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Connect2013
Get social. Do business.
Australia & New Zealand

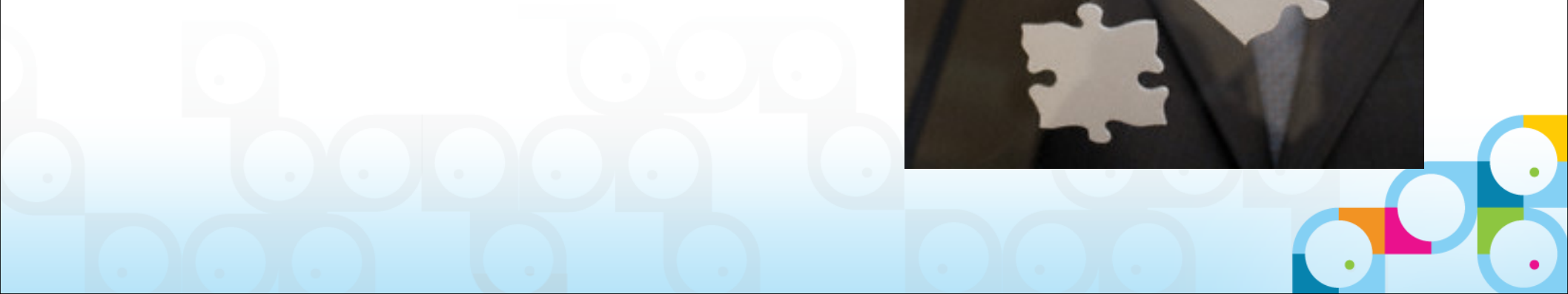
Sydney | 19 March Melbourne | 20 March Auckland | 26 March Wellington | 27 March

Social Communications Strategy and What's next in IBM Sametime

Darren Belford | Client Technical Professional | IBM
www.ibm.com

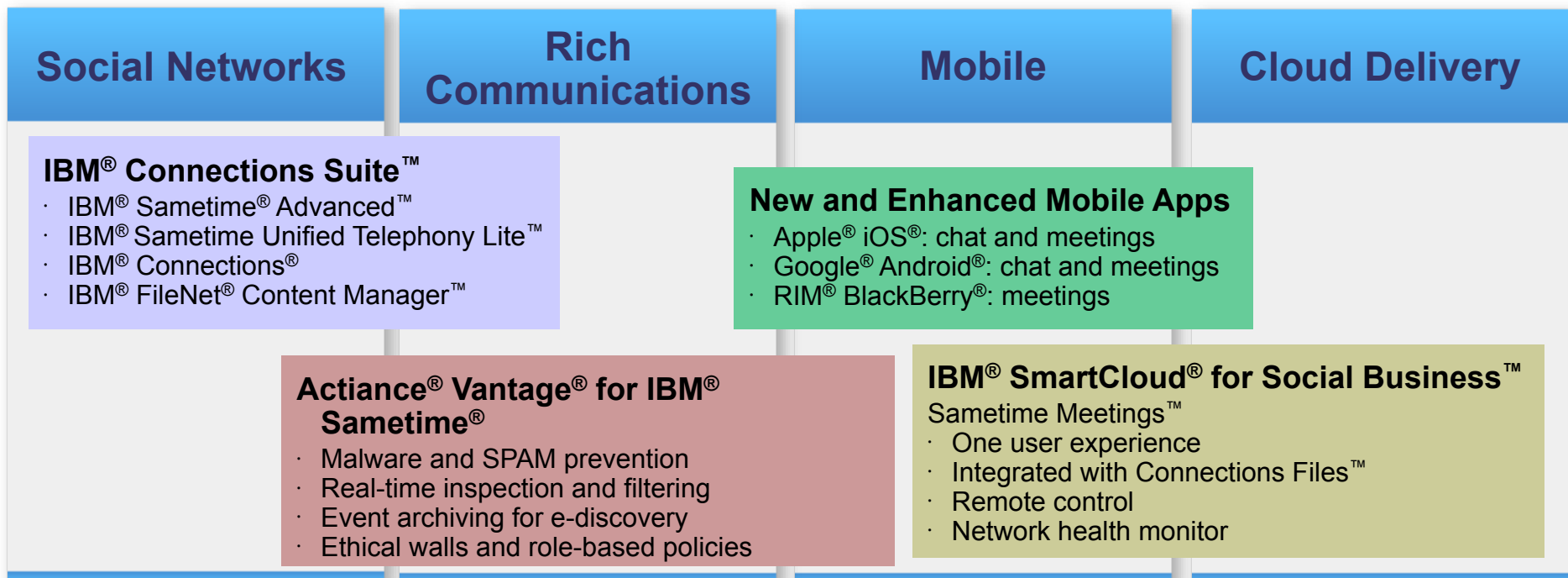
Agenda

- 2012 in Review
- Defining What's Next
 - A new strategy
 - A new focus
 - A new narrative
- Focus areas for 2013
- What's New in Sametime Next



In 2012 ..

- Sametime 8.5.2 IFR1 – Released November 2011
- Customer Deployments – Especially in the Mobile, Meetings & Video space

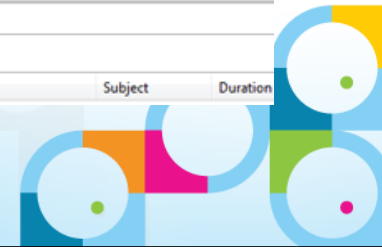
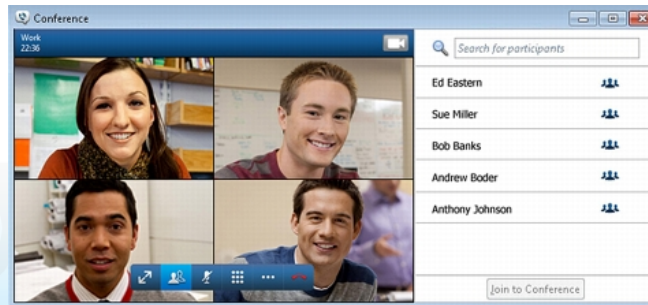
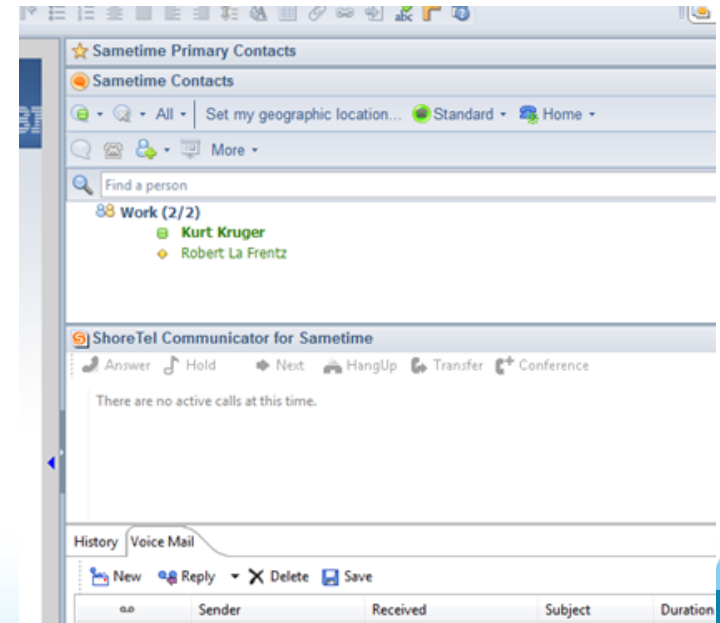
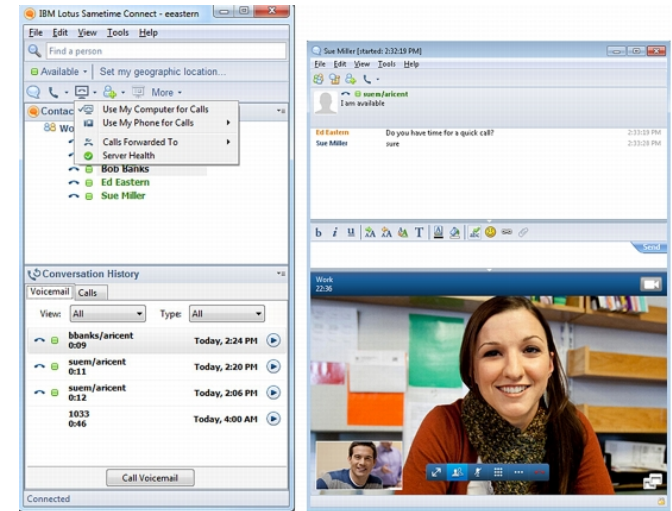


- New administration and features capabilities released (via fix central)
- Partner development and integration

A powerful ecosystem supported by a standards-based platform

Polycom™ ShoreTel
 BROADSOFT™ Innovation calling. arkadin™ COLLABORATION SERVICES
 CISCO™
 plantronics. BlackBerry.
 meatrix

IBM Sametime's open, standards-based approach makes it easy to incorporate communications into your Social Business



**Defining what's next required deep and careful thinking.
We needed to go beyond collaboration, UC and beyond UC².**



A new strategy ...

