



WHITE PAPER

# Cisco and IBM: Enhancing the Way People Work Through Unified Communications

January 2009

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## Executive Summary

Unified communications represents a comprehensive network-based communications solution that enables more effective, more secure and more personal communications. It connects users in the way that is most suitable for them at a given time. It is flexible enough to allow users to communicate across and between applications as interactions warrant, independent of where they are or what device they are using. These capabilities help enable collaboration and accelerate decision making and productivity. The primary components of a unified communications strategy include real time, near time and stored communications such as IP telephony, voice, video and Web conferencing, collaboration, instant messaging and unified voice and email messaging. All are underpinned by services such as secure access, rich presence information about your current location, activity and availability, and communication preferences to optimize interactions.

Results documented by a Chadwick Martin Bailey Research study conducted in May 2008 demonstrate that unified communications solutions deliver many benefits that enhance employee communications. The top three benefits realized are simplified communications (77%), enhanced productivity (76%) and faster communications (73%). Additionally, the study found that 64% of users save up to 30 minutes daily as a result of being able to reach employees reliably on the first try. Other benefits include:

- Avoiding time wasted on attempts to reach unavailable staff
- Simplifying communications to improve long-term productivity, business process reform and financial performance
- Improving decision-making through faster collaboration

Unified Communications requires an integrated communications strategy and architecture—enabling the secure combination of voice, video, mobility and collaborative applications within a robust, intelligent network. With its industry-leading breadth of solutions, its world-class partnerships, and its understanding of how to map technology to address business challenges, Cisco is able to fulfill the promise of unified communications. The Cisco® approach to unified communications is founded on the company's worldwide market leadership in telephony and networking.

The IBM approach to Unified Communications and Collaboration (UC2™) is based on its long-standing leadership in collaborative applications and converged communications services that can transform and optimize core business processes. IBM embraces the heterogeneous characteristics of today's organizations, delivering an open and extensible software platform that integrates rich presence, IM, email, unified messaging, Web, voice, video, telephony and business applications. Fostering innovation and business agility by making it easier for people to find, reach and collaborate through a unified communications experience is the key tenet of the IBM UC2 strategy. IBM consultants and architects have the expertise and experience from working with hundreds of clients, big and small, private sector and public; integrating multi-vendor solutions and minimizing the risks in making these solutions work.

Cisco and IBM have a long established track record of working together to provide customers with innovative business solutions. Together, the two companies are enabling a new way of communicating and collaborating—one that's open, timely, and effective. Using best in class unified communications capabilities from both Cisco and IBM, organizations can transform their business processes and reach new levels of productivity. Collaboration will be made easier and communications will be enhanced. Individuals and teams will work more effectively—when, where and how they choose—without sacrificing security or productivity.

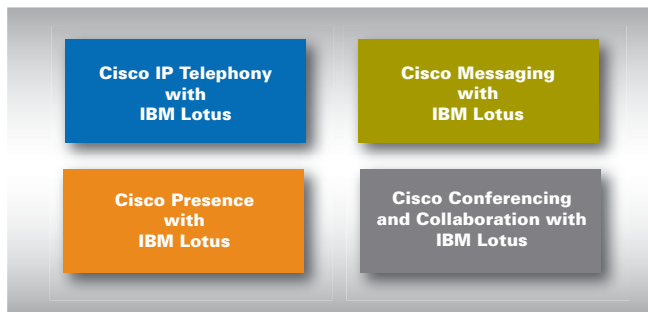
### **A Winning Approach**

Cisco and IBM are working together to deliver faster time to value and a rich user experience across their unified communications portfolios. In addition, IBM can provide planning, implementation and management services to enable Cisco and IBM customers to accelerate the adoption of unified communications and IP Telephony solutions.

### **Integrated Product Offerings**

The combination of Cisco's Unified Communications and networking solutions and expertise with IBM's Unified Communications and Collaboration products and services provides users with an exceptional user experience and allows for rapid delivery of functionality and value. The integrated product offerings combine IBM Lotus® Sametime®, IBM Lotus Notes® and multiple Cisco Unified Communications products to deliver a complete unified communications solution that unify voice, data, video, messaging, and mobility technologies into a single, flexible solution.

