



# OpenScape Cloud Services

*Open collaboration for social, mobile, wired, wireless and now cloud*

*SICUS AK UC, Nov 30, 2011*

*Peter Wenger, Head of OSCS Product Mgmt*



## Agenda

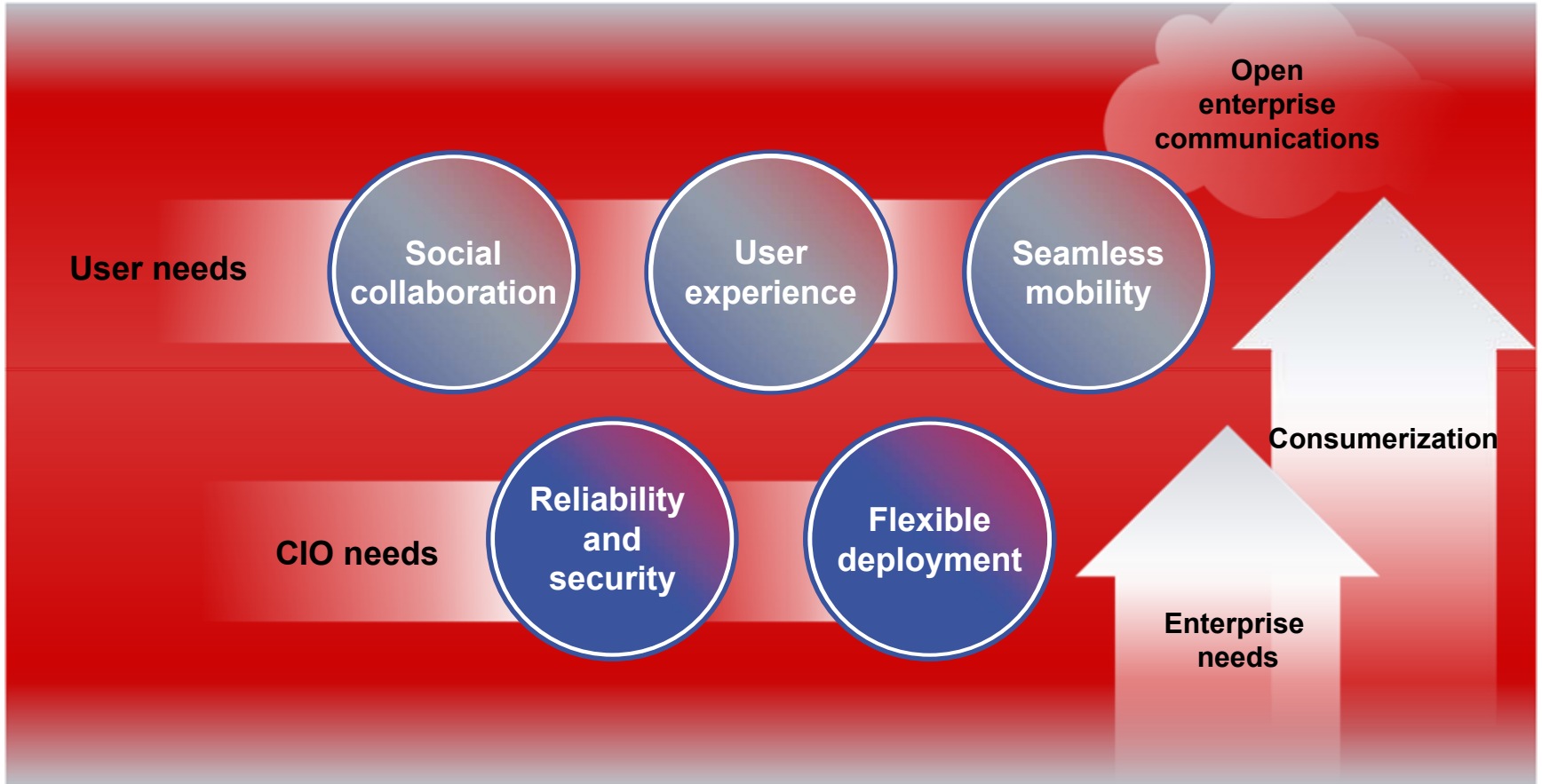


- **OpenScape Portfolio is ready for the Cloud**
- Introducing OpenScape Cloud Services
- OpenScape Cloud Services – in detail
- Summary



