

# Open Communications

## Open Communications China Roadshow, 2007

Friday Afternoon, November 16, 2007

Grand Ballroom, 7th Floor, Wanda Sofitel Hotel, Beijing

Tower C, Wanda Plaza, 93 Jianguo Road, Chaoyang District, Beijing

Register now :

 800 820 0656 or +86 21 61013602

 [marketing.sbcs@siemens.com](mailto:marketing.sbcs@siemens.com)

Code: SE-BJ

## Invitation

[www.siemens.com.cn/open](http://www.siemens.com.cn/open)

**SIEMENS**

# Open Communications

Information technology has enabled you to make huge leaps in the way you do business. Yet more and more organizations are finding that the proliferation of communications devices, solutions and applications, controlled via all-too-human middleware, is seriously hindering their ability to bring people together to collaborate, innovate and make decisions. Unifying all of these point solutions into a single, Open Communications environment unlocks the potential of your greatest asset - your people - by enabling them to communicate and collaborate more effectively with their colleagues, partners and your customers. If that's the challenge you're facing, then Siemens Enterprise Communications is here to help.

We are the leading provider of Open Communications. We have an award-winning portfolio of solutions and services that build towards our LifeWorks vision by embedding advanced unified communications seamlessly into your existing infrastructure. Our products, applications and services are designed to make your organization more productive, helping you to increase efficiency and become more competitive in your market - simply by embracing new technology.

## Keynote Speeches

Keynote speeches from world-class speakers include an outlook on the Chinese market, trends and directions towards Enterprise 2.0, sound communications strategy advices and choices to make the elegant and logical transition path towards Unified Communications.

13:00	13:30	13:40 - 13:50	13:50 - 14:20	14:20 - 14:50	14:50 - 15:20
Registration	Opening	Opening Address	China Market Outlook - Journey Towards Enterprise 2.0	Open Communications - Your Communications Strategy Beyond Enterprise 2.0	Open Communications - Maximizing Business Value via Open Communications
		Roland Bernshaus CEO & President SBCS*	Wilson Wan Deputy General Manager IDC China	Mark Straton Senior Vice President, Enterprise Systems Marketing Siemens Communications, Inc.	Eve Aretakis CEO Siemens Communications Inc.

\*Siemens Business Communication Systems Ltd. (SBCS)

# OpenPath

With Siemens, enterprises have choices to make the elegant and logical transition path towards unified communications environment which is open, flexible, human-centric and business-focussed and designed to support business strategy and the ever-changing communications needs of an enterprise. Siemens OpenPath offers three paths for all of our customers to start their journey from a different starting point: Optimize, Enhance and Transform. Each path includes a combination of Business Process, Financial and Technology elements that make transition effective and straightforward without adversely affecting the organizations ability to operate.

## Open Communications Conference

Information on advanced Unified Communications, Collaborations, Mobility and Business Communications Software will be provided in this conference. In addition, Siemens will take you on a journey to show how you can transform your business communications effectively from your current position. Join us on this Open Communications Conference which consists of keynote speeches, breakout seminars to choose from and live demonstrations of the latest solutions. **Register now as there are only limited seats available.**

## Track 1

### Siemens Customers

If you are already a Siemens customer, this is the track for you. You will get the latest information about our innovative IP Communications Infrastructures and Open Solutions. Details on our HiPath 4000 V4.0 with enhanced features, HiPath 4000 Assistant in Chinese (GUI) and tips on how to optimize, enhance and transform your business communications will be provided to our valuable customers.

15:45 - 16:15	16:15 - 16:45	16:45 - 17:15
<b>Innovative IP Communications</b>	<b>Enterprise Open Applications</b>	<b>End to End Implementation &amp; Competencies</b>
<ul style="list-style-type: none"> <li>Siemens communications infrastructures</li> <li>HiPath 4000 V4.0</li> <li>Customer's migration plan</li> </ul>	<ul style="list-style-type: none"> <li>Collaborations</li> <li>Contact Centers</li> <li>Enterprise Mobility</li> <li>Industry Solutions</li> </ul>	<ul style="list-style-type: none"> <li>Lifecycle Services</li> <li>Managed Services</li> <li>Professional Services</li> <li>HiPath 4000 Passport Program</li> <li>Olympic Ready</li> </ul>
Stephan Schaade Senior Vice President SEN*	Thomas Schneider Director GTM Strategy & Business Development SEN*	Jeffery Lv Service Sales Manager SBCS*