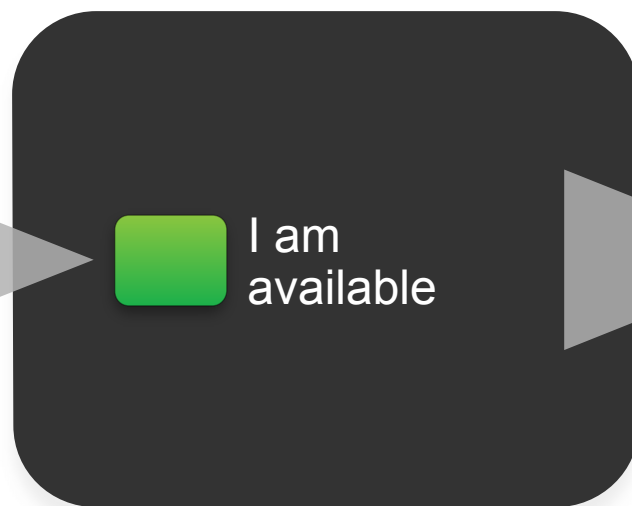


A new focus ...

Dial Tone



Presence



Relevance



And a new narrative.

	Unified Communications	Social Communications
Who we communicate with	Ask the people you know (on your contact list) if they know someone who can help.	Know who can help across the enterprise through profiles, microblogs, activities and shared content.
What we communicate about	Frequent disruptive requests for low value content.	Share content to address low value questions, minimizing disruption and leading to higher value interactions.
How we communicate with each other	Instant message, phone call, video.	Post to a wall, blog, wiki, forum, microblog, activity, comments, shared files, instant message, phone call, video, online meetings, etc.



The result: a new set of priorities and a vision to deliver a next-generation set of offerings built around those priorities.



The goal for this year is to infuse the Sametime platform with the key elements of the Social Communications vision.



Focus areas for Sametime in 2013

Rich Communications

Voice is required; video is becoming strategic.

Mobile

Mobile devices are becoming the primary means of communication with the use of multiple devices common.

Cloud Delivery

... is a viable and increasingly preferred method of delivering communication services.

Social Networks

... are becoming business communications channels with each user at the center of their own internal and external people networks.



Rich Communications

A next-generation media framework plus improvements to Sametime Unified Telephony™ and Sametime Unified Telephony Lite™.



Video in IBM Sametime today

Today – Release 8.5.2IFR1

- Basic packet switcher
- Active speaker switched video
- H.264 AVC Video Encoding
- Desktop only
- Client-side recording
- Single instance deployment model
- Only Sametime endpoints
- Advanced video capabilities require 3rd party solutions



Next-generation media framework

- Highly Scalable, Software MCU
- High Definition Continuous Presence Video
- Industry leading H.264 SVC encoding
- Browser, Rich, and Mobile clients
- Server & Client side recording
- Geographic distribution with automatic MCU cascading
- Dial out to audio bridges (via gateway)
- Supports Polycom SVC-based hardware end points
- Backward Compatible with older Sametime clients
- Maintains existing integration into 3rd party systems

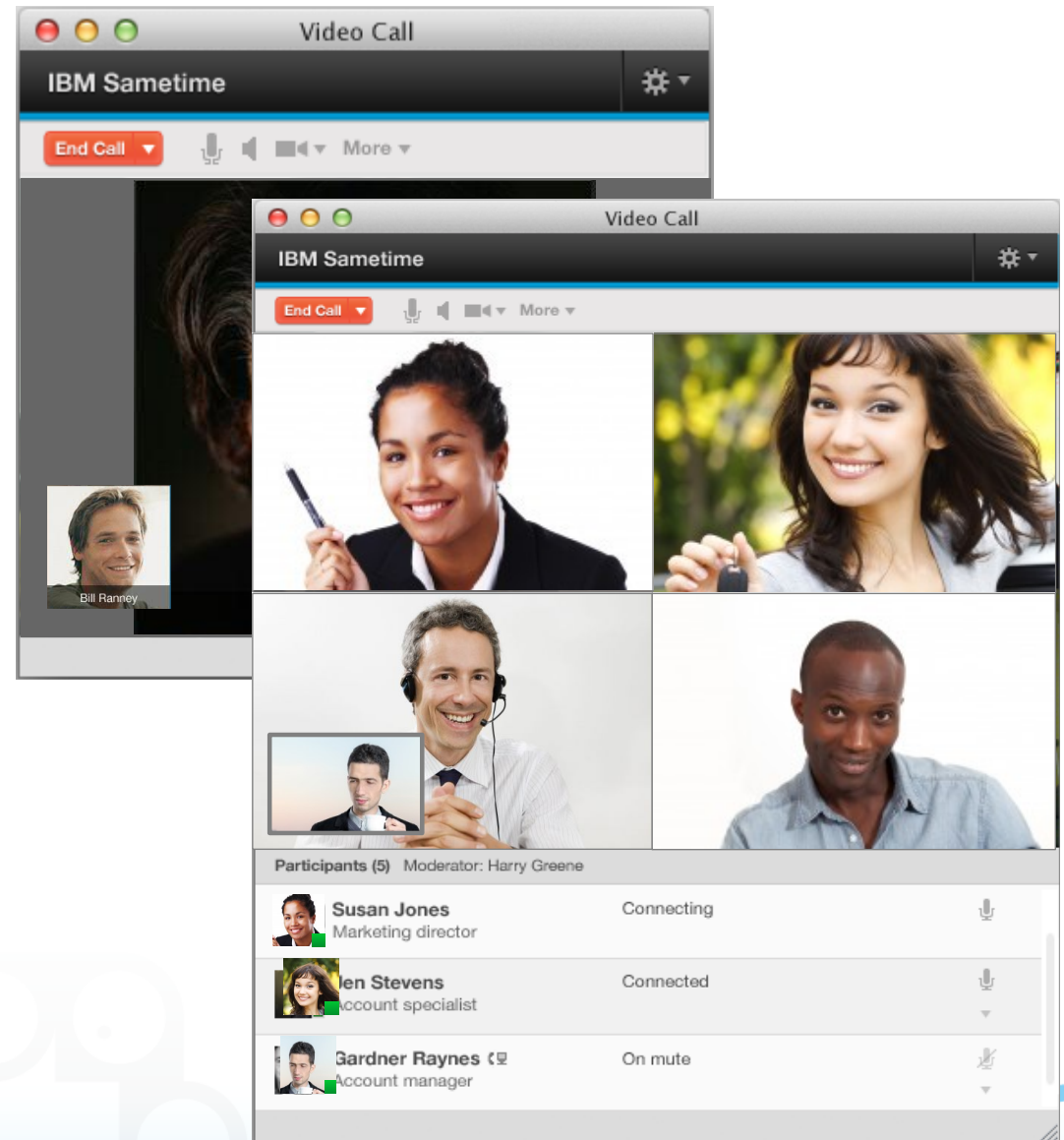
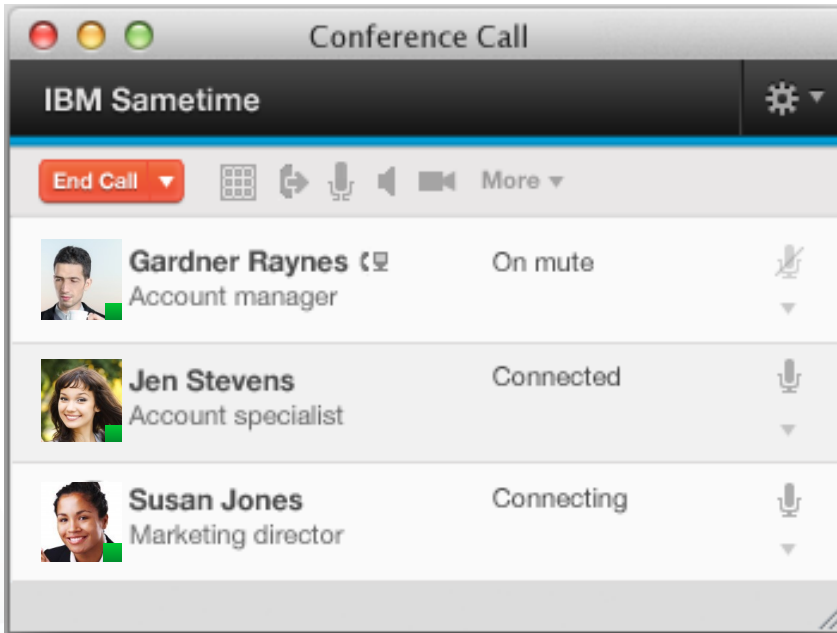
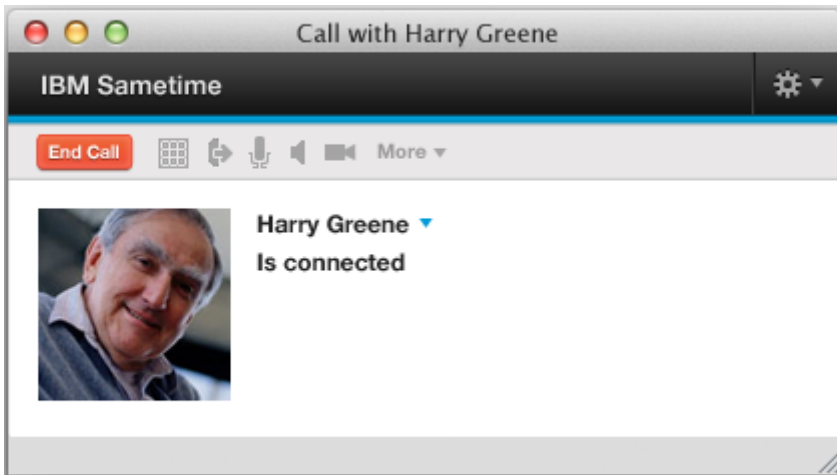
**Coming
Soon**

