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Networkers 2011  
May 19, Toronto, Canada

Knowledge  
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# Communication and Collaboration

## Integrated Workforce Experience

Sheila Jordan

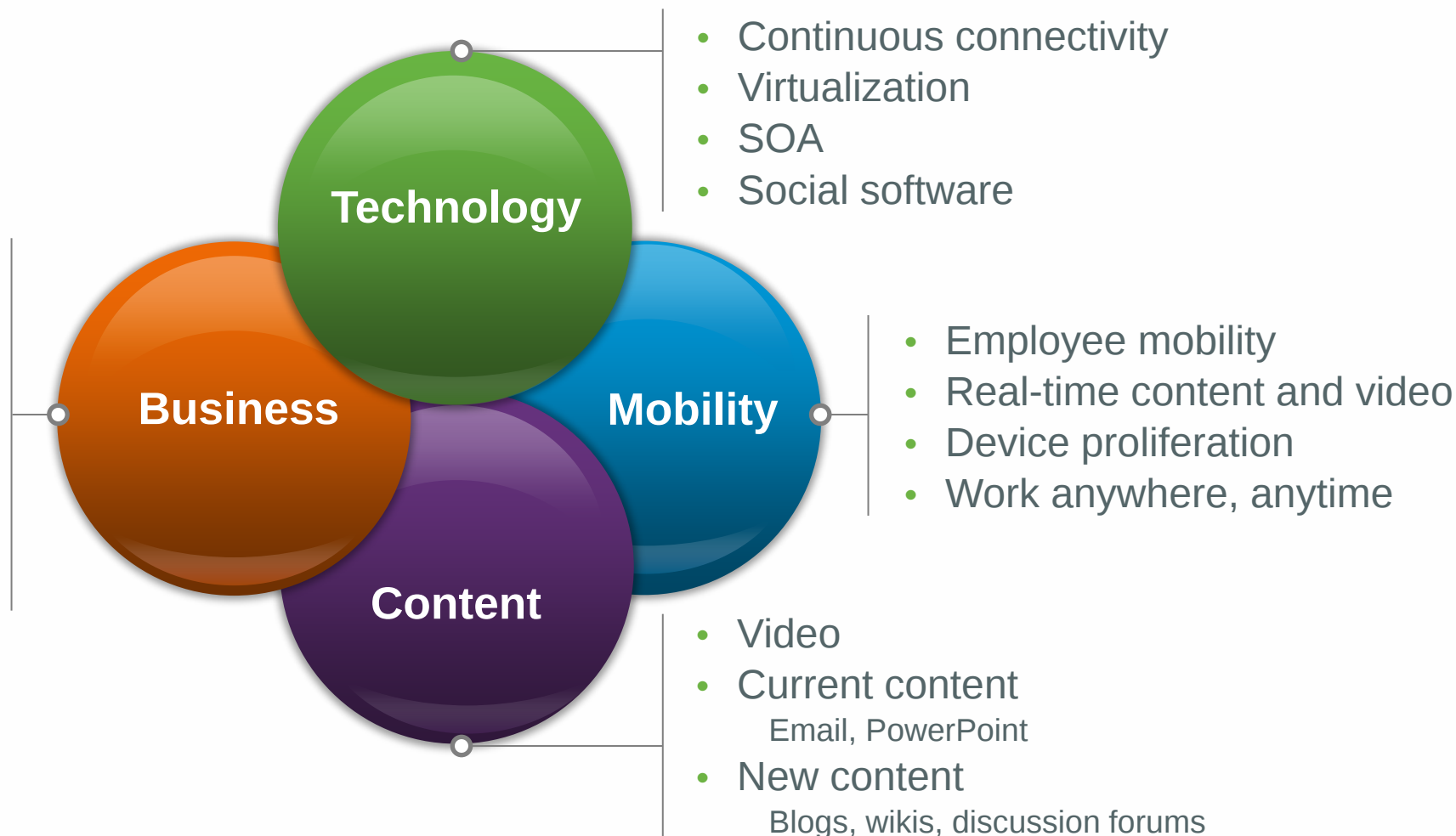
Vice President, Communications and Collaboration IT

Twitter: @CiscoSheila



# Trends Driving Collaboration

- Globalization
- Scale à speed
- Building trust
- Building global teams
- Economic pressures
- Empowered employees
- Consumer-like capabilities





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# Positioning the IT Organization to Execute for Value





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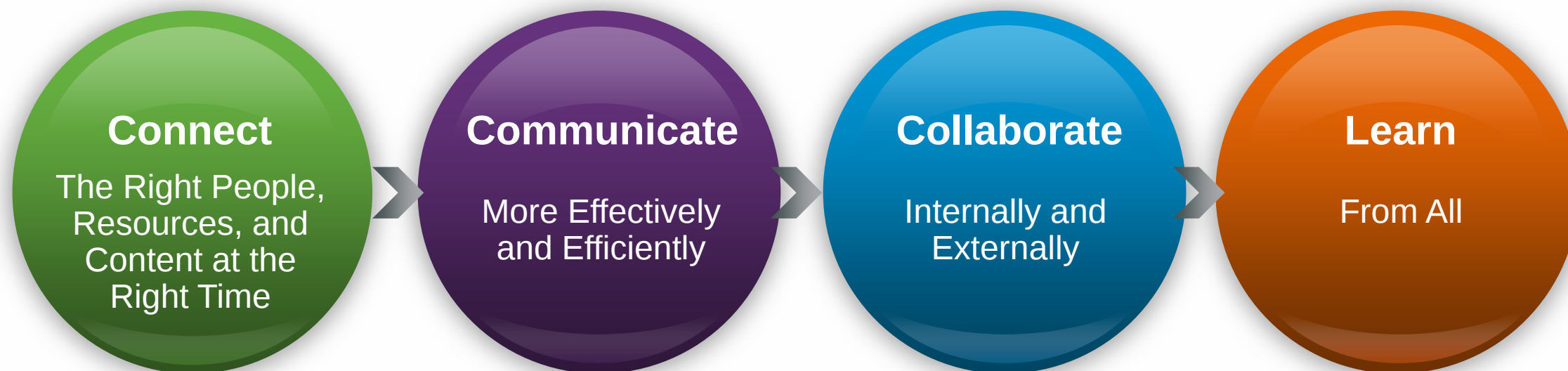
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# The Communication and Collaboration Story

## Integrated Workforce Experience

Powered by Cisco Quad



Goal Is to Drive **Productivity, Growth, and Innovation**



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# Elements of Collaboration Transformation

