



Cisco: Unified Communications Energy Efficiency and Carbon Benefits



Overview

- Reducing energy consumption and associated greenhouse gas emissions is a **global trend** for the 21st century
- **Corporations** are adopting standards and implementing initiatives to improve the energy and carbon performance of their operations
- Unified Communications can provide **carbon benefits** and support our clients in their Corporate Responsibility and **energy efficiency** commitments.



Cisco Unified Communications:



Cisco supports environmental sustainability through smarter virtual collaboration

Cisco Unified Communications

Avoided business travel

A significant % of all business travel can be replaced by virtual meeting solutions



Avoided commuting

Unified Communications enables remote work with the same efficiency as in an office



Reduced office space needs

Use real-estate more efficiently with more productive remote and mobile working and hot-desking



Reduce Business Travel with Virtual Meetings

Business travel is a contributor to greenhouse gas emissions



Cisco Unified Communications - Multiple virtual meeting options

- Voice, Video and Web collaboration
- Desktop to TelePresence
- On-premises and on-demand
- Ad-hoc, Everyday meetings, In-person experiences



Replacing in-person training with virtual training solution

“We calculated that an effective virtual conferencing solution could reduce annual travel costs by more than \$10 million.”

James Shipman, USPS

Reduce Commuting and Inter-office Travel

Cisco Unified Communications enables remote work with the productivity of being in the office

- US telecommuting saves 840 million gallons of gas and 14 million tons of greenhouse gas emissions a year¹
- Additional benefits include staff retention, higher productivity, and less absenteeism

Cisco Unified Communications

- Improve virtual collaboration using IM, presence, video, contact center, mobility, and web conferencing
- Access productivity enhancing applications from a single, unified interface



Half of Sun employees no longer have permanent offices

“WebEx provided the collaboration tool we needed to bridge distances and effectively boost productivity.”

Chris Saleh, Open Work Services Group

Reduced Office Space Requirements:

Cisco Unified Communications enables more effective office space use through hoteling

Cisco Unified Communications

- Buildings are estimated to account for no less than half the world's energy consumption
- Cisco's Connected Real Estate demonstration project has achieved more than 40% reduction in space per employee

- Enables office space reduction with collaborative and virtual solutions; remote agents can handle peak contact center activity and provide expert assistance; 24 X 7, 365 day availability
- For teleworkers, home/virtual agents, road warriors, field forces, and corridor cruisers



Enabling home working and shared work space offices

Will allow closure of several office buildings and save \$130 million a year.