Additionally, IBM provides services for the implementation of the unified communications solution. IBM Converged Communications Services offer an architected best-practices approach to the deployment of a unified communication and collaboration solution into clients' infrastructures. The service offerings from IBM can assist clients in designing and deploying fully integrated unified messaging, real-time collaboration and Cisco TelePresence™ solutions that combine presence, data, voice and video communications, while addressing key concerns for an enterprise, such as security, availability and scalability. IBM Global Services has the experience and global resources to help clients successfully deploy their unified communications solution and help ensure interoperability with related collaboration software, corporate applications, back-end systems and the corporate directory to deliver the greatest business value.



**Figure 1.** Cisco and IBM Unified Communications Product Integration

The functional integrations between Cisco and IBM offer immediate benefits by enabling workers to use familiar Lotus applications to access communications capabilities inherent in the Cisco Unified Communications system.

Cisco offers several categories of unified communications integration with IBM:

*Cisco IP Telephony with IBM Lotus Sametime*

- Cisco click-to-call and conference integration with Lotus Sametime
- Cisco IP Communicator Click to Call with Lotus Sametime
- Cisco Phone Control with Lotus Sametime

*Cisco Presence with IBM Lotus Sametime*

- Cisco Phone Presence with Lotus Sametime

*Cisco Unified Messaging with IBM Lotus software*

- Cisco Unified Messaging with Lotus Sametime
- Cisco Unified Messaging with Lotus Notes/Domino

*Cisco Conferencing and Collaboration with IBM Lotus software*

- Cisco Unified MeetingPlace® Click to Conference with Lotus Sametime IM
- Cisco Unified MeetingPlace conference scheduling with Lotus Notes calendar
- Cisco Unified MeetingPlace Audio with Lotus Sametime Web conference
- Cisco Unified Videoconferencing with Lotus Sametime
- Cisco WebEx® meeting setup and attend with IBM Lotus Notes
- Cisco TelePresence scheduling with Lotus Notes calendar



**Figure 2.** Cisco Unified Communications with IBM Lotus Sametime

### Cisco IP Telephony with IBM Lotus

Cisco has integrated voice and video click-to-call capabilities with Lotus Sametime. One option integrates Lotus Sametime directly with Cisco IP Communicator and Cisco Unified Video Advantage for voice and video calls that can be initiated from the contacts list or an IM session. Also available with this option is a phone control mode which integrates Lotus Sametime with Cisco Unified IP Phones so you can answer and manage incoming calls and initiate Cisco Unified IP Phone calls and conferences. A separate click-to-call option is available for customers preferring a server-based integration between Cisco Unified Communications Manager and the basic call capabilities built into Lotus Sametime.

Capabilities include:

- Start Cisco IP Communicator calls from a Lotus Sametime buddy list or IM session
- Start calls and conferences using Cisco Unified IP Phones
- Include video in calls with Cisco Unified Video Advantage
- Answer or redirect incoming calls
- Control active calls (for example, hang up, hold/resume, merge)

The benefits and impact:

- A familiar user interface to access all communications
- Escalate from IM to voice or video conversations with a click
- Reach key decision makers more reliably on the first try
- Reduce latency in business processes

### **Cisco Phone Presence with Lotus Sametime**

Cisco Phone Presence with Lotus Sametime extends the presence status options provided in Lotus Sametime so you can also see presence indicators that show when a contact is on the phone.

Capabilities include:

- Provide and display phone state (on hook/off hook) information in Lotus Sametime
- Display status next to Lotus Sametime presence indicator

The benefits and impact:

- Connect with colleagues on the first try by knowing beforehand whether they are available
- Choose the most efficient way to contact a person.
- Avoid needless interruptions and playing “phone tag.”

### **Cisco Unified Messaging with Lotus Sametime**

Cisco Unified Messaging with IBM Lotus Sametime integrates Cisco Unity® and Cisco Unity Connection voicemail with Lotus Sametime. This integration helps you be more responsive by letting you view, manage and respond to voice messages directly from Lotus Sametime.

