

Unified Communications



Cisco Technologies 2007



Presence Technology and Applications for Unified Communication



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Who am I?

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Agenda

Presence Overview

Presence in Cisco Unified Communications Manager

Cisco Unified Presence Server

Presence Enabled Clients



21st Century Business Imperatives

New Work and Communications Model

- Speed and agility** required to be competitive
- Continuity and Compliance** no longer nice to haves
- Innovation** is a key driver of business performance
- Green** business practices becoming mainstream



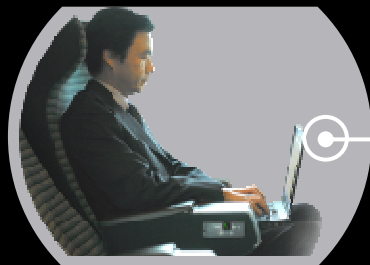
Global Trends Driving Business Change



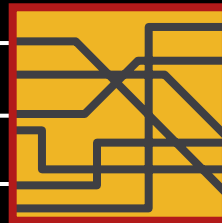
Global



Mobile



Virtual



Communication
Complexity



A New Way to Communicate...

Open, Collaborative and Effective

A more effective way to conduct business



An open solution that works in your existing environment

Effective

Open

Unified
Communication

Collaborative



A truly collaborative environment—without borders



Cisco Unified Communications

Key Enabling Technologies

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





Presence Overview

What is Presence ?

- **Presence is...**

Information about a person's willingness and availability to communicate

Typically represented by status; available, not available, busy, at lunch, on vacation, etc.

- **This is exciting because ...**

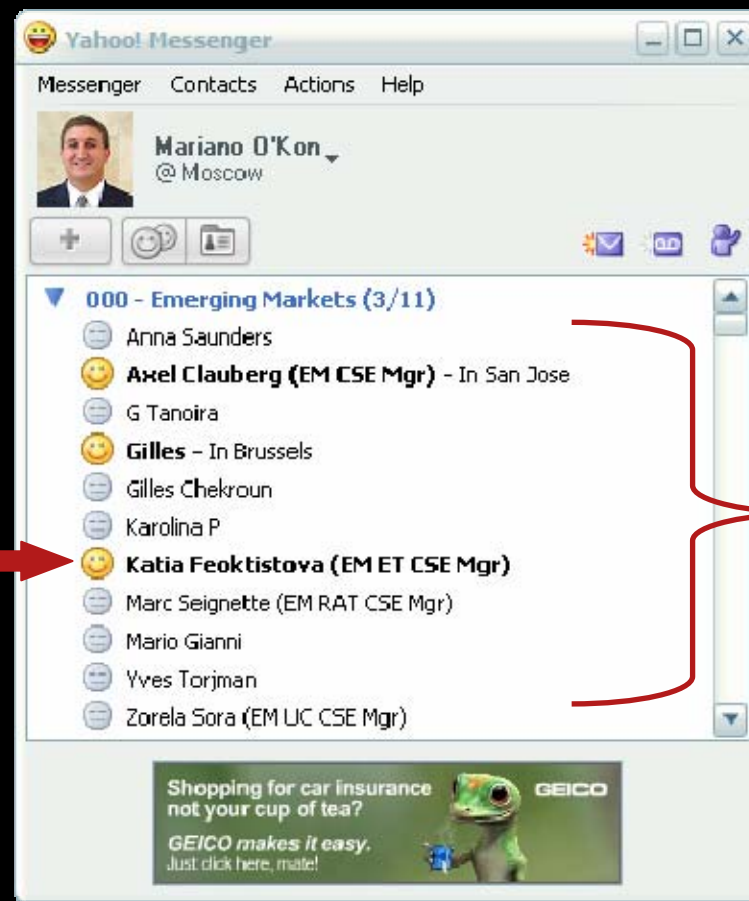
Through presence aggregation, filtering, and other policy decisions, new enhanced services can be designed and customized

What is Status ?

- **Status is a combination of Capabilities and Attributes**
 - **Capabilities** are what the device can do
(supports video, voice, text)
 - **Attributes** are state of the device
(busy, redirect, etc, idle time, activity time)

Presence and IM

Instant Messaging is the “First” Application to use Presence

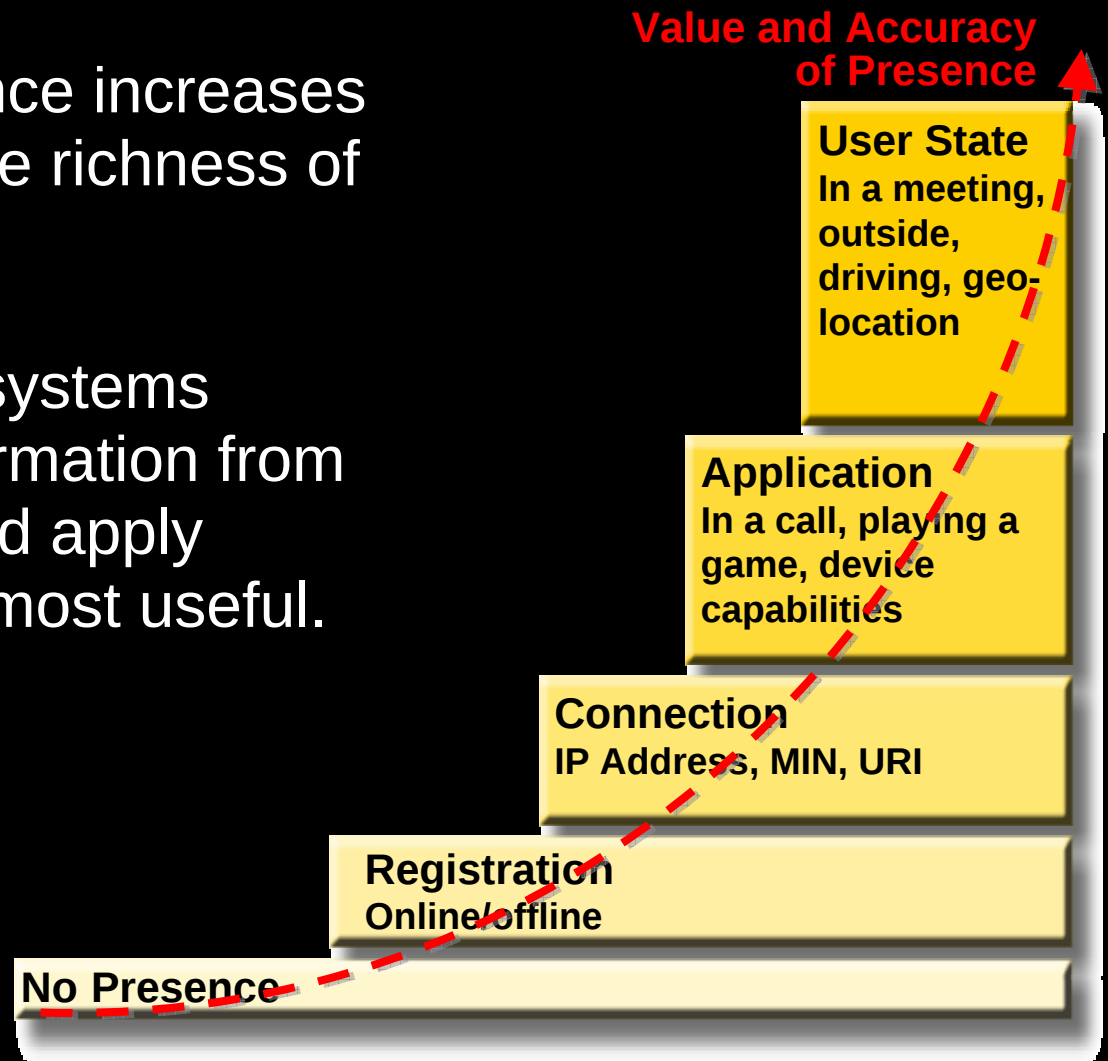


Presenty Provides
Explicit Status

User
identifies
their buddy
list ...

The Value of Presence

- The value Of Presence increases exponentially with the richness of the data available
- The best Presence systems gather accurate information from the most sources and apply policy that makes it most useful.



A Brief IETF Presence History

March 1998	IETF begins investigating IM and presence in the PIPR BoF.
August 1998	Idea of SIP for Presence is first proposed to PIPR.
March 1999	IMPP group chartered to do requirements.
February 2000	RFC2778 (Model for IM and Presence) and RFC2779 (Requirements for IM and Presence Protocol) appear.
March 2000	IMPP goes dormant, can't make progress on a single protocol. IESG requests complete proposals by June.
June 2000	Nine protocols are submitted to IETF, including SIP for presence, jointly proposed by folks from dynamicsoft, Microsoft, Columbia U., Cisco.
August 2000	Nine distill to three camps. IESG considers forming three working groups.
December 2000	SIMPLE BoF meets.
March 2001	SIMPLE working group formed.

Presence Components

ENTITIES

- **PRESENCE SERVER**
accepts, stores, and distributes
PRESENCE INFORMATION
- **PRESENTITY (presence entity)**
provides PRESENCE INFORMATION
to a PRESENCE SERVER
- **PRESENCE USER AGENT**
means for a PRINCIPAL to manipulate
one or more PRESENTITIES
- **WATCHER**
requests PRESENCE INFORMATION
about a PRESENTITY from the
PRESENCE SERVICE

ACTIONS

- **SUBSCRIPTION**
the information kept by the PRESENCE
SERVER about a SUBSCRIBER's
request to be notified of changes in the
PRESENCE INFORMATION of one or
more PRESENTITIES
- **NOTIFICATION**
a message sent from the PRESENCE
SERVICE to a SUBSCRIBER when
there is a change in the PRESENCE
INFORMATION of some PRESENTITY
- **PUBLICATION**
An unsolicited message sent from the
USER AGENT whenever a status
change occurs

QUESTION:

So how do I do presence with SIP?

SIP for Instant Messaging and Presence Leveraging Extensions

- SIMPLE uses the SIP Framework defined in RFC3261-65 and others to provide SIP extensions to allow Presence and IM applications to use SIP.
- SIMPLE was based on work completed in
 - RFC 2778 A Model for Presence and Instant Messaging
 - RFC 2779 Instant Messaging / Presence Protocol Requirements

Why using SIP for Presence?

- Unifies all major communications services on a single infrastructure
voice, video, web, email, presence, and instant messaging
- SIP is an extensible protocol
allows for additional packages, such as presence events
use existing SIP network capabilities to handle presence – identify users,
route specified requests and responses to the appropriate locations, etc.
- Scalability
- Reduced management complexity in delivering combined
communication services

SIMPLE for Presence and IM Objectives

- Global-Internet wide **standards based** (no gateways)
- Presence is a **generic event** for all applications
- Same **communication stack** for all applications
- Same **global routing** infrastructure
- Same **data sets** and databases
- Same **servers**
- Same **UAs** as for other media
- Same **authentication, message integrity and privacy**
- E2E **security**, replay, DOS and other protections

IETF SIMPLE Working Group

This working group focuses on the application of the Session Initiation Protocol (SIP, RFC 3261) to the suite of services collectively known as instant messaging and presence (IMP).

- A Presence Event Package for the Session Initiation Protocol (SIP) (**RFC 3856**)
- A Watcher Information Event Template-Package for the Session Initiation Protocol (SIP) (**RFC 3857**)
- An Extensible Markup Language (XML) Based Format for Watcher Information (**RFC 3858**)
- Indication of Message Composition for Instant Messaging (**RFC 3994**)
- Timed Presence Extensions to the Presence Information Data Format (PIDF) to Indicate Status Information for Past and Future Time Intervals (**RFC 4481**)
- RPID: Rich Presence Extensions to the Presence Information Data Format (PIDF) (**RFC 4480**)
- CIPID: Contact Information in Presence Information Data Format (**RFC 4482**)
- A Data Model for Presence (**RFC 4479**)
- A Session Initiation Protocol (SIP) Event Notification Extension for Resource Lists (**RFC 4662**)
- An Extensible Markup Language (XML) Based Format for Event Notification Filtering (**RFC 4661**)
- Functional Description of Event Notification Filtering (**RFC 4660**)

RFC2778: How does presence work? (1)

Starting with a Person.....



PRINCIPAL
(PERSON "A")

- PRINCIPALS are the people, groups, and/or software in the "real world"
- A PRINCIPAL interacts with presence system entities such as **PRESENTITIES** and **WATCHERS** via User Agents
- The status of different Presentities (such as devices below) can **PUBLISHED** to a presence Service.



