



HiPath OpenScape V2.0

Multimodal Communication simple and efficient. "Unified Communications" with "HiPath OpenScape" and „Hosted Exchange“

SIEMENS

DLL1

What we need:

stratification of presence & definitions for mkt ed

clear definition of target mkt segments/chars

mkt op definition by region/global & by SI, SP or ISV

vertical biz usage scenarios for SI & SP customers

SP biz model definitions

not in powerpt

prospect qual ckecklist/questionnaire

Successful selling guide - what to look for, navigating the organization, how to gain approvals and get the project started

technical qual checklist

tech implementation guide - navigating the organization, MS and Siemens support resources

David Leach, Siemens; 14.04.2004

Today's Business Environment

Conferencing

Avg. 3.5 Audio Conf/Week
Avg. 1 Web Conf/Week
Avg. \$140/Month per User*

Messaging

44% Use IM for Business
86% Leave Same Message in
Multiple Locations
35% Spend 2+ Hrs/Day in
Email

Collaboration

38% of iWorkers use Team
Collaboration Applications
50% of All Audio Conferences
Involve Document Reviews

Business Disruption

75% Experience Daily Work
Delays due to Lack of Info**
59% Travel 3 Days/Month to
Collaborate

*Source: Frost & Sullivan Jan. 2004 Report

**Source: Siemens Oct. 2003 Survey

HiPath OpenScope

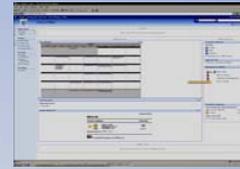
Complete Real-Time Communication Offer



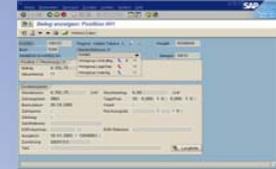
Workgroup Appl.



Mobile Appl.



