



"Cloud computing", UCC & Mobility - Next generation services

A screenshot of a web-based employee profile page. The page has a blue header with navigation links: "Profiles", "Communities", "Blogs", "Dogear", "Activities", "Boris Philipsen", "Help", and "Log Out". Below the header is a search bar with the text "Name (First Last)". The main content area features a profile card for "Boris Philipsen" with a small photo, a "Report to chain" section listing "Christopher Townsend", "Peter Bohn", "Henning Glegg-Sørensen", and "Boris Philipsen", and a "Contact Information" section with a "Name" field containing "Boris Philipsen".

Boris Philipsen philips@dk.ibm.com



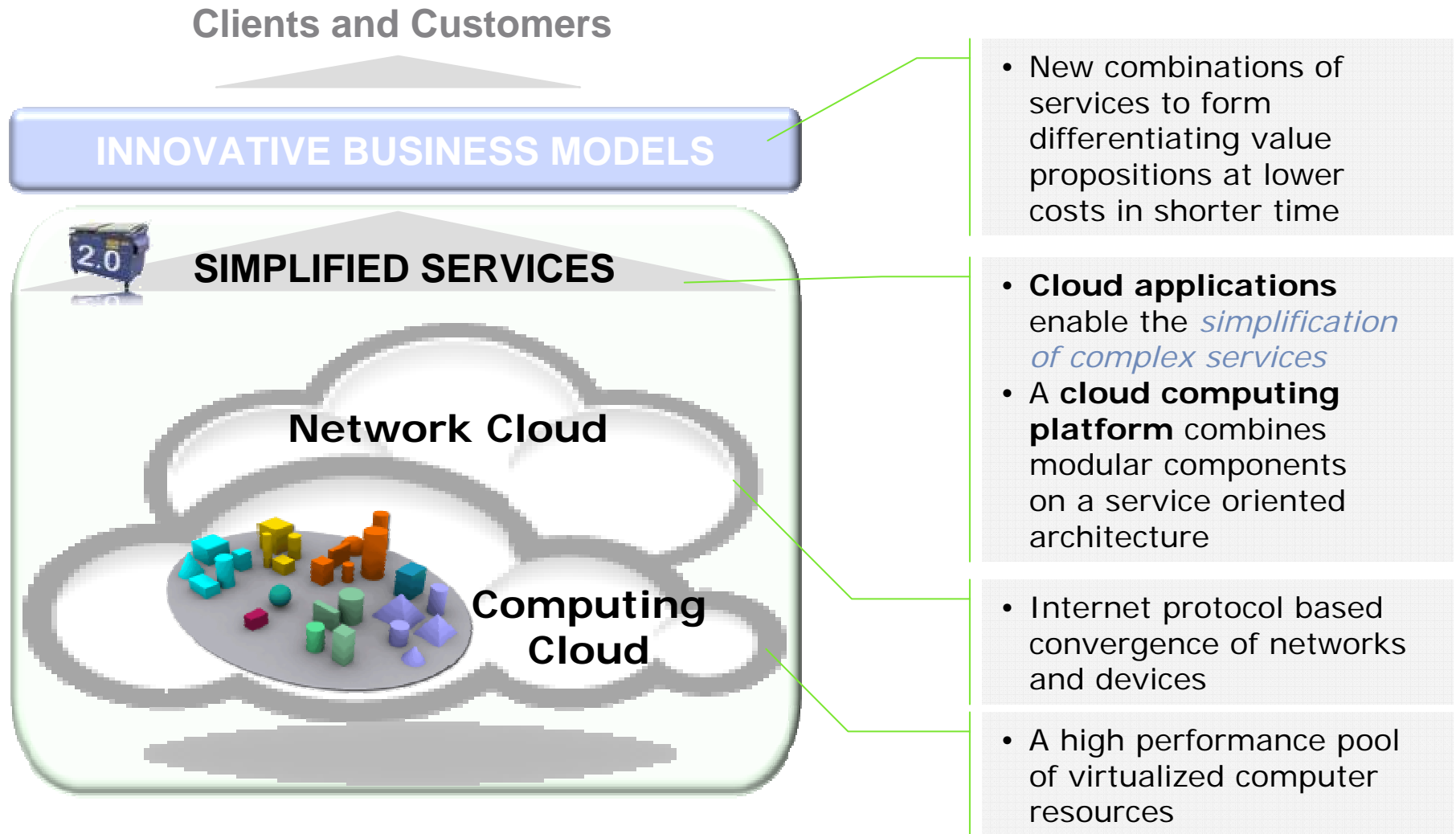
Something meaningful is happening...
The world is about to get a whole lot
smarter.