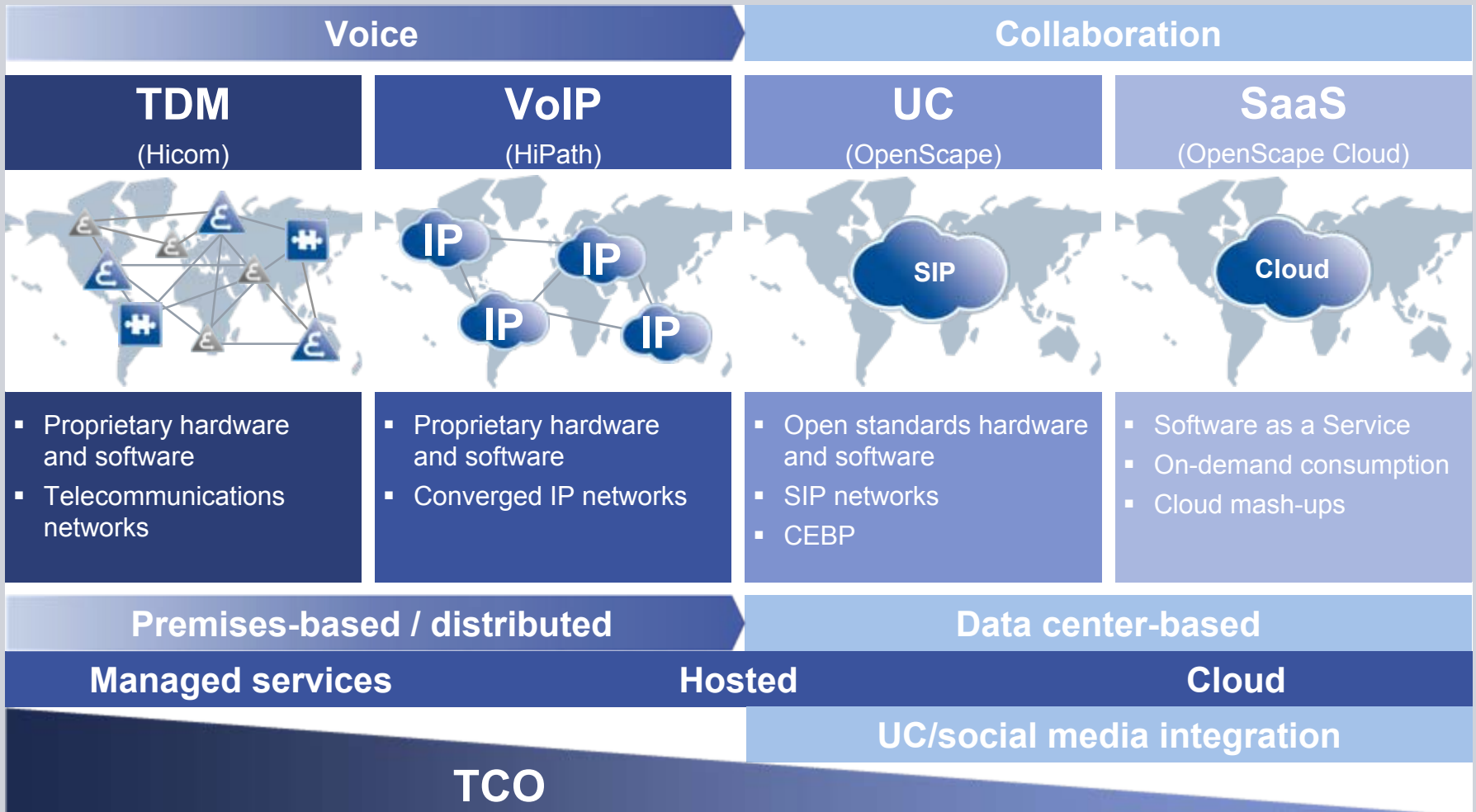
# Five megatrends driving enterprise communications ... and our portfolio development

