



OpenScape Business

Customer Presentation

Presented by:
Name

Agenda

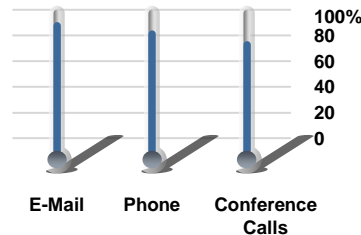
- **SMB Market Trends and Challenges**
- The OpenScape Business Answer
 - One Architecture
 - UC Solution and Features
 - Solution Manageability
 - Networking & Deployment
 - Key Takeaways

SMB market shows room for improvement with communications, and SMBs plan to respond with UCC

\$8 Billion

Addressable opportunity for the **SMB TDM/IP Market** in 2012

SMB's use many tools



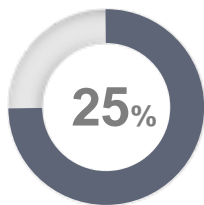
Most SMBs are still using **'traditional' tools** to collaborate

Interest in UC is growing



of SMB's currently **implementing or planning** to implement UC

Interest in IP is growing



IP accounts for **25% of all lines** sold in the SMB Segment in 2010

Big opportunity to improve teams

Only a very few SMBs have formal team performance management systems in place



Customer Service is key



55% of respondents want to improve customer service by **improving or upgrading** their **contact center environment**

OpenScape Business combines the best of our SMB products

- ✓ **Common Platform**
- ✓ **Flexible Upgrading**
- ✓ **Standard Devices**
- ✓ **UC for any Platform**

The perfect solution for SMBs is OpenScape Business

SMB product portfolio today
OpenScape Business reduces complexity and adds more UC

Feature Values	Hipath 3000 V9	OpenScape Office	OpenScape Business
UC, full VoIP & Data	○	●	●
Advanced UC	○	●	●
Cordless DECT TDM	●	○	●
Cordless DECT IP	●	●	●
Digital / Upoe	●	○	●
Ease of Installation (common HW & SW architecture)	○	●	●
Wizards (for Voice & UC)	○	●	●
SSDP Integrated	○	●	●

UC always on board - Reduced Hardware Complexity - It's all in

OpenScape Business -The most flexible and unified investment

OpenScope Business addresses SMB customer needs

Unmatched in value, scalability and ease of installation



Feature	Ease of Installation/Support 	Scalability 	Mobility 	TCO \$	Serviceability & Productivity 	Differentiators
Full UC solution	✓	✓	✓	✓	✓	<ul style="list-style-type: none"> More UC functionality in one box than any other vendor Embedded UC regardless of Voice Infrastructure (TDM / IP)
Supports All Devices and Clients			✓		✓	<ul style="list-style-type: none"> Available on more mobile platforms than competitors Has Apple Mac OS client, where other vendors only have Web-based solutions Supports Dual-Mode, WLAN, DECT/Wireless DECT
ONE Solution Architecture	✓	✓	✓	✓		<ul style="list-style-type: none"> No rip and replace to upgrade from <u>voice to UC</u>, add more functionality, or to support more users Single UCC Domain
Ease of Management	✓	✓		✓	✓	<ul style="list-style-type: none"> Easy to support with Web-based management tools Flexible licensing on-line
Flexible deployment	✓	✓		✓		<ul style="list-style-type: none"> All-in-One Appliance or virtualized option with Software

OpenScape Business

Simplifying how SMBs adopt and leverage UCC

OpenScape Business Unified Communication



All-in-One UCC for SMBs

- **UCC for Standalone and Multisite environments**
- **Voice, Presence, Conferencing, Contact Center, Messaging, IM, Mobility, Fax**
- **UI Integration OpenScape Web Collaboration**

ONE Solution Architecture

- **Unified Design:** Common SW & HW solution across all deployments
- **Reduced and optimized hardware:** UC, VoIP & Data integrated
- **It is all in one:** Full IP, digital-, analog-, DECT- Voice & UCC

For our Partners

- **Generate value** with the easiest path from Voice to UCC (on-board UC)
- **Investment Protection & Migration:** Keep the box & phones, just change the board
- **Make money:** Fulfill the customer's needs perfectly with one product

