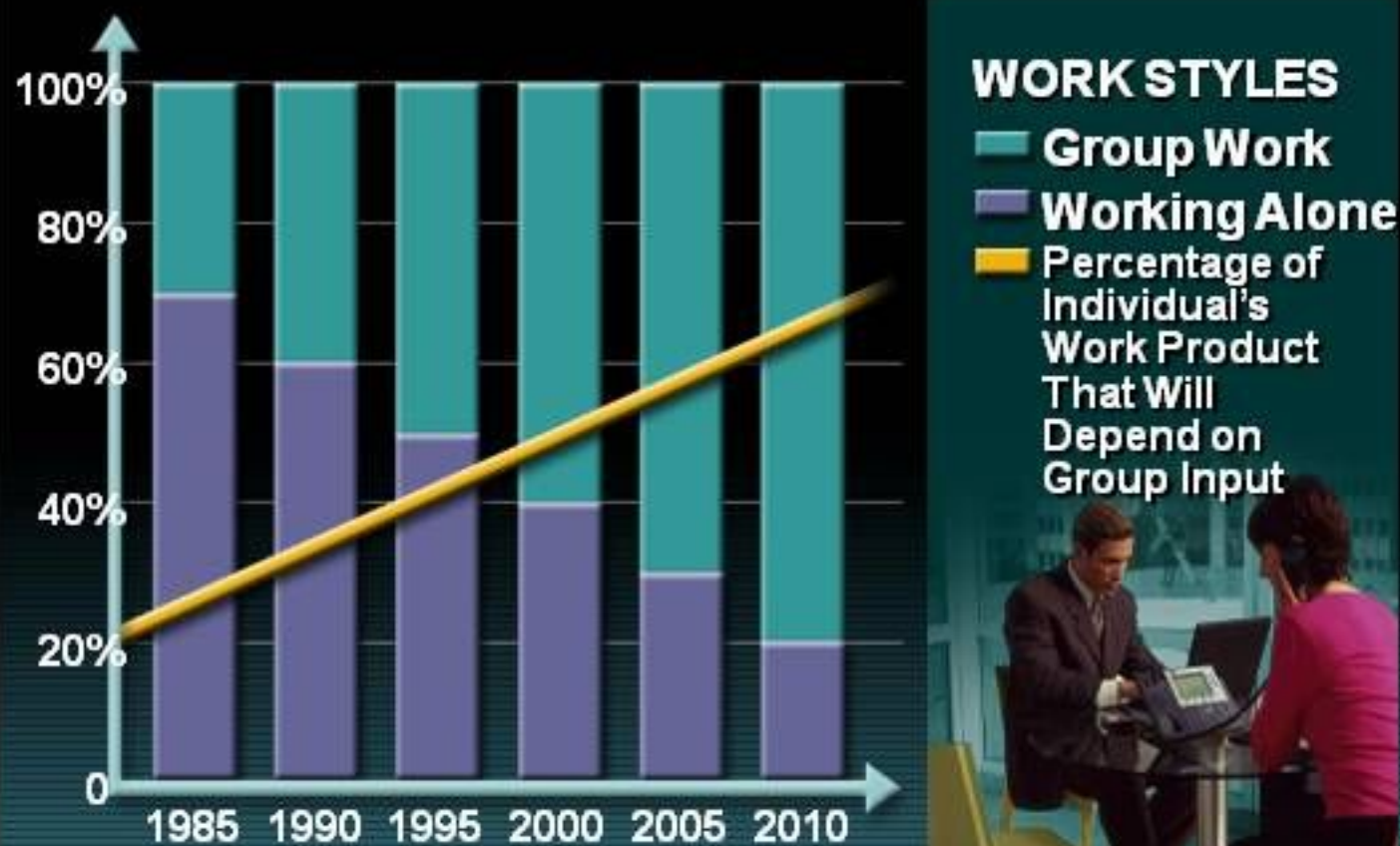# CISCO

The New
Collaboration
Experience

Presenter Name

Title

Two critical changes in the workspace

The Way People Work Is Changing
Work Done in the Office Is Increasingly Collaborative

