

IP Communications IPT

Integrated Technology Services

● Build ● Support ● Manage Understand.

ON DEMAND BUSINESS™

IP Communications

Market update

IPC

IPC

IBM Services Portfolio

IPT Application

Summary



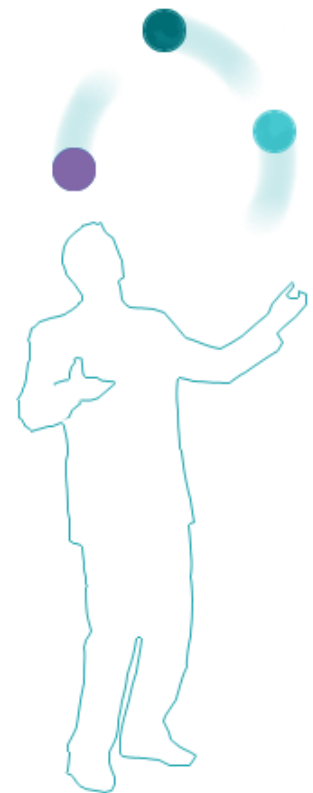
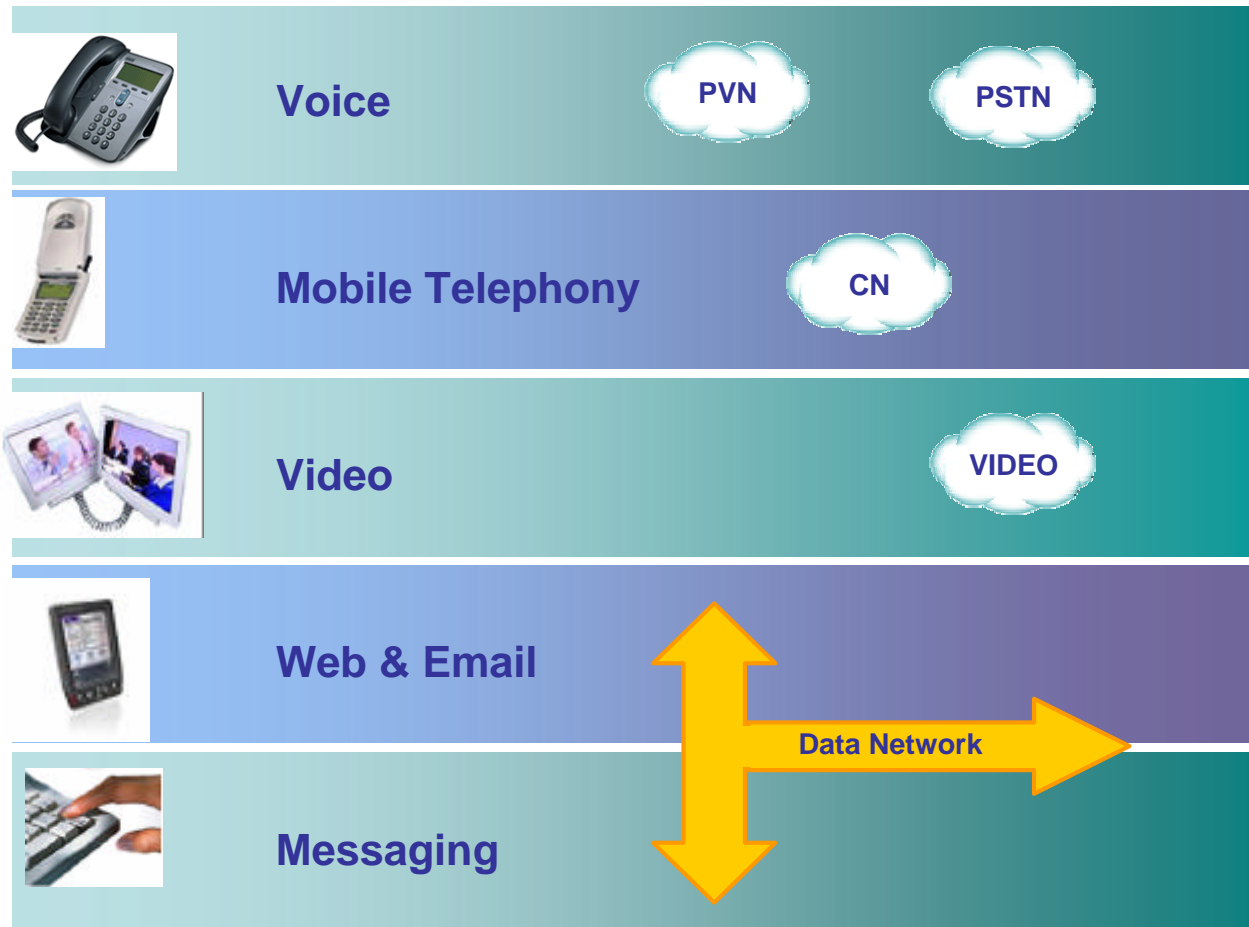
Integrated Technology Services

● Build ● Support ○ Manage

Understand.



