Cisco Pervasive Conferencing

Organizations are successfully using video to transform business processes, speed decision making, and engage customers and partners. According to Cisco's most recent Visual Networking Index, enterprise videoconferencing will grow globally from 36.4 million users in 2011 to 218.9 million users by 2016. As businesses seek ways of more effectively engaging distributed teams, IT managers and network operators are looking for the most efficient ways to deploy video pervasively across their organizations.

However, businesses have faced challenges in trying to realize the vision of pervasive video and conferencing. Integrating and scaling video and conferencing solutions across a wide range of voice, video, and web conferencing tools and devices can be complex and costly.

- **Scaling resources** to serve the influx of mobile devices, tablets, and PCs that are now video-enabled can be costly to support organization wide.

- **Technology islands** such as web-based meeting solutions, full high-definition (HD) telepresence, videoconferencing, and PC video applications all must be integrated to provide a single, consistent user experience that is simple-to-use for any meeting participant.

- **Evolving video quality standards** have made it complex to provide differentiated video quality based on the capabilities of the endpoint where the video is consumed. Organizations are seeking business-class meeting experiences to effectively support interactions with users inside and outside their networks.

- **Operational complexity** based on the integration and management of video and conferencing across diverse devices, networks, and collaboration tools has discouraged many enterprises and even service providers from the challenge of implementing pervasive video and conferencing.

It is time for an evolved approach to multiparty conferencing to make video collaboration easy-to-use and scalable and remove barriers to seamless deployment across global business communities and work teams.

Factors for Successful Pervasive Video Deployment and Personal HD Conferencing for Everyone

The key to enabling pervasive use of video and conferencing is to enable solutions that better align with the way people work so that users can truly use technology to accelerate collaboration value and transform business processes. This means: Simplifying rich multiparty collaboration so people can focus on the meeting, not the technology
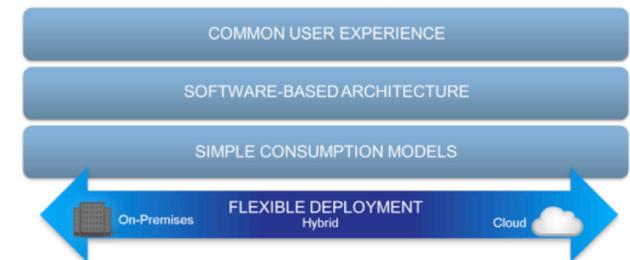
- Delivering ubiquitous business-class conferencing experiences on any device, anywhere

- Bringing everyone together face-to-face on mobile to immersive video systems

- Enhancing efficiency and affordability of HD conferencing infrastructure to support everyone, not just select applications or workgroups

- Expanding options to seamlessly extend multiparty conferencing from the cloud for scale and reach

- Simplifying consumption models for adoption for pervasive use of video

An Architectural Approach Delivers Consistent and Compelling Business-Meeting Experience

Cisco is evolving video and conferencing solutions to be better aligned with the way businesses meet and collaborate. As video usage becomes more pervasive across organizations, Cisco is making any-to-any conferencing easy-to-use and affordable for all, with the flexibility to deliver conferencing your way.

The power of Cisco TelePresence® Pervasive Conferencing infrastructure and capabilities simplifies the approach for multiparty conferencing with a common user experience, a **software-based architecture** for unparalleded scale and performance, and **simple consumption** models that can be enabled flexibly across a **range of deployment models to serve businesses of all sizes** (Figure 1).

Figure 1. Cisco Pervasive Conferencing

- A common experience to better align to business needs with the same active controls and resources extended to all endpoint and user types—including Jabber®, WebEx®, and Cisco TelePresence applications and new IP phones—allows users to focus on meeting experiences and take video collaboration to new levels.

- Software architecture-enabled scale and performance:
  - Designed to interact across all layers of the collaboration architecture and allow organizations to operate infrastructure on any platform, including routers and switches, dedicated video infrastructure appliances, and virtualized instances on a server blade—and maximize their infrastructure investments and scale while delivering business-class performance.
  - A unified management and common orchestration simplify operations and allow more intelligent and dynamic allocation of resources based on device type, geographic location, available infrastructure resources, and service policy to promote even greater efficiency with lower operating costs.
  - Simple consumption models deliver telepresence, video, and web conferencing on personal devices across an organization as well for business-to-business collaboration.