WORK STYLES
- Group Work
- Working Alone
- Percentage of Individual's Work Product That Will Depend on Group Input

Source: Gartner Dataquest, 2005

Infrastructure is More Mobile
You no longer need to be in one place to be productive

- Lap-tops & other mobile devices
- Web-based applications
- Wireless Network
- Internet Based Telephony and Video
- Collaboration Software
- VPN and Network Security

The New Workspace

Devices
Networks
Operating Systems
Business Applications

symbian
RIM

Changing the Way We Work

Collaborative Tools

Number of Stakeholders

	Text	Voice, Video

Many

Discussion Forums

Social Networking

Video on Demand

Unified Communications

Wikis   Blogs

Contact Center

Email

IM

Documents

Conferencing

TelePresence

Vmail

One

"Raising the productivity of employees whose jobs can't be automated is the next great performance challenge—and the stakes are high."

McKinsey & Company, The 21st Century Organization

- A Cisco has over 200+ collaboration... to change the way we work
  - November 2008 – January 2009
  - 90 days
- We use these technologies ourselves; we are our own laboratory
  - Realigned **$500M to FY09 priorities**
  - **100% faster than 2008**
- From command and control to collaboration and teamwork

Process

Technology

Culture

Cisco Collaboration Portfolio

Business Video

Mobile Collaboration
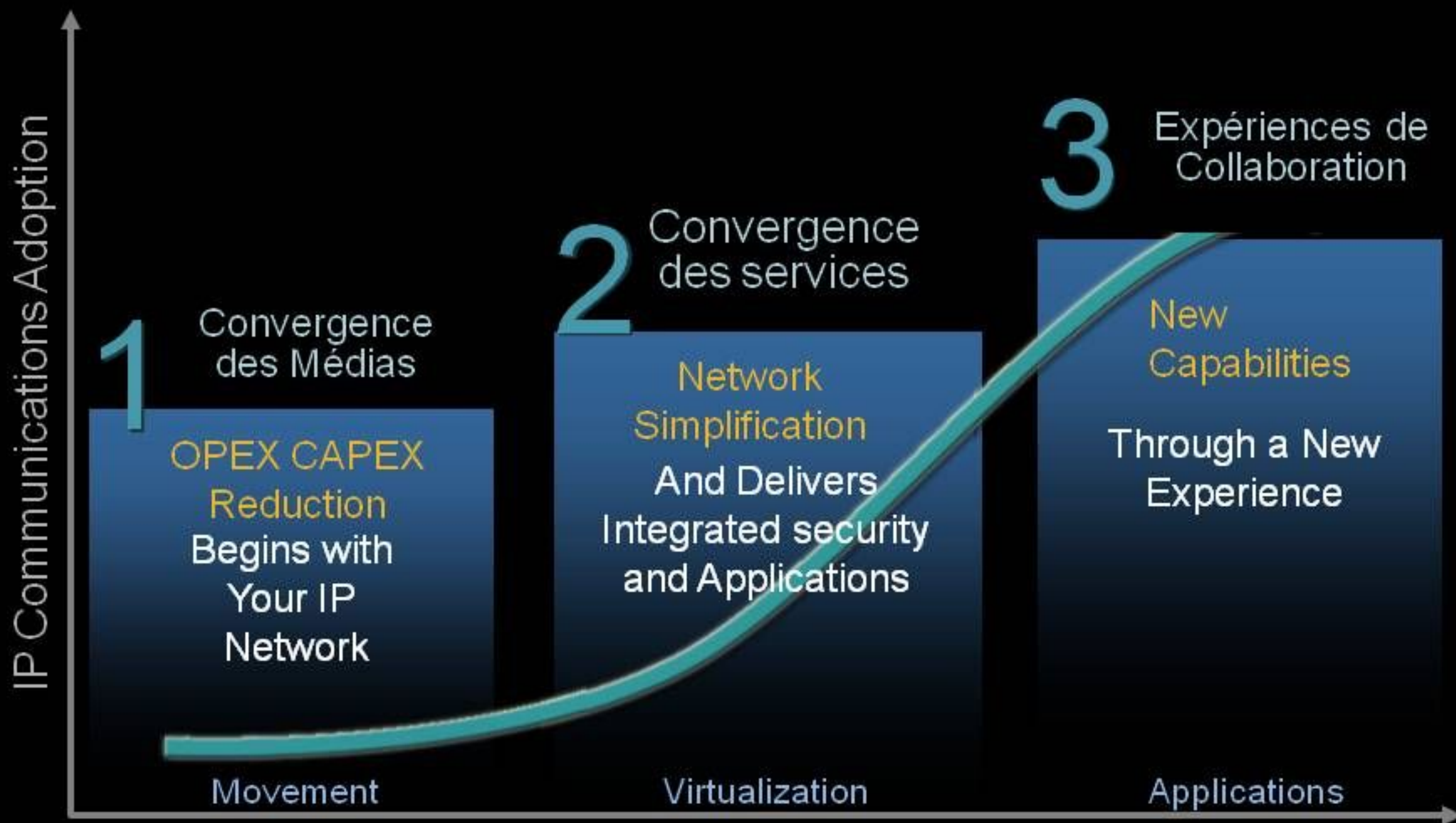
Workgroups/Communities

