



Collaboration at Cisco: Unified Communications and Video Benefits



**Rich Gore, IT Senior Manager
Cisco IT Infrastructure**

March 05, 2008

Denmark Expo

Collaboration at Cisco - A global company

March 2008:

- **94,000 employees & contractors**
- **Half at HQ location**
- **The rest at a variety of sites:**
 - **400 buildings**
 - **300 locations**
 - **in 90 countries**



**Over 180,000 People around
the World in the Extended
Cisco Family**

Collaboration is Critical

What is Required for Collaboration?

Robust IP Network

IP Telephony



**Video, Mobility,
Presence**

Collaboration Tools

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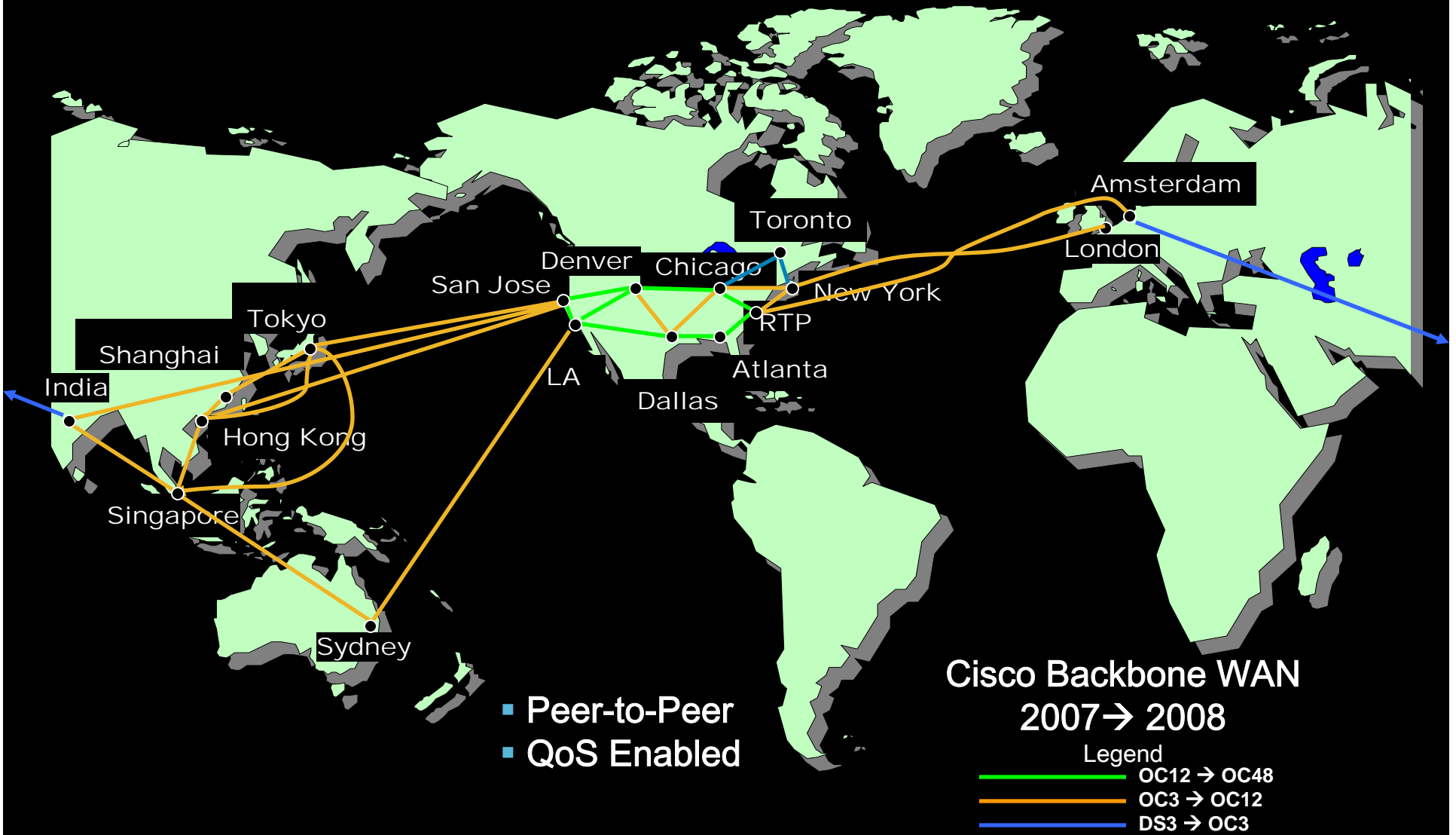