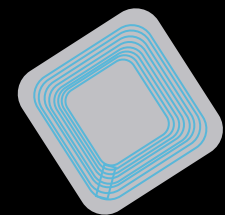
Desk Phone



Smart Phone



IM Application



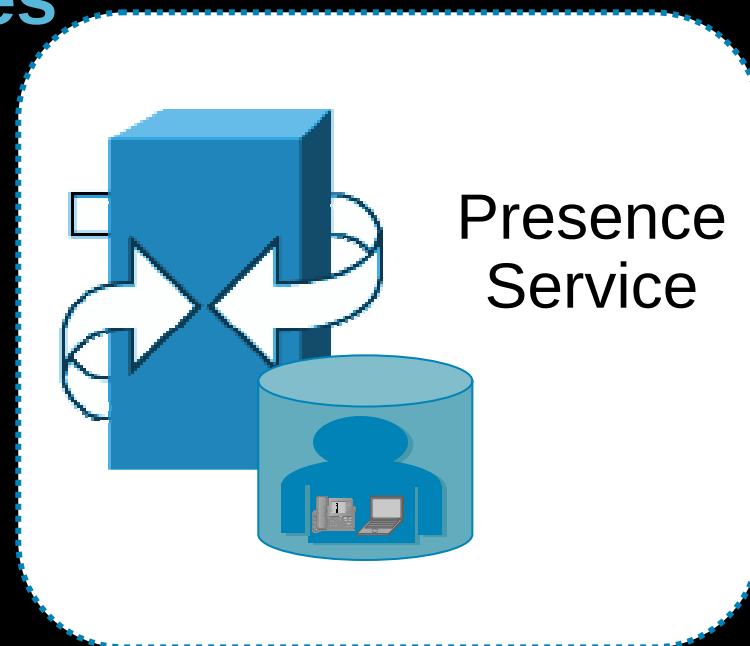
RFI Tag!!!!
(Rich Presence)

RFC2778: How does presence work? (2)

Publishing Status of Devices



PERSON "A"

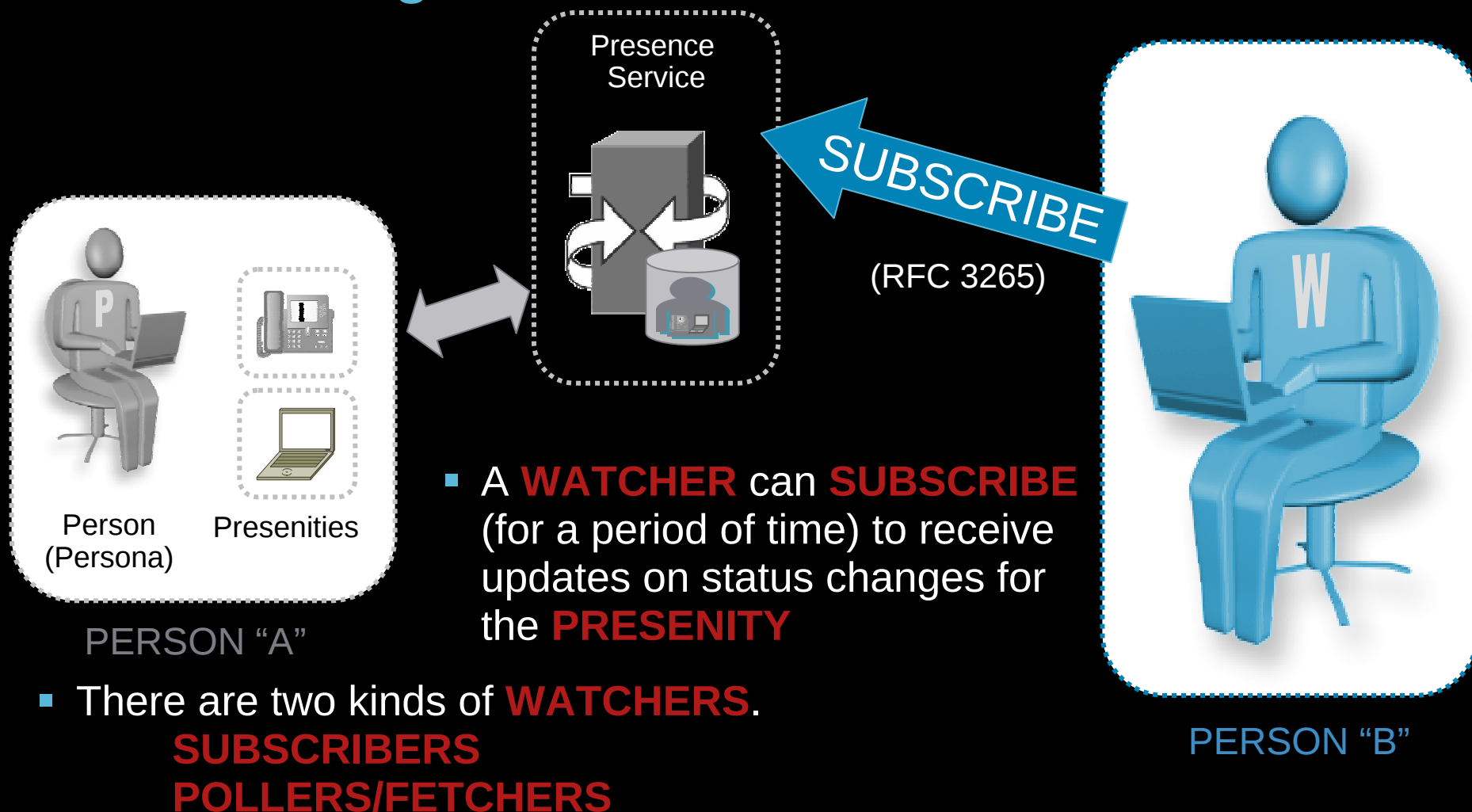


- A Person will **REGISTER** to a presence server
- The Presenities owned by the person will then **PUBLISH** their status to the presence Server

RFC 2778:
A Model for
Presence and IM

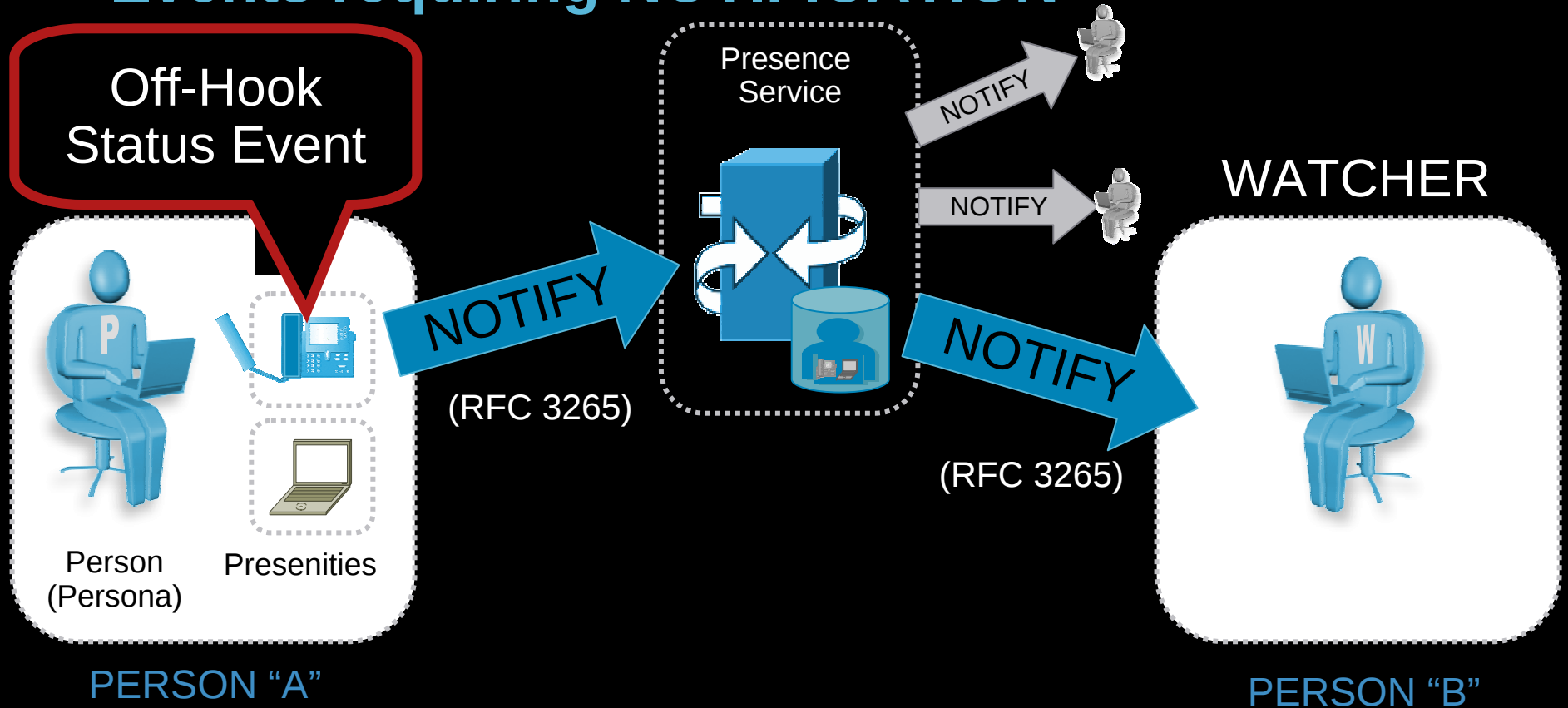
RFC2778: How does presence work? (3)

Introducing the WATCHER



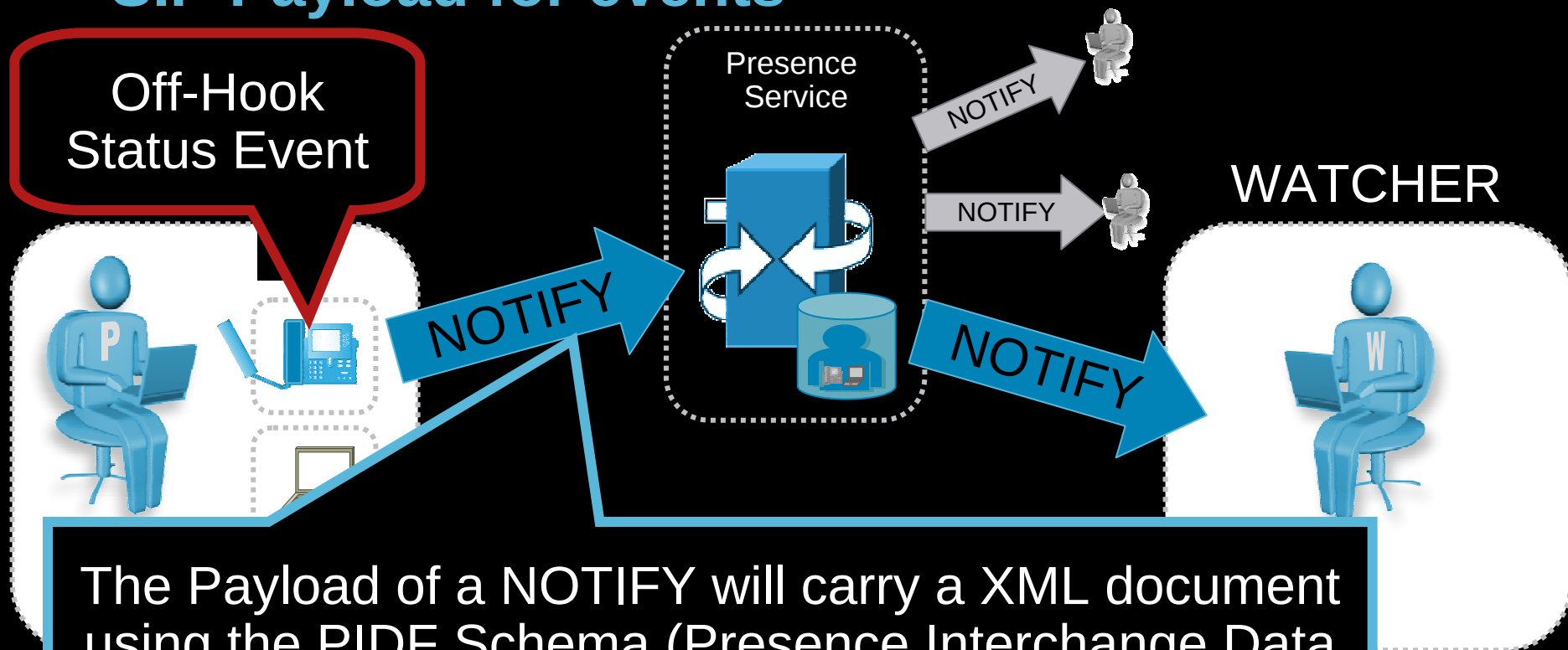
RFC2778: How does presence work? (4)

Events requiring NOTIFICATION



- On a Change of status the **PRESENITY** is updated on the Presence Server.
- The Presence Server will Notify all the subscribers of the **PRESENITY**

RFC2778: How does presence work? (4) SIP Payload for events

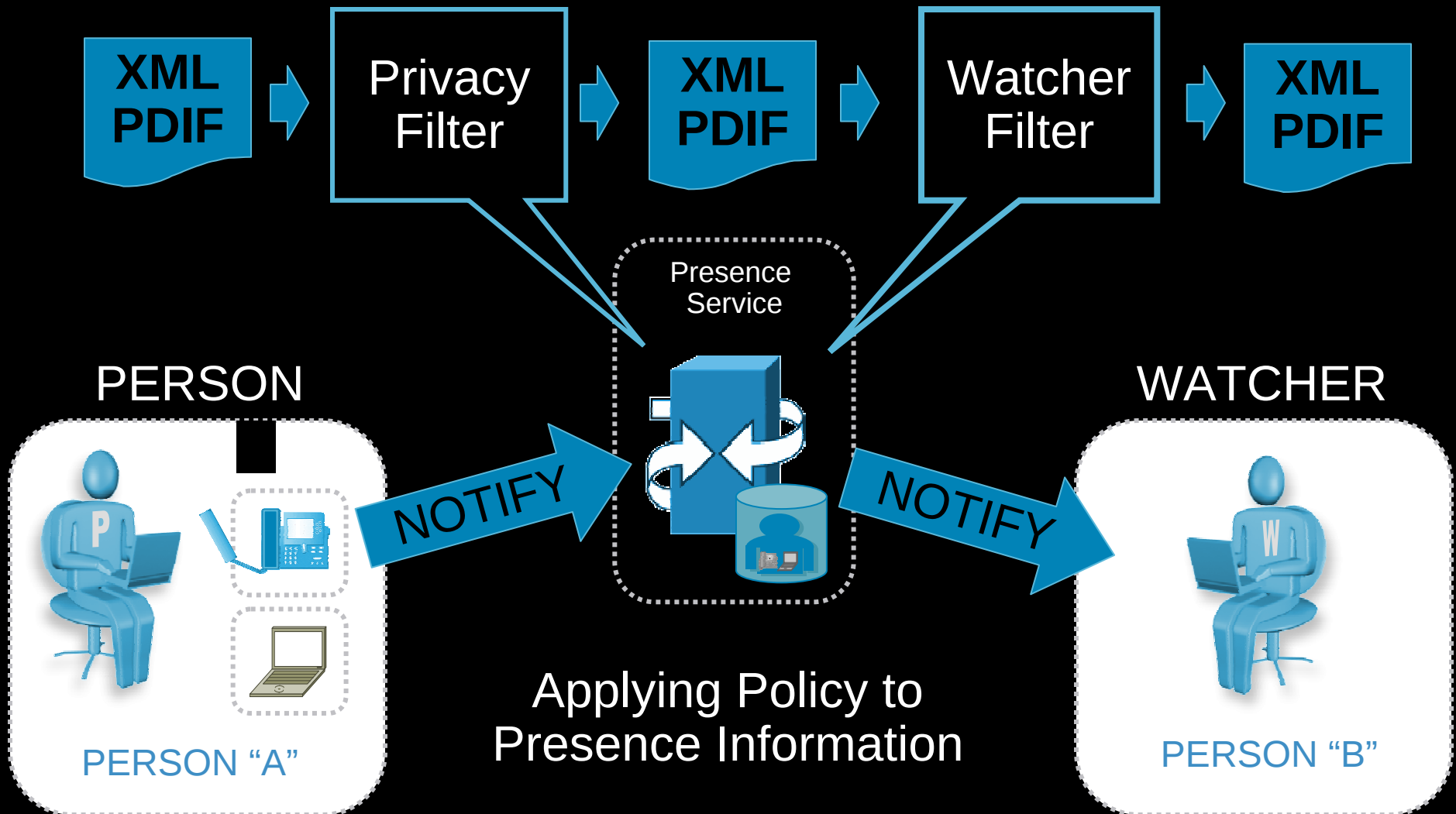


The Payload of a NOTIFY will carry a XML document using the PIDF Schema (Presence Interchange Data Format) owned by a PERSONA (RFC 4479/4480)

