



Microsoft Teams with LG-Nortel for Unified Communications Voice Solutions

Overview

Country or Region: South Korea

Industry: Manufacturing—High tech and electronics

Partner Profile

LG-Nortel is a Seoul-based joint venture of LG Electronics and Nortel. It has 1,316 employees, 70 percent of whom are in R&D. Its customers include the world's leading telecommunications companies.

Business Situation

LG-Nortel is partnering with Microsoft to integrate its new IP-based phones with Microsoft® Office Communications Server 2007 and Office Communicator 2007 to market the collaborative solution to large enterprises.

Solution

LG-Nortel offers three IP-based devices. The IP8540 combines advanced voice performance with a people-centric design. The IP8501, with its USB jack, provides full connectivity and the comfort of a headset. The IP8502 uses a wireless headset that provides great flexibility for the mobile work force.

Benefits

- Improved collaboration
- Enhanced audio quality and reliability
- Plug-and-play capability
- Integrated solution

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Kyun-Young Hur, Microsoft Business Champion, LG-Nortel

LG-Nortel is a Seoul-based joint venture of LG Electronics, a leading Korean consumer electronics and mobile phone manufacturer, and Nortel, Canada's largest telecommunications company. Its carrier customers include the world's leading telecommunications providers, which supply their customers with simple-to-deploy telephony system solutions that are built with productivity applications already integrated. The development, engineering, marketing, and sales teams at LG-Nortel, a Microsoft® Gold Certified Partner, are working with counterpart teams at Microsoft to bring new, dynamic, unified communications devices to market. The two companies have collaborated on optimizing LG-Nortel IP-based telephones and headsets for use with Microsoft Office Communicator 2007 and conforming them to establish Microsoft unified communications specifications with virtually seamless integration.

Situation

Collaboration is a critical issue for companies to deal with. First, companies are experiencing hyperconnectivity challenges posed by a highly mobile and geographically dispersed work force that must work together more effectively than ever before. Apart from the mobility aspect, today's work force also has access to many communication devices—such as telephones, laptops, mobile phones, and smartphones—that often do not interoperate. This creates communication silos that increase the complexity of managing business communications. Finally, workers spend considerable time attempting to reach others for key business decisions, which creates productivity bottlenecks that directly affect business profit. Bringing a new way of communicating effectively will increase productivity and potentially reduce human latency in business processes. Unified communications brings an unprecedented level of collaboration.

To address this need, in November 2005, Korean consumer electronics manufacturer LG Electronics and Canadian telecommunications provider Nortel combined their respective expertise in handsets and back-end phone equipment to create a joint venture, LG-Nortel. The joint venture has 1,316 employees, 70 percent of whom are in research and development, and it has a long-term revenue target of more than US\$1 billion. Its enterprise customers—whether customers of the carriers or customers of LG-Nortel—need a telephony solution that combines voice and data into a single solution that is easy to deploy and integrates smoothly with widely used productivity applications.

LG-Nortel is a Microsoft® Gold Certified Partner and is providing development, engineering, marketing, and sales insight for both voice over IP (VoIP) and the Windows® Embedded CE 6.0 operating system. LG-

Nortel is creating handsets and headsets that integrate on a plug-and-play basis with Microsoft Office Communication Server 2007 and Microsoft Office Communicator 2007, which offer such capabilities as on-premise conferencing, group instant messaging, integration with Microsoft Office applications, and presence.

“As one of the highlighted VoIP terminal vendors, we have a great relationship with Microsoft,” said Jong-Dae An, Enterprise Sales Division VP for LG-Nortel. “Our parent company, Nortel, also has a strong relationship through the Innovative Communications Alliance, which is a joint effort to build up unified communications.”

Although many companies, including competitors to LG-Nortel, are offering unified communications solutions, users may not get fully integrated and seamless benefits. Because Office Communications Server 2007 brings greater efficiency and productivity to users, especially through its integration with Microsoft unified communications, LG-Nortel is able to offer its customers a complete solution that already has been tested to ensure interoperability.

The company's research and testing efforts are extensive. Labs at the LG-Nortel Anyang City facility near Seoul, South Korea, connect to Nortel R&D labs in Dallas, Texas, and a Canadian-based facility in Ottawa to test Office Communications Server 2007 software and devices. “We are transferring internal R&D employees who are either Microsoft Certified Engineers or have a higher level of engineering knowledge about the Microsoft platform to work on Microsoft unified communication solutions development,” An said. “We plan to hire more validation engineers for interoperability tests with Office Communications Server 2007 and Office Communicator 2007, as well as invest in

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more marketing personnel to ensure success for this effort.”

According to An, the company’s customer base includes some of the world’s largest telecommunications companies, including AT&T, British Telecom, France Telecom, Telecom Italia, Telekom South Africa, Telefonica (Spain), and Telstra (Australia). These companies see the transition taking place from traditional telephone systems to consolidated VoIP networks, and need to have products and services they can sell to their enterprise customers. He believes that the LG-Nortel partnership with Microsoft will give them a solution from familiar companies that will open the door to approach their customers. LG-Nortel will also target large enterprises, including Fortune 500 companies, with the help of its parent company Nortel, and other large and midsize enterprises through Microsoft channel partners. “LG-Nortel has a great advantage in terms of sales because Nortel is one of the leading providers of large enterprise communications solutions and already has a huge installed base. Also Microsoft already has enormous installations of Microsoft Office Live Communications Server and Exchange Server around the world.”

“We have a huge installed base and we see a lot of volume and opportunities in the market with this collaboration among LG-Nortel, Nortel, and Microsoft,” said An. “We will drive into the market in different ways and become a leading company in the Microsoft unified communication voice solution space.”

