



Cisco
Networkers 2011
May 19, Toronto, Canada

Knowledge
Is Power.
Learn. Share. Collaborate.



The New Collaborative Workspace

Presented by Saher Ghattas
Consulting System Engineer

Post-PC World

2011



iPad

Smart Phones Outsell PCs

2011

2012

Need the right infrastructure for close communication across boundaries





PC World

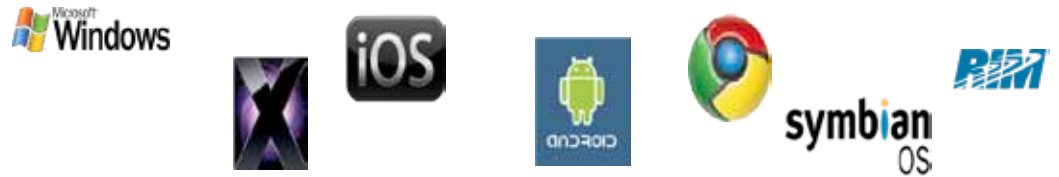
Applications



Post PC World



Client OS



Server Architecture



Devices



CHANGE

Business is moving beyond the PC



Limitations of Traditional Architecture

Mobile

Unsupported mobile devices and OS



Social

No ability to respond to social media



Video

Low quality, low interoperability



Virtual

Poor voice & video performance over VDI



New Architecture Required

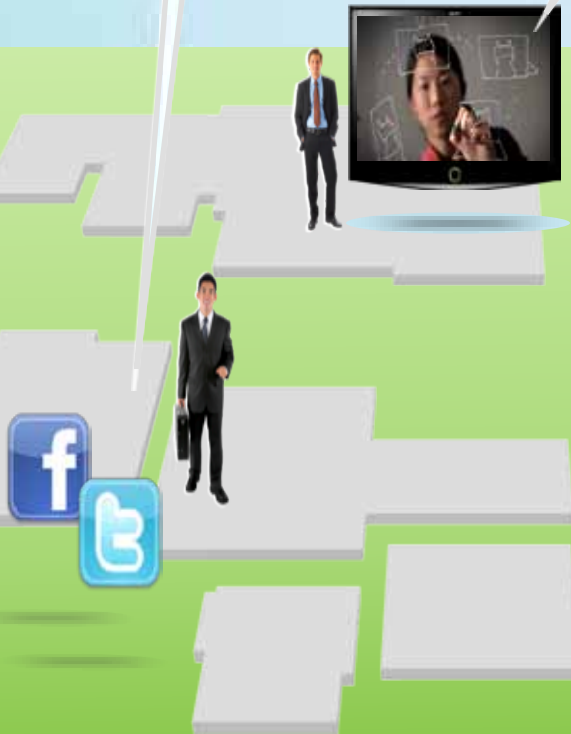
Mobile

Rich secure collaboration from any device, any location



Social

Proactive response to social media feedback



Video

Standards based, high quality video everywhere



Virtual

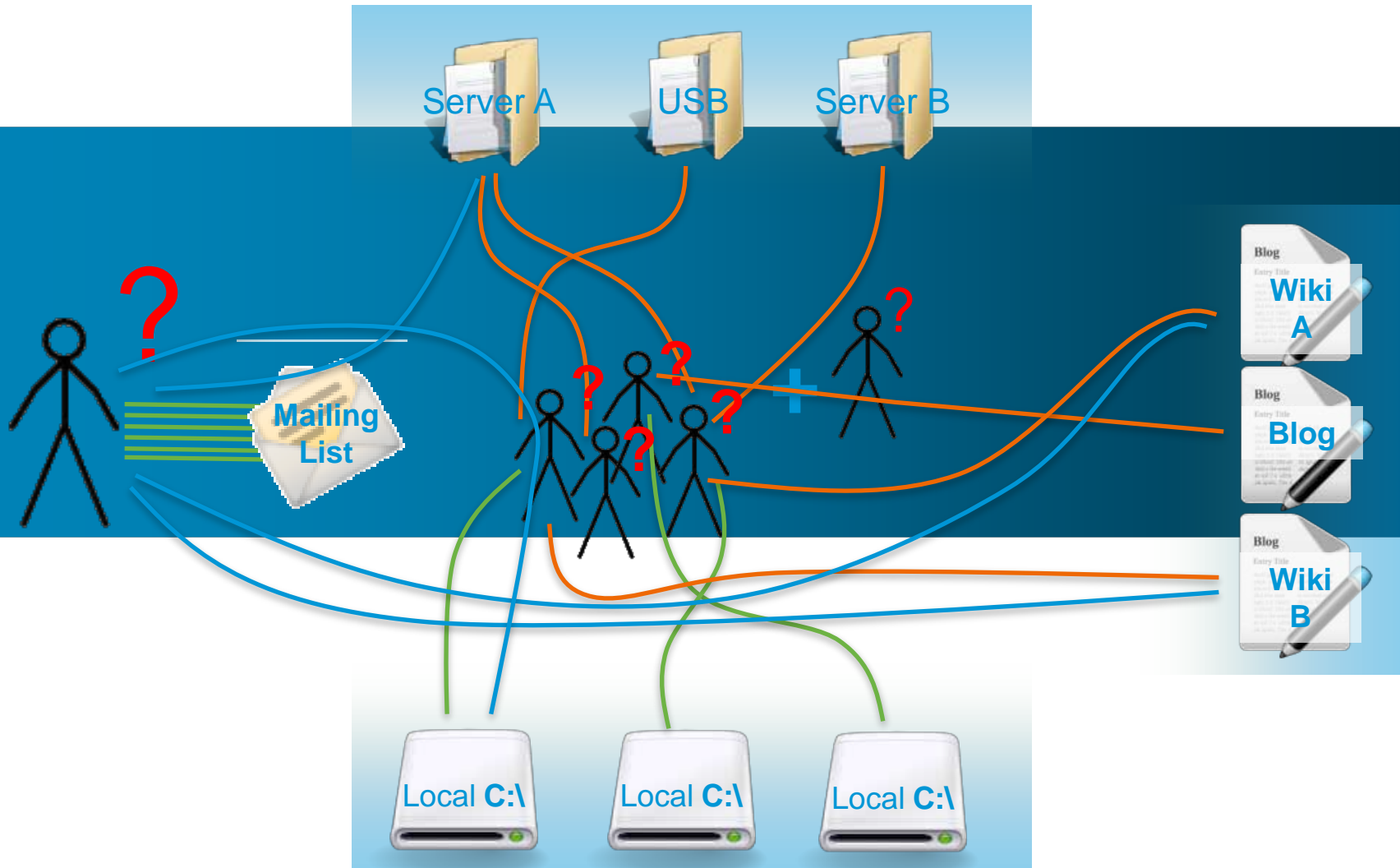
Voice & video with VDI economics



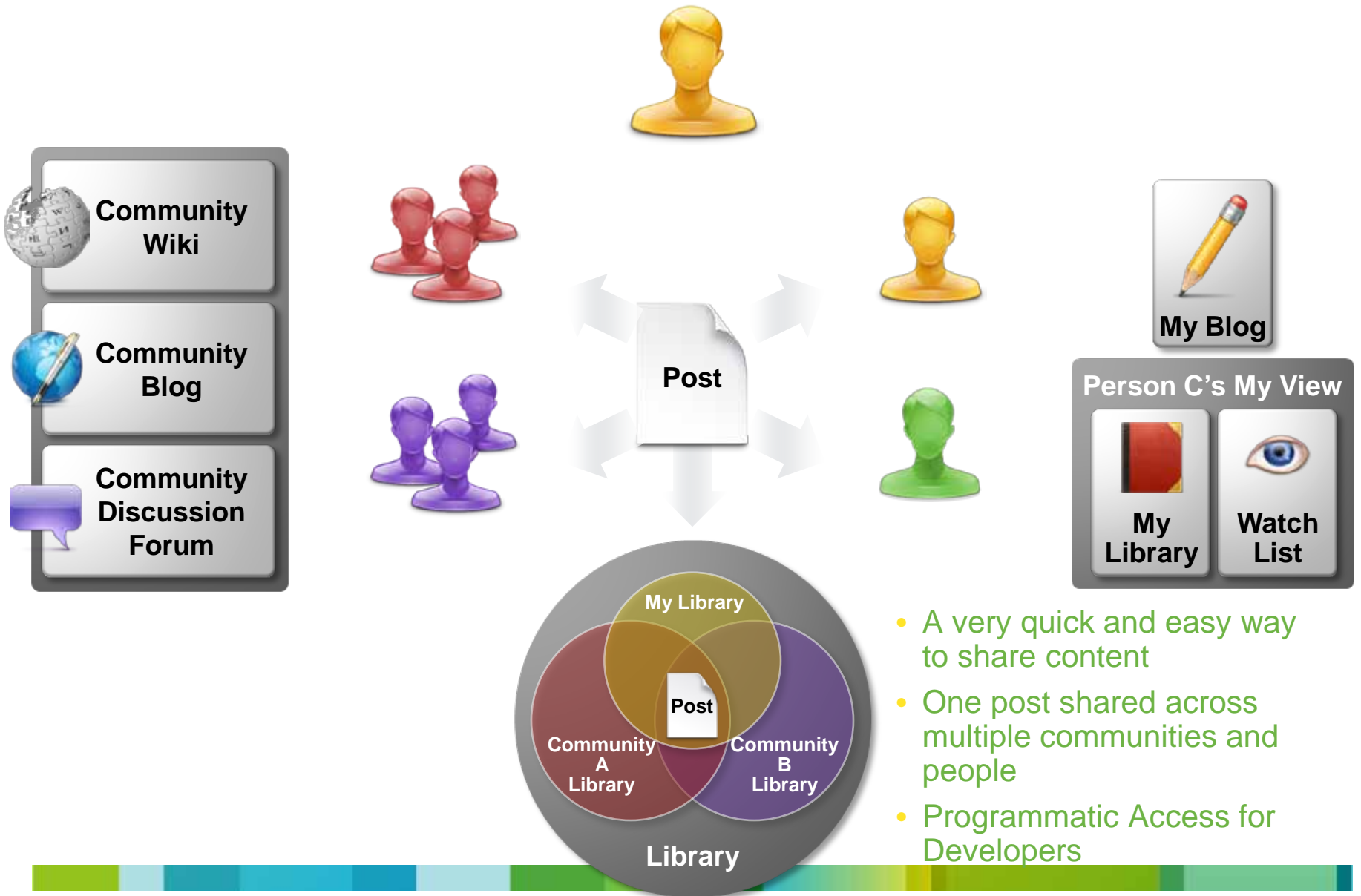


Cisco Quad

Example - Current communication



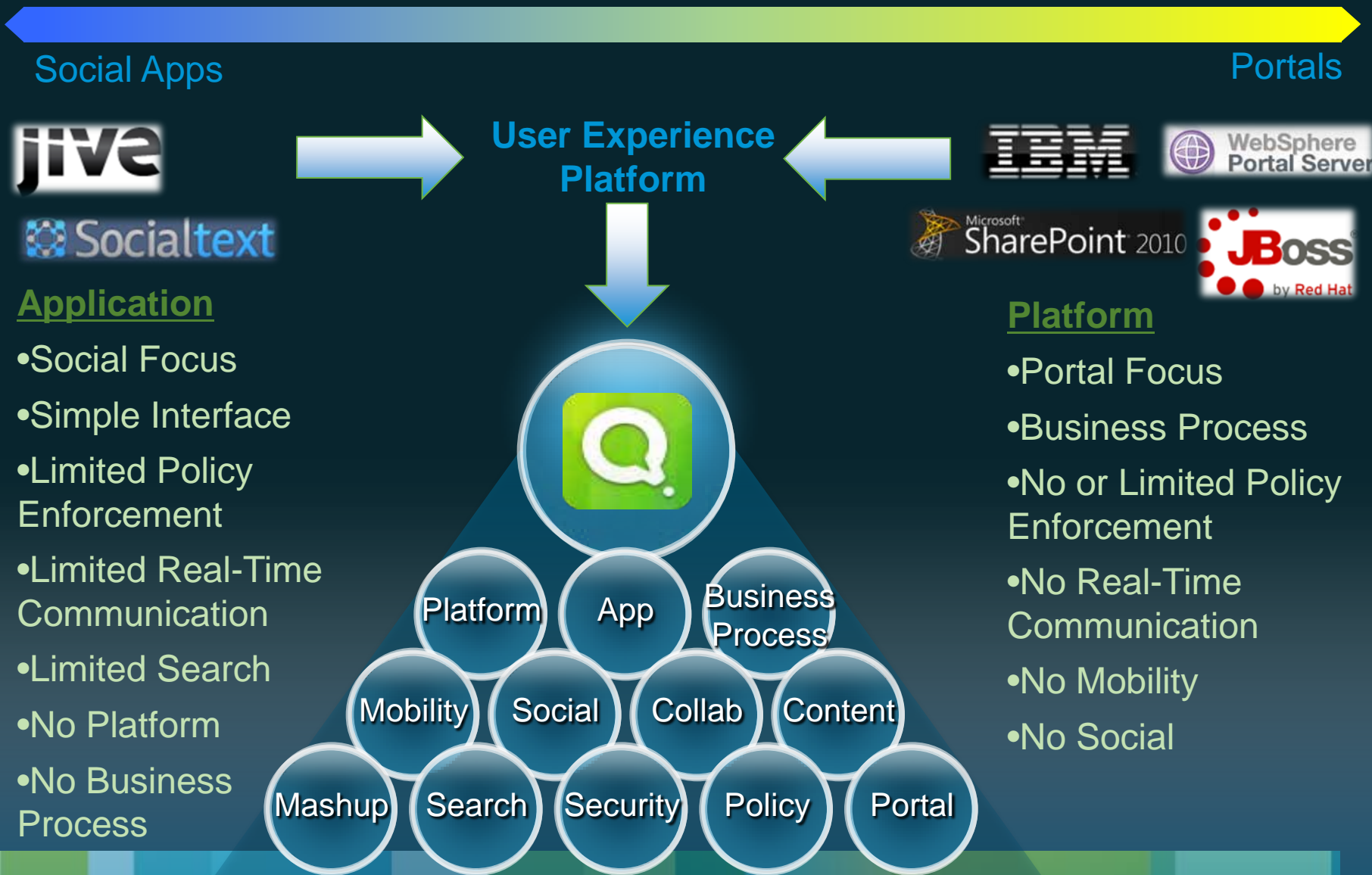
Cisco Quad Content Model



- A very quick and easy way to share content