The only solution you'll need for 'desktop' video

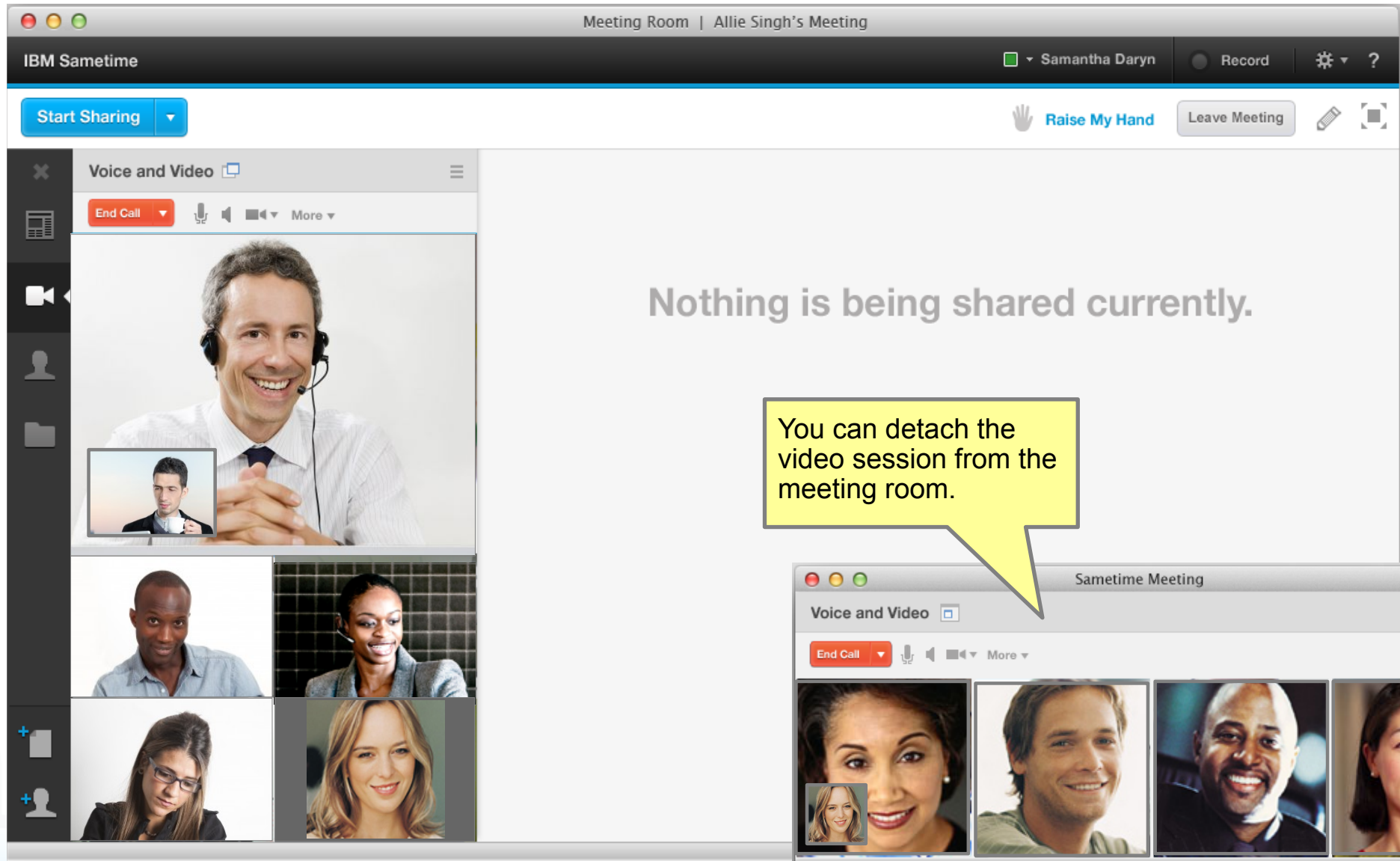


Voice chat

Video Chat



Audio and video in meetings



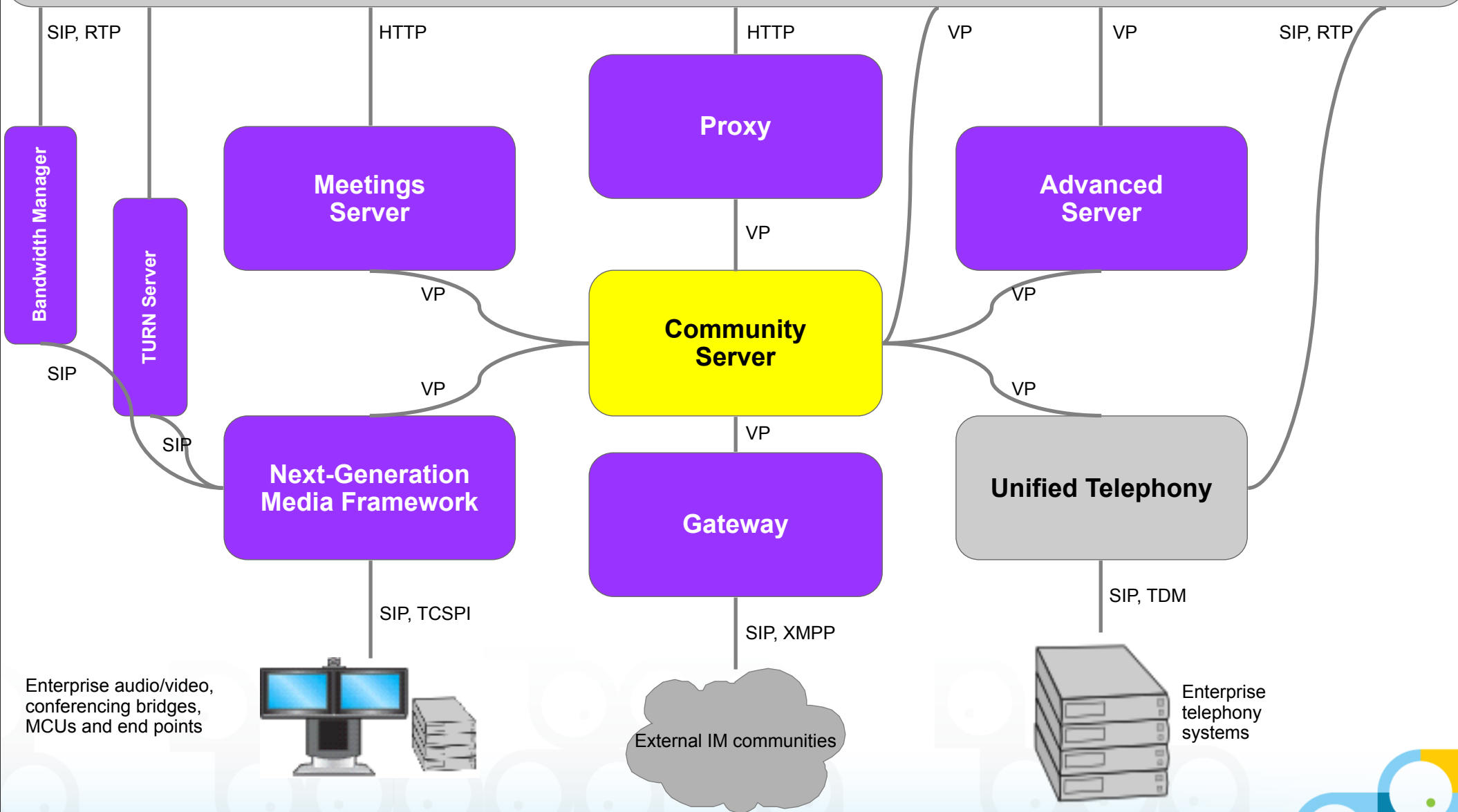
IBM Sametime Clients

Sametime Mobile (Apple iOS, Google Android, RIM BlackBerry)