## Integrated Workforce Experience

Powered by Cisco Quad



Result Is a **Personalized, Relevant Workspace**



# Cisco Quad



# Video

Collaboration: A Day in the Life



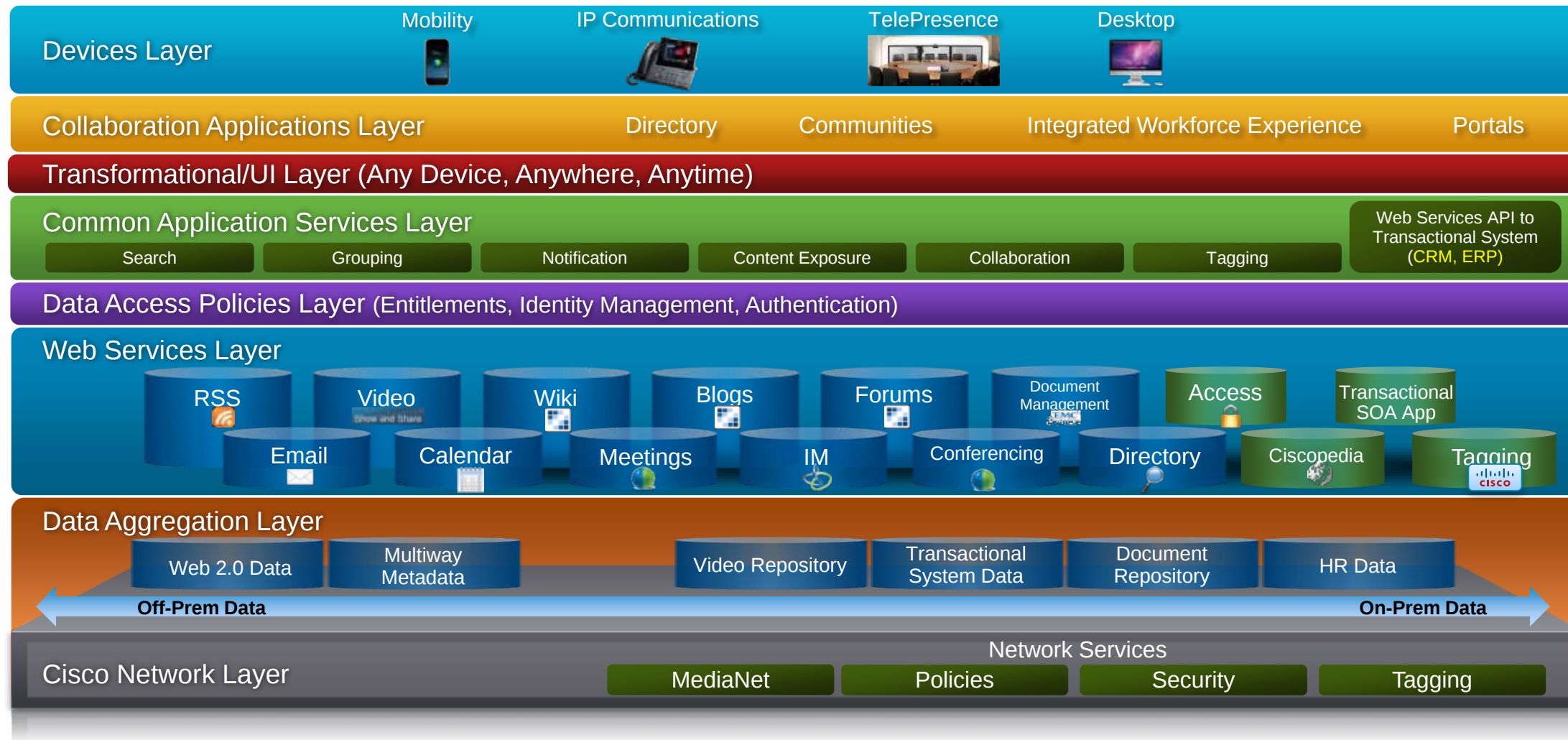
# Why Cisco?



Real-Time IP  
Voice and Video  
Integrated into  
Enterprise Social  
Software **Provides**  
**Personalized,**  
**Relevant**  
**Workspace Which**  
**Is People-Centric**



# Cisco IT Integrated Collaboration Architecture





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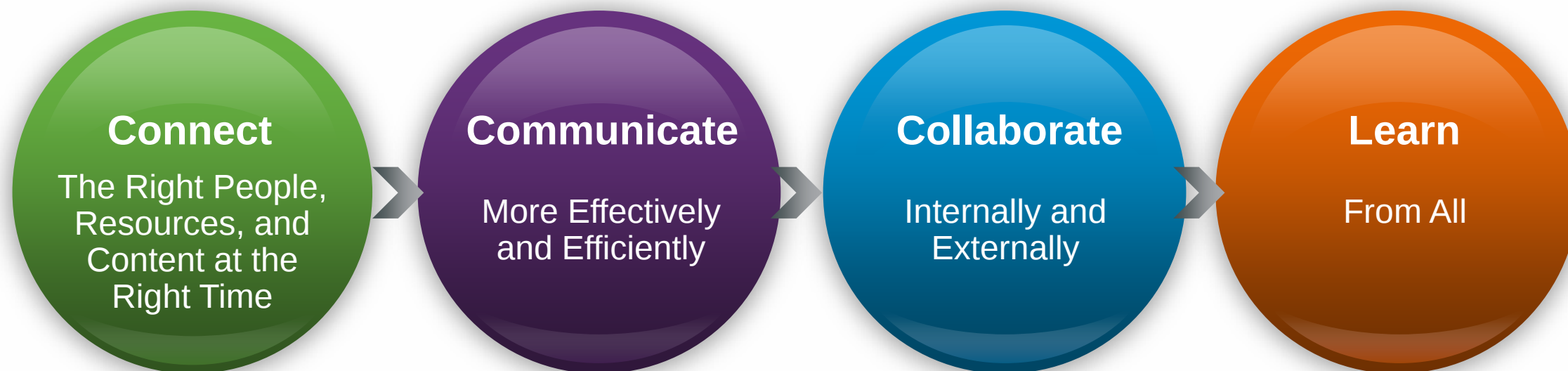
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# The Communication and Collaboration Story





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# Community Taxonomy and Filters



## People

- Job role
- Organization, department
- Customer, partner, account

Open



## Work

- Business work groups
- Enterprise Council
- Product, service
- Project, program
- Support
- Executive metrics

Restricted



## Life Interest

- IWE for Women
- Team Cisco Volleyball
- Cisco Cancer Survivors

Private

# Demo



Cisco IWE

http://www.iwe.com

File Edit View Favorites Tools Help

Cisco IWE

Rich Presence and Micro Blogging

Sheila Jordan  
Available  
Communication and collaboration board simply rocks!  
Feb 23

New Post My View MyLinks People Comments My Summary View Signed In

Voice Messages (2)

| Message                                    | Time |
|--------------------------------------------|------|
| Paul Russell<br>Available<br>May 28 00:13  |      |
| Linda Lambert<br>Available<br>May 17 00:10 |      |
| Sanjay Khanna<br>Available<br>Apr 22 00:45 |      |

Call VoiceMail

Watch List

ISO for Collaborative Product Development  
01:49 PM | Tricia Baker commented  
Hi all - quick informal update on where we are on IWE ISO integration. As I mentioned previously, Darrin, Colin and I met to discuss options and timeframes. The next step is a final de...

The Silicon Valley Summit produces iconic picture  
Feb 20 | Michael...

Integration with Unified Communications and Voicemail

Integration with Exchange Calendar

My Calendar

Wednesday, May 4

8:00AM to 10:00AM - Steering Committee Mtg. Next General...  
10:00AM to 11:00AM - Review of upcoming SLX  
11:00AM to 11:45AM - CCAD Internal Team - Planning for Ap...

CIO Portfolio Review - Prep. for Apr. 5...  
Hosted By: Gustav Toppenberg

Christine Fisher  
chrifishe  
Available  
DIRECTOR IS (Find more)  
Tue Mar 29 5:44PM, UTC-0500  
250 West Tasman Drive, SAN JOSE, California

Activities

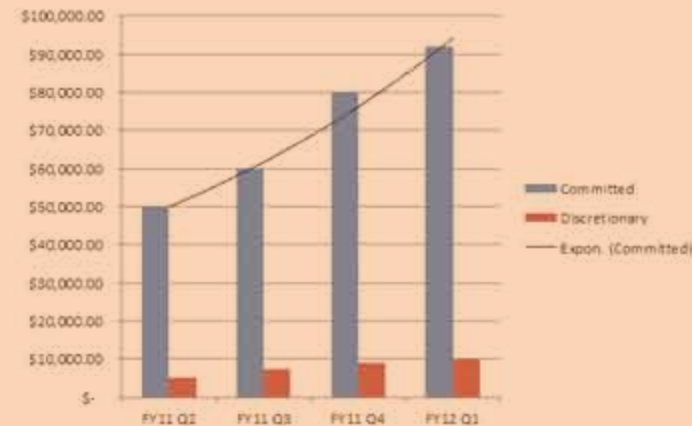
| City      | Time     | Day |
|-----------|----------|-----|
| San Jose  | 10:13 AM | Fri |
| Bangalore | 11:43 PM | Fri |
| London    | 6:13 PM  | Fri |
| RTP       | 1:13 PM  | Fri |
| Sydney    | 5:13 AM  | Sat |
| Tokyo     | 3:13 AM  | Sat |
| New York  | 1:13 PM  | Fri |

- Google News
  - Keepin' It Real in the Virtual World: How Technology Can Help Us Find Keepin' It Real in the Virtual World: How Technology Can Help Us Find 2011-Mar-28
  - Connect, Communicate, Collaborate: MIT Technology Review

| Balances as of 25-Feb-2011 |         |
|----------------------------|---------|
| PTO Type                   | Balance |
| US Paid Time Off           | 148.36  |
| US Floating Holiday Plan   | 8       |

» Manage PTO Requests

## Expense Budget vs. Actual      Workforce Trend



| Spend Category | FY11 Q2   | FY11 Q3   | FY11 Q4   | FY12 Q1   |
|----------------|-----------|-----------|-----------|-----------|
| Expense        | \$ 56,783 | \$ 67,487 | \$ 82,098 | \$ 94,063 |
| Commit         | \$ 5,388  | \$ 7,328  | \$ 9,373  | \$ 12,848 |
| Variance       | \$ 4,567  | \$ 3,334  | \$ 3,211  | \$ 2,011  |
| Variance %     | 12.50%    | 14.20%    | 11.23%    | 9.44%     |

**Connect and interact in real-time**

Click-to-Contact (call, meet) immediately. Click-to-Chat and presence/availability coming soon! [See Reference Guide](#) or go to [IWE Help](#)

To learn more about IWE powered by [Cisco](#)...