- One post shared across multiple communities and people
- Programmatic Access for Developers

Market Trend

Convergence toward User Experience Platform



Cisco Quad Product Strategy

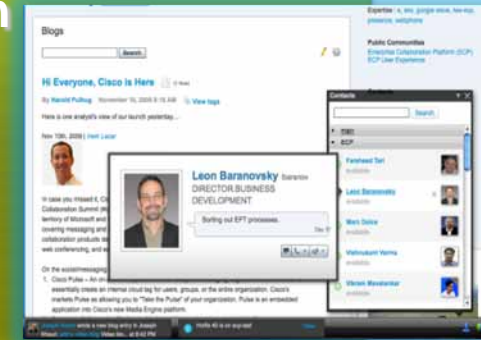
**Organizational / Social
/ Personal**

**Out-of-Box
Enterprise
Social Software for
the Desktop &
Mobile Devices**



Content / Documents

**Built-In Integration
with Content /
Document
Management
Systems**

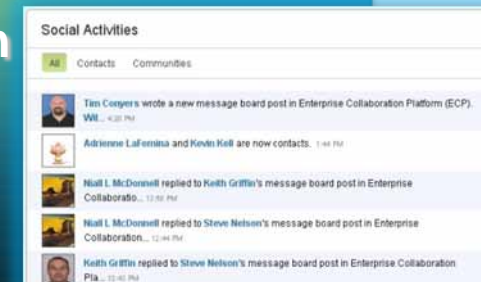


**Open Standards
& APIs to Integrate
with Business
Systems**



Business Process

**Built-In Integration
with
Communications
Systems**



Communication

Cisco Quad

Focus and Decision Making

Activity Stream and Watch List: Filters, Media Previews, Favorite, Like, Visual Design Improvements

This screenshot shows the 'Activities' tab of the Cisco Quad interface. It features a search bar at the top with a magnifying glass icon. Below the search bar are filter buttons for 'All', 'My', 'John Qua', 'Jane Doe', 'Gius Us...', 'ECP Use...', and 'Jim Beno'. The main content area displays a post by Oprah Winfrey titled 'The Silicon Valley Summit produces iconic picture'. The post includes a text description, three image thumbnails, and a 'Last Activity' timestamp of 'Today 11:00 AM'. Below the post, there is a '32 people like this' section with a 'Show Previous 10 Activities | 32 total' link. The comments section shows three entries: one by John Quaid, one by Priyanka Godbole, and a reply by Oprah Winfrey to John Quaid's comment. A comment input field is visible at the bottom.

- 1: Search bar
- 2: Filter buttons
- 3: Post content (text, images, timestamp)
- 4: Comments section

This screenshot shows the 'Watch List' tab of the Cisco Quad interface. It features a search bar at the top with a magnifying glass icon. Below the search bar are filter buttons for 'All', 'Shared With Me (2)', 'Added by Me (1)', and 'My Content (1)'. The main content area displays a post by Oprah Winfrey titled 'The Silicon Valley Summit produces iconic picture'. The post includes a text description, three image thumbnails, and a 'Last Activity' timestamp of 'Today 11:00 AM'. Below the post, there is a '32 people like this' section with a 'Show Previous 10 Activities | 32 total' link. The comments section shows three entries: one by John Quaid, one by Priyanka Godbole, and a reply by Oprah Winfrey to John Quaid's comment. A comment input field is visible at the bottom.

- 5: Search bar
- 6: Filter buttons
- 7: Post content (text, images, timestamp)