Providing ease of installation and support

Using a common architecture across all deployments

All-in-one UC Appliance

OpenScape Business X3 / X5 / X8

- Up to 500 users
- Incl. “on board” UC Smart
- Advanced UC Suite via:

Pre-Installed Systems



UC Booster Card



UC Booster Server



OR

Virtualized Software UC

OpenScape Business S

- Up to 500 users
- Server-based UC with voice
- Virtualization with VMware
- SIP Trunking

UC
Software



A common solution architecture across all deployments

Leverage existing investments

Innovative design scales with little cost

Easy migration path for HiPath 3000 customers – Exchange your mainboard



Investment Protection– Keep your hardware, phones and cables and just change the mainboard



Flexibility to move from TDM to IP – Exchange your mainboard



Upgrade to full featured UCC



Packaged UC: UC Smart and UC Suite

Available in two phases – embedded and boosters/software

UC Smart
Embedded
Available June 3, 2013

myPortal Smart

Integrated on the new UC Mainboard,
per User License

- Presence including status-based announcements
- Favorites including Call Status
- Visual VoiceMail Control
(with Voicemail license)
- Ad Hoc Conferencing
- Directory Access
- Chat & Reminder
- For Apple MAC OS & Windows
- myPortal for Mobile/Tablet
(with Mobility User license)



UC Suite
Boosters/Software
Available Sept. 2, 2013

myPortal for Outlook

Per User License
Requires Booster Card/Server,
Business S

- Visual Voicemail Control
(requires VoiceMail license)
- Directory Search
- Favorites & IM
- Call History
- Visual & Audio Presence
- myPortal for Mobile/Tablet
(requires Mobility User license)
- Rule Management
- Personal IVR
- Live Call Recording
- Call Me
- Calendar Integration
- Desktop Dialing
- + Outlook Integration

myPortal for Desktop

Per User License
Requires Booster Card/Server,
Business S

- Visual Voicemail Control
(requires VoiceMail license)
- Directory Search
- Favorites & IM
- Call History
- Visual & Audio Presence
- myPortal for Mobile/Tablet
(requires Mobility User license)
- + Rule Management
- + Personal IVR
- + Live Call Recording
- + Call Me
- + Calendar Integration
- + Desktop Dialing

More UC

UC Conference User

Requires UC Suite

UC Fax User

Requires UC Suite

OpenScape Business

Updated features and clients



OpenScape Business Unified Communication



User Clients & Groupware

myPortal Smart, Mobility
myPortal for Outlook, Apple MAC
Drag & Drop Conf. for all deployments

Voice & Video Clients

all OpenStage HFA, T & SIP devices,
Video with OpenScape Personal Edition SIP



Multichannel Contact Center

available now for all deployment models



Attendant Console & Applications

myAttendant & OSBiz Att enhancements
OpenStage GateView, Application Launcher



OpenScape Business

NEW powerful smart UC already “on board”

Provides a simple process to move from Voice to UC with integrated “on board Smart UC” available for X3, X5 and X8

myPortal Smart NEW

- Presence incl. status based announcements
- Favorites incl. Call Status
- Visual VoiceMail Control
- Ad Hoc Conferencing
- Directory Access
- Chat
- Reminder
- For Apple MAC OS & Windows



Also with Voicemail and Auto Attendant embedded in the box –no additional HW

myPortal for Mobile/Tablet and Application Launcher

Integrated in the mainboard – No additional hardware needed

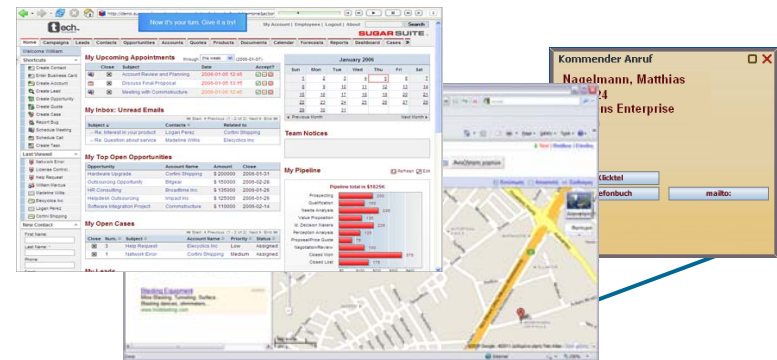
myPortal for Mobile / Tablet

- The OpenScope Business user interface for mobile employees using smartphones or tablets with a graphical user interface such as:
 - iPhone, Blackberry, Nokia, Android and Windows Mobile
- Open browser based approach for all other mobile phones or tablets - No dedicated applications need to be loaded on the mobile device
- **Enhanced UC feature set** for managing calls directly from the mobile phone (incl. conferencing, consultation and call transfer)
- No need of a parallel fixed phone anymore with the new mobility user license



