

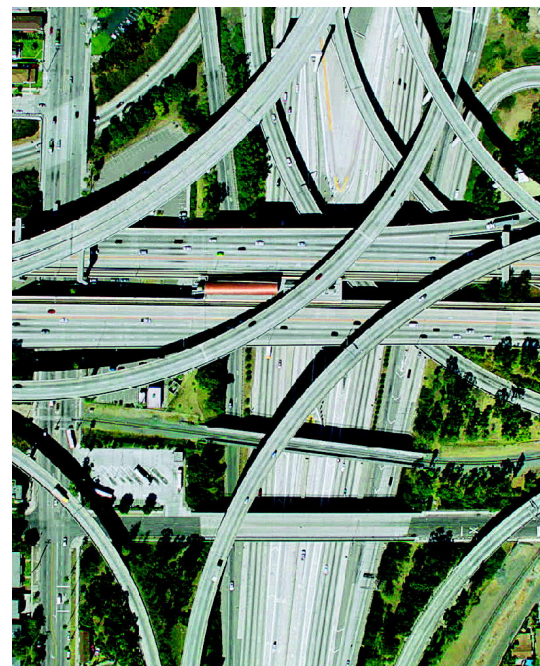
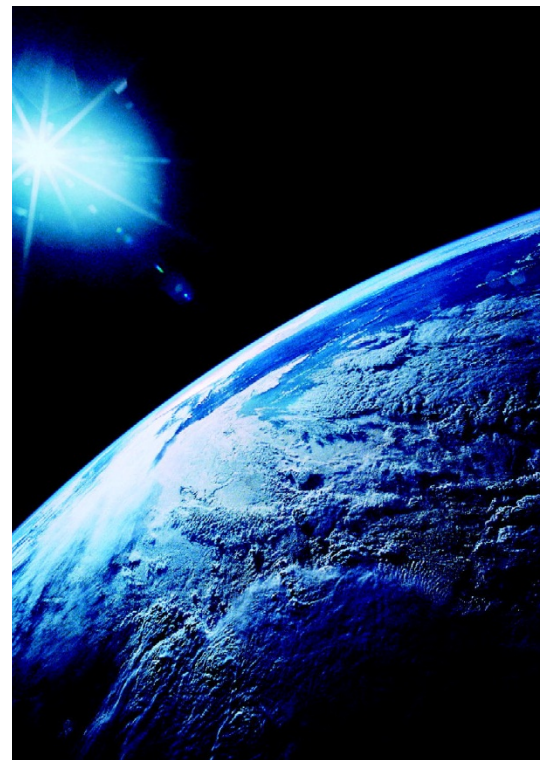
Cisco
Connect

Praha, hotel Clarion
10. – 11. dubna 2013

Sociální sítě ve firmě Remote Expert

OL4 / L2

Jaroslav Martan, CCIE #5871, jmartan@cisco.com



ociální sítě ve firmě



Organisation

Social



Content / Documents

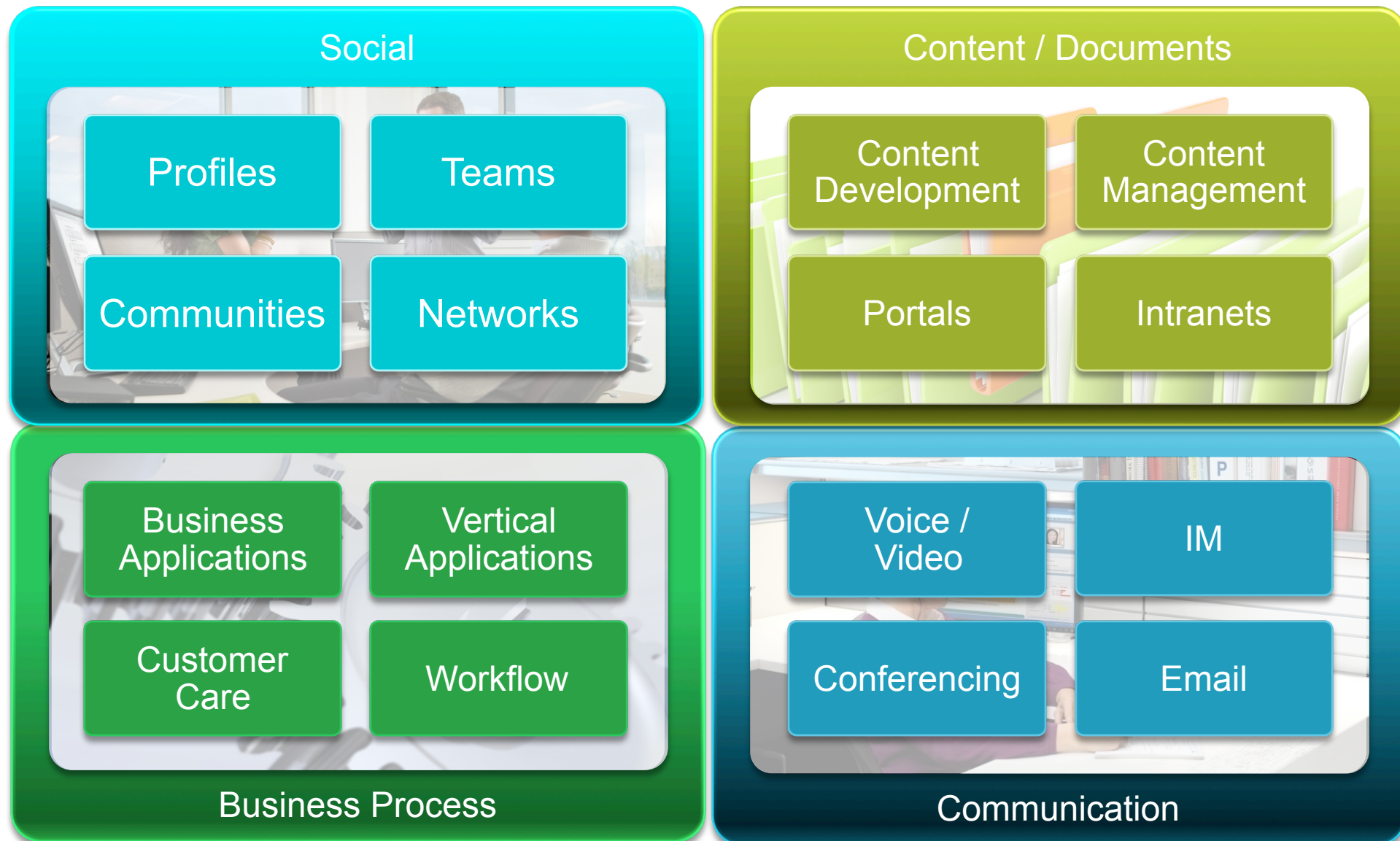


Business Process

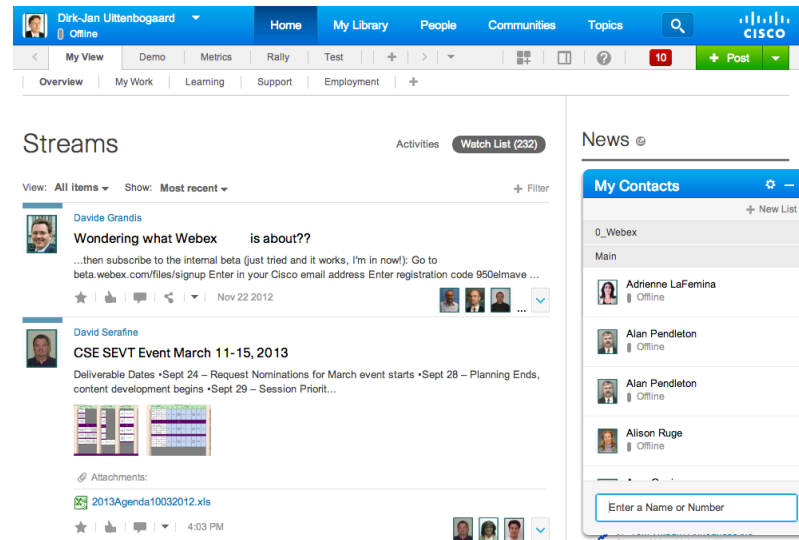


Communication

Adding Value



Covering Functionality through...