Voice, Video, Data Network

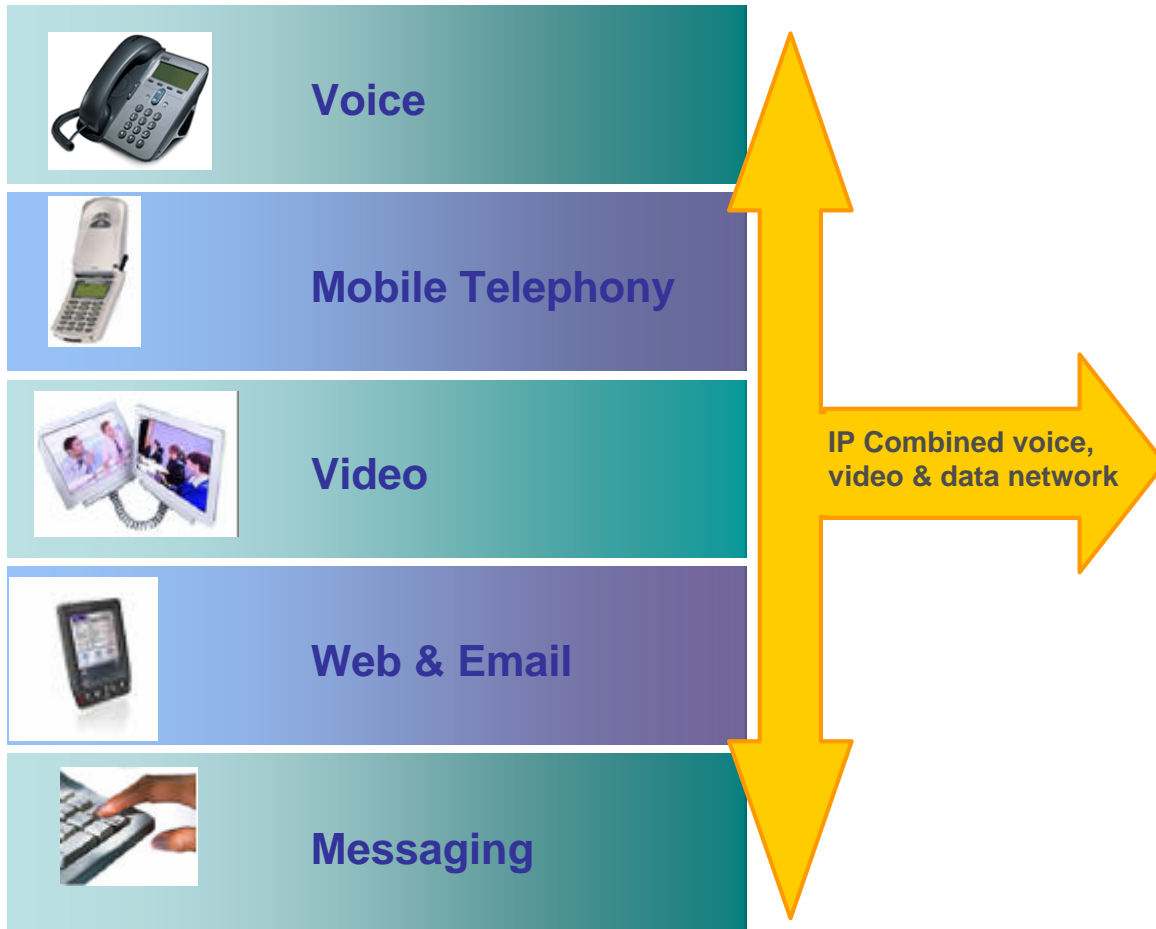


Integrated Technology Services

● Build ● Support ● Manage

Understand.

IBM



Communication directed to the
“virtual company”



Choice of user interface

IP Convergence

- IP convergence is just the beginning of integration of the telephone with any kind of applications, leading to advanced business solutions.

IP Telephony is not the ultimate goal, but represents the first step in the journey towards advanced communications

- IP Telephony is now mature and provides the same functionality as classical Telephony
- By 2006, VoIP and related applications markets will grow 22% CAGR

- Synergy Research

IP Communications

Market update

IPC

IPC

IBM Services portfolio

IPT Application

Summary



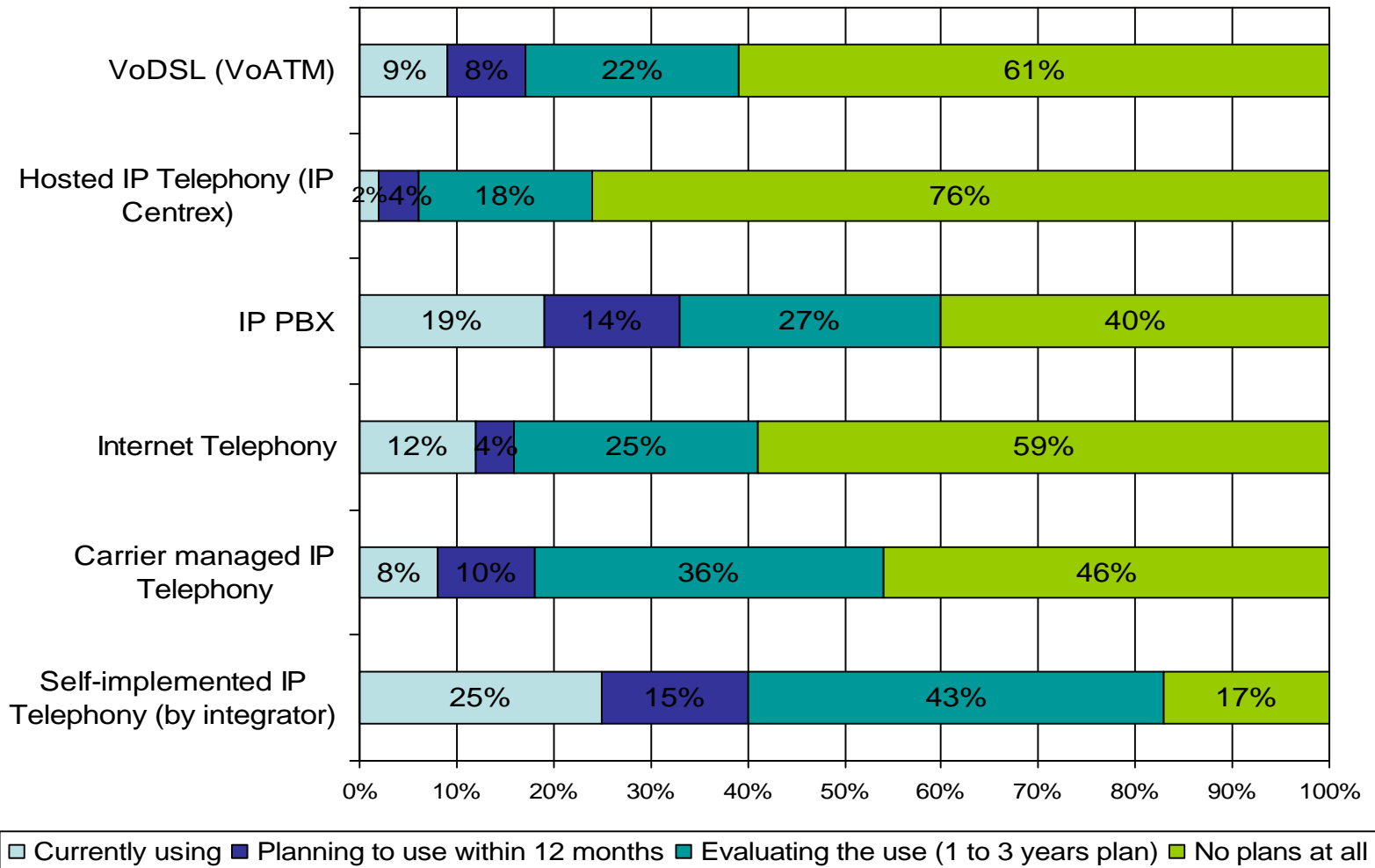
Integrated Technology Services

● Build ● Support ○ Manage

Understand.



