

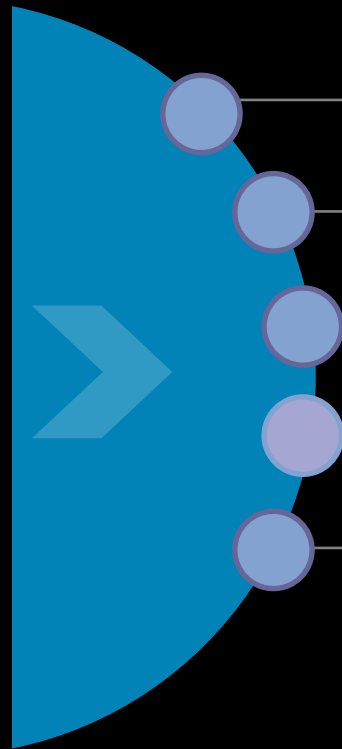


# Unified Communications & Secure Everything



Advanced Technologies Update  
Perth Feb 2007

# Today's Agenda



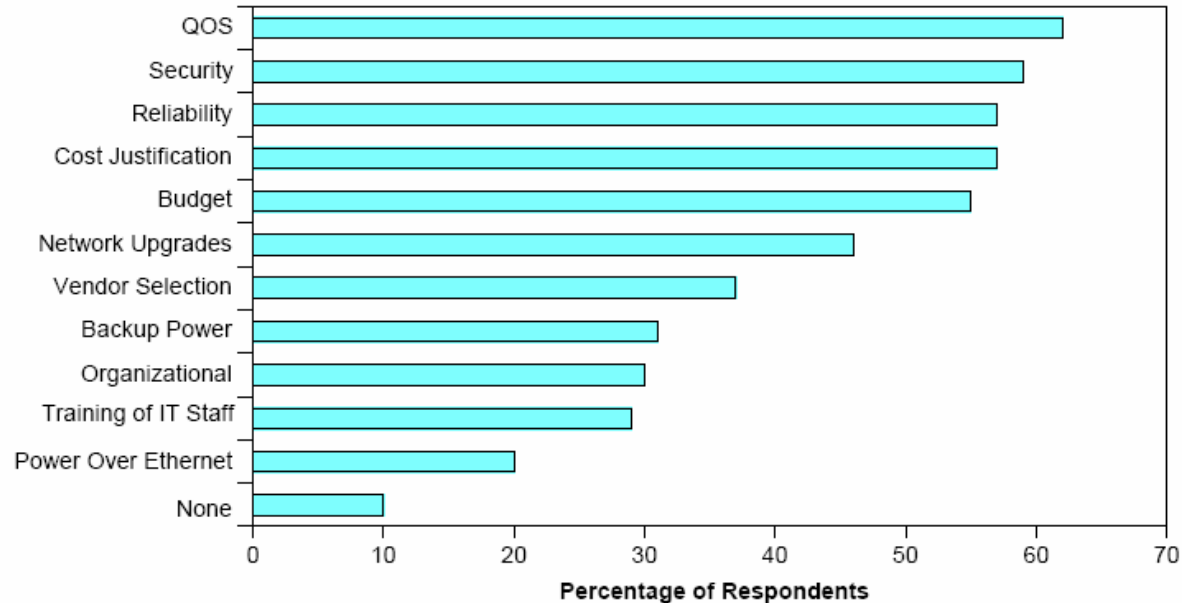
**Leadership Through Innovation**

Ringling Up Sales with  
Solutions for Mid-Market and SMB

Partner Enablement

# Cisco Unified Communications Value Proposition

Figure 10. Main Obstacles to Deployment of IP Telephony



138027-10

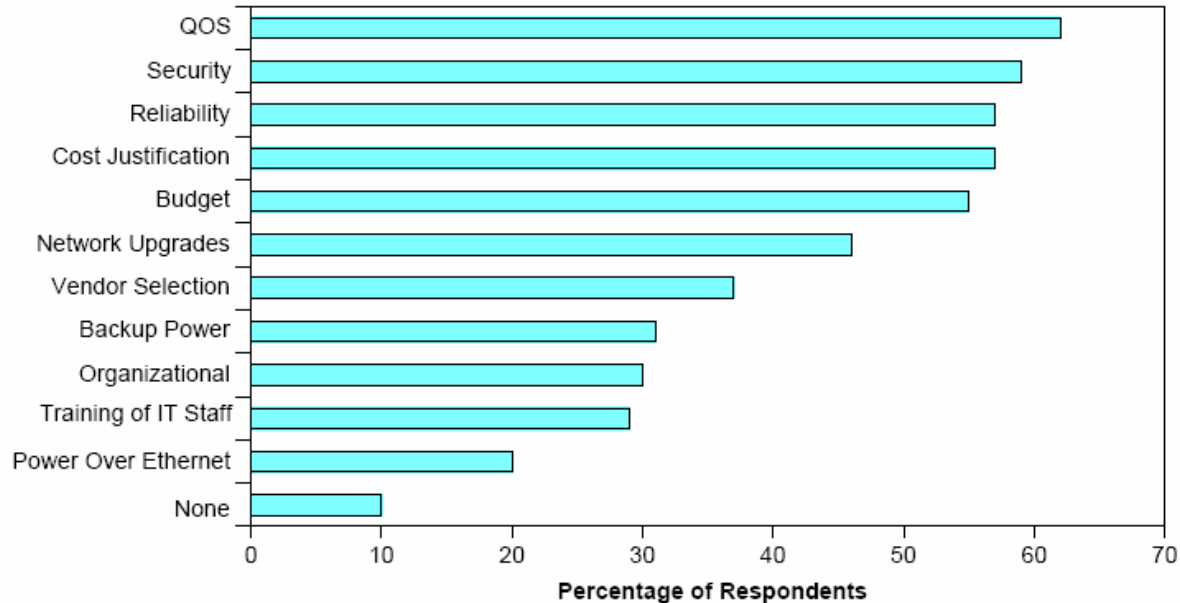
**Convergence**  
IT TCO – pays for itself

Optimisation:  
I need to understand what are the hard \$ cost savings for IPC and how I can afford it.

