Cisco Collaboration: Improve Collaboration, Improve Business

Work is more interconnected than ever before. Employees are more empowered and want greater freedom in how and where they work. At the same time, they need to collaborate more frequently, with more people, inside and outside the organization and across geographies.

The numbers highlight these irreversible trends:

- Two-thirds of employees are doing more collaborative work than they were 3 years ago.[1]

- The average employee today must collaborate with 10 or more people to accomplish day-to-day work.[1]

- One-half of business productivity relates to how effectively employees collaborate.[1]

- At least a quarter of a billion global information workers work in a bring-your-own-device (BYOD) environment in some form.[2]

Collaborate without Compromise

Cisco® Collaboration allows your employees to work freely with teams, partners, and customers - within and beyond your organization. The integrated capabilities of voice, video, conferencing, content sharing, instant messaging, and presence support collaboration at any time, from any device, from the browser to the boardroom.

Successful delivery of next-generation collaboration experiences is about more than the latest software, social network, or smartphone. It requires a fully integrated, yet open, architectural approach. One that includes an underlying collaboration infrastructure to provide a natural and integrated user experience. One that can scale and evolve. And one that reduces IT complexities while delivering the superior reliability, scalability, and strength of a true business solution.

More than 200,000 organizations worldwide use Cisco Collaboration to run their businesses every day. We are a proven partner. We deliver compelling, innovative collaboration solutions through the combined power of software, hardware, infrastructure, and the network.

Mission and Strategy

Our mission is to meet the needs of your workforce by providing exceptional collaboration experiences from **every room**, on **every desk**, in **every pocket**, and from **every application**. To achieve this, we focus on three key concepts, as shown in Figure 1.

Figure 1.   Cisco's Strategic Direction for Collaboration

Experience-Centric   Cloud Connected   Value Extended
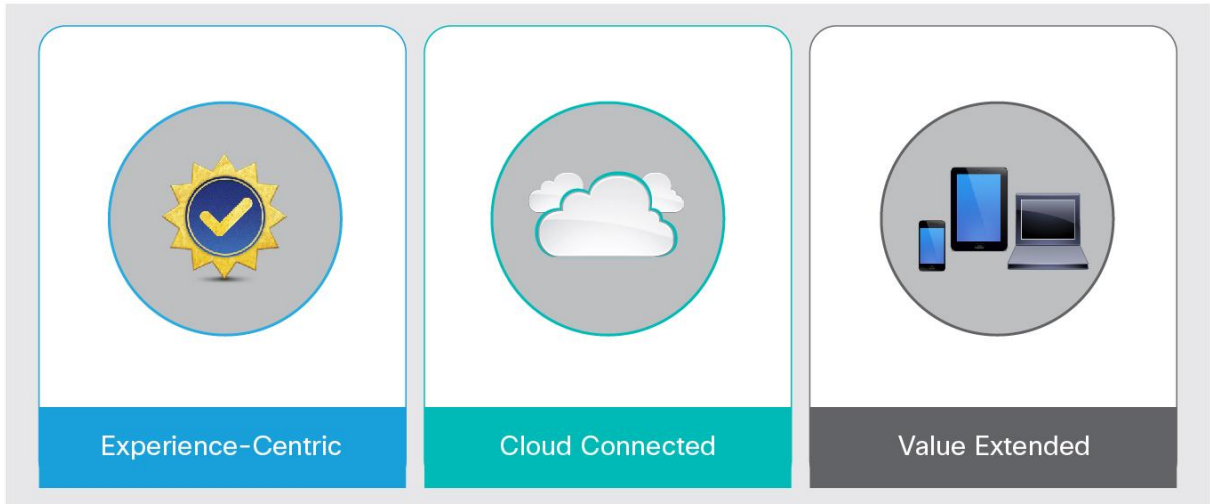
- **Experience-centric:** Enable new and better collaboration experiences from the browser to the boardroom that translate to tangible and differentiated business value for your organization.
- **Cloud connected:** Deliver cloud services that integrate deeply with infrastructures, devices, and services and on-premises solutions that transparently connect to the cloud services of choice.
- **Value extended:** Allow you to start from where your organization is now and extend the value of technology investments instead of starting over.

Reimagining What Collaboration Can Do

Challenge: GHD Pty Ltd, a leading engineering, architecture, and environmental consultancy, expanded to well over 100 offices globally. Staying connected became even more critical and expensive. The firm already used Cisco Unified Communications Manager and Cisco IP Phones to deliver enterprise-class IP communications. Its goal: add new collaboration capabilities to reduce travel costs, increase knowledge sharing, and foster innovation.

