



Cisco TelePresence



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“It's like trying to explain the taste of chocolate to someone who has never tasted chocolate.

**It's very hard to do.
You just have to taste it for yourself ”**

Marthin De Beer

VP and GM of Emerging Markets Technology Group, Cisco Systems





Cisco Unified Communications

A New Way of Communicating



Cisco Unified Communications

Key Enabling Technologies

Virtualization

Real-time session
Management

Mobility

Wired and Wireless

Video

Rich Media
Collaboration

Speech

Voice Access
to Services

Presence

Intelligence in
the Network

Policy

Identity and
Preference



The Importance of Visual Interaction

People remember.....



20%
of What They **Hear**



30%
of What They **See**



70%
of What They
See and Hear

Importance of Visual Traffic

- 30% of brain's cortex devoted to vision, 8% for touch and 3% for hearing
- More than 60% of communication is non-verbal

Sources: Human Productivity Lab 2006

Pearn Kandola: *The Psychology of Effective Business Communications in Geographically Dispersed Teams* 2006

Cisco TelePresence – the idea...



Cisco TelePresence – the Experience !



Cisco TelePresence – why should you care ?

Business Model Changes

- **In-Person Experience—Non-Verbal, Human Factors**

Decision Making / Improved Trust

Employee / Customer / Partner / Supplier Relationships

- **Next Generation Productivity**

New Business Models ... Support, Sales, Engineering

Improved Reach / Agility / Lead time to meet

Business Continuity – Disasters / Pandemics etc.

Less travel – Equally Effective – Quality of life

- **Technology will apply to applications in all our markets and verticals in many forms over time**

Work —Virtual Meeting, Virtual Specialist in Branch, Virtual Assistant

Live—Virtual Health Care, Tele-medicine, Visit Family

Play—Being at the Game while dining at a restaurant

Learn—Virtual Teachers in remote classrooms



Welcome to the Human Network



Body Language is Business Language
The Cisco TelePresence Experience!

Cisco TelePresence – CTS3000



Cisco TelePresence – CTS1000



Architecture and Product Features



Quality—Simplicity—Architecture



Quality – It's All About the Experience



Displays



Cameras



Microphones

- 65" plasma screens
- 720P or 1080P ultra-high definition
- Lifesize – 2 people per screen
- 720P or 1080P broadcast quality
- Smallest form factor in the world
- One per table segment
- Spatial audio and echo cancellation
- Cellphone static elimination