**Innovation**

# Cisco Unified Communications Value Proposition

Figure 10. Main Obstacles to Deployment of IP Telephony



138027-10

Innovation  
I need to  
transform  
impact in  
to the bus

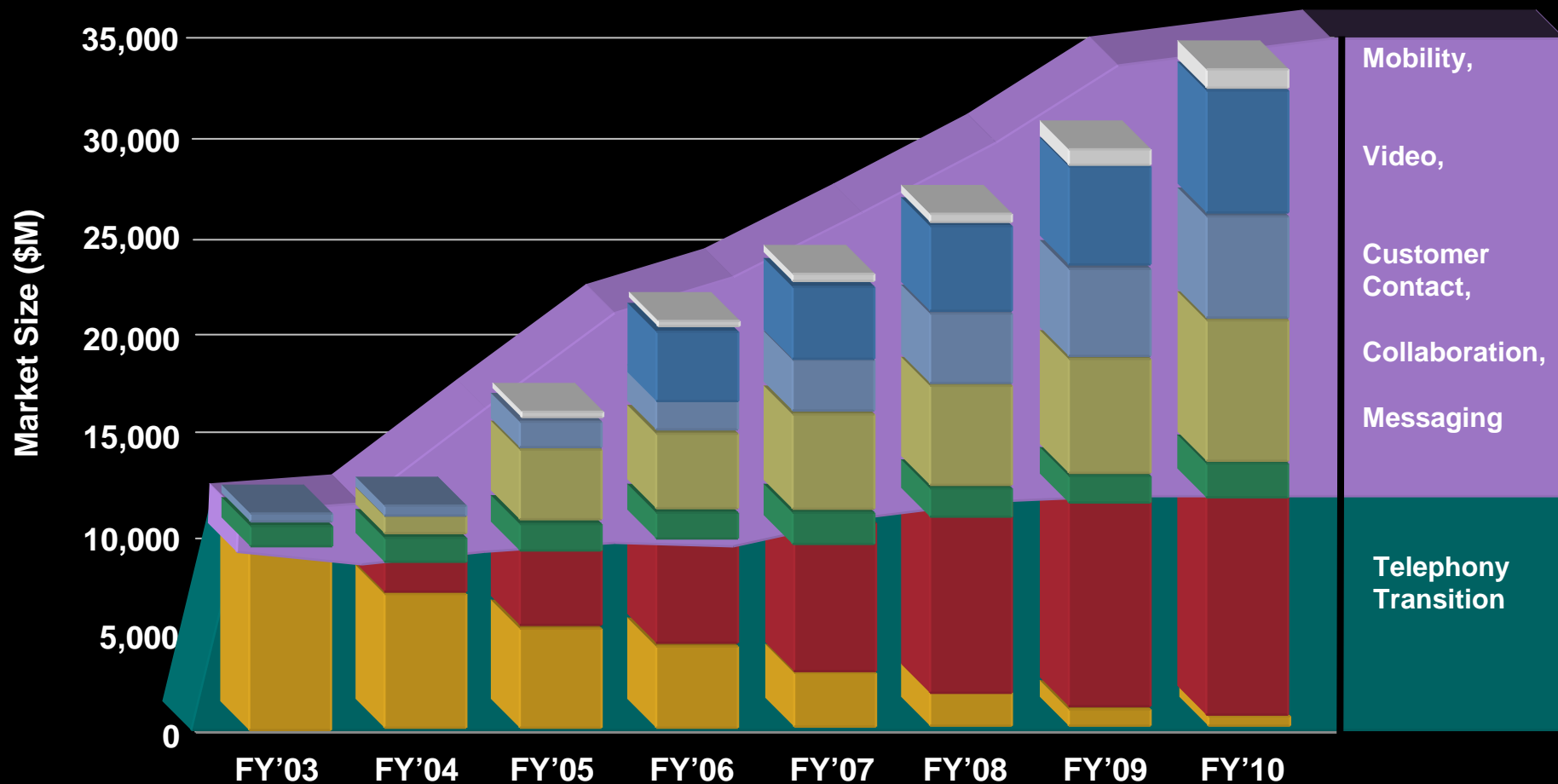
on  
market

**Convergence**  
IT TCO – pays for itself

Optimisation:  
I need to understand what are the  
hard \$ cost savings for IPC and  
how I can afford it.

**Innovation**

# \$25B Market for Unified Communications



Source: Synergy, Wainhouse, Datamonitor, Ovum, Cisco

# Cisco Unified Communications "Stack"

## Solutions+ Partners



ARC



Berbee



Citrix



Nokia

## 300+ Developer Partners



Quality Mon



Net Man



Apps



Video



CCX WiFi

## Session Control



Cisco Unified CallManager



