

# Pronto

Intelligent, open, unified communications solutions that optimise accessibility.  
Increasing your company's competitiveness.

OpenScape

[www.siemens.com/open](http://www.siemens.com/open)

**SIEMENS**

# Wow!

Every day you're bombarded with information from a variety of sources: telephone calls, emails, messages and other interruptions that all impact your productivity. And you still keep missing those important calls. Reaching the people you need, when you need them rarely happens. That's why you need OpenScape.

**Accessibility is a core communication issue. Wouldn't it be great if you could share your ideas with other team members while they're still fresh on your mind? Wouldn't you like to be able to take off for lunch without worrying that your key customer won't be able to reach you? Then again, you probably don't want to be accessible to absolutely everybody; for example, your mother-in-law. But the ability to choose for yourself who can contact you and when, would give you a little more freedom, wouldn't it?**

Siemens Enterprise Communications offers centralized control and access to all your communications tools. It's known as unified communications and it's a core focus of Open Communications. The reason is simple. The time it takes for people to follow through on business processes can have a profound effect on profitability. Siemens Communications takes unified communications one stage further by enabling rich integration of unified communications applications, such as OpenScape, into the IT and business applications that your staff uses every day.

**OpenScape makes communication really simple**  
OpenScape clears the way for direct, real-time communications, allowing you to combine your various communication services, such as Voice over IP (VoIP), email, audio and video web conferencing, voicemail, unified messaging and Instant Messaging (IM), into a single, unified solution.

**You'll notice the difference straight away**  
Why? Because OpenScape improves workforce efficiency and productivity immediately. With an integral "find me" function, employees can prioritise who they are available to and on which device. Through OpenScape's rich presence model, employees will know when and how they can reach co-workers to get answers, make decisions, and keep the business moving forward. OpenScape's unique collaboration features make it easy to set up and join conference calls, on time, with all the right people, all the right content, and all the right media – audio, video, web.

**What's the technology behind it?**  
Basically, it's an open IT application based on the Microsoft Office Live Communications Server. And the open technology means it integrates seamlessly into your existing IT environments.

**What's the point of having great ideas if you can't share them?**

We're all using so many different ways to communicate and sometimes the technologies designed to enable better communications can actually do the opposite. OpenScape connects everything together through a process of seamless integration that makes physical and technological boundaries a thing of the past. So your business defines your processes and not vice versa.

**It integrates seamlessly into your existing infrastructure**

OpenScape is built on an open business model. That means it works with your existing voice and IT infrastructures, saving you the costs associated with replacing equipment. It offers a comprehensive toolkit for fast integration into the business applications that drive your business. And OpenScape is built around widely adopted standards and protocols, and on a Services Oriented Architecture – one that protects your investment well into the future.

**OpenScape offers you intelligent new ways of communicating:**

- Presence to indicate a user's availability
- Eliminates unnecessary actions and reduces interruptions
- Makes team work easier and more effective
- Optimizes processes and increases productivity
- Speeds up decision making

# Bada Bing

Making contact is not a question of how many devices you have. Knowing the right one to use to get in touch with the right person is what matters. OpenScape ensures that you can.

Having multiple communications devices is only an advantage when you know which device will enable you to get through. And that's exactly the information you don't have. OpenScape changes this through its user presence and group presence capabilities.

**User presence** provides information on the accessibility of the person you're trying to reach. The user himself defines his preferred devices for contact, and the rules for how and when different colleagues can reach him directly. OpenScape also provides information on the presence status, or availability of individuals and displays this information to approved colleagues via a portal. You can modify your own presence status at any time and from any device, ensuring important contacts can reach you.

It all comes together through one number. You publish one number and OpenScape will route all your contacts to your preferred device. Your Contact List shows you which contacts are available, by which media, and their situational status – in office, in meeting, on business trip, on vacation, etc – so you know who's available before you call. If you like, presence status can be linked to your calendar, and updated accordingly.

**Group presence** makes it easy to reach out to specific teams you depend on, and bring them together to collaborate with a simple click. When you're mobile, use your cell phone to call the OpenScape Voice Portal. Through voice commands you can find out if a conference has already started and tell the system to add you to the call, or you can even start the conference from your cell phone. Using group presence reduces the time and effort required to establish teleconferences and web-based collaboration sessions.

## **Choose for yourself. Made-to-measure communications**

OpenScape also enables you to set user-specific functions or define accessibility depending on the time of day. This allows you to personalize OpenScape to adopt to a variety of "roles" – as employee, spouse or parent. So for every role there's an associated communications environment with various contacts and devices. And the same applies to participation in diverse project teams.

## **OpenScape offers many benefits. Which are the most important for you?**

I'm an employee. How does OpenScape make my work easier and more effective?

