

Now Open

Introducing Open Communications from Siemens Enterprise Communications. Speed up business by making collaboration easy and give your organization the competitive advantage.

Communication for the open minded

Siemens Enterprise Communications: www.siemens.com/open

SIEMENS

Communication for the open minded

Information technology has enabled you to make huge leaps in the way you do business. Yet more and more organizations are finding that the proliferation of communications devices, solutions and applications, controlled via human middleware, is seriously hindering their ability to bring people together to collaborate, innovate and make decisions. Unifying all of these point solutions into a single, Open Communications environment unlocks the potential of your greatest asset – your people – by enabling them to communicate and collaborate more effectively with their colleagues, partners and your customers. If that's the challenge you're facing, then Siemens Enterprise Communications is here to help.

We're the leading provider of Open Communications. We have an award-winning portfolio of solutions and services that build towards our LifeWorks vision of a unified user experience and universal access to services by embedding advanced unified communications seamlessly into your existing infrastructure. Every one of our products, applications and services is designed to make your organization more productive, helping you to increase efficiency and become more competitive in your market, simply by embracing new technology.



“Open Communications offers businesses future-proof solutions and a long-term competitive edge. It speeds up business processes, increases productivity and forms the basis for a wide range of services and solutions. In this way, Open Communications helps companies of all sizes achieve their business goals.”

Eduardo Montes, Head of Communications (Com), Member of the Managing Board of Siemens AG

Imagine if you could have the same efficiency and effectiveness as the world's most successful business enterprises. That's exactly what you get with Open Communications. A seamless effective communication and collaboration environment that fully exploits both fixed line and mobile technologies, as well as your existing IT infrastructure - not just to reduce cost, but also to grasp new business opportunities and promote more effective and flexible ways of working.

Practically speaking, it means you can bring together people, locations, networks and devices so that everyone has access to the same information. And it doesn't matter how or where you access it from. Our open solutions work over corporate or public networks – even those that don't use wires. So you can connect mobiles to laptops, hotel phones to PDAs, in fact almost any and every means of communication you can think of.

Achieving this new environment sounds complex, and it is. But we use our understanding of technology, software and services to give you simple, logical recommendations on the choices available to you to manage this change. The real beauty of our solutions is that they're based on both industry and de facto standards, so whatever technology or business processes you currently employ, they're sure to be compatible.

Your people will get along with our solutions too. They're intuitive, straightforward and consistent, with rich media content that makes adopting new ways of working less daunting. Everyone can reduce the information overload and work more productively, so you maximize your return on investment. All while ensuring business continuity and integrity through outstandingly reliable solutions like the HiPath 8000 softswitch. Because when you free your organization with Open Communications, you won't want anything to hold you back.

Open Communications is based on seven core principles:

- Unified Communication
- IT-Based Communications
- Fixed Mobile Convenience
- Business Process Integration
- Rich User Experience
- Business Continuity and Integrity
- Open Service Delivery

The journey to achieving Open Communications is our unique OpenPath.

Enterprise

Communications and collaboration solutions that accelerate decision making and innovation.

For large enterprises, it's never been more important to drive fundamental change. It's the only way to address the demands of a global economy, advances in technology and mega trends such as climate change, while building competitive advantage. We can help you meet those challenges with a communications and IT strategy that enables you to profit from changing the way you do business.

Creating a more team-based environment can promote innovation, revolutionize your business and make it more competitive. Key to its success will be the ability to deliver the effective collaboration that is so critical to business innovation and customer service. But this requires better integration of your business and communications technology, between colleagues, groups, offices and even business partners – no matter where they are in the world. And the only way to do that is to embed Open Communications, such as HiPath 8000, into the heart of business processes.

Government

Communications enable the transformation of public service delivery.

Making government services better integrated improves the experience for citizens. But in the context of the public sector that means transforming the ways in which colleagues, groups and departments share information in what is often a people-driven process. With the increase in remote and home workers, seamless access to people and information becomes even more critical, as does collaboration between front and back office personnel.

