



Steve McDonald
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Optimus Solutions

Optimus Solutions

A Softchoice Company



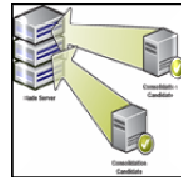
- Acquired by Softchoice in January 2008
- Qualified People - 10+ years on average
- Professional Services to Drive Business Strategy
- Local touch, National Reach
- 3 HQ/regional offices, 6 sales locations
- Focused account management teams (55+) in SMB, Midmarket & Enterprise
- Solution and Technical architects (60+)

Optimus Solutions Core Offerings



Unified Communications & Collaboration

- Integrated Voice, Video and Data
- Collaborative Software Solutions
- Unified Contact Center
- Mobility & Mobile Networking
- Total Security Solutions
- Network Optimization



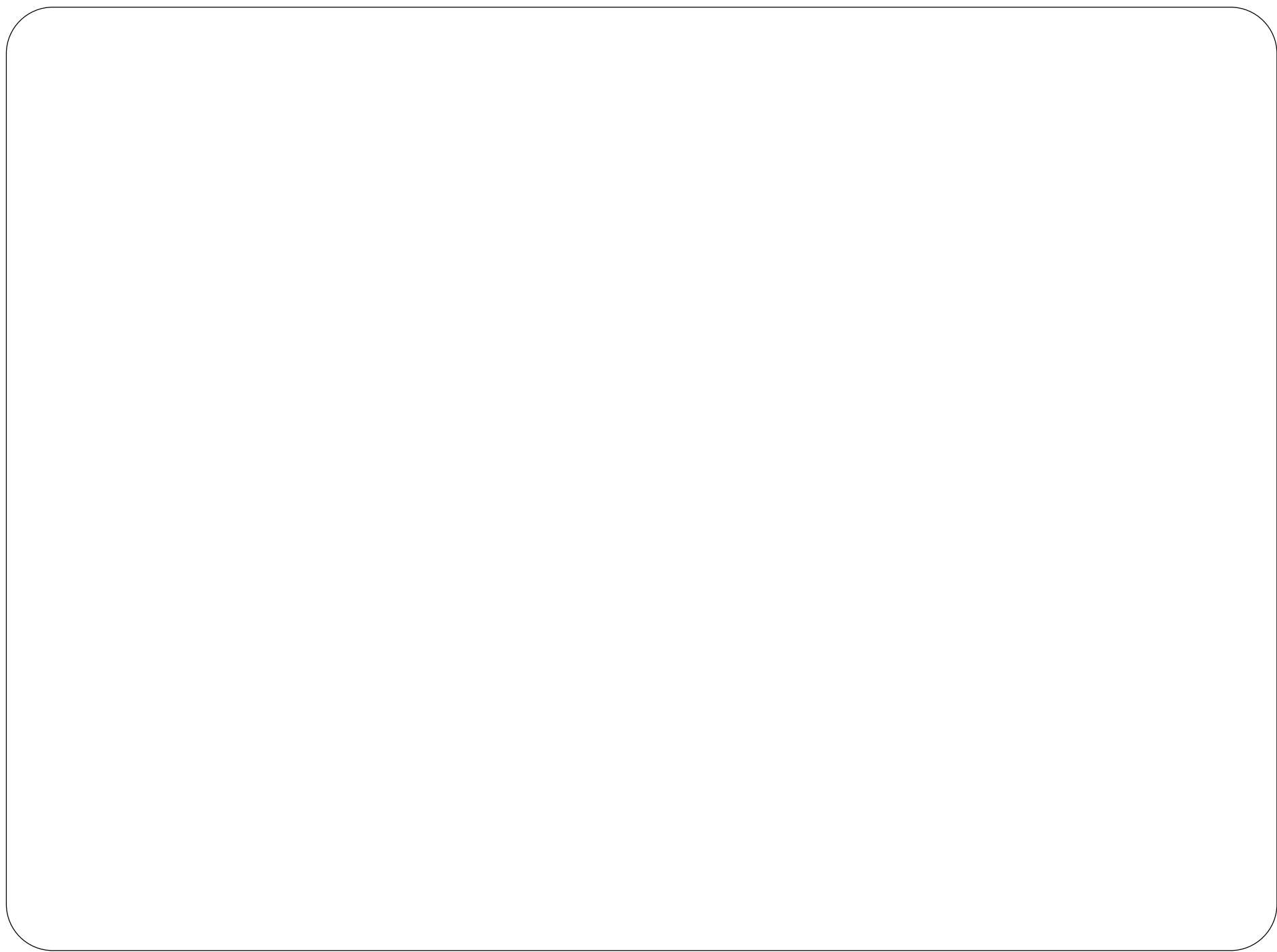
Workload Consolidation

- Scalable Systems
- Integration of Heterogeneous Systems
- Open Systems
- Consolidation
- Virtualization
- Server Consolidation Study
- Availability Designs



Storage (Backup / Recovery / Archive)

- De-Duplication (VTL)
- Tiered Architecture (ILM)
- Data Protection / Encryption
- Replication
- ISCSI, SAN, NAS, Digital, Optical, Tape
- Storage Assessment

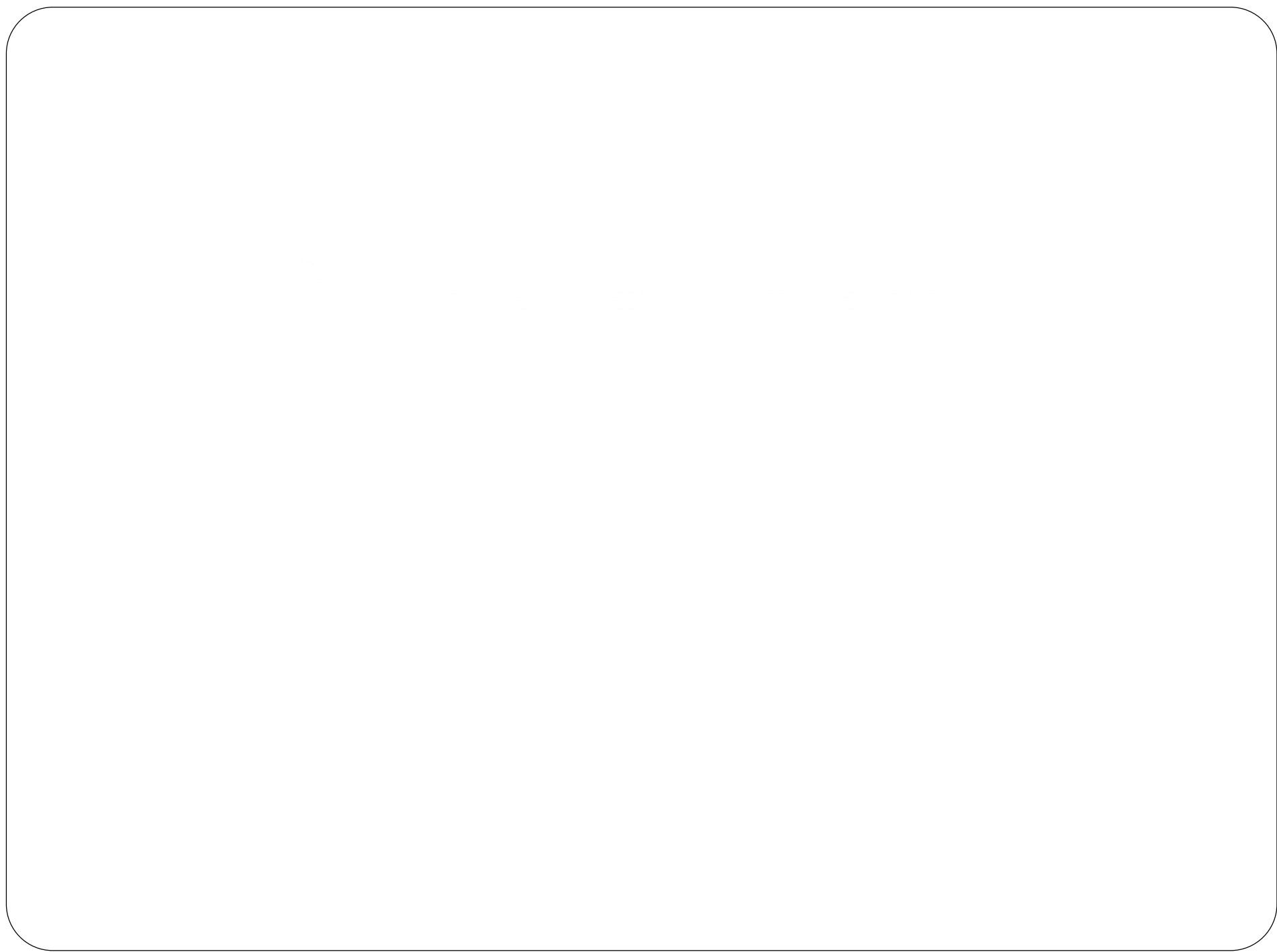


Who are you?

