



**Cisco Expo
2009**

**Cisco TelePresence
Revolutionizing Company
Communications**

Cisco EXPO 2009
April 21st, 2009



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Agenda

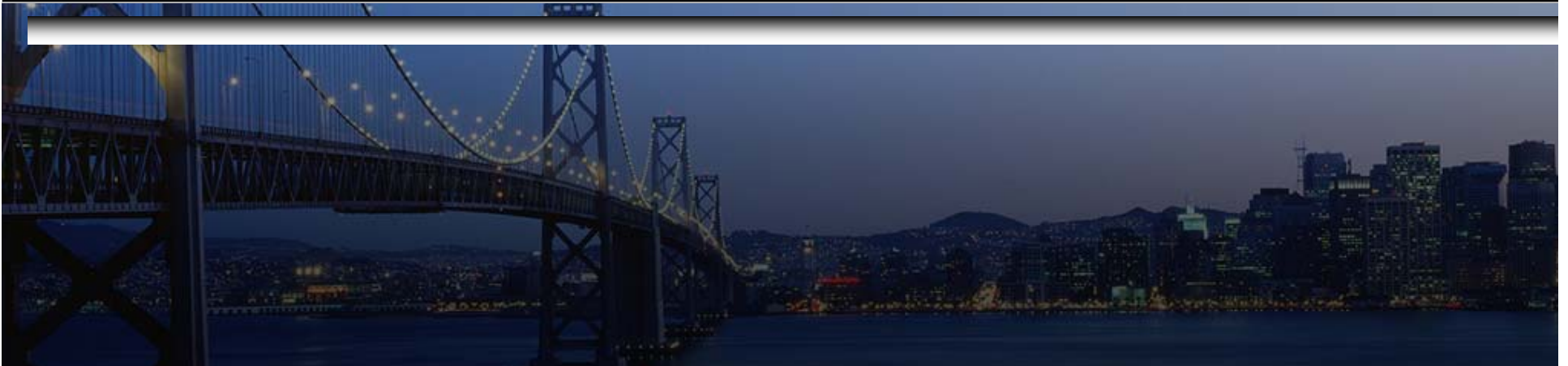
Video – The Next Driver for Networking Growth

TelePresence as Business Transformation Tool

TelePresence as a SP Managed Service

TATA Communications Presentation

Q&A...



Why Video



**A picture is a thousand words,
Video says it all**

“In person” experience

64% of communication is non-verbal¹

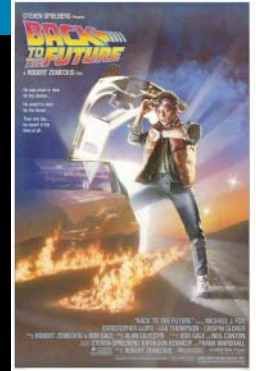
**One third of the human cortex is
dedicated to vision²**



¹Kandola, Pearn "The Psychology of Effective Business Communications in Geographically Dispersed Teams", Cisco Systems, September 2006