## Integration with Enterprise Applications

| Global Cust Sat(Target): 4.46 |        |
|-------------------------------|--------|
| Theater                       | Actual |
| ASIA PAC                      | 4.41   |
| EMERGING MARKETS              | 4.45   |
| EUROPEAN MARKETS              | 4.35   |
| GREATER_CHINA_THEATER         | 4.63   |
| Global Enterprise Theatre     | 4.44   |
| JAPAN                         | 4.16   |
| US Ent Comm & Canada          | 4.47   |
| US PS Market Segment          | 4.56   |
| US SP Market Segment          | 4.42   |

Cisco IWE

File Edit View Favorites Tools Help

Google

Cisco IWE

Sheila Jordan Available Communication and collaboration board simply rocks! Feb 23

My Profile Emergencies Navigation Cisco Sites

New Post My View My Links People Communities IWE Library CEC Topics IWE Belabornadacoby Search

### 10559 Results for collaboration

collaboration In everything Search View: Sort by: relevance

#### People

Profiles (251)  
Expertise (192)

#### Communities

Selling Collaboration (1841)  
IWE Program (1042)  
Global Platform for Sales (679)  
CVCM Strategy Planning and PMO  
Selling Borderless Networks (334)  
More

#### Information

##### Information Types

Document Library (4437)  
Message Boards (1455)  
Post (1259)  
Bookmarks (748)  
Web Contents (657)  
More

#### File Types

PPTX (1637)  
XLS (793)  
DOCX (405)  
PDF (409)  
PPT (405)  
More

#### Last Updated

#### Information

##### Collaboration Competitive Section of New Hire (Document Library)

1.2 The Collaboration Competitive Landscape \$38B Web Conferencing Team Collaboration & Ent. Social \$2Bcenter) Position end -to-end  
February 24, 2010

##### Cisco SaaS Collaboration Solution Overview (Document Library)

Cisco SaaS Collaboration Solutions Presenter Essential Elements of Collaboration © 2009 Cisco Customer Care Cisco Collaboration Portfolio Messaging ...  
briefing program, sales-enablement, briefings, ebs, presentations, 1

##### Collaboration Framework (Document Library)

Collaboration @ Cisco True Globalization5-7% Expense Growth Rate The Power of Collaboration Collaboration in Action: 1 → 26 Priorities 2001-2005  
winning agenda, presentations, architectural play, community, gps-approved, 7 more  
December 11, 2009 9:43 AM by Jennifer Oube

##### Hosted Collaboration Solution - TDM (Document Library)

Cisco Hosted Collaboration Solutions Delivered through Partners for Unified Communications and Collaboration Cisco's Strategic Direction Hosted Customer Care Conferencing Cisco Collaboration Portfolio  
hcs, tdm, services, united-states, solution, 29 more  
August 30, 2010 12:26 AM by Tim Lambert

#### People

Gerardo Chaves gchaves LA  
STRATEGIC PRODUCT SALES  
SPECIALIST SALES  
Offline  
Planning Collaboration without borders  
events in CANSAC... just 1 month away!

Mario Denovi mdenovi  
Program Manager  
Offline  
Expecting the Lakota release on March 18th!

Mark Gainor mgainor  
PROGRAM MANAGER  
Offline

Integration with Communities

Integration with Cisco Docs

Integration with Tagging

Cisco IWE

http://www.iwe.com

Google

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Cisco IWE

Page Tools

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Available

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My Profile Emergencies Navigation Cisco Sites

Tools

New Post

My View MyLinks People Communities IWE Library CEC Topics

IWE Search

IT

Home Library News Discussions Public Profile Community Videos Community Self Service Playbook

Overview Members About IT IT Leadership Service Metrics Calendar Events Archive Q&A

Quick Links



- Access Blogs - Connect With Thought Leaders
- Browse Discussion Forums - Chat With Fellow Members
- Learn More About IT as a Services Organization
- View the IT Events Calendar - Access Content
- Watch a Video

News and Announcements



**IT Update from Rebecca**

Rebecca shares IT's focus areas and what we need to do in the current environment. A little longer than traditional updates – but well worth the time! [Watch Now...](#)

IT Focus Areas



**IT Acceleration**

IT Acceleration is an innovative, forward-looking approach to how IT improves productivity.



**IT Global Library**

The goal of the IT Global Library is to enrich, continuously educate, and support IT employees in their personal development.



**IT as a Services Organization**

ITaaSO is a business model for running IT that delivers value as defined by IT's.

Actions

- Create editable content
- Start a discussion
- Publish community news
- Invite members
- Upload a document

More

You are a Community Blogger

Leave Community

Related IT Communities



Looking to visit and join additional IT Communities? [Find out more!](#)

Feedback and Support



Got feedback?

Cisco IWE

http://www.iwe.com

Google

File Edit View Favorites Tools Help

Cisco IWE

Page Tools

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Offline

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My Profile

Emergencies

Navigational

Cisco Sites

Tools

New Post

My View

MyLinks

People

Communities

IWE Library

CEC Topics

IWE

Search

Global Platform for Sales

Home Library News Discussions Public Profile Selling Resources GPS Help

Welcome to the Global Platform for Sales

Rob Lloyd

Executive Vice President

Worldwide Operations

Play Video

Welcome to a new platform for enabling One Cisco for sales. This community brings together the global sales force in a unique environment designed for one purpose - to help you sell. Here you'll find the most current news about strategies and initiatives from worldwide and theater leadership. You'll be able to view at-a-glance the most popular blogs, field-relevant resources and content ranked by you. The six architectural play content communities are readily accessible from this space as are all the tools you'll need to see your pipeline, access salesforce.com, and engage your accounts. Great selling! >> View & Comment

If you're not already a member, click the "Join this Community" link in the Actions portlet top right-hand column of this page.

Report Content

Activities

Jess Wells

edited

Grab Your Share of a \$12B Opportunity - Accelerate Your Core Sales!

Core Acceleration Initiative website containing competitive videos, case studies, and invites to live events, is now live at ...

2:00 PM

Larry McCreary

shared

NorthWest One Best Practices - ShoutOuts with Global Platform for Sales

Best Practices and Shout Outs Q3-FY11 Team Colorado - Collaboration Channels...

12:27 PM

Actions

Create editable content

Start a discussion

Invite members

Upload a document

Upload a video

More

You are a Community Member

Leave Community

Owners

Tony Miller

Report Content

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Home RSS Print Page Tools

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My View MyLinks People Communities IWE Library CEC Topics

IWE collaboration Search

Cisco Executive Metrics (CEM)

Home Library News & Updates Discussions Metrics About Us

Overview Executive Calendar

Business Reports

Performance

Sales

Indicators

Customer

Technology Leadership

Community Impact

Employee

Functional Reporting

Latest News

WALL

Jobless Claims Fall, Durable Goods

Cisco Making it Easier to Share TP Sessions

Comcast Unit Shares Cisco's Video Spotlight

IDC's WW Enterprise Networks Tracker

Juniper leapfrogs Cisco with QFabric

Q2 FY11 Corporate Scorecard

Total amount with apps vs # of apps

Sales summary

Win rate vs target

JC Ops Review

Templates

Agenda

Action Items

Click Here

Industry Snapshot

Last updated: 1:22pm ET - Refresh

| Name | Price   | Change  |
|------|---------|---------|
| CSCO | 18.6795 | +0.3195 |
| JNPR | 43.66   | +0.49   |
| ALU  | 4.83    | +0.19   |
| HPQ  | 42.78   | +0.61   |
| CIEN | 27.20   | +0.64   |
| MRVL | 18.79   | +0.78   |
| ARUN | 30.32   | +0.67   |
| AAPL | 347.798 | +4.918  |
| GOOG | 613.13  | +4.31   |
| MSFT | 121.56  | +0.94   |

Business Updates, February 21, 2011

Q2'11 Spend at a Record High, Again

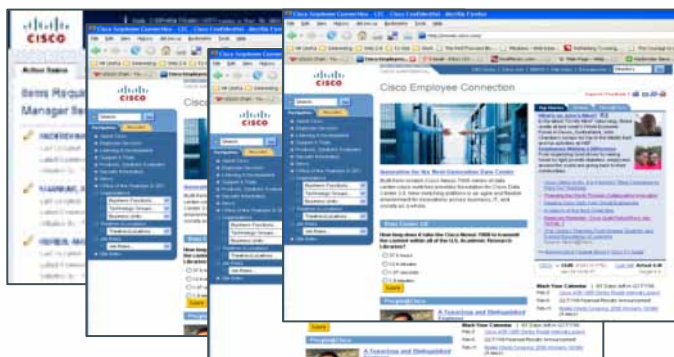
By John Murphy and Devan Shah, Feb 21, 2011

Headcount related expenses make up 62% of our total spend, followed by Outside Services & Discretionary spend. As a percentage of total expenses, HC related expenses in Q2'11 was flat from previous quarter but 2% higher than what it was in Q2'10. resulted in \$376M amount increase along with 14% Total OPEX growth Y/Y.

