

Voice Solutions Announcement Analyst Briefing

February 1st 2011

Siemens Enterprise Communications



The Upcoming Announcement At-a-Glance

What Are We Announcing on February 1st 2011 ?

- A new range of integrated IP-based Voice solutions for mid and large enterprises, which include unified communications 'built-in'
 - OpenScape UC Server Xpress (for mid-market)
 - OpenScape UC Server Enterprise (for larger enterprise)
- New software-based and IT deployment options for HiPath 4000 family of converged-IP systems
 - HiPath 4000 Evolution

Target Positioning for New Voice Solutions

OpenScape UC Server Xpress

- Streamlined, packaged Voice and voice-oriented UC solution
- Optimized for mid-market customers, available via reseller channels
- Upgradeable with additional applications and branch solutions
- Reconfigurable to scale to 100,000 users



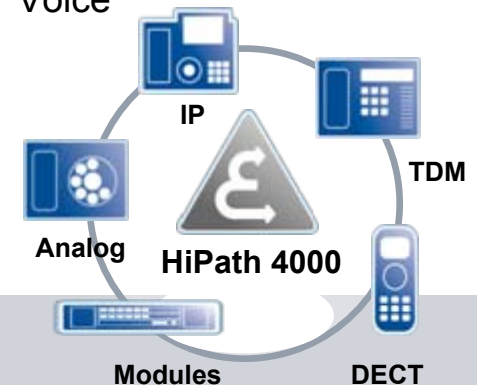
OpenScape UC Server Enterprise

- Integrated Voice and UC software solution for the same licensing price as Voice
- For larger enterprises moving to 'next-gen' communications
- A strategic investment for growth – scalability, redundancy, integration, branches

