Unified Communicationes
for
mobil eller fasttelefon

Bjørn Lensnes

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ERICSSON ⪢ → **AASTRA**

- A decision has been taken to sell Ericsson's PBX business to Aastra, this is in line with Ericsson's overall strategy to focus on core business towards operators and service providers

- Enterprise Applications remains a target area within BMUM. Ericsson will focus on the operator channel for its enterprise business leveraging on Ericsson's core strengths

Focus on core business towards Operators and Service Providers

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Rationale Enterprise Applications

- Ericsson core business focused on operators and service providers

- The enterprise market is important to Ericsson

- The operator enterprise business shows considerable growth

- Ericsson will help make service providers successful in satisfying enterprises' and professional users' needs

- Ericsson is well positioned to address the operator enterprise market via global presence and established relations

Significant growth in the operator enterprise market

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Why ??? sale of Enterprise business

- Ericsson core business focused on operators and service providers

- Enterprise PBX business outside core focus

- PBX players entering into strategic partnerships in order to maintain profitability and remain competitive

- Consolidation in the enterprise communications market

- Ericsson will not to take on the role of consolidator in this market

Focus on core business towards Operators and Service Providers

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Aastra Technologies

- **Enterprise Communications Company**
    - Founded in 1983

- **Headquarters in Toronto, Ontario, Canada**
    - Toronto Stock Exchange

- **Revenue – 3.8 Billion SEK**

- **Net profit – 268 Million SEK**
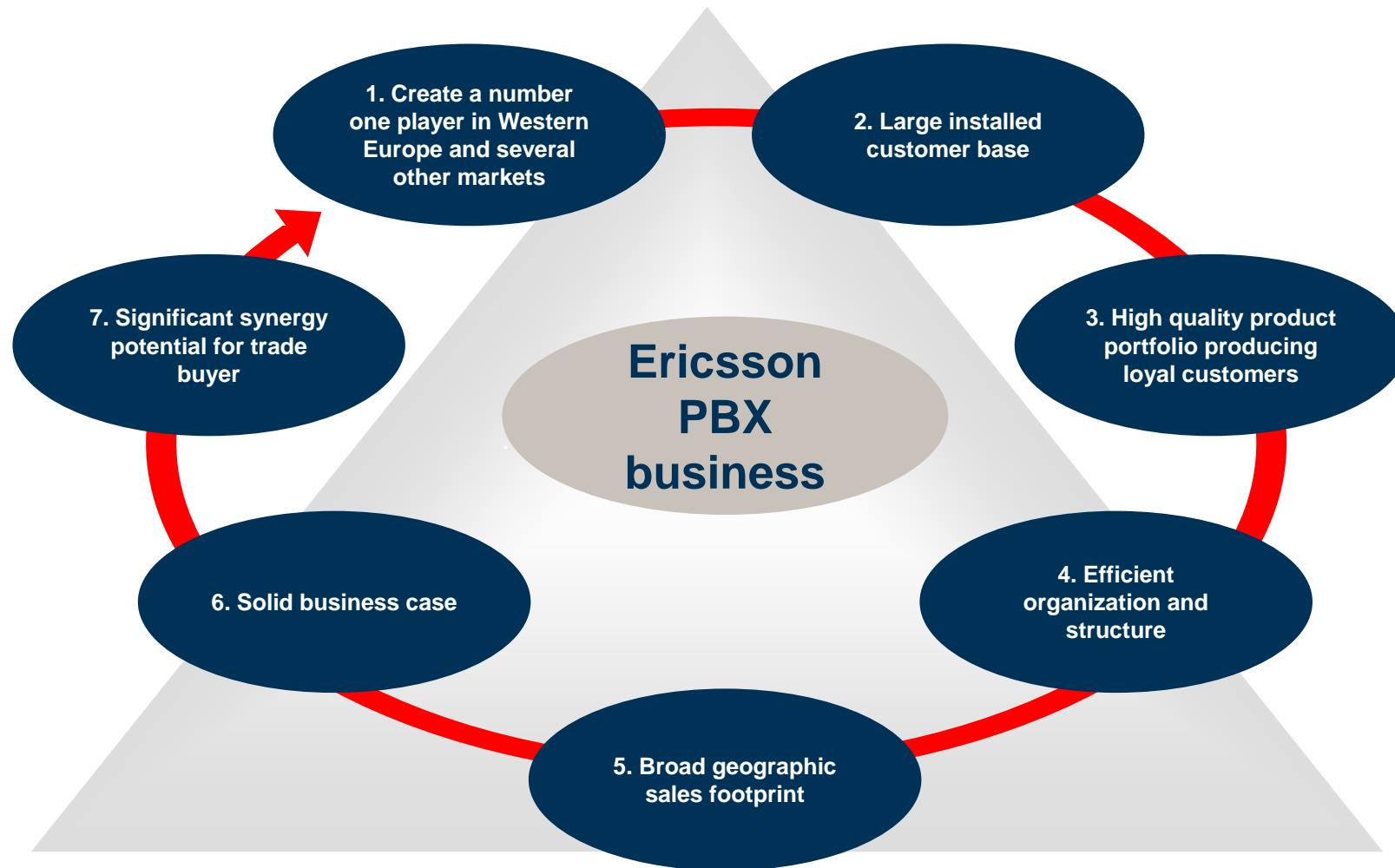
- **Profitable – 38th consecutive quarter**

- **Approx 1700 employees**

Core focus in enterprise communications

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Aastra Acquisitions

January 2000	▪ Assets of **Nortel Networks** Access Solutions Division
May 2001	▪ **Nortel** Centrex and ISDN Terminals
September 2001	▪ **Lucent** Digital Video Division
December 2001	▪ **Ericsson** Cable Modem
May 2002	▪ **Nortel** CVX & CSG Division
September 2003	▪ **Ascom** PBX System Division
March 2005	▪ **EADS Telecom** PBX System Division
August 2005	▪ **DeTeWe**

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Aastra's considerations

Ericsson PBX business

1. Create a number one player in Western Europe and several other markets

2. Large installed customer base

3. High quality product portfolio producing loyal customers

4. Efficient organization and structure

5. Broad geographic sales footprint

6. Solid business case

7. Significant synergy potential for trade buyer

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Included in the sale to Aastra

- Complete organization
  - 630 employees worldwide including management
- Installed base of Enterprise customers and business users
  - 100 000 customers, 37 million shipped lines
- Complete Customer Premises Enterprise portfolio w PBX:es, terminals and applications
  - Products (IPRs)
- Complete in-direct channels setup
  - Partner Network
- Complete in-direct delivery machine
- Complete services setup

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Aastra's portfolio from Ericsson

PBX Communication
- MD110
- MX-ONE
- BusinessPhone
- MD Evolution
- Enterprise Multimedia Server (EMS)
- LG PBX sourced (South Africa only)

Applications
- OneBox Messaging
- Solidus eCare
- D.N.A.
- CMG
- Snapware

Phones and terminals
- Dialog Terminals (Analog, Digital &IP)
- DECT
- WLAN & IP DECT

Other Enterprise products
- Enterprise Mobility Gateway
- XMP1/XQ1
- ViPr
- Support of installed PBX base