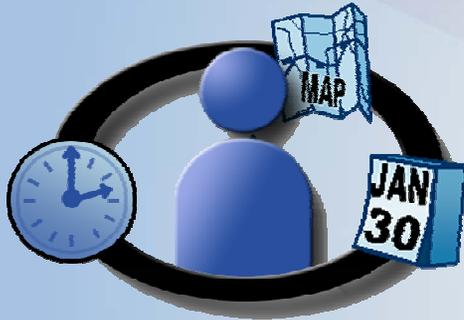
Document Management



ERP

Integration

Real-Time Communication



Presence-Based Communications



Multi-Resource Collaboration



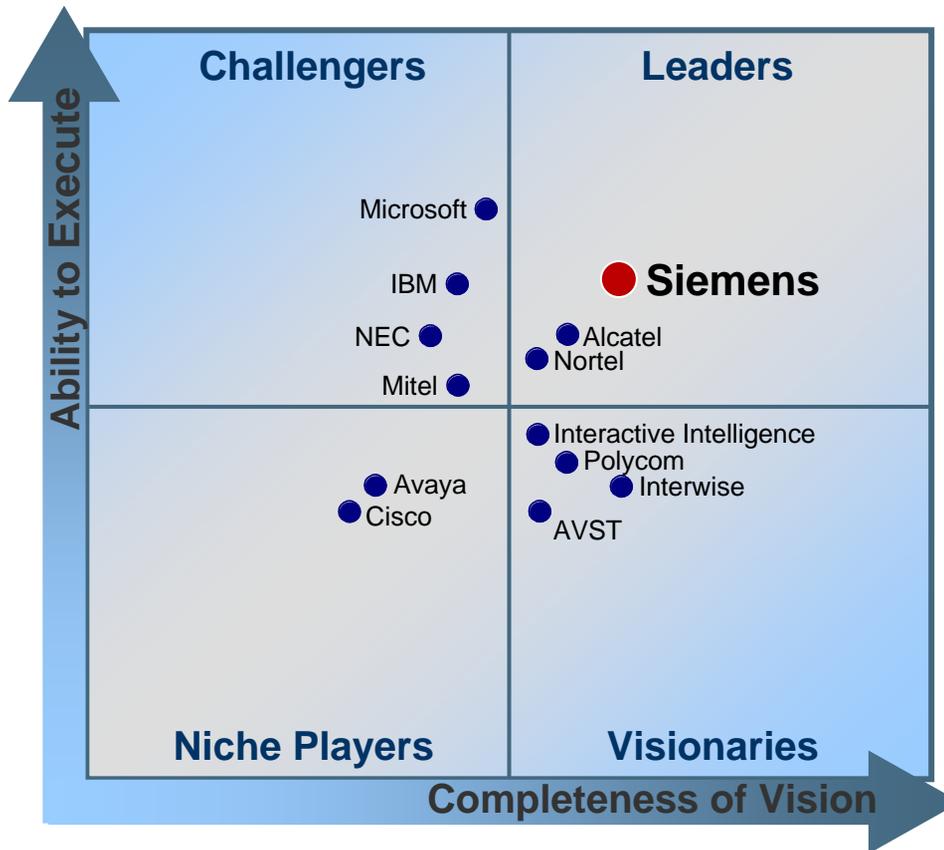
Infrastructure



Devices

Gartner Rates Siemens #1

Magic Quadrant For Unified Communications

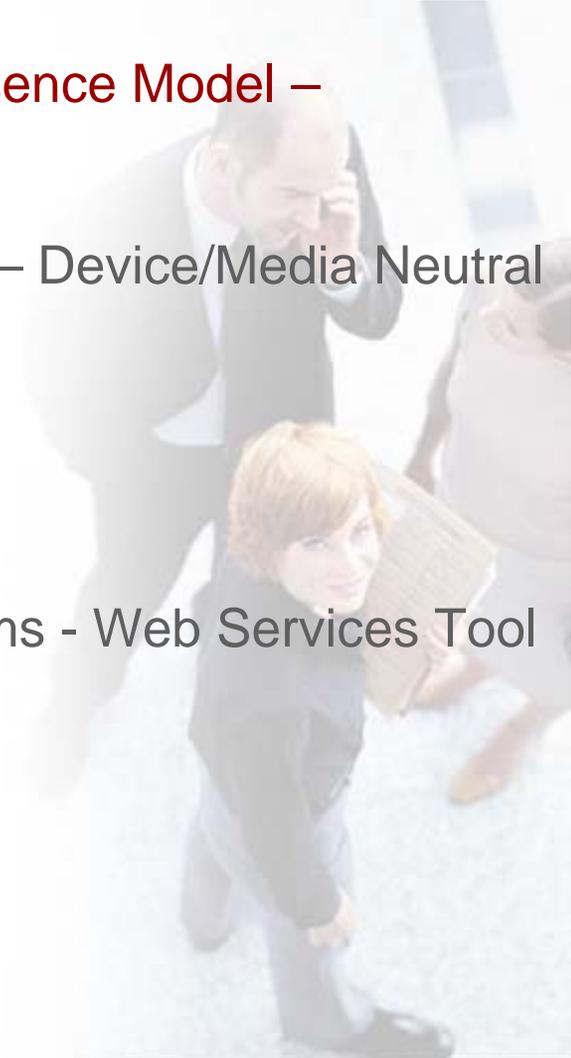


Gartner wrote: *“Siemens’ **HiPath OpenScape** product was an early entry into the nascent UC market. It is the most mature and open of the products in the market, with its second generation now in preparation.”*

Gartner urges buyers to consider these emerging unified communication products because they have the potential *“to significantly alter and improve the ways that individuals, groups and companies interact and perform.”*

HiPath OpenScape Unique Value Proposition

- **User & Workgroup Aggregated Presence Model – Industry's First!**
- “Ad-Hoc” Collaborative Interactions – Device/Media Neutral
- I-Worker Mobility
- Hosted CPE Deployments
- Open interfaces & Common Platforms - Web Services Tool Suites – Ease of Integration



Pervasive Presence Solution

The screenshot displays a 'Personal Portal' interface with several key components:

- User Presence:** A dropdown menu for 'My Status' is open, showing options: 'On Business Trip', 'In Office', 'Working Remote', 'Be Right Back', 'In Meeting', 'On Business Trip' (highlighted), 'Out Of Office', 'On Vacation', and 'No Interruptions'. A red callout box labeled 'User Presence' points to this menu.
- Device Aggregations:** A dropdown menu for 'Preferred phone' is open, showing options: 'Cell Phone', 'Home Phone', 'Work Phone', 'Cell Room', 'Alt Office', 'Cell Phone', 'PBX Phone', and 'Laptop'. A red callout box labeled 'Device Aggregations' points to this menu.
- Group Presence:** A 'My Workgroups' list on the right side of the portal includes: 'Customer Events preview', 'proposal', 'forn', 'Marketing Department' (highlighted with a red box), 'BCB Team', 'OpenScope Funnel', 'OpenScope Sales and Mark', and 'SalesMarketingTeam'. A red callout box labeled 'Group Presence' points to the 'Marketing Department' entry.
- Contact List:** A list of contacts is visible, including 'Baker, Audrey L (OpenScope)', 'Baker, Mark (OpenScope)', 'Balducci, Marge (OpenScope)', 'Bejar, John E (OpenScope)', 'Bergmann, Joe (OpenScope)', 'Bhagavath, Vijay (OpenScope)', 'Bissat, Philippe (OpenScope)', 'Brophy, Tressa (OpenScope)', and 'Brubaker, Chris (OpenScope)'. A red callout box labeled 'Device Aggregations' points to the communication icons (phone, mail) next to the contact 'Brubaker, Chris'.