Conferencing

Messaging

Customer Collaboration

IP Communications

Build your own roadmap

IP Communications

Unified Communications
Scalable Architecture

Endpoints

| Cisco Unified IP Phones | Wireless IP Phones | Unified IP Phone 7985 | Unified Personal Communicator | IP Communicator | Dual Mode Phones |

Applications

| Cisco Unity Connection Messaging | Unified MeetingPlace Conferencing | Unified Customer Contact | Unified Video Advantage | Unified Workspace Licensing | Unified CRM Connectors | Mobile Communicator |

Services

| Smart Business Communications Sys | Communications Manager Express | Cisco Unified Presence | Communications Manager Bus Edition | Communications Manager |

Infrastructure

| Routing | Switching | Voice Gateway | Messaging Gateway | QoS | Security | Session Border Control |

Wide IP Phone portfolio

IP Phone 9900 and 8900 Series

- Advanced Media Portfolios
- Widest array of applications
- Accessories enrich interaction & applications
- Earth-friendly innovation

7900 Series

- Advanced business communications
- Rich suite of services
- Wide array of applications

6900 Series

- Cost effective business-grade voice services
- Basic endpoint applications
- Earth-friendly innovation

Cisco Unified IP Phone 8900 and 9900 Series Superior Multimedia Experience

Cisco Unified IP Phone 7900 Series Portfolio
Advanced Business Endpoints

Executive
Cisco Unified IP Phone
7975G

Manager
Cisco Unified IP Phone
7962G / 7965G