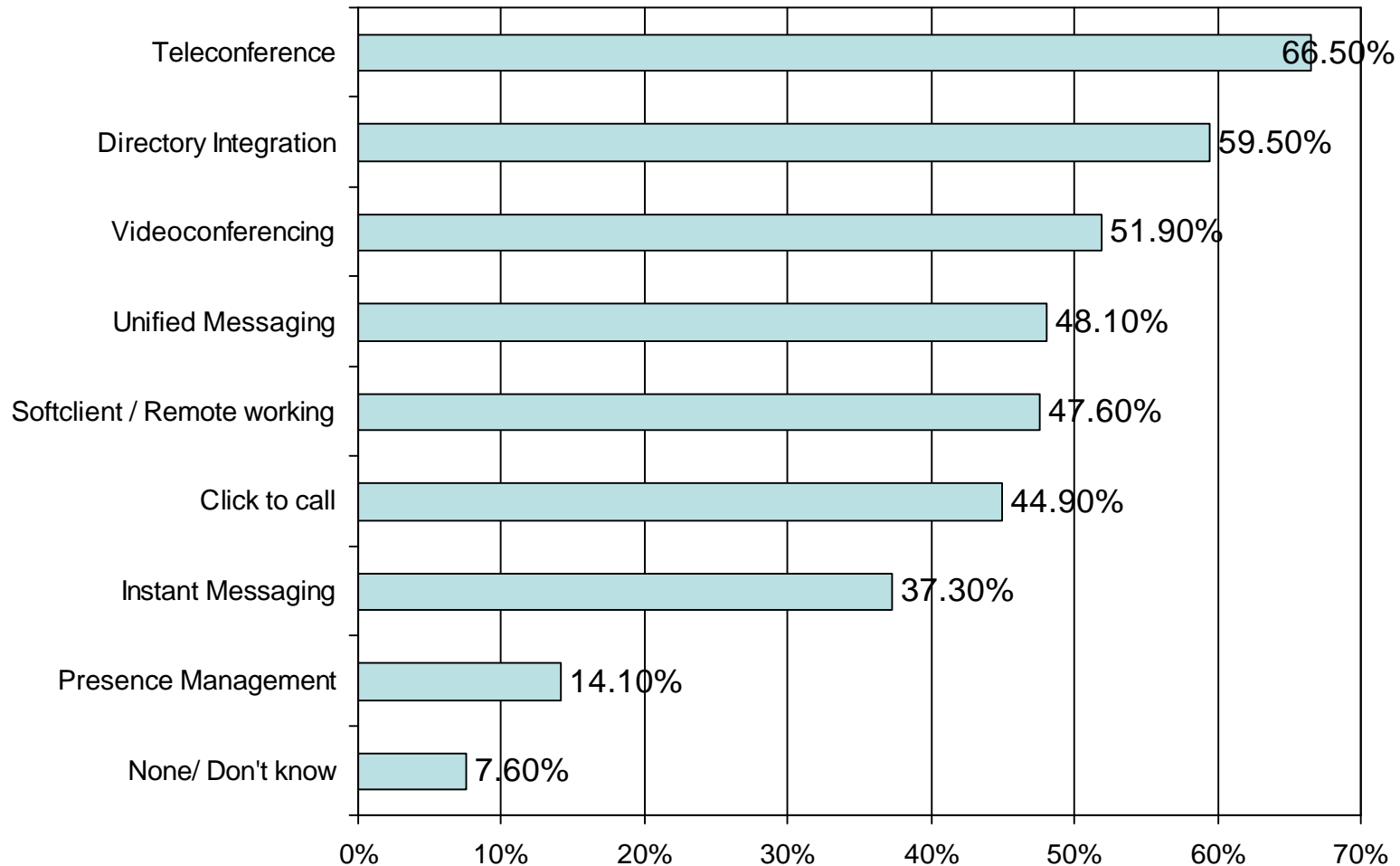
IP Telephony



Source: IP Telephony Survey, IDC 2004

IP Telephony

Applications



Source: IP Telephony Survey, IDC 2004

Integrated Technology Services

● Build ● Support ○ Manage

Understand.



IP Communications

Market update

IPC

Trigger points for Convergence

IBM Services Portfolio

IPT Application

Summary



Integrated Technology Services

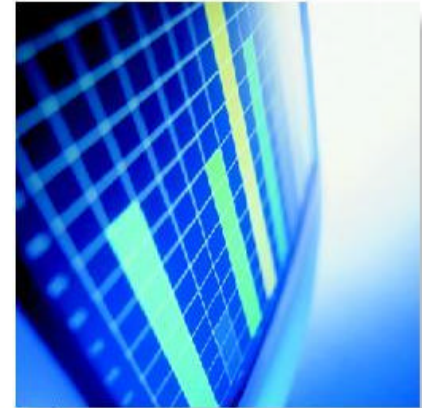
● Build ● Support ○ Manage

Understand.

