

White Paper

OpenScape Unified Communications
Interworking with, complementing, and
extending the value of Microsoft products

Siemens Enterprise Communications
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1.0 Open Communications

Standards-based for rich integration

Siemens Enterprise Communications (SEN) is focused on Open Communications. Many of our solutions feature open or de facto standards, enabling seamless integration into the applications that you use every day. Our solutions can be integrated so deeply that they intuitively feel like part of the original IT and collaboration infrastructure. By focusing on openness and flexible, service-oriented applications across the entire information and communications eco-system, we can meet the changing needs of business more efficiently and effectively.

Our products have been built from the ground up on Services Oriented Architecture (SOA) principles; a framework we call OpenSOA. OpenSOA not only offers lower risk for customers, but also provides the ability for standards-based integration with key business process applications and unified communications applications. To substantiate and validate this approach, SEN offers direct support for, and integration with, multiple communications eco-systems, including Microsoft's, IBM's, SAP's, and others.

Effective communications from anywhere

Our award-winning OpenScape UC Server and OpenScape UC Suite of applications are designed to deliver seamless, intuitive and convenient ways of communicating. This means unifying information and user experiences across wireless and fixed enterprise networks; not only across your organization but also between you and your partners or customers to improve the way you work. For example, enabling your employees to enjoy the benefits of mobile from your fixed line and vice versa, such as synchronized address books, simple user interfaces and managed availability; keeping your dispersed workforce connected; identifying a key contact immediately to solve a pressing business issue; and responding to issues at the point of discovery, rather than switching between various tools. The result is more efficiency in how your business communicates, because your users can communicate with the right communication channel, at the right time, and regardless of where they are working.

Open communications is our philosophy

We recognize that no customer uses one single vendor for enterprise unified communications solutions, and are ready to work with customers, and their choice of other software partners, to deliver on the promise of enhancing the user experience and their business processes. We embrace emerging open standards and create solutions for our customers that help ease the transition from proprietary to latest generation standards-based technology. Most importantly, we can supply the underlying voice and UC infrastructure that works in concert with other software solutions, and add new capabilities, to deliver a complete, enterprise-grade unified communications experience.

Open, complete, and extensible unified communications

SEN's OpenScape portfolio represents the foundation of a complete and extensible Unified Communication and Collaboration (UCC) solution that can be built into your existing IT environment. It enables customers to converge into a full SIP based application portfolio with integration of our UCC services into business workflows and processes.

Our approach to UCC is to embrace multi-vendor scenarios and allow customers to optimize the value of their in-place investments. We provide multiple points of integration with capabilities including presence and instant messaging (IM) integration, web collaboration integration, groupware, calendar, softphone and desktop client integration, contact center integration and directory services integration. We work closely with our customers to determine what solution elements from each vendor are going to offer the best user experience, the best total cost of ownership, and the best return on investment. Each situation is evaluated and customized to fit each customer's specific business needs.

2.0 Portfolio Synergies between Siemens Enterprise Communications and Microsoft

Integrating, complementing, and enhancing the value of Microsoft products

SEN and Microsoft have enjoyed a long history of technology partnership since 2001, which led to the successful co-marketing of the first two generations of OpenScape and Live Communications Server 2005 (LCS). This was an effective value proposition for joint customers, bringing together the rich telephony and communications capabilities of OpenScape with the enterprise class instant messaging and desktop capabilities of LCS.

Now, as both application suites have entered their third generation, and LCS has been replaced by Office Communications Server (OCS) 2007, which has been replaced by the Microsoft Lync Server, Siemens Enterprise Communications continues to provide customers with innovative business solutions that integrate, complement, and extend the value of their Microsoft environment. We continue to regularly engage with Microsoft in interoperability tests, open-standards working groups, and various discussion forums exploring future areas of joint business and integration opportunities. SEN is committed to provide joint customers and partners with the benefits of robust unified communication and collaboration solutions using OpenScape and elements from Microsoft technology.

