COL1
Nástroje pro spolupráci (Collaboration)

Jaroslav Martan, CSE, CCIE #5871, e-mail/im: jmartan@cisco.com, video: jmartan@jabber.com

Jiří Šolc, Collaboration Team Leader, ICZ, e-mail/im: jiri.solc@i.cz, video: jiri.solc@jabber.com

© 2011 Cisco and/or its affiliates. All rights reserved.

Prosíme, ptejte se nás

- Twitter www.twitter.com/CiscoCZ
- Talk2cisco www.talk2cisco.cz/dotazy
- SMS 721 994 600

© 2011 Cisco and/or its affiliates. All rights reserved.

What is Collaboration?

© 2011 Cisco and/or its affiliates. All rights reserved.

One to one

One to many

Many to many

Cisco Collaboration Applications

Jabber

Rich, Real-Time Communications

One-one; One-to-few
Real-time

WebEx

Virtual Meetings

One-to-many Group
Real-time

Quad

Social Collaboration

Many-to-many
Real-time and asynchronous

© 2011 Cisco and/or its affiliates. All rights reserved.

Agenda

- Market Trends
- Product/Solution Highlights
  - Jabber Clients
  - Webex 11

© 2011 Cisco and/or its affiliates. All rights reserved.

Market Trends:

Mobile, Social, Visual, Virtual

© 2011 Cisco and/or its affiliates. All rights reserved.

Mobile Productivity Enablement

Opportunity to accelerate competitive advantage

© 2011 Cisco and/or its affiliates. All rights reserved.

Customer Collaboration

Employee Collaboration

The Enterprise Becomes Social

But need to balance personal productivity with enterprise-class control

© 2011 Cisco and/or its affiliates. All rights reserved.

Across all Devices

Any Time and Place

Video Becomes Pervasive...

But poor experiences can result from incompatible systems and poor media handling

© 2011 Cisco and/or its affiliates. All rights reserved.

The Rise of Cloud Computing...

Challenging to provide rich media and consistent experience across hosting models

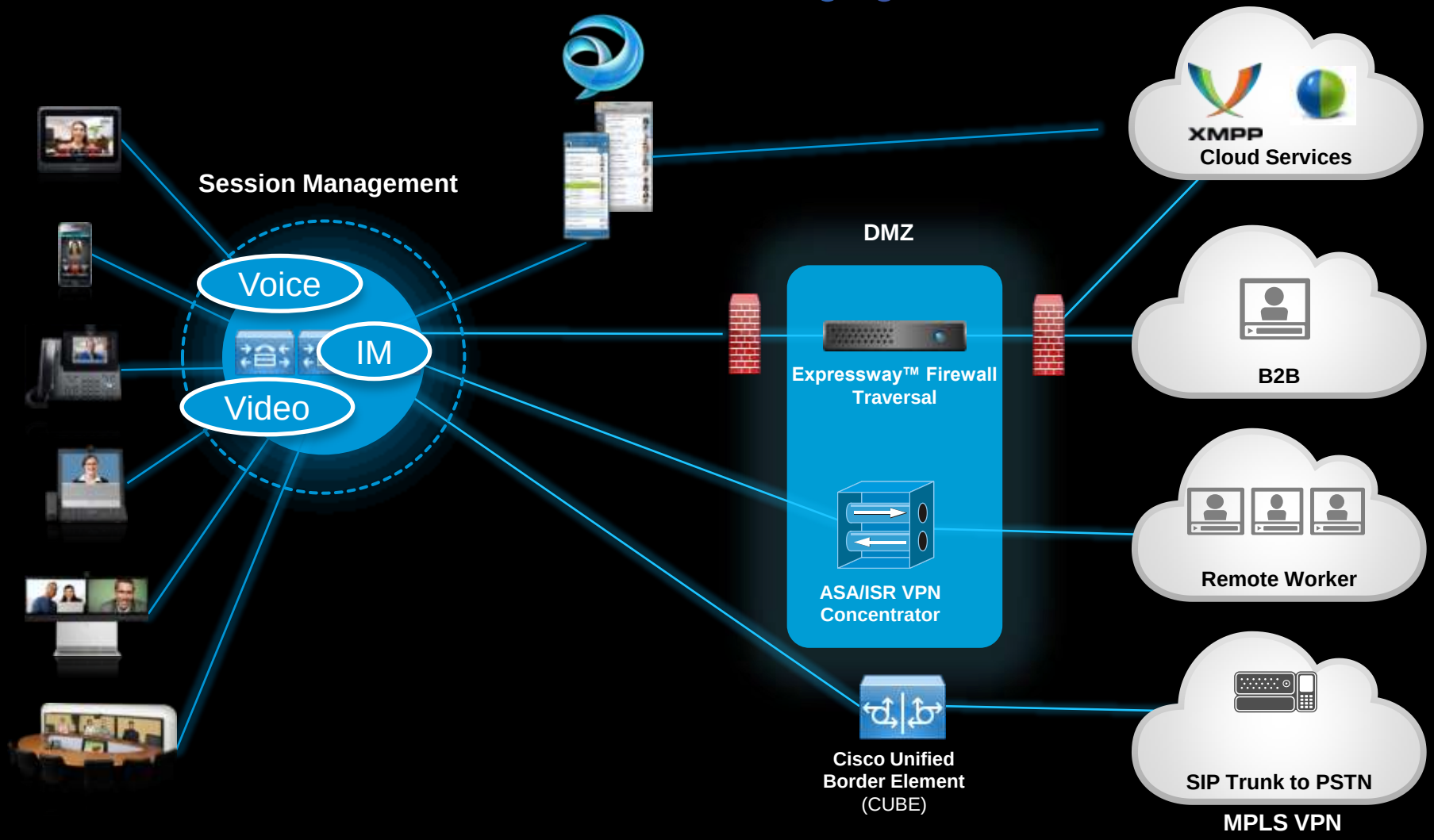
© 2011 Cisco and/or its affiliates. All rights reserved.

