



**Cisco Expo
2009**

Cisco Collaboration and Unified Communications



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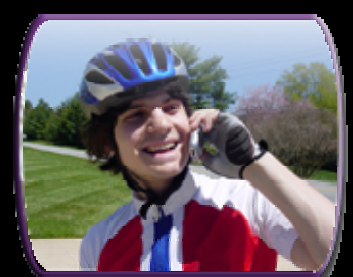
Agenda

Collaboration Trends and Trans

Cisco Collaboration Architecture

Cisco Collaboration Strategy

Conclusions



Collaboration Trends & Transitions





- Mobility is a top priority
- Video will become pervasive
- Social networking at work
- Server/client virtualization
- SaaS & Hosted Solutions
- Macro: Green, Globalization, Intercompany Collaboration, etc.

Technology Trends & Market Transitions

The Workspace: Then and Now

1999

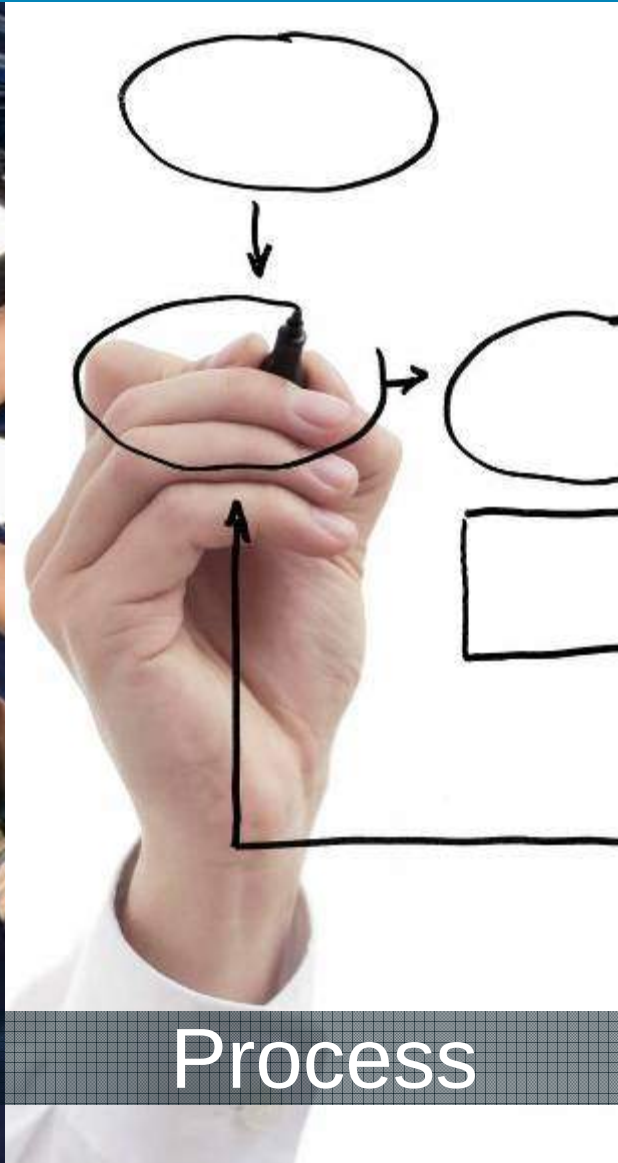


2009





Culture



Process



Technology

Collaboration is the Platform for Business



Presence Security Routing Access Location Policy

The Network Is The Platform For Collaboration



Who are you? What device do you prefer? Are you available? When's your next meeting?
What are you doing? Where are you? What's your title? What are your credentials?