Cisco Unified CallManager® Express and Cisco Unity Express on Cisco ISR

## Infrastructure



Routing



Switching



Availability



Management



QoS

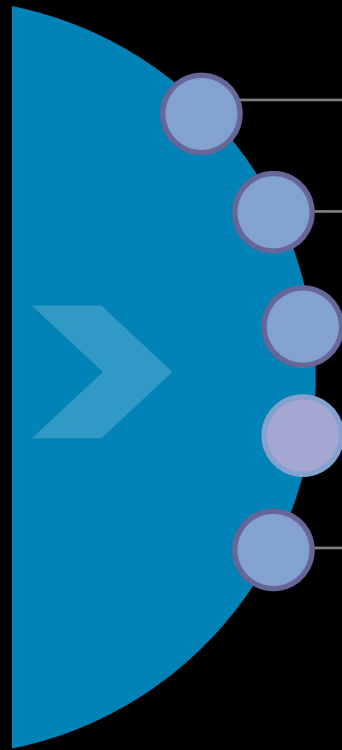


Security



Wireless

# Today's Agenda



Leadership Through Innovation

Ringling Up Sales with  
Solutions for Mid-Market and SMB

Partner Enablement

# “Applications For All” Bundle Components

- Cisco Unified CallManager 5.1 OR CallManager 4.2 ^
- Cisco Unity Connection 1.2 (50 mailboxes, 8 ports, 50 seats Inbox, 50 seats IMAP)
- Cisco IP Communicator (5 users & 5 CallManager user licenses)
- Cisco Unified Contact Center Express (5 seats) \*
- (1) Cisco Unified CallManager MCS 7815-I2 Server
- (1) Cisco Unity Connection MCS 7815-I2 Server

