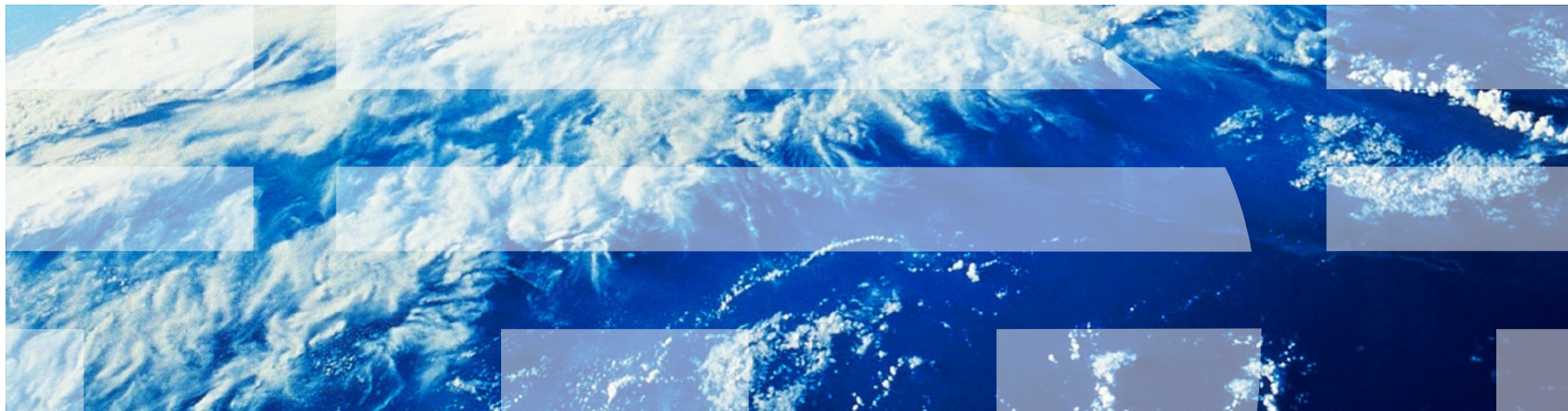


Lotus knows.

Smarter software for a Smarter Planet.

Henning Glegg-Soerensen IBM Global Services on behalf of Christian Bentzen, GEA Process Engineering, Chief Information Officer

Unified Communication & Collaboration in GEA Process Engineering



GEA in short



Global Engineering Alliance

HQ in Ruhr District, Germany

**\$7.5B Turnover - 21,000 Employees,
400+ locations, 75 Countries**

**Specializes in Heat Exchangers, Farm
& Dairy Equipment, Process &**

**Refrigeration Technologies as well as
Advanced Process Engineering for the
Food & Beverage Markets and Energy
Industries**

Business Challenges

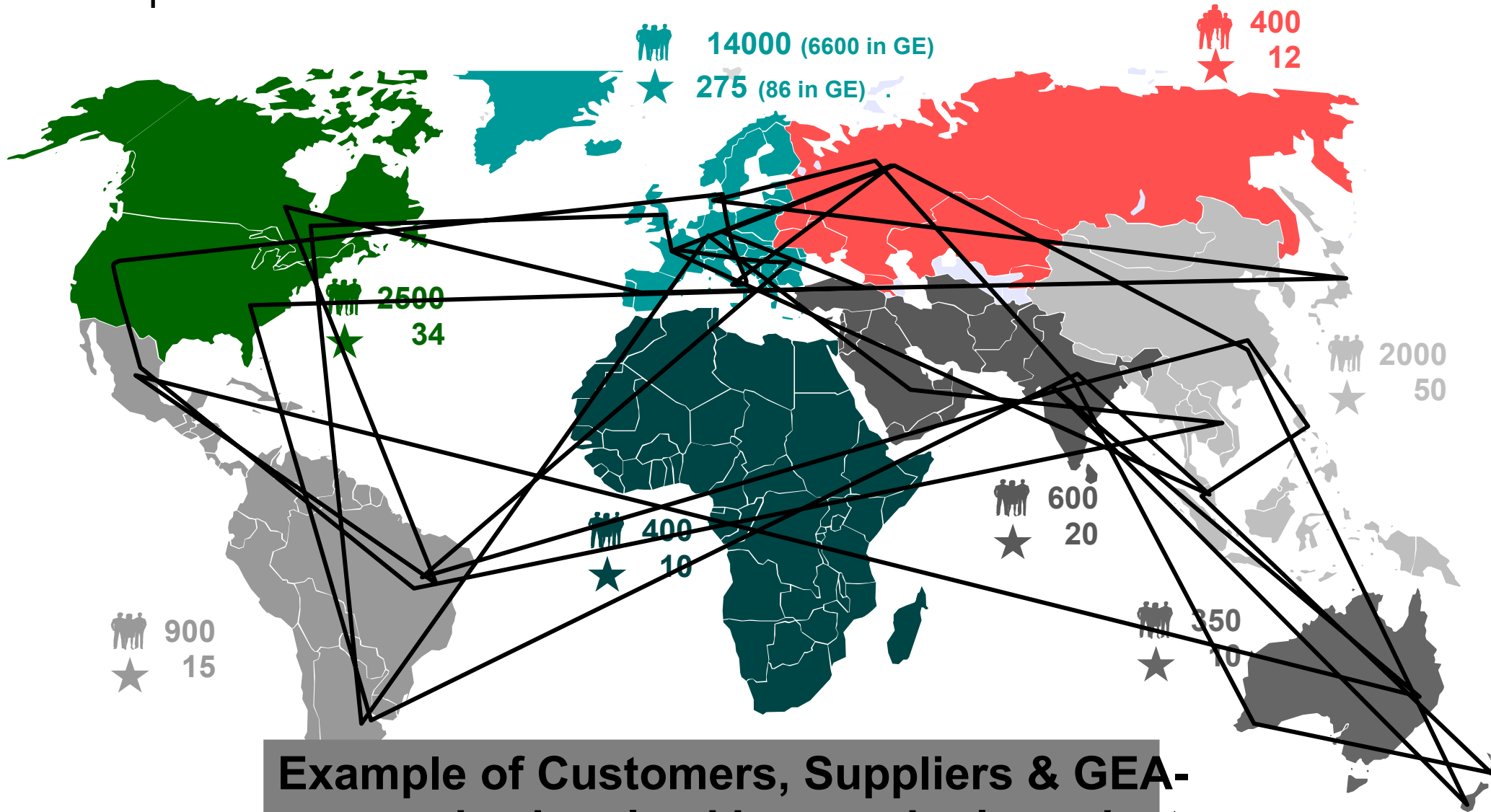
- Globalisation
 - Need for improved Collaboration
 - Tight integration with Customers and Suppliers
- Margin Pressure
 - Productivity to be improved
 - Low Cost Engineering & Sourcing
- Competition
 - Innovation is crucial
 - Time to market
- Potential Acquisitions
 - The time is optimal right now

