



Solution Brief

Nortel Unified Communications Solutions

The need for unified communications

There's the office phone, the mobile phone, instant messaging, email, high-definition video conference — this proliferation of options hasn't made it any easier to reach the people you need when you need to reach them. Instead of allowing people to work together more closely, the wide array of communications choices has, in many cases, prevented people from working at all — creating a kind of decision-making paralysis through telephone tag, email overload and so on. We've all experienced it. It's called Hyperconnectivity, and the impacts of Hyperconnectivity in business are very real.

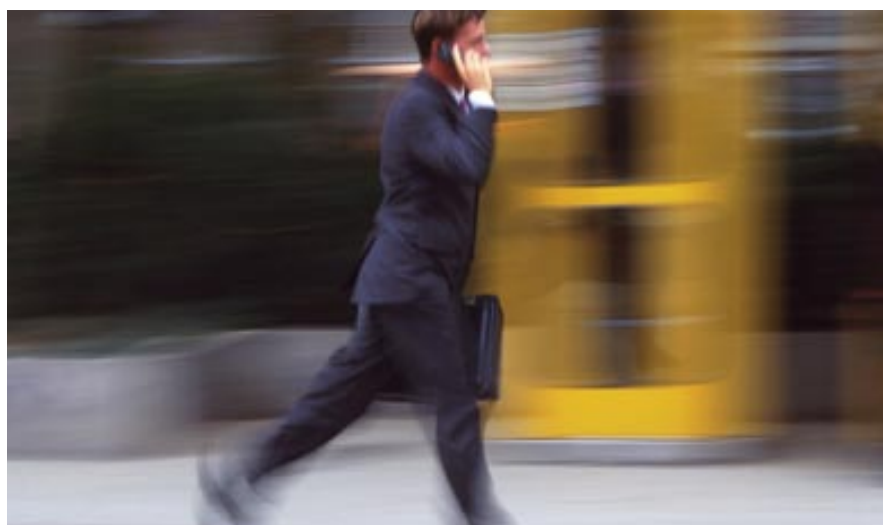
Hyperconnectivity also creates opportunities for business. Imagine if you could connect all your employees and all their devices together anytime, anywhere and imagine if you could decrease or even eliminate the human delays inherent in most business processes — leading in both cases to faster and better decision-making, improved productivity and simplified communications. This is the opportunity for Hyperconnectivity and the value of unified communications. Converting the challenges of Hyperconnectivity into business opportunity is what unified communications is all about — it brings together and integrates communications with

users and business processes. Unified communications can release enormous productive energies of the workforce. The opportunities are truly transformational: accelerating business through communications-enabled applications and processes, and thus impacting the top and bottom line.

Nortel understands the challenges created by Hyperconnectivity and the opportunities that unified communications provides to address them. As a recognized global leader in providing unified communications solutions, Nortel and its partners have the expertise and experience that have helped some of the world's most respected organizations realize the benefits of unified communications.

Gartner has positioned Nortel in the Leader's quadrant of the 2008 Unified Communications Magic Quadrant report.

Partnering with Nortel for unified communications means you are taking the right step towards making the most of your communications capabilities, thereby reducing your time to decision, increasing personal and group productivity, and accelerating your business processes.



Nortel Unified Communications Solutions

Realizing the benefits of unified communications

Nortel is dedicated to providing solutions to our customers that deliver on the promise of unified communications. We do this by:

- Achieving the best user experience, with the simplest and tightest integration into existing desktop applications and processes
- Increasing the speed, agility and accuracy of decision making while accelerating business processes
- Achieving the lowest-risk, highest-performing unified communications solution by leveraging unified communications experts within Nortel Global Services, and

- Delivering improved business performance metrics such as ROI, productivity and revenue with the deployment of a best-in-class unified communications network and unified communications applications

Solutions and partners

With a comprehensive suite of best-of-breed unified communications applications and services, Nortel is uniquely positioned to deliver a complete end-to-end unified communications solution for all business types including SMBs and enterprises, while also providing the flexibility of CPE, hosted and managed deployment options. No other unified communications vendor offers this range of unified communications capabilities.