This is an XML document format detailing the updated status of PRESENTITIES owned by a PERSONA

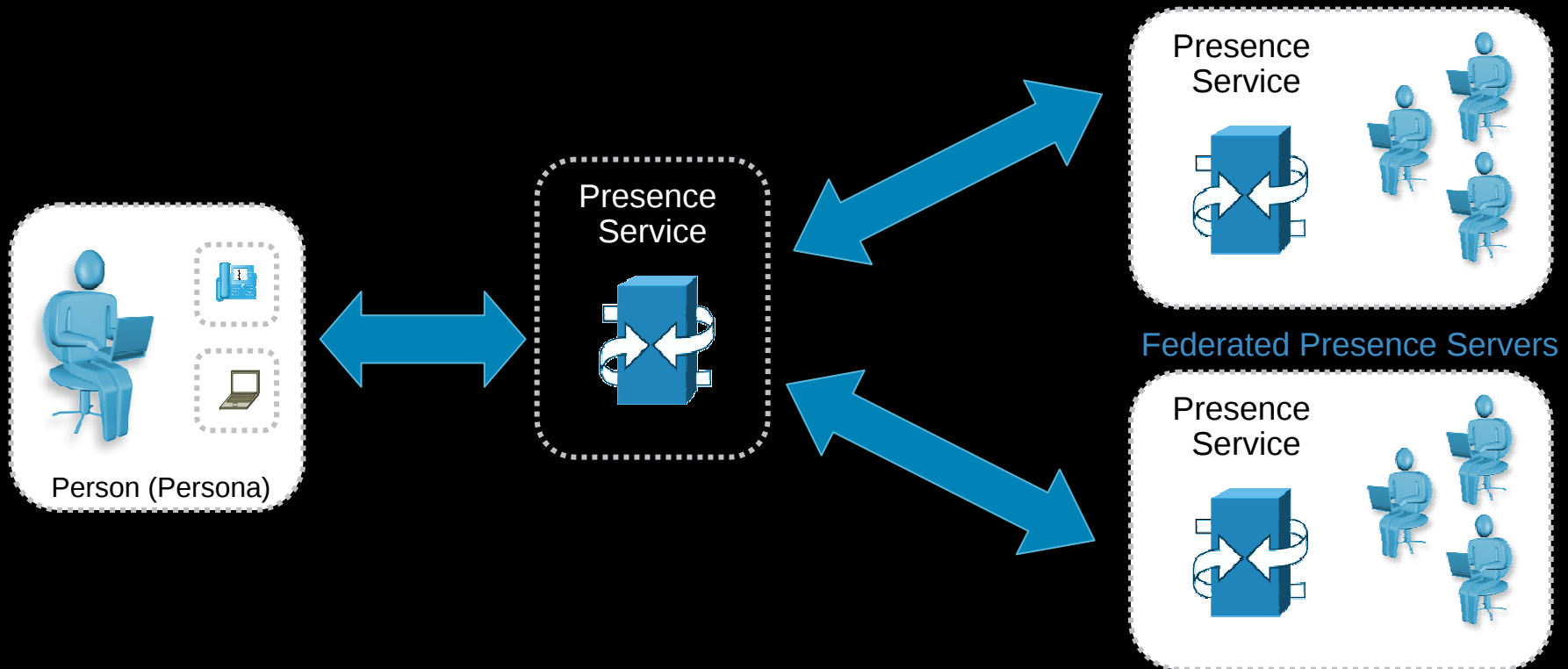
RFC2778: How does presence work? (5)

What if I don't want somebody to see me?



How does presence work?

Federation of Presence Servers



- The interconnection of Presence Servers is possible. This is called **FEDERATION**.
- FEDERATION could be between Presence server in an organisation, between organisations or to public Presence services.



Presence in Cisco Unified Communications Manager

UC Manager Presence Support

Presence Indication available with:

- Speed-dial buttons
- Call history logs
- Directory



States include BUSY, IDLE and UNKOWN

CUCM Presence (SIP and SCCP)

Presence works equally well on SCCP and SIP

For SIP, we use SIMPLE method of SUBSCRIBE/NOTIFY messages with the presence event package

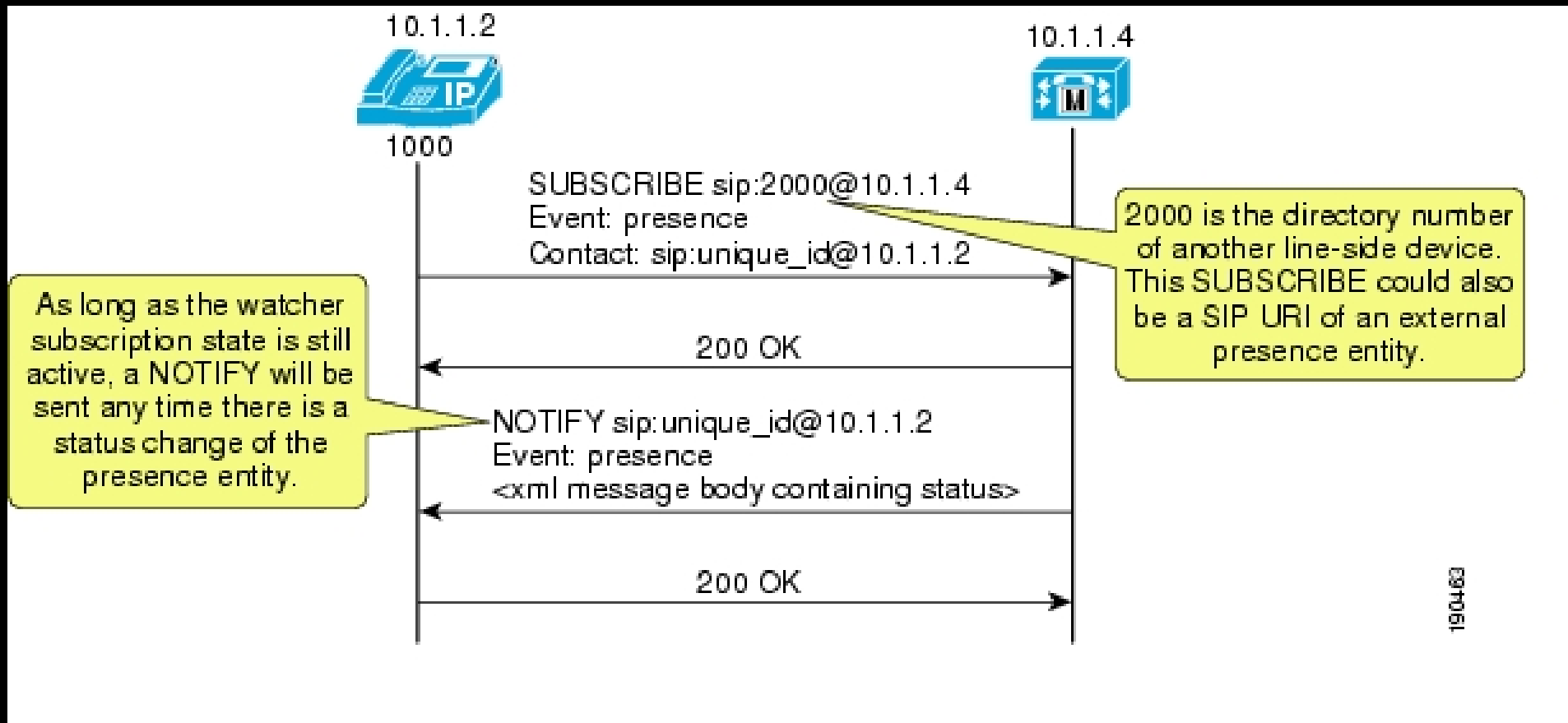
SUBSCRIBES are sent to CUCM. NOTIFY messages are sent back

For SCCP, we added some new messages to SCCP protocol to achieve the same result

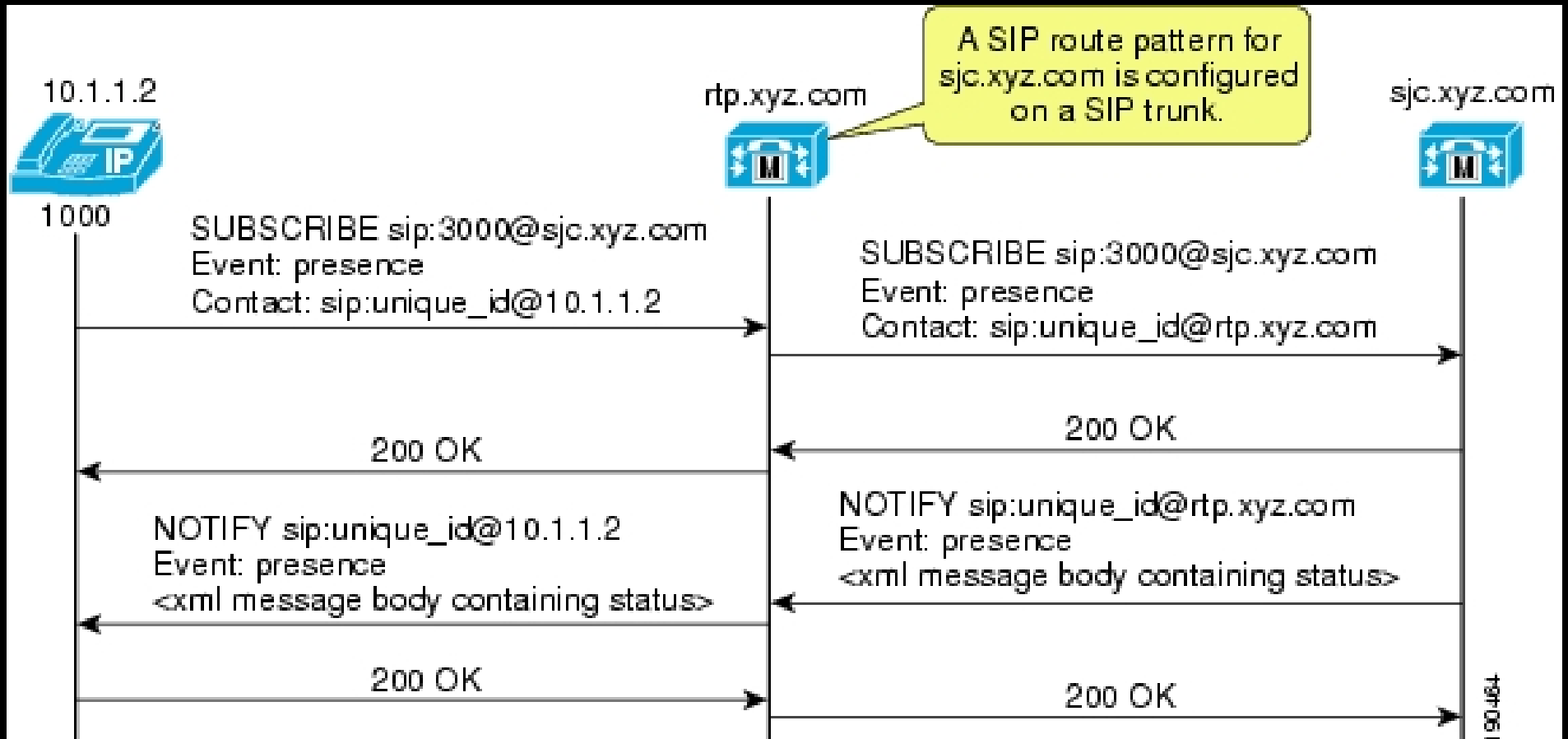
StationSubscriptionStatReqMessage and
StationSubscriptionStatMessage are sent by phones to CUCM

StationFeatureStat and StationNotifyMessage are sent back from
CallManager to the phones

SIP Line SUBSCRIBE/NOTIFY Exchange



SIP Trunk SUBSCRIBE/NOTIFY Exchange



Cisco Unified Communications Manager Presence

Controlling Access to Presence Info

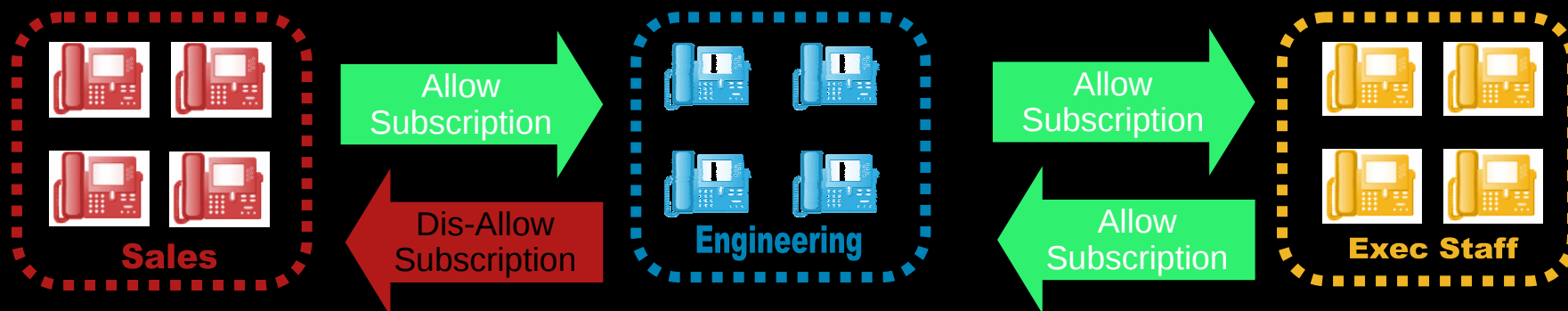
- **SUBSCRIBE Calling Search Space**

used to route presence requests (SUBSCRIBE messages with the Event field set to Presence) that come from the watcher, which could be a phone or a trunk.