\* Requires separate server w/ CCM 5.x version

^ 4.2 (300 users), 5.x (500 users)



**Call control, voice mail with desktop messaging, soft phones, and contact center in one bundled SKU: IPC-COM-4X-BUN or IPC-COM-5X-BUN**

**\$26.4K List**

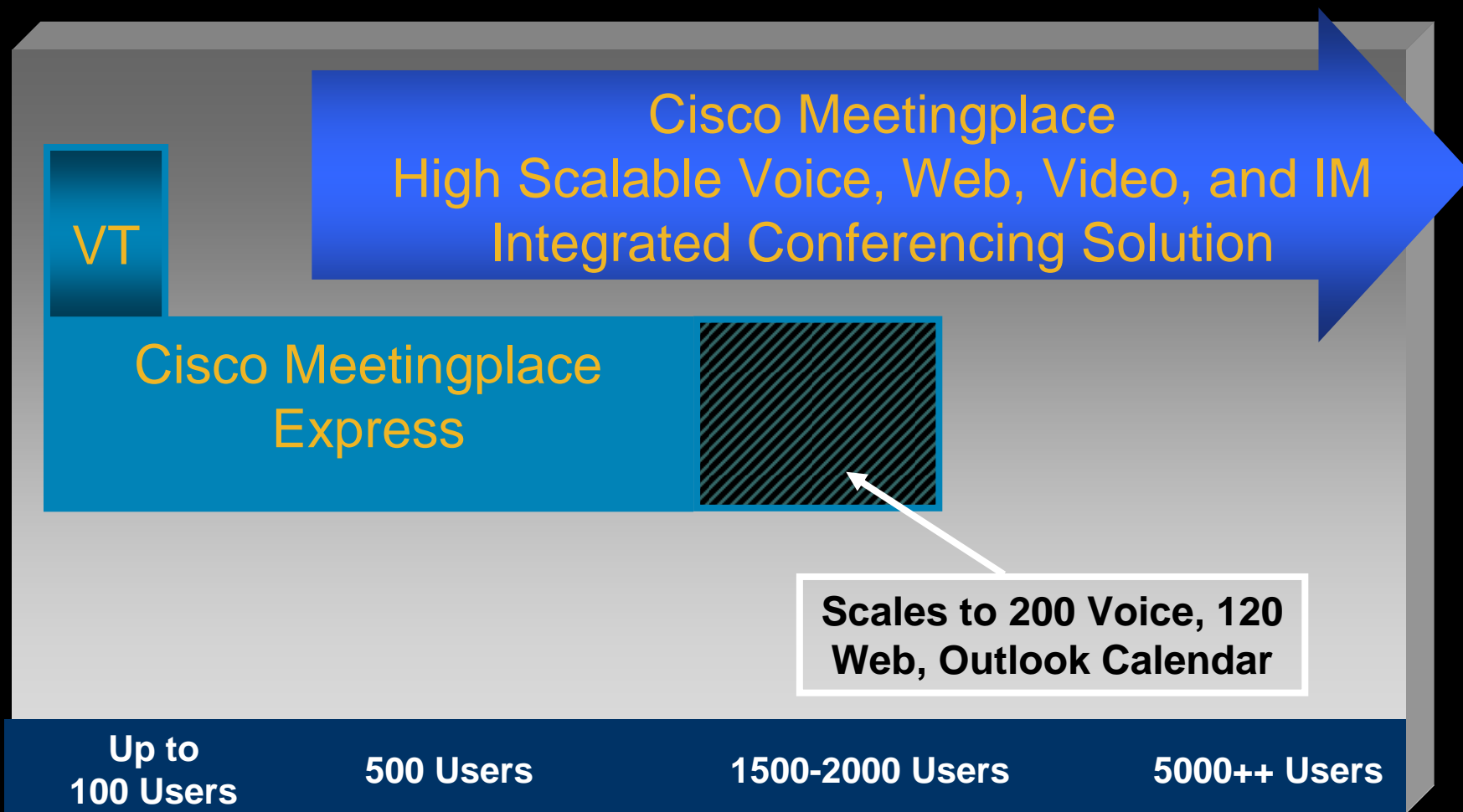
# ANZ Applications Promotions to Drive Your Communications and Collaboration Solutions

