



IBM Software Group

Integrating Lotus Sametime 8.0 with Audio, Video and Telephony

Including IBM Business Partner Offerings

An IBM Proof of Technology

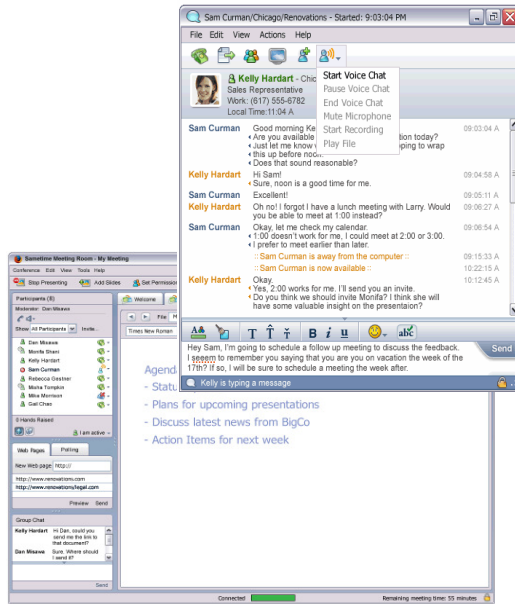


Sametime 8.0 Integrating Audio, Video and Telephony Agenda

- Sametime 8.0 UC² Overview
Beyond contact lists and instant messages ...
- Integrating Sametime 8.0 Features
 - ▶ Audio (Click-to-talk)
 - ▶ Video (Point-to-point Video)
 - ▶ Telephony (Click-to-call)
 - ▶ Vendor Extensions
 - ▶ Sametime Unified Telephony

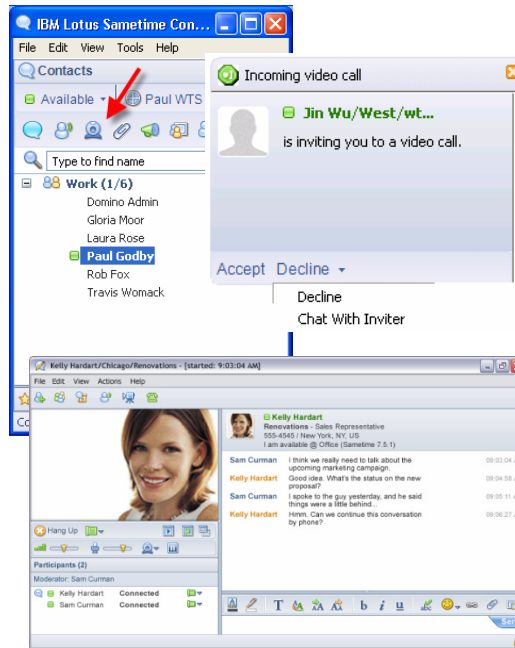
Audio, Video and Telephony Integration

Click-to-talk (Voice chat)



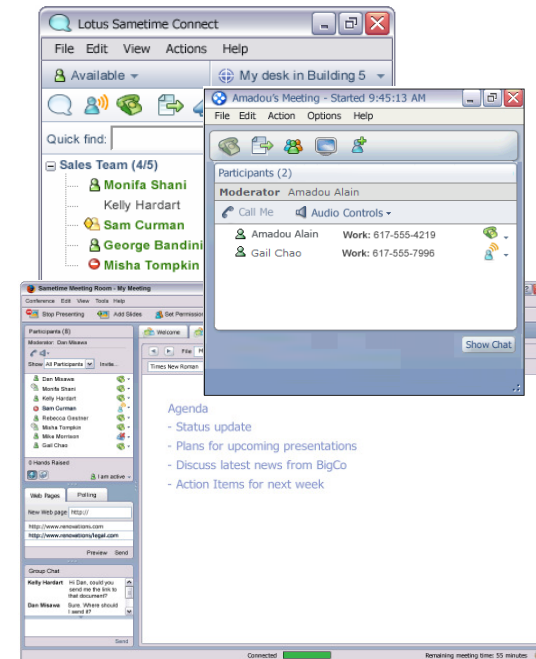
PC-to-PC VoIP voice chat with other Lotus Sametime users

Point-to-point Video (Video chat)



See who you are chatting with...

Click-to-call (Telephony Integration)



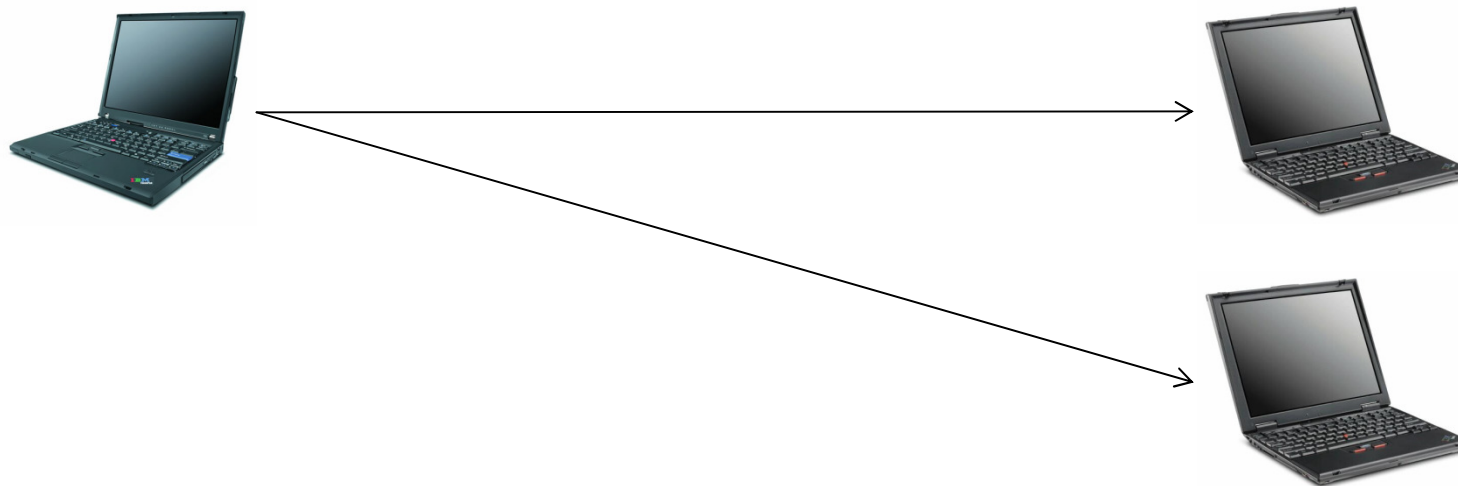
Click-to-call any phone (office, mobile, home) initiated through Lotus Sametime using enterprise audio providers; initiate video from Lotus Sametime.

