powerful UCC networking across all deployment models
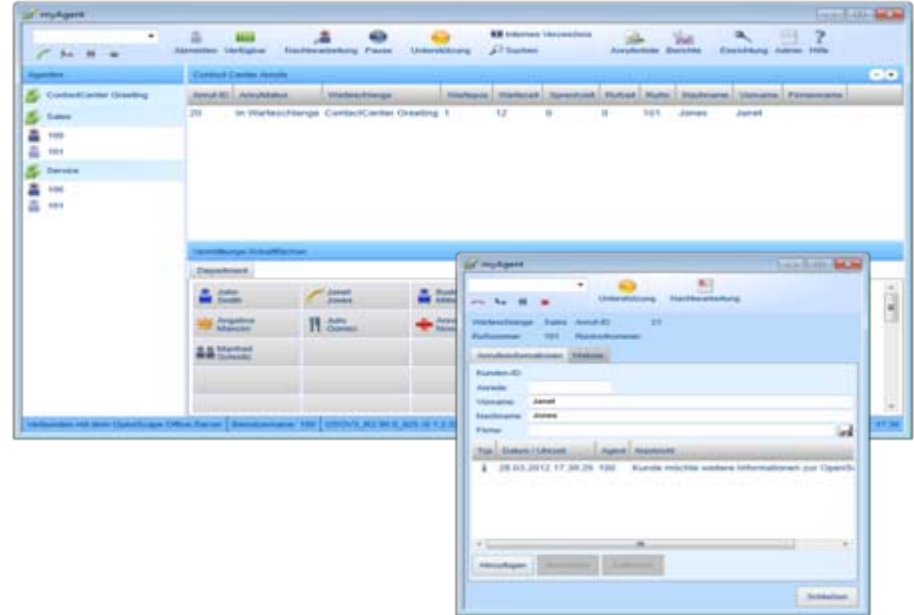
OpenScape Office V3
Highlights

Virtualization for SMBs
- OpenScape Office LX
- OpenScape Office HX
  on standard server

Gate View
Integrated Real-Time
Video Surveillance
solution
to observe entrance areas

Enhanced User Experience
New Skin variant
& MAC OS support for
Desktop UC Client

OpenScape Office V3 UCC for SMBs

Enhanced Integration
Open Directory Service
enhancements
Application Launcher
Microsoft 365 support

Expanded Web Collaboration
UI integration of
OpenScape Web
Collaboration (incl. video)

Contact Center
Enhanced UI - myAgent
CRM Application Launch
myReport enhancements

OpenScape Office
The All-in-one UC Solution to Your Communications Issues!

Web-Collaboration

Live Call Recording

Integrated Presence

Visible Voicemail

Fax Mailbox

Call Journal

Outlook Integration

Directory Access

Favorites

Drag & Drop Conferencing

Instant Messaging

Call Pop-ups

One Number Service

Personal Notifications

Social Media

Personal Auto-Attendant

Click-to-Dial

Mobility

OpenScape Office

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OpenScape Office
Integrated Contact Center - Improving Customer Services

OpenScape Office Contact Center

- **Integrated Multi Channel Contact Center**
  Deliver the complete range of customer engagement
  options (voice, email, fax, chat)

- **Intelligent routing capabilities**
  Maximizing "first contact resolution" with integrated skill-
  based, CLIP and VIP routing to always ensure reaching
  the right agent

- **Business Process Integration**
  Connectivity to external customer databases and launch
  of 3rd party CRM applications

- **Easy Management & reporting**
  Integrated Administration tools to allow easy contact
  center setup incl. call flows, announcements and
  customized reporting

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OpenScape Office
Contact Center - Improve First Call Resolution and Customer Service

Reports

Arrange agent desktop controls

Agent Functions

Contact Center Calls voice, fax & email

Team Information

Individual recording of contact center calls

Integrated Presence

Call Pop-ups

Hands-free controls

OpenScape Office

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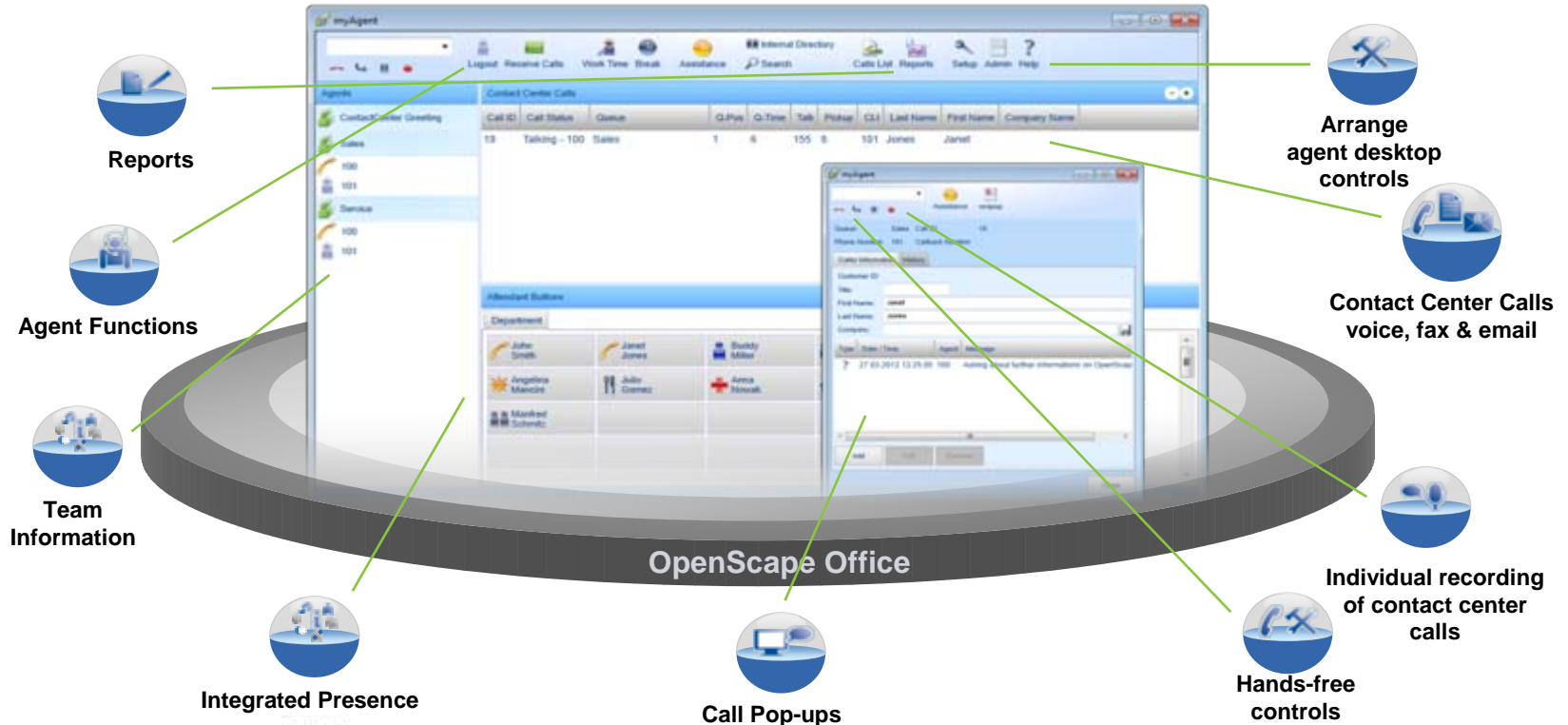
OpenScape Office
What's new with HiPath 3000 V9?

Expanded deployment choices with HiPath 3000 V9

HiPath 3000 V9 delivers the platform foundation for OpenScape Office HX to connect to MX/LX networks

HiPath 3000 V9 expanded features include:

- OpenScape Office HX V3 connectivity

- Network enhancements to deliver on the Extended UCC Domain

- Hardened SIP stack implementation for SIP attack protection

- SSDP support via Shiva Plug for HiPath 3000 family

- optiClient Attendant call park improvements

- HiPath Cordless user enhancements incl. MWI indication

HiPath 3000 V9
Continuing the powerful, secure and reliable voice platform for SMBs
delivering **the easy way from voice to UCC**

OpenScape Office
Enhanced set of UC user clients

Desktop Client

- myPortal for Desktop

used by office workers
with their favorite OS
(Windows & MAC)

Mobility Client

- myPortal for Mobile
- myPortal for Tablet

used by mobile workers
delivering UC independent
of current location or device

Integrated & Groupware

- myPortal for Outlook

the perfect way for
office workers using
Microsoft Outlook

On Device

- myPortal for OpenStage

used by office workers
to quickly change their
presence and listen to
their voicemail

myPortal for Desktop
OpenScape Office UC Client for your Desktop

myPortal for Desktop – Desktop UC Client for Windows and MAC OS

- **myPortal for Desktop** is the OpenScape Office UC client for office workers allowing the UC integration into different client operating systems:

    - Windows OS

    - MAC OSX

- **Powerful UC features**
  Combined OpenScape Office UC features integrated in a single Desktop Application

- **Innovative User Design**
  Flexible UI skins allowing users to customize the UC client look & feel based on current working behaviors and specific needs
  (5 different skin variants are available to choose)

myPortal for Mobile
OpenScape Office UC Mobility for smartphones

myPortal for Mobile, the browser based solution for mobile phone

- **myPortal for Mobile** is the OpenScape Office user interface for mobile employees using smart-phones with a graphical user interface such as:

    - iPhone, Blackberry, Nokia, Android and Windows Mobile

- **Open browser based approach for all other mobile phones** - No dedicated applications need to be loaded on the mobile device

- **Enhanced UC feature** set for managing calls directly from the mobile phone (incl. conferencing, consultation and call transfer)

- **Dial modes** – to optimize communication charges by choosing different calling procedures (Callback, GSM, Call through or SIP preferred) based on existing network connectivity

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myPortal for Tablet
OpenScape Office UC Mobility for Tablets

myPortal for Tablets, the browser based solution for tablet device

- **myPortal for Tablet** is the OpenScape Office user interface for mobile employees using tablet devices (Browser e.g. Safari, Firefox, IExplorer)

- **Open browser based approach for all other tablet devices** - No dedicated applications need to be loaded on the tablet device

- **Enhanced UC feature** set for managing calls directly from the tablet device (incl. conferencing, consultation and call transfer)

- **Dial modes** – allowing to control and manage your calls directly from your tablet device

  - **Associated dialing** - for desktop phone

  - **SIP preferred** – to utilize installed SIP client on the tablet device
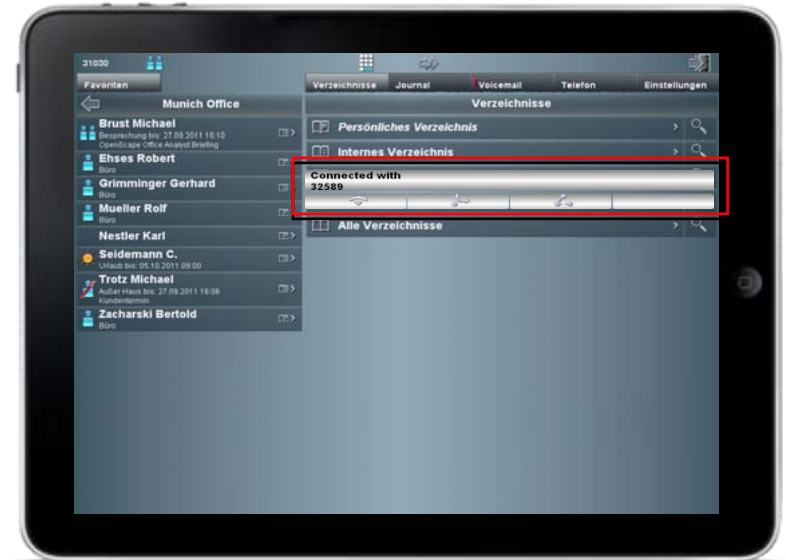
OpenScape Office UCC
Integration of OpenScape Web Collaboration Services