Nortel's unified communications solution consists of a suite of leading communication applications inclusive of soft clients, telephony, presence/IM, conferencing, telepresence, contact

center, unified messaging, mobility and a range of emerging applications such as enhanced context. These applications are unified to enhance the user experience, extending them across the desktop phone, the PC and mobile device, allowing the user to use whatever device is most appropriate to their situation. Through these best-of-breed solutions, Nortel has shown unified communications deployments with ROIs of up to 178 percent, and mobility savings of over 30 percent, while providing revenue growth and increasing customer satisfaction.

Nortel augments its rich unified communications portfolio through unique alliances with leading desktop application providers — Microsoft and IBM. Through these alliances, Nortel has integrated their best-of-breed unified communications applications with Microsoft Office Communicator 2007 and IBM Lotus Sametime environments, allowing users the highest level of multi-vendor unified communications integration without changing their existing desktop software, making deploying unified communications easier and more cost-effective.

These alliances give customers the flexibility to choose which leading Nortel unified communications applications add the most value to their environment. This helps ensure a consistent user experience across desktop, phone and mobile environments necessary for a superior user experience, while providing the simplest and tightest integration into existing applications and processes.

No other unified communications vendor has committed the scope of resources or applied joint development with both Microsoft and IBM to the extent that Nortel has. The result is a clean and elegant user experience; reliable and scalable product offerings; and unique professional services that shorten the window between decision to proceed and benefit delivery.

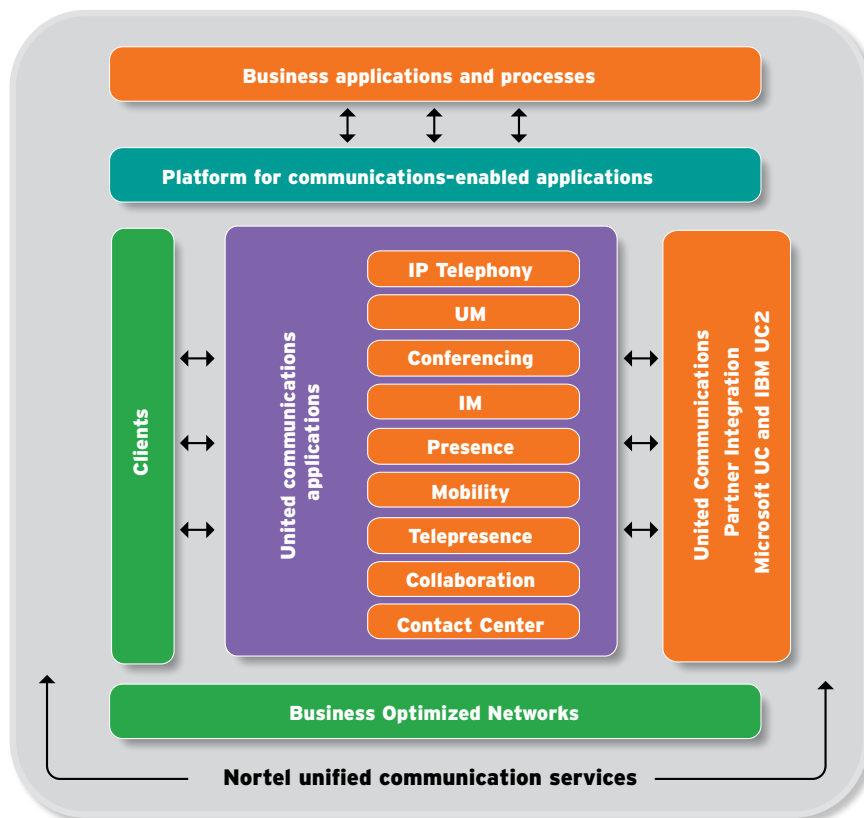


Figure 1. Nortel Unified Communications Application Suite

Innovative Communications Alliance

Nortel and Microsoft created the Innovative Communications Alliance, a unique joint development, services, marketing and sales initiative leveraging products and technologies from both companies, to accelerate the deployment and adoption of unified communications products and services.

