

How Communications & Collaboration are Transforming Business: Lessons from our Customers

January 14, 2009



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Today's Discussion

The Increasing Importance of
Collaboration

Beyond TCO: The Business Value of
Unified Communications

How to Capture This Exponential
Business Value



2009 Economic Environment - Strategic Balancing Act

Customer View

Short term needs

- OPEX expense savings
- Headcount control
- Risk management

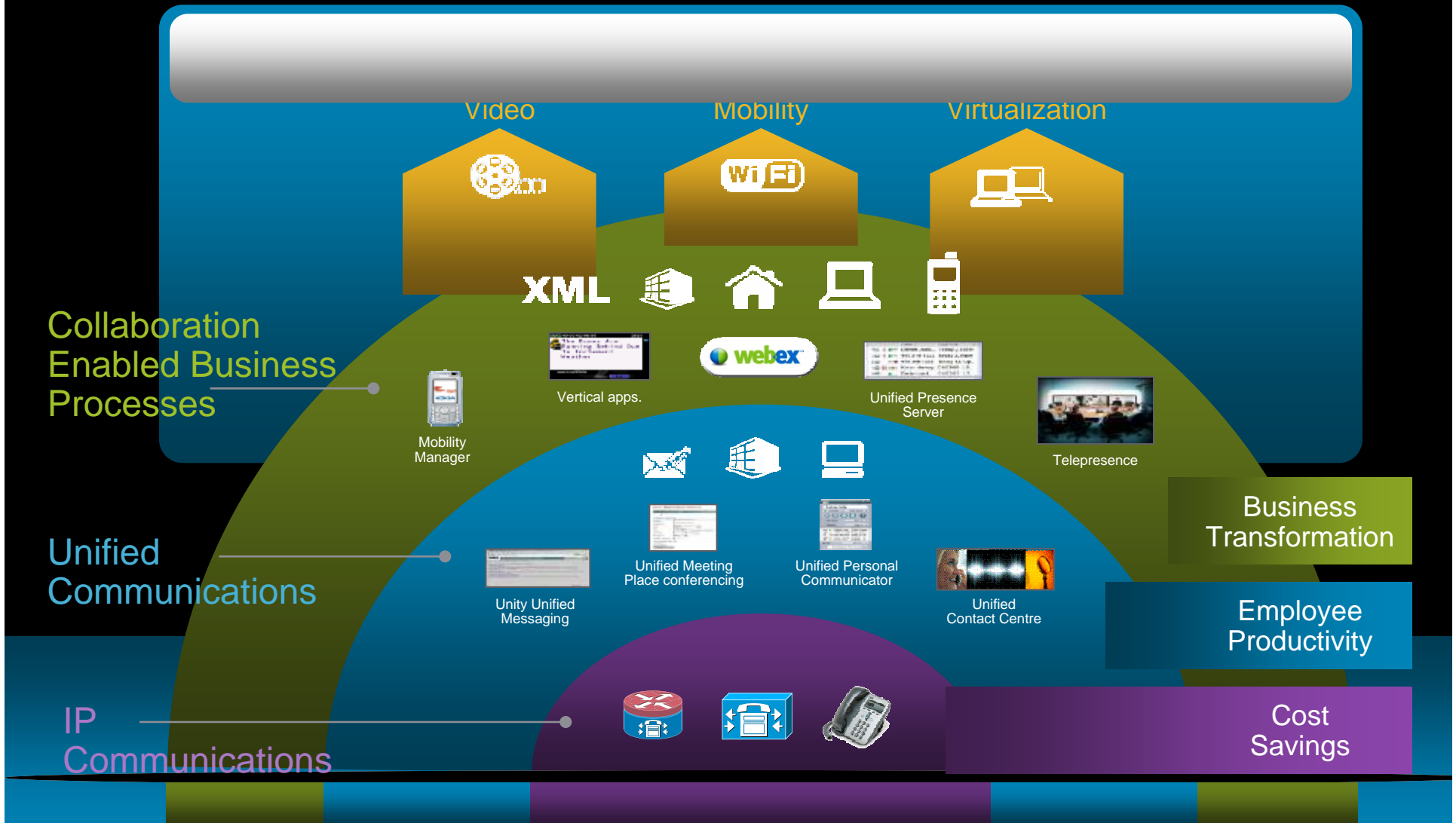


Medium term goals

- Enhanced customer experience
 - Decrease revenue leakage
 - Gain share
- New markets

