



**Cisco Expo
2008**

Collaboration im Unternehmen mit Unified Communications



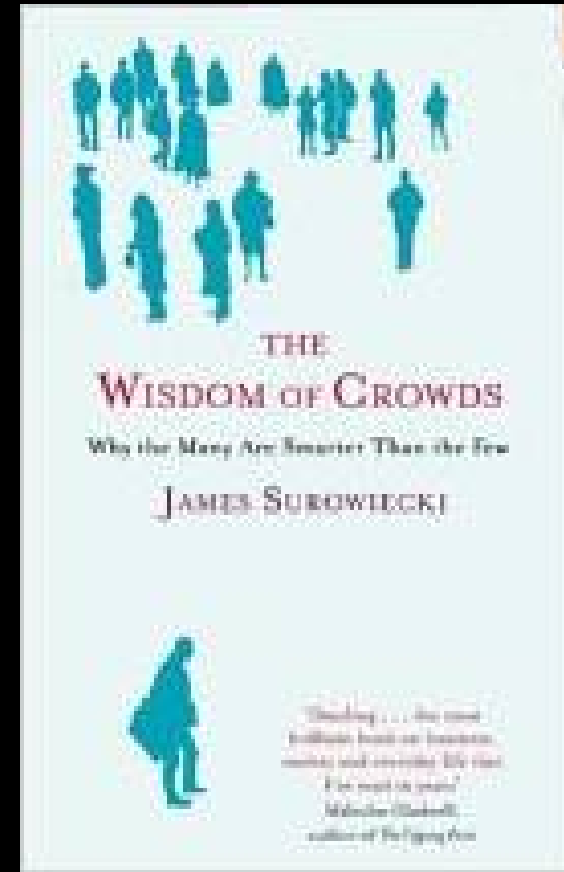
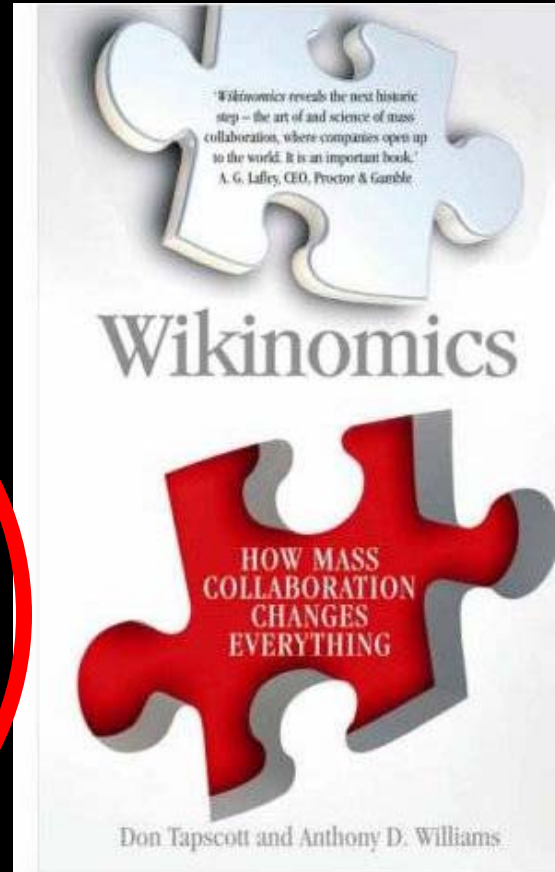
Dave Thomson
European Marketing Manager, Cisco