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Enterprise going forward

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→ **AASTRA**

- Global organisation
  - App. 200 employees incl. mgnt
- Operator Customer
- Net based solutions
  - Focus on business user
- Enterprise application
  - Target area within BMUM

- Global organisation
  - 630 employees incl. mgnt
- CPE Customer base
  - 100 000 customers
  - 37 m shipped lines
- PBX and other CPE related portfolio
- Complete in-direct channels setup
  - Partner Network
  - Delivery machine
  - Services setup

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Partner Proposition

Strong position in the enterprise communication market

Core focus on enterprise communication

Mobility as a key strength

Strong SME and Large Portfolio

Local Business – Easy to do business

Strong financials – Profitable 38 quarters

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Customer Proposition

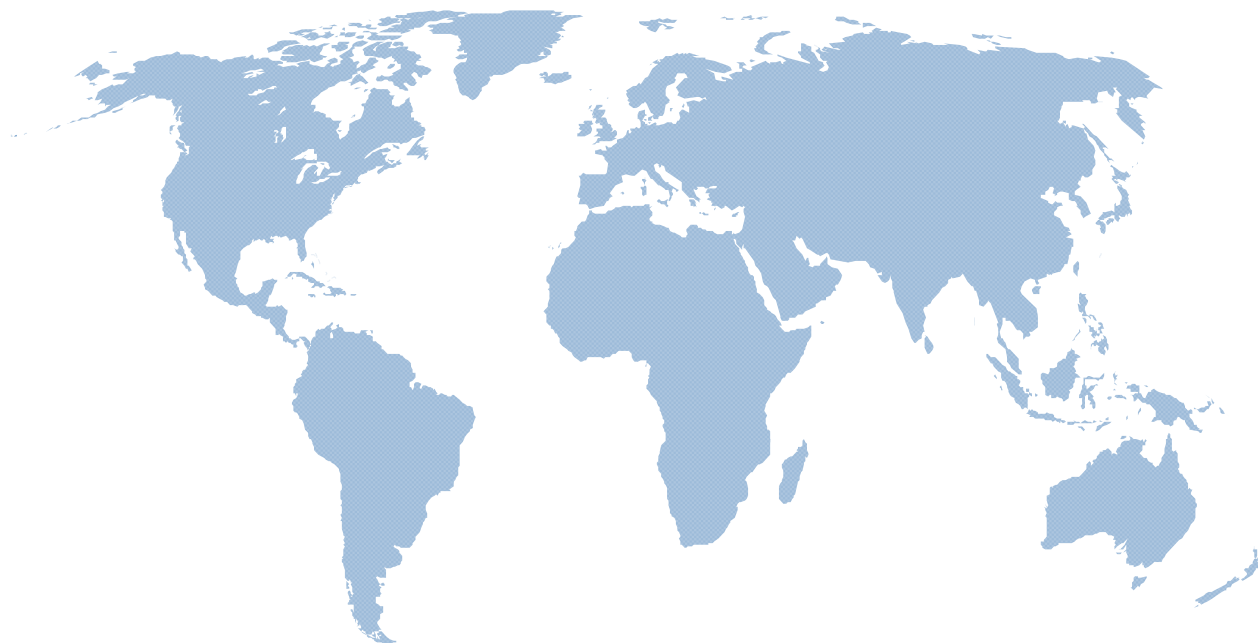**Strong position in the enterprise communication market**

Global Company active in local markets

Mobility as a key strength

Core focus on enterprise communication

Serving large corporates to small business

Strong financials – profitable 38 quarters

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Unified Communicationes
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Unified Communication *definition*

"Beauty is in the eye of the beholder"
the Duchess in Molly Bawn 1878 (3rd century BC in Greek)

-"A desktop launch point for communication"

-"Communication enabled business process"

Analogue/Digital/DECT/IP/Mob ext
in same PBX

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Unified Communications

" Unified Communications (UC) is a commonly used term for the integration of disparate communications systems, media, devices and applications. This potentially includes the integration of fixed and mobile voice, e-mail, instant messaging, desktop and advanced business applications, Internet Protocol (IP)-PBX, voice over IP (VoIP), presence, voice-mail, fax, audio video and web conferencing, unified messaging, unified voicemail, and whiteboarding into a single environment offering the user a more complete but simpler and more effective experience.

http://en.wikipedia.org/wiki/Unified_communication

"The largest single value of UC is its ability to reduce human latency in business processes."

Gartner

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Unified Communication *definition*

-The result of convergence in communication networks, applications and mobility. Including integration of voice (fixed&mobile), video, e-mail, instant messaging, desktop business applications, voice mail, fax and collaboration.

-To enhance individual, teamwork and organizational productivity by enabling and facilitating greater control with easier administration.

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Market trends

- Convergence in all aspects

- Increased role of mobility

- Efficiency by integration

- Need of collaboration

- Consumerization of IT

- Environmental
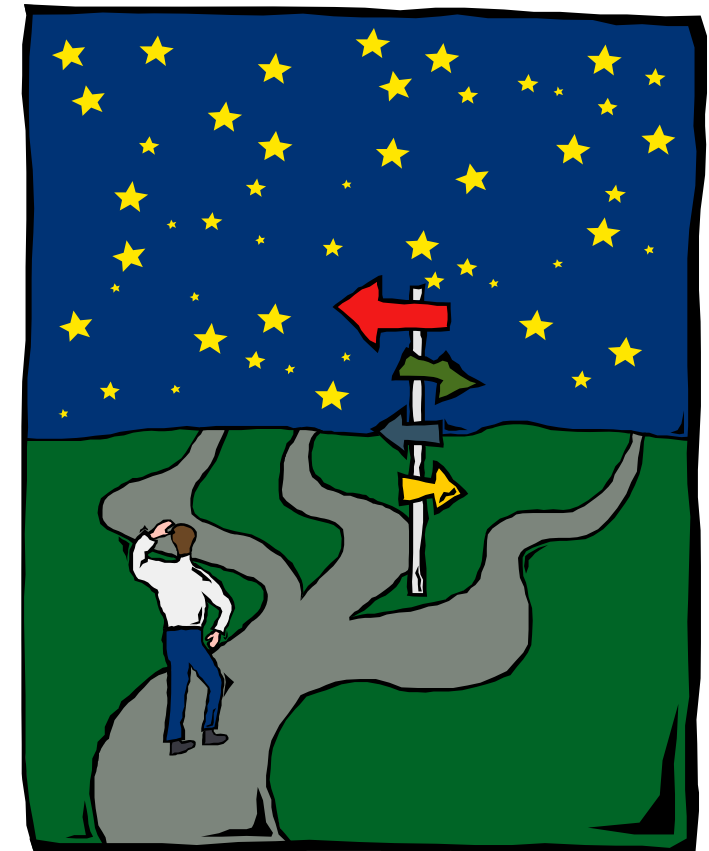
Sharing

MySpace / YouTube

Blogs

250 000 messages

3 500 hours online time

10 000 mobile phone hours

Careers

5 000 hours of playing video games

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The digital native

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Visualizing mobile enterprise future

Enterprise environment

Integration = "All IP"

