

# All Aboard

Whatever path you take towards Open Communications, your OpenPath journey starts here.

Communication for the open minded

Siemens Enterprise Communications: [www.siemens.co.uk/open/openpath](http://www.siemens.co.uk/open/openpath)

**SIEMENS**

# Bon voyage

OpenPath provides you with a choice of three clearly defined routes that can achieve the transformation you're looking for - all at a pace to suit you.

Information technology has revolutionised the way we share information and ideas. But with so many disparate ways of communicating across wireless, fixed and enterprise networks, it's impossible to keep track of everything, let alone streamline your business processes.

Our award-winning Open Communications solutions are designed to take you towards our LifeWorks vision of seamless collaboration. A way of unifying information and user experiences across wireless, fixed and enterprise networks, not only across your organisation but between you and your partners and you and your customers. The result is a voice and data environment that prompts and promotes more effective ways of working, eliminating the duplication of information, accelerating business processes and freeing up valuable people and resources. And there's no easier way to do that than via our OpenPath transformation programme – the simple way to integrate innovative communications into your organisation.

### Do you know where you're going?

You may have a clear vision of the future for your communications and collaboration requirements, but do you know how to get there from the position you're in today? There's no simple answer. Which is why we'll work with you to achieve a structured, straightforward and effective transition that fits with your requirements.

- Gain a clear understanding of your starting position
- Unify technologies and applications desk by desk or company wide
- Choose one of three flexible paths
- See tangible benefits with predictable cost savings
- Protect your existing ICT infrastructure
- Transform at a pace to suit you
- Minimise risk and maximise return on investment.

OpenPath provides a number of clearly defined routes that deliver transformation according to your unique technology requirements, financial considerations and business processes:

### Optimise

Are you reluctant to change your communication strategy because you don't see any immediate economic or operational benefits? Optimise enables you to maximise and maintain the performance and efficiency of your existing communications environment and consider recommendations for future enhancements where appropriate.

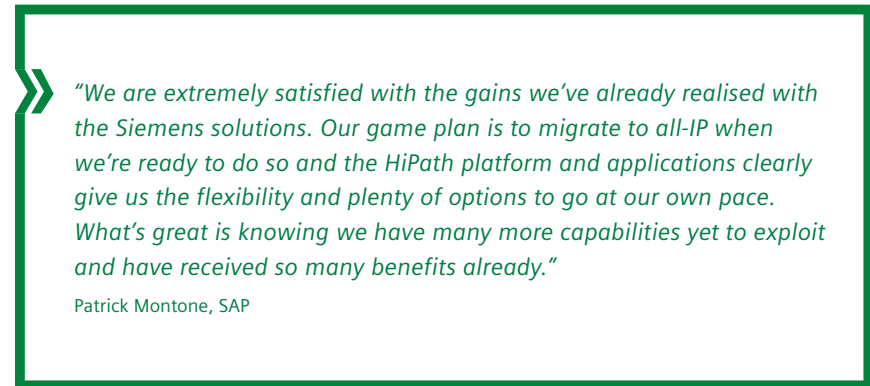
### Enhance

Want to maintain as much of your current ICT environment as possible, but still exploit innovation when compelling events occur? Enhance allows you to add incremental capabilities such as presence, mobility and SIP-based communications to your existing environment to add real and immediate value.

### Transform

Ready to embrace Open Communications and see immediate benefits? Transform uses our world-class technology, services and financial adaptability to revolutionise your communications environment. A flexible solution that helps you to achieve long-term operational and business benefits to give you the competitive advantage.

Whichever route you take towards Open Communications, your journey starts here.



*"We are extremely satisfied with the gains we've already realised with the Siemens solutions. Our game plan is to migrate to all-IP when we're ready to do so and the HiPath platform and applications clearly give us the flexibility and plenty of options to go at our own pace. What's great is knowing we have many more capabilities yet to exploit and have received so many benefits already."*

Patrick Montone, SAP

# Any which

## Optimise

### Walk before you run.

With so many advances in technology it's easy to end up with a fragmented infrastructure supporting a variety of technologies and applications, often from different vendors. But that doesn't necessarily mean it won't work, or even that it's detrimental to the success of your business.

At Siemens we're happy to move at your pace.

We can help you to improve your communications without unnecessary investments. Optimise is our most cost-effective solution, that allows you to join up your business and communications environments to increase efficiency, eliminate duplication and bring your mobile costs under control. A path that can make use of a large portion of your existing infrastructure as a solid foundation for your successful move towards Open Communications.

## Enhance

### Take things step-by-step.

If you're not quite ready to embrace a truly Open Communications strategy, you can still add incremental capabilities to your current ICT environment in the meantime. So how do you move forward?

Siemens can tell you which bits of kit you should keep and which technology is holding you back. Our Enhance transformation strategy protects and re-uses your existing assets wherever possible, minimising those elements that need to be upgraded or replaced during the transformation process.

We also appreciate that it is not always appropriate to replace everything with a single vendor solution. Our expertise and experience in implementing mixed vendor and IP enabled communications means that we can seamlessly connect, support and add value to solutions from different suppliers with the minimum of disruption. A step-by-step path to Open Communications that makes sound financial sense.