“Every human being, company, organization, city, nation, natural system and man-made system is becoming **interconnected, instrumented and intelligent.** This is leading to new savings and efficiency—but perhaps as important, new possibilities for progress.”

Computing cloud - an emerging IT infrastructure

Delivers simplified services through innovative business models



Cloud computing – a flexible, efficient delivery model for business process, application and IT infrastructure services

Private Cloud

Client owned and managed.

Access limited to client and its partner network.

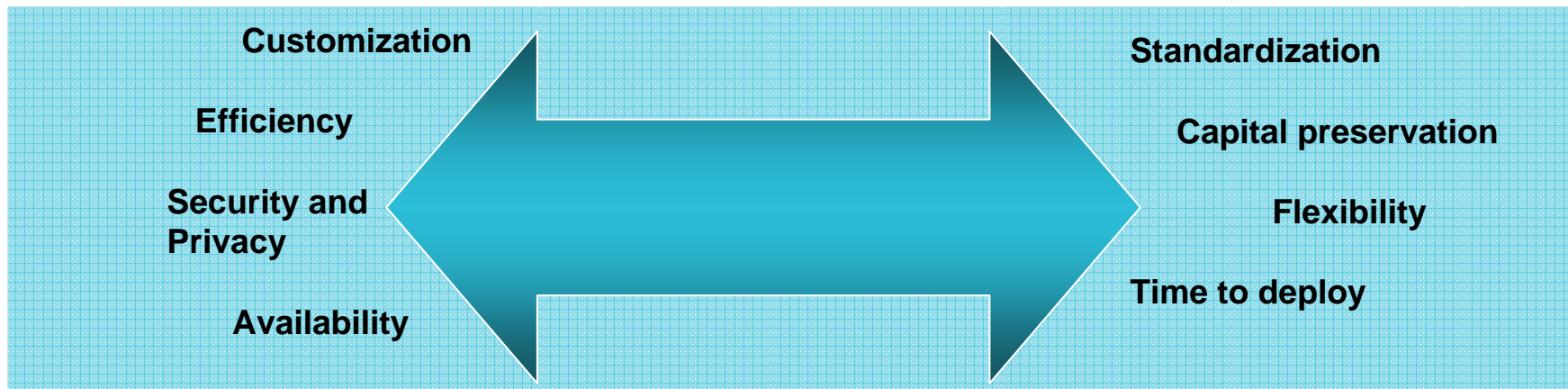
Drives efficiency, standardization and best practices while retaining greater customization and control.

Public Cloud

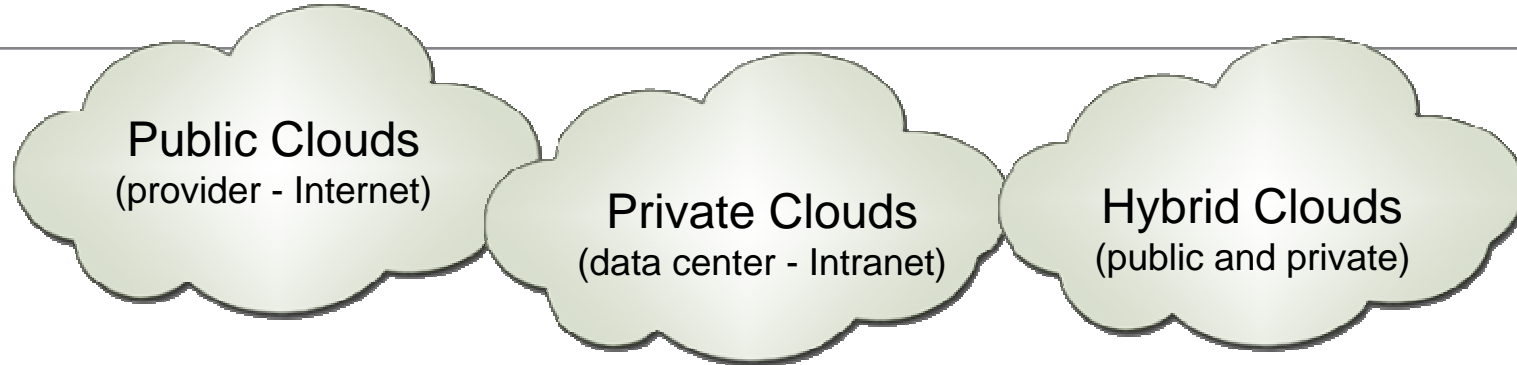
Service provider owned and managed.