Sametime Web (Apple Safari, Google Chrome, Microsoft Internet Explorer, Mozilla Firefox)

Sametime Connect (Apple Mac OS, Microsoft Windows, GNU Linux)

Sametime Embedded (IBM Connections, IBM WebSphere Portal, IBM Lombardi Process Portal, other business applications)



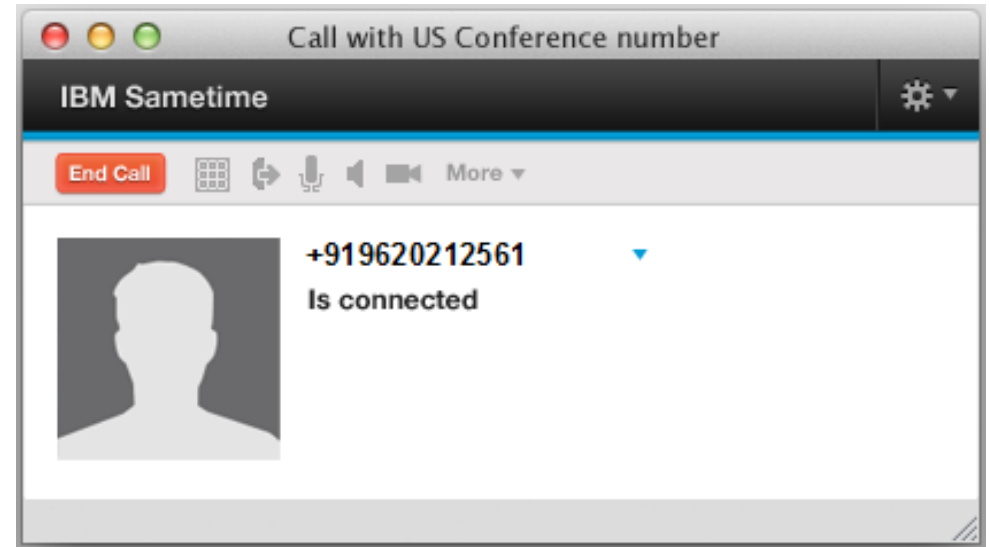
Architecture Subject to Change Without Notice



Sametime Unified Telephony (SUT)

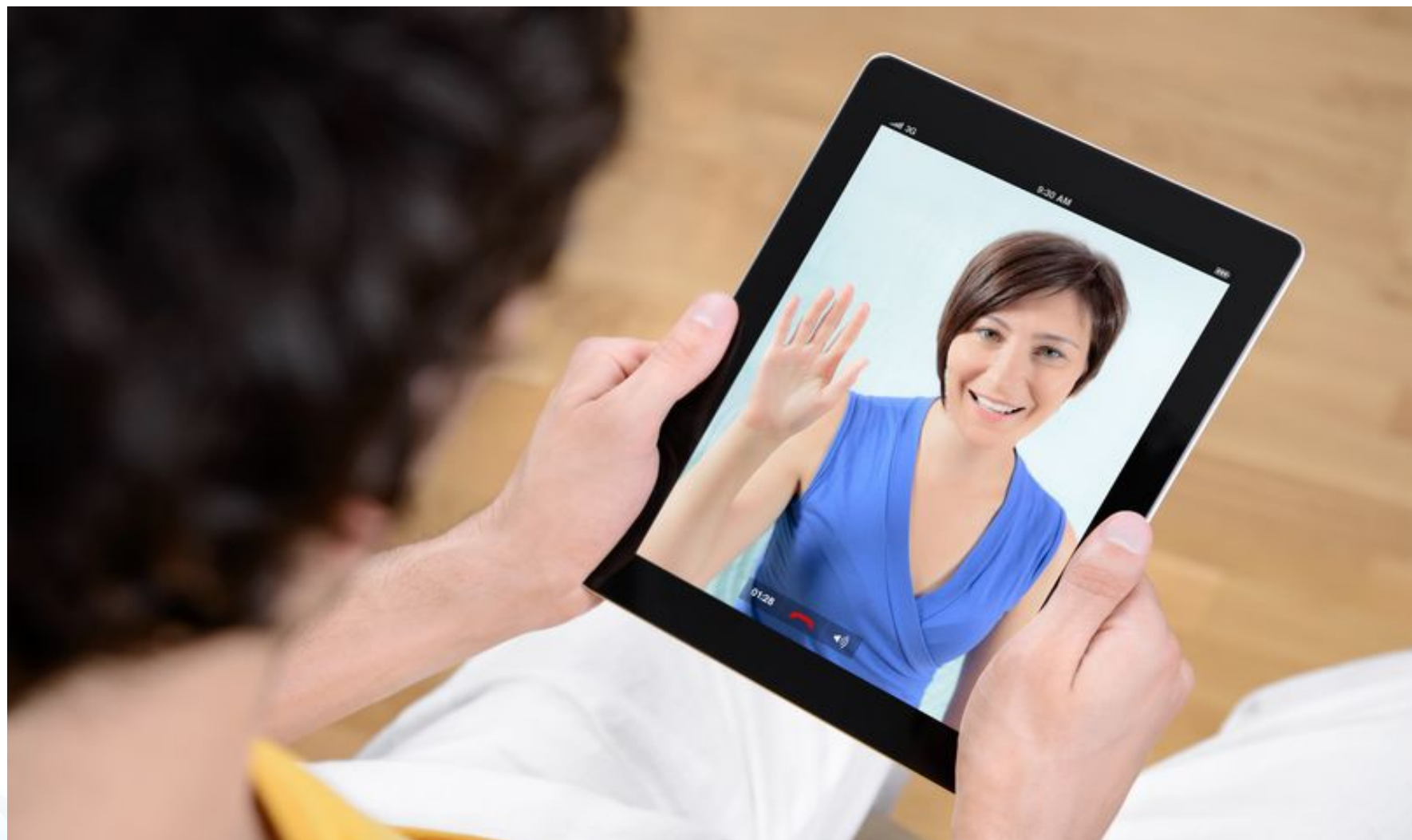
SUT Lite improvements

- **Sametime Unified Telephony**
 - Serviceability improvements
 - Monitoring
 - Configuration tool
 - Improved failover support
- **SUT Lite**
 - Integration with new media framework

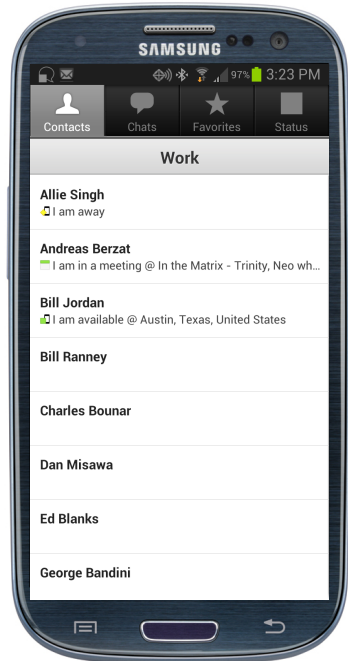


Mobile

Improvements to IM and meetings clients including audio and video & “Smarter Meetings” features.