OpenScape Web Collaboration launched via OpenScape Office User Interface

- Full-featured OpenScape Web Collaboration solution specifically packed and embedded for SMBs
- Dedicated SMB base package incl.
  - 2 Conference Rooms
  (further conference room licenses available)
- Launched via OpenScape Office Drag & Drop Conferencing Service or from call pop-up window
- Simple, intuitive interface with one-click access to all features
- Integrated text, data, web, and multi-party H.264 desktop video conferencing
- Mobile client that runs on any smartphone device including iPhone, iPad, iPod Touch and Android clients
- Highly secure 256-bit AES encryption
- On-premise deployment model, that can be installed quickly, cost-effectively, and with minimum IT resources
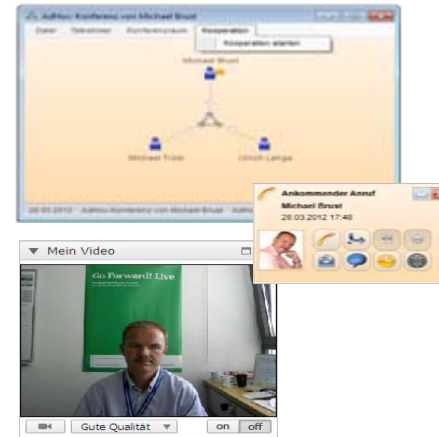
More detailed information on OpenScape Web Collaboration can be found in SEBA

OpenScape Office
UC clients for special use…

Integrated, UC-Clients for dedicated usage…

Clients for Contact Center Agent/Supervisors and Receptionist

- **myAgent**
  used by Contact Center Agents
  and their Supervisors

- **myAttendant**
  used at the switchboard, at the reception and
  for team coordination
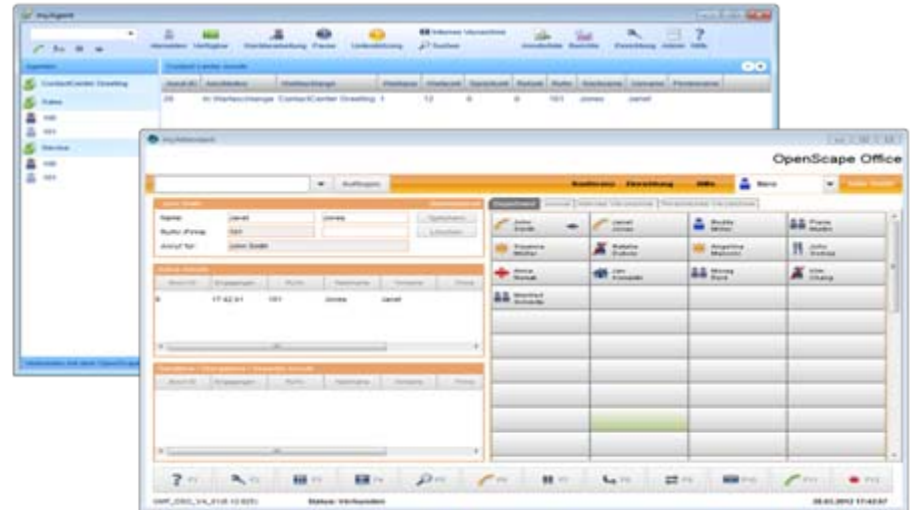
OpenStage Gate View
Integrated surveillance solution with OpenScape Office

OpenStage Gate View - deliver affordable surveillance for SMB

OpenStage Gate View is a user-friendly, security solution offering real-time video surveillance to observe, control your business from any location

▪Control and observe via real-time video on broad range of device options
- PC Desktops (web-client)
- OpenStage 60 / 80
- iPhone/iPad - OpenStage Gate View app

▪Range of certified IP web-cameras available (click here for more information)

▪Support of flexible video recording to secure and observe important areas (e.g. entrance hall, parking lots, doors, etc.)

▪Video-control entrance areas and grant access via OpenStage phones together with video door-phone solutions

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OpenScape Office
HiPath Cordless IP – reachable throughout the company

HiPath Cordless IP – Mobility with DECT- Quality

HiPath Cordless IP is solution for seamless communications and reachability on companies premises.

- Supports up to 50 Mobility users (Server-solution supports up to 300 users)
- Mobile handsets OpenStage SL4 professional or Gigaset S4 und M2 professional
- Base Station with Ethernet port 10/100, PoE and sync over LAN
Radio coverage 50 m / 300 m (inside / outside)
- 'Seamless Handover' for up to 10 simultaneous calls in the range of
10 base stations (50 / 60 with server)
- Expanded capabilities with HiPath Cordless IP V1R4
    - Phonebook via LDAP
    - myPortal PC-Clients are supported
    - Call waiting and call forwarding
    - Caller Name on display and differentiation of calls (internal/external)
    - Message Waiting Indication
    - Update of caller-list when picking up calls on other phones*

BSIP 1

OpenStage SL4 professional

Gigaset S4 professional
(* Fix Release)

UC enabled Devices and Voice Clients

OpenStage 15　　**OpenStage 20**　　**OpenStage 40**　　**OpenStage 60**　　**OpenStage 80**

TDM, HFA and SIP - secure and reliable advanced phones

Mobile UC & FMC-Clients　　**WLAN and IP DECT**　　**Soft Clients**
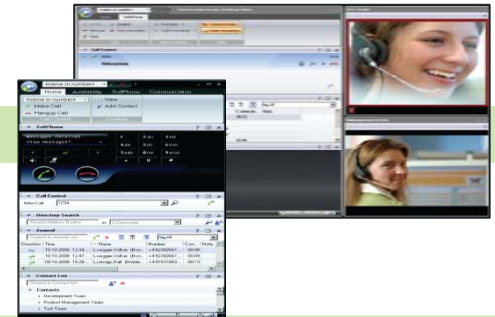
OpenScape Office
Open Approach – Easy integration into IT

Software based UCC solutions – Integration and Interfaces

Integration

- Integration into business environments and customer databases with Open Directory Services and Application Launcher to increase productivity

Social Collaboration

- Extending communications reach with standard Interface XMPP leveraging social media networks (e.g. Google Talk)

Flexible Deployment

- Desktop and OS/Application level virtualization reducing physical HW while enhancing availability and reliability

Connectivity

- Open SIP Interface to leverage lowest cost IP communications via SIP trunking, including service such as Skype Connect

"The Open Approach" – Enabling IT flexibility"
UCC solutions based on industry standard interfaces allowing customers to seamlessly integrate into the IT Eco Systems of choice

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OpenScape Office
Application Launcher – Integration into Business Processes

OpenScape Office Application Launcher – Improved Customer Services

OpenScape Office Application launcher is a client application that allows the launch of 3rd party business applications based on Caller Identification (CLI)

▪**Enhanced productivity and customer services** by handing over caller information (incoming and outgoing calls) from OpenScape Office into existing customers CRM apps.

- Up to five criteria's (e.g. Customer ID) can be handed over towards specific customers applications

▪Launch of customer applications based on:

- Batch File Execution (e.g. vTiger CRM)
- URL Execution (e.g. Online Phone Books or Localization via Google Maps)

▪Flexible pop-up windows with customizable action buttons allowing execution of specific applications on demand

▪OpenScape Office Application Launcher can be licensed individually per user client
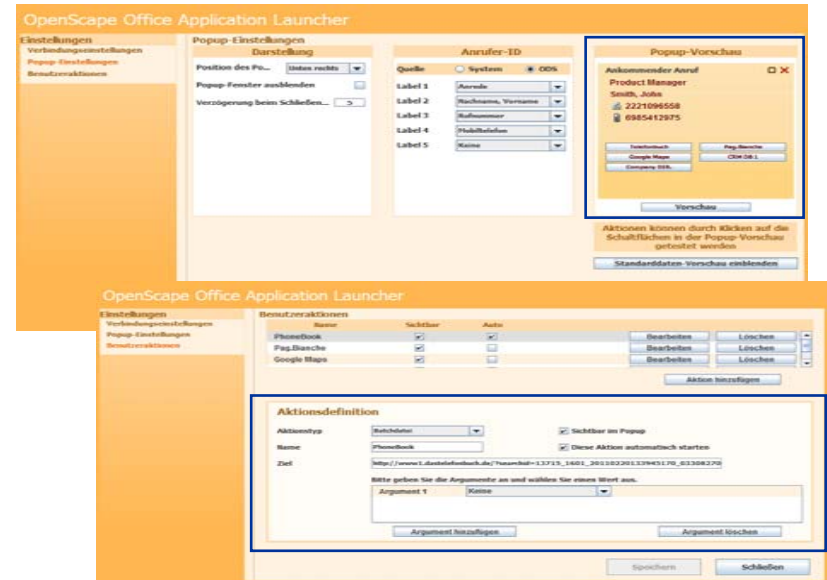
OpenScape Office
Introducing Open Directory Services…

Open Directory Services for business process integration

Open Directory Service (ODS) is an embedded solution within OpenScape Office to provide flexible connectivity to external customer databases & client applications

▪Access to all OSO directories from 3rd party applications, OpenStage or IP-DECT through an embedded LDAP Server interface
▪Connection to multiple external databases:
  - PostgreSQL
  - mySQL
  - Microsoft SQL Server 2000 / 2005 / 2008
  - Sybase SQL Server V10 and later

▪Combines internal OSO directories and external databases into a single unified search engine UI
▪Easy to manage and configure through well-known OpenScape Office Web based Management

Database Connector SQL

Unified directory access

Access to OSO phonebook

ODS

Open Directory Assistant

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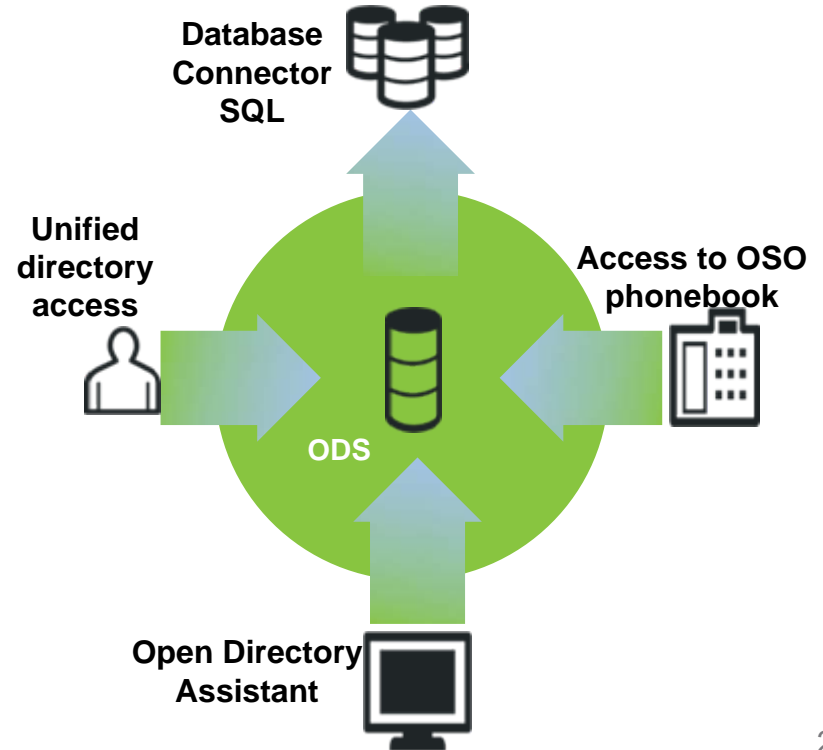
OpenScape Office
SIP Trunking - Internet Telephony Service Providers (ITSP)

- **SIP trunking is efficient and more cost-effective** than ISDN for connecting your PBX to the public switched telephone network (PSTN)

- **The SIP protocol** is an internationally accepted standard – but it leaves room for **different implementations** regarding protocol elements, message flow and features

- To ensure seamless interoperability and a full set of features beyond basic call, we are conducting **comprehensive tests** with VoIP providers / ITSP **in advance** to avoid last minute surprises

- Our **SIP implementation** follows the **SIPconnect Technical Recommendations**

    - industry-wide, standards-based approach to direct IP peering between SIP-enabled IP PBXs and VoIP service provider networks

- **Unify is in a leading position -
  More than 55 VoIP Providers** (ITSPs) for HiPath 3000 or OpenScape Office have been already tested and released

SIP

More Information on our **tested & released providers** and the **established process**

Get your ITSP tested as well!

