Alcatel-Lucent and IBM
For Unified Communications and Collaboration Solutions
Constant innovation has become a prerequisite for success in today’s competitive business environment. A key enabler of that innovation is collaboration — the capacity of an organization’s teams to work together wherever and whenever to generate new ideas and put them into action.

Yet never before have those corporate teams been more widely dispersed. Teleworking, telecommuting and the global nature of business have in a short span of time effectively virtualized the workplace. According to the Yankee Group, ...

“the number of mobile workers continues to increase each year. Yankee Group currently estimates that there are more than 55 million mobile workers in the United States alone.”

Alcatel-Lucent and IBM® have both anticipated this new reality — and its requirement not only for new solutions but also for new ways of working.

Forging a strategic partnership, our two companies have developed innovative, advanced unified communications and collaboration solutions that answer these fast-emerging business needs through desktop applications today’s users already trust.

Solutions from Alcatel-Lucent and IBM for unified communications and collaboration:

- Increase the productivity of existing business models and enable new modes of work.
- Include collaboration and conferencing capabilities as well as converged telephony and messaging for versatile real-time communications.
- Reduce the cost and complexity of adoption through unprecedented interoperability.
- Deliver rapid value to users by leveraging open standards-based platforms and applications from trusted market leaders.

1 Enterprise Guide to the Strategic Mobile Knowledge Worker, Yankee Group, May 2008
Alcatel-Lucent and IBM for end-to-end unified communications

Alcatel-Lucent and IBM have combined their respective strengths in data networking, telecommunications, computing and business applications to develop combined solutions that deliver real-time communications over multiple devices: PDAs and laptops, mobile phones, desktop phones and workstations for maximum end-user productivity.

These solutions provide a wide range of innovations — from enhancing corporate databases and directories with click-to-dial functionality to supporting full multimedia collaboration among dispersed global teams.

Users can take advantage of unified messaging, full audio conferencing, telephony and one-number services for a rich unified communications and collaboration experience that answers the demands of their daily work.

Importantly, these new capabilities can be delivered consistently to every user within a large organization, yielding tangible, immediate benefits to the enterprise without the cost or infrastructural complexity of a traditional major technology purchase.

Genuine collaboration

My Teamwork for IBM Lotus Sametime

Alcatel-Lucent OmniTouch™ 8660 My Teamwork™ Conferencing and Collaboration for IBM Lotus® Sametime® 8.0 provides carrier-grade, platform-agnostic ad hoc and scheduled multi-party audio conferencing capabilities from within a user’s IBM Lotus Sametime client. Fully integrated, the functionality and management of IBM Lotus Sametime and Alcatel-Lucent OmniTouch 8660 My Teamwork are shared, providing a seamless user experience.

Conference sessions can be scheduled and recorded without the need for additional hardware using the Lotus Sametime Meeting Center Web Conferencing portal — and managed through the application as well. The cost benefits of this collaborative offering are considerable. Using My Teamwork for IBM Lotus Sametime 8.0, an enterprise can realize true return on investment (ROI) within just four months of deployment versus conventional external service provider solutions.
Integrated telephony and messaging

In environments where the OmniPCX™ Enterprise Communication Server (CS) solution is deployed, companies can take advantage of embedded capacity for real-time communications using Alcatel-Lucent Omnitouch 8600 My Instant Communicator and integrated telephony and messaging for IBM Lotus Notes® and Lotus Sametime.

The OmniPCX Enterprise CS is an innovative client that enables multi-device communications with links to other applications, portals and resources using web services. Audio conferences can be conducted over the enterprise PBX as well as via Lotus Sametime, or through click-to-conference functionality in Lotus Notes, Microsoft Outlook® and other Microsoft Office® applications. Discreetly located in the desktop PC system tray, Alcatel-Lucent Omnitouch 8600 My Instant Communicator is activated as needed — when communication via relevant media (such as IM, fax or e-mail) is engaged.