Call Control (Session Management)

© 2011 Cisco and/or its affiliates. All rights reserved.

Session Management

Unified for Voice, Video and Instant Messaging/Presence



© 2011 Cisco and/or its affiliates. All rights reserved.

Mobile
- Jabber Clients

© 2011 Cisco and/or its affiliates. All rights reserved.

Best Experience Across PC, Tablet and Phone

Addressing Needs of Post-PC Workspace

PC
Win OS Mac OS

Tablet
iPad Cius Samsung

Phone
iPhone Android
Blackberry Symbian

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

© 2011 Cisco and/or its affiliates. All rights reserved.

Cisco Jabber Clients

Jabber Product Portfolio

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

© 2011 Cisco and/or its affiliates. All rights reserved.

Demo

© 2011 Cisco and/or its affiliates. All rights reserved.

Cisco Unified Personal Communicator / Cisco Jabber
Microsoft Office 2010 Integration

Microsoft Outlook 2010

Cisco Presence Light-ups

Cisco Click to IM/Call

© 2011 Cisco and/or its affiliates. All rights reserved.

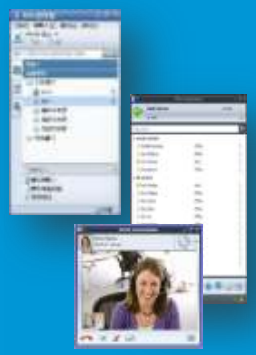
Technologies

- Client Services Framework
- Precision Video Engine
- Desktop Collabration – Webex, BFCP
- Secure Connect

© 2011 Cisco and/or its affiliates. All rights reserved.

UC Services across Devices

Hard Endpoints	Mobile	UC Clients	Integrations & SDKS	Web UC & Quad	Virtualization UC Media



Web UC SDK

Android UI | Mac/IOS UI | Windows UI

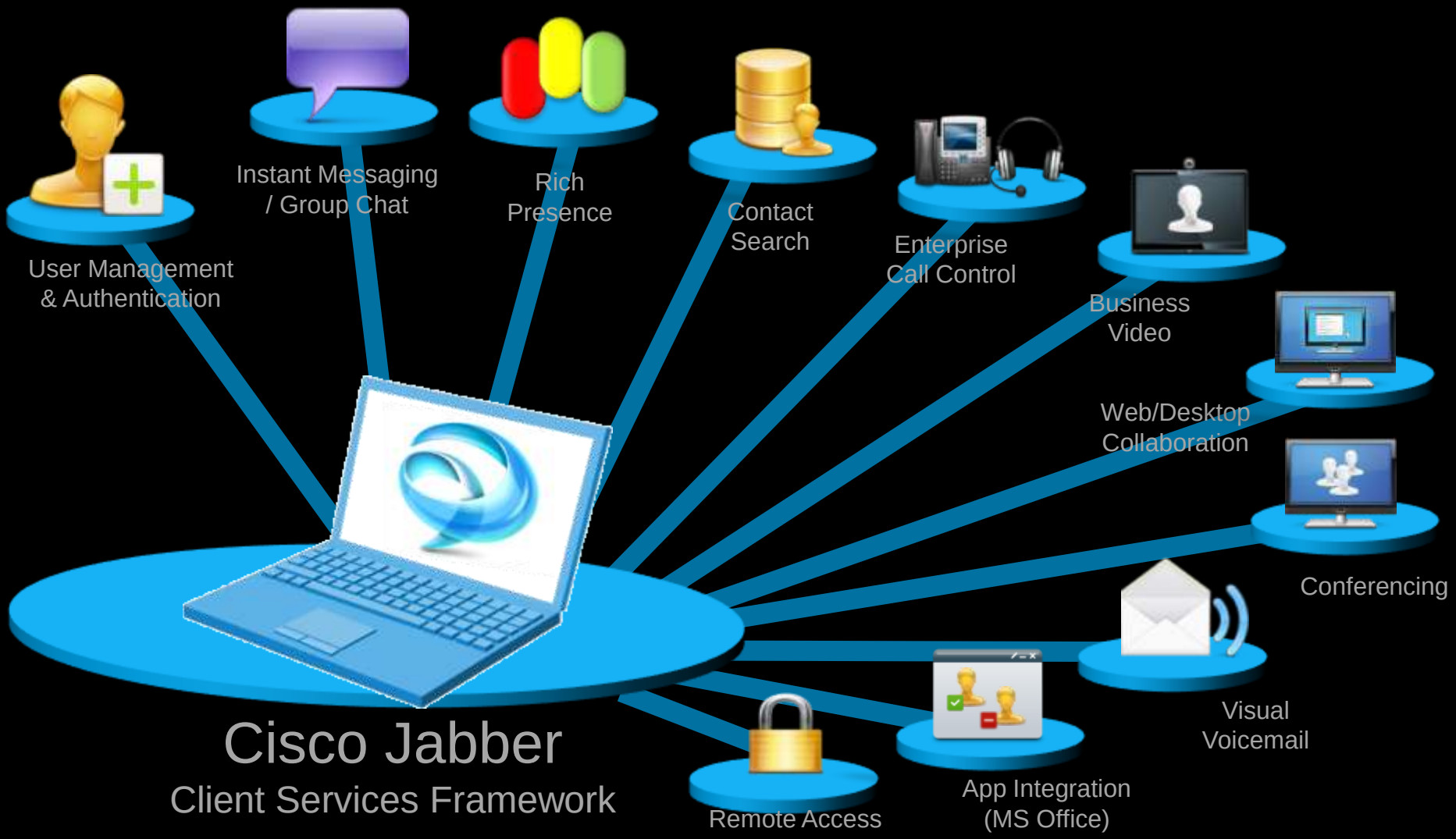
DHTML / HTML5

Client Services Framework (CSF)

© 2011 Cisco and/or its affiliates. All rights reserved.