**SIEMENS**



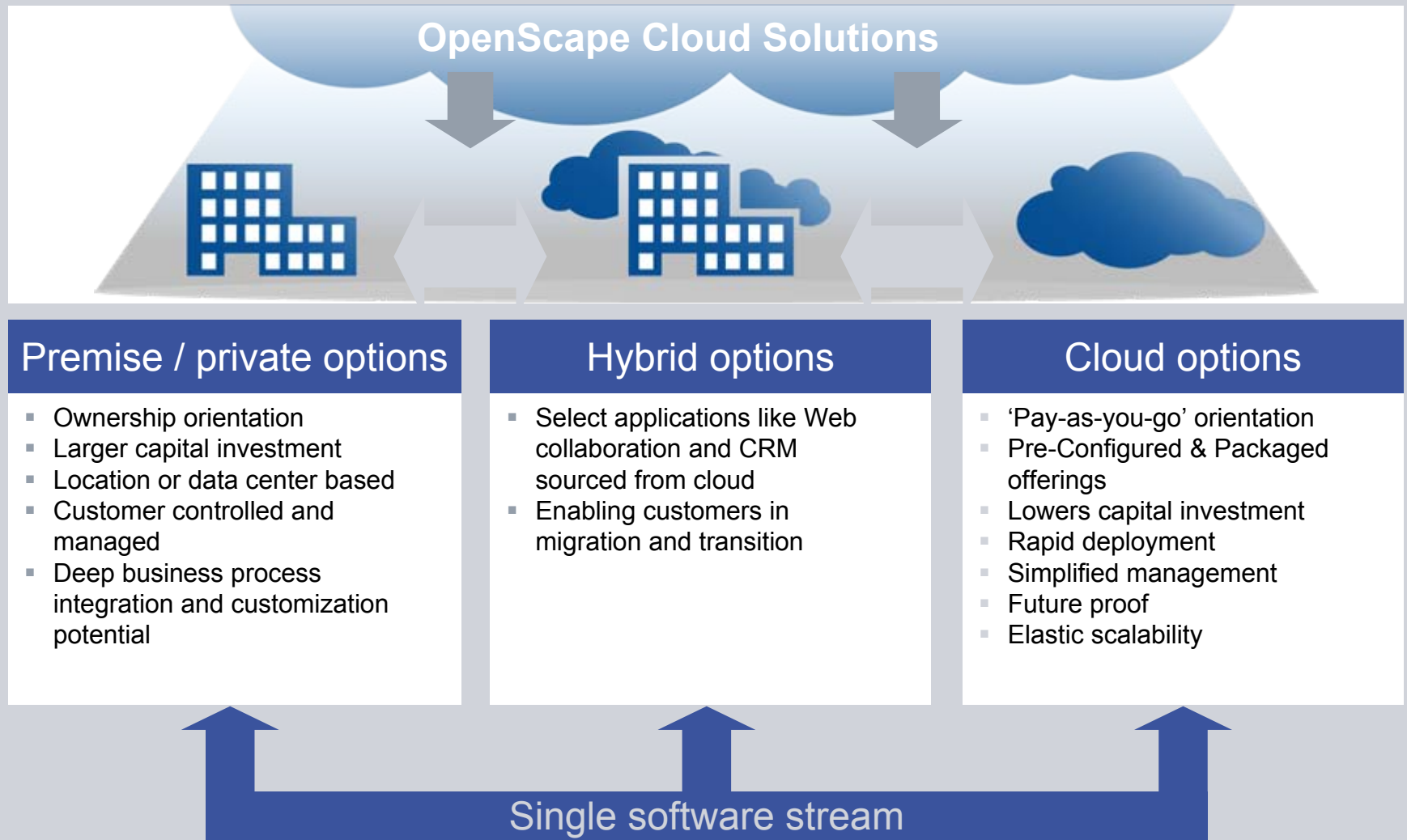


## Evolving enterprise communications infrastructure



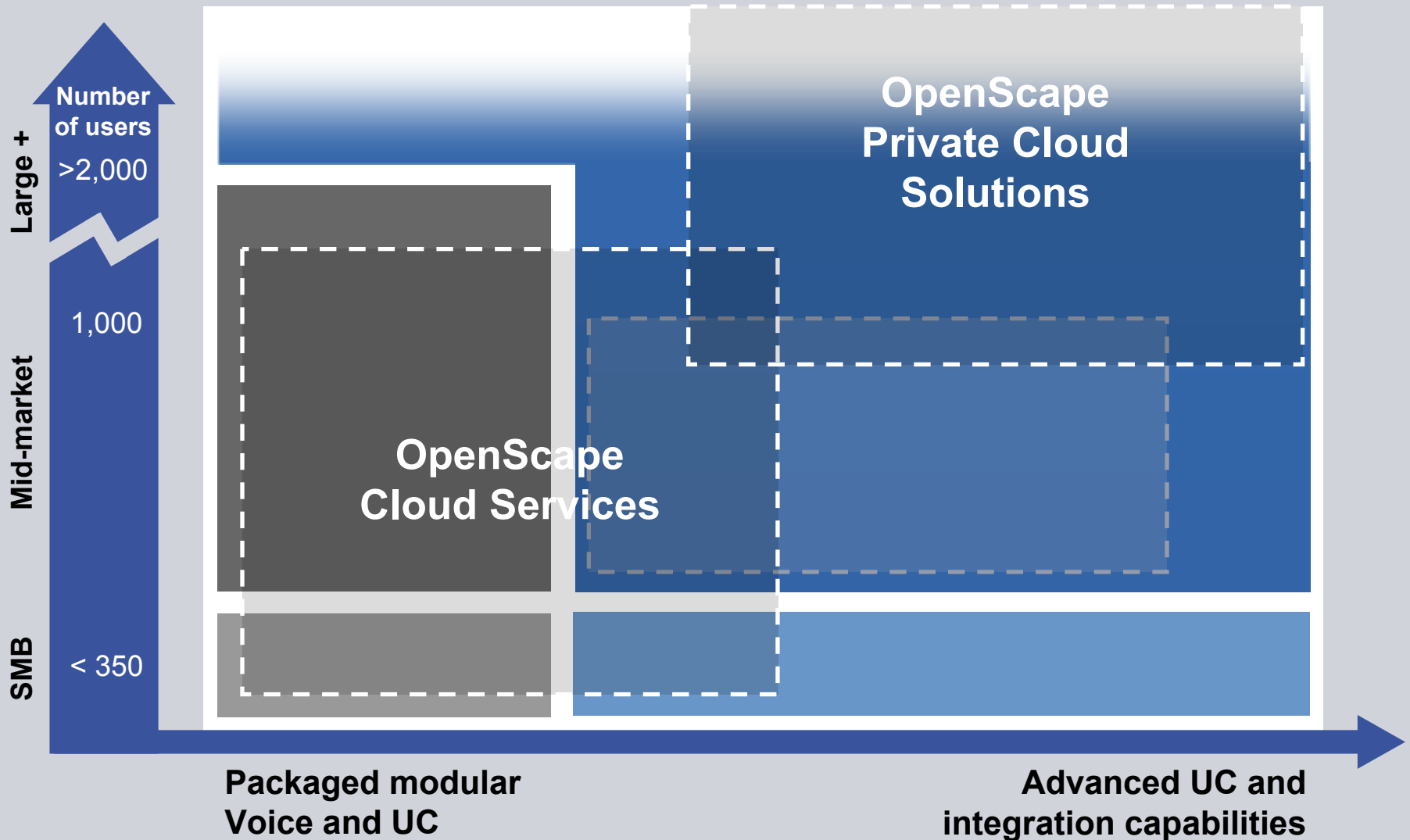


## Full range of deployment and consumption options





# Now we are using our private cloud experience to create a packaged public cloud offering



# Open Business Models

## Delivery Options

### Traditional

- Product Licenses: CAPEX
- Renewal Licenses: CAPEX
- Hardware: CAPEX
- Operation: options / MS
- Local Services: CAPEX

