Cisco Expo 2008

The collaboration workspace

Meetingplace and WebEx

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We're at a Major Inflection Point That Will Change the Way We Work

Tremendous opportunity for businesses to move with unprecedented speed & alter the economics of their market

Emergence of the "Flat World"

Scale→ Speed

Regional→ Global

Vertically Integrated
→ Value-Chains

Unified Communications

Ubiquitous Bandwidth

Web 2.0

SOA

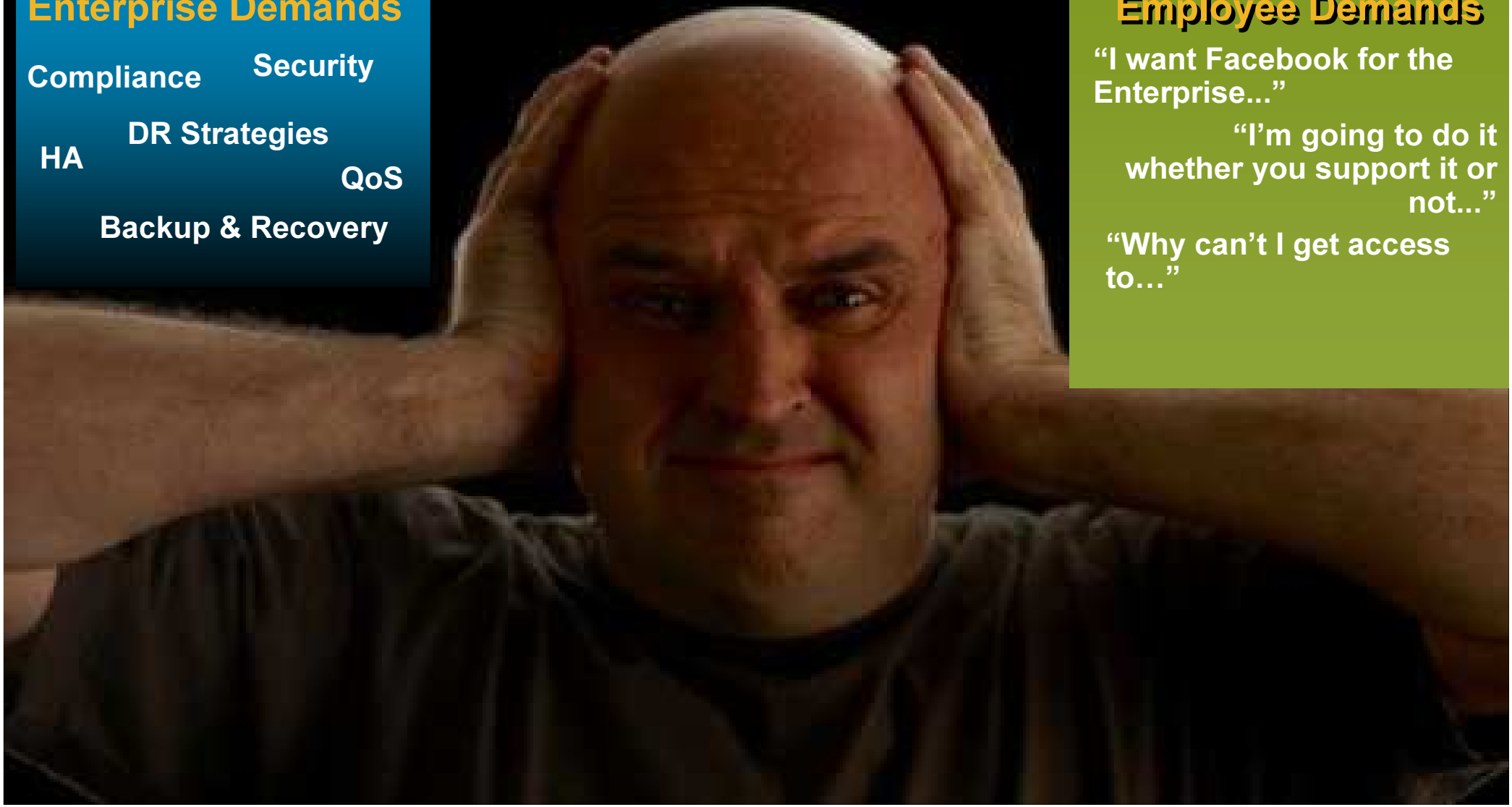
SaaS

Global Economic Change

Technical Innovation

Despite the Opportunity – Enterprise Adoption Hasn't Kept Pace

The IT Guy is Caught in the Middle



Enterprise Demands

Compliance

Security

DR Strategies

HA

QoS

Backup & Recovery

Employee Demands

"I want Facebook for the Enterprise..."