Quality – It's All About the Experience



Codecs



Environment

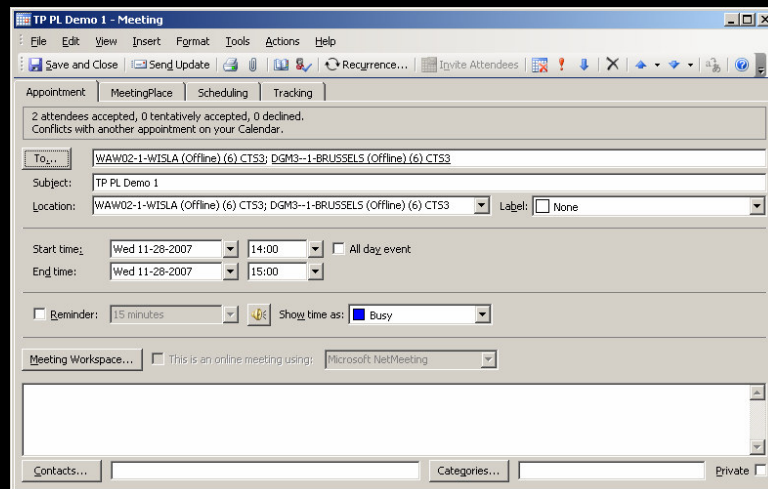


Furniture

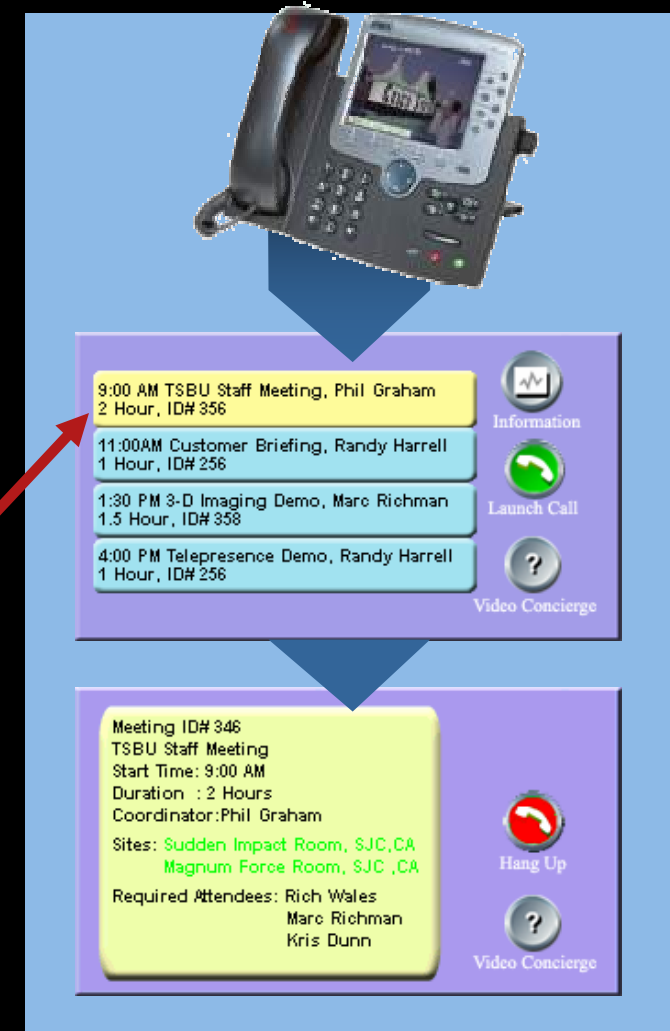
- Low latency
- Single data stream across the network
- Tuned lighting and painting!
- Optimised acoustics
- Facilities friendly – 2 days to install
- Shared projection
- Tuned for human factors
- Board room quality

Simplicity – It's All About the Experience

- Utilize familiar tools to schedule, launch calls (Outlook calendaring or web-based)



- Scheduled video calls require “one button to push” to launch (Point-to-point or multipoint)
- User has minimal interaction with the technology



