

OpenScape Cloud Services

Everywhere and now up there

Get the best of unified communications
with enterprise-level security and reliability,
built for small to medium-sized businesses



Siemens Enterprise Communications
www.siemens-enterprise.com

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OpenScape Cloud Services

The flexibility, performance, and cost-saving potential of cloud computing technologies are shaking up the IT departments of countless large enterprises. Now, Siemens Enterprise Communications is bringing those benefits to smaller organizations. Built on our award-winning OpenScape UC Server platform, OpenScape Cloud Services offers you a flexible range of communications services ready to support your business with carrier-grade security and reliability.

Communications in the cloud

The cloud revolution moves your communications applications, such as voice, presence, and video, to the data center. These applications can then be delivered whenever and wherever they are needed – to your PC, laptop, tablet, desk phone, cell phone, or smartphone. Communicating via the cloud means that your employees can connect from almost any device on any network.

Cloud communications is the latest development in the global cloud-based IT phenomenon. It moves voice, unified communications, VoIP, and contact center applications into state-of-the-art data centers operated by the service provider. Because resources are consolidated in the data center, the service providers are able to deliver higher reliability and better security than most companies could ever provide on their own.

With the cloud, users can then access the applications from anywhere – the office, home, or on the road. All they need is a data connection. Because companies are able to track usage, and need to pay only for the services or applications they use, the result is a more flexible, cost-effective communications environment.



Figure 1: OpenScape Cloud Services for easy deployment and mobile access to unified communications

Your business advantages with OpenScape Cloud Services

Invest less; pay less

It's simple: pay less for your communications tools and services. Our OpenScape Cloud Services allows you to eliminate the large capital investment that a new communications platform typically requires. Instead, you can precisely select what your business really needs and monitor your usage. In the end, your telephone and communications services become a reliable and predictable monthly utility. You pay only for what you use, significantly lowering your total cost of ownership.

- Reduce capital expenditures dramatically
- Eliminate annual maintenance charges
- Reduce support staff costs across the board
- Get reduced rates for local, long distance, and international calls

Get more for less effort

Identifying suppliers, selecting capabilities, and then deploying a new company-wide communications system can be extremely resource-intensive and time-consuming. That can take away from your efforts to meet your business goals. The process doesn't stop with deployment; technology moves too fast. The needs of your customers and employees will require you to continue investing and upgrading to keep pace. We designed OpenScape Cloud Services so that our customers could easily take advantage of the most advanced communications capabilities and features without these hassles.

- Take advantage of the best tools without having to upgrade your hardware
- Keep your customers happy and your competition under pressure
- Provide your employees with enterprise-grade communications tools, even when working from home

Adapt quickly to grow your business

Whether your business is growing or you are staying nimble to adapt to market changes, your communications system needs to keep up. With OpenScape Cloud Services, you get a system that will:

- Quickly react to your business needs: expand and contract your services
- Reduce your investment risk and the constant need to rip and replace
- Get large enterprise features like disaster recovery
- Pay only for what you use, with the flexibility to upsize and downsize services
- Deploy your solution and start realizing the benefits faster

Connect everywhere, making multi-site operations work as one

Your employees need to be able to connect and share crucial information so that your company can react quickly. By giving your employees state-of-the-art communications tools, you know they can work where they are. This makes you easier to work for and better to do business with.

With OpenScape Cloud Services, you can set up, manage, and upgrade satellite offices as easily as your headquarters. All of your employees are able to work with the same interfaces, technology, and advanced features without any of the typical challenges that managing multiple networks and platforms are sure to cause. This will help you reduce costs, conserve resources, and improve efficiency while adding new capabilities to your business:

- Base employees anywhere – at home, in satellite offices, or at customer sites
- Get more flexibility to recruit and support employees wherever they need to work – from new offices to new continents
- Lower travel expenses by giving employees the ability to work from home or collaborate over the phone



Build the right solution for your business

We make it easy for you to build the right cloud-based communications solution for your organization. Once you have made your choice, the flexibility doesn't stop. You can personalize your service settings according to your business needs. Simply follow these three steps:

1. Choose your base and booster pack	2. Choose your phones and gateways	3. Choose your call plan
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Base packs	What's included	Who it's made for
UC Advanced	A high-definition unified communications and voice service with full Web collaboration and voice conferencing	Power users, executives, and employees who need to collaborate with customers and suppliers from anywhere
UC Premium	A high-definition unified communications and voice service with enterprise features at a small-business price	Executives and employees who need to be reached quickly and easily
Voice Premium	A high-definition voice service with basic UC functions that meets the needs of even the most demanding phone user	Employees who work in multiple locations and need to be easily reached by customers and suppliers
Voice Entry	A feature-rich high-definition voice service with voicemail	Employees who spend a lot of time on the phone
Voice SIP	A basic service that can be used with low-cost phones from many different suppliers	Departments with locations that need a simple phone line for occasional use

Booster packs	What's included	Who it's made for
Analog Connection	Connects analog devices to OpenScape Cloud Services	Organizations with fax machines and remote door-opening systems
Presence	Provides a dedicated UC service, allowing all employees using OpenScape Cloud Services (except Voice SIP) to see presence information	Organizations that need to be able to locate employees quickly and easily
Web Conferencing	Allows users to set up a conference where they can share their PC screen and files	Employees who need to see and share documents to better collaborate
Conference Room	Provides a specific phone number and voice conferencing service for all employees to create conference calls	Departments that need a shared voice conferencing resource that anyone can book and use

Please check online or with your service partner for the latest range of booster packs.

Join the innovation curve!

Communications technology has changed dramatically in the last five years. One of the greatest advantages of OpenScape Cloud Services is that it lets you easily keep up. You get one consistent system without the traditional set-up hassles, network expense, management overhead, or management challenges. When new applications and upgrades come along, you get them immediately, without the need to upgrade or overhaul. With OpenScape Cloud Services, you are always ready to take advantage of new innovations.

Made for your business

Every business has a unique combination of technologies, systems, and business demands. As each business looks to advance its communications capabilities, it will need its own special path to get there. Our OpenPath approach ensures that your business gets what it needs in the most efficient and cost-effective way. OpenScape Cloud Services is a key part of this OpenPath migration promise to our customers. With OpenScape Cloud Services, you can mix and match cloud services with premise-based solutions, giving you total flexibility to grow the way you need to.

Award-winning technology

Underlying the capabilities of OpenScape Cloud Services is our OpenScape UC Server, the industry's most open and flexible software-based communications platform.

Intelligently unified

No other solution on the market has made it so easy for small businesses to benefit from all of the powerful capabilities of UC without having to install hardware or software. With just a few clicks, users can initiate planned or spontaneous voice, messaging, or Web conferencing sessions and, by using presence information, employees can instantly see whether a colleague is available – making it faster and easier to connect, collaborate, and make decisions in real time.

- SIP-based voice and conferencing services
- Voicemail with e-mail integration
- Instant messaging
- Presence-aware contacts

- One-number services
- Fax-to-e-mail integration
- Voice conferencing

Truly collaborative

Integrated Web collaboration helps your employees share files, ideas, and experiences wherever they are. While this capability will help you minimize expensive Web conferencing services and travel expenses, some of the best benefits will be better productivity and stronger relationships with your customers, employees, partners, and suppliers.

Marvelously mobile

Because all of your employees rarely stay in one place, it's important to keep them connected and responsive wherever they are. Mobile support is built into our technology, allowing users to control their communications and to access people the first time from virtually anywhere.

Reliably secure

Our communications platforms are designed and built with the carrier world in mind. Proven in thousands of installations, OpenScape UC Server is reliable, fully secure, and fully redundant, giving you both "carrier-grade" uptime and perfect peace of mind.

Wildly innovative

We never stop developing new features and capabilities for our OpenScape portfolio. In 2011, look for new Social Media Integration specifically designed for small and medium-sized businesses. Leveraging powerful communities like Twitter and Facebook will allow companies to communicate with their customer and business contacts, even seeing who is available at any moment. New browser-based solutions will allow users to further optimize their experience, and mobile users will get more complete access to UC information and services.