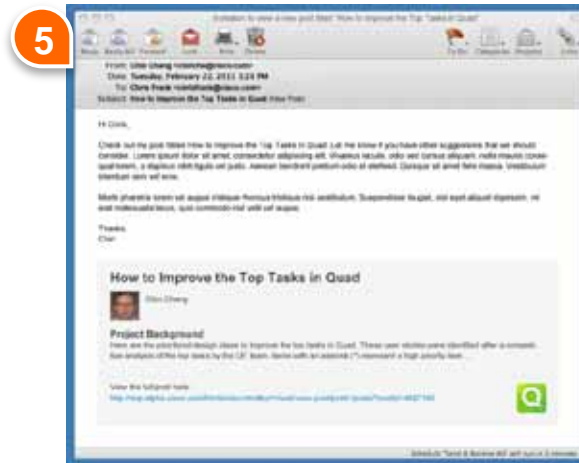
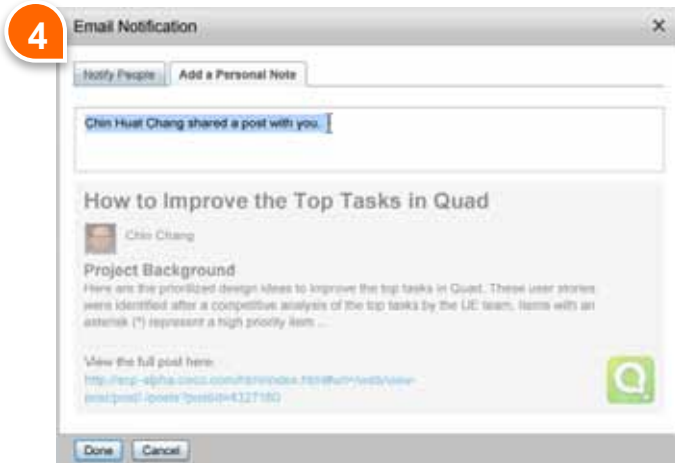
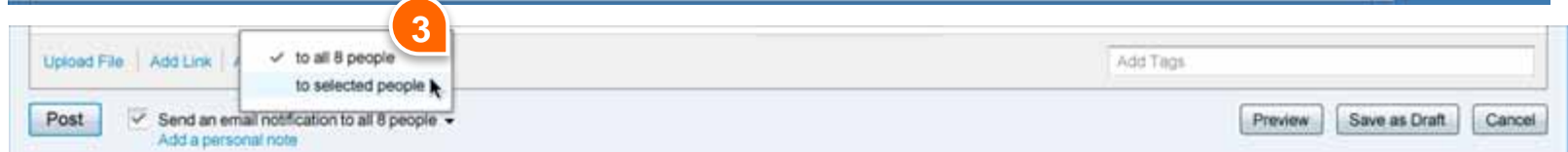
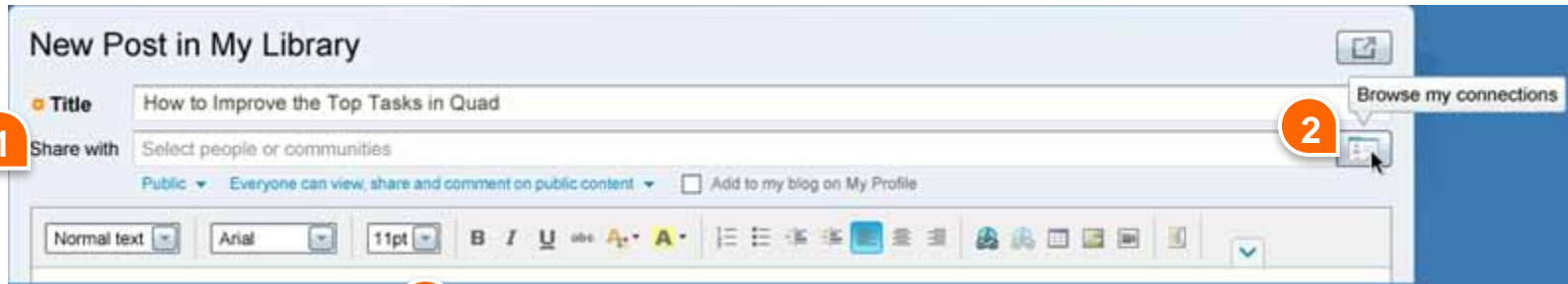
This screenshot shows the 'Watch List' tab of the Cisco Quad interface, displaying a list of posts. It features a search bar at the top with a magnifying glass icon. Below the search bar are filter buttons for 'All', 'Shared With Me (2)', 'Added by Me (1)', and 'My Content (1)'. The main content area displays a list of posts, each with a profile picture, name, title, text description, image thumbnails, and a 'Last Activity' timestamp. The posts are: 1) Oprah Winfrey's post about the Silicon Valley Summit, 2) a post by Anne Sherman, 3) a post by Jennie Andrews, and 4) a post by John Smith replying to Eleri DeGeneres's comment. A comment input field is visible at the bottom.

- 8: List of posts in the watch list

Cisco Quad

Content Lifecycle

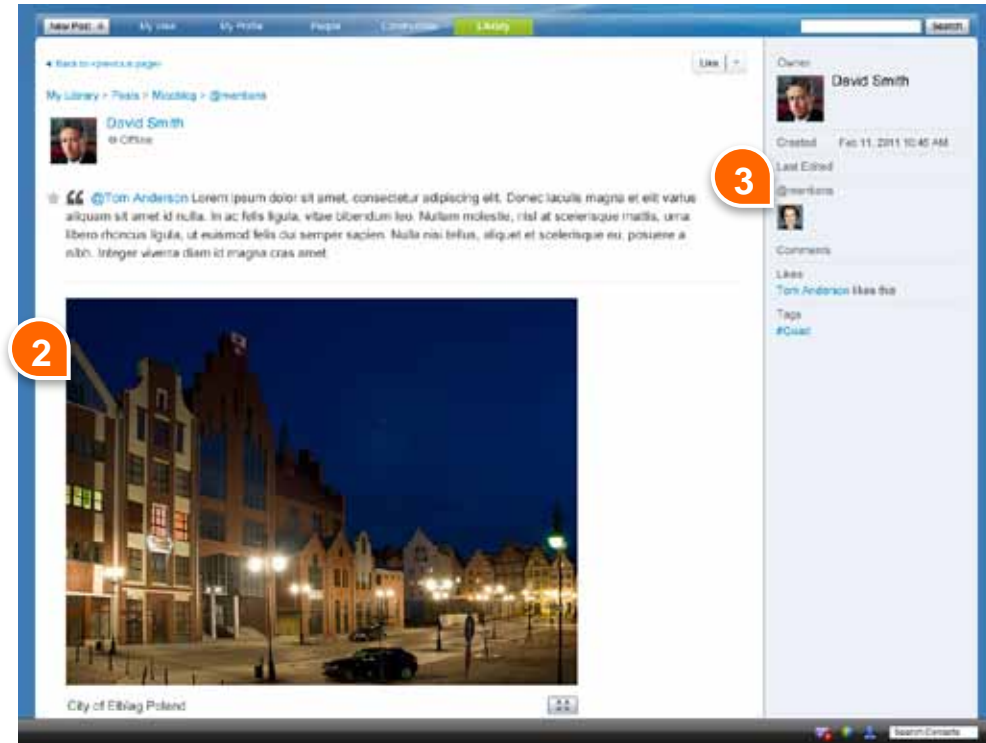
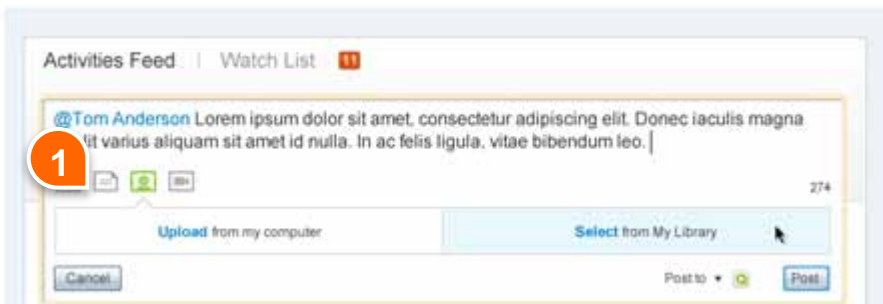
↳ Create/Edit Post: Share With, Email Notification Enhancements, Preview, Visual Design Improvements



Cisco Quad

Content Lifecycle

- ⌋ Create Microblog: Support for single new attachment (document, picture, video)
- ⌋ View Microblog: In-line picture view and video play, Favorite, Like



Cisco Quad

User Adoption

↳ Suggested People / Communities / Content on My View page

The screenshot shows the 'Suggested For You' section of a user's profile page, divided into three main categories: People, Communities, and Posts. Three numbered annotations (1, 2, and 3) are placed on the page to explain the factors behind the suggestions.