**Video, Mobility,
Presence**

Collaboration Tools

Backbone Network IP WAN

Updated March 2008



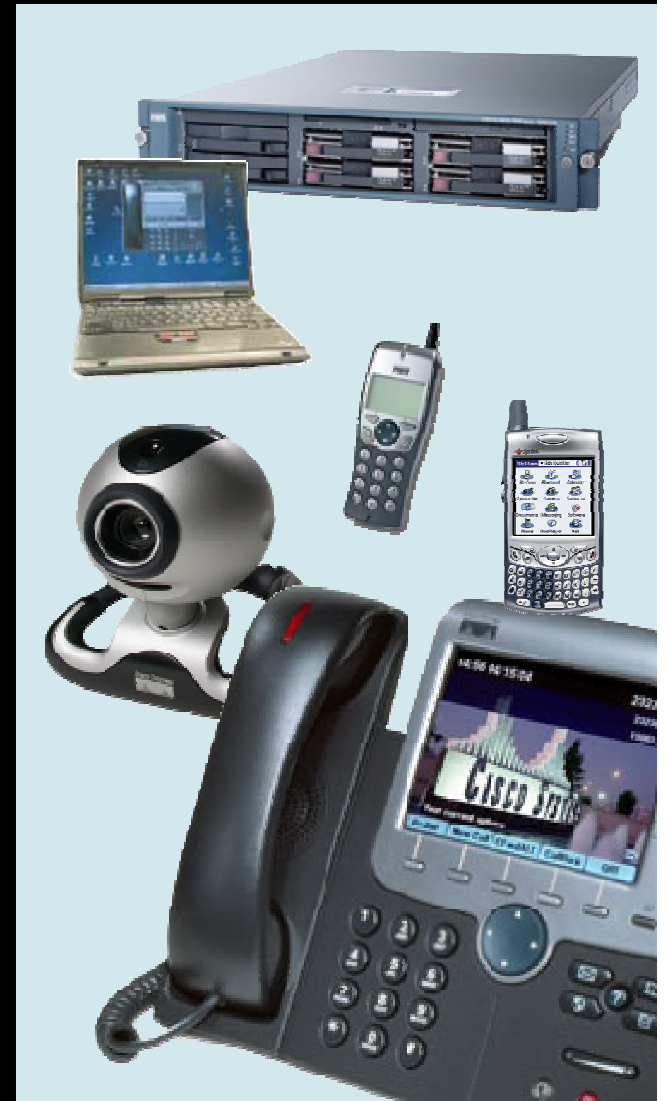
Mobility via Internet & Wireless

- 13 Internet PoPs Managing 12,000 Concurrent Connections
- 350 wireless & hotspot locations / 6000 Access Points



What the IPT Migration Meant at Cisco

- Change WAN topology: from client / server to peer-to-peer
- Design QoS, SRST into network
- Provision Power over Ethernet
- Combine Voice and Data organizations
- Add redundancy and UPS
- Update change management policies, LAN / WAN availability targets



