

# Put Your People at the Center of Collaboration

## Cisco TelePresence™ Is Where Talent and Technology Meet

### Leverage the Power of In Person to Transform Business Processes

People drive your business and your competitive differentiation. And better innovation and faster troubleshooting happen when you bring people together. Now, you can use the power of Cisco TelePresence™ and in-person collaboration to transform business processes, internally and with partners, suppliers, vendors, and customers. Strategic companies of all sizes are using TelePresence to:

- Make business-critical decisions faster
- Gather experts on the fly for impromptu innovation
- Increase productivity with more collaboration and less travel
- Reinvent customer service models and accelerate sales cycles
- Unify supply chains and reduce time-to-market
- Train remote teams

### Bring TelePresence to More People in More Places

Think beyond the boardroom. Companies of all sizes can streamline processes and increase sales with collaboration solutions. Cisco's broad TelePresence portfolio spans from video-enabled mobile phones and desktop systems for personal use to multi-screen, immersive solutions for large group meetings.

**Figure 1.** From the boardroom to the desktop, Cisco TelePresence powers the new way of working, where everyone, everywhere can be more productive through face-to-face collaboration



Cisco TelePresence delivers a more social, more visual, more virtual way to communicate and collaborate - with an experience so lifelike and natural that it feels like you're in the same room.

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## Cisco TelePresence Benefits the Bottom Line

The Cisco TelePresence collaboration experience does more than build trust and relationships. It can help you:

- Speed decision making: You can bring talents, resources, and decision makers across different geographic regions and organizational areas together to synchronize and commit on business objectives and relevant execution blueprints.
- Reduce travel expenses: Many customers cut business travel by 30 percent or more when implementing TelePresence. Travel-related downtime is also eliminated. Typically, the cost of two international business trips will pay for a [TelePresence](#) solution.
- Innovate across the value chain: You can see your partners and customers and communicate effectively to transform business processes and enjoy new levels of customer satisfaction and innovation.
- Accelerate sales cycles: By bringing the right people together at the right time and sharing more face time more, you can close deals faster.
- Tap into expertise across the globe: No matter where people are, you can tap their resources to full advantage through Cisco TelePresence collaboration.

## Solutions That Scale

Only Cisco provides the breadth of endpoints, deployment models, and interoperability to make TelePresence for everyone a reality. Cisco delivers:

- The broadest range of TelePresence endpoints, from personal to multi-screen, immersive solutions
- Solution platforms for custom, industry-specific deployments
- Open, interoperable connectivity, making it possible for anyone using WebEx, Jabber, Movi, IP phones, Cius, or any standards-based endpoint to join a TelePresence meeting
- Comprehensive management software that belies the simple user interface and gives administrators a set of powerful tools
- Flexible deployment options, from on-premise installations to hosted SP Exchange and cloud-based TelePresence-as-a-Service solutions
- Pricing options from upfront payment to pay-as-you models

## Cloud-Based Services and Solutions

The Cisco TelePresence cloud services and exchange solutions extend the Cisco TelePresence endpoints and infrastructure portfolio enabling customers to scale their deployments more broadly as well as to enable new segments to more rapidly obtain the benefits of telepresence within their organization.

Cisco TelePresence cloud services and solutions are built to deliver flexible deployment and service models with highly scalable conferencing, advanced media solutions for interoperability and the power to easily extend reach of video communities through secure intercompany and Interprovider telepresence and options such as public telepresence suites.

- For enterprise organizations, managed and hosted telepresence services delivered by Cisco partners enables new service models and the ability to rapidly augment and scale existing premise based deployments to reach a broader community of telepresence and video users

- For service providers, Cisco offers scalable infrastructure, multitenant solution platforms and validated architectures to deliver a range of managed and hosted telepresence services including advanced cloud-based services for multimedia conferencing, interoperability, and the ability to securely connect to organizations across enterprise and provider boundaries with network based exchange solutions
- For smaller organizations just getting started with video, Cisco TelePresence Callway is a cloud based subscription service for video calling that operates over an existing broadband connection

Cisco TelePresence Exchange System allows Solution Providers to deliver a full suite of managed and hosted Cisco TelePresence services.

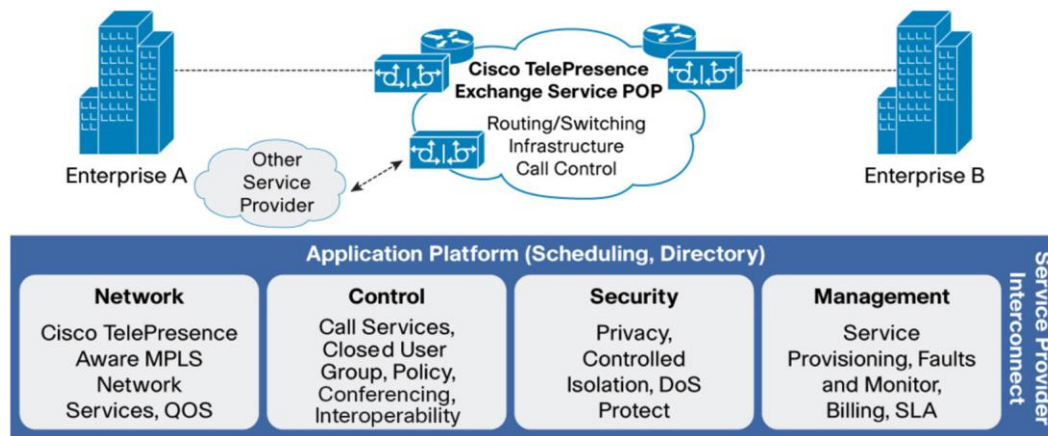


Table 1 shows the comprehensive portfolio of Cisco TelePresence solutions.

