

Building the Next-Generation Workplace: *Cisco's Smart Workplace Journey*



Chris Palermo
Global Specialist
Collaboration Devices CoE
Cisco Systems



chris_palermo

 Top Workplace Design Voice



REMEMBER

Turn your computer off
before midnight on

12/31/99.



Generational Technology Disruptors



1880s-1920s

**Electrification +
Industrial Power**



1950s-1970s

**Mainframes +
Early Computing**



1980s

**Personal
Computing**



1990s-2000s

**Internet +
Y2K**



2020s-now

**AI +
Hybrid Work**



Cisco's Workplace Journey



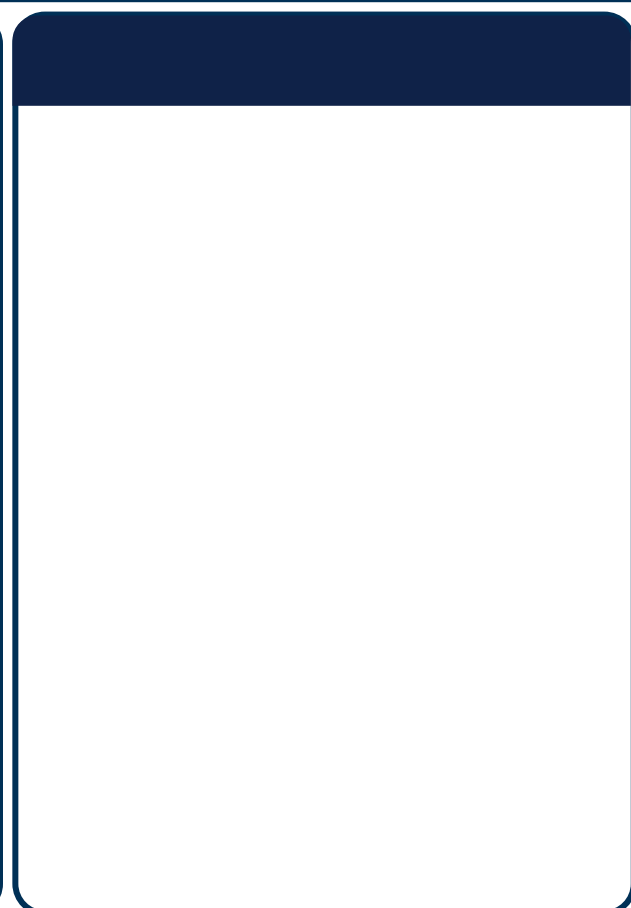
DEMOGRAPHICS

319 OFFICES

81 COUNTRIES

83k EMPLOYEES

\$1B ANNUAL REAL ESTATE SPEND





Cisco's Workplace Journey



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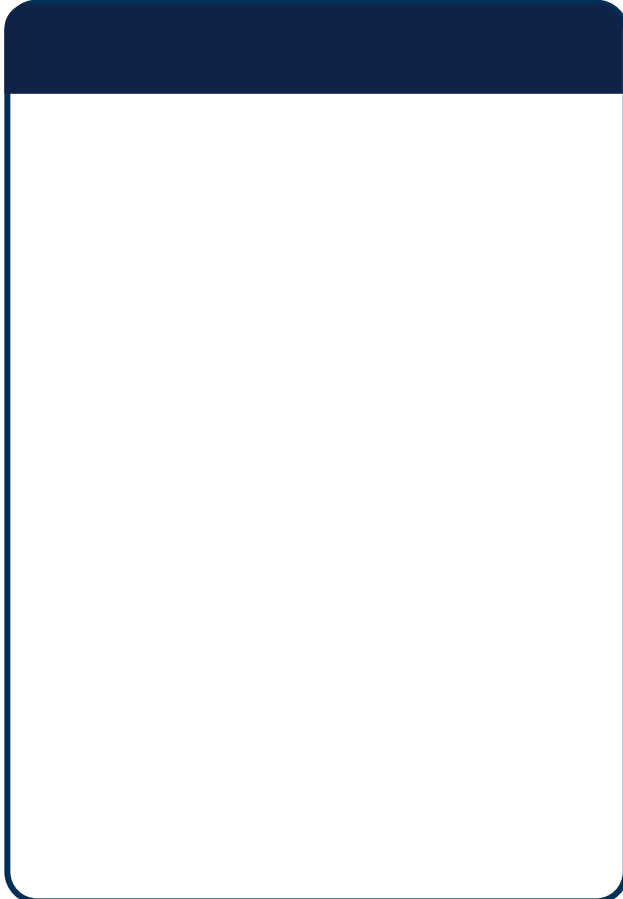
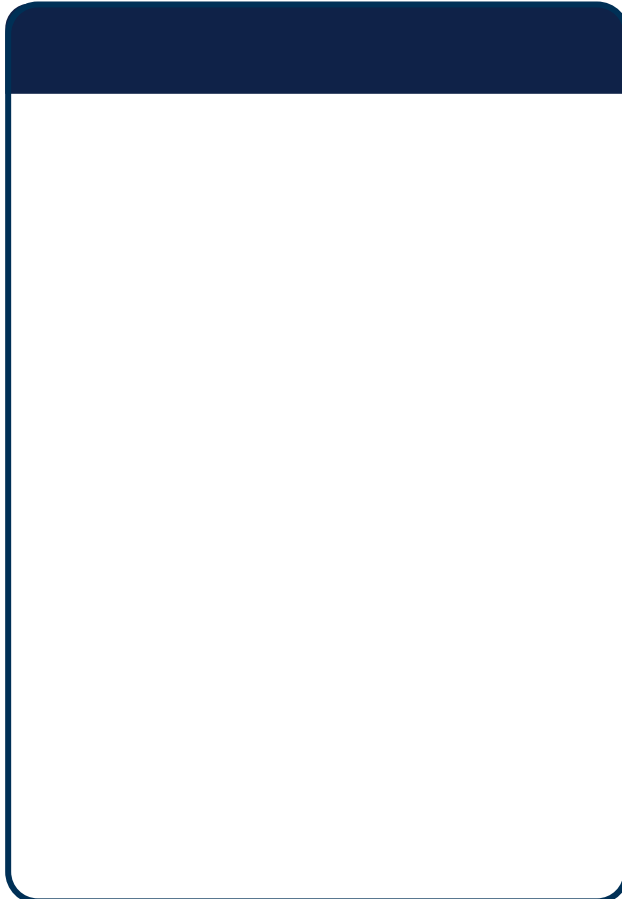
\$1B ANNUAL REAL ESTATE SPEND

REAL ESTATE (FT²)

17M CURRENT

14M TARGET

27M HIGH WATER MARK (2013)



CNET

YOUR GUIDE
TO A BETTER FUTURE

Cisco ascends to most valuable company

The networking giant passes Microsoft to become the most valuable company in the world, based on all outstanding common shares.

March 27, 2000 4:50 p.m. PT



Networking giant Cisco Systems surpassed Microsoft today as the most valuable company in the world.

Cisco's shares today inched up 69 cents to close at \$80.06, giving the network equipment maker a market value of \$555.4 billion.