No other vendor has this level of unified communications integration with Microsoft.

In fact, Nortel was the first and is still the only fully-qualified IP PBX vendor with

integration with Microsoft Office Communications Server 2007. Additionally, Nortel Global Services holds more Microsoft unified communications certifications than any other integrator. Nortel and Microsoft jointly host a global network of Collaboration Centers staffed by Nortel and Microsoft unified communications experts to showcase solutions, collaborate with customers, and develop strategies and prototypes in a real-world context.



The Nortel and IBM Alliance

Committed to creating and delivering comprehensive next-generation solutions to enterprise and service provider customers, Nortel and IBM have developed a broad-based alliance to address these compelling customer needs.

The range of Nortel and IBM Alliance solutions ensures a smooth transition to a more collaborative and responsive organization, protects investments through interoperability with existing infrastructure and applications, and

energizes business applications by using SOA-based communications integration. User disruption and impact is minimized, while future flexibility is maximized through open and scalable solutions.

Embedding unified communications into business processes

By embedding unified communications capabilities directly into business processes, Nortel is able to enhance the value of your unified communications deployment — reducing human latency, accelerating decisions, moving business forward and making your organization more competitive.

Deploying *Communications-Enabled Applications* (CEA) can generate much higher returns than unified communications alone.

Nortel provides a platform for CEA based on an open Service Oriented Architecture (SOA) and Web Services, with Nortel's Agile Communication Environment (ACE). ACE aggregates context information (role, presence, location and situational information) and mediates between communications services and business applications. This mediation function also enables unification of multi-vendor communications environments, and delivers a uniform user experience within one or many CEAs. ACE deployments are build-to-suit so they can be deployed anywhere from a simple toolkit to a full end-to-end services solution.

Consider a business process that relies on email notification to alert employees, customers or partners to the state of a particular process, or recommends intervention if appropriate. By integrating unified communications into the business process, Nortel can improve this mechanism with CEA applications to exploit location, presence, employee hierarchy and authority information to enable real-time and direct communications, and in this way accelerate decision processes and service processes.

Nortel's award-winning software solutions enable the standards-based orchestration of communications services as elements of existing and new business applications increasing the speed, agility and accuracy of decision-making while accelerating business processes.

Global Services

Nortel's Global Services further differentiates our unified communications offering, assisting customers in planning, integrating, managing or customizing their unified communications deployment. Nortel Global Services for Unified Communications combines industry-leading telephony design and architecture services with experience-based implementation. Experts can help integrate disparate communications applications with custom development to create a seamless user experience, quickly and effectively. Unique among IP telephony vendors, Nortel Global Services can enable unified communications in the context of a multi-vendor, multi-technology environment.

Additional benefits of leveraging Nortel Global Services for your unified communications deployment include:

- **Single accountability** — Ease of a one-stop shop for all services needs
- **Predictable results** — Meet strategic and tactical objectives with solutions tailored to individual client needs
- **Seamless evolution** — Deploy and integrate collaborative communications across multi-vendor technologies, platforms and applications
- **Risk avoidance** — Plan, design and deploy through highly-skilled and experienced unified communications consultants and engineers
- **Return on investment** — Optimize operations costs and enhance employees' productivity with IP telephony and integration with Microsoft and IBM environments
- **Business continuity** — Maximize investment and ensure ongoing performance with post deployment support and managed services options

Nortel Global Services has the skills and knowledge to take the complexity out of the transition to unified communications, helping Nortel deploy the lowest-risk, highest-performing unified communications solution available.