Solution: GHD deployed the Cisco Jabber® messaging integration platform by integrating it with Cisco Unified Communications Manager. The Jabber® platform allows all 5500 employees globally to access instant messaging, voice, video, voice messaging, desktop sharing, and conferencing. GHD also deployed Cisco WebEx® Meetings as a cloud-based web conferencing solution with high-definition video, integrated audio, and real-time content sharing across its global offices.

Results:

- All employees were equipped with new collaboration capabilities quickly without extensive training or support, thanks to a common user experience across devices.
- GHD saw increased innovation and reduced time to market by taking advantage of employee skill sets more effectively across geographies.
- GHD's travel costs decreased dramatically, generating 100-percent payback on Cisco Collaboration tools in less than 12 months.

> "Our people are our competitive advantage. Using Cisco Collaboration tools we can marshal the full power of GHD resources far more easily than ever before. We've been able to build stronger teams and improve market penetration."
>
> – **Richard Fechner**, Global Technical Leader for Energy and Resources, GHD Pty Ltd

Cisco Collaboration Portfolio

The Cisco Collaboration portfolio comprises four product categories that together deliver best-in-class collaboration experiences (Figure 2).

Figure 2. Cisco Collaboration Portfolio

- **Unified communications:** Build a more connected workplace with rich video, voice, web, and mobile collaboration. Cisco offers the market's leading unified communications platform for enterprise and midmarket customers delivered on premises and in the cloud. The call control, applications, and gateways of the unified communications platform enable collaboration across a variety of endpoints. These products offer quality, reliability, and scalability with secure policy controls to meet the most demanding requirements.

- **Customer collaboration:** Build the foundation for positive customer service, so you can build loyalty and accelerate business growth. Evolve beyond traditional call centers to engage customers proactively, connecting them to information, expertise, and support - when and where they need it.

- **Conferencing:** Bring employees, customers, and partners together to collaborate from anywhere with integrated voice, video, and content sharing. Delivered in the cloud and on premises, Cisco conferencing supports secure collaboration across devices, from the browser to the boardroom, in both scheduled and impromptu meetings.

- **Collaboration endpoints:** Our broad range of endpoints deliver a simple user experience by supporting pervasive collaboration, enabled through tight integration with unified communications, customer collaboration, and conferencing solutions for web, mobile, and desktop use. Collaboration endpoints take advantage of both on-premises and cloud-based services. Products include IP phones, desktop endpoints, conference room endpoints, and immersive telepresence.

In addition, we offer services to help your organization plan for new collaboration initiatives and technologies, ease deployment, and manage your collaboration infrastructure with greater visibility and responsiveness.

Note: For a complete list of products and services in each category, please visit http://www.cisco.com/go/collaboration.

> "We chose Cisco collaboration and communications solutions because of the depth and breadth of capabilities, as well as the integration that they offer. We didn't have to combine products from different vendors to get the functions we required."
>
> – **Elizabeth Harper**, Chief Information Officer, GHD Pty Ltd

Collaboration Architecture Helps Ensure Consistent Experience

Built on the Cisco Collaboration Architecture (Figure 3), the collaboration portfolio provides a consistent experience across devices and applications - with security, reliability, and resilience. Using this framework, you can develop an implementation plan that helps ensure interoperability with your existing and future assets. The architecture supports open standards with a powerful set of well-defined and -documented application programming interfaces (APIs) and software developer's kits (SDKs). Available as a value-add from DevNet Developer Resources, these APIs and SDKs simplify integrating capabilities into older and third-party applications.

The open architecture enables smooth collaboration by removing the barriers between content formats, individual tools and devices, and organizations. It supports flexible deployment models, allowing you to meet the specific needs of your organization through on-premises, hosted, managed, or cloud-based or hybrid service.

