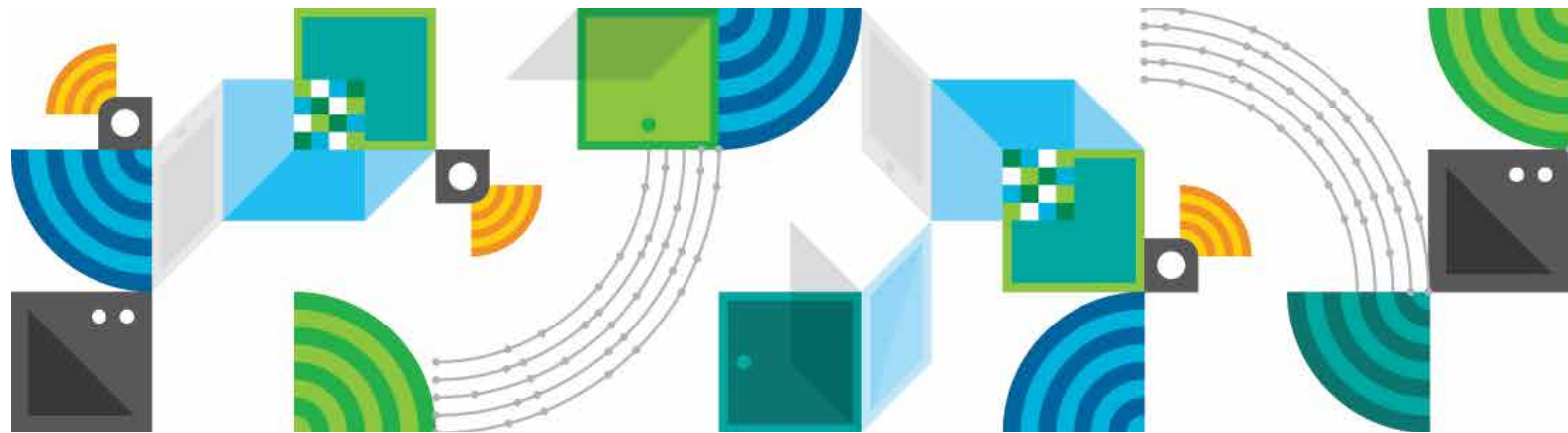


IBM MobileFirst Collaboration Services

Improve communication and collaboration for increased productivity at lower costs



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1. Overview

In an increasingly mobile and far-flung business world, unified communications and collaboration (UCC) is becoming a must-have capability. By converging voice, data and video communications, UCC provides functionalities such as presence information, instant messaging and sharing, online meetings, phone calls, video chats and unified messaging. In doing so, UCC helps employees communicate and collaborate in near real time, from practically any location, using practically any device. These capabilities can lead to improved productivity and decision making, while reducing costs for travel and telecommunications.

But designing, deploying and managing UCC solutions in-house can be expensive and difficult – especially for organizations that need implementation in multiple branch offices. UCC solutions require significant capital investments in unified communications applications and infrastructure, and in the staff needed to monitor and manage the solution. Finally, many IT departments simply don't have the UCC expertise needed to bring unified communications and collaboration plans to fruition.

To help organizations obtain the benefits of UCC while bypassing most associated upfront investments and headaches, IBM offers IBM MobileFirst Collaboration Services. This unified communications as a service (UCaaS) solution provides the expertise and technologies needed to design, deploy, monitor and manage a UCC environment. It is packaged with IBM SmartCloud®, a cloud-computing platform that offers the infrastructure, hardware, provisioning, integration and security capabilities that serve as the underpinnings of IBM MobileFirst Collaboration Services. Core UCaaS services are then billed at a predictable monthly rate.

What type of tools and capabilities are provided as part of an IBM MobileFirst Collaboration Services solution?