Application Launcher

- Start customers business application via batch or HTTP/S Command
- Access to LDAP & OSO based directories for name resolution. Access:
 - Bath File Execution -CRM applications, Microsoft Lync, e-mail messages
 - URL Execution – online phone books, Google Maps



Also with Open Directory Service to connect to external databases and applications

OpenScape Business

Full range of UC enabled Devices and Voice Clients



OS 5

OS10

OS15

OS20

OS30

OS40

OS60

IP35/55 (SIP)

OpenStage HFA, SIP and T - secure and reliable advanced phones

Migration of existing optiPoint Phones possible



Mobile UC



CMI, IP DECT and WLAN



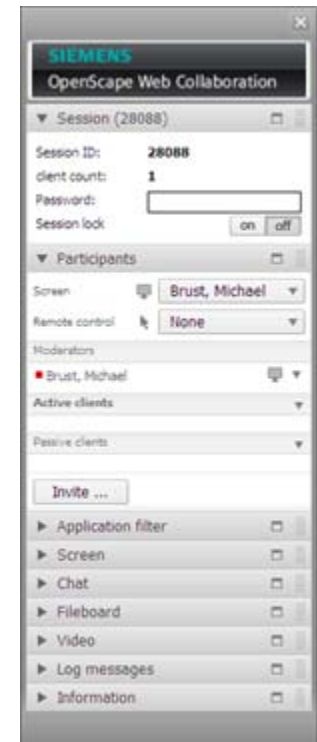
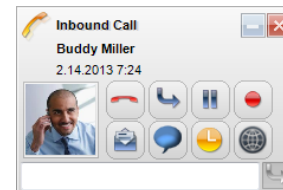
Soft Clients

OpenScape Business UCC

Integration of OpenScape Web Collaboration Services

OpenScape Web Collaboration launched via OpenScape Business User Interface

- Full-featured OpenScape Web Collaboration solution specifically packed and embedded for SMBs
- Launched via OpenScape Business Drag & Drop Conferencing Service or from call pop-up window
- Simple, intuitive interface with one-click access to all features
- Integrated text, data, web, and multi-party H.264 desktop video conferencing
- Mobile client that runs on any smartphone device including iPhone, iPad, iPod Touch and Android clients
- Highly secure 256-bit AES encryption
- On-premise deployment model, that can be installed quickly, cost-effectively, and with minimum IT resources
- OpenScape Web Collaboration requires a Windows Server
- Available with UC Suite (UC Booster Card/Server or Business S)



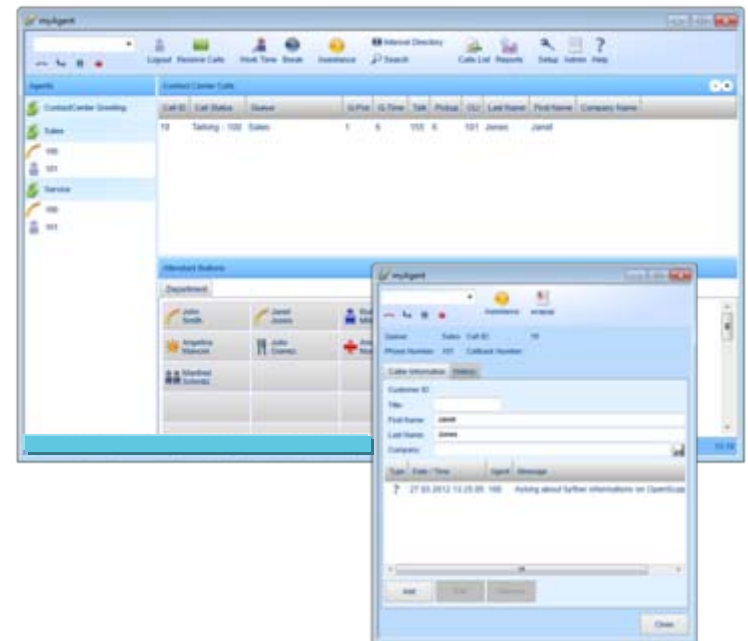
More detailed information on OpenScape Web Collaboration can be found in SEBA