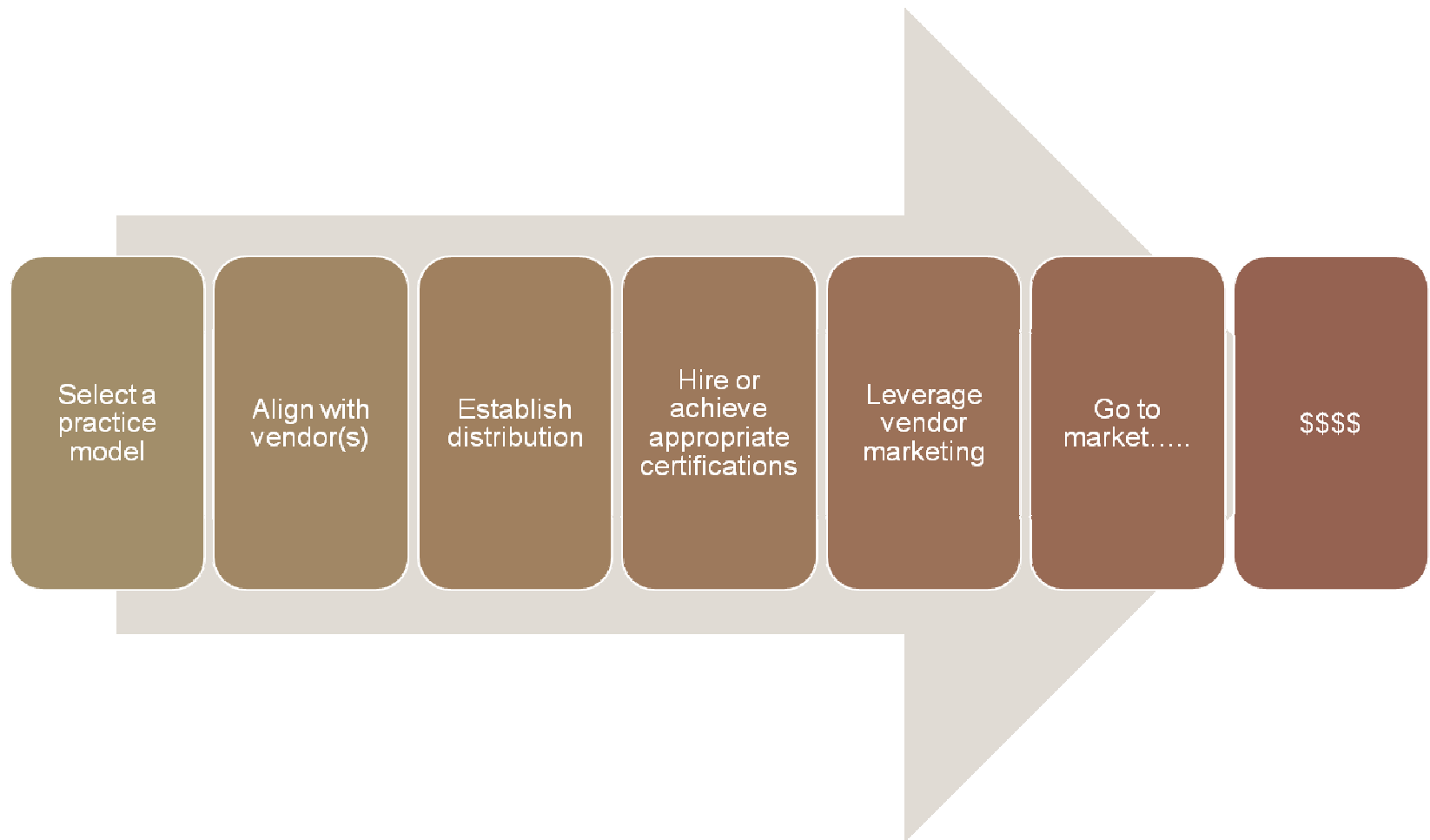
- Vendors?
- Systems Integrators/VAR/Business Partners?
- Carriers?
- Managed Services?
- Analysts/Press?