A period of consolidation

Results 2013-2018



18%

Increase in Workforce



36%

Decrease in Real Estate Portfolio



Closed 260 Buildings

Optimized Real Estate Portfolio that led to:

\$224M

Annual Opex Savings

\$278M

Building Sales



67.4K tCO2e saved and \$15M Annual Savings



PANICKING

coronavirus

worryes

certainty

SOCIAL DISTANCING

the health

vaccine

COMMUNITY

government

evictions

renters

turn

care,

Perception

uncertainty

city

town

investment

hospitals

social

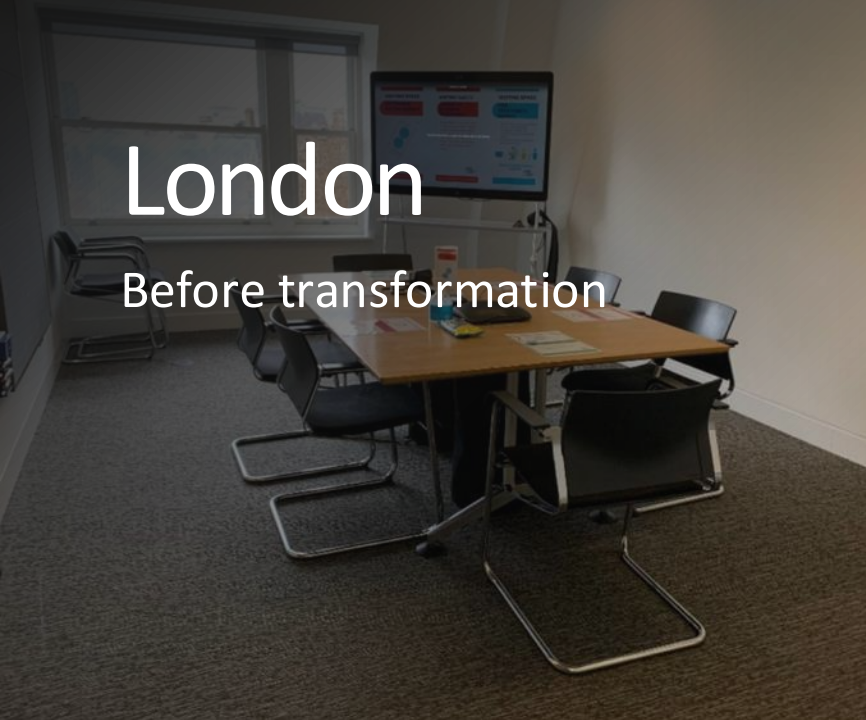
Paris

Before relocation



London

Before transformation



New York



New York





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TRANSFORMATION PILLARS



DIVEST TO INVEST



SITE MODERNIZATION



INTENTIONAL USE OF SPACE



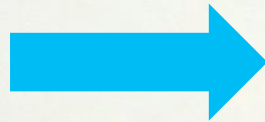
LAB OPTIMIZATION



Space Design

Tech

Policy



Chris Palermo

Manager, Business Development
Global Collaboration Sales

Cisco Systems, Inc.

Teleworker
New Jersey
USA

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Mobile: 908 229 3552
chpalerm@cisco.com

“The office is a magnet, not
a mandate.”



Chuck Robbins

President and CEO, Cisco



Hybrid Work Policies

Magnet not Mandate

3 together; 2 wherever

Be where you need to be

Leadership First

Freedom Fridays

TWAT

Anchor Days

50-mile rule

Flex the Clock



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INTENTIONAL USE OF SPACE



LAB OPTIMIZATION

SHOWCASE OFFICES

2022
2023

2024

2025

IN PROGRESS

- US NEW YORK
- US ATLANTA
- FR PARIS
- SG SINGAPORE
- IT MILAN
- IT SHANGHAI
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- AU MUMBAI & BLR
- IN TOKYO
- JP SFO & SJ
- US FRANKFURT
- DE

Chicago - Old Post Office

Product Center



Gensler

11,000 m² (120,000 ft²)
Completed: November 2021

EXECUTIVE
CONSTRUCTION INC

New York City – PENN1

Customer Showcase



Gensler

5,480 m² (59,000 ft²)
Completed: March 2022

J.T. Magen & Company Inc.

Atlanta - CODA

Talent Center

Customer Showcase



8,400 m² (90,000 ft²)
Completed: April/December 2023



Paris

Customer Showcase

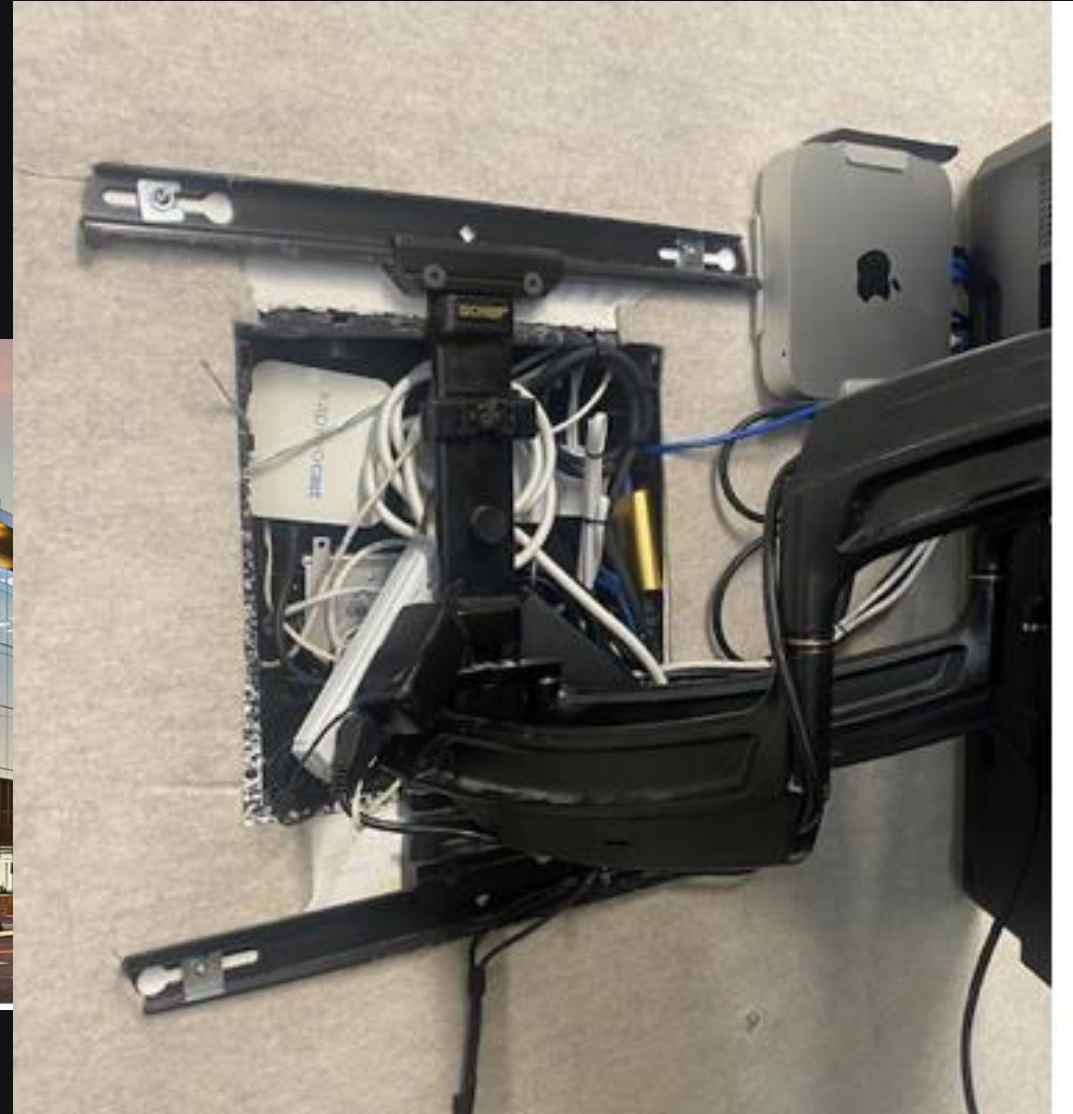


6,190 m² (66,000 ft²)
Completed: December 2023



Santana Row

Customer Showcase



There are multiple paths to hybrid

Refresh

Transform



Room Refresh



Workspace Refresh
New Construction
Workplace Restack



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COLLABORATION MODALITIES



INFORMATION SHARING



DECISION MAKING



BRAINSTORMING & IDEATION



TEAM BUILDING

The Way it Was



The Way it Is



Hot Desk



Traditional Huddle



Traditional Small



Medium Conference



Innovation Suite



Video Booth



Brainstorming Huddle



Small Brainstorming



Medium Brainstorming



Large Briefing



Quiet Room



Casual Huddle



Open Plan Spaces



Medium Video Centric



Training

Brainstorming



Information Sharing



AirP

Wirelessly share your iPhone, iPad



Decision-making



Team Building



Small Group Collaboration



QUIET ROOM
1800Z

BRXWOOD
2008

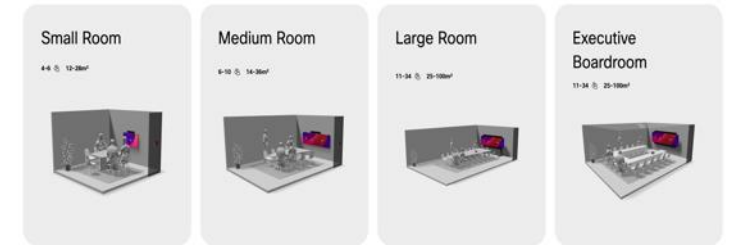
Workspace Designer

Take meeting rooms from inspiration to reality

- Guided experience to design your own custom meeting room
- Preview your final design from every angle with tips for confidence
- Detailed Audio, Camera, Screen Size, Table and Room Size evaluation including remote camera view
- Seamlessly save and share everything you want for customer presentations

<https://www.webex.com/us/en/workspaces/workspace-designer.html>

Design your meeting room



Find the perfect meeting room setup catered for your real estate budget.

