

# Cisco Collaboration

## Den fremtidig kommunikationsplatform til din virksomhed

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# Who is your customers and employees



Traditionalist

- Conformity
- Stability
- Upward mobility
- Security
- Economic success

Born 1928–1945



Boomer

- Personal and social expression
- Idealism
- Health and wellness
- Youth

Born 1946–1964/5



Generation X

- Free agency and independence
- Street-smarts
- Friendship
- Cynicism

Born 1965/6–1980



Generation Y

- Hope about future
- Collaboration
- Social activism
- Tolerance for diversity
- Family centricity

Born 1980–2000

Source: Based in part on “Meeting the Challenges of Tomorrow’s Workplace,” CEO Magazine, 2005

# Generation ?



t connected

Who's on Facebook?  
Find your Friends

Who's not on Facebook?  
Invite them now

Who's here because of  
Track your invitations

Connect on the go  
Try Facebook mobile



- sup boy?
- chillen, how was the new job?
- sleepy.. working late

**LinkedIn** Account Type: Basic

Home Profile Contacts Groups Jobs Inbox 9 Con

**Welcome, Christian! See who you already know on LinkedIn.**

Searching your email contacts is the quickest way to build your network.

Your email:  Password  **Find People**

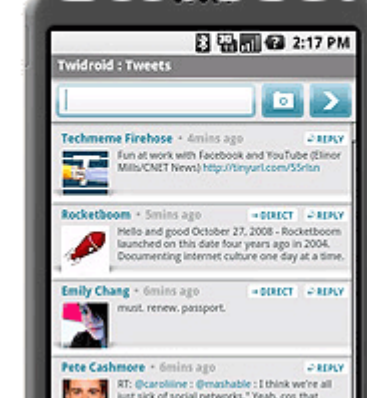
We will not store your password or email anyone without your permission.

Share an update

[Attach a link](#) [Share](#)

**LinkedIn Today:** See all Top Headlines for You

- Gartner: 10 key IT trends for 2012
- More Than Facebook: The Time Is Right For Social Business
- Google Maps to charge for usage



**Google Talk** Inbox | Settings

Google talk BETA

● Joe Available

● Anne Smile!

● Ellie

● Harper

● Rachel

● Tate

● Jill

● Leah

**Call Anne**

Email End Call

Mute

Anne: Smile!

Anne: I heard a rumor they're building an IM/voice service

Joe: I'll believe it when I see it

Anne: You can hear it... Call me!

Calling Anne at 4:07 PM on Wednesday

# Cisco WebEx App

- Downloaded 500.000+ for Iphone
- Downloaded 300.000+ for Ipad
- Downloaded 100.000+ for Android
- Over 23 mill. WebEx attendees pr. month
- Over 6 million meetings hosted per month

## The Power of Meetings to Collaborate

**Business-savvy.**

**Bloomberg**  
Free • Staying on top of the world's markets is easier when you have the most respected source for financial news and expert analysis right in your pocket.

**The Economist**  
Free • The magazine the world's opinion leaders rely on is now at your fingertips. Read or listen to highlights of economic and business news and analysis, with a uniquely global perspective.

**Cisco WebEx**  
Free • Join secure online meetings, right from your phone. View presentations with live notations while conferenced in with your team, so anywhere you are, everyone's on the same page.

**Oracle BI**  
Free • Access real-time data from your Oracle Business Intelligence software anytime, anywhere. From enterprise reports to KPIs, this powerful tool keeps you current in or out of the office.

**iWork**  
\$9.99 each • Numbers, Pages and Keynote Now you can take the most productive way to create impressive spreadsheets, documents and presentations wherever you go.

iPhone loves business. With over 425,000 apps, the best phone for apps just keeps getting better.

iPhone 4

# Transitioning to a Post-PC World

New choices at every layer of the Traditional Stack

## PC World

## Post-PC World

Applications



Google docs



Client OS



symbian OS



Server Architecture



Devices



# The New Collaborative Workspace

People Centric:  
Mobile, Social, Visual, Virtual



# Your thoughts ?

I want Cisco and  
Sametime to work  
together

I want Office and  
Exchange to work with  
Cisco call control and  
video

I want UC capabilities  
available in desktop  
applications and on mobile  
devices