Markus Czanba
UC Solutions Sales Manager, Kapsch

Next Market Transition – Collaboration

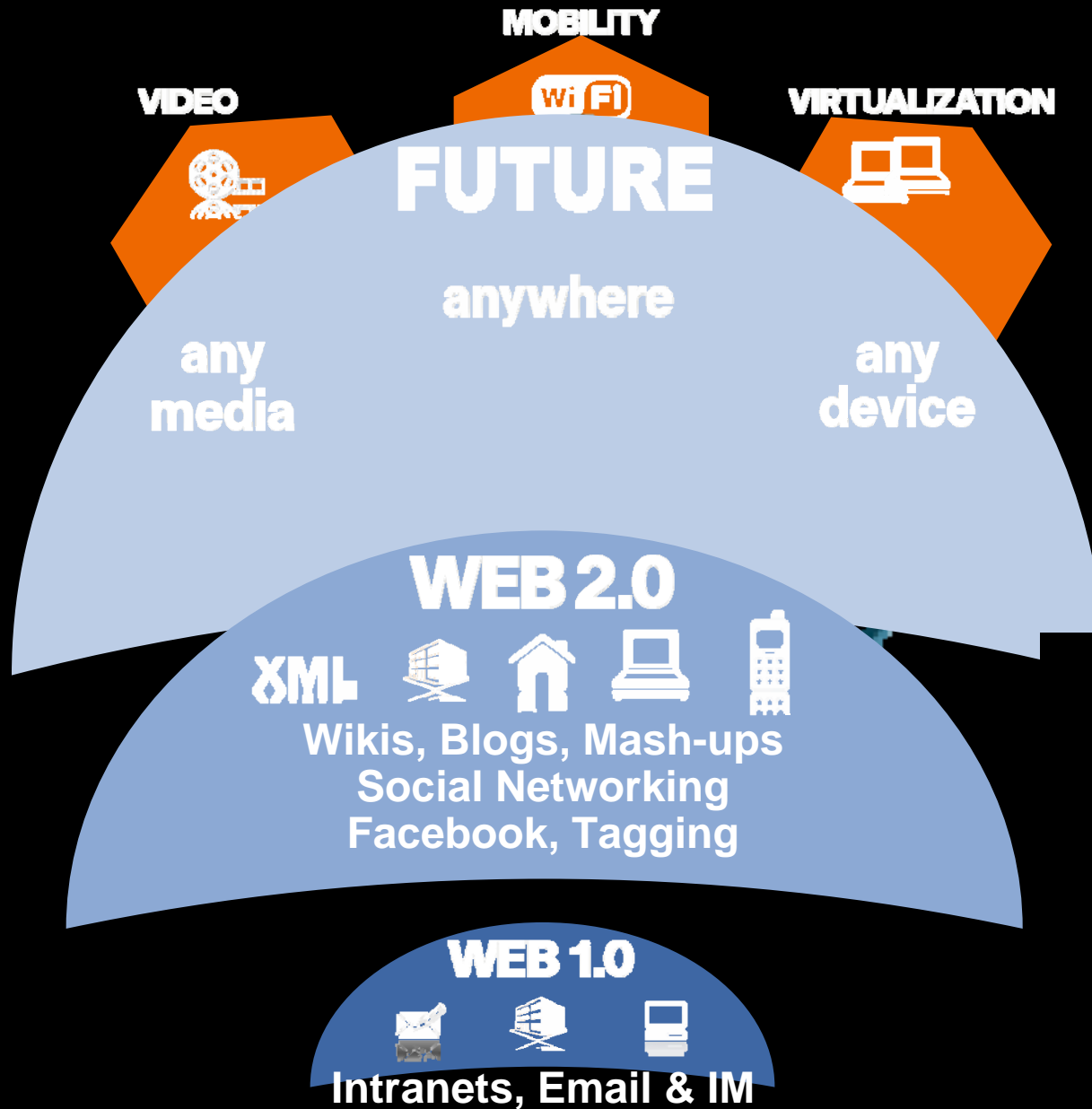


~~“A camel is a horse designed by committee”
Alec Issigonis~~



Effective Collaboration will drive 30–50% of Next Decade’s Productivity (Pearn Kandola)

Unified Communications and Web 2.0

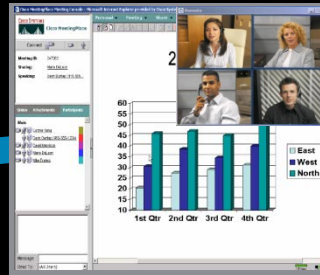


- Transcend**
Boundary free UC
Frictionless
Collaboration
- Include**
Extend UC to
customers &
partners
- Transform**
Competitive
advantage
with UC
- Accelerate**
Extending UC
across the business
- Migrate**
Legacy to IP
Enable the change