"I'm going to do it whether you support it or not..."

"Why can't I get access to…"

The Current Landscape

Application

Delivery Model

facebook

flickr

skype

Internet

Consumer

Public Network

ORACLE

Microsoft

IBM

SAP

NOVELL

RIM

NOKIA

Intranet

Employee

Enterprise Network

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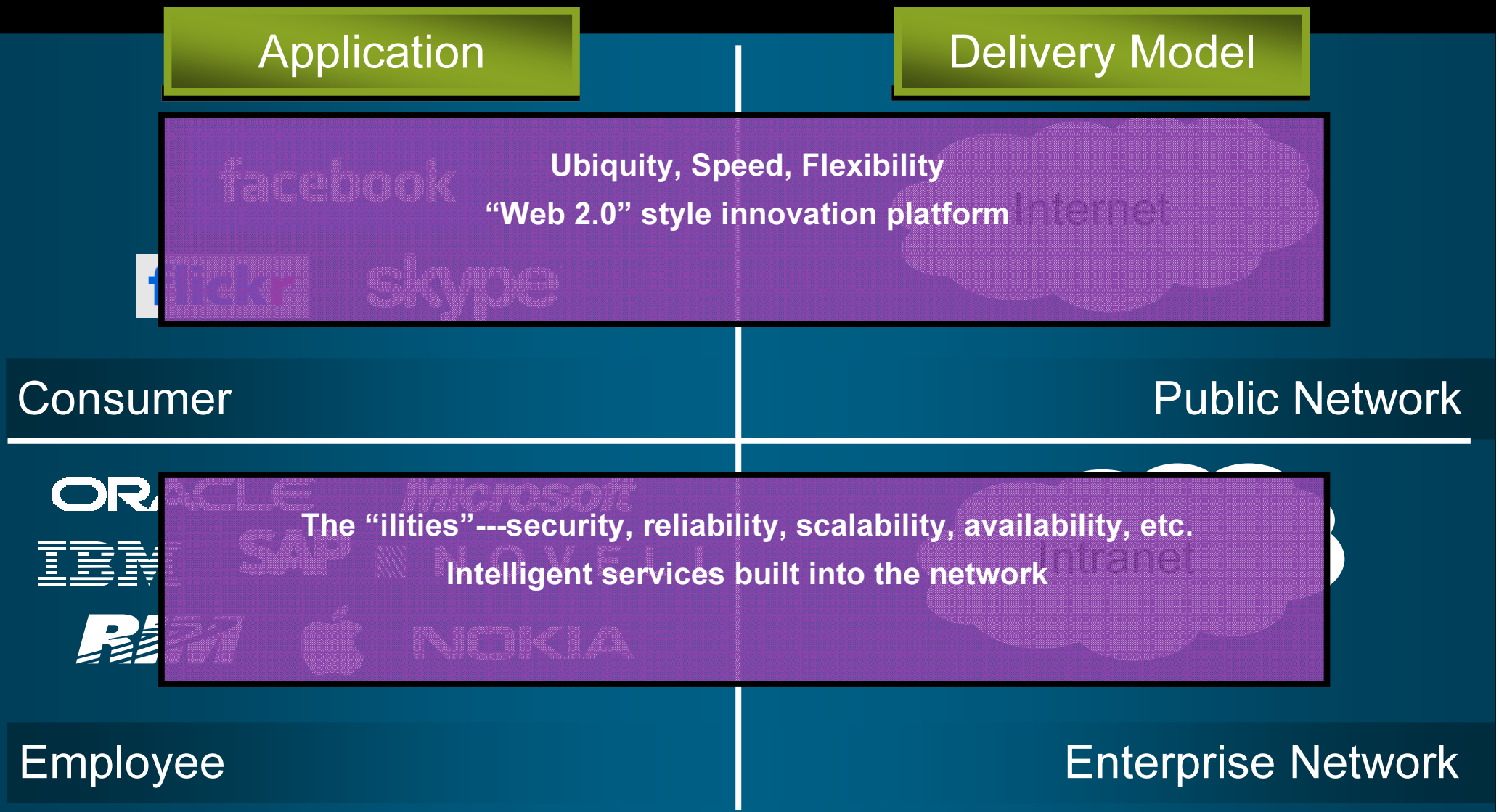
The Current Landscape