I want an intuitive user  
experience and a low  
TCO



# The Story Starts with the World's Most Popular Unified Communications Platform

Deliver Consistent Services to Employees, Whether They Work on the Main Campus, at Branch Offices, or Remotely



Cisco Unified  
Communications  
Manager

1

## Voice and Video Call Processing

Enterprise-class unified voice and video call management

2

## Collaboration Application Environment

IM/Presences, Enterprise Social Software, Contact Center, Voicemail and Mobility

3

## Business to Business

Secure intercompany collaboration, intra and intercompany

4

## Choice of Endpoints and Devices

From IP Phones to Mobile Devices to Video Experiences

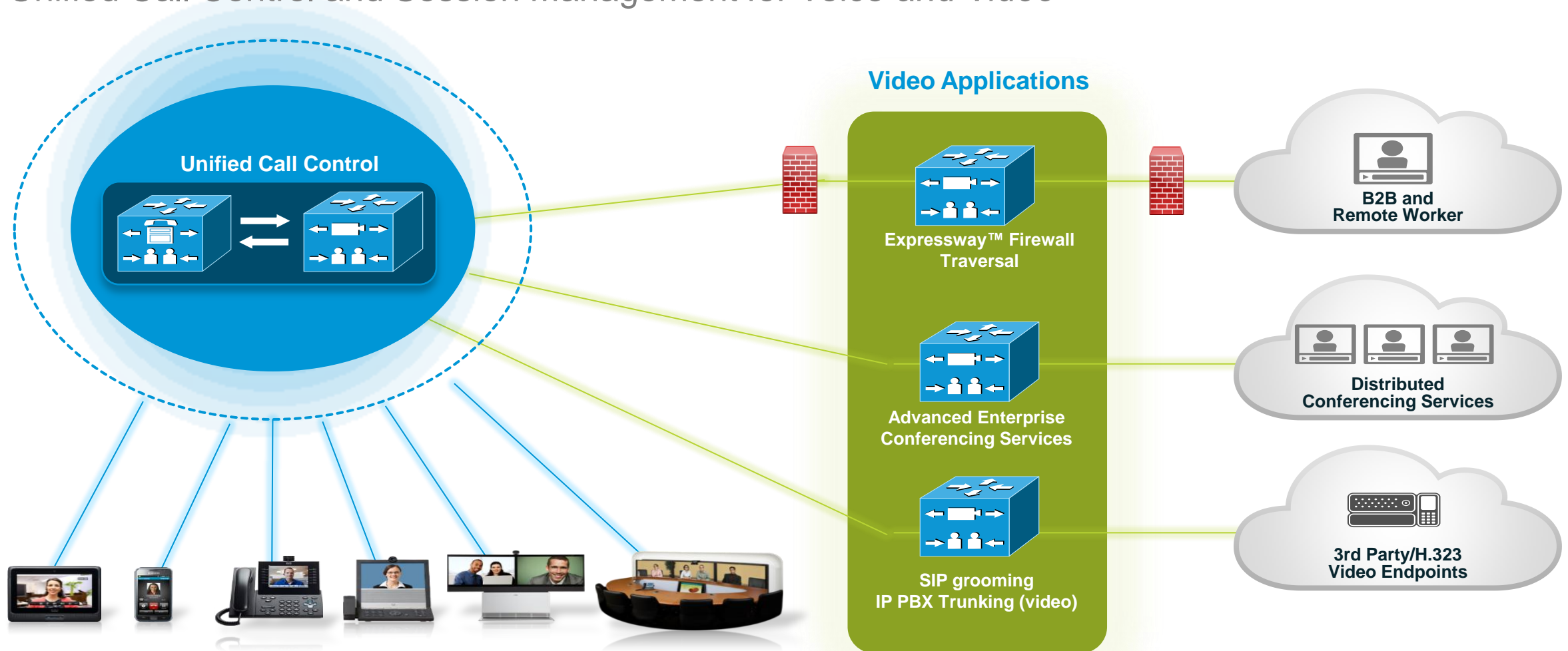
5

## Management

Integrated tools for intelligent administration & user support

# ...Now the Standard for Video

Unified Call Control and Session Management for Voice *and* Video



# Cisco Jabber – Desktop

The screenshot shows the Cisco Jabber desktop application interface. On the left, a window titled "Cisco Jabber" displays a contact list with names like Cindy Smith, Andy Adams, and Robert Young. In the center, a window titled "Brad Mortiz" shows a list of contacts categorized by "Project Team" and "Sales Team". A video call window is visible at the bottom, showing a man's face. A blue speech bubble logo is positioned to the right of the contact lists.