# Workforce Services Today

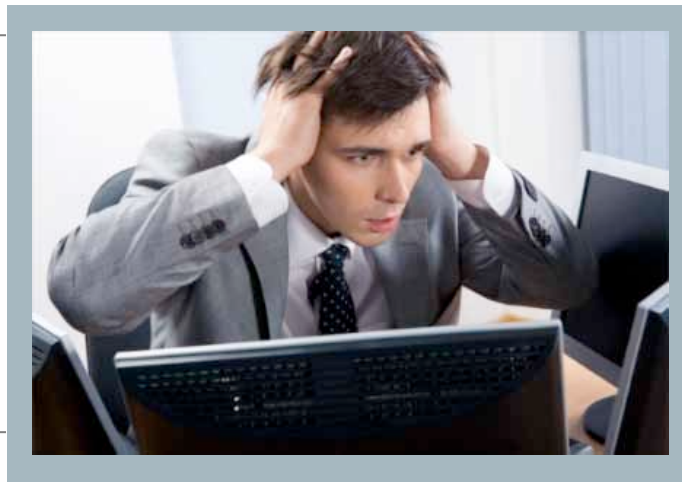
## HR Services

(Compensation, Staffing, Benefits, Learning, HR Support)



## WPR Services

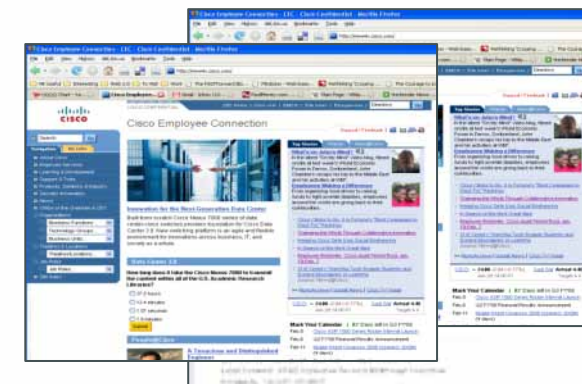
(Cafes, Shipping, Facilities)



- Functionally-driven
- Difficult to find and navigate
- Many are event-driven
- Underlying content is missing, incorrect, or outdated

## Finance Services

(Payroll, Stocks, 401(k), Procurement)



## IT Services

(Mobility, Computing, Network, IT Support)





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# IWE Workforce Portlets

|                                                                                                             | Q1 FY11                                             | Q2FY11 | Q3FY11                                 | Q4FY11                                      | Q1/Q2FY12                                   |
|-------------------------------------------------------------------------------------------------------------|-----------------------------------------------------|--------|----------------------------------------|---------------------------------------------|---------------------------------------------|
| <b>Human Resources</b><br> | <div>My Paid Time Off</div> <div>My Approvals</div> |        | <div>My Learning and Development</div> | <div>My Development Plans &amp; Goals</div> | <div>My Timecard</div>                      |
| <b>Finance</b><br>        | <div>My Resource Metrics</div>                      |        |                                        |                                             | <div>My Expenses</div> <div>My Travel</div> |
| <b>IT Support</b><br>    | <div>Support Central</div>                          |        |                                        |                                             | <div>Mobile Device Services</div>           |

# Leveraging Assets

Internal to External Collaboration



# Extending Collaboration

## MyView Internal/Employees



## MyView Customers/Partners





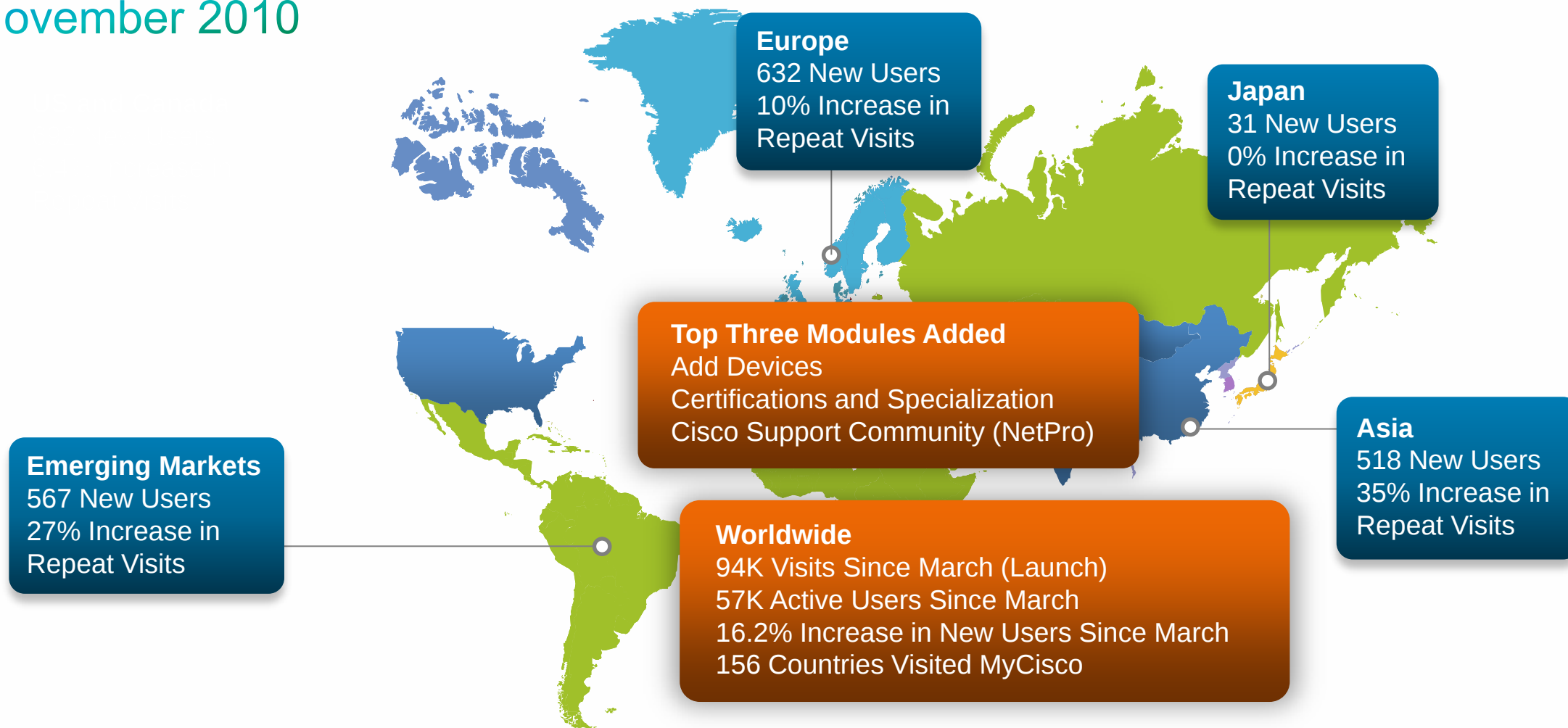
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# My Cisco Executive Summary

## November 2010





# MyCisco Customer Metrics

## Launch Summary (March to November 2010)

- Active partner organizations over 34,800
- Over 57,200 active users on MyCisco
- Over 94,000 visits since March 2010

### Year-to-Date Summary\*

|                                    | Count  |
|------------------------------------|--------|
| Total New Partner Organizations    | 16,891 |
| Total Repeat Partner Organizations | 17,994 |
| Total Active Partner Organizations | 34,885 |
| Total New Users                    | 39,860 |
| Total Repeat Users                 | 17,430 |
| Total Active Users                 | 57,290 |
| Total Visits or Hits               | 94,029 |

\*March launch through October 2010.