- **Audio Partners:** Avaya, Premiere Global Services, Cisco, Nortel, Siemens
- **Multi-point Video Partners:** Avistar, Polycom, RADVISION, Tandberg

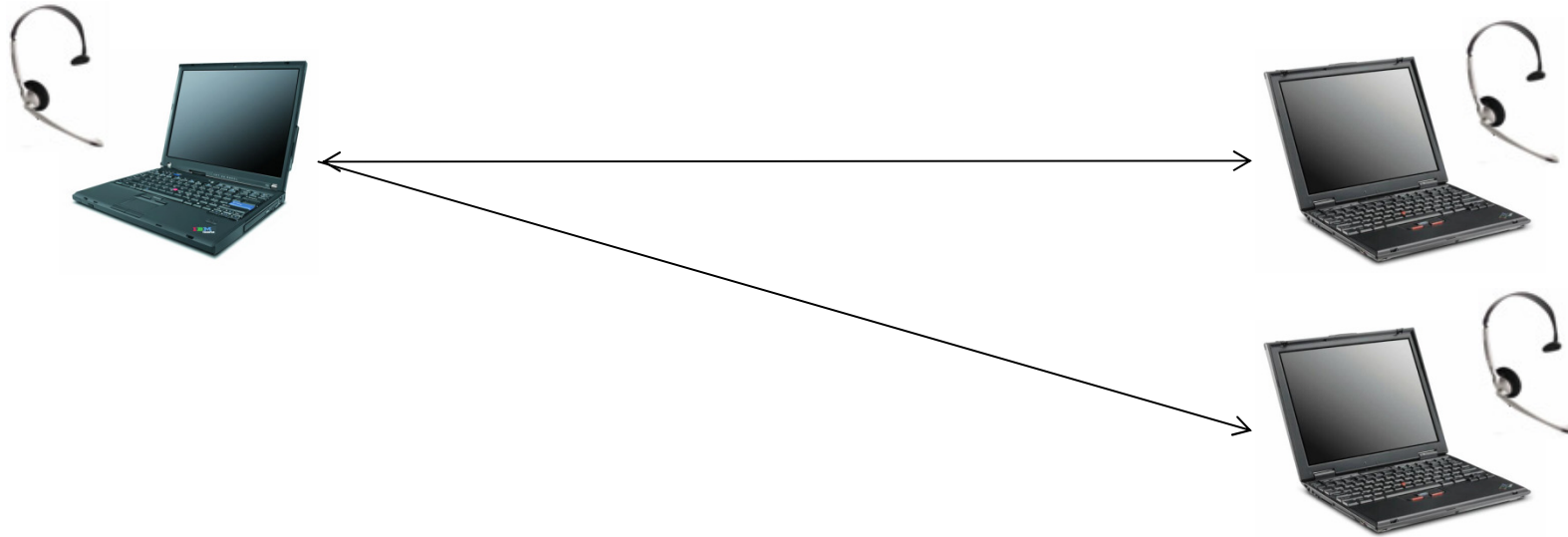
Audio, Video and Telephony Integration Explained

- **Click-to-talk**
Telephone-like audio between ST clients
No connection to external telephone networks
- **Point-to-point Video**
One to one video between ST clients
- **Click-to-call**
Feature-rich telephony integration in ST client
Allows connection of soft phone in ST client with external
Telephone status, call transfer, call forward, conference call bridges,
etc.
- **Sametime Unified Telephony**
Click-to-call support for a multi-vendor telephony environment