- *Enhanced Applications for All* up sell applications and simplify ordering for mid-market – add 7825 Server to scale to 1,000 users
- *Meetingplace Express Starter Kit* 20 Voice and 6 Web Conferencing (~200 users)
- *Unified Personal Communicator and Presence* promo, 50 Personal Communicator Clients w/DLUs, Presence Server and 7825
- *Cisco IP Phone Promo* - added peripherals and all new phones



Note: Only available to IPC/IPCx and Advanced UC specialised Partners

# Rich Media Conferencing & Collaboration



# ANZ Applications Promotions to Drive Your Communications and Collaboration Solutions

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# Unified Communications Clients... Cisco Unified Personal Communicator

“Powerful Productivity Tools ... Single Experience”



CallManager 5.x  
IP Communication  
System



Unity Connection  
Intelligent Voice  
Messaging

Andrea Kelly

File View Contacts Communication Help

Available

Contacts View All

- Robert Frank
- Sales Team
- Houston Group
  - Kim Hansen
  - Anne Gillman
  - Real Estated
  - Christopher Gil...
  - Tammy Caldwell

Recent View All

Caller ID	Date/Time
Darien Jack...	Today 2.30pm
415 3 45 1232	Today 2.30pm
415 345 1232	Today 12.13p..
Karen Harvey	01/03/05 1.5..

Search All

Robert Smith

Name	Phone Number
Contacts	
Robert J Smith	415 435 9912
Robert Thompson Smith	713 454 1285
Outlook	
Robert Thompson Smith	713 454 1285
Recent	
Robert J Smith	415 435 9912
Directory	
Robert J Smith	415 435 9912
Robert Smith	650 784 5492

Connected Desk Phone

Caller ID	Date/Time
Darien Jack...	Today 2.30pm
415 3 45 1232	Today 2.30pm
415 345 1232	Today 12.13p..
Karen Harvey	01/03/05 1.5..
Darien Jack...	01/03/05 1.5..

