Agile Communication Environment

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Hyperconnectivity

Anything that **SHOULD** be connected and would benefit from being connected, **WILL** be connected.
Hyperconnectivity: Anything That Can Be Connected Will Be. It’s Real and Happening Now.

**Person to Person**
- Europe – mobile phones now outnumber people (103% penetration)
- Global mobile IM grew 33% 2H06

**Person to Machine**
- By 2010, worldwide:
  - 4-fold growth in Internet Commerce to 100B transactions
  - 1-2 billion A-GPS-enabled handsets
  - 100 million iPODs sold (market to double 2005 – 2010)
  - iPhone available in June; Hyper-connectivity at applications level

**Machine to Machine**
- 98% of all CPUs today are embedded (by 2010 – 14 billion connected, embedded devices)
- 70%+ of all 2007 cars in U.S. have iPod connectivity
- Sensor pocket in Nike shoes
Addressing the Challenge and Opportunity of Hyperconnectivity

“True” Broadband
- Scale access network
- Scale core network (metro & long-haul)
- Unify experience (seamless mobility)
- Manage network and business (services)

Communications-Enabled Applications
- Service-Oriented Architecture / Web Services
- Network-engaged applications
- Applications-aware networks
The Future is Communications-Enablement

All Devices, Applications, Interfaces

Context

Customization with Prof. Services

Identity

Presence Location

Policy

Environment
Customer Choices
Limited standards, developers, applications and growth

Need for an open, extensible, multi-domain solution leveraged across all networks

> Proprietary ?
> Network vs Application ?
> Single domain only ?
> Single vendor infrastructure ?
Richer Communication & Collaboration with Context

Nortel Agile Communication Environment

- Communications Enabled Applications and Business Processes
- Unified Communications
- IP Telephony
- Total Cost of Ownership & Virtualization

- Context
- Agile
- Faster Accuracy
- Business Productivity
- Personal & Group Productivity
- Anywhere Anytime

Personal & Group Productivity
Agile Communications Environment for Unified Communications

What if you could…

• Give employees access to communications on any desktop or mobile client

• Click to call
  • Users can call anyone via icon and dial pad on Microsoft OCS client
  • Telephony integrated with MCS, CS1000, Cisco and Tandberg

• Click to Text
  • Ability to text from a web service, with a Microsoft OCS user

• Aggregated presence
  • On-hook/off-hook status of TDM and IP phones
  • Display on Microsoft OCS Clients
  • Extraction of Microsoft OCS desktop presence into an aggregated presence Web Service
Communications - Enabled Applications

Inside the application

“When Joe Smith at 0429844455 called, the system didn’t respond. Joe was frustrated because the Component Shortage issue was still unresolved. He immediately thought of calling Joe Smith at 9002312345 who was one of the key contacts for Component Shortage issues. Joe was happy to hear from Joe Smith at 9002312345 and suggested to resolve the Component Shortage issue right away.”
Agile Communications Environment for Unified Communications

What if you could…

Expose advanced communications capabilities directly through the Microsoft OCS client interface, such as…

• Call control from various call server technologies in a heterogeneous infrastructure

• Advanced unified messaging or Video Mail, including mail notification and management

![Image of Microsoft OCS client interface with call control and video mail notifications]
Agile Communications Environment for Unified Communications

What if you could...

Expose advanced communications capabilities directly through the Microsoft OCS client interface, such as...

- Personnel, vehicle, and asset tracking to leverage corporate and external data that enhances decision making based workflows

- Unique multimedia capabilities such as web cam integration, to monitor a location for security

Contextual Presence Possibilities
- Free/Busy/Away
- Personal Safety Level
- Delivery Vehicle On-Time Status
- Inventory Level
- Call Volume/Wait-Time Indicator
- ...many others

Communication Enablement
- Click to Call
- Conference Multiple Users
- SMS, Instant Message, Email
Nortel Agile Communication Environment

Enterprise Applications & Process Workflow

Abstraction Layer (Enabling the Apps)

Communications & Network Infrastructure

Nortel Agile Communication Environment (ACE)

Communications Enabled Applications & Business Processes
Communications Enabled Application

Stock Market Notification

Contact Management System

Delivery Notification

GPS Location Based Services
Synergistic Strategy Our Vision Crosses Multiple Boundaries

Communications-Enabled Applications

- Multi-vendor
- Cross-domain
- Toolkit and/or Solution
- Orchestration for real-time services

“Business Optimized Communications”
Simplicity, Effectiveness and Business Productivity
GRAZIE

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