

NEWS AND VIEWS ON REAL-TIME UNIFIED COMMUNICATIONS

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Unified Communications Happenings

IBM Announces New Lotus Sametime Products

Brent Kelly, bkelly@wainhouse.com

IBM has announced that it is creating a family of products based on Lotus Sametime. The portfolio will soon include Lotus Sametime Entry, Standard, Advanced, and Unified Telephony.

Sametime Entry is already delivered with Lotus Notes and WebSphere and provides Sametime's secure IM and presence capabilities. Sametime Entry will soon be available as a separate product primarily targeted toward Microsoft Exchange/Outlook users.

Sametime Standard is the version of Sametime we have known for some time. In addition to presence and IM, the Standard version provides premise-based web conferencing, multiparty VoIP chat, video, gateway access to public IM services, and a Sametime client for mobile devices. It also provides an open Eclipse-based framework for easily extending or embedding Sametime's capabilities.

Sametime Advanced is designed to extend Lotus Sametime Standard with advanced personal, team, and organizational collaboration capabilities. This version adds persistent chat, broadcasting capabilities (for instant polling, alerts, inviting community members to group

<p>Lotus Sametime "Advanced"</p> <ul style="list-style-type: none"> Persistent Chat Broadcast Suite (SkillTap, Instant Polls, Alerts) Instant Share Location services Adv. features through Gateway (<i>future</i>) 	<p>Lotus Sametime "Unified Telephony"</p> <ul style="list-style-type: none"> Telephony Plug ins for ST Click2Call, Click2Conference Aggregated IM, phone, calendar presence Incoming Call Control (Rules, Alerts) Connectivity to telephone systems Standards (SIP, CSTA) Legacy PBX/bridges <p><i>Release 2</i></p> <ul style="list-style-type: none"> Voice mail/UM access
<p>Lotus Sametime "Standard"</p> <ul style="list-style-type: none"> Presence, IM, Web conferencing Extensible Eclipse client and SDK VoIP chat, Video Location, File Transfer, Screen capture Public IM Gateway access Mobile clients 	
<p>Lotus Sametime "Entry"</p> <ul style="list-style-type: none"> Secure IM, presence Rich text, emoticons, contact info Contextual collaboration 	

chats, and finding colleagues with specific skills), instant share (for instantly sharing the computer screen with multiple parties without launching a web conference), and location services that centrally stores location-based information and makes it accessible and useful for others (nearby buddies, for example). Earlier this year we saw a compelling demonstration of location services capability in an application that mashed up Sametime buddy location with Google Maps.

Sametime Unified Telephony provides telephony plug-ins for Sametime. Based partially on OpenScope technology licensed from Siemens, Sametime Unified Telephony will allow an organization to integrate nearly any existing PBX (IP or TDM) and/or audio bridge with Sametime. Both SIP and CSTA protocols will be supported. This version will also provide much more robust call control features than the current version of Sametime including click-to-call, click-to-conference, and incoming call control rules and alerts. It will also provide a SIP softphone. In addition, aggregated IM, phone, and calendar presence will be displayed. A future release will also provide a robust integrated unified messaging capability based on IBM's highly scalable and proven unified messaging solution.

Lotus Sametime Standard 8.0, which will be based on Domino 8 infrastructure will be available in Q4 2007. Sametime Entry will be available near the end of this year. Sametime Advanced availability is targeted for Q1 2008. The Unified Telephony plug-ins will be available in Mid 2008. No pricing has been announced yet by IBM.

Here's What Brent Thinks

The unified communications client wars are certainly heating up. The Entry version and the Unified Telephony versions particularly place IBM Lotus on the offensive against Microsoft's OCS, which will be available later this fall. IBM has software and servers running in a number of companies that have happened to standardize on Exchange and Outlook for email. Sametime Entry is designed to give these IBM shops that happen to have Exchange/Outlook another high-quality unified communications option besides OCS. Furthermore, IBM's stance that it is not going into the telephony business, and that it is providing a smooth migration path for the heterogeneous PBX environments, should be welcome news for many companies that may be uncertain about OCS and Microsoft's clear focus on displacing established enterprise telephony solutions. As our [recent surveys show](#), IBM is far behind Microsoft when it comes to unified communications mind share. Consequently, the company will need to ratchet up its marketing efforts significantly if Sametime is to gain traction among Exchange/Outlook users and with the market in general.