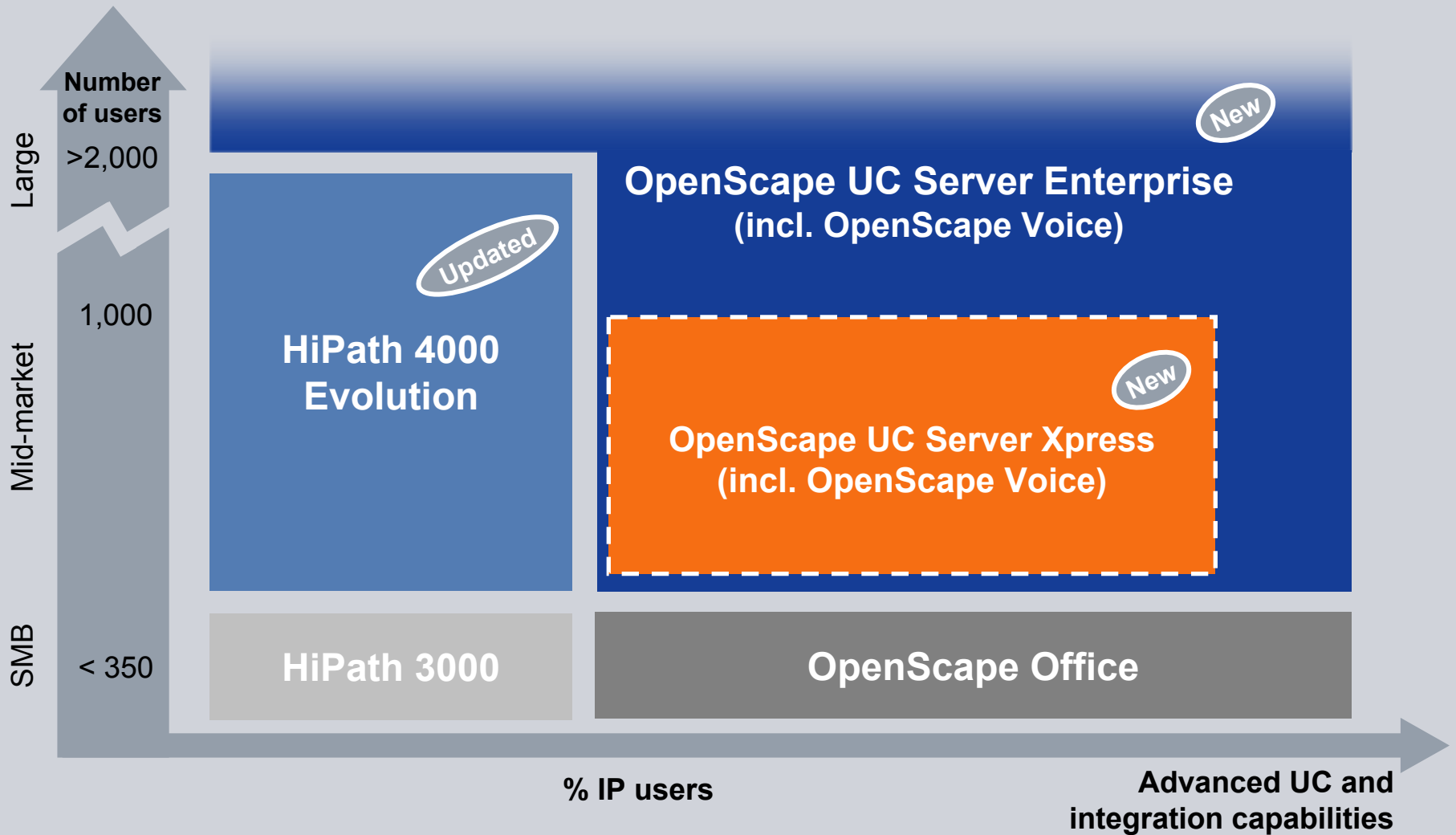


HiPath 4000 Evolution

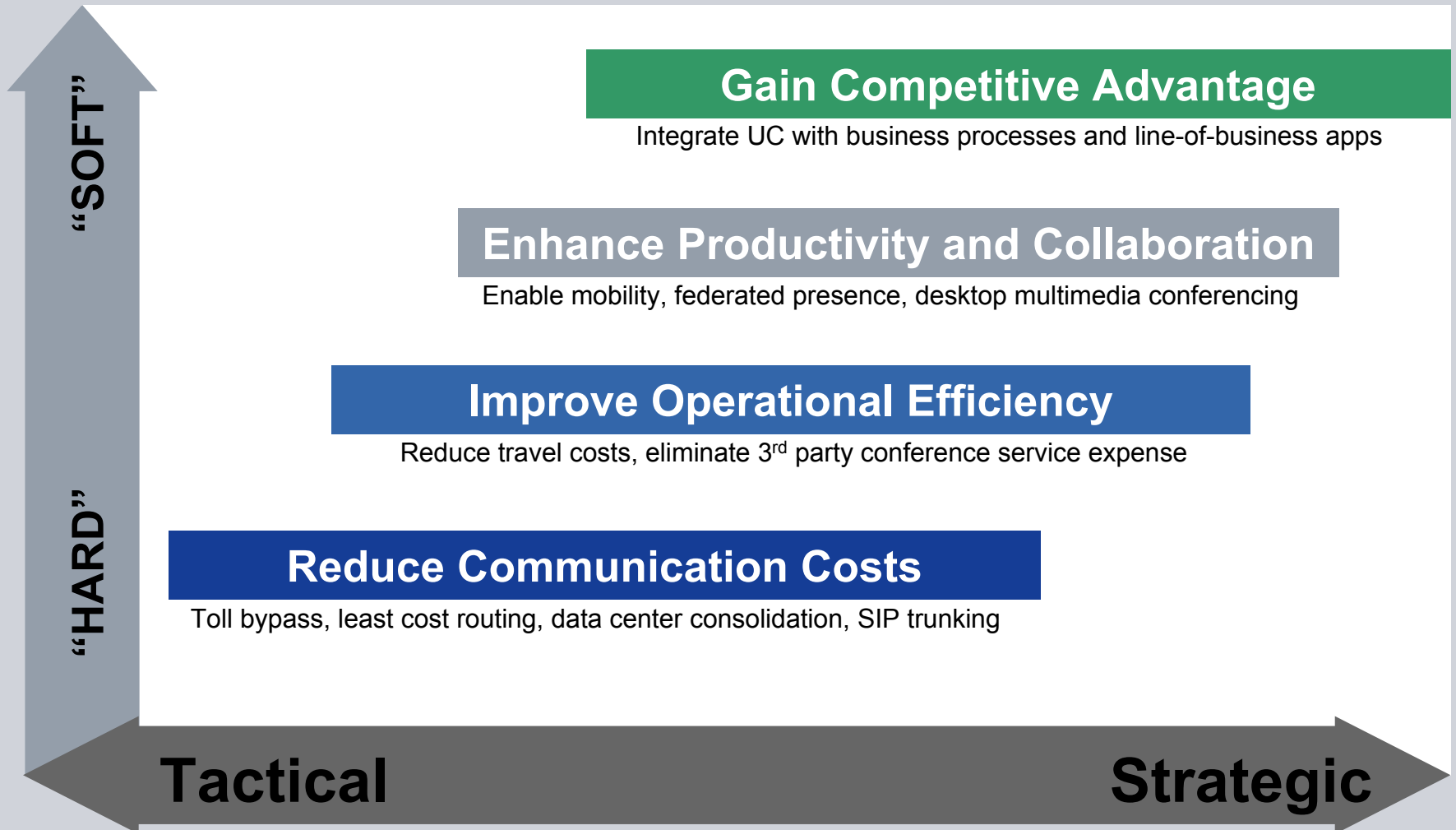
- New HiPath 4000 deployment options for IT/data center migrations
- New rack-mountable gateway/module chassis
- OpenPath FlexLicensing and unified User Management
- For customers planning migrations to OpenScape Voice



