

# Always Open

Why wait to get the benefits of unified communications? Open Communications is the proven integrated approach that covers everything from software to services. With Siemens Enterprise Communications you can start right now.

Communication for the open minded

Siemens Enterprise Communications  
[www.siemens.com/open](http://www.siemens.com/open)

**SIEMENS**

# The time is now

In this demanding global climate, your business constantly faces new challenges and opportunities. Your competition is always looking to steal the edge. Smart and lateral thinking has never been more essential to continue your success. You need new ideas. And powerful ways to implement them. It's time to put things in action.

Consider the issues you're facing. Cost reduction is as important as ever. You need to deliver the same excellent service for less. Naturally, you need to continue to keep your customers happy.

The Green agenda is a significant influence; you're under pressure to consider the environment by conserving energy and resources. Which puts home working and cutting down on your people's travel needs firmly on your agenda. Corporate governance issues mean there is a constant need to remain accountable. Projects need to be measured with respect to being on budget and on time. Your need for transparency and speed of information is huge.

## Unified communications is the answer

Everybody's talking about unified communications as an answer to these issues. And they're right: Communicating and collaborating effectively with your teams and partners is vital. Your business is empowered by simplifying the way your people share information. Innovation flourishes, because ideas are passed on more easily. But there are still many questions: How to implement? Who to work with? With all the hype and unproven solutions out there, it's tempting to wait.

That's where Open Communications comes in. Open Communications allows you to unify your communications in a single solution that drives your business forward - and it's open to meet future requirements. Our solutions accelerate your processes through better collaboration and enable you to cut costs by enabling teams to work in new ways. Finally, you can manage the change at a pace that optimizes your return on investment.

So why wait? With Open Communications you can start right now.



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**“Siemens Enterprise Communications is dedicated to facing the challenge of our customers’ current and future demands. It’s important that the users control communication, not the other way around.**

**We are already realizing unified communications for companies of all sizes. Thanks to our Open Communications approach, solutions can be implemented quickly and easily. Our migration strategy OpenPath is paving the way for solutions tailored to customers’ needs and individual migration plans. We have options to deploy, implement and maintain technology; be it system purchase or hosted service. As a result, communication becomes easier and more efficient.”**

From left to right; Gerhard Otterbach, CMO, Thomas Zimmermann, COO, Reinhard Benditte, CFO

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## Free to grow

Enterprises need to adapt and evolve their organizations to create agile, business-aligned communication systems powerful enough to satisfy current and future demand.

Unifying communications means all businesses will be able to coordinate an increasingly remote workforce; essential with the ascent of home and remote working to drive down cost. Staff can be free in time and space, yet constantly in contact. The growth of unified communications, gives companies a chance to rise to the increasingly difficult challenge of gaining the competitive edge.

Our offering is based on six core solutions to keep your organization competitive today and into the future:

- Unified Communications
- Customer Interaction
- IT Telephony
- Mobility
- Security
- Service Management

## Transforming businesses from multi-national corporations...

If you're a large enterprise, integrating the OpenScope Unified Communications Suite into your business processes can secure the competitive edge you're looking for. This is a new suite of applications to support everyone from mobile workers to contact center agents. It can help you reduce costs by allowing your employees to collaborate effectively, regardless of their location or their favored way of communicating by enabling them to share presence info.

The OpenScope UC Suite also allows you to deploy software at a pace that maximises return on investment. The seamlessly efficient and intuitive communication it allows can deliver significantly higher personal and enterprise productivity.

## ...to start-ups.

Running a small or medium-sized business? You can take advantage of solutions that use our unified communications strategy to improve your efficiency and productivity. Using a solution like HiPath OpenOffice can help you grow revenue, simply by speeding up customer response and decision-making. It's also easy to use and install – which keeps your ownership costs down.

These solutions enable you to tackle issues with your business, allowing you to move forward in an integrated and cost-effective way. A happy side effect you may notice, is that staff actually gain time, giving them a more pleasant work-life balance. This subsequently helps create more loyal staff. Which works for everyone.

So with Open Communications there's no need to wait for unified communications. You can start right now!

## 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 influences such as climate change, while building competitive advantage. We can help you meet those challenges with a communications and IT strategy that lets you profit from changing the way you do business.

Creating a more team-based environment can promote innovation, revolutionise your business and make it more competitive. Key to this success is effective collaboration. Integrating the new OpenScape Unified Communications Suite into your business processes can achieve this and secure the competitive edge you're looking for. The OpenScape UC Suite enables presence-based, real-time unified communications for everything from contact centers to mobility in one seamless solution. It's a suite of solutions that can help you reduce costs and deliver significantly higher productivity.

In addition, the OpenScale services portfolio offers end-to-end services that enable your organization to cut costs and manage the change to unified communications. It covers everything from consultancy and design services for applications, integration, infrastructure and security, to managed services for communications.

## Government

Communications enable the transformation of public service delivery.

Integrating government services better 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.

# The Wor

## **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 plenty of technology exists to help, some organizations think it's only for big business.

Wrong. Embedding collaborative solutions into everyday processes is just as achievable for smaller enterprises. Which means you'll be able to operate with the same level of efficiency as the big companies – but still keep your cost base low.