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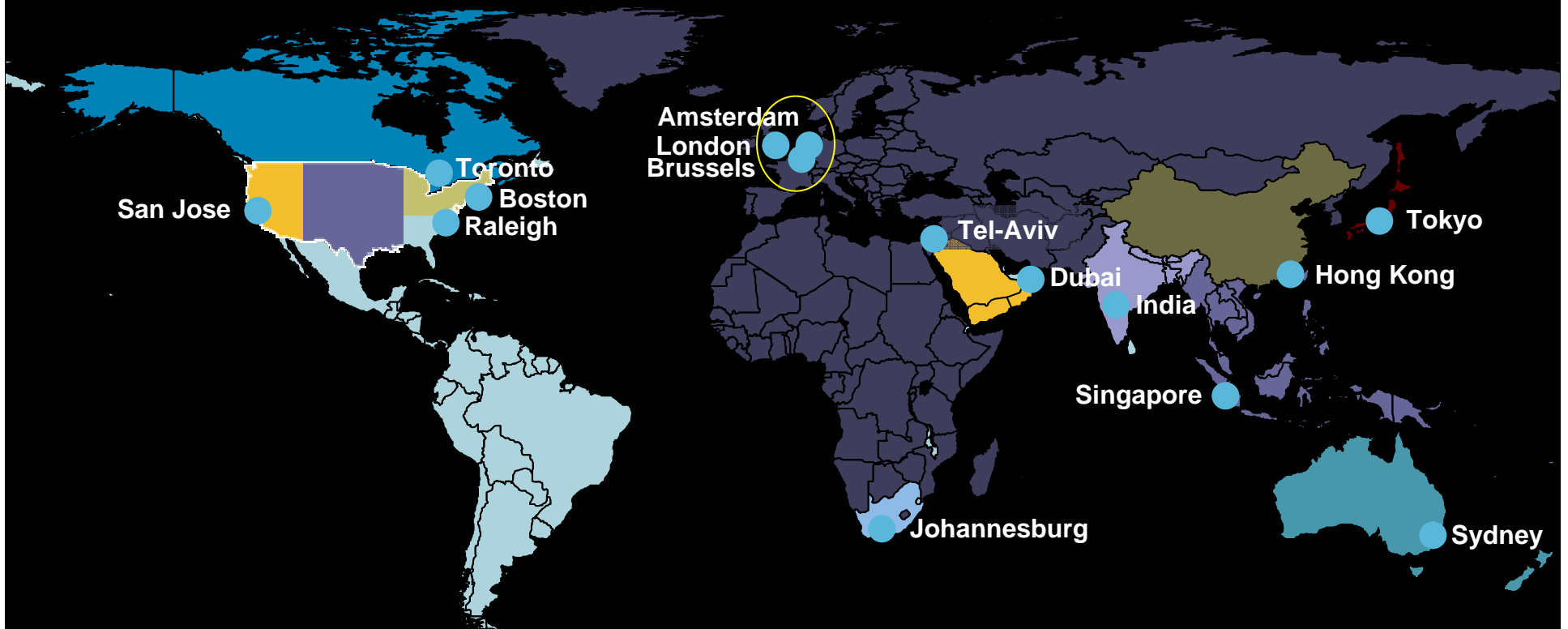
IP Telephony



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Collaboration Tools

IP Telephony Infrastructure



Americas

- Raleigh to serve all Southeast U.S. and South America
- Boxborough to serve all Northeast U.S. and Canada
- San Jose to serve all West/Central U.S. and Mexico
- Toronto (Kanata) to serve all of Canada

EMEA

- One Large CCP/SRST Cluster Across Three Sites
- Three Standalone Cisco CallManagers Due to Latency

- Centralize Call Processing
- Survivable Remote Site Telephony

Asia Pacific

- Five CCP/SRST Clusters to Serve 40 Offices

IP Telephony History at Cisco



Deployment Summary

- 270+ locations, 90K phones, 65K voicemail boxes, 17K Unified Video Advantage cameras
- 13 Production Cisco Call Manager Clusters

- Reduced 262 PBXs & 150 Voicemail servers to 13 centralized IP Call Manager clusters - Removed contract PBX lease & maintenance costs - \$4.5M/yr
- Reduced MACs - \$5M/yr
- Reduced long distance charges, staff, cabling costs, support costs

ROI Benefits



This Year

- Migrating to 6.1, Presence globally
- Expanding home office IP Telephony, Video
- Building collaborative apps, Telepresence on IP UCM platform

IP Communicator

Deployed Worldwide to Sales, Highly Mobile Workers, and Telecommuters

- Advanced telephony and VoIP capability
- All the features and functionality of a full-featured Cisco IP Phone
- Mobile phone costs reduced
- Global mobility / resilience



Cisco Unified Video Advantage

As Simple as Making a Phone Call...

- Cisco Unified Video Advantage offers ease and transparency in making a video call
- Cost savings opportunity combined with simplified employee collaboration
- 3,000 deployed within Cisco 1.5 months after internal service launch
- 17,000 users today



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Evolution of Streaming Video

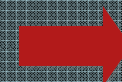
Strategic/Executive to Tactical/Process



Global CMN Studios for Live and VoD Broadcasts



VOD Workstation



Desktop with Webcam

Reference Points

- Cisco generates 40-50 new live events every month
- Cisco 300-400 new “Videos on Demand” (VoDs) every month
- 4 Studio’s (San Jose, London, Raleigh NC, and Sydney)
- Dozen’s of self-service VoD stations WW, over 10,000 laptop camera’s deployed
- John Chambers has his own mini studio in building 10