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New OpenStage 80 SIP Phone

# Winning Awards

<p>InfoWorld <b>Technology of the Year Award 2006</b> Best IP PBX</p>	<p>TeleTalk Award <b>Best of CeBIT 2007</b></p>	<p>Internet Telephony Magazine <b>Product of the Year 2006</b></p>	<p>iF product design award 2007 For OpenStage</p>
<p>Frost &amp; Sullivan <b>Market Leadership Award 2006</b></p>	<p>Communication Solutions 2006 Product of the Year HiPath 8000 OpenScape Managed Services for Wireless HiPath Wireless Manager</p>		

## Track 2

### Enterprises

If you are interested in Siemens' advanced communications solutions but are not yet a Siemens customer, this is the place to be. Experts will give you interesting insights into Siemens' portfolio and lead you to an open architecture that promises migration towards Unified Communications, which is more flexible, agile and bringing more value to your business.

15:45 - 16:15	16:15 - 16:45	16:45 - 17:15
<p><b>The Value of Open Standards and Architectures - more flexibility and agility for your business</b></p> <ul style="list-style-type: none"> <li>The Power of Open Standards</li> </ul> <p>Thomas Wiemers Vice President Strategic Marketing Siemens Enterprise Communications GmbH &amp; Co. KG</p>	<p><b>The Value of Running Communications as an user-oriented service - ready for growing your business</b></p> <ul style="list-style-type: none"> <li>The Value of SEN Portfolio and Offerings</li> <li>The Value of Mobility &amp; Video</li> <li>The Value of Communications as a Service</li> </ul> <p>Mark Straton Senior Vice President, Enterprise Systems Marketing Siemens Communications, Inc.</p>	<p><b>The Value of SBSCS - The one-stop shop for advanced communications solutions and services for your business</b></p> <p>Michel Feijen Product Marketing Director SBSCS*</p>

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## Track 3

### Channel Partners

Through the Siemens Enterprise Partner Program and its unique partner ecosystem, we offer our partners an environment that ensures active and successful collaboration. By working together, we are able to offer customers a rich, varied and constantly expanding portfolio of innovative technologies and services. This track will provide the latest updates on technology and partner program, and will make your relationship with Siemens even more successful.

15:45 - 16:15	16:15 - 16:45	16:45 - 17:15
<p><b>Portfolio of Innovative Technology and Services for the SMEs</b></p> <ul style="list-style-type: none"> <li>SEN Portfolio &amp; Offerings for SMEs</li> <li>What can Partner Sell?</li> </ul> <p>Thomas Stoecker Project Manager Strategic Development SEN*</p>	<p><b>Prosperity through selling Siemens Mobility Solution</b></p> <ul style="list-style-type: none"> <li>Wireless Market Outlook</li> <li>HiPath Wireless</li> <li>Sales Strategy</li> </ul> <p>Zhang Huan Director IP/Data SBSCS*</p>	<p><b>Siemens Enterprise Partner Program (SEPP)</b></p> <ul style="list-style-type: none"> <li>SEPP Program At-a-Glance</li> <li>Mutual Benefits</li> </ul> <p>Edward Yu Indirect Sales Director SBSCS*</p>

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# Experts

## Keynote Speakers

### Mr. Roland Bernshaus

CEO & President  
Siemens Business Communication Systems Ltd.



Mr. Roland Bernshaus has the responsibility of managing Siemens Business Communication Systems Ltd. (SBCS) in China. As the President and CEO, he leads the company of more than 400 employees to focus on customers' profitability, by providing advanced business communication solutions and better quality of services. Today, SBCS has become one of the world's leading vendors of Open Communications solutions for enterprises of all sizes.

### Mr. Wilson Wan

Deputy General Manager  
IDC China



Mr. Wilson Wan is the Deputy General Manager and Business Development Director of International Data Corporation (IDC) China. In this position, Mr. Wan is responsible for managing projects covering the full spectrum of IDC research, developing new business and directing all external marketing conducted in the PRC. Mr. Wan is focused on the research and analysis in the following research areas: Networking and Communications, Internet and e-commerce, as well as software and IT services. Wilson is a dynamic public speaker and a well recognized industry expert.

### Mr. Mark Straton

Senior Vice President  
Enterprise Systems Marketing, Siemens Communications, Inc.



