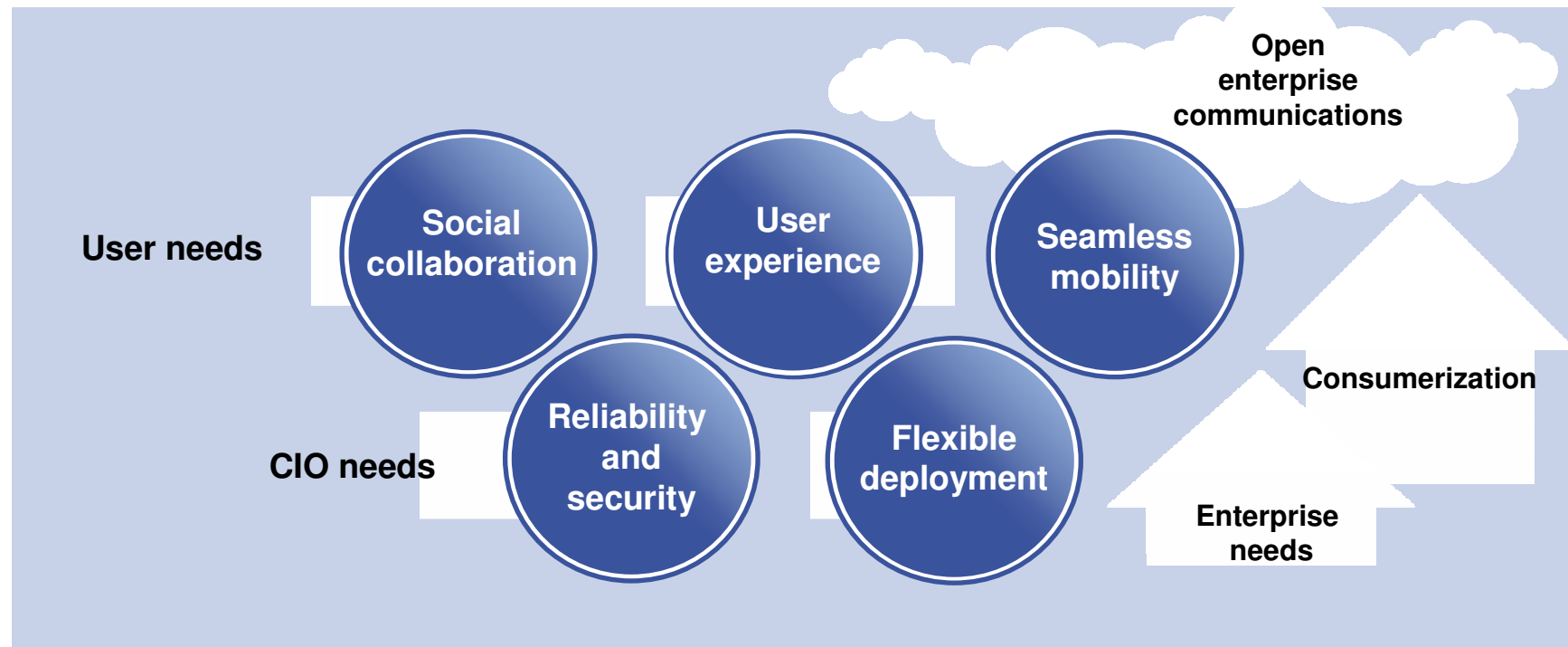
An abstract graphic on the left side of the slide, featuring several overlapping, semi-transparent circles in various colors (blue, purple, yellow, orange) against a dark background. The circles vary in size and opacity, creating a sense of depth and movement.

