



Corporate
Alliance



SERVICES

IBM Global Services Portfolio for Cisco IP Communications Solutions

IBM and Cisco: Next Generation e-business Services

Highlights:

- **Facilitates improved business processes through converged, collaborative and intelligent communications applications virtually anytime and anywhere**
- **Helps to reduce capital and operating expenses, improve productivity and enhance the customer experience**
- **Offers life-cycle services, from consulting and implementation to management and operations**
- **Leverages advancements for Cisco IP telephony, unified communications, customer contact centers, rich-media communications and conferencing**
- **Integrates converged communications capabilities into industry-specific business solutions**
- **Helps enable a smooth transition to an on demand environment**

Improving Business Communication through Communications Application Convergence

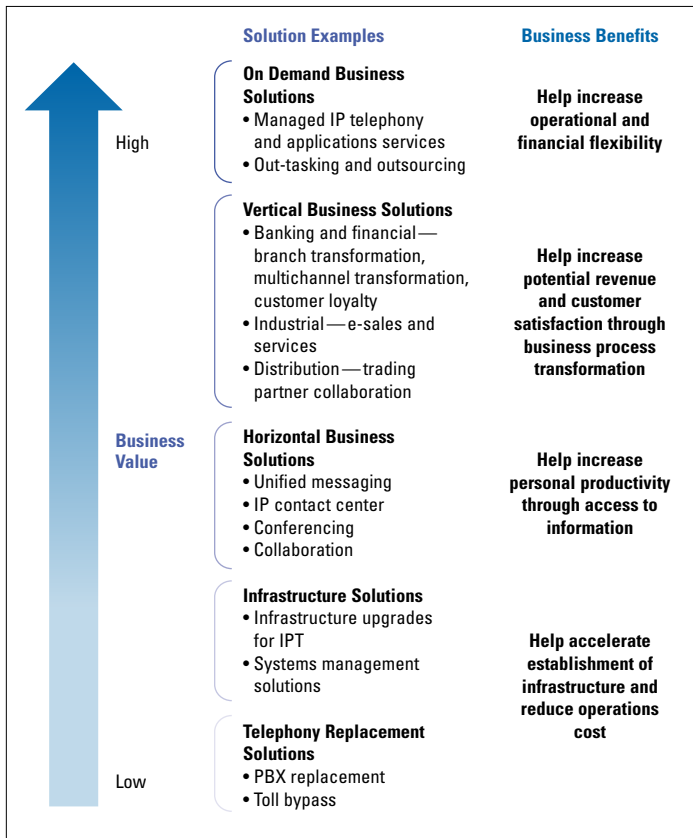
Businesses are dealing with many forms of networked communication—e-mail, messaging, conferencing and collaboration. These communications applications rely on a variety of voice, video and data sources. At the same time, business operations are becoming more dispersed, and people have become more mobile. The resulting complexity can waste time and money for the organization, and frustrate employees and customers. If information from all these sources could be accessible and shared, organizations could improve productivity, business processes and customer satisfaction.

A converged Internet Protocol Communications network can answer the need for a single transmission stream that carries voice, video and data simultaneously, seamlessly and with quality of service. A converged Cisco IP Communications network can help reduce costs and drive operational efficiencies. Converged communications solutions can also help increase productivity, flexibility and customer service by enabling new applications, such as unified messaging, customer relationship management (CRM) and contact centers.

Figure 1 outlines the solution benefits that can be realized by a converged network, ranging from simple cost reduction to enabling on demand financial and operational flexibility.

IBM offers a range of services available complete solutions

Figure 1: Benefits of a Converged Network



Delivering End-to-End IP Communications Services

For each of the solutions in the customer value spectrum shown in Figure 1, IBM offers end-to-end, worldwide services to help businesses realize the benefits of a converged Cisco Systems IP Communications network. By leveraging the worldwide, industry consulting and systems integration expertise of IBM Global Services along with the world-class quality and proficiency in networking hardware technologies of Cisco Systems, communications infrastructures can be transformed to help enable an on demand network environment.

Whether an organization is considering implementing a converged IP Communications network or requires related services or support, IBM Global Services is experienced and ready to help. IBM offers a range of services available individually or as complete solutions addressing all phases of a solution's life cycle, including:

- Assessment
- Planning
- Design
- Implementation
- Operations and management
- Outsourcing

Examples of IBM Services for Cisco IP Communications Networks

Many IBM services for Cisco IP Communications networks are available.