IBM

IPC

- (TCO)
 -
 -
 - /
 - , Data Infrastructure
 - Cable
 - Web
 - 가
- Open Standards
 -
 -
 -

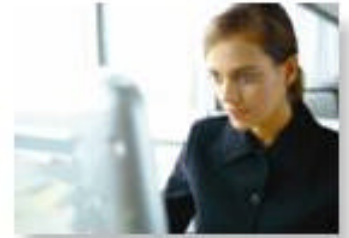


IPC

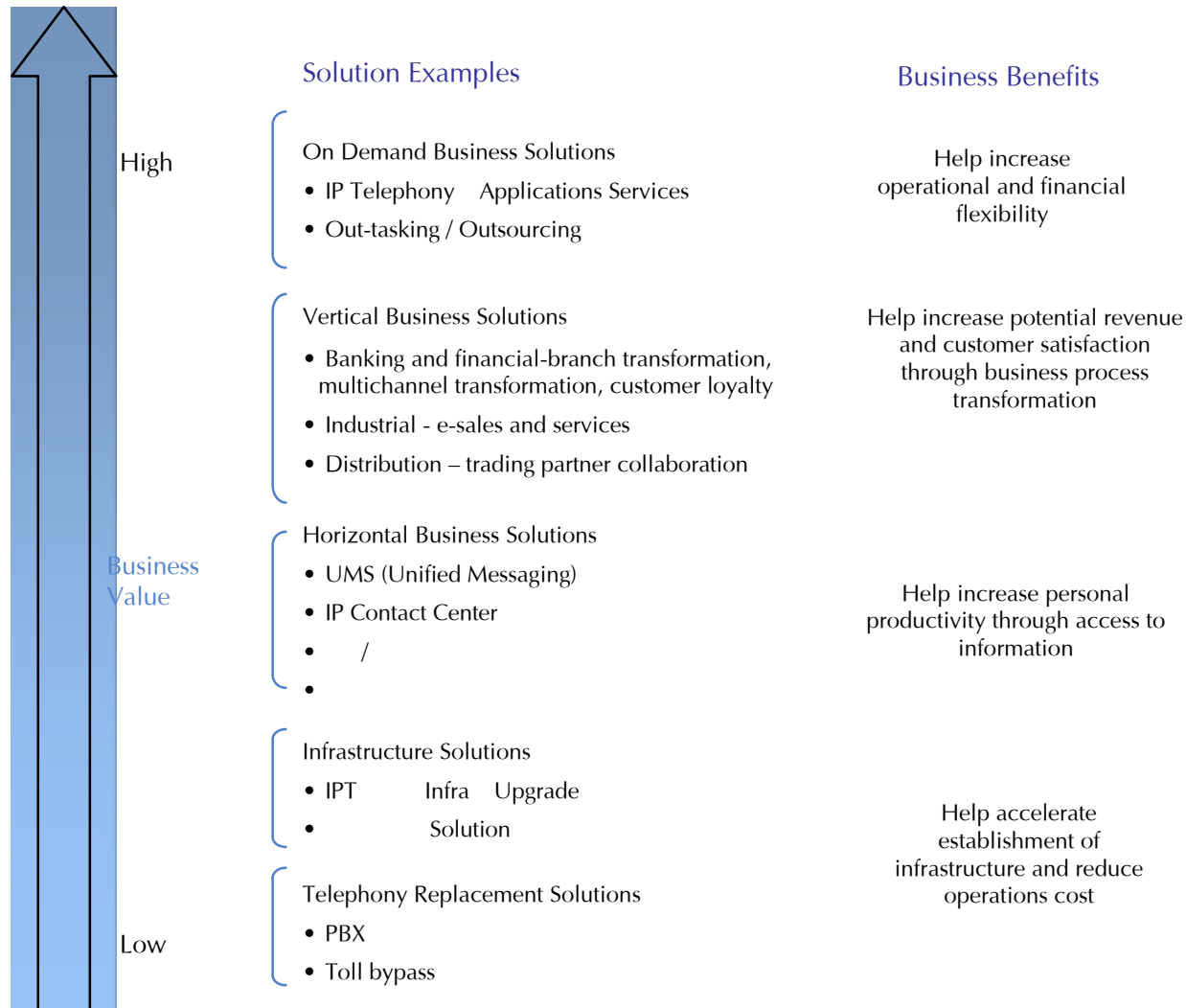
- - , 가,
 - 가 Access 가
 -

- - Access
 - IP Contact Center

- - 15 가?
 - 5 IP Application 가?
 - PABX TDM .



IPC Business Value Chain



IP Communications

Market update

IPC

IPC

IBM Services Portfolio

IPT Application

Summary



Integrated Technology Services

● Build ● Support ○ Manage

Understand.