Business
Cisco Unified IP Phone
7942G / 7945G

Multibutton
Cisco Unified IP Phone
7931G

Basic
Cisco Unified IP Phone
7906G / 7911G

Video
Cisco Unified IP Phone
7985G

Cisco Unified Video Advantage

Cisco Unified Personal Communicator

Mobility
Cisco IP Communicator

Cisco Unified Personal Communicator

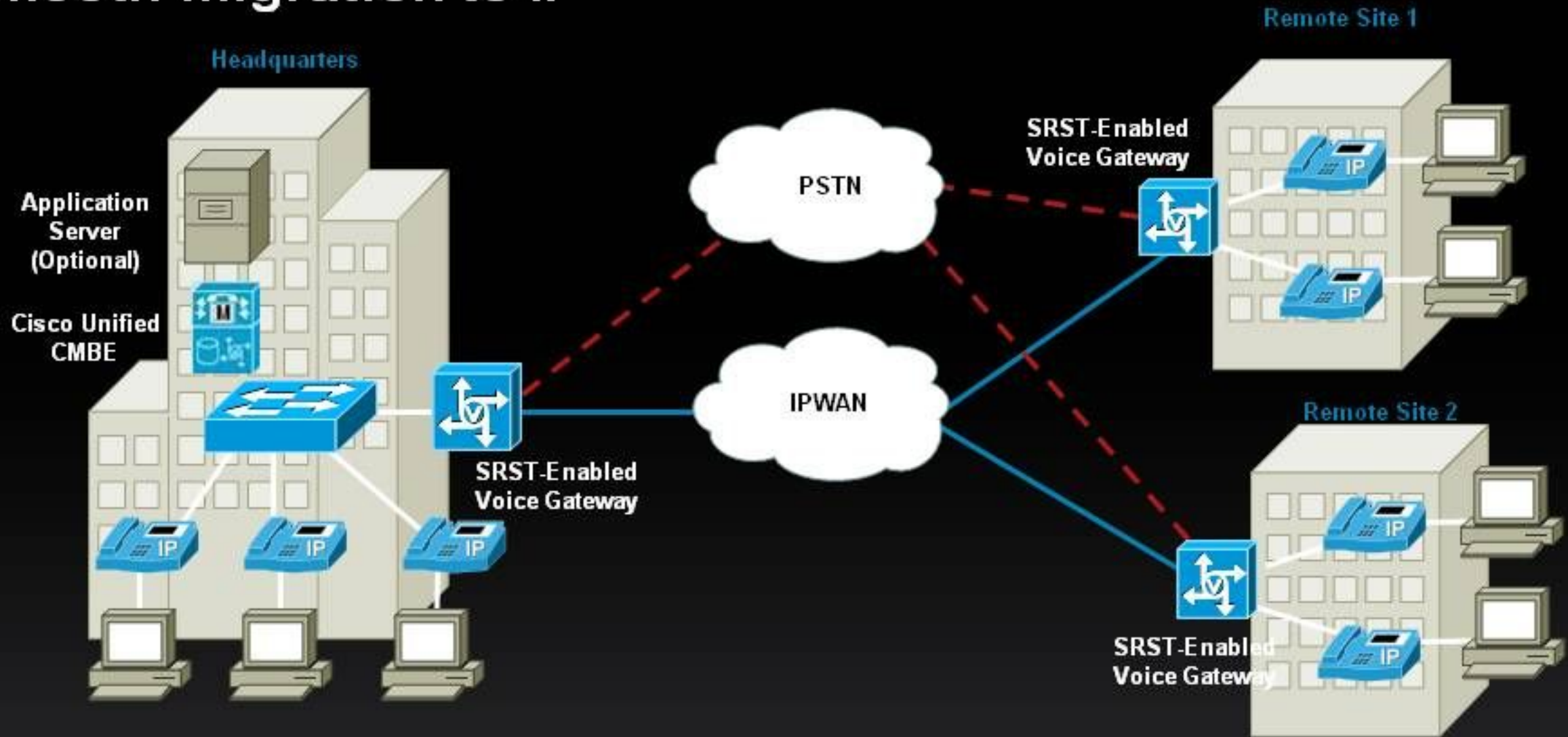**Cisco Unified Wireless IP Phone 7921G / 7925G/7925G-EX**

Accessories
Conference stations

Expansion Module 7915/7916

How to implement?
Smooth migration to IP

- Simple Centralized deployment and provisioning
- Survivability at the central and remote sites
- Adjunct application servers for Contact center, Presence and other collaboration applications

Improve users experience thanks to applications

Cisco Unified Personal Communicator

o Click-to-Call
- o Use the fully integrated softphone or your Cisco Unified IP Phone
- o Shared line, same number and dial plan
- o Playback voice messages

o Integrated keypad dialer

o Ad hoc conferencing
- o Voice, video and Web conferencing

o Media Escalation
- o Add video telephony or share documents during active conversations

o Pop-up notifications
- o CLID/Name, call type, call options

Unified Contact Center Express
Cost Effective, Integrated, Flexible Solution

- Virtual deployments for flexible, low cost utilization of resources

- Powerful skills and competency based routing for decreased operational costs and increased customer satisfaction