SUBSCRIBE CSS can be assigned to devices or users

- **Presence Groups**

Used to define sets of similar users and to define whether presence status updates of other user groups are allowed or disallowed

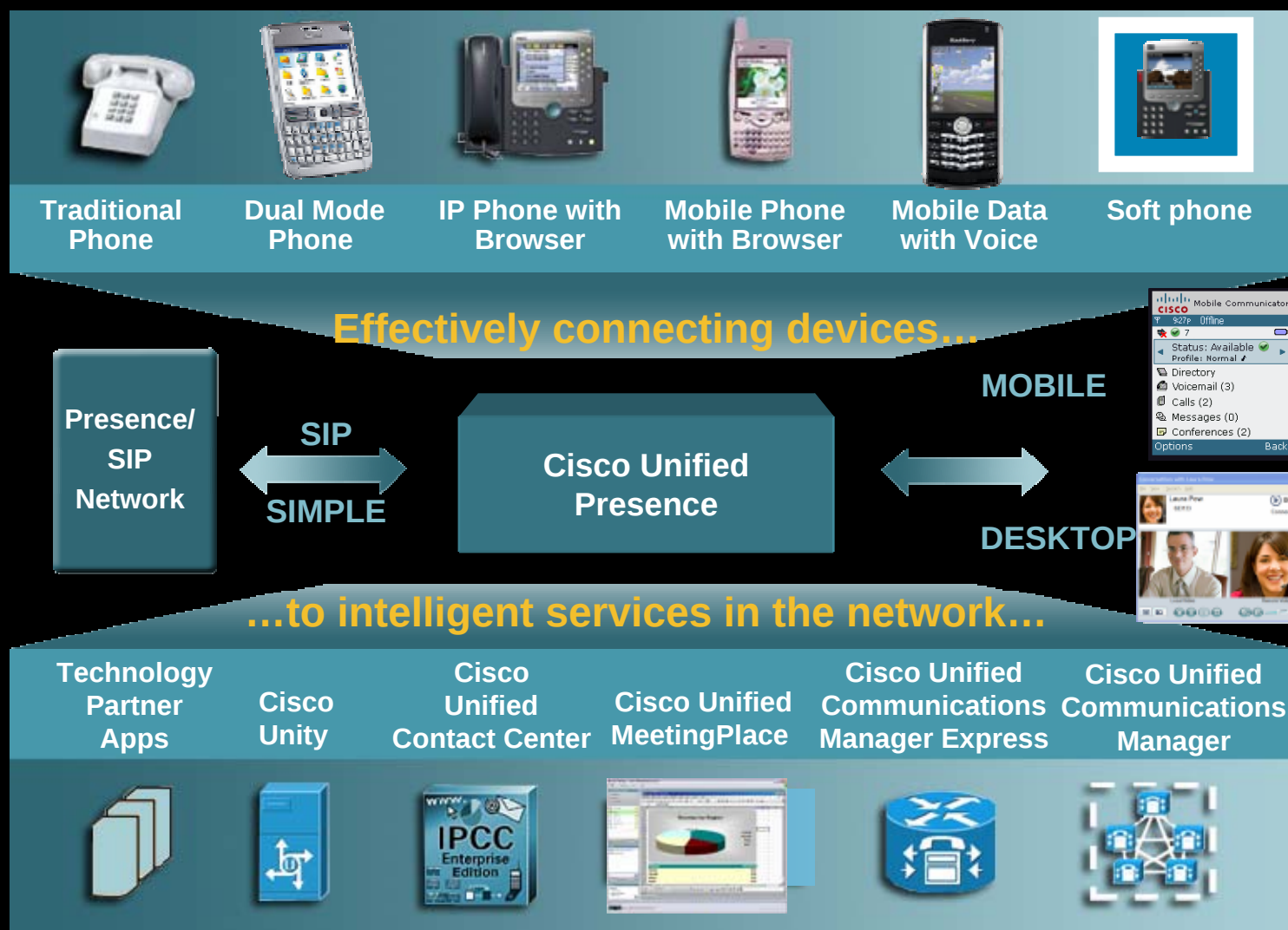




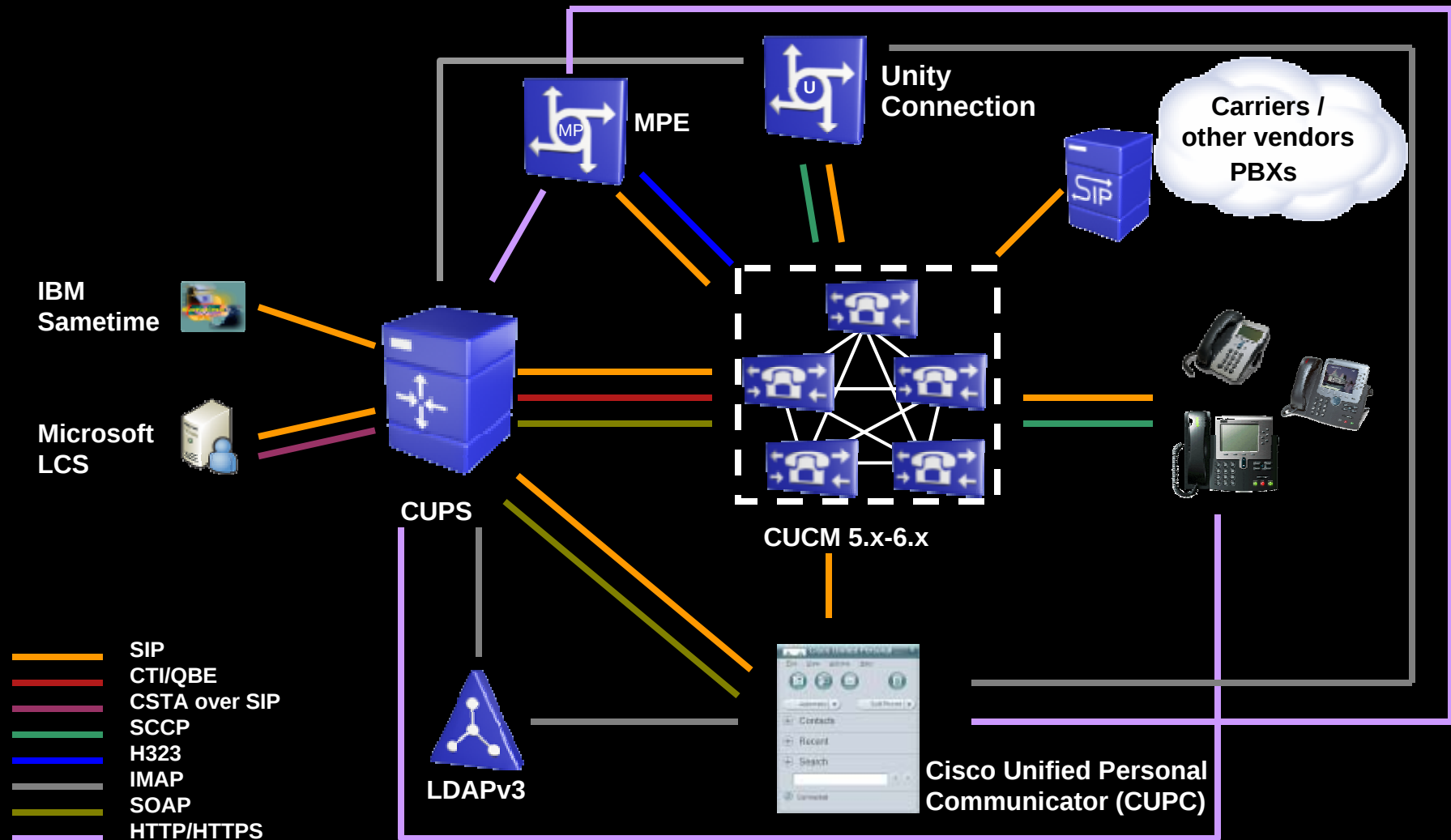
Cisco Unified Presence Server

Cisco Unified Presence Server

Connecting Users with Applications



Cisco Unified Presence Server Architecture Components



Cisco Unified Presence Server Summary

Slide: Features

- **SIP Presence Engine**

collects information regarding a user's availability status and communications capabilities

- **SIP Proxy/Registrar**

routing of presence-related and general SIP messaging

- **Unified Personal Communicator Feature Server**

Data store, Presence aggregator, Application interface, Routing engine for Cisco Unified Personal Communicator

- **IP Phone Messenger**

Integrated IM capability within Cisco Unified IP Phones

- **SIMPLE Network Interface for 3rd Party Applications**

IETF Standard interface to pass/receive Presence information
Work with IBM, Citrix, ARC and others using this interface

- **Click To Dial / Phone Monitoring interoperability with Microsoft LCS 2005 / Office Communicator**

CSTA-to-CTI gateway to support functionality of MOC

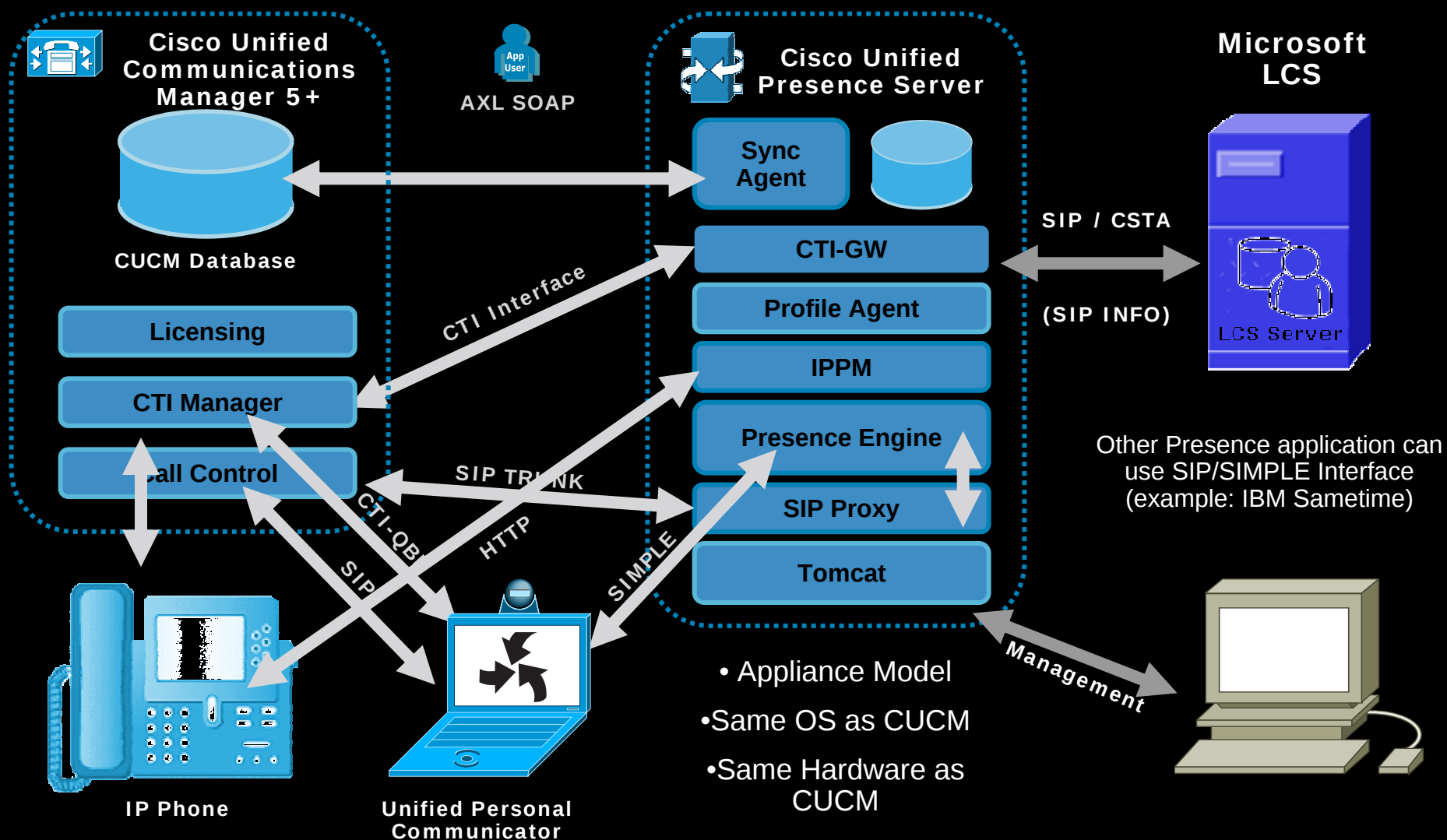
Cisco Unified Presence 6.0

New Features

- Cisco Unified Presence Inter-clustering
- IBM Sametime Click-to-Call
- Microsoft Exchange Calendar Integration
- LCS Integration Scalability
- CUPC Integration and Rules Enhancements
- Mobility status integration
- MeetingPlace Meeting Notifications and single-button Join (via IPPM)
- Serviceability / RTMT Enhancements
- Security Enhancements
- CVP Proxy Support

Cisco Unified Presence Server

Overview of CUPS Appliance



Cisco Unified Presence Server Enablement

- Enables rapid Presence application development
 - Masks the intricacies of Presence and data collection from the Presence applications
- Supports standards to facilitate greater application functionality and choice
 - Supports both Cisco enterprise products and SIP/SIMPLE networks to provide rich Presence services
- Provides enhanced user-based Presence capabilities
 - Acts as the infrastructure for Cisco Unified Personal Communicator and IP Phone Messenger



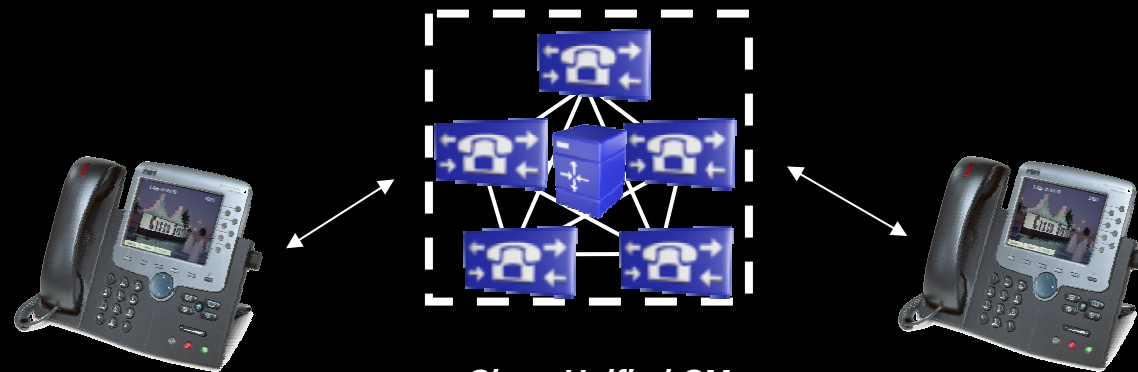


Cisco Unified Presence

IP Phone Messenger

IP Phone Messenger

- IPPM provides an Integrated IM capability within Cisco IP Phones
- Server component provides HTTP/S to SIMPLE gateway
- Phone Service provide Messaging and Presence interface to end user
- Web Service provides user access to phone services setting and Broadcast message function



*Cisco Unified CM
AND*

Cisco Unified Presence Server

Cisco Unified Presence Server: IP Phone Messenger

With IP Phone Messenger the user can:

- Manual setting of user status to: Available, Away, Do not Disturb or Logged Off
- Configurable contact list shows their presence status based on phone activity and PC activity if using Cisco Unified Personal Communicator; up to 100 contacts can be configured per user.
- Receive instant messages displayed on phone text display with audible indication and flashing of phone's message waiting indicator light
- One button call back to IM originator
- View and clear previously received Instant Messages
- Pre-configured messages to compose or reply to instant messages
- Supports management of contact list, IM history, and personal settings from IP phone interface

IP Phone Messenger Service Selection



- IPPM is an IP Phone Service.

