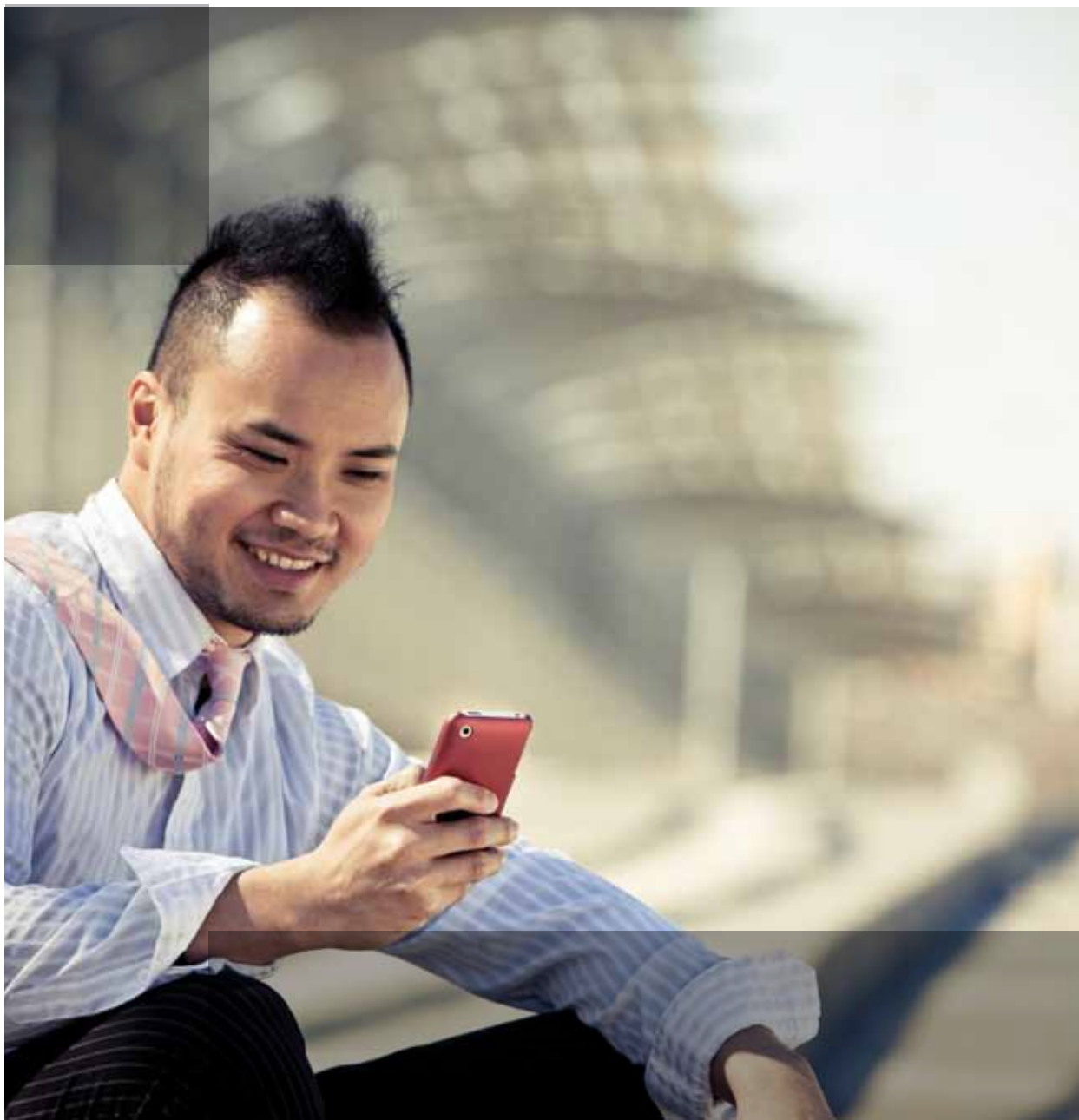


Alcatel-Lucent OpenTouch™

The converged multimedia
communications suite

Alcatel-Lucent 
Enterprise





Smartphones are everywhere. Employees are younger, more connected. The workforce is distributed across locations. Business cycles continuously accelerate. For enterprises, these converging trends demand communications solutions that help employees collaborate across devices, applications, processes and locations.

