

Find, reach and collaborate with the IBM Unified Communications and Collaboration strategy

Enterprises are finding they can operate more efficiently and make better use of their resources—inside and outside the organization—with a unified communications (UC) infrastructure. To help our clients more easily find, reach and collaborate with colleagues, the IBM Unified Communications and Collaboration (UC²) strategy takes UC to the next level.

IBM brings together the hardware, software and expert services you need to use voice, data and video right from the applications and devices you use every day. We help people connect and collaborate in realtime to work effectively, make quick, informed decisions, and achieve better business outcomes.

Break down collaboration barriers—and help reduce costs

Enable employees to access voice, data and video communications from a single, simple interface that includes:

- **Enterprise instant messaging (IM)**—communicate quickly and cost-effectively in a security-rich environment.
- **Online meetings**—use persistent chat and Web conferencing to meet, collaborate and make decisions without traveling.
- **Integrated voice and video**—leverage the right communications methods (including multiway VoIP, point-to-point video and telephones) to help save time and reduce telephony costs.
- **Unified telephone and online presence status with location awareness**—reach colleagues instantly in the way they want to be found.
- **Innovative new ways to work with experts and colleagues**—use broadcast communities and skill tap features to find and connect with experts across your organization.

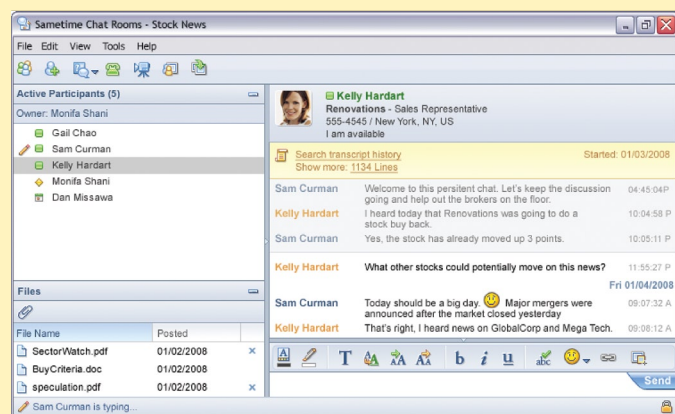


Figure 1. Store chats and review them later with IBM Lotus Sametime software.

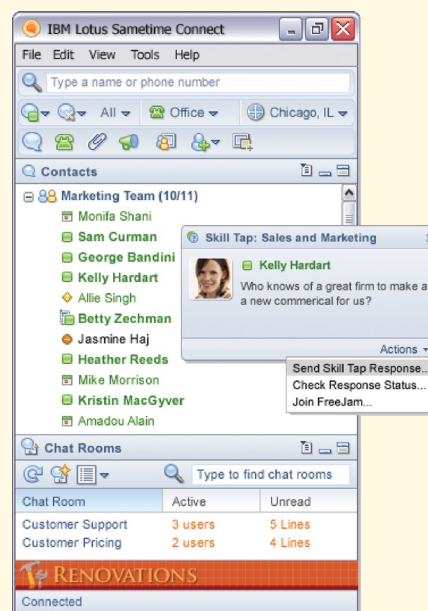


Figure 2. Find the expertise you need with the IBM Lotus Sametime skill tap feature.

Work the way you want to, virtually wherever you are

IBM Lotus® Sametime® software, a key component of the IBM UC² strategy, provides extensive support for multiple applications, platforms and devices to help you communicate and collaborate—your way. The Lotus Sametime software:

- Integrates with Microsoft® Office, Microsoft Outlook and Microsoft SharePoint software.
- Integrates with IBM Lotus Notes®, IBM Lotus Connections and IBM Lotus Quickr™ software, as well as other IBM Lotus products.
- Shares presence and messages with most public IM networks.
- Integrates with enterprise applications so you can surface UC capabilities for communications enabled business processes (CEBP).
- Runs on multiple platforms and operating systems, including Microsoft Windows® and Linux® platforms, Apple Macintosh systems and popular mobile devices.
- Provides advanced security features that help keep your communications confidential and well protected.