Medium room 10 people 17'5" x 20'4"

Tips Share



Change view

Summary

Room size
W: 17'5", L: 20'4", H: 8'6"

Table Shape and Size
Tapered, 10 Seats

Collaboration device
Room Bar Pro

Screens
2 x 60" Camera above

Microphones
3 x Table Microphone Pro

Software Experience
Cisco Rooms

Blueprint



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COLLABORATION MODALITIES



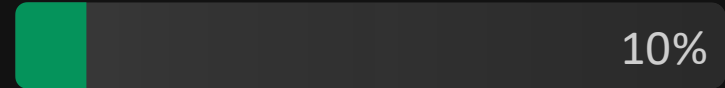
SUPPORT HYBRID WORK

	PRE-HYBRID WORK	HYBRID WORK
INDIVIDUAL SPACE	70%	30%
COLLAB SPACE	30%	70%

TARGET SPACE BREAKDOWN

55%	35%	10%
COLLAB SEATING	FLEX SEATING	HOT DESKS + TOUCHDOWNS

Focused



Collaboration



Flex Space

35%



Community Tables



Community Lounge



Banquettes



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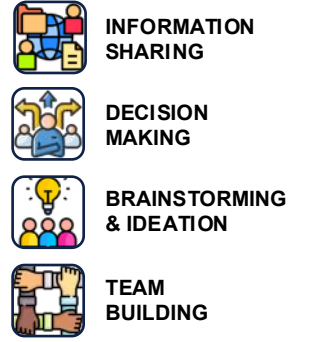
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COLLABORATION MODALITIES



SUPPORT HYBRID WORK

INDIVIDUAL SPACE 70% 30%
COLLAB SPACE 30% 70%

TARGET SPACE BREAKDOWN

55% 35% 10%
COLLAB SEATING FLEX SEATING HOT DESKS + TOUCHDOWNS

AD HOC BOOKABLE

VIDEO ENABLED COLLAB SPACES 80% 20%
VIDEO ENABLED HOT DESKS 100% 0%

Enable ad-hoc usage





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- DIVEST TO INVEST
SITE MODERNIZATION
INTENTIONAL USE OF SPACE
LAB OPTIMIZATION

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COLLABORATION MODALITIES

- INFORMATION SHARING
DECISION MAKING
BRAINSTORMING & IDEATION
TEAM BUILDING

SUPPORT HYBRID WORK

INDIVIDUAL SPACE 70% PRE-HYBRID WORK 30% HYBRID WORK
COLLAB SPACE 30% 70%
TARGET SPACE BREAKDOWN
55% 35% 10%
COLLAB SEATING FLEX SEATING HOT DESKS + TOUCHDOWNS
VIDEO ENABLED COLLAB SPACES 80% AD HOC 20% BOOKABLE
VIDEO ENABLED HOT DESKS 100% 0%
PERSONAL OFFICES
COLLAB SPACES VIDEO ENABLED 100%