IBM Acquires WebDialogs

Another web conferencing services company bites the dust! IBM Lotus has acquired WebDialogs in a deal that many will say mirrors the Cisco acquisition of WebEx and the Microsoft acquisition of PlaceWare (and positions IBM as a Cisco, Microsoft competitor for conferencing services). The WebDialogs name will disappear, but the company's web conferencing service, which has been known as Unyte for the past year or so (and is partnered with Skype) will live on with a modified moniker: IBM Lotus Sametime Unyte. There are many directions this merger may head – all of them pretty exciting. IBM will be offering plug-ins for Sametime and Lotus Notes as well as other elements of the company's collaboration portfolio such as Quickr and WebSphere Portal. Webdialog is the web conferencing engine behind 70 odd conferencing service providers, so IBM could easily leverage this situation to expand Sametime's availability to SMBs as a hosted solution. At the same time, IBM is likely to bring the Unyte and the Sametime web conferencing environments together to make for a more seamless transition between "behind the firewall" web conferencing users (Sametime) and external users (Unyte). The big picture of course is that this is another sign of IBM Lotus getting more active in the collaboration space.

Polycom Delivers on IBM Lotus Sametime Integration, Partners with IBM Global Technology Services

Polycom announced integration with IBM Lotus Sametime and Lotus Notes, delivering on intentions that were made public in January at Lotusphere. The Polycom Unified Collaboration for Lotus Sametime and Lotus Notes enables enterprise users to launch high quality point-to-point and multi-point voice, video or combined voice and video conferences directly from Lotus Sametime and IBM Lotus Notes. In addition, what's really new is that Polycom signed an agreement under which IBM Global Technology Services will resell and integrate Polycom solutions.

Lotus Sametime users can associate different devices with their Lotus Sametime profile (desktop phone, mobile phone, desktop video application, video conferencing system, etc.) and then simply choose which device they want use when joining a meeting. People using different types of devices are joined seamlessly in a meeting through the unified conferencing capabilities of the Polycom infrastructure. For example, a user may receive an IM prompt inviting them to join a video call with a co-worker. That user can choose to join the call using their desktop video application, or send the call to a video system in a nearby conference room, or join the call using their desktop, mobile or conference phone. This can also be used as a "find me" feature allowing users to direct incoming calls to a mobile phone when traveling or to an alternate phone or video endpoint when working from home or a remote office.

The Polycom software architecture for the IBM Lotus world is based on a new application server dubbed RAS 200I (the "I" stands for IBM and separates it from the 200A - Alcatel). The RAS200I is a back-to-back SIP agent as well as an application server. The MSRP for this device is \$8K in a configuration supporting 50 simultaneous calls (3000 registrants). While the IBM integration software is clearly intended to support Polycom's room video systems, the first release does not support the HDX line; it does support VSX, PVX, and RMX.

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Siemens IBM OEM Agreement

Siemens announced an OEM agreement that will allow IBM to license elements of Siemens' OpenScape unified communications capabilities to enhance the IBM Lotus "Unified Telephony" offering currently planned by IBM as part of the expanded Lotus Sametime product family. The deal combines the two companies' strengths in providing converged voice, data and video communications.

Cisco, Microsoft Pledge Compatibility

Top executives from Cisco and Microsoft have publicly announced that the companies would cooperate to make their products work together. Surprise::: customers are demanding it.

Here's What I Think: It's becoming a complicated world, particularly as the big guys expand into each other's turf. Even more so, the big guys are partnering with other big guys. Even the old Middle East algorithm that "the enemy of my enemy is my friend" no longer holds true. More like "the enemy of my enemy is my enemy, but I'll pretend otherwise and play nice."

Get out your scorecard: The list of announced relationships creates quite a web of intrigue.

