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In this white paper, find out more about how Open Communications can empower business communities.

Communication for the open minded

Siemens Enterprise Communications: www.siemens.com/open

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Communication for the open minded

Open Communications from Siemens Enterprise Communications

When Siemens introduced LifeWorks vision in 2003, the idea of providing a unified user experience over a unified domain still seemed more visionary than deployable. Today, Siemens Enterprise Communications' approach to Open Communications, as described in this whitepaper, shows how tangible LifeWorks has become for enterprise customers. It will also illustrate how Siemens uniquely empowers business communities using its OpenPath migration strategies to converge voice, IT, and mobile communications through unified communications and collaboration solutions (see Figure 1).

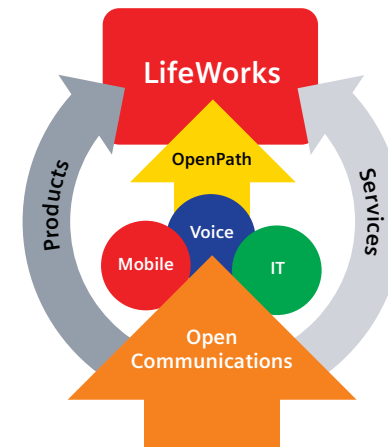


Figure 1. The journey to LifeWorks.

Siemens Enterprise Communications' strategic concept for Open Communications is a human-centric and business-oriented approach of unifying different modes of communications based on products and services built on a foundation of open standards. It binds the voice, IT, and mobile domains together to accelerate the decision process by facilitating global conferencing and collaboration among individuals.

Open Communications also allows customers to unify information and user experiences across enterprise and public networks, both fixed and wireless, to create a consistent voice and data environment (see Figure 2). This approach will not only reduce costs, but also allow managers and workers to grasp new business opportunities and promote more effective and flexible ways of working.

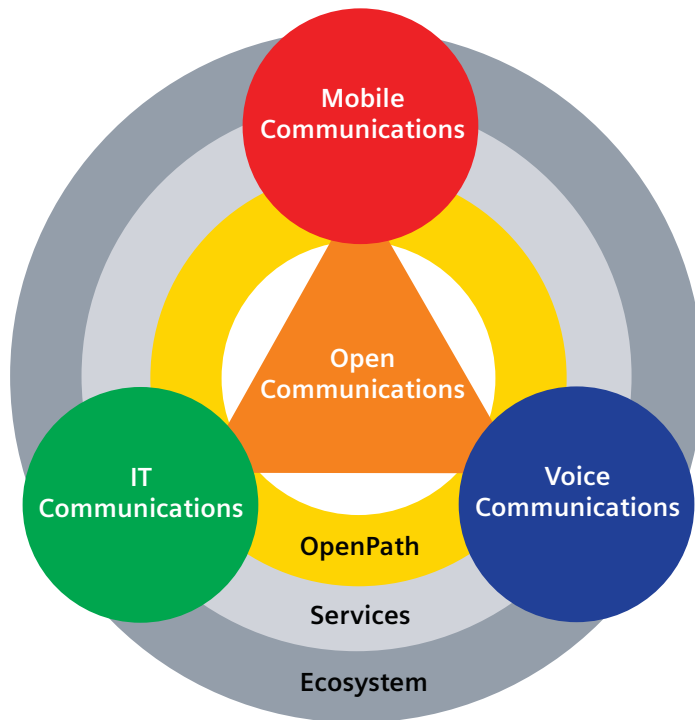


Figure 2. Intuitive, Mobile and Synchronised Communications.

There are many examples in which taking an Open Communications approach to everyday business processes results in accelerated decision making and better customer service:

- A Sales Director reviewing an opportunity in Salesforce.com can easily bring together all of the relevant team members via a conference call to discuss its status with a single click directly from the application, using the OpenScape unified communications broker.
- An insurance company call centre agent can use OpenScape technology directly within their CRM application to get an insurance claim approved immediately by a specialist inspecting a vehicle at a customer site hundreds of miles away.
- In agribusiness, open mobility solutions can be used to automatically monitor produce, updating order systems and tracking orders through RFID technology.
- In the public sector, emergency planners can automatically bring together crisis management teams, made up of members from different government agencies, to minimise human latency and aid victims more quickly and efficiently following disaster incidents.

The end result is on-demand access to people and information, elimination of duplicate tasks, and removal of information bottlenecks. This aids organisations in cleaning up communications clutter, speeding up the decision process and freeing up valuable people and IT resources. Customers who embed Siemens' unique Open Communications approach in the heart of their business processes can take advantage of the many innovative ways of collaborating seamlessly by conferencing together individuals in real time, regardless of location and type of communications device.

Technical Principles

Open Communications is guided by seven technical principles:

- Unified Communication
- Open IT-Based Communications
- Fixed Mobile Convenience
- Business Process Integration
- Rich User Experience
- Deployment Choices
- Business Continuity and Integrity

Unified Communication – unification of all relevant business communications, whether it is real time (e.g. voice, video or instant messaging) or non-real time (e.g. voice mail, email or fax) into a simple, seamless experience.