- Elimination of unproductive attempts to communicate and unwanted interruptions
- Direct access to people and content
- View the availability of workgroups and colleagues
- Faster response times to customers
- Easy workgroup collaboration via voice, video or Web

I'm a business executive. Why should I invest in OpenScape for my business?

- Reduces transaction costs due to improved communications
- Increases the efficiency of team collaboration and business processes
- Accelerates internal decision-making processes and time-to-market
- Lowers communications costs due to better connection of mobile and disparate workers
- Reduces business travel due to optimized conferencing tools
- Increases customer satisfaction due to faster response times
- Improves overall business performance and profitability

# Whoosh!

Collaboration between colleagues and teams means faster, more productive and more secure processes. Communication is vital. OpenScape makes it simple.

OpenScape consists of a middleware application (**Communications Broker**) and three user portal applications (the **Personal Portal**, the **Workgroup Portal**, and the **Voice Portal**). OpenScape ensures that all communication tasks can be managed in one easy step.

#### Communications Broker

The **Communications Broker** provides the user with all the communication resources a company has to offer, unified around a central point of control. Each user can personalize their own rules for direct accessibility across all devices and media. So the user has flexibility to manage virtually all functions within their communications environment.

#### The Personal Portal

Unified control of all devices and networks takes place within the **Personal Portal**, a browser-based client that serves as a single access point communications cockpit for managing all real-time communications. Individual **Contact Lists** enhanced with rich presence data simplify virtual teamwork.

The **Presence Manager** provides information on the presence and availability of individual team members, eliminating unsuccessful contact attempts. **Personal Profiles** enable you to define your accessibility by contacting party, time-of-day, day-of-week, contact media, and situation.

The **Self-Service Feature** handles contacts and information forwarding when you're not available. Authorized callers are greeted in your absence by a personal message that gives them access, via an interactive menu, to schedule an appointment in your calendar or retrieve selected documents.

#### Benefits and savings:

- Protects mobile user productivity
- Manages mobile user contact
- Ensures end-user comfort and convenience

#### Workgroup Portal

The **Workgroup Portal** creates an interactive online workspace and conferencing room that enables workgroups to collaborate in real-time, and share documents, securely, among team members 24/7. Screen icons are provided to enable team members to quickly convene audio or web conferences in one step.

**Click-to-Conference** is the simple way to start a conference without any advance setup, call-in numbers, passwords, or e-mails. You select the participants from the contact list and activate a voice or Web conference at the touch of a button.

Thanks to **Conference View**, all conference and collaboration participants can see who is online at a glance. And all participants can view documents on screen, at any time, from any location.

#### Benefits and savings:

- Save time on every conference call
- Perfect for reaching colleagues who are also busy and mobile
- Reduce cost of conferencing deployment
- Reduce recurring usage fees

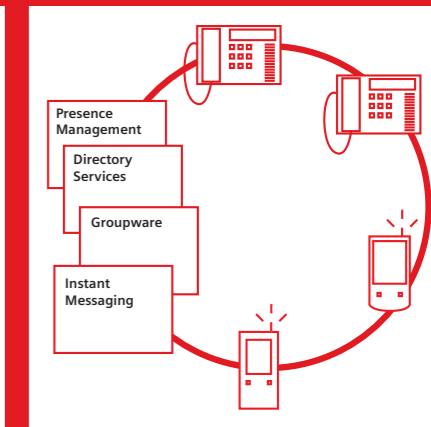
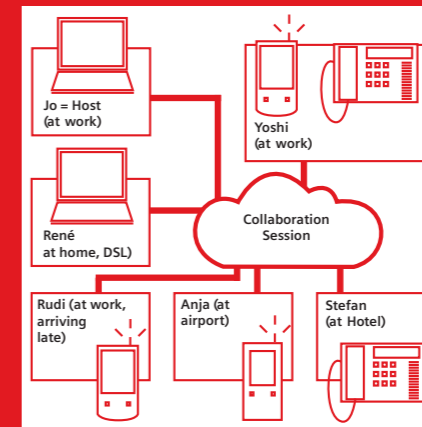
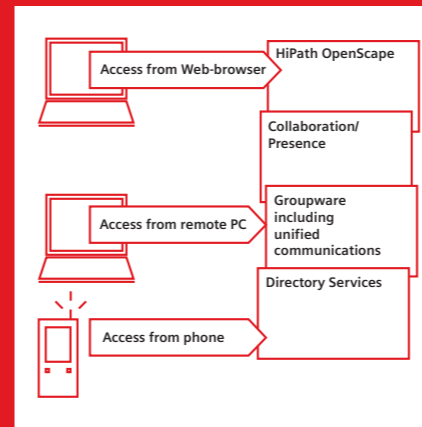
# Chill out

Flexibility is a fundamental requirement for effectively responding in a dynamic business market. OpenScape fits perfectly with these demands.

