

Smooth

In this whitepaper, find out more about how OpenPath can help enterprises make the transformation to an Open Communications and Collaboration environment.

Communication for the open minded

Siemens Enterprise Communications: www.siemens.co.uk/open

SIEMENS

Communication for the open minded

OpenPath Executive Summary

Personal and Business communication choice and capabilities are constantly shifting. In this dynamic environment the challenge of keeping pace with change is placing increasing demands on an organisation; it is no longer just about technology change, but business transformation, transformation to an open, flexible and business aligned communication and collaboration environment.

Siemens' OpenPath provides an elegant and logical transition to Open Communications.

It helps organisations realise their strategic goals through a variety of flexible paths. Each path combines Business Process, Financial and Technology elements, to make the transition as straightforward, attainable and effective as possible.

OpenPath; enables innovative communications & collaboration solutions, protects existing investments, helps organisations to experience long term value from their ICT environment, enables transformation at each organisations pace, is applicable to any IT, telecommunications or mobile infrastructure, minimises the risks typically associated with change and is flexible to suit all types of enterprise.

It helps organisations transform and keep pace with the ever changing communications and collaboration capabilities available today and gives them confidence in their ability to embrace future developments.

Siemens and our partners have the solutions, the financial flexibility and the skills to enable an organisation to make the transformation to an Open Communications environment.

Purpose of this document

The purpose of this document is to define Siemens' OpenPath transformation strategy.

It defines the Open 'paths' through which an organisation can transform its communications environment, financial commitments and business services.

It also demonstrates how Siemens can help an enterprise make the transformation to an Open Communications and Collaboration environment, at their pace.

The changing face of communications

Many organisations are at a crossroads with their communications environment and technology has changed significantly in the last few years. Many solutions are proprietary and therefore incompatible with what came before and what is still to come.

Organisations need to carefully consider any changes to technology, service contracts and financial commitments before embarking on the road to an open, converged communications environment.

You may have a clear vision of the future of your communications and collaboration requirements, but do you know how to achieve these effectively from your current position?

OpenPath can help transform an existing proprietary environment into one which is open, flexible, human-centric and business-focussed, and designed to support business strategy and the ever-changing communications needs of an enterprise.

Organisations need to develop a Strategic Communications plan that is driven by organisational objectives and business goals, not constrained by current technology and service contracts.

"Build or update your communications strategy and road map. Don't just 'let it happen.'"

- Gartner

The inevitability of transformation

Most organisations agree that transformation to an open environment is inevitable and in many cases, has been already begun.

There are many reasons to consider a move to an Open Communications environment:

- A reduction in complexity of; management, financial commitments, contracts and technology
- Increased choice, access and control
- Stop vendor 'lock-in' (avoid being tied to a single vendor's proprietary solutions)
- The ability to easily implement new applications
- Increased business functionality and flexibility
- Geographic flexibility and the same functionality available across the entire enterprise.

“This 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

“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

In some cases, completely removing legacy technology and replacing it in one move (also known as ‘Rip & Replace’) is an attractive option. But this is not always a practical or realistic way forward. It is certainly not the only option available.

Gradual transformation is not only possible, but in many cases it is preferable and recommended. Legacy and Open solutions can co-exist and, as reliance on legacy technology is diminished, an organisation can move further towards an open environment. This enables continued leverage and protection of existing investment in an ICT environment.

Siemens has the ability to support both evolution and revolution of a communications environment and works with an organisation to deliver the best and most appropriate path forward.

Definition of OpenPath

No two organisations are the same, so there is no single transformation solution; open, flexible and business-focused communications. This very complexity underlines the need for enterprises to take a strategic approach to transition. Siemens has developed OpenPath, a number of clearly defined routes or ‘Paths’ that deliver transformation in a structured and logical way.

Siemens’ OpenPath provides an elegant and logical transition to Open Communications. Each path includes a combination of Business Process, Financial and Technology elements that make transition effective and straightforward without adversely affecting the organisation’s ability to operate.