Mr. Mark Straton is Senior Vice President of Enterprise Systems Marketing at Siemens Communications, Inc. He has worldwide responsibility for determining the direction of marketing and strategy for the company's global alliance, indirect channel and product marketing activities. Mr. Straton's mandate is to position Siemens as the global leader in Open Communications solutions. Joining Siemens in 1984, he has held a wide range of management positions and can be counted among the principal architects of Siemens LifeWorks vision and the OpenScape solution. Mr. Straton was recently selected as one of the Top 100 Voices of IP Communications by the editorial team at INTERNET TELEPHONY magazine.

### Ms. Eve Aretakis

CEO & President of the Global Large IP Communications  
Siemens Communications, Inc.



Ms. Eve Aretakis currently holds dual strategic roles for Siemens. The first is the CEO of Siemens Communications, Inc., with responsibility for running all business operations of Siemens Enterprise Communications in the United States. She also holds the position of President of the Global Large IP Siemens Enterprise Communications and Applications organization. In this capacity, Aretakis has worldwide responsibility for the development, marketing and support of Next Generation Network products, including the HiPath 8000 softswitch, the HiPath family of enterprise gateway products, network management, and applications for the enterprise market. The applications area is focused on Unified Communications and Contact Center solutions.

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## Breakout Track Speakers

### Mr. Stephan Schaade

Senior Vice President, Head of Business Unit "Large Enterprise Converged"  
Siemens Enterprise Communications GmbH & Co. KG

Mr. Stephan Schaade is Senior Vice President of the business unit "Large Enterprise Converged" at Siemens Enterprise Communications GmbH & Co. KG. He began his career with Siemens in 1994 and has worked in several positions such as the head of product management of HiPath 4000 and the head of product definition of HiPath 4000. With wide experience in training and e-learning, he is a featured speaker focusing on large enterprise converged.

### Mr. Thomas Schneider

Director GTM Strategy & Business Development  
Siemens Enterprise Communications GmbH & Co. KG

Mr. Thomas Schneider is the Director of GTM strategy & business development at Siemens Enterprise Communications GmbH & Co. KG. His responsibility is covering the global Go-To-Market Strategy for Unified Communications. Working with Siemens since 1984, Mr. Schneider has contributed to the main steps through telecommunication and its consolidation into common ITC markets.

### Mr. Jeffery Lv

Service Sales Manager  
Siemens Business Communication Systems Ltd.

Mr. Jeffery Lv is the Service Sales Manager in Siemens Business Communication Systems Ltd. With more than 10 years of service sales experience in IT & Telecom area, his main responsibility is to deliver superior services to customers and help them manage business communications operations effectively.

### Mr. Thomas Wiemers

Vice President Strategic Marketing  
Siemens Enterprise Communications GmbH & Co. KG

Dr. Thomas Wiemers is the Vice President of Strategic Marketing in Siemens Communications Enterprise Systems based in Munich. He is well-known for his strategic marketing and visionary thinking. He is a Visiting Professor at Bauhaus-University Weimar and one of his popular subjects is "High Tech Marketing".

### Mr. Michel Feijen

Director of Product Marketing  
Siemens Business Communication Systems Ltd.

Mr. Michel Feijen has vast experience in product and project management in Enterprise Communications solutions. His sound technical knowledge and project management for many large enterprises in Asia has made him a reputable consultant and he fully understands what it takes to make a communication solution work in Asian environment.

### Mr. Thomas Stoecker

Project Manager, Strategy Development  
Siemens Enterprise Communications GmbH & Co. KG

Mr. Thomas Stoecker is the Project Manager for strategy development working at SEN Group Strategy. Previously, he was a Project Manager for Portfolio Management and Primary Market Research at Communications/ Mobile Phones in Siemens AG. Over the past 8 years he gained a broad experience in telecommunication industry covering both perspectives, end-customer business as well as business to business.

### Mr. Zhang Huan

IP/Data Director  
Siemens Business Communication Systems Ltd.

Mr. Zhang Huan is the Director of IP/Data Division in Siemens Business Communication Systems Ltd. He used to work for Cisco and now his main job responsibility in SBCS is to manage Data Communication business including the Enterprise Mobility solution and information technology system integration in China.

### Mr. Edward Yu

Indirect Sales Director  
Siemens Business Communication Systems Ltd.

Mr. Edward Yu has the responsibility of managing indirect channel sales business in Siemens Business Communication Systems Ltd. With more than 10 years experience in distribution business and previously in HP, he has successfully led the SBCS channel business to a quick growth path.