IPC

- - /
 - /
 - Business Re-engineering

■

■

■

- Data Infrastructure

■

■

) Contact Center, Unified Messaging . Application



Agenda

IP Communications

Market update

IPC

IPC

IBM Services Portfolio

IPT Application

Summary

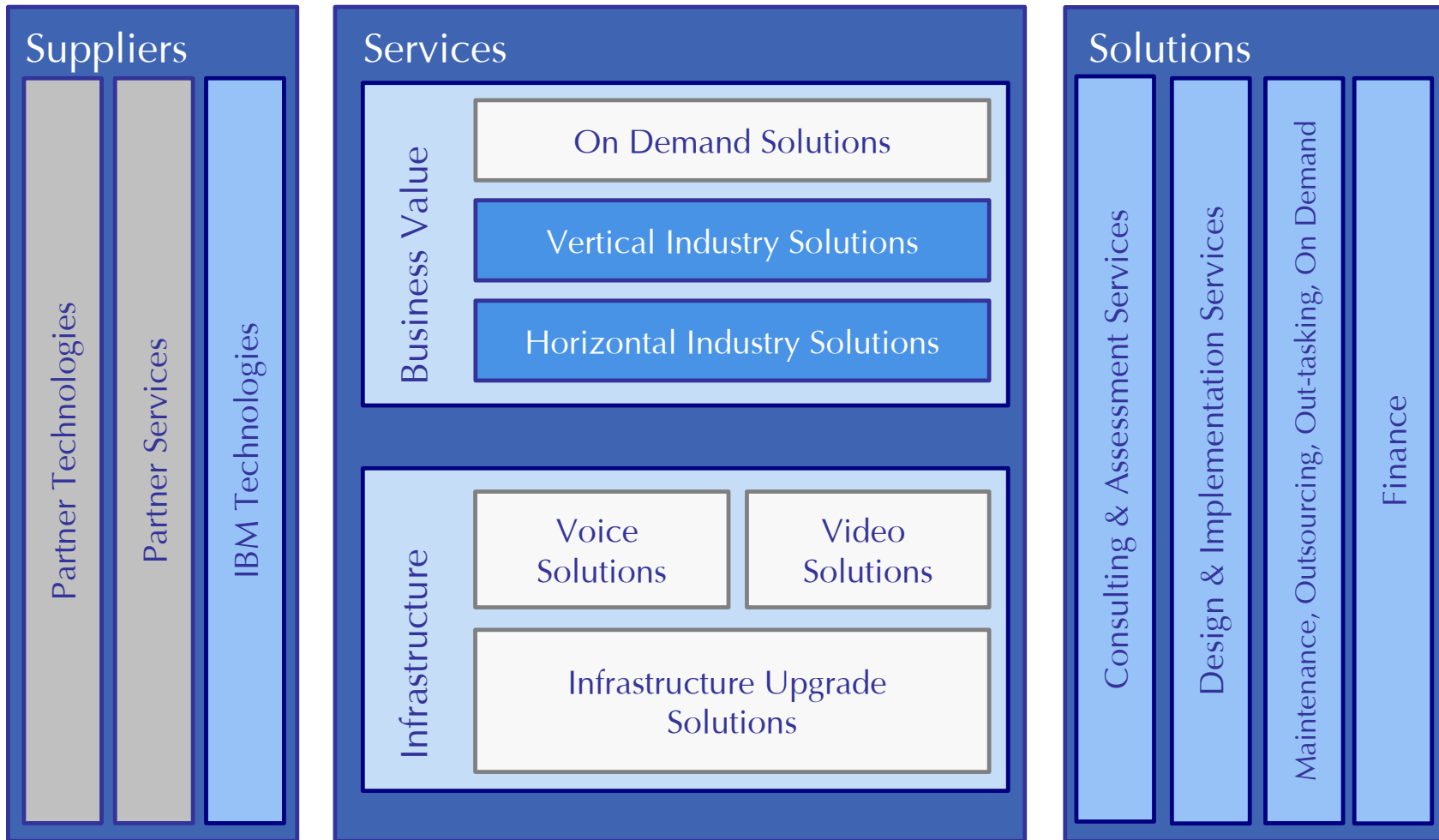


Integrated Technology Services

● Build ● Support ○ Manage

Understand.





IBM IPC Solutions/Services Portfolio

■ Infrastructure Upgrade Services

- Network Services to Enable Convergence
- Network Applications and Performance assessment
- Network Security Services

■ Voice Solutions

- ROI Analysis Consulting
- Toll Bypass
- PBX Replacement
- PBX Migration
- Remote Location Solution
- IP Centrex
- Mixed Deployments
- Migration and Coexistence approach
- Enhanced Voice Applications
- Personal Assistant

■ Video Solutions

- Content Distribution Networking
- Video Surveillance

■ Horizontal Applications

- Unified Messaging
- Voice Conferencing
- Voice over Wireless LANs
- Mobility solutions
- IP Communications with SIP
- SIP communications solutions
- IP Communications Help Desk Support
- IP Contact Center
- Lotus Workplace/WebSphere Portal solution
- Digital Media for Enterprises

■ Vertical Solutions

- IP CRM
- Branch Transformation
- Multi-channel Transformation
- Dynamic Digital Merchandising
- E- Automotive

■ On Demand Solutions

- Remote Network Monitoring
- IPT Annuity Model
- IPT Operations and Management Services



