



Service Brief

Telepresence — Business benefits and sustainable environment

Challenges

In today's world, businesses need to act quickly, without the burdens or delays of international travel.

Businesses must take action to reduce carbon emissions, a problem that is growing exponentially. Studies have estimated twice as many air travel passengers in 20 years. Businesses need to act to reduce their impact, and save the environment.

Technology has become increasingly sophisticated and complex, rather than facilitating collaboration. It is vital that a company's communications are simple, measurable and effective.

Telepresence solution

Nortel Telepresence is a complete solution focused on end-user satisfaction, and tailored to your needs. Nortel Telepresence offers pre-packaged or fully turnkey services including proactive monitoring, conference setup and real-time support.

Nortel has partnered with industry leaders to provide the best-in-class Telepresence solutions. Nortel now delivers Telepresence, enterprise video conferencing, globally to provide a more efficient, effective and productive environment for collaboration among geographically dispersed employees, customers and suppliers.

Business benefits of Telepresence

Increase pace of business

Nortel Telepresence enables business transformation by connecting employees, customers and partners real-time, with a unique 'face-to-face' experience that enables strengthened relationships, building trust and increasing speed to market. Businesses no longer have to experience the lag of cancelled flights and the other hazards of travel.

Reduce cost of travel and increase productivity

Nortel Telepresence provides an increased return on 'hard' and 'soft' dollars by creating savings on travel budgets, as well as improving the work/life balance of business travelers. Your company will regain productivity, time spent in transit, and be able utilize it for greater business opportunities.

Did you know?

"According to *Trees for the Future*, a program aimed at offsetting travel-related emissions, a jet emits approximately one pound of carbon dioxide per passenger mile. That means 3.2 million acres of trees would need to be planted every year to offset the emissions caused by the 240 billion miles National Business Travelers Association claims are racked up by U.S. business travelers annually".

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Nortel Green solution

Nortel Telepresence provides environmentally conscientious leaders solutions that improve their profitability while reducing carbon emissions. These environmentally friendly business technologies impacts include reduced energy.



Lead environmental sustainability and reduce carbon emission

Business travel contributes to emissions to the atmosphere that adversely affect local air quality. Telepresence helps reduce environmental effects caused by business travel.

Easier and faster collaboration

Increase efficiency and effectiveness with virtual, but intimate, ‘face-to-face’ meeting. Our immersive Telepresence solution reduces the need to travel while making in-depth discussions and collaboration much easier, faster and convenient. Creative and problem-solving processes can improve fundamentally by taking the travel-factors cost and time out of the equation.

Nortel leverages its international leadership in network evolution to ensure successful Telepresence implementation and services within the customers’ network around the world.

To learn how to transform your business with the true power of Telepresence, contact your Nortel account representative or visit us at <http://nortel.com/mms>.

Feature Reduce people traveling	Benefit
“Immersive” experience	The experience features life-sized participants, the ability to make eye contact, and superb image and sound quality. Telepresence creates the feeling that the remote participants are in the same room.
Transparent technology and seamless display	The technology shows meeting participants in true-to-life dimensions with no hard edges at the front of the room. It eliminates distractions by removing cameras, microphones, and other technology from the user’s view.
Interoperability	Telepresence enables communication with all open standards-based video conferencing products, including both HD and traditional format. It is not brand dependent.
Multipoint conferences	You have the ability to connect with several sites at the same time.
Best-in-class service (24x7 problem management, proactive testing, monitoring, etc)	Telepresence allows participants to focus on the meeting and not spend time solving technology issues.
Metrics Reports (usage, utilization, billing, etc.)	You can evaluate performance and effectiveness to achieve higher ROI.
Consultancy	Telepresence assures performance (evaluate network parameters, performance and bridging requirements to run service on internal WAN).

Your company can drive competitive differentiation while being environmental friendly. Through improving environmental sustainability and reducing your carbon footprint you will also reduce cost, improve responsiveness and employee satisfaction, as well as increase your speed to market. Nortel can help your company ‘go green’!

Nortel is a recognized leader in delivering communications capabilities that make the promise of Business Made Simple a reality for our customers. Our next-generation technologies, for both service provider and enterprise networks, support multimedia and business-critical applications. Nortel’s technologies are designed to help eliminate today’s barriers to efficiency, speed and performance by simplifying networks and connecting people to the information they need, when they need it. Nortel does business in more than 150 countries around the world. For more information, visit Nortel on the Web at www.nortel.com. For the latest Nortel news, visit www.nortel.com/news.

For more information, contact your Nortel representative, or call 1-800-4 NORTEL or 1-800-466-7835 from anywhere in North America.

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