The Network Is The Platform For Collaboration



Unified Communications

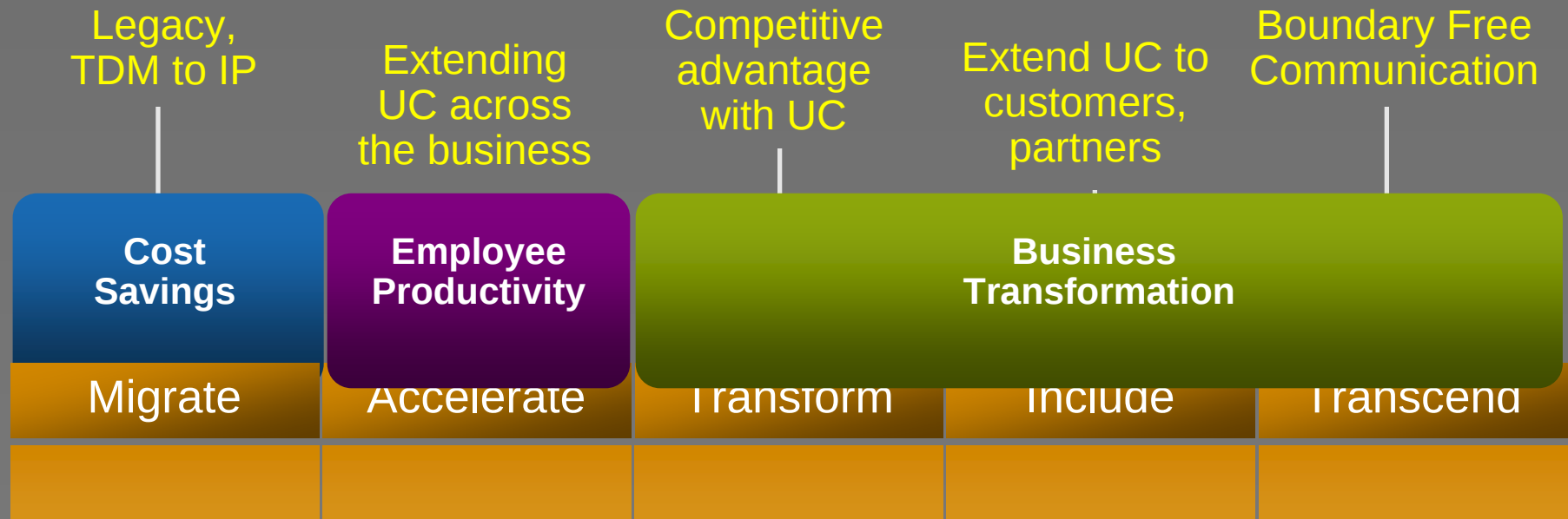
Video

Web 2.0 Applications

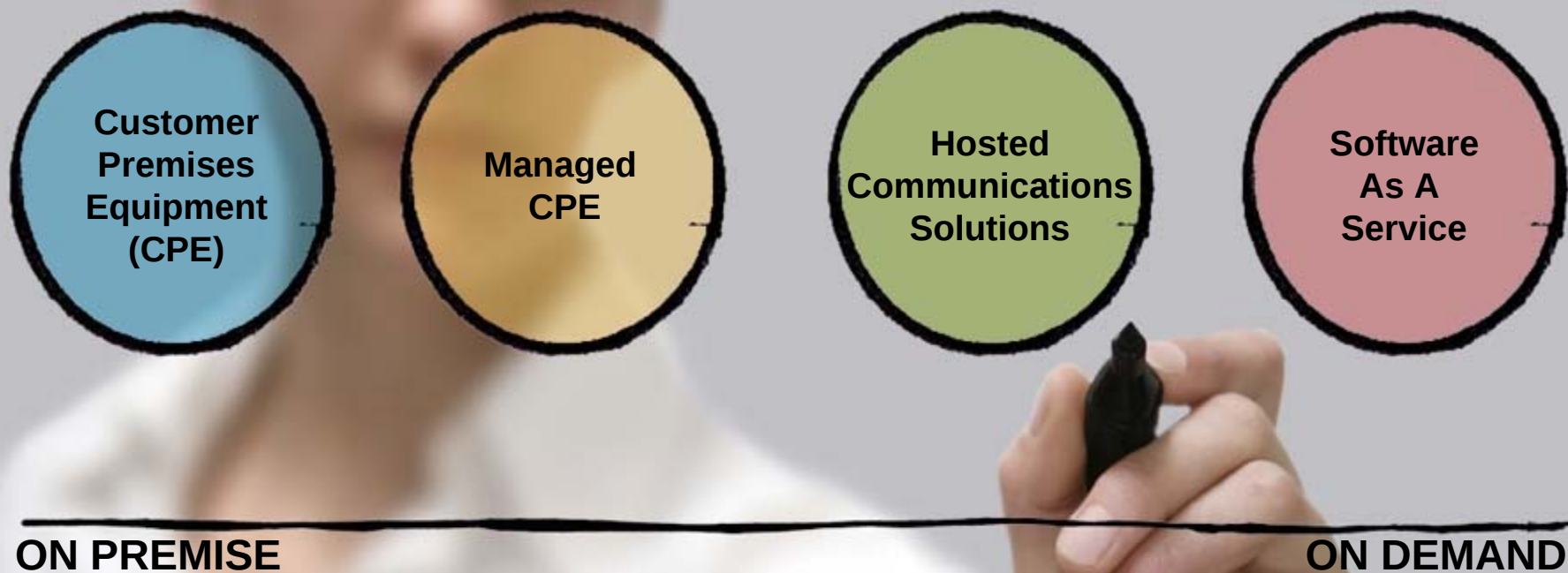
Who are you?	What device do you prefer?	Are you available?	When's your next meeting?
What are you doing?	Where are you?	What's your title?	What are your credentials?