IP Communications

Market update

IPC

IPC

IBM Services Portfolio

IPT Application

Summary



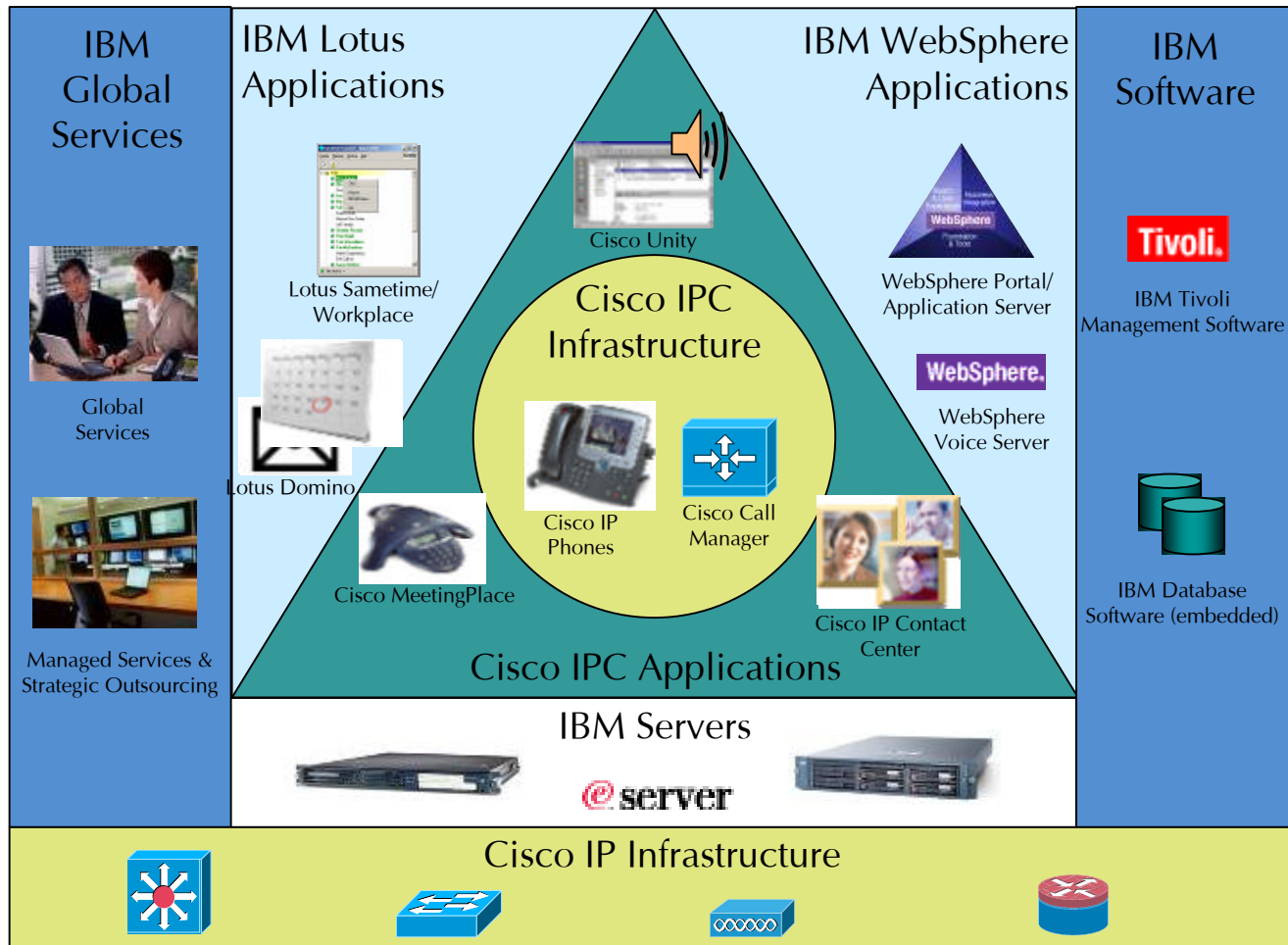
Integrated Technology Services

● Build ● Support ○ Manage

Understand.

IBM

IBM IPC Integration Roadmap



Integrated Technology Services

● Build ● Support ○ Manage

Understand.



Notes

The screenshot displays the Lotus Notes application interface. The main window is titled "New Calendar Entry for Heather Paunet - Lotus Notes". It features a menu bar (File, Edit, View, Create, Actions, Tools, Help) and a toolbar. The left sidebar contains various icons for navigation. The main content area is divided into sections for "Calendar Entry Meeting", "When", "Invites", "MeetingPlace", and a "Preview" section.

Calendar Entry Meeting

- Subject: Trip to Japan
- Starts: Mon 07/25/2005 11:00 AM
- Ends: Mon 07/25/2005 12:00 PM (1 hour)
- Options: ☐ Specify a different time zone, ☐ Repeats

Invites

- Required (to): bakrina.lu@mpnotes.com
- Optional (cc):
- FM (bcc):

MeetingPlace

- ☒ Include MeetingPlace
- User ID: heather
- User password: *****
- MeetingPlace server: ovokova-lotusb
- Meeting ID:
- Number of callers: 0
- Number of video callers: 0
- Allow internet access: Default
- Billing code:

Preview

Enter the name(s) of the invitees who sh...

Calendar for Heather Paunet

Calendar view showing August 2005. The calendar displays a grid of days from Sunday to Saturday. The current date is August 26, 2005. The calendar shows a meeting scheduled for Monday, August 22, 2005, from 12:00 PM to 01:00 PM, titled "Flight to Japan".

Sametime Connect - peter_fay@us...

Sametime Connect window showing a list of contacts: debthor@us.ibm.com - Debra B Thomas, dkramer@us.ibm.com - Daniel Kramer Jr, and a link to "Join".

Taskbar

The Windows taskbar at the bottom shows the system clock as 24:33:56, the user name Peter Fa..., and several open applications: 2 Wind..., 4 Micro..., On Dema..., 4 Micro..., and fred_dar... The system tray on the right shows the date and time as Tuesday 3/15/2005.

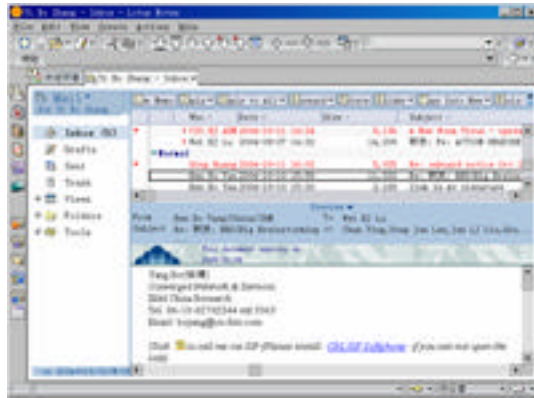
Integrated Technology Services

● Build ● Support ● Manage

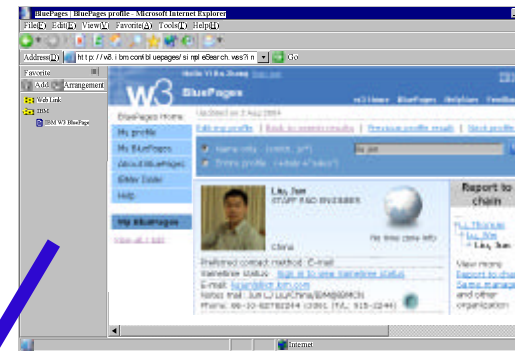
Understand.

IBM

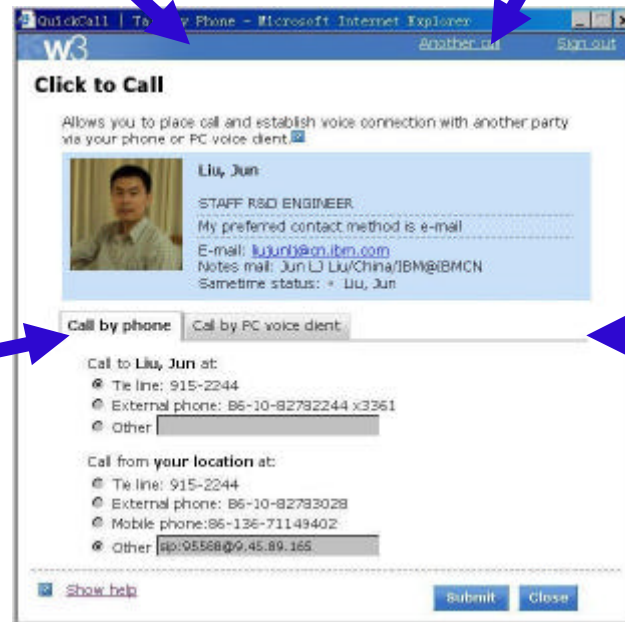
Click-to-Call



Click to Call
가

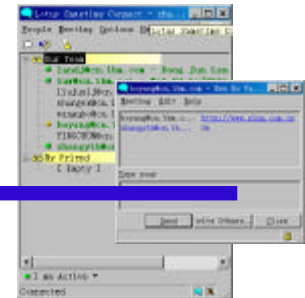


Click to Call



Click to Call
가

Sametime



Integrated Technology Services

● Build ● Support ● Manage

Understand.



