

## Expanding Your Reach with Cisco TelePresence

In today's intricately networked and globalized economy, the ability to enable efficient and meaningful collaboration among colleagues, customers, partners, and suppliers is now a business imperative.

You need to stay nimble and flexible to maintain market share, navigate difficult business conditions, and explore new opportunities. You need to bring people and information together to reduce decision times and accelerate innovation. And you need to do all this across organizational areas, supply chains, and geographic regions.

Better collaboration means faster decision making and time to market, along with improved customer intimacy and cross-cultural communications. This scenario is possible through the sharing of richer content, and the ability to use scarce resources more efficiently.

### **Boundaries of Traditional Collaboration Tools**

Collaboration boundaries and barriers exist among most tools, infrastructures, and architectures today. Users have had to contend with unfriendly user interfaces, application silos, platform incompatibility, security challenges, and tool and infrastructure bandwidth limitations.

### **Cisco TelePresence: Collaboration without Boundaries**

With the innovative Cisco TelePresence® technology, Cisco has developed a better way for users to connect with customers, partners, and suppliers. The application integrates advanced audio, ultra-high-definition video, and interactive collaboration tools with the underlying network as the platform to deliver an immersive remote meeting experience. Through this powerful combination of technology and design, local and remote participants feel as if they are in the same room. The immersive experience enables organizations to effectively bring talents and information together from around the globe and elevate creativity and collaboration to a new level.

In today's global and mobile business environment, users of communication technologies are interfacing on multiple incompatible platforms. The Cisco TelePresence solution is designed to not only bring users together, but also bridge the gap among multiple communication platforms. The ability to blend a phone call with a Cisco WebEx® meeting and add a standards-based conferencing session into a Cisco TelePresence environment enables users to break free of technology boundaries and collaborate effectively, no matter what tool they are using.

With the advance toward globalized resource optimization, organizational resources and talents are dispersed across functional areas, supply chains, and geographic regions. The Cisco TelePresence solution enables users to effortlessly and securely connect with colleagues, customers, and partners across many locations in a way that feels like participants are across the table, no matter how big the meeting. The solution provides the ability to collaborate without boundaries, thereby achieving business objectives in a diverse team environment.

## Cisco TelePresence Collaboration Experience

The collaboration experience provided by the Cisco TelePresence solution offers today's innovative organizations a competitive advantage. The application can help your organization:

- Accelerate decision making: You can bring talents, resources, and decision makers dispersed throughout different geographic regions and organizational areas together to synchronize and commit on business objectives and relevant execution blueprints.
- 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.
- Scale resources: No matter where people are available, the Cisco TelePresence solution can use their resources to full advantage. In challenging economic times, your company can continue to do business at the same level—but more productively and cost-effectively.
- Integrate with other collaboration applications: Integration with existing video conferencing technologies, unified communications solutions, and Web 2.0 technologies such as the Cisco WebEx<sup>®</sup> meeting application means that you can work face-to-face in the virtual meeting room while providing a transparent meeting experience for remote phone or web participants.

## Cisco TelePresence Solution: Collaborating Globally While Operating Locally

With exceptional power to scale your resources globally, the Cisco TelePresence solution unlocks the barriers of collaboration. A high-quality experience, simple user interface, operating models that work no matter what your requirements are, combined with the power of the underlying network make this solution an ideal cornerstone of an improved collaboration strategy for your company. With circles of different collaboration technologies connected through the Cisco TelePresence solution, the power of the network is now significantly expanded.

The Cisco TelePresence solution is leading the way to a world where collaboration has no boundaries.

Read more about how this solution can help you collaborate at:

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

Learn how the solution can be the foundation for your collaboration strategy at:

<http://www.cisco.com/en/US/netsol/ns870/index.html>.



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