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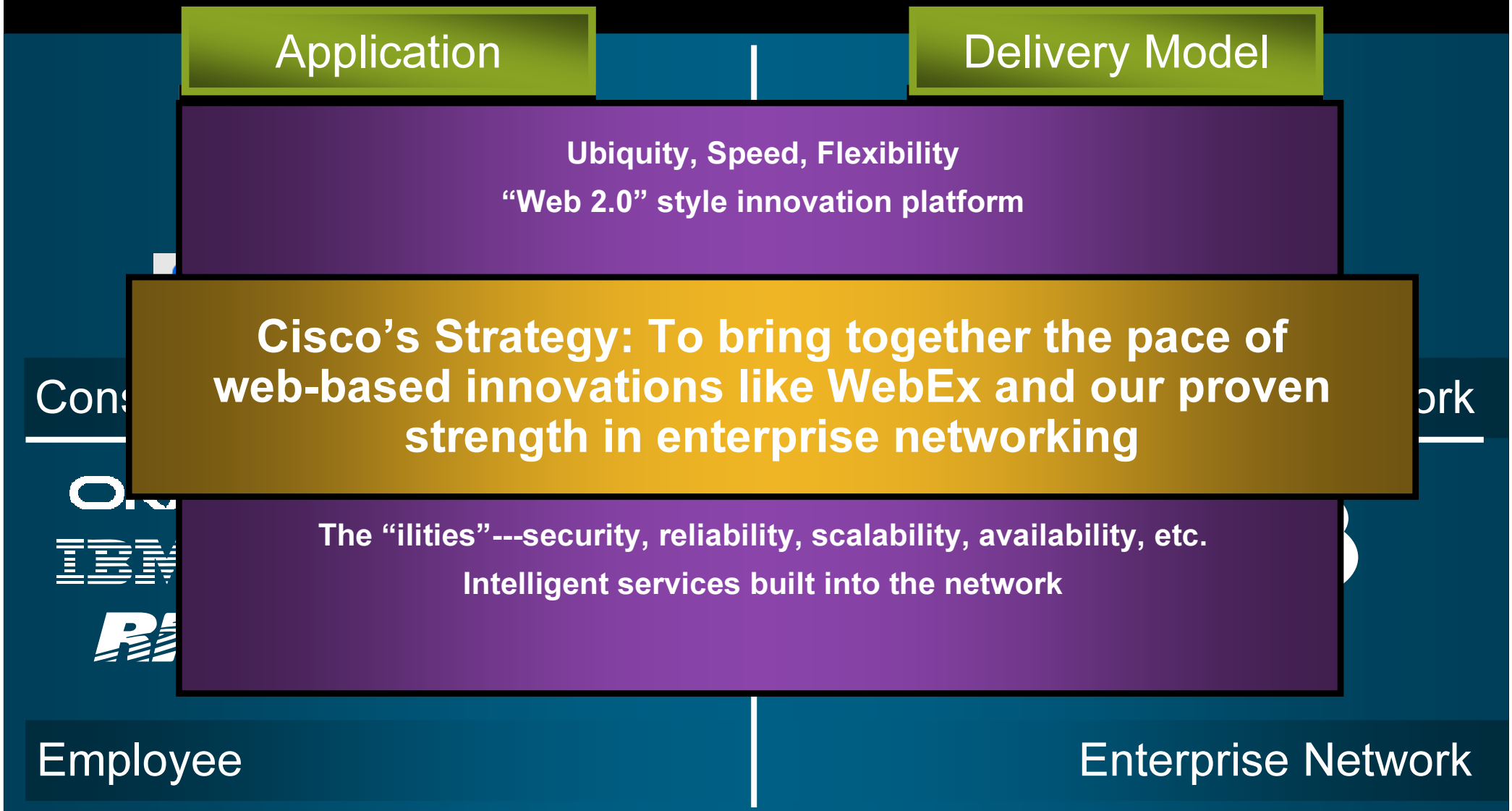
The Best of Both Worlds



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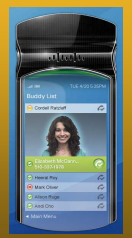
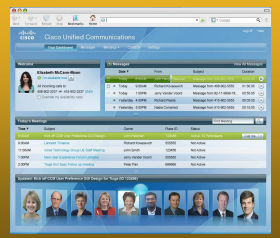
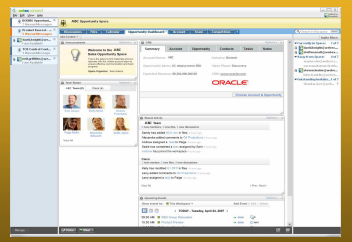
Collaboration 2.0 Architecture