Cisco Jabber Technologies

Client Services Framework



© 2011 Cisco and/or its affiliates. All rights reserved.

Precision Video Engine

© 2011 Cisco and/or its affiliates. All rights reserved.

Cisco Jabber Technologies

The Cisco Precision Video Engine (PVE)

- Precision Video Engine is H.264 AVC standard based Media library designed to handle voice and video related tasks
- Originally developed by Tandberg and currently used in the Movi product.
- Highly efficient – dual-core CPU can handle HD video call
- Provides full HD interoperability between Jabber desktop clients and TelePresence.
- PVE also provides audio codecs G.711a/u, G.722, G.729a, iLBC (and subject to change AAC-LD, G.722.1)

© 2011 Cisco and/or its affiliates. All rights reserved.

Desktop Sharing

© 2011 Cisco and/or its affiliates. All rights reserved.

Cisco Jabber (for Windows) Technologies

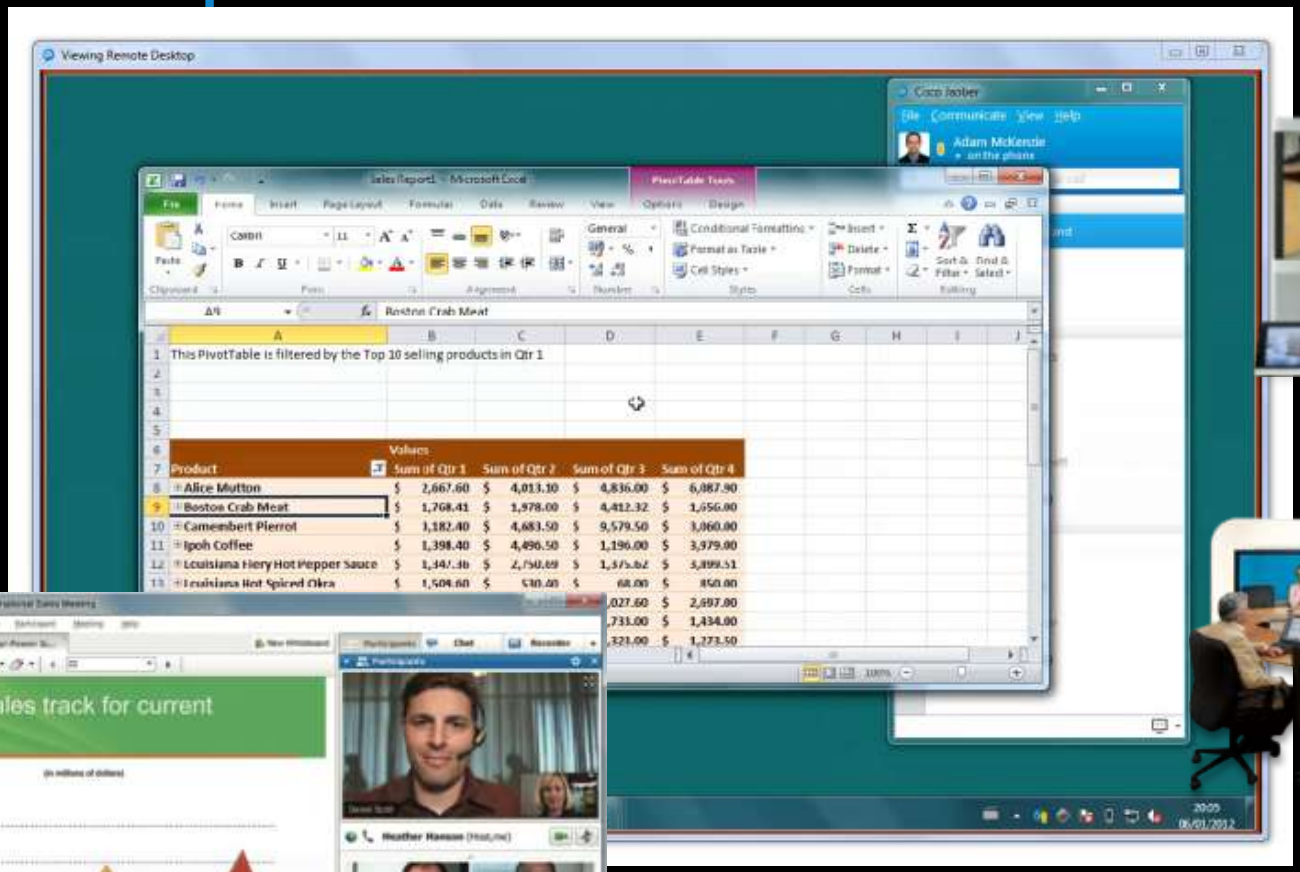
Video Desktop Share

- Video desktop share is based on the BFCP standard.
- Video Desktop share allows you to share your desktop not only with other Jabber clients but also TelePresence systems and rooms.

© 2011 Cisco and/or its affiliates. All rights reserved.

Cisco Jabber Technologies

Desktop Collaboration



- Video desktop share providing cross device interoperability to TelePresence
- WebEx Meeting Center for full collaboration experience

© 2011 Cisco and/or its affiliates. All rights reserved.