Cisco Unified Communications Solutions

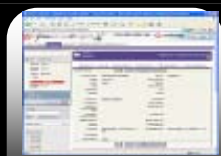


Cisco Unified Communications

Workspaces



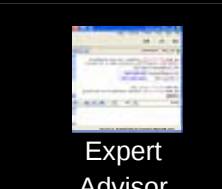
Business Applications



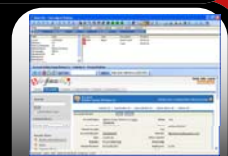
Business Mashups



Widgets



Expert
Advisor



Agent Desktop

Applications



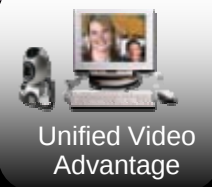
Cisco Unity
Messaging



Unified
MeetingPlace
Conferencing



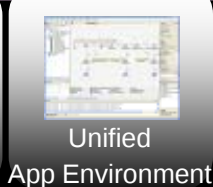
Unified Customer
Contact



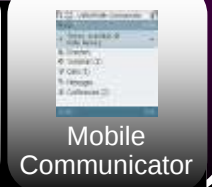
Unified Video
Advantage



Unified
Workspace
Licensing



Unified
App Environment

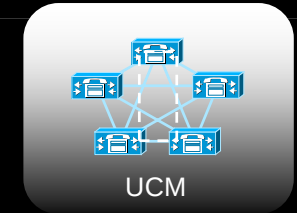


Mobile
Communicator

Services



Cisco Unified
Presence



UCM



HUCS



WebEx Connect

Infrastructure



Routing



Switching



Network
Mgmt



Messaging
Gateway



QoS



Security/
Policy



Session Border
Control

Cisco Unified Communications



Virtualization



Speech



Presence



Mobility



Policy



Video

Intelligent
Network

Cisco
Unified
Contact
Center

IP phones
Unified
clients

MeetingPlace
WebEx

Unified
Mobility;
CUMC

Email/
Integration;
CUPC

Unity

Cisco
TelePresence

UC Manager
UC500

Cisco Ent
Policy Mgr.

WebEx
Connect

UC Applications Virtualized for the Enterprise



Cisco Enables Customers to Connect, Communicate, Collaborate

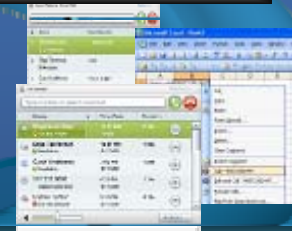
Single Communications Dashboard



Immersive Video, Web, Voice Experiences



Voice and Mobility



Customizable, Innovative Team Spaces

Expert Advisor

Web 2.0 Widgets

Cisco Conferencing & Collaboration

Addressing Multiple Usage & Deployment Scenarios

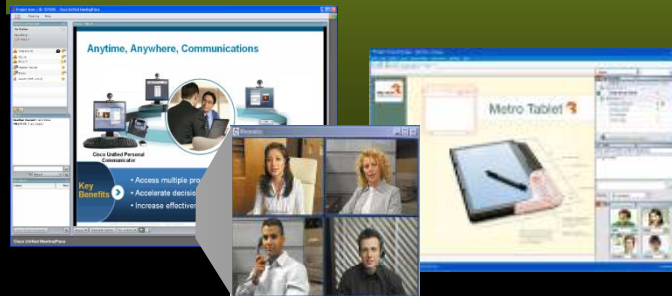
**Ad-hoc
collaboration**

**WebEx Connect,
Unified Personal
Communicator**



**Everyday Meetings
(Project, Customer, Training)**

WebEx, Unified MeetingPlace



**Face to Face
Meetings**

Cisco TelePresence



Capabilities – Richness of User Experience

Cisco Unified MeetingPlace

Voice, Video and Web Collaboration for Cisco Unified Communications

Exceptional Experience

- Simple, automated setup and attend
- Access from virtually any device
- Business process specific functionality

On-Premise Solution

- Highly cost effective & secure
- Voice conferencing for WebEx
- Interoperability for TelePresence
- Industry leading scalability & reliability



Cisco TelePresence —Transforming Communications, Transforming Business

- A breakthrough technology for remote collaboration –participants feel as if they are “in person”
- An immersive meeting experience created through a combination of innovative technology and design



Integrates advanced audio, ultra-HD video, interactive collaboration tools and the network as a platform

Cisco WebEx



Cisco Unified Customer Voice Portal 7.0

Faster, more intuitive caller experience

Richer, immersive caller interactions

- **Voice self-service**
- **Intuitive graphical integrated development environment**
- **New Video capabilities:**
 - Video Self-service menus
 - Video Queuing
 - Video Agent (Agent's video UI shown at right)
- **Supports 3G mobile video and video kiosks**
- **Key User Experience Enhancements**

Video provides a "show me" experience

Puts a human face on the contact center

Enables services in noisy environments and for the deaf and hard of hearing



Cisco Unified Contact Center Enterprise and Hosted 7.5

- **Create Unique Customer-centric Experiences**

- Enables enterprises and service providers to provide efficient, effective and accurate customer service
- Presence-enabled knowledge workers become Expert Advisors

- **Increase First-call resolution**

- Find experts quickly and easily to assist agents with questions beyond their skill set – first call resolution