The Network Is The Platform For Collaboration

Cisco's Five Phase Plan For Collaboration and Unified Communications



Only Cisco Can Deliver Customers Choice



Cisco Collaboration Architecture & Business Value



Cisco Collaboration Architecture

Collaborative Experiences



Policy

Applications & Mashups

Web Portals

LOB Applications

Custom Applications

WebEx Connect

Security

Web Services

Call
Control

Voice

File
Mgmt

Video

Directory
& Identity

Email

HR
Apps

Data
Services

Data
Sharing

Presence

Routing
& Queuing

IM &
Chat

Custom
Data

Location

Business
Apps

Other
Services

On Premises
(Cisco Intelligent Network)

Federation

On Demand
(Cisco WebEx Collaboration Cloud)

Integrating Business Video and Collaboration

Collaborate with
Customers and Partners



Intercompany Multipoint

Initiate Collaboration



Digital Signage

Find an Expert



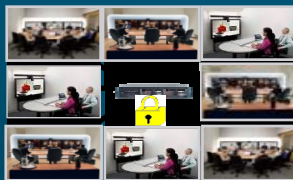
Contact Center

Collaborate from
Remote Locations



CTS over Satellite

Collaborate Securely



Encrypted Multipoint

Medical
Collaboration



Health Presence

Remote
Keynotes