Frankenstein meeting spaces

**Patchwork of
third-party tools**

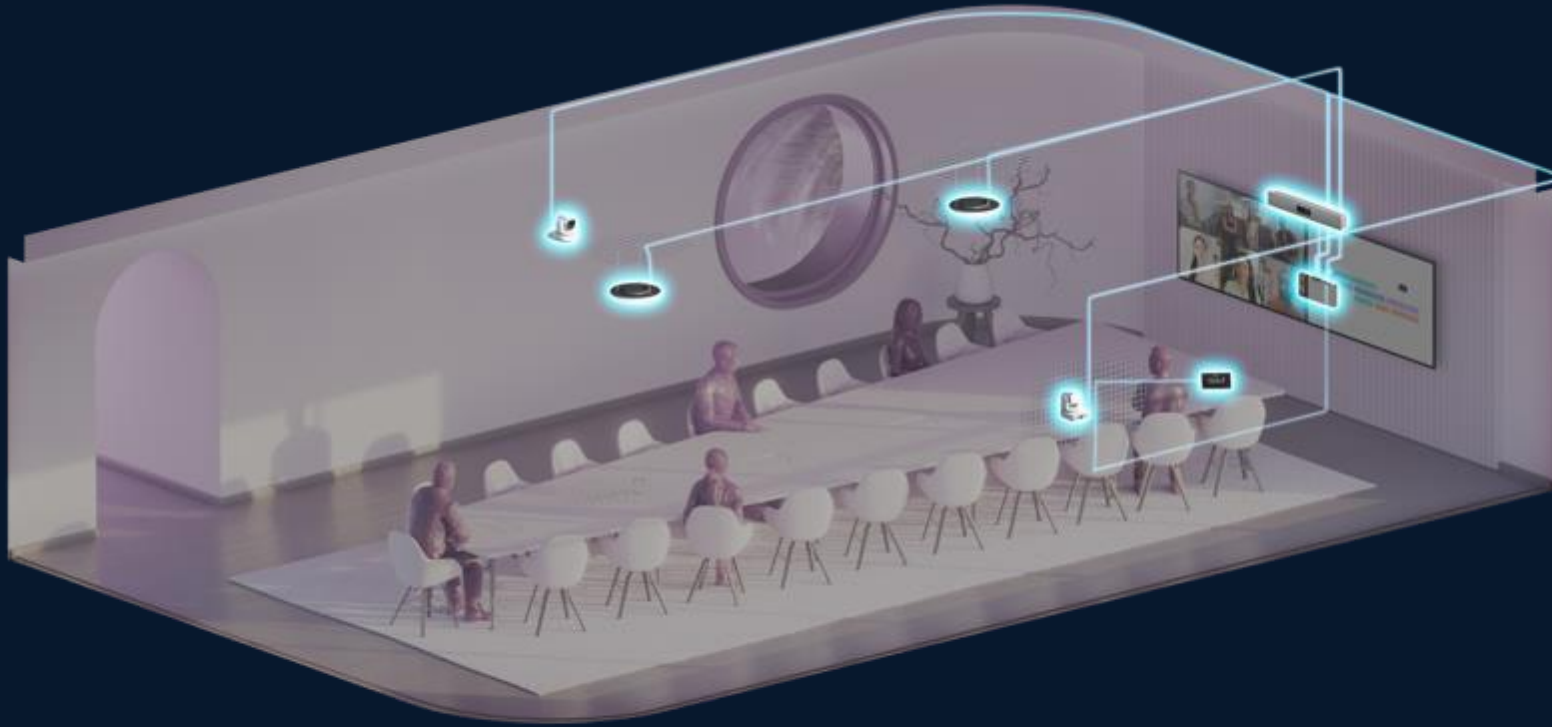
**Complex
deployment**

**Lack of unified
management**

**Investment
protection risk**

Everything over IP

Powering the future of room deployments



AI-POWERED EXPERIENCE | SIMPLE AVoIP INSTALLATION | SINGLE MANAGEMENT PLATFORM



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DIVEST TO INVEST



SITE MODERNIZATION



INTENTIONAL USE OF SPACE



LAB OPTIMIZATION

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COLLABORATION MODALITIES



INFORMATION SHARING



DECISION MAKING



BRAINSTORMING & IDEATION



TEAM BUILDING

SUPPORT HYBRID WORK

	PRE-HYBRID WORK	HYBRID WORK
INDIVIDUAL SPACE	70%	30%
COLLAB SPACE	30%	70%

TARGET SPACE BREAKDOWN

55%	35%	10%
COLLAB SEATING	FLEX SEATING	HOT DESKS + TOUCHDOWNS

	AD HOC	BOOKABLE
VIDEO ENABLED COLLAB SPACES	80%	20%
VIDEO ENABLED HOT DESKS	100%	0%

PERSONAL OFFICES



COLLAB SPACES VIDEO ENABLED

100%

CORPORATE SUSTAINABILITY

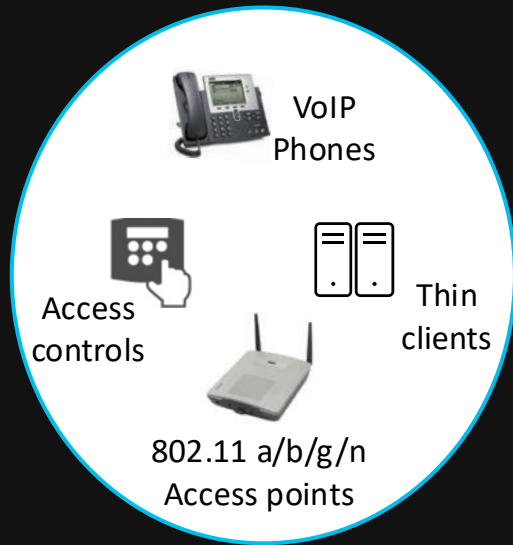
CISCO NET ZERO GOAL BY YEAR

2040

BASE ARCHITECTURE (lighting, shading, environmental controls, IoT Sensors)

100% PoE

Power Over Ethernet (PoE) Evolution



2003

PoE

(15.4 Watts)

PoE Type 1 (IEEE 802.3af)
Power Over Cable: 2 Pair

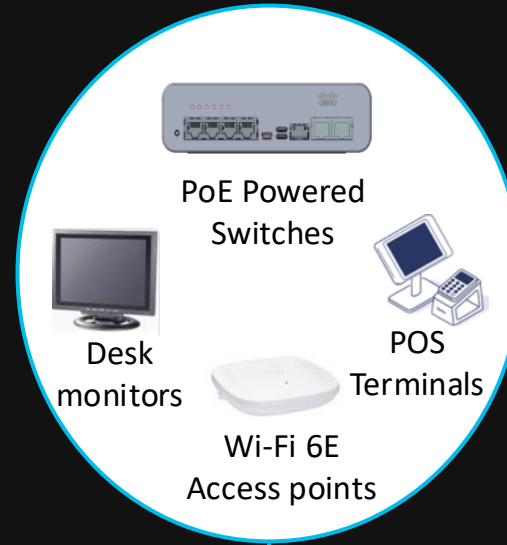


2009

PoE+

(30 Watts)

PoE Type 2 (IEEE 802.3at)
Power Over Cable: 2 Pair

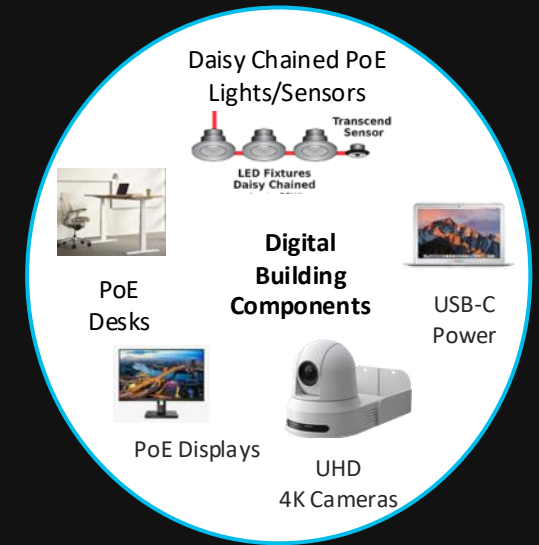


2011

UPoE

(60 Watts)

PoE Type 3 (IEEE 802.3bt)
2 pairs class0-4, 4 pairs class5-6



2018

UPoE+

(90 Watts)

PoE Type 4 (IEEE 802.3bt)
4 pairs class7-8



Cisco's Workplace Journey



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COLLABORATION MODALITIES



SUPPORT HYBRID WORK

	PRE-HYBRID WORK	HYBRID WORK
INDIVIDUAL SPACE	70%	30%
COLLAB SPACE	30%	70%

TARGET SPACE BREAKDOWN

	AD HOC	BOOKABLE
COLLAB SEATING	55%	10%
FLEX SEATING	35%	
HOT DESKS + TOUCHDOWNS		10%
VIDEO ENABLED COLLAB SPACES	80%	20%
VIDEO ENABLED HOT DESKS	100%	0%
# PERSONAL OFFICES		
COLLAB SPACES VIDEO ENABLED	100%	

CORPORATE SUSTAINABILITY

CISCO NET ZERO GOAL BY YEAR **2040**

BASE ARCHITECTURE (lighting, shading, environmental controls, IoT Sensors) **100%** PoE

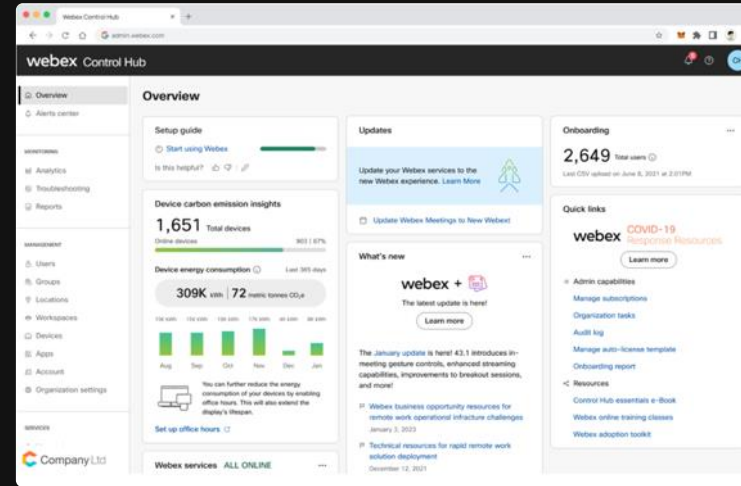
PoE DESKS

PUBLIC TRANSPORT

REDUCED EMBODIED CARBON SUSTAINABLY SOURCED MATERIALS CLEAN DESK POLICY DC MICROGRID

Cisco Devices Contributing to meeting sustainability goals

Cisco Devices:
designed with
circularity in mind



Carbon Emission
Insights, providing
reporting and
recommendations on
energy utilization

Product Take Back and
Reuse Program,
Free removal and
transport of end of use
technology





