



# Anticipating Current and Future Demands for Collaboration



Cisco Collaboration Services

Collaboration, knowledge sharing, and teamwork are strengths associated with highly effective organizations. Companies recognize that breaking down unnecessary disconnected units is essential for everything from establishing a unifying culture to staying one step ahead of the competition.

Over time, the mandate for collaboration in large organizations and institutions has become even more ambitious, encompassing virtual teams, mobile workers, extended supply chains, customers, strategic partners, and other constituents. Technology available in the consumer world has contributed to an immense appetite for sharing information and joining communities of interest.

In response, enterprise technology that enables more dynamic, rich collaboration is advancing rapidly. This progress has also revealed requirements for sharing and access in large organizations that are very different from requirements in the consumer world.

Your organization can plan for new collaboration initiatives and technologies, ease deployment, and manage your collaboration infrastructure with greater visibility and responsiveness with the help of, and learnings from, Cisco Collaboration Services. No matter where you are in the evolution of your capabilities, Cisco Services, together with our partners, can provide the best practices, methodologies, and tools to support your goals.

## Achieve Your Organization's Collaboration Vision

Cisco collaboration solutions span a wide variety of technologies, including Collaboration Endpoints, Conferencing, Customer Collaboration, and Unified Communications—all with mobility in mind. You can meet your organizational goals with the help of the professional services and support we have developed around these and many other related technologies. Here are just some of the ways in which you can get proven value from our services:

- Align technology decisions with business requirements
- Identify and resolve issues quickly to improve uptime
- Manage the cost and increase the speed of deployment
- Successfully integrate existing databases with new collaboration tools and platforms to deliver a unified user experience
- Demonstrate a rapid return on investment
- Improve security and regulatory compliance
- Keep existing processes running smoothly

## Customer Examples

Following are examples of how you can engage Cisco Collaboration Services to help achieve your vision for more collaborative, productive environments.

Customer	Collaboration Goals	Cisco Collaboration Services Project Description
Statewide healthcare system	Enable dispersed clinical and administrative teams to work together with face-to-face effectiveness	<ul style="list-style-type: none"> <li>Plan, design, and implement a Cisco TelePresence solution to enable busy clinicians and administrators across the state to collaborate</li> <li>Create a custom TelePresence solution to support executive communications</li> <li>Develop employee training templates to help increase videoconferencing usage</li> <li>In future, extend collaboration to external partners and, potentially, patients</li> </ul>
Global manufacturer	Expand the company's collaborative culture by moving towards a standardized environment designed, deployed, and managed by an established technology company	<ul style="list-style-type: none"> <li>Present a vision for extending videoconferencing and widening the use of collaboration technology</li> <li>Plan and implement the replacement of 25 existing systems with an integrated solution under centralized management</li> <li>Validate the complete solution</li> <li>Provide ongoing support through a multi-year managed services contract covering day-to-day management as well as optimization</li> </ul>
International government agency	Modernize communication platform to improve service to citizens, increase uptime and response, and speed up the legal process delivered by the agency	<ul style="list-style-type: none"> <li>Plan, build and implement, together with a local partner, an effective Unified Communications network, including Cisco Unified IP Phones, UC Manager, MeetingPlace, WebEx Meetings, Telepresence and Unified Contact Center Enterprise</li> <li>Improve training and personnel development while creating better collaboration opportunities</li> <li>Provide faster, more flexible services to constituents at a significant savings</li> </ul>
University public-private partnership	Facilitate collaboration between academia and industry to expose students to the needs of industry, and help energize industry with the ideas, creativity, and skills of students	<ul style="list-style-type: none"> <li>Building on the collaboration infrastructure, add Cisco WebEx Social to provide online workspaces for every meeting, document, or chat associated with a project</li> <li>Integrate Cisco Jabber, IM and Presence, and WebEx conferencing</li> <li>Implement Cisco WebEx conferencing to help world-wide teaching staff to share best practices</li> <li>Integrate Cisco Show and Share® to help teachers, students, and project team members to share high-definition video</li> <li>Create, build, and manage a high-level design to deploy WebEx Social in a multivendor environment</li> <li>Provide operational training for the university's staff</li> </ul>



## A Complete Continuum of Services at Any Stage

Creating a more collaborative workplace is not an end point. It is an ongoing process that can begin with a broad vision or a highly targeted project. Our experience has shown that no matter where you start, you will continue to optimize and add capabilities as your organization realizes the benefits of collaboration. It is important to take a comprehensive, multi-year architectural approach to planning to make sure the infrastructure continues to support the ongoing needs of the business. That is why Cisco Services offers a comprehensive yet flexible approach to support your company at any stage in the evolution of your collaborative environment.