Build the communications and collaboration strategy that best addresses your needs

The IBM UC² strategy supports nearly all organizations, whether they have simple communications needs or a complex infrastructure. Lotus Sametime software features:

- Scalability designed to grow with your business.
- An open architecture, with an open programming model that helps you integrate communications into existing systems, applications and processes.
- Support for many third-party telephony, audio and video services.

The software is also complemented by optional services to help you define, integrate and implement solutions that meet your specific business needs.

Leverage the combination of IBM software and services with IBM Business Partner offerings to implement a UC solution

Connect more easily, from practically anywhere, with the Lotus Sametime family:

- **IBM Lotus Sametime Standard 8 software**—is easy to use and manage and provides a unified user experience for included services such as presence awareness, IM, Web conferencing, VoIP, video, and an open plug-in model for adding third-party services.
- **IBM Lotus Sametime Advanced 8 software**—adds advanced communications and collaboration features (such as persistent group chat, broadcast tools, instant screen sharing and location-based awareness) to Lotus Sametime Standard software capabilities.
- **IBM Lotus Sametime Entry 8 software**—is a cost-effective way to get started with enterprise IM and presence awareness for Microsoft Office software and public IM users.
- **IBM Lotus Sametime Unified Telephony software**—includes phone presence awareness and incoming call management, and works with multiple, mixed telephone systems. This planned software adds the ability to access and manage telephone communications through the Lotus Sametime or Lotus Notes client.¹
- **IBM Lotus Sametime Unyte™ hosted service**—provides user-friendly, competitively priced Web conferencing services for businesses of just about any size.
- **IBM Global Technology Services**—provides trained service professionals with significant experience in telephony and converged communications services who can help you realize business benefits on time.
- **IBM Business Partners**—deliver enhanced audio, video and telephony offerings to extend your UC platform.

Put your trust in a marketplace-leading solution based on the Lotus Sametime platform

One of the most widely deployed enterprise UC software platforms in the world, Lotus Sametime software has more than 100 million entitled users and continues to earn industry accolades and positive reviews from press and analysts. Please visit the IBM Web sites below to view recent awards, reports and articles.

For more information

To learn more about the IBM UC² strategy or IBM Lotus Sametime software and services, contact your IBM representative or IBM Business Partner, or visit:

ibm.com/lotus/uc2

ibm.com/lotus/sametime

ibm.com/services/integrated



© Copyright IBM Corporation 2008

Lotus Software
IBM Software Group
One Rogers Street
Cambridge, MA 02142
U.S.A.

Produced in the United States of America
October 2008
All Rights Reserved

IBM, the IBM logo, ibm.com, and Lotus are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at ibm.com/legal/copytrade.shtml

Microsoft and Windows are trademarks of Microsoft Corporation in the United States, other countries or both.

Linux is a registered trademark of Linus Torvalds in the United States, other countries, or both.

Other company, product, and service names may be trademarks or service marks of others.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.

The information contained in this documentation is provided for informational purposes only. While efforts were made to verify the completeness and accuracy of the information contained in this documentation, it is provided "as is" without warranty of any kind, express or implied. In addition, this information is based on IBM's current product plans and strategy, which are subject to change by IBM without notice. IBM shall not be responsible for any damages arising out of the use of, or otherwise related to, this documentation or any other documentation. Nothing contained in this documentation is intended to, nor shall have the effect of, creating any warranties or representations from IBM (or its suppliers or licensors), or altering the terms and conditions of the applicable license agreement governing the use of IBM software.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.

¹ All statements regarding IBM's plans, directions and intent are subject to change or withdrawal without notice.



ifs@hydrografix.com
tel +46-8-5198 3075

EPF14004-USEN-00