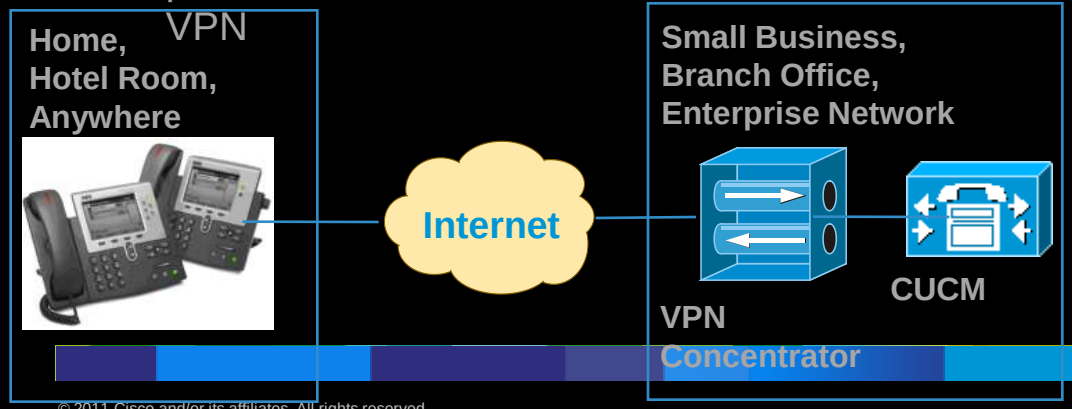
Secure Connect

© 2011 Cisco and/or its affiliates. All rights reserved.

VPN Client for IP Phones

- **Easy to Deploy** – All settings configured via CUCM administration
- **Easy to Use** – After configuring the phone within the Enterprise, user takes it home and plugs in into their broadband router for instant connectivity. No difficult menus to traverse.
- **Easy to Manage** – Phone can receive firmware updates and configuration changes remotely
- **Secure** – VPN tunnel only applies to voice and IP phone services. PC connected to PC port responsible for authenticating and establishing own tunnel with VPN client software
- **VXI Integration** – the VPN can be used by the Cisco integrated VXI client for 99xx and 8961 phones, other devices have to create their own VPN

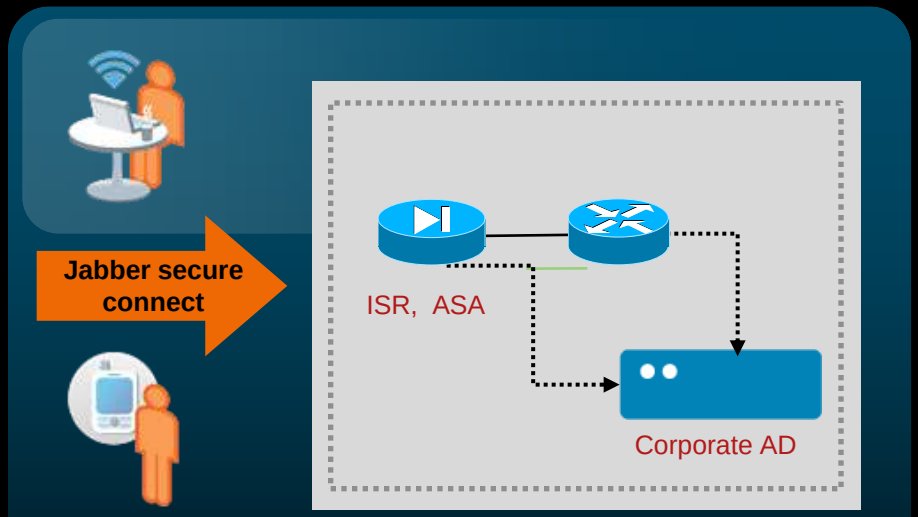
Cisco VPN Client	
Endpoint support	▪ SCCP: 7942,7945,7962,7965,7975 ▪ SIP: 8961, 9951, 9971 ▪ IPv4 Only
Deployment mode	▪ IP Phone Remote Access
Services secured	▪ Voice ▪ Data (Phone Services)
Licenses	▪ VPN Premium License ▪ No special license on CUCM
VPN Concentrators	▪ Cisco ASA 5500 Series ▪ Cisco ISR with IOS SSL VPN
Encryption Technology	▪ Secure Socket Layer (SSL)
Deployment Considerations	▪ No additional hardware needed at remote location other than IP Phone ▪ Concurrently running IP Phone Services Reduced When Enabled (i.e. no midlets)



© 2011 Cisco and/or its affiliates. All rights reserved.

Benefits of Secure Connect
Administrative Simplicity

- Jabber app integrates secure connect
- Backend scales with multiple Jabber applications
- Coexists with Cisco AnyConnect
- Utilizes highly secure, scalable and redundant Cisco infrastructure
- Common licensing, security design, policy and user management for AnyConnect & Jabber secure connect



© 2011 Cisco and/or its affiliates. All rights reserved.

Benefits of secure connect
Common Cisco Remote Access Infrastructure

Choice

Diverse Endpoint Support

AnyConnect Mobile Client or Cisco Jabber

Security

Security Integrated into the network

Experience

Always-on Intelligent Connection

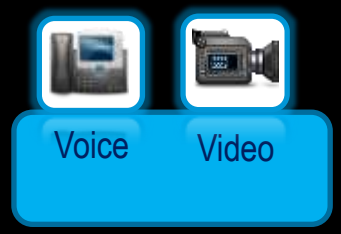
© 2011 Cisco and/or its affiliates. All rights reserved.