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Unified communications-ready infrastructure

Unified communications deployments require a high-performing underlying network. Nortel's data networks are designed to be unified communications-ready and deliver high-volume, real-time traffic with the highest reliability. Nortel data solutions provide outstanding business benefits over alternative vendors, while efficiently using corporate resources for a greener organization. Nortel data solutions have been independently verified¹ to deliver:

- Up to 7X improved resiliency
- Up to 20X the performance or throughput

- Up to 50% reduction in Total Cost of Ownership
- Up to 40% less energy consumption

Nortel's data infrastructure helps to accelerate the benefits of unified communications such as greater productivity, higher user and customer satisfaction, while efficiently using corporate resources for a 'greener' organization. Only Nortel can deliver these benefits on this scale.

Why Nortel

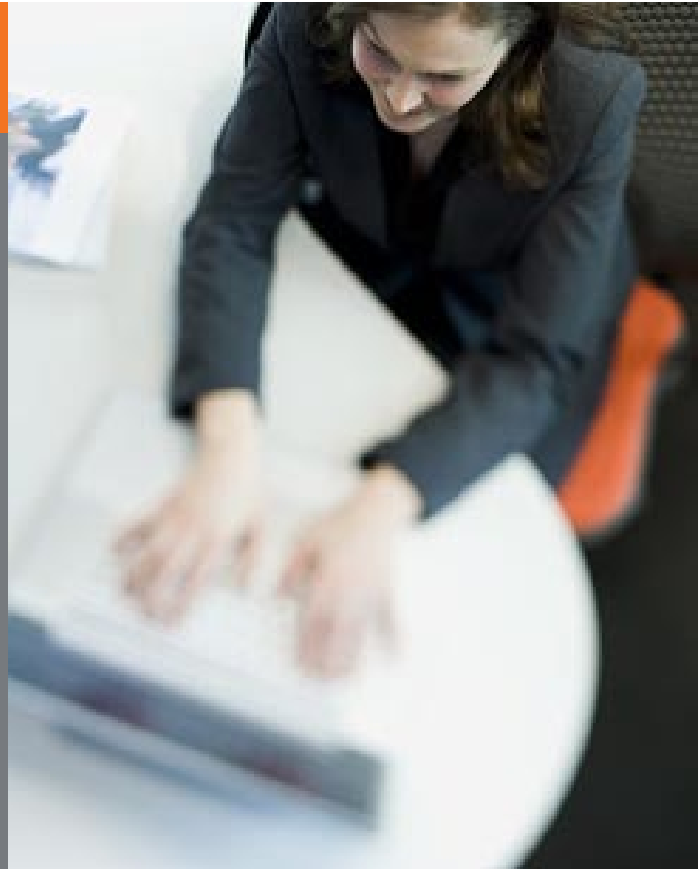
Nortel has a long and illustrious history of communications innovations. In the latest industry chapter on unified communications, Nortel is offering flexible and innovative solutions and

deployment options to make deploying unified communications easier and more cost-effective than competing offers, while also offering capabilities beyond unified communications that return higher value than deploying unified communications alone.

