

*Providing immediate communications and collaboration around the corner or across the globe*



## **IBM Converged Communications Services – Video Communications – Telepresence**



**Integrating new technologies to provide immediate communications capability**  
Global enterprises must manage a complex web of human interactions, coordination and collaboration. To do so, senior executives, line-of-business (LOB) managers and professional staff members are constantly traveling between multiple locations to meet with their colleagues as well as their customers. Organizations are paying an increasingly high price for this travel burden. Rising energy costs directly impact the cost of travel, and companies also pay a hidden cost in lost productivity. Until now, telecommunications-based collaboration technologies, including video technologies, have not been able to take the place of business travel.

IBM Converged Communications Services – video communications – telepresence now offers an integration service that helps global enterprises deploy telepresence solutions to help reduce executive travel burdens, improve productivity, foster team collaboration and increase organizations' agility in the marketplace. IBM is on track to be a worldwide integrator for the Cisco TelePresence solution.

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### **Highlights**

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- ***Accelerates decision making and productivity by connecting decision makers***
- ***Improves collaboration and innovation for work teams across multiple locations***
- ***Extends subject matter expertise to multiple locations to provide service more quickly***
- ***Provides IBM's full-service implementation worldwide***
- ***Enables integration into your overall strategy for converged communications***
- ***Leverages IBM's experience in designing and implementing converged networks***

Telepresence solutions leverage the convergence of three emerging technologies that are entering the mainstream—advanced video compression standards, high-definition video imagery, and high-bandwidth telecommunications and network services. Telepresence provides an in-person meeting experience that makes participants feel as if they're already in the same room and don't need to travel to see each other and achieve a productive and successful interaction.

The global integration capabilities of IBM Converged Communications Services are essential to realizing the potential of telepresence solutions. They include room readiness and network readiness assessments, solution planning, architecture and design, deployment, and relationships with telecommunications providers to deliver a comprehensive, highly reliable solution.

**Speeding decision making while reducing executive travel burden**

Telepresence meeting solutions provide an in-person communications experience that blocks out distractions and focuses participants' attention on being fully present in the meeting, unlike audio conferences or other solutions. The lifelike, life-size, high-definition images provided by telepresence deliver the full range of interactive human communications, including clear speech and nonverbal body language and eye contact. Audio and video are delivered in real time, in actual size,



*IBM provides worldwide integration for telepresence.*

with high quality. Imagery is so crisp that participants can view detailed objects under discussion as well as handwritten text or drawings. Telepresence provides an interactive experience among participants that is practically identical to being together in the same location. It helps participants feel confident that critical information has been communicated, questions have been answered fully, details have been examined closely and agreements have been reached without reservation. The in-person, life-size human interaction provided by a telepresence experience helps build trust—both within the organization and between organizations. Trust between participants—and confidence that all important details have been addressed fully—supports more rapid decision making, without the delays of traveling to meetings.

**Improving the quality of collaboration**

When work teams are spread out around the world, true collaboration becomes challenging to achieve. Older collaboration and conferencing technologies usually offer only data, voice or video communications. Even if converged, they typically don't provide enough detail on the subject under discussion for participants to feel comfortable that they have received all necessary details and agreements. The in-person communications experience that telepresence provides can improve the quality of collaboration. Peripherals can also allow teams to share documents and even view product samples across meeting rooms. These improvements in collaboration between team members can yield big results in an organization's responsiveness to changes in the marketplace and its ability to seize opportunity.

### **Bringing subject matter expertise to where it can be most productive**

A company's limited number of subject matter experts and licensed professionals are critical to providing a high level of support, ranging from helping the salesforce close deals quickly to providing critical postsale customer care for complex products. But they can't be everywhere at once. And some remote locations may require customer care or concierge services that can be provided more effectively with higher skill from centralized locations. Telepresence solutions help make these critical but finite organizational resources available to more people in more locations than they could possibly accommodate through personal travel or by hiring local staff. Not only are they able to participate in meetings at a distance, but they are also able to participate in them more effectively and provide the detailed responses and assurances needed to clinch the deal or provide the service.

### **Implementing telepresence around the globe** **IBM's global**

integration capabilities can access and deploy a worldwide network of technical resources and business relationships to help executives extend their reach beyond the old barriers of geography and the limitations of current communications technologies. The value of telepresence is proportional to the number of endpoints

deployed. As your network grows, the number of potential participants increases, the usefulness of telepresence can multiply, and the payback on investment can accelerate. IBM has the global implementation capabilities to help build value for telepresence.

IBM's full-service implementation includes design, integration, deployment, certification, network upgrades, and assessment and management of room remediation. IBM's worldwide implementation capabilities enable it to coordinate, deploy, test and certify endpoints around the world, including working with telecommunications companies worldwide, which is critical to the success of multicountry deployments.

### **Integrating into your converged communications strategy**

Telepresence is not a stand-alone solution but integrates into Internet Protocol (IP)-based converged communications networks. IBM provides integration and incorporation with the client's unified communications system(s) and the telepresence solution's integration to the client's existing IP telephony system. In cost benefits of IP telephony integration, telepresence services from IBM can help you achieve cost savings, boost productivity, increase flexibility and facilitate the development of new IP-enabled applications.

IBM can help you implement telepresence technology in context to your overall convergence strategy, including integrating the technology to other technologies.

Telepresence integration helps you create innovative business models and processes and build business advantage over time as you extend IP-based meeting solutions into new environments. IBM brings a depth of knowledge and experience in IP telephony design, implementation and management to leverage on the telepresence projects. We can help make telepresence an integral part of your overall communications infrastructure.

### **Building a unified communications platform**

Integration is the key to successfully deploying a telepresence solution. By integrating with the enterprise's calendaring software application, telepresence enables conferences to be scheduled through the IBM Lotus Notes® calendar or other major calendaring application like any other meeting. Telepresence sessions can be launched with the press of a button. With telepresence, specially trained attendants who manage the session setup and tear-down are no longer required. The ease of use attained through successful integration is important to increasing the usefulness of a telepresence solution and accelerating return on investment.

The integration capabilities of IBM Converged Communications Services help you realize the potential of telepresence solutions. Through experienced resources, IBM can help you ready the network, work with the vendors, install the solution, and fine-tune it for quality and reliability. We provide integration into the existing network with support from IBM for the planning, design and network upgrades required to provide video services.

### Why IBM?

The worldwide resources of IBM Global Technology Services are prepared to implement telepresence for your organization. Currently, IBM is the only Cisco partner that can deploy TelePresence worldwide. Our commitment to this technology enables us to conduct site and network assessments, perform architecture and design, manage procurement and logistics, deploy endpoints, upgrade networks, work with telecommunications providers and manage projects in a coordinated fashion to enable these

solutions for your organization. IBM has deep expertise in designing and deploying converged communications networks. When properly planned and designed, converged IP networks can open the door to significant cost reductions, enhanced productivity and improvements in customer service—business benefits that can help you reinvent your business and differentiate your organization in the marketplace. IBM's leadership in convergence, together with significant resources for designing, deploying and managing converged networks, can help you take advantage of new business opportunities. And as a leader in unified communications (UC), IBM understands how these technologies fit with other UC solutions and can help your organization fit telepresence into your overall UC strategy.

### For more information

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Visit: [www.ibm.com/in/gts/ics/ccs/vct](http://www.ibm.com/in/gts/ics/ccs/vct)



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