Architecture – It's All About the Experience

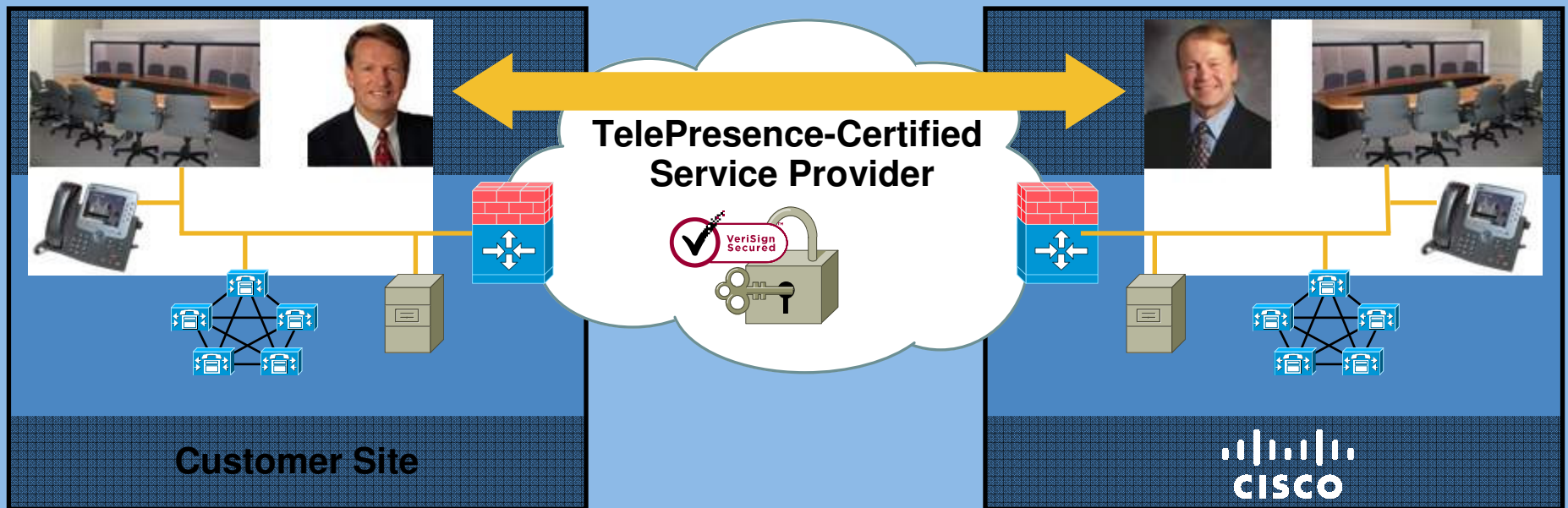
TelePresence Multipoint Solution



- “One Button to Push”
- Up to 36 Segments
- Mix and Match CTS3000 and CTS1000

Architecture – It's All About the Experience

Business-to-Business with TelePresence



Cisco Unified Communications

The Network as the Platform

Various applications of Cisco TelePresence technology



Cisco TelePresence: Transforming the Way Business Gets Done



BusinessWeek



"You forget there's any technology going on between you and the people you're meeting with."

- Gartner

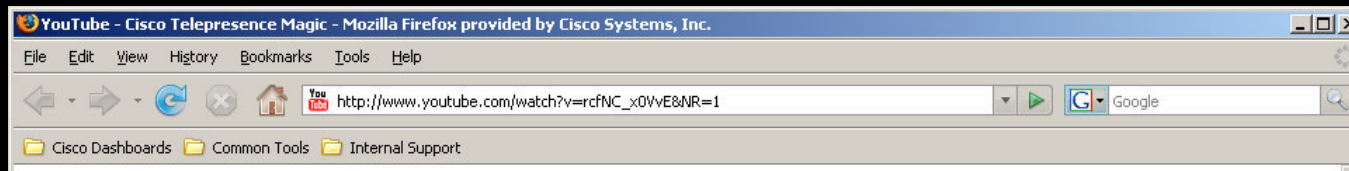
**co TelePresence Virtual Agent
Connecting Customers With Experts**

"This is a **Ever** come true."

- BusinessWeek

Cisco TelePresence “Magic” or ‘On-Stage’ Experience

Opening of Cisco Globalisation Centre East in Bangalore, India on October 30th 2007



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Videos

Categories

Channels

Cisco Telepresence Magic



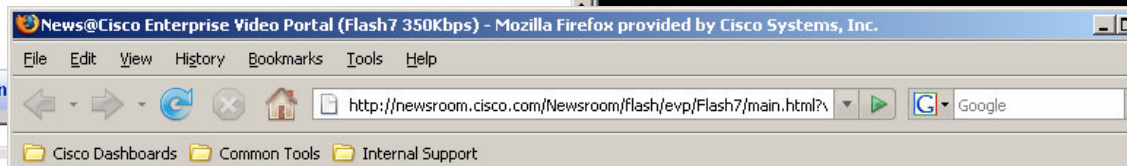
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NOW PLAYING: 'On-Stage' Experience

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IPICS

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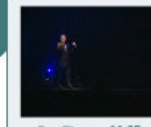
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'On-Stage' Experience

Next-Generation Cisco TelePresence Experience
09-NOVEMBER-2007

CEO John Chambers and SVP Marthin DeBeer demonstrated next-generation Cisco TelePresence experiences at the grand opening of the Globalisation Centre East in Bangalore, India.