1x User Interface
A lot of Functionality



Search



Security



System



Integrate



Use Cases – Why?

The most **successful implementations** grew from **within** the context of **existing** work practices

RESEARCH

Business **Value** vs. Investment

Find out about the current **challenges**

- Communication

- Number of tools

- Finding information

- Finding People & Expertise

- Sharing information

- Working in projects

- Teams in other countries (and timezones)

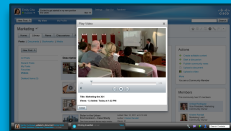


Use Case: Onboarding & Training

New hire joins self-help community with other new hires



People in similar roles guide new hires with training and finding colleagues to act as mentors



On first assignment, needs additional help matching the best product to customer's need



System locates expert and instantly connects them for screen sharing to walk through the models



Use Case: Retain Best Talent

Senior sales person seeks new career direction and is exploring all options



He joins market intelligence community and follows experts



Based on years of field experience, contributes product and market insight on several key topics

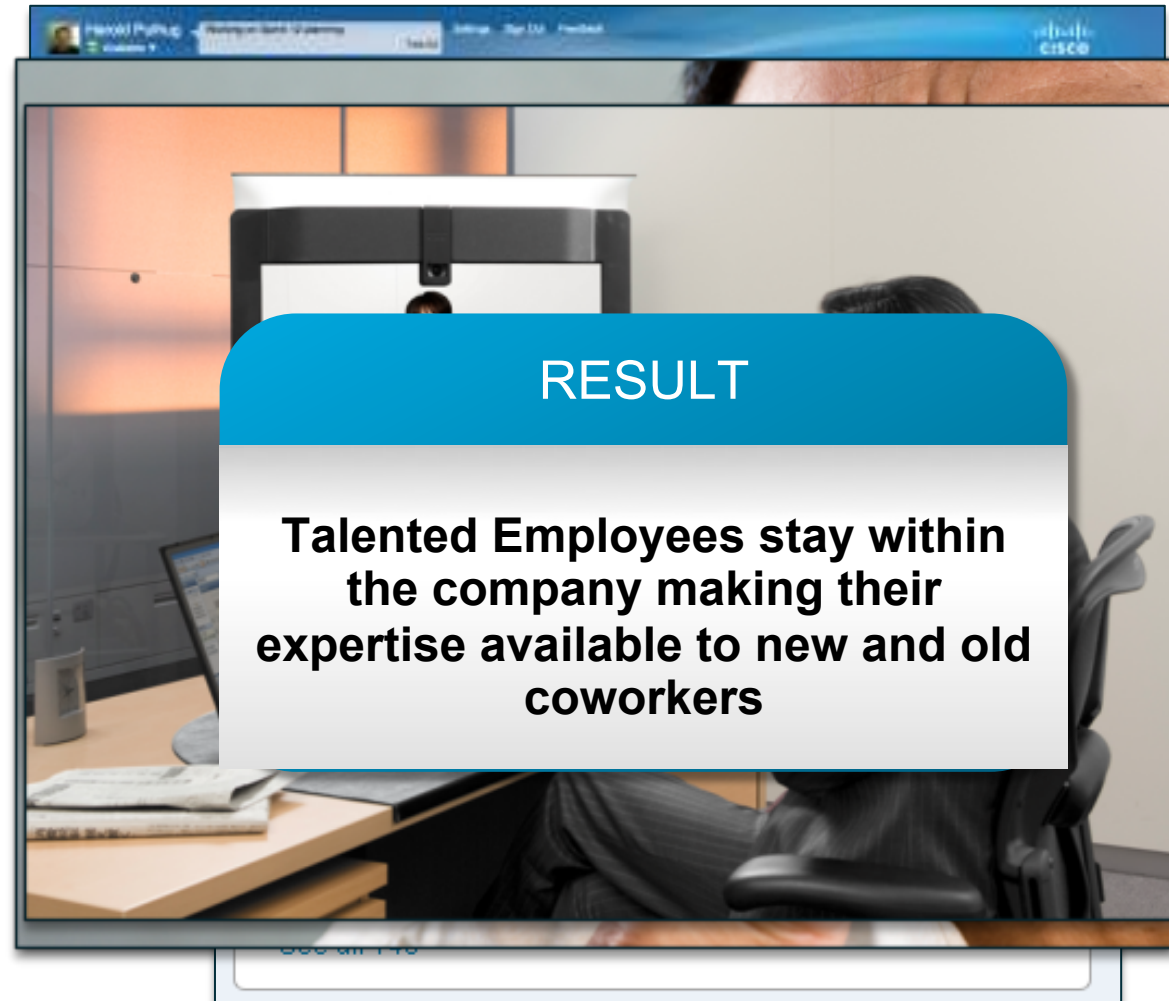


Hiring manager initiates video interview to offer him a position in marketing intelligence



RESULT

Talented Employees stay within the company making their expertise available to new and old coworkers



Use Case: Employee Knowledge

While in the field, service rep uses video to capture new repair procedure



Content is uploaded, tagged and posted to profile and field repair community



Service rep gets immediate feedback, and can connect with experts from product and customer service



Real-time collaboration refines procedure & confirms "best practice" acceptance



RESULT

Leverage communities of practice where employees can learn from the insight and experiences of fellow practitioners

People



Phil Heyneker pheyneke

MANAGER.MARKET MANAGEMENT

Offline

Highly recommend the "CEC Navigation" and "Action Items" apps for your MyView page.

Click to Meet. Hold down for more options.