Open Communications helps to improve productivity. With innovative new ways of staying in touch, you can make decisions and deal with situations even when you're away from the office.

HiPath OpenOffice is the first unified communications appliance for growing businesses. It enables you to manage all your communications from a single portal, combining your phone calls, voicemail, conferencing, fax and messaging. It's also simple to install and integrates seamlessly with Microsoft Outlook, making it really easy to use.

## **Open Solutions**

There are six main areas in which we provide solutions for your organization, all of which integrate seamlessly into your current IT environment.

### **Unified Communications**

Unify everything from voice to videoconferencing in a single solution that helps to accelerate processes and increase efficiency. Presence lets you find out your team's availability instantly, from a single screen – regardless of their location. enhancing collaboration. Our open solutions integrate communications seamlessly into key applications like Microsoft Outlook and IBM Lotus Sametime.

### **Customer Interaction**

Keep the competitive edge with your customers through tailor made CRM solutions designed to increase first contact resolution. An open and software based approach means agents can be quickly deployed anywhere in the world - reducing service costs and increasing satisfaction.

### **IT Telephony**

We enable you to deploy advanced communications like a software application – from a data center anywhere. This means anyone can have any service, wherever they are. Our solutions enable you to overlay services on your existing environment, as you need them and integrate them into the applications your teams use every day. Simple and cost effective.

### **Mobility**

Be out and about as you need - but constantly contactable. Just one device and mailbox keeps you in touch - increasing customer responsiveness. Dramatically reduce mobile costs by routing through the corporate network whenever employees are on campus. Enable your employees to work flexibly with wireless – at conferences, temporary offices and home.

### **Security**

Security solutions enable your teams and partners to exchange ideas, communicate and collaborate without worrying about leaked information. They ensure security and reliability without being a straightjacket that hinders your team's effectiveness.

### **Service Management**

Our services allow you to reduce operating costs, manage change and drive efficiency. Only paying per month for the users you need, flexes to meet your business requirements. In addition, we have services to help you manage the transition to unified communications – enabling deep integration of these solutions into your environment – maximizing adoption and return on investment.

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Solving the communication challenges facing your organization today.

**Bling**

**Bling**



If you think our Open Communications 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 won the 2007 iF Product Design Award for our OpenStage range of desk phones. This award reflected our commitment to ensure that our solutions are not just robust and reliable - they're also attractive and easy-to-use, which means higher user adoption and a better Return on Investment for your organization.

# 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 improved job satisfaction.

# 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.



With more than 1,200 branches, C&A is one of the leading fashion houses in Europe.

Under the name C&A Money, the fashion chain has also been providing car insurance and credit for C&A purchases since March 2007. This new line of business in financial services is a major offering and stands on an equal footing with the company's core business.

To meet the requirements for C&A's expansion strategy they needed integrated communications using one network for voice and data, a customer contact centre for C&A Money with all the new systems integrating into SAP. The recommended solution was the OpenScape Unified Communications Server including HiPath 8000 voice services for 2,000 subscribers, HiPath ProCenter for the customer contact centre with 50 agents and associated applications.

The newly integrated IT infrastructure for voice and data, provides centralised communications with low operating and maintenance costs and unified communications ensures greater availability. The customer contact center ensures optimum customer satisfaction whilst IVR relieves the pressure on staff.



Crédit Agricole Group is the largest banking group in France and in Europe, it has 9130 branches, 151,000 employees and more than 31 million clients in over 70 countries.

Through AMT, regional insourcing IT Supplier for 7 regional branches of Credit Agricole, Siemens and their partner Spie Communications were given the brief to drastically enhance the quality of telephony services, experienced within 1,600 local retail banking agencies and locally administered TDM networks.

OpenScape Unified Communications Suite including HiPath 8000 voice services has been installed across the banking group which involved consolidation with

"Under the C&A Money brand name, C&A Bank offers its customers financial products at particularly favorable conditions. In cooperation with DA-Versicherung, we provide vehicle insurance, and, since March 2007, we have been providing C&A installment credit as well. Since October 2007, we have also been offering lines of credit as a second banking product.

The call center for banking products is located outside Germany. But the solution from Siemens makes it possible to route the large number of customer calls from Düsseldorf to destinations abroad without any difficulty. To keep costs for ourselves and our customers as low as possible we are using Voice over IP. This is an important part of the bank's concept for ensuring that it can continue to be successful in the face of strong competition."

Franz Josef Schmitz, C&A Bank

legacy communications infrastructures. The software suite covers 15,000 users and has enabled the group to achieve the targets with lost calls whilst also building on the unified communications features. An extension to this first project is forecasted for 8 000 users more in 2008/2009. For AMT-Credit Agricole, this has included the mobility features, enhanced operational agility, call flow monitoring, voice messaging enhancement and last but not least, the need to consolidate and reduce administration costs and complexity.

*"The unique combination delivers a "software suite" that fits ideal into CA's retail banking mission."*

Didier Mange, CEO at AMT

## 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 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](http://www.siemens.com/open)

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

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