Instant Messaging



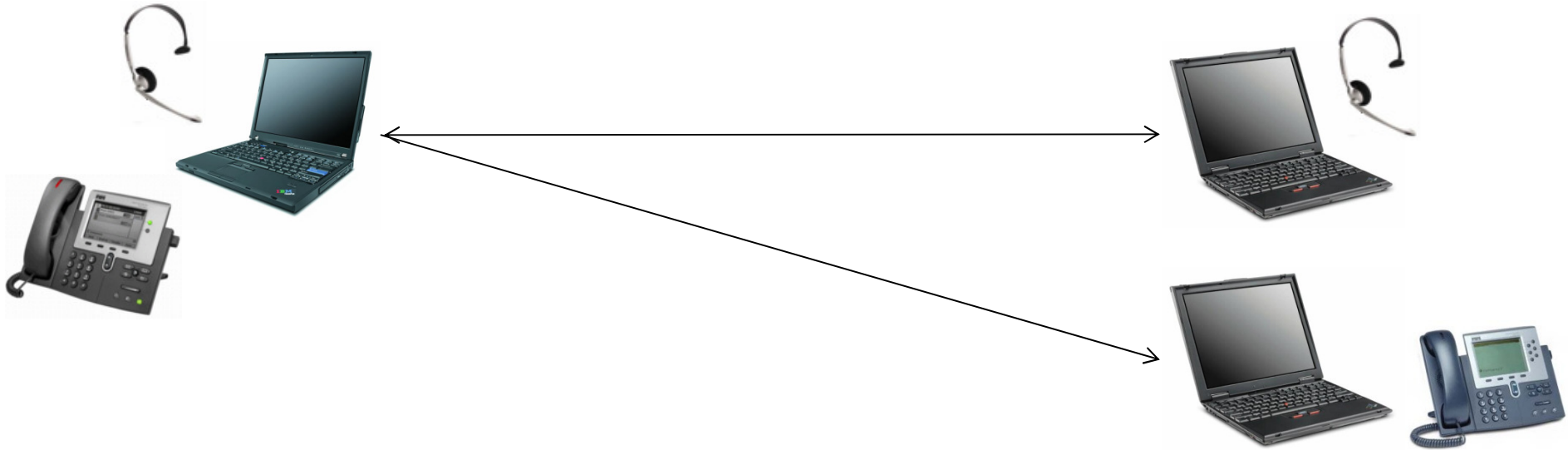
Click-to-talk



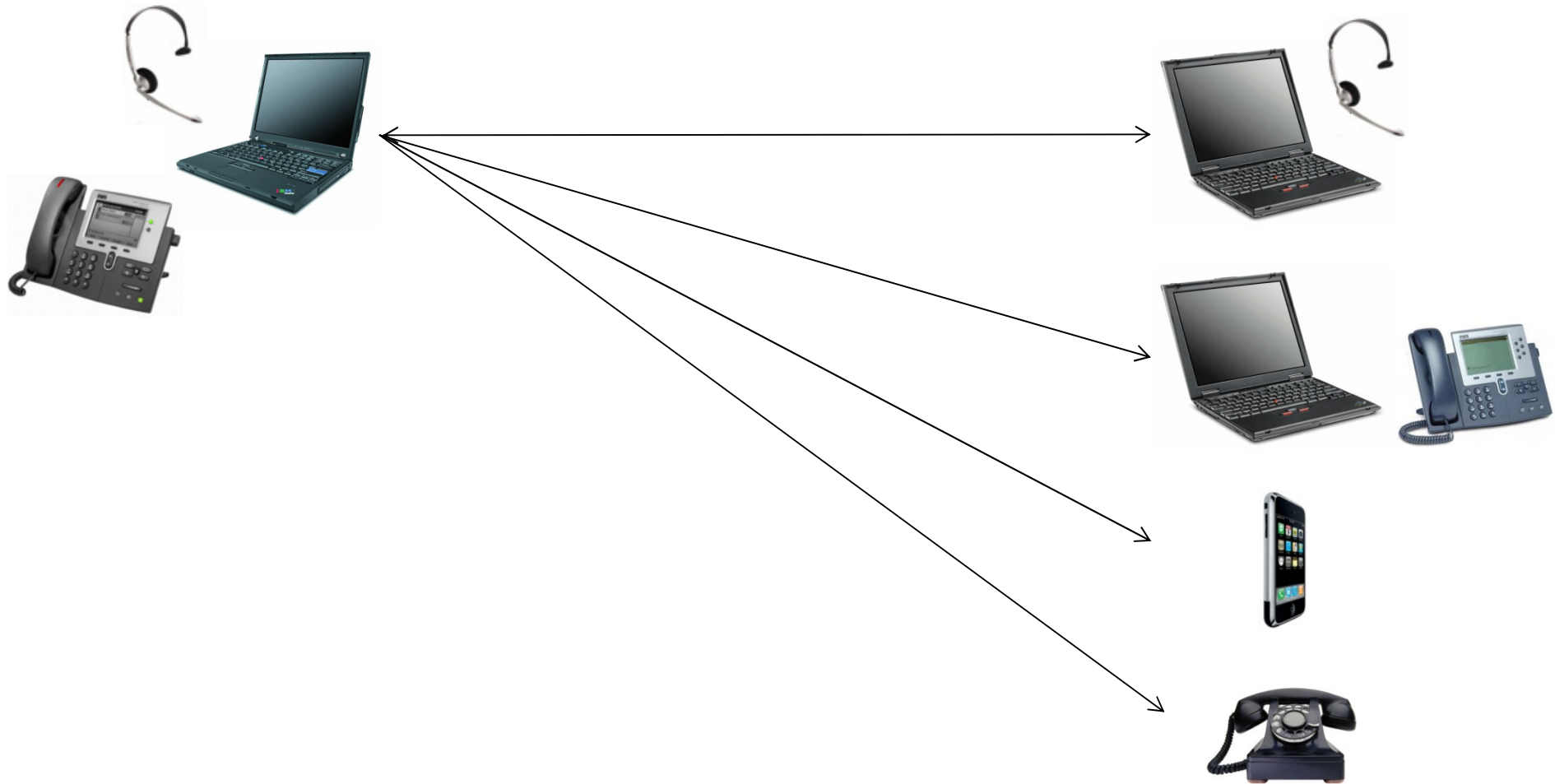
Point-to-point Video



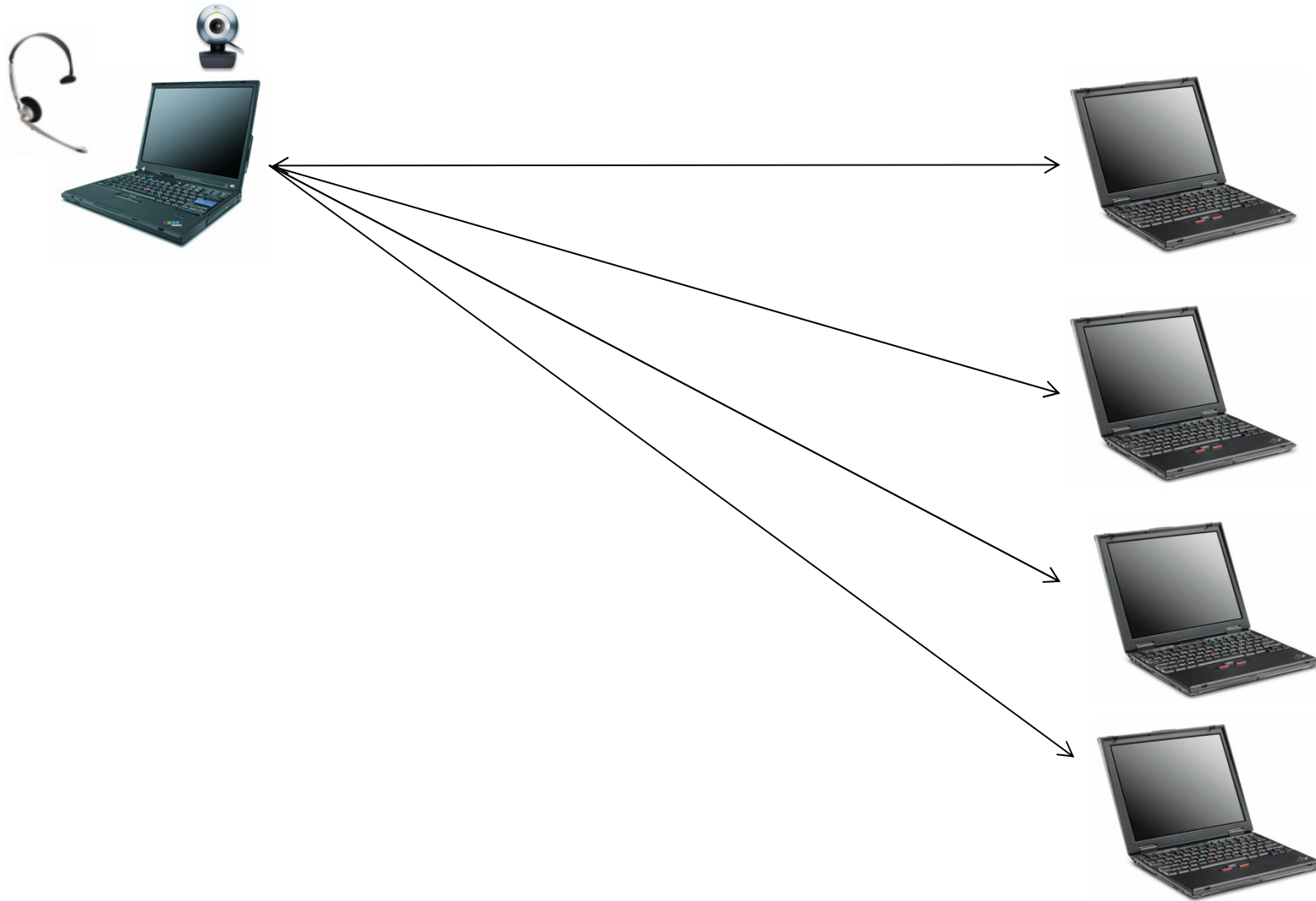
Click-to-call



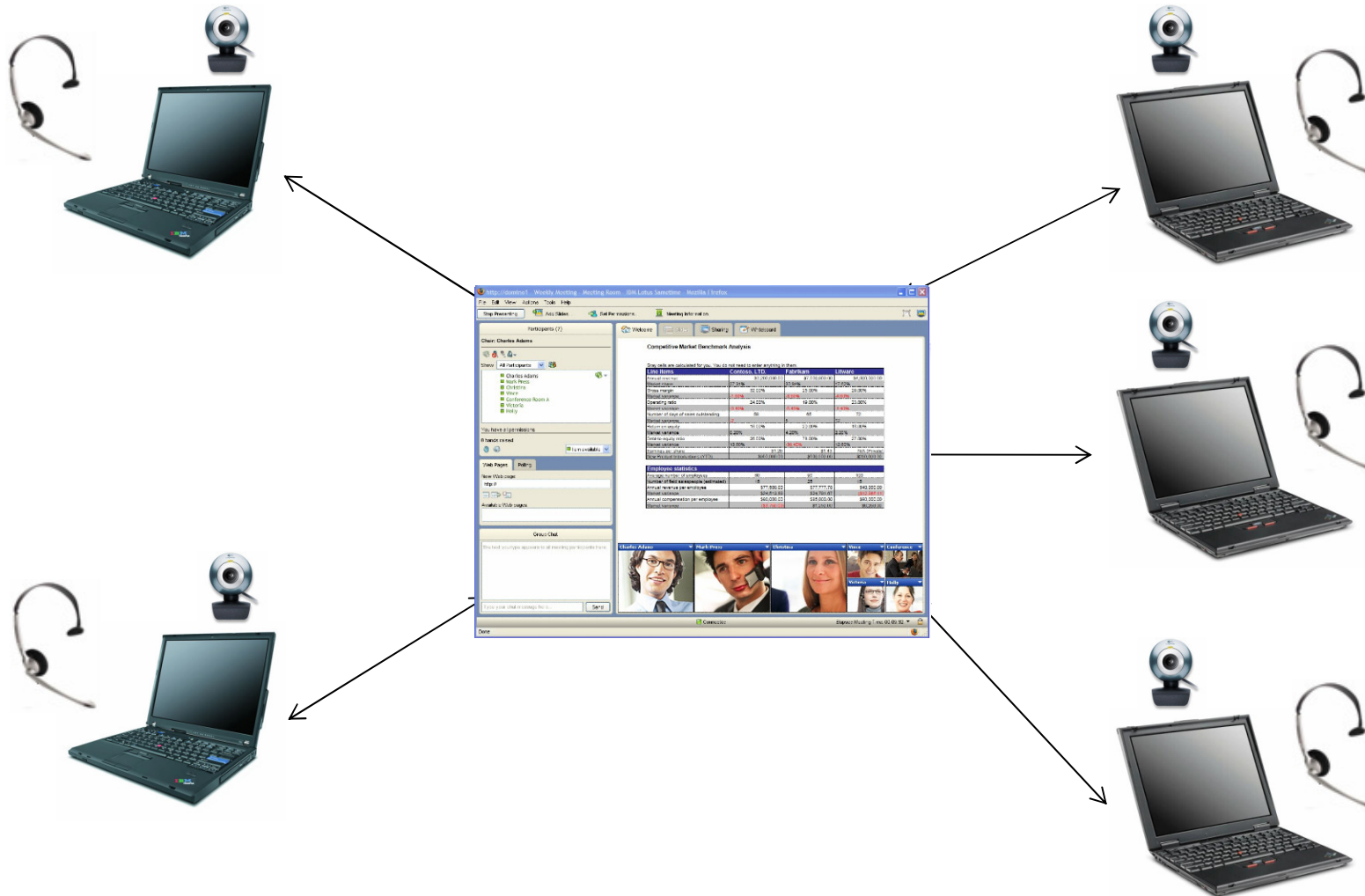
Sametime Unified Telephony



Vendor Extensions



Vendor Extensions



Sametime 8.0 Integrating Audio, Video and Telephony Agenda