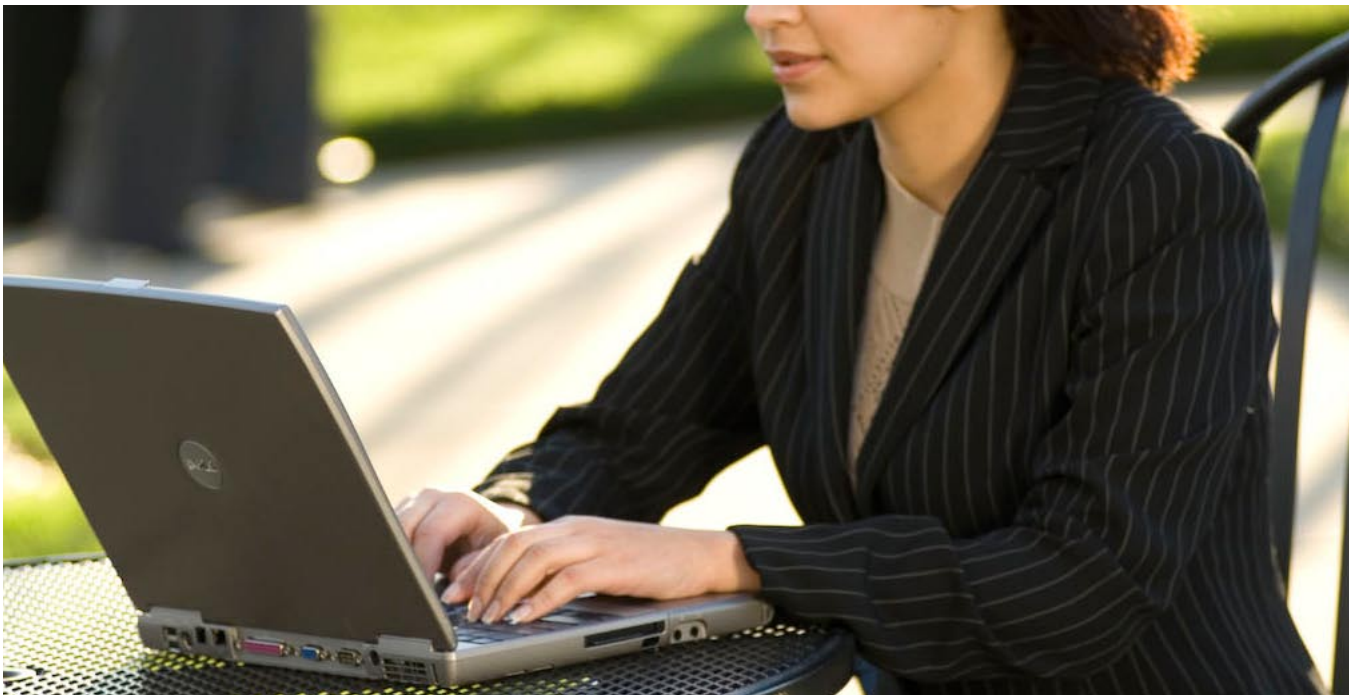
Nortel offers a comprehensive unified communications portfolio to provide an end-to-end solution that includes multimedia applications, voice, video, telephony applications, a complete data and security infrastructure, plus the latest in Communications-Enabled Applications — along with leading partnerships and a global services organization to help ensure you get the most out of your unified communications deployment.

Business Ready Unified Communications

Nortel's Business Ready Unified Communications solutions are pre-engineered, ready-to-deploy unified communications solution bundles that take the complexity out of choosing and designing a unified communications optimized architecture. By using one of the reference unified communications architectures, customers gain the peace of mind that their unified communications solution has been fully engineered and certified to deliver the best unified communications experience possible.



¹ The Tolly Group Report Number 208298, July 2008, reported the results of a power consumption evaluation of six Nortel converged data network products consisting of large and medium core and wiring closet Ethernet Routing Switches (ERS), enterprise branch office routers, and IP phones compared to similar Cisco products on the basis of power consumption and heat dissipation, and five-year operational cost. See also The Tolly Group report Number 208275, January 2008, and InfoTech Research Group Report, January 30th 2008.



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Nortel's leadership in unified communications is based on the completeness of its vision and its ability to execute through solutions that:

- Provide the best user experience, with the simplest and tightest integration into existing applications and processes through our tight alliance partners like Microsoft and IBM
- Increase the speed, agility and accuracy of decision-making through the acceleration of business processes integration via Communications-Enabled Applications based on an open SOA and Web Services architecture
- Ensure the lowest-risk, highest-performing unified communications solution by leveraging unified communications experts within Nortel Global Services
- Deliver improved business performance metrics such as ROI, productivity and revenue with the deployment of a best-in-class unified communications network and unified communications applications

When choosing a partner to enable unified communications, know that Nortel has the industry vision, the solution portfolio, the professional services skills and the extensive alliance relationships to deliver a unified communications solution to meet and exceed your business objectives.