- Microsoft is partnered with Nortel, Cisco's competitor
- Cisco is partnered with IBM, Microsoft's competitor for UC
- Cisco, Microsoft, IBM all have presence engines, communicator clients.
- Cisco, Microsoft, IBM all have web conferencing service offerings and premise-based offerings
- Microsoft Live Office is probably Cisco's WebEx's largest competitor
- Microsoft is already positioning OCS 2007 as a telephony engine, competing directly with strategic partners Nortel and Avaya (who naturally are competitors) as well as with its newfound interoperability partner Cisco. Expanding its portfolio and developing a top-to-bottom solution of course is part of Microsoft's DNA. Partners beware.
- IBM is positioning some of its Sametime portfolio to go after the Exchange user base while relying on Microsoft's desktop OS for its own products.

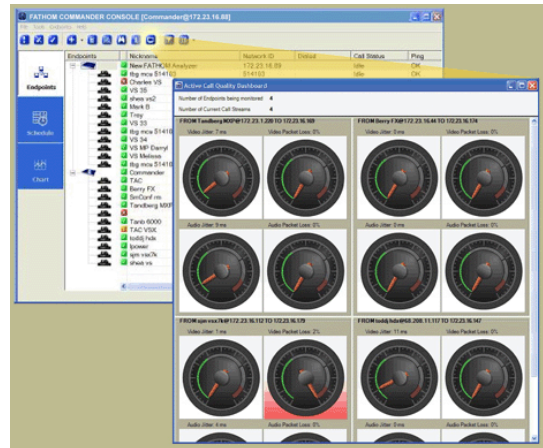
Over the short term these guys will all compete and partner with each other on a deal by deal basis, with competitors today being partners tomorrow, or competitors today in telephony will be partners today in videoconferencing or web conferencing. The only constant you can count on in the Unified Communications market will be change itself. These tricky relationships are likely to be less significant than the vendors would like you to believe.

News in Brief

- This year's PUG Annual Conference (see event calendar below) will feature Flying Fish Productions Presents: Caution – Low Flying Fish! Imagine a workplace where everyone chooses to bring energy, passion and a positive attitude with them each day. Pike Place Fish employees have succeeded in creating a unique team environment and now travel the country as the Flying Fish/biz Futures Consulting Team, inspiring other organizations to do the same. Caution - Low Flying Fish will illustrate that a vision is not a tool to get somewhere but rather a natural phenomenon that shapes the company and its future when each individual is committed to "being the whole thing". This presentation will also explore what's required to build the kind of team where members communicate powerfully, truly appreciate each other; and have a substantial, positive impact in the world.
- VidSoft has introduced a turnkey pilot offer designed to make it easier for professional service organizations to use desktop videoconferencing and collaboration. The company's pilot offer is directed at organizations that want to take advantage of the technology, but don't want to disrupt their corporate networks, install proprietary systems or require employees to spend a lot of time learning new technology. The pilot costs just \$500 and includes software for 5 users for a 6-month period, five GlobalMedia iREZ K2r web cameras, headsets, user training sessions and system performance checks for all desktops
- COMMIT Inc, vendor of TD-SCDMA wireless chipset solutions, has selected Radvision's 3G-324M Toolkit and RTSP Client Toolkit to develop a video-enabled 3G handset for China's growing TD-SCDMA market.
- Three new application briefs are now available on the topics of how to use web conferencing for sales and marketing, e-Learning, and business consulting. WR – in conjunction with research sponsor Citrix Online – conducted in-depth interviews to identify best practices, benefits, and ways to maximize return on investment and avoid ineffective deployment models. The findings – available for free at www.wainhouse.com/whitepapers provide direction to any business seeking to improve its sales processes, shift training to online learning, or extend its consultative reach.