- Annotation 1 (Identity):** Points to the name and title of the suggested person, such as 'John Smith - Sales Manager, ABC'.
- Annotation 2 (Popularity):** Points to the number of followers, such as '634 followers' for John Smith.
- Annotation 3 (Connection):** Points to the common expertise or interest, such as 'telepresence'.

Suggested For You

People

- John Smith - Sales Manager, ABC** (634 followers)
You have common expertise: [telepresence](#)
- Rich McCarthy - Technical Marketing Engineer** (123 followers)
You have a common interest: [snowboarding](#)
- John Smith - Sales Manager, ABC** (105 followers)
Followed by [Karen Jones](#), [Rich Smith](#), 35 others

Communities

- Sales Planning Committee** (123 members)
Similar to your community: [Sales Vision Community](#)
- Project Team X** (34 members)
You have common tags: [telepresence](#), [video](#)
- Sales Planning Committee** (23 members)
Members include [Karen Jones](#), [Rich Smith](#)

Posts

- Notes from our meeting with Acme, Inc.** (65 likes, 34 comments)
Similar to your post: [How we can win Acme, Inc. as a customer](#)
- Telepresence Technical Marketing Info** (23 likes, 13 comments)
Has a tag you frequently use: [telepresence](#)
- Acme, Inc Planning Session Notes** (13 likes, 25 comments)
You have common tags: [acme](#), [notes](#)

Annotation

- Identity** - The name of the person, community or post, plus an icon/photo or title where relevant.
- Popularity** - A public measure of popularity for the person (followers), community (members), or content (likes, comments).
- Connection** - The top factor for why this suggestion is being made to the user.



Social Media, a threat?

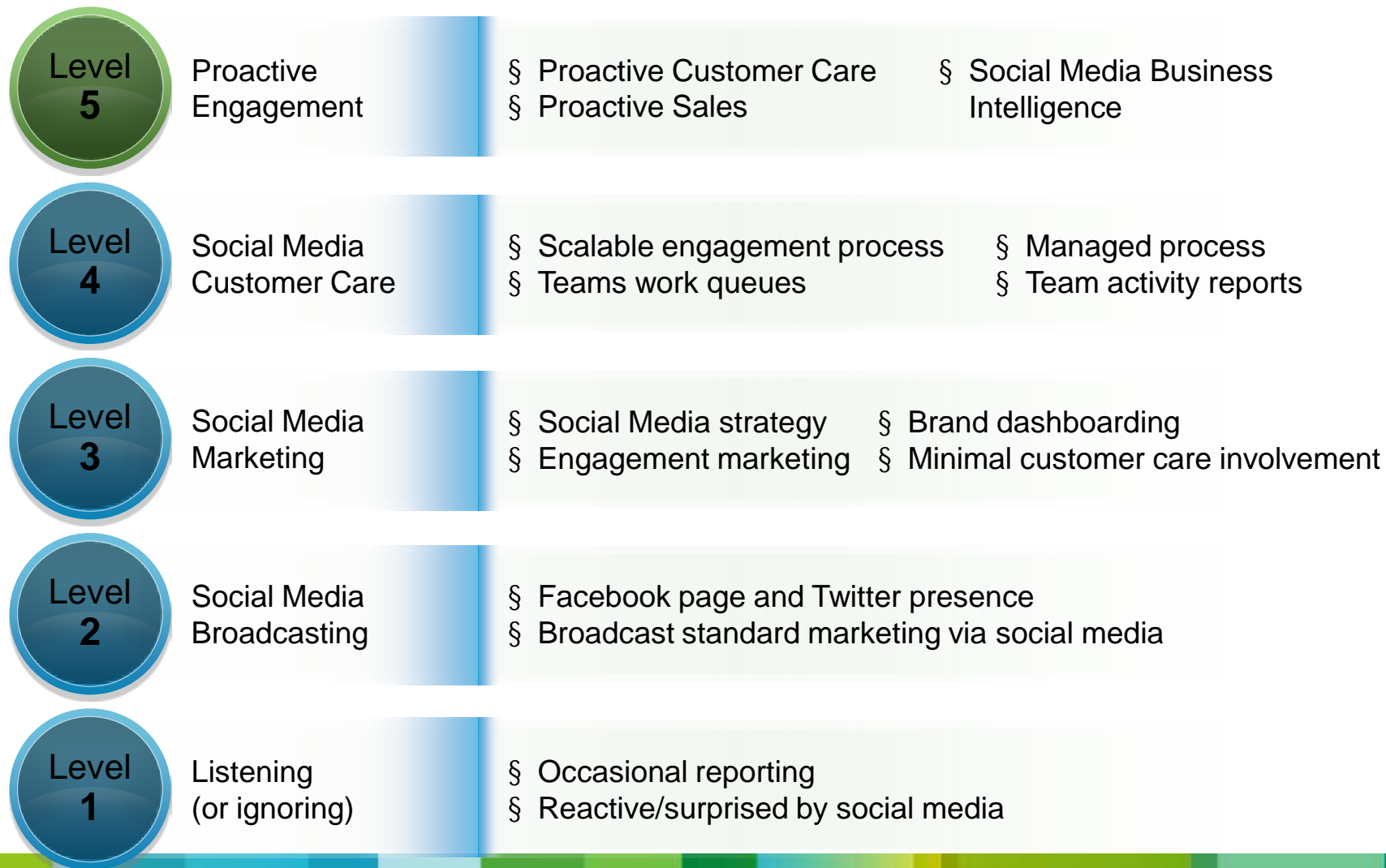




or an opportunity?