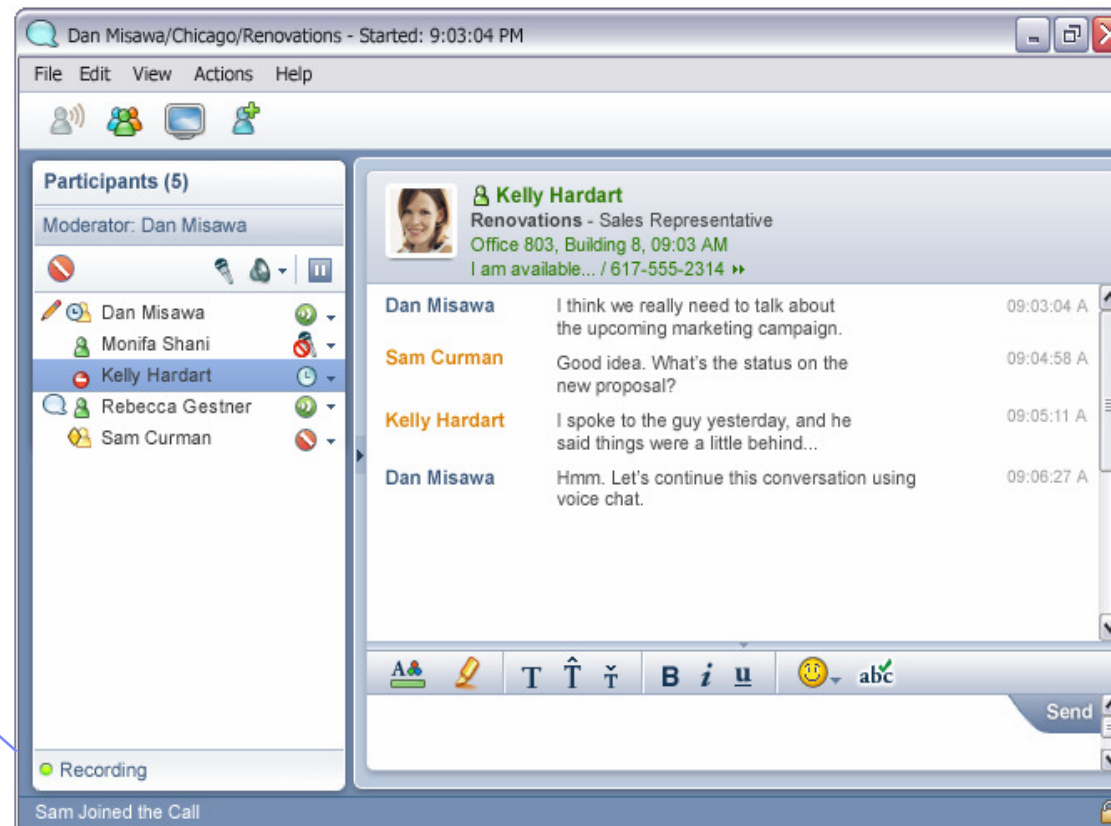
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Click to Talk: Voice Chat

Voice chat is limited to five users at a time per chat

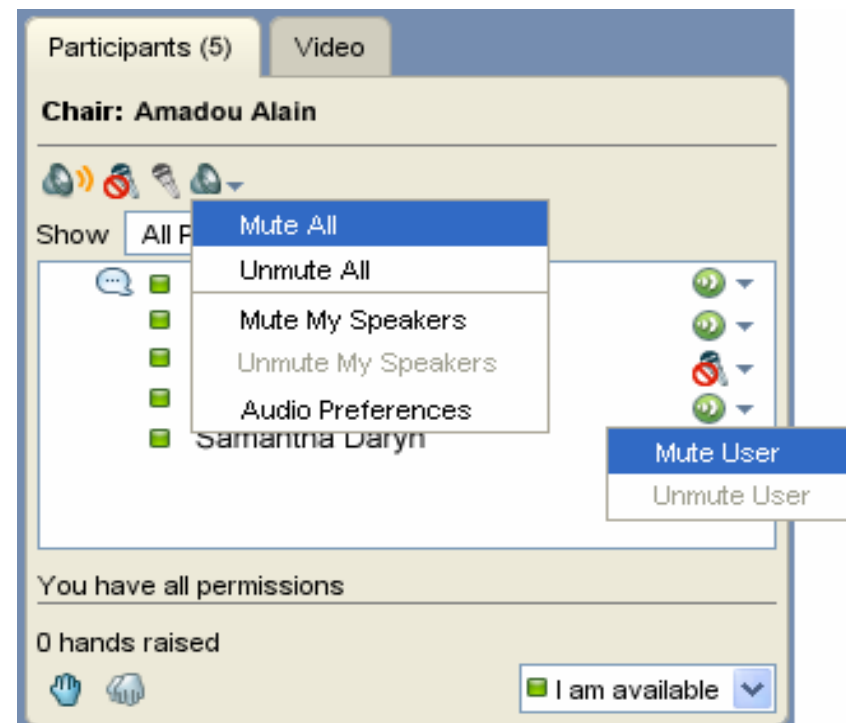
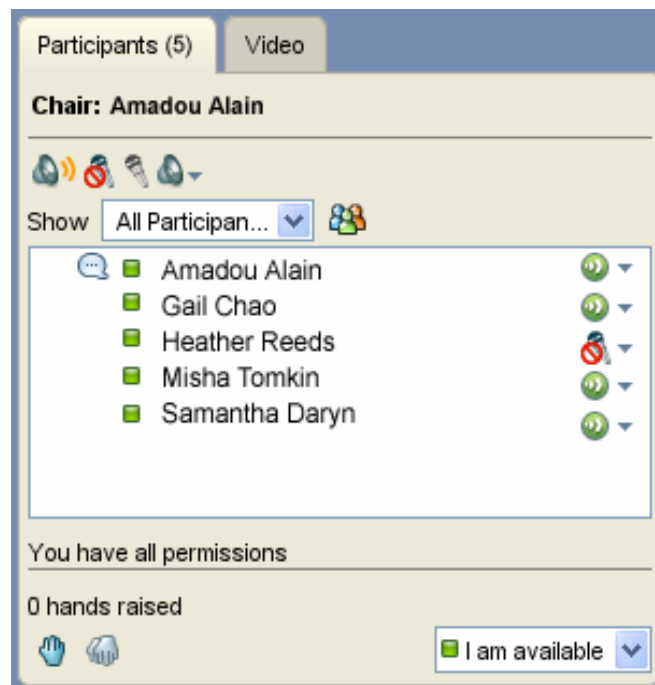
As with phone integration, participants can see who is speaking or muted, and manage their own connection