### SW Assurance

- Product Licenses: CAPEX
- Renewal Licenses: **OPEX**
- Hardware: CAPEX
- Operation: options / MS
- Local Services: CAPEX

### SW Subscription Licenses (SSL)

- Product Licenses: **OPEX**
- Renewal Licenses: **OPEX**
- Hardware: CAPEX
- Operation: options / MS
- Local Services: CAPEX

### Cloud

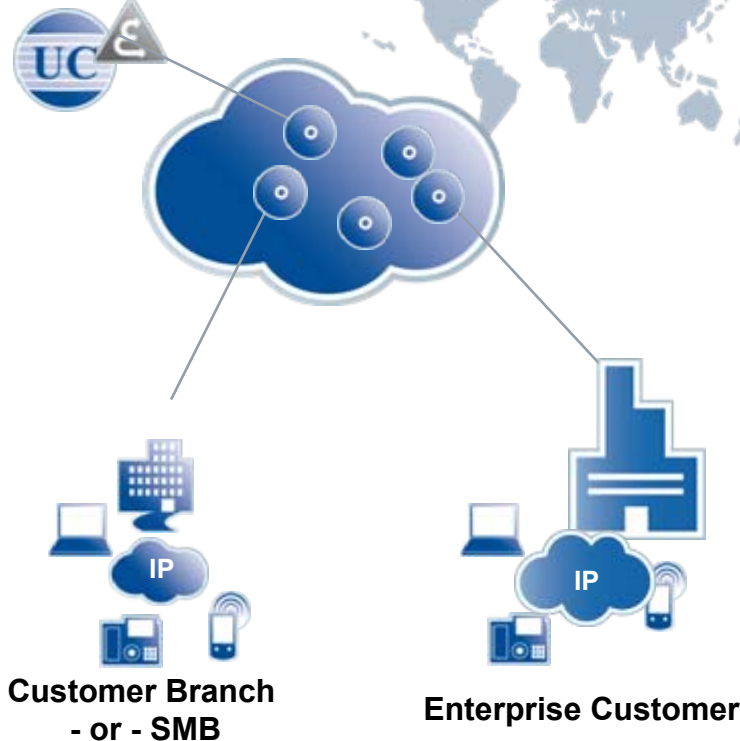
- Product Licenses: **OPEX**
- Renewal Licenses: **OPEX**
- Hardware: **OPEX**
- Operation: **OPEX**
- Local Services: CAPEX