Social Media Customer Care Maturity Model



Cisco SocialMiner

Social Media Customer Care



twitter

facebook



1. Capture

2. Analyze & Prioritize

3. Communication Workflow

4. Assign & Engage



Customer Care Age



Cisco Jabber



The Post-PC Era

2010



3.6B
Mobile
devices*

300,000
Daily
Android
Activations

1.8B
Mobile
web access
devices*

iPad + Mac
= 12% PC Share



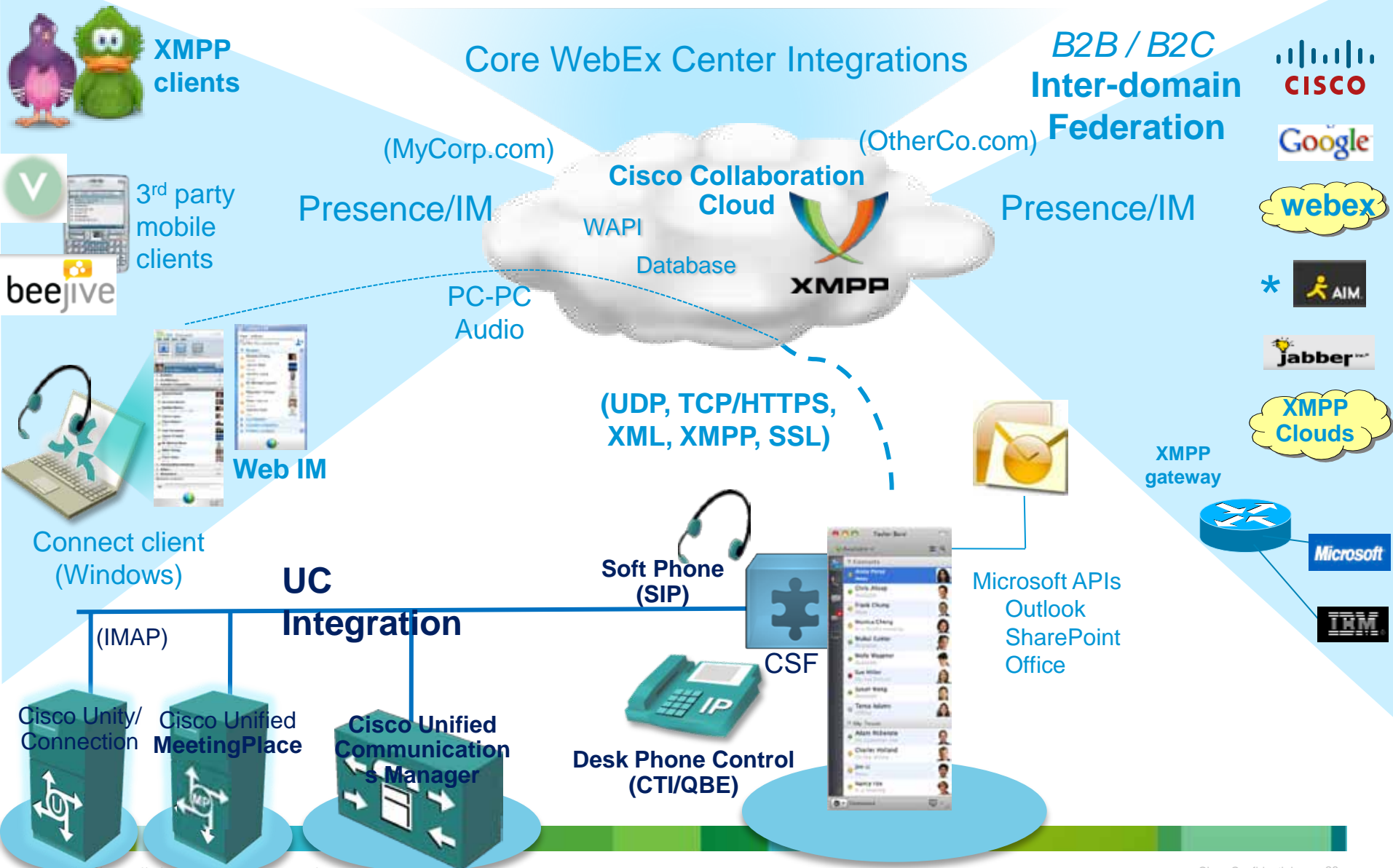
100+
Million
Tablets



70%
of college
freshman

**Gartner research prediction; Gartner Forecast: Tablet PCs, Worldwide, November, 2010

Cloud Deployment



Best Experience Across PC, Tablet and Phone

Addressing Needs of Post-PC Workspace



- Changes in device ownership
- More choice - When, where, how & what device

Cisco Jabber



All-in-one UC Application

- Presence & IM
- Voice, Video, voice messaging
- Desktop sharing, conferencing

Collaborate from Any Workspace

- PC, Mac, tablet, smart phone
- On-premises and Cloud
- Integration with Microsoft Office

Cisco Jabber for Android

Your Android Phone is an IP Phone

Available
April CY11
Globally

- Integrated to standard Android phone app
- “Always-on” seamless experience: background processing, auto-registration
- Features:
 - Voice over Wi-Fi
 - Handoff to cellular network
 - Handoff to and from deskphone
 - Mid-call features
 - MWI and soft key access to corporate voicemail
 - Directory access and reporting structure view
- Benefits:
 - Work anywhere
 - Cost Control – Voice over Wi-Fi
- Localizations (12) avail MR June



Cisco Mobile 8.1

Turn your iPhone into a Wireless IP Phone

- Features:

 - Adds Multitasking capabilities

 - Voice over Wireless LAN, Wi-Fi

 - Voice over VPN, Any Connect

 - Mid-call features

 - Business Visual Voicemail

 - Business Directory Access

- Benefits

 - Lower costs by calling over Wi-Fi

- Localizations (VTG 15)



Note: Will be renamed
Cisco Jabber for iPhone
in a release later this
year

Cisco and BlackBerry Mobile Voice System (MVS)

Powerful Cisco UC Features on your BlackBerry

- Features:
 - Native BlackBerry experience
 - Voice over Wi-Fi
 - Move calls, Transfer and Hold
 - Extension Dialing
- Benefits
 - One Office Identity, One Office Voicemail
 - BlackBerry experience
- MVS 5.1 with auto hand off – coming this spring
- MVS has been officially released in USA, Canada and Europe with authorized resellers



Cisco VXI



Desktop Virtualization: Nomenclature

Desktop Virtualization

Suite of Technologies

- § Desktop Streaming
- § Application Virtualization
- § Terminal Services

VDI

Virtual Desktop
Infrastructure

Industry Terms for VDI:

- § Gartner: “Hosted Virtual Desktop” (HVD)
- § IDC: “Centralized Virtual Desktop”



