

OpenScape Xpressions

Packaged Unified Communications

Business issues

In today's knowledge-based global economy, some of the ways enterprises seek to increase competitiveness and profitability is by improving the effectiveness of their employees and business processes, managing costs, and retaining and winning customers. Key success factors are the ability to respond quickly to market dynamics, develop and maintain loyal customer relationships, and speed the overall execution of business. Communications play a critical role in all of these.

Do these business issues sound familiar?

- Retool business to respond to tough economic times
- Customer satisfaction, retention
- Enhance collaboration within the organization
- Manage costs

Is it because...

- Responses to your customers are slower than they need to be causing customer satisfaction issues?
- Your business is experiencing expensive fee-based third-party conferencing services?
- Your end user productivity needs improvements, especially for teleworkers and mobile workers?
- You may be experiencing escalating real estate costs and travel costs?
- You feel that deploying unified communications is typically very high cost and complex?

Business impact

Some questions you may want to consider...

- What's the impact of an important customer being unable to reach key people within your company?
- What happens to your business if decisions are delayed due to inability to gather key people quickly, and how would this impact your ability to close business?
- What would happen if your competition begins to draw away your customers through better service and responsiveness?
- Have you considered adding unified communications to your HiPath 4000 environment but found existing options and integrations to be too complex?

What if you were able to...

- Deploy a unified communications solution without impacting your existing telephony infrastructure, and at a reasonable cost.
- Improve productivity by making it more convenient and faster for employees to access and respond to all their messages.
- Complete activities more quickly by speeding communication and collaboration between team members.
- Improve your competitive advantage because of accelerated responses to your customers.
- Reduce conferencing charges, travel expenses, and real estate costs.

Solutions Overview

OpenScape Xpressions is a simple-to-deploy, highly packaged, unified communications solution. It includes built-in voice mail, unified messaging, instant messaging, presence, and in-house audio and web conferencing.

OpenScape Xpressions is modular, enabling customers to purchase voice mail, unified messaging and unified communications functionality separately as needed.

For businesses that need a solution that will work with their existing telephony infrastructure, OpenScape Xpressions is the ideal out-of-the-box unified communications solution.

It also works perfectly well as an enterprise-grade voice mail and unified messaging solution for those businesses that want to further strengthen their existing unified communications solution.

OpenScape Xpressions' key design attributes include...

Open

OpenScape Xpressions is based upon open standards and can be deployed in virtually any enterprise environment. Openness translates into concrete financial benefits for enterprises by protecting investments in existing and future technologies.

- **Telephony Infrastructure Support** - Xpressions interoperates with various telephone systems, including Siemens and non-Siemens PBXs, IP-PBXs and SIP-based software switches.
- **IP-Connectivity Options** - Standard IP and SIP connectivity options support IT strategies as they evolve, which ensures IT departments can support OpenScape Xpressions even as networking topology changes.
- **Multiple Groupware Support** - Xpressions operates with popular email and groupware systems such as Microsoft Exchange and IBM Lotus Domino, and supports multiple email and groupware systems within a single Xpressions system.

Complete

OpenScape Xpressions offers a rich feature set that enables enterprise employees to accelerate the rate at which communications are completed. This advantage translates into a competitive edge over enterprises that remain hindered by delays caused by communication overload.