End-User Clients



Collaborative Applications

Cisco Apps | Partner Apps | Customer Apps

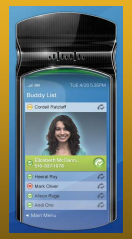
Call Control | Voice | File Mgmt | Video | Directory & Identity | Policy Mgmt

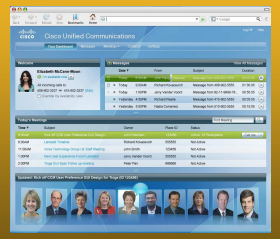
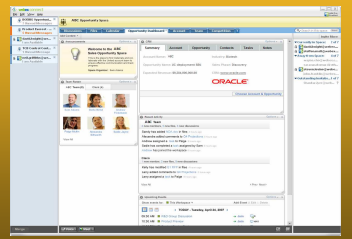
Data Sharing | Presence & Location | Routing & Queuing | IM & Chat | Custom Data

Global Delivery Network

Example: Enterprise Collaboration 2.0 Architecture

End-User Clients



Collaborative Applications

Cisco Apps | Partner Apps | Customer Apps

Video | File Mgmt | Call Control | Policy Mgmt

Directory & Identity | Voice | Presence & Location

Policy Mgmt | Presence & Location | Routing & Queuing

IM & Chat | Custom Data | Data Sharing

On-Premise

On-Demand

Global Delivery Network

Example: Medium-Sized Business Collaboration 2.0 Architecture

End-User Clients

Collaborative Applications

Cisco Apps | Partner Apps | Customer Apps

Video | Call Control | Policy Mgmt | Voice | Presence & Location

Policy Mgmt | Presence & Location | Routing & Queuing | File Mgmt | IM & Chat | Custom Data | Directory & Identity | Data Sharing

On-Premise

On-Demand

Global Delivery Network

Key Message

- Effective use of collaboration and Web 2.0 is key to sustained competitive advantage in today's global economy
- End-user and community driven innovation inherent to these applications is at odds with traditional enterprise requirements
- The solution is to factor the problem into two major pieces – both delivered by Cisco
  - –A hardened set of core network-based communication and collaboration services
  - –Innovative collaborative applications built (mashed-up) on-top of these underlying services
- Hardened Communications and Collaboration services will be "embedded" in the network and deployed with a mix of on-premises and "cloud" based assets
- 100,000s of mass customized collaborative applications will be built from these services with vast majority deployed in the cloud via SaaS model

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Marketing

- WebEx Event Center
- WebEx LiveStream
- Web-Enabled Marketing Consulting

Sales

- WebEx Sales Center
- CRM
- Web Sales Consulting

Learning

- WebEx Online Classroom
- Presentation Studio
- Learning Manager
- eLearning Consulting

Support

- Remote Support
- Remote Access
- System Management
- Service Desk

UNIFIED COLLABORATION

WebEx Products and Services

- Business process oriented applications
- That enable cross-company collaboration
- Delivered on-demand around the world