# Video Collaboration





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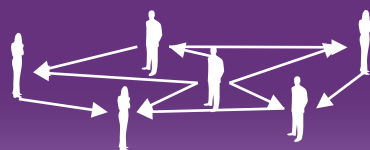
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# Tiered Video Product Strategy

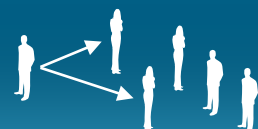
Integration and Interoperability

Cisco Video-  
Ready Network



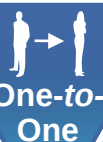
Many-to-Many

Cisco TelePresence  
WebEx Video Meetings  
Cisco Unified Video Conferencing



One-to-Many

Cisco Show and Share  
Digital Media Signage  
Cisco TV Broadcast



One-to-One

Cisco Unified Video Advantage  
WebEx Connect Video  
Cisco Unified IP Phones





# Cisco IT Video Management Strategy



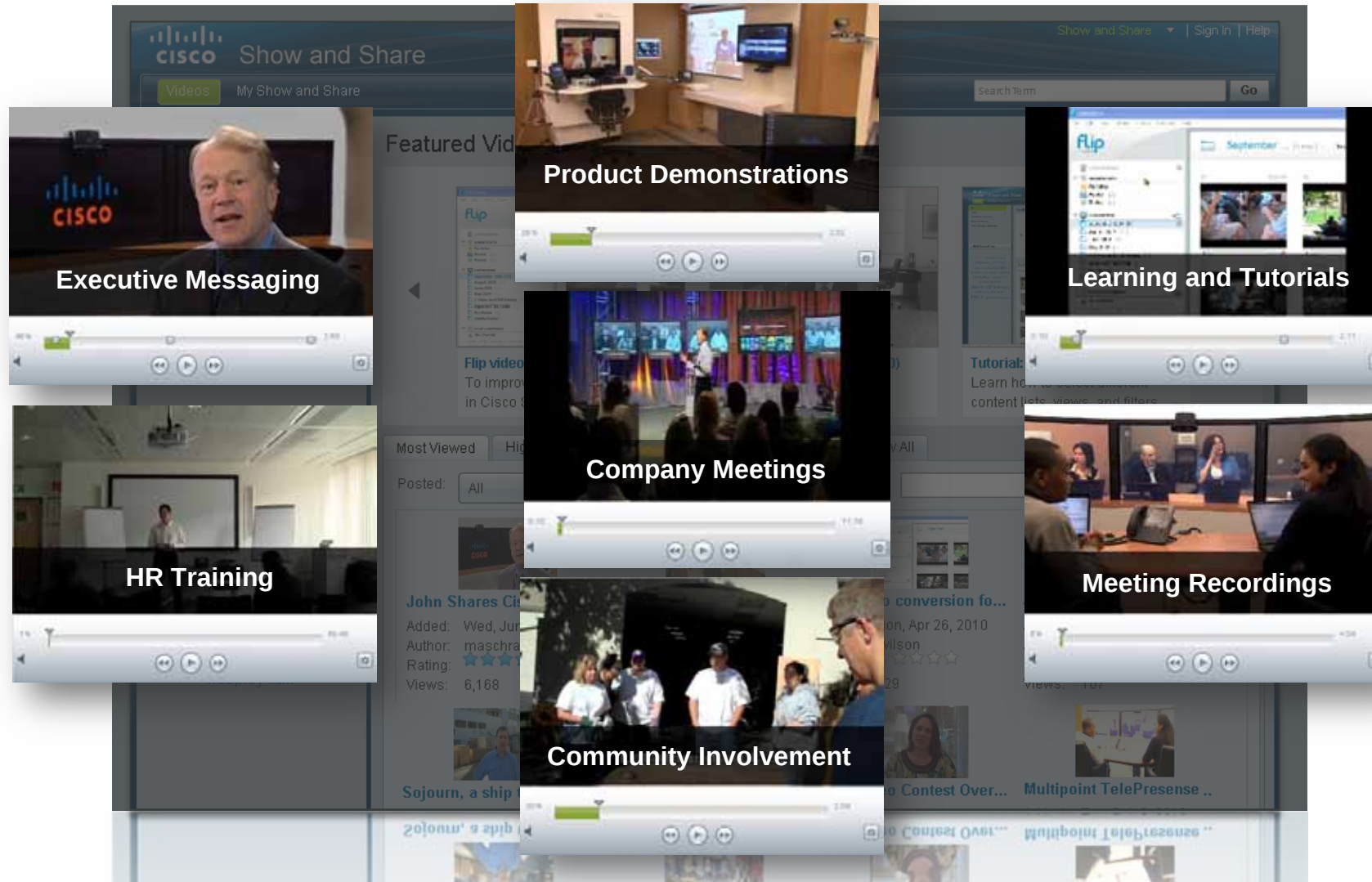


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# Unique Value of Video





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# What Have We Learned So Far?

## Three Key Findings

- Video builds trust within the enterprise
- Not all video is equal (“Rate This Video” ★★★★★ )
- Need governance and policies for video content



# Areas of Financial Value for Cisco TelePresence and Video Solutions

## Travel Reduction

- Reduce travel for internal and external meetings
- Reallocate travel to increase customer/vendor intimacy
- Positive environmental impact, reduce emissions
- Facilitate work-life integration, workplace flexibility
- Reduce travel “downtime”

## Employee Productivity

- Increase “in-person” interactions
- Improve access to busy executives
- Scale and improve access to subject matter experts
- Enhanced communication and decision making
- Increased face time with customers
- Increase employee knowledge share
- Ad hoc employee video communication
- Time-shifted communication

## New Business Models

- Sales: increase customer contact; reduce sales cycle
- Marketing: accelerate content development, time-to-market
- Product development: reduce development cycle
- Manufacturing: improve supply chain integration
- Professional services: more consulting time
- HR: reduce hiring cycle resulting from remote job interviews

## Business Continuity

- Accelerate decision-making
- Effective crisis management
- Emergency executive meetings
- Improve communication and decision making
- Cisco asset protection
- Remote management of assets

# Leadership Beyond Technology





# Communications and Collaboration Board

The C&C Cross-Functional Board Drives Innovation and Success in Communication and Collaboration at Cisco