Best practice companies finding balance by UC & collaboration to drive TCO ROI **and** Business Transformation

Unified Communications is the technology that enables collaboration to drive business value



New Model: Unified Communications



Paris

I am available
I am in the office
Prefer to use e-mail

Cairo

I am not available
I am at home
Prefer to use voicemail



Multi-modal
Communication

Any
Location

Any
Device

Presence
Policy &
Preference

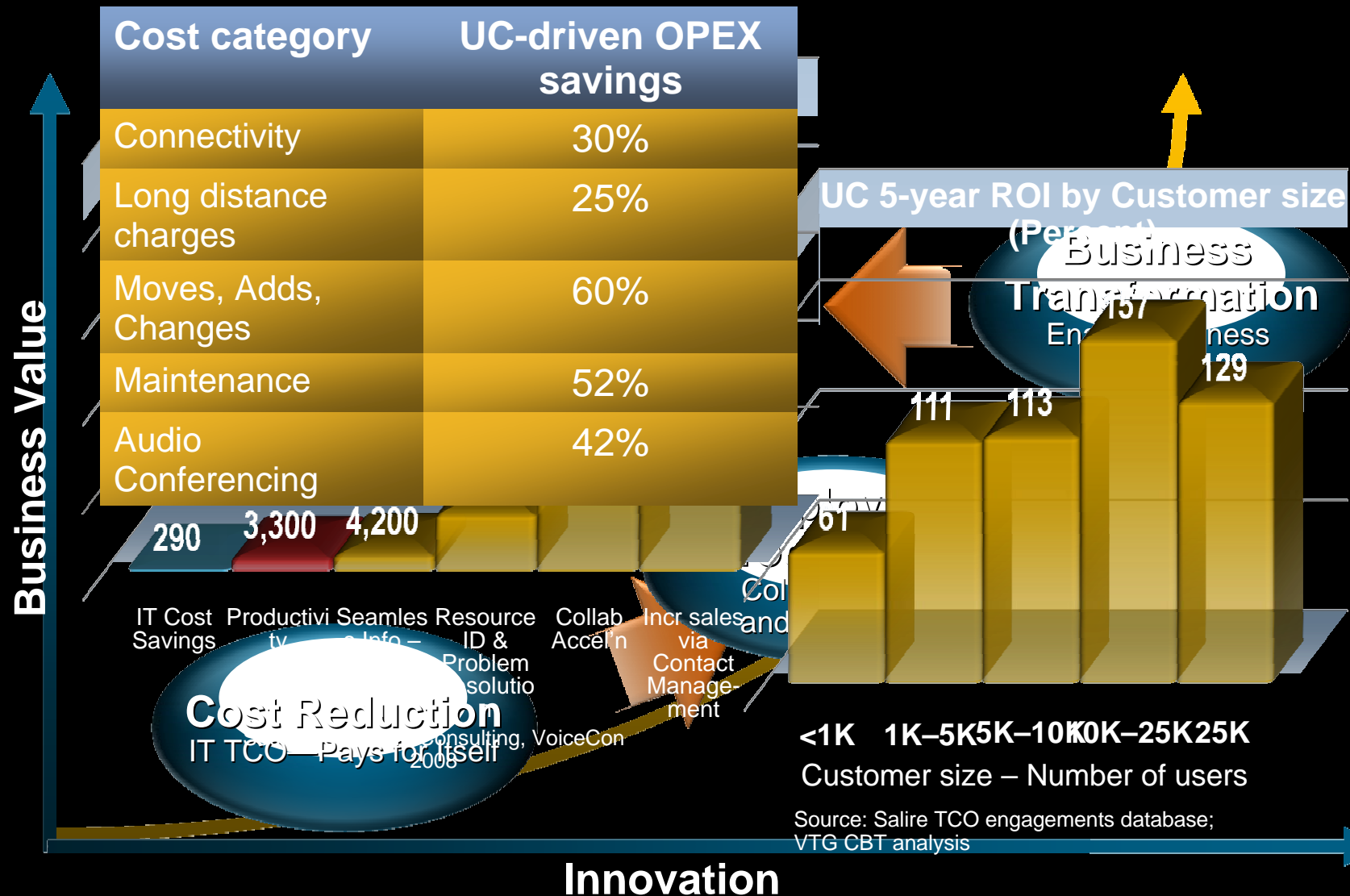
Presence
Policy &
Preference

Any
Device

Any
Location

- Integrates data, voice, and video
- Eliminates bottlenecks, allowing employees and customers to communicate more efficiently, independent of location or device