- Flexible call treatment and sophisticated self-service solutions with ASR/TTS and support for real-time notification (email, paging and fax) services

- Low cost integration for thick and thin CRM application clients

- Flexible customer contact interaction channels including inbound voice, email, and chat

- Comprehensive reporting, quality management and workforce optimization tools

Cisco Unified MeetingPlace Express

Voice and Web Conferencing Solution

- Deploy conferencing with Cisco Unified Communications Manager for cost savings and productivity

- Simple, powerful functionality
  - Extensive voice conferencing capabilities
  - Control meetings and share content from web
  - Simple setup and attend from web and phone

- Simple to deploy and manage
  - Software solution on single MCS server

- IP voice—H.323 and SIP
  - 120 concurrent users

Cisco Unified Communications
Third Party application integration

SDK and hundreds of XML apps available

Extending the Value of Unified Communication
Using Partner Applications

Emergency Alert

Real Estate

Advertising

Time Clock

Menu

Attendance

Broadcast

Retail

ER Stats

Cisco Unified CallConnector for CRM Microsoft Dynamics

- Integrates with Microsoft CRM for an easy-to-use, more complete CRM solution
- Microsoft client uses familiar Microsoft Outlook or Internet Explorer for managing tasks and contacts
- Automatic detection and screen-pop searches of the CRM database for both incoming and outgoing phone calls
- Automatic creation of phone call activity records for incoming and outgoing calls with call duration tracking
- Click to dial
- No additional hardware needed