§ End-to-End
Architecture
& Validation

§ Supporting
Rich Media
/UC

§ Enhanced
Security

§ Application
Acceleration

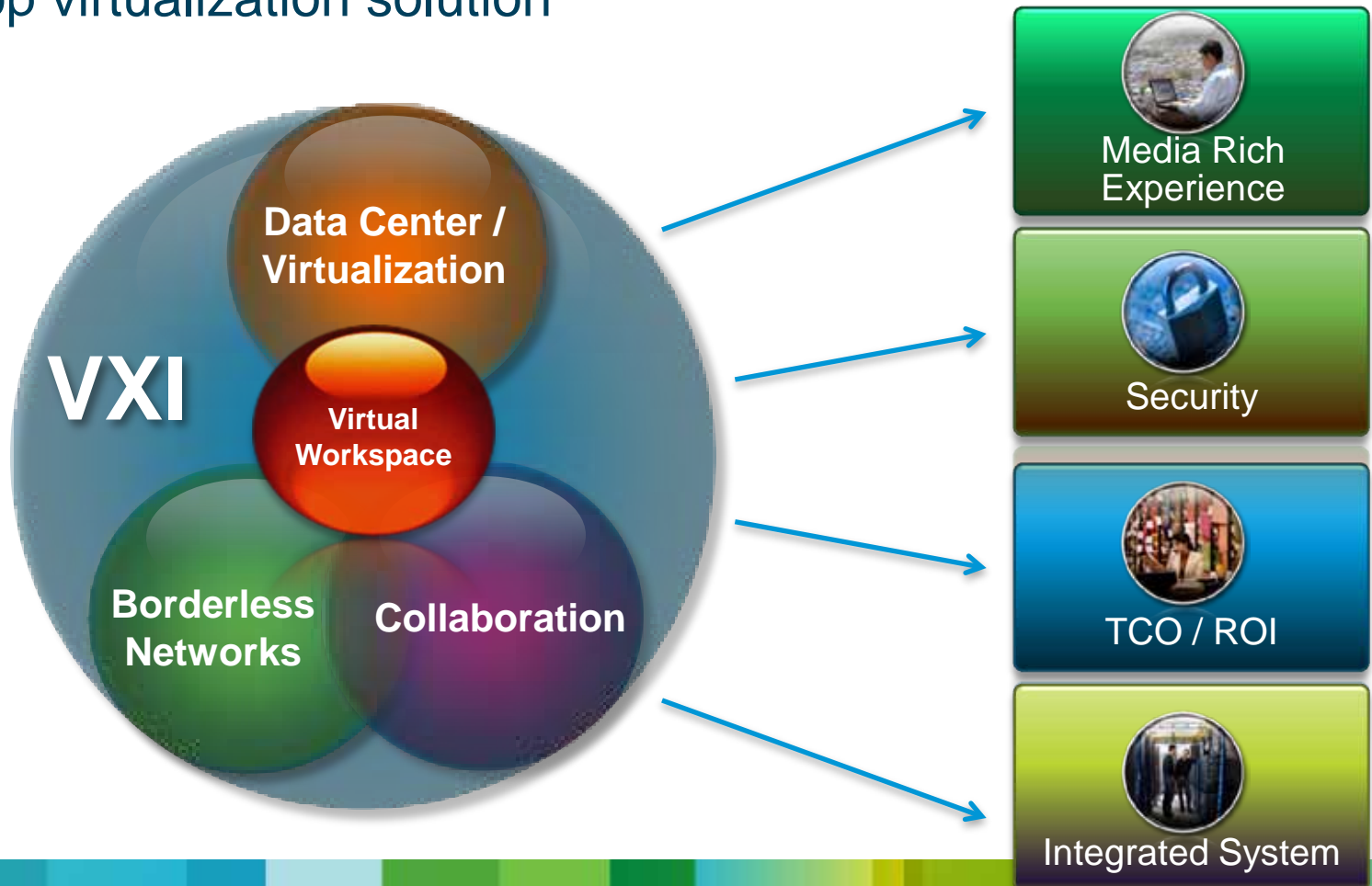
§ POE /
Energy Wise



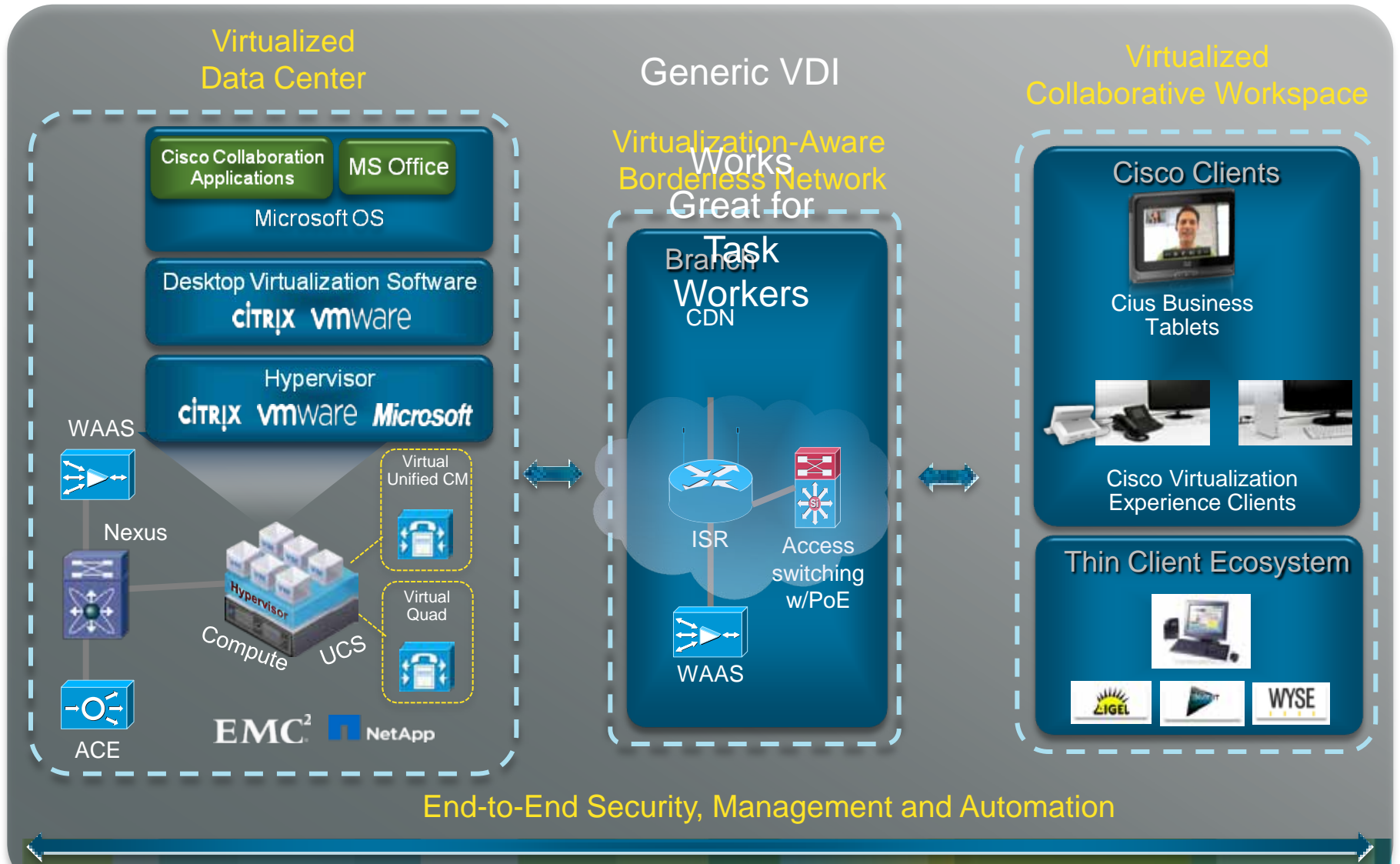
Cisco
VXI

Cisco's Vision for VXI

“Deliver a superior collaboration and rich media user experience with best in class ROI in a fully integrated, open and validated desktop virtualization solution”