Public environment

True mobility

Presence
Collaboration
Telephony
Instant Messaging
One number

Convergence in all aspects

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Presence
Collaboration
Telephony
Instant Messaging
One number

Increased competitiveness
Increased user efficiency
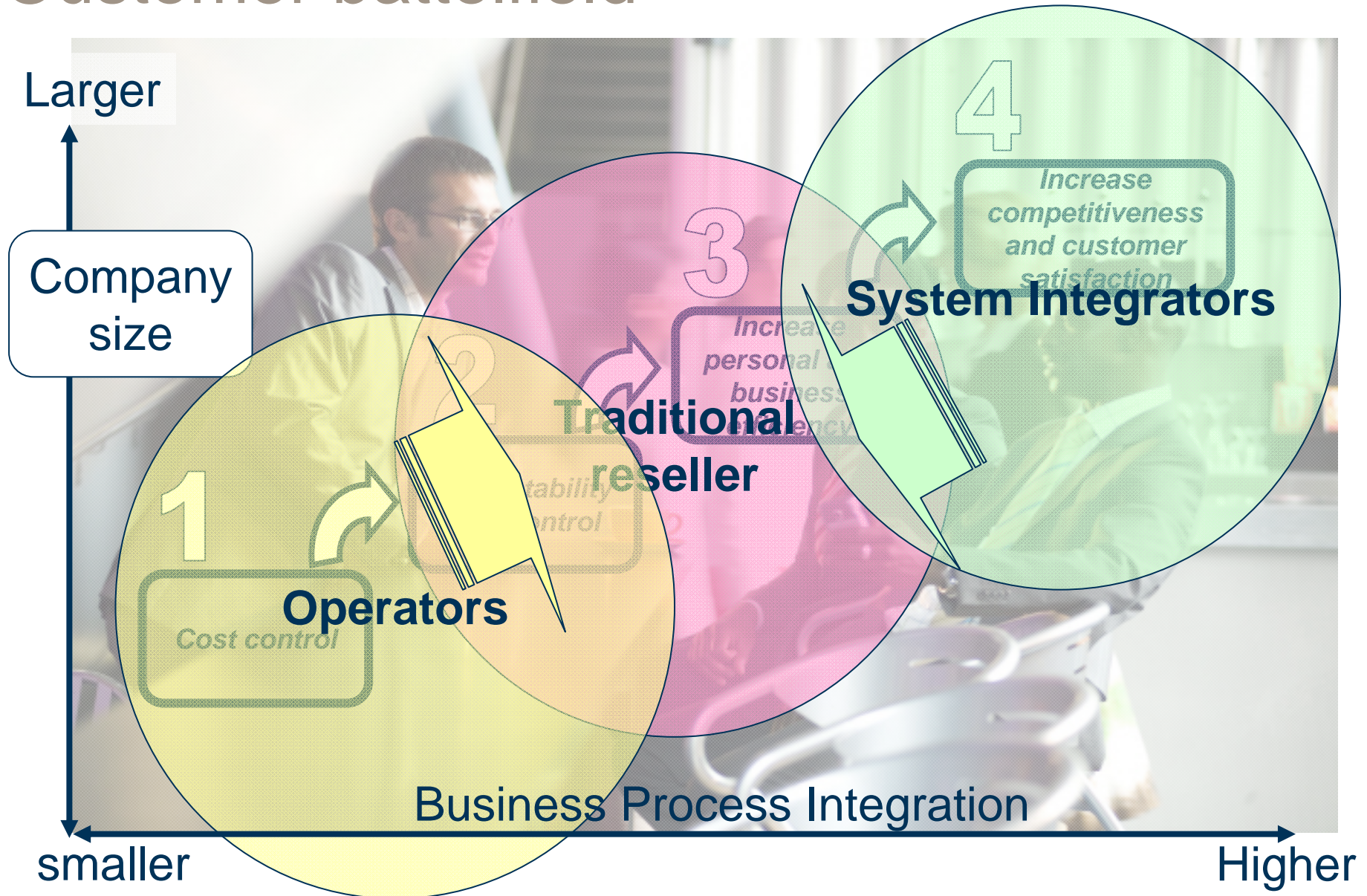Better user experience
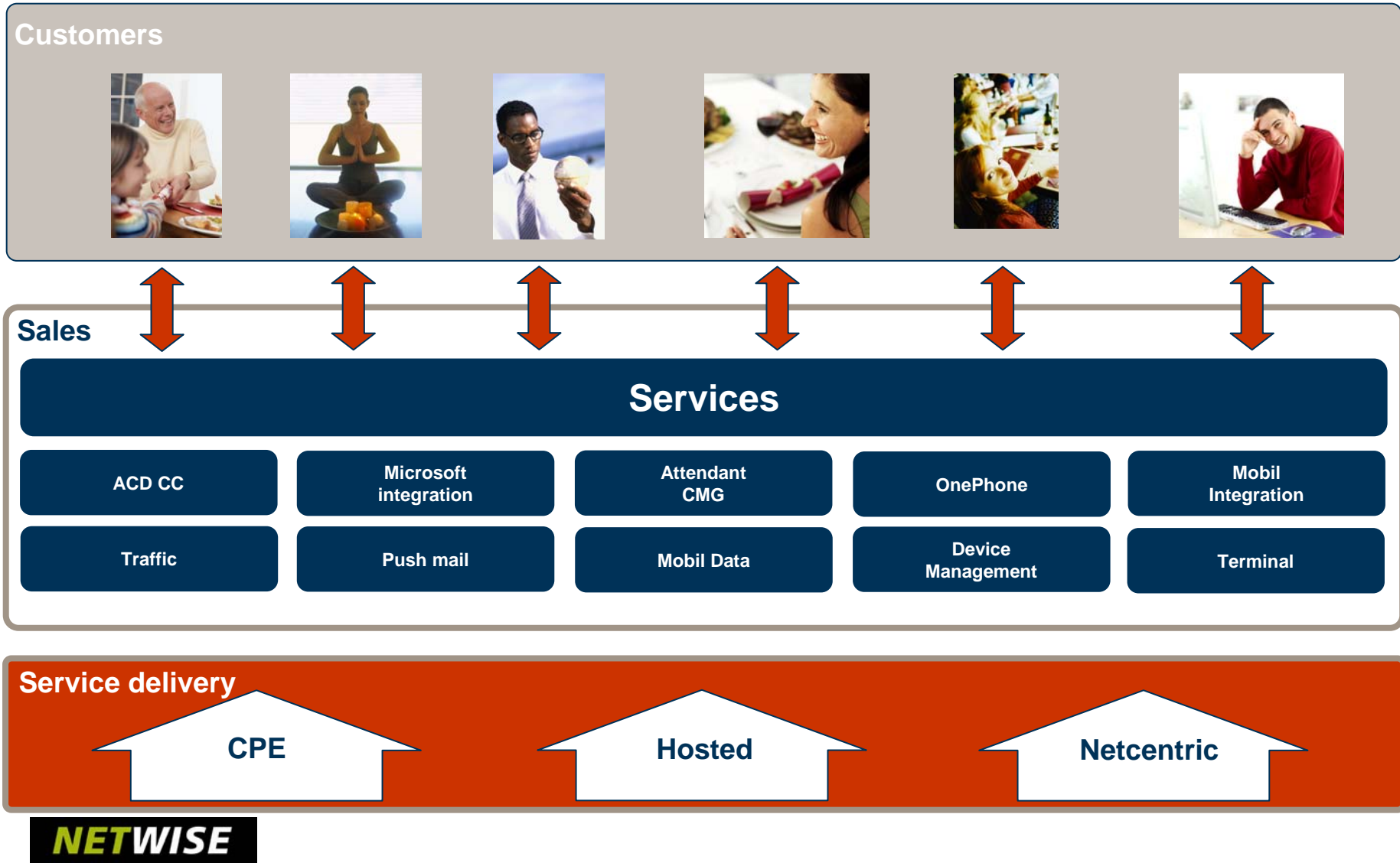Increased customer satisfaction

Reduced cost
Increased control & predictability
High security
Quality of service

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Who owns the solution?

