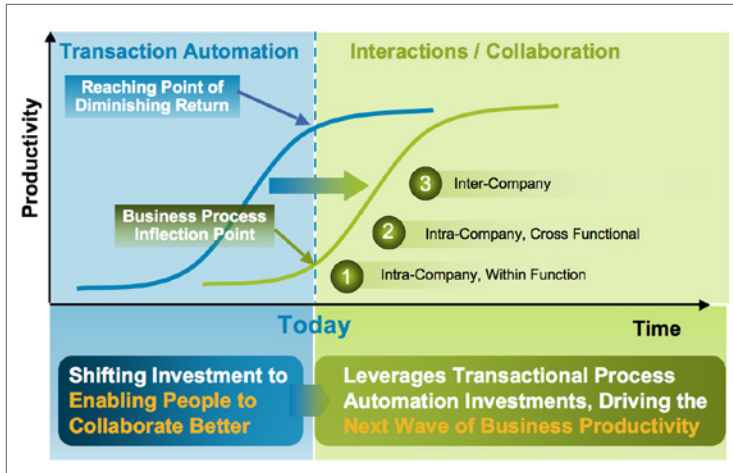


Putting People at the Center of Work: The Next Revolution in Productivity and Innovation

The Cisco Collaboration Story at a Glance

1. Automating transactional processes is reaching a point of diminishing return. Business process optimization will evolve to enabling collaborative business processes, putting people back at the center of work.
2. Collaborative processes can be categorized and structured, facilitating integration into virtually any business process.
3. A new set of network tools: Web 2.0, business video, mobility, and unified communications solutions are breaking down traditional collaboration barriers of time and distance, need for face-to-face meetings, locating the right people/resources, device dependencies, and integrating and scaling global teams.
4. Leading companies are achieving significant business and competitive advantages by applying these solutions to collaborative business processes today, improving productivity, lowering costs, accelerating decisions and innovation, and reducing environmental impacts.
5. Collaboration is a multi-stage journey, supported by an IT infrastructure that integrates a complete collaboration tool portfolio on an IP network infrastructure. Each stage delivers progressively greater benefits.
6. Collaborative process value is maximized when encompassing suppliers, partners, and customers; collaboration must extend seamlessly beyond desktop, organizational, and corporate boundaries.
7. IT support for collaboration must allow for experimentation but ultimately provide governance and ensure consistency, secure sharing, and adaptability. This necessitates a vision, strategy, and architecture for collaboration at both business and technical levels.
8. In today's business climate, companies must learn to collaborate well, do it globally, and do it fast.

Macro Business Trends Drive Focus on Collaboration



The business gains from ERP and other transactional process improvements have reached a point of diminishing returns.

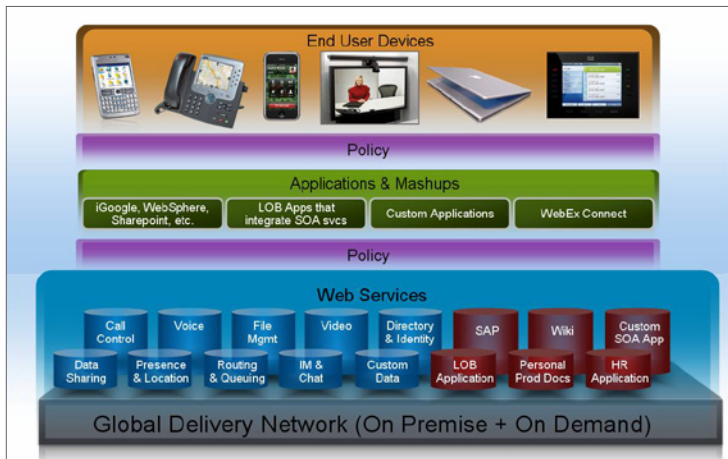
Leading enterprises are gaining new business value and increasing productivity by focusing on enabling business processes through collaboration, shifting IT investment to new collaborative tools. Focusing on the people side of business processes leverages investments in transactional process automation and lays the foundation for continued productivity growth and new business benefits.

Integrating collaboration in business processes typically moves through three stages, increasing progressively in scope, sophistication, and impact. Stage one is an intra-company activity that transforms business processes within a single function. In stage two processes are extended cross functionally; stage three extends collaboration outside the corporation

to partners, suppliers, and customers to realize the full advantage of collaborative business processes. Applying Metcalf's Law to collaboration, business value increases exponentially as an enterprise expands the scope and breadth of its collaboration programs.

Technology-enabled collaborative solutions are the key to enabling collaborative business processes and putting people back at the center of work. Integrating Web 2.0, business video, mobility, and unified communications solutions into business processes requires an architecture robust and flexible enough to integrate a constant stream of innovations yet efficient enough to support business cases in increasingly competitive environments. Components of a collaboration architecture include:

Cisco Collaborative Architecture



- The high-speed, intelligent network that supports and connects IT systems and applications and delivers collaboration enabling services.
- A portfolio of collaboration-enabling "middleware" services that enable customized and composite applications.
- Collaboration-enabled applications. These are application mashups that include components such as Cisco TelePresence HD virtual meeting facilities and WebEx online conferencing, unified communications systems, video broadcasting, and on-demand servers.
- Policy and security services to help ensure interoperability, access control, and governance over shared information.
- End user interfaces and devices, from PCs and mobile devices to TelePresence.

Cisco and our partners have extensive experience in integrating collaboration into business and technology architectures to help you evolve your business processes. Contact your local Cisco representative for more information.