²Vision Group Research, FMRIB, University of Oxford, UK

Back to the future: Why video is like the web in the 90s



90S

TECHNOLOGY

Web

TRANSFORMATION

eBusiness

BENEFIT

Automation

IMPACT

Services, Sales,
Marketing, Employee
Productivity



TODAY

video

Collaboration

Humanization

CSI2

Productivity & Monetization
Personal, Social &
Interactive

Video delivers human interactions at scale

Slide 4

CS12

see changes to impact for TODAY

Cisco Systems, Inc.; 01-12-2008

Cisco TelePresence

What It Is Today—The Cisco TelePresence Meeting

- **It's all about the Experience**

- Every participant at table ... life size

- Eye contact, audio from person speaking

- Speak normal voice level

- Immersive - No perceivable latency

- **Simplicity – Quality – Reliability & Innovation**

- Technology invisible to the user

- As easy as placing a phone call

- Best in Class Technology

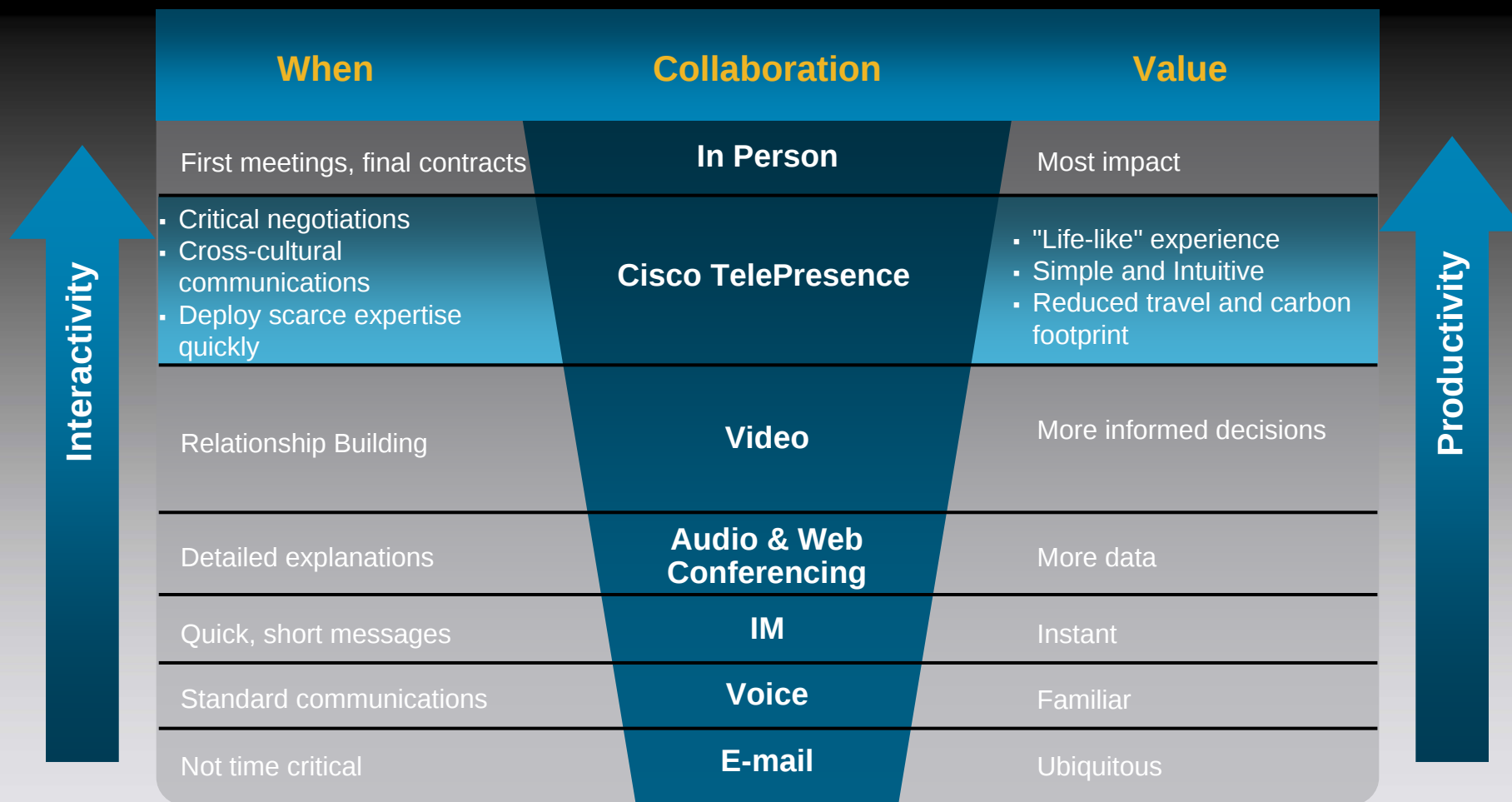
- Cisco R&D

- **Green IT with significant cost and time savings**

- **Network as the Platform – The Obvious Managed Service**

- Leverages the Network as the Platform along with Cisco UC

Improving Collaboration— Building Relationships in a Globalized World



Cisco TelePresence

Market Momentum – TP Market Leadership

300+ Customers with 2000+ Rooms deployed Commercially

- 30 of the Global Fortune 100; 50 of the Global 200
- The top four global investment banks
- 10 top high tech companies
- 57 Service Providers
- Six of the world's leading retail, consumer goods and food/beverage companies
- Two of Largest WW pharmaceutical
- 12 global energy companies
- 12 healthcare companies
- 12 top US research universities
- 60 public sector/education customers



The Scale of Collaboration

Cisco's Own Internal TelePresence Deployment

- 407 CTS endpoints
- 42 countries, 143 cities
- 5+ hours used per end point per day
- 4800+ meetings/week globally
- 1200+ multipoint meetings/week
- \$196M travel savings (conservative)
- 105K+ metric tons of carbon saved
- Significant productivity gains
- 1000s of intercompany meetings

Functional Groups Benefitting

Sales

Engineering

Human Resources

Customer Service

Finance

Operations

Manufacturing

Cisco TelePresence ATP-partners in Denmark

- NetDesign
- IBM
- ATEA

Cisco TelePresence Deployment Models

Service Provider Managed Services



Cisco Unified Communications, TelePresence and Business Video Systems as Managed SP Services

TelePresence

- TelePresence Meeting Solution
- TelePresence as a Service
- Consumer TelePresence