The Alcatel-Lucent OpenTouch™ suite makes multi-device, multi-party, multimedia collaboration part of everyday business. Traditional enterprise communications become rich, collaborative conversations. And it's all provided on a single platform that's easy to manage. When employees are more agile and productive, the business is more agile and productive.

Bringing enterprises up to speed

Innovations in consumer communications have been outpacing enterprise solutions. Smartphones enable video interactions, social media integration, instant messaging (IM) and cool new apps. Connected tablets and notebooks give people high-quality video and voice communications at home and on-the-move. People love the convenience and the freedom to communicate when, how and where they want. It's only natural they want these same benefits at work.

At the same time, business demographics have changed. Digital natives have gone to work. These young, hyper-connected employees have grown up with technology. They're very knowledgeable and very comfortable with it. They simply expect to be surrounded with communications technology in the workplace.

As employee demands for new ways to communicate accelerate, so do business dynamics. Business cycles that used to take days now take hours. And processes are more complex. Today's business environment crosses traditional enterprise boundaries. It is distributed and mobile. Outsourced third parties, remote offices, global work teams, mobile professionals and home workers are all part of today's enterprise.

The new rules of engagement

Employee engagement and productivity depend on how well people can communicate. Communications solutions must help employees:

- Stay connected and interact in real time
- Share content
- Manage presence and availability
- Multitask

Communications solutions must also be very easy to access and use. Employees who are focused on business objectives can't and won't take the time to figure out complicated ways to use simple features, such as ad-hoc conferencing, in the middle of a crucial business conversation.

New demands are putting IT teams under pressure. They need to deliver communications services, such as video and IM, across the enterprise. And they need to integrate these advanced services with a variety of enterprise applications to add context to interactions. All capabilities must be available on any device, using any media, in any location. IT teams must also control costs and keep operations simple. A unified management platform that integrates existing technologies becomes a must.

Enriching enterprise communications

To meet employee demands, accelerate business and resolve IT challenges, enterprises know they need to transform the way the business communicates. They must turn everyday communications into meaningful and collaborative business conversations. That means they need:

- Native multimedia conferencing and application sharing
- Unified communications across devices and locations
- Easy integration with external content such as social media and business applications
- Openness to existing communication solutions

Welcome to the collaborative conversation

In a collaborative conversation, every party in the business ecosystem — employees, customers, partners and suppliers — can spontaneously connect, collaborate and share content. Ad-hoc communities easily form. Multitasking is the new norm. Conversations and content are multimedia. Context enriches conversations.

Collaborative conversations often begin with the customer. They take advantage of powerful networks that dynamically optimize performance for each application. And they bring a new generation of communications applications to the enterprise.

Alcatel-Lucent OpenTouch™ opens the door to collaborative conversations. This converged multimedia communications suite lets people converse and collaborate seamlessly across devices, media and locations. Limitations fade away. Employees are free to engage with colleagues, customers, partners and suppliers in the best way to accelerate business. And IT departments can finally deliver more advanced communications services without fear of increasing complexity or costs.



Change the conversation to accelerate business

With OpenTouch™, you can use the power of consumer communications innovations, such as video, mobility and social media, to improve employee engagement, productivity and customer relationships. You can go beyond real-time interactions, integrating with business applications and providing rich presence information to add context to conversations.

OpenTouch™ is natively:

- **Multi-device:** Employees can have a single conversation that crosses mobile phones, tablets, desk phones and computers. They simply use the device that makes the most sense for the context and their location — whether they are on-the-move, telecommuting, at their desk or in a meeting room. Switching devices during conversations is transparent and easy. Communications become fluid conversations.
- **Multi-party:** Conferencing is at the heart of OpenTouch™. Conference participants can easily come and go during conversations. And they can quickly form ad-hoc communities across locations and organizations to meet specific business objectives. Conversations expand. Decision cycles shrink.
- **Multimedia:** High-definition video, IM and web conferencing capabilities mean every user enjoys rich communications services without additional investments. Employees can stay connected, collaborate and share content more efficiently. And they can move the conversation across media — from IM to ad-hoc video to scheduled video — as it evolves and becomes more in-depth.