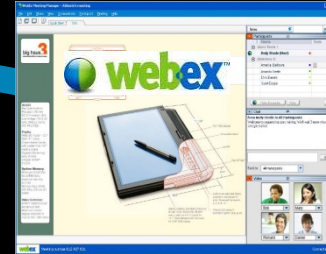
Collaboration

MeetingPlace

Video Conferencing



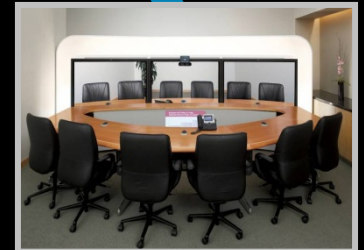
Webex



Video Telephony



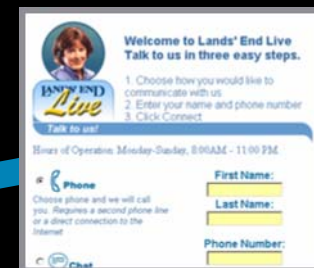
TelePresence



Unified Personal Communicator



Unified Mobile Communicator



Web Interaction

MeetingPlace

The screenshot displays the Cisco Unified MeetingPlace interface. At the top, the window title is "Project team | ID: 505050 | Cisco Unified MeetingPlace". The interface includes a menu bar with "Meeting" and "Help", a "Participant List (6)" sidebar, a "My Status" section, a "Share - Mike F" area, a "Remote" window with four video thumbnails, a "Chat" window, a "File Share" window, and a "Save To My Computer" button. The central presentation slide features the text "Anytime, Anywhere, Communicate" and images of various Cisco Unified Communicator devices: Cisco Unified CallConnector, Cisco Unified Personal Communicator, Cisco Unified Mobile Communicator, and Communicator for Mac. A circular inset shows two men in business attire reviewing a laptop. At the bottom of the slide, a "Key Benefits" section lists three points: "Access multiple productivity enhancing applications", "Accelerate decision-making", and "Increase effectiveness of remote and mobile workers". The bottom of the interface shows "Share", "Request Control", and "Full screen" buttons, along with the text "Cisco Unified MeetingPlace" and "Adobe Technologies".

Project team | ID: 505050 | Cisco Unified MeetingPlace

Meeting Help

Participant List (6)

My Status

Speaking:

Mike F

Tatyana M

Alla G

Mike F

Heather Paunet

Steve

Guest (555-1212)

Share - Mike F

Remote

Anytime, Anywhere, Communicate

Cisco Unified CallConnector

Communicator for Mac

Cisco Unified Personal Communicator

Cisco Unified Mobile Communicator

Chat

Heather Paunet: Hello Mike

Mike F: Hi, I am ready

To: Mike F

File Share

Name Size

Key Benefits

- Access multiple productivity enhancing applications
- Accelerate decision-making
- Increase effectiveness of remote and mobile workers

Save To My Computer

Share Request Control Full screen

Cisco Unified MeetingPlace

Adobe Technologies

Webex

The screenshot displays the Webex meeting software interface. The main window shows a presentation slide with the following content:

Popular uses of WebEx

- Sales presentations
- Marketing events
- Team meetings
- Training sessions
- Remote support
- Project status meetings

To the right of the slide is a video feed of a woman in a maroon shirt and black pants. Below the slide are navigation buttons: "Welcome to WebEx", "Getting Started", "Meeting Basics", "Your Next Meeting", and "Learn More".

The right-hand sidebar contains several panels:

- Participants:** A list of 7 participants, all marked as "ready".


Name	Location	Status
Samantha (Host)		Ready
James Hill	(London)	Ready
Frank Maloney	(London)	Ready
Emma Wilson	(Manchester)	Ready
Francoise Marchant	(Paris)	Ready
Jan van der Veen	(Amsterdam)	Ready
Jennifer Abrahams	(New York)	Ready
- Chat:** A text input field with "Type chat message here...", a "Send" button, and a "Send to" dropdown menu currently set to "All Participants".
- Video:** A grid of four video thumbnails. The top-left thumbnail is labeled "Jan van der Veen" and the top-right is labeled "Emma Wilson".

At the bottom of the interface, the "Done" button is on the left and the "Internet" status is on the right.