Click-to-Call

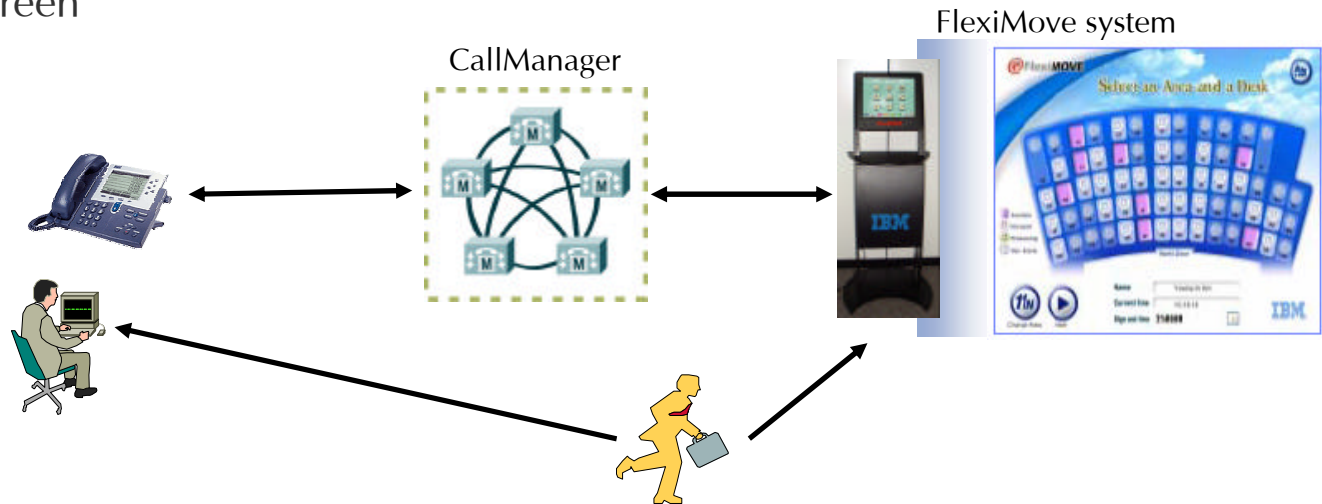
- 가
- SIP Softphone USB Bluetooth
-
- Lotus Notes Outlook, Sametime Windows Messenger, 가
- Lotus Notes/Sametime
- VoIP/IP Telephony SIP IP Call
- Internet PC, Web Browser 가
- IBM WAS Service
- Platform , 가

Mobile Office

Mobile Office, Hoteling, Shared Space
Desk Sharing

FlexiMove

- Mobile
- 가
- Web Touch Screen



FlexiMove system

Challenges of Space

- 공간 부족
- 임대료 상승
- 가 가

Benefits of adopting FlexiMOVE

- 공간 효율성 증가
 - 3:1 ratio 66% 가
- 비용 절감



가

work space: 4m²

Space rents fee(/m²/month): 65,000

FlexiMOVE supports a 3:1 ratio (low)

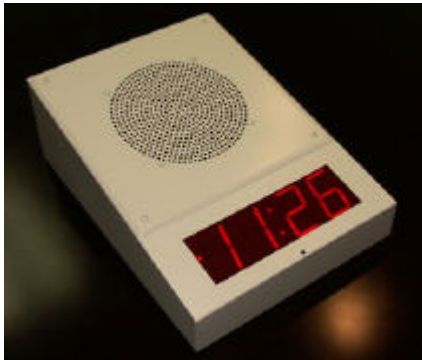


12

(Save 8 workspaces) x 4m²
 x (65,000 /m² /month) x 12
 = 24,960,000

IP Paging – InformaCast

- IP Phone PC One button paging
- 가
- 가
- Call Manager IP Phone
- Server , Bell,
- Multicast
- Server 10,000 IP Phone 가
- Call Manager Express