Users can be moved onto new open communications platforms at a pace that suits them. A new building may be first to transform, alternatively existing offices, a defined group of people (locally-based or remote virtual teams) or even a single user at-a-time can be moved to the new environment. Areas of an organisation can transform specifically as and when needed. Select groups of users can be moved, with full transparency across the existing and new environment.

Changing an existing communications environment is no longer about technology migration, it is about business transformation.

The Paths are:

1. **Optimise**
2. **Enhance**
3. **Transform**

1. Optimise

Optimise acknowledges that an organisation may not want to, or may not see any immediate economic or operational reason to change.

Many organisations are satisfied with their current communications and data networking solutions, but recognise that there are still opportunities to re-examine and improve how they are implemented within the enterprise.

Organisations may also be confronted with enforced changes to industry regulations or other legislation. In these situations there is opportunity to significantly improve the existing environment, while, at the same time, laying the foundations for a successful move to Open Communications when appropriate.

A large proportion of legacy equipment can continue to be utilised in an open environment, as long as careful planning is undertaken before any changes are made. It is difficult to know how to change if you do not have a clear understanding of your starting position.

Organisations need to have a comprehensive view of their current; infrastructure, technologies, contracts and business processes, or engage a qualified third-party to help them with this process, before they embark on a change project.

Siemens or Siemens partners Professional Services can be provided to establish the 'fit for purpose' of; existing infrastructure, technologies, services and contracts – even within an existing multi-vendor landscape. To this solid foundation, Siemens will propose necessary improvements and enhancements.

Maximising existing telecommunications and ICT investments is a key component of the 'Optimise' path. Siemens can provide consultative services that enable organisations to fully exploit their existing environment.

Optimise: Maintains and maximises the performance and efficiency of an existing communications environment and provides recommendations for future enhancements.

2. Enhance

Enhance is for organisations that want to maintain as much of their current ICT environment as possible, while taking advantage of innovation when compelling events occur.

In any migration strategy it is imperative that a customer can protect and, wherever possible or desired, re-use existing assets.

Siemens recognises that the migration of some technology will not always be possible; some elements will need to be either upgraded or replaced during the transformation process. The real expertise lies with the ability to manage and minimise these components in the context of an overall strategy.

Vendors must understand that it is not always appropriate to replace everything with a single vendor solution. Many organisations already have technologies supplied by several vendors and Siemens recognises the requirement to seamlessly connect, support and embrace solutions from different suppliers. This enables an organisation to leverage the strengths of a well-orchestrated ecosystem.

Organisations may want to provide additional capabilities to the enterprise or add and integrate additional applications to an existing environment. These could include support for SIP, unified communications applications, presence awareness, fixed-mobile convergence and flexible support contracts. Organisations may want to try open communications before fully committing; this path will enable them to try these capabilities within their environment to ensure compatibility with current technology.

Siemens has a long and successful history of implementing mixed Legacy and IP enabled communications solutions. It is possible to enhance an existing environment with the addition of the appropriate technology – whenever and wherever it is adding value to the business. Organisations are already running Voice over IP (VoIP), IP Telephony, Presence awareness enabled applications, Fixed Mobile Convenience solutions and many other enhancements that span Legacy & IP environments.

The 'Enhance' path allows an enterprise to experience some of the benefits of Open Communications without the need to completely and radically transform to a truly open environment. This helps to build confidence that transformation will work within a specific environment.

It can also address; doubts and uncertainties that an enterprise may have about the future direction of their business and the required underlying business processes and workflows, envisioned geographical scope of activity, merger and acquisition activities and the need for off-shoring or in-sourcing activities.

This helps an enterprise to spend money wisely by enhancing the existing infrastructure one step at-a-time, adding value within the short term but also providing the ability to migrate to an open communications environment at the organisations pace.

This path will also provide an elegant and deliverable transformation plan that can be extended to fully transform an enterprise if and when appropriate.

Enhance: Add incremental capabilities (e.g. Presence, Mobility, and SIP based communications) to an existing environment in a non-disruptive manner to add real and immediate value.

3. Transform

Transform applies to organisations that embrace and wish to immediately leverage Open Communications.