Evolution of Video Conferencing

Enterprise/Scheduled to Personal/Ad-hoc



Small Meeting Room and Industrial Video Conferencing units



Video Conferencing units at home and office



Home Office with IP Phone and Desktop VC

Reference Points

- Video conferencing at Cisco has grown at slower rate than web conferencing and streaming video
- Cisco generates hundreds of thousands of video conferencing minutes per month
- Cisco has approx 800 video conferencing units deployed globally

Cisco TelePresence 3000 Large Team Meetings

- Twelve seats at the virtual table
- Six seats per side
- Purpose-built room
- Call Launch automated with “one button to push”
- 178 rooms at Cisco today; 225 planned



Cisco TelePresence Multipoint Solutions

- Three screens, four sites at one time
- Up to 12 sites
- Switching by voice use
- Next steps:
 - Business to Business Telepresence
 - Home Telepresence

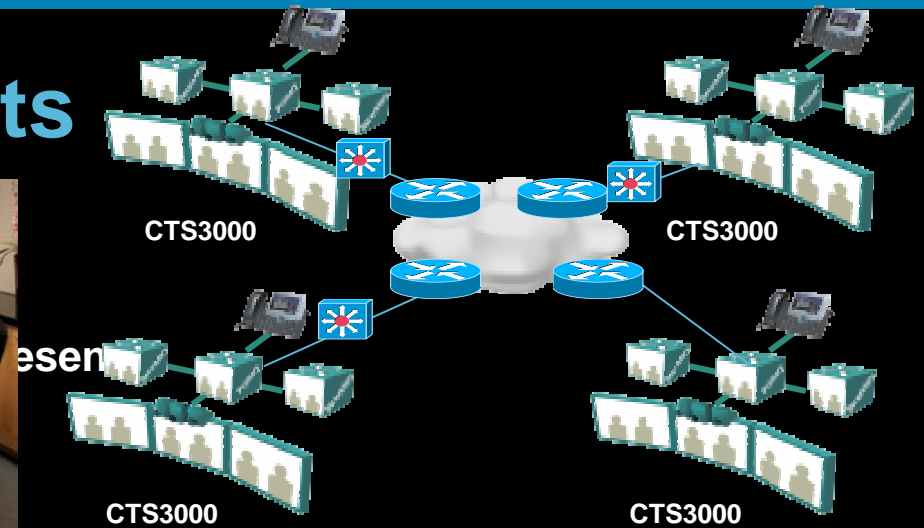


Telepresence Benefits



PRODUCTIVITY and VALUE AREAS

- Travel Reduction
- Employee Productivity
- New Business Models
- Business Continuity



USE:

- 171 rooms, 54% utilization, 78,000 meetings to date

■ COST SAVINGS:

- \$50-100M saved in first 16 months (10.3K meetings avoided travel; 12B ft³ CO₂ avoided)
- Target saving of \$240M travel within 3 years (5% reduction)

Cisco Unified Communications: Quadruple Play for the Enterprise: Voice Video, Data and Mobility