Unified Presence Server  
Presence State,  
Services



MeetingPlace Express  
Web Conferencing

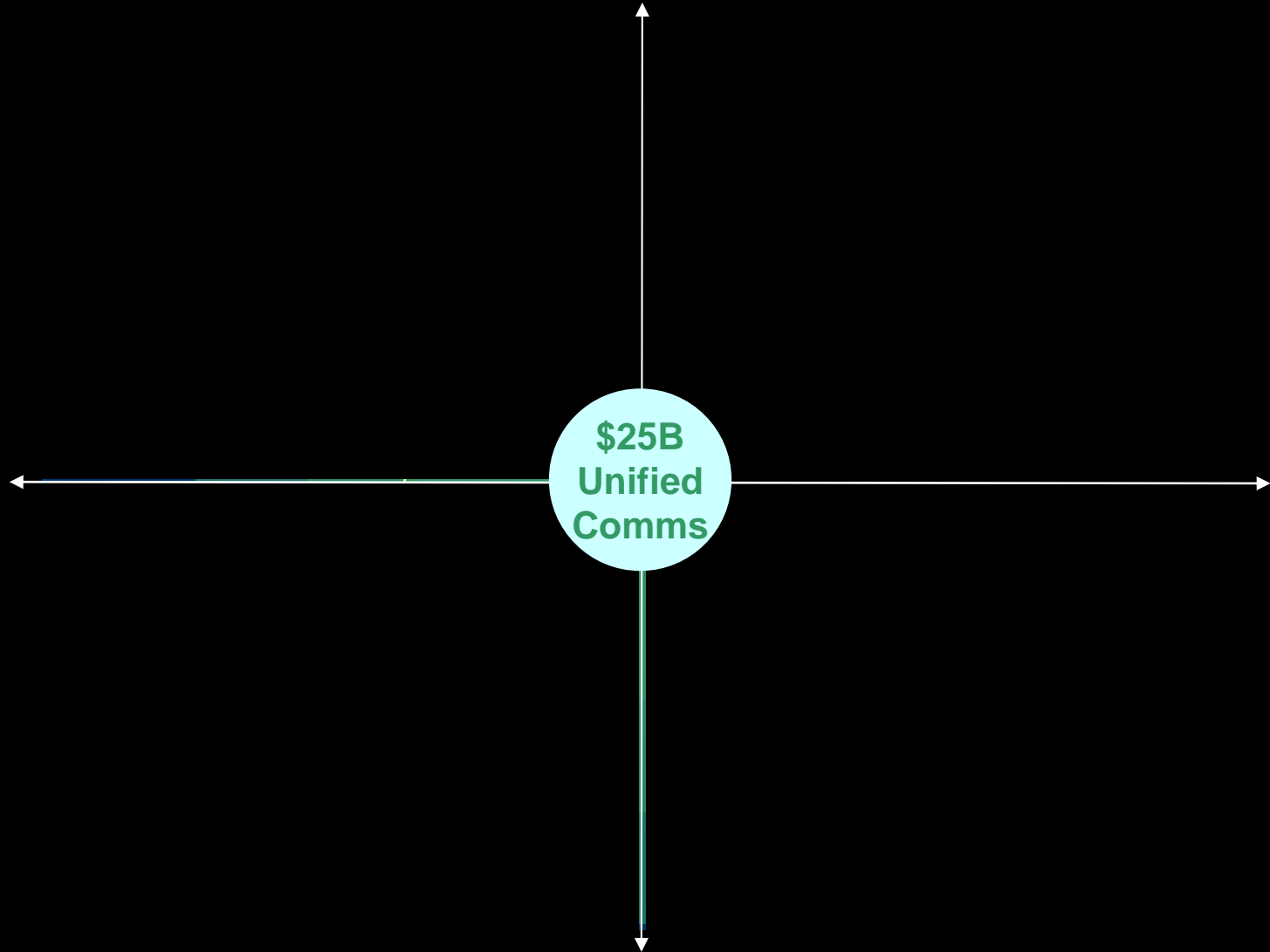
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# Competition and Collaboration in Unified Communications



# Cisco and Microsoft—The Bottom Line

## Key Messages

1. Our objective is to maximize joint revenue opportunities
2. We have today and will continue to deliver key integrations with Microsoft to meet customer needs

**“Microsoft will be a partner at times and a competitor at times...”**

**John Chambers,  
CEO, Cisco**

**“With Cisco... there are important acts of collaboration, but also definite aspects of competition.”**

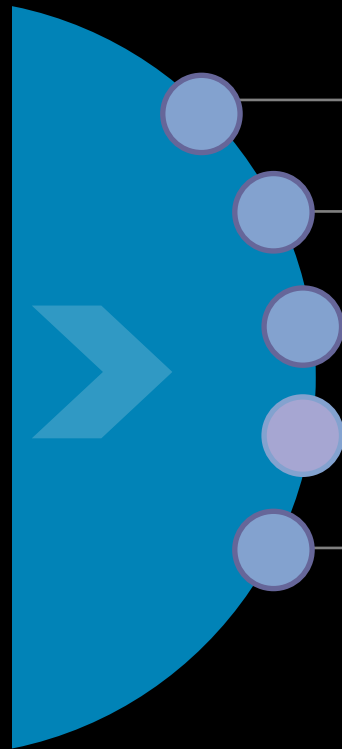
**Steve Ballmer,  
CEO, Microsoft**

# Key Points on Microsoft

- Take time to understand this from the customers viewpoint. Focus on strengths of Cisco & Microsoft, leverage both investments.
- Focus on customer needs as to where integrations points occur. If the customer is serious.. expedite a Cisco & Microsoft pilot
- We are investing aggressively in Cisco's own solutions and integrations to other vendors (IBM and Citrix) and applications (CRM, ERP and Customer Contact)