# OpenScape Cloud Services

## How it works

### Secure and Reliable - OpenScape Cloud Services

Best in class secure Datacenters  
running Award winning OpenScape  
Voice & UC

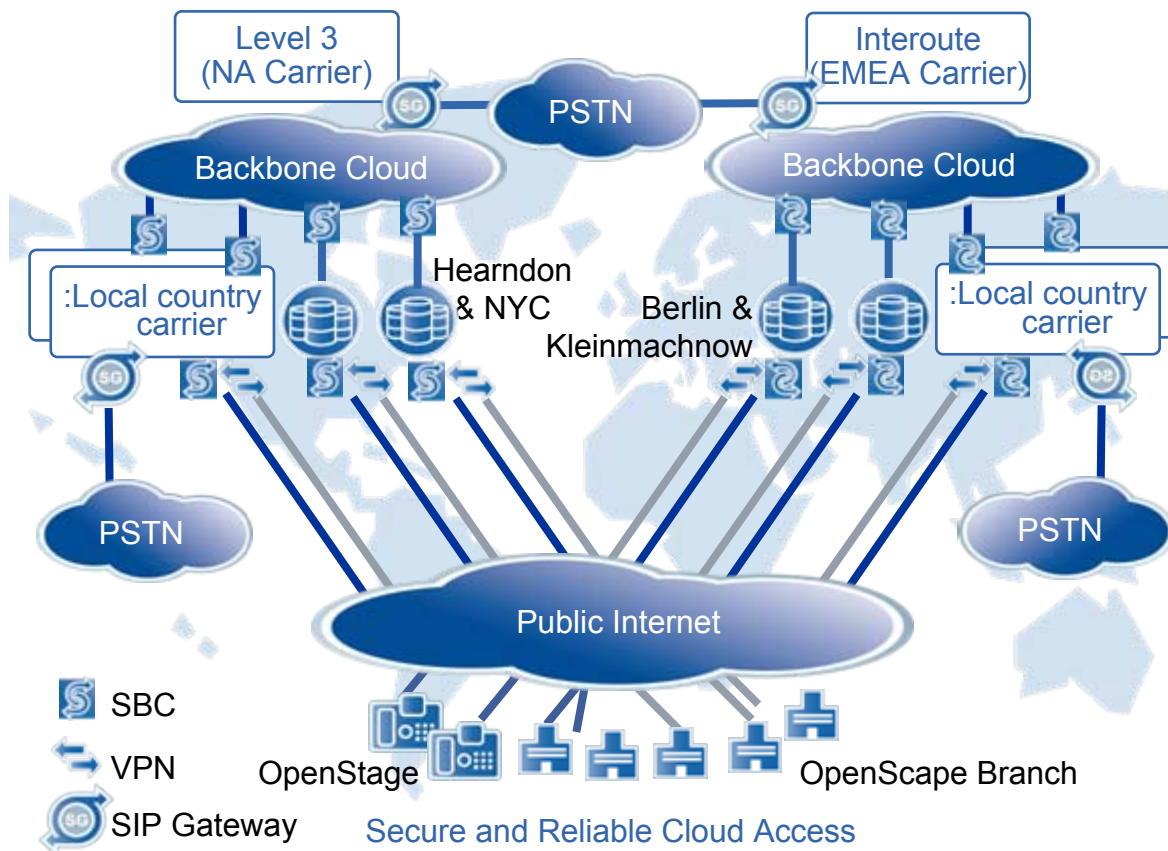


- Siemens Enterprise Communications carrier grade voice switch and Unified Communications applications provide each customer with their own solution running in the cloud as software providing
  - One number service
  - Unified Messaging
  - Click to dial
  - Audio conferencing
  - Web Conferencing
  - Portal (down to user level)
- Software-based, mobile or desktop phone clients
- Start small and grow, the cloud is 'elastic'
- Web portal makes it simple to acquire, manage and use