Co- Chair



Jim Grubb  
Corp Comm

Co-Chair



Sheila Jordan  
IT



Mala Anand  
Services



Tricia Baker  
Engineering



Murali Sitaram  
Engineering



Mike Metz  
Marketing



Harbrinder Kang  
Corp Comm



Angela Stark  
Corp Comm



Jodi Krause  
Corp Positioning



Kevin Harrington  
CVCM



Amy Kwan  
Finance



Don McLaughlin  
HR



Rick Hutley  
IBSG



Marisa Chancellor  
IT



Lance Perry  
IT



Van Dang  
Legal



Christine Castle  
Sales



Shanthi Iyer  
Sales/IT



Andy Starr  
WebEx



Chris Treille  
WW Channels



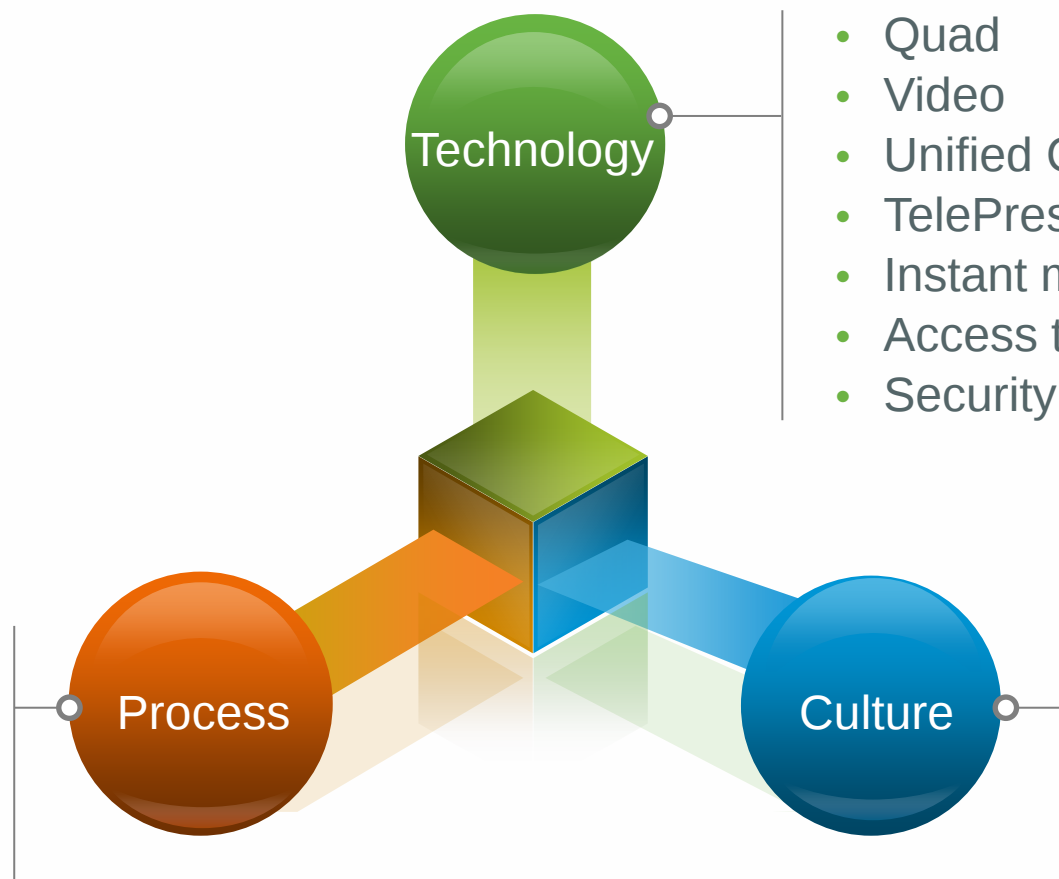
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# Leadership Beyond Technology

- Scalable, integrated processes
- Services framework
- Business value



- Quad
- Video
- Unified Communications
- TelePresence
- Instant messaging
- Access to transformational systems
- Security

- Leadership
- Change management
- Governance
- Transforming how we work



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# Six Steps to Transformation

## Sustainable Business Value

6 Deliver **Workforce Services** That Surprise and Delight

5 Create **Integrated Technology Roadmap**

4 Identify **Business Opportunities** or **Pain Points**

3 Assemble Accountable **Cross-Functional Leadership Team**

2 Develop **Enterprise Architecture Approach**

1 Develop and Share the **Vision**

Change Management

Governance

Communicate...Communicate...Communicate...Communicate

Metrics



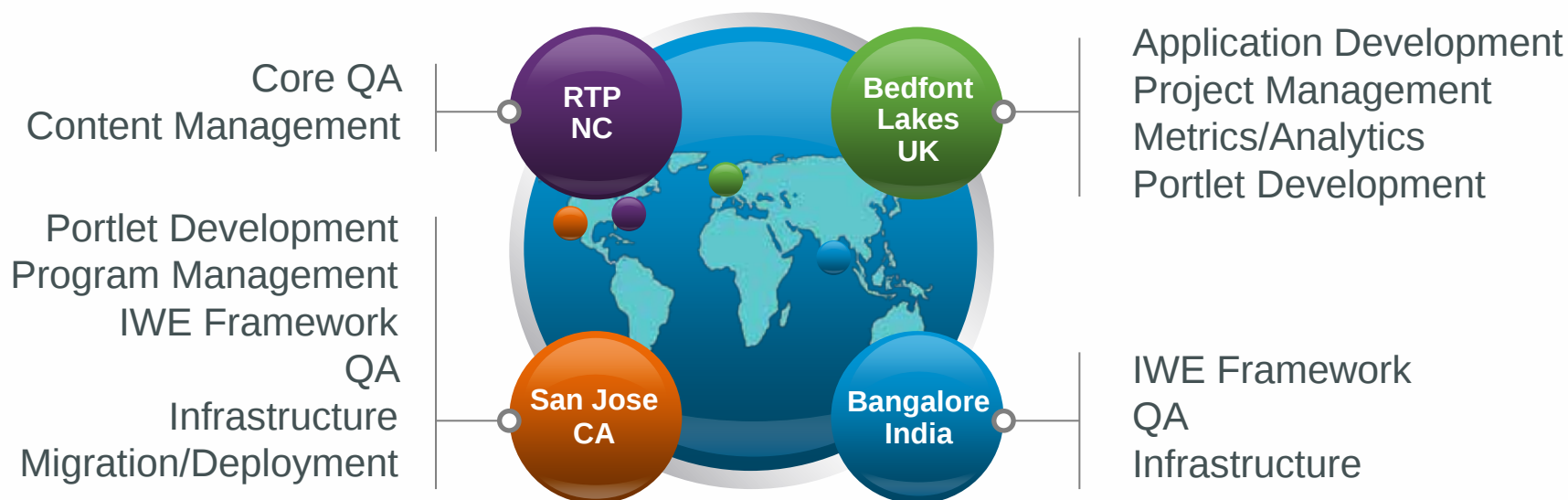
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# Integrated Workforce Experience

## New Approach to Global Development



## Collaborating to Deliver Collaboration

- WebEx conferencing with integrated video and meeting recordings
- IWE Community for program management and centralized documents
- Discussion forums for nightly program handoffs in place of email
- Global meeting planning for all time zones

# Value of Collaboration





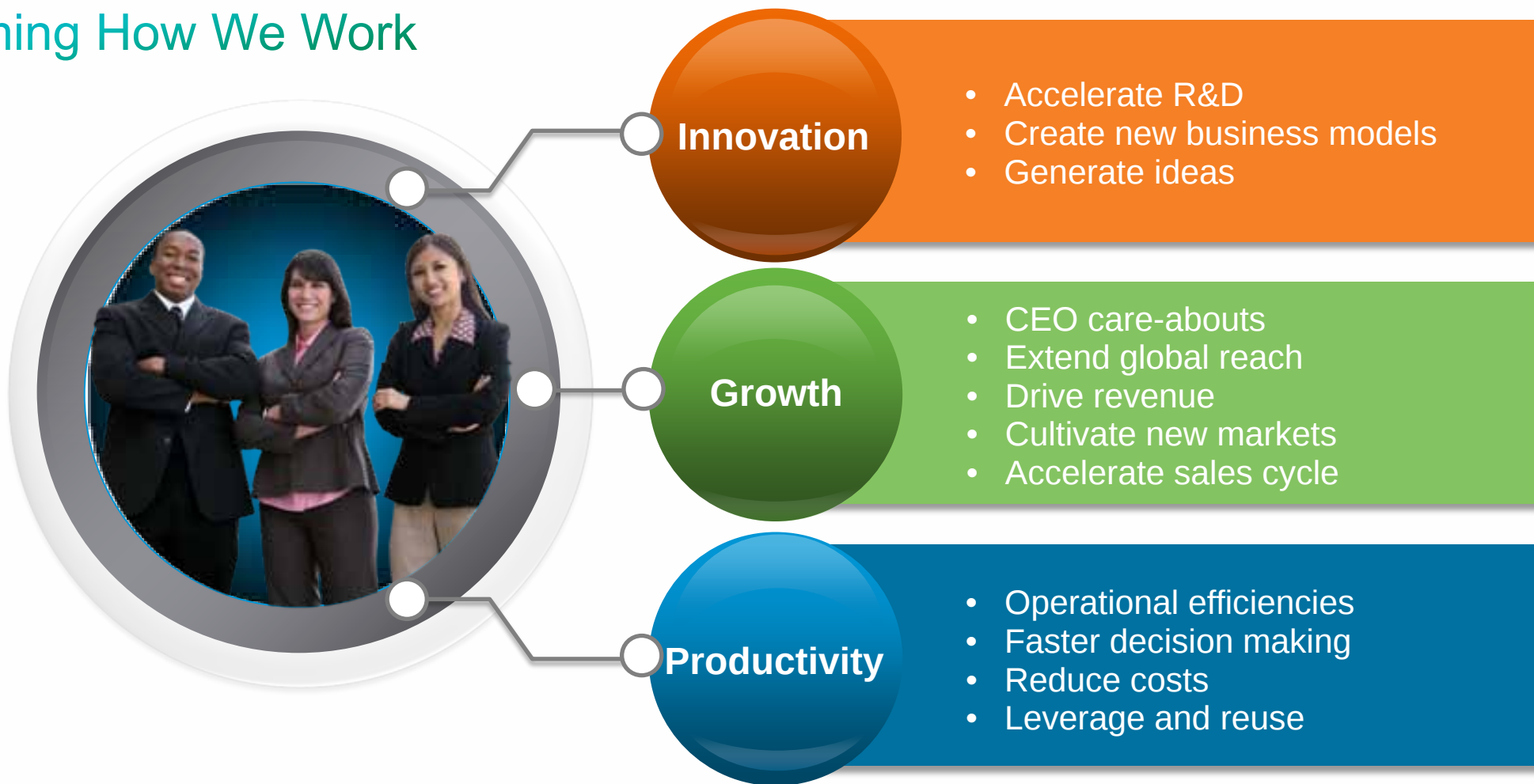
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# Three Value Drivers