For more information on Nortel Unified Communications Solutions, visit www.nortel.com/uc.

Nortel Unified Communications Portfolio

Component	Description	Nortel Offering
IP Telephony server	The voice call server delivers call control functionality for users, reporting telephony presence and managing session parameters. The call server forms the heart of the unified communications implementation. Nortel has market-leading offerings for small and medium business, enterprise and carrier hosted environments.	<ul style="list-style-type: none"> - Communication Server (CS) 1000, 2000, 2100 - Business Communications Manager (BCM) - Software Communication System (SCS) 500 - Application Server (AS) 5300
Clients	Clients provide a user window into unified communications services. Users often use multiple clients assigned to their office account.	<ul style="list-style-type: none"> - IP phones - Soft-clients for PC, PDA and mobile phones
Unified Messaging (UM)	Receive voice and/or fax messages directly in your Microsoft, IBM Lotus or other email accounts. Play, forward, delete or redirect with the click of the mouse.	<ul style="list-style-type: none"> - CallPilot - UM 2000 - Microsoft Exchange UM
Conferencing	Advanced application for real-time collaboration. Binds multiple sessions together and provides administrative, security and accounting capabilities for audio, web and desktop video conferencing.	<ul style="list-style-type: none"> - Multimedia Conferencing - SCS500 - AS 5300
Video and Telepresence	Telepresence is an immersive experience that simulates live meetings. Services for integration of audio, web conferencing, telepresence, scheduling and activation.	<ul style="list-style-type: none"> - Nortel Global Services - Polycom portfolio - Tandberg portfolio
Instant Messaging (IM) and Presence	Presents users' online status (availability) suggesting the best way to reach them before being called. Get immediate answers even when colleagues are on the phone but able to type an IM reply. Reduces voicemail tag.	<ul style="list-style-type: none"> - Multimedia Communication Server (MCS) 5100 - Application Server 5200/5300 - Microsoft OCS - IBM Lotus Sametime
Communications-Enabled Applications	Integrates communications into business processes to create new classes of business applications, accelerating business.	<ul style="list-style-type: none"> - Agile Communication Environment - Nortel Global Services
Communications Application for Mobility	Integrates enterprise telephony service with mobile telephony, implements mobile unified communications and enables WLAN telephony for campus mobility.	<ul style="list-style-type: none"> - Mobile Communication 3100 - WLAN IP phone portfolio
Contact Center and Self Service Applications	Unified communications integrated contact centers provide enhanced presence and multimodal benefits. Agents can locate expert assistance quickly; collaboration via any mode of communication. Advanced Speech increases efficiencies in customer access and response time from the contact center resulting in higher rate of first contact resolution, lower costs and improved customer loyalty.	<ul style="list-style-type: none"> - Contact Center - Self Service and Advanced Speech Solutions - Nortel Global Services
Network Convergence Infrastructure	Consolidates voice and data networking infrastructures, applies Quality of Service and Power over Ethernet services as well as advanced security services. Power consumption, switching performance, resiliency and cost of ownership are key.	<ul style="list-style-type: none"> - Nortel Switching, Routing, Wireless Access and Security portfolio
Integration Services	Enterprises need professional services to quickly and efficiently design, justify, deploy, manage and maintain unified communications implementations. Engaging qualified integration services are key to speed, quality and peace of mind.	<ul style="list-style-type: none"> - Nortel Global Services

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Nortel is a recognized leader in delivering communications capabilities that make the promise of Business Made Simple a reality for our customers. Our next-generation technologies, for both service provider and enterprise networks, support multimedia and business-critical applications. Nortel's technologies are designed to help eliminate today's barriers to efficiency, speed and performance by simplifying networks and connecting people to the information they need, when they need it. Nortel does business in more than 150 countries around the world. For more information, visit Nortel on the Web at www.nortel.com. For the latest Nortel news, visit www.nortel.com/news.

For more information, contact your Nortel representative, or call 1-800-4 NORTEL or 1-800-466-7835 from anywhere in North America.

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