Physical Security

- Video Surveillance
- Access Control
- HD and SD Cameras



**SP
Managed Services
Opportunities**

Digital Media

- Digital Signage
- Desktop Video
- Enterprise TV

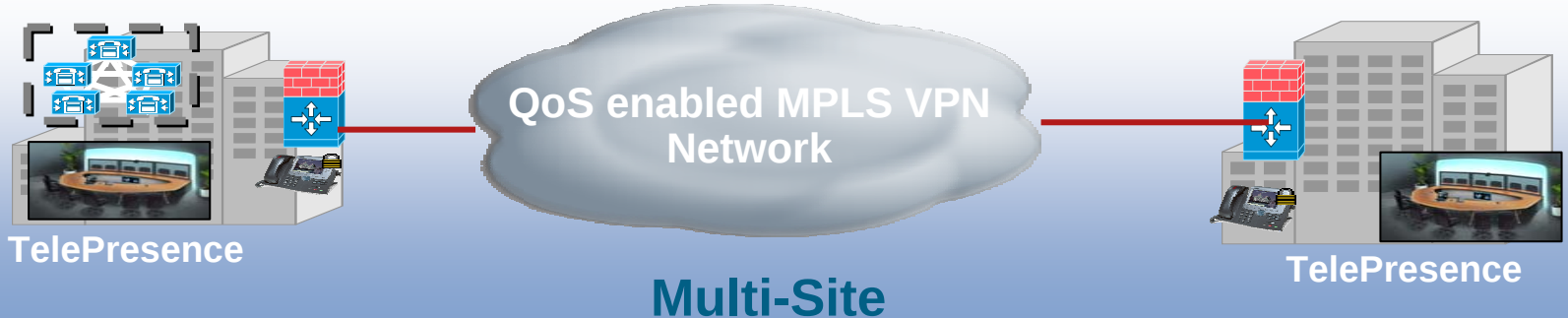
Unified Communications

- Video calling
- WebEx
- Interoperability

TelePresence Network Services plan: Deployment Models

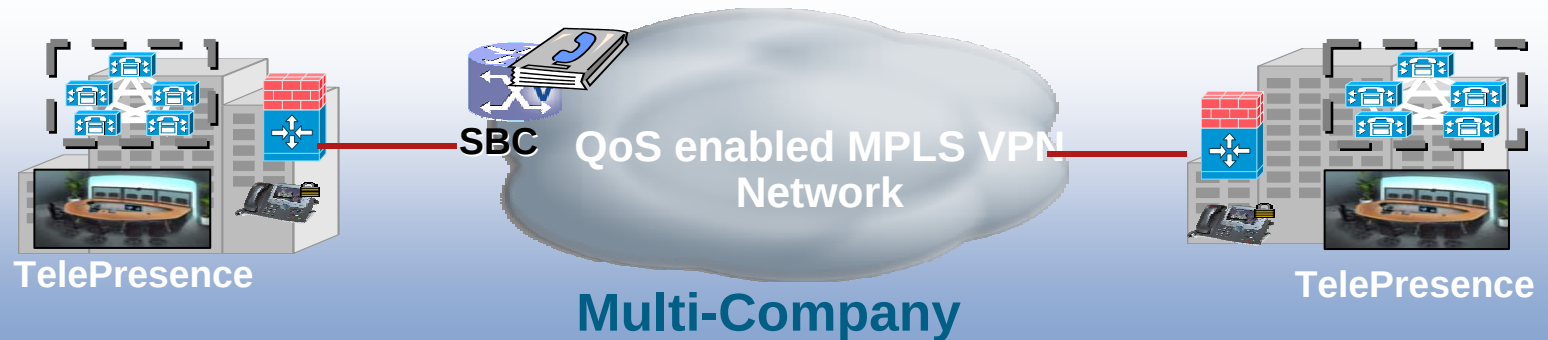
CTS Features

- QoS enabled Network
- Intra Enterprise
- Security



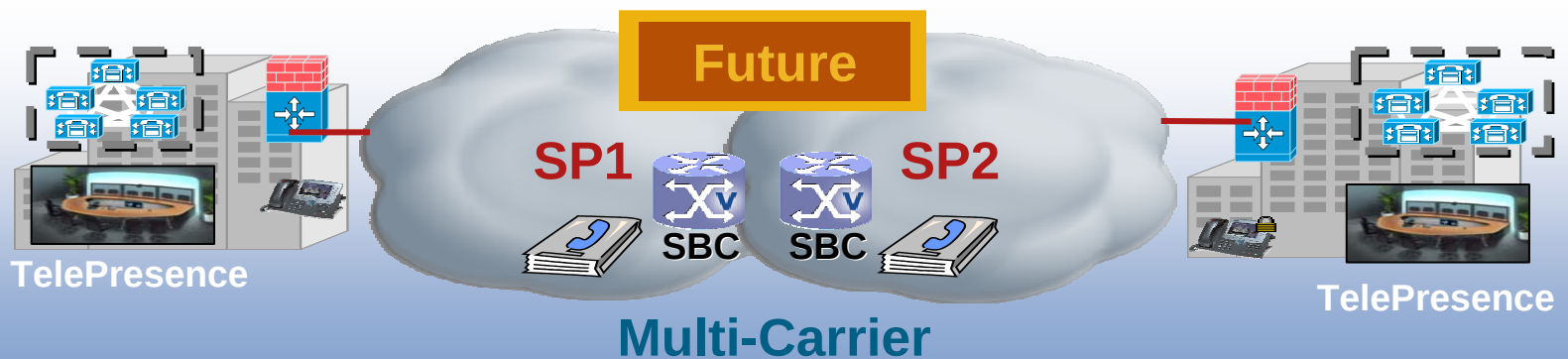
CTS Features

- Inter Enterprise
- Extranet VPN/SBC
- Managed EndPoints



CTS Features

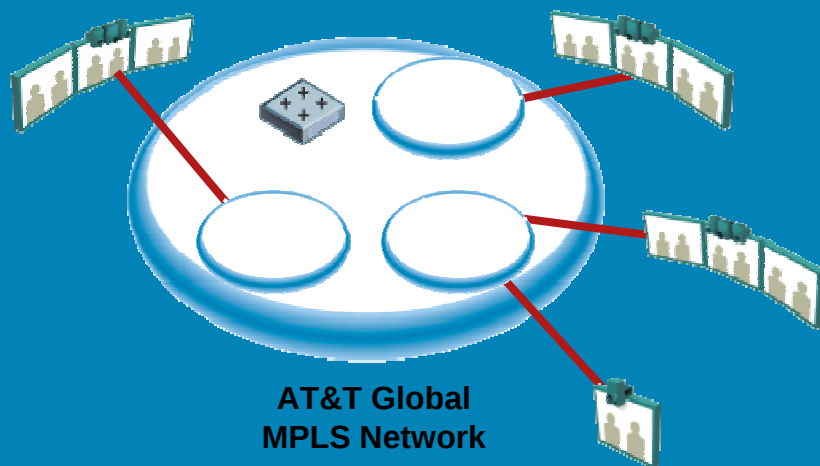
- SP-To-SP Interconnect
- Multipoint
- Managed EndPoints
- Consumer TP



TelePresence Network Momentum

Proof Points: SP and Enterprise

AT&T Introduces Intercompany Cisco TelePresence Service (4/21)



BT Introduces Intercompany Cisco TelePresence Service (4/29)



“The innovative character of Cisco TelePresence has enhanced our internal, especially cross border communications, and shortened the distance between the countries. It helps us, saving costs and will allow us to include our external business partners.”

Wolfgang Lux, Managing Director Media-Saturn-Holding GmbH

Intercompany/B2B TelePresence



Benefits

Impressive ROI
Reach across entire
supply and value chain

Result

Sustainable
competitive advantage
Accelerated decision making

TelePresence Services – Public Rooms

TATA Public Rooms



Tata Introduces Cisco TelePresence Public Rooms



Public TelePresence Rooms 100 rooms committed WW in 2009

Service Detail:

- Room rental on an hourly basis, costing between \$299 to \$899/hour (varies with room size)
- Rooms range from a one-person cubicle to a group meeting room for up to 18 people
- Multiple Use Cases
Project the benefits of TelePresence into several segments and verticals

"Through our unique combined public and private room model, we are bringing our customers access to a unique "in-person" experience to enhance their global real-time collaboration."

Vinod Kumar
President, Global Data and Mobility Solutions
Tata Communications

TelePresence as SP Managed Services

- TelePresence - Phased approach in Service Creation

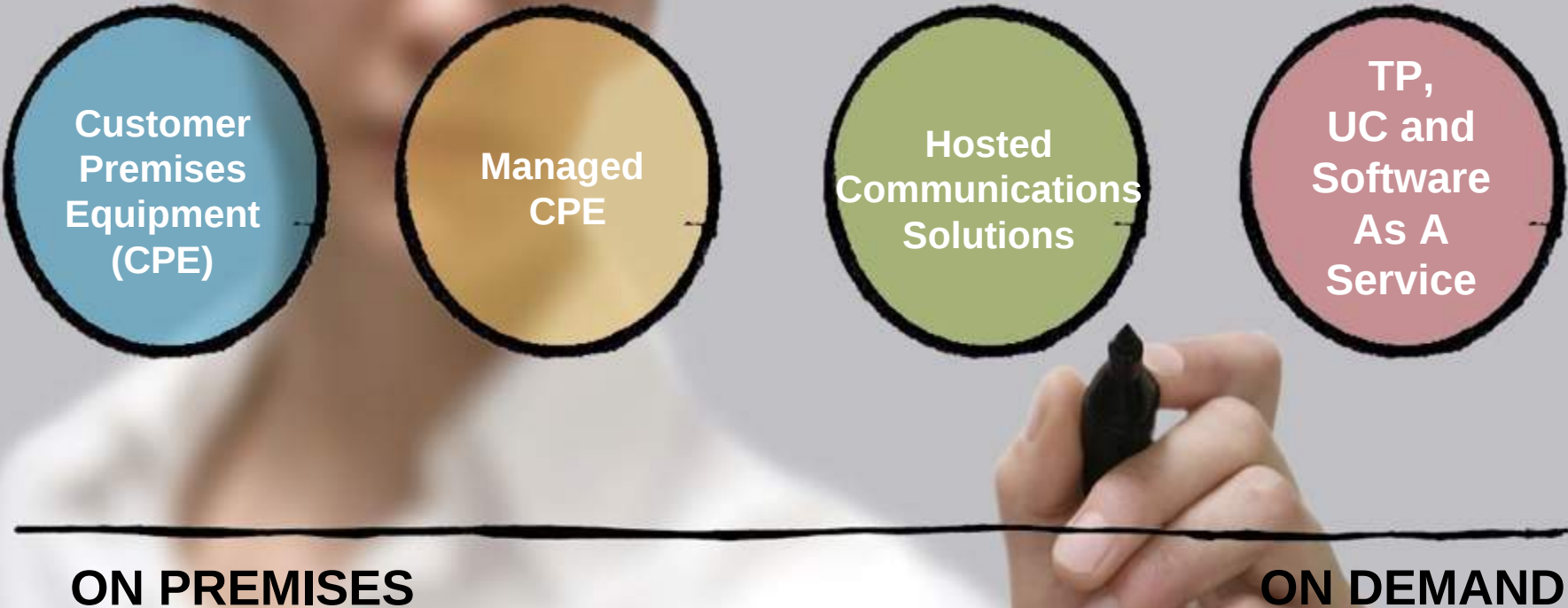
Public Rooms for business services

TelePresence as a Managed Service for ENT and Communities of Interest “COIN” (End-points, Concierge services, Support)

Intercompany/B2B Support

Telecommuter TelePresence - FTTH

TelePresence in Residential - FTTH



Customer
Premises
Equipment
(CPE)

Managed
CPE

Hosted
Communications
Solutions

TP,
UC and
Software
As A
Service

ON PREMISES

ON DEMAND

Only Cisco Can Deliver Service Provider Collaboration Via The
Model That Best Suits Your Customers and Your Revenue Streams

TelePresence Hitting the Mainstream...