Weaker

Business Case ROI

4 Increase competitiveness and customer satisfaction

3 Increase personal and business efficiency

2 Predictability and control

1 Cost control

You need to solve step 1 & 2, in order to successfully solve step 3 & 4

Low — Change of behaviour — High

Strong

Mobile Unified Communication

Customer battelfield

Larger

Company size

4

Increase competitiveness and customer satisfaction

System Integrators

3

Increase personal business

Traditional reseller

2

tability control

1

Operators

Cost control

Business Process Integration

smaller

Higher

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Enterprise offering

Customers

Sales

Services

ACD CC	Microsoft integration	Attendant CMG	OnePhone	Mobil Integration
Traffic	Push mail	Mobil Data	Device Management	Terminal

Service delivery

CPE   Hosted   Netcentric

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Unified Communication offering

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Adapted to User roles

| Assistant | Agent | Knowledge worker |

Adapted to devices/OS

Common GUI / Adaptive Client Structure
(Integrated multi media experiance with adaptive soft buttons, voice, messaging, video)

Messaging	Real Time Collaboration & Telephony	Team Collaboration	Preferences and Configuration	Control Services	Contact & Time Management
E-mail	Telephony	Blogs	Personal preferences	**Device / content management**	Corporate dir
Voice-Mail	Video	Wikis	Find me/ Follow me Intelligent routing	Security (Authentication, virus encryption, access)	Personal contacts
Service Messaging (SMS/MMS Notification alarms, etc)	Conferencing (voice, video, data)	Chatroom		Data mining	Buddies
	Datasharing	Group services		Optimization Services (cost control, network)	Calendar
	Application sharing				Presence services
	IM				Public Dir

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Integration with Microsoft

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Common GUI & info

Public Mobile TDM & GPRS Network (PLMN)

Telephony / PIM / etc

Telephony / PIM / etc

PBX

Attendant & ACD

Netwise CMG

Netwise VOice

Netwise Mobile integration

Microsoft Office Communication Server 2007

Microsoft Exchange Server 2007

ACD

Contact Center

Presence & Collaboration

Mobile Business Voice Presence/Directory info

Federation & Integration

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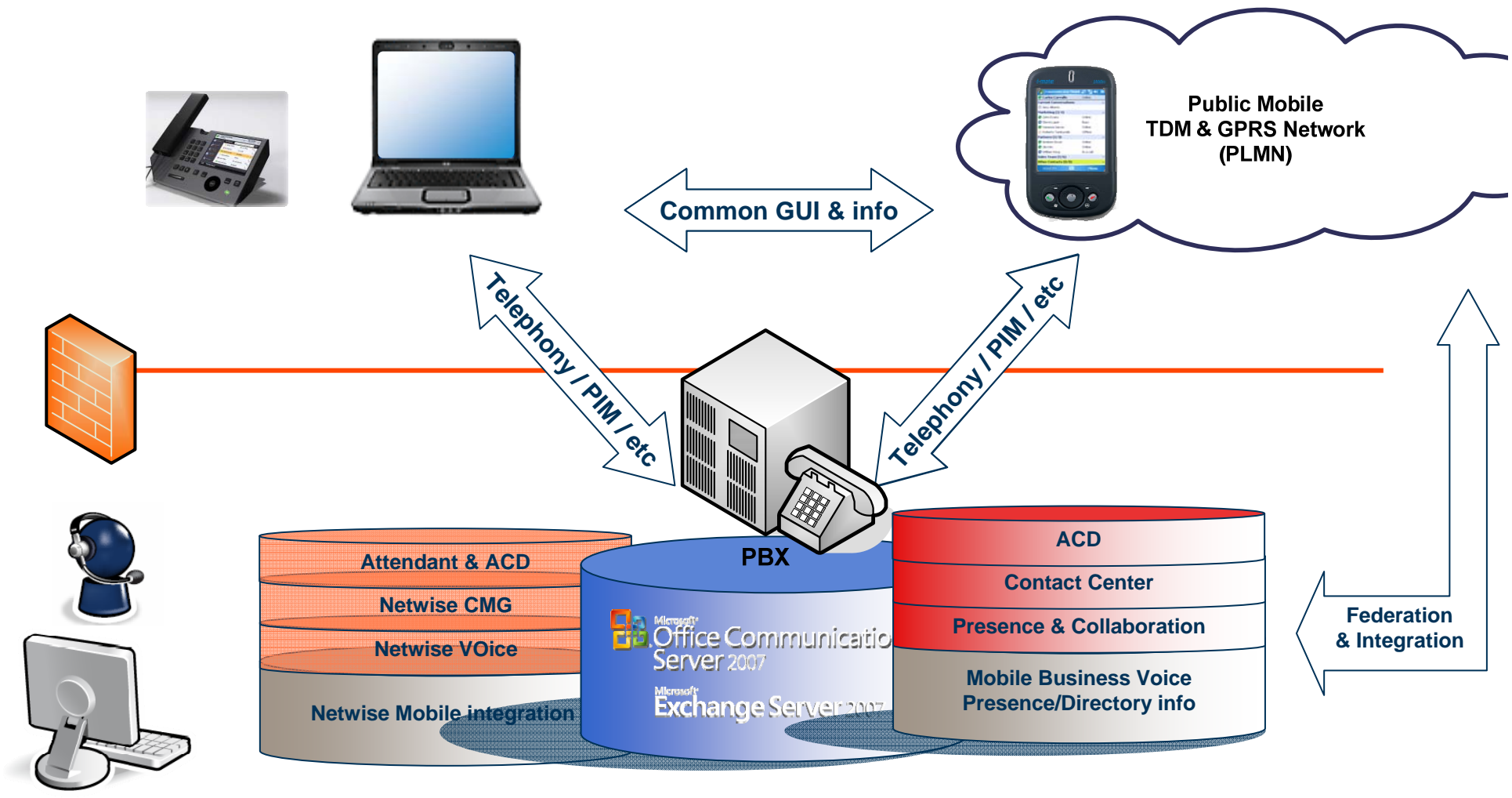
– Integrated…