You can also record the audio conversation



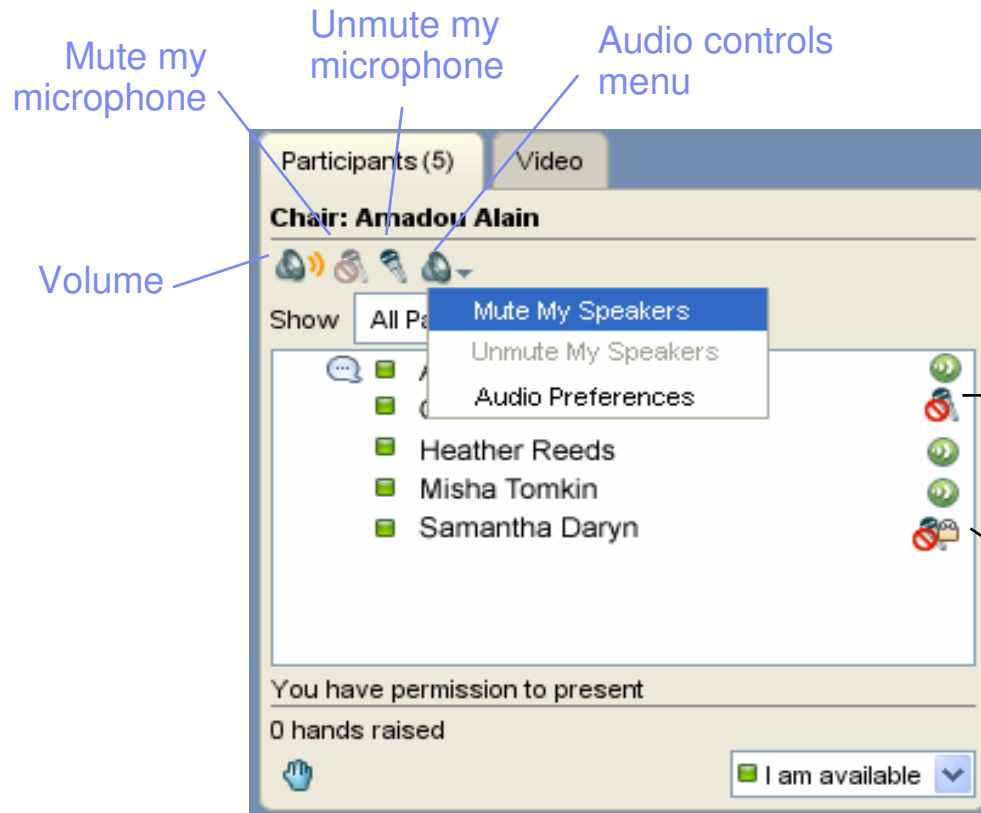
Click to Talk: Voice Chat in a Web Conference

Similar to the Telephony integration. The chair can control the whole conference or individual user connections



Click to Talk: Voice Chat in a Web Conference

Participants can control only their own connections



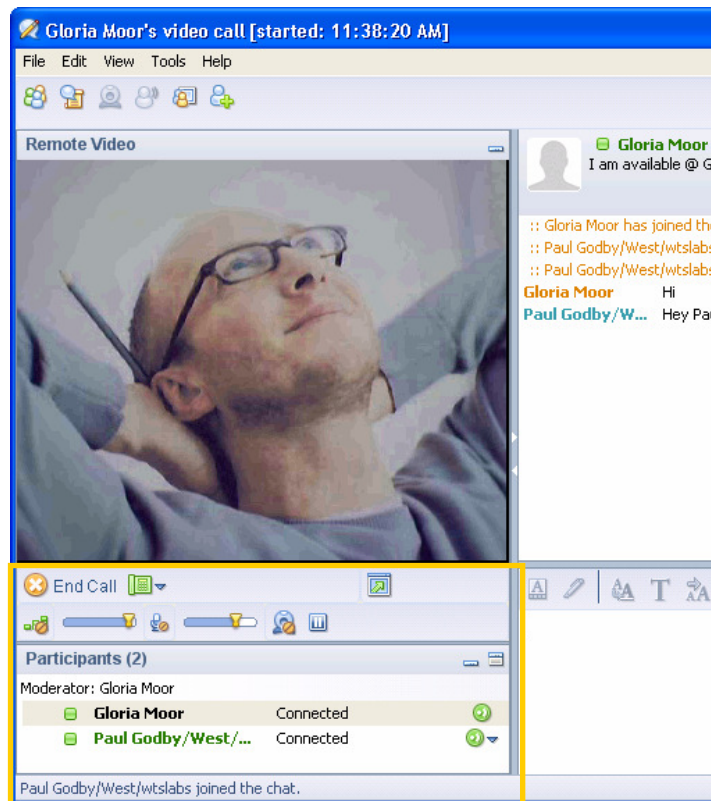
Gail has muted herself

Samantha has been muted by the moderator

Sametime 8.0 Integrating Audio, Video and Telephony Agenda

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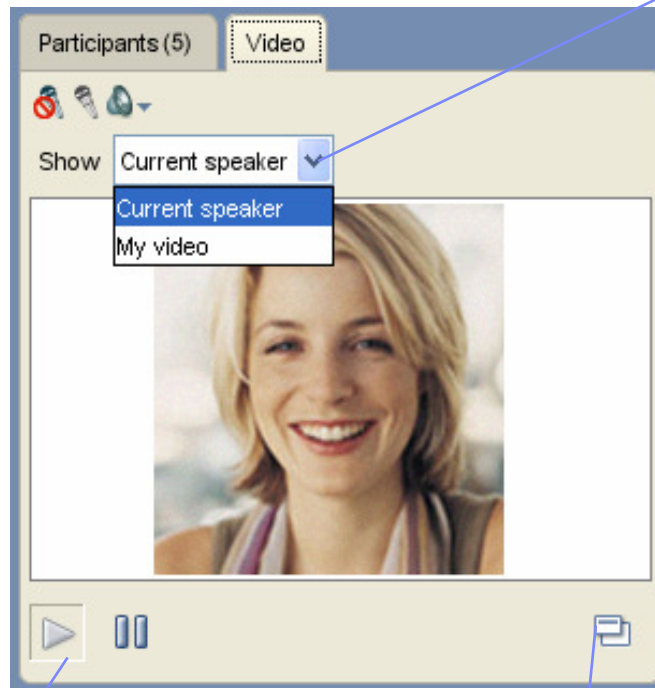
Lotus Sametime 8.0 – Point-to-Point Video Integration



Icon	Status
	The system is attempting to connect the participant.
	Participant is on the call.
	Participant is not connected. This might mean: <ul style="list-style-type: none"> • The participant declined the invitation. • The participant hung up. • The participant is in the chat, but does not have access to audio or video. • The participant did not answer the invitation before it timed out. • The participant was disconnected from the call.
	Participant is on the call but is muted.
	Participant is on the call but is on video mute.
	Participant has paused the call.
	The participant is on the call and is talking.
	The participant is on the call and is typing in the call chat window.