3.0 How we make it happen – OpenScape Fusion

To help customers overcome the cost and productivity challenges of fragmented systems and user experiences, we created OpenScape Fusion. OpenScape Fusion is SEN's range of open integration capabilities and offerings, designed to extend customer applications, as well as integrate with 3rd party environments.

OpenScape Fusion provides a flexible scope of integration possibilities, ranging from pre-built application plug-ins and integration services delivered by our Professional Services and Solutions (PSS) resources, to open developer programs and software developer toolkits, for customized integrations, delivered by our PSS team, a SEN certified developer partner, or your own in-house IT staff.

In fact, because of OpenScape's open architecture, not only does it provide excellent leverage of your in-place Microsoft solutions, it can also integrate and extend the performance of other non-Microsoft components that make up your total communications solution.

For example, OpenScape Fusion Social Media Integrations, enable you to leverage Twitter to automate communications based upon the context of tweets. OpenScape can monitor your tweet stream, pick up on the context of your message (e.g. "I am meeting with a client now"), and use that to change your availability status (e.g. to "in a meeting") and your preferred device (to "mobile"), enabling people to connect faster and easier.

You can also leverage real time information from Twitter to help your contact center agents deliver better service or sell more products. For example, Tweets are sent to the contact center queues, based on key words, and routed to the best agent who can respond to the tweet. This can be personalized even further by combining contact information from Linked In, and location information from Google Latitude.

Together, the range of OpenScape Fusion capabilities, offerings, and programs ensure that our customers' in-place investments are optimized and deliver return on investment.

3.1 OpenScape Fusion Integration Solutions

OpenScape Fusion pre-built, per-user fixed-priced solutions comprised of software and integration services, have been specifically created for customers who want their OpenScape UC solution to be tightly integrated with their Microsoft Outlook, Microsoft Office Live Meeting, Microsoft Office Communicator, and Microsoft Lync applications. These 'off the shelf' integration solutions enable customers to quickly and easily take advantage of the best UCC functionality each application has to offer, at a predictable price, while leveraging their in-place Microsoft investments.

Following is an overview of each of the key areas of integration between SEN and Microsoft products. For a more detailed and more technical review of all possible integration points, please contact your SEN representative.

3.1.1 Groupware

OpenScape UC Integration with Microsoft Outlook Client

This integration enables OpenScape click-to-call capabilities directly from within Microsoft Office Outlook 2003, 2007, or 2010 using a Microsoft Office Outlook plug-in. It provides users with instant "click-to-call" capabilities for Microsoft Office Outlook contacts and email senders saving them time when responding quickly to others.

Benefit: Improves individual productivity and responsiveness with a single application for placing calls.

For many people, their primary client and place for doing business is their Microsoft Outlook client. This integration takes the click-to-call integration a step further, by providing Microsoft Office Outlook users with instant access to all OpenScape UC features directly from their Outlook client. Such integration enables Outlook users to:

- Access, initiate, and receive their communications directly from within their Outlook client. This includes click-to-call, click-to-answer, click-to-conference, click-to-video to any call in progress, launch and answer IM chats
- Set their availability (presence) status and preferred device (one number service)
- View their contacts' availability (presence) for voice, IM, and video
- Access voicemail messages with a single click
- Automatically synchronize their availability (presence) information based on their scheduled Microsoft Outlook Calendar appointments or meetings
- Manage their presence-based call routing preferences via a rules wizard
- Access recent call histories for any of their phones and initiate a call for any entry from the history

This allows knowledge workers to stay focused on important tasks and establish live communication directly from their email/groupware client instead of moving back and forth between various communication systems and devices in an attempt to make contact. In addition, OpenScape's open architecture enables the customization of other applications to be added, such as a Twitter button that enables click-to-tweet from within the email/groupware client.

Benefit: Enhances the overall collaboration experience and increases personal and group productivity, while accelerating customer responsiveness and other activities that drive time-to-market performance. It also reduces the number of clients needed at the desktop. However, the user can still have a desktop phone if desired (e.g. OpenStage phone).