Start Instant Meeting

Add Participant

Use Case: Improve Quality & Drive Innovation

R&D team runs surveys and focus groups but needs to *increase* idea generation



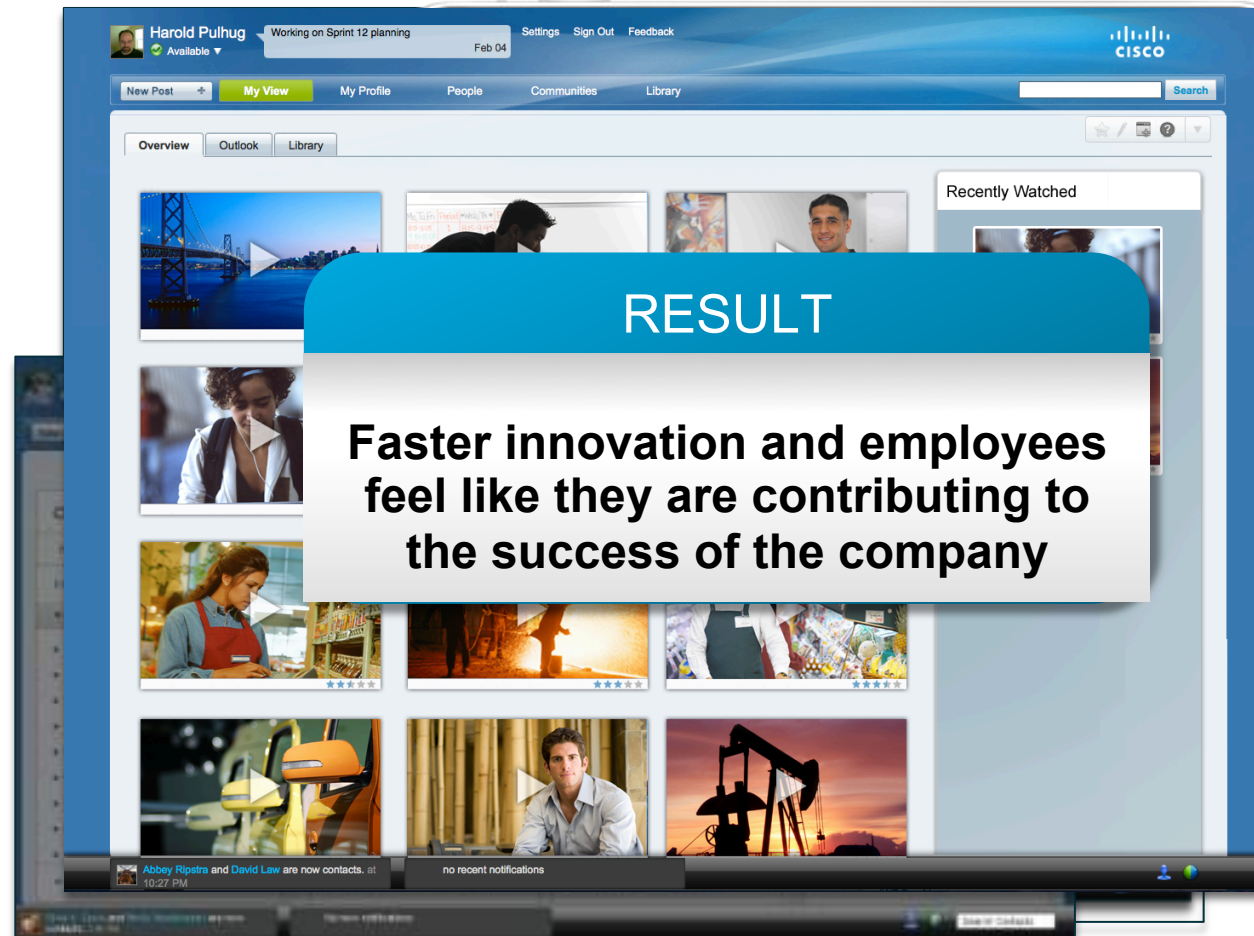
Form innovation community, and create space for interested employees to brainstorm



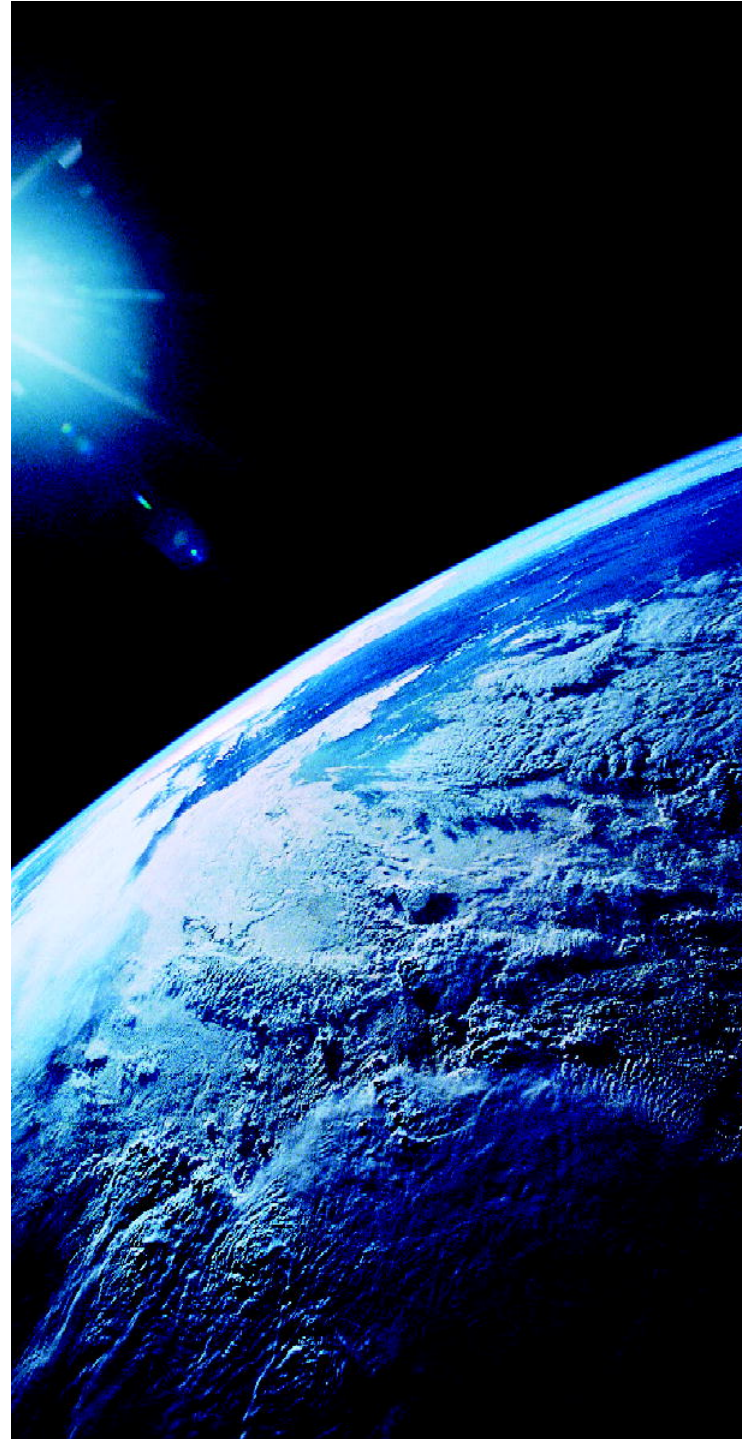
Final ideas are submitted as videos to ideation community for feedback and vetting