Mobile integration

Open	User	Integrated

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Unified Communication - solution
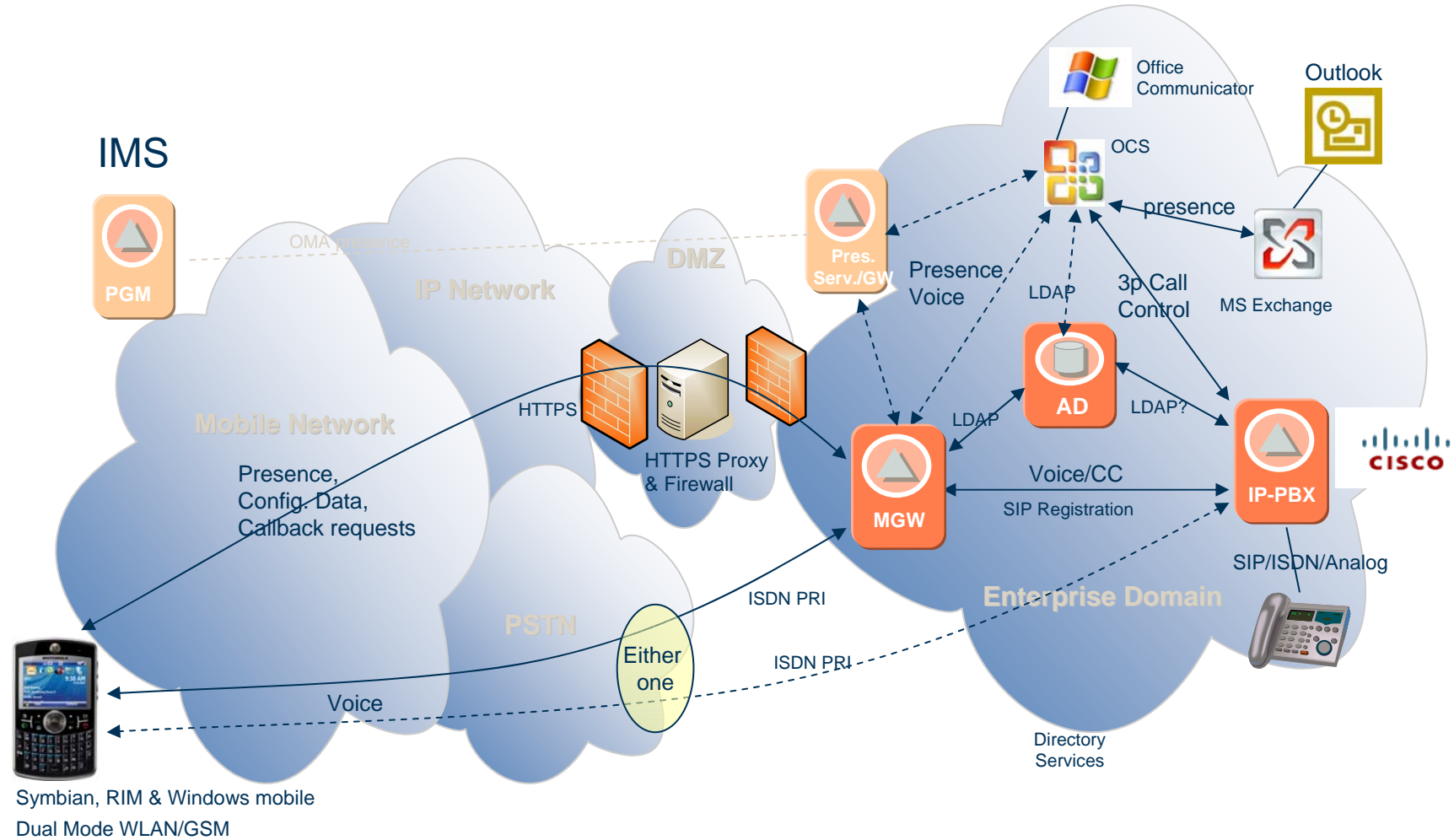
Netwise application suite "ALL PBX"

NETWISE	**NETWISE**	**NETWISE**	**NETWISE**
Attendant	**Office Users**	**Speech**	**Administrators**
NOW 2007	Office Web 2007	SpeechDialer 2007	Quality Manager 2007
Visit 2007	Calendar Conn. 2007	IVR 6.1	
CTC 2007	Mobile Client 2007		
	Mobile integration		
	Snapware 2007		
	PM CD 2007		

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CMG 2007 SP3

New Service Pack

- **Additional languages**

  UNICODE support

- **LDAP support**
  - LDAP search from Attendant (planned for Laguna-project), Office Web and PAPC
  - CMG as a LDAP Server (read only)
  - Improved synchronization

- **Further CMG/Snapware integration**

- **Additional functions in PAPC for CMG**
  - Call log, set and view message diversion
  - Personal number settings via Office Web (web page)
  - Display user misc fields
  - Auto Answer
  - SIP (new, not in D.N.A.)

- **Custom search**

  (planned for Laguna-project)

- **Seamless failover to local directory**

  (planned for Laguna-project)

- SNMP support (functionality in D.N.A)

- **Support for personal contacts (Outlook, Notes) in Office Web**

- Call handling functionality in Office Web

- Additional features in Visit

- ASG for Meridian

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CMG Attendant NOW

CMG / ACS Server

SIP

SIP

SIP

SIP to QSIG

Legacy PBX

IPPBX

# Netwise CMG – Attendant console

- Display incoming queues

- Put calls on hold (with music on hold)

- Make consult calls and swap between A and B parties

- Make blind transfers with recalls on busy and no answer

- Park calls with music on hold
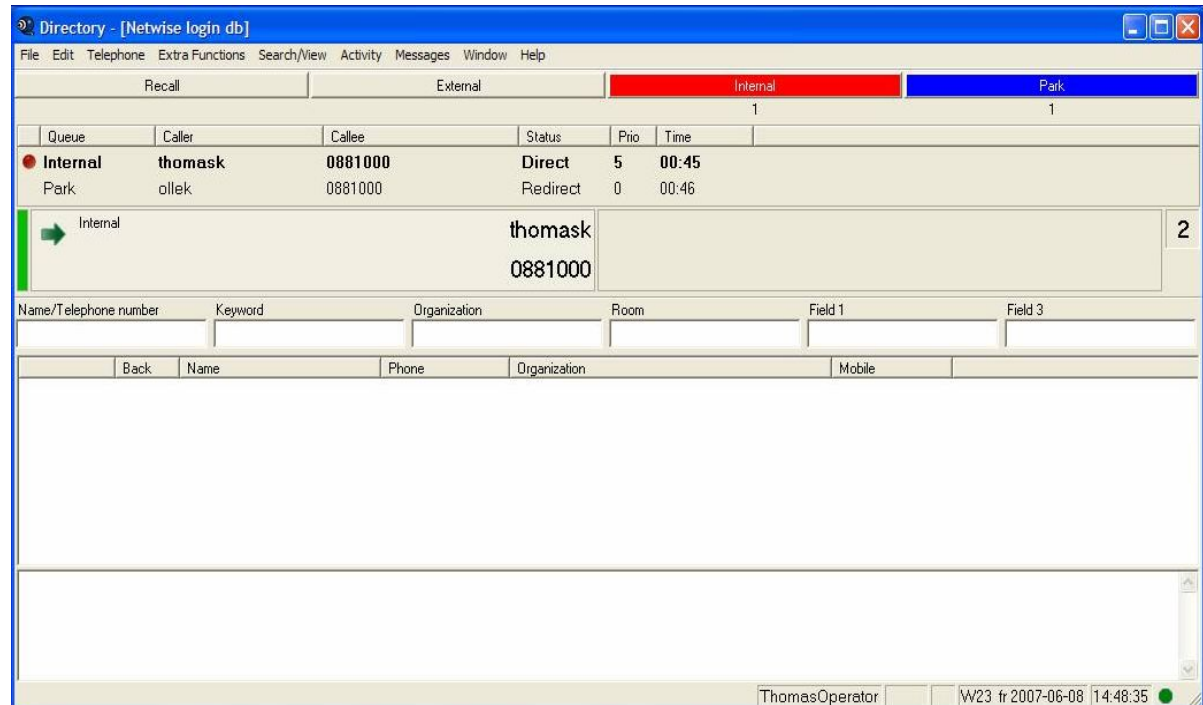
Netwise CMG – Additional features