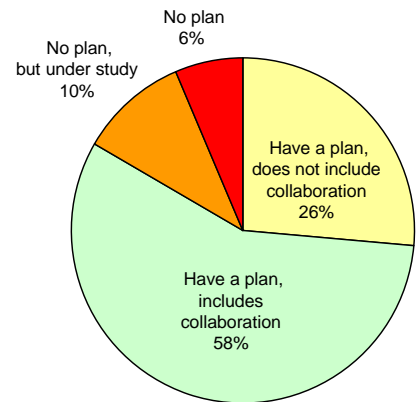
- Fathom version 5.2 now includes a dashboard that provides at-a-glance, real-time overview of on-going video call quality and visually highlights potentially problematic calls in red. In an unrelated note, AGT reports to us that the company has been awarded a \$7.4M contract to deliver mobile video and communication solutions for the Army National Guard.
- While no press release is to be found, and our Google search came up empty, we hear from reliable sources that Audio Visual Innovations (AVI) of Tampa, FL has acquired SPLIS.
- Glowpoint reported revenues of \$5.8 million in Q2 up 17% from the same quarter last year.



2007 Rich Media Metrics Survey Results

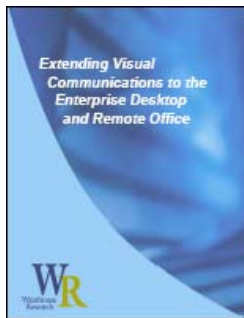
The results from the first of our 2007 surveys are now available. This particular survey focused on Unified Communications interests and plans; our next survey will center on videoconferencing. One of the 22 questions is shown to the right. Please contact Sara Fargo, sfargo@wainhouse.com, for details.

The ten randomly selected winners of \$50 gift certificates to Amazon.com are: Toni A, Pfizer; Edward M, BP Exploration and Production; Jens D, James Cook University; Gisela M, DFN-Verein; Darrin P, Wyeth; AB, Edgewater Networks; YS, Tandberg; Herve H, Dimension DATA; Charles W, TELUS; and Keith G, Lawrence Berkeley National Lab.



Does your company have a plan to be more environmentally friendly?

Two New White Papers Available from WR



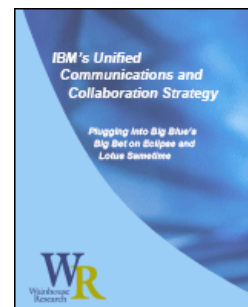
[Extending Visual Communications to the Enterprise Desktop and Remote Office](#)

Deployments of desktop videoconferencing and collaboration solutions have long been stymied by NAT-firewall issues, complexity, lack of manageability, and limited ability to combine video with PC data. This free white paper gives a brief overview of the situation and describes a new solution from Radvision that overcomes many of these obstacles and provides remote and local knowledge workers, mobile colleagues and partners, as well as participants in conference rooms the ability to communicate easily with full voice, video, and web capabilities.

[IBM's Unified Communications and Collaboration Strategy](#)

This white paper summarizes the key elements in IBM's unified communications and collaboration (UC²) strategy. The strengths and weaknesses IBM Lotus has in the unified communications marketplace are identified and we voice our opinion on Lotus Sametime's product strengths and where it could be improved. We conclude with our assessment of IBM's chances for success in the unified communications market.

Click on the above links or visit www.wainhouse.com/whitepapers to download your copy.



Conferencing & Collaboration <u>Event Calendar</u>	
WHEN & WHERE	WHAT & WHO
Sept 25-27, Hot Springs, AR (USA)	Arkansas Distance Learning Assoc. Annual Conf
October 14-17, Anaheim, CA	2007 PUG Annual Conference
October 29, Boston, MA USA	Wainhouse Research CSP Summit
8-10 April, 2008, Berlin, Germany	Wainhouse Research Collaboration Summit
July 16-18, 2008, Boston, MA	Wainhouse Research Collaboration Summit

People & Places

RADVISION, **Philippe Besseyre des Horts**, GM for EMEA. (Philippe replaces our friend and industry veteran Bob Rickwood.)

Pfizer, **Frank D'Amelio**, CFO (formerly of Alcatel-Lucent)

Qwest, **Edward A. Mueller**, CEO

Audio Visual Innovations, Inc, **Ed Willins**, Account Management

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