OpenStage desk phones

Our comprehensive line of desk phones offers the full spectrum of functionality needed by each part of your organization.

- **High-definition voice**
Industry-leading technology for crystal-clear communication
- **Stylish design**
Lush LCD color displays and ergonomic controls

- **User-centric interfaces**
Simplified access to key communications features and accessories
- **SIP interoperability**
Advanced functionality independent of service provider or premise-based solution
- **Huge range of applications**
Optional OpenStage PhoneApps, customizable via an XML interface and open SDK

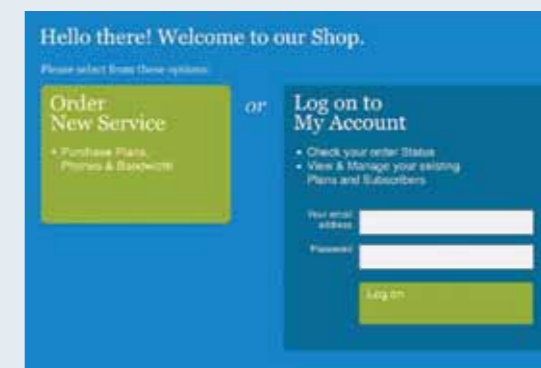
Entry service Entry-level deployments/ office professional		Premium service Collaborating teams and call center staff	Advanced service Power users and managers/ top-level managers and executives		
					
OpenStage 15	OpenStage 20E	OpenStage 40	OpenStage 60	OpenStage 80	
Call forwarding Call hold Call join Call journal/log Call waiting 3-party conference Consultation hold Mailbox MWI Time/date display Automatic dialing	Call transfer 3-party consult On-hook dialing Open listening Recall Pick up group Second call/call waiting Auto recall of held calls	Enhanced adjustable display Call journal/log Headset connectivity Speaker phone Ring on rollover lines Delayed ringing Direct station select Hunt group Manual hold Missed calls list Repertory dialing DSS add-on	Adjustable back-lit color display Callback request Do not disturb Hands-free operation Hot key pad dialing DSS add-on	Best-in-class full-color LCD display Open app platform Callback request Do not disturb Full-duplex hands-free talking High-quality microphone and loudspeaker Hot key pad dialing DSS add-on	

OpenScape Cloud Portal: Simplified and immediate service access

With OpenScape Cloud Portal, users can easily personalize their service experience and administrators can quickly edit services and settings across the organization.

- Users can personalize their services**
- Create voicemail greetings
 - Establish your one-number service
 - Change your desktop features

- Admins can order services**
- Order and modify services with a simplified wizard tool
 - Access order status
 - Contact service provider



- Admins can provision and manage services**
- Assign phone numbers to workplaces
 - Perform user MACs
 - Create tickets
 - Manage call routing



Your advantage: Siemens Enterprise Communications

We bring a deep understanding of customer needs. With 160 years of experience and specialization in enterprise communications, we can offer our customers insight into how collaboration happens best, what people need, and how to meet organizational goals without being tethered to any specific technology.

Why choose Siemens Enterprise Communications?

Market leadership	Open approach	Complete portfolio	Flexible integration	Proven technology
Our products, revenue, and growth put us firmly in the top tier of the industry.	Our non-proprietary, multi-vendor approach will work with your systems.	We offer a wide range of technology that powers our award-winning communications platforms.	We offer the deployment and consumption options that will support your business.	Our carrier-grade solutions are used by companies of all sizes all around the world.

Global partners, your connection

We have chosen some of the best systems integrators in the world as our channel partners. This means their expertise can become your competitive advantage. You can easily add enterprise-level communication and collaboration capabilities without needing an army of technicians. With their help, you can support your employees, customers, and partners with advanced voice, Web, and messaging services. Our partners will be there every step of the way, showing you how to improve productivity and flexibility while controlling costs and conserving capital.

We work closely with our partners to ensure the highest quality service and experience for our customers. Our Approved Partner program ensures OpenScape Certified Partners have been fully trained on our technology and in our OpenSmart best practices.

Contact us

For more information go to www.siemens-enterprise.com/openscapecloudservices.

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.

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