This enables an enterprise to overcome the fragmentation of today's communications landscape and allows them to re-define the strategic objectives of how communications technologies can add value, turning a cost into a business asset.

This may be transformation to an open, single or multi-vendor SIP-enabled infrastructure; full presence awareness across an enterprise; unified communications; implementation of innovative support and maintenance service contracts, data centric communications, wireless voice, or even a move towards a fully outsourced managed or hosted service.

Some organisations already recognise the value of moving to an open communications environment. Siemens can help them achieve this with the 'Transform' path.

Once an integrated transformation plan has been defined and checked against an organisation's strategic objectives, Siemens can manage the process. Siemens can work with in-house teams and/or third parties (as appropriate) to provide strategic business, technology and service plans against which to execute a successful transformation – bringing in new technology as well as offering innovative services.

Open Communications will be deployed on an enterprise-wide scale. Technology, financial models and services are then transformed to support business objectives, applications will be deeply embedded within the business process landscape, IT based communications, mobile communications and voice communications will be harmonised in a human-centric and business oriented way. Real ICT will embrace all kinds of communications and support all business objectives instead of just being a bundling together of existing technologies.

OpenPath is based upon Siemens Open Communications overlay architectural concept that can be deployed over time and at an organisation's own pace.

This gives an organisation the flexibility to manage transformation to fit with strategic business, change management and communication plans.

This approach gives customers the ability to:

- Meet the immediate needs of users that have the greatest functional demands
- Leverage and protect in-place investments through their complete lifecycle
- Gradually grow skills to plan and support new solutions
- Avoid heavy project cost peaks that may preclude critical progress in

other areas of the ICT environment

- Provide a homogeneous and simplified environment instead of multiple technology silos and chaotic complexity
- Deploy presence and preference based applications, rather than being reliant on people to make up for the human latency present in many communications solutions
- Leverage integrated communications & collaboration capabilities and avoid fragmentation

Transform: Apply the full range of available components to transform a communications environment for maximum competitive advantage and long-term operational and business benefit, at a pace that suits each organisation.