Unified Messaging

To add even more simplicity and value to the user's experience, messaging can also be integrated. With this integration, you can use OpenScape UC Application or OpenScape Xpressions to utilize Microsoft Exchange as a single unified messaging solution for all email, voicemail and fax messages.

Benefit: Improves individual productivity and responsiveness by making it more convenient and faster for employees to access and respond to all their messages.

OpenScape UC Presence Automation via Microsoft Exchange Calendar

The more automated your communications, the more efficient and agile your enterprise becomes. OpenScape UC presence integrates with Microsoft Exchange 2003, 2007, and 2010 Calendar, and automatically updates OpenScape users' presence status based on their calendar availability. For example, when it is time for an appointment or meeting in your Outlook calendar to occur, your presence status automatically changes to "In Meeting", eliminating the need to manually update your presence information from your OpenScape client. This helps users keep their presence information up-to-date at all times, making collaboration more efficient. The server-to-server integration provides always-on Microsoft Exchange availability information independent of whether or not the user is logged in on any of the OpenScape clients.

Benefit: Saves time and increases productivity, especially for people who regularly attend meetings.

OpenScape Conferencing Integration with Microsoft Office Outlook Client

This integration simplifies the process for setting up, managing and attending integrated (audio, web, and video) conferences directly from your Microsoft Outlook Calendar. The process for scheduling a meeting using Microsoft Office Outlook remains unchanged, with one exception. With a simple click, meeting organizers can schedule, invite users, and start meetings directly from their Microsoft Outlook

Calendar. This integration includes the addition of a web conference link, which eliminates the need to book meetings on the web or maintain separate schedules. When it is time to join a meeting, attendees simply click the conference button in the calendar meeting entry. Moreover, OpenScape conferences can start with either the attendees dialing in to the conference bridge or OpenScape calling the attendees at their preferred device at the specified start time, which ensures on time participation, less interruptions from late attendees, and eliminates the need to enter the conference pin which is helpful for mobile participants.

Benefit: Saves time and increases productivity, especially for people who regularly schedule meetings. Ensures conference calls start on time, with the right people and content.

3.1.2 Presence and Instant Messaging

OpenScape UC integration with Microsoft Office Communicator 2007 and Microsoft Lync

OpenScape UC Application has its own integrated presence and IM solution, however this integration is available for customers who are already using Microsoft Office Communicator (MOC) and need it to be seamlessly integrated with their OpenScape UC solution.

The interoperability between OpenScape UC Application and its clients with the Microsoft Office Communicator 2007 client and Microsoft Lync, supports various customer scenarios, ranging from customers who desire to only have Microsoft applications on their desktops, to customers who may have a mixed Microsoft and SEN client desktop environment throughout their enterprise. Such integrations can provide:

- Presence synchronization, where Microsoft OCS 2007/Lync provide user presence while OpenScape provides media presence and presence-based call routing utilizing the Microsoft OCS 2007/Lync user presence status. This enables users to set their Microsoft OCS 2007/Lync user presence from OpenScape clients and allows them to view other Microsoft OCS 2007/Lync user's presence, including non-OpenScape users.
- Contact synchronization to bring MOC/Lync contacts into OpenScape's contact list, including federated contacts. Presence subscription prompting and allow/block list management is preserved for all contacts.
- Instant messaging (IM) Integration, where Microsoft OCS 2007/Lync provides all instant messaging back-end capabilities while OpenScape clients provide the front-end, or optionally launch of MOC as front-end instead. IM sessions are possible between OpenScape, Microsoft OCS 2007/Lync and Microsoft OCS 2007/Lync federated users.

These capabilities can be made available on a per user basis allowing your enterprise to deploy the most efficient communication and collaboration user experience depending on the role and need of individual users or organizations. This flexibility allows OpenScape users in one organization to add a MOC user in another organization to their contact list, view their presence status, and exchange instant messages for seamless and effective collaboration.

Benefit: The user experience is simplified by giving them choices and flexibility, while enabling seamless and effective collaboration within the enterprise.