- **Audio and Web Conferencing:** Team collaboration is enhanced with planned or spontaneous conferencing and collaboration sessions. Using presence information, spontaneous conference sessions can easily be initiated; enabling teams to be more effective and productive and reduces overspending on business travel and third party conferencing.
- **Presence Capabilities:** Users can see which colleagues are available to communicate via voice and contact them with one click. This eliminates the guesswork out of the "calling" process, saves time, and improves first contact resolution.
- **Instant Messaging:** Users can see which colleagues are available to communicate via instant messaging (IM) and communicate with them from the contact list. Multi-party IM sessions are supported for increased team collaboration.
- **Complete range of communications media: voice, email, fax, and SMS:** Voice mail, email, fax, and SMS messages are consolidated within your familiar email client inbox. Employees access their message inbox via their own PC, PDA, from any telephone, or from any computer with a web browser.
- **Voice:** Standard voice mail features are enhanced by intelligent call handling capabilities such as auto attendant, call forwarding, customized greetings per call type, and daily greetings that automatically time out at the day's end. Voice messages are standard .wav files that can be archived by IT and by users as intuitively as email messages.
- **Email:** Email can be used to send or forward voice messages and fax documents as attachments. Email messages can also be read to users when the inbox is accessed via the telephone.
- **Fax:** Enhanced fax messaging increases privacy because messages are received inside the email client at the user's desktop, versus at an unattended fax machine. Users determine at which fax machine or printer the message is printed. This is especially important when traveling since any hotel lobby with a fax machine can be used to print a message.
- **SMS:** Messages once transferred and managed exclusively by mobile phone can now be sent, received, and forwarded from the Xpressions inbox.
- **myXpressions Folder:** With the industry-exclusive myXpressions Folder, users create a separate inbox into which high-priority messages are filtered. Messages are filtered based upon user-determined criteria, such as the message's subject or sender. When accessing Xpressions using a touch-tone phone or speech recognition, users are presented with the most important messages first - those in the myXpressions folder.
- **Computer Telephony Integration:** Xpressions includes a desktop client that provides soft phone capabilities such as click to call via contact list, call identification, contact management, call journal, follow-me-forwarding, and groupware and directory access. Employees who work remotely can communicate more efficiently and cost-effectively.

Flexible

Because your business has unique needs and change is inevitable, flexibility is a key element when evaluating unified communications solutions. Users communicate over a wide variety of interfaces and devices, keeping employees productive whether they are in the office, at a customer site, or traveling. Additionally, a flexible single and dual message store approach allows IT staff to optimize redundancy costs while also simplifying system administration processes.

- **Telephone User Interface (TUI):** For new users, the flexible TUI eases the transition to Xpressions by mimicking prompts of previous voice mail systems. Additionally, users can hide less-used parts of the TUI in order to simplify navigation. Users can also configure new daily greeting options that automatically time out at the day's end and revert back to a general default greeting.
- **Speech Recognition and Text-to-Speech:** Users can access email and voice messages via the telephone by using spoken commands. Text-to-speech capabilities allow users to have emails read to them over the phone.
- **Web Client:** Users can access the solution via any internet browser.
- **Fax:** Xpressions contains internal fax capabilities and also supports integrations with third-party fax servers.
- **Message Morphing:** Users can blend message media to create "compound messages" by combining voice, fax or email messages within a single message or response. Message morphing empowers users to create or respond to messages in the media that is most convenient and most appropriate to convey information.
- **Unified Messaging without Integration:** For enterprises who have not integrated Xpressions with their email system, users can still conveniently receive email notifications of their voice messages. The email notification contains a URL that links directly to the voice message. Users simply click on the link and play the voice message, eliminating the extra step of checking voice messages via the phone. This provides unified messaging-like capabilities without the need for email client integration.
- **Flexible Single and Dual Message Store Choices** -Single and dual message store options on a per-user basis are an opportunity to optimize costs. For example, mission-critical users such as executives, customer service professionals, or sales people, can be supported with dual store redundancy while other users with less critical roles are supported by the lower cost single message store option.

Who can benefit

CEO

- Gain a competitive advantage by accelerating the pace of business execution.
- Improve customer responsiveness and satisfaction.

CIO

- Extend the life of email and PBX investments.
- Deploy unified communications with reduced complexity.

CFO

- Protect past, current, and future technology investments.
- Reduce costs.

Enterprises:

- Enable teams to communicate better and more cost-effectively.

Conclusion

OpenScape Xpressions enables companies to cost-effectively deploy highly packaged, full-featured unified communications without deployment complexity and while leveraging their existing IT/Telephony infrastructure.

OpenScape Xpressions is a communications cost-cutter that enables least-cost communications for all employees, with in-house conferencing and soft phone tools to work efficiently and cost-effectively while working remotely.

OpenScape Xpressions facilitates faster action and decision making by quickly and easily connecting people and providing employees a single unified multi-media mailbox from which they can retrieve and manage voice, fax, email, and SMS messages.

OpenScape Xpressions is a business-accelerator that enables more productivity, speed, and responsiveness. It provides employees with "presence status" information about a contact's availability, before they communicate, enabling them to choose the best method and time to communicate effectively on the first attempt.

For highly customized unified communications, based on open standards and with advanced functionality that can integrate with other applications, ask about our industry-leading OpenScape UC Application.

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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