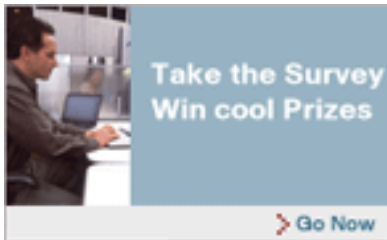


Cisco on Cisco News

Inside Cisco IT

Fourth Quarter 2008

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Letter from the Editor

Welcome to the latest edition of the Cisco on Cisco News, where we are pleased to share real world information that comes directly from Cisco IT experts who have firsthand experience deploying Cisco products and solutions.

Featured in this edition:

- Collaboration technology and virtual access to expertise transforms the way account managers receive presales support
- Now available to customers, the Cisco Virtual Office solution can help businesses extend their workforces to thousands of locations, with minimal IT support and maintenance
- A roundup of recent additions to the Cisco on Cisco website, including IT case studies, deployment in progress reports, and Trends in IT articles

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The Cisco on Cisco News Team
www.cisco.com/go/ciscoit

Features

Virtual Expertise

Collaboration technology and virtual access to experts provide a sea change in the presales support process.



Like many companies that sell complex products, Cisco relies on a relatively small number of technical sales specialists to support a much larger number of salespeople, such as account managers and channel partners. Historically, Cisco's sales specialists focused on specific market segments and technology areas and were assigned to work with all of that segment's sales teams in a local area. This way of working had several drawbacks, both for the specialists and for Cisco as a company.

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CISCO VIRTUAL OFFICE

Highly secure Cisco Virtual Office solution extends workforce and increases productivity of employees working remotely.



In September 2008, Cisco launched its popular Cisco Virtual Office solution to customers. Developed by Cisco IT engineers, this technology provides secure, rich network services to workers at locations outside of the traditional corporate office.

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What's New from Cisco on Cisco

Cisco IT Experts Add Audio to Data Center Blog

The [Cisco Data Center Networks Blog](#) now includes weekly Cisco on Cisco TechMinute Podcasts presented by Cisco IT subject matter experts. In the two inaugural podcasts, Cisco IT data center managers Doug Alger and Sidney Morgan discuss Cisco's efforts to drive energy efficiency in its own data center infrastructure and Cisco's current and future data center design issues, development, and strategy. The new [Cisco on Cisco Data Center TechMinute Podcasts](#) will focus on popular data center topics and trends from a Cisco IT perspective.

Cisco WebEx Connect User Case Studies

One of Cisco IT's strategic imperatives, set by corporate, is to create a communications and collaboration platform that will drive the future of collaboration within Cisco and enable the company to accelerate productivity, growth, and innovation. Underlying this platform is the support and creation of a

new workforce experience, which extends the power of collaboration to employees and beyond by integrating unified communications solutions, video, and Web 2.0 technologies on the network. Cisco WebEx Connect is an important tool in this enterprise transformation. In a new set of five articles on the [Cisco WebEx Connect Workforce Experience](#), sales, support, and development teams from across the organization discuss the productivity and other business benefits gleaned from their early implementations of Cisco WebEx Connect.

Latest IT Case Studies

The following IT case studies and articles are now available on the Cisco on Cisco website:

- [Unified Communications Case Study: New Deployment Raises Productivity for Cisco Sales Teams](#)
- [Security: Scalable VPN Remote Access Case Study](#)
- [Business Applications IT Deployment in Progress: ACE XML Gateway Improves User Experience](#)

Latest Trends in IT

[October 2008: Cisco WebEx Connect Workforce Experience](#)

[October 2008: Data Center Site Selection](#)

New Case Study Translations

The translations of four popular Cisco IT data center and mobility case studies have now expanded to include Czech, Italian, Polish, Portuguese, Russian, and Turkish. The case studies on data center consolidation and virtualization and next-generation wireless LAN deployment and benefits, along with all other Cisco on Cisco translated content, can be found at <http://www.cisco.com/web/about/ciscoitwork/translated/index.html>.

Survey

Help us improve our communications. Please take a few minutes to complete a short Web survey about this newsletter for a chance to win a Cisco travel bag (approximate value: US\$35). The submission deadline is January 8, 2009. A drawing for five Cisco travel bags will be held immediately following the deadline. Recipients will be notified by email. [Go to survey](#).