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Group Presence in use for one click and done collaboration

The screenshot displays a web-based interface for a conference. At the top left, the 'My Calls' panel includes a search bar for a number and a 'Start Conference' button. Below it, the 'Current Calls' section shows a call with 'Miller, Tim A (OpenScope) 581 In Conference'. The main content area features a central video window (currently blank) and a text document titled 'Siemens and Microsoft Support OpenScope Collaboration Solution with Bold Partner Programs'. The right sidebar contains 'Conference Tools' (showing 0 callers), 'People in conference' (empty), 'People not in conference' (listing several participants), and 'Documents' (listing various PDF and ZIP files). The bottom left shows 'My Workgroups' with a list of teams including 'Cebit Team', 'clive', 'Miller, Tim A (OpenScope)', and 'toolkit suite team'. A red callout box labeled 'Means of Communications' points to the central video and text area. Another red callout box labeled 'People' points to the 'People not in conference' list. A third red callout box labeled 'Content' points to the 'Documents' list.

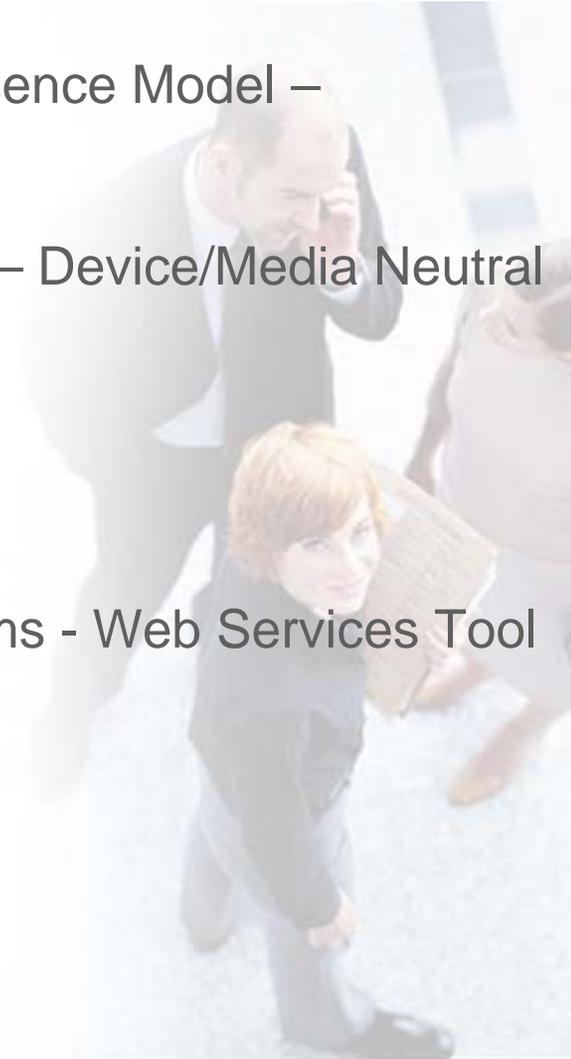
Means of Communications

People

Content

HiPath OpenScape Unique Value Proposition

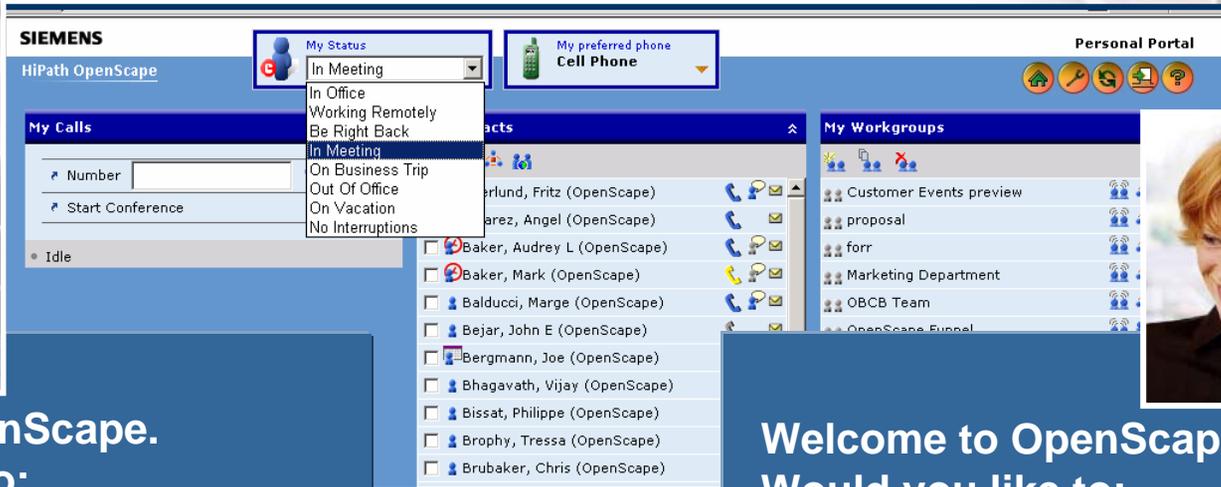
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Versatile TUI/Speech Interface

Advanced Features for Subscribers and Guests

OpenScope User



Welcome to OpenScope.