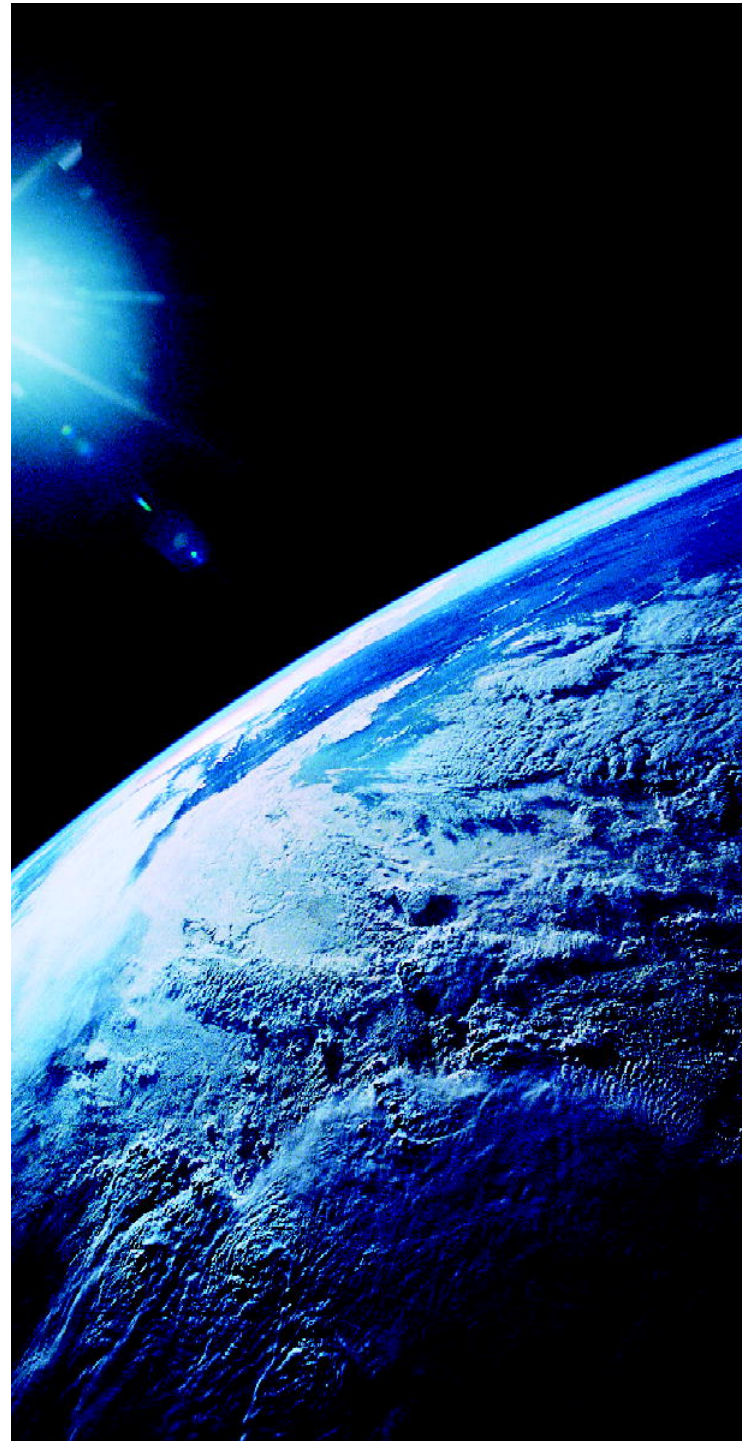
Community ratings help rank best presentations and select winning idea



Demo...



Remote Expert Smart Solution



genda

Solution Overview

Remote Expert

Financial Services

Government

Manufacturing

Retail

Leveraging Expertise Across the Bank to Address Customer Needs



Challenges in Providing Superior Sales

and Service and Ways to Address Those Challenges

Sales and Service Challenges

Lack of local experts when, and where, required by customers leads to lost sales/revenue leakage

Not delivering a personalized, face-to-face experience (audio alone is no longer good enough)

Limited ability to scale **local expertise in real time**

How to Address the Challenges

- **Simplify Multi-Channel Delivery:** Identify, locate, and connect experts with customers for advisory services—whenever and wherever they are needed
- **Immersive Experience:** Provide high-quality audio and video for customer interactions—deliver a compelling customer experience
- **Virtualize the Workforce:** Create a virtual pool of experts, whether co-located in particular centers, dispersed within the branch network, or located at home—reduce lost sales opportunities

What Is Cisco's Remote Expert?

Solution that Connects a Customer to an Available Expert within the Enterprise via a High-Quality, High-Definition Video and Voice Connection

Identifies, locates, and connects customers with experts for advisory services and complex, high-value transactions

Creates a virtual pool of experts/specialists, whether co-located in particular centers or distributed within their enterprise footprint
Reducing lost sales opportunities

Provides high-quality audio and video for customer interactions—
Delivering a compelling customer experience

Maximizes effectiveness and reach of experts

Allows experts to conduct a complete business transaction including document sharing, printing, signatures and payment

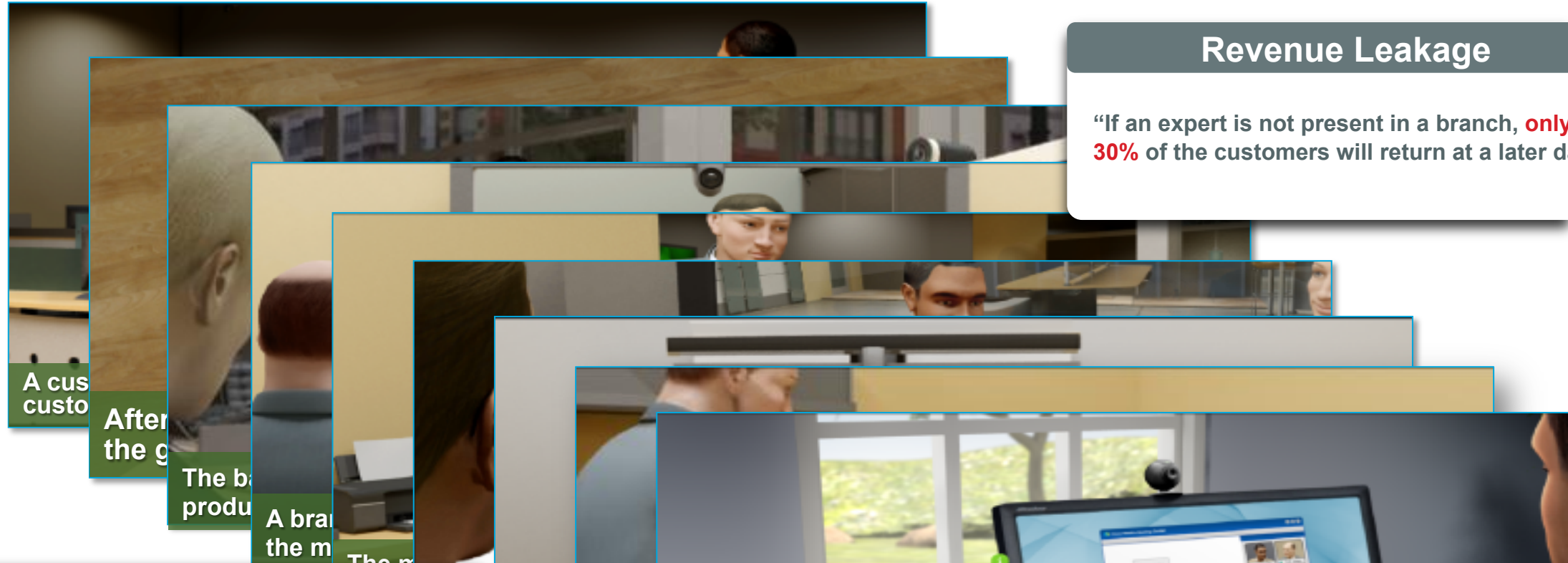


isco Remote Expert for Retail Banking Workflow

Increasing Wallet-Share with Anytime-Anyplace Sales and Service

Revenue Leakage

"If an expert is not present in a branch, **only 30%** of the customers will return at a later date"



Revenue and Retention

50% in conversion rates with phone expert vs. **30% with video**"