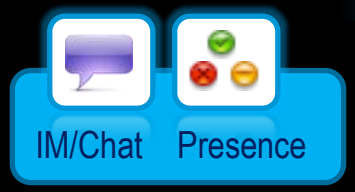
Jabber SDK

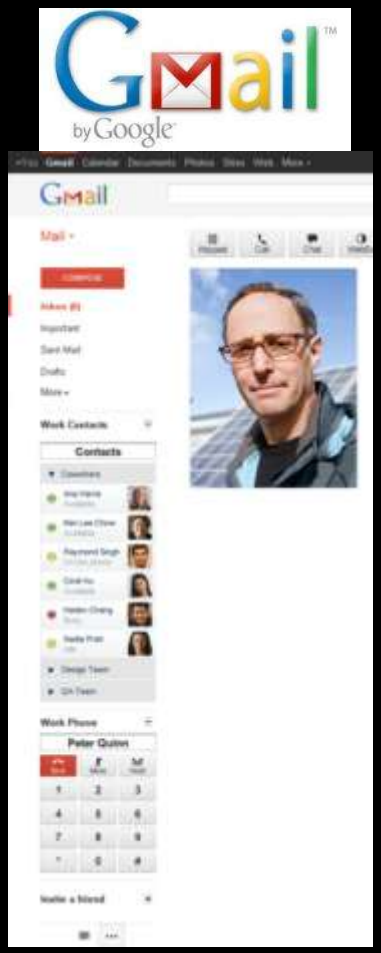
© 2011 Cisco and/or its affiliates. All rights reserved.

Cisco Jabber Web SDK

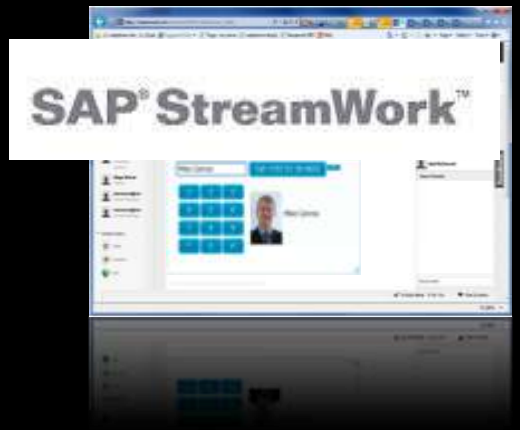
SDK to Collaboration-Enable Web Applications







Easily add collaboration to web applications and business processes

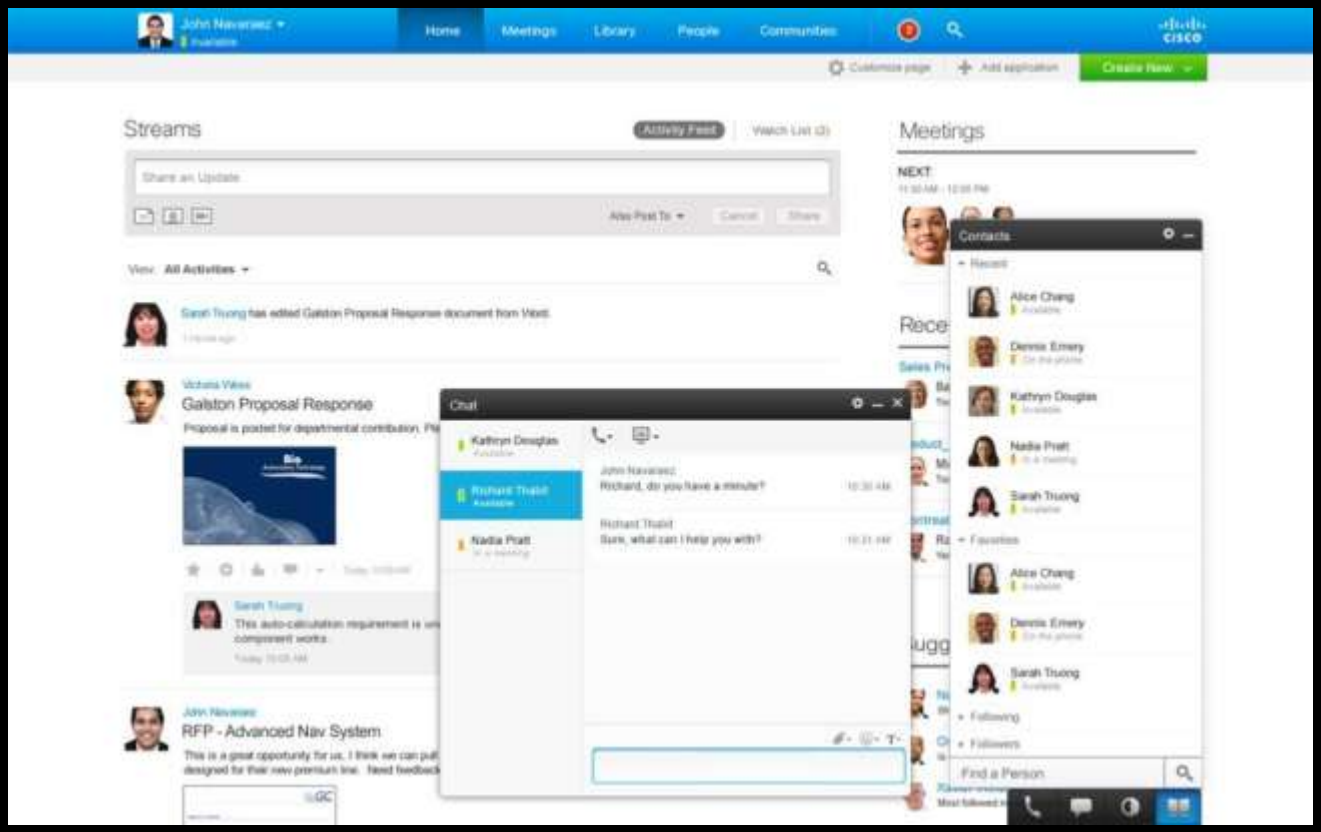


Extend collaboration to cloud-based applications
(firewall / VPN session required)

© 2011 Cisco and/or its affiliates. All rights reserved.

Completed Integration: Pervasive Cisco UC Enterprise Social Software Application

- Cisco QUAD uses the Jabber SDK APIs!
  - Real-time Collaboration
  - Non-real-time blogs, posts, discussions
- User Capabilities
  - View presence
  - Click 2 call
  - Click 2 IM
  - Click 2 Webex
  - Click 2 Video* (1H2012)
- User Interface
  - Contact Name Card
  - UC barlet



UC function exposed in contact card and barlet

Chat Call Webex

QUAD Flash Demo: http://www.cisco.com/assets/prod/col/vid/quad-comm.mp4

© 2011 Cisco and/or its affiliates. All rights reserved.