Sametime Audio and Video

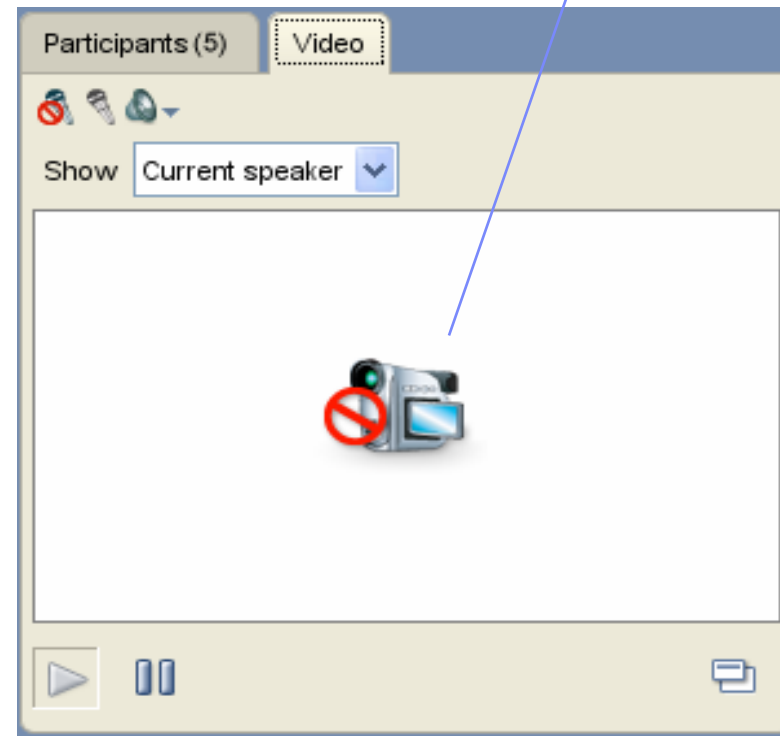
Toggle between the current speaker's video and your own



Pause and resume the video image

Float the video window

If there is no Web camera image available, this picture displays instead

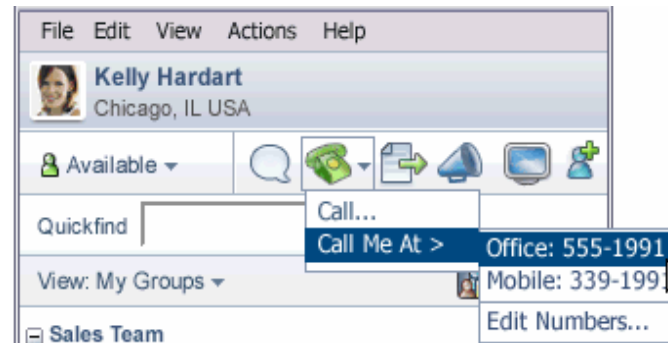


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Click to Call: Starting a Call from the Contact List

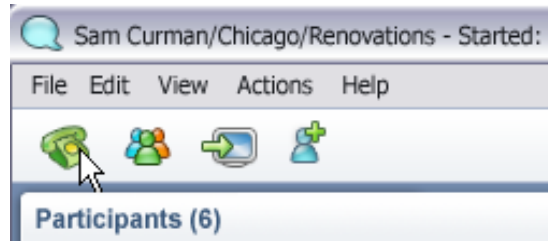
Users just select a name, and click Call... or Call me At



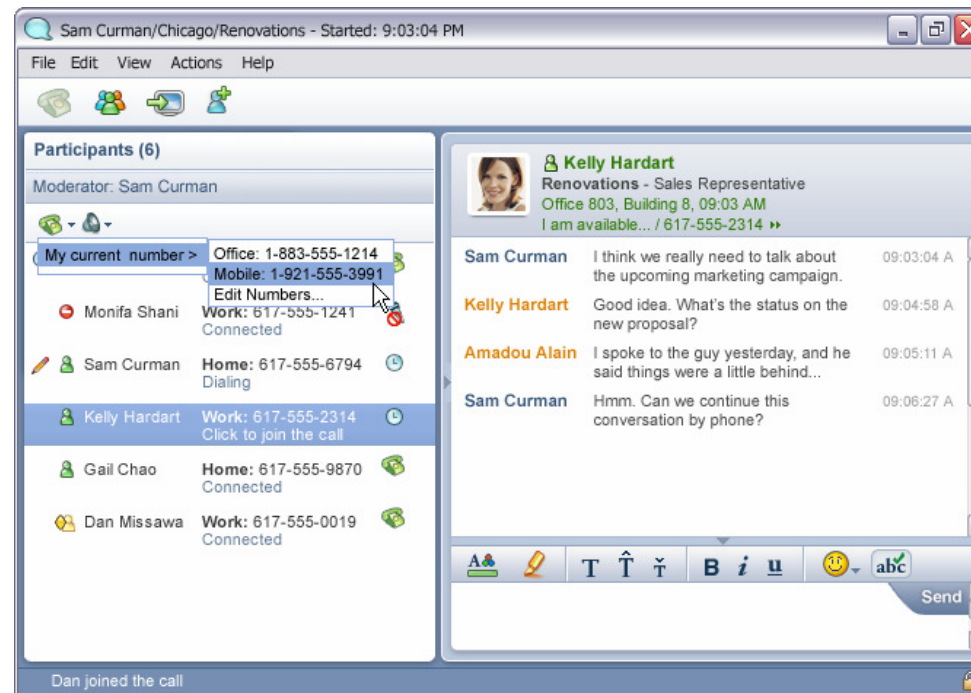
Invited users can choose whether to get an invitation or an alert before their phone rings



Click to Call: Starting a call from a Chat



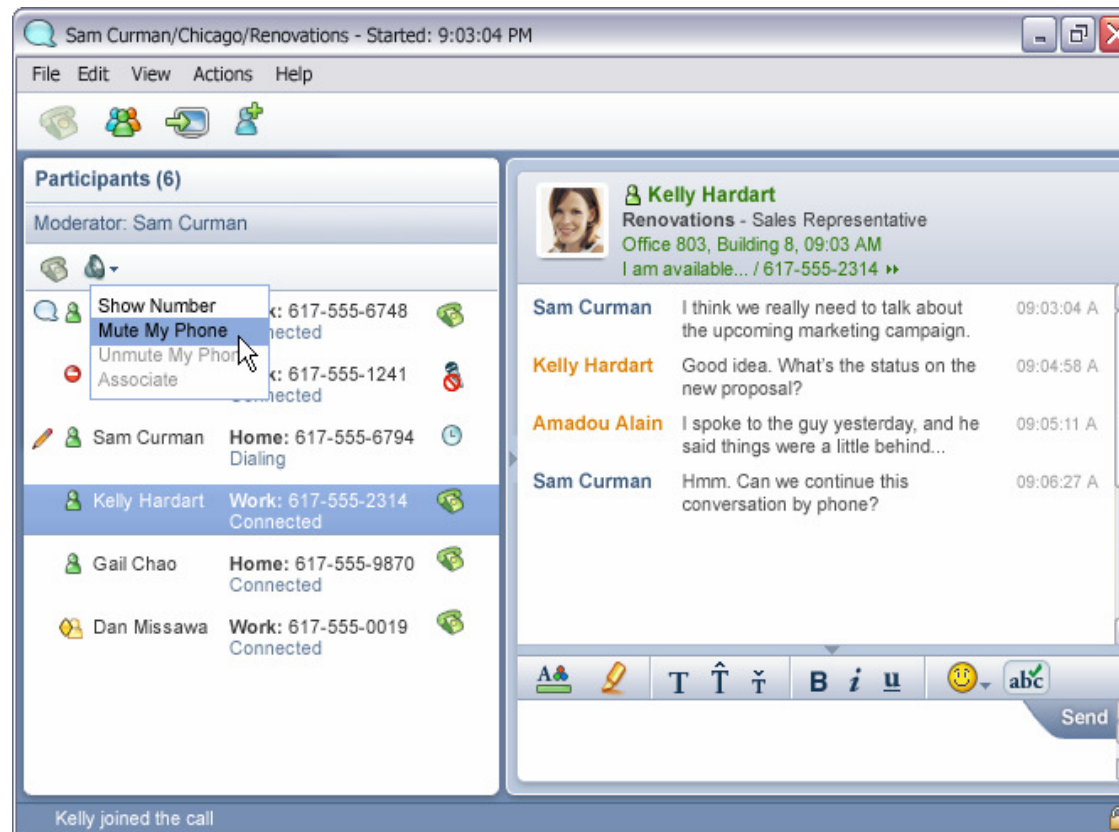
Any chat participant can click the telephone icon to turn the chat into a phone call



Telephony controls open up, and each participant picks the number where they want to be called