Keep IT simple

With OpenTouch™, IT teams can provide lines of business with integrated video and web conferencing-based communications solutions across devices — easily and cost effectively. And they gain all of the benefits of an open Session Initiation Protocol (SIP) architecture and unified management. IT teams can:

- Choose any deployment model, from premises-based to cloud-based.
- Federate existing multivendor communications systems.
- Deliver new applications and innovations that run on any communications platform and network infrastructure.
- Consolidate access points and devices across the enterprise.
- Easily implement and manage a wide range of features, applications and users.

Keep conversations moving forward

Yesterday

Your senior sales representative is talking to a customer when the conversation is interrupted. The sales rep and customer have trouble picking up the pieces of the conversation when they are finally back on the phone two hours later. The customer is frustrated. Your sales rep is frustrated. Productivity declines. The business loses value.

Today with OpenTouch™

Although your sales rep begins the conversation by texting with the customer from home, he chooses “nomadic mode” so he can seamlessly switch to a voice conversation while traveling to work. At the office, he moves the conversation to a smart desk phone and adds subject matter experts to the call. He can see participants’ presence and quickly determines that all participants have video capabilities. That means he can ask one of the experts on the call to give a visual demo of the latest product features. After the demo, the sales rep switches the conversation to an interactive white board so another expert can illustrate a key point to all participants. Even if the conversation is interrupted, no progress is lost. The entire conversation has been recorded and saved.

Collaborate across geographies and time zones

Yesterday

A serious issue arises at work. Your teams need to collaborate and share multimedia content — instantly and spontaneously. But the people they need to consult are located around the world. They’re not able to come together. Time and budget constraints mean travel is not an option. Precious time is lost. Costs escalate. The problem deepens.

Today with OpenTouch™

Your teams start by integrating high-definition video that clearly communicates the situation into IM and e-mail conversations with their professional contacts. As conversations progress, they add contextual elements — schematics, diagnostic images, drawings, photographs, studies, test results and fax communications. Conversations are enriched and annotated as time passes. Everybody contributes. People leave and join the conversation as needed. To arrive at the final resolution, your teams use video to spontaneously gather experts around a virtual meeting table.



Build ad-hoc communities

Yesterday

A loyal customer calls your customer service center with an unusual request — they've just received an innovative proposal from one of your competitors and want your response. The customer service agent can't turn to the script for a response. Key stakeholders must be consulted. A fast response is needed. You're at risk of losing this valuable customer.

Today with OpenTouch™

Your customer service agent uses IM to instantly connect with a community of internal experts. One of the experts uses her smart desk phone to access a web app that helps her understand the customer's situation. She joins the call with the customer and answers their questions. Because this case reveals a threat for the future, the expert keeps the context "alive" after the agent and customer leave the call. She continues the conversation with other experts and decision makers to develop a strategy for future responses.

Re-use existing assets and lower costs

Yesterday

Your IT department has invested heavily in communications platforms. You want to continue evolving with a state-of-the-art communications system. But you need to get more from your existing investments. And you need to keep operations simple. You're stuck. Upgrading always means adding new servers and management systems. The infrastructure becomes more complex. Legacy systems don't deliver return on investment. Operational costs increase.

Today with OpenTouch™

Your IT department can deliver more advanced services from a single platform. Native video conferencing, web conferencing, multimedia and web apps turn everyday communications into rich business conversations. Because OpenTouch™ uses SIP technology, even employees on legacy platforms have access to the new services. And your IT teams can manage everything with a single management system, creating user profiles in just a few mouse clicks. There is no complicated infrastructure to manage and maintain. Legacy systems continue to be used. Operations are simple and cost effective.





Business benefits with Alcatel-Lucent OpenTouch™

OpenTouch™ brings benefits to businesses in every industry. The proliferation of enterprise devices no longer fragments conversations. People can come together whenever, wherever and however they need to get the job done. The complexity of using one media versus another disappears. All media are easy to access. People simply choose the best media for the conversation.

Increase productivity and accelerate decision-making

Enable uninterrupted business conversations and the ability to adapt communications based on context and conversations. OpenTouch™ provides full access to multimedia enterprise communications services on-site and off-site, across all devices.

Add the Alcatel-Lucent OmniTouch™ 8082 My Instant Communicator (IC) Phone to give your teams a smartphone experience at their desk. This multimedia, touch screen smartphone combines the wideband audio quality of a desk phone with instant access to multi-party conferencing, telephony and unified communications.