Dilbert Does TelePresence (2/22/09)





CISCO

Handing Over to TATA ...





Telepresence

Beatrice Davidson

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Telepresence Exchange Services

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Tata Group | At a Glance

India's most respected multinational business conglomerate¹

Comprises 98 operating companies in 7 business sectors across 6 continents

Only Indian entity in Forbes' list of World's 20 Most Reputed Companies

Largest employer in the private sector with 289,500 people

5,000+ SMEs in India

\$70 Billion Turnover

>5% of India's Gross Domestic Product (GDP)

¹ Awarded in 2006 by the United States – India Business Council (USIBC)



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Tata Communications History

2002

Tata Group buys a majority stake in VSNL

2002

VSNL International formed – HQ in Singapore

2004

Tata Indicom Cable (TIC) built – India to Singapore

2005

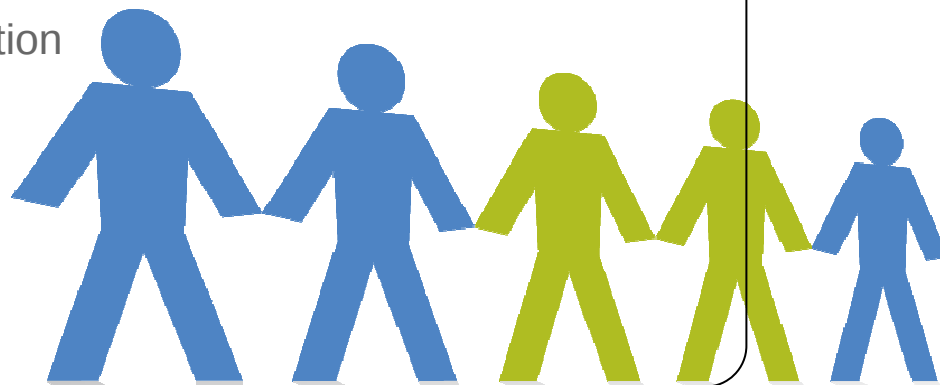
TGN Network Acquisition

2006

Tele globe Acquisition

2008

Tata Communications



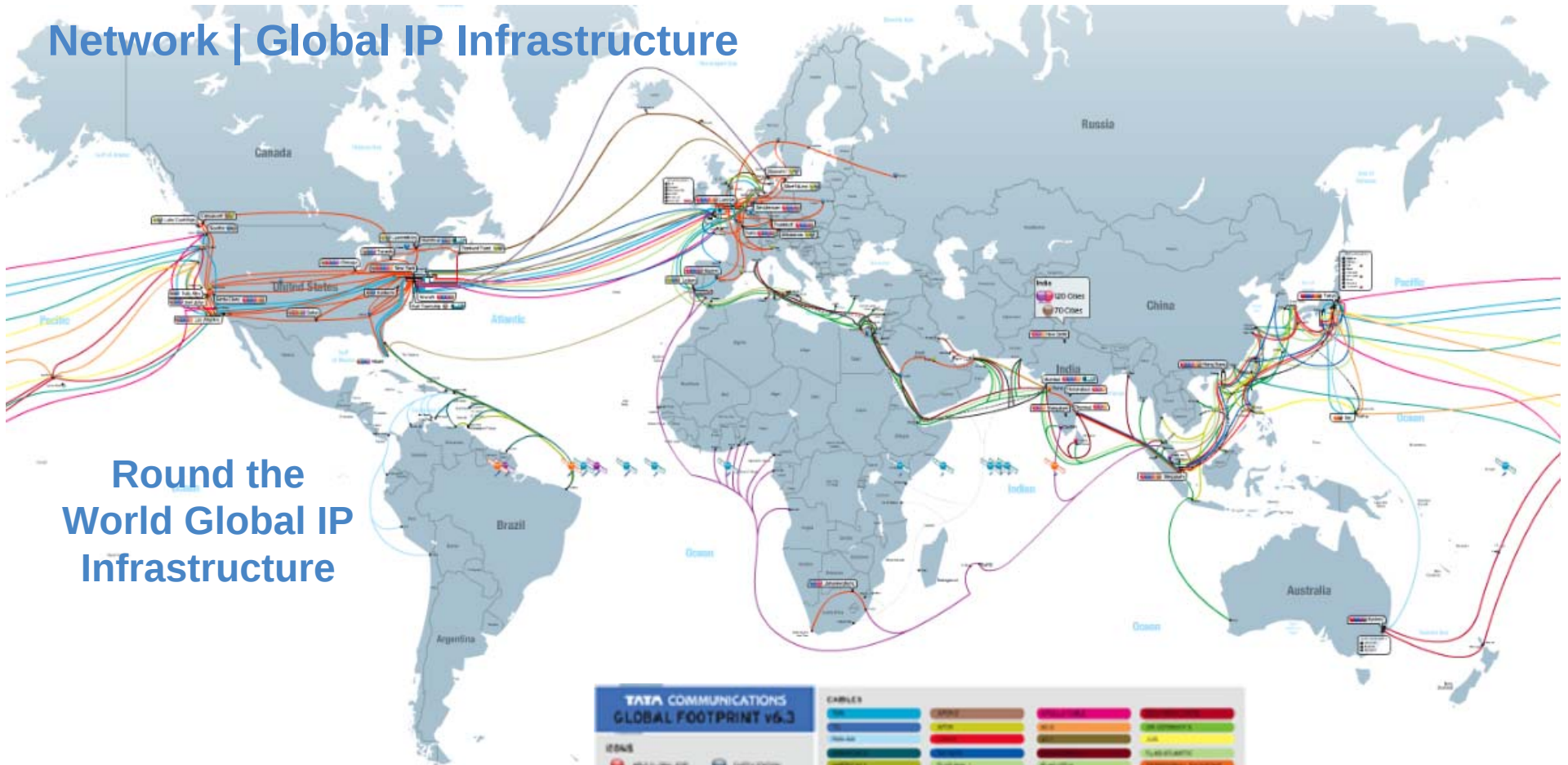
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Network | Global IP Infrastructure



Round the
World Global IP
Infrastructure



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A New World of Communications

Strategy

Build leading edge IP-leveraged solutions advanced by our unmatched global infrastructure and leadership in emerging markets.