Use Case: Cisco UC enabled Corporate Directory Portal

- **Jabber SDK APIs: XMPP (CAXL), Web Phone (AJAX), Video* (PVE)**
  - Compelling search and connect : real-time collaboration within corporate directories
  - User Capabilities: Presence, Click 2 Call / IM / WebEx today, Click 2 Video* (1H2012)

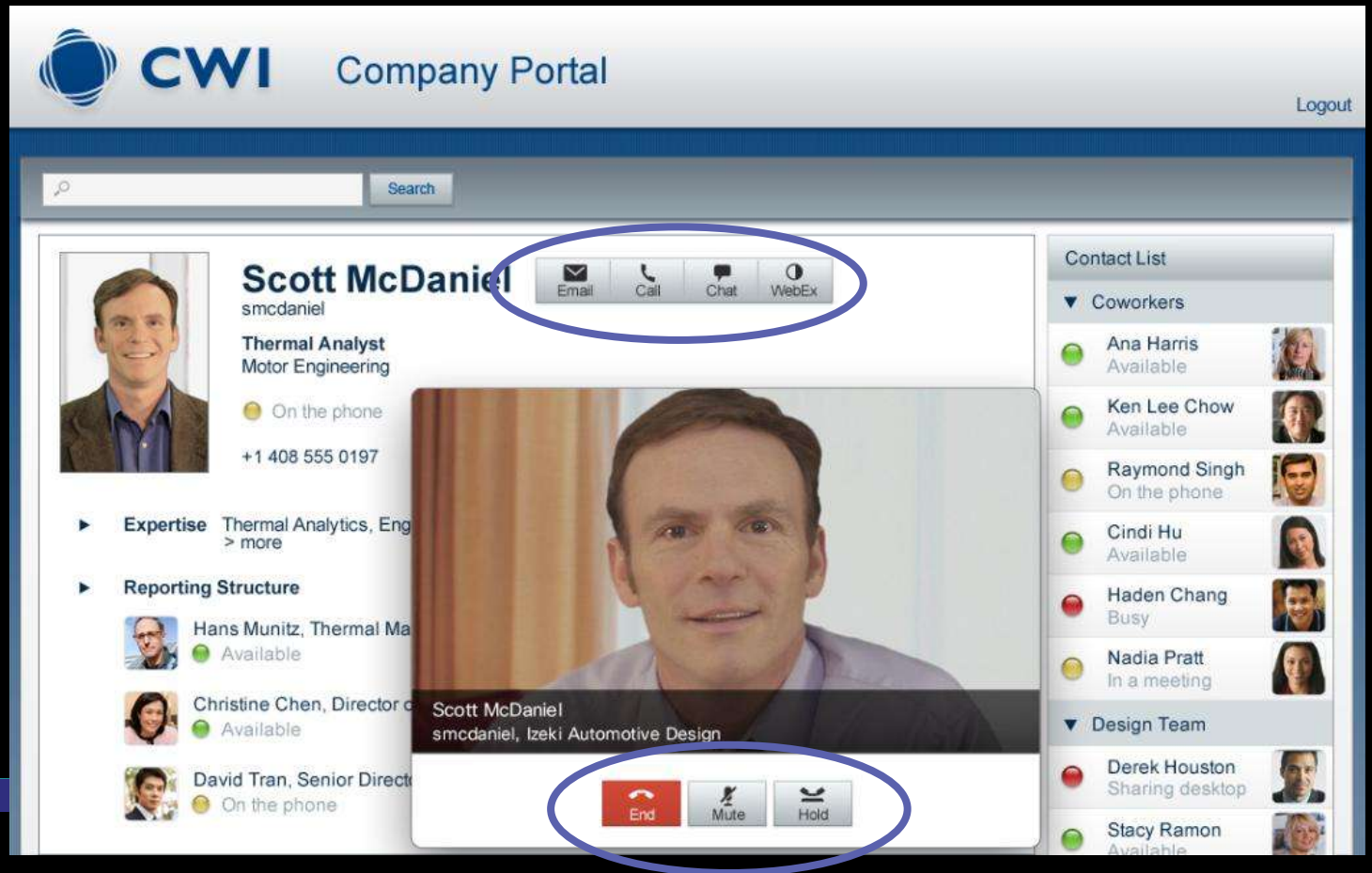
Presence enabled

IM / Chat enabled

Click 2 WebEx enabled

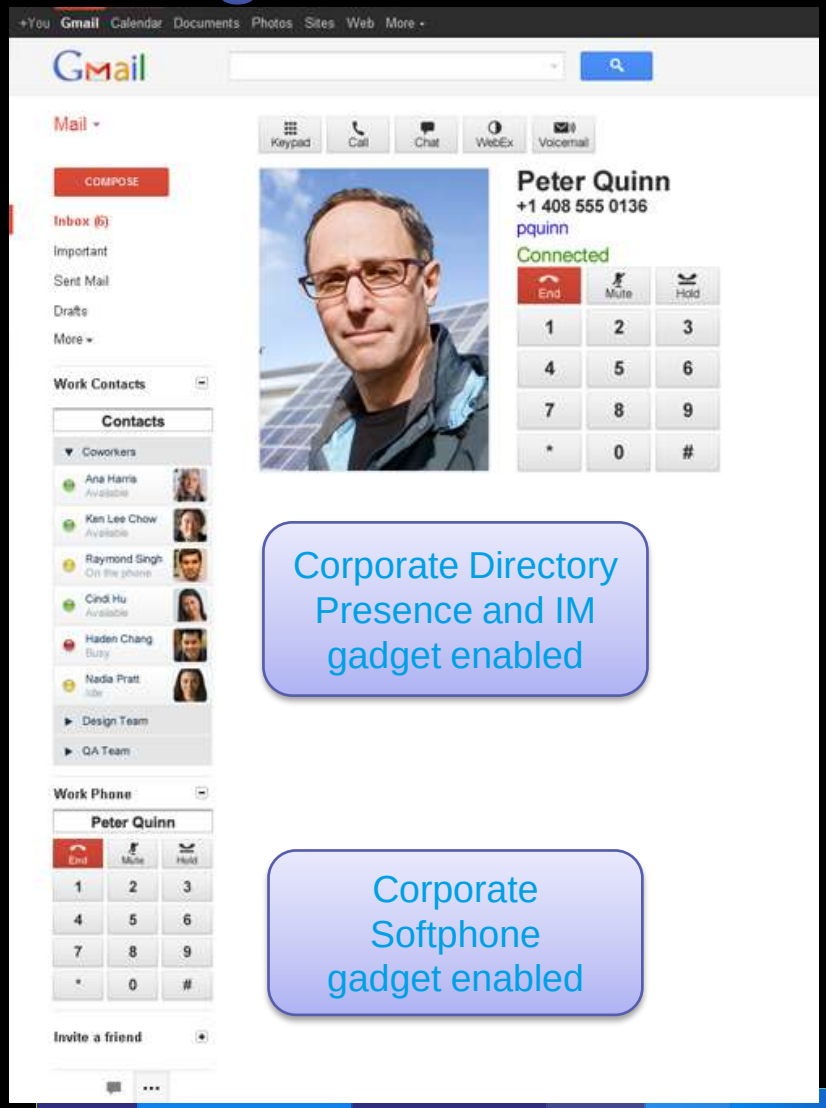
Click 2 Call enabled

Click 2 Video* enabled



© 2011 Cisco and/or its affiliates. All rights reserved.

Use Case: Jabber SDK with Gmail Gadgets



- Cisco UC Enable Gmail and Google Apps for Business
- Cisco Jabber APIs
  - Web Softphone (AJAX)
  - IM / Presence (CAXL)
- User Capabilities
  - View Presence
  - Click 2 IM
  - Click 2 Call
- Deployment Requirement
  - Corporate VPN active session
- Flash Demo: Completed Integration
  - http://www.youtube.com/watch?v=pIGyEubjBrU

© 2011 Cisco and/or its affiliates. All rights reserved.

Why Cisco Jabber?

- Highly interoperable
  - standards-based signaling and transport
  - communication to any standards-based vendor
- Secure Connect
- Multi-platform – Windows, Mac, iOS, Android
- Collaboration hub
  - IM+Presence
  - Voice+Video
  - Webex
  - Web
  - Voicemail
- Performance
  - optimized HD video engine (PVE)
  - memory footprint ~20MB

© 2011 Cisco and/or its affiliates. All rights reserved.

Jabber IM+Presence is Free

- For all CUCM 7.1+ customers
- Includes:
  - CUP server license(s)
  - IM+Presence client licenses
  - Jabber client for any device
