



Lotus software

Collaborate at the speed of business.

*Unified communications and collaboration made simple
with IBM Lotus Sametime software*



Contents

- 2 *The goal: collaboration at the speed of business***
- 2 *Lotus Sametime: a platform of choice for unified communications and collaboration***
- 4 *Lotus Sametime: making unified communications simple and effective***
- 12 *Accelerate the time to value of your software investment***
- 12 *Summary: Lotus Sametime software helps make UC simple***

The goal: collaboration at the speed of business

Do it faster, better, cheaper. It's a message that businesses hear again and again, and it keeps getting louder. Organizations feel the pressure every day for higher productivity, more innovative ideas and lower operating costs. What's going to make it possible to do more with less? Smarter collaboration with unified communications and collaboration solutions from IBM.

IBM Unified Communications and Collaboration (UC²_™) solutions can help people easily find, reach and collaborate with the right resources across the organization and beyond. These solutions put the right communications tools where people need them the most, which helps drive better, faster decisions and can simultaneously reduce travel and telephony costs.

This executive brief will show how IBM Lotus® Sametime® software can help your enterprise provide unified communications and collaboration services with an intuitive experience that promotes end-user adoption. See how to protect your investments in existing telephony, audio, video or IT infrastructures. Reduce IT operating and support costs. And turn the promise of unified communications into a reality.

Lotus Sametime: a platform of choice for unified communications and collaboration

IBM Lotus Sametime software is an award-winning platform for unified communications and collaboration. It provides a core set of integrated synchronous (real-time) communication services—voice, data and video—that make it simple for people to find, reach and collaborate effectively with colleagues, customers and business partners.

Sametime software serves as the single communications and collaboration interface on users' desktops. From it, users can access all of their unified communications (UC) tools, whether they have been integrated into the Sametime client or stand alone. A simple user experience and the ability to invoke it from virtually wherever you work drives adoption—which in turn helps drive business value and reduce costs. Sametime software is designed for:

- ***Simplicity and choice.*** *It provides an intuitive, easy-to-use and consistent front end to real-time collaboration services. A person can move among text chats, video calls and online meetings seamlessly—driven by what's most effective for the task at hand. The software knits together and masks the complexities of heterogeneous back-end systems, including your telecommunications network, data infrastructure, video platform and core business applications.*
- ***Investment protection.*** *It supports and integrates with multiple client and server operating systems, e-mail platforms, directories, telephony, and audio- and videoconferencing systems. It integrates out of the box with IBM WebSphere® Portal, IBM Lotus Notes®, IBM Lotus Quickr™, IBM Lotus Connections, Microsoft® Office, Microsoft Outlook, Microsoft SharePoint and Microsoft Active Directory software. It also works with multiple standards-based Lightweight Directory Access Protocol (LDAP) directories.*
- ***Extendability.*** *It provides standards-based tools to extend the platform with custom applications and with third-party plug-ins. It also offers standard Web 2.0 tools that make it easy for enterprises to embed communications into their business processes, to reduce time lost to waiting for responses to an e-mail or phone call.*
- ***Cost savings.*** *It helps customers minimize travel expenses, lower audio- and Web-conferencing service expenses, and dramatically reduce telephony expenses. These hard cost savings are large enough that Sametime implementations typically pay for themselves in less than a year. However, the real power of Sametime software is its contribution to productivity gains and the reduction of human latency in business processes.*
- ***Security and scalability.*** *Sametime software provides the proven security features, reliability and scalability businesses require.*

Sametime 8.5 software provides significant enhancements, including:

- **Effective online meetings.** Instant access means no time lost to sharing pass codes.
- **Simplified audio and video.** Take the guesswork out of multimedia collaboration.
- **Zero-download browser clients.** Use the client for chats, meetings and Apple iPhone devices.
- **Web 2.0 tools.** Enable applications with Web presence and communications.
- **Streamlined management.** Deploy, configure and administer software from a single console.
- **Licensing options.** Take advantage of new and easier ways to license the software.

Lotus Sametime: making unified communications simple and effective

Here is an overview of the key capabilities in Lotus Sametime software that help make unified communications and collaboration simple and effective:

- **Rich presence awareness** —online status, availability, automatic location awareness and optional telephony status—makes it easy to quickly find the people you need.
- **Security-rich enterprise instant messaging (IM)** provides an unobtrusive way to engage with colleagues who might otherwise be unavailable. It can also reduce phone and voicemail costs.
- **Integrated VoIP and high-quality desktop video** deliver a more interactive collaborative experience, which can enhance the immediacy of the interaction.
- **On-premises online meetings** with audio- and videoconferencing enable distributed teams to work together without incurring travel costs to meet in person.
- **Community collaboration** helps save hours by making it possible to find and interact with experts in the organization you didn't even know.
- **Mobile device support** gives people access to colleagues and information so they can work from virtually anywhere.
- **A software development kit**, built on the open source, standards-based Eclipse programming model, enables developers to extend built-in functionality and integrate with third-party applications.