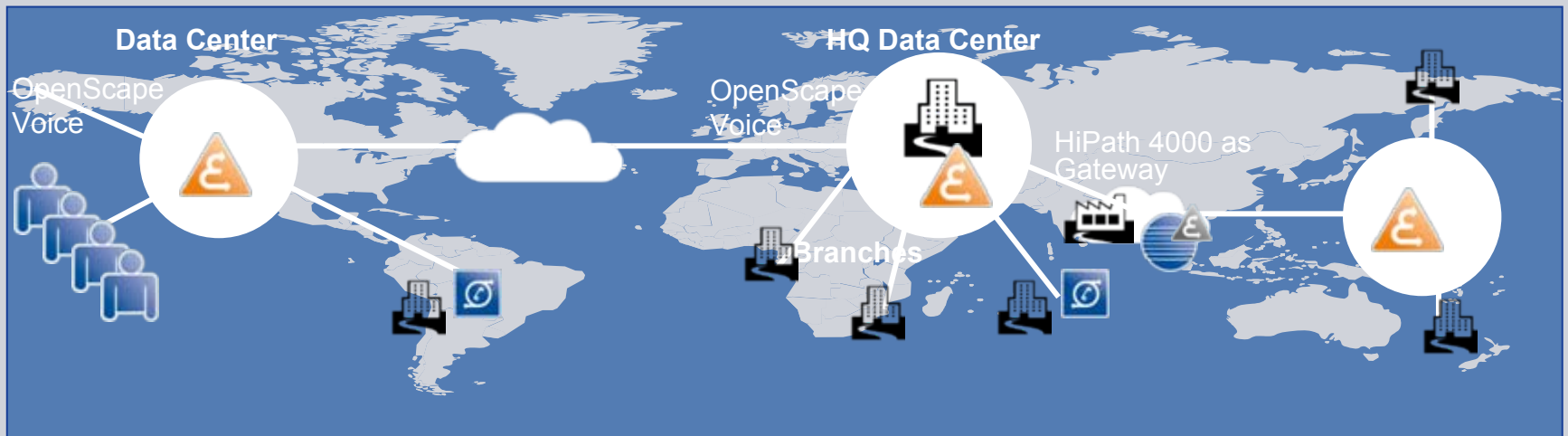
Voice Portfolio – A Solutions Approach



The Business Justification for Software-based Voice and Unified Communications



OpenScape Voice – Communication as Software Application



- Efficient IT-based architecture building on standard server hardware
- Scalability: From 350 up to 100,000 users per system
- High availability: 99.999%, carrier-grade
- Feature rich communication system
- Management: Centralized, Web-based
- Open: Linux, Web services, SOA, SIP standards-based
- Centralized or Distributed Applications
- Interoperability: Multi-Vendor Gateways, Endpoints, 3rd-party Applications like IBM, Microsoft, Genesys, Tandberg, etc
- Independent of network infrastructure

OpenScape UC Server Xpress

OpenScape UC Server Xpress

- **Optimized for mid-market customers (350 – 1,000 users), includes:**
 - Enterprise VoIP
 - Conferencing
 - Voicemail
 - Unified Messaging
 - Device Presence/ONS (Inbound)
 - Contact Center
- Server hardware and software provided
- Pre-packaged solution through channel partners with streamlined configuration services/deployment

Deploy in hours, not days or weeks

Simple to understand, purchase, deploy and use

Based on award-winning OpenScape Voice and UC



OpenScape UC Server Xpress Solution Overview

OpenScape UC Server Xpress

- Streamlined solution putting UC and Voice into the hands of mid-sized companies
- Eliminates the high costs and risks of integrating Voice and UC capabilities
- Pre-configuration on industry standard server allows deployment in hours not weeks

- Auto phone configuration
- Common management portal
- Pre-configuration (dial plan, routing, subscribers)
- Media server



OpenScape Voice

- Software-based Voice on Linux Server
- Native SIP Support (users / trunks)
- Enables Remote / Tele Worker



OpenScape Unified Messaging

- Voice Mail, Fax, Auto Attendant
- Web Portal Conferencing / Self Administration