Access by subscription.

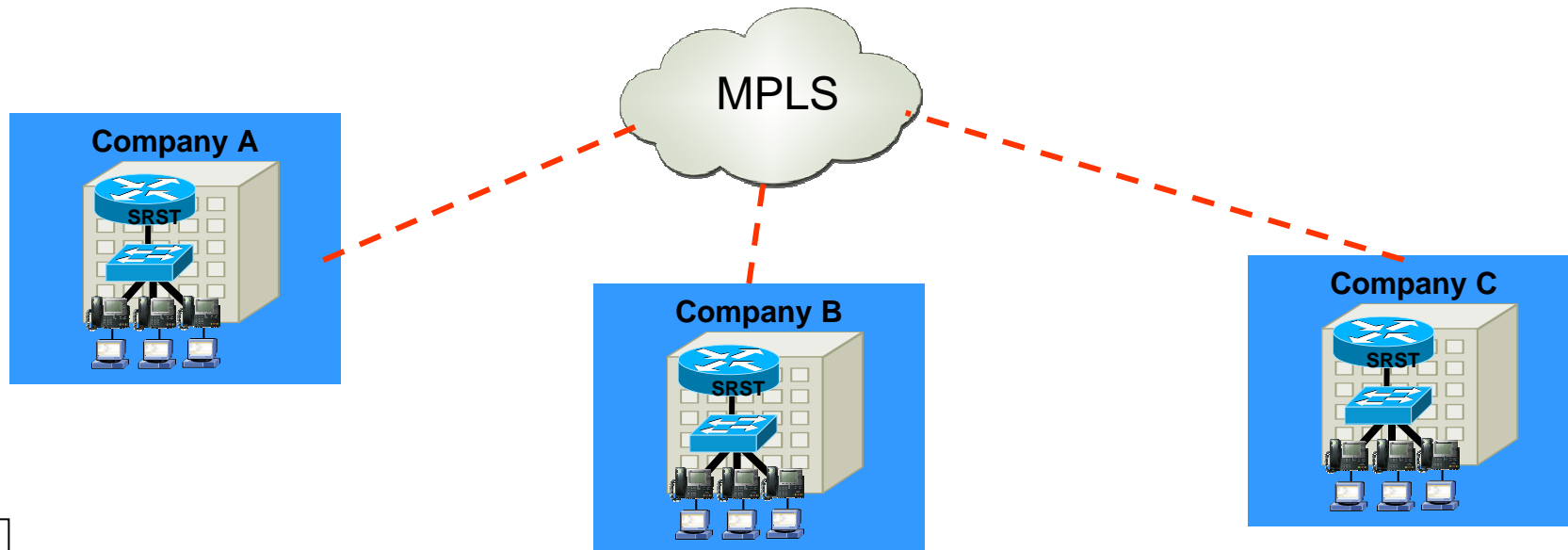
Delivers select set of standardized business process, application and/or infrastructure services on a flexible pay per use basis.



Cloud Computing deployments and services



'Services' as a service, UCC On Demand



Asynchronous collaboration

- e-mail
- Voicemail
- Fax
- Team spaces
- Discussion forums
- Blogs
- Wikis

from IP network to:

Real-time collaboration

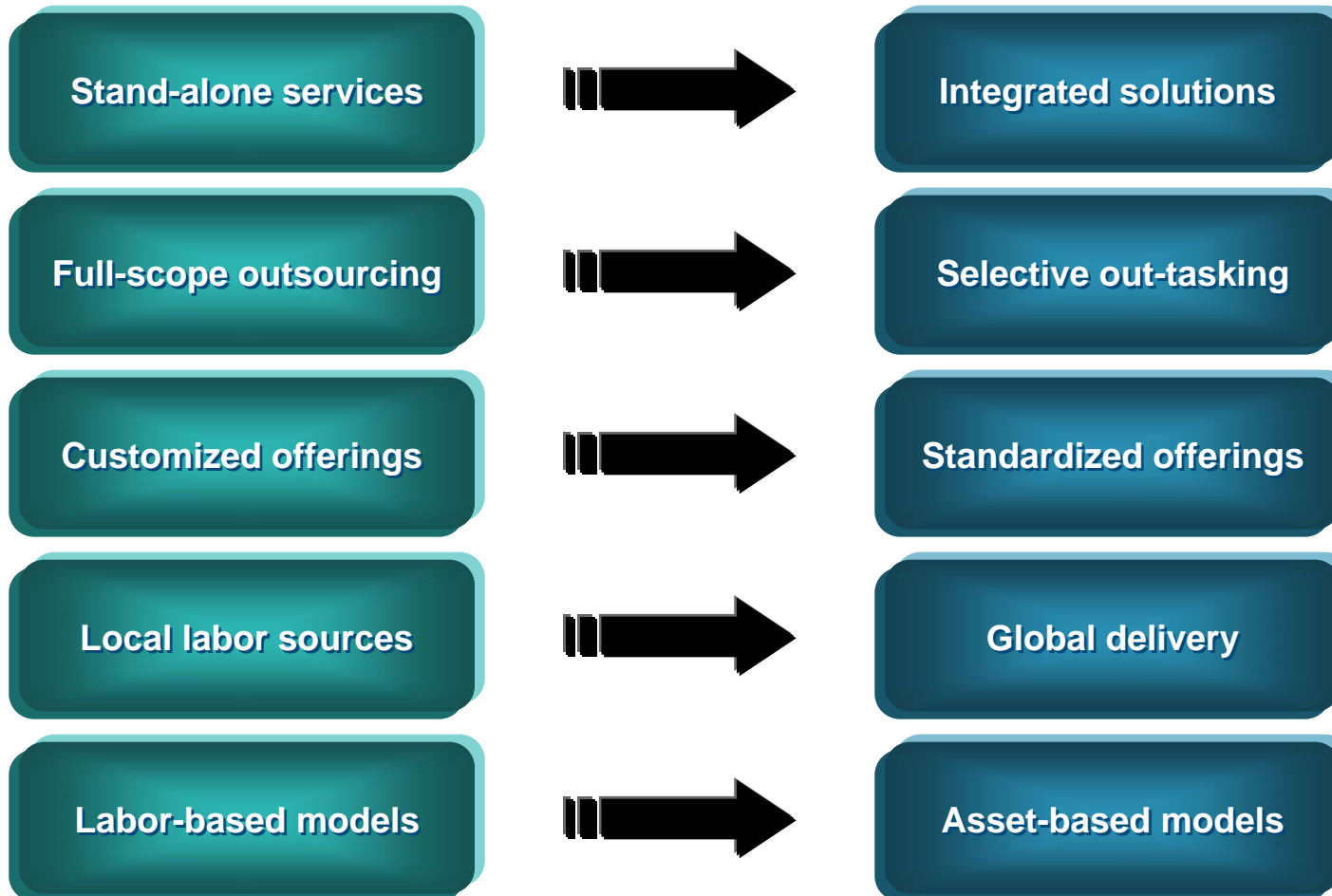
- IP telephony
- Voice chat / Group chat
- Audio conferencing
- Unified messaging
- Presence
- Instant Messaging
- Web conferencing
- Video conferencing