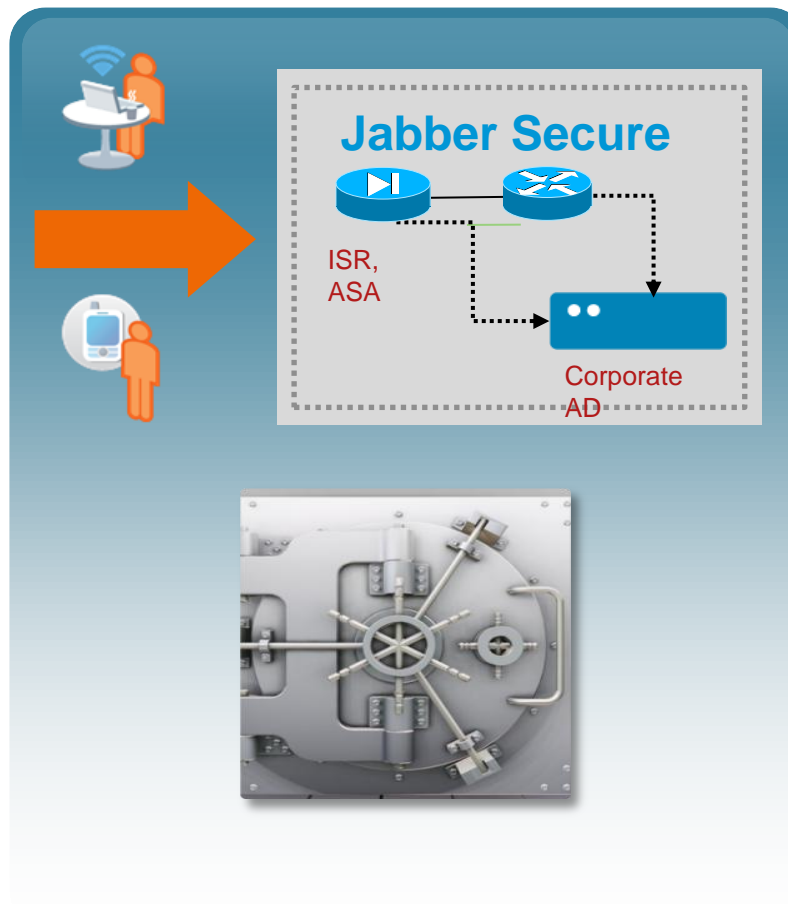
The screenshot shows a Microsoft Outlook window titled "Inbox - CharlesHolland@example.com". The main pane displays an email from Sue Miller with the subject "RE: Project". The email body contains the text "Hi Charles, I'll be attending using Cisco Tele...". A contact card for Charles Holland is visible on the right, showing his name, title "Manager, Sales", and contact information. Arrows point from the email content to the contact card.



# Cisco Jabber - Mobile

## Tablet

Android iPad Cius



## Phone

iPhone Android Blackberry Nokia



# Cisco's unmatched Collaboration Portfolio



# Multiple Ways to Start and Grow

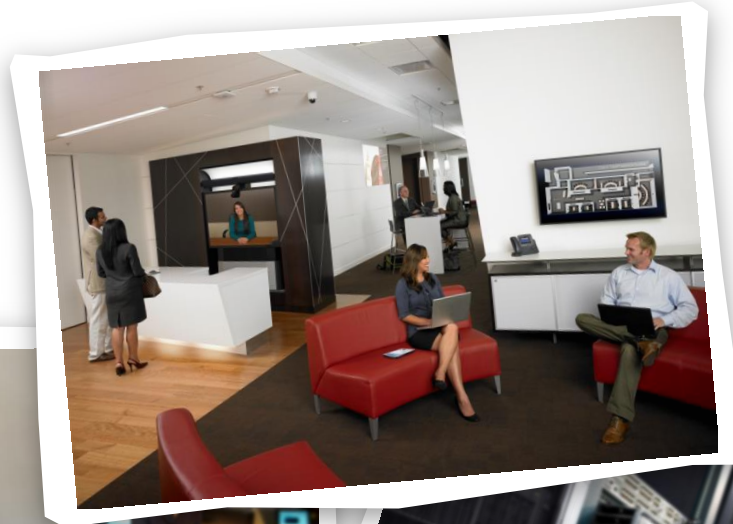
## Begin with IM or Add to Existing UC Deployment