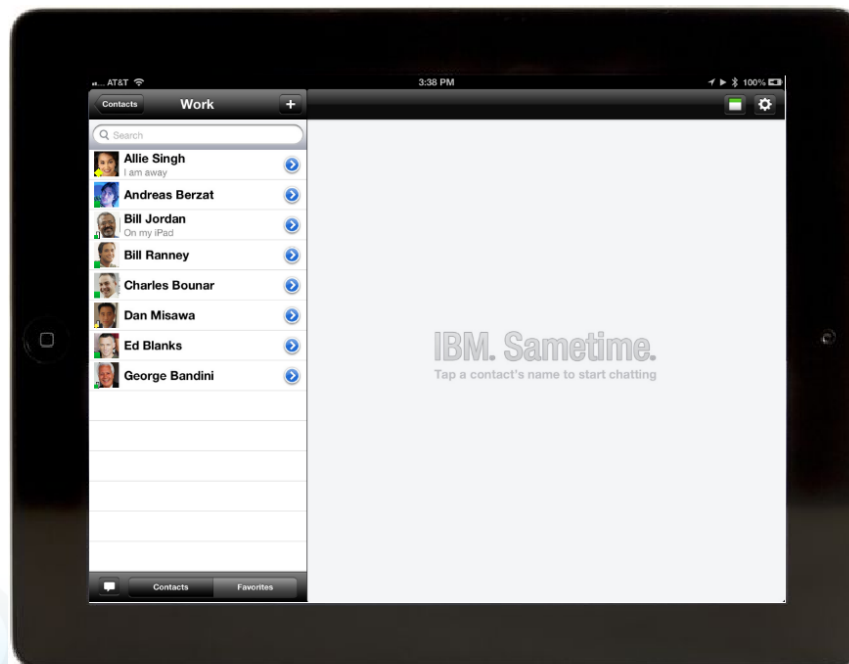


Mobile Solutions – Available today



Sametime Client

- iOS (inc SmartCloud support)
- Android (inc SmartCloud support)
- Blackberry



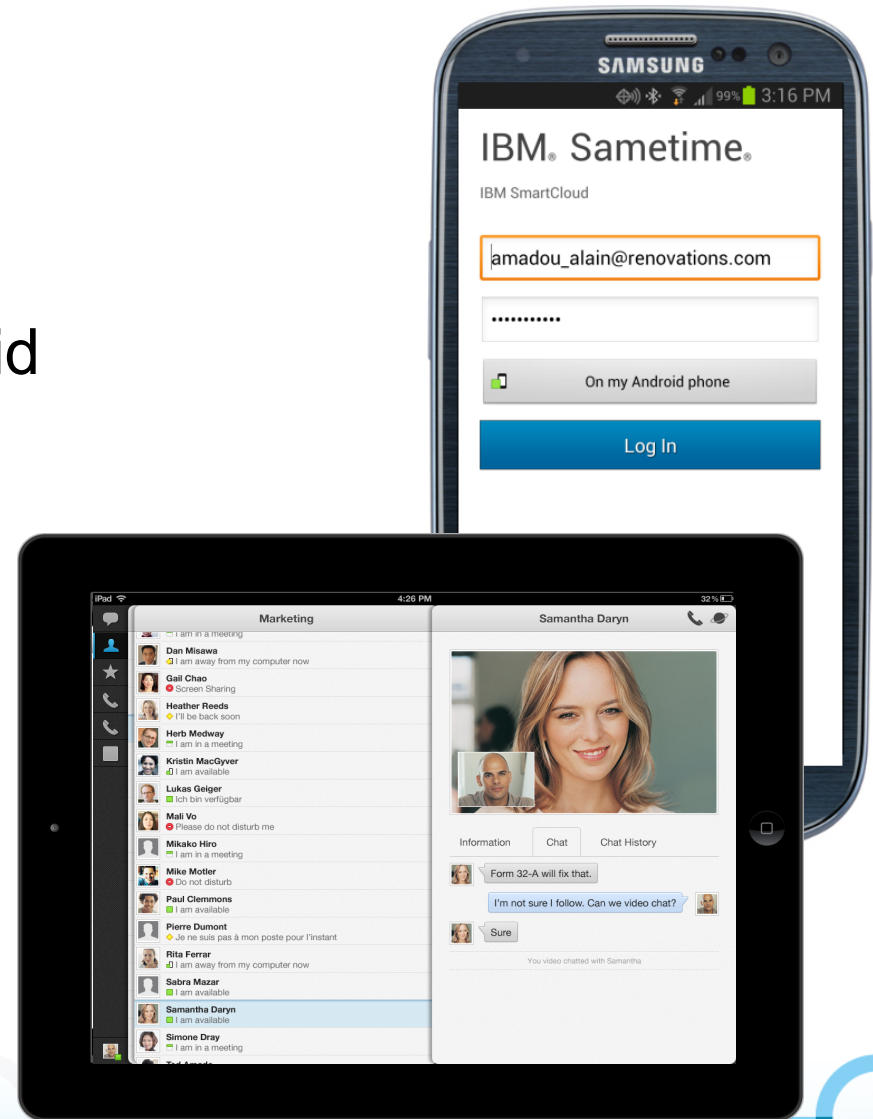
Sametime Meeting Client

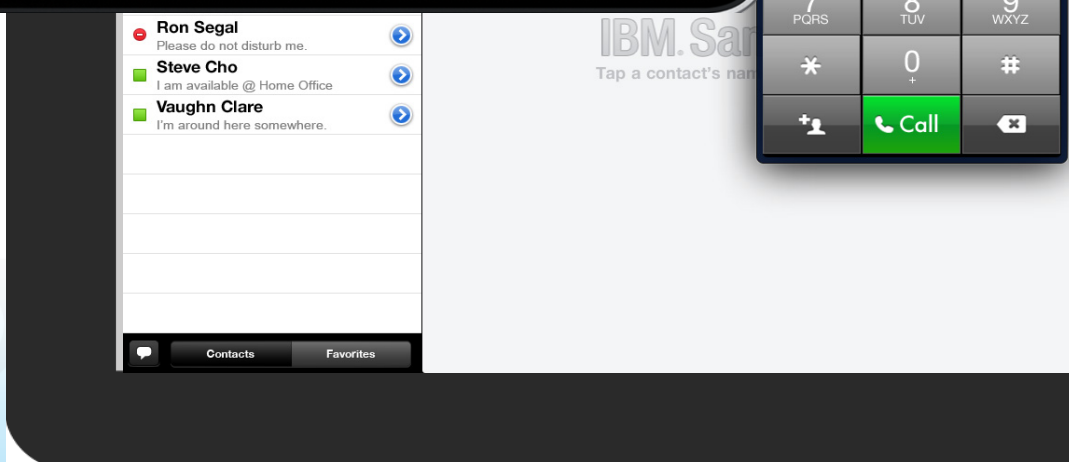
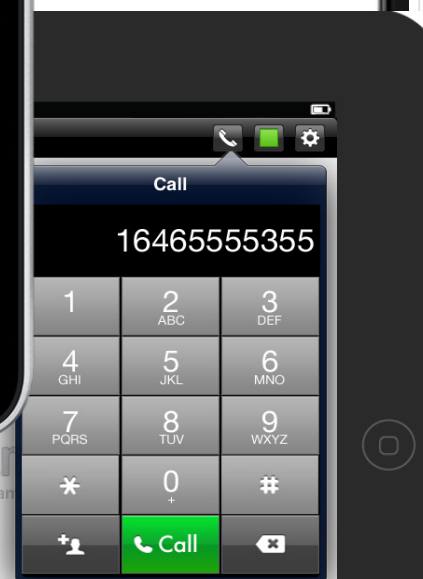
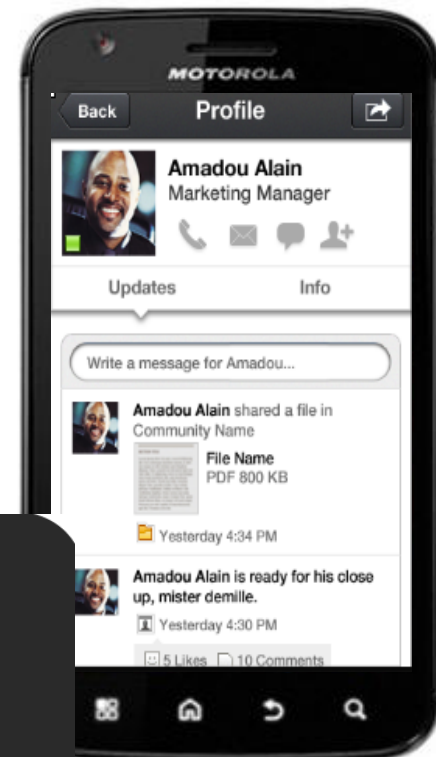
- iOS (inc SmartCloud support)
- Android (inc SmartCloud support)
- Blackberry

Mobile presence chat (Android and iOS)

Coming Soon...

- Soft phone
- Support for audio and video
- Push notifications support for Android
- Offline mode
- Support for offline messaging
- Integration APIs (Android and iOS)
- Mobile policy updates
- Device and platform updates





Mobile audio & video

Makes Sametime a viable alternative to traditional audio conferencing

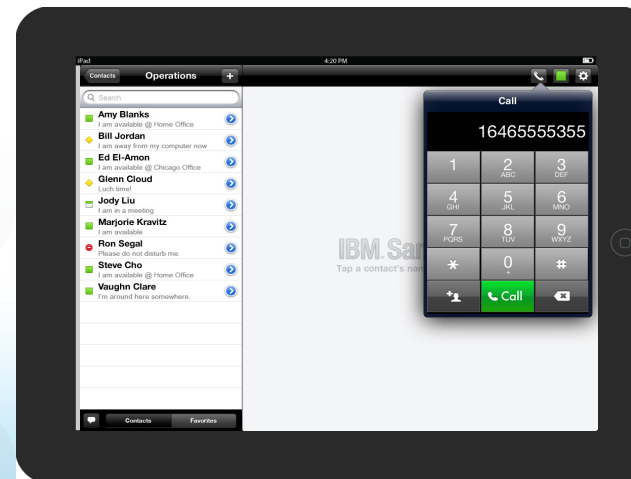
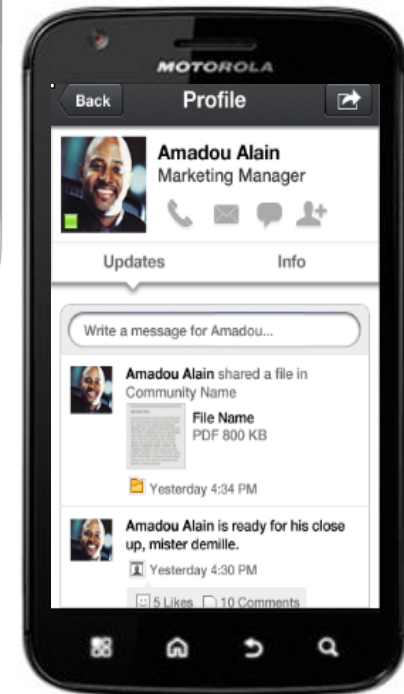
Voice & Video on mobile devices

- Video enabled mobile meetings
- Voice & Video chat
- Softphone (w SUT or SUT Lite)



Mobile meeting enhancements

- Additional social integration
- Integration with file/document management



DEMONSTRATION

Contacts



All Contacts >

Groups

Audio/Video/Meeting group 4 >

austin 11 >

China-TSG 0 >

CIO Dashboard Delivery Te... 2 >

Expeditior 6 >

FOR 7 >

Friends 17 >

Human Resources - Manag... 2 >

Nordic_SWG_DL >

raleigh 5 >

ST Development 9 >

STG e-Business >

sub >

IBM. Sametime.

