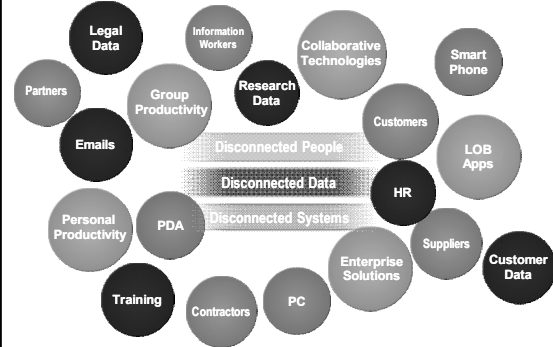


Real Time Communication in Enterprise

Ki Young Choi
Group Marketing Manager
Products & Planning
Microsoft Korea

The Collaboration Challenge



Workplace Tools Communications Difficulties

- Phone system unlinked to PC
- Not easy to share applications and data
- Lack of rich SW for meetings and conferences
- Lack of contextual routing of communications
- Lack of seamless operation between channels
- No single archive

Instant Messaging Market Development

- Although mature on the consumer side, the corporate instant messaging (IM) market is in its infancy and will experience rapid growth during the next five years. We expect more than 90% of Global 2000 knowledge workers to have IM capabilities by 2007.



Copyright ©2003 META Group Inc. CONTENT & COLLABORATION STRATEGIES and WEB & COLLABORATION STRATEGIES are published by META Group Inc., 208 Harbor Drive, P.O. Box 120061, Stamford, CT 06112-2001.
 Web: <http://www.metagroup.com>, Telephone: (203) 974-7000, Fax: (203) 974-8000.
 This publication may not be reproduced in any form or by any electronic or mechanical means, including information storage and retrieval systems, without prior written permission.
 All rights reserved. Reprints are available.

27 February 2003, 12:29

Business Impact

- Next-generation collaboration services, such as IM, can accelerate business cycles by reducing coordination costs endemic to most business processes

Figure 1 — IM Industry Growth for US Business (by Users)

	2002	2003	2004	2005	2006	2007
Total Seats	1.2M	2.0M	3.2M	5.0M	7.6M	9.5M
Paid Seats	5M	11M	21M	36M	66M	81M
Utility Seats	300K	3M	8M	20M	48M	69M

Source: META Group

Figure 2 — IM Industry Growth for US Business (in Revenue)

	2002	2003	2004	2005	2006	2007
Seat Revenue	\$20.0M	\$110.0M	\$210.0M	\$350.0M	\$560.0M	\$810.0M
Utility Revenue	\$2.4M	\$24.0M	\$64.0M	\$224.0M	\$504.0M	\$544.0M
Total Revenue	\$22.4M	\$134.0M	\$274.0M	\$554.0M	\$944.0M	\$1.3B

Revenue figures assume \$10/seat for IM and \$9/seat for IM Utilities

Source: META Group

What You Need to Know

- Gartner estimates that consumer instant messaging (IM) is in use in more than 50 percent of U.S. businesses and 30 percent of non-U.S. businesses, but that less than 1 percent of businesses are managing their IM environment

Gartner

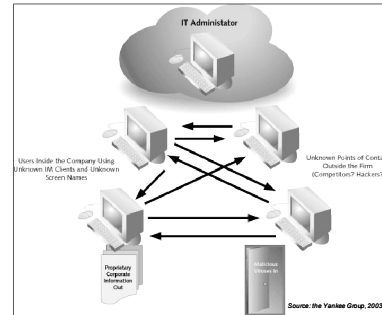
Entire contents © 2003 Gartner, Inc. All rights reserved. Reproduction of this publication in any form without prior written permission is forbidden. The information contained herein has been obtained from sources believed to be reliable. Gartner disclaims all warranties as to the accuracy, completeness or adequacy of such information. Gartner shall have no liability for errors, omissions or inadequacies in the information contained herein or for interpretations thereof. The reader assumes sole responsibility for the selection of this materials to achieve its intended results. The opinions expressed herein are subject to change without notice.

Tactical Guidelines

- Begin a structured assessment of the business and regulatory risks that the use of consumer IM poses to your enterprise
- Consider the use of an IM logging tool to assess how widely consumer IM is being used
- Decide whether to shut off consumer IM use, based on an objective risk assessment
- Assess those business functions that would most benefit from IM use
- Begin to develop baseline functional requirements for an enterprise IM system
- Develop a strategy for migrating from consumer IM to an enterprise IM system

ENTERPRISE IM SYSTEMS: THE PROBLEM: The information carrier shall have no liability for errors, omissions or inadequacies in the information contained herein or for its appropriateness or accuracy. The reader assumes sole responsibility for the selection of these materials to achieve its intended results. The opinions expressed herein are subject to change without notice.