IP Phone Messenger User Authentication



- IPPM is an IP Phone Service.
- Access requires authentication using CUCM PIN

IP Phone Messenger IPPM Main Menu



- IPPM is an IP Phone Service.
- Access requires authentication using CUCM PIN
- Main menu provides access to Messages, Contacts and Settings

IP Phone Messenger Contacts List



- Contacts with Status is displayed

IP Phone Messenger Contact Status



- Contacts with Status is displayed
- On Selecting a contact, contact methods are displayed.

IP Phone Messenger

Sending Predefined Messages



- Contacts with Status is displayed
- On Selecting a contact, contact methods are displayed.
- Pre defined messages can be selected

IP Phone Messenger

Composing a Text Message



- Contacts with Status is displayed
- On Selecting a contact, contact methods are displayed.
- Pre defined messages can be selected
- Alternatively text may be entered for a message

IP Phone Messenger

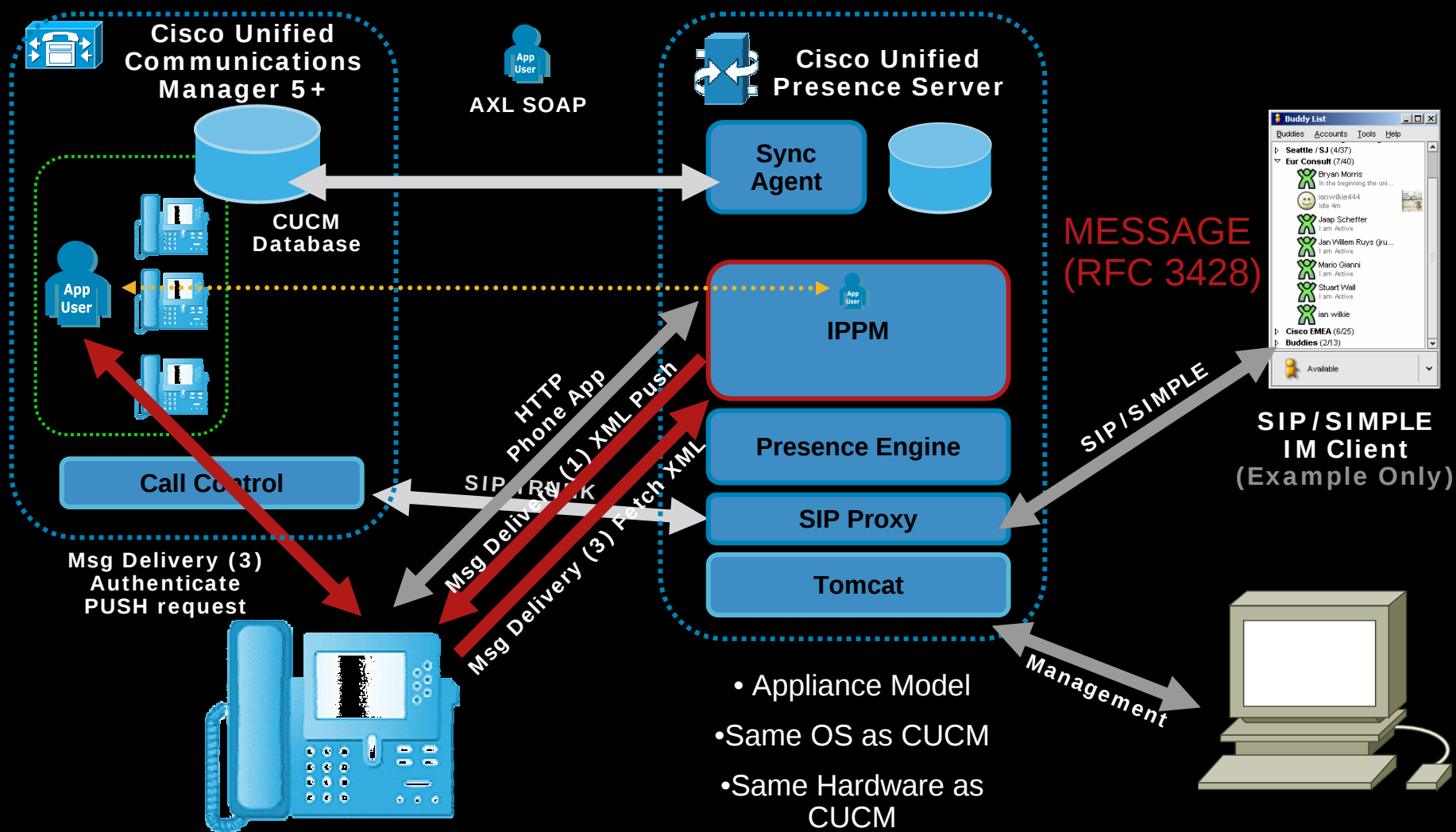
Receiving a Text Message



- On reception of a message the IP Phone will play an Audio Alert.
- Buttons are provided to call the Reply or Call the sender.
- IPPM will save a history of messages.

IP Phone Messenger

IPPM: HTTP / SIP/SIMPLE Gateway





Cisco Unified Personal Communicator

A New Way to Communicate: Cisco Unified Personal Communicator



Key Benefits



- Access powerful productivity enhancing applications from a single, unified interface
- Accelerate decision-making and collaboration using IM, presence, video, click to call, and web conferencing
- Save on travel and exchange ideas “face-to-face” using video
- Increase effectiveness of remote and mobile workers

Cisco Unified Personal Communicator 1.2

Voice, Video, and Email

Presence and IM

Preferred Device

Voice Mail Playback

Contact lists

Unified Personal Communicator

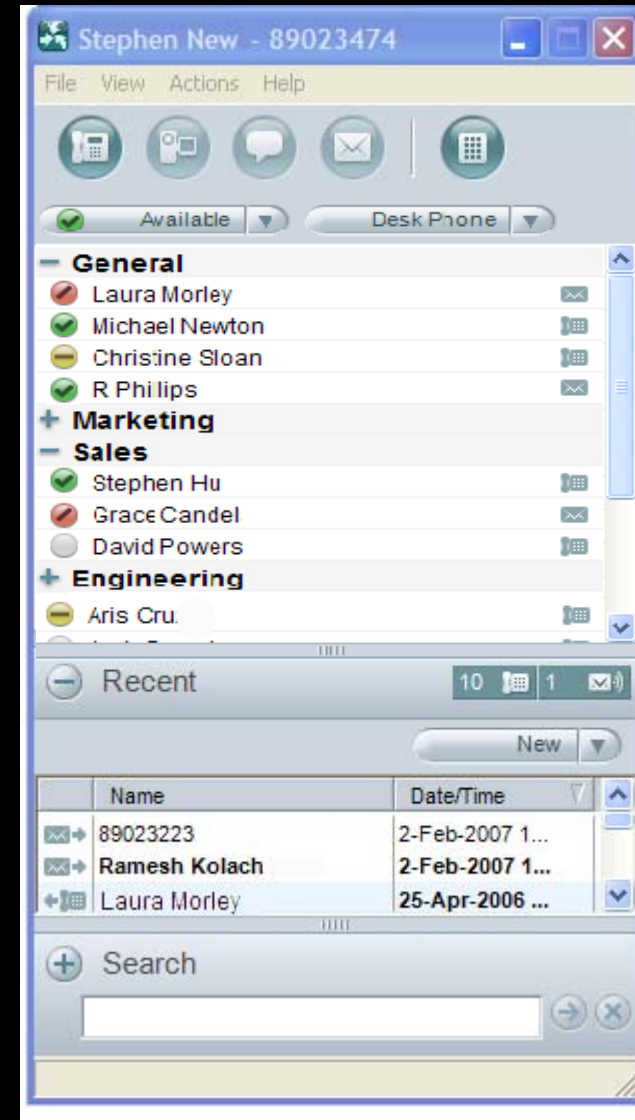
Web Conferencing

Video Conferencing

Directory Searches

Communication Logs

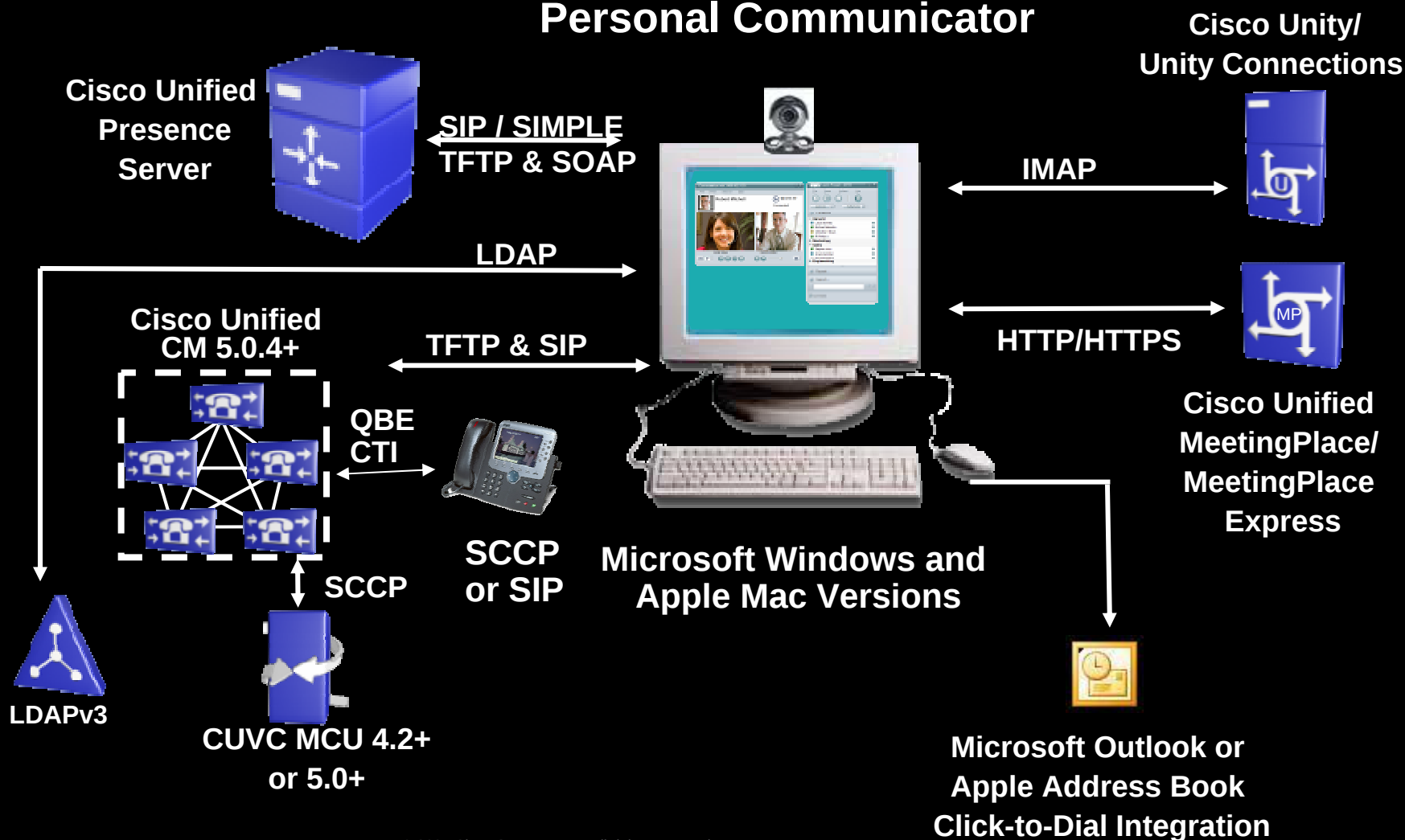
Mobility



All-in-One Communication Tool

Cisco Unified Personal Communicator Solution

Cisco Unified Personal Communicator



Cisco Unified Personal Communicator Technical Details

- Built to be cross-platform (Windows XP, Mac OS)



Protocols and Codecs:

- Call Control: SIP and Cisco Unified CM CTI
- Voicemail Access: IMAP to Cisco Unity/Unity Connection
- Presence: SIP/SIMPLE
- Audio codecs: G.711u/a, G.729a, iLBC
- Video codecs: H.263, H.264