OpenScape Business with UC Suite

Integrated Contact Center – Improving Customer Services

OpenScape Business Contact Center

- Integrated Multimedia Contact Center**
 Deliver the complete range of customer engagement options (voice, email, fax, chat)
- Intelligent routing capabilities**
 Maximizing “first contact resolution” with integrated skill-based, CLIP and VIP routing to always ensure reaching the right agent
- Business Process Integration**
 Connectivity to external customer databases and launch of 3rd party CRM applications
- Easy Management & reporting**
 Integrated Administration tools to allow easy contact center setup incl. call flows, announcements and customized reporting



Serviceability and manageability improvements

WBM and wizards make things easy – no need for a robust IT staff

- Less effort needed to bring service technicians to the OpenScape Business level
- Central Licensing within WBM for network-wide easy move and changes
- Licenses can be shifted within the network without CLS
- Easy Migration Path to exchange HiPath 3000 to OpenScape Business
- Common SW setup – One Installation DVD Media
- Intuitive wizards for voice and UC simplify the setup and configuration
- Reuse of existing extension boards , DECT SLC cards and IVM
- SSDP ready – Improved remote and secure serviceability

**Centralized
Management**

Installation Wizards

**Pre Installed system
and UCC**

Server PlugIn

**No Linux
know-How required**

**Reuse of existing
extensions cards**

OpenScape Business Networking

The powerful evolution of HiPath 3000 and OpenScape Office



Powerful OpenScape Business Voice and UC Networking capabilities

Voice and UC Networking is important for SMBs

- Many Businesses have multiple locations (branches, sales offices, etc.) or offices on a single campus
- Site expansion is also typical as small and medium sized businesses grow
- The need to communicate and collaborate as one entity is especially critical for smaller companies trying to compete with large enterprises

Benefits


- Always know the availability of your colleagues in other locations and the best way to reach them
- Stay within reach of your colleagues and customers from any device and location
- Managing a single UC domain vs. multiple redundant standalone deployments

OpenScape Business Voice and UC Networking
Growing demand on SMB customers with multi-site environments

OpenScope Business licenses summary

3 Key licenses and add-on's for simple ordering

UC License



- UC Smart
- UC Suite


Add:

- UC Conference User
- UC Fax User

Additional Functional Licenses

- Contact Center
 - myAgent
 - E-mail
 - Reporting
 - Fax
- System Level
- User Level
- Upgrades

Voice License



- IP
- TDM
- Mobility
- Desk Sharing
- Trunk License
- Voicemail

Order Devices



UC Smart Support for Digital DECT and DECT IP – No need of specific BS4-Channel licensing anymore