OnStage TelePresence

Collaborate with
Video Conferencing



SD Interoperability

The Next Wave of Cisco TelePresence Applications

Collaborate via
TP Recording



Recording Studio

Collaborate with
any Digital Device



Media Experience Engine

Presentation
Collaboration



Event Controls

Any to Any
Collaboration



HD VC Interoperability

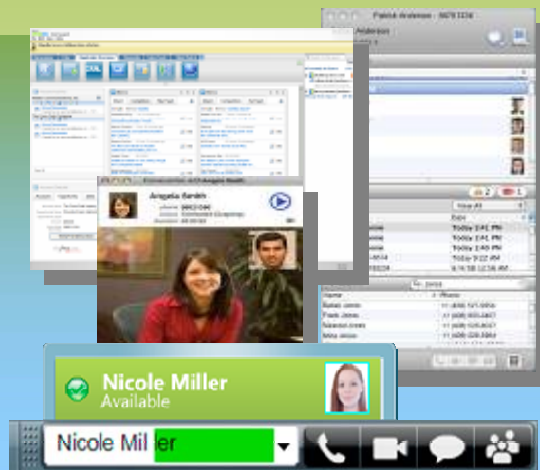
Lower Bandwidth
Access



Extended Reach

Extensible Framework for New Client Services

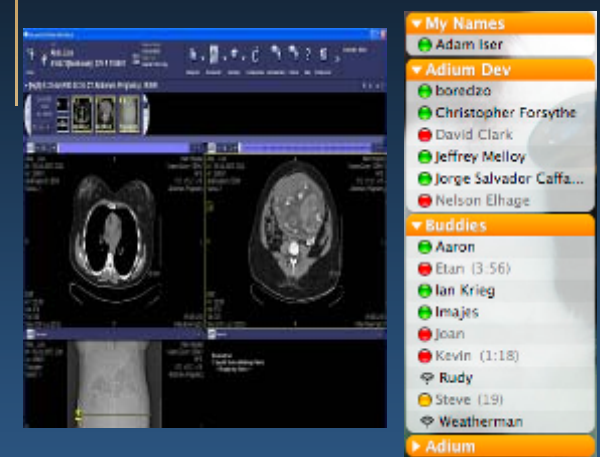
Cisco Client Experiences



3rd Party Desktop Experiences



Integrators & Developer Community



Cisco Unified Client Services Framework



Cisco Unified Infrastructure Services



Mobile Collaboration Options

Connect

Cisco Unified Mobility



Communicate

VoWLAN



Cisco Unified Mobile Communicator



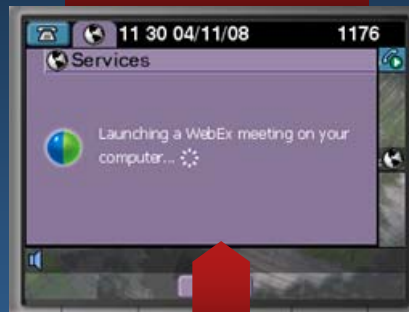
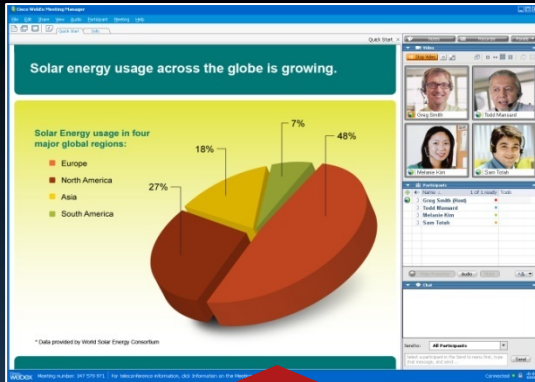
Collaborate



Cisco Webex Integrations



Cisco Collaboration Integrations



**Start Webex Meeting
from IP Phone**



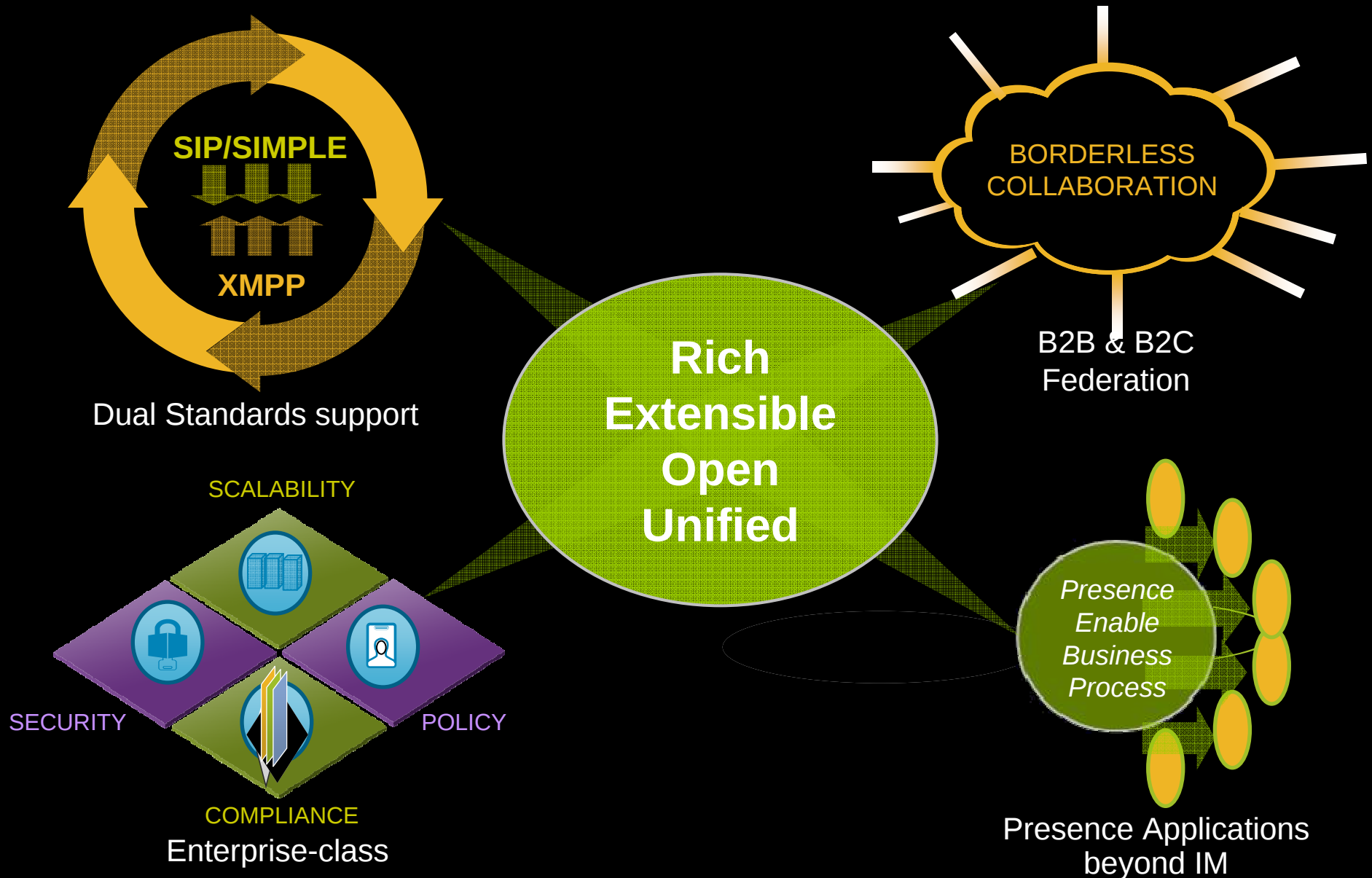
**Integrate Videoconferencing
and Webex Meetings**