- Line state using SIP SIMPLE presence
- Forwarding using PUBLISH in SIP SIMPLE
- Dialing SIP-uri addresses directly from operator console
- Call routing based on CMG profiles
- Conferencing
- Voice prompts in Queues (Queue Messages)
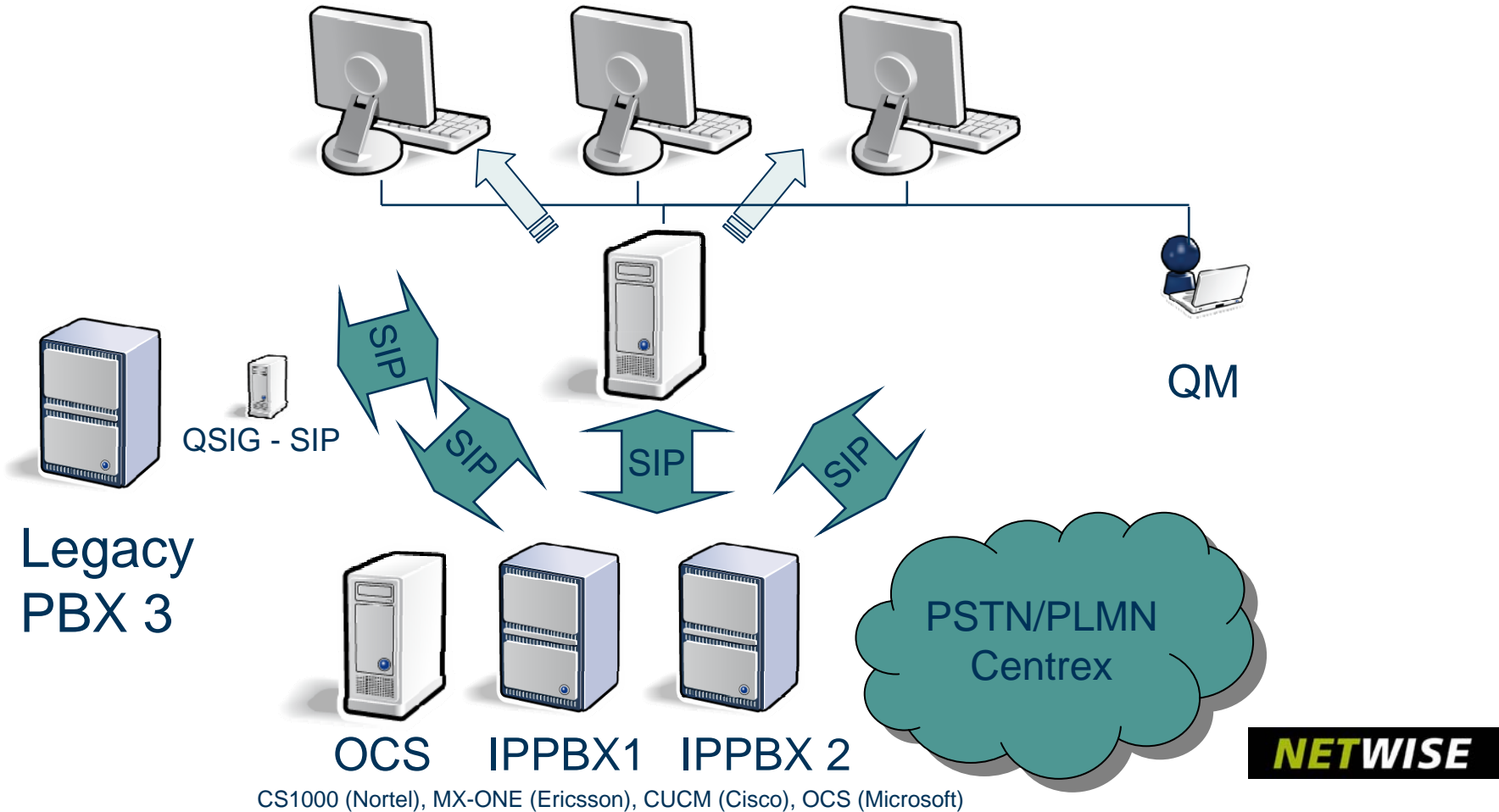- Instant Messaging
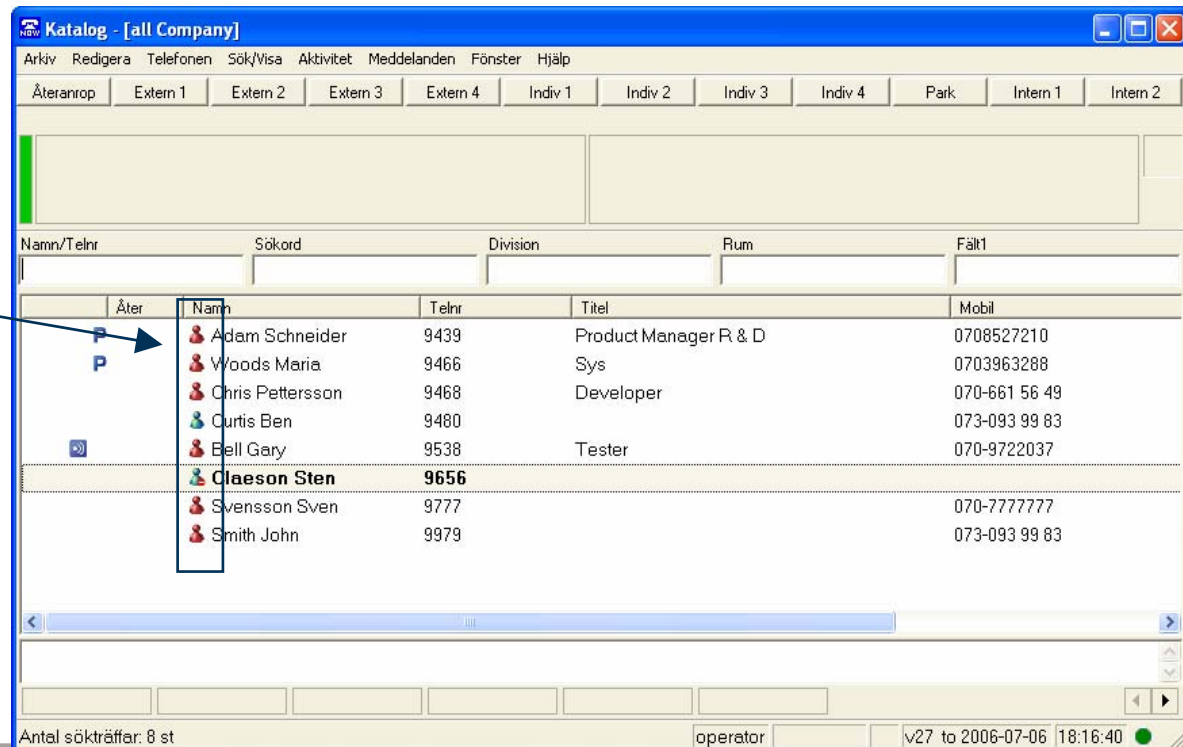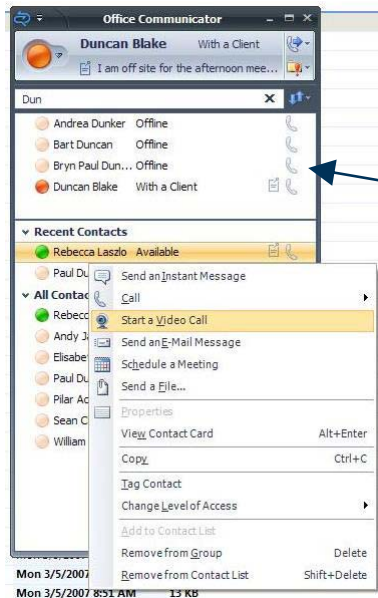
ACS (Attendant Call Server)