Five megatrends shaping enterprise communications and collaboration

Open collaboration for social, mobile, wired,
wireless, and now cloud

Hamid Akhavan
3 March

Five megatrends driving enterprise cloud communications



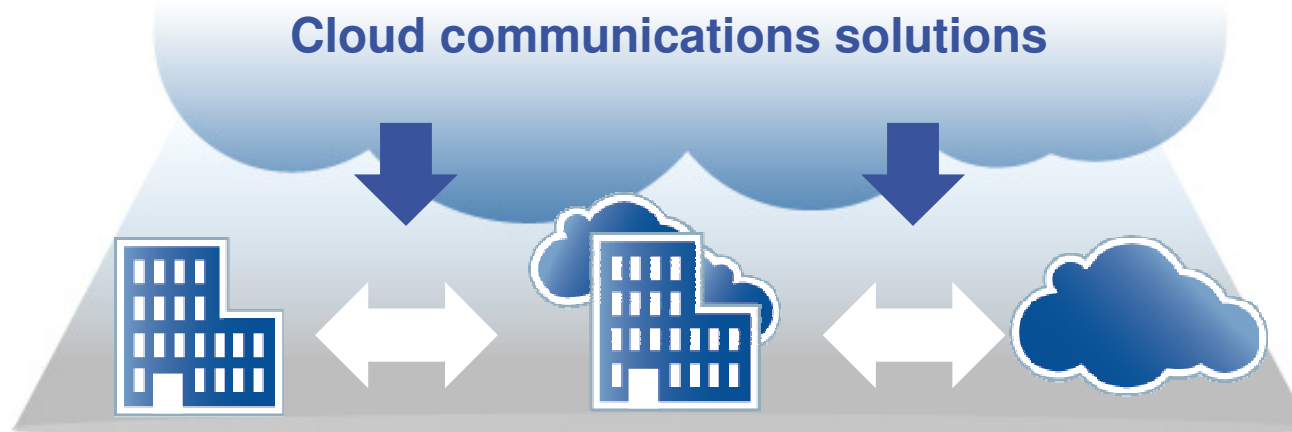
What's the value of cloud communications?

Enterprises can “pay as they go,” buying only the services they need:

- Centralized internet-based
- Minimized CapEx and lower TCO
- Seamless scalability
- Secure and redundant
- Faster deployment
- Simplified management
- Comprehensive features and apps
- Superior multi-site and teleworker
- Virtual contact centers
- Future-proof