Assessment, Planning and Design

- Requirements analysis
- Network assessment
- Network strategy
- Solution architecture
- High-level design

Integration and Deployment

- Detailed design
- Hardware and software procurement
- Implementation plan
- Installation
- Configuration
- Customization
- Testing and tuning
- Staging
- Deployment
- Project management

individually or as addressing **all phases** of the solution's life cycle

Management and Operations

- Comprehensive outsourcing
- Selective outsourcing and outtasking
- e-business on demand™
- Hosting services
- Remote network monitoring and management
- Project management
- Performance management and testing services
- Customer premise services
- Wide Area Network services
- Call-center, help desk services
- On-site and desk-side support services
- Hardware support and equipment moves, adds and changes
- Asset management services
- Security and resiliency services
- Technology-refresh management
- Hardware and software maintenance
- Traditional telephony
- IP Communications
- Application services

Cisco AVVID and the Benefits of a Converged Network

IBM Global Services can deliver the benefits of the Cisco Systems Architecture for Voice, Video and Integrated Data (AVVID). AVVID is a component of Cisco's Intelligent Information Network, the company's technology vision for moving from network connectivity to unified systems. This single IP Communications network integrates voice, video and data to help improve service levels, drive operational efficiencies, enhance interpersonal productivity and foster better communication.

AVVID combines diverse network traffic types into a unified multipurpose IP network system that supports open standards. This can enable businesses to:

- Help reduce costs and drive operational efficiencies by managing a single, converged network instead of separate voice and data networks.
- Help improve interpersonal productivity by supporting leading edge, rich-media applications that are designed to improve collaboration, communication, accessibility and mobility.
- Help improve business processes and customer service by integrating systems across departments or units, and gaining a common view of all interactions with customers.
- Position the network environment for the future in integrated voice, data and video communications through open standards and flexibility.

Transition to an On Demand Environment

IBM defines an on demand business as one whose business processes—integrated across the company, and with key partners, suppliers and customers—can respond with flexibility and speed to customer demands, market opportunities or external threats. IBM Global Services offers end-to-end services designed to deliver the benefits of an IP Communications network and the industry-specific solutions that a converged network enables. By helping to simplify the communications infrastructure, reduce operational costs, increase personal productivity and enhance the customer experience, these services can enable a smooth transition to an on demand environment.

IBM Global Services and Cisco: The Experience, the Service and the Technology

The IBM and Cisco Strategic Alliance provides end-to-end networking solutions for any company planning and implementing an e-business transformation. IBM extends vast experience in industry solutions, business processes, procedures, and technologies, as well as a world-class services organization; Cisco, the worldwide leader in networking for the Internet, delivers exceptional quality in networking hardware technologies. Together, IBM and Cisco can help translate technology investments into tangible business benefits for industries.

No other alliance provides the same level of industry experience, comprehensive services or advanced, available technology as IBM Global Services and Cisco Systems. For a rapid entry into the next generation of e-business, contact your IBM Global Services representative or Cisco representative.

For More Information

To learn more about IBM Global Services for IPC convergence, please visit:

www.ibm.com/services/networking

www.cisco.com/en/US/netsol/ns340/ns394/ns165/networking_solutions_packages_list.html



Cisco Systems, Inc.
170 West Tasman Drive
San Jose, CA 95134-1706
www.cisco.com/go/ibm



IBM Global Services
Route 100
Somers, NY 10589
www.ibm.com/services/alliances/cisco

Copyright © 2004 IBM Corporation. All rights reserved.

IBM, the IBM logo, the e-business logo, and e-business on demand are trademarks of International Business Machines Corporation in the United States, other countries or both.

Cisco, Cisco Systems and the Cisco Systems logo are registered trademarks of Cisco Systems Inc. or its affiliates in the U.S. and certain other countries. The use of the word partner does not imply a partnership between Cisco and any other company.

Other company, product and service names may be trademarks or service marks of others.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates or for an unlimited period of time. IBM makes no representations or warranties with respect to third-party products or services. IBM reserves the right to alter product offerings, prices and specifications at any time, without notice.