Structured

Unstructured

Microsoft Office

Processes

Click-to for Microsoft Office Communicator and IBM Sametime

Microsoft Communicator
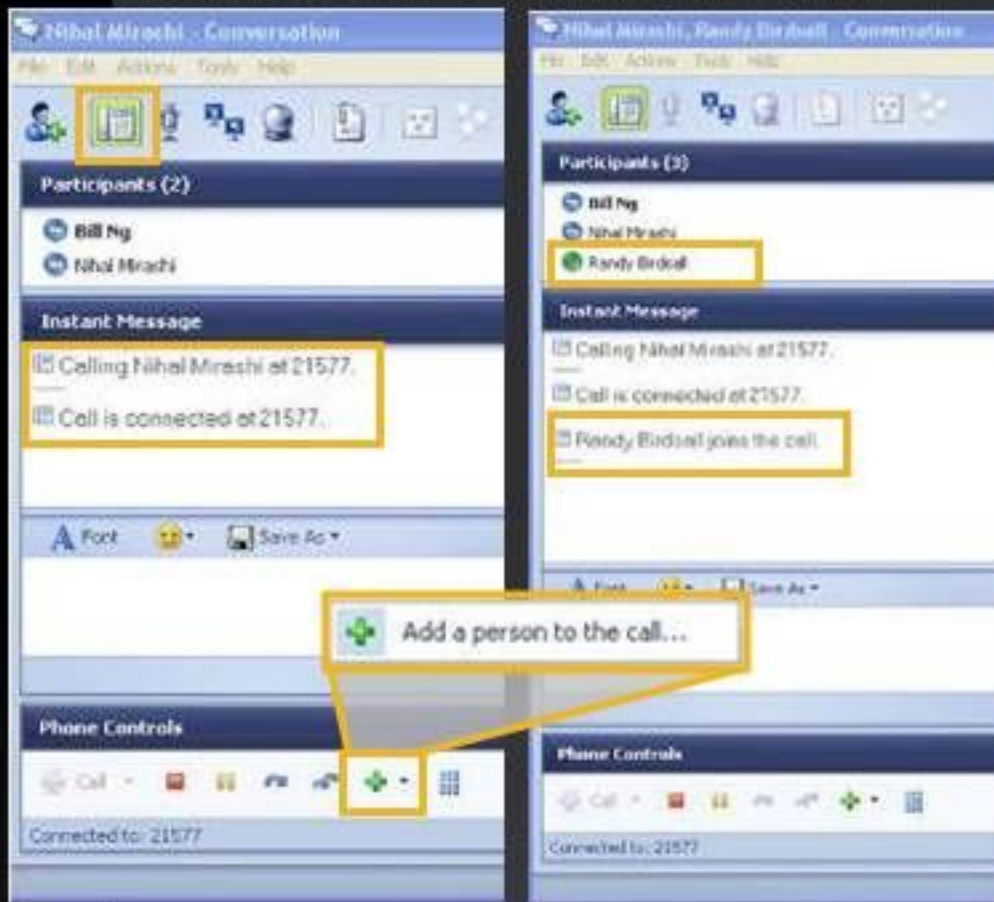
IBM Sametime

Lower Administration

Click-to-Call
Click-to-Conference

Increased Productivity

Increasing Over Time

Conferencing, mobility, groupware and video solutions for enterprises

Cisco Conferencing Solution

Meeting Center

Training Center

Event Center

Support Center

Audio Conferencing

Video Conferencing

Cisco WebEx Collaboration Cloud ⬌ Enterprise Network

Integration with BlackBerry, Iphone, Nokia et other PDAs/ Cellphones
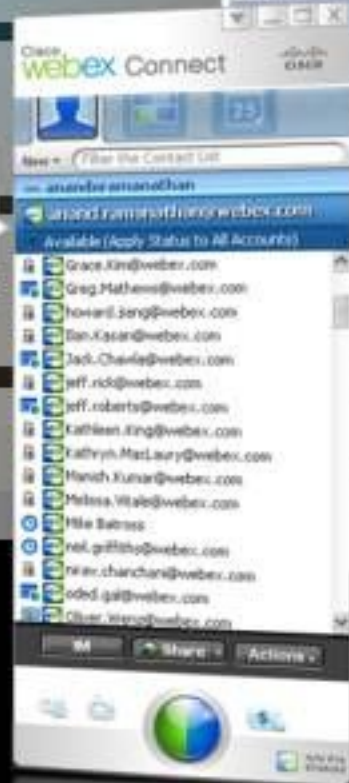
WebEx Connect Suite

Presence

Instant Messaging

Shared Workspaces

Voice

Video

Web Meetings

Business Value

- Richer, more effective internal and external collaboration via flexible unified client
- Easier application integration and ability to deliver new services enabled by open development platform

Video Surveillance

Digital Media System

Video Conferencing

Expert on Demand

Cisco TelePresence Endpoints

Cisco Enterprise Video Solutions

Cisco Video Conferencing & TelePresence

Cisco and TANDBERG Provide Technology Roadmap Update Prior to Transaction Close

Business Value

- Greater customer intimacy and higher quality decisions
- Reduced travel leading to cost savings and "green" benefits
- Increased employee productivity and work-life flexibility

Financial Justifications for Migration to Unified Communications

Changing reasons and ROI levers over time

Cost Savings Analysis Scope

Old Math (1990s)

- Equipment
- Installation
- Maintenance
- Management
- IT Staff
- Support
- Toll bypass

Expansion (2000s)

- Teleworker
- Conferencing
- Connectivity
- Calling card
- Facilities

New Math UC TCO (2008 on)

- Mobility
- Real estate (swing-space)
- Travel avoidance
- Contact center
- Branch space
- Self services

IP Convergence/VoIP

Source: Cisco Customer Business Transformation, VTG

Potential reduction examples
Category based on Benchmarks

| Spend category	Benchmark savings %
Trunking/Local	10%-15%
Long Distance	20%-35%
International Long Distance	50-75%
Mobility	10-15%
Conferencing	30-60%
MACs	60-75%
Support	30%-40%
Equipment and Facilities	100%*

