



# OpenScape UC Application

A better way to communicate



## How productive are your virtual teams?

Today's reality - A mobile, global, distributed and virtual workforce. But face-to-face just isn't always possible. And it doesn't always make sense.

In fact, according to our recent **global research study**<sup>1</sup>, the vast majority of organizations rely on virtual teams in remote, distributed offices. Yet virtual teams struggle with staying on top of all the communications and information that comes their way, while remaining in control of project tasks and activities. Add more communications tools and instead of the problem being addressed it compounds it and teams work with primary modes of communications such as email, phone calls, and audio conferencing - none of which are interconnected.

What teams need most are tools that give them fast access to the right people on the first attempt, regardless of where they are, or what device they use or what network they are on.

### **That's where OpenScape comes in**

We created OpenScape UC Application to empower your teams with the right set of communications capabilities - Helping them to stay connected, responsive, and collaborate seamlessly within and beyond your organization.

With OpenScape, your employees are in more in control of how, when and with whom they communicate. At any time during the day. Whether they are physically located in one place, in geographically dispersed offices, working from home, or traveling.

OpenScape brings rich federated presence<sup>2</sup>, mobility, and audio, web, and desktop video conferencing capabilities to your teams, and that translates into better teamwork, lower costs., and less travel.

<sup>1</sup>Siemens Enterprise Communications original global research, October 2012, n=320

<sup>2</sup>Presence technology enables your teams to view and share their availability and status with other team members and key contacts, to initiate real-time communications. Federated Presence enables them to view and share presence status, and exchange instant messages with people outside your organization who are using an XMPP- capable unified communications solution.

## Do these goals sound familiar?

Enhance team collaboration and productivity

Respond faster to customers, partners, and colleagues

Improve overall process and communications efficiency

Manage costs for communications, business travel, and real estate

## Communicate freely with choice and flexibility

Everyone has unique work styles. OpenScape provides multiple ways to communicate including a desktop client, a web client, a voice portal, and a mobile client that works on popular mobile phones and tablets.

OpenScape has a flexible “per-user” licensing structure that makes it easy and cost effective to add or change users and capabilities. Simply add or remove functionality whenever it makes sense for your organization, your teams, or for a particular employee based on their role and responsibilities.

## Give your teams a better way to meet

Why waste time and money traveling when you can meet from wherever you are, more productively and efficiently?

With just a few clicks, teams can initiate planned or spontaneous voice, web, and desktop video conferencing sessions, using OpenScape UC Application’s built-in conferencing.

With “Presence” information, you can instantly see whether a colleague is available, allowing spontaneous, easily initiated conferencing calls.

In this way, your teams have a convenient way to instantly collaborate in real-time, reaching the most available people, to facilitate faster action and decision-making.

### Intuitive audio conferencing

Setting up conferences in advance, makes it easier and faster for experts to be reached. With just two clicks the conference can be launched, out-calling all participants at their preferred device, and based on their availability.

For example, a utility company can reach “after-hours” or “incident” teams to address an emergency situation that requires immediate collaboration and attention.

During the conference, all participants can see who is on the call and who the “active speaker” is, while the moderator can mute all or individual participants, and lock the conference for extra security if needed.

For added convenience, you can host or participate in conferences from either your OpenScape client, or your preferred email client, including Microsoft Outlook, Google Mail or IBM Lotus Notes.





The cost per employee of an out of town on-site meeting instead of using Web Conferencing:

585: travel

40: meeting room

270: downtime

The ROI of Web Conferencing,  
Barry James Folsom

### **Sharing documents and information online**

OpenScape Web Collaboration enables your teams to share more ideas and information at a moment's notice, from wherever they happen to be.

It provides a cost effective and efficient way to host meetings with up to 1000 session participants, supporting webinars, training sessions, project meetings, sales meetings, product demonstrations, and even to deliver remote support to your customers and end-users.

From the OpenScape UC Application client or your email client, your teams can schedule combined audio and web conference sessions in a single step. Audio calls or conferences can easily be elevated to a web conferencing session with one click.

Once the session is launched, everyone has one-click access to a variety of features such as desktop and application sharing, document uploading, co-browsing, white-boarding, URL push, instant messaging chat, and full motion multi-party H.264 desktop video.

If you are mobile with an iPhone, iPad, iPod Touch, Android, or any smartphone device, you can easily participate from anywhere via the OpenScape Web Collaboration Mobile Client.

OpenScape Web Collaboration also includes online support and remote control tools for administration, maintenance and desktop sharing on remote pc/servers, making it an excellent tool for facilitating fast problem resolution.

One more thing ... OpenScape Web Collaboration is easy to install with zero-touch client installation and less than one hour to install the server by practically anyone.

### **Meeting face-to-face with video**

For a more vibrant, personalized and natural collaboration experience, OpenScape Desktop Videoconferencing connects your teams using the highest definition video streams available today.

"Continuous Presence" video views make sure that all participants in the video call can be seen on the screen at the same time. "Voice Activating Switching", ensures that everyone can see who is speaking - even your mobile employees.

By the way, OpenScape Desktop Videoconferencing also interoperates with room solutions and desktop video phones from leading video manufacturers.

## “Rich Presence Awareness” of team members

Presence<sup>2</sup> technology enables your teams to view each other’s availability and status, saving time and improving responsiveness within your organization.

OpenScape offers a rich Presence view across multiple channels such as voice, instant messaging, and video. It provides you with “presence status” information about a person’s availability, before you communicate, enabling you to choose the best method and time to communicate effectively on the first attempt.

You manage your own presence status, and decide when you are available, and over which media and device of choice.

With “Federated Presence<sup>2</sup>” these capabilities are extended beyond your organization, to the community of people who work outside of your office.