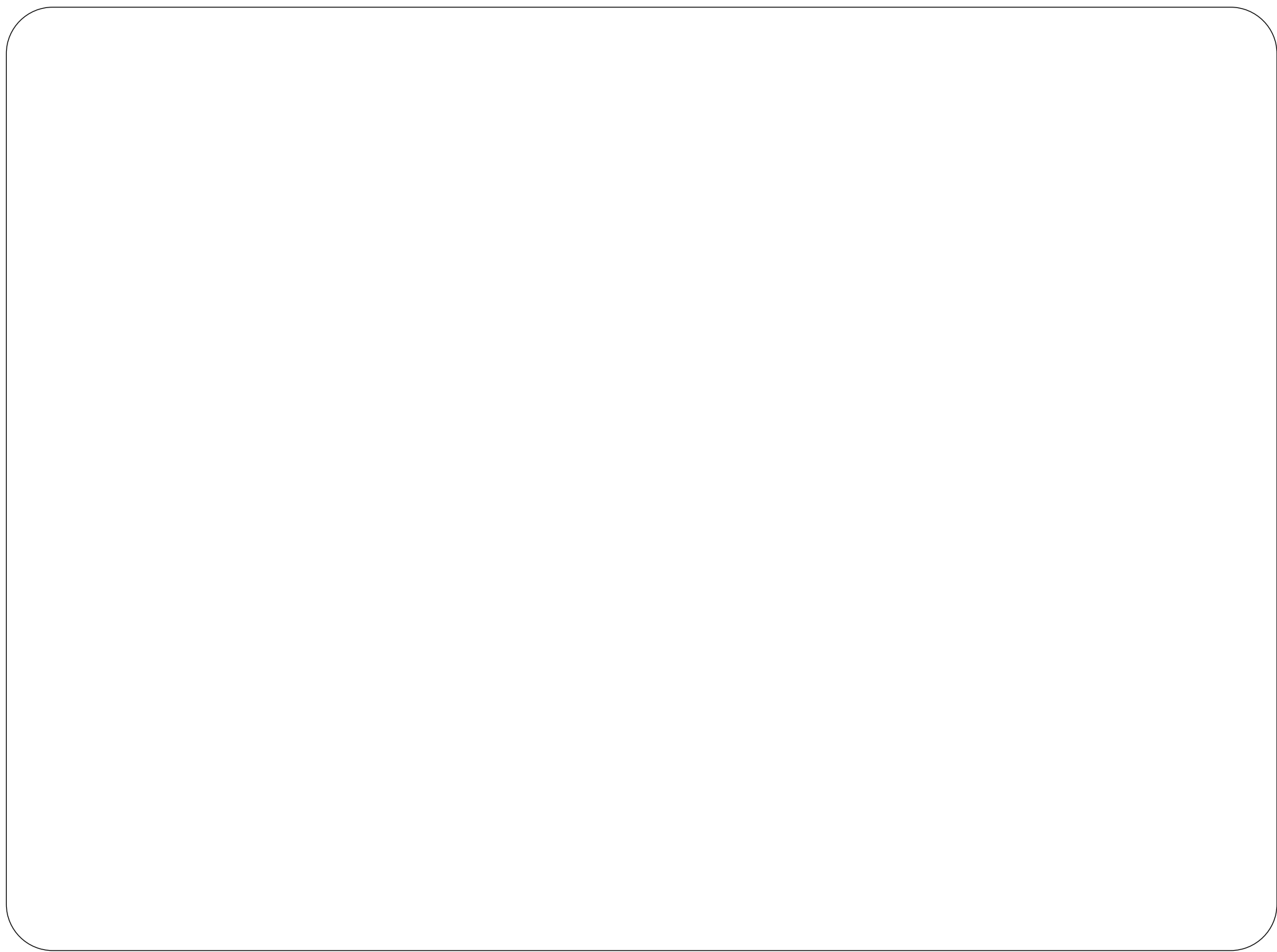
What services do you provide?