Would you like to:

- Listen to voice messages?
- Change your Presence status?
- Place a telephone call?
- Send a voice message?
- Start a collaboration session?
- Access your email or calendar?
- Review your task list?

Guest



Welcome to OpenScope.

Would you like to:

- Leave a message?
- Access team documents?
- Join a scheduled conference?
- Schedule a meeting with your contact?

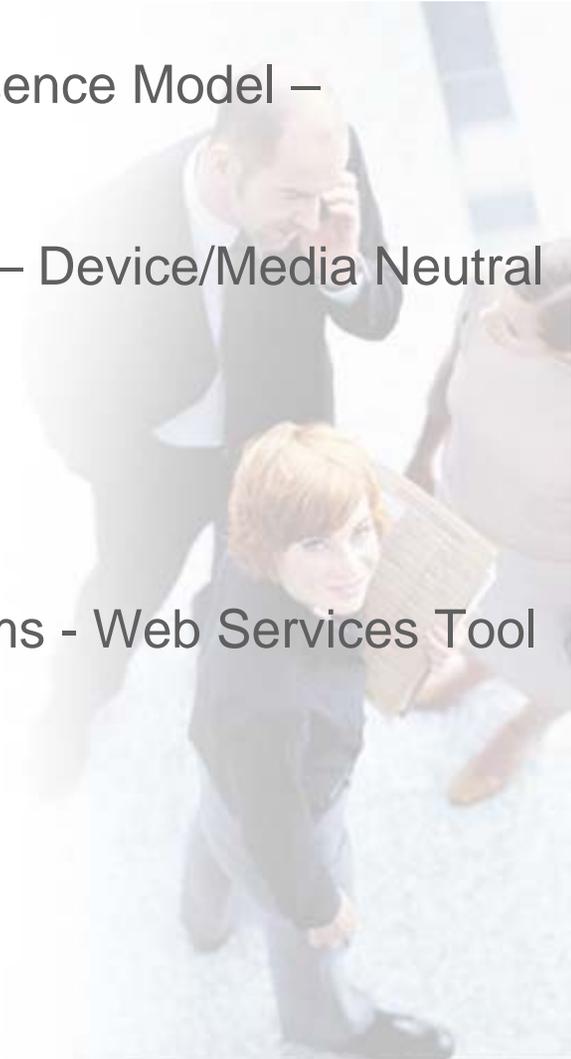
OpenScape Mobile Client and Personal Information Management

- OpenScape Mobile Client enables the mobile access to OpenScape system from PDA and Smart Phones, via GPRS, UMTS or Wireless LAN.
- It leverages the productivity of the mobile worker with real-time presence information, one „click-to-dial“ and workgroup functionality.
- OpenScape Mobile Client is an innovative offering for Mobile Network Providers, for example, combined with mobile email services.