- All users are covered, all their devices. E.g. customer has 200 IP phones but 2000 users – all 2000 users get Jabber IM/P for free

© 2011 Cisco and/or its affiliates. All rights reserved.

Social

- Quad (Enterprise Social Software)

© 2011 Cisco and/or its affiliates. All rights reserved.

Social Collaboration for The Enterprise

- Personalized, Integrated Experience
- Knowledge Sharing Made Easy: Create, Share & Monitor Information & Expertise Across Your Organization
- Collaborate Cross-Functionally In Virtual Communities
- Search for People, Information & Communities to Find Answers Faster
- Participate anytime, from anywhere via mobile apps for iPhone, iPad, Cius

© 2011 Cisco and/or its affiliates. All rights reserved.

Visual
- TelePresence
- Jabber Video

© 2011 Cisco and/or its affiliates. All rights reserved.

Cisco TelePresence MX300 and MX200

Team Telepresence for your everyday meetings

TelePresence Touch screen - So simple

- A glide of the finger to make and manage calls with Cisco TelePresence touch screen
- Intuitive control with clear, context-sensitive functions

Cisco TelePresence endpoints

Immersive

3000 SERIES

3010

3210

T3 and T3 Custom

Active Collaboration Room

1300 SERIES

1300-65
1300-47

Multipurpose

1100 SERIES

PROFILE SERIES

Profile
65 /52 /42

Profile
Dual 65 /52

Personal

500 SERIES

500-37

500-32

EX SERIES

EX60/90

Jabber Video

Solution Platforms

INTEGRATORS

C90
C60
C40

QUICK SETS

C20
Quick
Set

VERTICALS

Healthcare

Education

TelePresence Extensions

IP VIDEO TELEPHONY

E20
Cius

COLLABORATION

WebEx
OneTouch

© 2011 Cisco and/or its affiliates. All rights reserved.