WebEx Centers

WebEx AIM Pro

WebEx Mail

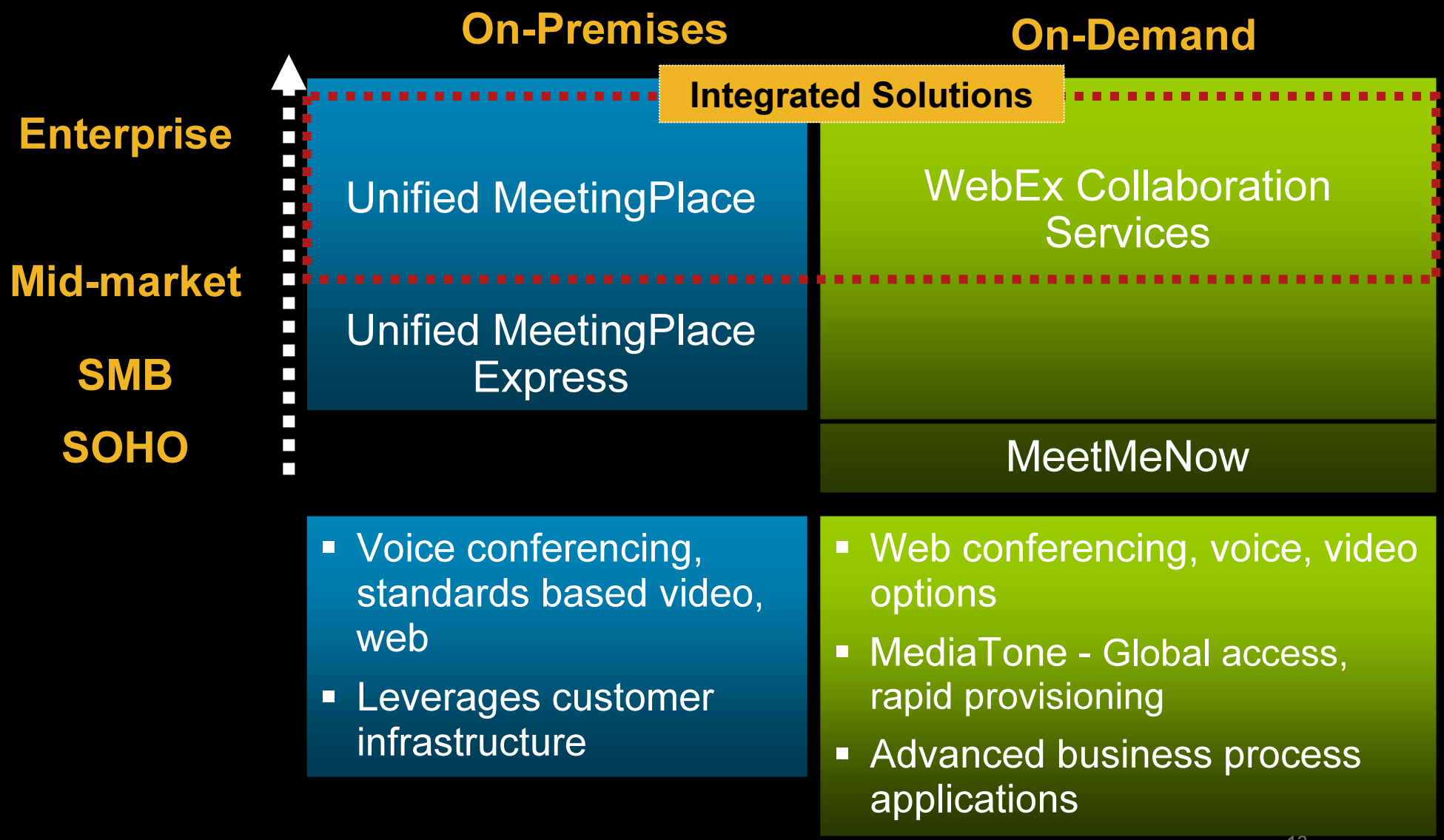
WebEx WebOffice

WebEx Audio

Video • Web Conferencing • Audio Conferencing • Instant Messaging • Workspaces • Presence • Email • IP Telephony

MediaTone

Reference: Cisco Conferencing Solutions
Cisco Unified MeetingPlace & WebEx



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Integration Themes

Cisco Unified IP Phone & WebEx

Add WebEx to Phone Call on-the-fly

Cisco Unified MeetingPlace & WebEx

Two Way Integration

Deployment Flexibility

Overflow

Communication & Collaboration Clients

Access data, communications, apps anywhere, any device

Deployment Flexibility

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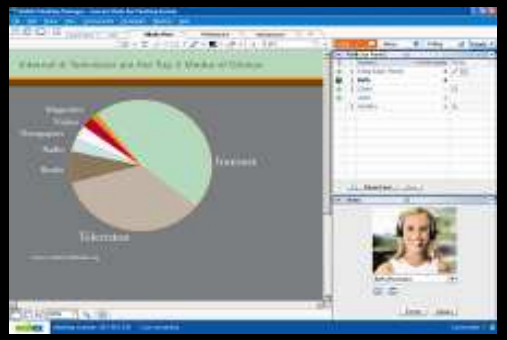
Unified Communications Manager & WebEx

Streamlined WebEx Access for Instant Collaboration from Cisco Unified IP Phones

- Single step connect to Web & voice from IP Phone
- Planned meetings auto-launch capability
- Ad-Hoc meeting launch during Cisco IP phone call (upgrade the call to WebEx web session)



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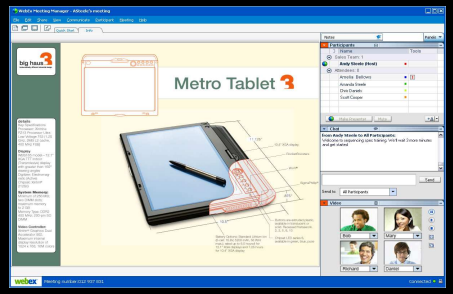
Cisco Conferencing Solutions
Unified MeetingPlace & WebEx