Figure 3. Cisco Collaboration Architecture
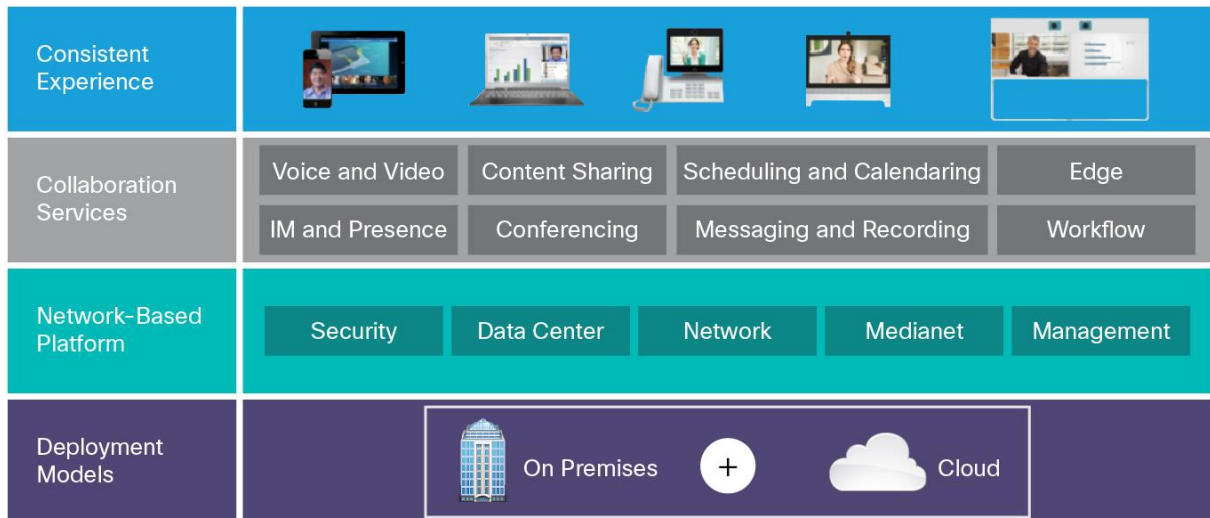
The Cisco Collaboration Architecture consists of four layers:

- **Experience:** The architecture supports a consistent experience from the browser to the boardroom, from Cisco Collaboration endpoints to third-party mobile devices.
- **Collaboration services:** The elements of the services layer work together transparently, whether for instant messaging, video calls, content sharing, or accessing messages and recordings. These services communicate with each other to provide enhanced information and capabilities. For example, the presence service talks with voice and video session management, content sharing, conferencing, and calendaring to provide a richer experience. You not only see if somebody is online, but whether that person is available, in a meeting, on the phone, in a WebEx® conference, or presenting.

- **Network-based platform:** All these services are built on a network-based platform that supports secure, intelligent, and automated connections within and outside the organization. It's all brought together and simplified by centralized management that gives you visibility and control.
- **Deployment models:** Cisco gives you a choice of deployment models. The architecture supports cloud-based deployments and on-premises implementations, as well as a hybrid model that provides the best of both worlds.

The Value of a Network-Based Architectural Approach

Business-critical collaboration functions require a network-based architectural approach that supports security, reliability, scalability, and speed. Examples include:

- Deliver secure, high-quality interactions across and between companies
- Transparently integrate cloud and on-premises based services
- Deliver rich-media in the best format for any endpoint
- Find and collaborate with the right experts based on location, skills, and availability

Together, the layers of the Cisco Collaboration Architecture establish a core that supports compelling experiences both within and among organizations. This core offers a consistent user experience, regardless of the device or client. It accounts for the variability and diversity in the range of devices and applications people use. And it gives IT the confidence to establish an investment roadmap with the knowledge that the architecture has the flexibility to work with new and future applications and devices.

Multiple Paths to Successful Collaboration

With Cisco Collaboration, you can start at any point within the portfolio to meet your organization's business needs. When you are ready to add capabilities, the architectural approach provides you with greater value and capabilities than if you were to choose point solutions from individual vendors. Consider the following scenario:

- Perhaps your first business priority is to increase customer reach while reducing travel. This scenario requires an enterprise-level online meeting solution for conferencing with customers and partners, so your organization might begin with a Cisco WebEx meeting application.
- Next, you might move to unified communications to reduce maintenance costs, secure a voice upgrade path, and gain new capabilities by transitioning from your existing time-division multiplexing (TDM) private branch exchange (PBX).
- You next might want to add conference rooms or immersive video endpoints to create a "being there" meeting experience. Cisco TelePresence® conferencing and videoconferencing take full advantage of the same call-control capabilities within your initial unified communications investment. These applications integrate with WebEx meetings, shortening deployment and reducing the IT operating expenses associated with premium videoconferencing.

Conclusion

Collaboration is about people working together, and the tools should enable your employees to work with anyone, anywhere without compromising your business and IT requirements. Cisco offers best-in-class collaboration capabilities from the browser to the boardroom without compromises. To ensure your success, experts from Cisco Services and Cisco Global Partners are available to work with you to achieve faster time to value.

More than 200,000 organizations use Cisco Collaboration products to increase productivity and find new areas of innovation. Reimagine what collaboration can do across your organization.

For More Information

- Cisco Collaboration: http://www.cisco.com/go/collaboration

- Cisco Collaboration Architecture Interactive Tool:
  http://www.cisco.com/en/US/netsol/ns1007/architecture.html

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[1] The Corporate Executive Board, "Breakthrough Performance in the New Work Environment," http://www.executiveboard.com/exbd-resources/pdf/executive-guidance/eg2013-annual-final.pdf.

[2] Forrester, "2013 Mobile Workforce Adoption Trends", February 4, 2013.

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