Run Time: 11:25

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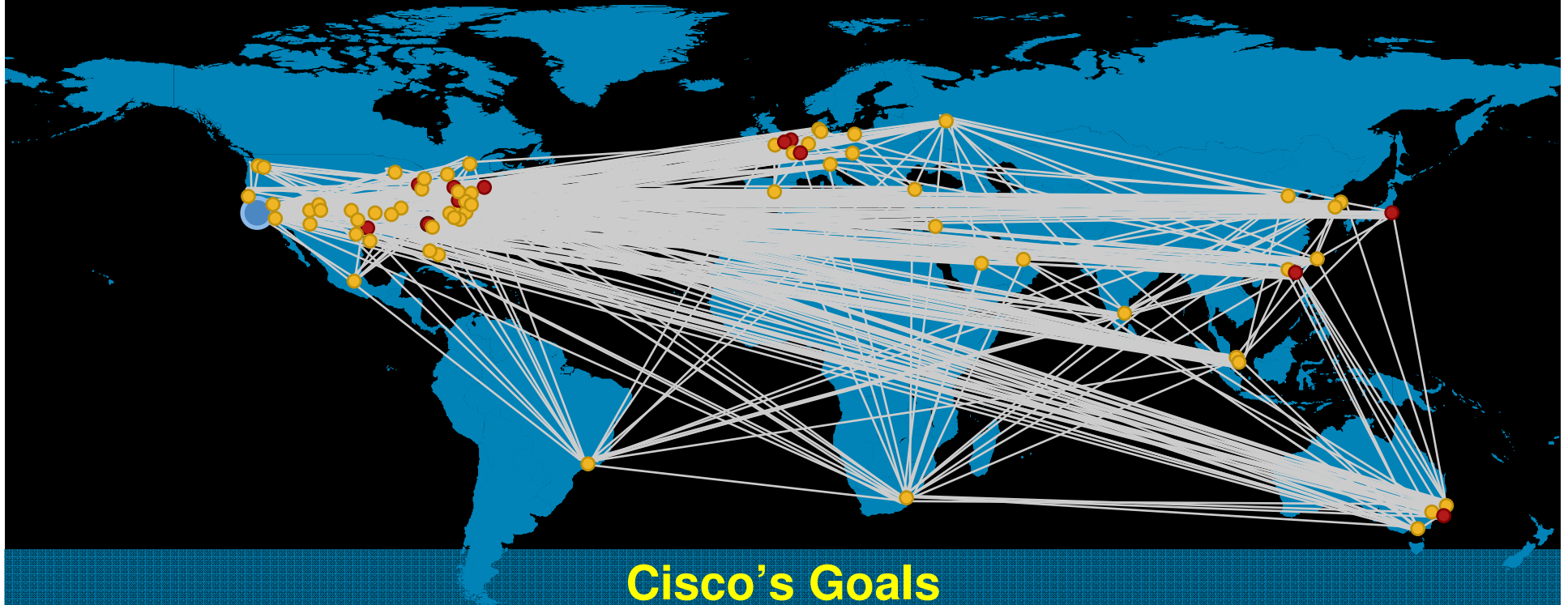
Cisco on Cisco TelePresence



Cisco IT Global Deployment Plan

152 TelePresence Systems at Cisco Offices !

Number as of November 2nd, 2007



Cisco's Goals

- Improve productivity
- Change business models
- Reduce emissions by 10% over 12 months
- Cut travel by 20%
- Reduce expenses by \$100M USD
- Payback Period < 9 months

Cisco on Cisco TelePresence Overview

88 Cisco TelePresence in major cities globally

- **US/Canada:** 39 CTS 3000, 22 CTS 1000
- **APAC/Japan:** 12 CTS 3000, 2 CTS 1000
- **Europe:** 8 CTS 3000, 5 CTS 1000,

Overall average utilization is 45%

(~ 50% in the past 4 weeks and target is 40% based on 10 hours a day)

Target: 110 by July 2007

Figures valid through May 27th, 2007

10,136 TelePresence meetings scheduled to date.