Megatrend 1 – Flexible deployment options meet customer-specific needs better

SIEMENS



Premise-based options

Ownership

Hybrid options

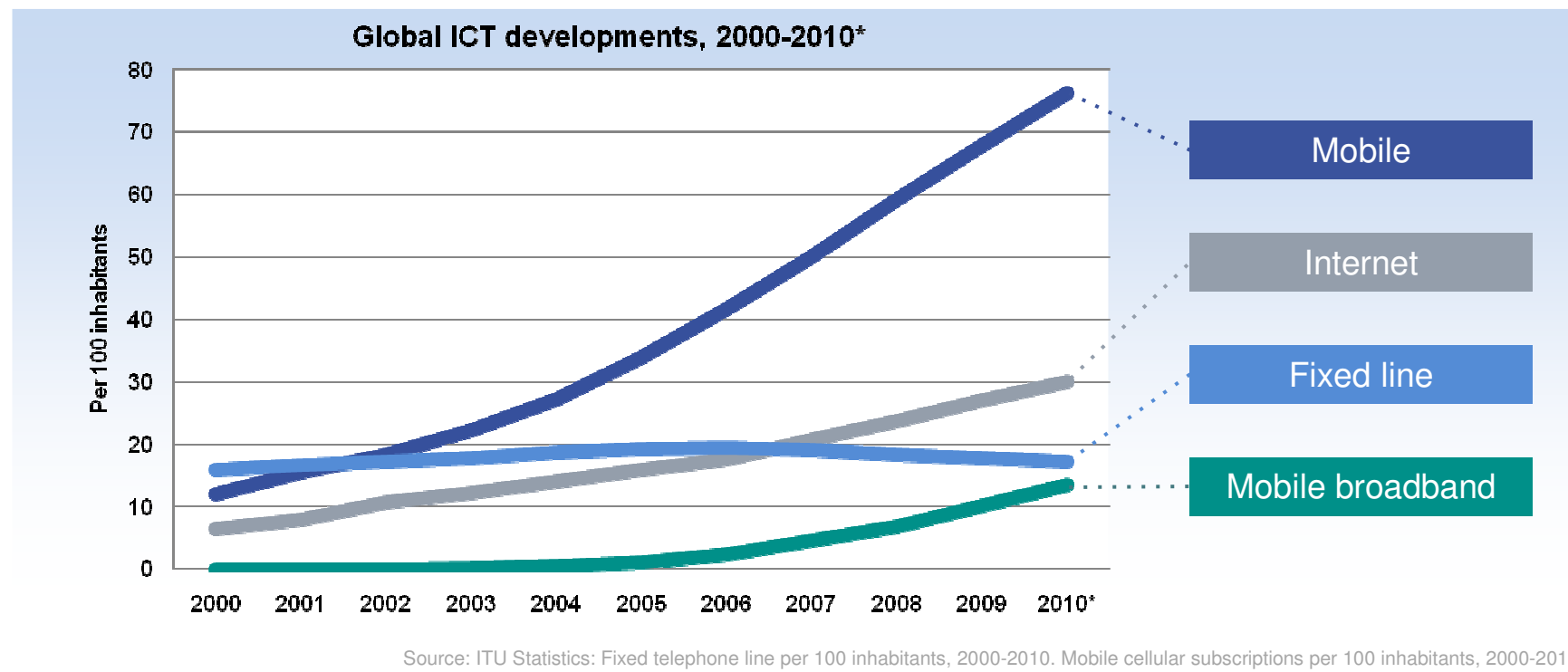
Flexibility

Cloud options

Pay-as-you-go

Megatrend 2 – Seamless mobility has transformed how we connect socially and now professionally

SIEMENS



Megatrend 3 – Integrated user experience and greater business productivity will result from consumer innovations



Next-generation user experience



Video and soft clients



Desktop phones



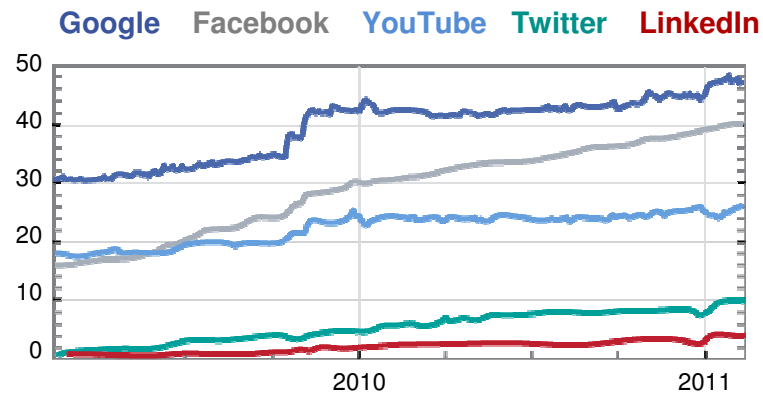
Mobile clients

Consistent access to enterprise and personal communications

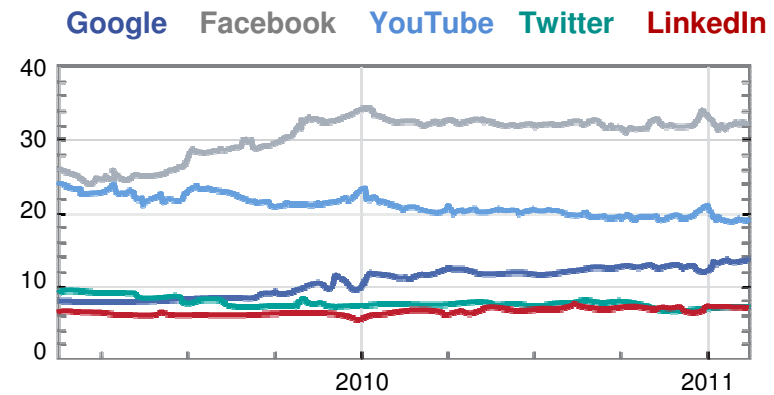
Megatrend 4 – Social collaboration is having a staggering effect

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Daily reach (percent)



Time on site (minutes)



550 million active Facebook users
70% want to interact by social media and find experts; **only 30%** ready

Source: Alexa Internet, Inc.