OpenScape UC Integration with Microsoft Office SharePoint

This integration transforms Microsoft Office SharePoint into a vital unified communications portal. SharePoint's value is to facilitate information sharing within an enterprise. By embedding OpenScape UC functionality, we improve information sharing among SharePoint users by giving them instant access to UC features from the SharePoint portal. The users benefit from a seamless communication experience utilizing OpenScape UC services such as IP softphone with rich call control features, one number service, messaging, conferencing, presence, IM, video, call history and call routing preferences.

Benefit: Knowledge workers and their teams can establish live contact immediately and directly from their teamwork portal instead of wasting time and energy moving back and forth between various communication tools in an attempt to make contact. Business issues can be solved much faster.

3.1.3 Web Conferencing

OpenScape UC Conferencing Integration with Microsoft Office Live Meeting

OpenScape provides its own integrated web conferencing solution and also offers integration with Microsoft Live Meeting and a variety of other 3rd-party web conferencing solutions such as Cisco WebEx, and IBM LotusLive. This integration is for customers who are already using Live Meeting, and they want to keep using it but desire it to be seamlessly integrated with their OpenScape UC solution.

OpenScape provides interoperability with Microsoft Office Live Meeting for an easy to set up and use web conferencing solution which integrates OpenScape conferencing directly with your Microsoft Outlook Calendar. This integration provides media-rich audio, video and web conferencing capabilities for your users. It also enables your remote and mobile users, as well as other contacts outside of your enterprise such as customers and partners, to effectively collaborate while reducing travel expenses and carbon footprint.

Benefit: Provides a convenient way to instantly collaborate in real-time

To experience the ease and effectiveness of OpenScape Web Collaboration free for 30 days go to:
<http://www.siemens-enterprise.com/webtrial/>

3.1.4 Click to call

OpenScape UC Click-to-Call from any Microsoft Desktop Application

This easy-to-deploy integration enables your users to click-to-call from any of your Microsoft desktop applications and web browsers. You simply highlight a phone number and initiate a “click-to-call” via hotkey combination of your choice (e.g. Ctrl + F9) from Microsoft Office suite, Microsoft Outlook, Microsoft SharePoint, Internet Explorer, Mozilla Firefox or any other application. This integration also gives users the ability to access common call control features such as disconnect, call hold and call transfer, and view the history of the last 10 calls and initiate a call using one of the previously dialed numbers.

Benefit: Improves individual productivity by making communications more convenient. Accelerates business responsiveness by enabling employees to respond to issues at the point of discovery, rather than switching between various tools.

3.1.5 Mobility

OpenScape UC Integrated with Microsoft Windows Mobile Smart Phones

OpenScape’s Mobile client extends UC functionality to your mobile workers using Windows Mobile handsets, and to most popular mobile operating systems including those from Blackberry (RIM), Symbian, Nokia, HP, and Apple, so your mobile employees can:

- “Click-to-call” their contacts or enter any phone number and initiate a call
- Access and manage their contacts from their mobile device in real time
- Set their presence status and view the presence status of their contacts
- Select their preferred device for incoming and outgoing calls
- Transfer an active call to a different device by selecting from a quick pick list or by entering any phone number
- Initiate multiparty conference calls
- Access recent call histories for any of their phones and initiate a call for any entry from the history
- Activate or deactivate a preferred call routing rule for handling their calls

Benefit: Improves mobile worker productivity, enabling them to remain productive and responsive while out of the office.

3.1.6 Contact Center

OpenScape Contact Center integration with Microsoft Dynamics CRM

OpenScape Contact Center interoperates with Microsoft Dynamics CRM at the desktop to deliver valuable customer information, synchronized with each incoming call, enabling greater employee productivity, and more streamlined and personalized customer service.

OpenScape Contact Center's rich presence and collaboration tools empower agents to increase first-contact resolution and caller satisfaction through one-click presence-enabled communications with other experts within the enterprise. Further integration is available through a customized desktop which offers a Microsoft Dynamics CRM desktop with integrated telephony, productivity and communication tools, with or without a formal contact center.