Users can also take advantage of robust software-based telephony capabilities within the familiar Lotus interface. Embedded toolbars provide complete control over voice mail, e-mail and fax services — in other words, unified messaging — making it possible to play back and record messages within the Lotus Notes server store on any PC or phoneset. Workers have the freedom to choose the best mode of communication at any time to suit the task at hand.

PARTNERSHIP APPROACH

The Alcatel-Lucent and IBM partnership approach is to match the right tools and technologies to user needs based on accurate and effective profiling — enabling enterprises to invest wisely and reap maximum returns in terms of both cost and productivity.
Creating value for the enterprise

The ultimate aim of Alcatel-Lucent and IBM is to create value for the enterprise by integrating the advantages of IP communications including voice over IP (VoIP); network operations management, performance and security; Alcatel-Lucent Genesys™ contact centers and associated customer relationship management (CRM) capabilities; and unified communications. This spectrum of enterprise offerings from Alcatel-Lucent and IBM is complemented by a full range of solutions for carriers as well.

Delivering what your business needs

The requirement for collaboration is not confined to the enterprise itself. The increasing interconnection of vendors, customers, partners and suppliers has spawned a need for collective innovation that Alcatel-Lucent and IBM unified communications and collaboration solutions are uniquely suited to support.

To afford the greatest possible flexibility and cost-effectiveness, we have adopted a novel delivery model that accommodates both hosted solutions and semi-hosted solutions. In the latter, My Teamwork for IBM Lotus Sametime 8.0 resides in the carrier network rather than that of the enterprise. Working in this way, we are able to foster new, mutually beneficial relationships between carriers and enterprises.
Together, Alcatel-Lucent and IBM provide the complete set of standards-based hardware, software and services to make unified communications and collaboration a reality for competitive organizations seeking to improve the efficiency of their teams, streamline their workflows and capitalize on the cost savings achievable through the convergence of technologies.

By some estimates, nearly a third of the 400 million PC and phone users within large corporations today will adopt unified communications and collaboration technologies within the next five years. The quality and consistency of their user experience is every bit as important to us as the practical benefits we deliver to the enterprise. Our goal is to provide tightly integrated solutions that deliver best-of-breed IT, productivity-enhancing applications and real-time communications consistently across an ever-growing range of devices, connecting knowledge throughout the dynamic enterprise of today and tomorrow.

Moreover, Alcatel-Lucent is fully respectful of the fact that today’s enterprise environments are multivendor environments — the product of decentralized purchasing organizations and varying regional specifications and preferences. We understand the importance of freedom of choice for companies, and have specifically designed our unified communications and collaboration offerings to be independent of any one telephony platform pre-integrated and pre-certified for easy deployment, management and use.

As a result, the common geographical segmentation of voice platforms across multiple teams within an enterprise becomes irrelevant: all users have access to the same suite of unified communications and collaboration capabilities. And because their existing telephony platforms can be used, corporations are able to rapidly equip employees with the tools and applications they need for advanced collaboration, accelerating return on investment.
Alcatel-Lucent and IBM at work

Alcatel-Lucent and IBM joint offerings enable adoption not only of unified communications and collaboration but also other business-essential functions such as unified messaging, inbound calling and more. Through the centralization of telephony functions — both IP and traditional TDM — enterprises enjoy the fullest possible range of communications options at the lowest cost.

For example, Alcatel-Lucent and IBM are today working to enable unified communications and collaboration for a retail banking customer in France, supporting 2,200 branches with media gateways, more than 25,000 IP phones, and an array of 40 duplicated IBM blade servers as part of a combined VoIP / business contact application solution. Around the world today, our partnership serves more than 300 joint customers in the contact center space, including a number of banks and telecom carriers. Recently, Alcatel-Lucent OmniGenesys™ was the solution that helped win the bid to support a large Middle Eastern telecommunications operator’s dynamic contact center operations.

Alcatel-Lucent and IBM together are able to draw on extensive expertise in their respective fields, leveraging lessons learned over the course of many years’ successful cooperation to provide customers with superior customization and support. Our mutual global reach, combined, extends our capacity for delivery and fulfillment worldwide.