- **More Efficient and Effective**

- Reduced total cost of ownership (TCO) through increased performance and scalability
- New advanced reporting options
- Rich video interactions with customers



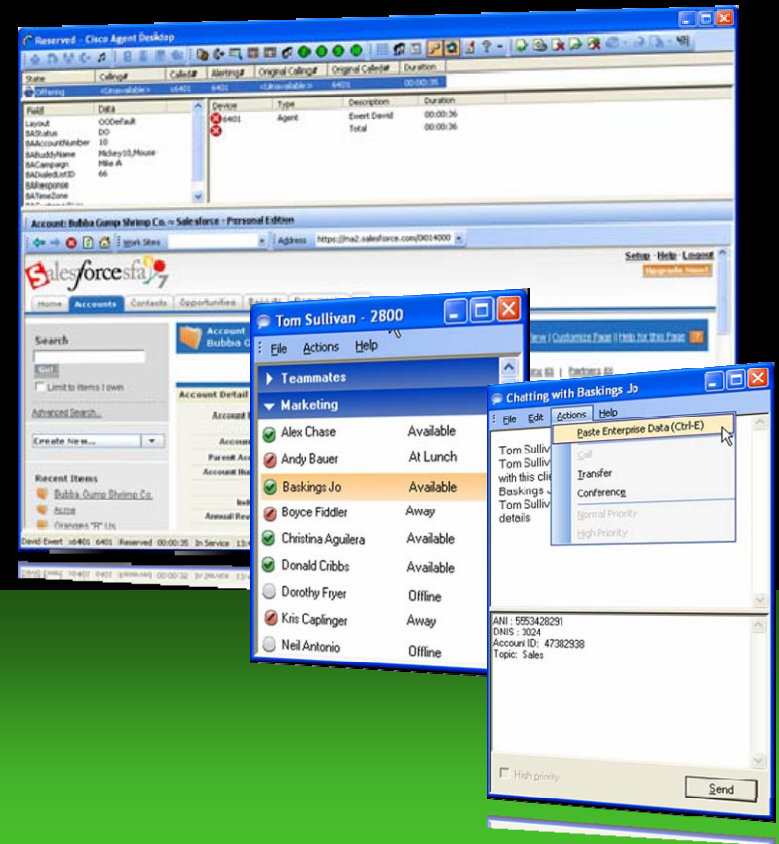
Cisco Unified Contact Center Express 7.0

- **Create Unique Customer-centric Experiences**

- Provides a cost-effective, easy to deploy and administer solutions for SMBs, branch offices and corporate departments
- Presence-enabled knowledge workers become Expert Advisors

- **Better Customer Service**

- Presence-enabled Cisco Agent Desktop
- Basic Agent E-Mail
- Enhancements to Unified Workforce Optimization
- New Quality Management features
- Cisco Agent Desktop Browser Edition
- Enhanced Historical Reporting



Cisco Mobile Unified Communications Portfolio

Wireless IP Phone



Single Business Number and Voice Mail



Seamless Mobile Collaboration



Mobile Business Solution from Cisco

Dual-mode mobile phone is a wireless extension of IP Phone on Cisco Unified Wireless Network

Cisco Unified Mobility

Business calls are extended from IP Phone to any mobile phone over cellular network

Cisco Unified Mobile Communicator

Unified Communications experience is available on mobile phones and smart phones

Virtual Contact Centers

Unified Communications in the customer contact center enables virtual contact centers with remote and/or home-based agents

JJ Food Services

- Unified Personal Communicator, IP Communicator and Video Phones reduce staff travel
- Home Working Agents using Cisco Unified Contact Center Express



Accelerate Nottingham

- “Mini call centers” for use in local estates and market towns in Nottingham area