Cisco VXI Virtualized End-to-End System



Cisco Virtualization Experience Clients (VXC)

FIXED CLIENTS



Integrated: VXC 2100 with
Cisco Unified IP Phone
8961, 9951, 9971



Standalone: VXC 2200



Orderability: Mar 31, 2011
General Availability: May 20, 2011

Cisco Virtualization Experience Client (VXC) 2100 Series



- Integrated form factor for Cisco Unified IP Phone 8900/9900 Series – maintains desktop footprint
- Power via Phone – Leverages existing Power over Ethernet (PoE)
- Supports 2 monitors, USB keyboard & mouse, 4 USB ports, Audio Mic in / Speaker out
- VXC 2111 – Supports PCoIP
- VXC 2112 – Supports ICA and RDP

Cisco Virtualization Experience Client (VXC) 2200 Series



- Standalone Form Factor for customers without Cisco Unified IP Phone 8900/9900 Series
- Power over Ethernet (PoE)
- Supports 2 monitors, USB keyboard & mouse, 4 USB ports, Audio Mic in / Speaker out
- VXC 2211 – Supports PCoIP
- VXC 2212 – Supports ICA and RDP

Unified Desktop Cius Anywhere Anytime VDI, UC, and Web

- Software

 - Android 2.2

 - Cisco Unified Communications with SDK

 - Telepresence interoperability

 - Citrix Receiver/Wyse Pocket Cloud

 - Firefox browser

 - Email caching

 - Any Connect

- Management/Security

 - Encrypted data

 - Managed wipe

 - Enterprise application store/mall



Cisco Cius

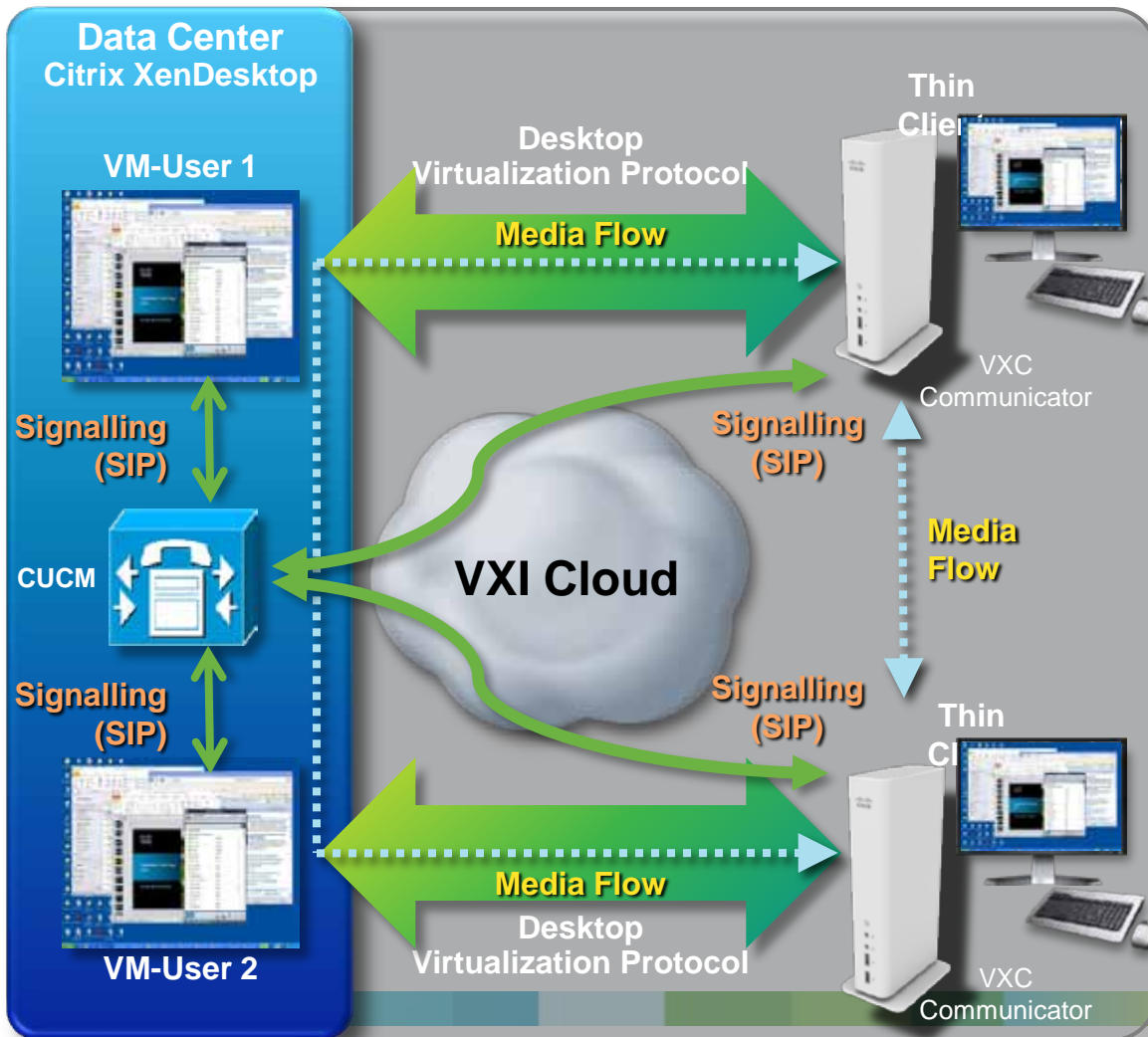


VXC 2100/2200: Call Flow



Future VXC experience: Media Flow

Avoiding the Hairpinning Problem



Future Solution

- User interacts with "soft client" on virtual desktop in data center
- Media flow goes all the way back to data center and back center
- Heavy processing on virtual desktop in data center
- VDI communicator provides local client-to-client streaming
- Latency / voice

• Benefits

Bandwidth reduction

Reduced processing in data center, increase in VM blade density

High quality voice and video

Network handling real-time data (QOS, CAC)



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Q & A

#CNSF2011



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