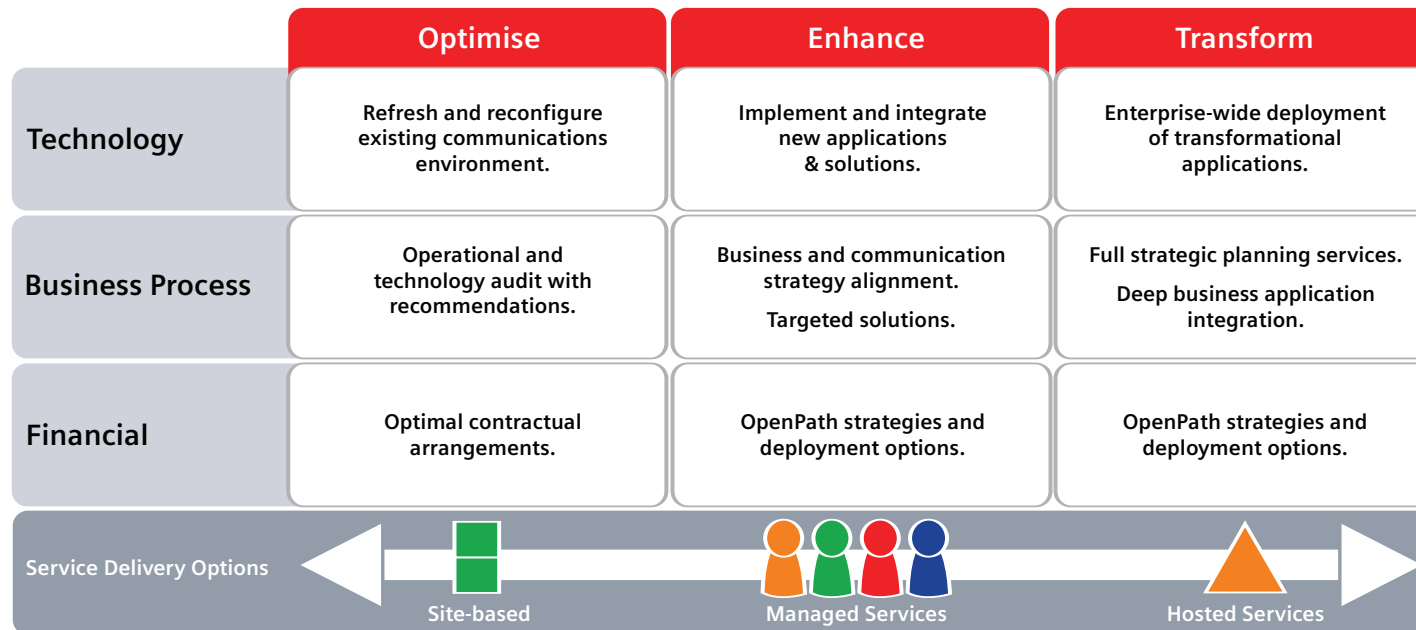


Figure 1. The OpenPath Framework

The promise of OpenPath

OpenPath is more than a set of routes to Open Communications. It's Siemens commitment to providing flexibility, unparalleled execution and investment optimisation during transformation, to realise this, Siemens focus on several key principles:

Full life-cycle value: Protection of the value of existing investments is fundamental to transformation, it enables new and old to work seamlessly together, so businesses can achieve progress in key areas without replacing everything.

Pragmatic cost management: Flexible licensing and service offerings enable easy transition of user licenses and maintenance arrangements throughout a gradual transformation, while avoiding duplicated costs or complexities in site-based licensing.

Open Communications: A comprehensive commitment to open, standards-based solutions means organisations can achieve their vision with a diverse set of infrastructure elements, applications, devices and service providers. This avoids the need to prematurely retire investments and it gives the greatest possible choice in selecting and engaging with a wide array of vendors engaged in the ICT world.

Choice: Siemens provides choice; with more options for selecting vendors, using and retiring assets, planning/implementing and supporting transformation; financial planning, resource utilisation, and a full spectrum of evolutionary options that avoid harsh extremes. These include the ability to seamlessly connect different platforms, mix IP networks or solutions from several vendors, or provide application portability across all platforms.

OpenPath is not a destination in itself; it enables an organisation to move towards Open Communications. OpenPath embraces the future: it has been created to incorporate current and future developments in technologies and innovative service solutions.

Whatever the starting point, and whoever the current supplier of technology, OpenPath enables an organisation to move towards an open communications and collaboration environment in the most appropriate way.

How do you start?

A successful change programme recognises that most organisations have existing voice and data technologies within their current environment. Only very few enterprises are in the enviable position of being able to discard this and start again. Only new businesses have no infrastructure at all. So any change programme must take into account existing assets, contractual obligations and services, whilst maintaining business continuity.

"It is your approach to handling the issue of legacy systems that will determine whether you succeed or fail"

Steve Prentice - Gartner

Technology transformation is imperative but it is only one of the elements that needs careful consideration. A detailed review and transformation plan will also need to be applied to business processes and financial business models.

Siemens can provide clear paths to a secure, converged, open, standards based environment and can also provide the framework to expand and contract communications capabilities to suit an organisation's ever changing business needs.

Each enterprise should have choice of; technologies, deployment models and pace of change. Siemens can and has successfully combined legacy, hybrid, pure IP technologies and applications within the same environment. It has achieved this using existing and newly developed Siemens and third party solutions.

Most importantly, consideration must be given to maintaining day-to-day business practices during the transitional process.