Delivering an extensive product portfolio that provides Converged IP Solutions and Managed Services

Network Services

Managed IT Infrastructure Services

Collaboration Services

Managed Application Services

Managed Security Services

Professional Services and Outsourcing





Telepresence Managed Services

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A True Replacement for Face-to-Face Meetings

Direct Benefits

Reduce travel, cut cost, while boosting productivity

Accelerate Growth: Scale Yourself, Your Teams, Your Business

New business models in sales, support, supply chain

Reduce distance as constraint to deploying expertise

Improved customer intimacy

More frequent, higher-quality interaction amongst leadership & staff

Greater organizational responsiveness & crisis management

Lower turnover through improved employee experience

Indirect Benefits

Green Benefits: corporate social responsibility & reduced carbon footprint



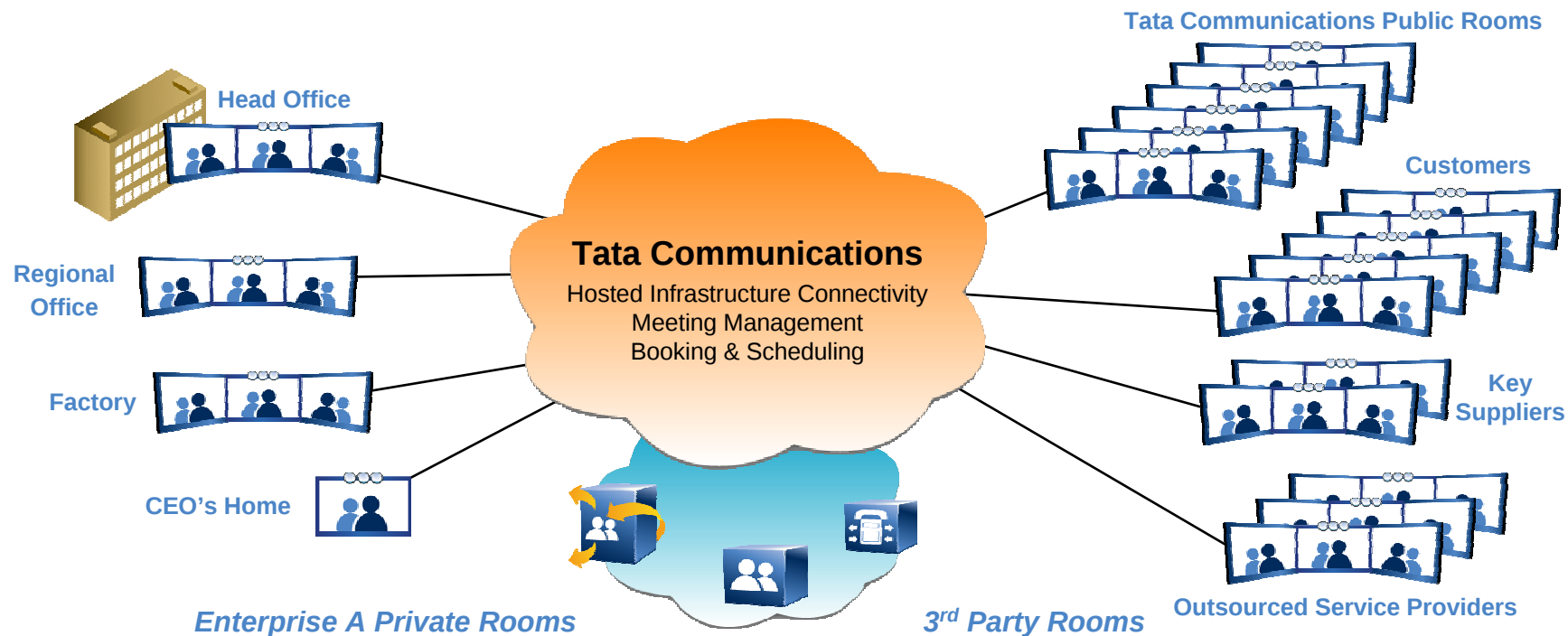
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Tata Communications Managed Services Model



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Value Proposition

Lower TCO: Telepresence infrastructure owned, hosted, and managed “in the cloud” by Tata Communications

Public Room network in premier locations available on pay-per-use basis

Managed any-room-to-any-room interconnectivity:
intra-company, inter-company, and
public-to-private

Multi-lingual support

Single point of accountability for network, TP
equipment, conference facilitation

Simplified billing models: each entity can buy its own
room and bear its own costs



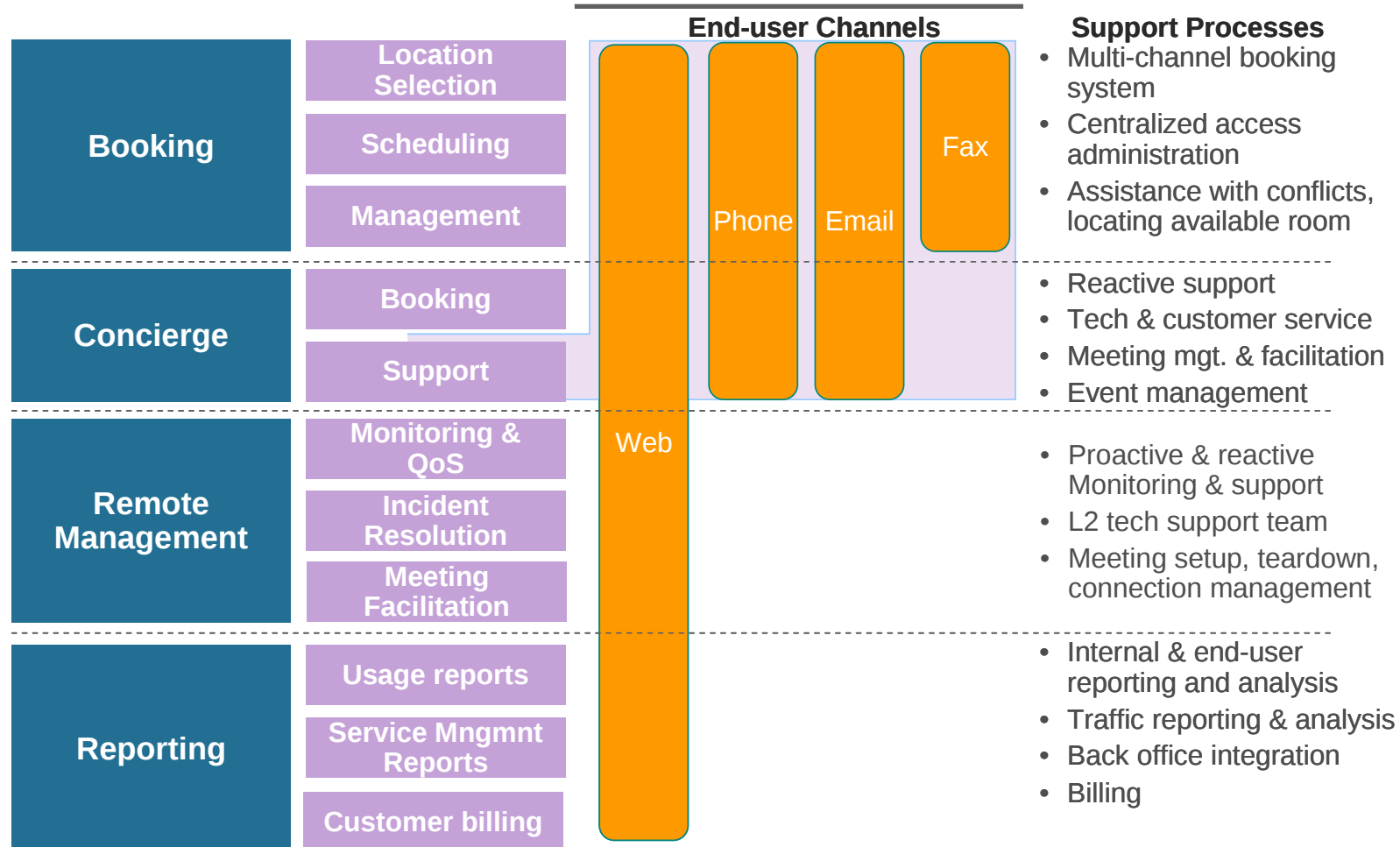
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Managed services stack