Megatrend 5 – Reliability and security redefined to support cloud communications



Availability	Survivability	Governance	Data privacy
<p>Carrier-class redundancy with geo-separated TIA-942 class data centers</p>	<p>Complete remote office survivability in network failure</p>	<p>ISO 27001 certification,* multi-tier access management, automated provisioning, and application-level protection</p>	<p>User-controlled, end-to-end encryption in cloud, local data storage, and secure multi-tenancy</p>



*in progress

Introducing
James Lawton
V.P. of Technical Marketing

Demonstrations

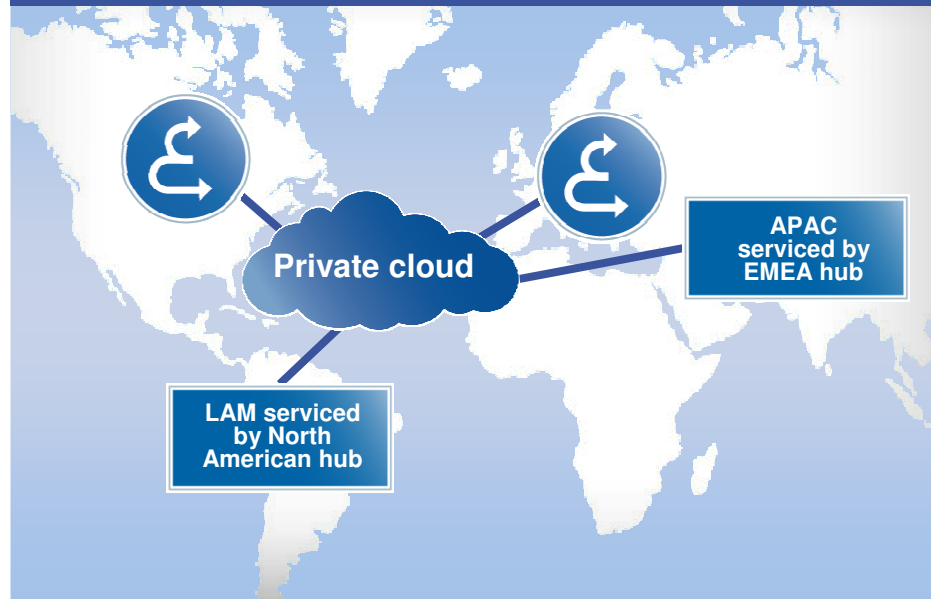
- Flexible deployment with rapid on-demand provisioning
- Seamless mobility smartphone call gestures
- Unified communications integrated with Google Applications
- Social collaboration in contact centers
- Consumer experience with new media phone call gestures

Customer success stories

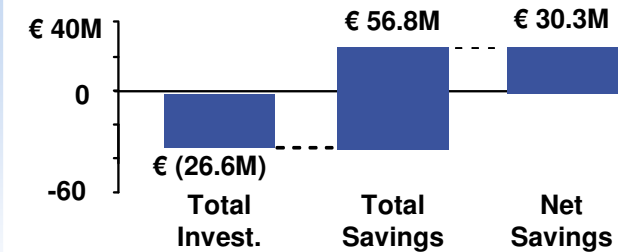
2009 Global STAR UC business impact – Siemens Enterprise Communications