Rich presence information makes it simple to find the people you need

Rich presence information is the cornerstone of any unified communications solution. It provides the context and intelligence that makes communications and collaboration effective and efficient. Sametime software can integrate multiple elements to provide you with a comprehensive view to someone's availability:

- **Online presence status** — Prevent unnecessary interruptions by letting others know if you are online, available, in a meeting, away or prefer not to be disturbed.
- **Custom status messages** — Use a free text field to communicate exactly what you are doing now.
- **Alerts** — Be notified when people become available.
- **Telephony status** — Eliminate unnecessary phone calls and voicemails by knowing that someone is on the phone before you call.
- **Automated geographic location awareness** — Signal, by your location, whether now is an appropriate time to reach out to you. When you are in a new location—in a different time zone than where you usually work, for example—Sametime software recognizes the new location and can automatically publish it to other users and applications.
- **Availability status icons** — Determine others' availability at a glance, see if they are using a mobile client, and (optionally or with the proper integration) if a contact is on the telephone.

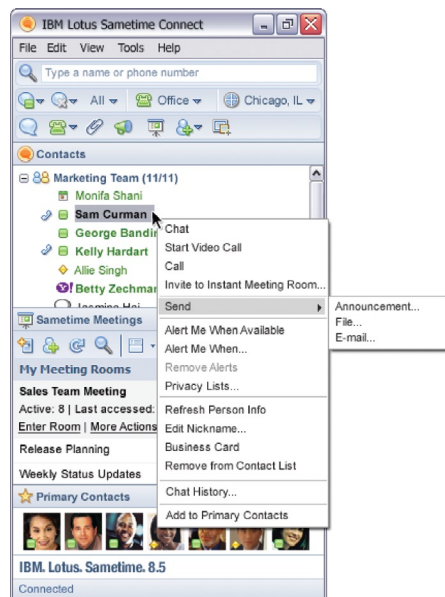


Figure 1. Instant messaging and presence awareness make it easy to chat or call others. Photos can add a face to the names of your contacts.

Enterprise instant messaging—including voice and video options—makes it simple to chat. IM is often the first point of contact when reaching out to colleagues. It is critical to establish rapport with remote team members. Quick text chats can answer simple questions outright or can be escalated to multiway voice or video chats or an online meeting. Tightly integrated tools in Sametime software make it extremely easy to switch communication methods as your conversation evolves:

- **Configurable contact list**—See recent and frequent contact views.
- **Search the corporate directory**—Chat with users not in your contact list.
- **Business card with contact details**—Get a quick and easy way to see who you need.
- **Chat history with time and date stamps**—Pick up where the chat left off.
- **Rich text formatting, emoticons and emoticon palettes**—Convey the intended meaning and emotion in your text chats.
- **File transfer and screen capture**—Send a file or annotate a screen capture to quickly share information and images.
- **Instant share**—Share an application or an entire screen with chat participants.
- **Integrated high-quality audio and video**—Enhance the collaborative experience with subtle signals like body language that would otherwise be missing from a text chat.
- **Browser-based chat client option**—Use a zero-download client to support thin client strategies.

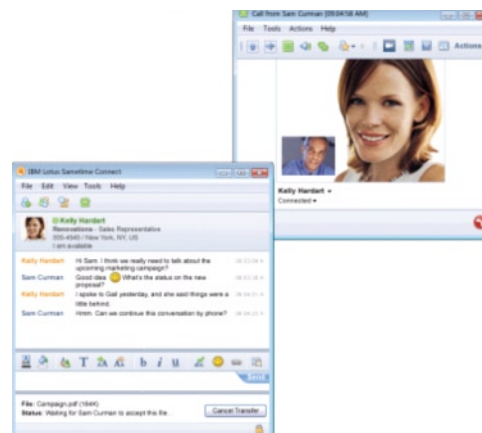


Figure 2. People in a Sametime chat can easily transfer files and/or move to a video chat.

Online meetings make it simple to meet without travel expense

Online meetings allow rich collaboration with team members around the world—inside or outside the enterprise—reduce travel expense and deliver telephony savings. Sametime 8.5 software, through the powerful features listed below, can change the way you think about and use online meetings:

- **Meetings panel**—Fully integrated into the IBM Lotus Sametime Connect client, a new meetings panel provides a consolidated view of your calendar and makes starting or joining a meeting a single-click process. You won't have to lose the first 10 minutes of your meeting to sharing passcodes and meeting URLs.
- **Ad hoc invitations**—Seamlessly move from a text chat to a voice and/or video chat to a meeting. Others can be invited to reservationless, persistent meeting rooms by dragging their names from the contact list.
- **One-click meetings**—Invitations can be accepted with a single click—just like joining a group chat.
- **Integrated high-quality audio and video capabilities**—Enhance the collaborative experience with subtle signals like body language that would otherwise be missing from a basic Web conference.
- **Meeting library**—Upload meeting materials via a simple drag and drop step. Record the meeting to preserve application sharing and discussion (with Sametime Voice over Internet Protocol [VoIP]).
- **Browser-based meeting access**—A zero-download client provides easy access to join and participate in online meetings.