Collaboration & Communications Buyers Achieving 3 Categories of Business Benefits



Oracle Captured Significant Cost Savings

Conferencing

\$15.1M

Toll Bypass: *Site-to-site*

\$6.2M

Toll Bypass: *Contact Center*

\$4.9M

Maintenance Savings

\$4M

One-time IT savings

\$3.6M

Moves/Adds/Changes

\$1M

Additional Benefits (e.g., TDM investment avoidance, power savings)

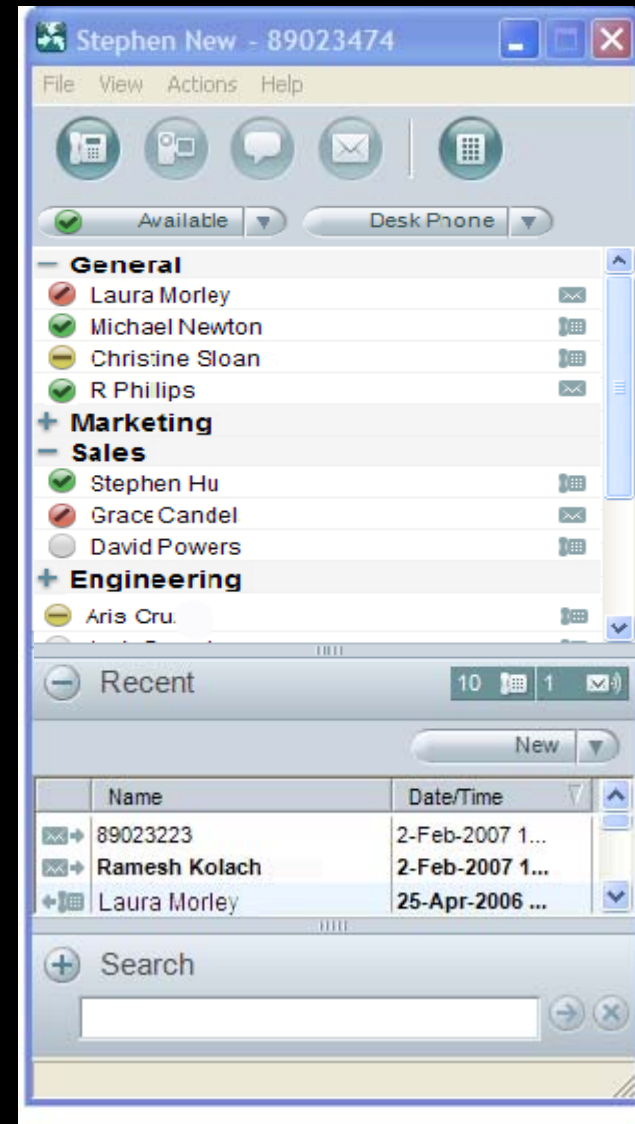
~\$5M+

~\$35M
**Cumulative Savings
Within First 30 Months**

Overall **Voice Availability Improved** Versus the PBX System due to Resilience of Centralized Architecture