Tap a contact's name to start chatting



Contacts

Favorites



All Designs and Layouts are subject to Change Without Notice



Mobile meetings (Android and iOS)

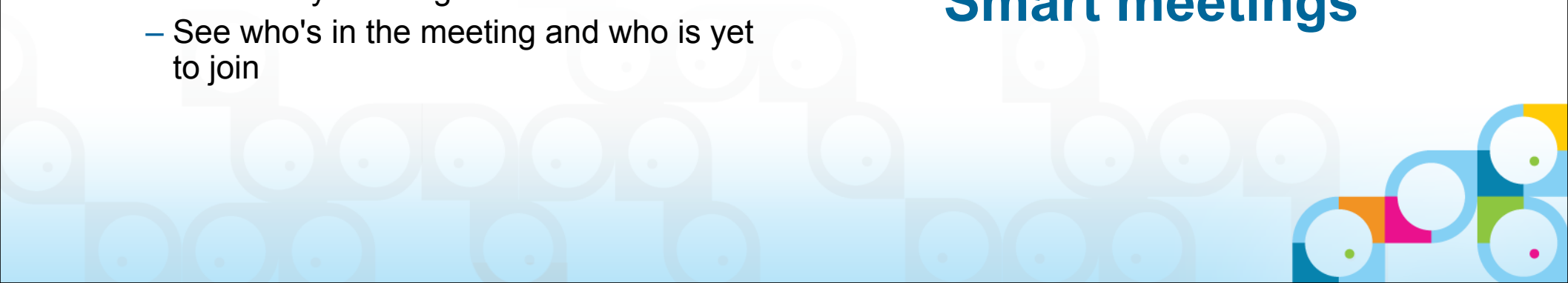
- **“Smarter Meetings” features**









- Audio and video
- Audio-only meetings
- Integration with Connections Files and Connections Profiles
- Whiteboard
- Annotations
- Server-side recordings support
- Support for server-side remote control
- New participants view
- Notifications and alerts
- Enhanced participant awareness
- Integration with chat
- Slide filmstrip for presenter
- Audio-only meetings
- See who's in the meeting and who is yet to join

- **Other features under consideration**







- Creating polls
- Creating calendar events from meeting rooms
- Private notes
- Integration with device contacts
- Including non-Sametime meetings in Scheduled Meetings view

DEMONSTRATION
Audio / Video
Smart meetings



-  Search
 -  Scheduled Meetings
 -  Favorite Rooms
 -  **Recent Rooms**
 -  My Rooms
 -  Join SmartCloud Meeting
 -  Join by URL
- 

Recent Rooms

-  **2894-7800** 
Steven King | IBM SmartCloud
-  **Sametime Mobile** 
Stephen W. Babin | ibm
-  **7631-5707** 
Russ Fahey | IBM SmartCloud



Video



2894-7800



SocialBusiness

IBM

IBM Social Business: Mobile Vision

- Create first class user experiences for the leading tablets and smartphones
- Provide a comprehensive suite of mobile solutions for social business (Enterprise and SmartCloud)
- Incorporate enterprise governance and security capabilities
- Enable mobile business solutions with multichannel and social capabilities



Participants



Library



Discussion



Video

Leave Meeting

Enhancing the Social Experience

A closer, seamless and more intuitive integration experience with IBM® Connections®.



Video Chat Widget for IBM® Connections®

- A community feature in Connections
- An open video chat session
- Available to community members
- Anyone can start a session
- Others can join while the session is open
- Released as a technology preview in 2012
- Planned for formal release in 2013



DEMONSTRATION

IBM. English Sign in (or register)

developerWorks Technical topics Evaluation software Community Events Search developerWorks

developerWorks > Technical topics > Lotus > Downloads >

IBM Sametime Video Chat Widget for IBM Connections Technology Preview

Summary: The IBM Sametime Video Chat Widget provides an easy way to associate a Sametime audio/video session with an IBM Connections Community page.

Date: 11 May 2012 (Published 30 Mar 2012)
Level: Advanced

Activity: 5698 views
Comments: 3 ([View or add comments](#))

★ ★ ★ ★ ★ Average rating (based on 404 votes)

Firefox File Edit View History Bookmarks Tools Window Help

Greenwell Product Launch

IBM Connections Home Mail 5 Calendar Profiles Communities Apps Jasmine Haj Share Settings Help Log Out

My Communities Public Communities This Community Search

Greenwell Product Launch

Stop Following this Community Community Actions

Greenwell Product Launch

- Overview
 - Members
 - Media Gallery
 - Events
 - Forums
 - Bookmarks
 - Files
 - Wiki
 - Activities
 - Updates
 - Custom Library
- Community Metrics
 - People
 - Participation

Community Metrics

Apr 3, 2011 - Apr 24, 2011

Show: Last 4 weeks Sentiment

People

Metric: Top 10 leaders View more detail

Leader	Count
Saman...	95
Jim Bills	80
Gao C...	65
Patric...	55
Allen Smith	48
Suza...	42
Joe W...	35
Peter...	30
Ian W...	28
Adrian...	25

Metric	Total
Top 10 leaders	
Top 10 contributors	
Number of unique authenticated visitors	1,209

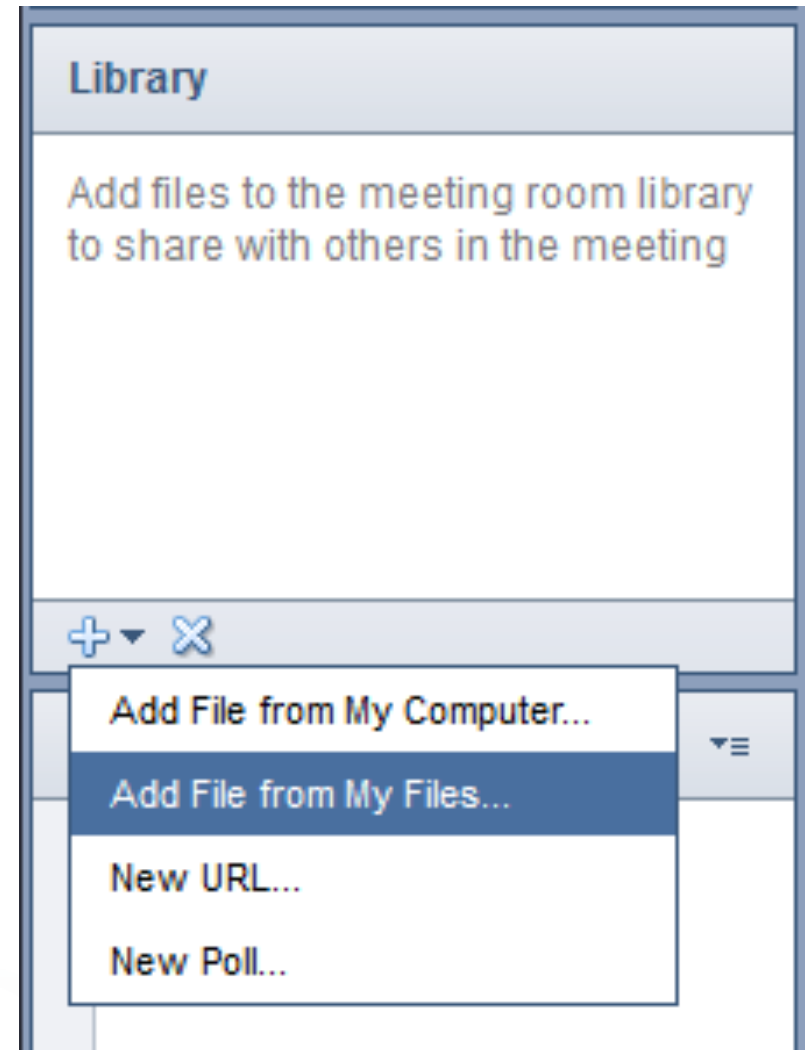
Participation

Metric: Number of new members

Metric	Total
Number of new members	250
Number of people who left the	13

Meetings integration with Connections Files

- Allows you to share files from Connections Files through a Sametime meeting room
- A new option in addition to sharing files from your local workstation
- Available on IBM® SmartCloud® for Social Business™ today
- Browser meetings client only
- Planned availability for on-premises Sametime in 2013
 - Rich client
 - Browser client
 - Mobile clients (Android and iOS)



Cloud Delivery

Public and dedicated Sametime instances on the IBM SmartCloud infrastructure.