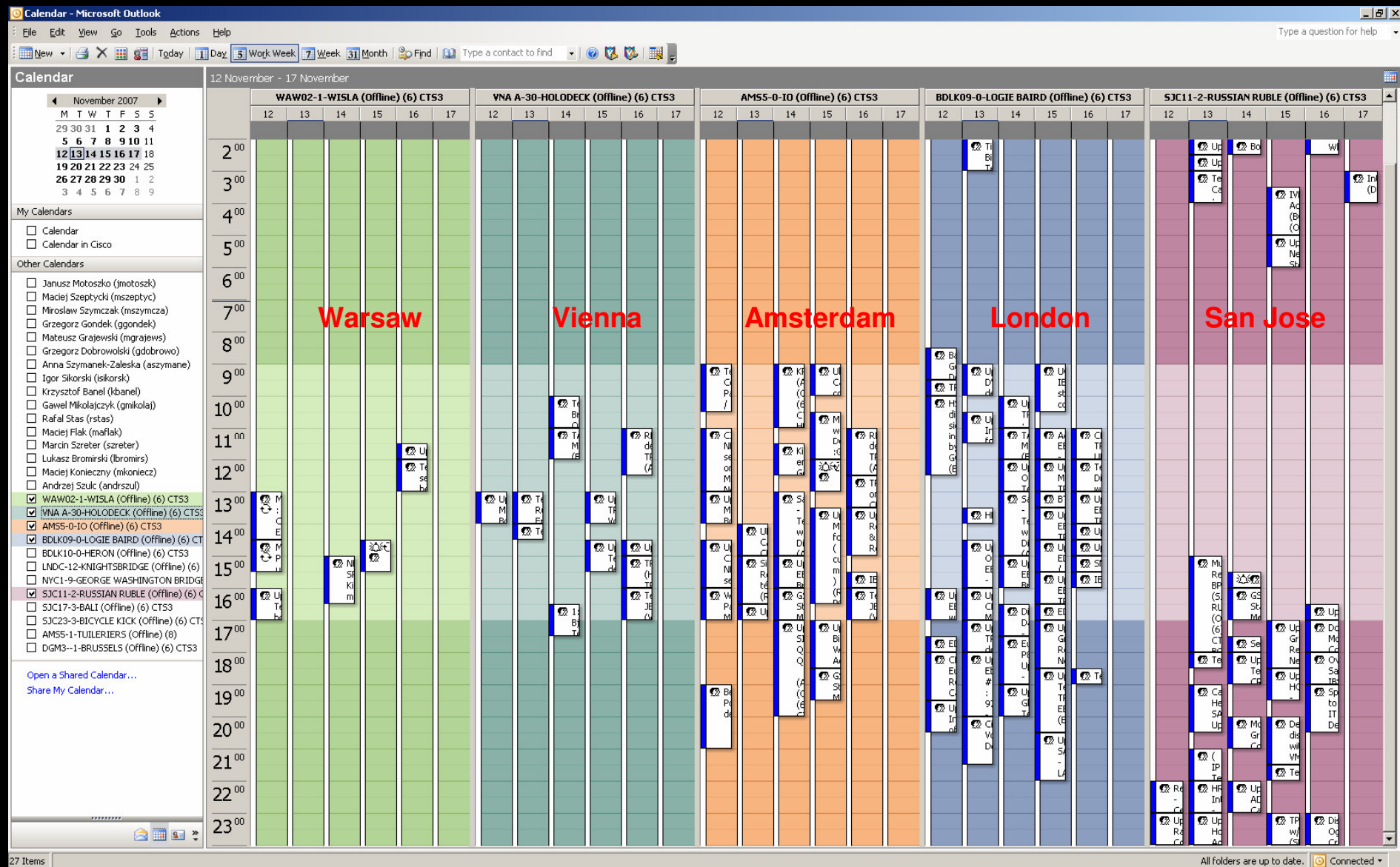
- 3,039 meeting with customers to discuss Cisco Technology over TelePresence

1,420 Meetings avoided travel by using Cisco TelePresence saving Cisco ~\$10.92M to date