## Transforming How We Work





# Cisco Collaboration Initiatives

## FY09 Benefits from Seven Distinct Collaboration Programs

|              |                                    |                 |
|--------------|------------------------------------|-----------------|
| Innovation   | Connected Workspace                | \$11.5M         |
|              | Mac Wiki                           | \$5.5M          |
|              | C-Vision and Video Blogs           | \$11.1M         |
| Growth       | Expertise Locator (SOAR)           | \$108.6M        |
|              | Sales Productivity (New)           | \$15.4M         |
| Productivity | Remote Collaboration (TP/WebEx/UC) | 601.3M          |
|              | Telecommuting                      | \$298.7M        |
| Total        |                                    | <b>\$1.052B</b> |

In FY09, Cisco Achieved **\$1.052B** in Net Benefits from Web 2.0 Collaboration Solutions, Up from \$691M in FY08



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# IWE Metrics Summary

April 30, 2011

## Launch Stats

|                       |            |
|-----------------------|------------|
| Launch Date           | November 9 |
| Number of Communities | 159        |
| Number of Portlets    | 74         |
| Number of Wiki Pages  | 3,438      |
| Number of Documents   | 22,974     |
| Number of Forum Posts | 13,160     |
| Number of Blogs       | 1,420      |

## Activity Since Launch

|                       |           |
|-----------------------|-----------|
| Number of Users       | 69,071    |
| Number of Visits      | 1,319,354 |
| Number of Hits        | 9,411,266 |
| Number of Posts       | 24,422    |
| Number of Doc Uploads | 24,030    |
| Number of Forum Posts | 13,533    |
| Number of Microblogs  | 21,034    |

## Adoption of New Features

- Highest content creation via posts
- 17% of user base follow others
- 1,932 users added expertise tags



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# Theatre Adoption

## US and Canada

41,790 Visitors  
65% Adoption  
13,791 Posts

## European Markets

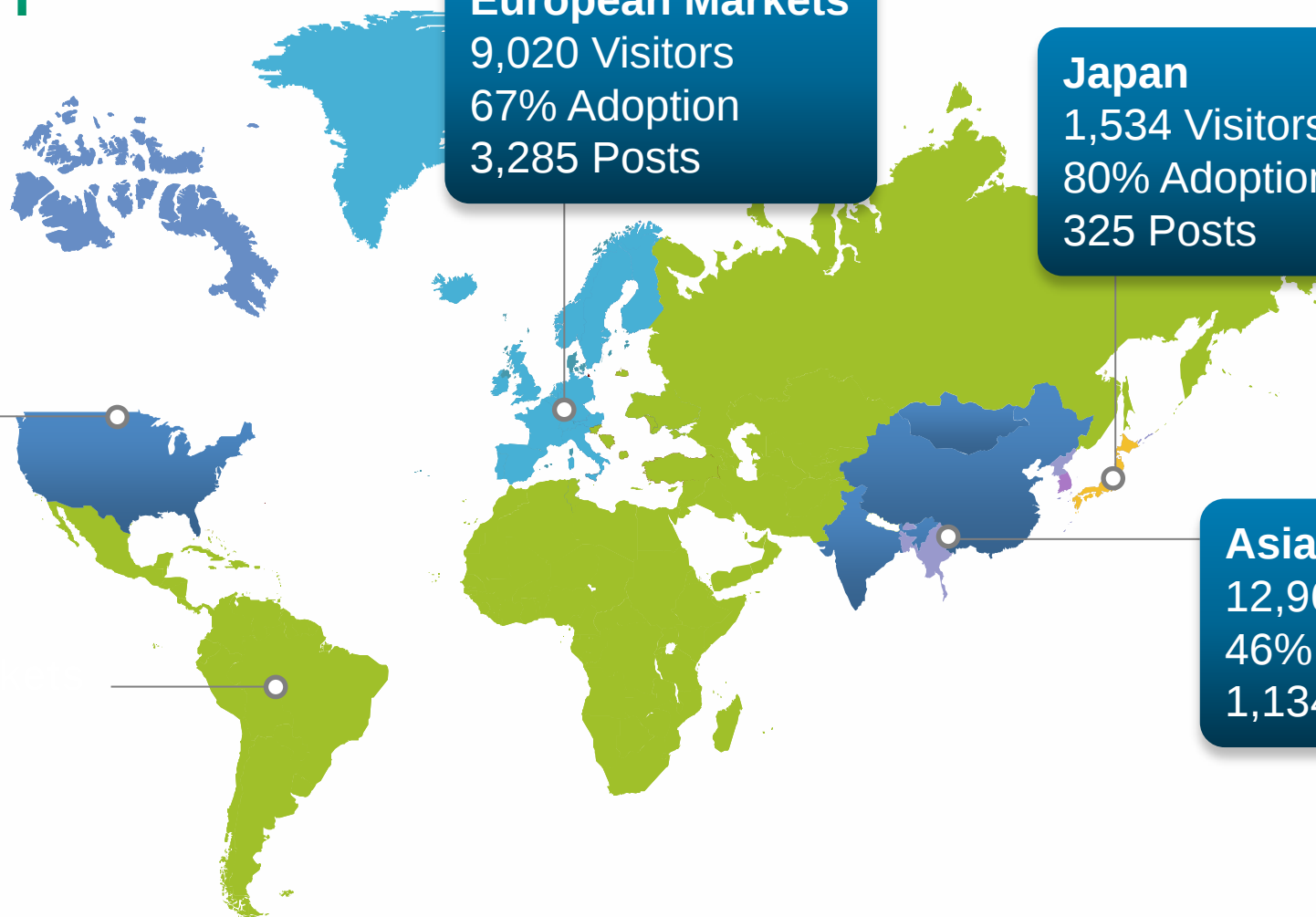
9,020 Visitors  
67% Adoption  
3,285 Posts

## Japan

1,534 Visitors  
80% Adoption  
325 Posts

## Asia Pac

12,965 Visitors  
46% Adoption  
1,134 Posts





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Knowledge  
Is Power.  
Learn. Share. Collaborate.



# Cisco on Cisco Proof Points: Transforming How We Work

Productivity



## Virtual Global Annual Sales Conference

- Hosted 20,000 global participants  
90 countries, 270 cities
- Avoided 211M air miles
- Held 88 hours of consecutive events  
Streaming video  
Integrated seven technologies
- Achieved 90% cost savings
- Highly engaging employee experience



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Productivity



## WebEx Conferencing and Instant Messaging

- WebEx conferencing
  - 68% usage increase in 12 months
  - 525M conferencing minutes globally
- Cisco WebEx Connect Instant Messaging
  - Included testing, backup, readiness
  - Actual account migration took 2 weeks
- 87K users now with single IM solution
  - Significant usage increase over previous IM
- Business-to-business IM federation
  - Changes policy and process



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# Cisco on Cisco Proof Points: Transforming How We Work

Growth



## Cisco TelePresence

- Deployed 997 units  
240 cities in 59 countries
- Conducted 828,000 scheduled meetings  
Additional 166,236 ad hoc meetings
- Saved more than \$753M in travel  
188,221 meetings avoided travel-to-date
- \$282M productivity cost savings
- Improved sales cycle and win rates  
Average deal cycle reduced up to 9.7%
- Increased customer interactions