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PERSONAL OFFICES

COLLAB SPACES VIDEO ENABLED **100%**

CORPORATE SUSTAINABILITY

CISCO NET ZERO GOAL BY YEAR **2040**

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PoE DESKS

PUBLIC TRANSPORT

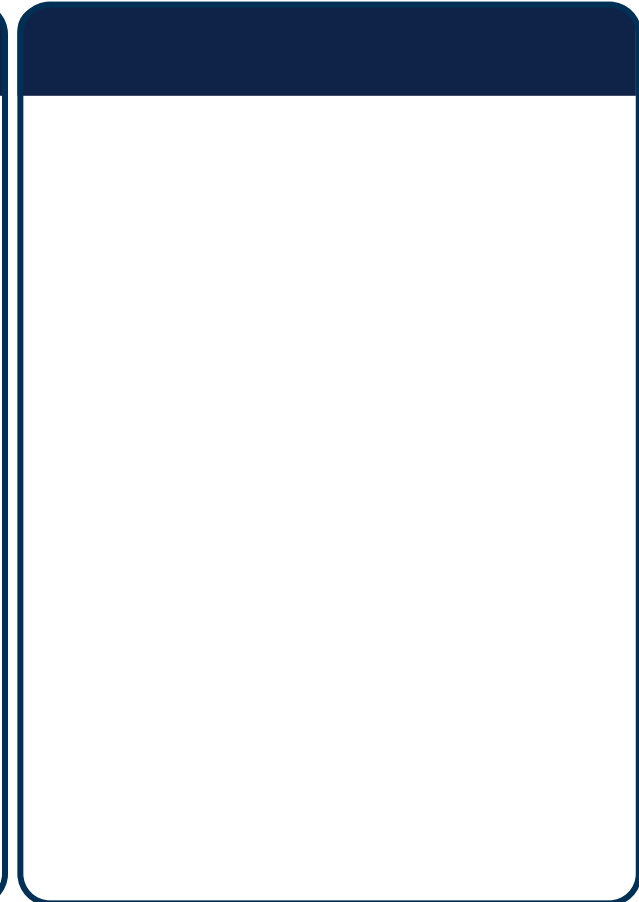
REDUCED EMBODIED CARBON

SUSTAINABLY SOURCED MATERIALS

CLEAN DESK POLICY

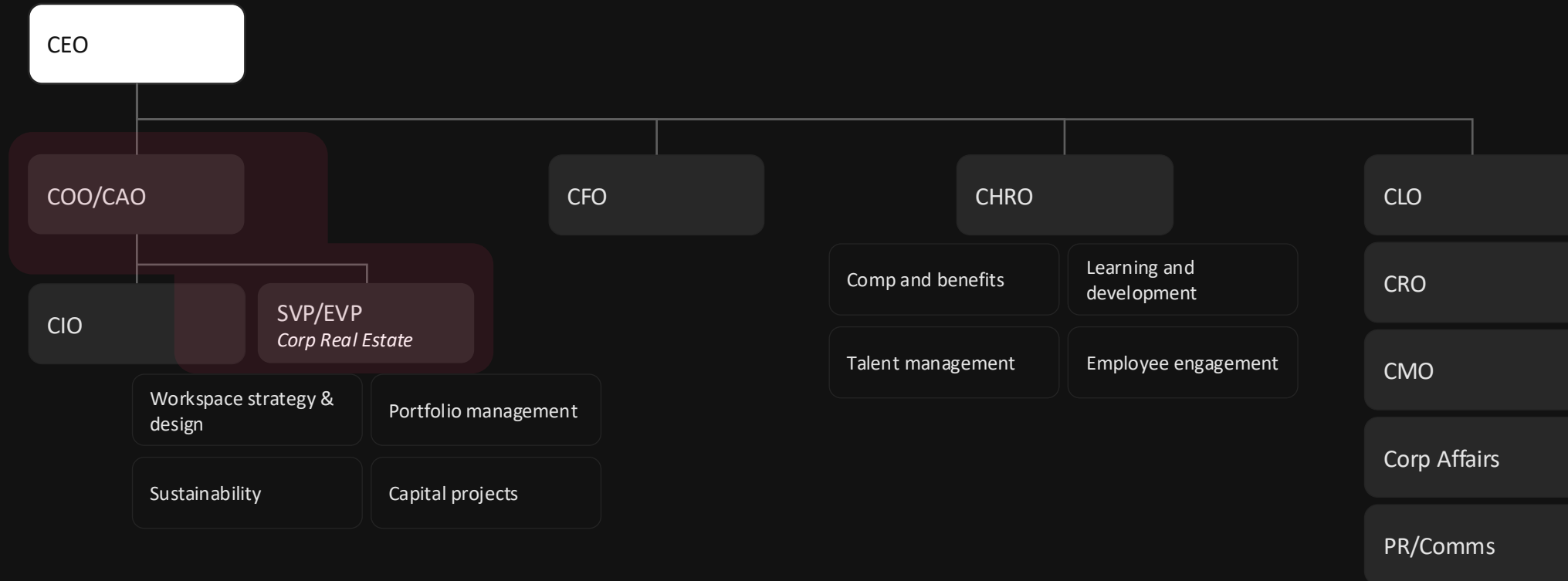
DC MICROGRID

EMPLOYEE HEALTH & WELLNESS



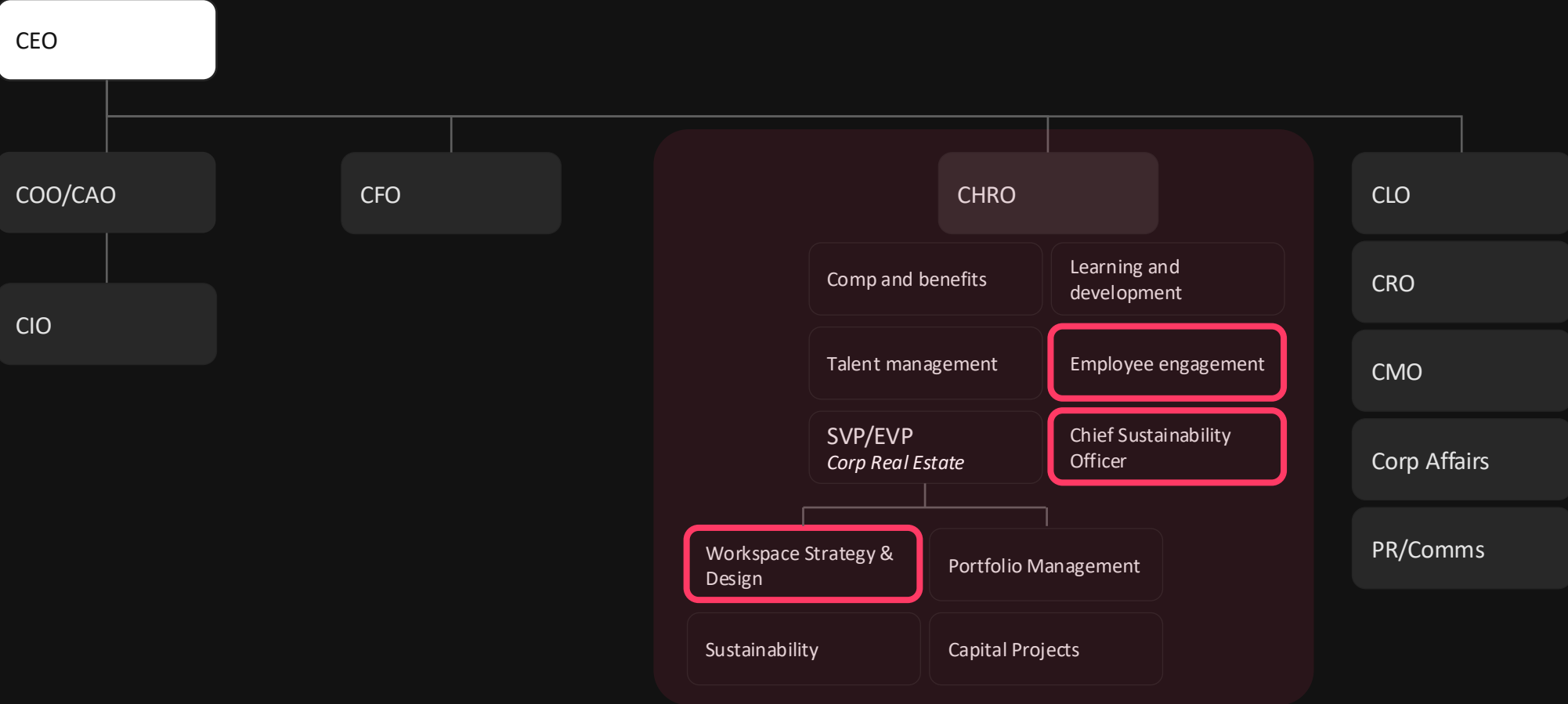
Old world

Focus on operations/cost management



New world

Focus on experience/engagement/ environment





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CORPORATE SUSTAINABILITY

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PoE DESKS 

PUBLIC TRANSPORT  

REDUCED EMBODIED CARBON  **CO₂ FOOTPRINT**

SUSTAINABLY SOURCED MATERIALS 

CLEAN DESK POLICY 

DC MICROGRID 

EMPLOYEE HEALTH & WELLNESS

MAXIMIZE NATURAL DAYLIGHT 

THERMAL COMFORT 

MEASURE & DISPLAY AIR QUALITY 

HEALTHY SNACKS 

LIVING WALL & NATIVE PLANTS 

SIT / STAND DESKS 

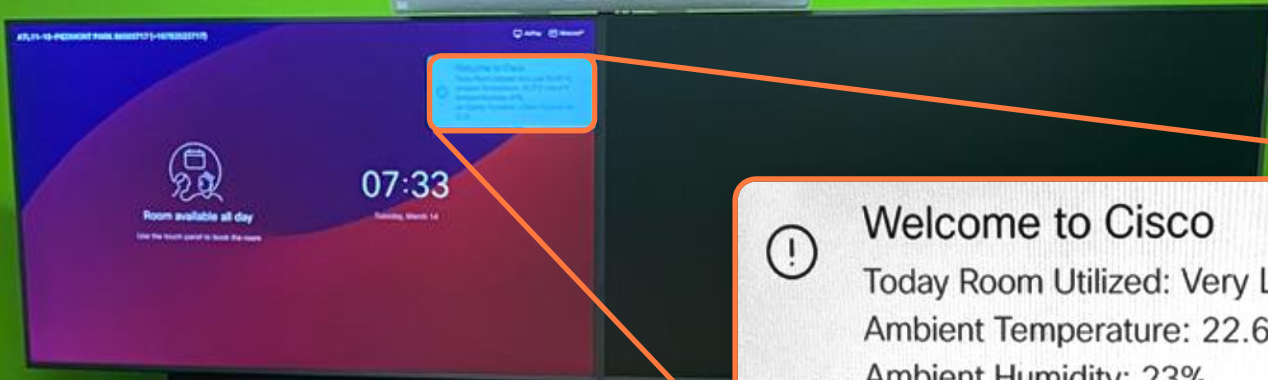
REFLECTION & GAME ROOMS 


DIGITAL SIGNAGE & ALERTS (APPSPACE) 