And the solution is supported across **flexible deployment models**, whether they are on-premises, in the cloud, or some hybrid of the two for businesses of all sizes and stages of their deployment of pervasive video and conferencing.

Product and Solutions

Cisco Pervasive Conferencing capabilities and solutions use software enhancements to deliver increased conferencing efficiency scale across premises and cloud, and new seamless conferencing experiences for Cisco TelePresence and WebEx meetings (Figure 2).

Figure 2. Delivering Business Value and Technical Innovation: Simply, Cost-Effectively, and Scalable

Affordable HD Conferencing Infrastructure

Support more video users intelligently across your multiparty conferencing infrastructure, even in highly dynamic meeting environments, to better align to the way your organization works:

- Cost-effective videoconferencing facilitates face-to-face collaboration from mobile clients to immersive telepresence systems.
- Scale video adoption economically using adaptive resource allocation for standards-based multiparty conferencing across your organization and business community.
- Support all types of conferences with a consistent business-class user experience.
- Deliver personal HD conferencing infrastructure for a few dollars per month per user.

Expanding Cloud Video-as-a-Service Options for Partners to Deliver On-Demand Virtual Meeting-Room Services

Extend the reach of your video and unified communications multiparty conferencing with flexible consumption models delivered by Cisco® Powered Cloud Partners as virtual meeting-room services:

- Affordable and easy-to-use, on-demand virtual meeting services
- Deployment elasticity and resource optimization through multitenant conferencing solutions
- Simplified meeting experiences across multiparty video and unified communications

Cisco TelePresence Is Now WebEx enabled

Advance business-to-business and internal communications by bringing together video, unified communications, and web conferencing in a simple, easy-to-use meeting experience.

Enhanced functionality between Cisco WebEx Meeting Center and all video-enabled endpoints[1] create a seamless meeting experience for all users:

- Maximize your collaboration time with simplified scheduling and easily start meetings with a single button.
- Enhance return on investment (ROI) of your existing WebEx, Cisco TelePresence, and video investments.

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1. Video-enabled endpoints include any standards-based video endpoint–Cisco TelePresence, Jabber, video phones, tablets, mobile devices, etc.

- Securely extend video collaboration to users in any location, on a range of desktops, tablets, and smart phones.
- Facilitate the integration of rich collaboration experiences with participants from outside the company, extending the reach of these experiences to customers, business partners, and suppliers efficiently, easily, and cost-effectively.

Scaling Solutions Across Your Organization

Scaling video collaboration and conferencing solutions pervasively across your organization means more choices for delivering reach and network coverage for users to join from any location.

Flexible infrastructure deployment on premises, in cloud, or in a hybrid mode retains a common business-class experience and further increases options to include remote users and businesses of all sizes.

Now with pervasive conferencing solutions, you can easily bring together users on mobile devices, tablets, or immersive telepresence systems with predictable user experiences so that everyone can participate in the meeting whether joining from public IP networks or options with quality-of-service (QoS) guarantees.

Benefits for Enterprise and Midmarket Customers

Accelerate the business benefits of pervasively using video collaboration and conferencing your way:

- Choose how you would like to participate.
- You do not need to compromise on your meeting experience—everyone can participate with easy-to-use, people-centric meeting interactions.

- Scale to allow everyone to join the meeting on mobile to immersive telepresence systems, bringing together voice, video, and web conferencing users.
- Simple consumption models from the premises to the cloud deliver affordable solutions for businesses of all sizes.
- Bring affordable HD conferencing infrastructure capabilities to your organization for a few dollars a month.
- Expand the reach of these conferencing experiences outside the company to business partners, suppliers, and customers simply, easily, and affordably.

Why Cisco?

Cisco pervasive conferencing capabilities deliver conferencing your way on any device, anywhere. Combine the power of software architecture with the intelligence of the network to enable easy-to-use and affordable multiparty video collaboration across your organization and business community. Now you can provide seamless business-class meeting experiences for everyone with highly scalable personal HD conferencing infrastructure, on-demand virtual meeting-room services from the cloud, and Cisco TelePresence -enabled WebEx meeting solutions that change the paradigm for business-to-business collaboration by simplifying conferencing scheduling, attendance, and in-meeting experiences with secure two-way video for all WebEx, Cisco TelePresence, and video-enabled devices.

For More Information

For more information about Cisco Pervasive Conferencing, please visit: www.cisco.com/go/pervasiveconferencing