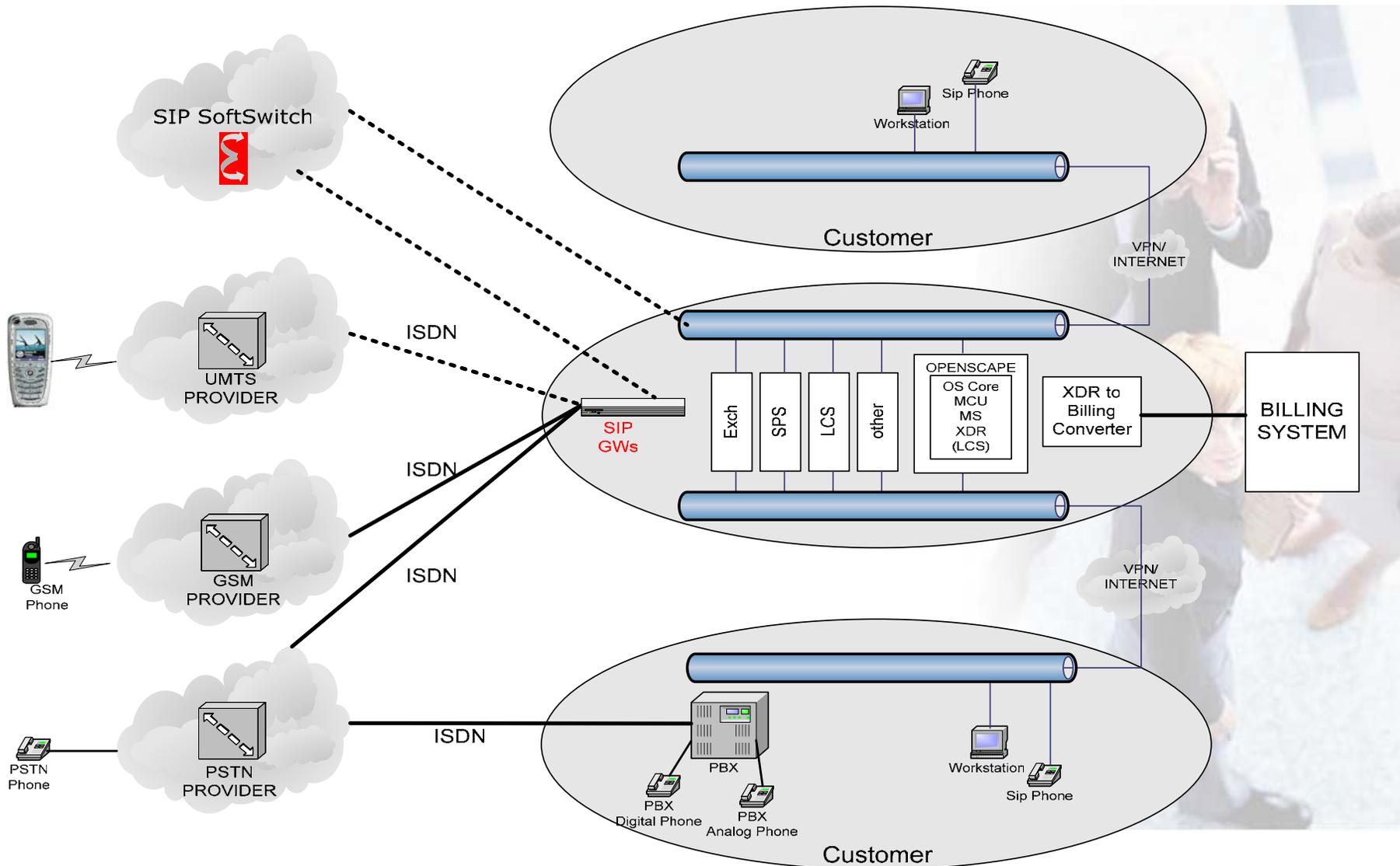


HiPath OpenScape Unique Value Proposition

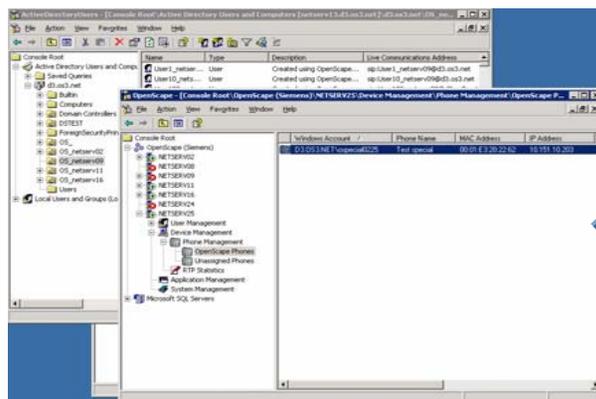
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OpenScape with IP Softswitch (IP Centrex)



Hosted CPE Deployment Concept



Single mgmt via graphical UI

- User provisioning
- Tenant and security to distribute mgmt power to company
- Integration with other application elements



Scale with Linear Hardware

- Add an additional blade to add more users
- Can assign a single or multi blade to a SME
- Provides HW boundaries for security



Each Blade

- Has a common image
- Can leverage over data VPNs premise based elements
- Can integrate with other key SP offerings
- Can be replaced immediately with any failure
- Uses a preconfigured and common RAID drive
- Can be marketed simultaneously w/ pay as you go, one time s/w payment or leased hw
- This Hosted CPE model has all the benefits (security, self provisioning, ...) and none of the problems associated w/ remote on site support
- Configuration can be "hyper verticalized" to reduce threat to key market segments

Sample BuildOut Detail



120 GW Ports

OSc Vertical 2

OSc Vertical 1

System LCS
Exchange
(front and back)