- CY 2008 Integration
  1. Add WebEx web conferencing services to Unified MeetingPlace

     Complements on-premises web conferencing
  2. Add MeetingPlace Audio conferencing to WebEx

     Complements audio services from WebEx
- Planned: overflow of on-premise to hosted (Meetingplace to WebEx)



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Cisco Unified Communications & Collaboration
The future: communication & collaboration clients

1. “Componentizing” core audio, video and presence services
   - Flexible client architecture where core and presentation layer are loosely coupled
   - Create UC widgets to enable them to be “mashed-up” into a wide range of applications through WebEx Connect
2. Package components to be used by UC clients (Connect, Microsoft, IBM, etc.)
3. Developing a sophisticated platform for rapidly building next-generation collaborative applications
   - WebEx Connect platform

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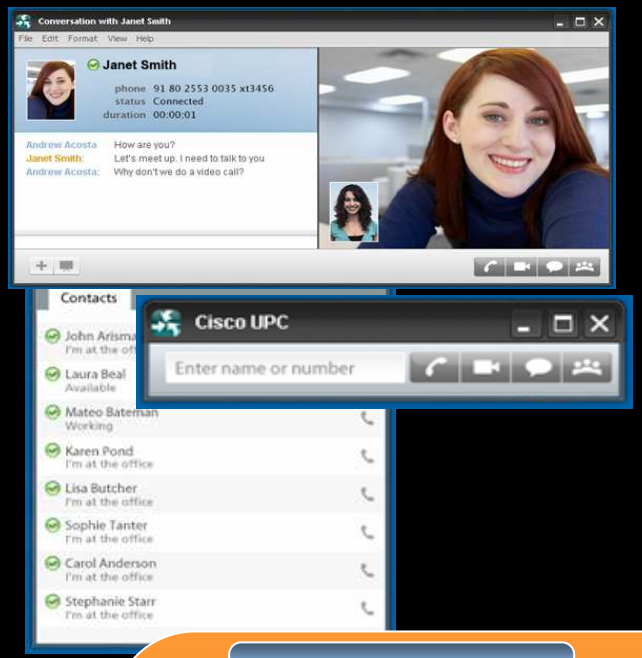
Cisco Unified Personal Communicator Vision

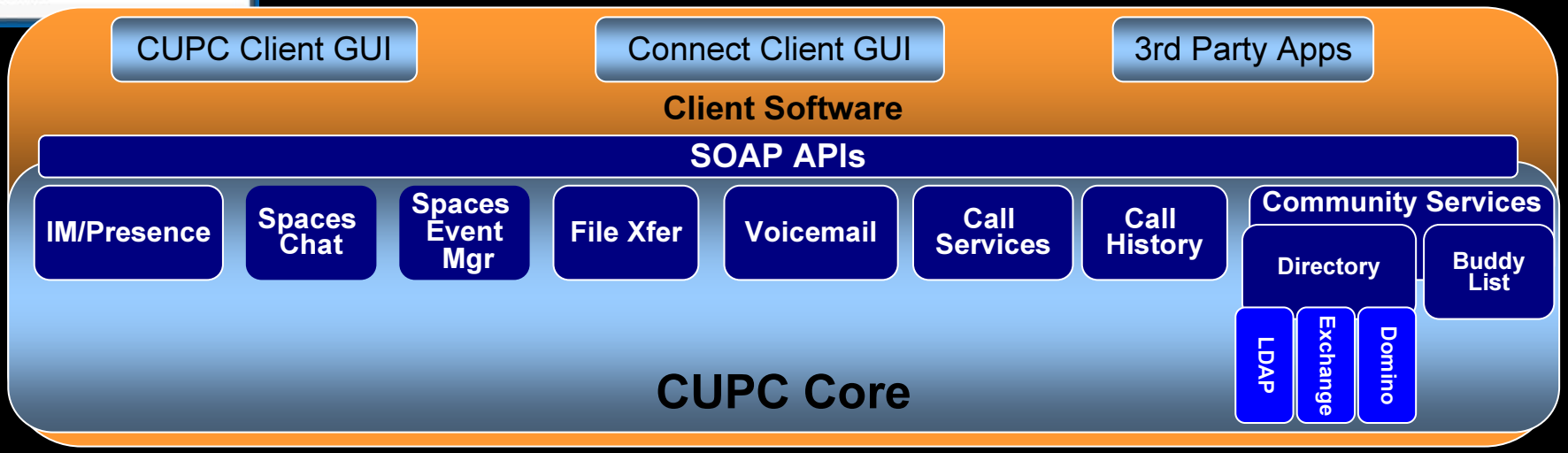


Flexible Client Architecture

- "loosely coupled" architecture
- Assists in migration to full SOA
- CUPC Core supports other client experiences:
  - MoC Integrated softphone
  - Click to "x" functionality
  - Web-Ex Connect
- Fully supported partner/customer API

