



IP Call Partner Unified Communications and Collaboration

shaping tomorrow with you

FUJITSU

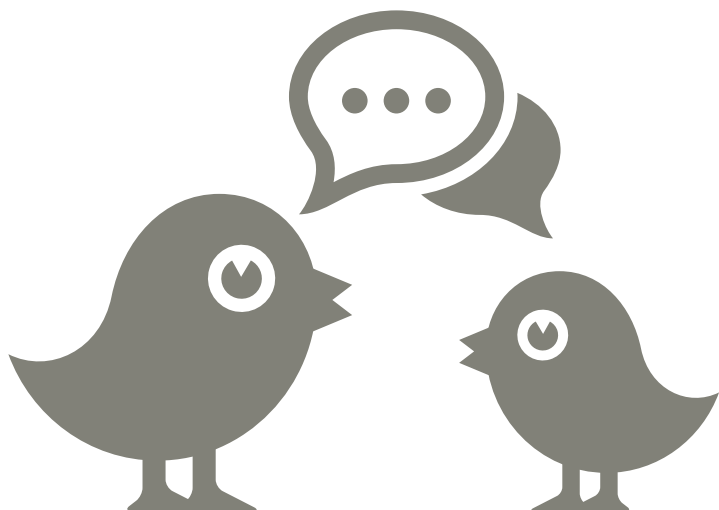
IP Call Partner

Unified Communications and Collaboration

Ever considered how poor communication and collaboration affects **PRODUCTIVITY, COST** and the **ENVIRONMENT**?

Whether you're in a competitive business environment or a public sector organisation, the ability to work productively and effectively is essential. There is also immense pressure to minimise costs when meeting targets, satisfying shareholders or freeing up finances for new opportunities. On top of all this, there is now widespread agreement that all organisations need to do more to reduce their environmental impact. What if you could follow a simple and coherent strategy that allowed you to respond to all three challenges at once, gaining significant competitive advantage in the process?

At Fujitsu, we believe IP Call Partner is one of the answers. By migrating to IP telephony, consolidating networks and integrating communication platforms, IP Call Partner enables you to boost productivity, minimise IT costs and reduce your environmental impact. It also allows you to replace legacy messaging systems, improve support to mobile workers and remove the barriers that currently stand in the way of seamless communication and teamwork.



Wastage on a grand scale

Over the years, the way we communicate and collaborate has changed dramatically. Mobile phones, email, instant messaging and video conferencing have all altered the communications landscape, and new technologies are arriving all the time. Instead of having a 'single identity' spanning all of the devices we use, they are all quite separate.

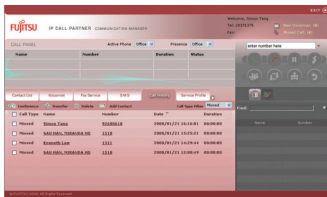
And all too often, the only time we truly collaborate with co-workers is when we are together in the same room. This is unacceptable in today's business environment, where distributed workforces are boosting job satisfaction, increasing productivity and reducing overall carbon emissions.

A new way to work

Fujitsu IP Call Partner can help you achieve all of this and reduce costs in the process, by making it easier to locate, contact and work with other people. We also help you to capitalise on existing investments, by carefully analysing the technologies and services already in place and looking for ways to enhance and unify them.

Quite simply, we put people at the heart of the communications experience, empowering the user to contact and collaborate with others as individuals, as resources working as part of a virtual team, as part of a department providing a service or as a member of an external organisation.





Introducing Fujitsu IP Call Partner

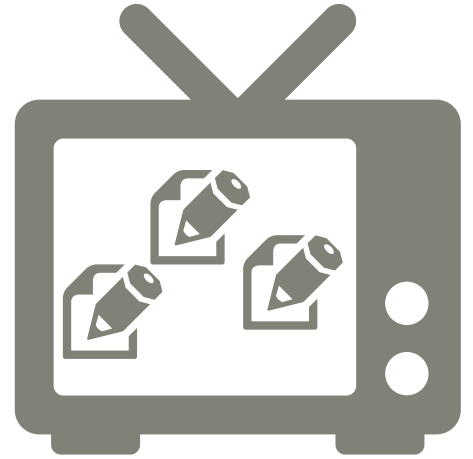
Fujitsu treats IP Call Partner as a technology enabler for business change that allows you to achieve key strategic objectives.

The Fujitsu journey

Fujitsu IP Call Partner typically begins by identifying if and how it can benefit your business. Fujitsu is able to analyse the 'as is' state and explain the 'to be' architecture, highlighting the benefits associated with the transition and transformation of your business. Using advanced IP technology, IP Call Partner is designed as an open communication platform for voice, data and video communication functions, which is absolutely software based, scalable and flexible.

Why is the Fujitsu approach unique?

- **Fujitsu provides a total solution, not just the technology:** we remain focused on the business benefits and measure the success in terms that are meaningful to you.
- **Open platform:** the solution truly adopts open platform standard which can offer seamless migration to the Next Generation Network. Any peripherals and terminals in compliance with the standard can be integrated at ease.
- **Green thinking:** we understand the growing importance of environmentally-friendly business. We help you reduce energy consumption and travel demands with a sophisticated IP Call Partner solution.
- **Waste and recycling:** Fujitsu adopts a reduce, reuse and recycle approach. We offer options for safe and environmentally-friendly reuse or disposal of your current and future assets at the end of their useful life.
- **Collaboration, not just communication:** unlike many, we combine communication and collaboration into a single, straightforward offering.
- **Inclusion of mobile workers:** we provide a communication solution that incorporates your entire workforce, not just office-based workers.
- **End-to-end capability:** our service covers the initial consultation, design, implementation and support, all integrated and tailored to your unique requirements.