# OpenScape Cloud Services architecture

Secure, resilient and reliable

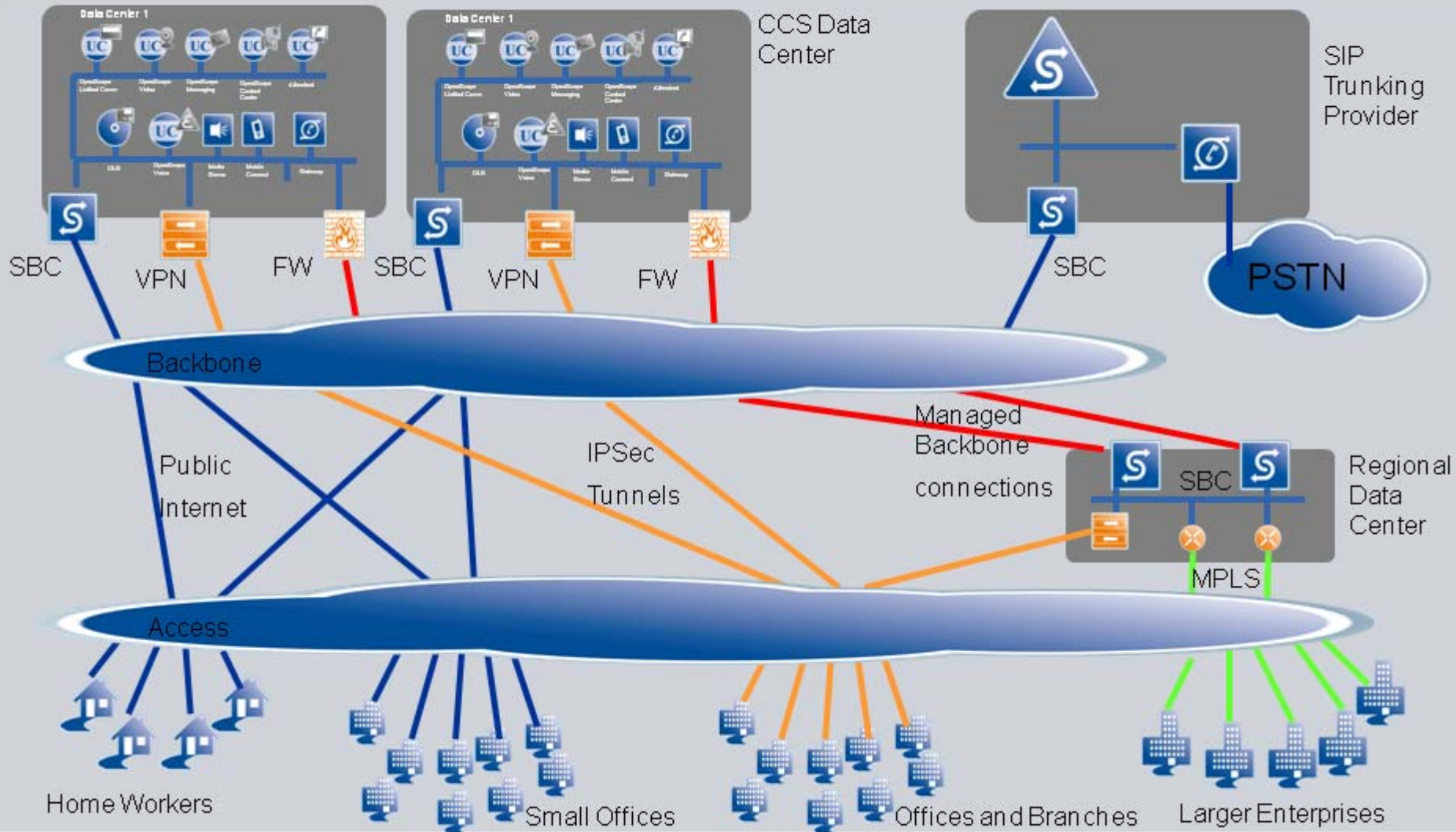


- Full Data Center redundancy
- Multi-tenant and virtualized
- Adhere to TIA-942 standard Level 4 certification
- Regionally stored data
- OpenScape Voice Geo-separated servers
- Three secure connectivity options
- OpenScape Branch provides Survivability
- OpenStage phones with encryption & HD audio