180 GW Ports

OSc Premium n



OSc Premium 2

OSc Premium 1

SharePoint

System AD/DNS

System SQL

Equipment

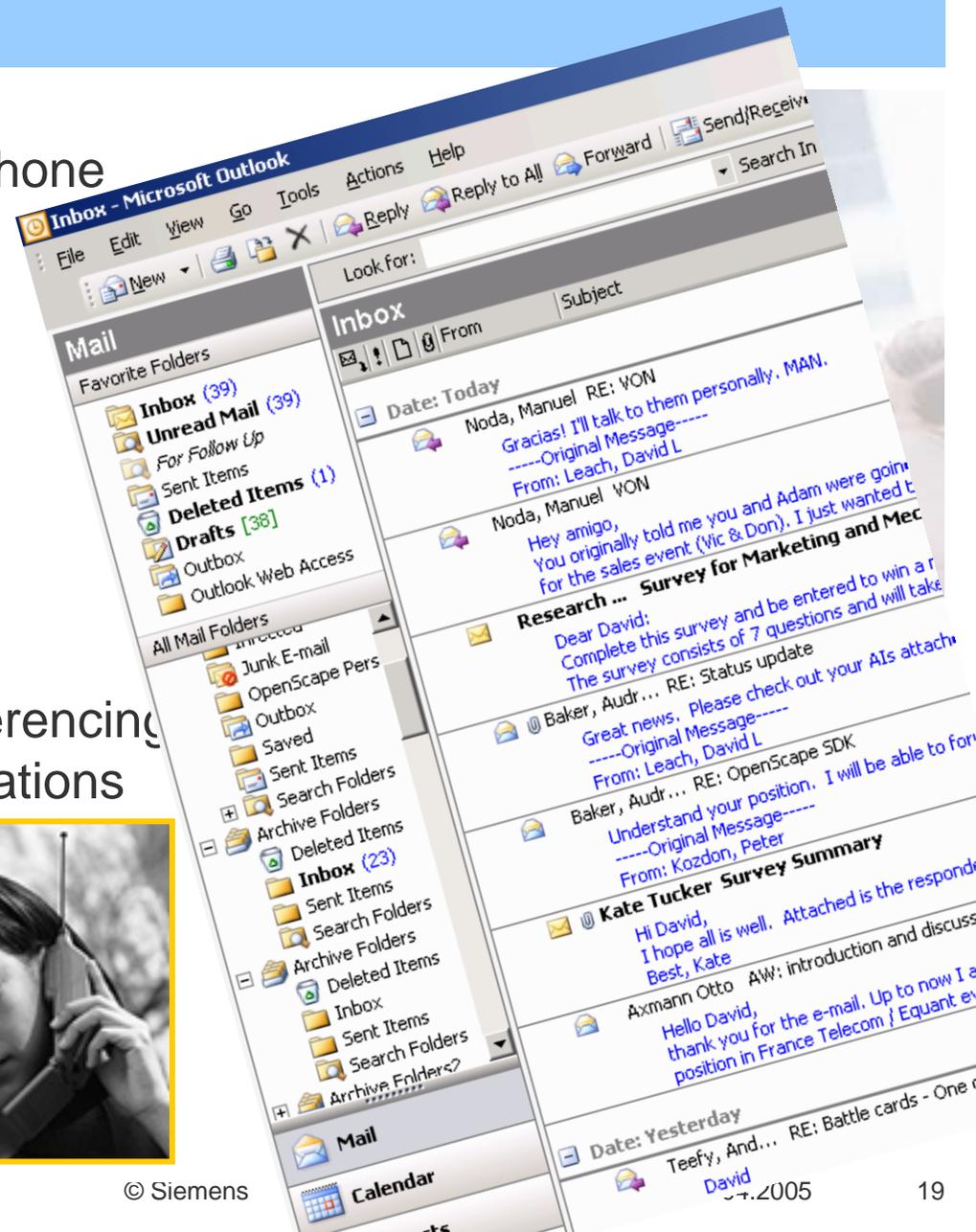
- 6 OSc servers
- 6 Infra serves
- 3 premium single servers (to Start)
- 5 60 port GWs