OpenScape Conferencing

- Advanced Audio Conferencing
- Scheduling, Floor-Controls

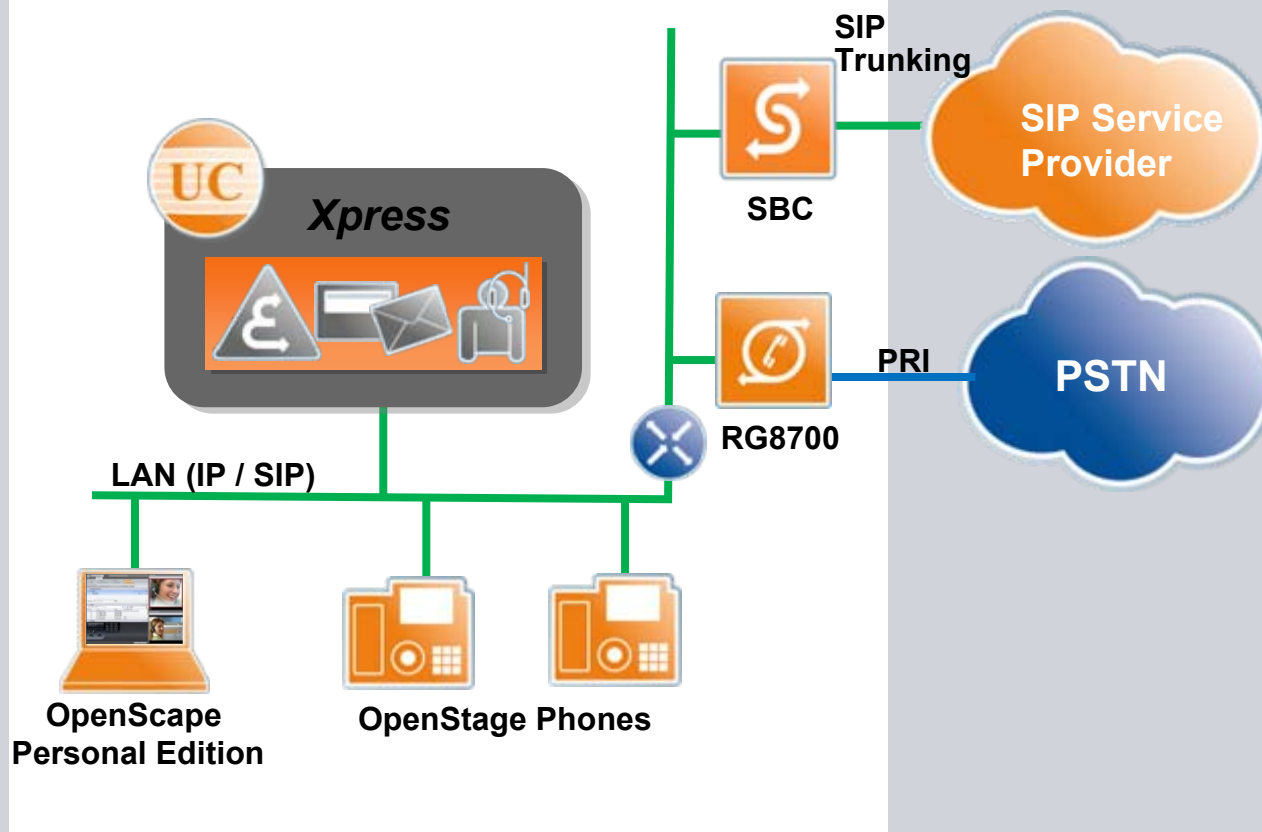


OpenScape Contact Center

- Routing, reporting, productivity tools
- Agent and Supervisor Clients

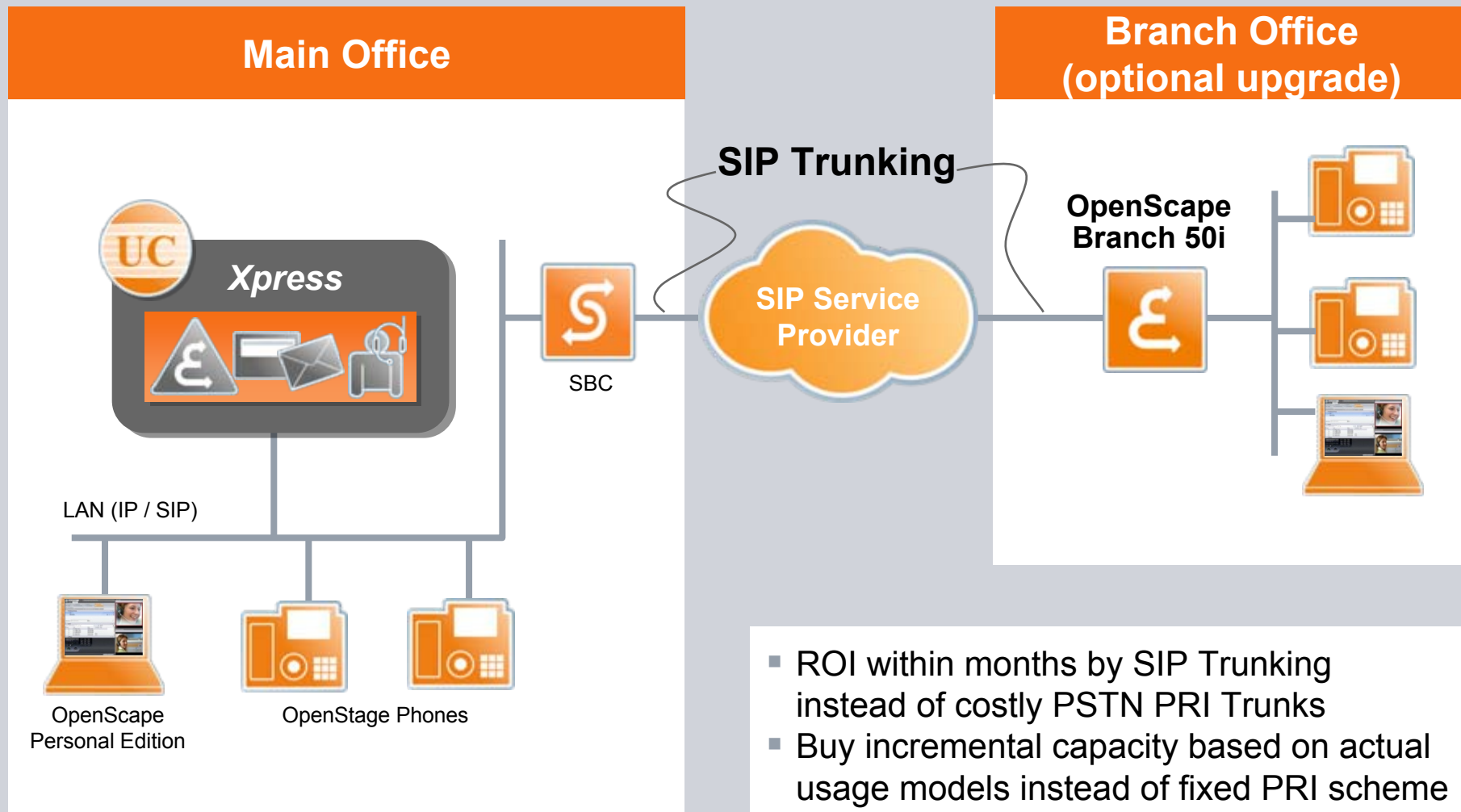
OpenScape UC Server Xpress Typical Deployment Scenario

Main Office



- Choice of Network Interface (SIP Trunking or PRI)
- SIP Trunking Certified with Major Carriers
- OpenScape Branch offices (optional deployment) 50i, 250
- Optional Support for legacy analog devices (modem, fax)
- OpenScape Personal Edition supporting P2P Video (optional)

OpenScope UC Server Xpress Network Deployment option - SIP Trunking



- ROI within months by SIP Trunking instead of costly PSTN PRI Trunks
- Buy incremental capacity based on actual usage models instead of fixed PRI scheme

OpenScape UC Server Xpress Differentiation

Fast, Easy, Affordable, Open



Fast Install

- Hours to install instead of days – the quickest path to transforming your business – **Quick Installation**



Low TCO

- Unlike other Voice and UC Solutions OpenScape UC Server Xpress eliminates the risk of integrating several different components – **Reduced TCO**