- **A contacts list** integrated with your corporate directory allows each employee to quickly search for their colleagues' contact information, develop their own contact lists and organize contacts by group.
- **Rich presence awareness** enables users to determine the availability of their colleagues and via which channels they can communicate: office phone, mobile phone or instant messaging. (See Figure 1.)
- **Instant messaging and online meeting** features allow employees to collaborate instantly, sharing files and screens as needed.
- **Chat history** provides full transcripts of discussions.
- **Unified phone numbers** allow employees to be reached via a single phone number that rings through to all designated telephone devices, including workstation phones and mobile phones.
- **Incoming call management** features allow employees to accept, reject or transfer a call while the caller is still hearing a ring tone.

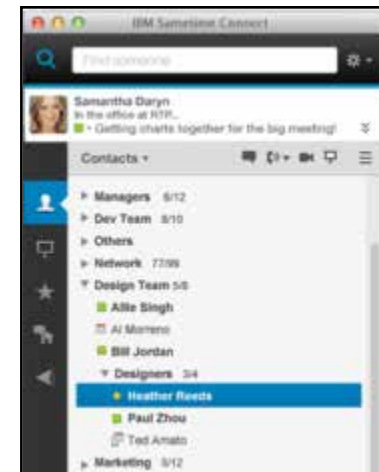


Figure 1. Contact lists and rich presence awareness are important UCaaS capabilities. This screenshot depicts the activities of a hypothetical employee. The employee has organized contacts into different lists—managers and members of marketing and sales teams, among others. Green boxes near certain names indicate that the contact is available to talk. Yellow diamonds appear when a user is offline.

- **Click-to-call and click-to-conference** features enable workers to use their computers to initiate calls or to invite colleagues to audio conferences. This feature also provides moderator call-control functions.
- **Softphones** embedded on laptops and mobile devices enable employees on the go to make phone calls without incurring international charges or roaming fees.
- **Unified messaging** serves as a single repository for voicemail, email and faxes.

As a result of IBM technologies, services and expertise, organizations using IBM MobileFirst Collaboration Services often achieve:

- Easier communication and improved collaboration among employees, partners, customers and other stakeholders, often leading to improved decision-making and productivity
- Improved communications support for mobile and distributed workers
- Cost benefits, including reductions in telecommunications, mobile communications and travel costs
- Quicker deployment and provisioning of new locations and users needing UCC capabilities, enabled through a centralized cloud service

2. Solution description

IBM MobileFirst Collaboration Services capabilities are delivered through a modular combination of software, infrastructure and services. (See Figure 2.)

Software

The service is delivered using software from IBM and Unify Inc. (formerly Siemens Enterprise Communications).