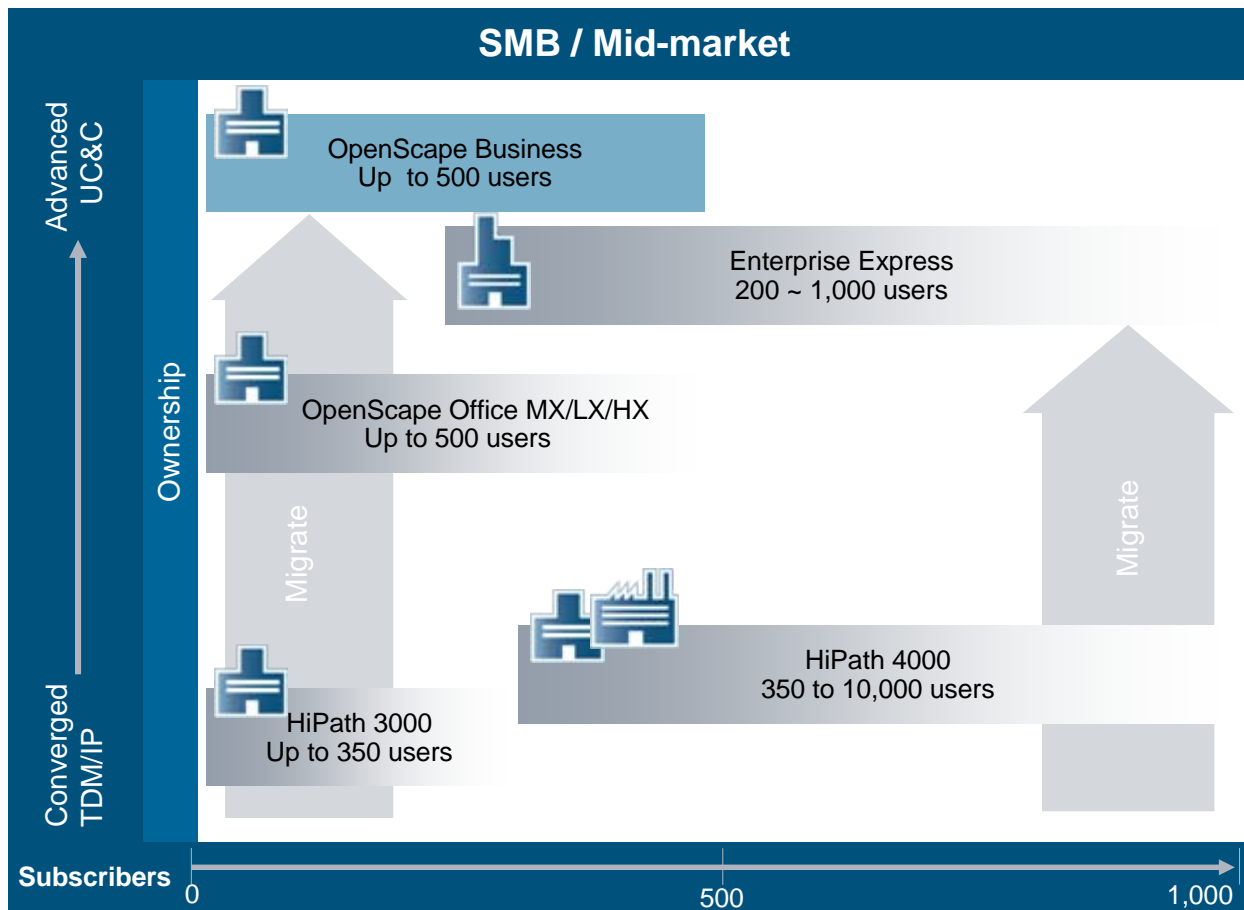
Base System

X3/X5/X8 

Support and free upgrades for a 3-year term included

SEN SMB product overview

Current view



Approach: Users

- Up to 200 users, lead with OpenScope Business
- 500-1000 users, lead with Enterprise Express
- For 200-500 user segment, consider legacy products of installed base or portfolio familiarity to determine product

Approach: Voice

- TDM – OpenScope Business

Approach: Virtualization

- OSBiz – SW-only
- OS EE –SW and HW

The SMB portfolio

OpenScape Business at-a-glance

OpenScape Business Unified Communication



All-in-one UC Appliance X3 / X5 / X8

- All-In-One UC appliance solution
- Supporting up to 500 users
- Incl. "on board" UC Smart
- Advanced UC Suite via Booster Options
- ITSP, SIP Trunking, BRI, PRI & analogue



Virtualized SW UC Solution OpenScape Business S

- Server based PBX including UC
- Supporting up to 500 users
- Advanced UC Suite
- Virtualization with VMware
- ITSP, SIP Trunking



OpenScape Office MX

- All-In-One UC appliance solution
- Supporting up to 150 users
- Advanced UC Suite
- ITSP, SIP Trunking, BRI, PRI & analogue

Software Update
coming in 2014 for
OpenScape Office MX
HW



A common solution architecture across all deployments

OpenScape Business

Unmatched in Value, Scalability and Ease of Installation



Simplicity

More UC functionality in one box than any other vendor, and is easy to support with Web-based management tools

TCO

A superior ownership experience – No rip and replace to upgrade from TDM to IP, add more functionality, or scale to support more users

User Experience

Has Apple Mac OS client, where other vendors only have Web-based solutions

Flexibility

Available on more mobile platforms than any other vendor

Easily scalable – simple migration paths
Built on the best foundation

Siemens Enterprise Communications

Thank you!