T.38 Fax ✓

OpenScape Office Application can also send Fax messages via SIP Trunks

Support of additional features for SIP subscribers

✓ **Unified Communication for standard SIP devices**
SIP devices supporting "3PCC" can be controlled by the OpenScape Office application

✓ **Displaying of caller names**
OpenScape Office system names will be displayed during ringing and connection

✓ **Blind transfer**
This standard SIP transfer mode will be supported now.

✓ **Call forwarding**
The standard device based call forwarding will be supported now.

✓ **Call waiting**
The standard device based call waiting will be supported now.

✓ **Message Waiting Indication (MWI)**
The standard SIP MWI notification will be supported now e.g. signaling of new voice messages.

✓ **Distinctive Ringing**
Different call types will cause a different ring tones e.g. internal calls; external call; recalls.

Get 3rd Party SIP Devices certified via the OpenScape Ready program

SIP

More Information how to connect SIP devices can be found on Unify WIKI

Note: SIP is a functional protocol and the intelligence resides in the devices. Therefore devices have to support the features as well.

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OpenScape Office
Interfaces & Integration in detail

Desktop OS
Windows XP
Windows Vista
Windows 7
(32 & 64 bit)

Microsoft Outlook
Integration
Outlook 2003
2007 & 2010 (32 & 64 bit)

Microsoft SBS
Small Business Server
2011

Microsoft Exchange
Connectivity
Exchange 2003, 2007 & 2010

MS Terminal Server
Windows Server
2003 & 2008
(32 & 64 bit)

Microsoft Office
Dial from any application
Office 2003
2007 & 2010 & 365

VMware Virtualization
VMware Server
vSphere

Server OS
Linux
Support
Novell SUSE
Linux Enterprise 11

CITRIX Support
Citrix Presentation
Server 4.5,
XenApp 5.0 & 6.0

Mobile Browser
Support
Firefox
Internet Explorer
Safari

Browser Support
Firefox
Internet Explorer 6 & 8 & 9

Open Interfaces & SDK
CSTA, TAPI,
LDAP, XMPP

Open Directory Services
mySQL, PostgreSQL,
MS SQL, Sybase SQL

Continuous support of the latest releases & versions

Agenda

- Industry Trends

- Our Offering

- **Deployment**

- Usage Scenarios

- Best practice

- Summary

OpenScape Office
Solution Overview

All-in-one appliance OR

Server-based

OpenScape Office UCC solution includes

| Voice | Video | Messaging | UC | Collaboration | Mobility | CC |

| Session control | Presence federation | Mobility management | Call data recording | Administration and licensing | Network-wide user management |

All-in-one UC Appliance OpenScape Office MX	**Virtualized SW UC Solution OpenScape Office LX**	**UC solution for HiPath 3000 OpenScape Office HX**
- All-In-One UC appliance solution - Supporting up to 150 users - ITSP, SIP Trunking, BRI, PRI & analoge	- Server based PBX incl.UC, virtualization with VMware - Supporting up to 500 users - SIP Trunking	- Server-Based UC or virtualized solution for HiPath 3000 platform - Supporting up to 500 users - SIP Trunking, BRI, PRI & analoge

OpenScape Office – powerful UCC networking across all deployment models

Extended UCC Domain Explained…

UCC Networking Explained

Network-wide Collaboration

Single Directory

Unified Management

Extended UCC Domain
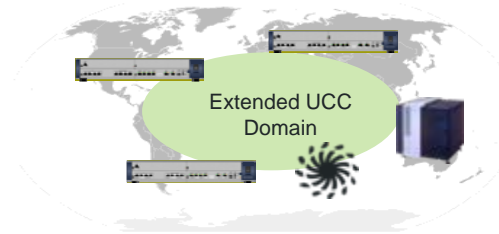
"UCC Networking involves multiple locations running OpenScape Office and behaving as if there are on one system"

Why UCC Networking is also important for SMBs

- Many Businesses have multiple locations (branches, sales offices etc.) or offices on a single campus

- Site expansion is also typical as small and medium sized businesses grow

- The need to communicate and collaborate as one entity is especially critical for smaller companies trying to compete with large enterprises

Benefits

- Always know the availability of your colleagues in other locations and the best way to reach them

- Stay within reach of your colleagues and customers from any device and location

- Leverage powerful social media integration to extend your communications reach

- Managing single UCC domain vs. multiple redundant standalone deployments

OpenScape Office
UCC Features in the Network

Extended UCC Domain experience for all users

- Voice supported presence management (presence visibility)
- Network-wide call status (ringing, on call, active mobile device)
- Call Pick Up via myPortal
- Instant Messaging including multi user chats
- Drag & Drop Conferencing in the network
- Network-wide Web Collaboration (with Desktop Sharing & Video)
- Voicemail forwarding in the network
- myAttendant change presence status for all users
- System-wide internal directory and favorites
- External directories via Open Directory Services
- Integration into MS Exchange calendar and public folders
- XMPP based presence & chat support to external partners

Virtualization
Enabling Always On IT

How the market leader VMware explains virtualization for SMBs?
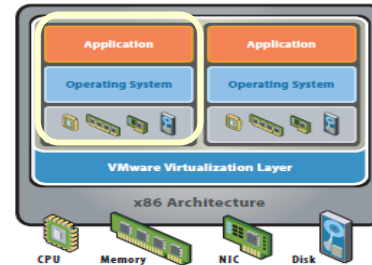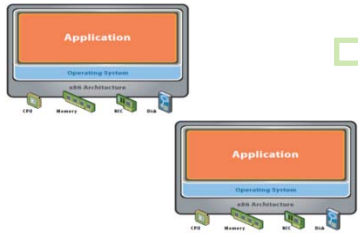
"Virtualization is a way to abstract applications and their underlying components away from the hardware supporting them"

Virtualization for Small and Midsize Business

…and it is not just for the Fortune 500 anymore!

SMBs face many of the same IT challenges as larger enterprises, trying to accommodate increasing demand for new IT capabilities and services.

SMBs often place even greater emphasis on cost savings and on protecting business critical systems and data, since shrinking IT staff and budgets…

Specifically, SMBs are seeing improvements in:

- Time spent on routine IT administrative tasks

- Backup and data protection

- Application availability

- Ability to respond to changing business needs

- Business continuity preparedness

- Company profitability and growth rate

Source: VMware SMB Survey

Virtualization
Enabling Always On IT

OpenScape Office LX and OpenScape Office HX

software based SMB UCC solutions allowing virtualization services

Benefits and Motivation of virtualized environments

- Reduction of physical Server-Parks -> HW costs, Space
- Re-organization due to server rank-growth (server farms got out hand)
- Need of Centralized Management due to high number of applications
- Enhanced reliability
- Ease of Data Backup and Restore
- Scalability
- Monitoring
- Re-use of old OS systems in a virtual environment
- Green IT aspects (One Server needs less power)
- Reduced Service Hours
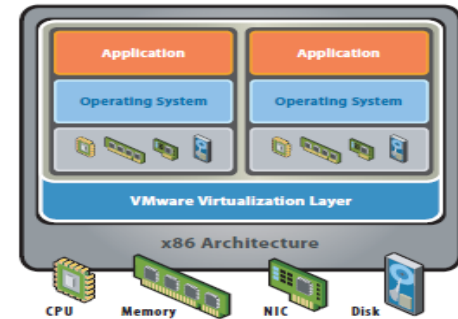
OpenScape Office LX/HX

supports virtualization

with

VMware vSphere

OpenScape Office
Survivability options

OpenScape Office Survivability – It is your choice

High Availability Server HW

- Dedicated Standard Industry Server
- Redundant power supply
- Linux SW based redundant hard disks (RAID)
two physical HD's recommended
- ECC RAM to detect and correct RAM errors

MX failover - survivability

- OpenScape Office LX to MX failover scenario, when OpenScape Office MX is used as gateway
- In case of LX emergency, OS IP devices will automatically re-register via second standby registration setting towards existing MX system
- Voice functionality can be used during the emergency mode
- OpenScape Office free base package extensions can be used to ensure availability of key people

VMware – High availability

- Monitors and detects virtual machines for "guest OS" failures and automatically starts virtual machines
- Detects server failures automatically, using a "heartbeat" on servers
- Restarts virtual machines almost instantly without human intervention on a different physical server
- In case of fail over LX will restart immediately with existing configuration; no further licenses needed

Agenda

- **Industry Trends**

- **Our Offering**

- **Deployment**

- **Usage Scenarios**

- **Best practice**

- **Summary**

OpenScape Office
Networking addresses

UCC Domain Experience

Extended UCC Domain
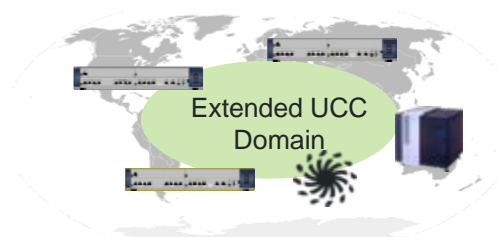
- **Multiple networked OpenScape Office MX**

- **OpenScape Office HX networked with HiPath 3000 V9**

- **Mixed OpenScape Office MX, LX and HX networks**

- **OpenScape Office LX utilizing MX gateway**

- **OpenScape Office LX utilizing HiPath 3000 gateway**
(HiPath 3000 must run on a V9 software level)