THE WELL BUILDING STANDARD™
SEVEN CONCEPTS FOR HEALTHIER BUILDINGS



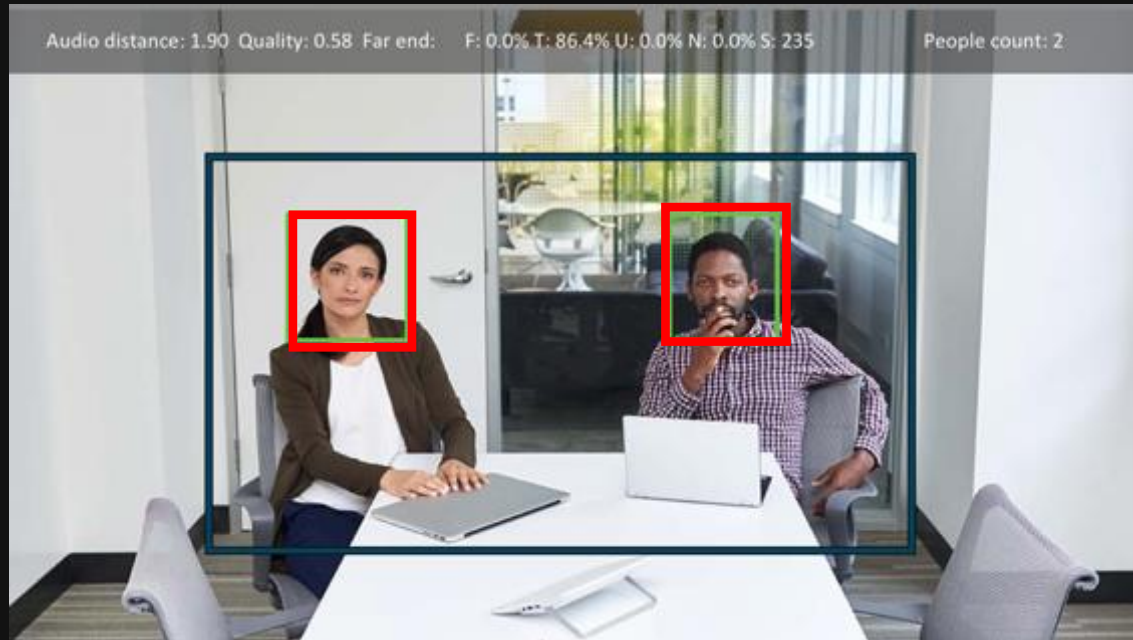


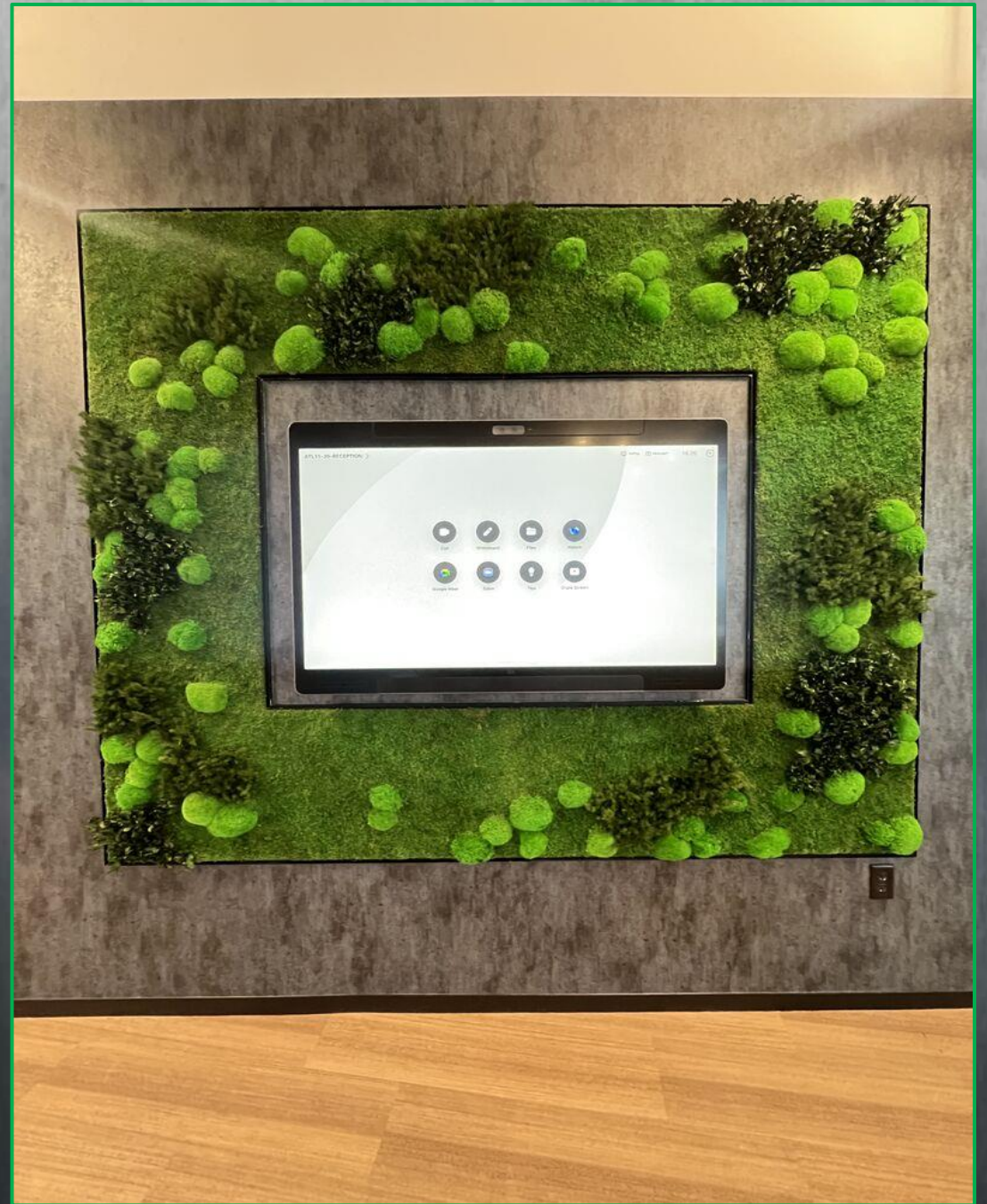
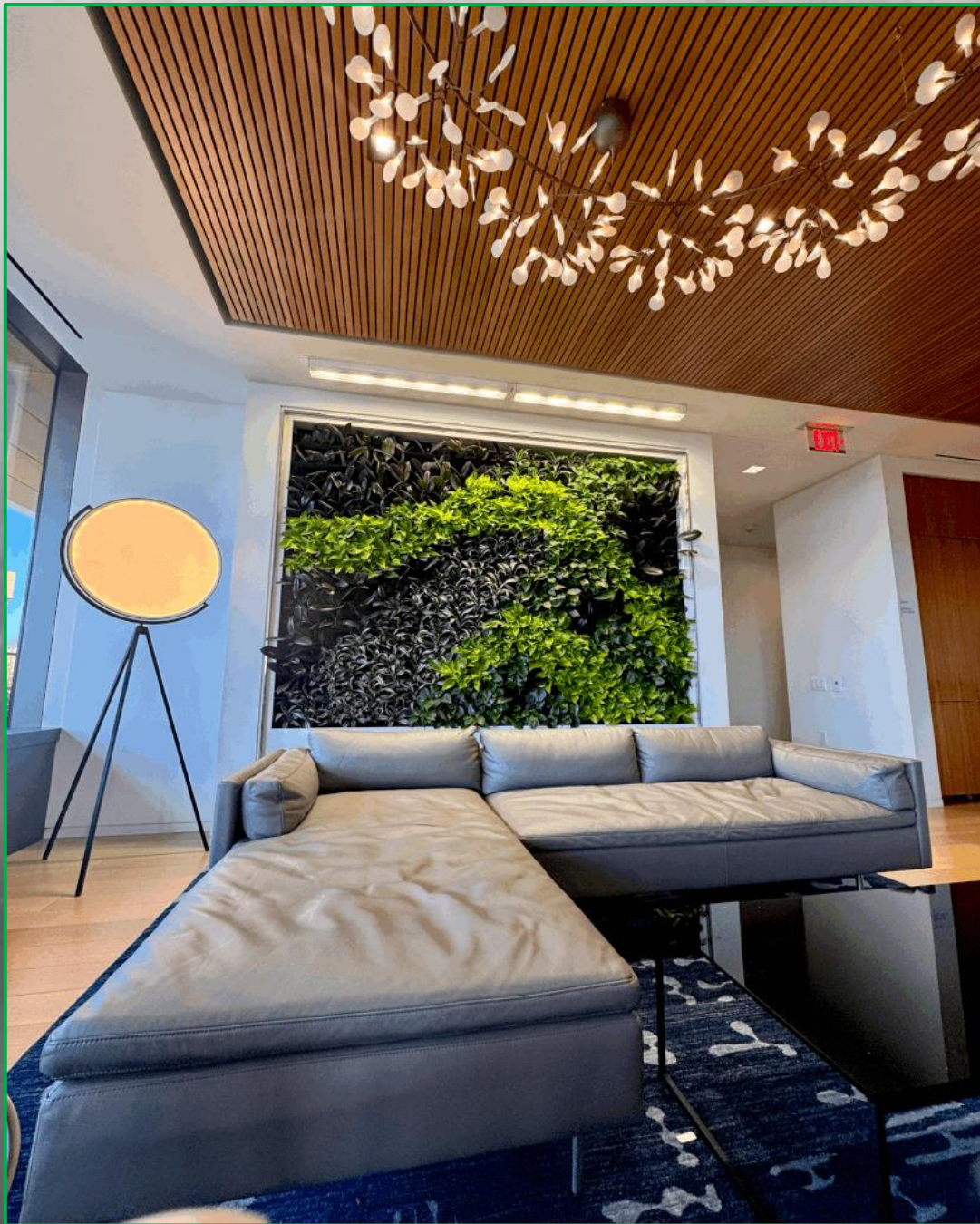


 **Welcome to Cisco**
Today Room Utilized: Very Low (0.00 hr)
Ambient Temperature: 22.6°C | 72.7°F
Ambient Humidity: 23%
Air Quality: Good - Good Air Quality (2.4)



Dynamically Adjusting Physical Space







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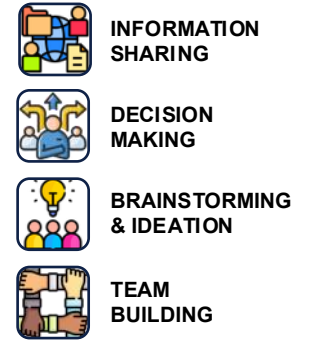
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COLLAB SPACES VIDEO ENABLED **100%**

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PoE DESKS

PUBLIC TRANSPORT

REDUCED EMBODIED CARBON

SUSTAINABLY SOURCED MATERIALS

CLEAN DESK POLICY

DC MICROGRID

EMPLOYEE HEALTH & WELLNESS

MAXIMIZE NATURAL DAYLIGHT

THERMAL COMFORT

MEASURE & DISPLAY AIR QUALITY

HEALTHY SNACKS

LIVING WALL & NATIVE PLANTS

SIT / STAND DESKS

REFLECTION & GAME ROOMS

DIGITAL SIGNAGE & ALERTS (APPSPACE)

THE WELL BUILDING STANDARD™
SEVEN CONCEPTS FOR HEALTHIER BUILDINGS

DIGITIZE CISCO REAL ESTATE

How do you MEASURE how your workplace is performing?





Cisco's Workplace Journey