Unified Personal Communicator



Web Interaction



Welcome to Lands' End Live
Talk to us in three easy steps.

1. Choose how you would like to communicate with us
2. Enter your name and phone number
3. Click Connect

Hours of Operation: Monday-Sunday, 8:00AM - 11:00 PM.

Phone
Choose phone and we will call you. *Requires a second phone line or a direct connection to the Internet*

Chat
Choose chat and we can text chat with you. *Does not require a phone.*

First Name:

Last Name:

Phone Number:

“Lands' End Live made average order value go up 8%, and conversion go up 67%.”

Bill Bass
Senior VP E-Commerce

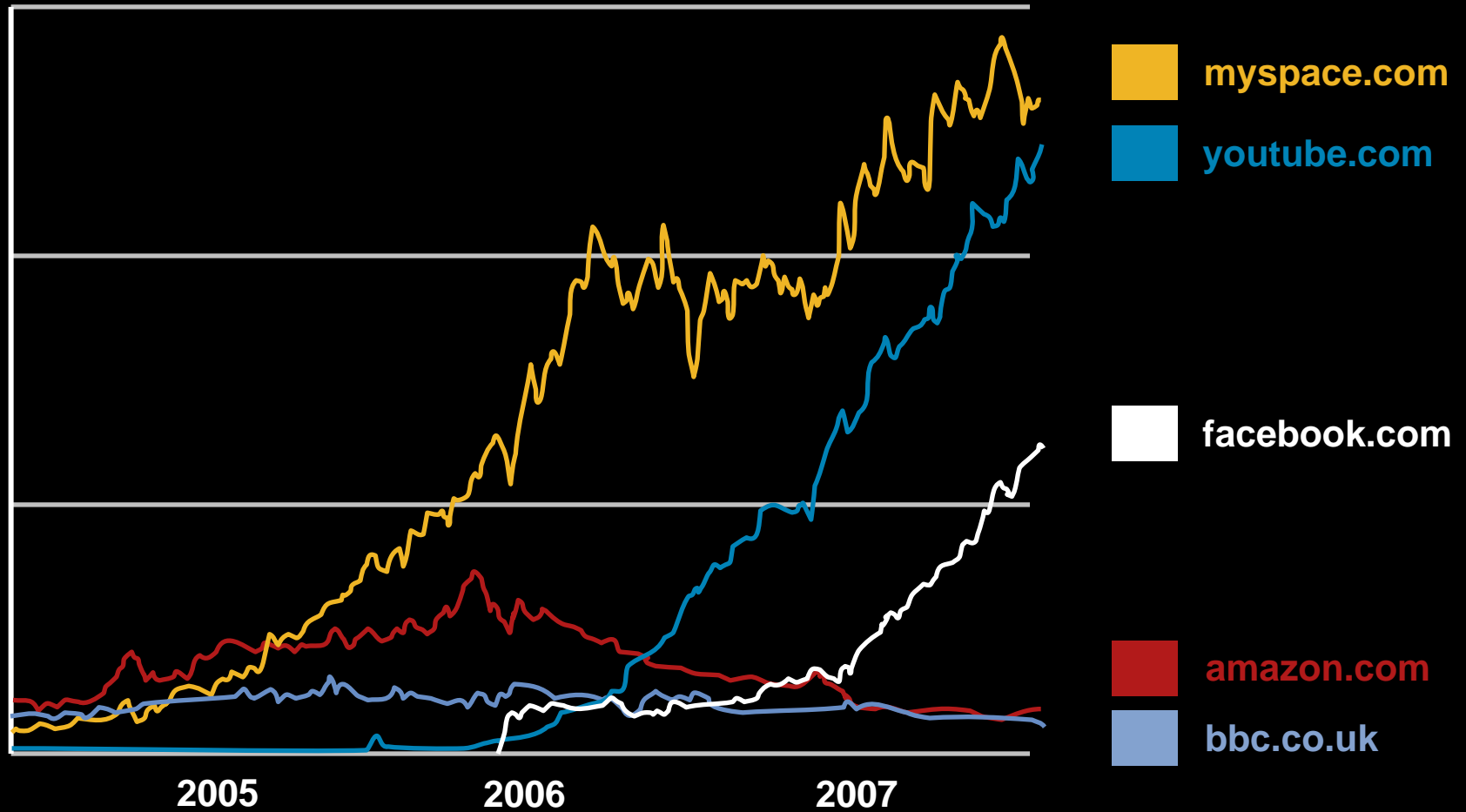
TelePresence



On-Stage TelePresence



Generation Y



Source: Alexa, July 2007

Customer Collaboration – Facebook Revolt!