Open IT-Based Communications – complete openness across the entire information and communications ecosystem. It encompasses support for: multi-vendor interoperability and transparency across diverse system architectures through open interfaces and standards; and Service Oriented Architecture (SOA) principles and IT applications that enable on-demand business models. The ability to support a centralised hosted design allowing for an IT-oriented deployment across the enterprise is an important element of this principle. The HiPath 8000, an award winning SIP-based communications system for customers with large line size requirements, is perhaps the best example of Siemens' commitment to Open IT-based Communications.

Fixed Mobile Convenience – connecting people seamlessly, intuitively and conveniently, based upon their presence and communication preferences, to the various user devices through the various communication networks. It combines the best of both the wired and wireless worlds into a single converged user experience.

Business Process Integration – strong productivity gains through a deep embedding of real time communications into mission-critical business processes, while dramatically speeding up business community and collaboration workflows. It improves the breadth, depth, quality and timeliness of business information processing. This is achieved through far-reaching support of both industry standards, such as SIP and SOA, to achieve integration of unified communication solutions into many of the major IT applications on the market, including Microsoft Outlook, IBM Lotus SameTime, SAP Netweaver and Salesforce.com.

Rich User Experience – intuitive, human-centric access to information and communication as needed. It allows people to share information as easily as natural languages enhance personal performance while providing both ease and joy of use. The resulting new communication paradigm leverages presence, preference and location information to make communications and collaboration more efficient in any media and over any network.

Deployment Choices – allows customers to choose from a wide variety of open communications access methods. Options range from flexible capital and operating expenditure choices, including service-oriented purchases, such as fully managed services and/or hosted communications solutions.

Business Continuity and Integrity – Carrier-class redundancy, resiliency, reliability, security, and scalability to ensure the success of virtualised communications. The Siemens Enterprise Communications approach addresses organisational, security and technical issues to help ensure that its customers' businesses remain successful and responsive during and after events that can cause critical harm to normal working operations.

Supporting these principles is an implementation and management model that couldn't be simpler. Because Siemens solutions such as HiPath 8000 and OpenScape use open interfaces and are designed using standards-based technologies, they can converge seamlessly with a customer's existing infrastructure to make the most of their legacy investments. Our solutions can be embedded so deeply that they intuitively feel like part of the original IT infrastructure. This provides the freedom to evolve a communications environment, easily and cost-effectively, to meet future needs. Siemens has already revolutionised the way that many leading organisations manage their communications, increasing efficiency, generating profit and maximising their return on investment.

Underpinning the Siemens Open Communications strategy is an innovative service strategy with far-reaching global service capabilities. Siemens provides 24/7 support, converged voice/data monitoring, help desk services and managed services for some of the most sophisticated, business-critical open communications users in the world. Also offered are a comprehensive range of professional, hosted and managed services that allow customers an open choice to enjoy Open Communications. The Siemens Managed Services business, with four Network operating Centres around the globe, is currently growing greater than 25% annually and is significantly reducing the operating expenses of our customers.

Adhering to our Open Communications strategy all of our service portfolio elements are open and vendor agnostic. We can address either a Siemens, third party or mixed communication environment and manage the transition and on-going operation of the customers' communications environment.

Many elements of Open Communications are already available to our customers today with more to come over the next months and years. Thus many of our customers already enjoy the convincing benefits of Open Communications as outlined above.

But also for those of our customers who take a longer-term perspective towards a pure Open Communications environment and embrace our state of the art

convergence portfolio of applications, platforms and devices today we have a strong and convincing promise in store: OpenPath

OpenPath is Siemens Enterprise Communications' offer to customers for a shared journey towards Open Communications at their own pace. Siemens' Open Communications solutions are overlay architectures that utilise the IT model based on a centralised application deployment and a user-based versus site-based deployment model. This model allows customers to migrate one system or even a single user, at a time, allowing complete user portability across the enterprise without the need to purchase specific site-based licenses. This new model allows customers to migrate at a pace that makes sense for them and to maximize their in-place investments. For example, installed HiPath 4000 common equipment and endpoints are migratable to operate within a HiPath 8000 environment. OpenPath will be supported by a wide range of programs designed to protect earlier customer investments in technology from Siemens Enterprise Communications.

Concurrently, our OpenPath programs also address customers who clearly see the benefits of Open Communications, but are unfortunately mired in the proprietary solutions of our competitors.

Summary

The Siemens Enterprise Communications vision and strategy for customers to evolve their communications system and applications are easily summarised by the following:

- LifeWorks is our vision of Unified Communication and Collaboration empowering business Communities
- Open Communications is our human-centric and business-oriented approach to unifying communications based on open products and services.
- OpenPath represents our logical and elegant transition path to Open Communications and LifeWorks.



Your success is the focus of everything we do at Siemens Enterprise Communications. We work together with you to develop powerful communication and collaboration solutions that help you achieve your business goals. Take advantage of our proven experience, innovation, power and implementation skills, in all key areas of voice and data communication. As a leading provider of enterprise communication solutions worldwide, we are setting the trends for communication and collaboration to help your success – today and in the future.

www.siemens.co.uk/open

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