Cross-sales from 1.4 products with audio to **2.5 products** with video

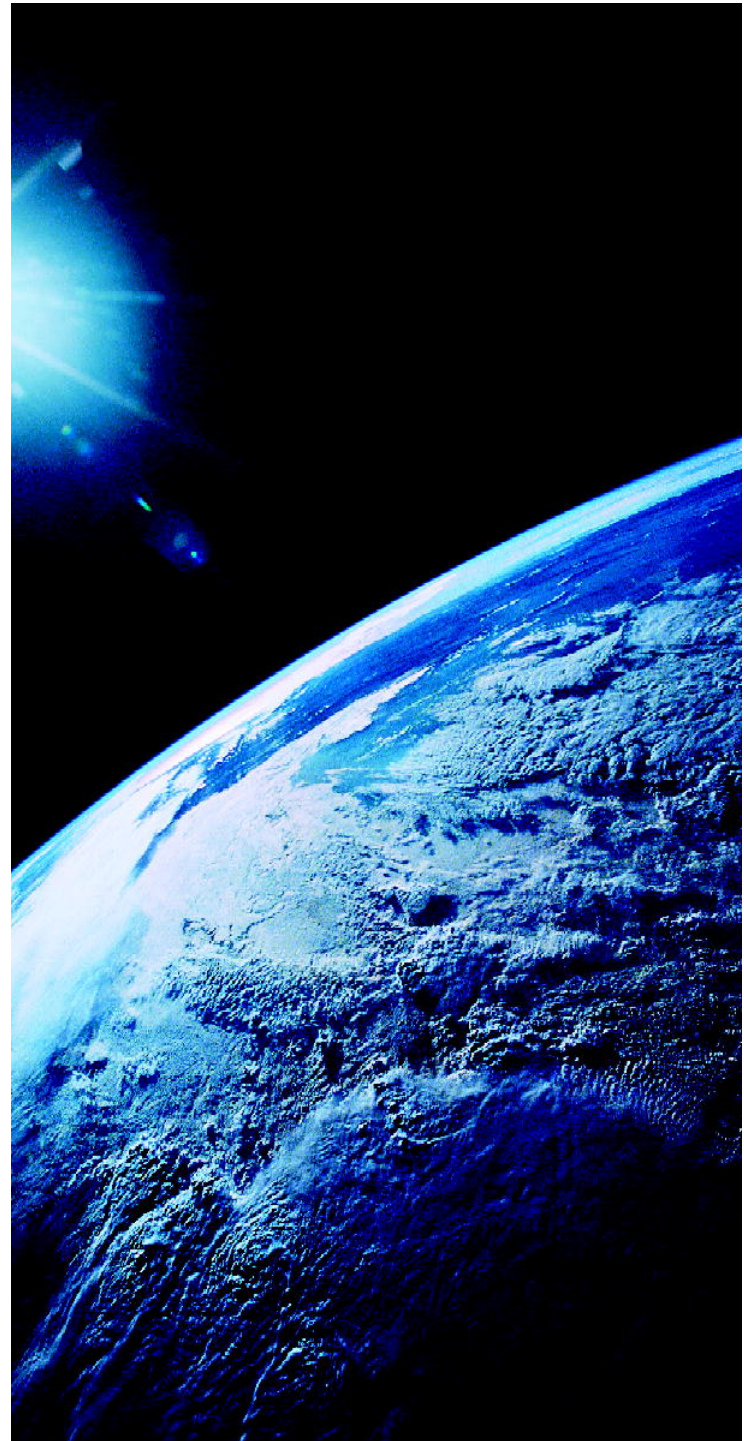
Source: Forrester

The m
bank

Exper
comp

Personalized customer interaction is extended to the home via scheduling the mortgage advisor for a home collaboration session

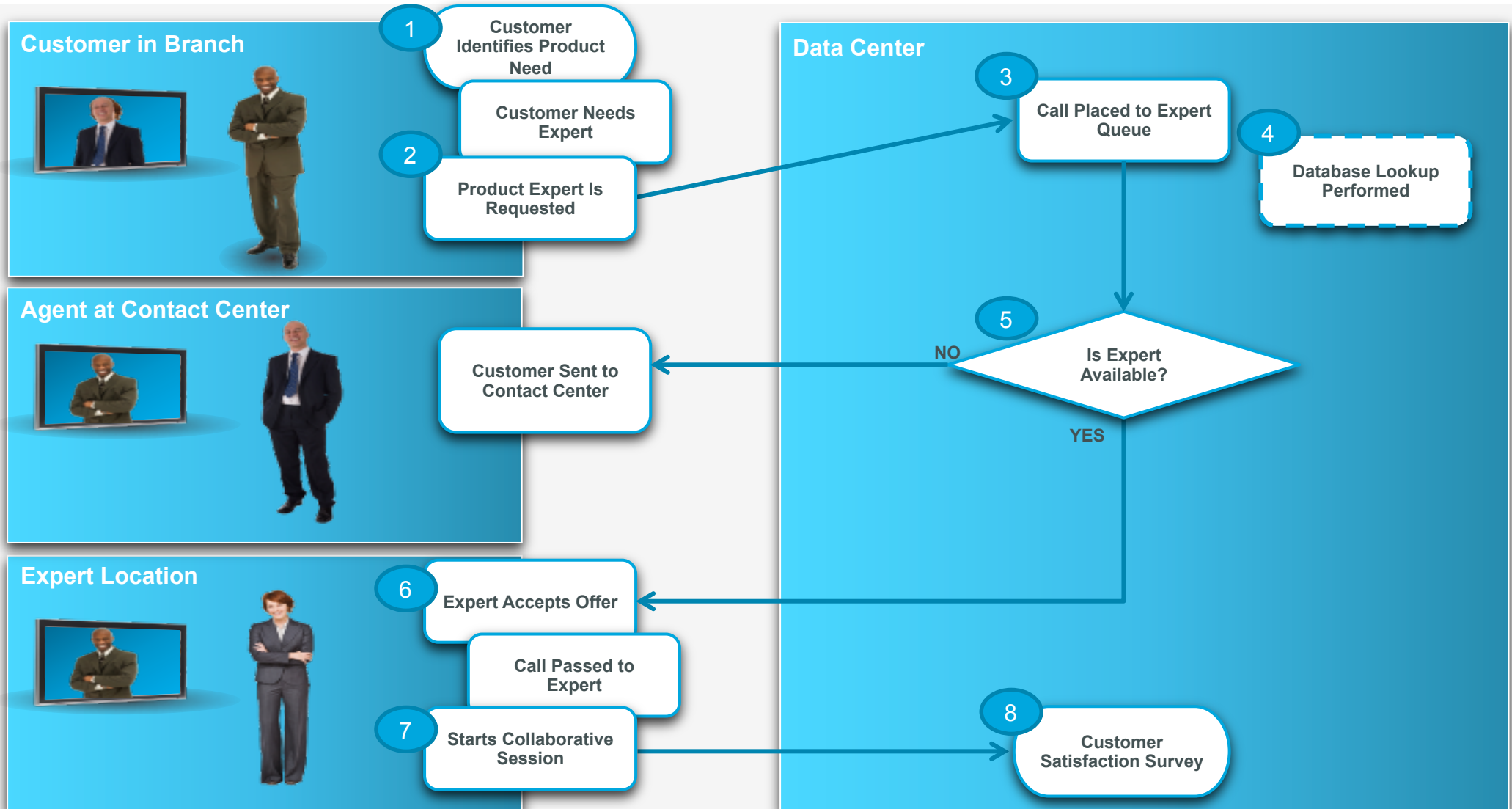
Video...