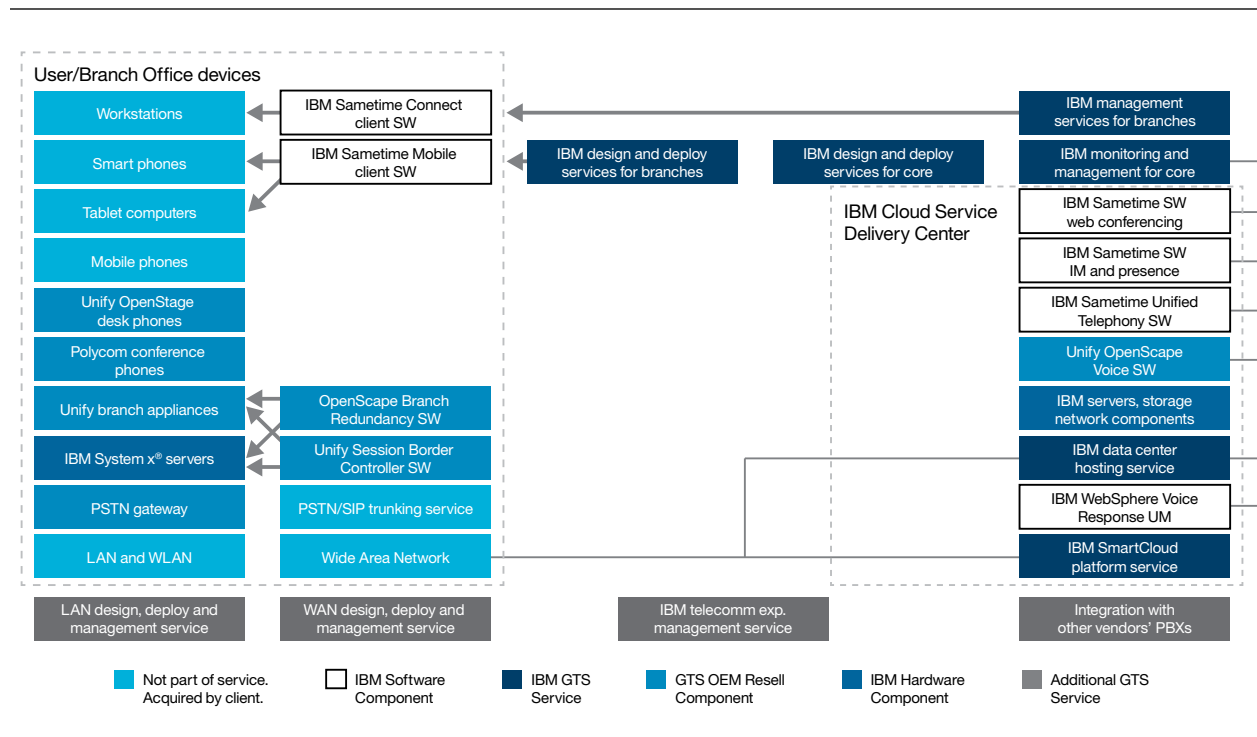
- IBM Sametime®: This software serves as your enterprise’s communications and collaboration hub and user interface. From it, users can access unified communications tools via their computer desktops, web browsers and mobile devices.

- IBM Sametime Unified Telephony: This software provides telephony control and integration capabilities for IBM Sametime users, including embedded softphones.
- IBM Unified Messaging for WebSphere® Voice Response: This software manages voicemail, email, and faxes for virtually anywhere, anytime access.
- Unify OpenScape Voice: This is a security-rich, feature-rich enterprise private branch exchange. It connects phones to a public switch telephony network (PSTN). In doing so, it leverages the organization’s voice over IP network to help reduce long distance and international calling charges. OpenScape

includes security functions to help safeguard the organization’s information, along with redundancy features that can provide enhanced resilience in the event of disaster or disruption. It also provides failover support.

Optional or add-on UCC capabilities that can be included in the cloud-delivered service are:

- Unify OpenScape Branch software. This optional component of IBM MobileFirst Collaboration Services provides branch office survivability features. These features can give branch offices continued telephony services in the event



of disruption at an organization's primary office, including disruptions caused by link losses and service degradation.

- Unify OpenStage Desk phones. This optional solution component offers support for session initiation protocol (SIP) communications, extensive telephony features and built-in Bluetooth capabilities.
- IBM Sametime web conferencing (optional)
- IBM Connections enterprise social software for business (add-on)
- Desktop video (add-on)

Figure 2. As delineated in the legend at the bottom, this figure illustrates the components, software, hardware and services that make up an IBM MobileFirst Collaboration Services solution. Light blue boxes indicate devices and technologies that your organization must provide.

Infrastructure

IBM MobileFirst Collaboration Services is a software-as-a-service solution typically running on a shared cloud delivery infrastructure in an IBM data center. A dedicated instance of software running on the cloud is set aside for your organization's UCaaS solution. The cloud offers the hardware, provisioning, integration and security needed for your solution.

Depending on your requirements, additional infrastructure components may be housed on your premises. These typically include OpenScape Branch servers, PSTNs, gateways and session border controllers. Optional solution components,

including Unify OpenStage desk phones and adapters that allow existing analog telephones and fax machines to connect to your solution, can also be installed in your work locations. Your organization provides the computers and mobile devices that your employees use as part of a UCaaS solution.

To meet some organizations' security needs, IBM MobileFirst Collaboration Services servers, storage and software can also be deployed to the organization's premises and remotely managed by IBM.