Deployment details on Extended UCC Domain
available in separate presentation

OpenScape Office Networking
Use Case – Campus

OpenScape Office Campus Szenario
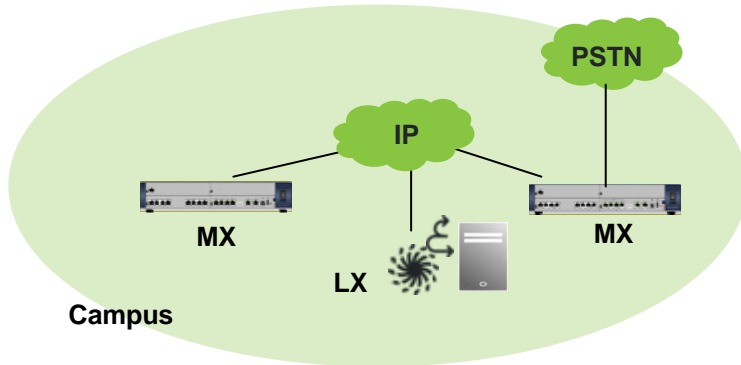
Campus

- Examples of a Campus deployment include:
- Small Startup Company with two offices in a business park
- Small college campus or school
- Existing medical clinic that is expanding the practice and needs another building

Solution

- OpenScape Office in each office / building
  - Interconnected via Ethernet LAN, sharing one access to PSTN (digital or SIP Trunk)
- myPortal clients (Desktop, Outlook, Mobile, OpenStage)
- myAttendant (Receptionist)
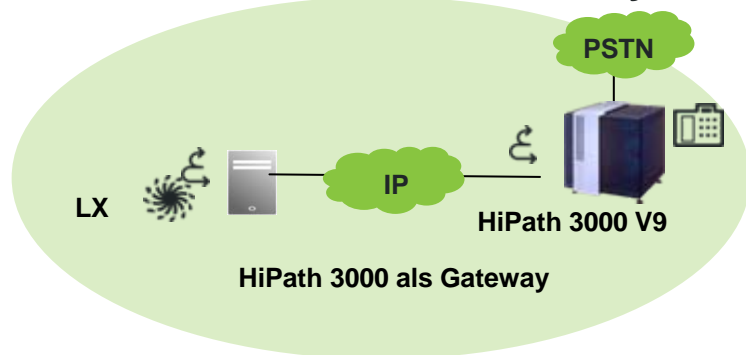- OpenStage Phones / OpenScape Personal Edition
- Integrated Mobile Phones for UC Mobility

Features / Capabilities

- Integrated Presence, Chat and Web Collaboration
- Drag & Drop Conferencing
- Single company-wide directory
- Central Attendant Service
- Central Visible Voicemail

Benefits

- Always know the availability of your team members
- Ease of use with UC client integration on preferred device
- Stay within reach of your colleagues independent of device
- Reduced costs with central or automated Attendant service

OpenScape Office Networking
Use Case – Regional / National

OpenScape Office
Regional / National Scenario

+49 89 …

PSTN

MX

Munich

+49 30 …

HiPath 3000 V9 & HX

ISDN/ Internet

Berlin

LX

Regional/National

Hamburg
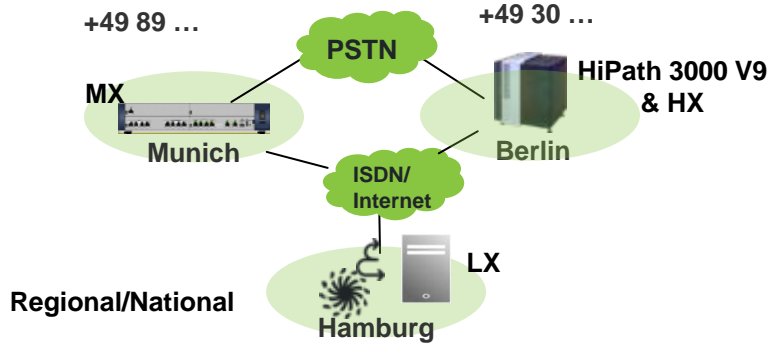
Examples of a Regional/National deployment include:
- Travel Agency with offices in different cities across local country / region
- Car dealer who is expanding his business with a new branch in the same city
- Truck company who opens up a new branch in a different city

Solution

- OpenScape Office in each location (city, region)
  - Interconnected via ITSP or Internet, using multiple access to PSTN (digital or SIP Trunk)
- myPortal clients (Desktop, Outlook, Mobile, OpenStage)
- myAttendant (Receptionist) / myAgent (Contact Center)
- OpenStage Phones / OpenScape Personal Edition
- Integrated Mobile Phones for UC Mobility
- OpenStage Telefone/OpenScape Personal Edition
- Integrierte Mobiltelefone für UC Mobility

Features / Capabilities

- Integrated Presence and Chat
- Network-wide Conferencing
- Single company-wide directory
- Central Attendant Service
- Integrated Contact Center

Benefits

- Always know the availability of your team members
- Ease of use with UC client integration on preferred device
- Reduced travel costs by using integrated conferencing
- Stay within reach of your colleagues independent of device

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OpenScape Office Networking
Use Case – International

OpenScape Office International Scenario

HiPath 3000 V9 & HX

MX

San Francisco

Hong Kong

International

LX

Cape Town
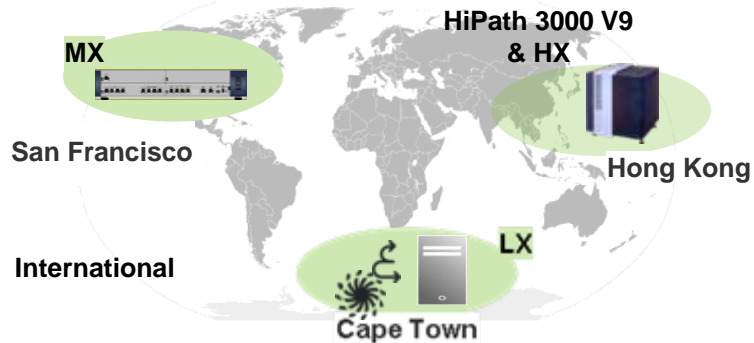
Examples of a International deployment include:
- A global acting Service company who has different Partners around the world who provide the local on-site services
- A sports factory in USA with an outsourced manufactory in Asia
- Holding with different companies around the globe

Solution
- OpenScape Office in each country / office / building
- Internet access (UC interworking via XMPP service)
- Voice Connection via public network
- (Optional: SIP-Q networking)
- myPortal clients (Desktop, Outlook, Mobile, OpenStage)
- myAttendant (Receptionist)
- OpenStage Phones / OpenScape Personal Edition

Features / Capabilities
- Integrated Presence
- Instant Messaging
- Favorites Lists with Presence Visibilty
- Network-wide Conferencing

(Optional: SIP-Q Networking enabling extended feature set)

Benefits
- See the availability of your most important contacts
- Quick answers from business partners using Chat
- Easy to use Drag&Drop Conferencing with global partners, reducing setup times and costs

OpenScape Office Networking
Use Case – HiPath 3000 as a Gateway

OpenScape Office HiPath 3000 as a Gateway

PSTN

IP

LX

HiPath 3000 V9

HiPath 3000 als Gateway

Examples of a H3k V9 Voice Networking deployment include:

- A transport company with a big demand of existing analog devices and faxes
- A factory where parts of the IT Infrastructure are VoIP-ready
- A company using their existing HiPath 3000 V9 as a single gateway and expand /modify their business

Solution

- OpenScape Office and HiPath 3000 in the office / building
  - Interconnected via Ethernet LAN to HiPath 3000 V9 (Single Gateway with access to PSTN)
- For OpenScape Office MX/LX Users:
  - myPortal clients (Desktop, Outlook, Mobile, OpenStage)
  - myAttendant (Receptionist)
  - OpenStage Phones / OpenScape Personal Edition
  - Integrated Mobile Phones for UC Mobility

Features / Capabilities

- Full featured SIP-Q Voice Networking between OpenScape Office MX/LX and HiPath 3000 V9
- Extended carrier-access via HiPath 3000 PSTN moduls
- Full featured UC for OpenScape Office MX/LX users

Benefits

- Save HW costs and protect investment by using existing HiPath 3000 as a single gateway for carrier access
- Re-use existing analog devices and faxes with HiPath 3000 V9

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OpenScape Office Networking
Use Case – Network UCC with existing HiPath 3000 voice platform

OpenScape Office Network UCC with HiPath 3000 V9

MX

Hamburg

LX

ISDN/ Internet

Berlin

HiPath 3000 V9 & HX

Munich
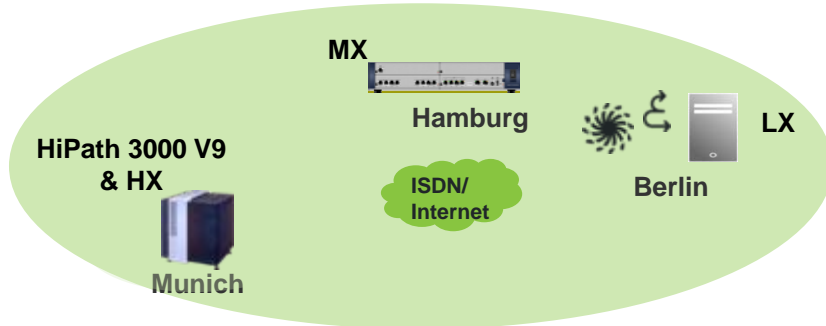
Network UCC with existing HiPath 3000 voice platform

Example of networking HiPath 3000 into a UCC Domain deployment include:

- A transport company who wants to expand their business with more employees and infrastructure
- A company who is moving into a new location
- A company using their existing HiPath 3000 V9 and adding UCC to expand/modify their business

Solution

- OpenScape Office HX / HiPath 3000 V9 in one office
    - Interconnected via WAN to other MX and LX systems (with access to PSTN)
- For OpenScape Office MX/LX/HX Users:
    - myPortal clients (Desktop, Outlook, Mobile, OpenStage)
    - myAttendant (Receptionist)
    - OpenStage Phones / OpenScape Personal Edition
    - Integrated Mobile Phones for UC Mobility
    - Integrierte Handys für UC Mobility

Features / Capabilities

- Full featured UCC networking between OpenScape Office MX, LX and HX (connected to HiPath 3000 V9)
- Extended carrier-access via HiPath 3000 PSTN modules
- Full featured UC for OpenScape Office MX/LX/HX users

Benefits

- Save HW costs and protect investment and keep existing HiPath 3000 in fully networked UCC environments
- Reduce infrastructure costs by using one network for voice and data

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OpenScape Office Networking
Szenario – Social Media Integration (mit XMPP*)

OpenScape Office Social Media Integration

Social Media Integration
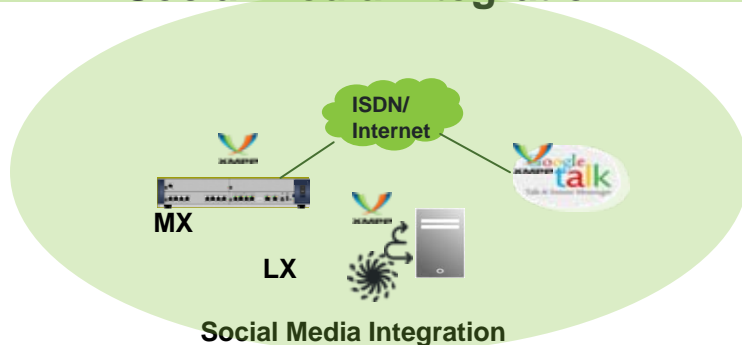
Examples of a Public XMPP deployment include:
- A telecommunication company with contractors they just work for a limited time on a project
- A consulting office who works together with several free-lancers
- A service company with different offices with MX/LX and outsourced service partners for the delivery