Virtualization

Real-time session management

Mobility

Wired and wireless

Video

Rich media collaboration

Speech

Voice access to services

Presence

Intelligence in the network

Policy

Identity and preference



Unified Communications on a converged network - Open, Collaborative, Effective



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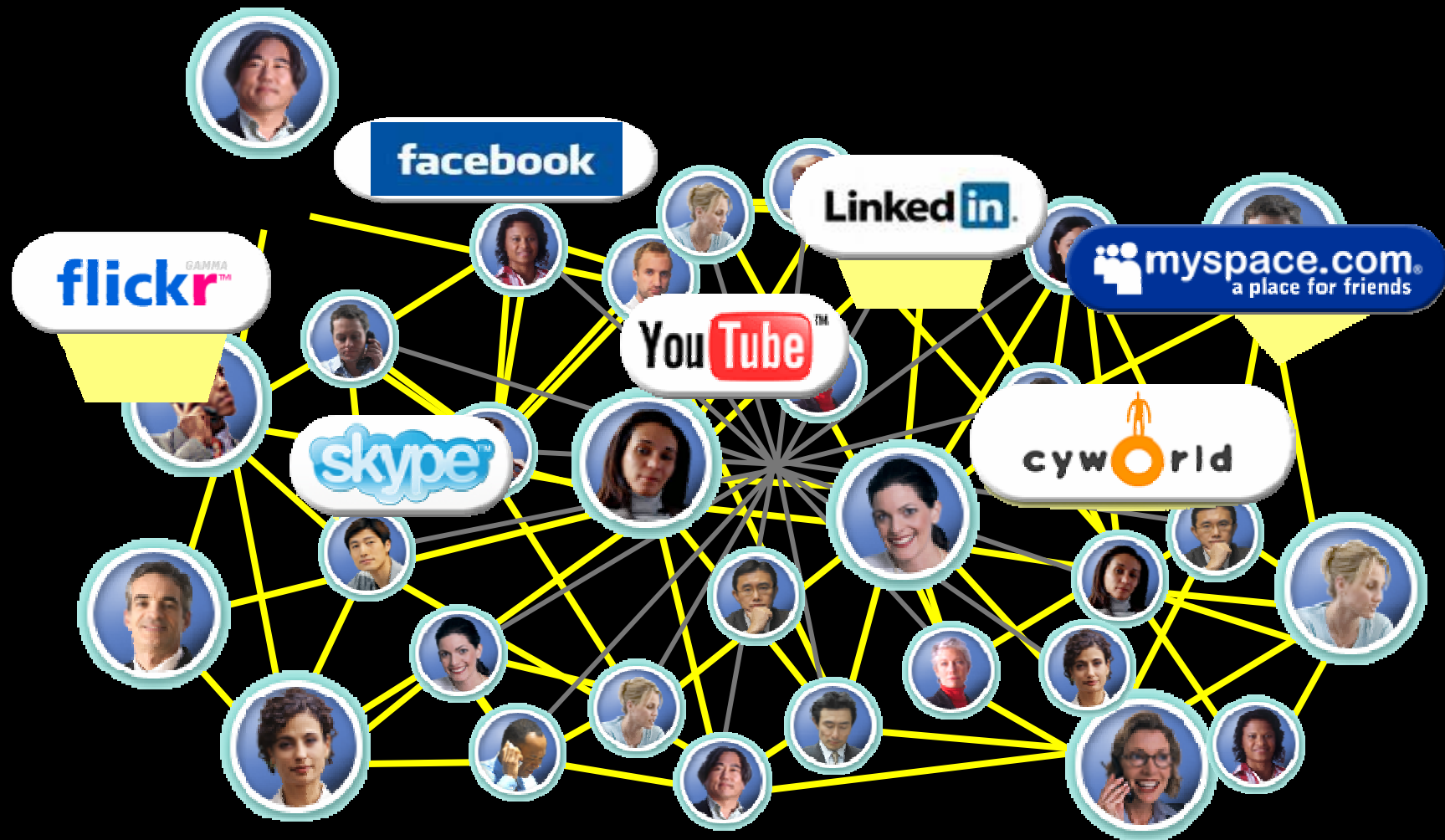
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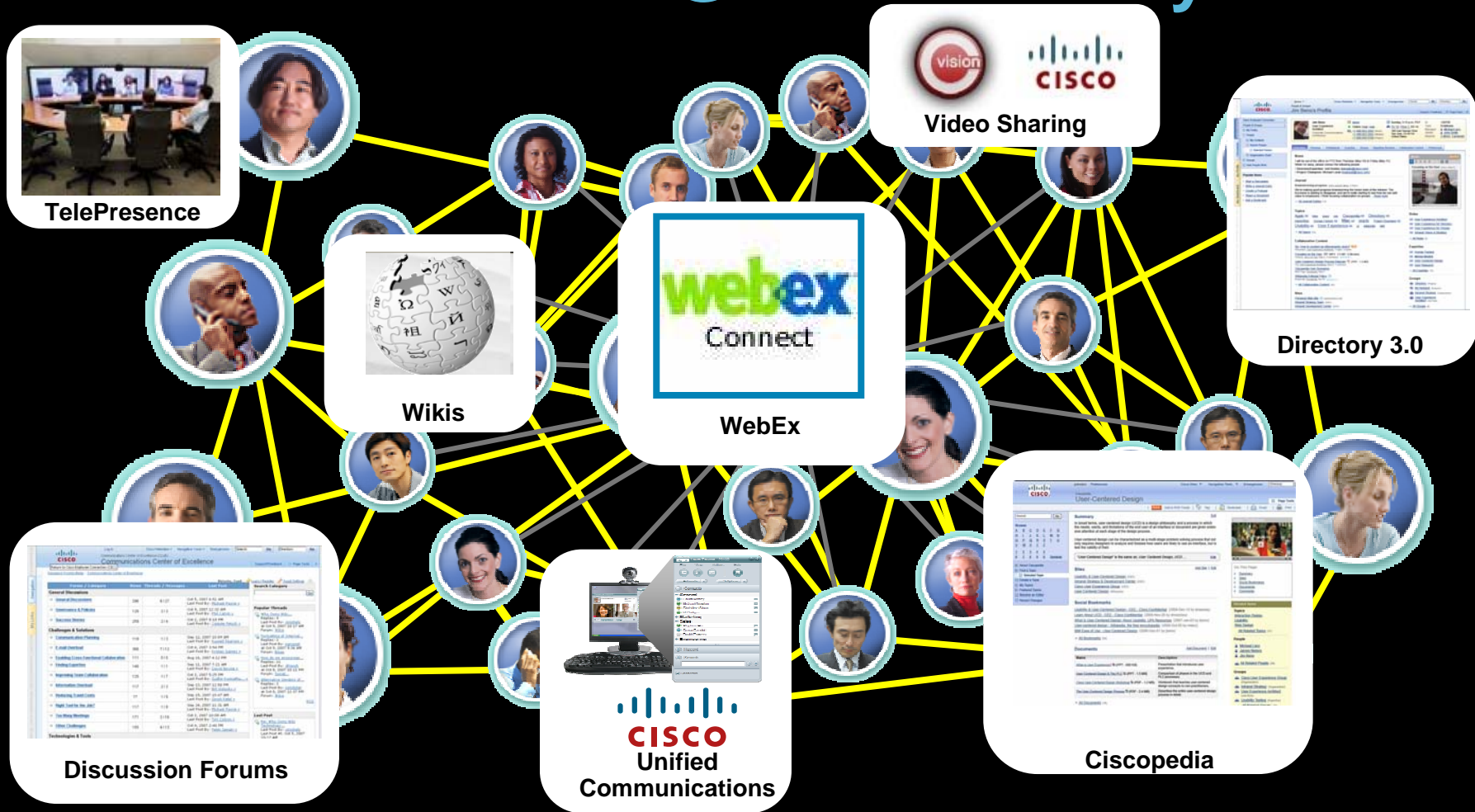
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Collaboration Tools