With SIP trunking, trunking savings can increase by additional 10-25%

*Assumes pure IPT deployment where spending on upgrades, break-fix on legacy infrastructure is eliminated
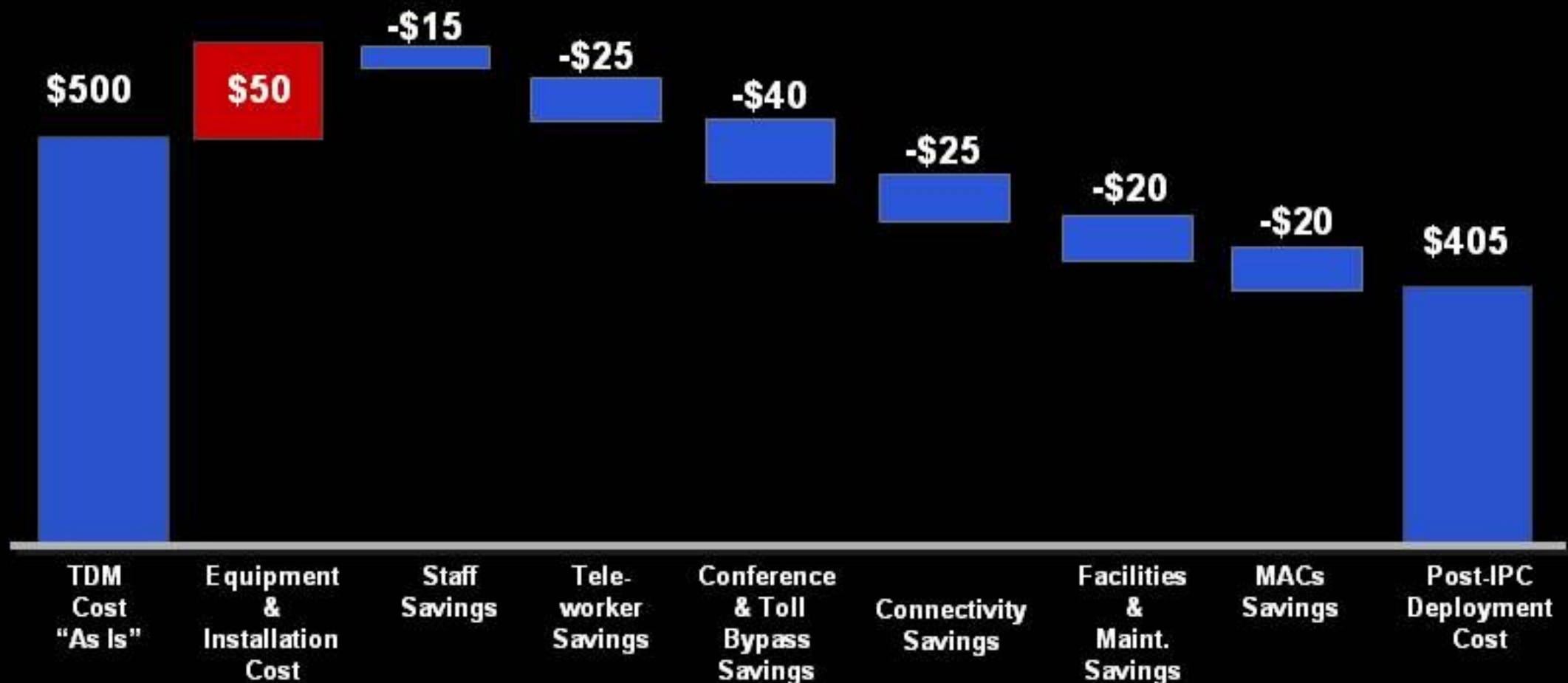
Improved operational efficiency

	Percent of Companies Realizing Benefit	Average Time Saved
Easier Moves, Adds, or Changes	56%	1.6 Hours/Move
Improved Mobile Employee Productivity	48%	4.3 Hours/Week/Mobile Employee
Improved Remote Office Employee Productivity	46%	4.0 Hours/Week/Remote Office Employee
Better Reachability for All Employees	46%	3.9 Hours/Week/ Employee
Improved Headquarters Employee Productivity	45%	3.9 Hours/Week/ Employee

Source: Sage Research Study, 2007

Cisco Innovation Tour 2010

Casablanca
Dakar
Douala
Cape Town
Durban
Johannesburg
Lagos
Abuja
Accra
Kampala
Tripoli (Ly)
Tunis
Alger
Addis Abeba
Beirut
Tripoli (L)