Empower virtual teams

Deliver integrated video conferencing and presence from the desktop. Virtual team members at their desks can now join meeting room participants in rich, multi-party conversations using HD video, IM and web collaboration.

Improve efficiency and reduce costs

Provide business communications services, including attendant and messaging services. Communications efficiency improves while costs drop — whether employees are at their desk, on-site or off-site.

Increase customer satisfaction

Integrate voice-centric and multimedia customer services. You'll be better positioned to improve call resolution rates and make better use of customer service resources.

Get more from existing assets

Run applications on any communications platform. Federate legacy multivendor communications solutions. OpenTouch™ is SIP at the core.

Enjoy simple and flexible network operations

Increase infrastructure flexibility and software scalability. OpenTouch™ supports centralized or decentralized IP configurations as well as IP, IP/TDM and TDM endpoints. It also minimizes additional investments and smoothes migrations. A single management system reduces total cost of ownership and simplifies management of features, applications and users.

Packages for all needs

OpenTouch™ is available in a variety of packages to meet the needs of new and long-time enterprise customers as well as service providers looking to offer more advanced services to their medium-sized enterprise customers.

→ **OpenTouch™ Business Edition:**

Ideal for all enterprises with 200 to 1500 employees that are looking for rich communications capabilities. For enterprises that have an Alcatel-Lucent Business integrated Communication Solution (BiCS), OpenTouch™ Business Edition is an easy upgrade.

→ **OpenTouch™ Business Edition Hosted:**

Ideal for service providers that want to deliver hosted OpenTouch™ services to medium-sized enterprises.

→ **OpenTouch™ Multimedia Services:**

Ideal for enterprises that already have an Alcatel-Lucent OmniPCX™ Enterprise Communication Server and want to add the benefits of the OpenTouch™ collaborative conversation.

→ **OpenTouch™ Federation Services:**

Ideal for enterprises that want to deliver all of the benefits of the OpenTouch™ collaborative conversation in a multivendor environment. OpenTouch™ Federation Services work with OpenTouch™ Business Edition and OpenTouch™ Multimedia Services.



Figure 1. OpenTouch™ packages meet enterprise and service provider needs

OpenTouch™ Business Edition	OpenTouch™ Business Edition Hosted	OpenTouch™ Multimedia Services	OpenTouch™ Federation Services
Up to 1500 users	Up to 500 users	Up to 1500 users	Smooth evolution toward SIP-based services such as unified SIP trunking
Multi-device support	Same capabilities as OpenTouch™ Business Edition	Same capabilities as OpenTouch™ Business Edition	Unified numbering plan
Full native multimedia	Blade technology	Software-based offering	Multivendor support
Embedded video switching		Add-on to the Alcatel-Lucent OmniPCX Enterprise Communication Server	Includes Genesys SIP server technology
One server			
An easy upgrade from the Alcatel-Lucent BiCS			



Take enterprise communications into a new era

Collaborative conversations that extend over time and across channels will become the new paradigm for enterprise communications. They will help you build a business-centered community to gain an advantage in increasingly competitive markets.

With an open approach that protects investments, Alcatel-Lucent OpenTouch™ leverages decades of experience and expertise in enterprise communications, technology and customer service. You can transform traditional enterprise communications into collaborative conversations that are seamless across devices, media and locations. And you can more easily harness the power of consumer communications innovations, including video, mobility and social media, to improve employee engagement and customer relationships.

The OpenTouch™ difference

- **The collaborative conversation:** Multi-device, multi-party, multimedia conversations put people at the center of their business interactions. New work styles flourish. Business accelerates. Employee and customer satisfaction improve.
- **The simplicity:** Collaborative conversations are delivered from an “all-in-one” platform. Alcatel-Lucent is the first enterprise partner to combine advanced conversation capabilities in a single server. IT teams can cost effectively deliver advanced communications services across the enterprise with only a single, simple device to manage.
- **The innovation:** OpenTouch™ incorporates numerous innovations and integrates components, such as the Genesys SIP Server, for fluent conversations among employees and with customers, partners and suppliers. People are more engaged. Productivity increases.

For more information: www.alcatel-lucent.com



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