SIEMENS

Open communications architecture



mainstay  partners

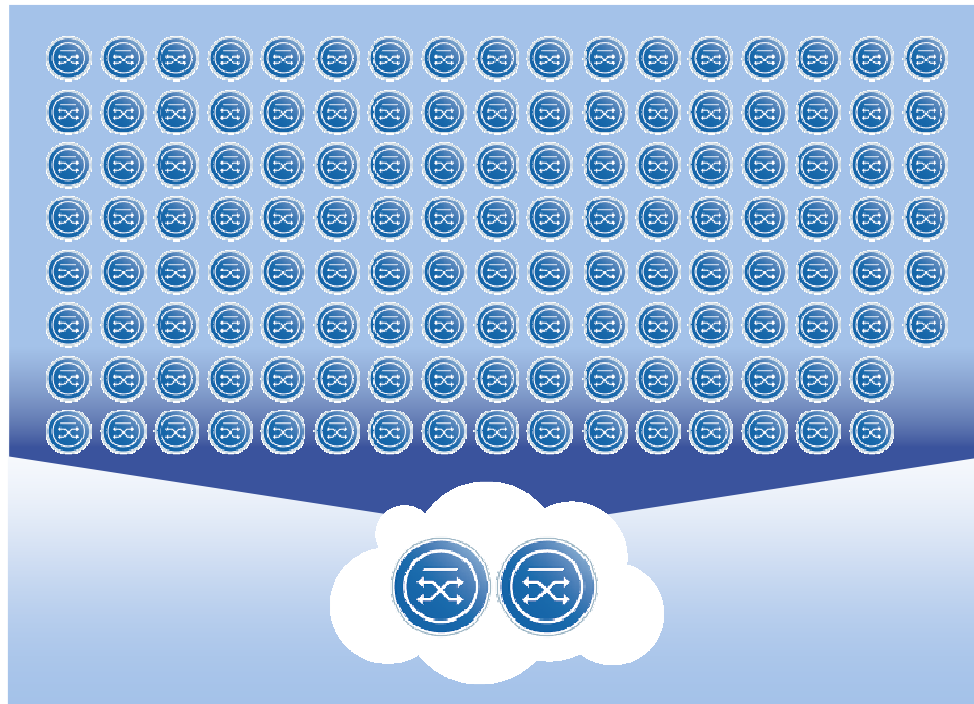


- Payback in 17 months
- 114% ROI
- 62% reduction in annual operating expenses from € 8.5M to € 3.2M

Mainstay Analysis

2009 Global STAR UC business impact – Siemens Enterprise Communications

SIEMENS



Two private cloud-based communications solutions for 134 sites, 30 countries, and 14,000 employees, including 675 contact center agents in 14 countries

Eliminated:

- 132 PBX systems
- 132 voice mail systems
- 12 contact centers

Arcos Dorados



**Twelve countries,
1,000
restaurants/offices,
one data center**

- McDonald's in Latin America
- Buenos Aires-based data center
- OpenScape UC Suite
- Centralized management
- Reduced network expense
- Rapid deployment

Customer cloud solutions



Reduced OPEX with voice, UC,
contact center, mobility, and voice
portal



1,200 secure and
survivable branches



400 Enterasys wireless access points
with OpenScape UC, managed services



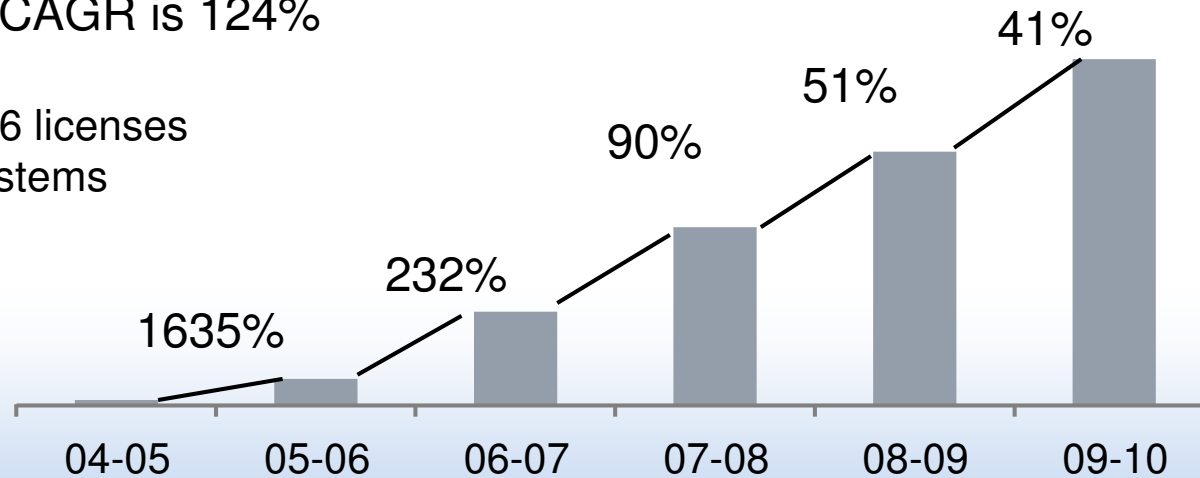
160,000 users & 1,900 sites installed
over two years, managed services

Momentum through software and services innovation

OpenScape cumulative licenses shipped

Overall CAGR is 124%

1,174,616 licenses
1,166 systems



Come visit us in Hall 13 D38 and our booth



Everywhere and now up there

Open collaboration for social, mobile, wireless, wired, and now cloud

- **Open, cost-effective, comprehensive**
- **OpenScape and Enterasys Cloud Solutions are ready now**

Thank you