Solution

LG-Nortel is currently offering two unified communications for use with the Office Communications Server 2007 and Office Communicator 2007. The first, the LG-Nortel IP Phone 8540, is an intelligent IP phone designed to get the most out of Microsoft unified communication solutions. This high-

end device includes Microsoft Office Communicator Phone Edition and incorporates a 5.7-inch color display and a fingerprint reader for biometrics-based security. Thanks to its integration with Microsoft Office Outlook® messaging and collaboration client, Office Communications Server 2007, and Active Directory® service, it can display corporate contact lists from corporate directories, and scheduling information from Outlook. Users also benefit from the display of presence information, which helps them eliminate time wasted in “phone tag.” With its touch-sensitive screen, users can contact colleagues simply through the innovative dial-by-name feature wideband codec, and Microsoft RTAudio gives crystal-clear High Definition (HD) sound to the users.

The LG-Nortel USB Phone 8501 is a simple, powerful solution for Office Communicator 2007 users. It connects to the computer USB port with plug-and-play simplicity, requiring no setup or driver download. It is fully integrated with Office Communicator 2007 and incorporates the Microsoft RTAudio codec to ensure clear HD voice communications as offered with the LG-Nortel IP Phone 8540.

The LG-Nortel Wireless Headset 8502 is a Bluetooth® device that is also plug-and-play and uses the wideband codec for enhanced audio which means it’s one of the few products in the marketplace to support wideband codec with Bluetooth technologies. It is designed for mobile workers and frequent travelers. It offers six hours of talk time and five days of standby time, and with a use range of up to 32 feet (10 meters) from USB dongle. It is compatible with the IP8540 and Office Communicator 2007.

The LG-Nortel USB Phone 8501 and the IP 8502 voice devices are especially valuable for mobile workers and “road warriors.” Kyun-Young Hur, Microsoft Business Champion for LG-Nortel, says, “As long as users are connected to the Internet, they can make

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phone calls anywhere, whether they are in the office, at a hotel, or even at the beach. Wherever you are, it's your office.”

LG-Nortel intends to offer three or more products by the end of 2008 and enhanced versions of these products in 2009. The LG-Nortel devices have undergone extensive testing as part of the Microsoft unified communications qualification program. The program's requirements ensure that the products work together well, so that customers can choose from a wide range of voice devices that integrate smoothly with the Office Communicator 2007 application.

Benefits

The combined effort of LG-Nortel and Microsoft to ensure the integration of their voice devices and collaboration software enhances the ability of enterprise employees in a variety of ways. Companies can now deploy unified communications technology to improve employees' ability to collaborate, using devices with enhanced reliability and plug-and-play capability.

Improved Collaboration

The LG-Nortel IP Phone 8500 series enables the user to have contacts displayed with clear, concise presence icons indicating contact status and whether a coworker is at a desk or working remotely. Colleagues can eliminate unnecessary attempts to reach one another, and they can access the information they need, when they need it. With Office Communicator 2007 combined with dial-by-name features on the IP8540, users can simply touch the colleague's name and determine the colleague's availability for communication, whether by phone, e-mail, or instant messaging. LG-Nortel is reshaping the way communications are done.

Enhanced Audio Quality and Reliability

Microsoft has developed a wideband audio codec that enhances the voice quality of IP

phone devices, and LG-Nortel has incorporated this capability into its products. “The sound differentiation with the LG-Nortel IP Phone 8540 and the LG-Nortel USB Phone 8501 is great,” says Hur, adding that the LG-Nortel devices are among the first to support wideband audio with Bluetooth technology.

Plug-and-Play Capability

Because of the extensive interoperability testing that LG-Nortel has conducted, its voice devices integrate smoothly with Office Communications Server 2007. The devices are also plug-and-play, so it is easy to set them up without the need to download drivers. “With most of the IP phones and PBX systems out there, you need to go through a complex configuration process,” adds Hur. “The LG-Nortel IP Phone 8540 will talk to Office Communications Server 2007 directly through the broadband connection, so as soon as you take it out of the box all you need to do is plug it in. Like magic, it knows who you are and what your phone number is.”

This means that customers should experience smoother deployments of this new technology. The LG-Nortel USB Phone 8501 and LG-Nortel Wireless Headset 8502 are also plug-and-play. Simply plug it into the USB port of your PC and it recognizes the devices automatically. No driver installation or installation wizard software is required.

Integrated Solution

On their own, VoIP-based networks cannot drive user acceptance. It is only through the deployment of software applications—especially those with which users are already familiar—that unified communications will have a real impact on the way that companies communicate. Frequently, when IT departments purchase hardware and software from separate vendors, they must spend time integrating and testing the products to ensure that they function well together. Because of the collaboration

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For more information about LG-Nortel products and services, visit the Web site at: www.lg-nortel.com

between Microsoft and LG-Nortel, this time-consuming step is eliminated. IT departments can deploy the devices easily and employees can start benefiting from the devices almost immediately.

According to the research firm Dell'Oro Group, more than 80 percent of enterprises will deploy a unified communications solution by 2010. LG-Nortel believes that the Microsoft contributions to this software segment will significantly drive that growth. "Unified communications has been around for a long time, but Microsoft will have an impact that no one else can have," says Hur. "No one else can unify applications and platforms as well as it can."

Unified Communications

Unified communications bridge the gap between telephony and computing to deliver real-time messaging, voice, and conferencing to the desktop environment. For more information, go to:

www.microsoft.com/uc

Software and Services

- Microsoft Office
 - Microsoft Office Communications Server 2007
 - Microsoft Office Communicator 2007

Hardware

- LG-Nortel IP Phone 8540
- LG-Nortel Wireless Headset 8502
- LG-Nortel USB Phone 8501