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Last Updated: Thursday, 30 August 2007, 12:49 GMT 13:49 UK

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Bank's U-turn on student charges

By Sean Coughlan
Education reporter, BBC News

A student campaign using the social networking website Facebook has forced a multinational bank into a U-turn over charges.



Students used Facebook to put pressure on overdraft charges

HSBC is to abandon plans to scrap interest-free overdrafts for students leaving university this summer.

Thousands of students on Facebook had threatened to boycott the bank. The National Union of Students said this made all the difference to the protest.

The HSBC bank said it was not too big to listen to its customers.

SEE ALSO

- ▶ Fees 'pushing up student debts' 14 Aug 07 | Education
- ▶ If your face fits 27 Jun 06 | Magazine
- ▶ Unruly students' Facebook search 17 Jul 07 | Education

RELATED INTERNET LINKS

- ▶ Facebook
- ▶ HSBC
- ▶ National Union of Students

The BBC is not responsible for the content of external internet sites

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- ▶ More children into primary school

 News feeds

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Cisco on Second Life



Cisco Facebook – Directory 3.0



Jim Bevo
User Experience Architect
Corporate Communications Architecture

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San Jose, CA 95134
United States

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Organization Information

Type	Employee	Manager	Michael Lenz (mlenz)
Work Type	Traditional	Reports	2 direct , 3 program
Employee ID	128756	Admin	John Smith (jsmith)

Notes

I will be out of the office on PTO from Thursday (Feb-8) to Friday (Feb-9). While I'm away, please contact the following people:

Directory/Expertise: Jodi Bradley (jb Bradley@cisco.com)
Project Champion: Michael Lubak (m Lubak@cisco.com)

Blog

Monday, 2007-Feb-4

Brainstorming Progress


We're making good progress brainstorming the future state of the intranet. The fuzziness is starting to disappear, and we're really starting to gel.

» [Jim's Blog](#)

Topics

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Roles

User Experience for Expert Locator
User Experience for Directory
User Experience for Oracle HRMS


» [All Roles \(1\)](#)

Expertise

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 <p>Taking it to the next level (06:10) Added: 2 months ago Views: 40</p>	 <p>SONA Podcast on Physical Security (21:19) Added: 2 months ago Views: 315</p>	 <p>SONA Podcast on Telepresence (19:12) Added: 2 months ago Views: 411</p>	 <p>SONA Podcast on The Human Network (17:50) Added: 2 months ago Views: 157</p>

Cisco Blogs – John Chambers

John Chambers

Sharing What's "On My Mind"

Sup

« [An Update on Council...](#) | [John's "On My Mind" Blog](#)

Sharing What's "On My Mind"

Posting date: 2008-Mar-25 02: | Author: [John Chambers](#)

I'll share several things that are top of mind for me this month. First is the economy and understanding what is happening in the U.S. and the implications for other parts of the world. Cisco's view has not changed since our last quarterly announcement. We will continue to focus on what we can control and influence in order to catch the next wave of market transitions - which is collaboration and networked Web 2.0 technologies. Second, our collaborative efforts internally and our ability to evolve our innovation strategy will continue to drive productivity and position us for the future.

In closing, I provide a recap on my recent keynotes including Mobile World Congress, Connected Urban Development and most recently, VoiceCon's EcoPanel.

I look forward to your comments and feedback.



Ideagoras – I-Zone

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ETG

ideas new technologies adjacent markets

We're About Innovation



Team: Emerging Technology Group

Idea Zone (I-Zone)

[View](#)

[Info](#)

Added by [Rajendra Kadam](#), last edited by [Rajendra Kadam](#) on 2008-Feb-22 ([view change](#))


Labels: [etc](#)

Contribute Your Idea to Cisco's Portfolio of New Billion Dollar Businesses!

