

Delivering on the Promise



IBM System i™ Integrated Collaboration



Highlights

- Integrate your voice, collaboration and business applications on a single system
- Boost customer satisfaction and loyalty by enhancing business applications with voice capabilities
- Connect co-workers, suppliers, partners and customers around the world as easily as if they were in the same room

i want to communicate when, where and how i want.

i want control.

i want an i.

As businesses expand, worker mobility increases, and travel budgets tighten, comprehensive and integrated collaboration tools become increasingly important. Effective communication is an essential part of modern business, but users frequently are challenged by juggling multiple devices and communication media, and working with fragmented or incomplete contact data. Workers need integrated communications tools combining ease-of-use with the ability to choose the medium appropriate to the task at hand. Imagine having access to all your phone, fax and electronic messages in a single unified in-box. What if you could check in real-time the availability of a co-worker in another city for an instant message, a voice call or a conference over the phone or Web? What if you could set up a team call by simply clicking names on an instant message buddy list? By integrating voice capabilities into your current collaboration applications, such as e-mail and instant messaging, you

can help your employees to be more productive, responsive and accessible. At the same time that companies rely on a communication infrastructure to increase collaboration, they invest heavily in processes developed around ERP, CRM and other mission-critical applications to drive their core business. Unfortunately, most of these applications run in isolation from the collaboration infrastructure that connects the employees, customers and partners that use them. These applications can, almost without exception, be enhanced through integration with communications applications.

For example:

- A supply chain application that automatically calls the recipient when a crucial shipment is about to be delivered;
- A CRM application that displays a customer record when a customer calls;
- A call center management tool that routes calls based on the expertise of the representative;
- An ERP application that allows users to check inventories via voice.



By integrating business applications with voice, you can streamline operations, improve accuracy and responsiveness to customers, and make vital information accessible when employees are away from the office. Enhancing business applications with voice can drive more efficiency as the right person is provided with the right information at the right time.

The past few years have brought an explosion of applications and communication tools promising to improve productivity. However, many businesses have experienced *diminished* productivity because of the time required to manage these disparate tools and bring all the information together. This disaggregation is about to change as the telephone integrates with the computer in a fundamentally different way.

Many companies, such as yours, likely upgraded their telephony private branch exchanges (PBXs) in 1999 in anticipation of Y2K. As these systems reach their end of life, they will not be replaced but, rather, be made obsolete as the PBX

becomes a piece of software running on a server — equally accessible to office workers via their phones, as well as collaboration and business applications via Web Services.

This convergence of voice and data will enable a host of new capabilities that can dramatically improve the productivity of employees and the efficiency of business processes.

IBM System i is the ideal platform for integrated business solutions. Hundreds of thousands of companies around the world trust System i, IBM's leading integrated business system, to run their mission-critical enterprise, e-mail and messaging applications. The integrated design of the System i platform has long allowed organizations to run these solutions side-by-side on a single system. Now, companies can not only run e-mail, messaging, IP Telephony and business applications on a single System i platform — with System i Integrated Collaboration, these applications can *work together* to deliver on the promise of increased productivity.

With the System i platform, IBM collaboration software, and solutions from 3Com® — a leading supplier of secure, converged voice and data networking -- you have flexible options to help you increase productivity, lower costs and streamline operations through collaboration. The following capabilities are available or scheduled to be made generally available throughout 2007!

System i IP Telephony Integration with Lotus® Sametime® 7.5

Companies who use Lotus Sametime and Lotus Domino® already have a comprehensive solution for presence, e-mail, instant messaging and Web conferencing. Now, with an IP Telephony solution on System i, Sametime users can also make calls using their IP desk phone by simply clicking on a contact within their Sametime contact list. This allows users to quickly connect to co-workers and external contacts using existing contact information.