The Problem with Unmanaged Enterprise IM Use



Instant Messaging Landscape

Pervasiveness of IM growing at record rates

- 200M world-wide IM users - 500M by 2006 (mostly consumers)
- Enterprise IM market on pace for \$1B in 4-5 years
- Enterprise IM grows from <5% to 70% over that period

Security & manageability issues top of mind for IT depts.

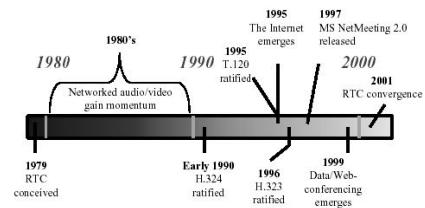
- 30% of information workers have at least one public IM client
- Public IM moves as clear text across the firewall
- Entry point for viruses and software conflicts
- Not integrated with your namespace or authentication

Delivered the right way, IM adds value & reduces IT pain

- Strategic response to security and manageability issues
- Standards based and extensible platform

RTC History

RTC Time Line



RTC Vision

- Bring "voice", "screen", "computation" together to improve:
 - How calls are initiated and received
 - How visual information and data are shared during the call
 - How calls are intelligently routed based on user context and preferences
 - How communications are archived, indexed, and browsed on-demand
- With seamless interoperation between communication channels
- With seamless interoperation with all other productivity tools
- The goal and challenge are to make such capability pervasive

Result: Improved Productivity

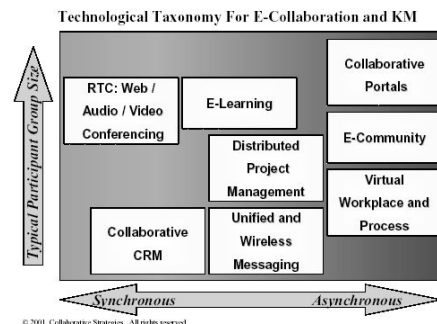
Top 4 Reasons: Why you might need IM & real-time communications within your enterprise

- If you find yourself sending emails with urgent questions ...only to see a response 4 days later...you might need IM and rtc
- If you find yourself receiving "urgent" mails w/ fancy red exclamation points tacked on...only to find out that they were support questions for Flight Simulator...you might need IM and rtc
- If you find yourself answering phone calls that you wish had gone thru to voicemail ...you might need IM and rtc
- If you find yourself calling a fellow employee with a query that needs immediate answering...only to be sent to voicemail 75% of the time ...you might need IM and rtc

IM and RTC

- **Instant messaging is a done deal**
 - Just instant messaging misses the point
- **Communications systems are about connecting people**
 - And then communicating
- **RTC implies that breakage**
 - Presence then...
 - Most often text, but often more

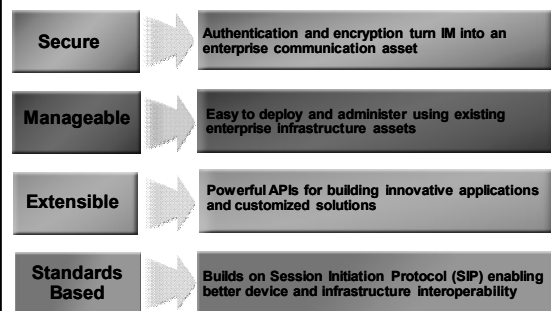
IM position in KM



Enterprise IM Done Right

- **Encryption of IM traffic**
- **Integration with enterprise directory**
 - Authenticated user search (GAL browsing)
- **Logging and Archiving of IM**
- **Easy to use and familiar client**
- **Server-side contact lists**
- **Multi-party IM**
- **Extending to voice, video, data collaboration**

Key Requirements



Richer Presence And IM Scenarios

- I know whether Steven is active on desktop, on telephone, at a meeting, so that I can adjust what communication channel I use to contact him
- Presence of people I am to meet today is automatically shown on Netbar; My team members have much richer access to my presence information than others
- I can monitor the presence of my colleagues at Accenture across the company firewalls and can initiate a screen-call with one click
- During a business plan review, both Bill and I have IM open on our Tablet PCs. We scribble IM ink-notes back and forth during the meeting
- At the end of our call, I send a record of our conversation and IM notes as an email to the MS sales rep for Ford
- I will take flight 366 to New York on 10/2. When I made reservation, flight was automatically added to my buddy list and I am notified of all delays

Many rich scenarios are yet to be reality / pervasive

Rich Presence and IM Challenges

- **Bridging islands of Instant Messaging systems**
- **Rich contextual presence with controlled sharing**
- **Lack of federated enterprise-to-enterprise IM**
- **Seamless integration with other communication channels**
- **Integration with all other i-Worker applications**
- **Primitive user interfaces**