* XMPP: Extensible Messaging und Presence Protocol

Lösungen
- OpenScape Office in each office (Company)
  - Internet access (UC interworking via XMPP service)
  - Voice Connection via public network
- Client (Contractor, Free-Lancer, partner)
  - Internet Access with IM Service provider (XMPP cap.)
  - Voice Connection via public network
- myPortal clients (Desktop, Outlook)
- myAttendant (Receptionist)
- myAgent (Contact Center Agent)

Funktionen / Möglichkeiten
- Integrated Presence
- Instant Messaging
- Drag & Drop Conferencing

Vorteile
- Always know the availability of your team members, contractors, Free-Lancer and Partners
- Quick answers from business partners using Chat
- Easy to use Drag&Drop Conferencing with global partners

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Agenda

- Industry Trends

- Our Offering

- Deployment

- Usage Scenarios

- **Best practice**

- Summary

TES Aviation Group
OpenScape Office

TES Aviation Group
provides "total engine support" – world-wide aircraft engine maintenance management services and effective technical, commercial and logistics management for carriers' aircraft engine portfolios

Solution	Value

Solution

- OpenScape Office MX – unified communications and critical data network capabilities in an easy to install service application

- 'One number' capability and 'presence' solution for the needs of small and medium-sized business (SMBs)

- Full installation, staff training and technical support solution from Siemens Enterprise Communications' accredited Go Forward! partner, Pinnacle Group, comprising system design, installation, user training and technical support

Value

- 'One number' customer service with presence for all employees through integration of the telephony system with Microsoft Outlook

- Average departmental time saving of 5-10 minutes a day through the system's multiple voicemail recording function

- Reduced costs with integrated teleconferencing facilities

- Handheld devices integrated into daily operations

- Faster and more flexible administration capabilities

- Flexible foundation for future collaboration needs

Merkana Travel Agency
OpenScape Office

Merkana Travel Agency

is a reliable and competent partner throughout Germany for upmarket business and personal travel. Because with the Merkana service oasis, your vacation starts with your booking. Companies appreciate the individual business offerings and smooth procedures…

Solution

- OpenScape Office MX – unified communications solution with integrated OpenScape Office Contact Center service

- SEN retailer Telefonbau Schneider, determined that OpenScape Office was the ideal solution to meet all customer requirements, requested by the business travel agency.

- The integrated multi-channel contact center offers presence status information and achieves superior first –contact resolution via all communication channels, such as fax, e-mail and telephone.

Value

- 'Higher customer satisfaction thanks to better reachability

- Smooth transition and fast acclimation through intuitive PC user-interface

- Optimized work routines, which offer opportunities to increase earnings

- Seamless integration in the existing infrastructure

- Investment protection, because existing phone and communication systems can still be used

- Reduced operating costs thanks to easy administration

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OpenScape Office
Why the customers like the product

"We've found OpenScape Office MX is straightforward and requires little training, …. We think it's a great product. It's a lot less steps. It's a lot less hassle. Our customers are much happier,"

Wendy Marks, IT support and LAN analyst - Member Insurance Agency.

Serve your customers better

Get more done

*"Especially when unforeseen events occur, customers expect prompt availability – we saw this once again most recently when the airlines were grounded by the eruption of the volcano in Iceland. **Thanks to OpenScape Office, we were able to adjust our customer service capacities to the situation immediately.** …**An indispensable advantage** for all of our business customers."*

Alexandra Beital, General Manager - Merkana Reisen GmbH & Co. KG

*"**OpenScape Office MX provides great value to our SMB customers** because it offers the full benefits of an end-to-end UC solution while being **affordable for a smaller business.***
Sam Wood, VP Sales UC - Innovative Technology Group

Smart Investment

Serve your customers better

*"**OpenScape Office MX fits the job better than anything else** out there. **It is the best all-in-one unified communications product on the market**. It meets the centre's current needs while offering the flexibility for future requirements as more business are attracted or call volumes increase."*

Iain Simpson, Managing Director Active Voice and Data (AV&D)

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Agenda

- Industry Trends

- Our Offering

- Deployment

- Usage Scenarios

- Best practice

- **Summary**

OpenScape Office
What the analysts are saying

Gartner - Unify's strong standing

- **SMBs across Western Europe should consider Unify if they are looking for an established provider with a solid all-in-one communications offer with virtualization capabilities.**

- Unify has a long history of selling voice and advanced communications applications, has brand recognition, and has an impressive installed base of SMB customers across Europe.

- The OpenScape Office MX and the LX are built as complete all-in-one UC platform with broad UC capabilities. The newer software-based LX solution provides Unify with opportunities to grow relationships with software integration companies and new IT partners.

- Unify has a large SMB channel partner base and delivery capabilities across Western Europe as well as other geographies.

Rating: Positive

Gartner. **Source Gartner** Market Scope for UC/SMB in Western Europe

	RATING				
	Strong Negative	Caution	Promising	Positive	Strong Positive
Aastra			x		
Alcatel-Lucent				x	
Avaya			x		
Cisco				x	
Digium			x		
Microsoft			x		
Mitel			x		
NEC			x		
ShoreTel			x		
Siemens Enterprise Communications				x	

As of 20 July 2011

Source Gartner (July 2011)

OpenScape Office
Strong position – 2nd year in a row

OpenScape Office
Simply the best Unified Communication and Collaboration solutions for SMBs

The most complete All-in-One UC offering for SMBs
including Voice, Presence, Conferencing, Web Collaboration,
Messaging, IM, Fax and Contact Center

The most flexible and scalable deployment
from standalone to multisite, from converged
to full IP, as appliance, on standard server and
for virtualized environments

The most innovative user experience
for PC Desktops (Windows & MAC OS),
MS Outlook & Groupware Integration,
Smartphones/Mobile, Desktop-Phones

Channel friendly - The right and perfect choice for Channel Partners
less order positions, Channel ready Licensing, Try & Buy Evaluation

OpenScape Office
With UCC for SMBs into the future…

OpenScape Office fits the needs of SMB customers with consistent user experience in collaboration, social media, contact centers and mobility with flexible deployment offerings

Social Collaboration

Seamless Mobility

Flexible deployment

Extended UCC Domain

Contact Center

Anwender

Geschäftsleitung

Scalable, reliable and secure

User experience
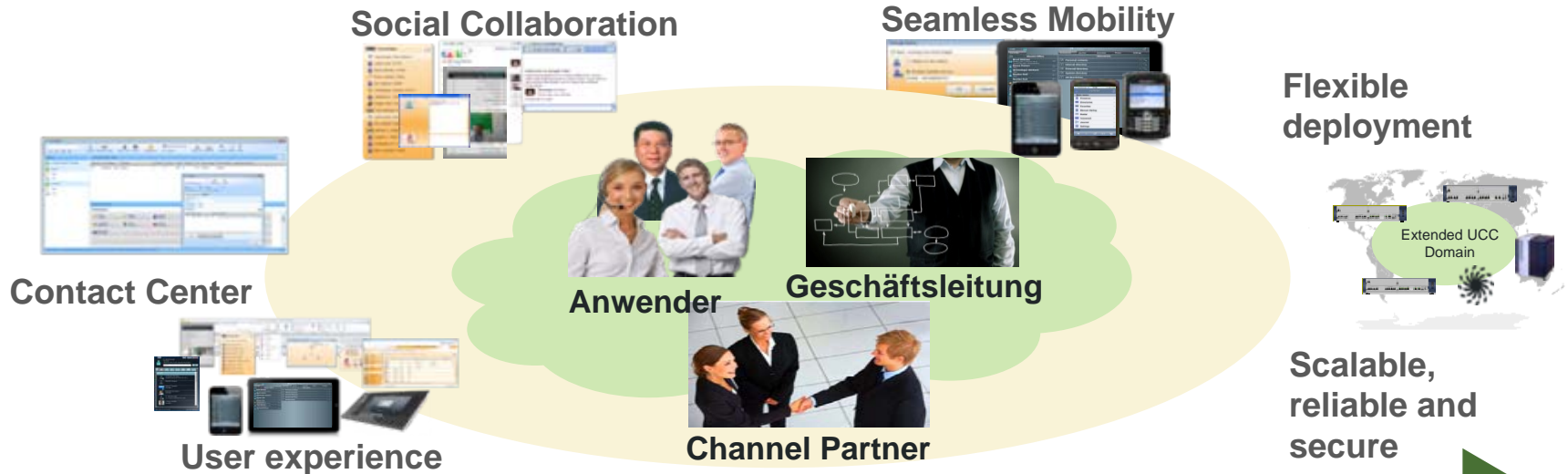
Channel Partner

Unify is the most trusted and credible supplier of communications worldwide, with specifically tuned and packaged solutions for SMBs
The right and perfect choice for SMB channel partners & customers

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Unify

Thank you!

Unify

Feature details

myPortal for Outlook
Increase revenue opportunity, increase productivity

New „ribbon" based Microsoft Outlook 2010 Plugin (32&64Bit)

Install a simple plug-in to integrate myPortal with Outlook

Presence status automatically changes based on keywords in your calendar
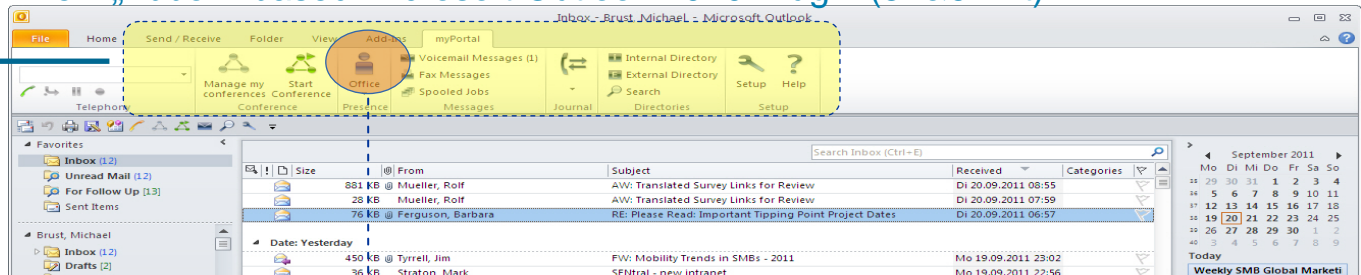
Outlook Calendar Integration:

A familiar, single view of all emails, faxes, etc. in one portal

Lower chance for missed opportunities because they "slipped through the cracks"

Little training required

Improved staff satisfaction

Integrated Presence
Increase productivity and satisfaction

Set presence status via your Outlook calendar

Voicemail changes automatically to reflect presence status, so external and internal users are presence-aware!