CUPC Version 1.2

System Requirements

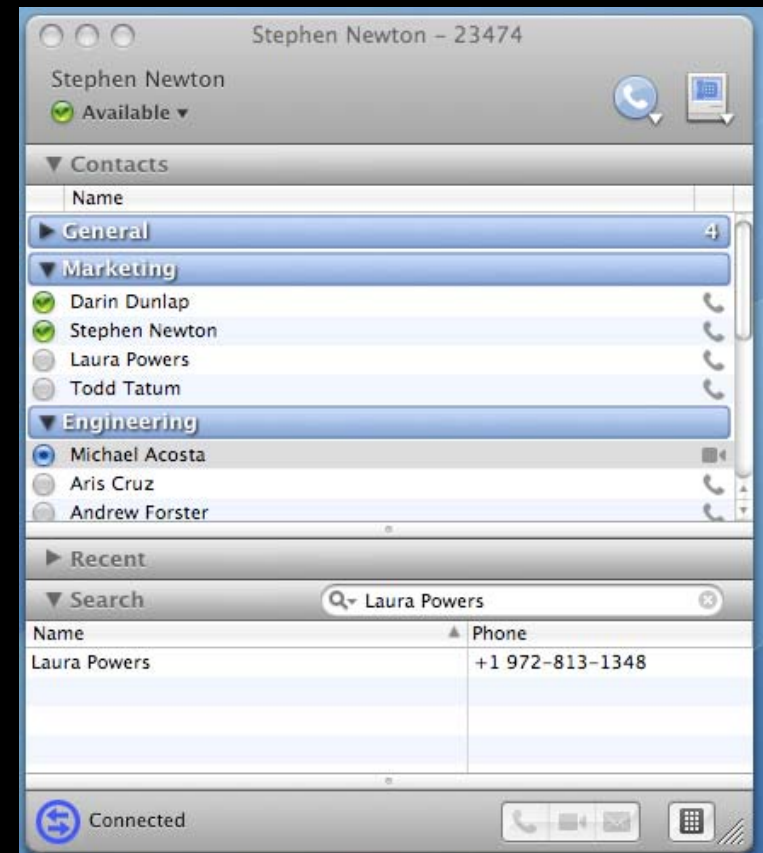
Required:

- CUCM Business Edition or CUCM 5.1(2) or later
- Cisco Unified Presence 6.0
 - Presence
 - Instant Messaging
 - Client services
- LDAP v3 Server
 - Corporate Directory Searches
- Windows XP or Mac OSX

Optional:

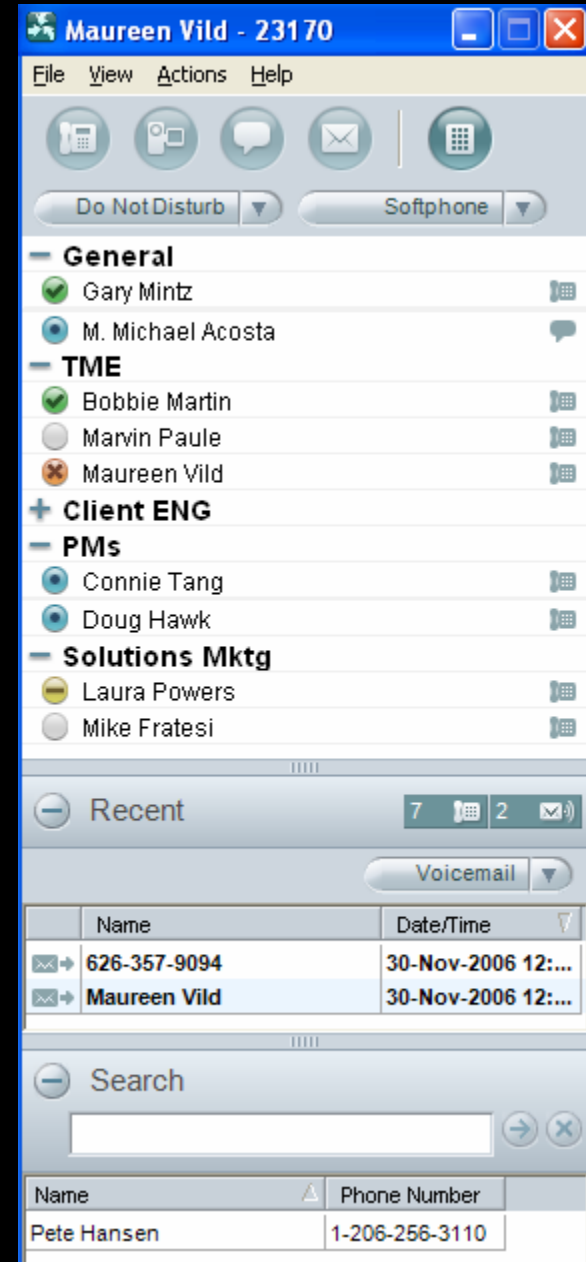
- Cisco Unity 4.2 or 5.0; Unity Connection 1.2
 - Intelligent voice messaging
- Unified MeetingPlace 6.0*; MeetingPlace Express 1.2, 2.0
 - Web conferencing
- Cisco Unified Videoconferencing 5.0, 5.1 or Cisco Unified MeetingPlace Express VT 1.2 or 2.0
 - Videoconferencing
- Cisco VT Camera I or II
 - Video calling/conferencing

**required for whiteboarding capabilities*



The Console

- Initiate audio, video, voice-mail & Instant Message
Click to IM is NEW
- Integrated Key Pad Dialer
- Integrated Corporate Directories
- View Contacts Presence
- View and Set Preferred Method of Contact
- View, Play, Sort, Voice Messages
- **Message Waiting Indicator (MWI)** with counter
- Communication Logs of Incoming and Outgoing Calls
- Integrated LDAP Directory Search



Presence

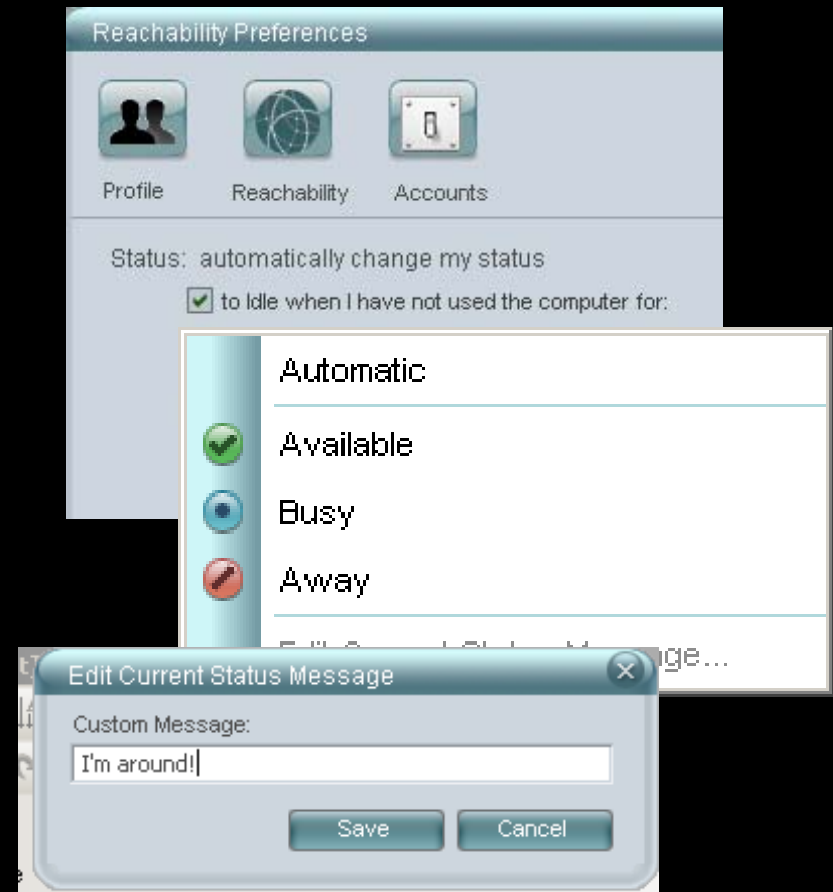
Know How to Reach Others Quickly

Improve “Communication Connection Success Rates”

- Quickly determine who is available and who is not with dynamic presence information

Easily identify the best people to contact

- Know each user's preferred method of contact – voice, video, IM or email.
- Make yourself available or not
- Customize your availability information (at lunch, in a meeting)
- Display availability based on your Outlook calendar
- Set extended away messages (on vacation, out of office)



Presence continued...

- Blocked User List offering additional privacy options

Blocked users cannot see Status, Reachability nor Send IM

- Alert me when “Joe” is available

- New “busy on the phone” options

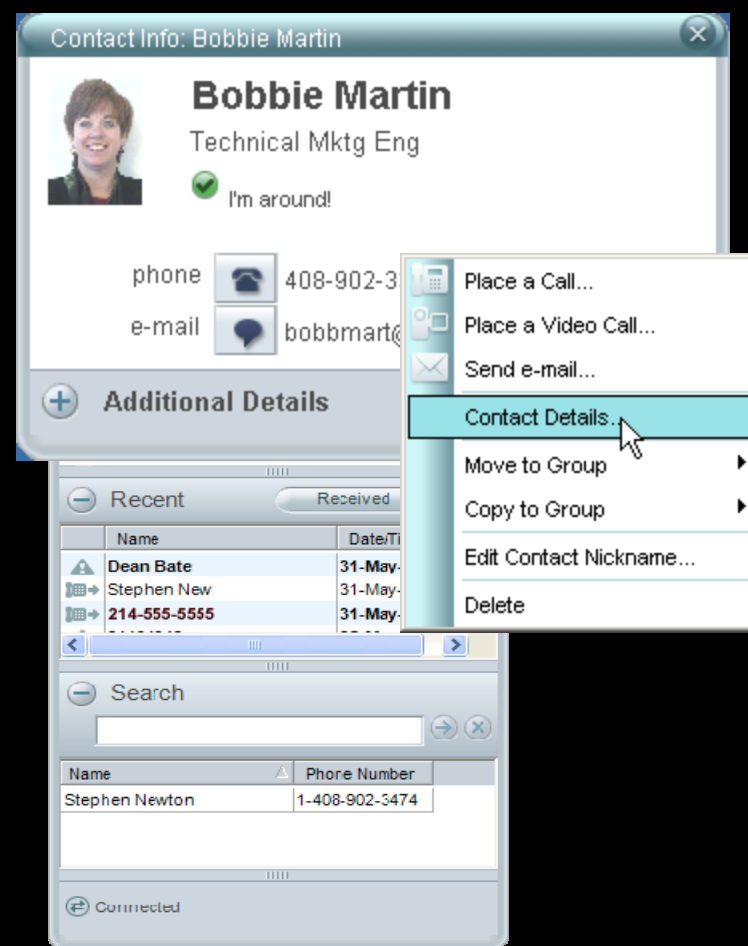
Always – Shows you are off-hook even when you’re offline

Never – “never” shows busy even when you are off-hook

Only when I’m logged in – “opting in” to show other users when you’re busy on phone

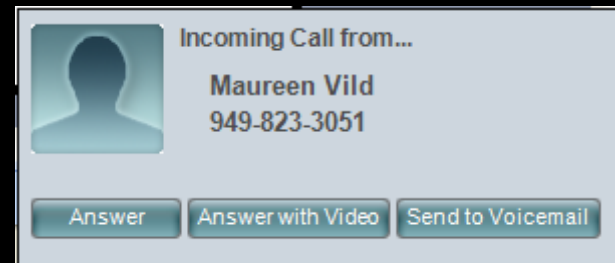
LDAP Directory Integration

- Used for “Search” and Contact Details
- LDAP v3 required. Tested LDAP v3 servers
 - Active Directory 2003
 - Active Directory 2000
 - Sun One Directory 5.2
- Active Directory: Customer must grant Anonymous Logon access to user objects
- Can integrate to multiple LDAPs and primary and backup LDAPs
- Unified Presence Server Attribute Mapping between Unified Personal Communicator field requirements (24 fields) and customer LDAP fields
- Can use several search context functions and recursive searches



Voice: Desk Phone and Softphone modes

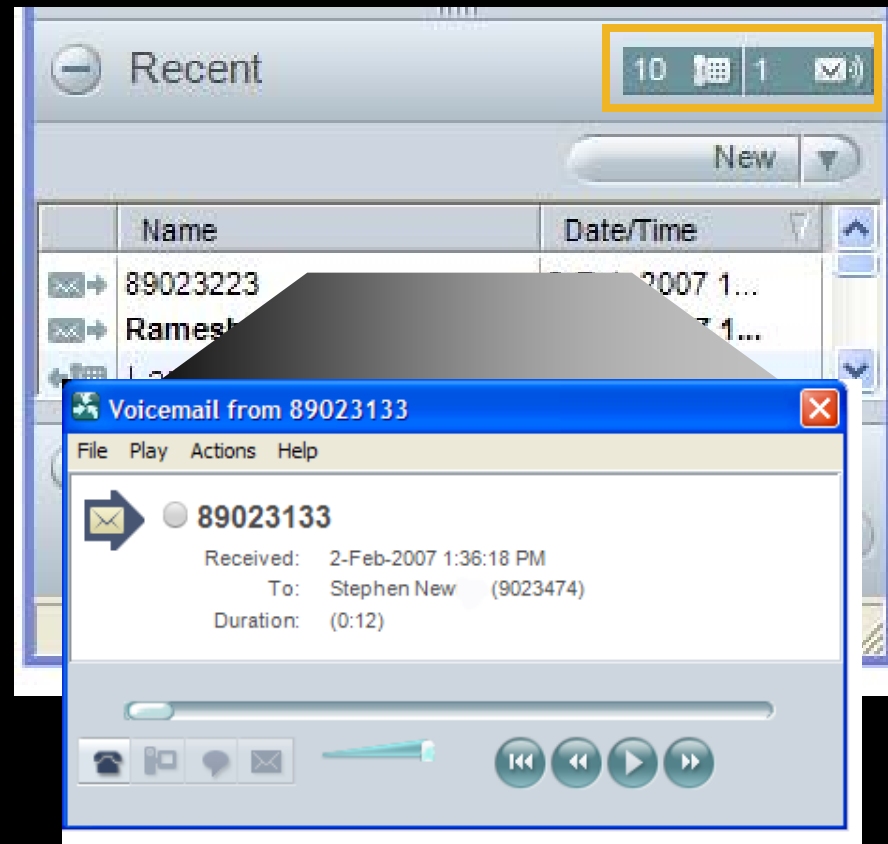
- Desk Phone mode controls phone via CTI
- Softphone mode...
 - SIP softphone (RFC 3261)
 - Supports audio codecs: G.729a, G.711u/a
 - **iLBC Audio codec**
 - Provides video capabilities
 - Supports KPML dialing
- Common call control functionality for both audio and video calls: Hang up, Hold, Merge, Open Dial pad
- Voice Conferencing is via CUCM (Merge button)
- New Popup Notification on incoming calls with Call ID, name lookup, send to voicemail
- Controls to Escalate to Video, Escalate to Web Conference
- Audio Device Choosing