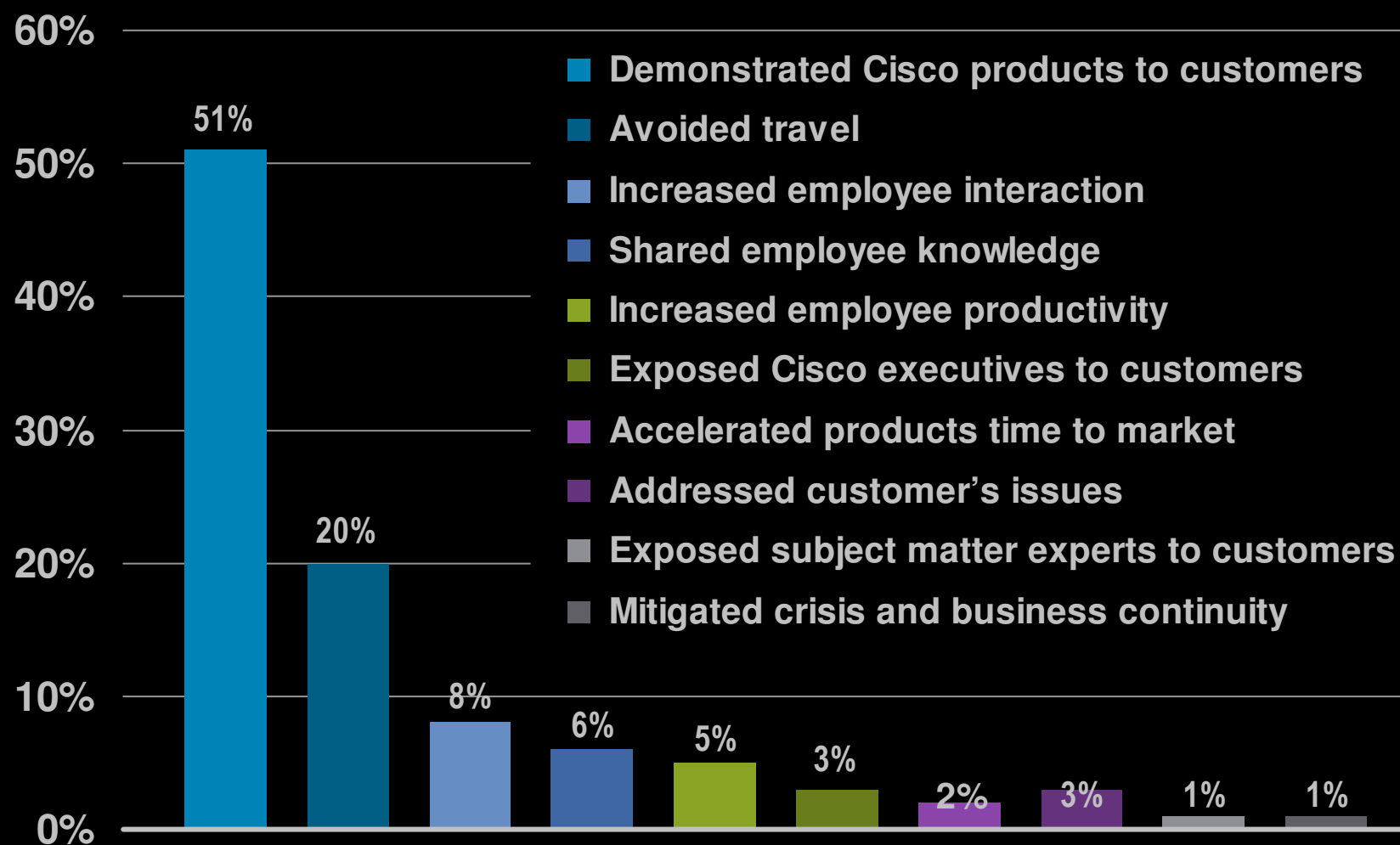
Change the way
we Work, Live,
Play & Learn