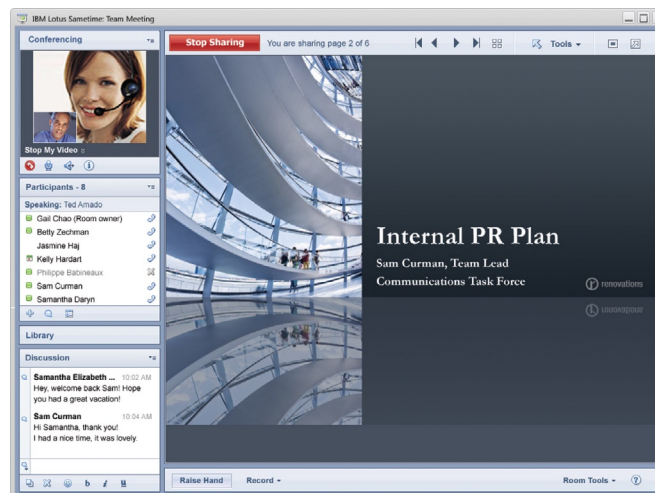


Figure 3. Sametime online meetings are simple to launch, join and use.

Community collaboration options make it simple to tap and leverage community knowledge. Roles change in organizations. Teams are formed that span organizational boundaries. How do you leverage the expertise of your colleagues when you don't know who they are? Sametime community collaboration tools can help you get answers fast.

- **Broadcast community channels** —Connect to people you don't know to find the information you need. A skill tap sends a real-time request for information to a defined set of experts. Instant polls gather answers or opinions. Broadcast chat invites a group of people to join an online conversation. Broadcast announcements keep everyone in the community informed.
- **Persistent group chat** —Keep a continuous chat discussion running on a specific topic. You can step away from a chat—or join a new chat—and find it easy to get caught up and contribute.
- **Gateway to community members outside the organization** —Federate with other Sametime communities, other enterprise IM systems or with public IM services such as AOL Instant Messenger, Yahoo! Messenger and Google Talk, and other systems based on Session Initiation Protocol (SIP) and Extensible Messaging and Presence Protocol (XMPP) to collaborate outside the boundaries of your immediate team.

Mobile support makes it simple for mobile or remote workers to collaborate in real time. “In the office” now extends beyond the physical walls of the enterprise. Sametime software helps people use handheld devices to collaborate in real time—virtually anywhere—and work where they want. The Sametime mobile client extends many of the capabilities available from the desktop Sametime client to many mobile devices—capabilities such as:

- Rich presence awareness, including online status, availability, geographic location and custom status messages.
- Business cards with contact information.
- IM, including one-on-one and group messaging.
- Chat history.
- Intuitive user interface that manages multiple active chat sessions on small screens.

The Sametime mobile client supports Nokia, Research in Motion® (RIM®) BlackBerry®, Sony Ericsson and Microsoft Windows® Mobile devices, and, with Sametime 8.5 software, also provides browser-based access from Apple iPhone and Apple iPod Touch devices.

Telephony, audio and video are simple to use within real-time collaboration—across multiple systems

Sametime software is your platform for next-generation communication services. Voice, video and telephony functions are included in Sametime software and can be integrated with third-party systems. Sametime software includes the following integrated VoIP and video functions:

- ***A single UC interface***—delivers both built-in and related media capabilities in voice and video chats or in Sametime online meetings
- ***Audio/video controls***—provides volume, video window size and resolution controls
- ***Voice chats with multiple participants***—makes it simple to talk without using the telephone
- ***Standards-based audio and video codecs***—supports a high-quality, low-bandwidth multimedia experience
- ***SIP-based interoperability***—makes it easier to incorporate audio and video into third-party conferencing systems
- ***Optional telephony integration***—delivers telephony status and functions through plug-ins to telephony systems or with IBM Lotus Sametime Unified Telephony software

“When my Lotus Sametime location shows I’m working from my home office, route incoming calls to my cell phone.”

The optional Lotus Sametime Unified Telephony software can help enterprises integrate telephony into real-time collaboration. It provides a variety of telephony capabilities including:

- *Phone presence* —makes it easy to know whether to initiate a chat or call.
- *One number service and intelligent call management* —routes calls to your current location and device so people can easily reach you.
- *Softphone* —provides an alternative to expensive phone calls.