Full On-Premise UC Client Offering

- Client-Side multiprotocol IM
- Federation
- All UC system preferences accessible



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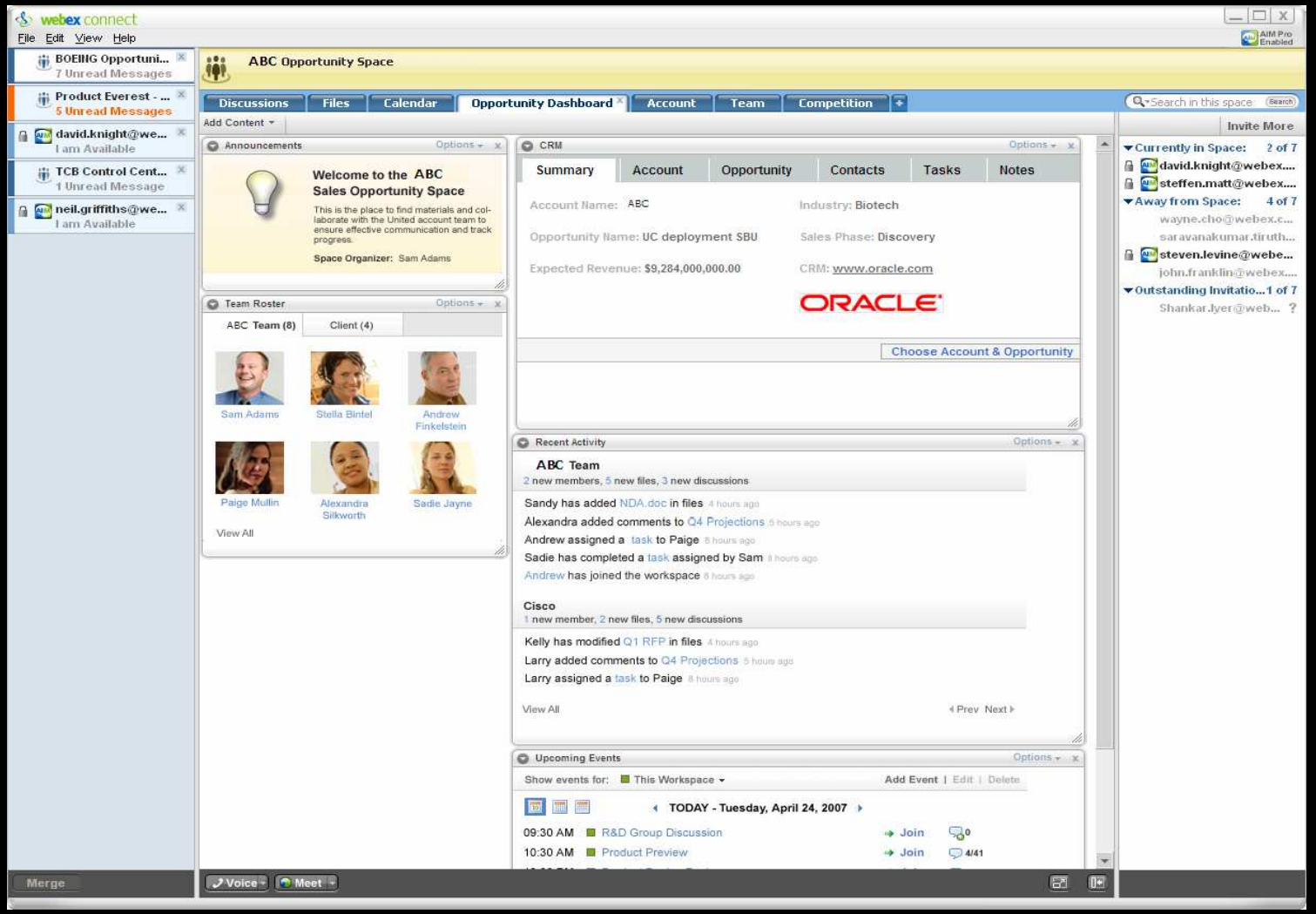
WebEx Connect: Collaborative Application Suite