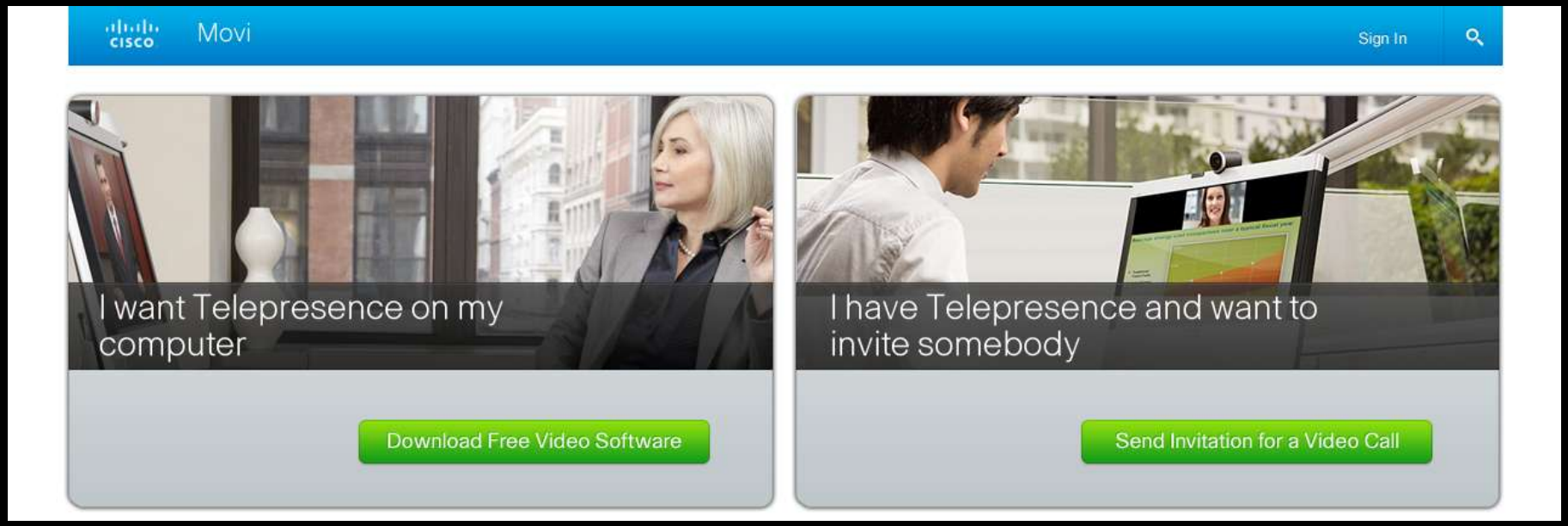
Cisco Jabber Video for TelePresence (Beta)

Free mobile video extends TelePresence to smaller partners or vendors

- Mobile video that is a free, simple download to your computer
- High quality video that uses the Jabber video solution and Callway backbone
- Easily accessible and complements existing TelePresence roll-outs
- Available as a Beta trial

© 2011 Cisco and/or its affiliates. All rights reserved.

How it works



- On http://www.ciscojabbervideo.com, users can create an account, download the client or send an invite to someone else.
- Sign up is simple – and takes under 5 minutes
  - Quick form to fill out
  - Create a new user login
- Cisco Free Client uses the Callway cloud and the video address will be userID@jabber.com

© 2011 Cisco and/or its affiliates. All rights reserved.

Demo

© 2011 Cisco and/or its affiliates. All rights reserved.

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

© 2011 Cisco and/or its affiliates. All rights reserved.

Virtualization Experience Clients (VXC)

Zero Clients	Zero Clients	Software Appliance	Thin Client	Enterprise Tablet
VXC 2100 Series	VXC 2200 Series	VXC 4000	VXC 6215	Cisco Cius
Shipping	Shipping	Available Q4CY11	Available Q1CY12	Shipping

Recent additions to the Virtualization Experience Clients (VXC) portfolio

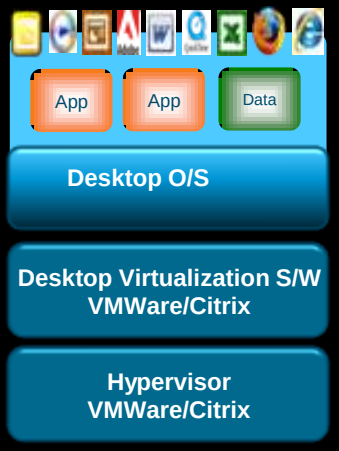
© 2011 Cisco and/or its affiliates. All rights reserved.

Rich Media UE restored by VXC 6215/4000&VXI

- Video & Voice Support
- Linux based endpoint
- Monitors
  Single:2560x1600
  Dual:1920x1200
- No PoE

End User

VXC 6215



Signalling

ICA

Unified CM and Unified Presence Server

Connection Broker

VM VM VM VM VM

- Software Appliance on XP and Windows 7
- **Voice Support only**
- Enables VXI Collaboration for refurbished PCs

VXC 4000

Signalling

PCoIP, ICA/RDP

Data Center

Media Flow outside of Display Protocol

© 2011 Cisco and/or its affiliates. All rights reserved.

Webex 11

© 2011 Cisco and/or its affiliates. All rights reserved.

What Does Your Meeting Process Look Like Today?

BEFORE

DURING

AFTER

© 2011 Cisco and/or its affiliates. All rights reserved.

Demo

© 2011 Cisco and/or its affiliates. All rights reserved.

Webex Public Beta

- http://meetings.webex.com

© 2011 Cisco and/or its affiliates. All rights reserved.

Summary

- Market Trends
  - Mobile, Social, Visual, Virtual
- Broad Collaboration Portfolio – meet the Post-PC user demands
  - Jabber Clients
  - TelePresence & Video Conferencing
  - Single Session Management
  - VXI
  - UC on UCS
  - Webex
- Free
  - Jabber for Everyone (on premise)
  - Jabber Video for TelePresence (cloud service)
  - Webex for 3 participants

© 2011 Cisco and/or its affiliates. All rights reserved.

Otázky a odpovědi

- Twitter www.twitter.com/CiscoCZ
- Talk2Cisco www.talk2cisco.cz/dotazy
- SMS 721 994 600

- Zveme Vás na **Ptali jste se…** v sále **LEO**
  1.den 17:45 – 18:30
  2.den 16:30 – 17:00

© 2011 Cisco and/or its affiliates. All rights reserved.

COL1

Prosíme, ohodnoťte tuto přednášku.

© 2011 Cisco and/or its affiliates. All rights reserved.

Thank you.