For example, in a federated network, your teams can share their voice and instant messaging presence availability and exchange instant messages with people outside your organization who are using any XMPP-capable unified communications (UC) solution on the market today.

Presence ensures that your virtual teams stay connected, regardless of where they are or what device they are using.

Connecting your teams faster and more seamlessly means improved responsiveness, faster time to market, and better customer service.

## Empowering your mobile teams

OpenScape ensures that your highly mobile employees stay connected and productive at the least possible cost.

One Number Service for example, allows employees to publish only one number, and be reached on the lowest cost network, anywhere, anytime, and on the device of their choice. Each person sets their preferred device (e.g. office phone, home phone, mobile phone, laptop) and OpenScape will forward all calls to that device. For additional convenience, your preferred device can automatically change based on your Presence status.

For example, your full-time tele-workers may want their preferred device to be their home phone whenever their Presence status is set to “Available”.

Device Handover reduces mobile network costs by enabling users to easily “handover” an existing call from their mobile phone to their office phone when arriving to their desk while on a call.

With the OpenScape Mobile Client, your mobile employees can benefit from video, presence awareness of contacts, quick access to conferences, setting their Presence status and preferred device, among many other OpenScape features.

It also provides “voice over IP” capabilities, and its intuitive Call Swipe capability makes it possible to seamlessly transfer a call from the mobile device to any nearby direct-dial desktop phone – and vice-versa – with little more than a finger swipe across the touch screen. Call Swipe even enables you to move from the cellular network to a local WLAN, to avoid cellular usage and roaming fees.

<sup>2</sup>Presence technology enables your teams to view and share their availability and status with other team members and key contacts, to initiate real-time communications. Federated Presence enables them to view and share presence status, and exchange instant messages with people outside your organization who are using an XMPP-capable unified communications solution.

The OpenScape Mobile client is “app store” ready, and can run on the most popular mobile device platforms, including the iPad/ iPhone as well as Android tablets and smartphones.

And lastly, the DTMF and speech-enabled Voice Portal provides access to OpenScape from any phone, allowing your teams to retrieve and process email and voice messages from a single unified voice mailbox. The speech portal supports Natural Language Understanding which enables you to talk to the system as you would talk to another human being without having to follow or wait for prompts.

### Intelligent access to all your applications

What makes OpenScape so attractive to many of our customers, is its ability to integrate with any other part of your communications system.

That’s because we built OpenScape using industry standards such as Services Oriented Architecture<sup>3</sup>.

This enables your teams to seamlessly and spontaneously access key people and information without having to switch applications, or search endlessly for data or directories.

Perhaps your teams use Microsoft Outlook as one of their primary communications tool. We can interconnect OpenScape with your Outlook client so that all communications and collaboration can be initiated directly from within your email user interface, making it easy and intuitive to reach people quickly.

Here’s another example ... OpenScape can be integrated with your preferred business applications to drive sales efficiencies or enhance customer service, In this case, teams can see the Presence availability of key people, displayed within the context of the account and workflow.

This allows a sales person or customer service representative to instantly reach out to a client, another team member, or a product specialist, to bring them into an impromptu conversation or an instant message consultation with just a few clicks.

Intelligent, context-driven and automated communications adds simplicity to the way you work, and enables your teams to have spontaneous access to crucial people and information, when they need it most.

To help you quickly and cost-effectively integrate OpenScape with other applications, we offer OpenScape Fusion – our integration approach, ranging from no- charge pre-built application plug-ins, to integration services delivered by our Professional Services consultants.

Our developer program and software developer toolkits are available for customized integrations, which can be delivered by us, any of our certified developer partners, or your own in-house IT staff.

<sup>3</sup>Services-Oriented Architecture (SOA) is an application design and integration approach that enables easier integration through open standards.

## Team collaboration is mission critical

### **Secure**

Because your teams share and exchange information inside and outside your organization, it is critical that only “approved” people have access to your most sensitive and confidential assets.

Our solution includes a number of built-in security features, including password protection, session locking, encryption, authentication, replay protection, cryptography, and authorization and policy enforcement.

On top of that, all web collaboration sessions are temporary, and leave absolutely no residual data or entries in the registry.

### **Reliable**

With its specialized software and hardware redundancy, OpenScape delivers superior availability and reliability for all your conversations.

Our audio-streams follow the OpenScape audio standard using our unique AudioPresence™ technology, enabling everyone to hear and be heard in crystal clear sound, minimizing echo, jitter, and any other bothersome noises.

### **Scalable**

Whether you have 100 employees or 500,000, OpenScape’s modular and flexible design, makes it easy and cost-effective for you to add or change functionality on a per-user basis.

Plus, it can be deployed onsite at your own location, or as a hosted solution in a remote data center.

## Who can benefit from OpenScape UC Application?

If you’re wanting to increase team productivity, improve responsiveness, and empower your mobile and home-based employees—all with reduced communications costs, OpenScape is the answer.

It’s the ideal solution for virtual teams and for decision makers dispersed geographically who collaborate on strategic, revenue impacting or time critical processes.

Many of our customers come from a wide array of industries including Financial Services, Pharmaceutical, Healthcare, HiTech, Manufacturing, and Public Sector/ Government.



## About Unify

Unify – formerly known as Siemens Enterprise Communications – is one of the world’s leading communications software and services firms. Our solutions unify multiple networks, devices and applications into one easy-to-use platform that allows teams to engage in rich and meaningful conversations. The result is a transformation of how the enterprise communicates and collaborates that amplifies collective effort, energizes the business, and enhances business performance. Born out of the engineering DNA of Siemens AG, Unify builds on this heritage of product reliability, innovation, open standards and security to provide integrated communications solutions for approximately 75 percent of the Global 500. Unify is a joint venture of The Gores Group and Siemens AG.

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your enterprise

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