Click to Call: Telephony Controls in the Chat Window

Users can see who is on the call, who is speaking or muted, and can manage their own phone connection

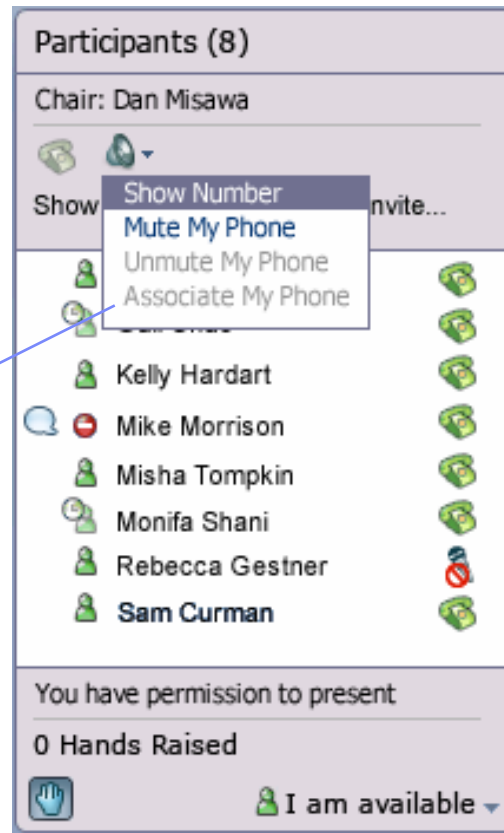


The person who starts the call has additional controls – for example, mute all

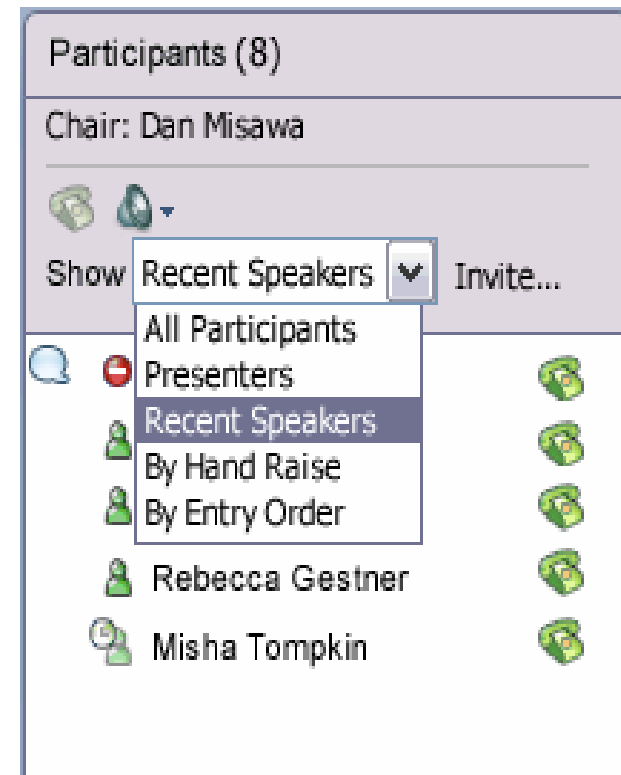
Click to Call: Telephony Controls for Participants

Participants see the connection status of all users in the meeting

They have controls for managing their own connection



Users can easily follow the conversation with the "Recent Speakers" view



Click to Call: Telephony Controls for Moderators

Moderators have additional controls for managing the phone call

Mute all

Unmute all

Participants (8)
Chair: Dan Misawa

Show All Participants

- Show Number
- Dial Out
- Mute with Lock
- Lock the Call
- Mute My Phone
- Unmute My Phone
- Associate My Phone

Dan Misawa

Gail Chao

Kelly Hardart

Mike Morrison

Misha Tompkin

Monifa Shani

Rebecca Gestner

Sam Curman

You have all permissions

0 Hands Raised

I am available

Participants (8)
Chair: Dan Misawa

Show All Participants Invite...

Dan Misawa

Gail Chao

Kelly Hardart

Mike Morrison

Misha Tompkin

Monifa Shani

Rebecca Gestner

Sam Curman

Mute User

- Unmute User
- Louder
- Quieter
- Rename...
- Associate
- Hang Up User

You have all permissions

0 Hands Raised

I am available

Moderators can also control individual user phones

Click to Call: Telephony in a Web Conference

Creating a Meeting

New Meeting

Essentials | People | Slides | Options

To create an online meeting, fill out the information on this tab, and click Save. You can also invite people, add content and set options, using the other tabs, and then save your meeting.

* Meeting name:

Description or other meeting information:

* Date and time: Start Now

10/27/2005

11:00 AM

Duration: 0d 1h 00m

Phone services: Use the phone number provided by my telephone service

[Get help with these fields](#)

Client ID:

Client password:

Passcode:

Service locations:

Meeting password:

Re-type password:

*Required field

Users can easily include phone service when they create the Web conference

The fields in this section are specified by the service provider

Click to Call: Telephony in a Web Conference

Phone connections are managed through the participant list

Participants (5) Video

Chair: Amadou Alain

Show All Participants Invite...

Amadou Alain
Dan Misawa
Gail Chao
Mike Motler
Rita Ferrar

You have all permissions.
0 hands raised
I am available

Web Pages Polling

New Web Page http://
http://www.3ds.com/home
Preview Send

Group Chat

Gail Chao I like this phone capability. Never used it before.
Dan Misawa Yes, it's very nice!

Send

Welcome Slides Sharing Whiteboard

Sales Team Kickoff
June 15, 2:00 pm EST
Chair: Amadou Alain

Let's talk about how our team should work on the upcoming projects.

Audio connection: Using telephone service

Join the Call

Connected Remaining meeting time: 00:14:22

People can quickly join the phone call by clicking a button on the Welcome page

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RADVISION – Click-to-Meet (Multi-point Multimedia Chat & Web Conferences)

