



IBM Business Solution Center, La Gaude

**Unified Communications and Collaboration
Center of Excellence**



IBM UC² solutions integrate partner offerings

The solutions integrate extensive software, hardware, consulting and high-value services in partnership with the leading telephony, audio and video vendors including **Cisco, Avaya, Polycom** and **Radvision**.

Making an organization as smart as our people

The Unified Communications and Collaboration (UC²) Center of Excellence is part of the Business Solution Center, La Gaude, and offers:

- UC² industry-oriented solutions,
- Technical expertise to all geographies and all industries,
- A venue to welcome clients and business partners at IBM Forum La Gaude, France.

The center is designed to develop, demonstrate and confirm business value of IBM UC² integrated solutions and help organizations to address critical needs such as improving productivity, working more efficiently, and managing expenses in connecting people to applications, data and other people.

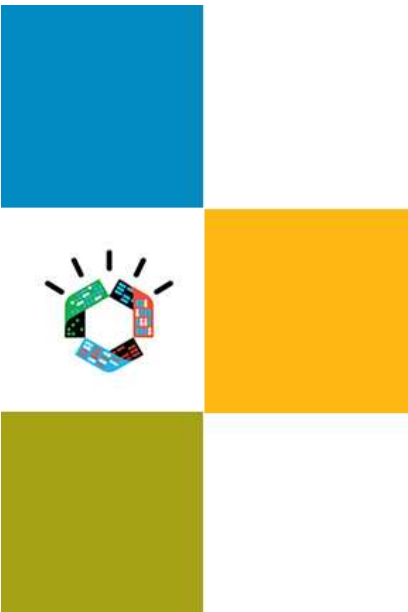
An indepth unified communications experience

The solutions demonstrated in the center focus on making it easier for people and organizations to find, reach and collaborate with one another through a unified communications experience, directly from their familiar devices, applications and processes.

They integrate communications and collaboration into a **rich and multimedia experience** including unified telephony, voice, video, instant messaging, web conferencing, email, voice mail, etc.

With **real-life business scenarios** and **integrated prototypes**, the center addresses all industries needs such as Consumer Products, Government, Insurance, Healthcare, Energy and Utilities, Retail and Travel and Transportation.

During the UC² events the agenda are customized and together with **industry specialists** and **subject matter experts** clients participate in focused discussions and live demonstrations designed to identify their key needs and goals and visualize potential courses of action.



Example of solutions available at the UC² Center of Excellence:

Online collaboration with social networking



Integrated social networking and collaboration services to simplify and improve your daily business interactions with customers, partners and colleagues.

Communications extended to mobile radio users



Speed up emergency responses and efficient coordination with on-site emergency teams through deployment of unified communications between Land Mobile Radios, IP communication devices and applications, and public telephone networks.

E-Ticketing



Improve direct customer service and relationship management with integration of multi-channel and multi-device click-to-call capability (Portal, Kiosk, mobile phone) with e-ticketing solution.

Retail trade promotion efficiency



Efficiently handle or even anticipate a typical business situation into the supply chain management - and ultimately improve customer satisfaction.

Ask the expert



Improve consumer support: by clicking on a button in the application on the kiosk, the consumer connects to a subject matter expert in a call center via voice and video and get an immediate support.

Enterprise mobility for healthcare Providers



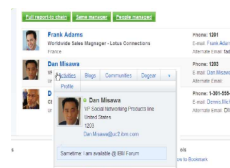
Patient bedside portal services to increase communications and collaboration with medical staff or close relatives.

Telephony integration



Deliver converged telephony capabilities integrated with Sametime real time communication and collaboration solution in a heterogeneous PBX environment.

Advanced social networking



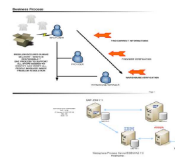
Shows how advanced communication and collaboration's solutions can be seamlessly part of a social networking environment enabling product launch improvement, cross organization interactions efficiency, banking business processes efficiency.

Collaboration enhanced with 3D visualization



Engineering process Collaboration improvement thought distant locations via a DirectPresence experience delivering an immersive, interactive, 3D meeting environment.

Re-shipping optimization



Streamline supply chain operations in a Retail environment; make more informed business decisions, with UC² capabilities integrated within SAP Portal and applications.

Real time financial risk management



Cognos dashboards and UC² tools are combined to improve the communication in real time by sharing key information. They boost financial controlling efficiency to rapidly understand the context and make the best business decisions.

ibm.com/fr/ibmforum/lagaude/solutions/uc2.html



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