Unified Solution

- Best value solution for mid-market enterprise for Voice, Unified Communications and in-house conferencing – **Truly Unified Solution**



Simplicity of Use

- Built on open standards with Open Communications in mind – **Less Complexity**

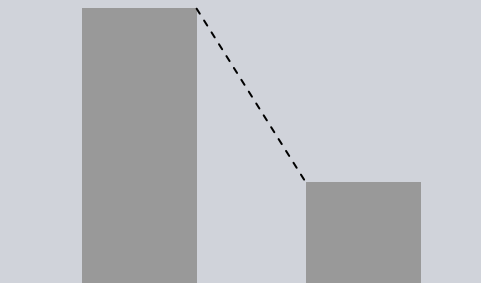


Xpress



OpenScape UC Server Xpress – Quick Facts

	OpenScape UC Server Xpress
Enterprise VoIP	OpenScape Voice
Primary Target	350 to 1,000 users (reconfigurable to 100,000)
HW/SW	Server hardware and software
Staging	Yes (pre-configured applications)
Audio Conferencing	Yes (ad-hoc/scheduled)
VM/UM	Yes
Video	No
Presence	Yes (device level)
IM Support	No
ONS	Yes (inbound only)
Contact Center	Yes (limit 20 agents*)
Web Collaboration	Optional upgrade
UC Clients	Web (conf client), CTI Web client
Device Clients**	OpenStage or OpenScape Personal edition
Availability	Indirect channel partners
Software Assurance	Required (2 years)



A la Carte
€329

Xpress Solution
€87[†]

74% Software Pricing Advantage Per User

[†] Xpress Solution Base Package (350 users min.)