The IP Telephony module will route calls to other internal telephones using the existing local area network (LAN) and wide area network (WAN), or to external



users using the most cost-effective connection to the PSTN (public switched telephone network) based on rules defined by the administrator. Leveraging the corporate LAN and WAN helps organizations save money on internal infrastructure cost and long-distance charges

Features include:

- *Click-to-Dial.* Use Sametime contact lists to make calls from your desktop phone by simply using the Call option within Sametime.
- *Click-to-Conference.* Add colleagues from your Sametime buddy list into an audio conference.
- *View Telephony Presence.* Through the Sametime client see whether colleagues are logged onto the System i IP telephony system and if they are on a call.
- *Directory Integration.* Use Domino as your LDAP directory source and automatically synchronize with your telephony directory.

System i Unified Messaging Solution for Lotus Domino

Receive voicemails, faxes and e-mail all

in a single unified inbox as part of the IP Telephony Suite's Unified Messaging application integrated with Lotus Domino. Voice messages are received as attachments that can be opened and played on a laptop or desktop computer using standard multimedia applications. In addition, users can now forward voice messages using the e-mail system if they need others to listen to, or act on, a voice message. Faxes, too, will appear in the e-mail inbox as a graphic file which can be annotated, forwarded or printed from any printer, without the need for a dedicated fax machine. In the case of limited bandwidth or the use of a portable device, such as a BlackBerry® integrated with the Domino e-mail server, users are still notified via e-mail that new messages are waiting in their voicemail box.

Voice messages can be retrieved and deleted from the unified inbox or from the traditional voicemail system, providing users with flexible anywhere, anytime message management.

3Com Software Development Kit (SDK) for System i Integrated Collaboration

Systems integrators, ISVs and end-users will be able to integrate telephony into their business and collaboration applications by using new application programming interfaces (APIs) made available with this SDK. Using an open Web Services architecture, the SDK allows applications to initiate and clear calls from 3Com phones without requiring detailed knowledge of the phone infrastructure. Applications can also control phone features such as transfer, conference and forwarding. Developers will be able to interact with the IP Telephony system from almost any platform that can initiate Web Services requests using XML and SOAP, including Java 1.5, .NET 2.0 and Perl.

Access to this SDK will be managed through 3Com's Open Network™ (3ComION™), which will provide support to developers using these tools, as well as additional benefits. For more detail on this program, visit www.open.3com.com.



System i IP Telephony Contact Center

Help desks, support centers, internal sales desks and other departments that receive high telephone call volumes can provide better service, increase customer satisfaction, and optimize resources with the EPICCenter Contact Center for System i IP Telephony.

Features include:

- *Intelligent, skills-based call routing.*
An interactive voice response system can collect information pertaining to an incoming call. Based on the information gathered, or using data such as caller-ID, the call can then be routed using business logic to an appropriately-skilled agent, optimizing call center resources and improving client satisfaction.
- *Waiting time enhancements.*
Callers waiting for the next available agent can receive position-in-queue announcements, or other relevant recorded information, that can enhance their waiting time experience.
- *Supervisory functions.*
Comprehensive supervisory functions enable call center activities to be monitored in real time to ensure that

agents are responding effectively and efficiently to callers. This function allows supervisors to join a call when needed to service the client's needs.

- *Powerful reporting features.*
Built-in reporting tools help management measure call center activities against defined business targets.
- *Application Integration.*
Integration with other System i applications can be developed allowing synchronized "screen pops" when an agent answers a call. This provides the agent with application data, such as a previous contact or business history, facilitating fast and effective customer interactions.

System i IP Telephony

System i IP Telephony delivers the proven solutions of 3Com on the IBM System i platform, IBM's leading integrated business system. With System i IP Telephony, you can enjoy the benefits you have come to expect from System i — integration, simplicity, vertical growth, and, above all, security and reliability — applied to IP telephony.

In the past, companies had to build a complex infrastructure with many servers in order to reap the benefits of IP telephony. But, with System i IP Telephony, there is a better way.