Real time → Any time collaboration

- Seamlessly mix real-time and asynchronous collaboration

Template driven collaborative “spaces”



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Only Cisco can Deliver this Vision

- Cisco knows how to build hardened network-based communication and collaboration services
- Cisco has the ability to deploy these services both on-premises and in the cloud (WebEx MediaTone)
- Cisco (via WebEx) knows how to develop innovative collaboration applications via SaaS model

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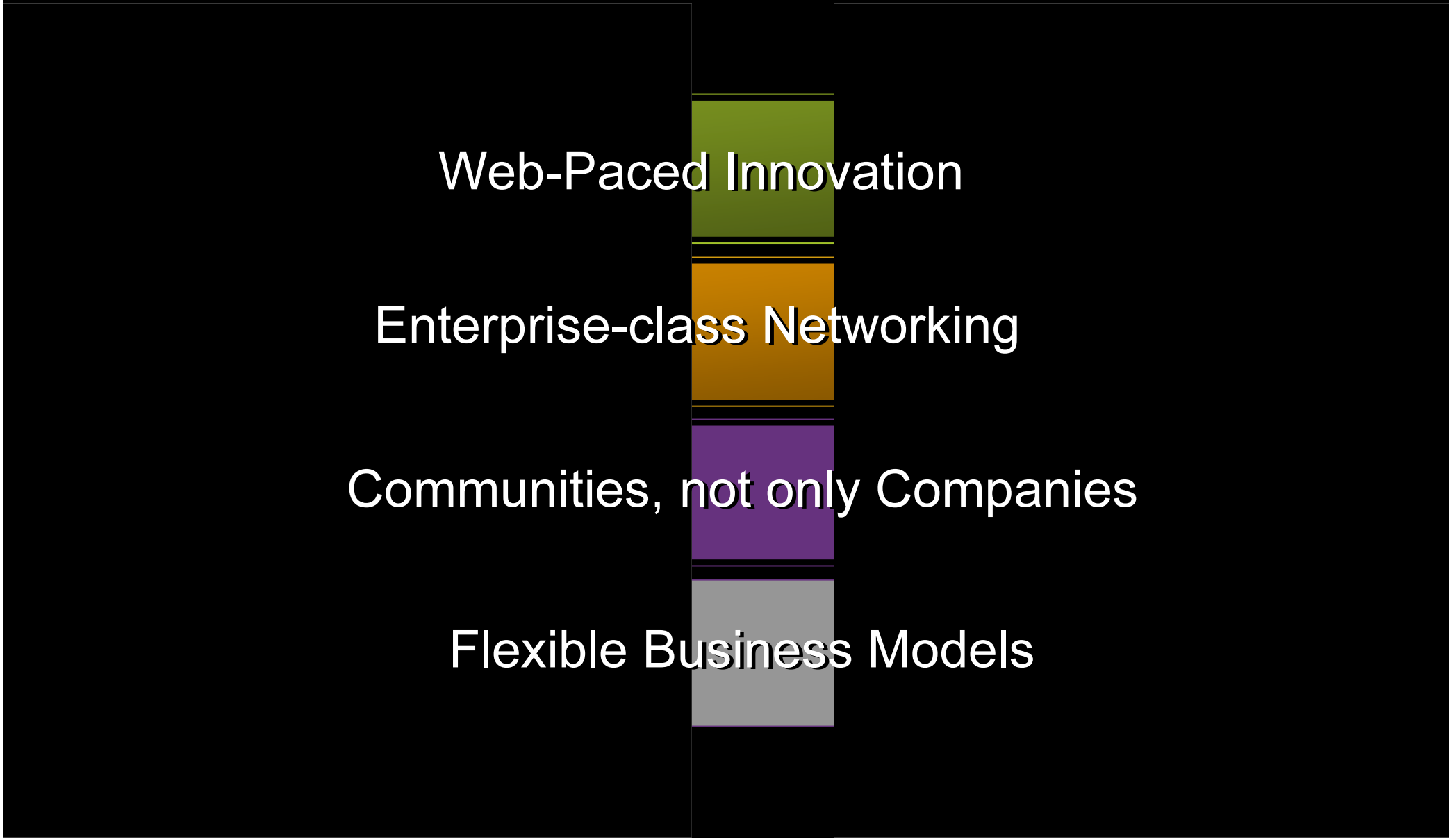
The Ubiquitous Network Will Drive Unprecedented Business Collaboration



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