* greater than 20 agents requires additional server

** phones/soft phones purchased separately

OpenScape UC Server Enterprise

OpenScape UC Server Enterprise

- **“UC is Built-In” for same license price as Voice, includes:**
 - Enterprise VoIP
 - Ad-hoc Conferencing
 - 2-Party Video
 - Voicemail/Unified Messaging
 - Presence, ONS
 - Instant Messaging Support
 - Desktop/Mobile/Voice Portal UC clients
- Fully upgradeable, scalable, supports OpenScape Fusion integrations
- Software Assurance required

Built from the ground up to work together on OpenScape UC Server

Single server deployment option for affordable migration entry point

A strategic investment for growth – scalability, redundancy, integration, branches



Streamline deployment options – ready for growth

Start with Single Server

- Both Voice and UC applications deployable on a single server
- Cost-effective option for pilots, departmental or regional migration
- Green IT - minimal energy and rack footprint



Voice and UC

Scalability and Survivability

- Grow as business requirements dictate up to 100,000 users
- Re-use all hardware and software licenses
- Carrier-grade geographically redundant servers



Scalability



Redundancy

OpenScape Voice and UC Applications Accelerate Communication



OpenScape Voice



Unified Messaging

OpenScape Voice

- Scalable to 100,000 users
- Standards-based, native SIP
- Deploy on industry standard servers

Unified Messaging

- Voicemail-Email integration
- Text-to-speech

Audio conferencing

- Eliminate costly external conferencing services
- Ad-hoc
- Up to 80 (simplex) or 570 (multi-server) participants in a single conference*
- Easy click-to-conference from contacts list

Personal Video

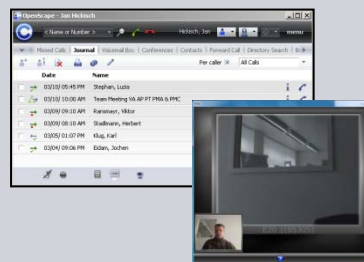
- 2-party, point-to-point

User and Media presence with IM

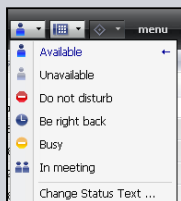
- Presence indication for availability status
- On hook / off hook indication for calling status
- Instant messaging for quick communications
- Easy, one touch click-to-call from buddy list



Audio Conferencing



2-party Video



Presence and IM

* Conferencing capacities dependent on codec used and media server resources

Nilfisk-Advance

Nilfisk-Advance cuts cost and boosts teamwork through UC



“The new [solutions] have improved team collaboration ... we were surprised: the original main objective was to cut travel costs but inter-region collaboration improved markedly. Our senior management has found that common projects now run much faster.”

Steen Andersen, IT director, Nilfisk-Advance

Headquarters: Denmark
Business: Professional cleaning equipment manufacturer
Employees: 5,000
Number of sites: 43 countries

Solution

- OpenScope Voice – 2,500 users
- OpenScope UC App – 1,500 users
- OpenScope Mobility – 1,500 users
- OpenScope Video



Strategic goals

- Reduce travel expenses
- Outsource non-core functions

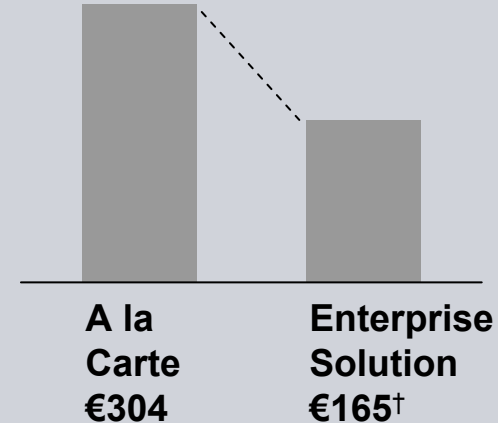
Results

- 12% reduction in travel costs
- Cheaper and more reliable voice calls

Other benefits: faster call handling, more flexible conferencing, virtual presentation options, and mobile integration

OpenScape UC Server Enterprise – Quick Facts

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Enterprise VoIP	OpenScape Voice
Primary Target	350 to 100,000 users
HW/SW	Software only
Staging	No
Audio Conferencing	Yes (ad-hoc only)
VM/UM	Yes
Video	P2P
Presence	Yes
IM Support	Yes
ONS	Yes
Contact Center	Optional upgrade
Web Collaboration	Optional upgrade
UC Clients	Web, Desktop, Mobile, Voice Portal
Device Clients**	OpenStage or Existing Target Phone Device
Availability	All channels
Software Assurance	Required (2 years)



46% Software Pricing Advantage Per User

[†] Enterprise Solution Base Package (100 users min.)

