



ALCATEL-LUCENT OPENTOUCH™

The converged multimedia
communications suite

.....
AT THE SPEED OF IDEAS™

Alcatel·Lucent
Enterprise





Smartphones and tablets 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 joined the workforce. 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 customers. 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 and mobility, 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 or scheduled conferences 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
- + Consolidate access points and devices across the enterprise
- + Easily implement and manage a wide range of features, applications and user



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.



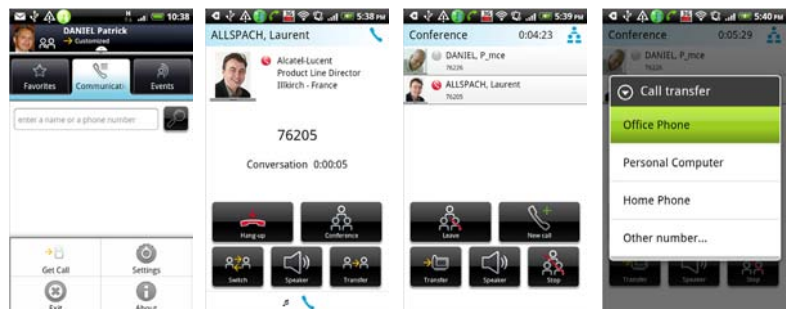
Collaborate across geographies

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.



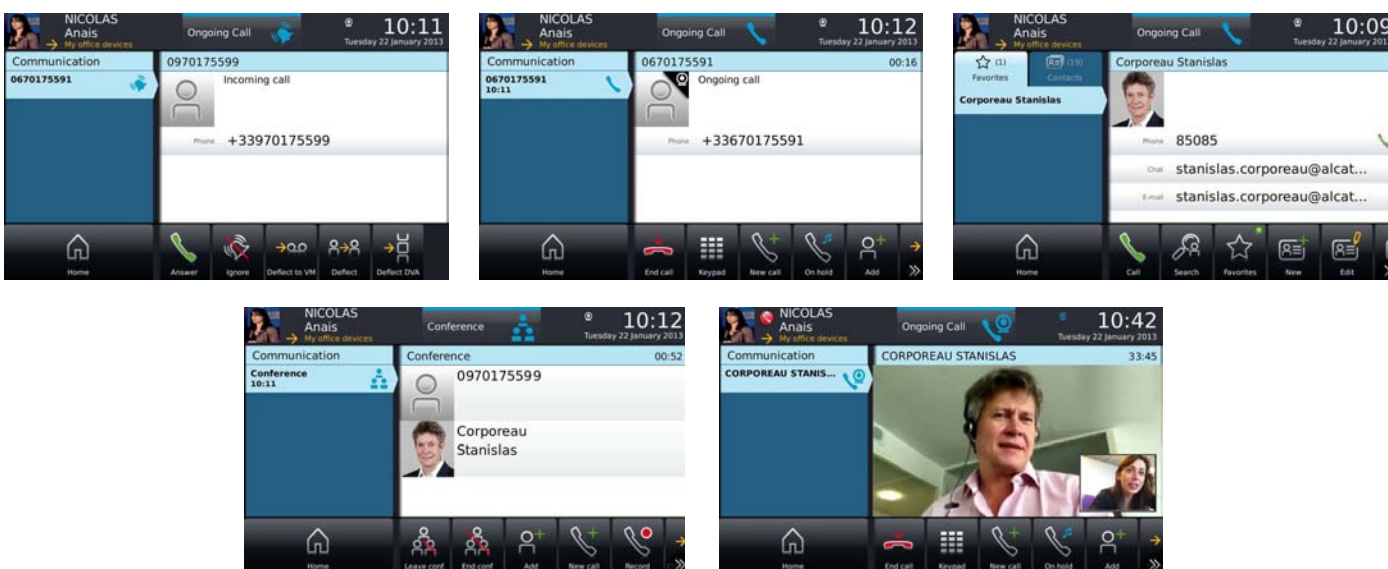
Build ad-hoc communities

YESTERDAY

A loyal customer calls your support team with an unusual request – they've just received an innovative proposal from one of your competitors and want your response. The support team member 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 support manager uses IM to instantly connect with a community of internal experts. From this chat, the experts can easily escalate to a voice conversation, mixing various media. Because this case reveals a threat for the future, the expert keeps the context "alive" after the support manager 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 in order get the job done. The complexity of using one medium 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 (My 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, video and unified communications.

Embrace the BYOD (Bring Your Own Device) phenomenon, with OpenTouch™ Conversation. On the Apple® iPad®, it delivers multi-party, multi-device, multimedia (Multi3) capabilities, becoming the control center of business 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.

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 50 to 1500 employees that are looking for rich communications capabilities. It delivers on a single platform all the communication services, from pure telephony to the most advanced collaboration services. It can be provided in a full software version.
- + 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. This configuration can be fully virtualized or it can be partially virtualized by keeping the OmniPCX Enterprise Communication Server on the premises.



Figure 1. OpenTouch packages meet enterprise and service provider needs

OPENTOUCH BUSINESS EDITION	OPENTOUCH MULTIMEDIA SERVICES	OPENTOUCH SOFTWARE PACKAGES
<ul style="list-style-type: none"> Up to 1500 users Multi-device support Full native multimedia Embedded video switching One server Unified management embedded 	<ul style="list-style-type: none"> Up to 1500 users Same capabilities as OpenTouch Business Edition Software-based offering Add-on to the Alcatel-Lucent OmniPCX Enterprise Communication Server 	<ul style="list-style-type: none"> OpenTouch Business Edition OmniPCX™ Enterprise Communication Server OpenTouch Multimedia Services Alcatel-Lucent OmniVista™ 8770 Network Management System (NMS)

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 and mobility, 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 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