**Solution:
Unified Collaboration &
Improved Communication**

Collaboration in GEA Process Engineering

- We introduced IT assisted workflow long before it was called Collaboration – all the way back in 1997
- +5,000 Users in 60 Countries
- Hundreds of advanced work flow & collaboration app's
- Notes & Sametime is the first that is installed after an acquisition
- Some Statistics:
 - 75,000 chats per Month
 - 5,000 Online Meetings / Mth – up to 30 at the same time
 - 350 Web Conferences / Mth – 500+ hours / 50+ participants
 - We can't survive without the Presence information's
- ✂ Has already reduced travelling by more than 15%

GEA Operates all over the world



Example of Customers, Suppliers & GEA-companies involved in one single project

GEA Process Engineering - The Facts

- Most Projects are involving several companies
- 90% of Sales is Export, people on the road all the time
- Travel Cost is growing by 25% / Year
- Mobile Communication Cost is exploding by 50% Year
- Mixed OCS / ST environment & Multiple PBX systems
- Total Travel & Comm's almost \$10K / Employee / Year equivalent to 2.5% of Revenue
-
- We have to improve employee productivity and reduce cost of travel and communication without major investments or having to change user behavior too much
- **Sametime Unified Telephony is the solution !!**

A small example (from the past)

- Problem with a plant installation in China
- One Engineer in the Control Room and another Engineer adjusting the instruments in the plant
- They communicate via their Danish Mobiles (roaming)
- They need help from a colleague in the US and establish a Telephone Conference (hours later - out of Denmark)
- Need help from the Supplier in New Zealand (is he awake ?)
- He cannot fix the problem because he need access to the control system and plant documentation and it is decided he need to come to China
- Three days and several thousands of Dollars later the problem is fixed and the Customer can finally take over the plant and we can get our money !!

How it should work

- Problem with a plant installation in China
- One Engineer in the Control Room and another Engineer adjusting the instruments in the plant
- They communicate via Sametime because they are both connected to the network
 - If they could use ST Voice on their Mobiles it would be even better
- They need help from a colleague in the US and checks his availability on ST and start chatting with him, eventually establishing a Voice call over GEA's international WAN
- Need help from the Supplier in New Zealand (is he awake ?)
 - This can obviously be checked via the Presence feature
- Because they can share the screen in the Control Room, he can immediately identify the error, and he is granted control of the PC and fixes the problem.
- The saving is not only the roaming and Telco cost, but also a lot of time and frustration, travel cost from NZ to China and last but not least, we get a happy customer !!!

Other examples

✂ Offshoring to India

- Training of new colleagues without travelling
- Application Sharing and problem solving
- Time saving, reduction of travel and telephone cost



✂ Close International Collaboration

- High value of Presence, Location Awareness & Preferred Device
- Seamless transfer between technologies
- Least Cost Routing over the WAN



✂ Integration with other Applications

- Other segments of GEA use OCS & Sharepoint
- ERP Systems and other workflow applications

✂ **My Personal Vision: Full S.U.T. functionality on the Mobile !**



Status and Next Steps

- Sametime has already given savings on travel and telephony plus process optimization
- The Management has begun to use ST for Board Mtgs
 - Traditional Video Conference Systems being phased out
 - Upgrade to Sametime 8.5 asap
- Proof of Concept completed
 - 100 Users, 3 locations, Least Cost Routing, Integration to Mobiles
- 5,000 S.U.T. Licenses purchased on top of ST
- Roll Out start immediately after Lotusphere !
- Estimated completion in December 2010
- Very fast Pay Back expected
 - The first avoided travel or international mobile call pay the bill !!

IBM Global Services design, build and implement environments so clients can work smarter



Lotus knows.

Smarter software for a Smarter Planet.

Thanks for your Attention

Any Questions?