Provide individual written presence information

See who is already on another call
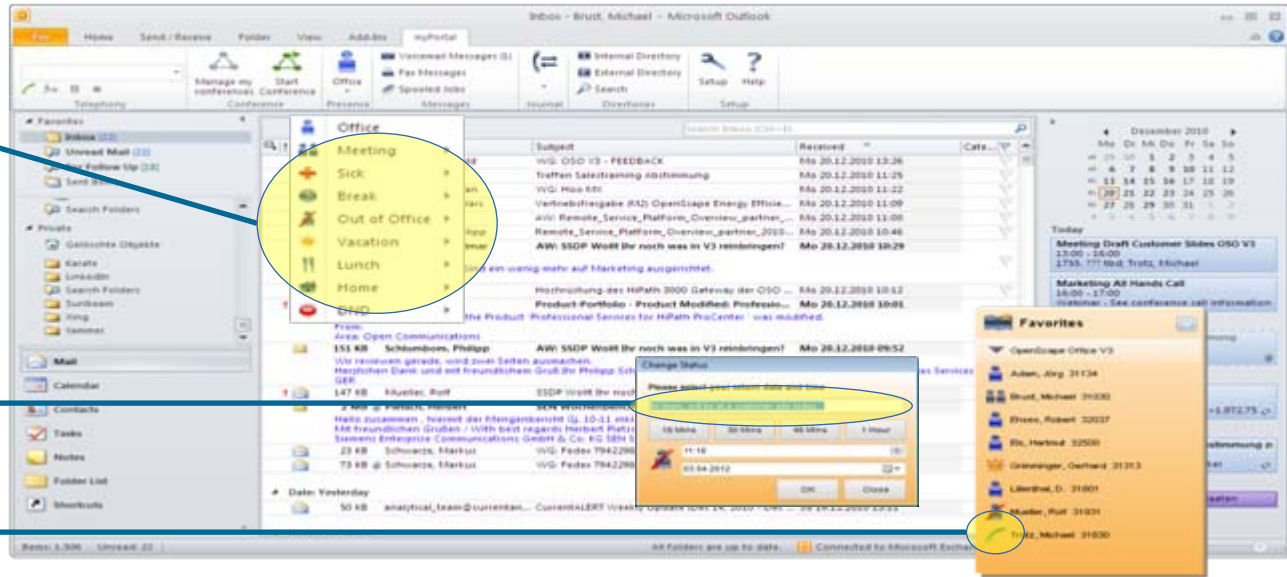
Increase productivity

Decrease phone tag

Drag & Drop Conferencing and Web Collaboration
Decrease operational cost, increase productivity, save travel expenses

Instantly start a voice conference & Web Collaboration incl. Desktop Sharing and Video directly from MS Outlook!

Visually manage call setup and save frequently used conferences

Drag & Drop internal and external contacts via the Favorites List
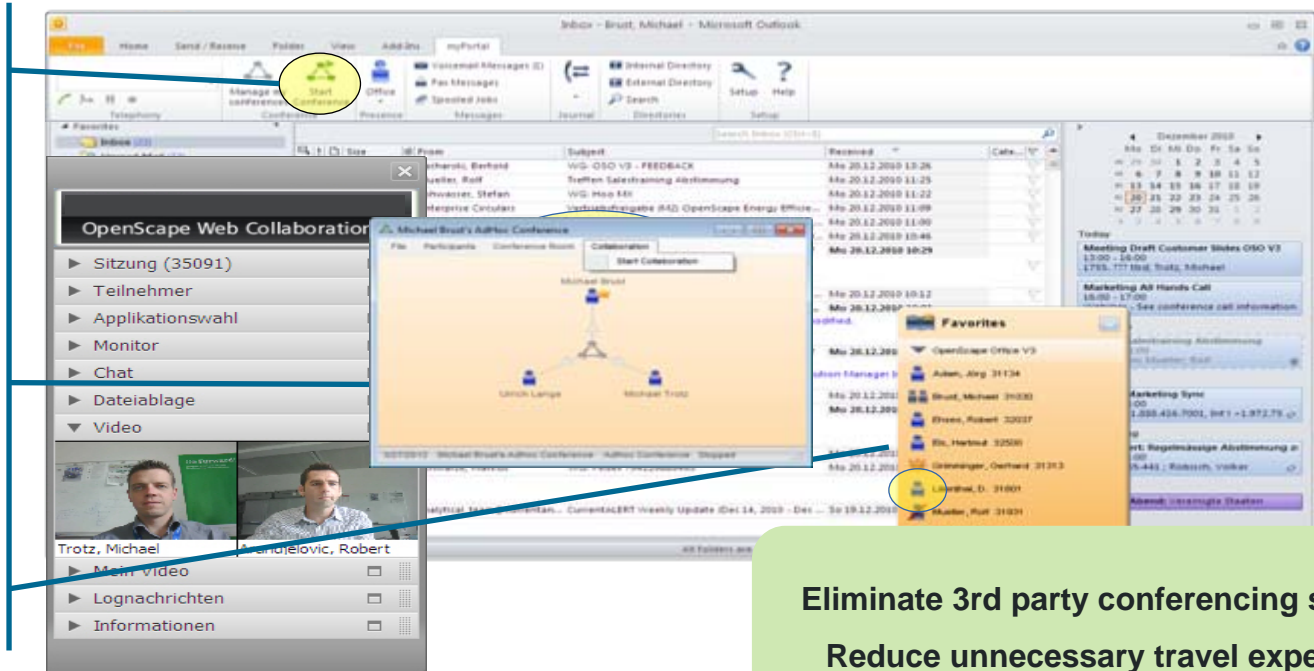
Eliminate 3rd party conferencing service

Reduce unnecessary travel expenses

One Number Service
Increase productivity, decrease training costs

Control how calls are routed depending on your presence status

Set up specific rules for VIPs that override standard policy

Give out one number, not 3, 4 or more

Never miss a key call again!

Increase availability on <u>your</u> terms

Keep your customers happy

Directory Access
Increase productivity and employee satisfaction

Find contacts quickly and easily with combined directory searching

Central directory covering contacts in all office locations including their current availability
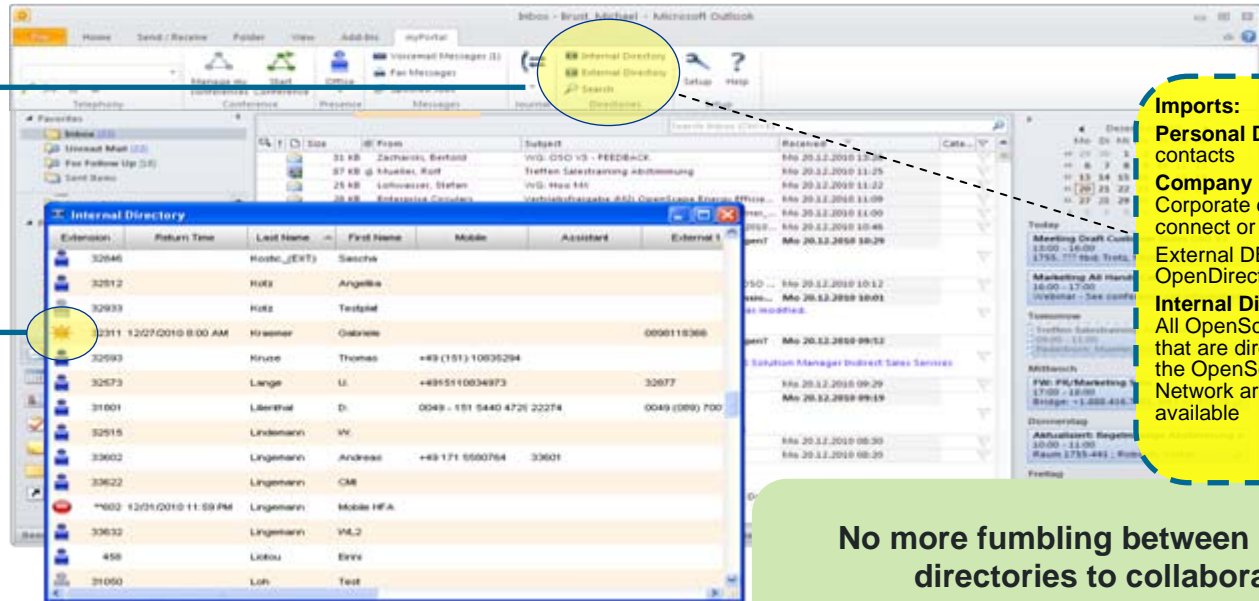
Imports:
Personal Directory: Outlook contacts
Company Directory: Corporate contacts via LDAP connect or import
External DB´s, like SQL and OpenDirectory Service
Internal Directory: All OpenScape Office users that are directly entered into the OpenScape Office Network are automatically available

No more fumbling between multiple directories to collaborate

Save time and frustration

Personal Notifications
Increase productivity, decrease training costs

Always know when you have received an incoming voice or fax message

Be informed and act accordingly

Choose how and when to be notified

Improve your customer responsiveness

Critical for sales reps, managers, and other key staff

Visible Voicemail
Increase productivity, improve workflow

Prioritize voice messages. Know which message to respond to first before even listening to them.

Click and play to retrieve voice messages via phone or computer speakers

Send an email with a voicemail attached as a .WAV file

Current and manageable information

Never miss an important call

ONE system to log into

Fax Box
Increase productivity, improve workflow

Receive, view, and manage fax messages as they come in

Forward, save, and file fax messages as needed

Use a simple print driver for outgoing fax messages

Never miss a fax message (order, instruction, contract)

Secure, current and manageable information

One screen, one system

Instant Messaging
Increase productivity and employee satisfaction

Quickly communicate with contacts from your Favorites list

Communicate in real time with <u>multiple</u> team members instead of waiting for emails
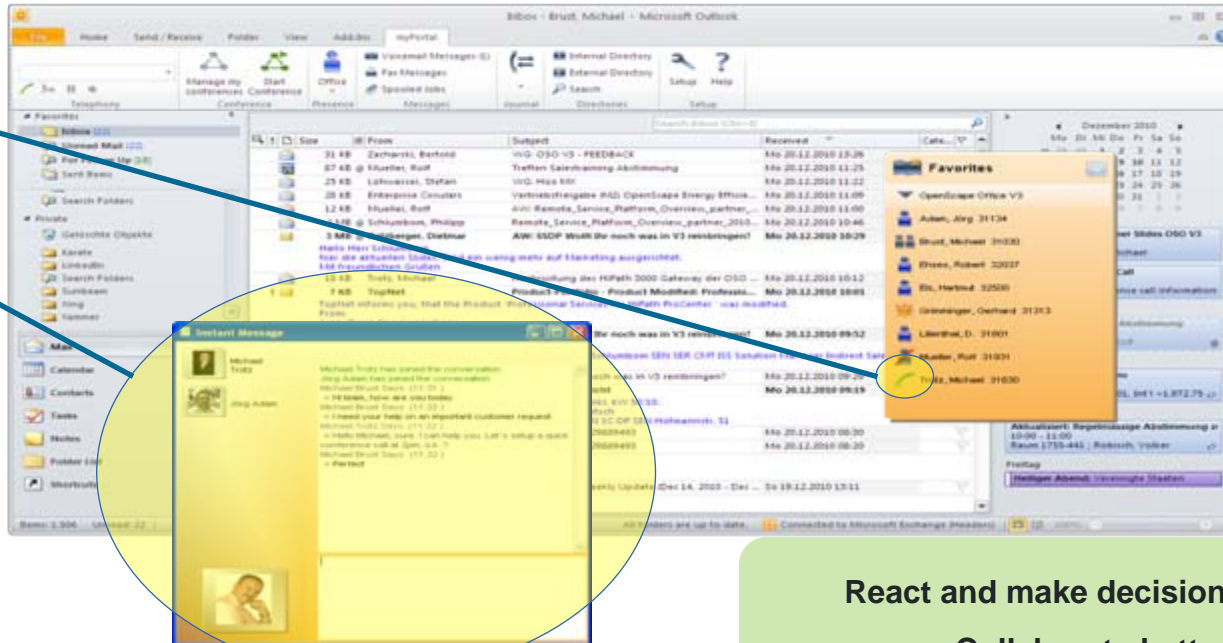
React and make decisions faster