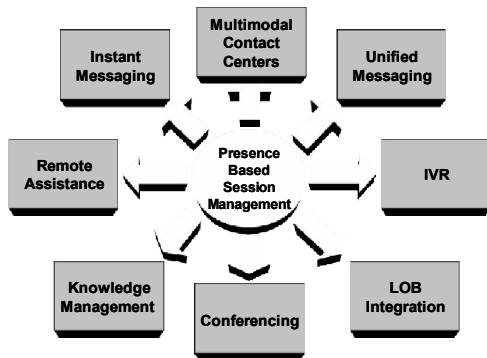
Tomorrow's Opportunities

- **Integration of experiences**
 - IM along with Presence is the killer app!
- **Definition of a standard infrastructure**
 - Presence enabled Session layer
 - With SIP and SIMPLE at the core
- **Creation of People-to-People web**
 - People first class "citizens" on the Net
 - Reachable through multiple device

Creation of People-to-People Web

- **Address users by their email name**
 - Regardless of their device and location
- **Proxy the user connectivity on smart devices or on a service**
 - PC, Tablets, PDA, smart phone
- **Seamless roaming across devices and networks**
 - not through phone number mapping...
 - But thanks to presence...

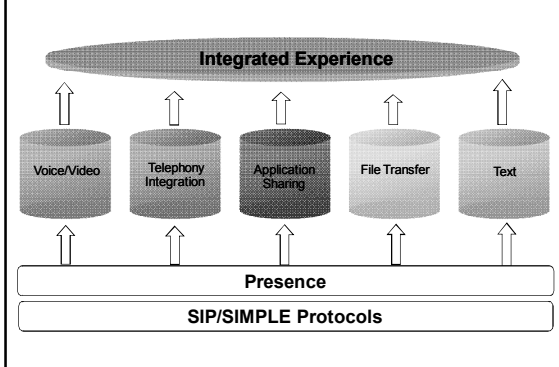
IM and presence applications



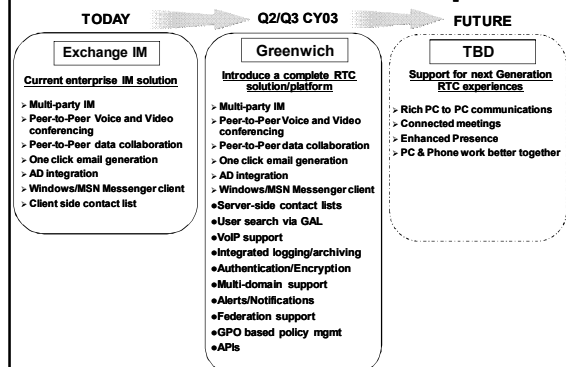
Enterprise Applications

- **Core value-add is adding presence to bring context to communications**
- **Applications are being built for both internal & external (CRM) solutions**
 - Building on the web services models and delivering compelling business value
- **Early adopter verticals**
 - Finance
 - Telecommunications
 - Healthcare

Bringing it together

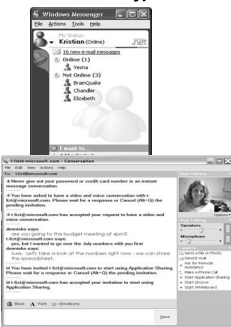


Microsoft RTC Roadmap



Microsoft IM Offerings

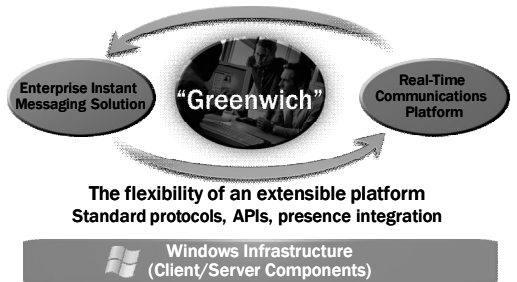
There are three types of Microsoft IM



- .NET Messenger Service**
 - Free consumer service
 - MSN Messenger client downloadable from Web
 - Web-based service using MSN Passport for authentication and identity control
 - Also available for Pocket PC and Microsoft TV
- Exchange 2000 Instant Messaging Service**
 - Enterprise IM service
 - Exchange specific MSN Messenger or Windows Messenger client downloadable from Exchange site
 - Exchange 2000 Server-based service using Active Directory for authentication and identity control
- Microsoft Greenwich**
 - Next generation Enterprise IM solution and real-time communications platform
 - Windows Messenger client
 - Based on industry standard SIP protocol
 - Windows Server-based solution using Active Directory for authentication and identity control
 - Additional encryption, authentication and integrating archiving/logging capabilities

What is "Greenwich"?