Converged communications ready IP network

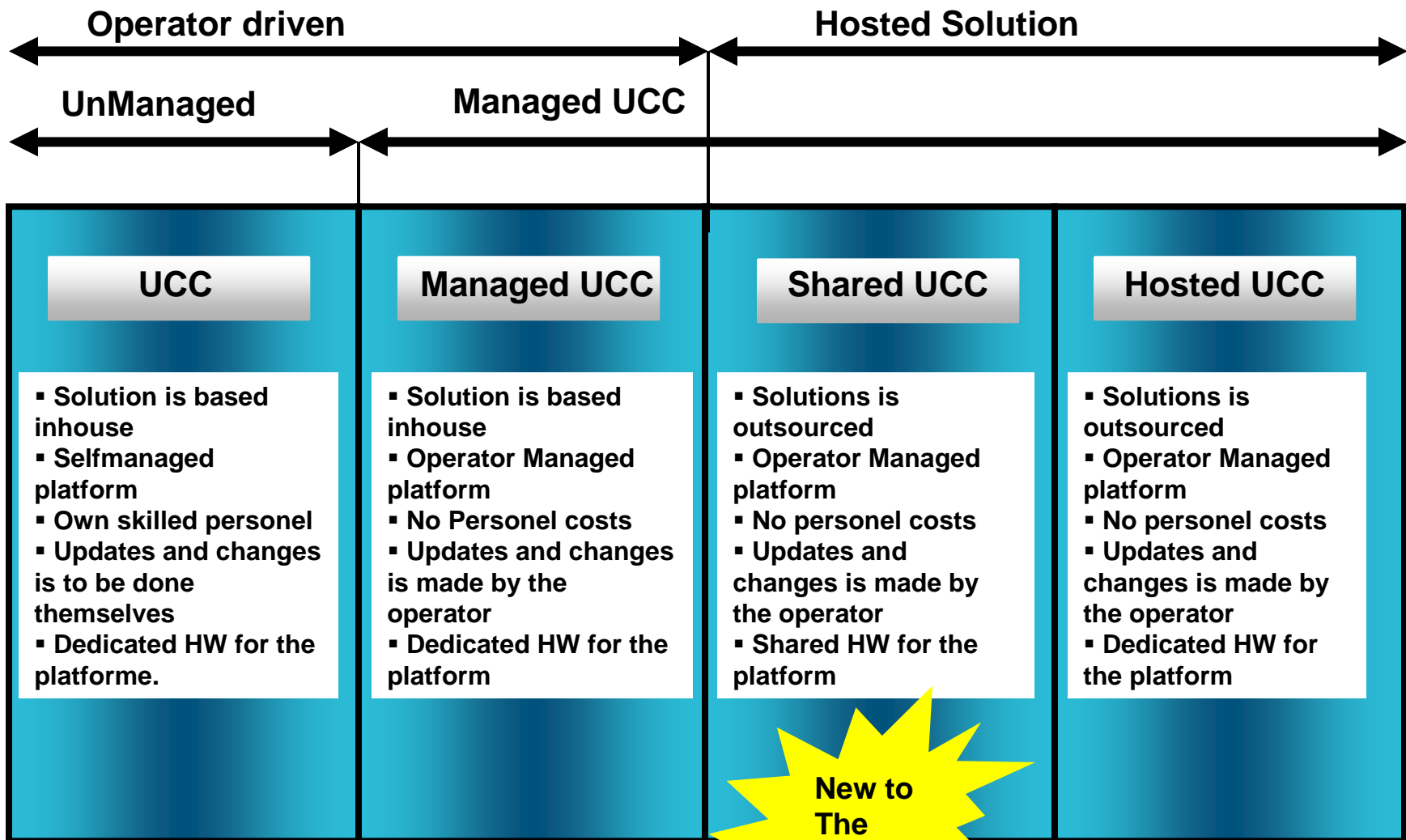
Trends in the overall IT services market are driving four major shifts in the IBM Services business model, including networking services

Services market 1999-2004

Emerging services market 2006-2010



The broad range of deliverables



Functionality according to your needs



Advanced user

- Basic PBX functionality (Cisco Call Manager)
- Attendant console & calendar integration (NetWise NOW)
- End-user Voicemail + Interactive Voice Response
- Selfcare (ITIM)

Medium user

- Basic PBX functionality (Cisco CallManager)
- Attendant console & calendar integration (NetWise NOW)
- Selfcare (ITIM)

Basic user

- Basic PBX functionality (Cisco Call Manager)
- Flexible Selfcare (ITIM)

UCC On demand SLA Portfolio (Baseline)

Support SLA / Functionality	One Time Charge	Silver 8-18 remote (Mon - Fri)	Gold 8-18 remote (Mon – Sun)	Platinum 24/7 onsite (Sun – Sun)*
Basis: - IP-telephony - Selfcare Provisioning	xxx.xxx + xxx user	xxx user / year	xxx user / year	xxx user / year
Medium: -IP-telephony -Selfcare Provisioning -Attendant/Calendar integr.	xxx.xxx + xxx user	xxx user / year	xxx user / year	x.xxx user / year
Avanceret: -IP-telephony -Selfcare Provisioning -Attendant/Calendar integr. -Voicemail & IVR	xxx.xxx + xxx user	x.xxx user / year	x.xxx user / year	x.xxx user / year