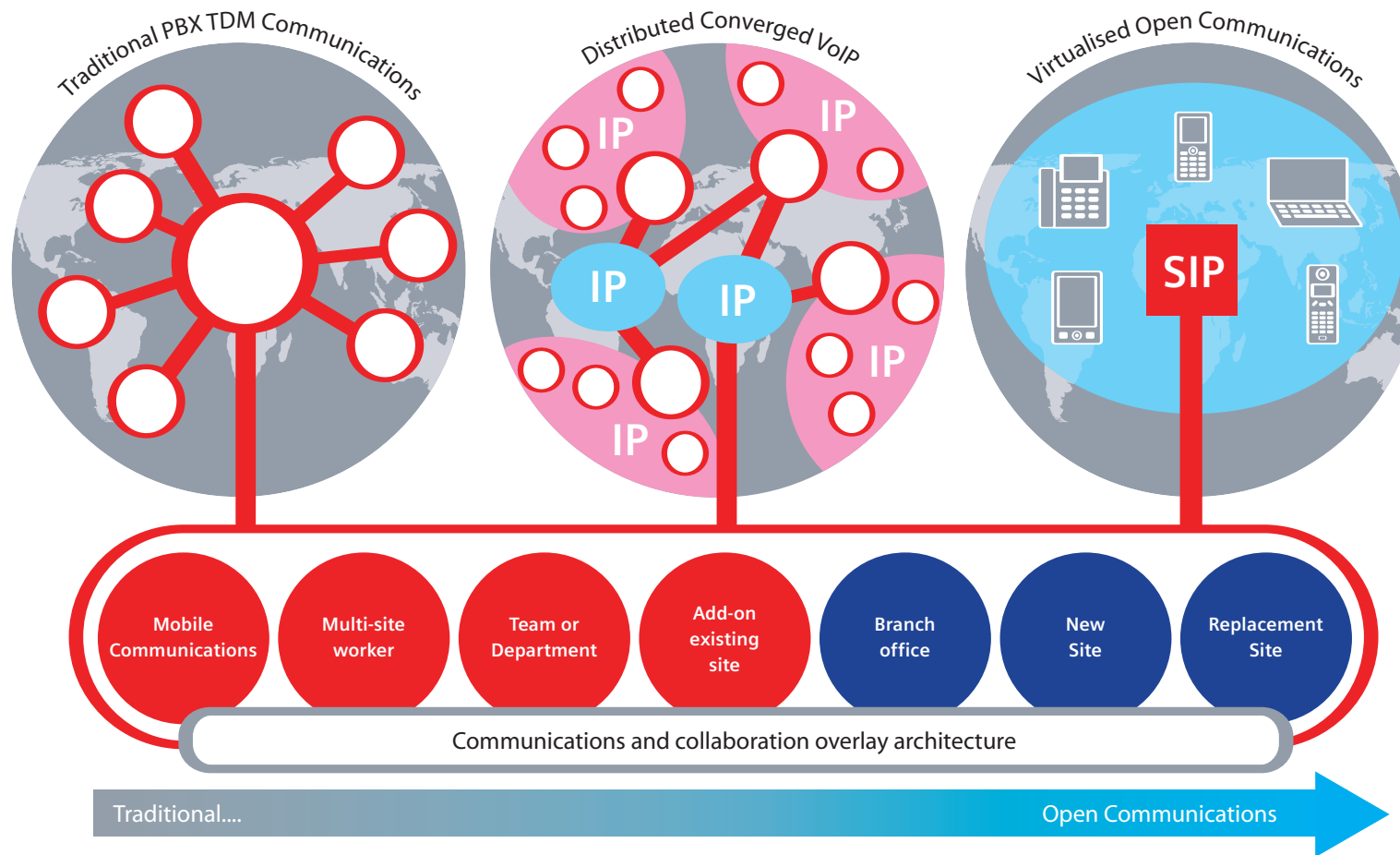


Figure 2. The OpenPath transformational deployment model

Why transform your communications with Siemens?

Siemens' strategic vision for Communications & Collaboration - LifeWorks - addresses today's fragmented communications landscape by delivering a uniform user experience enabled by Open Communications.

Siemens can support existing functionality within an open environment and wherever possible users can continue to use the rich feature sets available on existing equipment.

Through flexible licensing models it is possible not only to migrate technology, but also to transfer existing device licences.

Siemens sector expertise will help organisations plan and execute a transformation strategy in line with industry specific drivers (e.g. regulatory requirements, industry trends, customer demands). An open environment should be vendor and infrastructure agnostic and allow expansion and contraction as demanded by each organisation.

If planned and managed correctly, transformation, from traditional to Open Communications can be a relatively straightforward exercise.