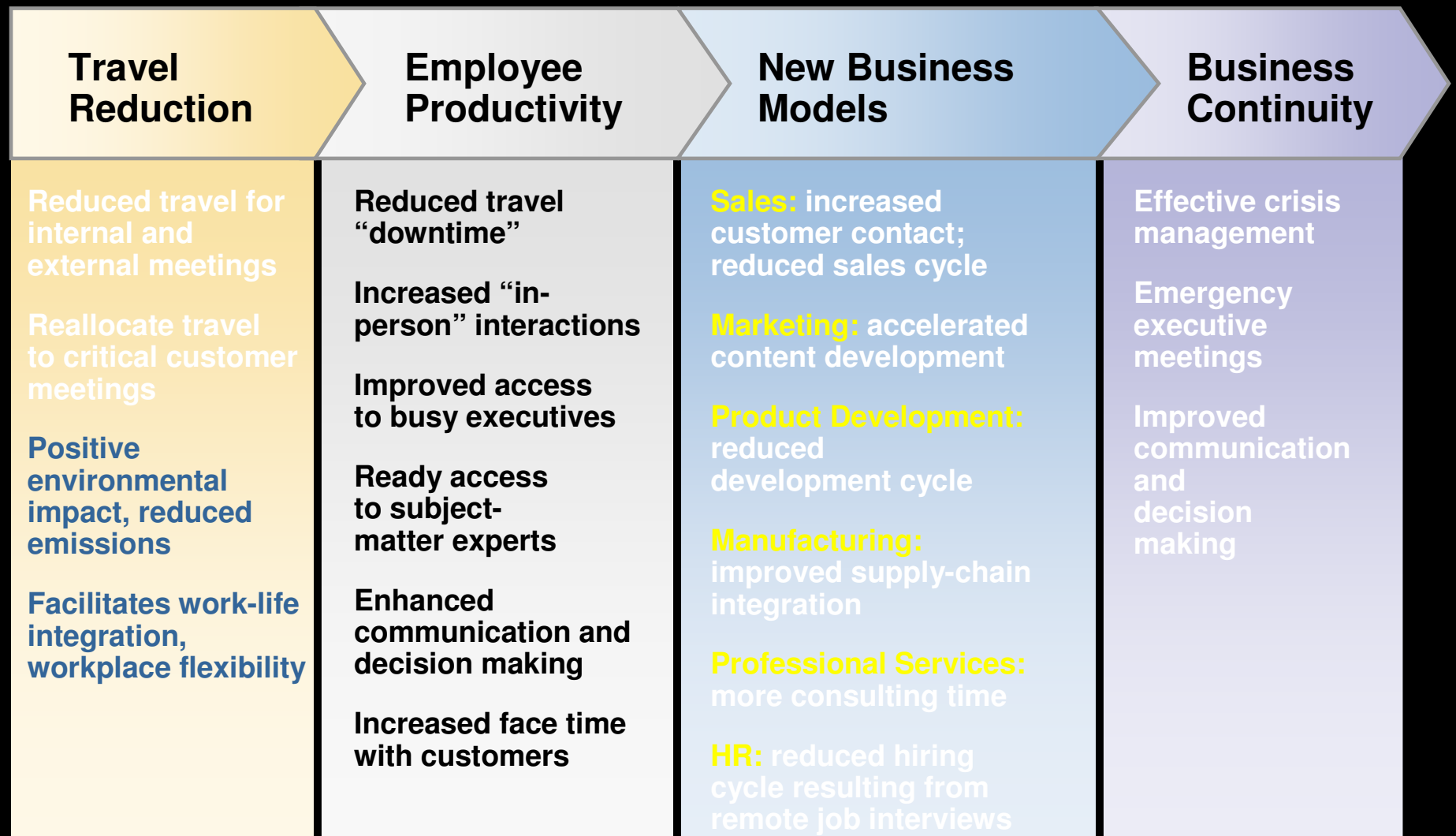
Cisco on Cisco TelePresence Utilization



Cisco on Cisco TelePresence Benefits



Areas of value for Cisco TelePresence technology for Cisco itself as a modern and agile company...