With IBM System i IP Telephony, you can:

- Deploy a complete IP telephony suite on one easy-to-manage system, or even part of a system, shared with other applications
- Integrate telephony with your e-mail, messaging and business applications based on an open architecture and standards-based solution
- Lower your traditional telephony costs, while improving productivity and collaboration among employees, partners and customers
- Extend the IBM System i benefits of simplicity, reliability, integration, vertical growth and security to IP telephony

For companies with 100 to 1000 employees, IBM offers System i IP Telephony Express, attractively-priced solutions containing the System i platform and IP telephony software and licenses from 3Com. System i IP Telephony Express solutions are packaged and priced for 100, 250, 500



and 1,000 users and can be ordered with or without a secondary System i for high-availability requirements. System i Business Partners provide 3Com IP telephony handsets and gateways to deliver a total IP telephony solution.

For more information, visit www.ibm.com/systems/i/solutions/iptelephony

System i for Workplace™, Portal and Lotus Collaboration

For companies improving collaboration with IBM Workplace, WebSphere® Portal, and Lotus applications, System i is the ideal platform for deploying these solutions because it comes integrated with the all the components you need on one system — including the operating system, database, security, communications and networking, middleware, application servers and more. These capabilities are designed, built and tested together by IBM, eliminating the seams between most layers of technology and applications. This helps eliminate risks when deploying new collaboration solutions in your organization.

In addition, the System i platform can replace a collection of smaller

servers with a single system capable of supporting a variety of operating systems and applications so you can increase responsiveness, reduce operations costs, and improve productivity by running the best applications for your business.

The following System i offerings combine IBM's leading solutions for team collaboration, mail, messaging (and more) with IBM's leading integrated business system, providing the best of IBM in one solution. For more information, visit www.ibm.com/systems/i/solutions/collaboration/solutions.html

IBM System i 520 Collaboration Edition

IBM's leading integrated business system delivered with a special configuration and price to support flexible deployment of IBM Lotus Domino, IBM Workplace and IBM WebSphere Portal solutions to help meet the needs of small- and medium-sized clients.

IBM System i Domino Edition

The System i Domino Edition is designed for clients requiring more capacity than the i520 Collaboration Edition to run Lotus Domino applications. This edition

combines excellent price/performance targeted for Lotus workloads with the reliability, manageability, and low cost of ownership that have made the System i family so successful as a Domino server platform.

System i Workplace Edition

The System i Domino Edition is designed for clients requiring more capacity than the i520 Collaboration Edition to run Workplace applications. The IBM System i Workplace Edition is a specially-priced System i 550 for customers who plan to run IBM Workplace software. It combines excellent price/performance targeted for IBM Workplace solutions with the reliability, manageability, and low cost of ownership that are hallmarks of System i success.

About System i

Experience the benefits that the IBM System i family can provide your company — helping you to install new capabilities faster, maintain IT more easily and reduce operating costs, freeing up people and resources to focus on business growth and innovation. The new System i5 product line — the latest generation of System i, based on IBM's tenth generation of 64-bit

processor technology — can help create an environment where your business processes are integrated across the value-chain, and your employees are able to quickly respond to any customer or partner demand, market opportunity, or external threat.

With System i, everything you need to run your business applications is integrated into a single system. With the announcement of System i IP Telephony, you can now integrate your IP Telephony applications on this system, too. The database, security, performance tuning, backup, reporting, communications, Internet connectivity and file and printing serving are built in. The System i platform is designed to be easy to operate and maintain. By embracing open standards, the System i platform gives you broader choices and a greater capability to use the system you already have instead of buying a new server for every application. System i supports applications running on IBM i5/OS®, Microsoft® Windows®2, Linux®, IBM AIX 5L™, Java™, IBM WebSphere® and IBM Lotus® Domino® environments — all at the same time and all on one highly-reliable system. Built-in security features on the

System i family can help businesses meet regulatory requirements and safeguard critical data across all of these application environments.

For more information

Contact your IBM representative or IBM Business Partner or visit:
ibm.com/systems/i/iptelephony

www.3com.com

More information about interoperability testing can be found at www.3com.com/voip/interoperability.





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² via iSCSI, IXA or IXS