**Table 1.** Cisco TelePresence Product and Solution Portfolio

Endpoints	Infrastructure	Cloud Services and Solutions
<p><b>Immersive Endpoints</b></p> <ul style="list-style-type: none"> <li>• Cisco TelePresence System 1300 Series</li> <li>• Cisco TelePresence System 3010</li> <li>• Cisco TelePresence System 3210</li> <li>• Cisco TelePresence System T3</li> </ul> <p><b>Multipurpose Endpoints</b></p> <ul style="list-style-type: none"> <li>• Cisco TelePresence System Profile Series</li> <li>• Cisco TelePresence MX Series</li> </ul> <p><b>Personal Endpoints</b></p> <ul style="list-style-type: none"> <li>• Cisco IP Video Phone E20</li> <li>• Cisco TelePresence System EX Series</li> <li>• Cisco TelePresence Movi with PrecisionHD USB Camera</li> <li>• Cisco TelePresence System 500 Series</li> <li>• Cisco TelePresence System 1100</li> <li>• Cisco TelePresence System 1000 MXP</li> </ul> <p><b>Solutions Platform</b></p> <ul style="list-style-type: none"> <li>• Cisco TelePresence System Codec C40/C60/C90</li> <li>• Cisco TelePresence System Edge 95/75 MXP</li> <li>• Cisco TelePresence System Quick Set C20</li> </ul>	<p><b>Cisco TelePresence Conferencing</b></p> <ul style="list-style-type: none"> <li>• Cisco TelePresence MSE 8000</li> <li>• Cisco TelePresence Server</li> <li>• Cisco TelePresence MCU MSE Series</li> <li>• Cisco TelePresence Multipoint Switch</li> <li>• Cisco TelePresence MCU 4500 Series</li> <li>• Cisco TelePresence MCU 4501</li> <li>• Cisco TelePresence MCU 4200 Series</li> <li>• Cisco TelePresence ISDN Gateway</li> <li>• Cisco TelePresence Serial Gateway Series</li> <li>• Cisco TelePresence Advanced Media Gateway Series</li> <li>• Cisco TelePresence IP Gateway Series</li> </ul> <p><b>Cisco TelePresence Applications</b></p> <ul style="list-style-type: none"> <li>• Cisco TelePresence Conductor</li> <li>• Cisco TelePresence Video Communication Server</li> </ul> <p><b>Cisco TelePresence Management</b></p> <ul style="list-style-type: none"> <li>• Cisco TelePresence Management Suite</li> <li>• Cisco Prime Collaboration Manager</li> <li>• Cisco TelePresence Manager</li> <li>• Cisco TelePresence MCU Conference Director</li> </ul> <p><b>Cisco TelePresence Media Services Products</b></p> <ul style="list-style-type: none"> <li>• Cisco TelePresence Content Server</li> <li>• Cisco TelePresence Recording Server</li> <li>• Cisco TelePresence IP VCR Series</li> </ul>	<p><b>Managed &amp; Hosted Services</b></p> <ul style="list-style-type: none"> <li>• Cisco TelePresence Callway</li> <li>• Intercompany and Interprovider Cisco TelePresence Services</li> </ul> <p><b>Service Provider Exchange Solutions</b></p> <ul style="list-style-type: none"> <li>• Cisco TelePresence Exchange System</li> </ul> <p><b>Peripherals &amp; Accessories</b></p> <ul style="list-style-type: none"> <li>• Cisco TelePresence PrecisionHD Camera</li> <li>• Cisco TelePresence PrecisionHD USB Camera</li> <li>• Cisco TelePresence Remote Control 4</li> <li>• Cisco TelePresence Remote Control 5</li> <li>• Cisco TelePresence Touch Series</li> </ul> <p><b>Industry Products</b></p> <ul style="list-style-type: none"> <li>• Cisco TelePresence VX Clinical Assistant</li> <li>• Cisco TelePresence System Clinical Presence</li> <li>• Cisco TelePresence System Educator MXP</li> <li>• Cisco TelePresence System Media 2</li> <li>• Cisco TelePresence System cholar</li> <li>• Cisco TelePresence Synch</li> <li>• Cisco TelePresence System Extended Height Education Carts</li> </ul>

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## The Reassurance of Expertise

Whether you decide to do it yourself, combine on-premises deployment with a managed service, or completely outsource your telepresence deployment, Cisco's service model gives you the most flexible options and the most control.

Cisco Services can help you deliver on the benefits of telepresence and business video. From architectural blueprints to delivery and management, we can plan, build, and deliver a deployment that best meets your needs.

In addition, Cisco has developed a worldwide ecosystem of partners qualified to deliver and support telepresence, video collaboration experiences, and operational services. Our Cisco TelePresence partners have the depth of expertise to meet your unique telepresence and video services needs from business requirements and installation to ongoing management. The Cisco partner community possesses expertise in both video technology and network architecture, helping ensure that you can harness the greatest value from the solution you choose. In addition, Cisco Certified TelePresence Connection carriers can help you implement, operate, and scale, especially beyond the boundaries of your own organization.

Read more about how Cisco TelePresence technology can help you transform key business processes at:

<http://www.cisco.com/go/telepresence>.

Learn how Cisco TelePresence technology can be the foundation for your collaboration strategy at:

<http://www.cisco.com/go/collaborationstrategies>.




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