Flexibility and scalability

We offer you the ability to tailor your UCaaS solution to meet your specific needs. For

example, IBM MobileFirst Collaboration Services are sold as modular offerings, allowing you to pay for only what you need. Our solution is also highly scalable. You can begin with a division or location with as few as 1,000 users, then scale up to hundreds of thousands of users as necessary. Our global reach can provide your company with a single source for UCaaS service in many countries where you do business. And, as previously noted, our service provides different deployment options: IBM can deliver a MobileFirst Collaboration Services solution either from a shared infrastructure in an IBM data center or from a specially built infrastructure on your premises.

Security

Security of your data and communications is a significant concern. Because of this, IBM uses an array of applications and tools to protect your information at IBM data centers. These security measures, as described in an information security controls document (ISec) prepared for your organization, include virtual private networks, firewalls, access control lists and other security measures for networks, the cloud and cloud-delivered applications. Additional security tasks must be performed by your organization in accordance with ISec policies. These include obtaining and implementing the security processes, services and technologies that you have

determined meet your needs for access and egress control, identity verification and surveillance. Because IBM does not control the security of data over public telecommunications facilities, including the Internet, your organization must provide the firewall and access control technologies that you need to control inbound and outbound traffic inside your network and between your network and the IBM SmartCloud. You must also manage user credentials for access to IBM MobileFirst Collaboration Services applications.

Telecommunications services

IBM is not a telecommunications provider, and we offer a vendor-neutral approach to

telecommunications services. This gives you the freedom to choose the provider that best meets your business needs. IBM can assist you with the procurement and management of telecommunications services, if needed.

Pricing

Because IBM MobileFirst Collaboration Services solutions are purpose-built for each organization, price varies. Cost for the UCaaS service consists of one-time charges, monthly recurring charges, charges related to adding branch offices and charges for add-on services.

One-time charges are initial charges for design and deployment services, for

hardware other than that used in IBM SmartCloud data centers and for certain IBM and Unify software licenses. One time charges depends on the size and complexity of the solution to be deployed. These charges can be spread out over the service contract period with [IBM Global Financing](#), resulting in a per user, per month price for the entire service.

Monthly recurring charges cover:

- A cloud compute platform with dedicated applications
- IBM service desk, service management, problem management and change and configuration management services for the cloud platform and UCC applications (See “Steady-state service delivery.”)

- IBM Sametime rich presence awareness, enterprise instant messaging, online meetings and rich mobility
- Fully featured, centralized enterprise telephony and unified messaging service

Branch office-related charges are a combination of one-time and monthly recurring charges based on number of users, redundancy requirements and installation complexity. These costs cover:

- Branch office design services— one-time charge
- Branch office deployment services— one-time charge
- Hardware and software licenses— one-time charge

- Remote management— monthly recurring charge

Certain branch office solution components, including desk phones, branch redundancy servers and local area and wide area network design and deployment services, are sold separately.

Optional charges are billed for add-on products and services including end user help desk services (providing assistance to end users rather than to designated members of your IT help staff).

3. Design and deployment

IBM is an analyst-recognized leader in cloud computing, network consulting, unified communications, IP telephony and systems integration. We offer our expertise to help you assess your network's readiness for unified communications, then design and implement your managed unified communications and collaboration solution.

Design

The design and deployment phase begins with an IBM project manager working with your organization to assess your

readiness for unified communications and to collect your specific business and solution requirements. This is accomplished through reviews of your requirements and your current IT infrastructure, network environment and communications infrastructure. From information gleaned from these reviews, IBM specialists develop a design and a detailed project plan that outlines the deployment and lists in which sequence tasks will be executed. This document also defines the project timeline. (See Figure 3.)

Is your network ready for UCaaS?

Is your network ready for the increased traffic that unified data, voice and video communications brings? Does it offer the redundancy and security features you need? If you're not sure, IBM can help. We offer IBM Networking Strategy and Optimization Services that range from assessing your current infrastructure to designing and implementing a network that can better support UCaaS. Visit our [web site](#) to learn more.