DEMOGRAPHICS

319 OFFICES
81 COUNTRIES
83k EMPLOYEES
\$1B ANNUAL REAL ESTATE SPEND

REAL ESTATE (FT²)

17M CURRENT
14M TARGET
27M HIGH WATER MARK (2013)

TRANSFORMATION PILLARS



SHOWCASE OFFICES

2022
2023
2024
2025
 IN PROGRESS

US
US
FR
SG
IT
CN
GB
US
AU
IN
JP
US
DE

NEW YORK
ATLANTA
PARIS
SINGAPORE
MILAN
SHANGHAI
LONDON
AUSTIN & DC
N. SYDNEY
MUMBAI & BLR
TOKYO
SFO & SJ
FRANKFURT

COLLABORATION MODALITIES



SUPPORT HYBRID WORK

	PRE-HYBRID WORK	HYBRID WORK
INDIVIDUAL SPACE	70%	30%
COLLAB SPACE	30%	70%

TARGET SPACE BREAKDOWN

55% COLLAB SEATING	35% FLEX SEATING	10% HOT DESKS + TOUCHDOWNS
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AD HOC BOOKABLE

VIDEO ENABLED COLLAB SPACES	80%	20%
VIDEO ENABLED HOT DESKS	100%	0%

PERSONAL OFFICES

COLLAB SPACES VIDEO ENABLED **100%**

CORPORATE SUSTAINABILITY

CISCO NET ZERO GOAL BY YEAR **2040**

BASE ARCHITECTURE (lighting, shading, environmental controls, IoT Sensors) **100% PoE**

PoE DESKS

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DIGITIZE CISCO REAL ESTATE

DATA POINTS BEING HARVESTED **THOUSANDS!**
 (NYC – 5k, ATL – 8k)

SENSORS & CAMERAS COLLAB TECHNOLOGY ACCESS POINTS

THOUSANDS of Data Points!