Collaborate better

Call Pop-ups and Live Call Recording
Increase response time and satisfaction

Be immediately informed when important calls come through

Record important live phone calls when you are already in a call

Start a web-collaboration session when you are already in a call

Inbound Call
Michael Brust
5.27.2012 2:44
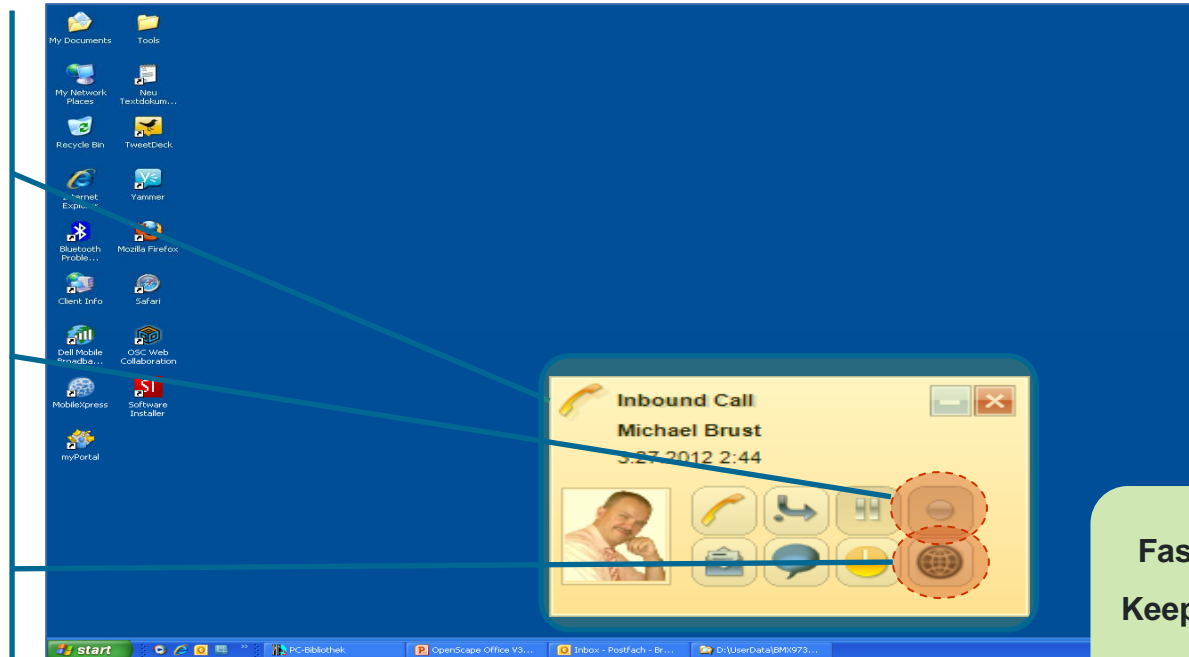
Faster response time

Keep track of customer issues

Personal AutoAttendant
Increase productivity, decrease training costs

When you are unavailable, allow your customers to talk to a colleague or assistant instead of going to voicemail

Simply click a button to record your personal menu

Professional, automated customer care

Intuitive interface requires little training

Call Journal
Increase productivity, improve workflow

Your call journal displays your call history. Don't go crazy trying to remember who you have called and who you haven't reached, yet

Easily track which customers, vendors, and other contacts with whom you need to get in touch

Eliminate need to log into multiple voicemail systems

Improved customer care

Favorites List
Increase productivity and employee satisfaction

See all your Favorites independent from their office location in one view; IM or call them with just a click

Dial a favorite via any number (office, mobile, etc.) directly with one click

Drag and drop your favorite people from any one of the combined directories
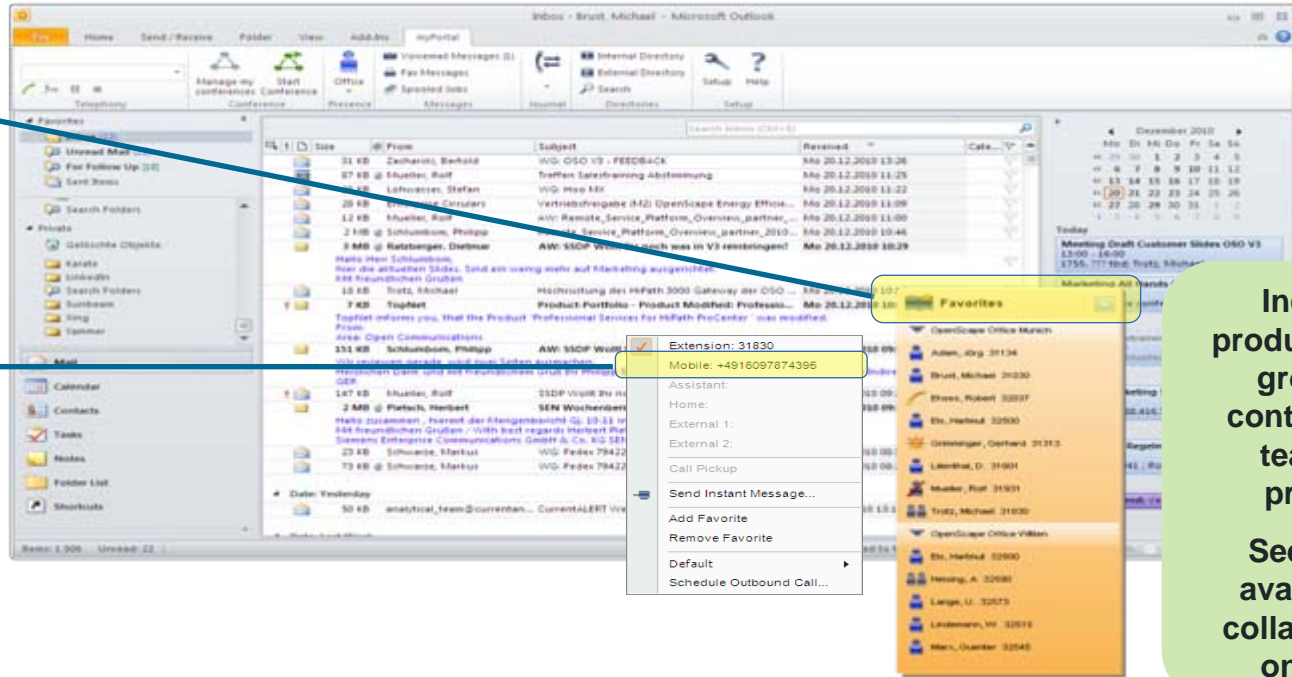
**Increase productivity by grouping contacts into teams or projects**

See who is available to collaborate in one look

Click to Dial from any Application
Increase productivity and improve response time

Call a contact directly from a number that is displayed in any application

For example, dial a number from a customer mailing list in Word, a vendor number in your Internet browser, or customer in your CRM package (i.e. SalesForce.com)
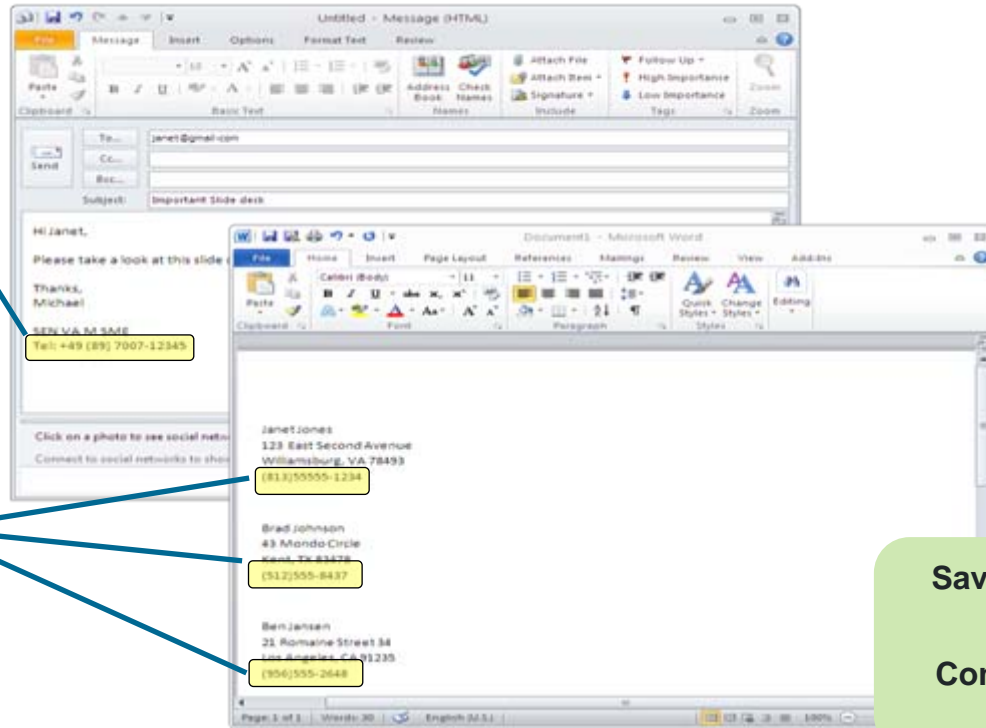
Save time. Just click and dial!

Convenient for customer follow-up

Built-in Mobility for Every Type of Working
Decrease phone bills, office space, and energy use

2
Road Warriors

1
Office Roamers

3
Remote Working

- Smart phone integration
- UC Mobility via myPortal for Mobile/Tablet Client with presence, voicemail, journal and directories
- Personal notification
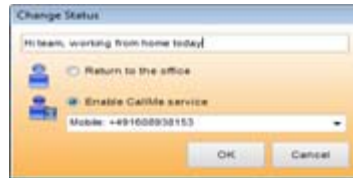- Personal auto attendant

- WLAN: Voice & data
- Desksharing
- Dual-mode GSM

- One Number Service
- Secure VPN
- CallMe! Service

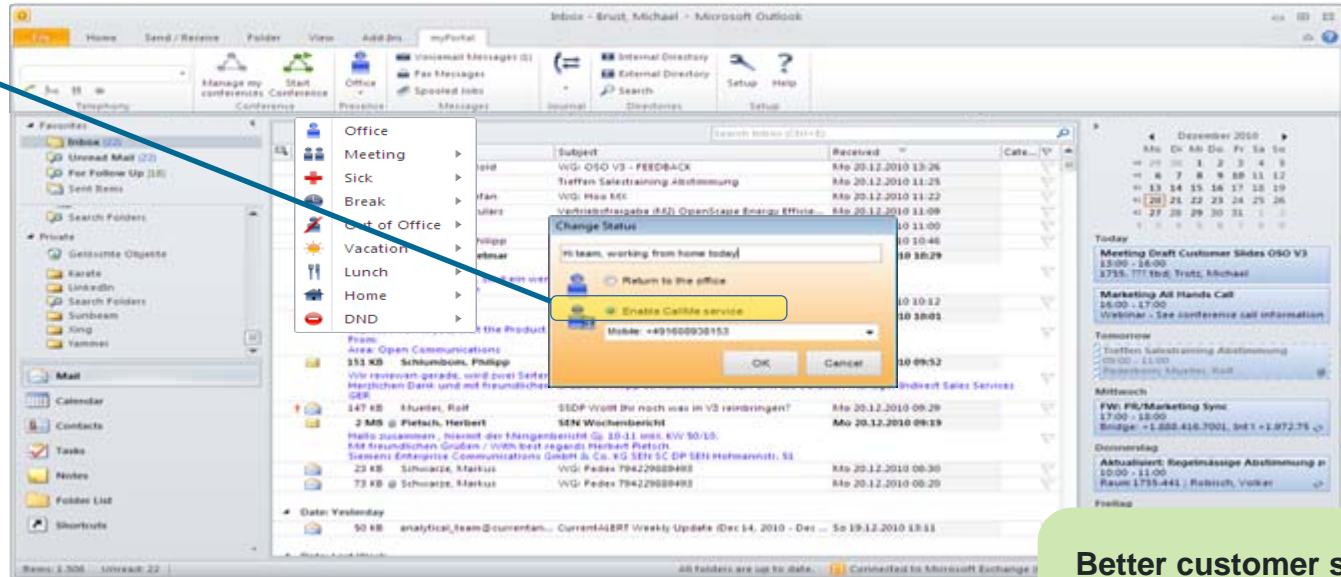**Lower mobile and land line phone bills**