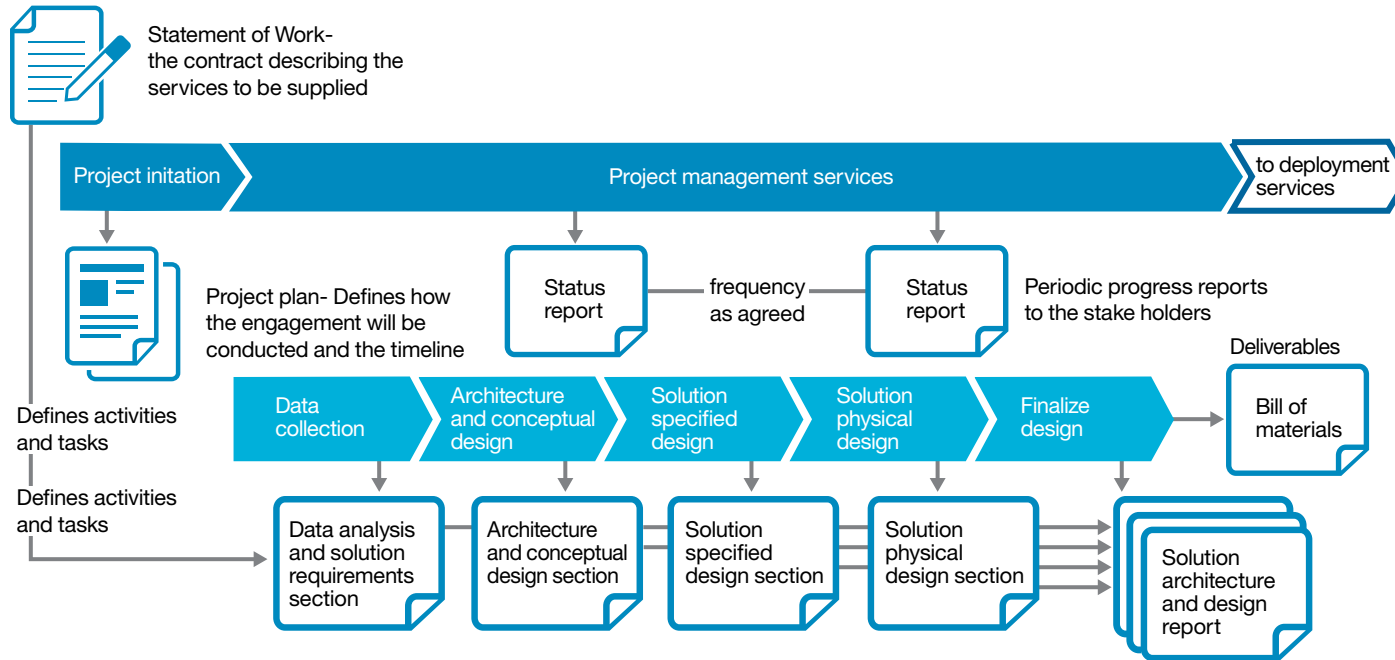


Figure 3. This figure depicts the design phase of an IBM MobileFirst Collaboration Services solution, including its execution and outputs. Significant steps in the design phase are data collection, creation of a solution architecture and specified and physical designs using an internal, proprietary method developed by IBM Global Services.

Deployment

The second part of this phase— deployment— consists of all the activities required to implement your design. These activities include site readiness verification, limited production deployment to test core solution components, full solution deployment and validation. These activities take place according to a mutually agreed-upon schedule. IBM also provides instruction and training to your key IT personnel. (See Figure 4.)

Timeline

Time to implement IBM MobileFirst Collaboration Services depends on deployment size and complexity. A single-

site with 1,000 users can be deployed in a matter of months while large deployment with multiple cloud delivery centers and a large number of branch offices will typically take longer.