- SIP based queue handling

- Presence (line state) via SIMPLE

- Support for multi PBX environment
  - CS1000 (Nortel), MX-ONE (Ericsson), CUCM (Cisco), OCS (Microsoft)

- Support for non SIP PBX via Gateway

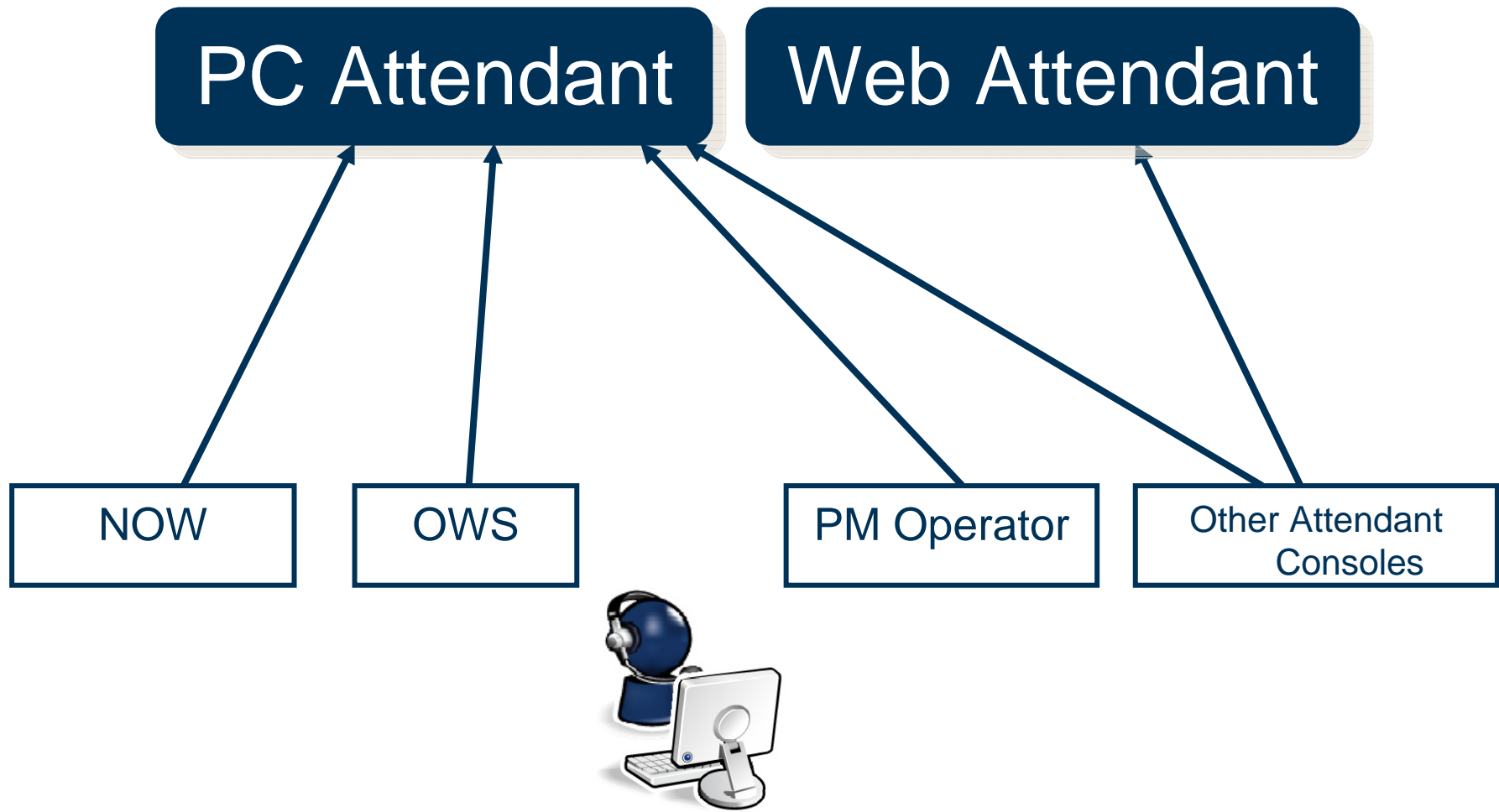- Report and monitoring tool for attendant service
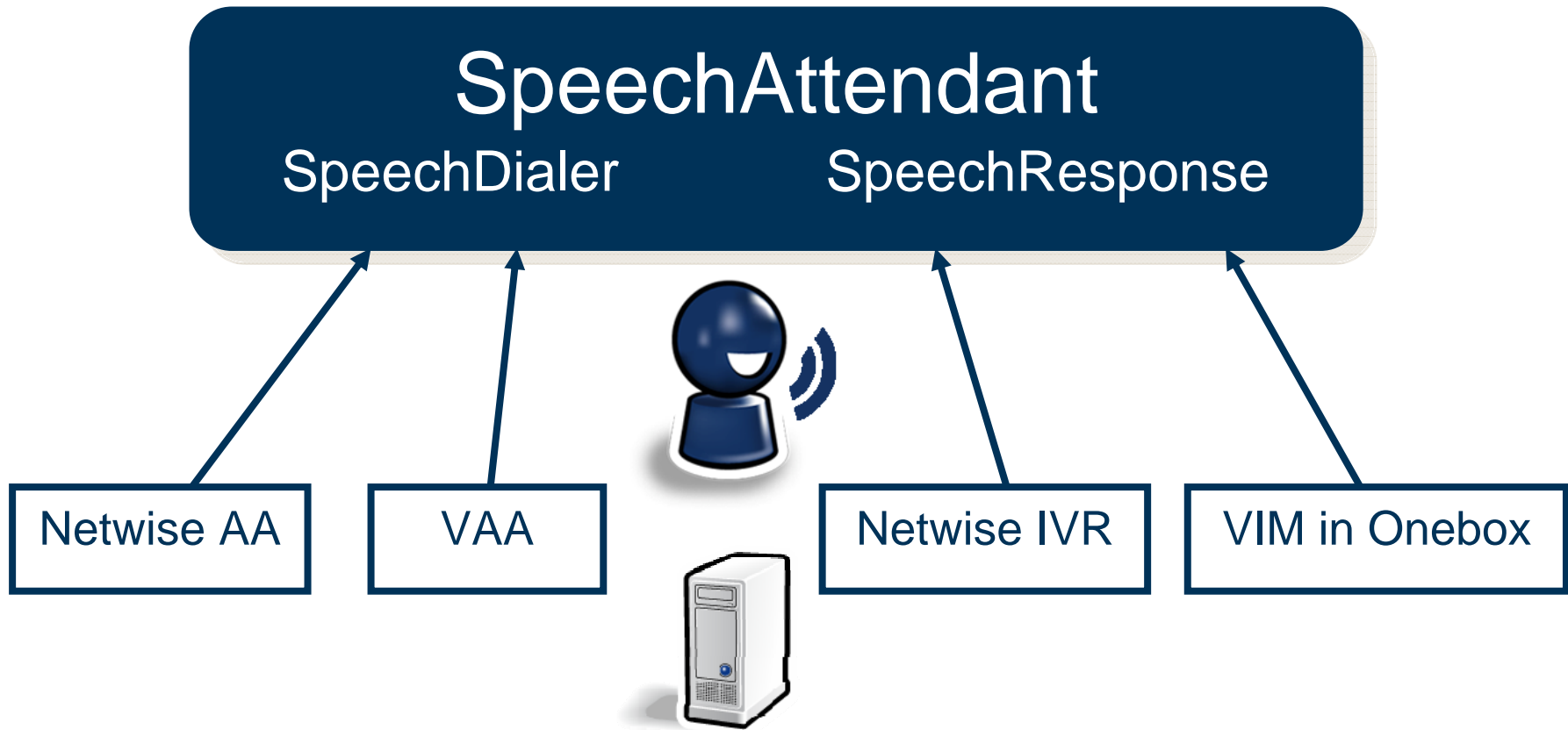
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ACS (Attendant Call Server)