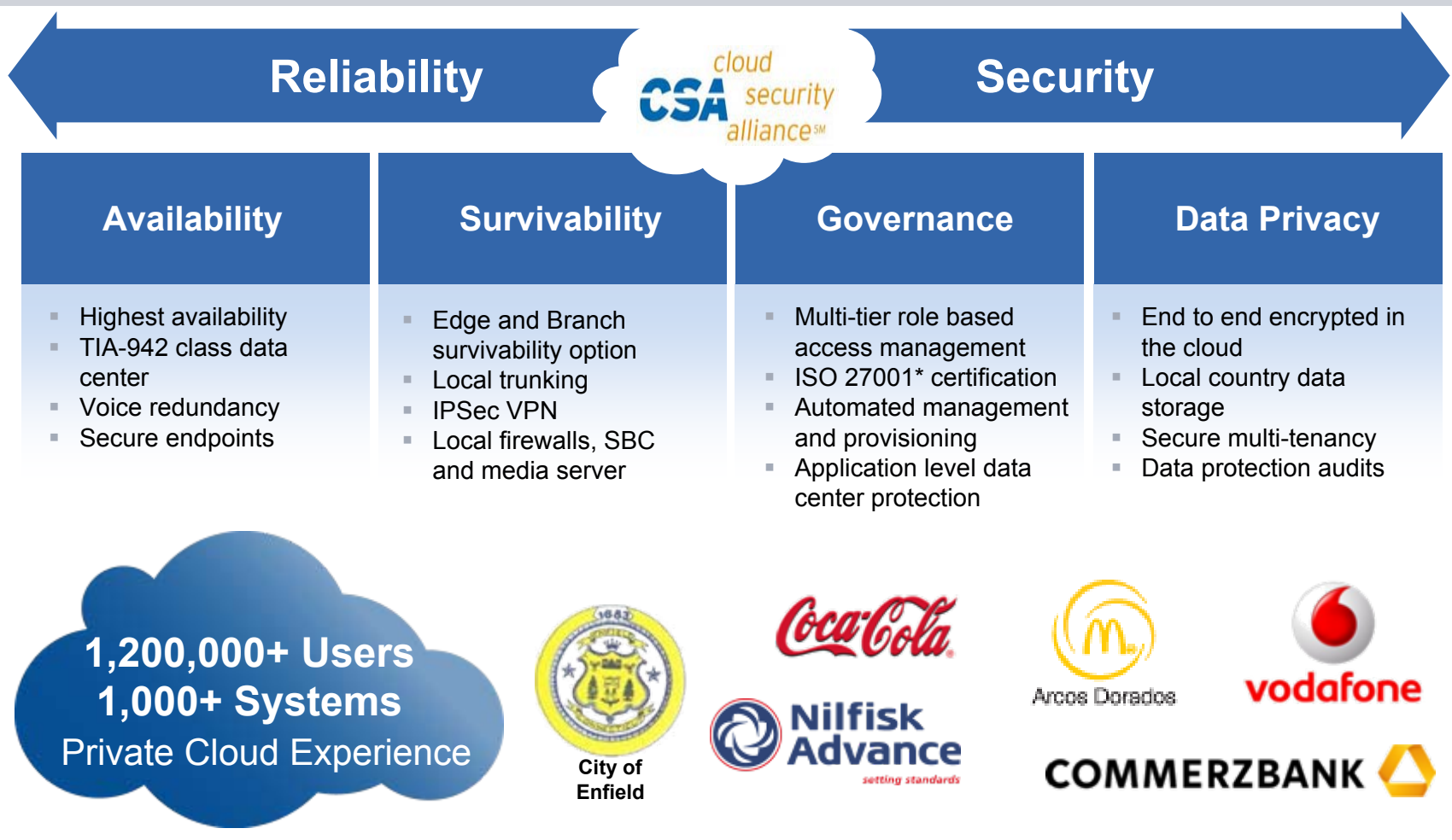


# OpenScope Cloud Service User Connectivity Options

**SIEMENS**



# OpenScape Cloud Services – Redefining secure and reliable cloud access



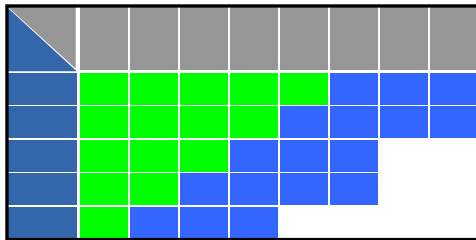
\* in progress



## Three easy steps to OpenScape Cloud Services

### Step 1

Select your Base and Booster Packs



### Step 2

Select your phones and gateways



### Step 3

Select your call plan



## Role-based Portal



- Channel partner brand “ Powered by OpenScape Cloud”
- Channel portal enables automated provisioning
- Service catalog allows offer customization
- Customer ordering and provisioning
- End-user administration

# Choose your Package

Base Pack / Booster Pack Compatibility Matrix											
Booster Pack	OpenScape Mobile Client	OpenScape Web Client	OpenScape Desktop Client (Enterprise)	OpenScape Instant Meeting (Integrated)	Community presence	Point to Point Video Conference	OpenScape Audio Conference	Call Pick up Group	Hunt Group	Announcements	Company Presence
	User Specific Packages						Multi-user Packages			Company Packages	
UC Advanced (UC002)	✓	✓	+	✓	+	+	✓	+	+		+
UC Premium (UC001)	✓	✓	+	+	+	+	+	+	+		+
Voice Premium (V004)	✓	✓	+	+	+	+	+	+	+	+	+
Voice Entry (V003)	✓	+	+	+	✗	-	+	+	+		✗
Voice SIP (V002)	✗	-	-	-	✗	-	+	+	+		✗
Analogue Connection (V001)	✗	✗	✗	✗	✗	✗	✗	+	+	✗	✗

**Included in this base package**

**Recommended for this base package**

**Not recommended for this base package**

**Not available with this base package**



## Choose your Phones

Click a photo for device specifics

OpenStage 80



An extraordinary best-in-class user experience for executives and top-level managers

OpenStage 60

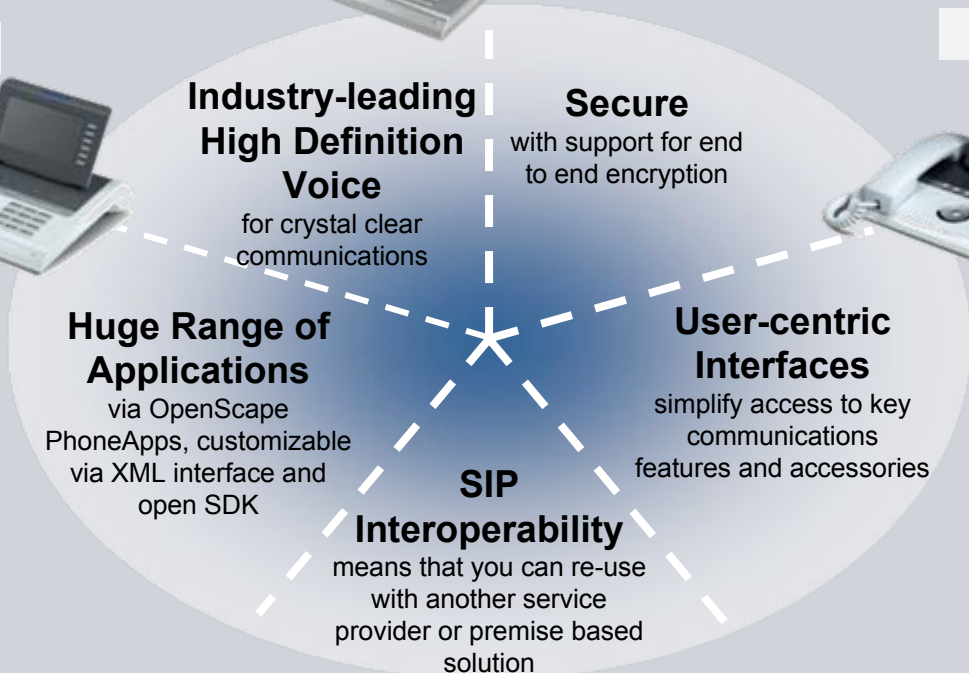


Vivid LCD display, with rich features and apps for power users & managers

OpenStage 40



Large display and profile mobility ideal for people working in teams or call center staff



