



SOLUTIONS

# IBM and Cisco Unified Communications and Collaboration Solutions Portfolio

## IBM and Cisco: Next Generation e-business Solutions

### Highlights:

- **Facilitates improved business processes through converged, collaborative and intelligent communications applications virtually anytime and anywhere**
- **Helps to reduce capital and operating expenses, improve productivity and enhance the customer experience**
- **Leverages advancements from IBM and Cisco Systems for IP telephony, unified communication, customer contact centers, rich-media communications, conferencing, and collaboration**
- **Delivers a wide range of design, integration, implementation, and operation services through IBM Global Technology Services that facilitate unified communications and collaboration solutions, including voice and video applications, infrastructure upgrades, mobility and wireless, horizontal solutions for all industries, and vertical solutions that target your business needs**
- **Helps enable a smooth transition to an on demand, flexible environment with less risk through open standards, experienced professionals and trusted partners**

### Improving Business Communication through Communications Application Convergence

An Internet Protocol, or IP, network is increasingly the lifeblood of any business, essential to manufacturing and financial systems, providing customer support and employee communication. Simultaneously, the workforce is becoming more dispersed, with mobile and at-home workers and business partners playing an ever-larger role. Maintaining multiple networks available to all these users is a growing challenge and cost factor, but the maturity of IP Communications allows businesses to simplify these problems.

A unified communications strategy can provide access to the comprehensive suite of enterprise communications tools through a single connection. With Unified Communications running on an enterprise IP network, voice, e-mail, chat and conferencing systems are accessed from the same network, helping lower costs and simplifying life for users and administrators.

### IBM and Cisco Deliver End-to-End Unified Communications and Collaboration

Unified communications and collaboration can help reduce cost and complexity, save money and drive operational efficiencies across the enterprise while helping to increase employee productivity, enterprise flexibility and customer services. Communications and collaboration convergence can also provide a flexible foundation for new, leading-edge applications and services, such as unified messaging, distributed contact centers and enhanced customer relationship management (CRM) solutions.

# IBM and Cisco can help transform your business converged, collaborative,

Developing and maintaining this enhanced environment takes skill and expertise. Organizations can rely on IBM and Cisco to deliver complete, end-to-end solutions for communications and collaboration technology. These solutions can help transform your business into an on demand environment in which

your business processes—integrated across the company, and with key partners, suppliers and customers—can respond with flexibility and speed to customer demands, market opportunities or external threats (See Table 1).

Table 1. IBM and Cisco Unified Communications and Collaboration Solutions Portfolio

	<b>Solution</b>	<b>Description</b>	<b>Business Benefits</b>
Business Value	On Demand Solutions	<ul style="list-style-type: none"> <li>• Remote Network Monitoring</li> <li>• IP Telephony Annuity Model</li> <li>• Network Operations and Management Services</li> </ul>	<ul style="list-style-type: none"> <li>• Help increase operational and financial flexibility</li> <li>• Help focus on core competencies and mitigate technology risk</li> </ul>
	Vertical Solutions	<ul style="list-style-type: none"> <li>• IP CRM</li> <li>• On Demand Workplace for Retail</li> <li>• Multi-Channel Transformation for Banking</li> </ul>	<ul style="list-style-type: none"> <li>• Help increase potential revenue and customer satisfaction through business process transformation</li> <li>• Help provide a common view of all customer interactions for improved customer service</li> </ul>
	Horizontal Solutions	<ul style="list-style-type: none"> <li>• Unified Messaging</li> <li>• Voice Conferencing</li> <li>• Voice over Wireless LANs</li> <li>• Unified Contact Center</li> <li>• SIP Communications Solutions</li> <li>• Mobility Solutions</li> <li>• Unified Communications Help Desk Support</li> <li>• IBM Lotus® Notes®, IBM Lotus Sametime®, and IBM WebSphere® Portal solution</li> <li>• Digital Media for Enterprises</li> </ul>	<ul style="list-style-type: none"> <li>• Help increase personnel productivity and operational efficiency through better access to information</li> <li>• Help improve business processes and enhance customer care by deploying new applications and services</li> </ul>
Infrastructure	Infrastructure Upgrade Services	<ul style="list-style-type: none"> <li>• Converged Communications Services for Network Convergence</li> <li>• Network Applications and Performance Testing Services</li> <li>• Converged Communications Services for Unified Communications and Real-time Collaboration</li> </ul>	<ul style="list-style-type: none"> <li>• Help reduce operational costs and improve infrastructure</li> <li>• Help improve the ability to scale for the future and react to dynamic changes in business</li> <li>• Help ease management and accelerate cost recovery</li> <li>• Help integrate and enable the presence, wireline and wireless applications into the infrastructure while ensuring network security</li> </ul>
	Voice and Video Solutions	<ul style="list-style-type: none"> <li>• Content Distribution Networking</li> <li>• Video Surveillance</li> <li>• ROI Analysis Consulting</li> <li>• Toll Bypass</li> <li>• Public Branch Exchange (PBX) Replacement</li> <li>• PBX Migration</li> <li>• Remote Location Solution</li> <li>• Mixed Deployments</li> <li>• Migration and Coexistence approach</li> <li>• Voice Applications</li> </ul>	<ul style="list-style-type: none"> <li>• Help reduce operational costs and improve infrastructure</li> <li>• Help reduce management and conferencing costs</li> <li>• Help reduce the number of phones</li> </ul>