HiPath 4000 Evolution

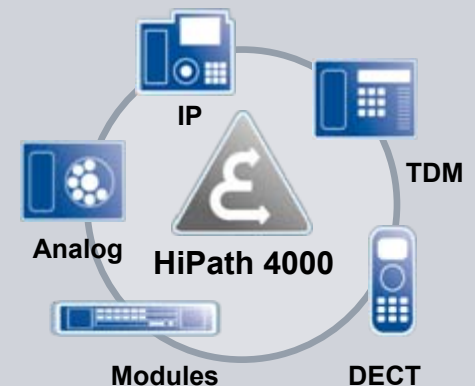
HiPath 4000 Evolution

- **New flexible deployment options for HiPath 4000 V6, including:**
 - Flexible deployment on traditional cPCI chassis or industry standard server
 - Duplex or separated duplex deployment for high availability
- Upcoming HiPath Access rack-mountable gateway/module chassis (July 2011)
- OpenPath FlexLicensing license portability to OpenScape Voice
- Unified user management and migration tools – HiPath to OpenScape

Investment protection for new and existing HiPath 4000 converged-IP customers

New IT/data center deployment options set stage for IP migration

HiPath assets reusable in 'next-gen' OpenScape Voice scenarios



Three Key Elements of HiPath 4000 Evolution

Flexible Deployment Options

Industry standard server



Compact PCI Server

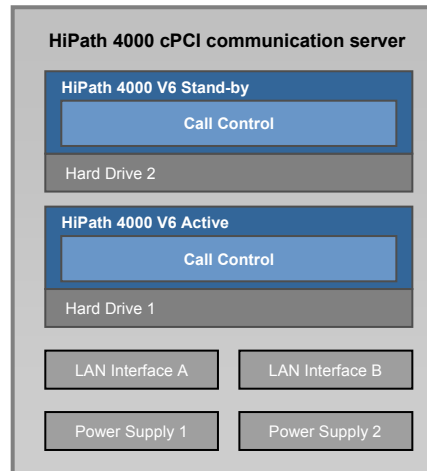


HiPath Access branch solution (Upcoming)

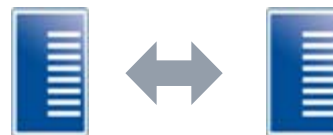


Data Center Enhancements

Duplex architecture



Separated duplex architecture

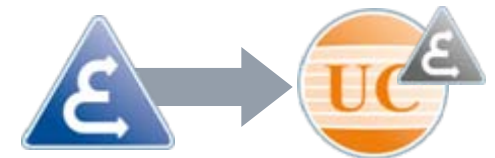


Investment Protection

OpenPath FlexLicensing portability to OpenScape Voice

Reuse of gateways, cPCI hardware & DECT

OpenScape User Management



HiPath 4000 Evolution – Flexible Deployment Options

SIEMENS

HiPath 4000 Compact PCI Hardware



For organization with converged-IP requirements – high analog, DECT or specialized vertical applications



HiPath 4000 on Linux OS Server

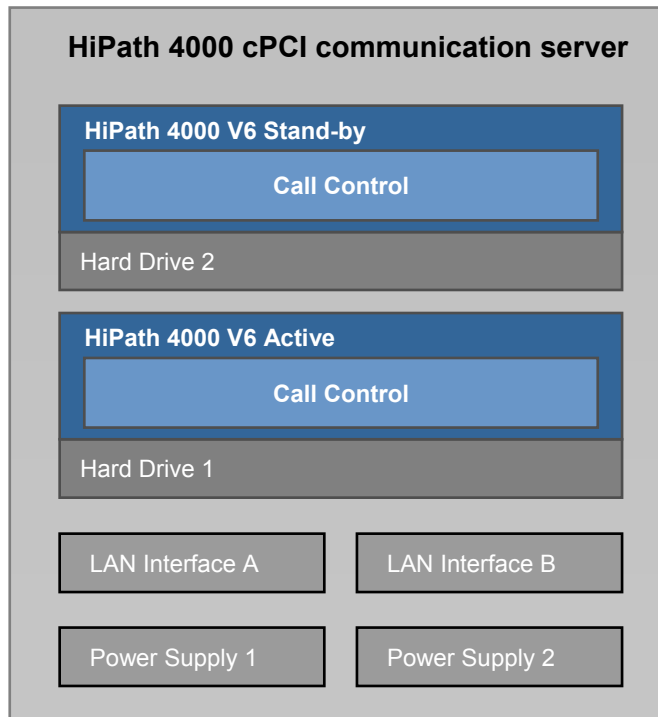


For organizations requiring industry standard server options for voice deployments