SW

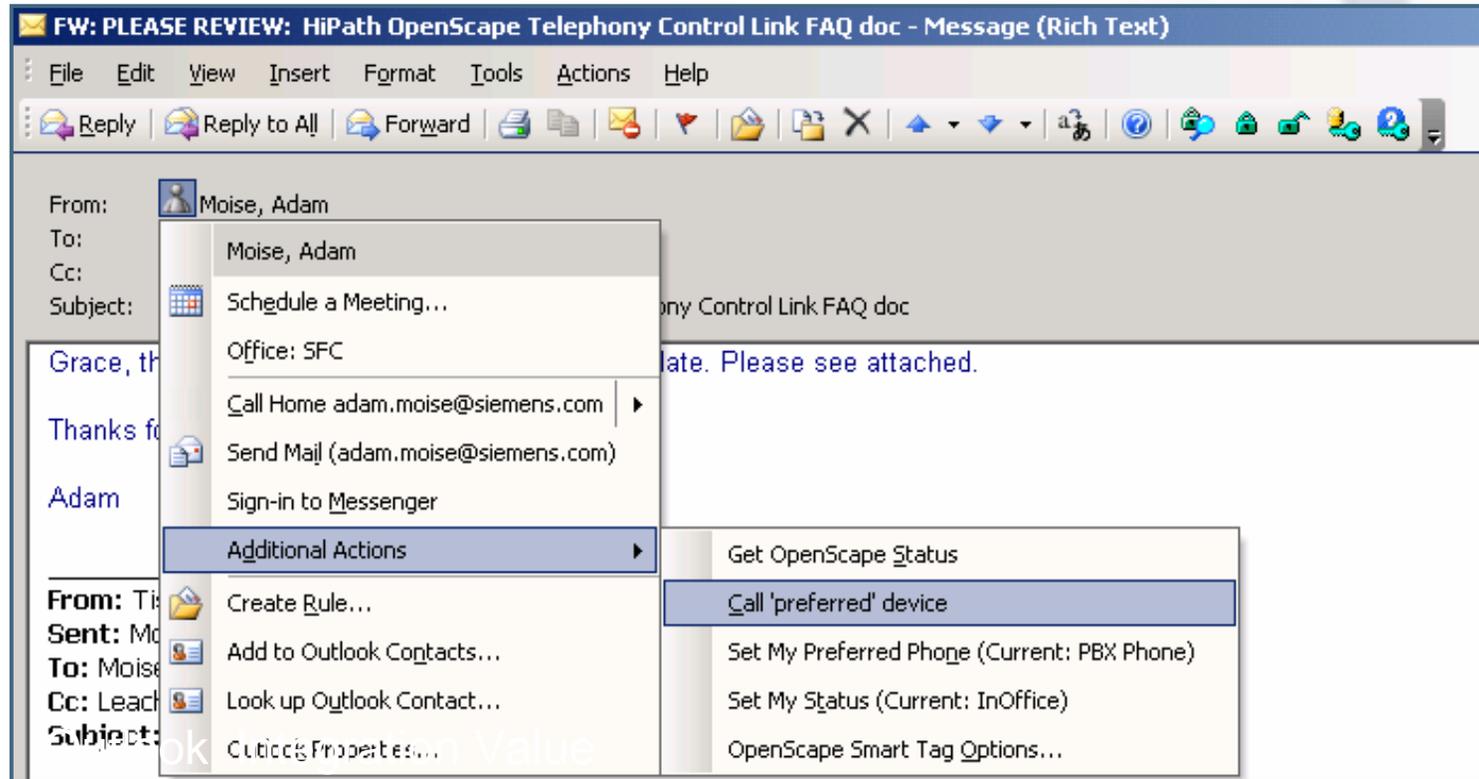
- 3500 OSc(v2)
- 3500 Exchange
- 3500 LCS
- SQL server
- SharePoint
- 4 LCS

Value Add for Outlook and Microsoft Office System Users

- Access to Outlook Folders Via Phone with Text-to-Speech Conversion
- Directory Dialing
- Calendar/Task Management
- Respond to Email Via Phone
- Aggregated Presence and Conferencing With Other Office System Applications
- Smart Tags Presence Awareness Through Office Applications



Business Process Optimization : Outlook Integration



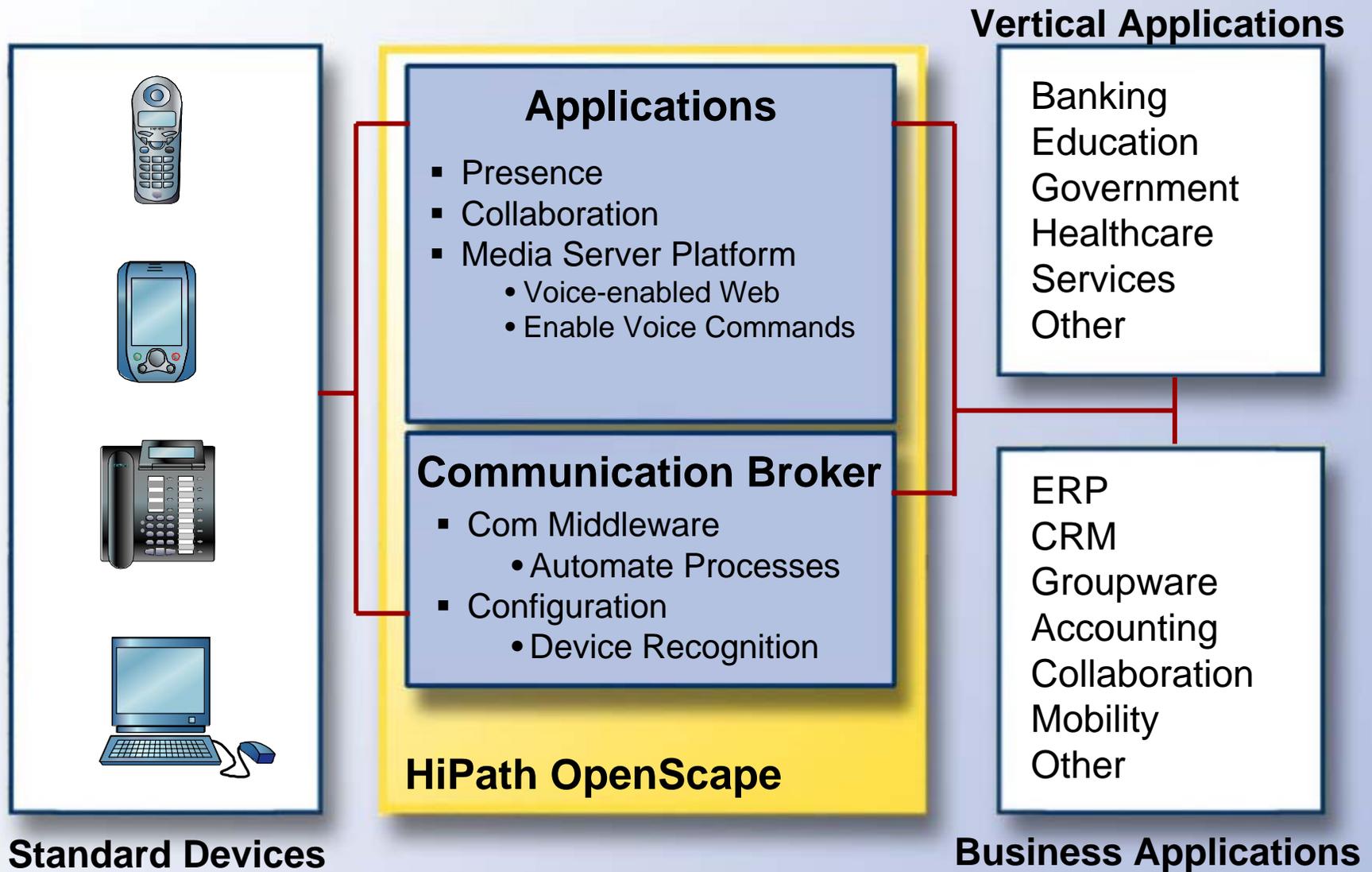
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Value of an Open Architecture