- Start with IPT, IM, Web conferencing, Video
- Extend with integrated collaboration services
- Combine on-premises & SaaS components





WHY CISCO ?



ANYWHERE

ANY DEVICE

ANY CONTENT

# Gartner Magic Quadrant Leadership

Category	Quadrant / Market Scope
Corporate Telephony	Leader
Unified Communications	Leader
Contact Center	Leader
Web Conferencing	Leader
Video/Telepresence	Strong Positive
IM and Presence	Positive

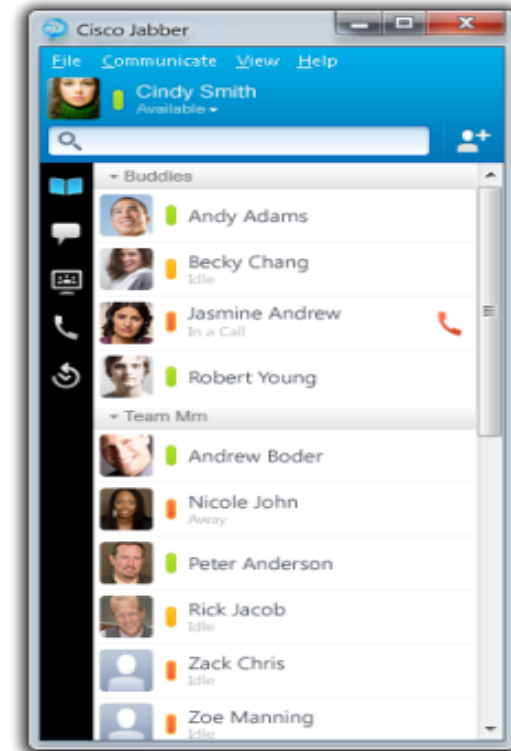
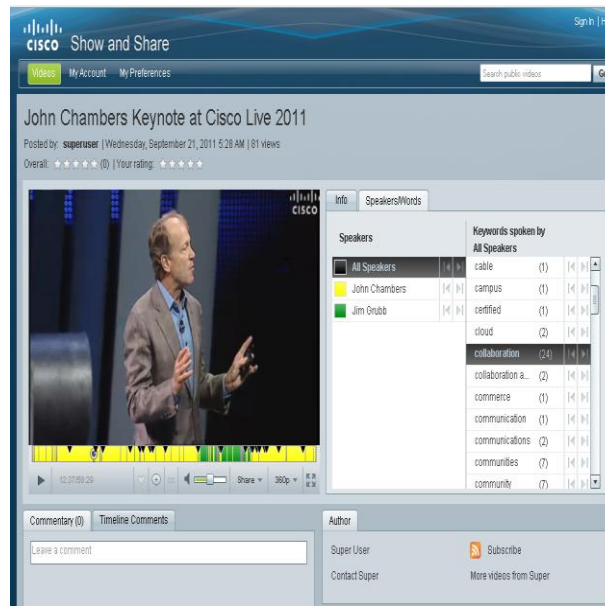
# Industry Analysts Agree

Nobody else  
on the planet has  
this aggressive a  
roadmap and vision.

—Wainhouse Research

Cisco is stretching  
their lead on the rest  
of the Collaboration  
industry.

—Zeus Kerravala, Yankee



Cisco Jabber for Windows

# Sneak peak

Capture,  
transform  
and share



Cisco VCX  
6215



Cisco Ipad video client

# FOUNDATION

of the New Collaborative Workspace



MOBILE



SOCIAL



VISUAL



VIRTUAL

Thank you.