- Price/user does not include MPLS and dedicated firewall
- * No 24/7 support level available today, due to no customer request yet

Service Level Target for IBM IPT:

99,9 % service level target based on redundant IBM production environment

UCC On demand ad-on's

Support SLA / Functionality	OTC	Silver 8-18 (Mon – Fri)	Gold 8-18 (Mon – Sun)	Platinum 24/7 (Sun – Sun)*
MPLS integration	Kr. 0,-			
Dedicated firewall	Kr. 0,-	. xx.xxx / firewall / år		
PSTN gateway monitor & manage	xx / gateway	xx.xxx / gateway / år		
Contact center / Call Center	xx + xx / user	xx.xxx / user/year	xx.xxx / user/year	xx.xxx / user/year
Fixed Mobile Convergence National	xx + xx / user	xx / user / year	xx / user / year	xx / user / year
Fixed Mobile Convergence International	xx + xx / user	xx / user / year	xx / user / year	xx / user / year
CDR	xx + xx / user	xx / user / year	xx / user / year	xx / user / year
Sametime Integration (Click2call)	2009	xx / user / year	xx / user / year	xx / user / year

• IBM roadmap for UCC On demand is not yet finalized.

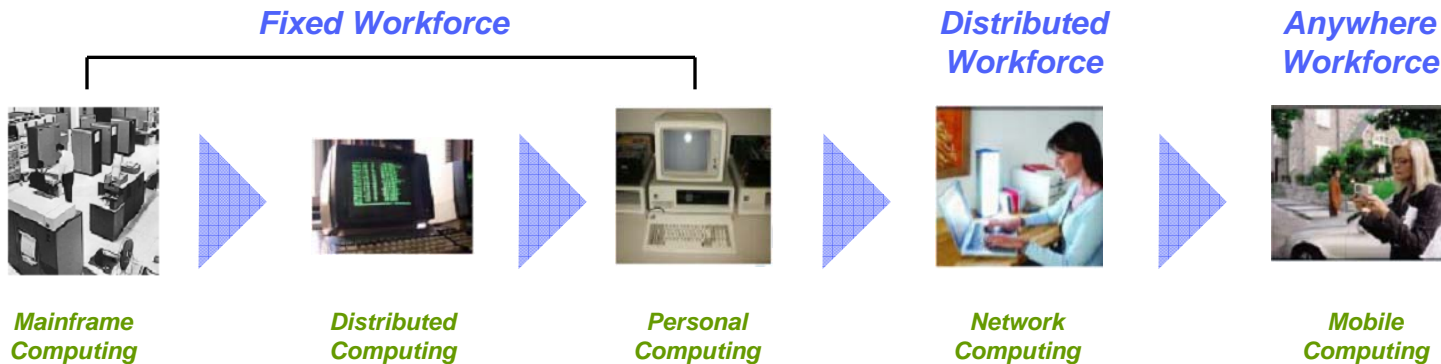
• * No 24/7 support level available today, due to no customer request yet

Mobility will drive enterprise change in the coming decade, and in terms of emerging technologies, mobile and wireless is in high demand.

Accessing information applications everywhere with a consistent user experience.

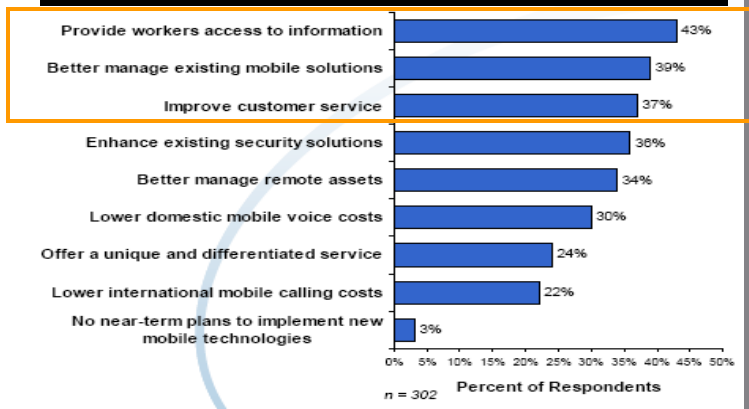
1960s

2015



Source: Yankee Group, "Today's FMC is DOA", June 2007

Top three reasons for implementing new mobility technologies and services



Source: Yankee Group Anywhere Enterprise—Large: 2007 US Fixed-Mobile Convergence Survey

Question: Which of the following techniques or technologies do you anticipate that your organization will be using in fiscal year 2007 within its C&SI engagements?