The advantages of a complete enterprise instant messaging solution
Encryption, authentication, logging/archiving



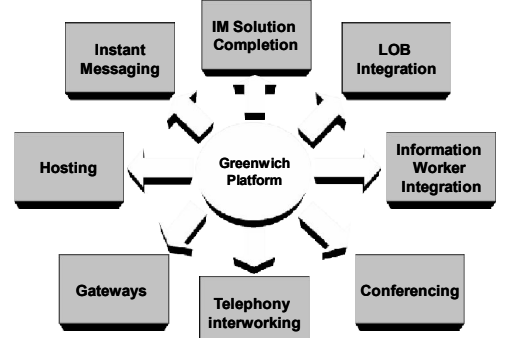
The flexibility of an extensible platform
Standard protocols, APIs, presence integration

Windows Infrastructure
(Client/Server Components)

Greenwich Features

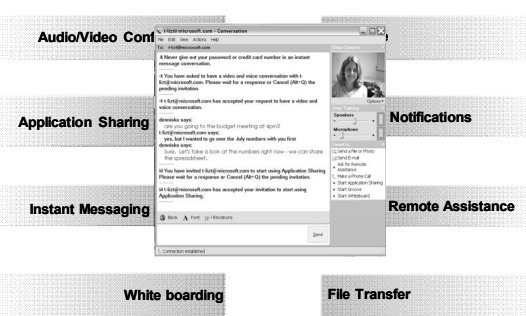
- Secure**
 - Cross-Forest authentication with Windows Server 2003
 - Transport Layer Security (TLS) connections
 - PC2PC - A/V Encryption - RTP/RTCP encryption
 - Kerberos and NTLM for client security levels
- Manageable**
 - Familiar Windows based management tools - WM/MMC/MOM
 - Manage users, servers, and global settings
 - Group Policy Object (GPO) for granular control of bandwidth usage, allowed session types, and auto-update
- Extensible**
 - SDK for Client and Server APIs enable the building of compelling apps and solutions - creating a broad ecosystem
 - Store, Registrar, and Presence agent server
 - Access to the SIP foundation (routing engine)
- Standards Based**
 - SIP provides a bridge from IM signaling to richer multimodal signaling: Universal addressing scheme-sip:denniska@microsoft.com
 - SIP is network and device agnostic
 - SIP as an integration protocol

Application Opportunities



Integrated User Experience

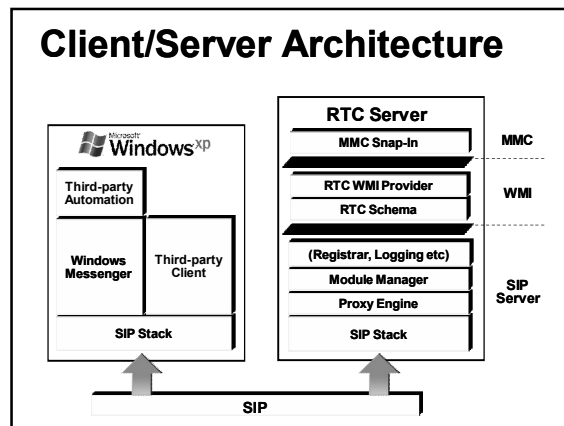
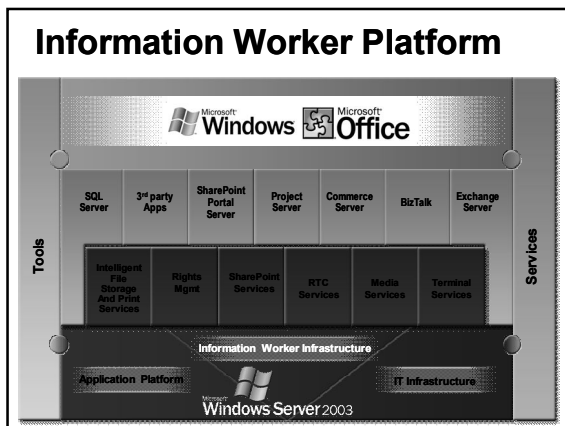
Single - Click Communication and Collaboration



- Audio/Video Com
- Application Sharing
- Instant Messaging
- White boarding
- File Transfer
- Notifications
- Remote Assistance

Windows .NET Server 2003 Integration

- Information Worker Infrastructure**
 - SharePoint Team Services (STS) for integrated collaboration experiences
- IT Infrastructure**
 - Higher availability and scalability
 - Security and Reliability
 - Consistent manageability & security framework
 - Trustbridge for B to B scenarios
- Application Platform**
 - Built-in standards: XML, SOAP, WSDL, UDDI
 - Write less code with .NET Framework
 - Easy Web service creation with ASP.NET



Q/A

© 2003 Microsoft Corporation. All rights reserved.
 This presentation is for informational purposes only. MICROSOFT MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS SUMMARY.