Cisco Services are built upon smart capabilities: rich intellectual capital, real-time tools, analytics, and automation. These Smart Services deliver actionable insight into the health of your network to promote better business outcomes.

Plan	Build	Manage
<p>In the early stages of evaluating new collaboration technology, you can use Cisco planning services to reach decisions faster and with greater confidence. Our planning capabilities help you to:</p> <ul style="list-style-type: none"> <li>• Develop an architectural strategy and transformational roadmap to align with your business requirements</li> <li>• Assess the current state of your network architecture, IT model, and service management approach</li> <li>• Create a high-level and low-level design</li> <li>• Automatically collect up-to-date information about your existing Cisco equipment as the basis for accurate planning through Cisco smart service capabilities</li> </ul>	<p>When the time comes to deploy new systems, there are numerous tactical considerations that can affect a smooth implementation and your users' satisfaction with the new services. Our build capabilities help you to:</p> <ul style="list-style-type: none"> <li>• Validate that the new collaboration systems or tools are ready for your production network</li> <li>• Deploy the new solutions and applications</li> <li>• Upgrade your network infrastructure, if required</li> <li>• Integrate your new collaboration systems or applications with existing databases, such as document management systems</li> <li>• Have continuous visibility into the state of your network to guide deployment through Cisco smart service capabilities</li> </ul>	<p>Collaboration is intended to change the way people in your organization work together. The manage phase helps users have fast, uninterrupted access to colleagues and resources. It also helps build in an ongoing process of review and optimization. Our manage capabilities help you to:</p> <ul style="list-style-type: none"> <li>• Comprehensive reporting and analysis to help you monitor and manage your infrastructure</li> <li>• Identify under- or over-utilized assets to optimize the performance of your infrastructure, applications, and service management</li> <li>• Ensure that devices are protected and software is current</li> <li>• Obtain the network visibility to preempt potential issues, resolve other issues quickly, and simplify network management and support processes through the use of Cisco smart service capabilities</li> </ul>

## What types of questions can Cisco Collaboration Services help you answer?

### In the planning stage, how can I ...

- Develop a strategic roadmap for collaboration solutions that aligns with business objectives?
- Develop an architectural design that is flexible enough to meet current and future needs?
- Evaluate my infrastructure's capability to adopt new solutions or meet compliance requirements?
- Facilitate interoperability across applications?
- Enable collaboration applications to mobile endpoints like tablets and smart phones?

### During the build stage, how can I ...

- Confirm that my design is ready for deployment in my production network?
- Reduce the likelihood of design reworks during implementation?
- Keep day-to-day business running smoothly while migrating to or adding new technology?

### During the manage stage, how can I ...

- Prevent or rapidly resolve issues and proactively manage network risk?
- Receive timely, coordinated support for multivendor solutions?
- Continually improve the availability, reliability, and performance of my infrastructure?
- Improve the skills of my IT staff to support new collaboration technologies?
- Complement my in-house resources to help monitor and manage my Cisco infrastructure and advanced technologies?

## Collaboration Discovery Sessions

Technology and business leaders come together to discuss business imperatives, identify challenges, outline mobile collaboration opportunities, and share ideas about strategies and architectures in Collaboration Discovery Sessions. Cisco Services and industry experts host these half-day sessions. To find out how you can address your business priorities by adopting new collaboration technologies, ask your Cisco representative or partner to schedule a Collaboration Discovery Session today.

## Get Started Today

To learn more about Cisco Collaboration Services, contact your local Cisco sales representative or certified partner, or visit [www.cisco.com/go/collaborationservices](http://www.cisco.com/go/collaborationservices).



**Americas Headquarters**  
Cisco Systems, Inc.  
San Jose, CA

**Asia Pacific Headquarters**  
Cisco Systems (USA) Pte. Ltd.  
Singapore

**Europe Headquarters**  
Cisco Systems International BV Amsterdam,  
The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at [www.cisco.com/go/offices](http://www.cisco.com/go/offices).

© 2013 Cisco and the Cisco logo are trademarks or registered trademarks of Cisco and/or its affiliates in the U.S. and other countries. To view a list of Cisco trademarks, go to this URL: [www.cisco.com/go/trademarks](http://www.cisco.com/go/trademarks). Third party trademarks mentioned are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (1110R) This document is Cisco Public.