Versatile Platform to Communications-enable Partner Products



Open Development Environment

Enabling Business Application Integration

- Developer Toolkits and Open APIs for
 - Presence-aware Communications
 - Real-Time Collaboration
 - Speech-enabled Interfaces
 - Routing of Voice and Text Traffic
 - HiPath OpenScape Middleware Components
- Build Custom Applications
- Communications-enable Existing Applications
- Integrate Applications Using Web Services



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Developer Tools

SDK Infrastructure and Security - provide common infrastructure and security features across OpenScape developer tools

Context Agent SDK - Provides applications with access to presence and availability information for users, registered devices and associated devices. It also provides an availability model based upon the aggregated media capabilities of a user.

user notification service SDK - enables partners to develop an application that will notify users of receipt of msgs from priority contacts via any text msging device - pager, SMS, IM, email

CSTA SDK - The CSTA III interface provides an abstraction layer for monitoring and controlling OpenScape devices in a more application friendly manner.

VXML/SALT platform - Support an Open SALT/Voice XML browser interface. This interface can be used by partners to develop voice based applications. It is also used by the internal OpenScape Voice applications

David Leach, Siemens; 17.03.2004

OpenScape Integration

MS SharePoint Portal

Michael Krueger's Home - Microsoft Internet Explorer

Adresse <http://172.16.0.206/MySite/default.aspx>

Home Documents and Lists Site Settings Help Up To Siemens AG - OpenScape

Michael Krueger This personal site

My Site

Select View

Private
Public

Actions

- Edit Profile
- Create List
- Create Page
- Manage Alerts

My Lists

- Private Documents
- Shared Documents
- My Pictures

My Pages

No pages.

My Calendar

To change the address of the Outlook Web Access server, open the tool pane and then type the URL in the Mail server address text box.

My Links Summary

- Add new link

Links for You

There are no listings to display.

My Alerts Summary

There are no alerts to display.

OSSDKWebPart

SIEMENS Welcome Michael Krueger

HiPath OpenScape

My Preferred Phone:

OSSDKCLIENT1

My Calls:

Number

Idle

My Contacts:

- Steven Garcia
- Bruce Walker
- John Ford
- Moto Tachiri
- Linda Wells

Common Elements of OpenScape ROI

ROI Element

Audio Conferencing Cost
Web Conferencing Cost
Video Conferencing Cost
Reduced Travel Expenses
Mobile Communications
Real-Time Biz Processes
Presence-Aware Sales
Real-Time Customer Svc
Easy Application Integration

Business Value

Savings from 50-80%
Savings and Simplicity
Savings from 70% and Up
More Time to be Productive
Better Use of Resources
Faster Time to Market
More Responsive to Customers
Greater Customer Loyalty
Rapid, Higher Quality Workflow

Focus on Business Process-Oriented Deployments

Communication-Cockpit

IT and Web Services