Through Open Communications we can improve collaboration across your whole organization, speeding up processes to optimize workflow and enable a coherent shared services approach. And no matter where your employees are working, or what device they're using, they can exchange ideas and information as easy as if they were sitting around a table.

Which means you can deliver better services and work in more innovative ways.

You got

SMEs

Communications are vital in helping to develop growing businesses, whatever their size.

Finding the right balance between keeping down communication costs and improving customer service is crucial to survival. Although a wealth of technology exists to help meet all those challenges, some organizations think it's only for big business.

Wrong. Embedding communications and collaborative solutions into everyday processes is just as achievable for small and medium enterprises as it is for large organizations. Which means you'll be able to operate with the same level of professionalism and efficiency as the big companies - but still keep your cost base at the level it is now.

Open Communications helps to improve productivity. So you can get more done with the people you've got now. And with innovative new ways of staying in touch, you're better connected. It's one less thing to worry about. You can make decisions and deal with problems and opportunities even when you're away from the office.



Solving the communication challenges facing your organization today.

Open Solutions

Open Communications solutions and services.

Our portfolio of solutions integrate seamlessly into your IT environment. We provide the consultancy to help you understand where you are today and the most effective route to migrate. We offer globally available managed services to maximize the long term value of your Open Communications environment.

We also offer a range of IP communications platforms for every size of business. HiPath 8000 is our class-leading pure IP communications platform for large enterprises. The solution chosen by Commerzbank, like all our range of HiPath solutions, can bring you real-time voice and data capabilities over an IP network infrastructure. Alternatively, HiPath 4000 is a converged solution for medium to large organizations, HiPath 3000 for medium-size organizations and HiPath 2000 delivers real-time voice communication to the SME. To enable you to exploit the full potential of these platforms, we have OpenStage, the world's first Open Communications desktop device. It's open, standards-based approach means that you can integrate the business applications and processes that you use every day.

Siemens Enterprise Communications has a wealth of experience and expertise in contact center solutions, so we can help you to deliver outstanding customer service, efficiently and cost effectively. HiPath ProCenter brings the power of presence into the contact center, connecting agents with the right colleagues to effectively handle every inquiry, giving the answers to your customers in real time.

A key component of any Open Communications strategy is Enterprise Mobility, which is where our Open Mobility Solutions come in. HiPath Wireless provides a solid foundation for enterprises to deploy open mobility solutions that are secure and manageable.

The final key to success is in achieving effective transition to Open Communications solutions. Open Communications are not just about technology. Our global portfolio of Transformation Services and unrivalled skills in solution are designed to ensure that your migration to Open Communications - as well as the end product - is tailored to meet your own unique requirements, helping you align your ICT plan to your business strategy. From understanding your technology and service starting point, and building a migration plan to fit your business, to creating a service operation model that delivers against cost targets, provides excellent service delivery and continually evolves to keep in line with your business objectives.

Bling

Bling

If you think our Open Communication ideas sound fantastic, then you're in good company. Siemens Enterprise Communications was awarded the Frost & Sullivan "Market Leadership Award" 2006 thanks to our leading position in the IP telephony market, not to mention the quality and breadth of our strategic thinking.

In addition, we have received the Queen's Award for Enterprise: Innovation 2006 – the most high profile award for business in the UK. It's an accolade that recognizes the success of our Open Communications solution that allowed 110,000 government employees to adopt flexible working practices.



Walk th

With our OpenPath migration strategies, we fulfill the promise of a simple transition to Open Communications that maximizes return on investment – whatever your starting point.

Unifying your communications needs to be quick and simple. That's why our solutions integrate smoothly and seamlessly into your existing IT environments, channeling all your communications into one, single converged solution. So you can enjoy the benefits of presence-based, real-time communication, via your existing systems.