* InformaCast's Broadcast audio playing! *

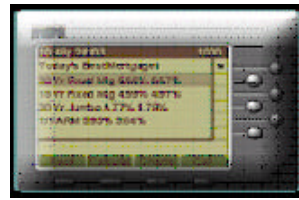




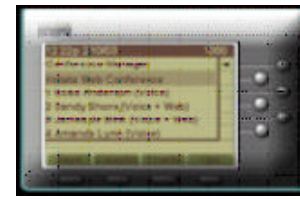
Room Control



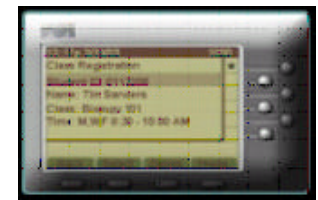
Flight Schedule



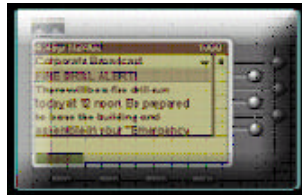
Interest Rates



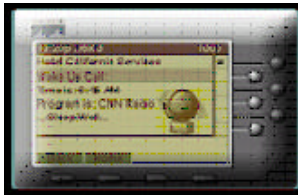
Employee Directory



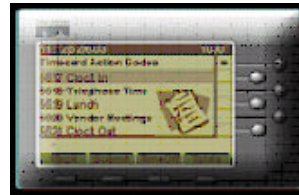
Class Registration



Emergency Bulletin



Wake up Call



Time Card



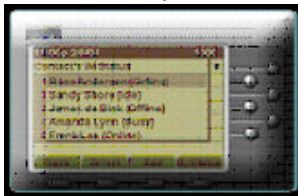
Headline News



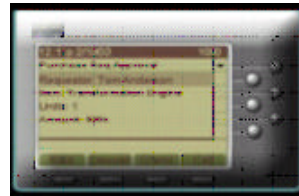
Shipment Tracking



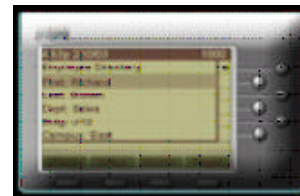
Advertising



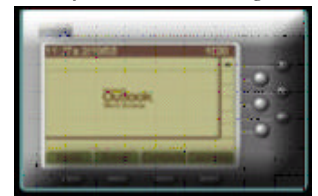
Instant Messaging



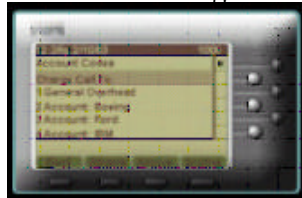
Purchase Requisitions



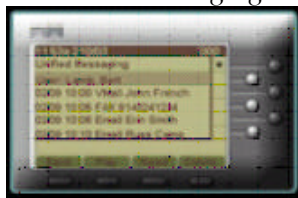
Conference Manager



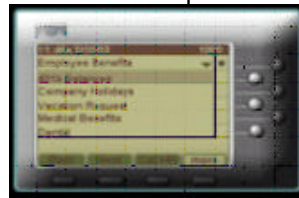
Outlook Integration



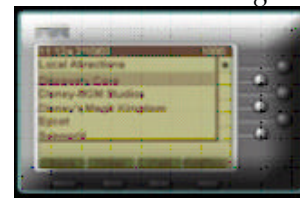
Account Codes



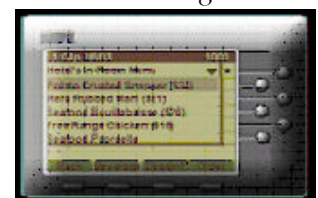
Unified Messaging



Employee Benefits



Local Attractions



Room Service

IP Communications

Market update

Benefits of Convergence

IPC

IBM Services Portfolio

IPT Application

Summary



Integrated Technology Services

● Build ● Support ○ Manage

Understand.

IBM

IP Communications

- IP Telephony is here. **NOW**.

- PBX Only IP

-

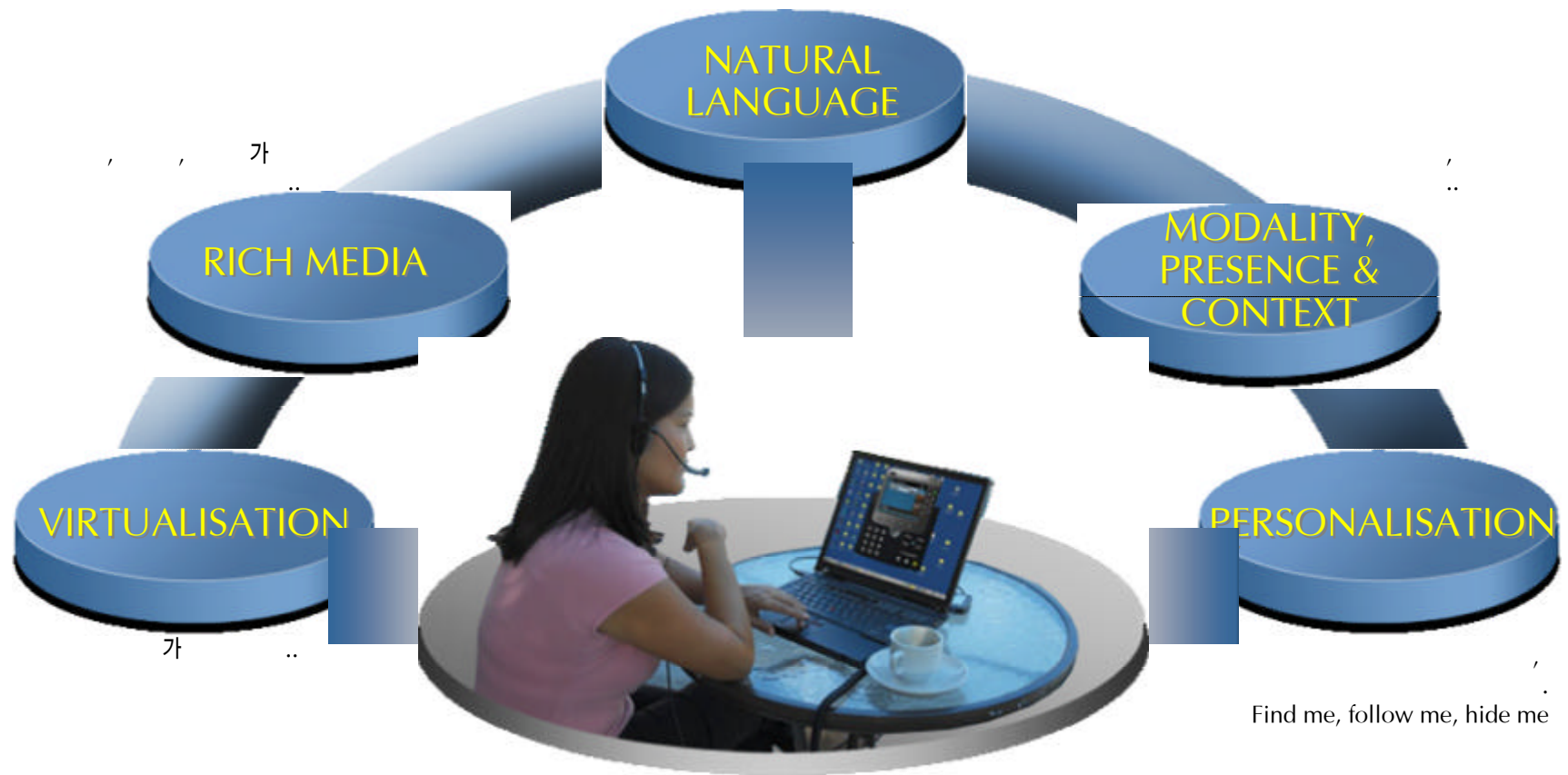
-

-

-



Service



Thank you
Any questions?



bikoo@kr.ibm.com

Integrated Technology Services

● Build ● Support ○ Manage

Understand.