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Public Rooms

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Objectives



To increase ROI for customers with extended coverage

To build a public room roadmap which covers:

- Locations critical to our public & private room customers

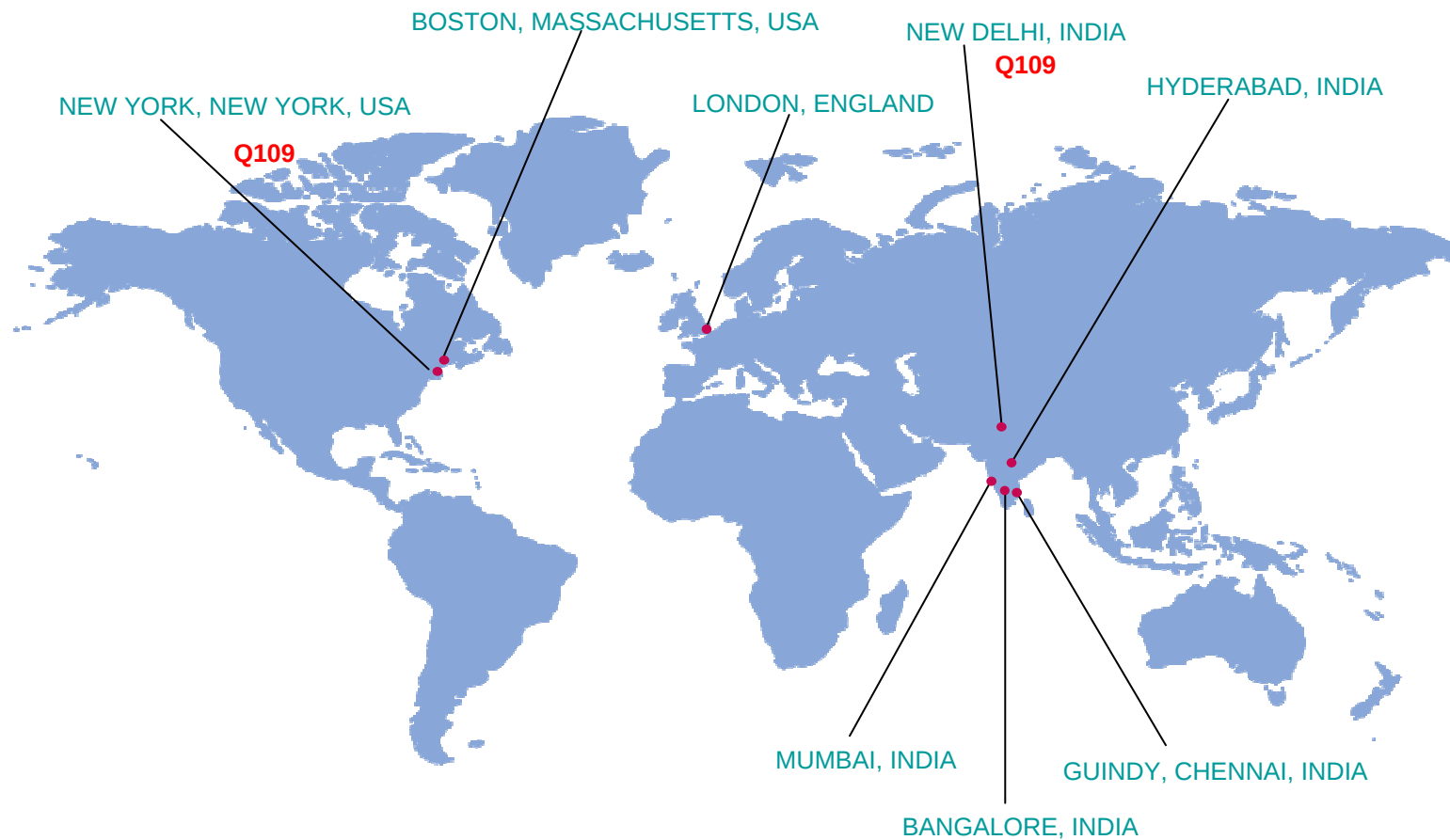
- Major business capitals in each region

- Important but hard to reach/expensive to connect destinations



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Initial Rollout



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Projected Rooms

Asia (Rank)

Hong Kong (1)	Shenzhen (11)
Singapore (2)	Mumbai (12)
Shanghai (3)	Kuala Lumpur (13)
Tokyo (4)	Jakarta (14)
Seoul (5)	Manila (15)
Bangkok (6)	Melbourne (16)
Taipei (7)	New Delhi (17)
Beijing (8)	Bangalore (18)
Osaka (9)	Chengdu (19)
Sydney (10)	Chongqing (20)

North America (Rank)

New York (1)	Philadelphia (9)
Los Angeles (2)	San Francisco (10)
Chicago (3)	Vancouver (11)
Miami (4)	Washington DC (12)
Atlanta (5)	Boston (13)
Toronto (6)	Montreal (14)
Dallas (7)	
Houston (8)	

Europe (Rank)