We need your ideas to build the next new hit product or business unit. In this Wiki you can contribute your idea (browse some of the existing ideas - you'll find something similar here-if so, build on that idea to make it better). We check this site regularly to develop our pipeline of new product proposals. If you have an idea of interest, we'll contact you for more information, help, and possibly provide an opportunity for you to join us to help build it!

In FY07, we have incubated 4 new business units from I-Zone. In FY08 we have incubated 1 so far and are on track to incubate one new BU per quarter.

Idea Labels

[Add a new idea](#) 

Wiki Help

To create an idea you must have a Confluence account. To log in with the log in link on the top right.

Ideagoras – I-Prize

Your Inspiration. Our Global Resources. A New Billion Dollar Business

Cisco is looking for its next major business opportunity and you could be the key to success. Compete for the Cisco I-Prize – collaborate with other entrepreneurs globally, pitch your big idea and have a chance to win the opportunity of a lifetime!

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[Choosing our semi-finalists for I-Prize!](#) - 2008 Feb 15

[Teamwork, Collaboration and Innovation](#) - 2008 Feb 11

[Cisco I-Prize Brainstorm Phase Extended 30 Days](#) - 2008 Jan 15

Featured Video



Invitation to Innovate

John Chambers talks about the role of innovation at Cisco and invites you to enter the Cisco I-Prize competition. (01:40 min)

Die UC-Lösungsbereiche



Presence
Management



Enterprise
Telephony



Instant
Messaging



Web/Video-
Konferenzen



Unified
Messaging



Mobility
Integration

Die UC-Lösungsbereiche

Wissen, ob
jemand
erreichbar ist

Presence
Management

Komfortabel
telefonieren
vom PC und
überall

Enterprise
Telephony

In Echtzeit
Nachrichten und
Files senden

Instant
Messaging

Meetings flexibel
und ohne
Reisezeit

Web/Video-
Konferenzen

Alle Nachrichten
auf einen Blick

Unified
Messaging

Unabhängigkeit
von Ort und
Gerät

Mobility
Integration

Aspekte von UC im Unternehmen

Technologie

- Integration in die Unternehmensinfrastruktur
- Integration in die Kernanwendungen
- Sinnvoller Mix an (fixen/mobilen) Endgeräten



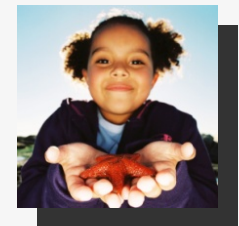
Wirtschaftlich

- Beschleunigung von Abläufen im Unternehmen
- Kostensenkung bei Reisekosten
- Kostensenkung bei Kommunikationskosten



Sozial

- Bewusste Signalisierung von Erreichbarkeit
- Aktives Anbieten von Unterstützung
- Proaktive Kommunikation von Know-how



UC-„ABC“: die fertige UC-Lösung

A ^{K1} IT-Applications

Server Setup &
Configuration

Desktop
Deployment

Custom
Development

kapsch >>>



Planung, Design,
Consulting,
Deployment,
Training, Support
Services

B Telephony/ Voice

Upgrade,
Installation,
Deployment



C Network Check & Engineering, Policy Management,
Security, Network Support Services

RTC-ready IP Networks

K1

zu allen drei Kästen: übersetzen!?

Krempus; 20.03.2008

Cisco UC Solutions by Kapsch

- **Spezialist für IT, Netzwerk und UC**

in Österreich und Osteuropa

Mehr als 800 Mitarbeiter österreichweit

Mehr als 15.000 Kunden



- **Langjährige Cisco Partnerschaft**

4 Cisco Advanced Technology Specialisations:

- **Advanced Wireless Lan**
- **Advanced Security**
- **Advanced Unified Communications**
- **Advanced Routing and Switching**

Mehr als 130 Cisco Career Certifications

- **Umfassendes Leistungsangebot**

Planung: Workshops, Design, Consulting

Umsetzung: PoC, Deployment-Unterstützung

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Please complete the online evaluation under www.cisco.at/expo2008/feedback

The first 100 to complete the survey will receive a copy of Don Tapscott's book "Wikinomics"

We very much appreciate and value your feedback, many thanks!





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