Conceptual Process Flow

Remote Expert in the Branch with Contact Center Roll Over



Solution Capabilities and Architecture



Remote Expert Smart Solution Components

Integrated Collaboration



Session Control



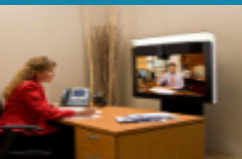
Interactive Touch Panel



Unified Communications

Integrated Video Experience

Personal



500 Series



EX 60/90 Series



Profile Series

Multi-Purpose



1100 Series



1300 Series

Dedicated



3000 Series

Remote Expert Smart Solution Capabilities

Easy to use and initiate session

High quality audio and video conferencing between the customer and expert with direct eye contact

Ability to define, search, and locate various types of experts

Document sharing and network printing

Peripheral device sharing

Multimedia recording and playback

Self-assisted and assisted access to expert

Customer surveying

Enterprise class application characteristics:

- Security to meet regulatory and compliance requirements

- Centralized management and monitoring interfaces

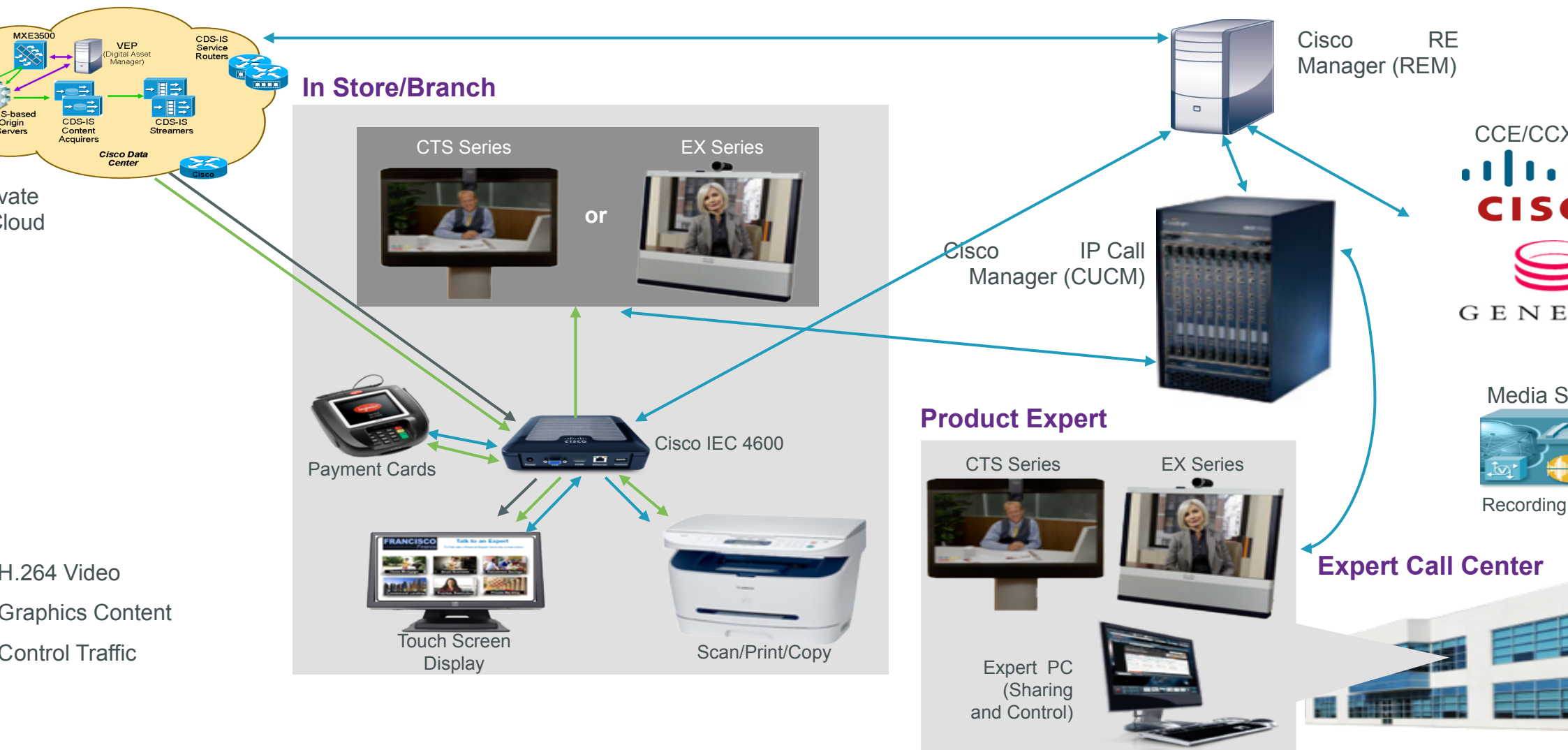
- Scalability to support thousands of endpoints and multiple bandwidth use cases