The Human Network – world as laboratory



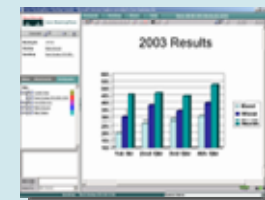
Human Network @ Cisco – today ...



Driving Productivity, Growth and Innovation
Connect, Communicate, Collaborate and Learn

Cisco Business Benefits

- Reduce travel costs, support global decision making
- Support new models of workplace design, and workplace definition
- Assist swift decision making across core businesses
- Accelerate corporate agility and organizational alignment
- Increase productivity through fast access to knowledge and expertise
- Command & Control → Fast team collaboration



More Information



Cisco on Cisco INTERNET Resources for you

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



Case Studies,
Best Practices &
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News & Events



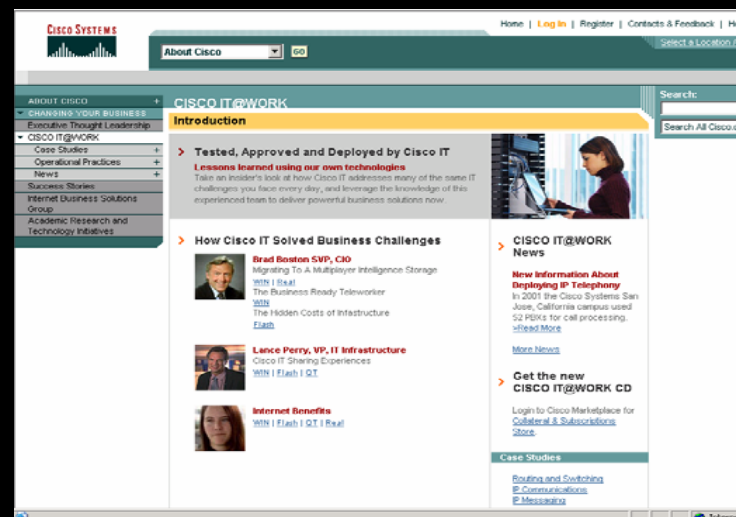
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