In practice that means contacts, emails, messaging and reporting are all managed through one intuitive interface. And we exploit presence technologies

to ensure that team members have full visibility of their colleagues' availability for calls and collaboration sessions. They can prioritize who they are available to and how, make informed decisions when contacting co-workers and update everything from their desktop or mobile handset. Real-time collaboration also means they can set up sessions, from an individual phone call to group conferences. Suddenly processes and tasks that took hours to complete can be done in no time and everyone works more effectively and benefits from

is way

OpenPath

Our OpenPath program combines technology and transformation services, all of which are underpinned by financial packaging and designed to meet your migration needs. So we can optimize your current communications environment, enhance your communications by adding incremental capabilities such as presence or SIP, or even fully transform your environment to one of Open Communications.

It's about finding the right path for you, at the right time and moving at a pace that's right for your organization. We can improve the way you work by enhancing your existing infrastructure. Or we can carry out a complete transformation for you. There's even the option to take a managed or hosted service from us, from one of your own partners, or to invest in a self-hosted service of your own.

Siemens Enterprise Communications has long-standing co-operations with a wide range of organizations from global players including Microsoft, SAP, IBM and Accenture, through to experienced local resellers. So whatever the size of your organization, we are sure to have a partner that can meet your requirements.

We can put you on a smooth path to unrestricted communication, now and in the future. By focusing on a standards-based approach, our open unified communications solutions are unrivalled in their maturity, depth and ability to integrate into standard and existing business applications and processes. And because many of our solutions support Session Initiation Protocol (SIP) technology, you also have the freedom to evolve your communications environment, easily and cost-effectively, to meet future needs.

Result

Customers worldwide trust us to deliver the Open Communications that speed up their organization.

COMMERZBANK

In March 2006, Commerzbank became the second largest bank in Germany through the acquisition of Eurohypo. To enable them to maintain their growth and support their clients, the bank expanded its existing agreements with Siemens Enterprise Communications to include HiPath 8000, our market-leading carrier-grade softswitch. Our solution now provides a SIP-based, real-time overlay IP communications network for one of the most important banking institutions in Europe.

HiPath 8000 brings carrier-class reliability and availability as well as inter-branch connectivity to a network with large central and regional locations. Local answering machines were replaced with a central voice mail service and by using one common platform, the bank has reduced maintenance and operating costs. The solution also resulted in significant cost savings by reducing the overall number of communications systems they operate.

SHIMANO®

The North American division of Shimano handles sales and distribution of the company's fishing and cycling products across a broad area. But with sales staff often on the road, communicating with customers and working with each other was no easy task. Moving from the older telecoms system to the new Open Communications solution also had to be done with the minimum disruption to staff and customers.

We recommended a tailored solution using HiPath 4000 and OpenScope. The new communications system makes it easier for mobile sales and marketing teams to reach each other in real time. Company laptops now have software to unify messaging and enable them to work from virtually anywhere.

Unified communications also allows calls to be forwarded automatically to mobile phones – a big plus for Shimano's revenue-generating reps who can now take calls any time and anywhere they want. And because the solution

Another thing that makes our solution so unique is the way it is financed through a flexible and tailored agreement. Siemens purchased all the telecommunications equipment at Commerzbank's branches and headquarters and leases it back to the bank. And unlike traditional outsourcing agreements, Commerzbank retains responsibility, involving their associated partners in decision making and technological matters.

By introducing HiPath 8000, the bank has created the foundation for other pioneering services such as collaboration and presence-based communications. But more importantly, it now benefits from an optimized service and state-of-the-art solution with a minimum of effort.

"With the HiPath 8000, Siemens has the leading SIP communication solution in the marketplace."

Roland Schneider, Global Head of Network Services, Commerzbank

has a presence-aware feature, staff can see how and when it's best to get in touch with their colleagues.

One of the biggest advantages of the upgrade is that Shimano can now deliver a better level of service to customers, manufacturers, distributors and retailers. It is anticipated that their new Siemens system will result in increased sales and a real return on investment. Pronto.

"Being able to support and talk with our customers has always been important to Shimano. We've always highlighted the quality of all our products, but we also try to make sure that quality is reflected in our service and how we communicate with customers. Our new communications system fully supports our ability to live by those values."

Bill Crane, Communications Manager, Shimano American Corp



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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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Communications Limited, Brickhill Street,
Willen Lake, Milton Keynes, MK15 0DJ.

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