Sametime Unified Telephony software integrates with multiple private branch exchange (PBX) back-end systems to support your existing infrastructure and to help lower telephony costs without the expense of IP-PBX migrations. Organizations that have already consolidated on a single telephony vendor can use Sametime Unified Telephony software to reduce port and softphone fees and to utilize less expensive IP hard phones.

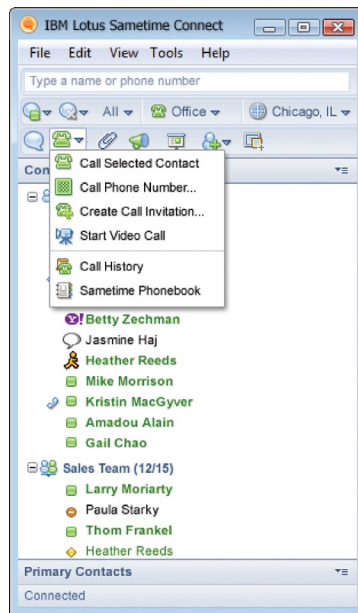


Figure 4. Whether they’re inside or outside the company, people on a contact list can be easily contacted in many ways.

A unified communications and collaboration platform makes it simple to communications-enable current applications

People work smarter when communications and collaboration is embedded in the way they work. Sametime software provides an intuitive, unified user experience that integrates rich real-time collaboration capabilities with communications services. It delivers out-of-the-box integration with many productivity and collaborative applications, including WebSphere Portal, Lotus Notes, Lotus Connections, Microsoft Outlook and Microsoft Office applications, as well as Lotus Quickr and Microsoft SharePoint sites.

Business processes are delayed anytime someone has to wait for a voicemail or e-mail to be returned in order to make a decision. A communications-enabled business process (CEBP) can minimize this delay by putting UC at the point of the delay.

The Sametime platform provides a framework and open-standards-based tools that help developers provide Sametime services in business processes that task workers use every day. These CEBPs can be delivered in a variety of ways:

- *Context-sensitive data can be delivered in the Sametime client.*
 - *Business processes can be executed from the Sametime client.*
 - *Sametime communications services can be embedded in other applications.*
- Sametime 8.5 software provides new tools for Web developers that let them use industry-standard tools for this enablement.*

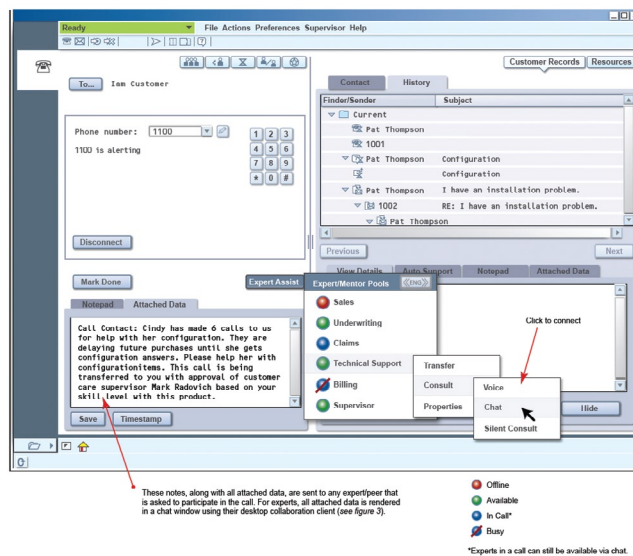


Figure 5. When Sametime software is embedded into a call center desktop application, customer care reps can engage experts to be more responsive to customers.



Accelerate the time to value of your software investment

IBM Software Services for Lotus and select IBM Business Partners can help you better understand your technology options and how to leverage Lotus collaboration solutions to help you lower your IT total cost of ownership and increase your organization's productivity. To find out more about the technical consulting, training and Software Accelerated Value Program services available to help you accelerate your success with IBM technology, visit:

ibm.com/software/lotus/services

Summary: Lotus Sametime software helps make UC simple

Smarter collaboration is only a click away—embedded in the productivity applications and business processes people use every day. Lotus Sametime 8.5 software provides an intuitive real-time collaboration experience that promotes end-user adoption and drives business value. With Lotus Sametime software, people can easily find, reach and collaborate—in the style most effective for the situation—with the right resources to make better decisions, faster. Investments in existing telephony, video or IT infrastructures can be protected. IT operating and support costs can be reduced. The promise of unified communications can be turned into a reality, so that enterprises can truly operate at the speed of business.

For more information

To find out more about IBM Lotus Sametime software, contact your IBM representative or IBM Business Partner, or visit:

ibm.com/lotus/sametime

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