Cisco TelePresence deployment at Cisco New Business Model Delivers Strategic Value

Improving Sales Success Rate

+ \$93 Million
2% Increase



Reducing Sales Cycle

+ \$49 Million
2% Decrease



Travel Savings

- \$42 Million
5% Decrease



Executive & Employee Productivity Gains

+ \$29 Million



Cost Avoidance In Services

\$21 Million



Investment - \$33 Million

- 19% equipment
- 20% Internal Resources
- 23% outside services & room readiness (install, support & new/re-configure room)
- 4% logistics/shipping
- 34% Circuits/WAN Upgrade (global Cisco Offices)

\$201M

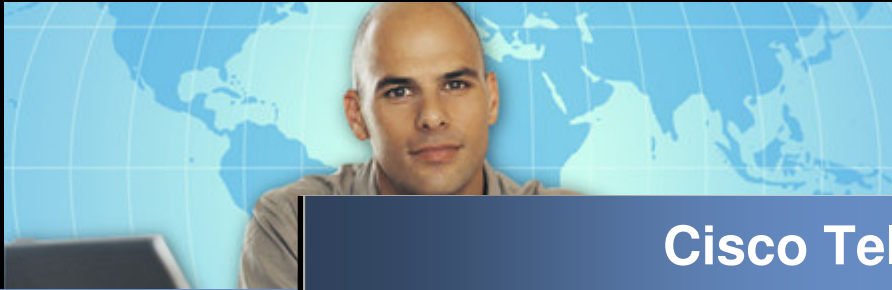


**Changing the way we
Work, Live, Play & Learn**

So why Cisco TelePresence ?



Why now? Confluence of Forces



Cisco TelePresence



The Time is Now !

3

High Speed Networks:
Built Out and Reliable

4

Bandwidth:
Affordable, Ubiquitous
and Widely Available

Cisco TelePresence Breaks Down Productivity Barriers by..

- Increasing ability to compete and react quickly
- Building a globally aligned workforce
- Ensuring business continuity
- Increasing customer intimacy
- Increasing employee effectiveness
- Improving employee's quality of life
- Reducing a company's carbon footprint



Cisco TelePresence

Scaling You, Your Teams, Your Business

You



Individual Offices,
Meeting Rooms



Plug and Play
Collaboration Tools

Your Teams



Multiple Locations



Unified Communications—
enables self service

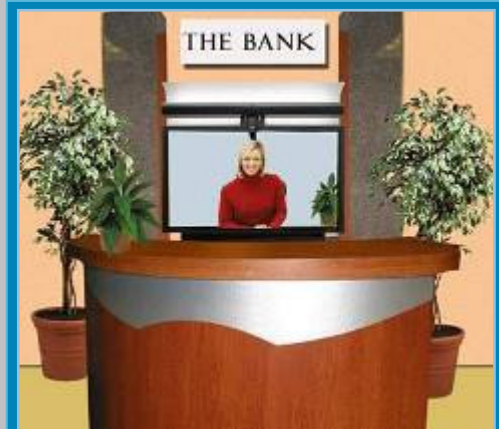


H.323 Video
Interoperability

Your Business



Business to Business



Contact Center

Cisco TelePresence

” Its all about the **EXPERIENCE!** ”

The Human Factor.

What is the TelePresence Experience?



Welcome to the Human Network



**A network where being Here is being There
The Cisco TelePresence Experience!**

“It's like trying to explain the taste of chocolate to someone who has never tasted chocolate.

**It's very hard to do.
You just have to taste it for yourself ”**

Marthin De Beer

VP and GM of Emerging Markets Technology Group, Cisco Systems



**“So you want to know the taste of chocolate?
Why don't you try it?”**

Mariusz Ostrowski

Consulting Systems Engineer, Cisco Systems Poland



Quiz !

Q1. What are Cisco TelePresence system models ?

A1. CTS-3000 and CTS-1000

Q2. What is the size and resolution of Cisco TelePresence display ?

A2. It's 65" and 1080p.

Q3. What are the primary benefit of using TelePresence technology ?

A3. Better business effectiveness and improved quality of life



Summary



Welcome to the Human Network

- Not just cheap phone calls... transforming business process
- Collaborate more effectively, regardless of location
- Business imperatives for the 21st century: agility, flexibility, resilience
- TelePresence is one of many technologies from Cisco that help you to achieve this



Cisco Networkers 2008

January 21-24 Barcelona, Spain



Ne zaboravite da se prijavite na Cisco Networkers 2008!

<http://www.cisco.com/web/europe/cisco-networkers/2008/index.html>



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