- ✓ Deployable in the data center
- ✓ Scalable and secure
- ✓ Investment protection when migrating to OpenScape Voice

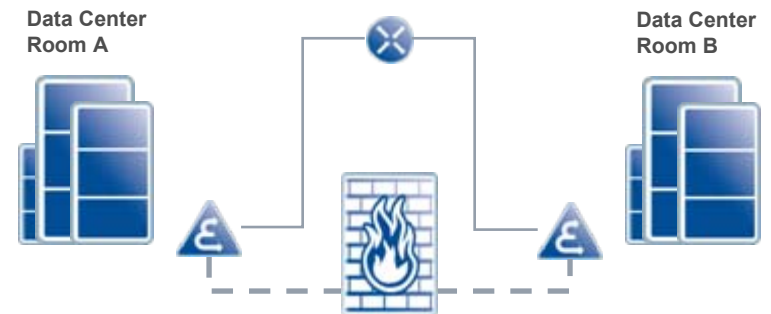
HiPath 4000 Evolution – New Redundancy Options

HiPath 4000 Duplex



HiPath 4000 Separated Duplex

**Separated duplex increases
business continuity**

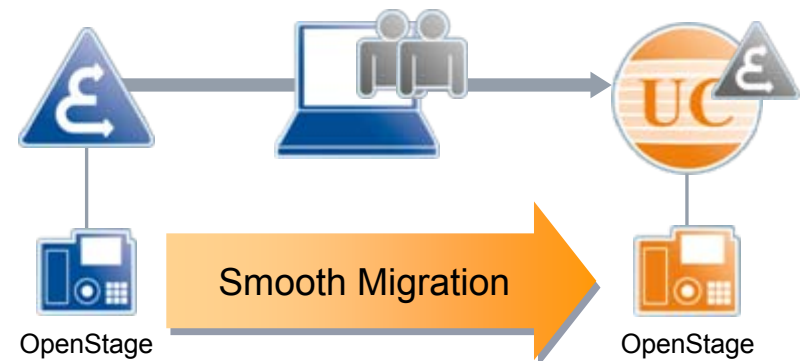


OpenPath FlexLicensing & OpenScape User Management

Smooth Migration

- OpenScape User Management manages both OpenScape Voice and HiPath 4000
- Provides smooth migration of HiPath 4000 subscribers to OpenScape Voice
- Fully Portable User Licenses between HiPath 4000 and OpenScape Voice
- Future Proofs Investment in HiPath 4000
- New Software-based licensing with HiPath License Management

OpenScape User Management



OpenPath FlexLicensing



HiPath 4000 Evolution – HiPath Access (planned availability Q3 2011)

- Stackable, rack-mountable 1U appliances
- Highly scalable and modular branch solution
- Cost effective for data center

- Investment protection with OpenPath FlexLicensing
- Connects with HiPath 4000, SoftGate or HiPath Access 500
- Extends IPv6 to branch



Voice Solutions Announcement – Summary

Solution	Highlights	Customer Value
OpenScape UC Server Xpress	<p>Streamlined, packaged Voice and UC solution <u>optimized for mid-market customers</u></p> <p>Reseller channel, March 2011</p>	<ul style="list-style-type: none"> ▪ Lower Voice TCO ▪ Lower Conferencing Costs ▪ Fast, low-risk deployment incl. server hardware and server ▪ Reduced Complexity
OpenScape UC Server Enterprise	<p><u>Integrated Voice and UC</u> software solution for the same licensing price as Voice for larger enterprise</p> <p>All channels, February 2011</p>	<ul style="list-style-type: none"> ▪ Lower Voice TCO ▪ Lower Conferencing Costs ▪ Improved Productivity & Collaboration ▪ Reduced Complexity
HiPath 4000 Evolution	<p>New <u>HiPath 4000 deployment options</u> for IT/data center migrations</p> <p>All channels, phased Jan-July 2011</p>	<ul style="list-style-type: none"> ▪ New software-deployment option for data centers ▪ Rack-mountable gateways ▪ Expanded migration scenarios