- Pure play consulting?
- Sales and fulfillment?
- Design and architecture?
- Installation and configuration?
- Hosting and management?



Yesterday's UC model....





The UC Ecosystem



“To put it simply, unified communications integrates all the systems that a user might already be using and helps those systems work together in real time.”

- Wikipedia

Telephony – The Price of Entry



VoIP

- **End Points**
- **Softphones**
- **Codecs**

Route/Switch

POE

QOS

Voice Mail and Unified Messaging



eMail Messaging

- Lotus Notes
- MS Exchange
- Groupwise
- Google

Fax

Storage

Archiving

Compliance

Collaboration



Instant Screen Sharing

Web Based Whiteboards

Remote Assistance

Social Networking

WEB 2.0

Conferencing



Web Meeting Services

- WebEx
- GoTo Meeting
- Sametime Unyte

Video

- Hi Def Group Video
- Web Video

Voice

- Varying quality
- No QOS

Presence



Enterprise IM

- IBM Lotus Sametime
- MS Office Communication Server
- Cisco Unified Presence Server
- Multi platform federation

Public IM

- AIM
- Yahoo
- Google Talk
- ICQ
- SMS Messages
- PIN Messages

Mobility



Carrier Technology

- GSM/GPRS/UMTS/HSPDA
- CDMA/1XRTT/EVDO
- SMS
- PIN

Devices

- RIM
- MS Mobile
- Nokia
- Apple

Software

- RIM
- Nokia
- Motorola
- Microsoft

Contact Center



Call center process

Skills based routing

IVR

ACD

Integration

Portals



Portal Products

- IBM Websphere Portal
- MS Sharepoint Portal
- Oracle Portal
- Lotus Expeditor

Database Platforms

- IBM DB2
- MS SQL 2005
- Oracle
- mySQL

Application Integration



Application Types

- ERP
- CRM
- Homegrown
- Web
- Desktop
- JAVA
- .NET

SOA

- Web Services
- ESB
- Messaging

Database Technologies

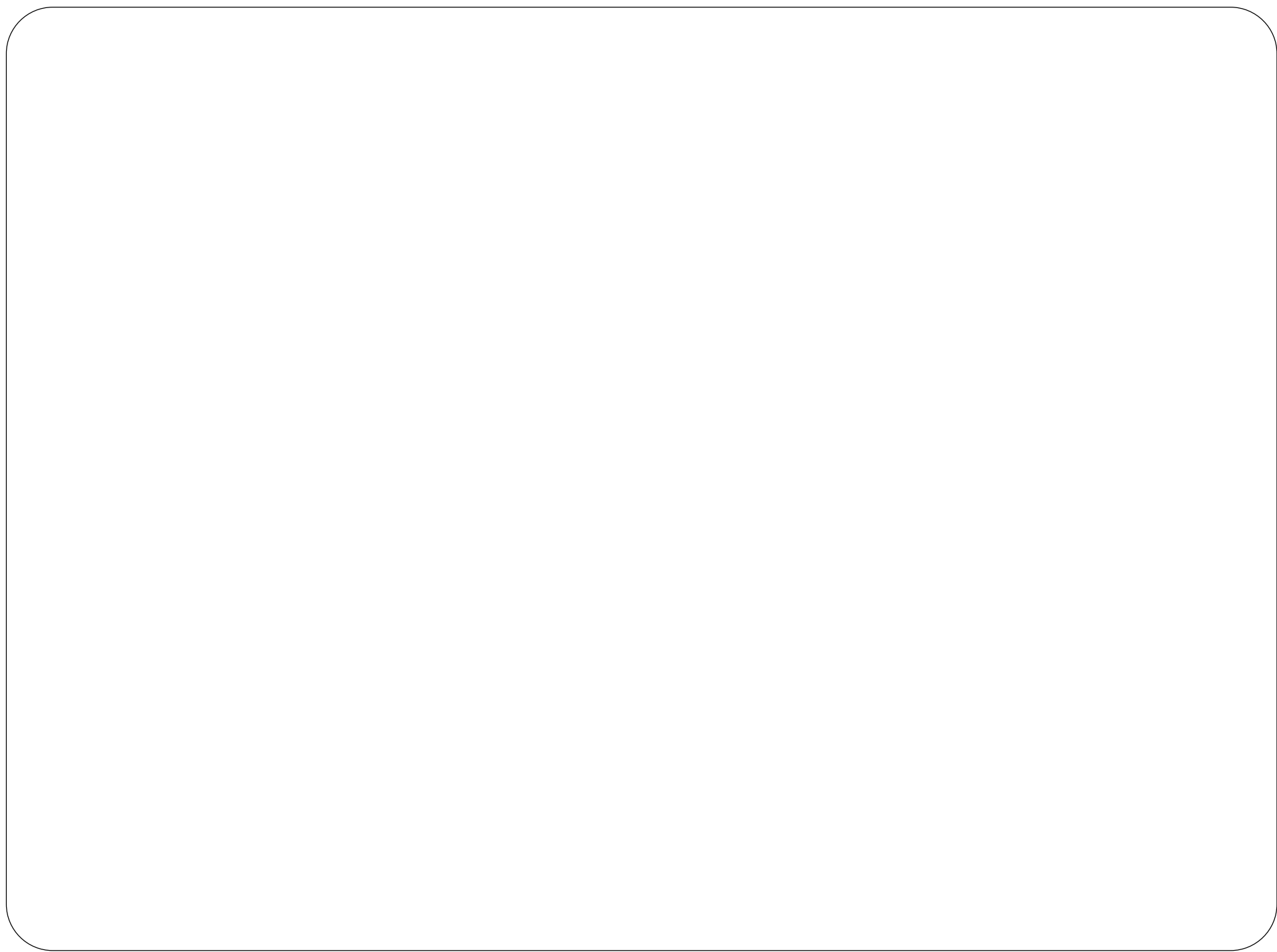
Business Process Management

The UC Ecosystem

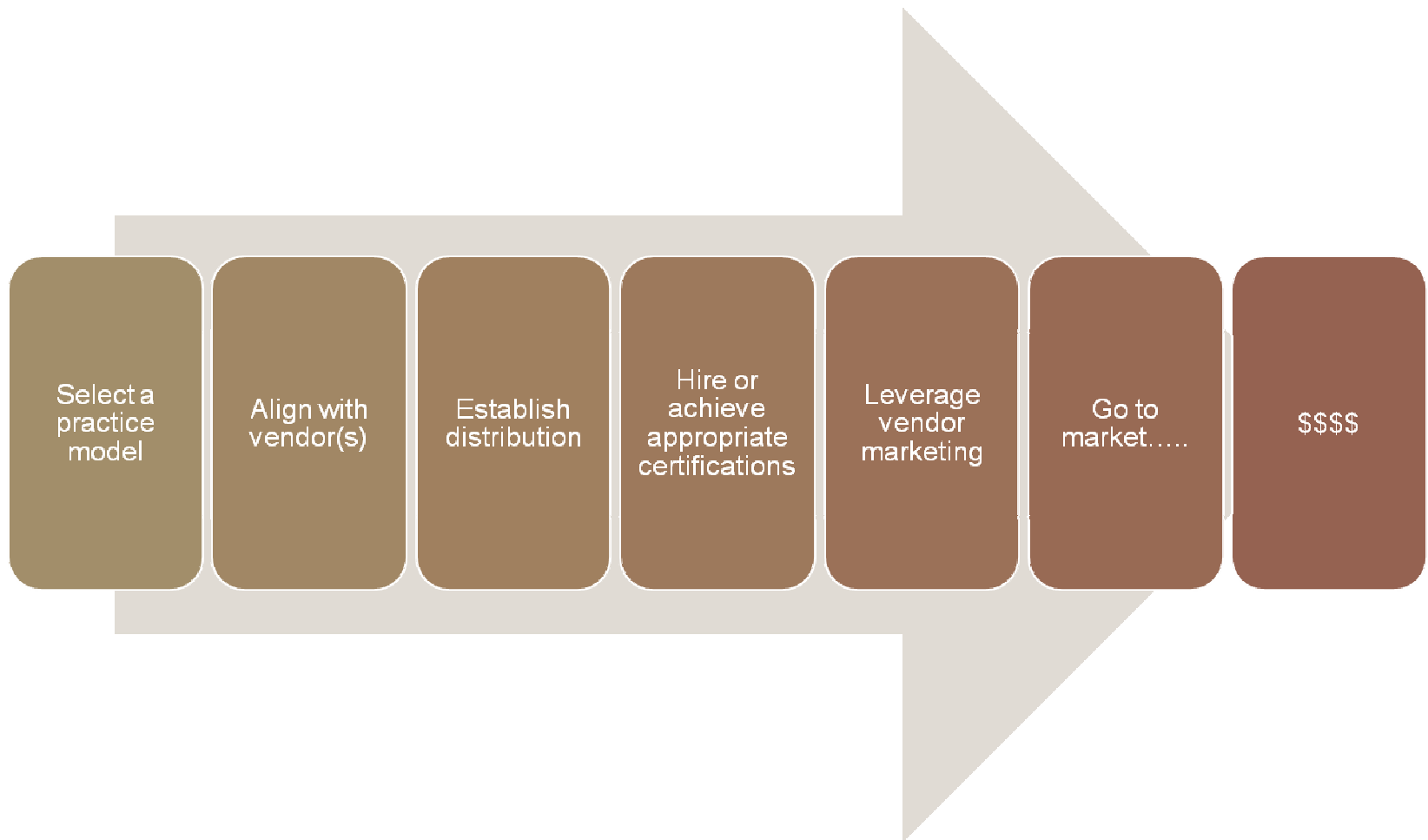


“Given the sophistication of unified communications technology, its uses are myriad for businesses.”