Less office space

Less energy greener company

Call Me!
Increase Reachability and Responsiveness

Forward all incoming calls to your mobile or home number in 10 seconds

Never miss a call, and don't worry about customers having to try reaching you at multiple numbers

Better customer service

Improved team collaboration

Social Media Integration
Contact your business partners more efficient

OpenScape Office User

Add your business partners to your favorites list

Internet

- Chat with your external contacts and get their immediate feedback

- See current presence status and check if your contacts are available for a conference call

Business Partner

(IM provider with XMPP support*)

Expand availability to business partners

Extend communication reach

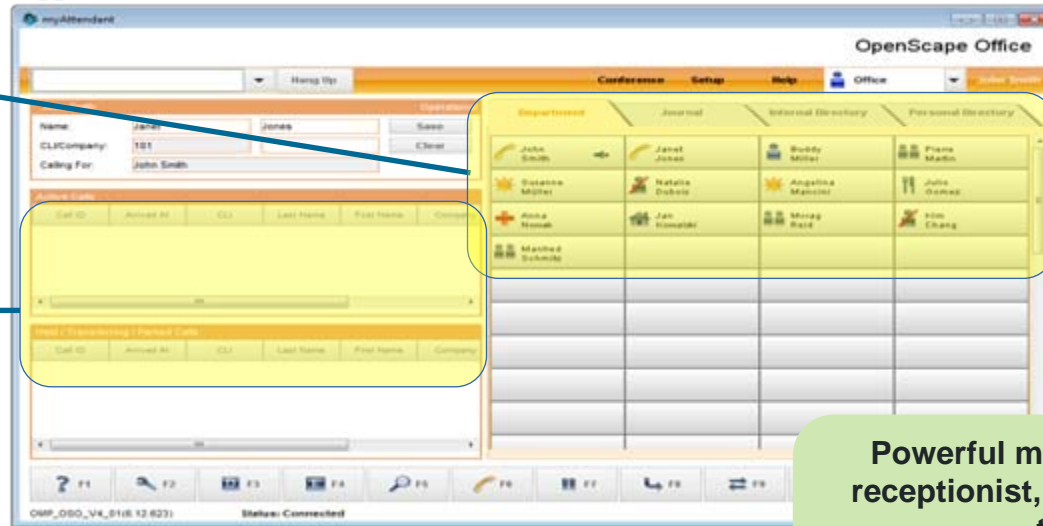**Serve customers better**

myAttendant
Increase productivity, decrease training costs

See the entire presence status of everyone in the company; manage and control calls

Transfer calls to staff who are available and can talk to customers immediately

View / change presence and manage voicemail for teams / workgroups. *

*Dependant on user granted permissions.

Powerful management tool for the receptionist, office administrator, or team leader

Very little training required; intuitive interface

myAgent (Contact Center Client)
Increase productivity, decrease training costs
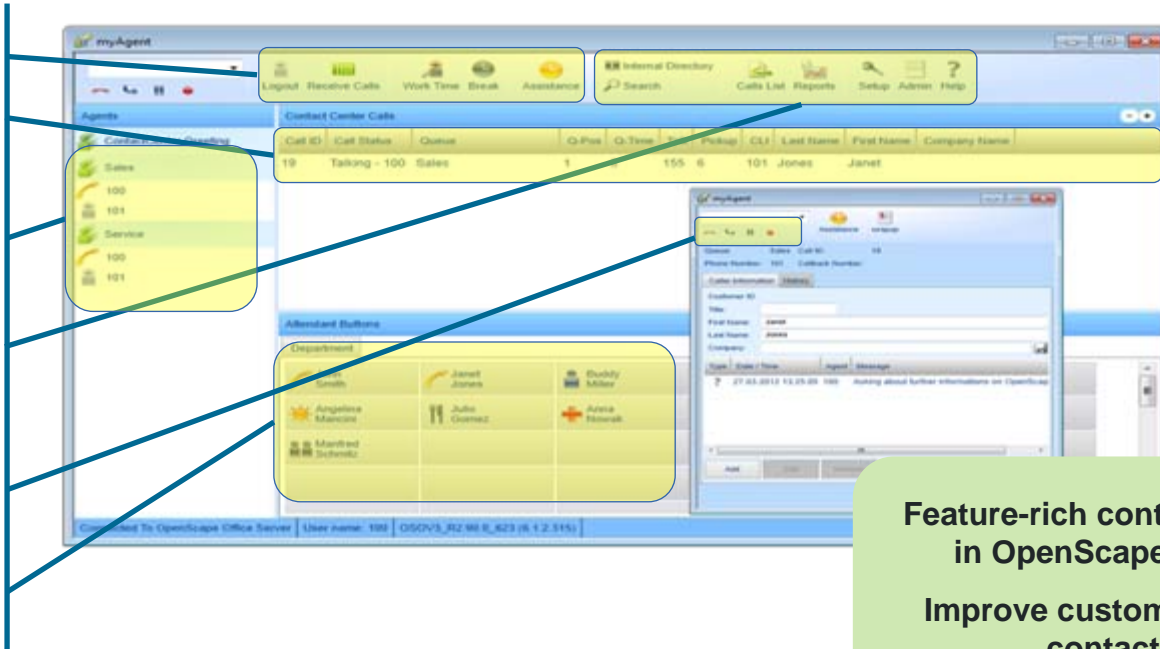

Agent functions

Contact Center calls

Team information

Arrange agent desktop controls

Hands-free controls

Integrated Presence

Feature-rich contact center with built-in OpenScape Office presence

Improve customer service and first contact resolution

All-in-One UC appliance for up to 150 users

- **Modular and Scalable System Unit**
  Rack mounted housing supporting the new µTCA industrial standard, powerful AMD Sempron CPU, 1GB memory, 160 GB hard disk

- **Pure IP System**
Native IP internal board-to-board via powerful Gigabit data bus backplane

- **Gateway Modules for All TDM Configurations**

- **Individual Scalability**
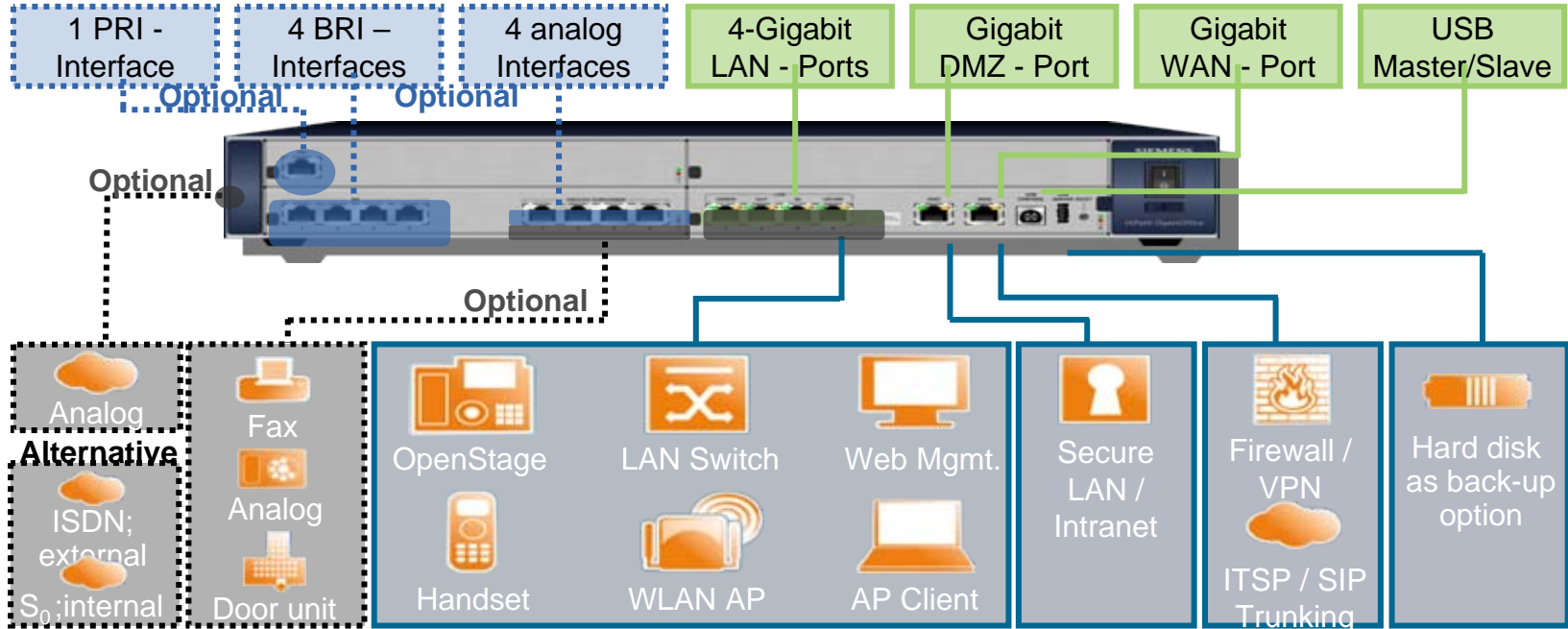3 deployable slots for gateway modules per system box

- **Gigabit LAN**
  Powerful Internet access and uplink to customers' IP infrastructure

Interfaces, Devices, and Functions
OpenScape Office MX

Pure Software UCC solution for up to 500 users

Hardware requirements

- Linux Server, must be certified for SUSE Linux Enterprise Server 11 (SLES11) Operating System, for e.g. Fujitsu PRIMERGY TX150 S7

- OpenScape Office is the only application on the Server

- Dual – Core Processor with 2,0GHZ per Core

- At least 2 GB Ram

- Hard Disk with minimum 200 GB

- Keyboard and mouse, DVD drive, Screen resolution 1024x768

Software requirements

- SUSE Linux Enterprise Server 11 SP1 (32BIT)

- OpenScape Office V3 LX/MX Installation DVD

Software-based UC solution for HiPath 3000 deployments

Hardware requirements

▪Linux Server, must be certified for SUSE Linux Enterprise Server 11 (SLES11) Operating System, equipped for 24h operation

▪OpenScape Office is the only application on the Server

▪Dual – Core Processor with at least 1,5 GHZ per Core

▪At least 2 GB Ram

▪Hard Disk with minimum 200 GB

▪Keyboard and mouse, DVD drive,
   Screen resolution 1024x768

▪HG1500 (see picture)

Software requirements

▪SUSE Linux Enterprise Server 11 SP1 (32BIT)

▪OpenScape Office V3 HX Installation DVD

Technical overview

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Unify

Thank you!