OpenStage 15



Exceptional features, and 2-line display ideal for entry-level mass deployments



## Choose your Gateway

### What is OpenScape Branch?

The main purpose of OpenScape Branch is to assure continuance of local communication services providing survivability features at a customer's office location during link loss or service degradation between the office location and the Data Center

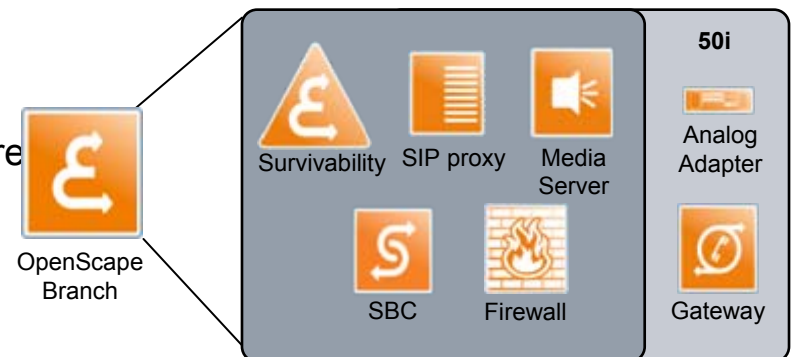
- Ensure business continuity at the remote branch when WAN fails
  - Feature rich capabilities during survivability
  - Usage of local resources
- Provide additional resources to the Branch
  - Local Media Server supports Tones, Announcement and Conference saving on uplink bandwidth needs

It also includes:

- Proxy server
- Media Server (tones, announcements and conference)
- Session Border Controller (SBC) (SIP trunking)
- Firewall

The 50i model also has

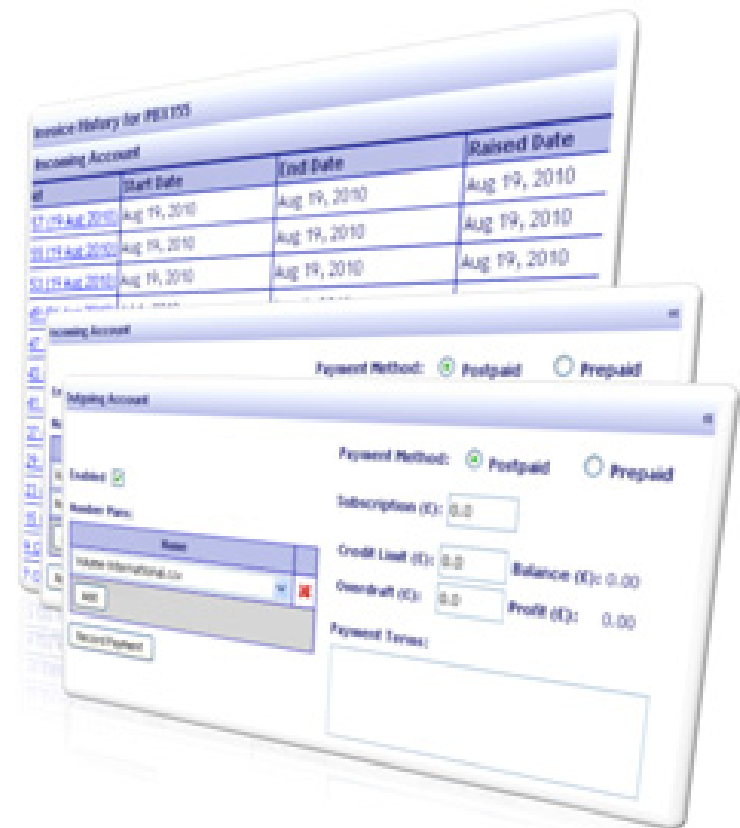
- Gateway (BRI or Trunk interfaces)
- Analog Adapter (FAX or POTS phones)



## Choose your call plan

We are negotiating attractive call plans (minutes) with a number of carriers that can help customers save money on local, long distance and international calls

Alternatively your customer can keep his existing call plan (minutes) supplier – although this may involve a short period of certification between the OpenScape Cloud Service and the telco network to verify that the telco network can support requests for some of the advanced features provided by the OpenScape Cloud Service







## Highlights:

The OpenScape Cloud Portal for your customers

### Customer Administrator

- **Order Services**
  - Use wizard to order and modify service
  - Access order status
  - Contact service provider, etc.
- **Provision Services**
  - Assign phone numbers to workplaces
  - User MACs
  - Create tickets
- **Administrate**
  - Manage Call routing



### Channel Partner

- **Manage their service catalogue**
  - Add Siemens cloud and own services and connectivity to SEN offering
- **Billing**
  - Bill services
- **Set up Partner Portal**
  - Login to system
  - Add / manage / change end customer administrators, etc.



### Siemens

- **Manage Partners**
  - Manage user accounts
  - Assign rights and responsibilities
- **Market Services**
  - Create demo packages
  - Generate end customer usage reports
- **Operate Application**
  - Change settings
  - Monitor Status



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