# way

There's no right or wrong route to Open Communications, just logical and elegant transitions to suit your unique set of circumstances. So which path is best for you?

## **Transform Or all systems go.**

If you're already sold on the idea of revolutionising your organisation through Open Communications, Siemens can help you to embrace it fully with Transform. This all systems go path allows you to transform your fragmented communications into an open, single or multiple-vendor, SIP-enabled infrastructure. An environment that lets you realise the benefits of unified communications immediately with features such as enterprise-wide presence awareness and wireless voice.

We'll take time to understand your strategic and financial objectives, before recommending an integrated plan for transformation. Working with your in-house teams and external partners we can then manage the process and implement your transformation. And because our solutions are based on our architectural overlay concept, they can be accomplished over time, giving you the flexibility to add new features at a pace to suit you.

## **Not sure which direction to take?**

To explore which is the best path for your organisation, call your Siemens representative for an Open Appraisal. Our 6-point evaluation can provide you with a unique insight into the current communications infrastructure in your organisation.

*"Openness is a concept permeating our entire IT infrastructure. The openness of the SIP-based HiPath 8000 provides an optimal fit with this concept."*

Christoph Wild, Head of Information Communication Technology, Innsbruck Medical University

# Nitty Gr

## The path to predictable finances

With Siemens you'll see tangible benefits as you move towards Open Communications, with predictable financial costs that many others leave hidden. That's because, unlike some solutions, OpenPath takes in the bigger picture; it acknowledges that you're beginning your journey from a unique starting point and takes into account the service, business processes and financial implications of change, as well as the migration of technology. This enables you to gain an in-depth view of your current communication costs, including Capital and Operational Expenditure, so you can project and measure cost savings during and after the transformation.

*"The ability to communicate more easily has increased our efficiency and enabled us to exchange information and make decisions more quickly. Our teams work better as a result."*

Ugur Usumi, Director of IT, AMIDEAST

## Build on your own foundation

But what if protecting your existing ICT investment is just as important as embracing change? We're with you all the way. Our OpenPath solutions are designed to accommodate change on every scale, supporting third-party components and applications as well as our own world-class technology. So you can continue to use as much of your infrastructure as possible, whilst gaining maximum leverage from your investment.

## Get there in your own time

OpenPath also lets you transform your communications at your own pace. Our concept of an overlay architecture reflects our commitment to genuine open standards. So rather than rip and replace, it means you can deploy new features and solutions whenever and however it suits you. That could be one user at a time, one group at a time, across one department or throughout one branch, enterprise wide, nationally or globally. Ultimately you have the flexibility to dictate your own path.

# itty

Although the day to day benefits of Open Communications are clear, the financial implications of investing in a programme of transformation are often less obvious. At Siemens our aim is to make them crystal clear.

## Smoothly and seamlessly

Planning a smooth transition is also key to the success of our OpenPath strategy. We have more knowledge and expertise in real time communications than many other vendors, with considerable experience in implementing mixed, TDM and IP communications environments. We can integrate communication capabilities with your business processes and applications – even in mission-critical environments or where large, complex infrastructures operate across international borders. All without tying you into one vendor, or sending you down a technological cul-de-sac.

*"Siemens' expertise and experience in delivering a highly comprehensive and competitive managed service, as well as being able to source a range of fixed line telecommunications carriers, convinced us to select them as our preferred communications partner."*

Paul Saunders, IS Sourcing Manager, Anglian Water

And finally, because your OpenPath to Open Communications will be clearly defined and managed, you'll be able to avoid any uncontrolled changes that may overrun your original budget or schedule. A solution that minimises the risks associated with change to maximise your return on investment.

## Ready to explore your options?

Call your Siemens representative now to request an Open Appraisal. Our 6-point evaluation can help you choose which OpenPath to take with a unique insight into the state of your current communications infrastructure.

## Communication for the open minded

Siemens Enterprise Communications GmbH & Co. KG, headquartered in Munich, was founded in October 2006 as a wholly owned subsidiary of Siemens AG. As one of the world's leading providers of unified communications, we supply products, solutions and services to customers in some 80 countries. More than 15,000 employees support enterprises worldwide by unifying communications and collaboration, thereby making our customers more productive.

With our Open Communications concept, we offer our customers cutting-edge solutions and services that are based on open standards and integrate into their existing infrastructures and business processes. In doing so, we are continuing to pursue our goal of realising universal communications – across network and media boundaries and with a uniform user experience. We deliver added value to our customers by protecting their investments and enabling a phased implementation of our solutions that are tailored to their needs.

Open Communications from Siemens Enterprise Communications – award-winning solutions for everyone.  
[www.siemens.com/open](http://www.siemens.com/open)

© Siemens Enterprise Communications Limited  
All rights reserved. Siemens Enterprise  
Communications Limited, Brickhill Street,  
Willen Lake, Milton Keynes, MK15 0DJ.

The information provided in this brochure contains merely general descriptions or characteristics of performance which in case of actual use do not always apply as described or which may change as a result of further development of the products. An obligation to provide the respective characteristics shall only exist if expressly agreed in the terms of contract. Availability and technical specifications are subject to change without notice.