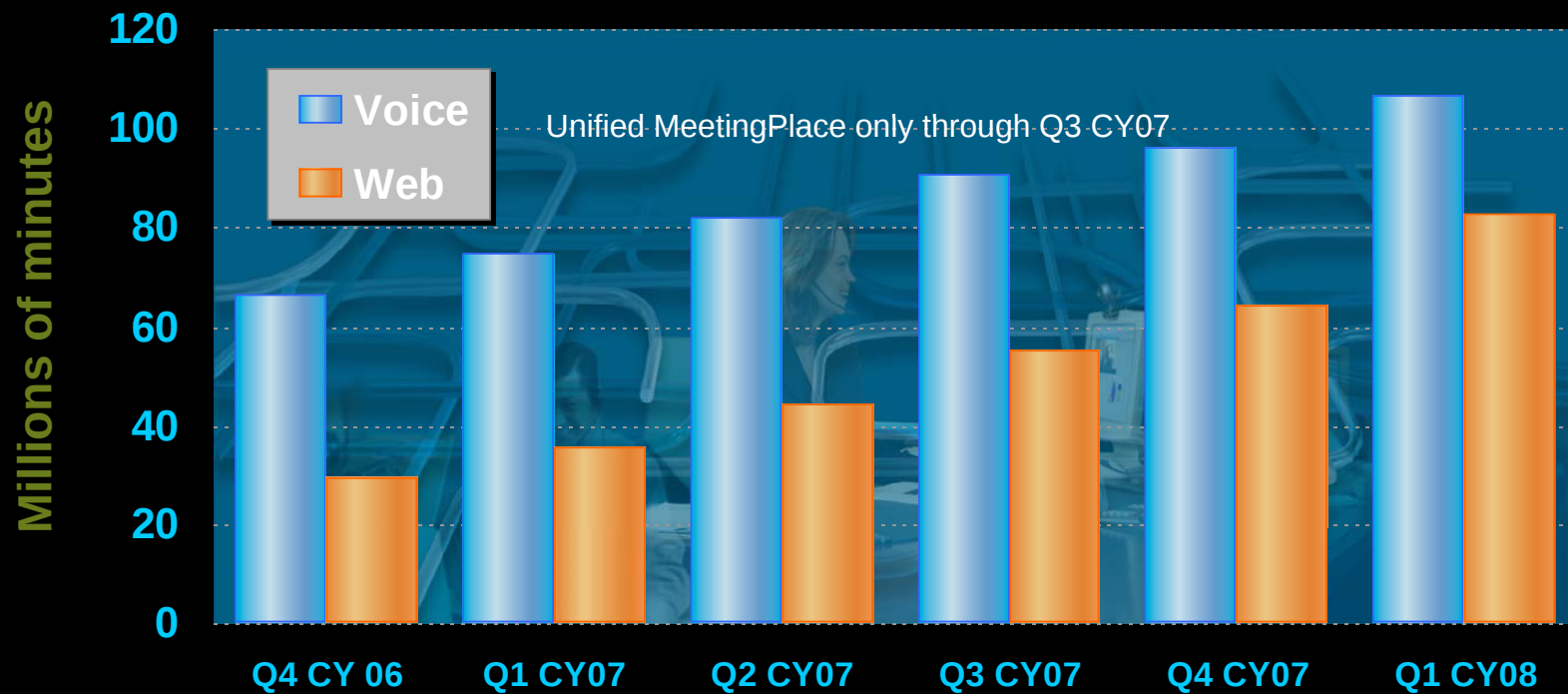


Cisco Unified Communications Environmental Sustainability Overview

- **Cisco supports greener business strategies through smarter virtual collaboration**
- **Cisco Unified Communications Solutions unify voice, video, data, and mobile applications enabling collaboration for many business needs**
- **Cisco technologies help enable work models that reduce travel, make telecommuting more feasible and effective and enable more efficient use of office space**

Cisco on Cisco

Unified MeetingPlace and WebEx – Cisco Usage



- 65,000+ employees, Global deployment
- Over 2 million meetings conducted in 2007
 - Web usage >60% of Voice

- Estimated cost savings
 - \$6M/year - On-premises voice
 - \$20M+/year - Travel reduction

Tens of thousands of flights avoided