Capabilities include:

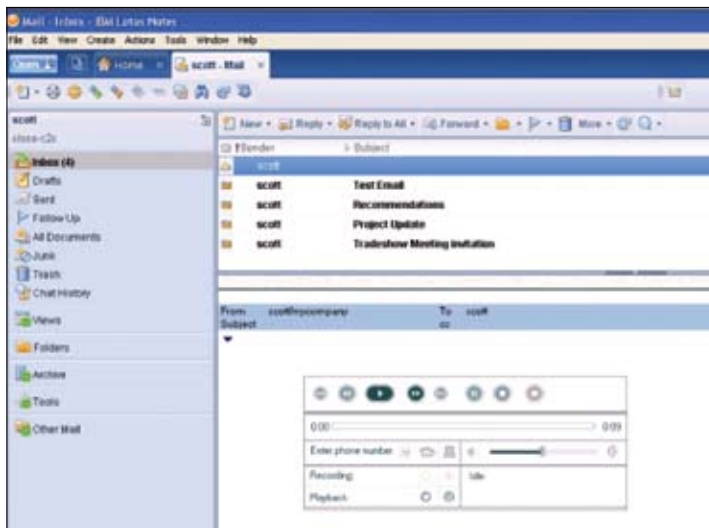
- View a list of all voice messages, including the caller name or number, date and time and callers current availability
- A system tray message indicator visually notifies you that you have a new voicemail message.
- Simple click-to-play voice messages, with on-screen controls for fast forward, rewind, pause, and play messages.
- Respond directly from the message (email, IM, voice, etc.)
- The ability to organize voicemail messages for more effective communications: Filter and sort voicemail messages in Lotus Sametime by “read,” “unread,” or “deleted” status. Delete and purge old messages.

The benefits and impact:

- Visual access to help prioritization of messages
- Manage e-mail and voicemail message stores separately for compliance, while still providing an integrated user experience
- Respond faster to customers inquiries
- Reduce latency in business processes
- Easily keep track of your voicemails when not in your office
- Respond with the right communication mode (email, IM, voice, etc.) based on users' current availability

### Cisco Unified Messaging with Lotus Notes and Domino

Messaging is a mainstay of enterprise communications. However, having siloed messaging solutions can limit access to critical communications and slow down workflow. Cisco Unified Messaging integrates transparently with your Lotus Notes email client so you can handle all your messages—email, voice, and fax—easily and conveniently, whether you are in the office or on the road. Cisco offers two proven enterprise-class solutions: Cisco Unity provides unified and integrated messaging deployment options and takes advantage of the existing infrastructure by using the Lotus Domino message store, and Cisco Unity Connection is an integrated messaging solution for midsized and enterprise customers.



**Figure 3.** Cisco Unity with Lotus Notes User Interface

Capabilities include:

- Access email and voicemail and play and delete voice messages from the Lotus Notes email client.
- Unified message store—e-mail, voice, and fax messages—are stored in the Domino message store (Cisco Unity only)
- Customized message notification: identify important messages and specify how to be notified when those messages arrive.
- Browser-based access to retrieve, create, and manage messages
- Voice message playback and recording from your computer using an integrated audio player/recorder (Cisco Unity only)

The benefits and impact:

- One user interface to access all message types
- One data store for e-mail, voicemail and fax messages
- Visual access to facilitate prioritization of messages
- Electronic routing of all message types
- Identify and respond to high priority messages to help remove latency in the business process

### **Cisco Conferencing and Collaboration with IBM Lotus software**

*Cisco Unified MeetingPlace Click to Conference with Lotus Sametime IM:*

This integration adds conferencing setup capabilities to Lotus Sametime so you can easily initiate and join Unified MeetingPlace voice, video and Web collaboration sessions directly from the contacts list or an IM session.

Capabilities include:

- Allows users to select multiple contacts and establish ad hoc voice, Web and video conferences
- Integrates attendance control with the IM window for single click voice, Web, and video conference attendance
- Lets user input any phone or video endpoint number for the system to dial
- Configurable to use Cisco Unified MeetingPlace or WebEx Web conferencing

The benefits and impact:

- A familiar user interface to access all communications, including multi-party collaboration
- Enhance collaboration with the ability to instantly share documents and communicate using video
- Resolve issues faster by finding and collaborating with subject matter experts
- Personalize interactions with face-to-face communications

### *Cisco Unified MeetingPlace with Lotus Notes*

Cisco Unified MeetingPlace is integrated with Lotus Notes and Lotus Sametime web conferencing to allow users to easily access rich media conferencing tools from their Lotus Notes calendar. The solution uses Unified MeetingPlace voice and video, and can be configured to use either Unified MeetingPlace or Lotus Sametime Web conferencing.

