Unlimited

Best in class converged communications for the medium to large enterprise

HiPath 4000

SIEMENS

Business issues

Issues surrounding business goals for revenues and costs, asset and employee efficiencies remain the same over time. Resolving these issues by addressing the problems that result from them helps enterprises meet their business goals. Major issues are:

- Business agility
- Tightened spending due to tough economic times
- Highly distributed organizations
- Workforce mobility
- Emerging "Green" mandates

Business problems

In tough economic time enterprises have to make the best use of their investments in communications infrastructure not only to deal with the existing issues, but also to deal with the issues that may result from transition to better economic times in the future. This starts with understanding the highest business objectives and focusing on the problems and challenges faced in addressing them. Some of these business problems include:
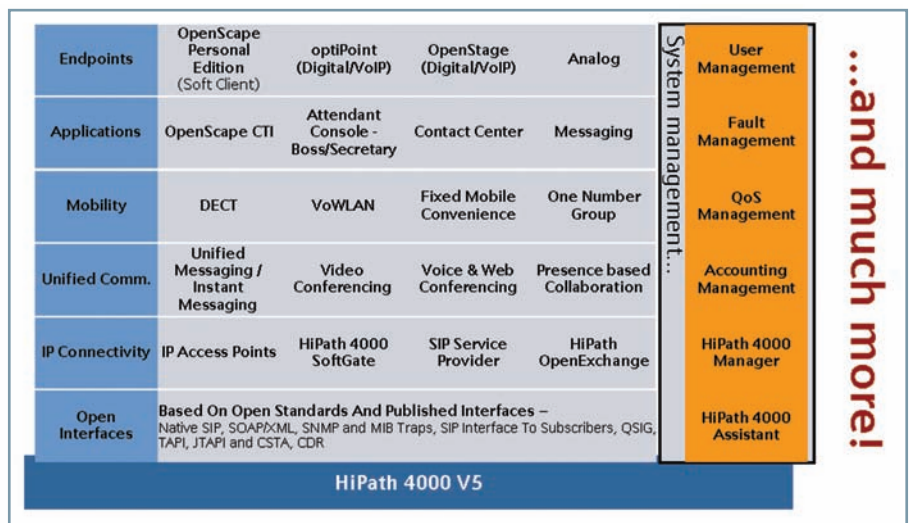
- Speed of business decision making
- Operating costs
- CO_2 footprint
- Siloed operation
- Any-time, anywhere communication

The solution

The HiPath 4000 is a proven converged communication solution providing business process and workflow integration, strong survivability, security, performance and cost effective communications choices for the business.

As a powerful communications solution it offers a rich set of endpoints, business applications, mobility choices, unified communications, edge solutions and standards based integration and interoperability with business critical applications and systems.

It ties this capability together with its rich and powerful set of system management applications that are easy to use and provide comprehensive administrative capability to system administrators. Coupled with a strong global presence and availability of Siemens' OpenScale Services it allows enterprises to maintain business continuity and to focus on their strengths.

HiPath 4000 - Cost Effective Choices

Now HiPath 4000 introduces a new and inexpensive software based branch solution, and a modular package of UC features, part of OpenScape Xpressions V6, as a simple to deploy unified communications solution. With these strengths it is an ideal communications platform for new customers, or existing customers who are looking for an OpenPath to implement their communications strategy at their own pace.

It has sold over 15 million ports to medium and large sized companies in 80 countries and continues to enjoy market's confidence and selections as a communications solution of choice by global Fortune 500 companies. It also continues to receive great reviews and industry accolades and recently won the Internet Telephony's Excellence Award in 2008 and the **Unified Communications Magazine's Unified Communications Excellence Award 2008**.

HiPath 4000 helps solve the business problems as follows:

- **Adopting UC for optimal effect through common communications and collaboration tools** – Integrated with a unified communications solution via the OpenScape Xpressions helps enterprises to speed up decision making and streamline workflow for creating better revenue opportunities and harvesting better business results.
- **Reliable, rich and flexible communications reduces operating costs** – The HiPath 4000 reduces operating expenses and costs through its rich and cost effective choices of communications solutions.
- **Software and 'greener' IT telephony reduce CO2 footprint** – Open Communications, software based communications – HiPath 4000 SoftGate, a software based branch solution, and OpenStage phones significantly lower energy use and CO2 footprint.
- **Standards based interoperability, integration and migration eliminate siloed operation** – The HiPath 4000 is a proven solution with open interfaces and allows a business to choose the most 'value adding' solutions to meet core business demands and eliminate siloed operations.
- **Unified communications and Fixed Mobile Convenience (FMC) facilitates any-time, anywhere communication – UC tools coupled with** FMC technology helps enterprises reduce costs of employee collaboration, improves employee effectiveness and even helps reduce the CO2 footprint of an enterprise.

Business impact

HiPath 4000 helps enterprise customers solve business problems by turning them into opportunities. The end includes measurable results including:

- Uninterrupted operation, speedier decision making through UC tools and flexibility of the OpenPath
- Reduce OPEX up to 45% with cost effective choices
- More agile and cohesive operation with process and workflow integration
- Better and cost effective employee collaboration with anytime, any where communications
- Investment protection through integration, interoperability and easy to migrate options
- Enhanced "green" credentials with software based branch solutions and power efficient endpoints

Who can benefit

Medium to large sized enterprises looking to move to a future proof IP communications system, protect existing investments and lower TCO should consider a HiPath 4000 solution. Specific customer management roles can benefit as follows:

- **Communications Manager** – benefits from easy deployment and centralized administration for lower cost and complexity, as well as heightened responsiveness to customer needs through a rich set of features and communications tools
- **CIO / CTO** – benefits from open interfaces for interoperability with 3rd party systems, improved continuity of business communications and the ability to migrate at their own pace with Siemens' OpenPath
- **CEO / CFO** – benefits from immediately reduced operational costs, lower TCO and investment protection on existing infrastructure.

Conclusion

HiPath 4000 is a proven solution with a long track record of resolving real customer problems to reduce the cost and complexity of enterprise communications. Businesses can now deploy software based IP technology in the branch office and unified communications in the enterprise to experience all the benefits.

HiPath 4000 boasts open interfaces, strong survivability, mobility support, flexible licensing and a clear future roadmap. All this combined with Siemens' OpenPath approach to protecting customers' existing investments, makes HiPath 4000 a best in class solution.

The result includes business agility, investment protection, cost reduction, productivity improvements and compliance with emerging mandates for reducing CO2 footprint.

Siemens Enterprise Communications is a premier provider of end-to-end enterprise communications solutions that use open, standards-based architectures to unify communications and business applications for a seamless collaboration experience. This award-winning "Open Communications" approach enables organizations to improve productivity and reduce costs through easy-to-deploy solutions that work within existing IT environments, delivering operational efficiencies. It is the foundation for the company's OpenPath commitment that enables customers to mitigate risk and cost-effectively adopt unified communications. This promise is underwritten through our OpenScale service portfolio, which includes international, managed and outsource capability. Siemens Enterprise Communications is owned by a joint venture of The Gores Group and Siemens AG. The joint venture also encompasses Enterasys Networks, which provides network infrastructure and security systems, delivering a perfect basis for joint communications solutions.

For more information about Siemens Enterprise Communications or Enterasys, please visit www.siemens-enterprise.com/open or www.enterasys.com

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Communication for the open minded

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