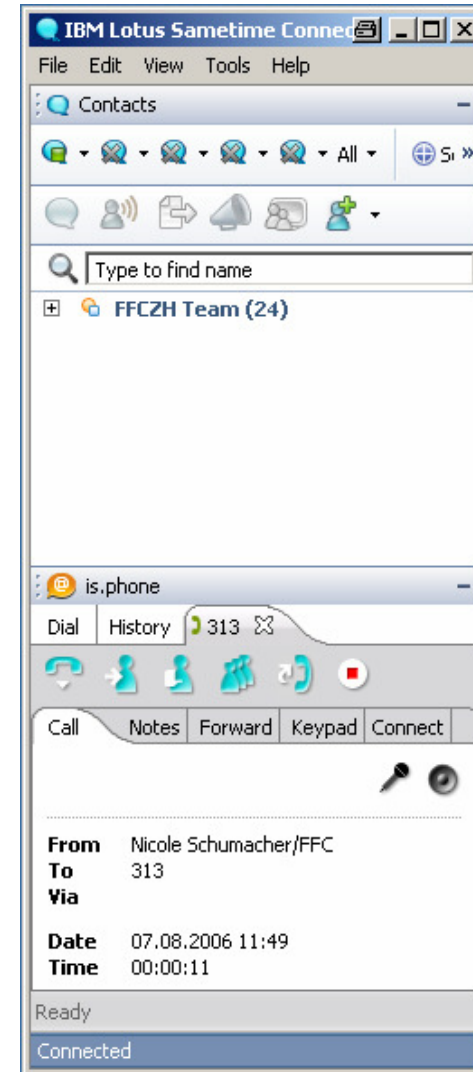
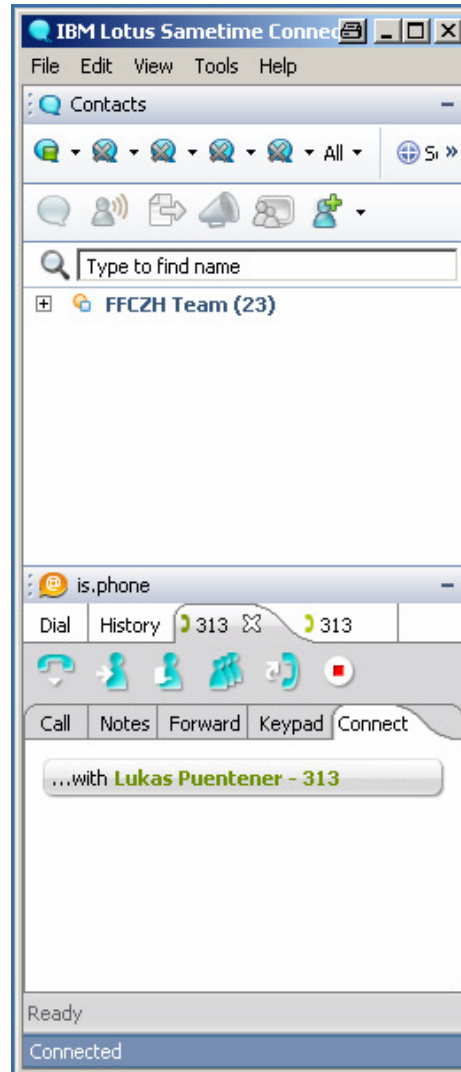
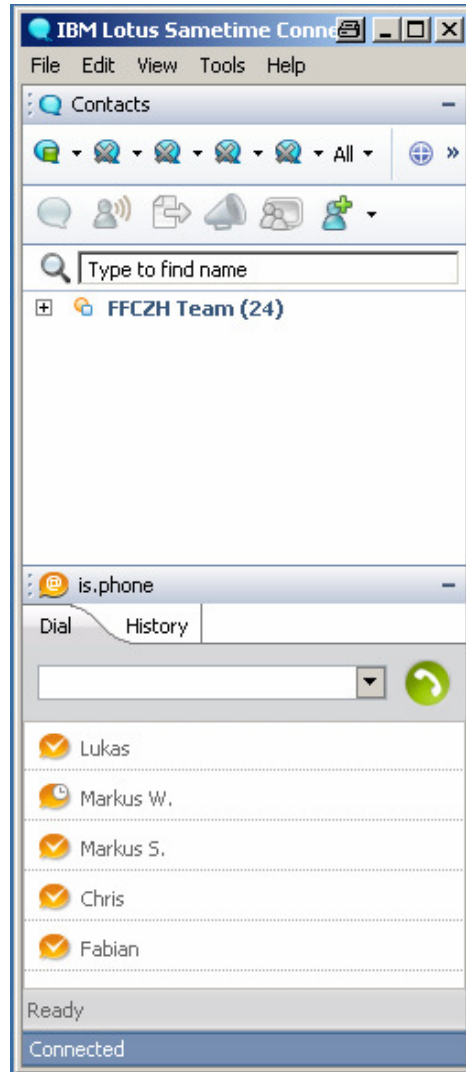
The screenshot displays a web conference interface with several key components:

- Participants Panel (Left):** Lists participants including David Koral, Victoria Carpenter, Mark Press, and Charles Adams. A message from David Koral reads: "Let's have a quick conference call to review the project".
- Meeting Controls (Top):** Includes a menu (File, Edit, View, Actions, Tools, Help) and buttons for "Stop Presenting", "Add Slides", "Self Permissions", and "Meeting Information".
- Webpage (Right):** Displays a "Competitive Market Benchmark Analysis" slide with two tables.

Line Items	Consoad, LTD.	Fabricam	Litware
Annual revenue	\$1,200,000.00	\$7,500,000.00	\$4,000,000.00
Market share	27.27%	37.84%	27.89%
Gross margin	32.00%	25.00%	29.00%
Operating ratio	1.80%	6.00%	6.00%
Operating ratio	24.00%	19.00%	23.00%
Number of days of sales outstanding	66	65	72
Market valuation	7	5	27
Return on equity	50.0%	22.0%	18.0%
Market variance	5.00%	4.20%	3.25%
Cost of equity ratio	30.00%	19.00%	27.00%
Market variance	13.00%	32.42%	12.82%
Market per share	\$1.00	\$1.43	\$16.00
Market valuation (MKT)	\$10,000,000	\$7,100,000	\$430,000,000

Employee statistics	90	97	122
Percentage of employees	5	25	15
Number of field salespeople (estimated)	\$77,500.00	\$77,717.70	\$43,000.00
Annual revenue per employee	\$24,833.33	\$24,791.87	\$10,568.18
Annual compensation per employee	\$60,000.00	\$38,000.00	\$90,000.00
Market variance	19.17%	37.30%	30.00%
- Video Gallery (Bottom):** Shows four video thumbnails for participants: David Koral, Victoria Carpenter, Mark Press, and Charles Adams. The status "Connected - 4 participant(s)" is visible.

is|coord: is-phone (Integrated Softphone Solution)



Unified Capabilities – From Multiple Partners

Capability	Partners demoing or shipping solutions
Click to Call, Click to conference	
Aggregated Telephony Presence	
Call Management	
Multipoint video integration	
Softphone integration	
Web conferencing audio integration	
Web conferencing audio/meeting scheduling	
Unified Messaging for N/D	
Unified Messaging for Sametime	



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 - ▶ **Sametime Unified Telephony**

Sametime Unified Telephony

- ▶ **Rich, Unified Communications and Collaboration experience**
 - Lotus Sametime Unified Telephony brings a rich unified communication and collaboration experience to users, allowing them to seamlessly take advantage of integrated voice, video, and telephony capabilities

- ▶ **Simplified integration into heterogeneous Communications Environments**
 - Lotus Sametime Unified Telephony simplifies integrating voice, video, telephone and collaboration environments – particularly for companies who have invested in multiple vendors' solutions to deliver their technologies

Sametime Unified Telephony

▶ **Click-to-call/click-to-conference**

- Allow users to make phone calls to others in a buddy list or other applications. While available through partner integration with Lotus Sametime Standard/Advanced, Lotus Sametime Unified Telephony enables this with many and multiple PBXs.

▶ **Aggregated Telephony/IM presence**

- Users can see telephony attributes (such as whether someone is on the phone) within their Sametime presence information. While available through partner integration with Lotus Sametime Standard/Advanced, Lotus Sametime Unified Telephony enables this with many and multiple PBXs

▶ **Incoming call management**

- User can provide a single number and receive calls on a preferred device (phone, PC, mobile phone, etc.). The preferred device can be controlled by rules, user setting, or user alert.

▶ **Embedded softphone**

- User will be able to make/receive/control calls from with their Lotus Sametime client, with a uniform experience across backend PBXs

▶ **PBX Integration**

- All of the key features will work with SIP-based PBXs and traditional PBXs from different and multiple vendors

Positioning

- ▶ In single-vendor PBX environments, direct connection via APIs/SPIs to Lotus Sametime 8.0 client is the preferred model
 - Partners should continue with their integration roadmaps
 - New telephony presence options become available with Lotus Sametime 8.0
 - Where there is no partner integration effort, Lotus Sametime Unified Telephony can be used to integrate with with a single-vendor PBX environment

- ▶ In heterogeneous PBX environments, Lotus Sametime Unified Telephony is the preferred choice from IBM
 - Other heterogeneous approaches can use the same APIs as Lotus Sametime Unified Telephony if desired
 - Aggregated presence can be done using Lotus Sametime Toolkits

Summary

- **Now that you have completed this session, you should be able to:**
- ***Understand*** audio and video integration in Sametime
- ***Describe*** the various ways Sametime functions can be integrated into applications and systems
- ***Visualize*** how easy Sametime is to use while doing everyday tasks
- ***Review*** a few Sametime solutions provided by our valued IBM Business Partners

Questions