Capabilities include:

- Setting up and attending Unified MeetingPlace voice, video, and Web conferences from the Lotus Notes calendar. Point and click option to add conference to any meeting.
- Automatically reschedule or cancel conference resources when the meeting is rescheduled or cancelled
- Convenient “Connect Me” button can be used to connect to all components of the meeting.
- The integration can be configured to use Cisco Unified MeetingPlace, WebEx, or Lotus Sametime Web conferencing.

The benefits and impact:

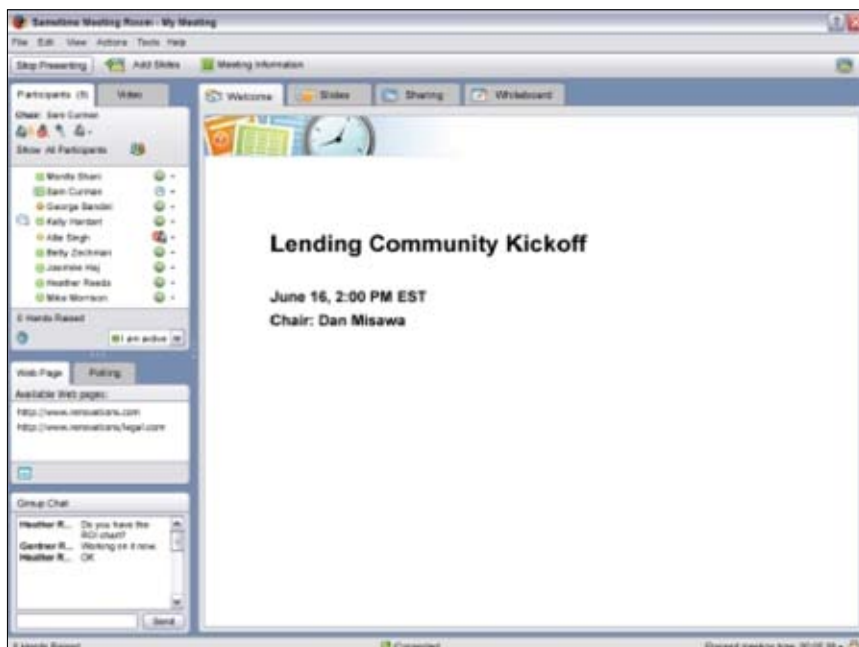
- Simple setup and attend features promotes adoption of voice, video and Web conferencing
- Lower travel and telephony services costs represent a significant cost savings opportunity
- Improved productivity and accelerated business processes through collaboration across distributed teams
- Faster meeting setup with less user education

The screenshot shows a Lotus Notes calendar entry for a meeting on Thursday, 09/14/2008, from 09:00 AM to 10:00 AM. The interface includes fields for 'When' (Start and End times), 'Who' (Required attendees: MPNotes9 User1/mpnotes@MPNOTES), and 'Where' (Location). Below these fields, there are options to 'Make this a voice, video and web meeting' with radio buttons for 'Yes, create a new meeting', 'Use my reservationless ID', and 'No'. At the bottom, there is a 'Cisco Unified MeetingPlace login' section with fields for 'User ID' (containing 'raj@arg') and 'User password' (masked with asterisks).

**Figure 4.** Scheduling Cisco Unified MeetingPlace from Lotus Notes Calendar

*Cisco Unified MeetingPlace Audio with Lotus Sametime Web Conferencing*

Cisco and IBM are developing an integration (targeted for delivery in 2009) that lets organizations add Cisco Unified MeetingPlace voice and video conferencing to Lotus Sametime Web conferencing, providing a complete voice, video, and Web conferencing solution. This solution will enable users to connect to, and control, Unified MeetingPlace voice and video conferences from Lotus Sametime Web conferencing.



**Figure 5.** Cisco Unified MeetingPlace Audio with Lotus Sametime Web Conferencing

Capabilities include:

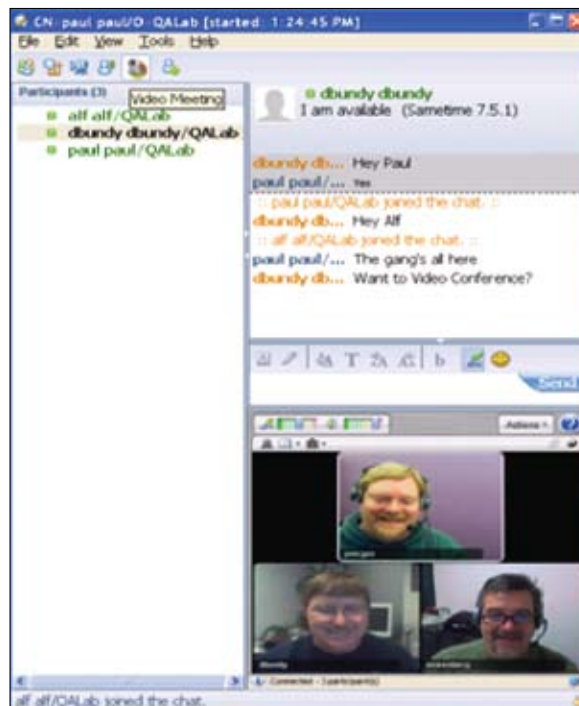
- Cisco Unified MeetingPlace dial out (voice and video) to self, other users, and video endpoints
- Ability to see who is in the voice conference and who is speaking
- Voice conference management from Web conference interface (e.g. mute, lock)
- Integrated Unified MeetingPlace and Lotus Sametime conferences setup directly from Lotus Sametime Connect client and from the Lotus Sametime meeting center

The benefits and impact:

- Integrate standards-based voice and video conferencing with Lotus Sametime Web conferencing for a complete rich-media conferencing solution that provides broad access to remote meetings from virtually any device and workspace, including IP and time-division multiplexing (TDM) phones and desktop to Cisco TelePresence video endpoints
- Conduct more effective virtual meetings with integrated meeting management capabilities that let you eliminate disruptions.
- Reduce costs by virtually eliminating conferencing telephony and service fees.

#### *Cisco Unified Videoconferencing with Lotus Sametime<sup>1</sup>*

Cisco Unified Videoconferencing 5.6 provides interoperability with Lotus Sametime. The solution enhances the collaboration capabilities of Lotus Sametime by adding embedded, multi-participant video. Lotus Sametime users can now initiate impromptu video communications with other Sametime users and with any video solution that can connect to Cisco Unified Videoconferencing, including Cisco TelePresence systems.



**Figure 6.** Cisco Unified Videoconferencing with Lotus Sametime

1. The Cisco Unified Videoconferencing with Lotus Sametime plug-in has not been tested for compatibility with other Cisco Unified Communications plug-ins.

Capabilities include:

- Initiate multi-participant video directly from Lotus Sametime Instant Messaging
- Displays video participants directly in Sametime client
- Provides interoperability between Lotus Sametime and standards-based video solutions, including desktop clients, room-based systems and Cisco TelePresence

The benefits and impact:

- Simplify video communications and extend reach of standards-based video solutions
- Enhance collaboration and personalize interactions with face-to-face communications

#### *Cisco WebEx with IBM Lotus*

Cisco WebEx Web conferencing is integrated with Lotus Notes so you can instantly and easily start or join meetings. Scheduling a Cisco WebEx meeting is just like scheduling any other meeting using Lotus Notes. With a simple click, meeting hosts can schedule, invite and start a Cisco WebEx meeting directly from their Lotus Notes calendar. When it's time to join a meeting, attendees simply click on the calendar or email to join.

#### *Cisco TelePresence with Lotus Notes*

Cisco TelePresence Manager is an integral part of the Cisco TelePresence experience creating the feeling of "being there in person" with participants in remote locations. Cisco TelePresence Manager makes it easy for you to set up and launch calls and eliminates complexity for administrators managing Cisco TelePresence deployments. The Cisco TelePresence Manager scheduling and management software facilitates call scheduling and setup from Lotus Notes. This software gives you "one-button" meeting launch capabilities.

### **Accessing Cisco Unified Communications Plug-ins for Lotus Sametime within Lotus Notes**

Lotus Sametime and Lotus Notes are based on a common client framework which enables a tightly integrated user experience for accessing Lotus Sametime capabilities within Lotus Notes including 3rd party plug-ins. The capabilities of Lotus Sametime and the Cisco Unified Communications exposed through the plug-ins described above can be accessed from within Lotus Notes when licensed and deployed in this manner.



**Figure 7.** Cisco Unified Communications with IBM Lotus Sametime and IBM Lotus Notes

### IBM Converged Communications Services

IBM Converged Communications Services are an integrated, 'best practices' suite of implementation services designed to accelerate the deployment of, and enable a smooth transition to, a solution that will include the Lotus Sametime Suite of products. Clients can benefit from a quicker time to value thanks to an architected and pretested solution, an improved project success rate, a collaboration system that is more easily supported after implementation, and end-to-end project implementation from installation to integration.