# Today's Agenda



Leadership Through Innovation

Ringin Up Sales with  
Solutions for Mid-Market and SMB

**Partner Enablement**

# Partner Enablement Today

## *Demands Continue to Accelerate...*



# FY'07 Priorities and Strategies

## Selling & Marketing

- Consistent & Complete Launch Packages
- Across Sales Cycle
- PE Engagement Playbook
- Building a Practice Playbooks
- Managed Services

## Training

- Consistent Framework & Learning Roadmaps
  - Sales, Technical & Lifecycle Services
- Efficient & Consistent Infrastructure
- Best Practice Sharing
- Global Reach

## Tools & Methodologies

- Close AT & Commercial Tool Gaps
  - Quoting
  - Implementation
  - Support
- Methodologies:
  - Assessment
  - Gap Analysis
  - Project Plan

# 'Must Have' Partner Enablement Tools

## ▶ Pre/Sales Tools

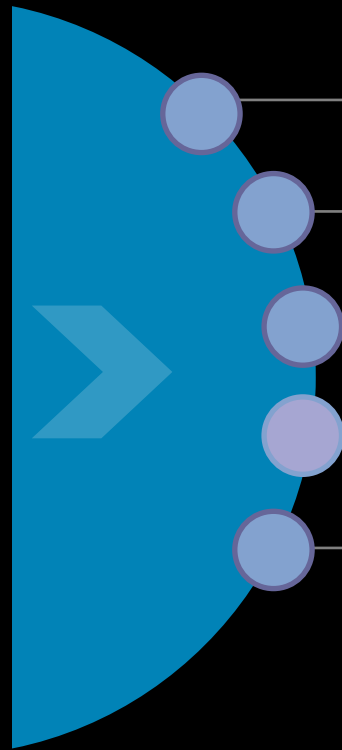
- Discovery
- Solution Expert
- Quote Builder
- Step-to-Success
- PDI Help Desk
- Partner Presales
- PEC (E-Learning)

## ▶ Marketing Tools

- Sales Accelerator
- Competitive Edge Portal
- Customized Partner Intelligence (CPI)
- Collateral-on-Demand



# Today's Agenda



Leadership Through Innovation

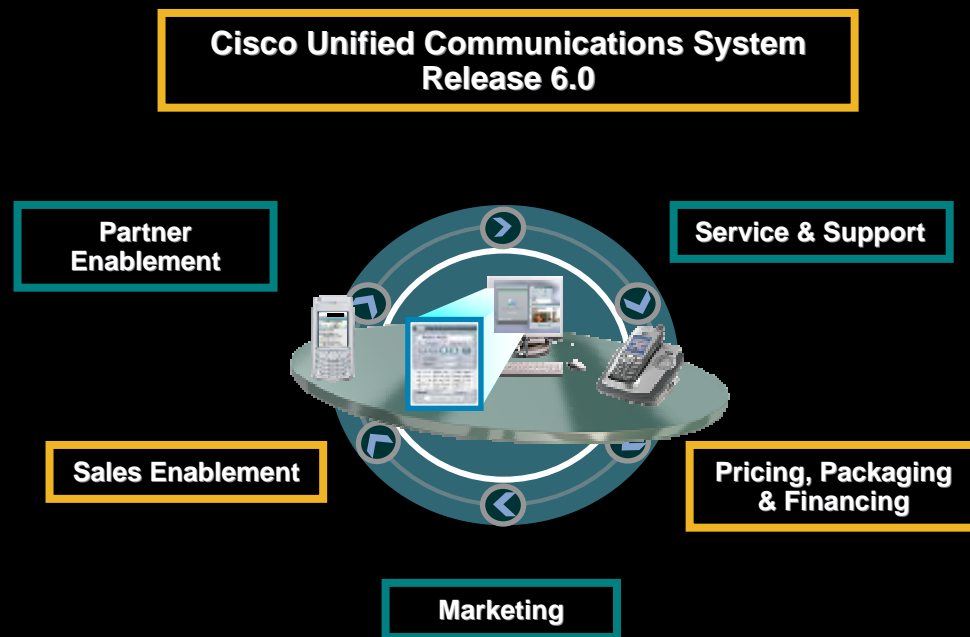
Ringling Up Sales with  
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Partner Enablement