# s through and **intelligent** communications applications.

## **On Demand Solutions**

IBM Global Technology Services offers comprehensive services for assessment, design, integration, deployment, remote monitoring, and management of the network, and can help clients build a complete converged unified communications infrastructure to enable an on demand environment. IBM Global Technology Services can offer ongoing support to ease the growth and operation of a converged network, and even help improve efficiencies by offering outsourcing of the network. Benefits can include more predictable and scalable costs; improved operational and financial flexibility; increased reliability; enhanced security and improved quality; and reduced hiring and training requirements.

## **Vertical Solutions**

Vertical solutions can enable the integration of business-specific applications with an intelligent converged IP network to deliver organizational transforming capability. Successful integration of an organization's specific business process and applications can help accelerate the potential return on investment (ROI) for an integrated unified communications network. These solutions help enable organizations to deliver targeted information, products and interactive services to internal employees, business partners, customers and prospects through a variety of rich, multimedia channels. By leveraging Cisco Unified Communications technology, enterprise-class applications can be deployed to parts of the business where it has previously been impractical, such as the store or manufacturing floor. Cisco Unified Communications technology leveraged this way can help to improve efficiency and effectiveness, reduce operational costs and provide a flexible and affordable infrastructure.

## **Horizontal Solutions**

IBM and Cisco offer horizontal solutions that integrate business and collaborative applications using Cisco Unified Communications and IBM collaborative applications. These innovative solutions can help enable employees, customers and partners to access telephony, voice mail, Web conferencing, live video

streaming, Instant Messaging, and other communication and collaboration applications in a security-rich environment from computers, phones and mobile devices. IBM and Cisco provide solutions integrated with business processes, for use in help desk areas or contact centers. These solutions are designed to help improve personnel productivity and communication, and reduce infrastructure and management costs.

## **Infrastructure Upgrade Services**

Although many businesses today have a network capable of supporting voice and unified communications at some level, even the most sophisticated need to assess the impact that traffic will have on the real-time requirements of unified communications. Most networks would require implementing the quality of service (QoS) features native to the Cisco network elements, and some may require new components to meet higher redundancy requirements. One of the real benefits of convergence is that network upgrades benefit all applications on the network, so the upgrade that supports unified communications also benefits the nightly backups and enterprise resource planning (ERP) applications. IBM Global Technology Services is experienced and ready to help. IBM offers a range of services available individually or as complete solutions addressing all phases of the converged unified communications solutions life cycle.

## **Voice and Video Solutions**

IBM and Cisco deliver a wide range of voice and video solutions. Voice solutions include consulting, toll bypass, replacement, migration and remote-location solutions for moving from private branch exchange (PBX) to network-based voice services, such as IP Telephony and voice over IP (VoIP). Applications for voice can extend the reach and usability of business and productivity applications. In addition, a comprehensive suite of end-to-end network management solutions is available. These solutions help to manage and distribute video content on the corporate intranet, and distribute security-enhanced content across the Internet to the edge of the corporate network.

## **IBM and Cisco: The Experience, the Services and the Technology**

The IBM and Cisco Strategic Alliance provides end-to-end solutions for any organization planning a move towards a more productive, collaborative, mobile, work environment. IBM extends its vast experience in applications, industry solutions, business processes, procedures and technologies, as well as a world-class services organization. Cisco, the worldwide leader in networking for the Internet, delivers exceptional quality in unified communications and networking technologies. IBM and Cisco have the ability to help translate technology investments into tangible business benefits for all industries. No other alliance provides the same level of industry experience, comprehensive services or advanced, available technology as IBM and Cisco. For rapid entry into the next generation of unified communications, contact your IBM or Cisco representative.

## **For More Information**

To learn more about converged unified communications solutions, please visit:

[www.ibm.com/services/networkingwww.cisco.com/en/US/netsol/ns340/ns394/ns165/networkingsolutions\\_packages\\_list.html](http://www.ibm.com/services/networkingwww.cisco.com/en/US/netsol/ns340/ns394/ns165/networkingsolutions_packages_list.html)



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