London (1)	Hamburg (15)
Paris (2)	Vienna (16)
Amsterdam (3)	Zurich (17)
Frankfurt (4)	Stockholm (18)
Madrid (5)	Berlin (19)
Milan (6)	Lisbon (20)
Istanbul (7)	Athens (21)
Moscow (8)	Edinburgh (22)
Barcelona (9)	Budapest (23)
Brussels (10)	Geneva (24)
Munich (11)	Dusseldorf (25)
Rome (12)	Prague (26)
Dublin (13)	St. Petersburg (27)
Copenhagen (14)	Warsaw (28)

Latin America (Rank)

Sao Paulo (1)
Buenos Aires (2)
Mexico City (3)
Bogota (4)
Rio de Janeiro (5)
Santiago (6)
Caracas (7)

ME & Africa (Rank)

Dubai (1)
Cairo (2)
Johannesburg (3)
Tel Aviv (4)
Beirut (5)
Riyadh (6)



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Accessible Endpoints

Category	Room Locations
Tata Public Rooms Currently open for business	Boston, London, Mumbai, Bangalore (2), Chennai, Hyderabad, Delhi
Tata Private Rooms Available at no charge until replaced by Public Rooms	Herndon, VA; Matawan, NJ; Montreal; Singapore, Mumbai
Cisco Suites Public rooms owned & managed by Cisco	Santa Clara, CA (7 rooms)
Tata & Tata Partner Public Rooms Target on-line by June 30, 2009	Brussels, Chicago, Dubai, Frankfurt, Hong Kong, Kazakhstan (2), Johannesburg, Los Angeles, Manila, Moscow, New York, New Zealand (3), Paris, Singapore, Sydney, Tokyo, Toronto, Amsterdam, Madrid, Milan, Rome, Geneva, London, Shanghai
Tata & Partner Public Rooms Planned to deploy by Dec. 31, 2009	> 20 additional locations TBC; opportunity to prioritize based on major customer requirements
3rd Party Private Rooms	Ad hoc meetings with any other customers connected through Tata service or one of our partner networks
Cisco Private Rooms No charge, but access requires permission from Cisco	200+ Cisco internal rooms worldwide (only for meetings with Cisco)



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Roadmap

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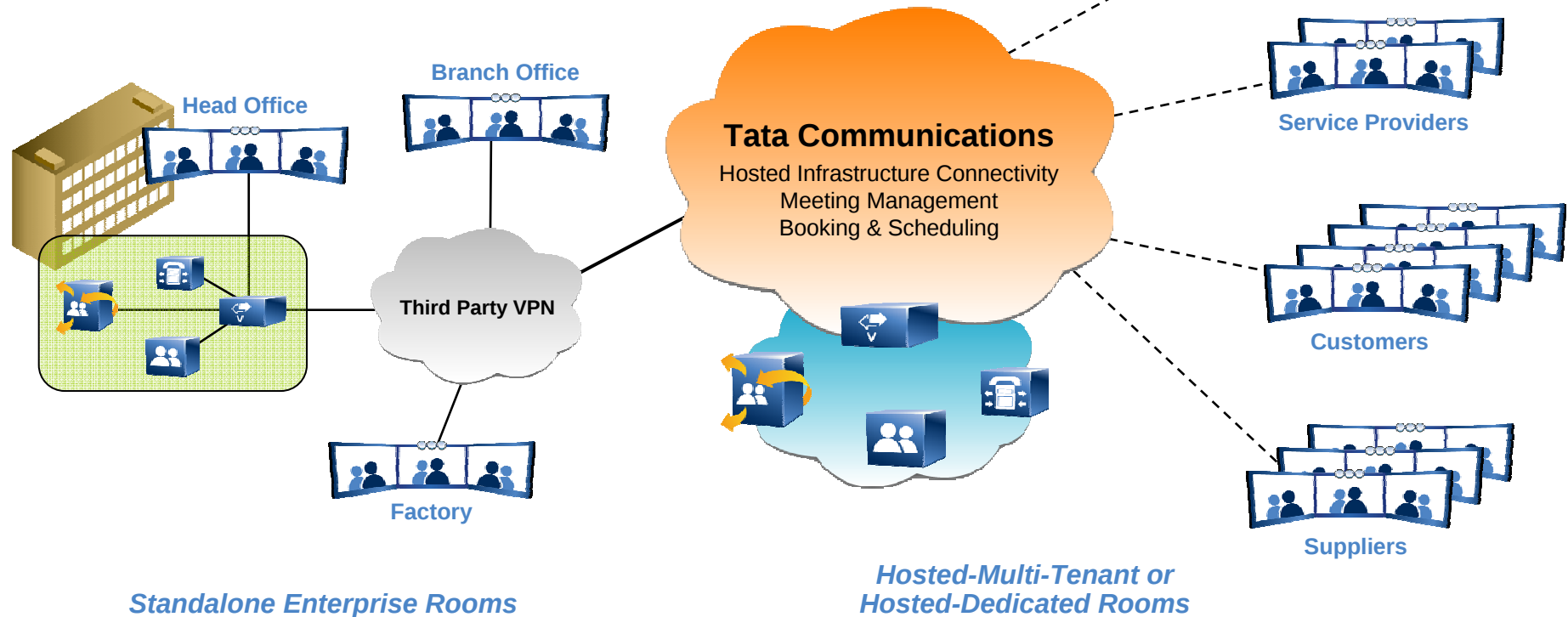
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Phase II: B2B