- Integrates with existing IP network—does not require a separate infrastructure

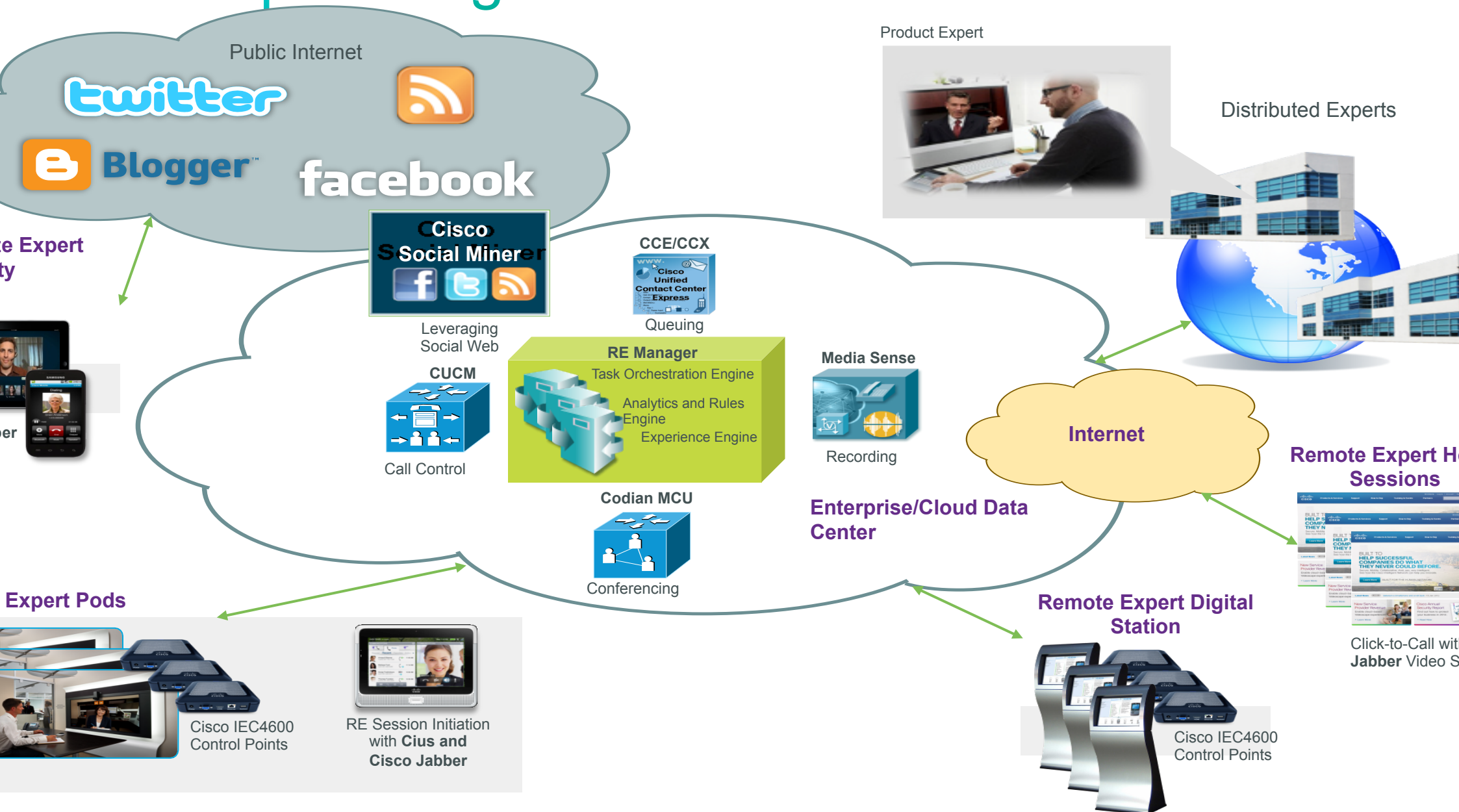


Remote Expert Solution

Release 1.8



Remote Expert Target Architecture



Key Technology Components and Software Releases

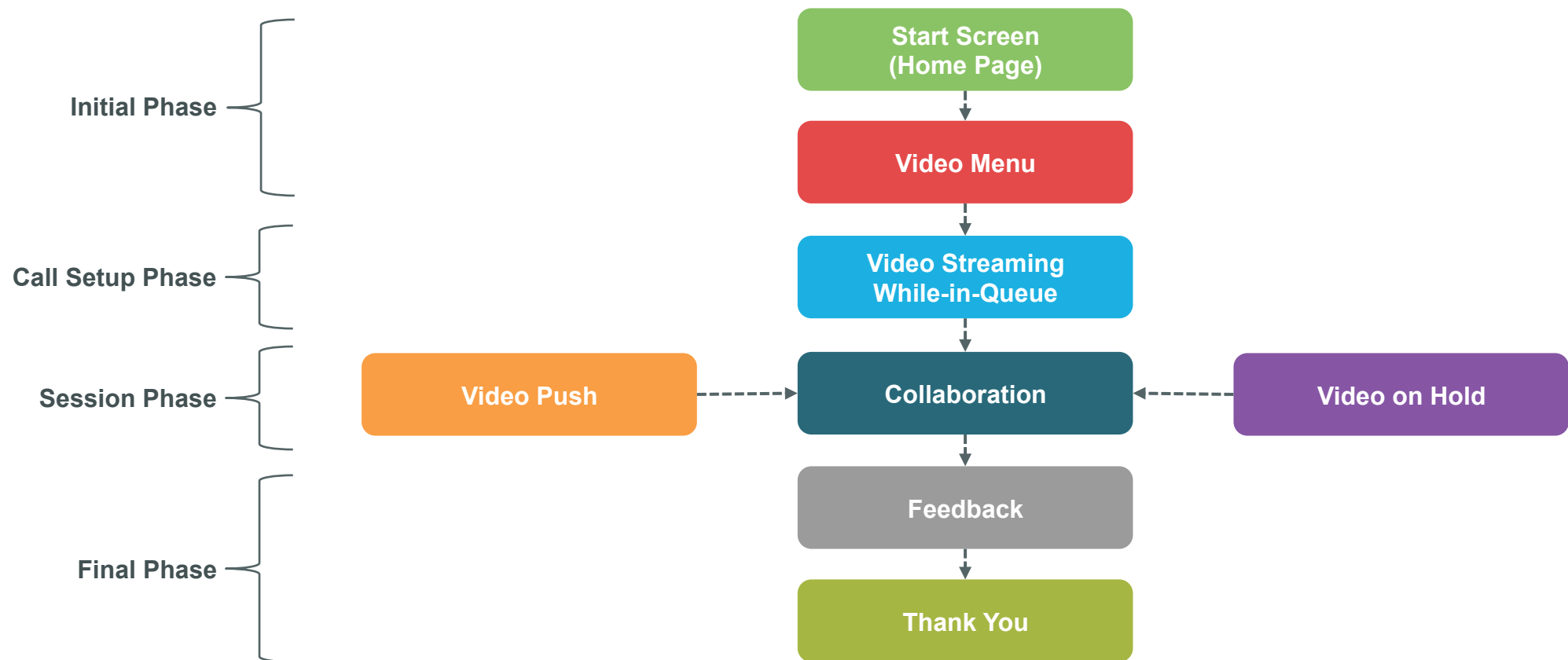
Component	Software Version
Unified Communications Manager	8.5(1) or 8.6(2)
Cisco 4501 MCU	4.2(1.43)
Unified Contact Center Express	8.5
Cisco TelePresence Endpoint	1.8
TC-Series Endpoint	TC 5.0(1)
UC4600	4.120.279
EM	1.5
Unified Contact Center Enterprise	8.5(2)
Customer Voice Portal	8.5(1) ES4
Peripheral Gateway	8.5(2)
TI OS Server	8.5(2)
Cisco Agent Desktop Software (Premium)	8.5



Remote Expert “Brand-able” Work Flows

Customer graphic, font and messaging selections are applied to existing Remote Expert work flows to brand the experience while speeding integration time

Offered as an consultative service or outsourced engagement



Customized Remote Expert Welcome Screen

Welcome screen displayed on RE pod's touch screen

Support for any image and font permitted by WebKit (Google Chrome)
including Flash 10.2 graphics/animations

Banking example shown here



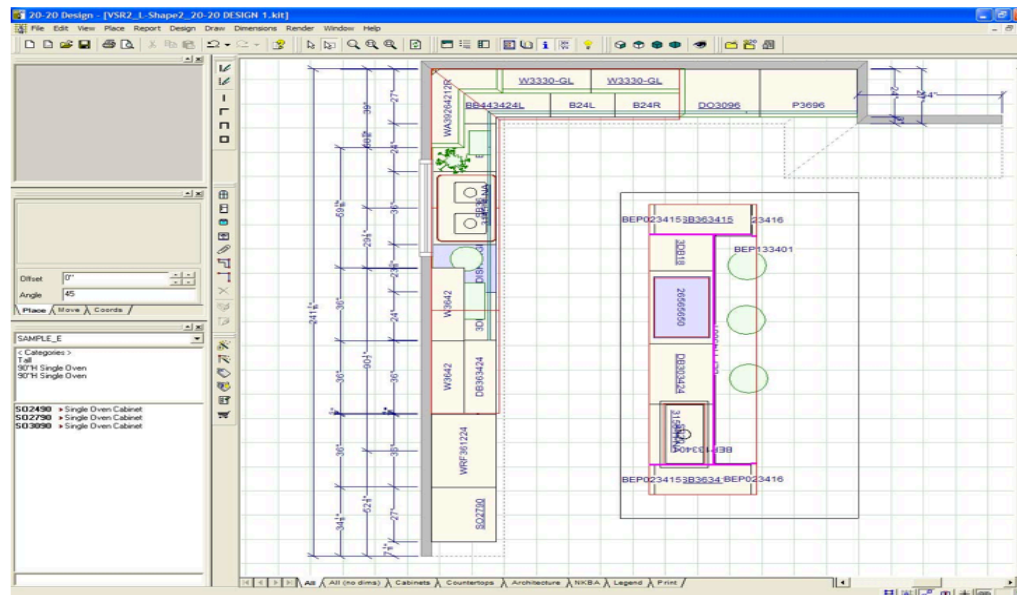
Remote Expert Application Sharing

Share Desktop or individual applications such as the CAD application shown below

Flash-based sharing

Allow customer to control Agent's shared application

Shares without in-store customer having to click or press anything to begin



Remote Expert Agent Desktop

Integrates with Cisco Agent Desktop (CAD)