Recent Communications Activities

View and Respond Faster

- See who called and when
Name/CLID, Date/Time, media type
- View communications history
Inbound/outbound calls
Missed calls
Uses CUCM Applications Dialing Rules (no need to edit strings manually)
- View Cisco Unity or Unity Connection voice messages onscreen
Message waiting indicator with counter
Presence indicator
Sort, delete, and simply click-to-play
Click to respond (voice/video/IM/email)



Microsoft Outlook Toolbar

Call Contacts Quickly

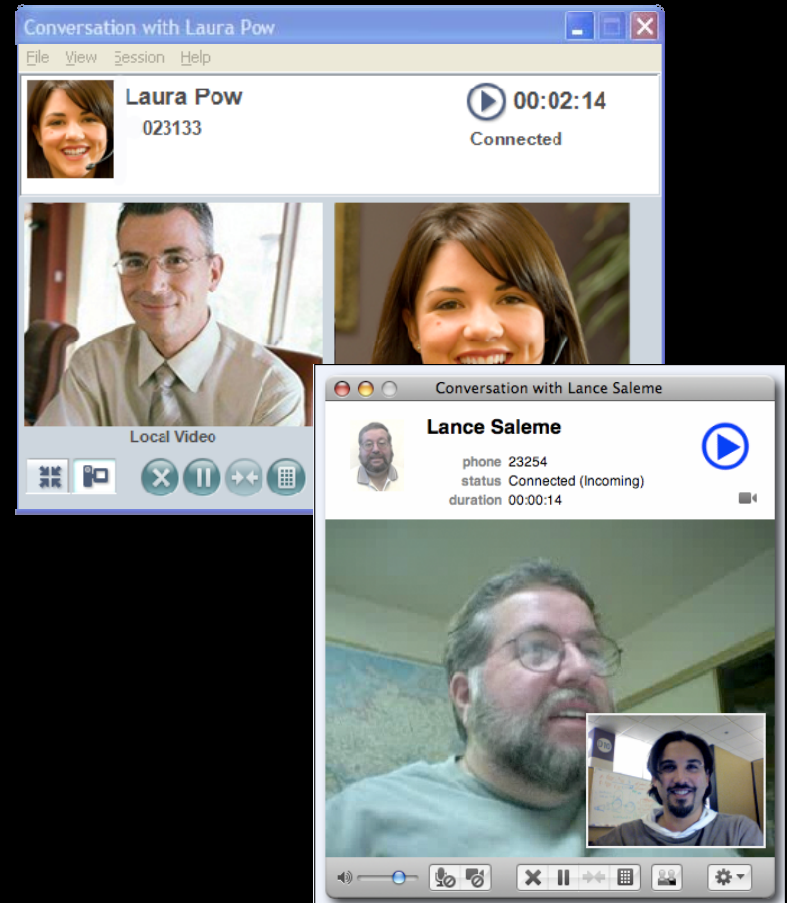
- Add-in for Outlook 2003
 - Click to dial
 - Direct dial
 - Click to IM
- Communicate quickly with customers, partners, and personal or corporate contacts in Outlook



Note: Apple Address Book functionality is similar and is also available today

Video Telephony Features

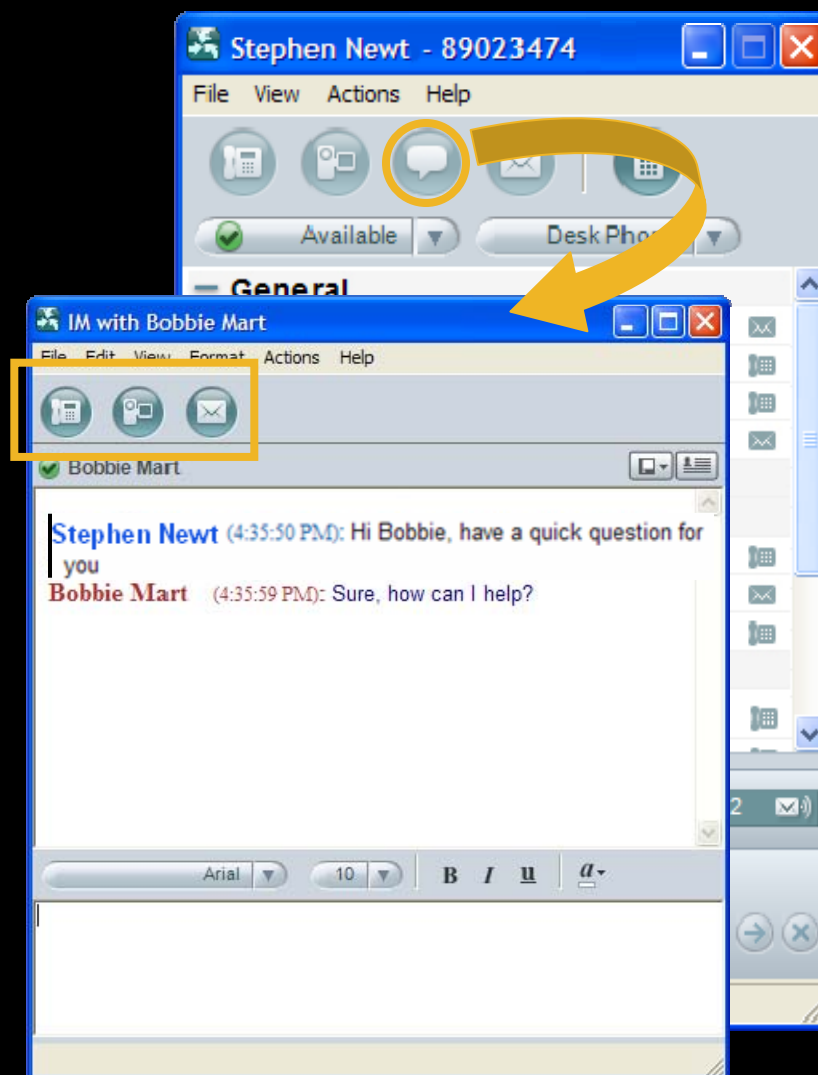
- CUPC is a CUCM video telephony endpoint
- Available in Softphone mode only
- Ad-hoc video conferencing...
 - Multi video conferencing when integrated with IPVC 4.2 (EOL) or CUVC 5.x MCU SCCP Mode
 - ...or video switching with MeetingPlace Express VT
 - Support with Unified Video Advantage & 7985
- Supports Cisco VT Camera I and II on PC
- Supports iSight camera on Mac
- Video Codecs - H.263 and H.264
 - Both PC and MAC (Release 1.2)
- Video Formats – CIF and QCIF
- Frame Rate up to 30 FPS



Instant Messaging

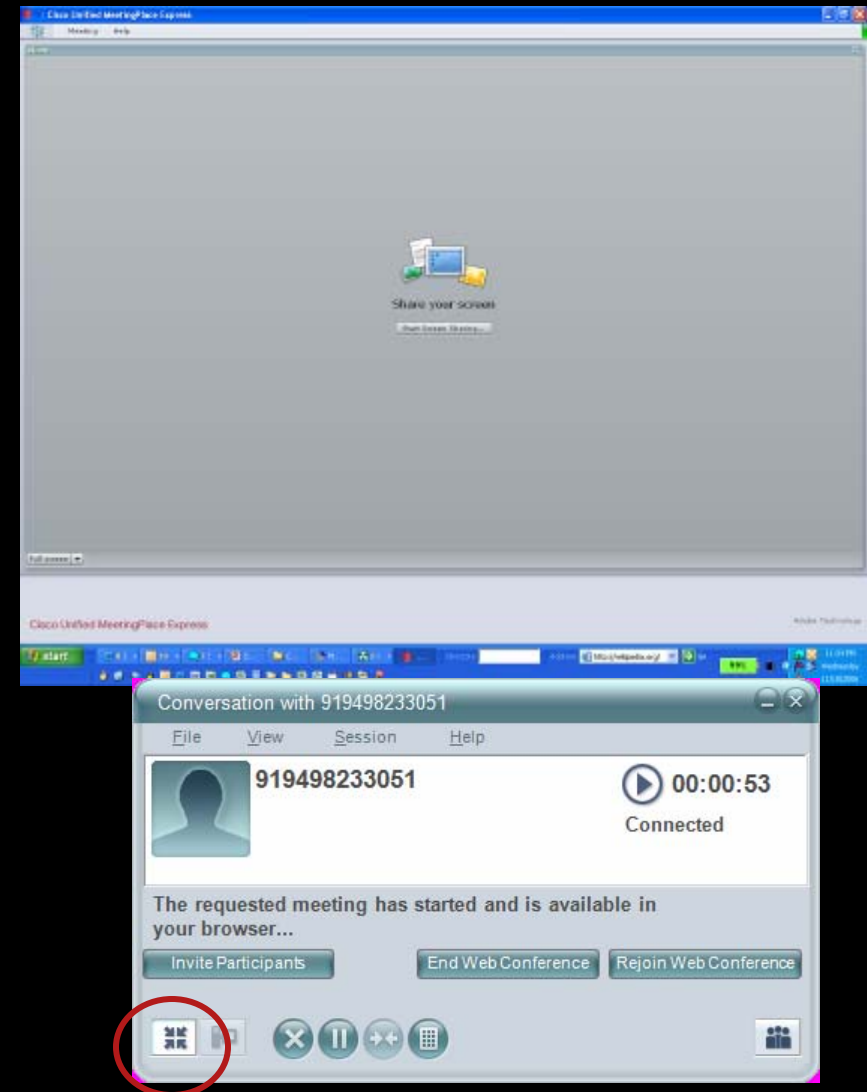
- Single-party Instant Messaging within the Organization
- Send/Receive to/from Personal Communicator or IPPM users
- Click to Dial Voice/Video and Email from the IM Window
- IM can be disabled by Presence Administrator
- No IM Federation (Future Roadmap)

Note: IM Federation - Ability to send IM messages to other IM services internal or external (Sametime, AOL, LCS, etc.)



Web Conferencing via MeetingPlace Express & MeetingPlace 6.0

- Ad hoc Web Conference
 - MeetingPlace Express - “Share Only” No telephony, chat, participant list
 - MeetingPlace 6.0 – Share, Share Desktop, Collaborate, Whiteboard and Annotate
- Click to escalate from within a Audio Conversation window 
- User initiating session must have a MeetingPlace profile
- Web Share between 2 CUPC users is automatic
 - Non-CUPC users can be sent the meeting URL to join
- Each connection utilizes (1) MPWeb User License



Unified Personal Communicator Localisation

■ Localization Release

English, French, German, Italian, Danish, Swedish, Dutch, Russian, Spanish, Portuguese (Brazilian), Chinese (Traditional Chinese and Simplified Chinese), Japanese, Korean



Scalability

System	Scalability
CUPS 1.0.3	7825: 1000 (2000 when in redundant mode) 7835: 2000 (4000 when in redundant mode) 7845: 5000 (10K when in redundant mode)
CUPS 6.0	Same capacity as CUPS 1.x above Note: CUPS 6 will support cross-CUPS-cluster federation.
Unity 4.2	IMAP: 2500
Unity 5.0	IMAP: 5000
Unity Connection 1.1	IMAP: 750 (with Platform Overlay 3)
Unity Connection 1.2	IMAP: 1500 (with Platform Overlay 3)
CallManager 5.0.4, 5.1, 6.0	MCS-7835 Maximum of 800 CTI connections or associations per standard server, or a maximum of 3200 per cluster if they are equally balanced among the servers MCS-7845 Maximum of 2500 CTI connections or associations per high-performance server, or a maximum 10,000 per cluster if they are equally balanced among the servers
MeetingPlace Express 1.1.2	Up to 120 Concurrent web users
MeetingPlace Express 1.2	Up to 200 Concurrent web users
MeetingPlace 6.0	Up to xxx Concurrent web users (See FCS Release notes)

Unified Personal Communicator and Unified Presence Server Device License Quick Reference

	Unified Personal Communicator <i>Basic - no softphone or video enabled*</i>	Unified Personal Communicator <i>Advanced Capabilities</i>	Unified IP Phone 7971G + Presence + Unified Personal Communicator <i>No softphone or video enabled</i>	Unified IP Phone 7971G + Presence + Unified Personal Communicator
Device	 Unified Presence Server  Presence + Deskphone control	 Unified Presence Server  Presence + Softphone + Video	  Presence Server  Presence + Deskphone control	  Presence Server  Presence + Softphone + Video + Deskphone control
Additional Device License (DL) Req'd Per User	1 (Presence)	1 (Presence) + 3 (Softphone)	5 (7971G) + 1 (Presence)	5 (7971G) + 1 (Presence) + 3 (Softphone)
Total Add'l DL	1	4	6	9

Chart above represents the Unified CallManager Device Licenses required in addition to Unified Personal Communicator user licenses.
 * This scenario assumes IP Phones and licenses have been purchased previously

Presence-Enabled Clients



Intelligent, Effective Communications with Presence-Enabled Clients

Cisco's Client Strategy

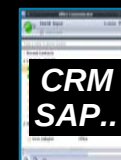
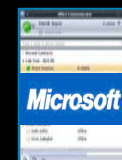
Choice of Clients

- Personal Communicator (CUPC) for PC & MAC
- Mobile Communicator (CUMC) for a variety of devices
Nokia/Symbian, Blackberry/RIM, Windows Mobile
- 3rd party Clients

Microsoft Office Communicator (MOC)