Why trust Siemens?

- A clear vision & strategy
- Market leading Open solutions
- Providing choice, access, agility & control to each organisation
- Flexible transformational options

- Skilled in the planning & execution required to support business strategy
- Business acumen, combined with the skills & tools to enable transformation
- Open to new ways of thinking

“Siemens Enterprise Communications was the most credible choice for us thanks to its proven experience as a global telecommunications provider.”

Hans-Achim Quitmann CIO Zumtobel Group

OpenPath:

- Enables innovative communications & collaboration solutions
- Protects existing investments and provides long term value
- Is an overlay architectural concept that can be deployed over time and at an organisations own pace
- Applies to any IT, Telecommunications or Mobile infrastructure
- Minimises the risks associated with change
- Is flexible to suit all types of organisation
- It provides, through open partnerships, choice to use Siemens & Non-Siemens products, solutions and services to achieve the full benefits of Open Communications.

Delivering OpenPath

Given the many pressures faced by IT divisions, it is not surprising that more and more organisations are turning towards others to provide communications services (from basic through to comprehensive managed service offerings), in order to focus on their core business (direct more resources to critical business projects).

Many organisations in both the public and private sector prefer to focus on the challenges of running their business, rather than being diverted with the demands of providing a world-class communications environment.

Siemens Enterprise Communications are recognised as experts within the communications and collaboration industry. Siemens enables an organisation to focus on doing what it does best. The client has confidence that current and future communications requirements will be aligned with an agreed strategy.

It is also possible to centralise communications and collaboration services into a Data Centre or a hosted environment, implement these services in a distributed model or even transition from one to the other as and when appropriate.

Siemens has a range of Transformation Services that align with an organisation's strategic planning cycle. They are designed to help an enterprise realise all the benefits of an open environment, while providing investment protection and the best possible return on existing assets.

These services can help optimise the quality of delivery while reducing the risk during transformation of a communications environment. Transformation takes place when appropriate and can include options for technology refresh within the contract lifetime. Operational costs can be managed on a predictable basis across the entire period of the contract or life of the technology. This enables an organisation to transform where, and when, necessary and appropriate while the existing ICT environment is maintained and serviced to acceptable levels.

"Enterprises are looking for help to migrate to IP. The migration process is complex, and Enterprises do not have the skills in house. Siemens EN is a major player in this Managed Services market"

Phil Sayer, Forrester

Our customers & OpenPath

Many customers have already experienced the benefits of OpenPath:

"Siemens' demonstrated a clear understanding of our requirements and was able to work as a partner every step of the way. This is an innovative solution that provides the flexibility and improved performance that are vital to the county's citizens and employees"

Julie Holmes, Head of ICT at Herefordshire Council

"We are very happy with our Siemens engagement, it has delivered the value for money we wanted. Over a four-year period it will save us more than £9m and we can extend the network to other users"

Kevin Mansfield, IS Schools Broadband Project Manager at Essex County Council

"Siemens' technology is very reliable, which we depend on, given that a lot of our equipment and engineers are based in very harsh conditions."

Gary Steer, technical director at Hermes Datacommunications International

“We’ve been able to improve our overall level of customer service significantly.”

Kathleen Ingalls-Hefni Corporate Director DMC Health Access Center

“Siemens presented us with a coherent concept for remote management.”

Thomas Schnorr Head of IT Client & Network Services EDC GmbH

“OpenScape improves cooperation in our teams and thus gives us a crucial competitive advantage, so that we can continue to be the best in Brazil.”

Prof. Luiz Carlos Morais Rêgo Director of Innovation Forum Getulio Vargas Foundation

“A lot of our value lies in our ability to provide SMBs with large enterprise capabilities, made affordable through our hosting, development and managed service offerings. Leveraging products from Siemens, Microsoft and other leading vendors allows Engage to deliver benefits otherwise unavailable to many SMBs due to cost and complexity.”

Todd Sharp, President of Engage

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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 seamlessly in their existing infrastructures and business processes. In doing so, we are continuing to pursue our goal of realizing 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

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