Attendant Console (NOW)

QM

QSIG - SIP

SIP

SIP

SIP

SIP

Legacy PBX 3

OCS   IPPBX1   IPPBX 2

PSTN/PLMN Centrex

CS1000 (Nortel), MX-ONE (Ericsson), CUCM (Cisco), OCS (Microsoft)

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Netwise Attendant

PC Attendant   **Web Attendant**

NOW	OWS	PM Operator	Other Attendant Consoles

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Netwise Speech

SpeechAttendant

SpeechDialer   SpeechResponse

| Netwise AA | VAA | Netwise IVR | VIM in Onebox |

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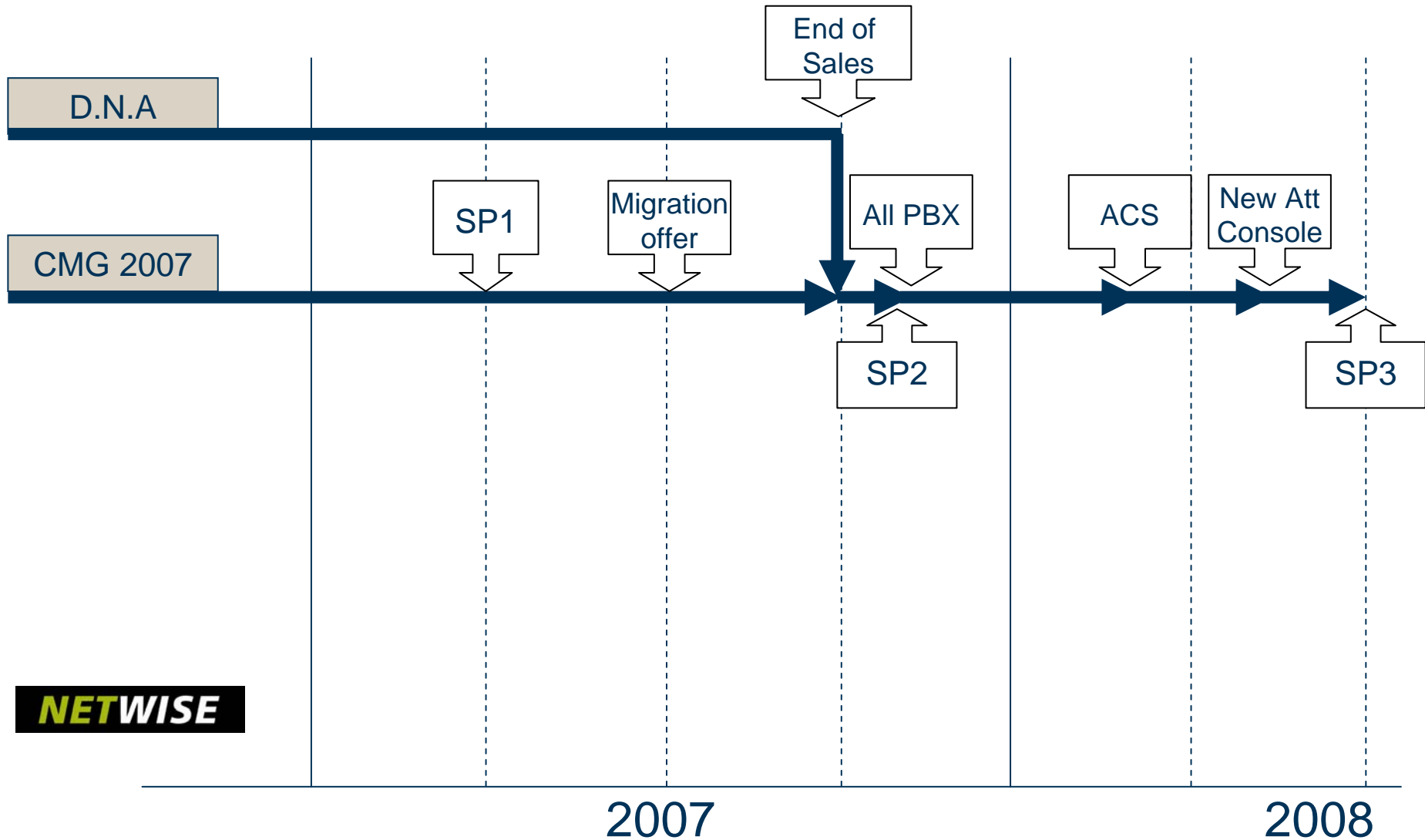# Netwise application suite (EEPA)

Takk for oppmerksomheten

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