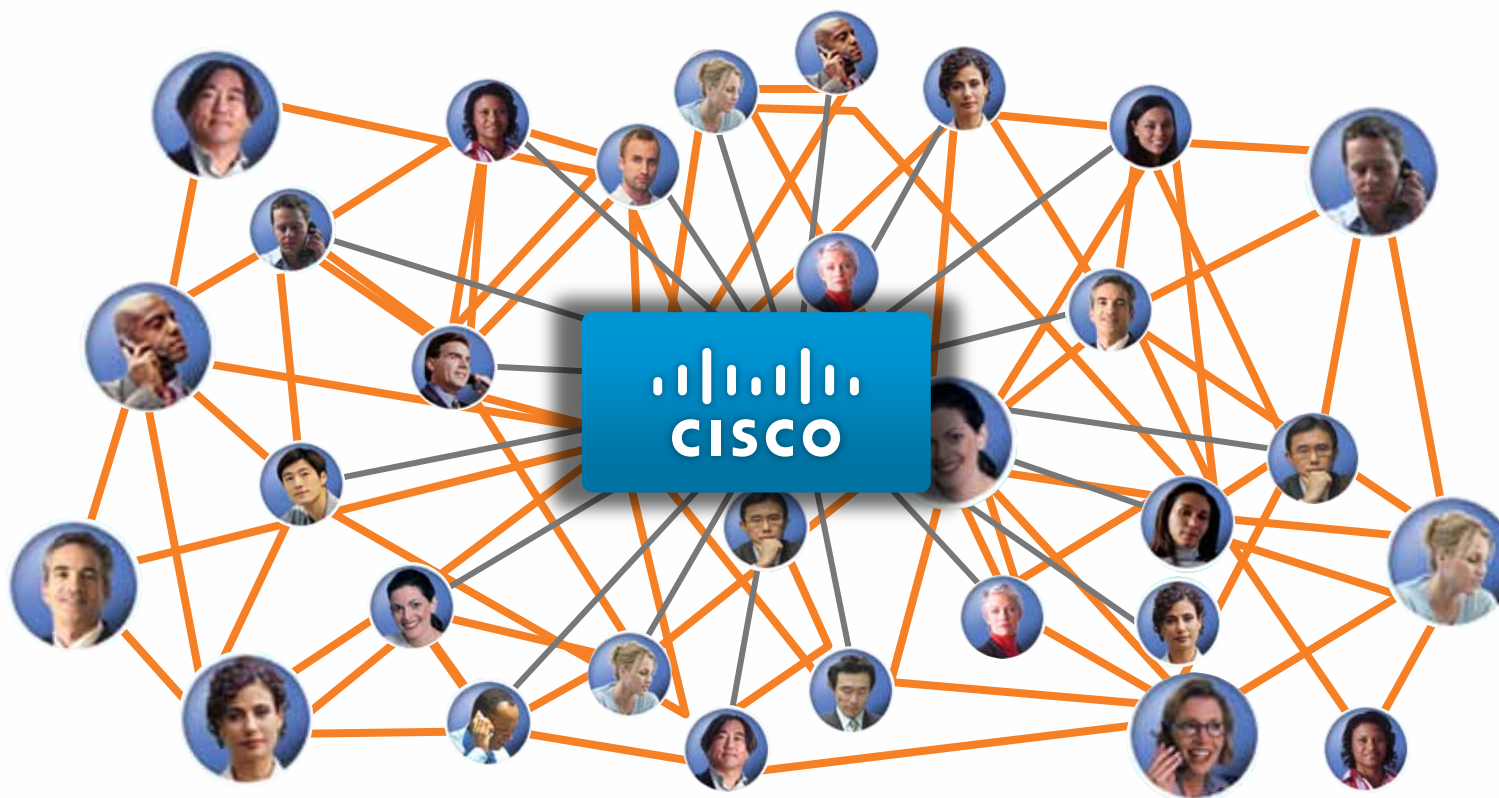


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# We Are Transforming Work Collaboration Within the Cisco Enterprise



**Delivering Productivity, Growth, and Innovation**



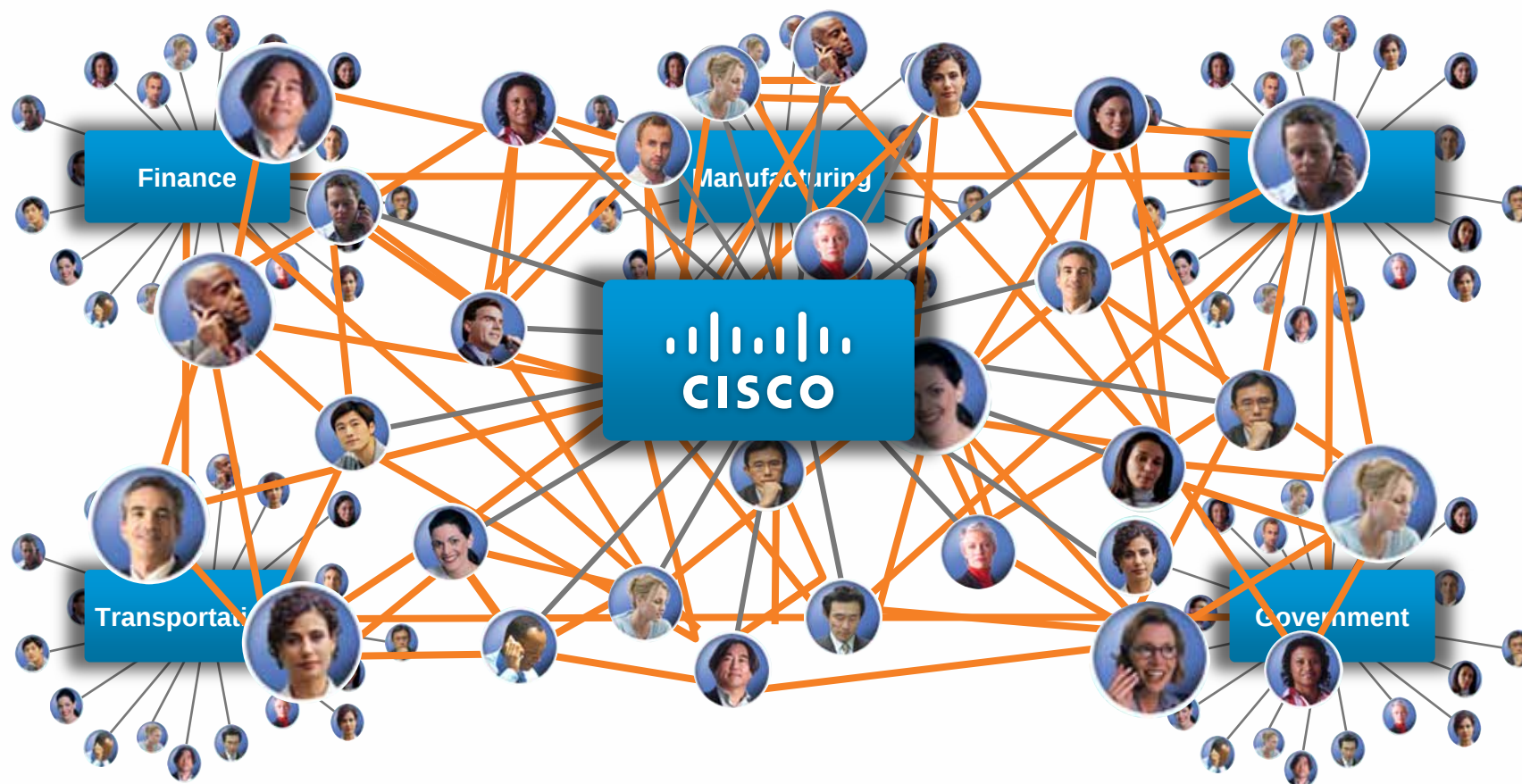
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# Power of Collaboration Becomes Exponential

## Collaboration Outside the Cisco Enterprise





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# Q & A

#CNSF2011



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# Call to Action

## Collaboration Discovery Workshop

- Enjoy a complimentary Cisco Discovery Workshop
- Email us at:  
[Collaboration\\_discovery@cisco.com](mailto:Collaboration_discovery@cisco.com)

## Meeting on Us Postcards

- Have a complimentary TelePresence meeting, courtesy of Cisco—just complete your postcard or go to [www.ciscomeetingonus.com](http://www.ciscomeetingonus.com)

Thank you!



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[www.networkerssolutionsforum.com](http://www.networkerssolutionsforum.com)

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Please take a moment to complete the  
Networkers Conference Event Evaluation Form

Thank you.