Sametime meetings in SmartCloud® Engage™

The screenshot shows a web browser window titled "Meetings: XXXX-XXXX - Mozilla Firefox: IBM Edition" with the URL "https://stmeetings.na.collabserv.com/stmeetings/room/join/access?id=XXXX-XXXX". The interface includes a sidebar with "Audio Conferencing" (Not Available), "Participants - 5" (listing Samantha Daryn as Room Owner and four guests), "Library" (with a file "CustomerEngagementPro..."), and "Discussion" (with a message "Samantha Daryn started sharing"). The main content area features a red header with a wrench icon and the word "RENOVATIONS", followed by the text "Engagement Phase". A "Stop Sharing" button is visible at the top left of the main area. A "Remote control" callout points to navigation arrows. A callout points to the "Participants" list with the text "Change your status From the participants pane.". A callout points to the "Library" section with the text "Integration with Connections on SmartCloud Engage". A starburst callout on the right says "Available Today!". A callout at the bottom right says "Network monitoring". The bottom of the interface has a "Raise My Hand" button and a "Room Tools" dropdown.

Remote control

Change your status From the participants pane.

Integration with Connections on SmartCloud Engage

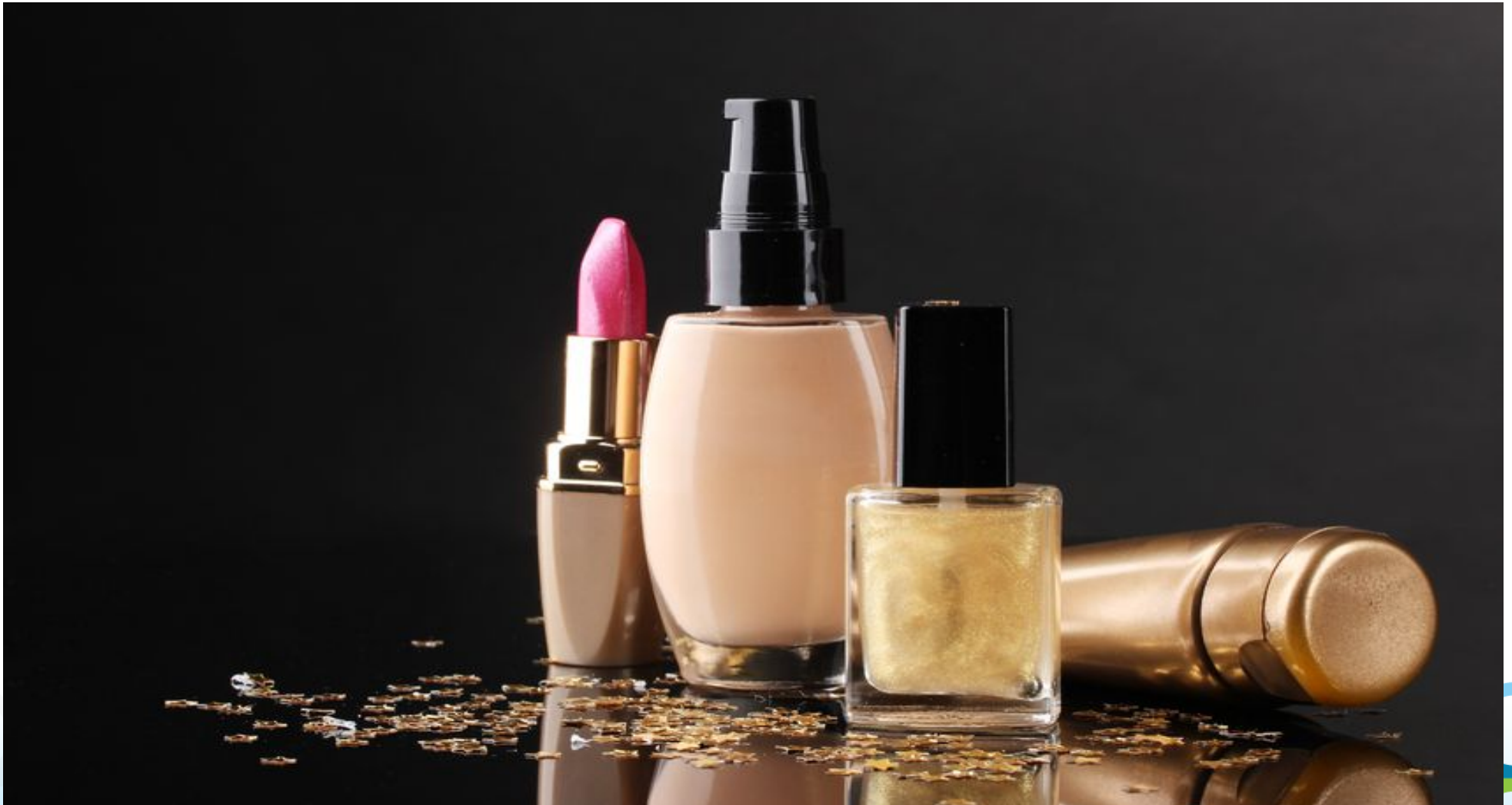
Available Today!

Network monitoring

Educate and work with partners to identify the product, project sponsor, and all members related to developing, testing, packaging the product.

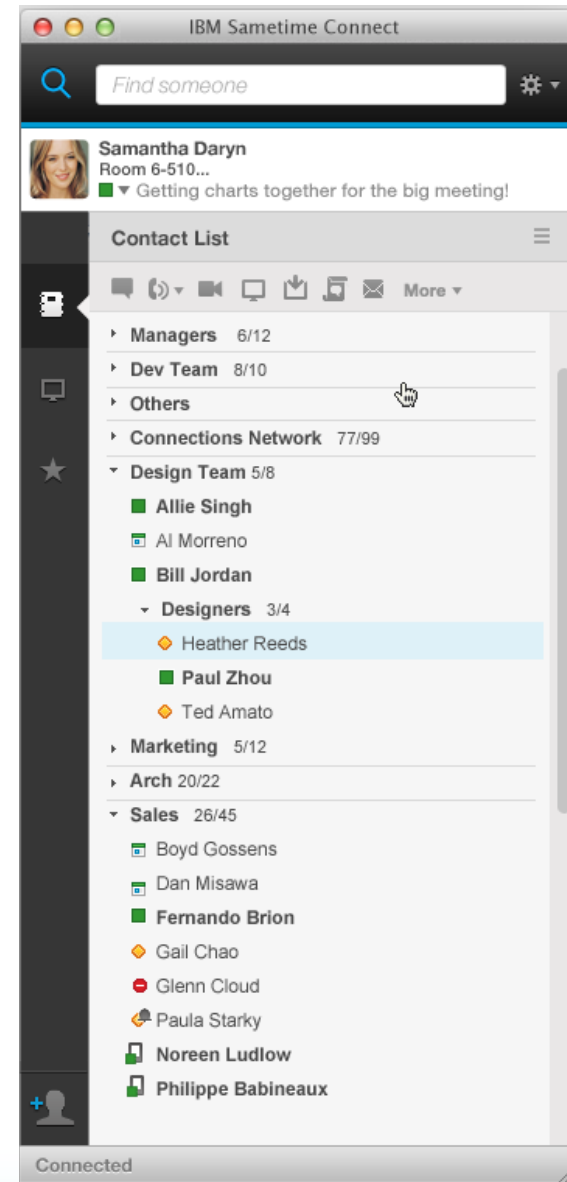
Sametime is getting a major makeover!

A modern user experience; platform, feature and usability enhancements; improved serviceability and deployment and miscellaneous fixes.



A modernised user experience

- Consistent across clients
 - Chat and meetings
 - Mobile, rich and Web
- In line with the greater IBM portfolio
 - OneUI
 - Notes, Connections already on it
- Simplified usage patterns
 - Enrich presence with user metadata
 - Bring available channels to the foreground
 - Leverage mobile interaction flows to optimize tasks
- Better performance
 - A single, more efficient rendering engine
 - Lighter footprint



A modernised user experience

The screenshot shows an IBM Sametime meeting window titled "Meeting Room | Allie Singh's Meeting". The interface includes a top bar with "IBM Sametime", a participant list showing "Samantha Daryn", and a "Record" button. Below the top bar, there is a "Stop Sharing" button and a notification "You are sharing Cloud_Dashboard.pdf".