Services offered by IBM cover:

- Strategy and assessment services—to help define solution requirements and strategy
- Architecture and design services—to design a solution that meets the requirements
- Integration and deployment services—to build, test and deploy the solution
- Managed services—to run and maintain the solution

Services are delivered by an experienced team of IBM professionals, available worldwide. For unified communication and collaboration in conjunction with Cisco, services include:

- Strategy, assessment, architecture, design, integration, deployment and management services for:
  - Cisco IP networking
  - Cisco IP telephony and unified messaging solutions
  - Cisco MeetingPlace
  - Cisco TelePresence

- Deployment of the Lotus Sametime platform and location aware clients
- Configuration of the environment to an organization's specific needs
- Integration with enterprise directories—Active Directory or Lightweight Directory Access Protocol (LDAP)
- Integration with supported public IM communities
- Training for administrators and users
- Solution documentation and guide for managing the environment
- Implementation of Web and/or video conferencing

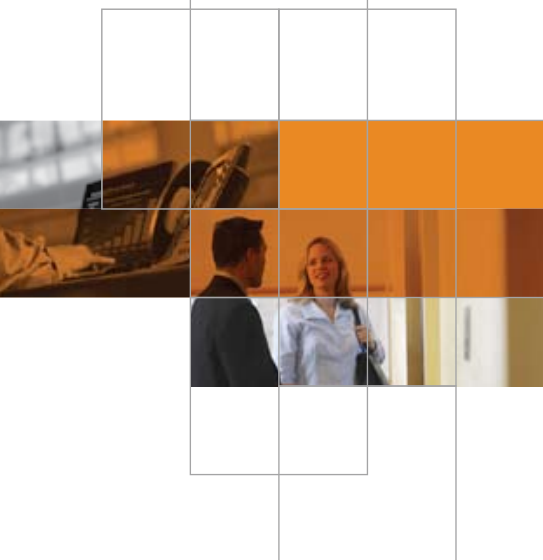
Also available are IBM Converged Communications Services for network convergence that include a full range of consulting, integration, deployment and managed services designed to help clients build a converged Voice over IP (VoIP) network. These services help clients to perform an ROI analysis for future converged communications solutions, assess the readiness of a current IP network for converged communications solutions, and, where needed, help to design, deploy and manage a converged communications network.

### **Summary**

IBM and Cisco are driving innovation in collaboration and communications by responding to customer demand for tighter integration between IBM and Cisco offerings. As unified communications applications become increasingly prevalent in the workplace, organizations are realizing business value through better communications and collaboration capabilities. They are discovering how they can be more creative and bring communities together by offering communication and collaboration options that fit users' individual work preferences.

Cisco and IBM are strategic alliance partners that have a strong track record of working together to deliver benefits to businesses. Both companies are actively working to further enhance capabilities across a number of product and service areas to provide organizations with maximum flexibility in deploying unified communications solutions.

By integrating their products, jointly promoting an open, standards-based client technology, and using the open developer community, Cisco and IBM will enable customers to use existing infrastructure investments and deliver new productivity applications to streamline communications. And, IBM will provide services to help customers maximize the value of their investments.



**Please visit these other web sites for additional information:**

Cisco plug-ins for IBM Lotus Sametime are available free of charge to Lotus Sametime and Cisco customers in the IBM Lotus Business Solutions Catalogs and on the Cisco Website. For product requirements and to download the plug-ins please visit:

- [http://www.cisco.com/web/partners/pr67/pr30/IPC/unified\\_commManagerPlug-In\\_Info.html](http://www.cisco.com/web/partners/pr67/pr30/IPC/unified_commManagerPlug-In_Info.html)
- <http://catalog.lotus.com/wps/portal/Sametime>

**Cisco Unified Communications**

[www.cisco.com/go/unifiedcommunications](http://www.cisco.com/go/unifiedcommunications)

**IBM Unified Communications and Collaboration**

[www.ibm.com/lotus/uc2](http://www.ibm.com/lotus/uc2)

**IBM Lotus Sametime**

[www.ibm.com/sametime](http://www.ibm.com/sametime)

**IBM Lotus Notes**

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**IBM Converged Communications Services**

[www.ibm.com/services/networking](http://www.ibm.com/services/networking)

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