..the future

# Global Unified Communications System Release 6.0 Launch Strategy

- Global Launch
  - March 5<sup>th</sup> 2007 – VoiceCon
  - April 3<sup>rd</sup> 2007 – Partner Summit
- Focus on extending Unified Communications, with emphasis on
  - Simplifying Unified Communications for **small** business environments
  - Driving Unified Communications into **medium**-sized businesses
  - Extending Unified Communications to **mobile** employees
  - Provide productive, **collaborative** communications



**Cisco Strategy:** creating solutions that enable more **effective communications** that directly impact businesses' top and bottom line and create a more **personal** way of communicating.

# Driving Unified Communications into Small and Medium-sized Business Environments

## Small Businesses

- Supports .....
- ...



## Medium Businesses

- .. 50-500 employees
- ..voice, video, mobility, presence and messaging on a single platform
- ...



Cisco Unified Communications  
The Smart Choice for Your Business

# Mobile Personal Communicator Operative Acquisition

- Mobilizing Unified Communications with a consistent Cisco experience
- Supports multiple smart and feature phones  
Symbian, BREW, Blackberry, Windows Mobile
- Indicates presence information of callers
- Displays information about Unity voicemail and text messages
- Allows playback of specific Unity Messages
- Enables call screening
- Provides CRM data
- CallManager Directory
- Presence information via Cisco Unified Presence Server
- Call Control via CallManager



**Extending Unified Communications**

# A Special Preview

For Unified Communications Specialized Partners



Register Now 

[http://www.cisco.com/asiapac/track/uc\\_preview.shtml](http://www.cisco.com/asiapac/track/uc_preview.shtml)

## Cisco Unified Communications System Release 6.0

**Date:** March 1, 2007

<b>Time:</b>	Australia	2:30 PM
	China	11:30 AM
	Hong Kong	11:30 AM
	India	9:00 AM
	Indonesia	10:30 AM
	Korea	12:30 PM
	Malaysia	11:30 AM
	New Zealand	4:30PM
	Philippines	11:30 AM
	Singapore	11:30 AM
	Taiwan	11:30 AM
	Thailand	10:30 AM
	Vietnam	10:30 AM

**Language:** English

**Format:** 60-minute online webcast

[Register now.](#)

## Who should attend

### Cisco UC Specialized Partners

- Business Executives
- Managers
- Sales
- Technical

Dear Cisco UC Specialized Partner,

Make plans to attend a confidential, pre-announcement webcast on March 1, 2007 exclusively for our Unified Communications Specialized Partners. You'll be among the first Cisco Partners to hear about Cisco Unified Communications System Release 6.0, a major release offering new and exciting opportunities for you and your customers.

See for yourself how Cisco has mobilized the Unified Communications experience, enabling you to extend your practice further into the mobile world and capitalize on new service and revenue opportunities with the broadest range of customers from small local businesses to large multi-nationals.

As a new or a veteran Specialized Partner, you'll want to hear how Cisco Unified Communications System Release 6.0 offers you the ability to:

- Grow your business and increase your profitability through new revenue opportunities from new and enhanced UC solutions, applications, and managed services.
- Simplify your business with streamlined sales, quoting, and ordering processes and easier configuration, management, and provisioning.

Come learn how these solutions from the worldwide leader in Unified Communications will provide your customers of all sizes

# Summary

- Unified Communications is far more than just voice, our biggest challenge is education
- Solutions exist for the Mid-Market and SMB
- Multi vendor solutions will be common
- Join the March 1<sup>st</sup> webcast to find out more about System Release 6.0

# Cisco Telepresence

