Unified Communications
for
mobil eller fasttelefon

Bjørn Lensnes
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.
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
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 take on the role of consolidator in this market

Focus on core business towards Operators and Service Providers
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
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**
Aastra’s considerations

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

Ericsson PBX business
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 with PBX:es, terminals and applications**
  - Products (IPRs)

- **Complete in-direct channels setup**
  - Partner Network

- **Complete in-direct delivery machine**

- **Complete services setup**
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
Enterprise going forward

**ERICSSON**

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

**AASTRA**

- 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
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
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
Unified Communicationes
for
mobil eller fasttelefon

Bjørn Lensnes
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
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
Unified Communication \textit{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.
Market trends

- Convergence in all aspects
- Increased role of mobility
- Efficiency by integration
- Need of collaboration
- Consumerization of IT
- Environmental
The digital native

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

The digital native
Visualizing mobile enterprise future

Convergence in all aspects

Enterprise environment

Integration = "All IP"

Public environment

True mobility

Presence

Collaboration

Telephony

Instant Messaging

One number

NETWISE
Increased competitiveness
Increased user efficiency
Better user experience
Increased customer satisfaction

Presence
Collaboration
Telephony
Instant Messaging
One number

Reduced cost
Increased control & predictability
High security
Quality of service
Who owns the solution?

1. Cost control
2. Predictability and control
3. Increase personal and business efficiency
4. Increase competitiveness and customer satisfaction

You need to solve step 1 & 2, in order to successfully solve step 3 & 4.
Mobile Unified Communication

1. Standardization and Compatibility
   - Higher
   - Lower

2. Predictability and Control
   - Increase personal and business efficiency

3. Customization
   - Need of SI experience

4. Cost for UC
   - Higher
   - Lower

Increase competitiveness and customer satisfaction with cost control and standardization.
Customer battlefield

- Increase competitiveness and customer satisfaction
- Increase personal and business efficiency

1. Operators
2. Traditional reseller
3. System Integrators
4. Increase competitiveness and customer satisfaction

- Cost control
- Business Process Integration

Company size
- Larger
- Smaller
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

NETWISE
Unified Communication offering

- Assistant
- Agent
- Knowledge worker

**Common GUI / Adaptive Client Structure**
(Integrated multimedia experience with adaptive soft buttons, voice, messaging, video)

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

Netwise Mobile integration
Netwise VOice
Netwise CMG
Attendant & ACD

Telephony / PIM / etc

Common GUI & info

Public Mobile TDM & GPRS Network (PLMN)

Federation & Integration

PBX

Attendant & ACD
Netwise CMG
Netwise VOice

Contact Center
Presence & Collaboration
Mobile Business Voice
Presence/Directory info

Netwise Mobile Integration
– Integrated…

Mobile integration

Open  User  Integrated
Unified Communication - solution

- IP-PBX
- LDAP
- AD
- SIP Registration
- Directory Services
- Presence
- 3p Call Control
- Voice/CC
- SIP/ISDN/Analog
- HTTPS Proxy & Firewall
- OCS
- MS Exchange
- Office Communicator
- Outlook
- Presence
- Voice
- PSTN
- Presence, Config. Data, Callback requests
- Mobile Network
- IP Network
- DMZ
- HTTPS Proxy & Firewall
- ISDN PRI
- Either one
- Symbian, RIM & Windows mobile
- Dual Mode WLAN/GSM
- IMS
- OMA Presence
- HTTPS
- PGM
- Pres. Serv./GW
- Voice
- MGW
- SIP Registration
- LDAP
- LDAP?
- Voice
- ISDN PRI
- Directory Services
Netwise application suite “ALL PBX”

<table>
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<tr>
<th>NETWISE</th>
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<tbody>
<tr>
<td>Attendant</td>
<td>Office Users</td>
<td>Speech</td>
<td>Administrators</td>
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<td>Visit 2007</td>
<td>Calendar Conn. 2007</td>
<td>IVR 6.1</td>
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<td>CTC 2007</td>
<td>Mobile Client 2007</td>
<td>Mobile integration</td>
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<td></td>
<td>Snapware 2007</td>
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<td>PM CD 2007</td>
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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
CMG Attendant NOW

CMG / ACS Server

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
ACS (Attendant Call Server)

Attendant Console (NOW)

Legacy PBX 3

OCS

IPPBX1

IPPBX 2

PSTN/PLMN Centrex

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

PC Attendant

Web Attendant

NOW

OWS

PM Operator

Other Attendant Consoles
Netwise Speech

SpeechAttendant
SpeechDialer
SpeechResponse

Netwise AA
VAA
Netwise IVR
VIM in Onebox
Netwise application suite (EEPA)

- D.N.A: CMG 2007
- SP1: Migration offer
- All PBX: SP2
- ACS: New Att Console
- SP3

End of Sales 2007-2008
Takk for oppmerksomheten

Bjørn Lensnes