Documentation and deliverables

The steps IBM takes to design and implement your MobileFirst Collaboration Services solution are outlined in a series of reports and other documents IBM prepares for your business. They include:

- Statement of Work. This is the contract that defines the roles and responsibilities of IBM and your company in designing and implementing the IBM MobileFirst Collaboration Services solution. It also

defines IBM deliverables and services content.

- Solution architecture and design report. This report consists of four components:
 1. The data analysis and solution requirements definition documents the requirements of your UCaaS service
 2. Architecture and conceptual design documents the solution structure and design to support your business strategy and goals. It establishes a set of guiding principles for the solution and identifies the major components of the solution.

- 3. Specified design defines the topology, sizing and functionality of the solution—including critical elements such as performance, security, management and availability needs.
- 4. Solution physical design documents the physical specification of your solution and lists the intricate details of implementing the design.
- Solution integration and deployment report. Report issued on each activity and task performed as part of the Statement of Work.

Your IBM MobileFirst Collaboration Services team

An entire IBM team works with your business to bring your UCaaS solution to life. Your primary point of contact during the solution implementation will be your IBM project manager, who will act as a liaison between you and the rest of the team and who will also help you gather required information during UCaaS planning stages. Other team members include global and in-country architects who collaborate to design a solution that meets your organization's needs. Architecture work is performed using IBM Common Communications Support Reference Architecture and assets. The deployment phase is lead by IBM global Center of Excellence professionals who will deploy the solution to the IBM cloud delivery center and guide local teams in deploying and testing equipment on your premises. Finally, network specialists, customer service representatives and a service delivery manager will all be working on your team.