Laying the Foundations with IP telephony.

We avoid the big bang approach, instead helping organisations migrate to IP telephony in a controlled manner.

The PBX problem

Many traditional PBXs are approaching end-of-life. Development funding has been channeled into next-generation technologies, which means it is becoming expensive and difficult to manage and maintain the traditional PBX. Rather than continuing to prolong the life of your PBX technology and making unnecessary investment, you can adopt an IP infrastructure and strategy that future proofs your services.

The migration to IP telephony is the foundation on which the wider benefits IP Call Partner are based. If you are already using an IP telephony system we can still help you to maximise the potential of your existing solution. Benefits of IP telephony include the following:

- **Flexible working:** People can be reached on a single number, regardless of location.
- **Convergence of data and voice:** a single infrastructure supported by one team, delivering the benefits of economies of scale.
- **Cost savings:** call cost reduction and an overall reduced operational expenditure.

A simple and more cost-effective model than traditional PBX, IP telephony is a reliable, secure, resilient and scalable solution – utilising open standard-based protocols.

Integrating communication streams with UNIFIED MESSAGING.

If you have a single unified inbox for email, voicemail and fax, there is only one port of call when picking up your messages. Fujitsu offers a simple solution to the increasingly complex world of communication, with messages from a disparate range of services stored in one centralized solution.

Unified Messaging is a welcome development. Traditionally, voicemail, email and fax have been completely separate services. With Unified Messaging, they are an integrated solution based on a single inbox and interface that can be accessed from a variety of devices.

The following benefits are associated with Unified Messaging:

- **Consolidated inbox:** users can find critical information at speed, regardless of the form it arrives in and irrespective of their location.
- **Reduced costs:** it leads to service consolidation which in turn reduces costs.
- **Efficient message retrieval:** email, voicemail and fax data are all in the same place, which means users do not need to check multiple devices for messages.
- **Reduced carbon footprint:** users can access messages wherever they are, reducing the necessity to travel simply to collect information.

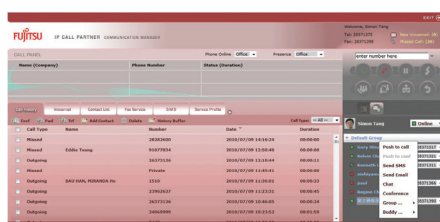
IP Call Partner

Unified Communications and Collaboration

A new way to COLLABORATE

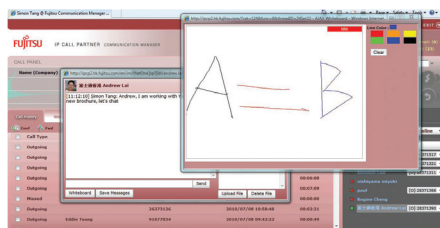
For some organisations, embracing unified communications and collaboration leads to a fundamental shift in the management and operational culture. Because of the new communication opportunities available, the traditional office-based model can be replaced by a more flexible culture of remote working. For this to work, we first need to find better ways to collaborate.

It is important to remember that UCC is about enabling businesses to work more effectively and efficiently. This is particularly important when we come to consider collaboration. Until recently, colleagues have only managed to collaborate effectively when they are physically together in a room. Even when this is possible, we often end up with several similar versions of the same document, using up valuable bandwidth and memory space and increasing the possibility that the latest amendments are missed.



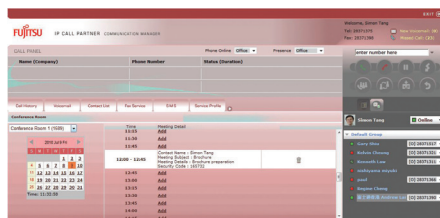
Fixed Mobile Convergence

The seamless integration of fixed-line and mobile telecommunications – providing both services with a single phone – is a valuable facet of the overall unified communication strategy. The basic idea is that one device can establish communication across wired and wireless networks, and seamlessly switch between the two.



Instant Messaging and File Sharing

The ability to communicate, collaborate and share information in real-time irrespective of location or device – is one of the most exciting aspects of IP Call Partner. Whether taking part in a web, voice or video conference, users can share files and collaborate as if they were physically together in the same room.



Conference

Conference features include a high capacity of up to eight parties per audio conference room, a user-friendly web interface and on-the-fly booking and advance booking with email reminders. It's highly secure too, with conference room ID being generated randomly, as are event passwords. These can also be assigned by users as the key for entering the conference room.

Before joining a conference, a voice guide will prompt users to record their name. A beep alert followed by their name will then be played when a member enters a conference in progress. At any time, any member in the conference is free to hang up the call to leave the audio conference without affecting the audio quality of those remaining.

Looking ahead

As our annual R&D investment of over US\$2 billion suggests, we believe passionately in continuous innovation and improvement. We enhance our IP Call Partner solution accordingly, allowing customers to benefit from the very latest ideas and technologies. In the future, for example, we expect organisations to offer 'concierge' services, with each employee receiving solutions tailored to their working needs.

Crucially, we see IP Call Partner as an essential component of a broader transformational programme. If you can communicate and collaborate in a more effective and efficient manner, we believe you will be in a strong position to achieve some of your most important long-term objectives.

FUJITSU FACTS

- Invests over US\$2 billion per annum on R&D.
- Employs approximately 170,000 employees worldwide.
- Operates sales and support functions in more than 70 countries.
- Ranks as the third largest IT services company in the world.