This seamless integration enables agents to request expert assistance on a call with just one click. Presence information from both OpenScape Contact Center and OpenScape UC Application is combined to streamline collaboration using Microsoft Office Communicator, Microsoft Outlook, or by voice to the experts' preferred device, which includes associated caller information. If a call is referred to an expert by an agent, the agent can remain on the call if desired.

Benefit: Greater employee productivity and organizational efficiencies, and more streamlined and personalized customer service. It also empowers agents with increased first-contact resolution and caller satisfaction through one-click presence-enabled communications with other experts within the enterprise to assist and collaborate with callers and agent.

3.1.7 Directory

OpenScape UC integration with Microsoft Active Directory

Microsoft Active Directory allows IT personnel, to centrally manage and control administration functions of all Microsoft technology. OpenScape is no exception to this. Active Directory will work with OpenScape in the same way it does with other Microsoft applications. OpenScape UC provides the ability to leverage Active Directory for its user provisioning thereby extending the enterprise's capability of centralized user administration to their communication and collaboration solution.

This integration provides customers with significantly reduced user management efforts and avoids administration data entry and synchronization errors that occur when user information is entered multiple times across different repositories. The Active Directory integration complements the OpenScape Common Management Portal, which is used for all configuration management tasks specific to the OpenScape applications.

Benefit: Streamlines process for adds, changes, deletions, and significantly reduces user management and administrative efforts.

3.2 OpenScape Fusion Developer Program

Leveraging our OpenSOA framework, and OpenScape Fusion Software Developer ToolKit (SDK) initiatives, SEN has created the OpenScape Fusion Developer Program, a developer's ecosystem to encourage the integration of our communications capabilities into business applications and integration with multiple communications eco-systems.

As part of the OpenScape Fusion Developer Program, we have built alliances with developers and system integrators to bring SOA aligned product offerings to market. The program gives our partners, customers, and other organizations an easy way to create new value-add, revenue-generating applications. It provides easy access to the OpenScape Fusion Developer Portal <http://www.siemens-enterprise.com/developer> which contains all the tools and resources needed to create new applications and enhance existing ones.

Members can join for free and immediately become part of an open, interactive, global developer community to share their thoughts, ideas, tips, and even advertise their solutions to fellow community members and customers.

4.0 Summary

Siemens Enterprise Communications (SEN) enhances the value of your existing Microsoft investments, by combining all your communications tools, from both SEN and Microsoft, or any other vendor, into a single, manageable interface, and simplifying the way your users communicate and share information.

SEN's OpenScape unified communications and collaboration portfolio offers interoperability with your existing IT and communications infrastructure, whether it's from Microsoft or any other software vendor. By integrating with your current Microsoft application eco-system, or any other line-of-business application you use, your staff can continue to use familiar user interfaces with the added benefits of rich, user-centric presence and click-to-contact/click-to-conference.

The bottom line is, SEN can unify all your communications together into one, simple, seamless experience for your users, and deliver innovative business solutions that integrate, complement, and extend the value of your Microsoft products.

About Siemens Enterprise Communications

Siemens Enterprise Communications is a premier provider of end-to-end enterprise communications solutions that use open, standards-based architectures to unify communications and business applications for a seamless collaboration experience. This award-winning "Open Communications" approach enables organizations to improve productivity and reduce costs through easy-to-deploy solutions that work within existing IT environments, delivering operational efficiencies. It is the foundation for the company's OpenPath commitment that enables customers to mitigate risk and cost-effectively adopt unified communications. This promise is underwritten through our OpenScale service portfolio, which includes international, managed and outsource capability. Siemens Enterprise Communications is owned by a joint venture of The Gores Group and Siemens AG. The joint venture also encompasses Enterasys Networks, which provides network infrastructure and security systems, delivering a perfect basis for joint communications solutions.

For more information about Siemens Enterprise Communications or Enterasys, please visit www.siemens-enterprise.com or www.enterasys.com

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