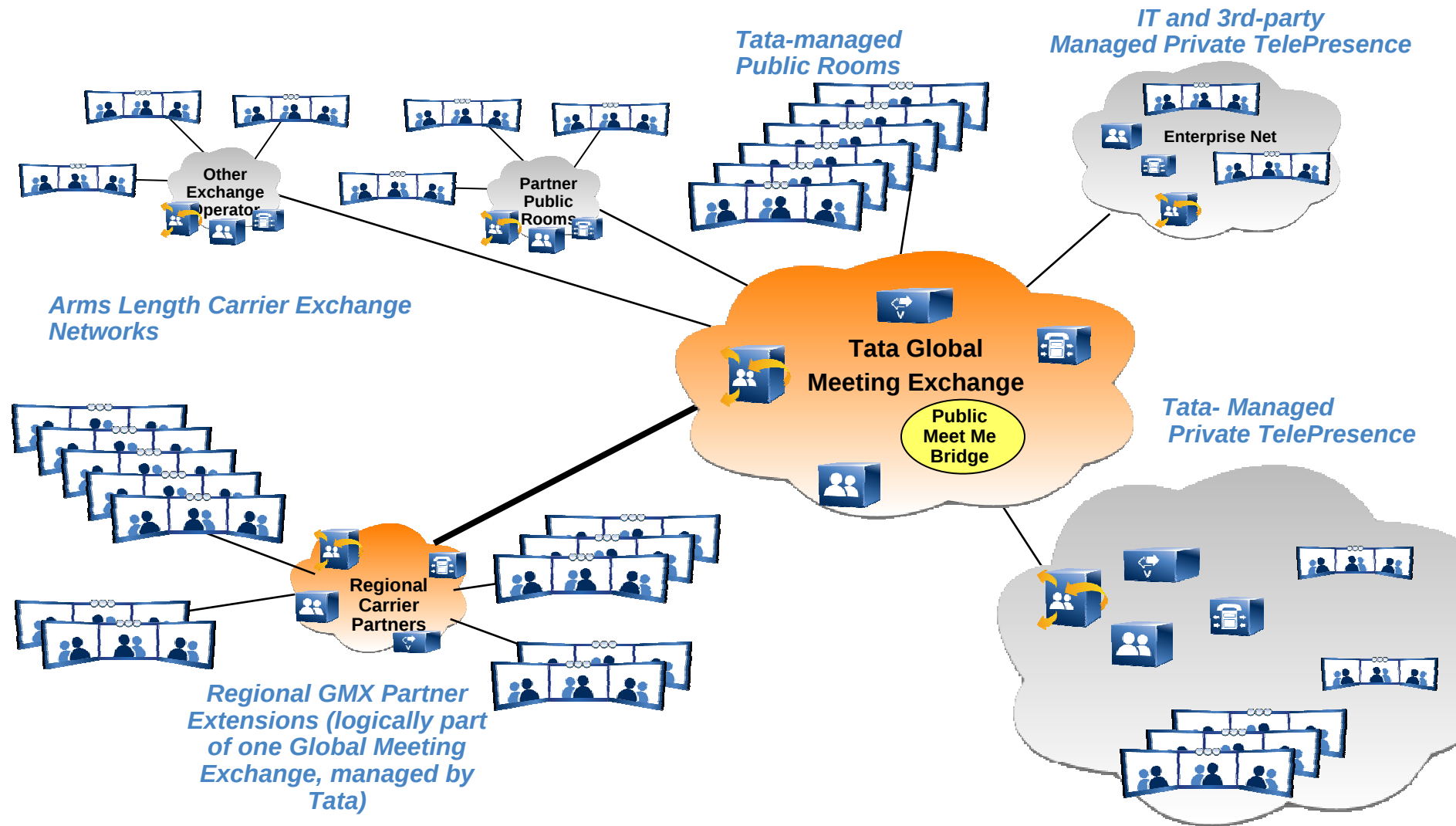
Bridging Between VPNs: Enterprise-Enterprise or Enterprise-Overlay



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TelePresence Global Meeting Exchange (GMX)



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Summary of TCL Value proposition

Only provider with Hosted Solution and dedicated TP Overlay Network... Improved TCO

Only provider with Public Room Strategy...."buy one room and get 100"

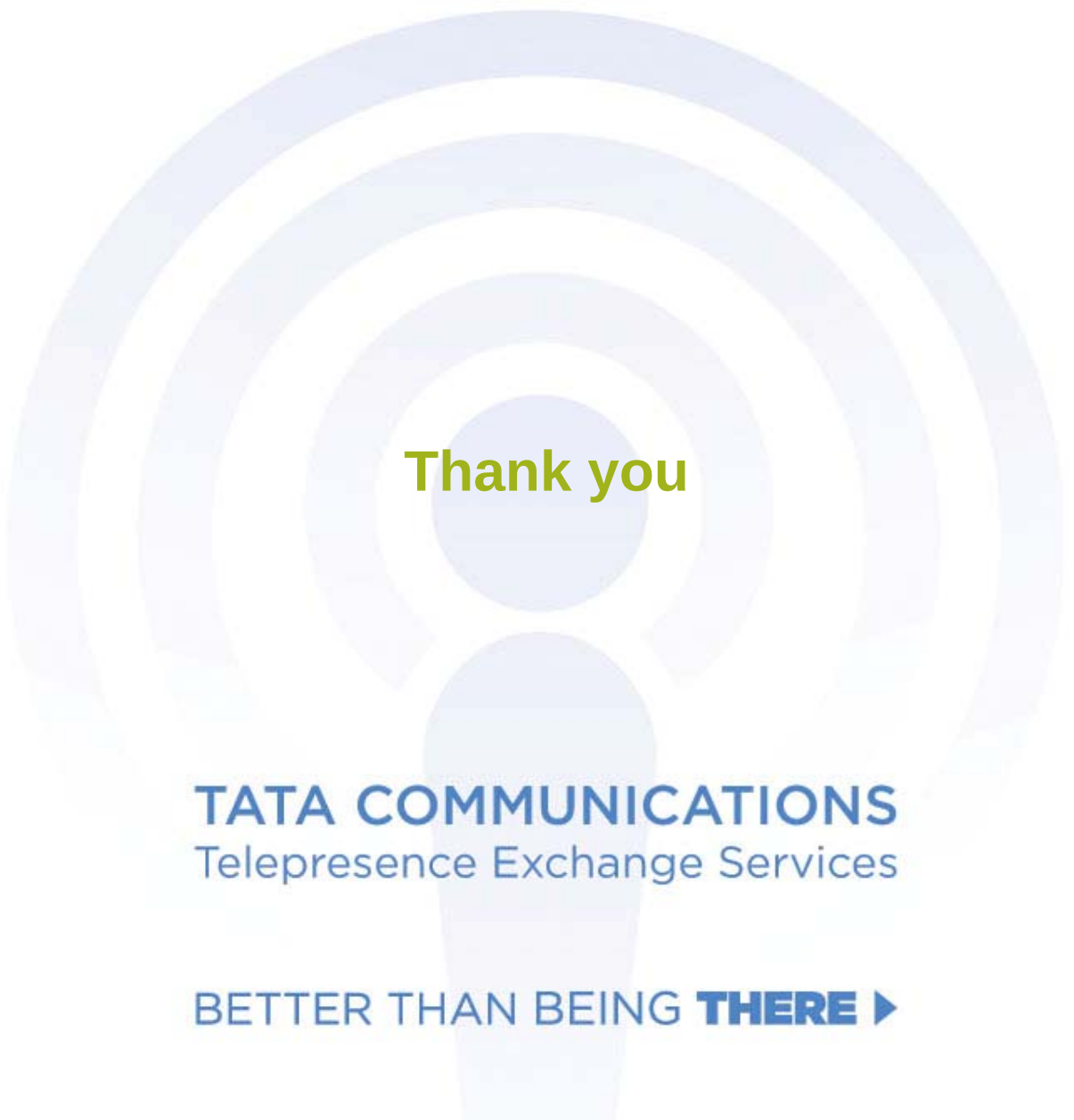
Only provider with global "Open B2B Exchange" strategy....Any Cisco endpoint can connect into TCL's network.

Only provider with all of the above and a "Single Point of Accountability"



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Thank you

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CISCO



FIND VIDEN OG VIND!

Besøg Global Knowledge's stand og få de seneste nyheder og tilbud på uddannelse!

Deltag i vores konkurrence og vind skønne oplevelser!



Global Knowledge™