Technology	Position	Percentage of Respondents
Mobile and Wireless	1	82.8
Web Services (SOAP, UDDI and WSDL)	2	82.1
Remote Monitoring and Management Platforms	3	76.6
Voice over IP	4	71.0
Service-Oriented Architecture	5	64.8
Business Process Management and/or Workflow and/or Orchestration Software	6	64.8

Note: Multiple responses were allowed

Source: Gartner, "User Survey Analysis: C&SI Spending Patterns, North America, 2006-2007", October 2007

Work is not a place ...

- ~ 40% of IBM's workforce basically "mobile" - conducts work at multiple locations away from an office
- ~ 12% work solely from home
- ~ 23% "road warriors" – frequent travelers
- ~ 4% based entirely at client sites
- ~ 2% work in manufacturing settings
- ~ 85% have laptops

... like most other businesses today !

The Virtual Workplace is here!

Mobile workforce will grow to 1 billion by 2011*.

Unified communications adoption is mainstream—57% of European enterprises evaluated or piloted UC in 2008.**



Mobility Requirements ...

- Information (device, network, data, applications)
- Connectivity (wireless, fixed, VPN)
- Support (online and voice, globally, 24x7)
- Work space (flexible, shared work space, hoteling)



Multi Platform ...

Standard Client



Open Client



Netbooks



Smart-phones





Converged communications value proposition

Organizations will derive increasingly greater value as their implementation of converged communications evolves



Business value ↑
Infrastructure value ↓

Converged communications enabled network and IP switching capability provides:

Lower TCO, increased flexibility and resiliency

IP telephony



Network convergence

IP telephony

Powerful collaboration capabilities, built on integrated voice, data and video applications **delivering improvements in employee effectiveness and productivity.**

Unified Messaging



Real-Time Collaboration



***** Innovation

Industry solutions

Advanced contacts centers helping to deliver improved customer service.

IP Contact Center



More competitive business models enabled through the integration of new converged communications capabilities **leveraging all forms of information for anytime, anywhere decisions**

Real-time Collaboration

Contact center

Business applications integration

Unified Messaging



Thanks !! ?

Profiles Communities Blogs Dogear Activities Boris Philipsen Help Log Out

Search Profiles My Profile Edit My Profile Name (First Last)

Profile for Boris Philipsen

Global Technology Services
IBM employee, Regular
Business Manager, Nordic
LYNGBY Denmark

Report to chain

- Christopher Townsend
- Peter Bohn
- Henning Glegg-Sørensen
- Boris Philipsen

Contact information

Name Boris Philipsen

Full report to chain Same manager

Boris Philipsen philips@dk.ibm.com





Vind en Mountainbike



Det eneste det kræver, er du booker et møde med os, som bliver afholdt inden udgangen af maj.
Så udfyld dine kontaktoplysninger og deltag i konkurrencen om en smart mountainbike
Afleveres på IBM-standen.

Jeg ønsker at afholde møde med IBM og diskutere følgende emne(r):

Unified Communication

TelePresence

End to End Datacenter

Netværksoptimering

Andet _____

Virksomhed: _____

Navn: _____

Stilling: _____

Telefonnr.: _____

Email: _____

Afleveres udfyldt på IBM's stand



Dine oplysninger vil blive behandlet af IBM Danmark A/S. De oplysninger, du giver os vil alene blive brugt til at kontakte dig, såfremt du er en af vores heldige vindere, medmindre du har samtykket til anden brug. Sæt kryds i det første felt herunder, hvis du ønsker at modtage oplysninger via e-mail. Sæt kryds i det andet felt, hvis du ikke ønsker at modtage sådanne oplysninger.

[] Jeg vil gerne modtage oplysninger om andre tilbud via e-mail.

[] Brug ikke disse oplysninger til at kontakte mig om andre tilbud.

Vi vil alene dele dine oplysninger med andre virksomheder indenfor IBM koncernen i og udenfor EU samt med vores databehandlere til ovennævnte formål. Du kan til enhver tid få adgang til de oplysninger, vi har om dig og kræve berigtigelse eller sletning af dine oplysninger. Kontakt da venligst: sanila@dk.ibm.com.