The left sidebar contains a "Stream" section with the following items:

- A notification: "Allie Singh and 3 others are using Voice & Video switch to Voice & Video now".
- A system message: "Samantha Daryn, Amadou Alain, and Allie Singh joined the meeting."
- A message from Samantha Daryn at 10:10AM: "Hello everyone! Let me get the presentation up, should take just a moment." Below this message is a preview of a desktop environment showing a galaxy image and a taskbar.
- A message from Heather Reeves at 10:18AM: "Before we get started, I wanted to remind everyone about the lunch and learn tomorrow. I hope you can make it--should be really informative!".
- An "Add to conversation..." input field.

The main meeting area displays a presentation slide with the following content:

Cloud Dashboard

Creating Value for End Users and Driving User Adoption

IBM Collaboration Solutions

Improved client functionality (highlights)

- **Rich IM client**

- Chat history management
- UI simplification
- SDK updates

- **Web IM client**

- Single file transfer
 - Integration with Connections Files
- Screen capture
- Improved support for offline messaging
- SDK updates

- **Meetings**

- Rich client parity with SmartCloud Engage Web client
 - Connections Files integration
 - Remote control
 - Status change from participant panel
 - Network monitoring tool
- Hiding room libraries
- Native browser plug-in for application share
- Whiteboard
- Meetings Toolkit



Server updates (highlights)

- **Advanced Server**

- REST API updates
- Miscellaneous fixes

- **Community Server**

- Multi tenancy support
- TLS support
- VS2010 support
- Serviceability improvements
- Installer fixes

- **Gateway**

- XMPP TLS support
- Support for custom properties
- Serviceability improvements

- **Meetings Server**

- Document conversion enhancements
- Server-side recordings

- **Proxy**

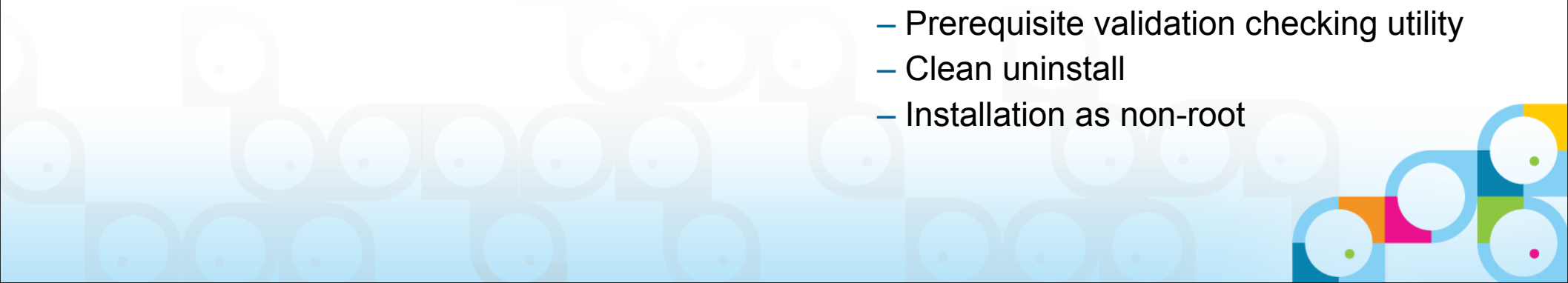
- SDK updates
- Miscellaneous fixes

- **Systems Console**

- Administration, provisioning and policy tools for new media framework
- New guided activities
- Miscellaneous fixes

- **Installers**

- New media framework installer
- Prerequisite validation checking utility
- Clean uninstall
- Installation as non-root



Platform updates

- **Browsers**

- Google® Chrome® (current version)
- Mozilla® Firefox® (current version)
- Microsoft® Internet Explorer® 9, 10
- Apple® Safari® (current version)

- **Client platforms**

- Apple® Mac OS® 10.8 (Mountain Lion)
- SUSE® Linux® Enterprise Desktop™ 11
- Ubuntu® 12.10
- Microsoft® Windows® 7, 8

- **Middleware**

- DB2® 10 ESE™
- Domino® 8.5.4, 9.0
- Java® 1.6, 1.7
- WebSphere® Application Server™ 8.5 64-Bit
- Dojo™ (current version)

- **Server platforms**

- AIX® 7.1
- Red Hat® Enterprise Linux™ 6.3
- SUSE® Linux® Enterprise Server™ 11 SP2, 12
- Microsoft® Windows® 2012 Server



Other updates

- Microsoft Office integration
 - Microsoft® Office® 2013
 - Microsoft® SharePoint® 2013
 - Microsoft® Windows® 8 support
 - Phone number SmartTag for Office applications
 - Installation improvements
 - Auto-status feature improvements
- Removals
 - All references to “Lotus” from clients, servers and documentation
 - Classic Meetings
 - STLinks
 - Oracle® Solaris® support
 - Microsoft® Internet Explorer® 6, 7 support

***Feature Availability Subject to Change
Without Notice***



Thank You

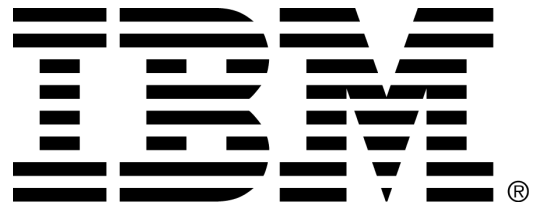


Darren Belford

Social Communication Specialist
IBM Collaboration Solutions

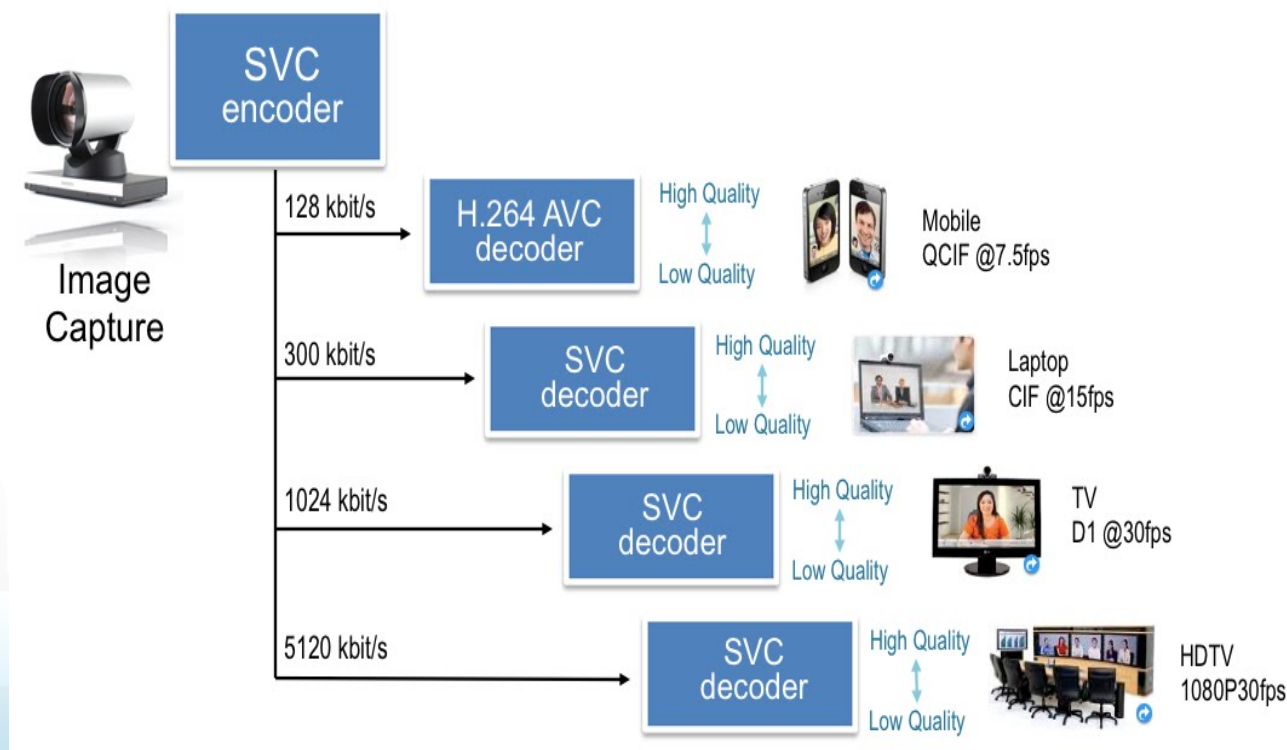
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H.264 - Scalable Video Coding technology

- Efficient encoding of media streams
- Video image organized into layers, clients choose which layers to display
- SVC adjusts resolution/quality gracefully to match bandwidth and individual device capabilities
- Client can request video from multiple participants and format the view locally



Thank You

- QUESTIONS?
 - The IBM Sametime Homepage
 - <http://ibm.com/software/lotus/sametime>
 - The Sametime Wiki
 - <http://lotus.com/idd/stwiki.nsf>
 - The Sametime Blog
 - <http://ibm.com/sametimeblog>
 - IBM developerWorks™
 - <http://ibm.com/developerworks>
 - IBM Greenhouse™
 - <http://greenhouse.lotus.com>