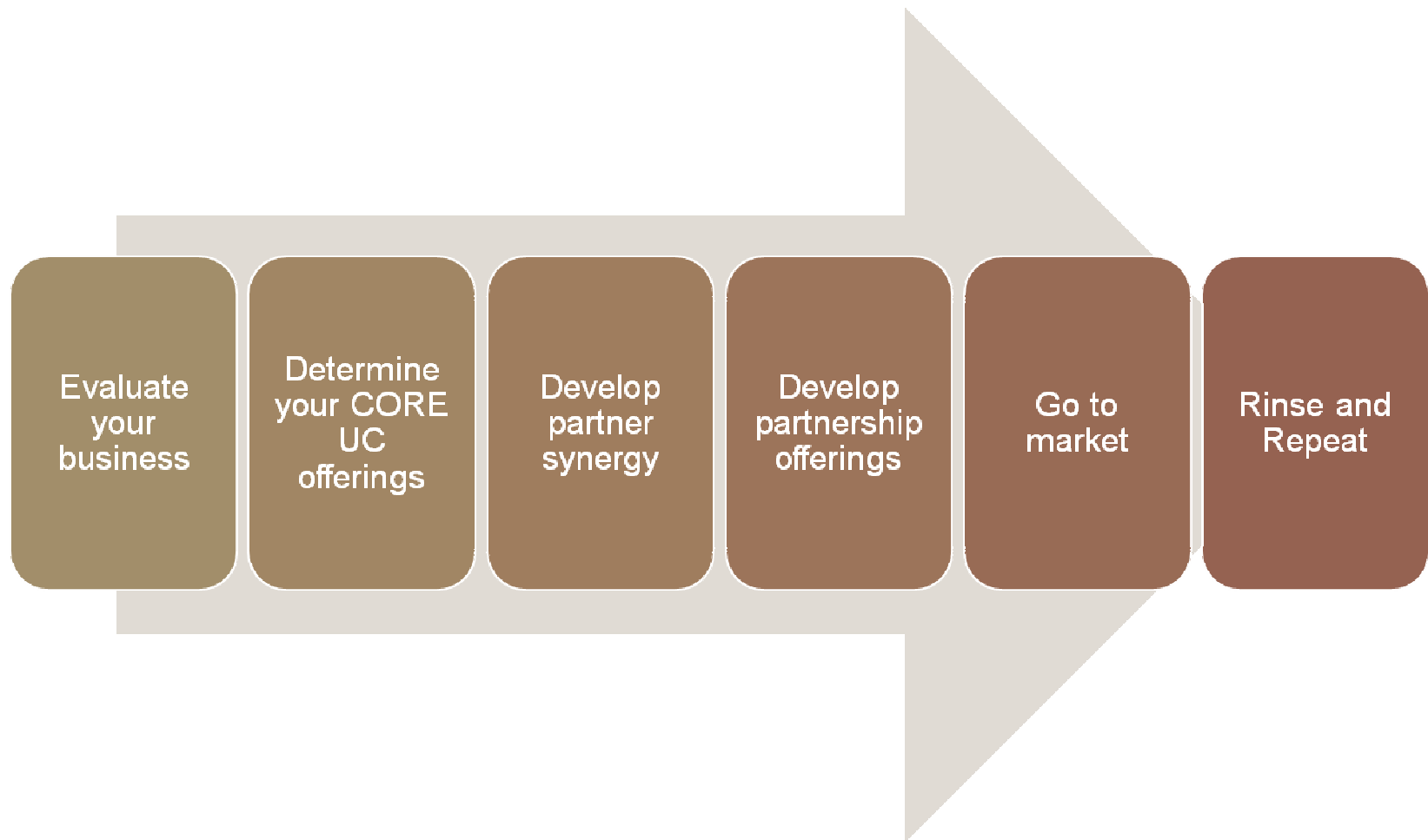
- Wikipedia



Yesterday's model....



Today's UC Business Model



1+1=3

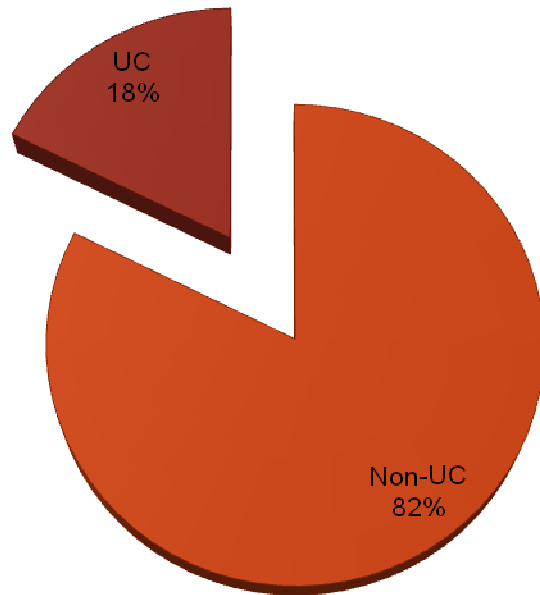


How did Optimus take this all to market?

- Always a work in progress...
- Substantial retraining
 - Vendors – Do UC vendors know how to take their own solutions to market?
 - Sales Teams – There are no SKUs for this business
 - Solutions Teams – Will you have to retool?
 - Customers – Who are you selling to and do they get it?

Optimus UC Business 2007

**Percentage of Revenue
Breakdown 2007**



- Chased “voice business”
- No focus on integration outside of existing voice systems and Unified Messaging
- Loose Go to Market Strategy for UC

Optimus UC Business 2008

- Unified Communications and Collaboration becomes core to Optimus Solutions
 - Restructured internal teams to support initiative
 - Developed key strategic partnerships
 - Launched UC Practice at VoiceCon Spring 2008
- Goal to grow UC business 100% or more
 - Continued focus on customer education
 - Deepening alliances with UC vendors
 - Continued analysis of emerging technologies and potential partnerships

Today's UC "Laws" at Optimus

- Customers aren't spending to replace dial tone
- IT Departments aren't driving UC opportunity
- UC is a solution set not a product set
- UC Technologies aren't sold on phone, voice or vmail features
- Businesses want to see bottom and top line contributions from their IT investments
- UC implementations are IT "all hands on deck" projects
- UC Solutions are some of the most complex in an IT organization and will continue to become more so

Benefits of new approach for Optimus

- Net new and competitive wins achieved through collaboration with the line of business execs
- Complete collaborative infrastructure replacements through focus on integration versus features
- Increased in lead generation through new business focused approach and industry recognition
- Recognizing higher services and software margins as hardware continues to be commoditized

Tomorrow's UC Marketplace?

- That is a great question!
 - Will IM overtake voice as the communications method of choice?
 - Will video be everywhere voice and IM are today?
 - Will smartphones that work on IP and carrier networks be the only non-PC endpoints left?
 - Which vendors will evolve and innovate?