IBM SameTime client

Open Developer client applications & integrations



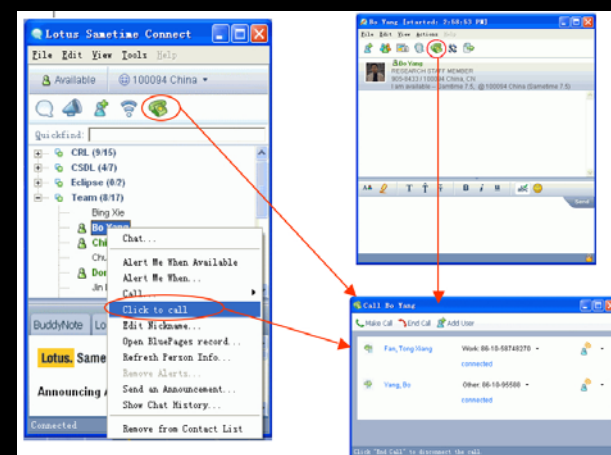
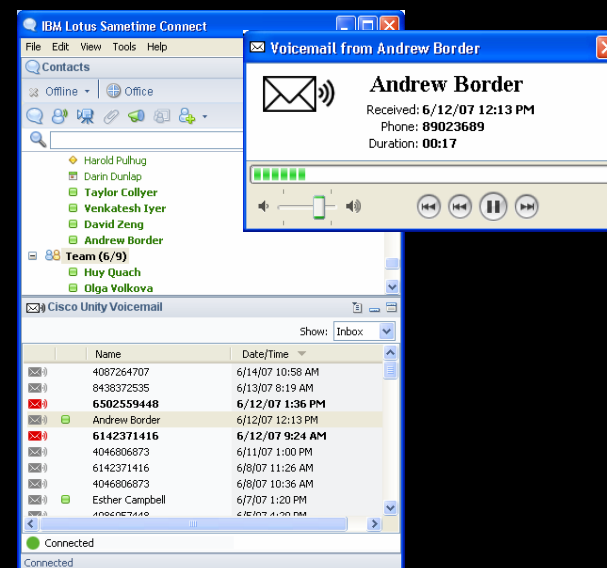
Underpinned by common Cisco UC client services

- IM, Voice, Video, Presence & Notifications
- Choice of UI rendering options (incl. none and tooltray service)
- Open API framework for UC client applications



IBM Sametime Communicator 7.5.1

- Provides Instant Messaging capabilities
- Allows users to Click-to-Call when integrated with Cisco Unified Presence 6.0 and Cisco Unified Communications Manager 6.0
- Provides Cisco Unity Voicemail access
- Future features will also include Click-to-Conference and Click-to-Collaborate



IBM Lotus Notes Integration

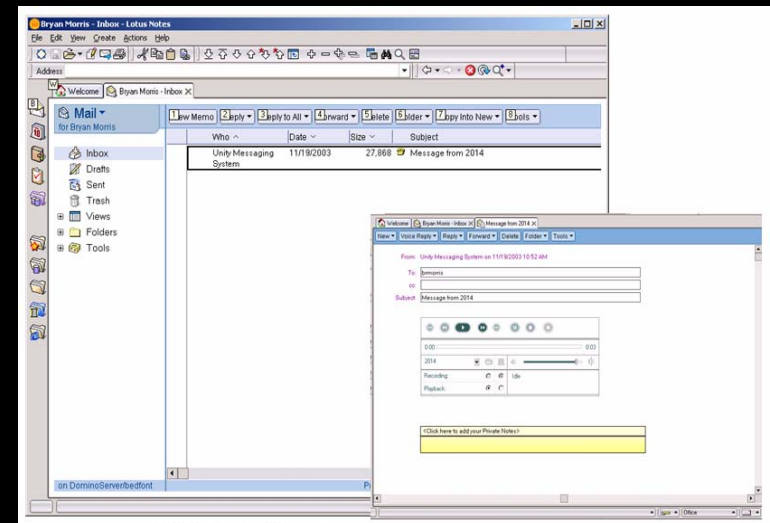
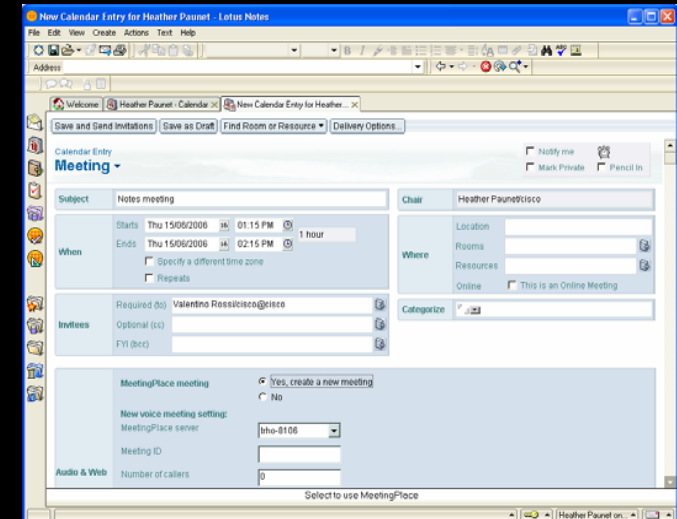
Available now

Cisco Unified MeetingPlace

- Schedule and attend MeetingPlace voice, web and video meetings directly from the Lotus Notes client
- Schedule and attend MeetingPlace voice with Sametime Web meetings directly from the Lotus notes client

Cisco Unity

- View, play, delete and forward Unity voicemails directly from the Lotus Notes client



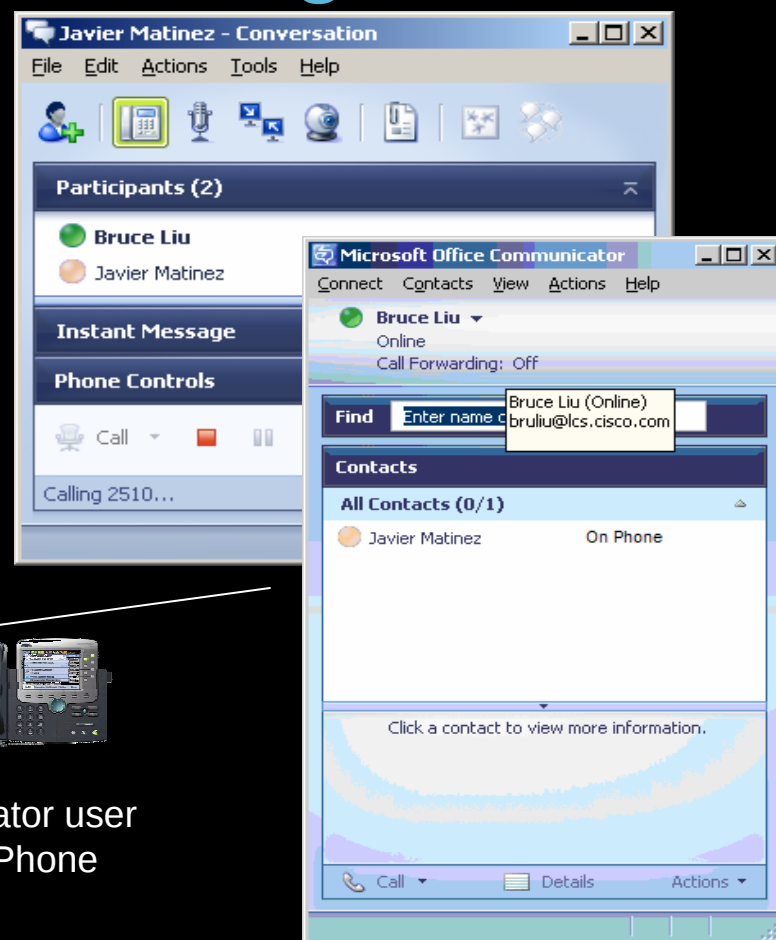
... And many other integration features planned

Microsoft Live Office Communications Server (LCS) 2005 and MOC Integration

- Implements CSTA to CTI bridge to integrate with existing LCS 2005 interfaces
- Provides click-to-dial, phone hook status reporting and general phone control from MOC client
- Will migrate over time to a pure SIP solution for better scalability



MS Office Communicator user
with Cisco Unified IP Phone



Microsoft Office Communicator Features Supported:

Make call, Answer call, Clear connection, Deflect, Hold, Retrieve, Consultation, Single step transfer, Two-step Transfer, Conference, Alternate, Reconnect, Generate digits, Set/Get forwarding

Microsoft OCS/LCS and Microsoft Office Communicator

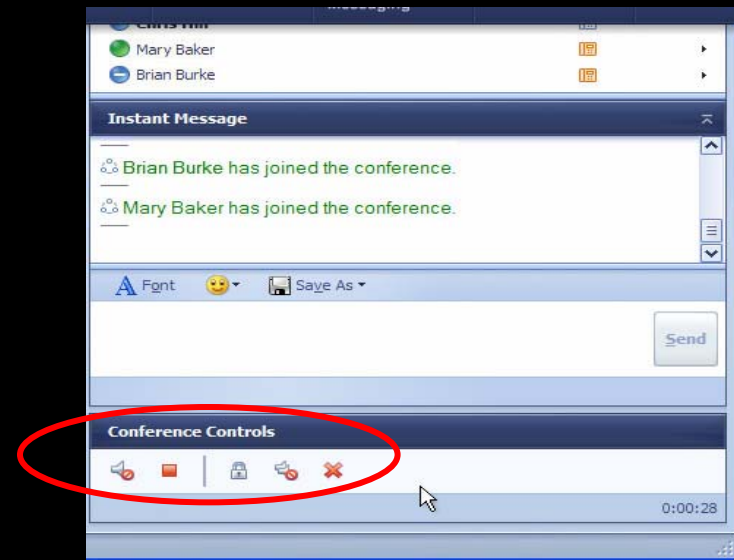
Available today!

Cisco Unified MeetingPlace

Microsoft Office Communicator (LCS)

- Click to MeetingPlace audio conference from MOC
- Mute, unmute, lock, eject, and end the audio conference from the MOC UI.

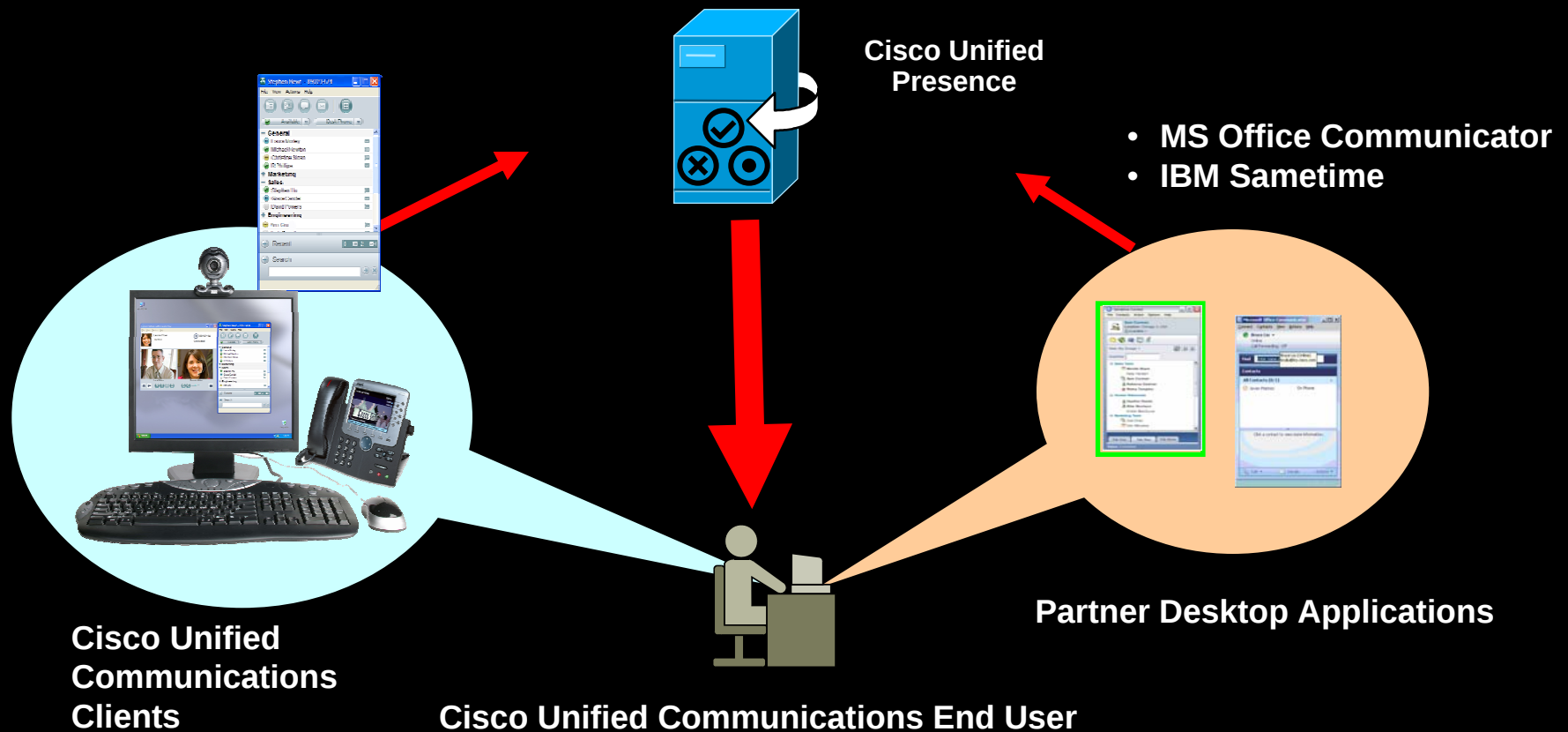
Note: Target end 2008/ early 2009: integration with OCS web conferencing and MeetingPlace



Cisco Unified Presence

Enterprise Desktop Integration

- Aggregation of End User enterprise services
- Common view of End User across these services



Cisco Presence Value Proposition

- Enables a true Unified Communications experience
 - Contacts, Instant Messaging, Click-to-Call, Calendar Integration, Collaboration
- Provides for complete robust view of the user
 - Availability and Reachability
- Allows for easy integration of numerous applications
 - Supports both Cisco enterprise products and SIP/SIMPLE networks to provide rich Presence services
 - Integration with IBM Lotus Sametime
 - Integration with Microsoft Office Communicator
- Federated Presence with other networks and application environments





THANK YOU !

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