

# Cisco Collaboration Messaging – 2016

**Our vision:** To deliver a single collaboration experience that spans all modes of communication.

**Our mission:** To put “no compromise” collaboration into every room, desk, and pocket.

**Our strategy:** To provide solutions that are experience centric, cloud connected, value extended.

## Our Unique Value Prop/Differentiation

### Industry’s Most Broad, Open and Nimble Solution Accelerating the Speed of Your Business

- Comprehensive portfolio for organizations of any size delivered from the cloud, on-premises or through a hybrid combination of the two.
- A range of solutions engineered to fit any workstyle, use case, or business function because one size does not fit all.
- Purpose-built products with native integration between software, hardware, and network.
- Minimum initial learning curve. Intuitive self-service management features. Lowered operational cost and effort.
- Open platform built on standards-based, open application programming interfaces (APIs) that are interoperable with third-party systems and business applications.
- Reduced integration complexity. Quicker solution deployment times. Preserved flexibility and scalability for future.

### Best of Both Worlds Offering Flexible Options for Deployment and Usage for Companies of all Sizes

- Cisco Collaboration is affordable for organizations both big and small. Available across on-premises, cloud and hybrid modes.
- Cloud offerings provide an always-on guarantee alongside quality, reliability, end-to-end security, and scalability.
- Midmarket and packaged offerings ensure simplified implementation on-premises.
- Cloud services combined with on-premises implementations deliver differentiated experiences and extended value.

### Proven Partner That Helps Customers Make Smart Business Choices

- Number 1 market share for enterprise voice, video, and web conferencing.
- Market success, with more than 200,000 customers - including 95 percent of the Fortune 500 - using Cisco Collaboration.
- Red-dot award-winning design for video endpoints.
- Record in leading industry convergence to IP telephony, transforming videoconferencing with Cisco TelePresence, and innovating with hybrid solutions.

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- Ongoing innovation with more than \$1 billion annually invested in R&D.
  - Award-winning professional and technical services with global support.
  - More than 4000 Cisco Certified Collaboration Partners qualified through Cisco's award-winning partner program.

## Cisco Collaboration Descriptions

### 25 Word Copy Block

Build an agile organization. Extend your business reach. Cisco Collaboration helps you work better across boundaries without compromise - from your pocket device to the boardroom.

### 50 Word Copy Block

Build an agile organization. Extend your business reach. Cisco Collaboration helps you work better across boundaries without compromise from your pocket device to the boardroom. Get a true-to-life experience with technology that is simple to use, fully interoperable, and ready to customize. Take the leap. Lead the change to better collaboration.

### 100 Word Copy Block

Build an agile organization. Extend your business reach. Cisco Collaboration helps you work better across boundaries without compromise from your pocket device to the boardroom. With a comprehensive portfolio for organizations of all sizes, we provide an open, extensible platform combining the best of both cloud and on-premises technology to deliver a differentiated experience. All with the performance, security and scalability you'd expect from Cisco. Innovate with solutions that are simple to use, fully interoperable and ready to customize. As a market leader with award-winning services and support and an unmatched partner ecosystem, Cisco helps customers make smart business choices. Take the leap. Lead the change to better collaboration.



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