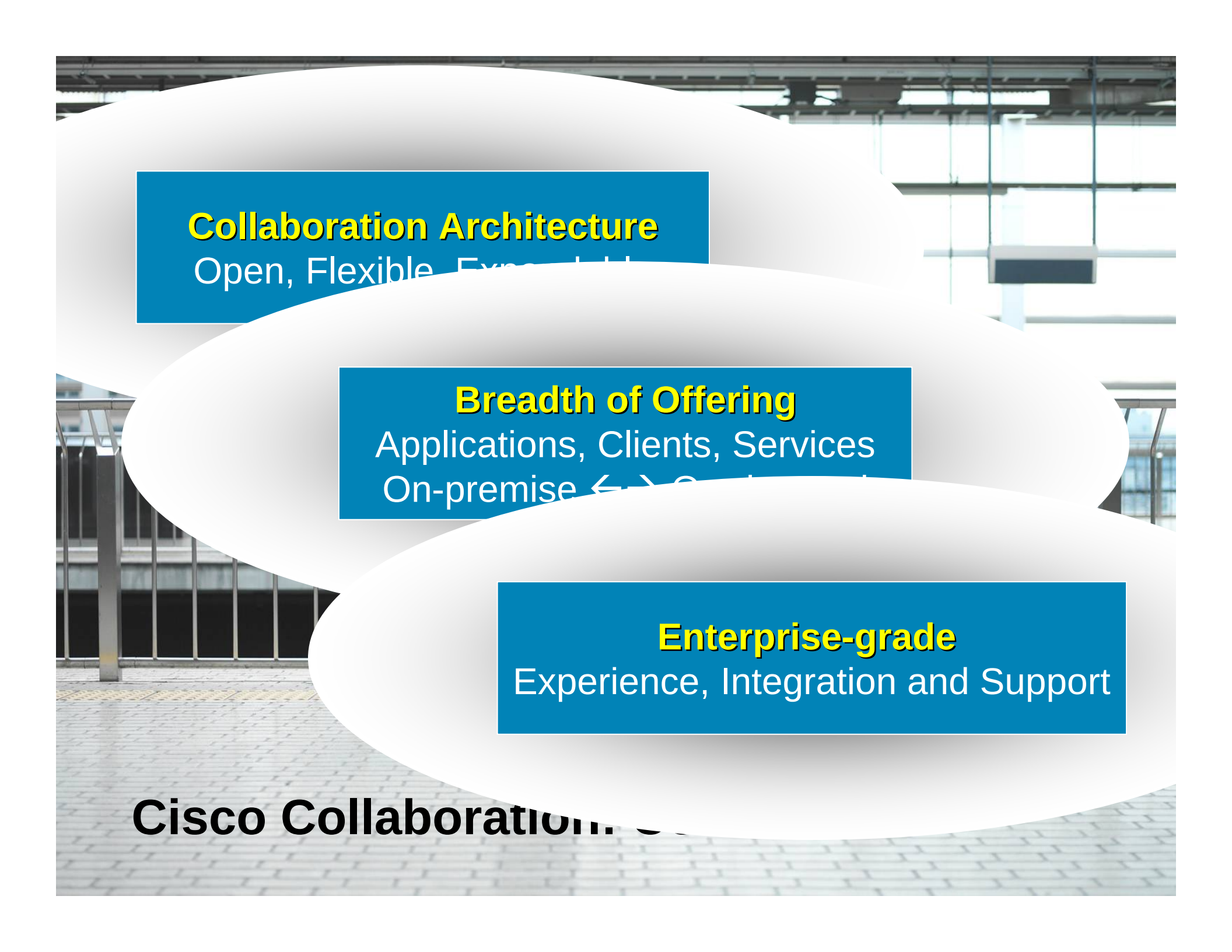


Secure Collaboration for Remote Users



The Value of Presence in the Enterprise





Collaboration Architecture

Open, Flexible, Extensible

Breadth of Offering

Applications, Clients, Services
On-premise ↔ Cloud

Enterprise-grade

Experience, Integration and Support

Cisco Collaboration