Loaded inside CAD's built-in browser window

Supported by Contact Center Enterprise and Express

The screenshot displays the Remote Agent Desktop interface, which is a web-based application for managing customer interactions. The interface is divided into several sections:

- Customer Section:** Located on the left, it shows a search bar for "Joe Customer" and a list of notes. A callout bubble labeled "Customer Notes and Transactions" points to this section. The notes table is as follows:

Posted On	Notes	Type
2011/05/25 15:26:18 by sscagent	This is a private note test #1	PRIVATE
2011/05/25 15:26:40 by sscagent	This is a public note test #1	PUBLIC

- Document Section:** Located in the top right, it shows a list of documents. A callout bubble labeled "Document Sharing and Printing to RE Pod" points to this section. The documents are:

Filter:	Document Preview: innovations_02.jpg	Shared Documents		
carpet_clean...		<table border="1"><thead><tr><th>Name</th><th>Status</th></tr></thead><tbody></tbody></table>	Name	Status
Name	Status			

- Video Section:** Located in the bottom right, it shows a list of videos. A callout bubble labeled "Video Sharing to RE Pod" points to this section. The videos are:

Filter:	Video Preview: bathroom	Streaming Videos			
test-stream-1		<table border="1"><thead><tr><th>Name</th><th>Status</th><th>Action</th></tr></thead><tbody></tbody></table>	Name	Status	Action
Name	Status	Action			

Cisco Remote Expert Manager (REM)

Provides control and management for all RE sessions

Orchestrates all expert/client interactions in the branch/store via the Cisco IEC 4602 control point embedded in every RE client-side pod

REM key functional components include:

- RE Administrator Console (REAC)

- RE Agent Desktop (READ)

- RE Interactive applications Controller (REIC)

- RE Session Controller (RESC)

Interfaces with external applications and servers such as

third party CRM's using Web services (SOAP/XML), REST or Java API adapters

Cisco IEC 4602 Data Sheet



Intel Celeron 1.2 GHz Processor

up to 64 GB Storage

ports

Ethernet 10/100/1000 Mbps

Video—HDMI, VGA

USB (4)

WiFi+ Bluetooth

COM

IR Receiver and Transmitter

Audio—Mic IN, Line OUT

Stateless Web OS Platform

Built-in Hardware Acceleration for MPEG2 and H.264

PCBA Form Factor	
Board Size	6.0" × 6.0" (150mm × 150mm)
Board Layer	8 layers HDI
Motherboard Core	
Processor	Intel® Celeron® M Processor ULV 723 (1M Cache, 1.20 GHz, 800 MHz FSB)
North Bridge	Intel 82G545 Express Chipset (GMCH)
South Bridge	Intel 82801IUX-SFF I/O Controller Hub (ICH9M)
Clock Generator	SILEGO SLG85P533V
Memory	
Type	DDR3-800/1066 memory (SO-DIMM Slot)
System Memory Size	1GB
Storage	
Type	SATA socket Disk on module (DOM)
Memory Size	8GB (Support up to 64GB)
BIOS Flash Memory	
Type	FMEM 32Mb 3V MX25L3205DM2I-12G SOP8
Memory Size	32 Mb
Ethernet	
Type	Intel TRANSCEIVER 82567LM
Count	1
Speeds	10/100/1000 Mbps
Connectors	1 × ports RJ45 with transformer

Video	
Onboard	GS45 HDMI GS45 RGB
Connectors	1 × HDMI Port 1 × VGA Port
USB	
Type	USB 2.0 controller
Connectors	2 × Right USB A type 2 × Back USB A type 1 × Front USB A type
WiFi+Bluetooth	
Type	USI 802.11g+BT Coexistence Wireless Model No. HMC-GB-BR-01
Count	1
Speed	802.11 b/g, Bluetooth V2.1+EDR
Left I/O	
COM	1 × 3.5 mm Phone Jack Type
IR Extension	1 × 1 IR Extension Cable
Audio	1 × Audio Port (MIC-in) 1 × Audio Port (Line-out)
USB	1 × USB two stack connector
Back I/O	
DC Jack	1 × 12V DC in connector
Video	1 × VGA Port 1 × HDMI Port
Ethernet	1 × RJ45 Connector with Dual LEDs
USB	1 × USB two stack connector
Front I/O	
LED	1 × Green LED 1 × Red LED
IR Receiver	1 × Build in IR Receiver
USB	1 × USB Connector (for pre-install dev)
Right I/O	
Button	1 × Power On/Off Button (With soft/hard power option) 1 × Reset Button
Power	
CPU VR	Intel Mobile Voltage Positioning (Intel MVP6) Structure
Adaptor	12V @ 4A (48 Watt)

Remote Expert Services Overview



Plan

- Assessment (Business Video, Unified Communications and Contact Center)
- Remote Expert Whole Offer-Level Design
- Strategy and Planning
- Business Transformation
- XaaS Discovery and Planning



Build

- Whole Offer-Level Deployment (Cisco and Third-Party)
- Technology Migration
- Whole Offer Validation
- XaaS Transition



Run

- Optimization
- Infrastructure Management
- Application and IT Management
- Software Applications
- Day-2 Support

Allied Services for Remote Expert
Solution-Level Support



References

Remote Expert

<http://www.cisco.com/go/remotexpert>

Cisco Solutions

<http://www.cisco.com/en/US/netsol/index.html>

Otázky a odpovědi

Zodpovíme též v “Ptali jste se” v sále LEO v 17:45 – 18:30

e-mail: connect-cz@cisco.com

Prosíme, ohodnotte
tuto přednášku.

Děkujeme za pozornost.



For larger statements and quotes, use this slide layout to format the long references in all of your presentations.”

Source Name Placement

Bullet slide title

This is an example of a bullet slide

This is where all the second level information goes

Here is another bullet point

Hyperlink: www.cisco.com

First level bullets are 22 point and use a bullet point

Second level bullets are 18 pts in size

It's important to keep consistency

Use **highlight color** when emphasizing words, do not italicize

Two Column Grid Left

You can use two column grid for laying out slides with more than one message

Two columns can also be used when comparing two sets of data or information

Text color can be manually changed to different shades of color to mimic the gradient effect

Two Column Grid Right

You can use two column grid for laying out slides with more than one message

Two columns can also be used when comparing two sets of data or information

Left and right columns can be different colors

Column One

Sample text placed here to see how each level of information will be displayed in the final template

If you want to colorize the text, you can select a new color from the palette to fill it with

Column Two

Sample text placed here to see how each level of information will be displayed in the final template

If you want to colorize the text, you can select a new color from the palette to fill it with

Column Three

Sample text placed here to see how each level of information will be displayed in the final template

If you want to colorize the text, you can select a new color from the palette to fill it with

Pull Quote Style

This is an example of a bullet
slide with a pull quote

This is where all the second level
information goes

This is another bullet point

First level bullets are 22 point
and use a bullet point

Second level bullets are 18 pts in size

It's important to keep consistency

Product Shot or Program

Sample text goes here and can wrap
to accommodate more lines of
information