Board series

Room occupancy

People count

Ambient noise



Room series and kits

Room occupancy

People count

Ambient noise

Temp, humidity, IAQ



Desk series

Room occupancy

People count

Ambient noise

Temp, humidity, IAQ



Access points

Location

Occupancy

Sensor gateway



Switches

Occupancy

IoT gateway



Meraki MT sensors & cameras

People count

Air quality

Temp, humidity

Co2



Third-party sensors
(wired and wireless)

Occupancy

Air quality

Temp, humidity

Asset location

...and more



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SENSORS & CAMERAS

COLLAB TECHNOLOGY

ACCESS POINTS

CISCO SPACES

SMART BUILDING PLATFORM (PEOPLE COUNT, AMBIENT NOISE, TEMPERATURE, HUMIDITY, VOC)

NYC1

NYC1-9

Tuesday
October 21

9:38 AM

How do I use this?



79 Meeting Rooms on this floor

36 Available 6 Booked 36 Occupied 1 No Data

Find available Meeting Rooms

Room Finder

Floor Occupancy: Low

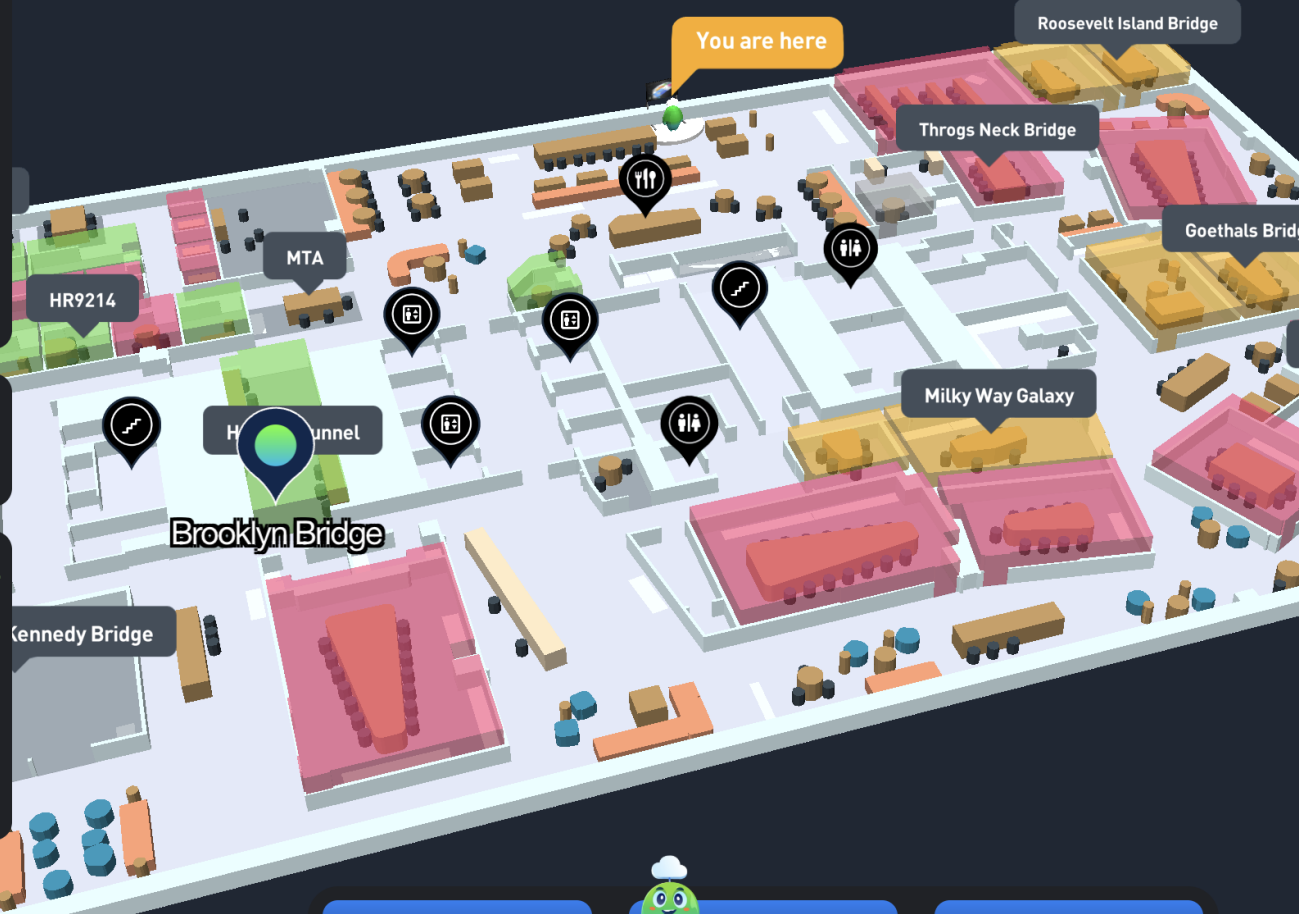
Indoor Air Quality: Excellent

Temperature:

70° F

Humidity:

38%



Brooklyn Bridge

Collaboration device in this room

This is a Cisco: **Smart Room**

This meeting room is: **Occupied**

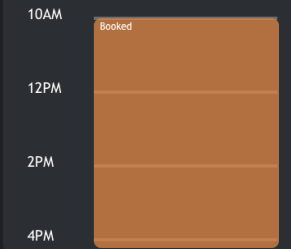
Room Occupancy: **8 of 14**

09:38AM

Room Air Quality: Good

Later today:

CO2 Level: No Data



Room Temp.: 75° F

Room Humidity: 43%

Ambient Noise: Quiet

Get Directions

Hold Room 3m

Search

Where am I?

Re-Center Map



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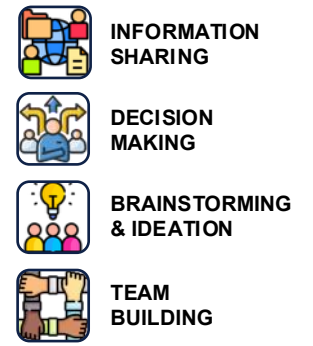
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COLLAB TECHNOLOGY

ACCESS POINTS

CISCO SPACES



SMART BUILDING PLATFORM
(PEOPLE COUNT, AMBIENT NOISE, TEMPERATURE, HUMIDITY, VOC)



NETWORK PORTS (Converged Network)
~60% OT / ~40% IT



LIGHTING & OCCUPANCY SENSORS



AUTOMATED SHADING SYSTEM

Cisco Devices: Collaboration + Workplace



COLLABORATION DEVICES

Audio Intelligence

- Noise Removal/Suppression
- Optimize for My Voice
- Optimize for All Voices
- Acoustic Echo Cancellation
- Beamforming Microphones

Video Intelligence

- AVoIP
- SpeakerTrack
- Auto-Framing
- Intelligent Zoom
- 4K Ultra HD Video

Collaboration & Interactivity

- Digital Whiteboarding
- Wireless Content Sharing
- Touch Redirect
- Multi-Stream Video Layouts
- Interop (Teams, Zoom, etc.)

AI & Smart Enhancements

- Meeting Notes & Summaries
- Live Language Translation
- Touchless Join
- Webex Assistant
- Virtual & Blurred Backgrounds

WORKPLACE DEVICES

Smart Building IoT Sensors

- People Count
- Occupancy Detection
- Environmental Sensors
- Health & Safety Alerts
- Workspace Analytics

Workspace Management

- Hot Desking
- Room/Desk Reservation
- Calendar Integration
- Real-Time Space Availability
- Digital Signage

Sustainability & Efficiency

- Power Management
- Energy Usage Analytics
- Low-Carbon Mode & Auto Sleep
- Power over Ethernet
- Remote Monitoring & Updates

Smart Room Automation

- Room Macros
- Workflow Automation
- Lighting/Shade Control
- Climate Integration
- Touch/Voice Controls

A photograph of Steve Jobs on a stage during a presentation. He is wearing his signature black turtleneck and glasses. He is holding a small, dark-colored smartphone (the iPhone) in his left hand, showing it to the audience. His right hand is held open, palm up, in a gesture of emphasis. The background is dark with a vertical purple light beam. The text "one more thing ..." is overlaid on the right side of the image.

one more thing ...

Forbes

LEADERSHIP > LEADERSHIP STRATEGIES

Why The Traditional Office Is Dead

By [Dr. Gleb Tsipursky](#), Former Contributor. © Lauded as "Office Whisperer" and "Hybrid Expert" by ... 

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Thank you