Jo is a Key Account Manager with an IT solutions provider. She is young, dynamic, successful. And often on the move. She communicates with colleagues and customers by telephone. Decisions usually have to be made in a flash. She tries to use unproductive time – like when she's stuck in a traffic jam, for instance – as productively as possible. But sometimes it's difficult for her to collaborate with her colleagues who are also busy and mobile. And she is protective of her time.

Does this sound familiar? Jo is a typical example of many present-day employees. And it's precisely the reason that OpenScape was developed. Let's take a look and see how Jo can optimize her presence, speed up her work processes and make collaboration with colleagues much easier and more effective with OpenScape.

It's still early in the morning.



## 8:00 a.m. "In Transit"

Jo starts her day. Sets presence status via voice portal and joins meeting

- Telephone access or Web access
- Handle voicemail, e-mails and calendar
- Joins staff meeting via teleconference

## 10:00 a.m. "In a meeting"

Workgroup application for hosting multimedia collaboration session

- Workgroup Collaboration Application
- Multimedia conferencing
- Meeting host Jo starts off voice conference for group
- Members are called directly by OpenScape
- Members add and delete documents using the portal
- Jo adds William
- Group decides to share a presentation

Everyone can view status on their Workgroup Collaboration Application. For each person, view status:

- In conference
- Not in conference
- Contacting
- Declined

## 12:30 p.m. "At lunch"

Self-Service Feature handles priority request in real-time.

- Continues to handle calls
- "Self-Service" for callers

Customer calls while you are at lunch

- Your settings send the caller to a "Self-Service-Feature"
- The caller is authenticated with special password (PIN)
- The caller gets his work done
- He then asks to listen to his account information
- He then asks for a services data sheet to be e-mailed
- He sets a calendar appointment

You come back from lunch, accept the appointment (client gets e-mail confirmation), and find out that a "Services Data Sheet" has been e-mailed.

OpenScape allows businesses of any size, structure or segment to improve communication and information



**America-Mideast Educational and Training Services Inc.:**  
OpenScape enables efficient global workgroup collaboration

Effective communication on a global scale is critical to America-Mideast Educational and Training Services Inc. (AMIDEAST). A private,

processes, which is essential to teamwork. Many prominent enterprises are already enjoying sustainable increases in productivity and a

non-profit organization that works to establish mutual understanding and co-operation between the USA, the Middle East and North Africa. The group operates a network of offices spread across a dozen countries. Managers and staff in those offices and the Washington headquarters frequently need to be in touch with each other.

significant reduction in communication costs with OpenScape. Meet a few of them:

OpenScape provides AMIDEAST with a presence-based conferencing and collaboration tool. Which has improved the availability and the resultant collaboration of their team members no end.



**Getulio Vargas Foundation:**  
Serving global clients on a 24x7 basis

The Getulio Vargas Foundation is Brazil's leading business school and consulting firm, training some 14,000 students a year. As a knowledge-based organization, it needs to be always on, in

any time zone anywhere. Its internal and external experts are highly mobile, requiring a solution that integrates all forms of collaboration. Having successfully implemented the HiPath 4000, the next step was to integrate the Foundation's 500 knowledge workers in São Paolo

and Rio de Janeiro. OpenScape was a logical decision. And the results of this pilot implementation will be monitored in an internal productivity impact study.



**Shimano American Corporation:**  
Astonished by OpenScape

The North American division of Shimano handles sales and distribution of the company's fishing and cycling products. But with sales staff often on the road, communicating with customers and working with each other was no easy task. Moving from the older telecoms system to the new Open Communications solution also had to

be done with the minimum disruption to staff and customers.

The tailored solution based on HiPath 4000 and OpenScape makes it easier to reach each other in real time. Unified communications allows calls to be forwarded automatically to mobile phones location - a big plus point for Shimano's reps who can now take calls any time they want.

And because the solution has a presence-aware feature staff can see how and when it's best to get in touch with their colleagues. One of the biggest advantages is that Shimano can now deliver a better level of service to customers, manufacturers, distributors and retailers. It is anticipated that Siemens' new system will result in increased sales and a real return on investment.

# Awesome

Successful businesses evolve and grow with innovative communications solutions. That's why a vast range of businesses are improving their competitive advantage with OpenScape.

» „OpenScape improves cooperation in our teams, giving us a crucial competitive advantage, so that we can continue to be the best in Brazil“

Prof. Luiz Carlos Morais Rêgo  
Director of Innovation Forum  
Getulio Vargas Foundation

If you'd like to find out more about OpenScape and the world of Open Communications, visit our website. You'll find a wide range of information and more examples of the successful implementation of our solutions in leading businesses throughout the world. Just click the following link:  
[www.siemens.com/open](http://www.siemens.com/open)