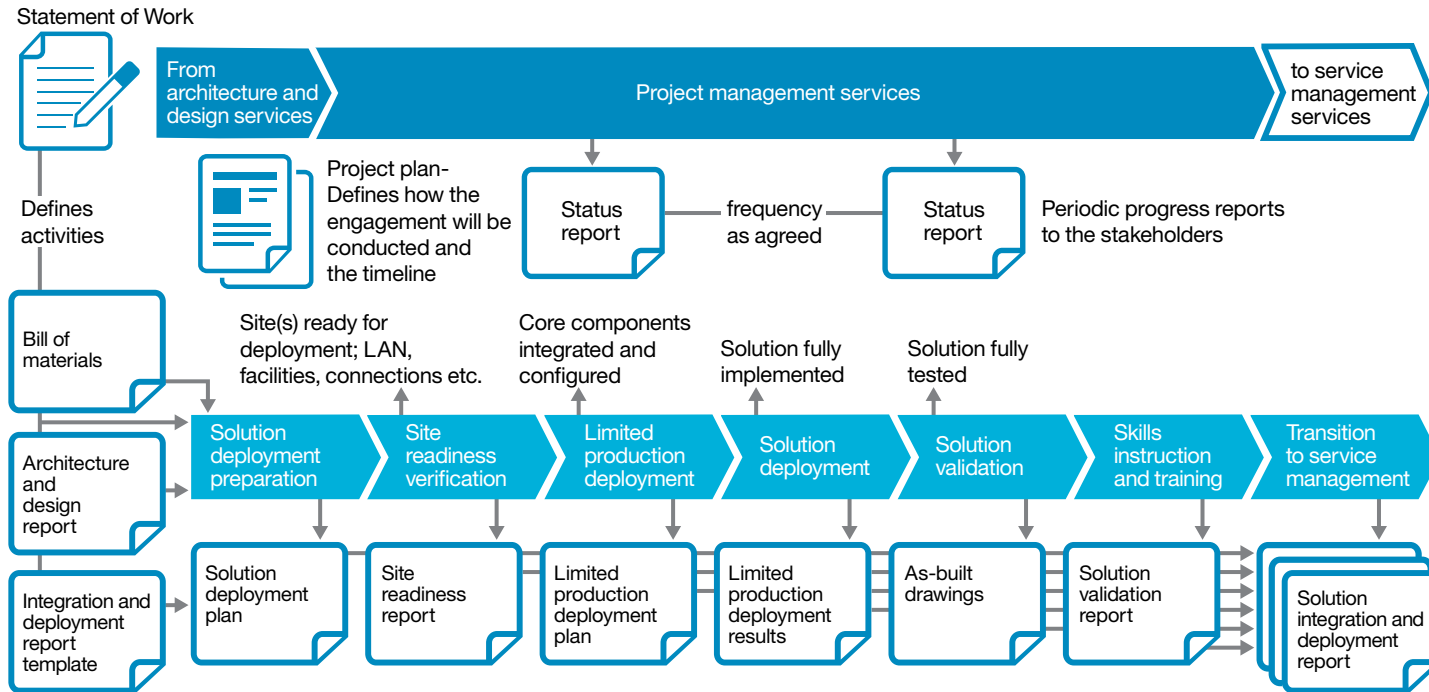


Figure 4. This figure depicts the deployment phase of IBM MobileFirst Collaboration Services. Significant steps include deployment preparation, site readiness verification, limited production deployment, solution deployment, verification and transition to IBM for service management.

4. Steady-state service delivery

Service management

At the end of the design and deployment phase of an IBM MobileFirst Collaboration Services engagement, the solution is turned over to IBM for service management. Service management provides remote monitoring of incidents negatively affecting your in-scope hardware, operating systems applications and devices. These incidents trigger auto-generated trouble tickets in the IBM management system. Tickets in turn trigger the support activities required to investigate and resolve the incident. Service management technologies also

gather statistics on solution performance—including utilization and availability—and provide you with access to information on your solution’s current operational status.

Software maintenance services include minor software release maintenance and implementation of upgrades, along with emergency software and hardware fixes and patches. This work is completed at the discretion of IBM.

The IBM **service management desk** provides an operational single point of

contact for your end user help desk for the receipt, support and management of trouble tickets relating to in-scope services and equipment. We prioritize calls according to severity, then route calls to the proper team to resolve the problem and provide problem status. Target response times range from 15 minutes to three business days, depending on the business impact of the problem. The service management desk accepts calls only from your designated help desk personnel, not from end users—unless you choose to buy an optional end user help desk service.

Our **problem management services** identify, manage and resolve incidents caused by software and devices, then return your UCaaS solution to agreed-upon service levels. Problems addressed include:

- Site power outage
- Carrier circuits or transport outage
- Customer premises network or cable failure
- Device configuration error
- Device software bug
- Device hardware failure
- Network traffic or errors
- Central infrastructure or application failure

Finally, our **change, release and configuration management services** use standardized methodology and a tightly integrated set of processes for efficient and prompt change management. Optional changes provided by IBM at an additional fee can occur because of changes in your network or business processes. These changes may include adding new desk phones, office locations, branch office redundancy servers or PSTN gateways. Changes such as the addition of new users can take place automatically, but also affect your monthly recurring charges.

5. Next steps

IBM works with you to establish a MobileFirst Collaboration Services solution design that meets your availability, redundancy and security requirements and matches your service level objectives for the UCaaS solution. To get started with IBM MobileFirst Collaboration Services, you can read more about the subject, then contact us.

Read more about IBM MobileFirst Collaboration Services



Learn about the benefits of UCC—and how UCC works at IBM itself—with the [white paper](#) “Transforming your voice, video and collaboration infrastructure.”



Download the [IBM MobileFirst Collaboration Services solution brief](#), “Cloud-delivered unified communications” for a high-level overview of this solution that you can share with others in your organization.



Read the [white paper](#), “Networking for a smarter data center: Getting it right” for a deeper dive into the network’s role in supporting UCaaS.

Contact us

Ready to talk? IBM MobileFirst Collaboration Services specialists are ready work with you to create a business case for your UCaaS solution. This case outlines ways for you to maximize the return on your UCaaS investments. If you’d like to

Speak with an IBM representative to discuss your communications requirements and objectives, contact us directly at 1-877-426-3287 (US and Canada), or [email us](#). Mention code 609CG98W. Or visit our web site:

ibm.com/services/collaboration



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