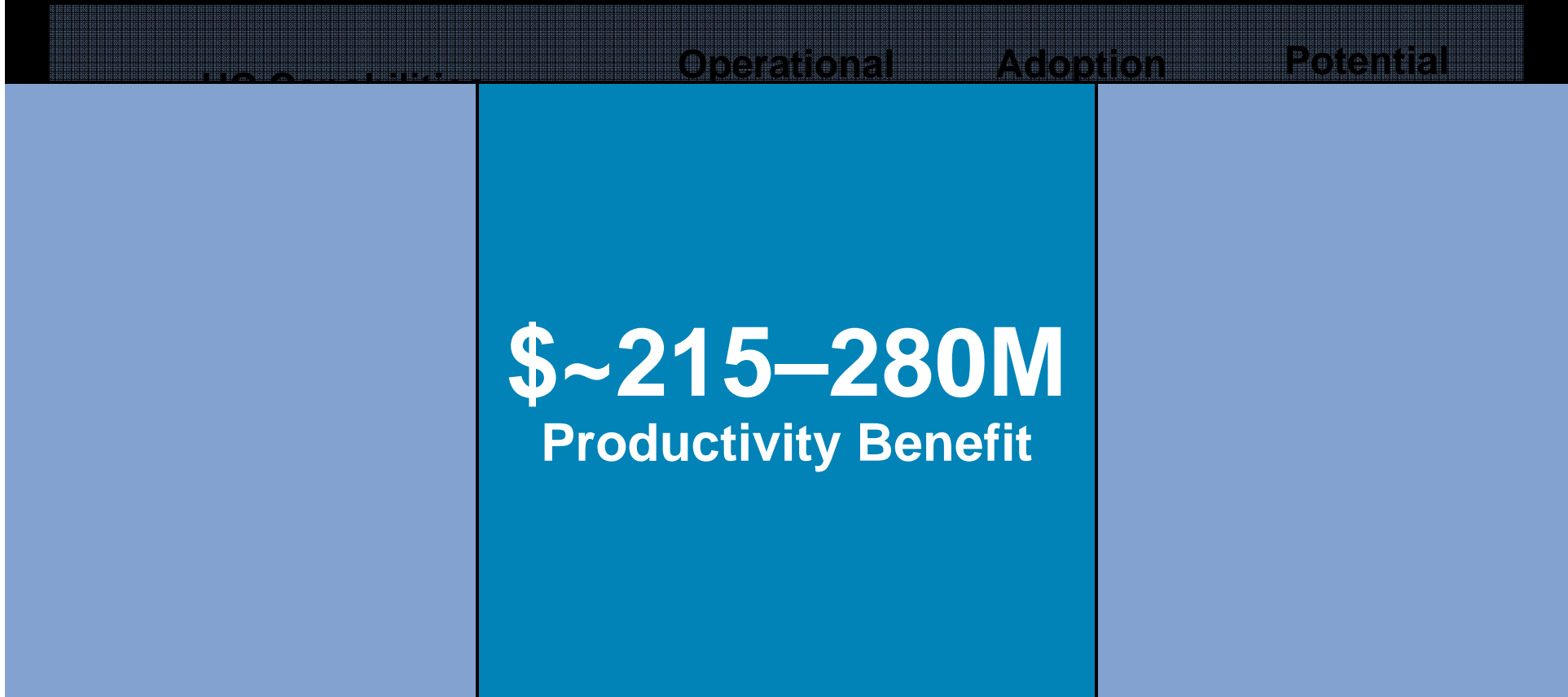
Presence: All-in-One Communication Tool

Cisco Unified Personal Communicator



UC also a Critical Enabler In Increasing Productivity

Oracle Example



Implemented **Future**

New UC Capabilities Increasing Cost Saving Opportunities

Reduce Travel

Employee Efficiency

Reduced Training Costs

Employee / Customer Self Service



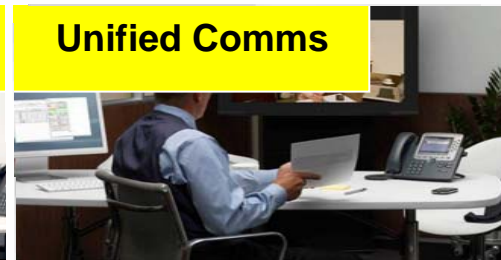
Business Video



WebEx – Web 2.0



Virtualization



Unified Comms

Virtual Storage

Virtual Servers

Virtualized Security

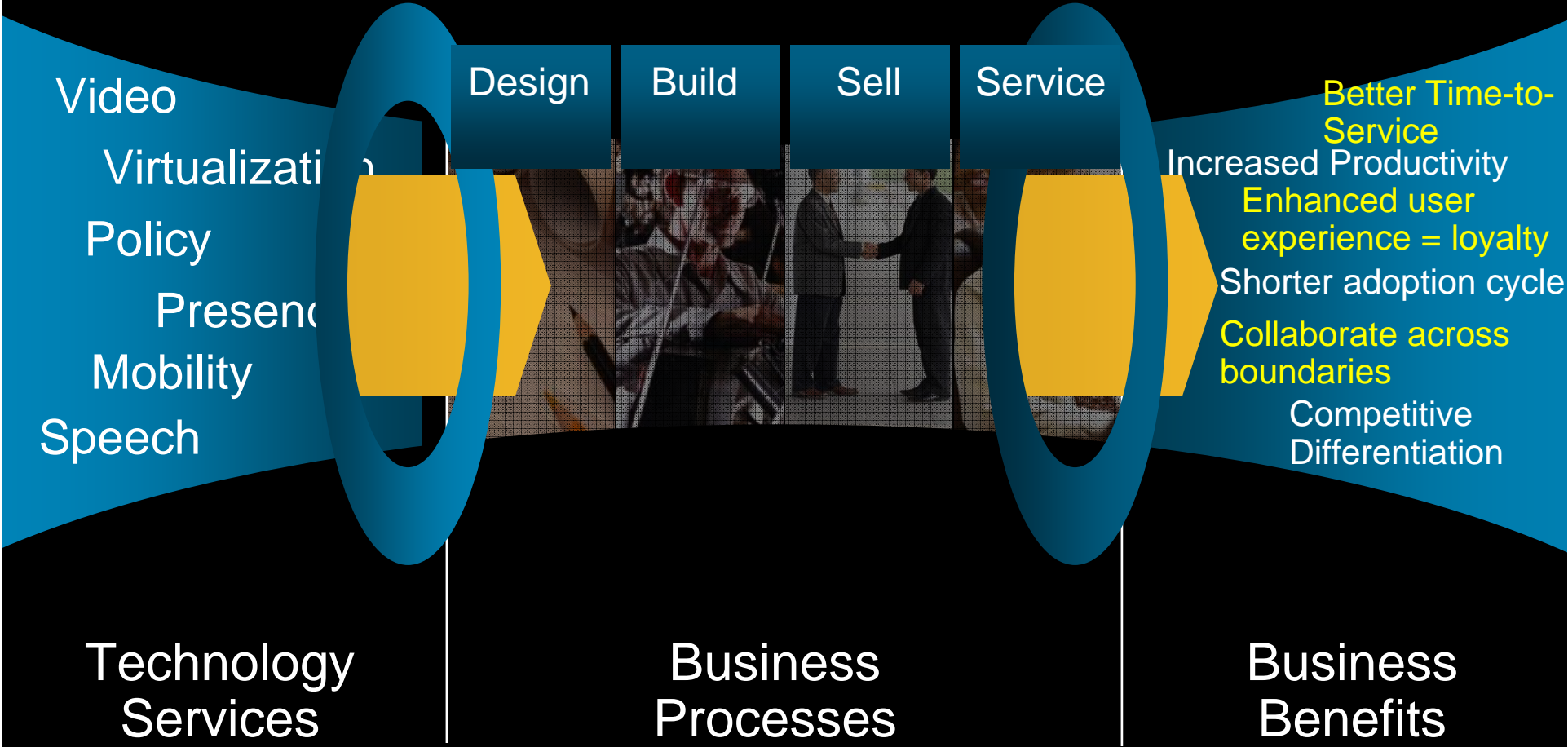
Network Convergence

Reduced Communications Costs

Reduced Facilities costs thru Mobility

Virtual Experts

Beyond TCO: The Business Value of Unified Communications



Stopping Revenue Leakage

Virtual Sales Experts

Assisted Sales Model

1 Customer in branch



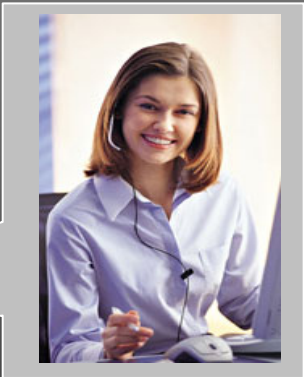
I need an Interest only Mortgage: can you assist me?

Inquiry outside Banker's area of expertise/ comfort

2 Look for an available Mortgage specialist



3 One Click to Video-call; One more click to screen sharing



Business Value

- Stop 10-25% lead leakage
- Capture 7-9% addtl. revenue from Hispanic mortgage market
- \$160MM/yr revenue impact!

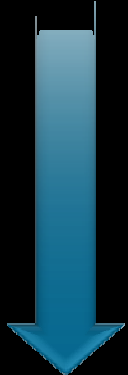
Healthcare Providers Focused on Improving Patient Care While Lowering Costs



Improve

- Patient centric-care (Quality of care, outcomes, safety)
- Patient satisfaction & experience (Convenience)

Reduce

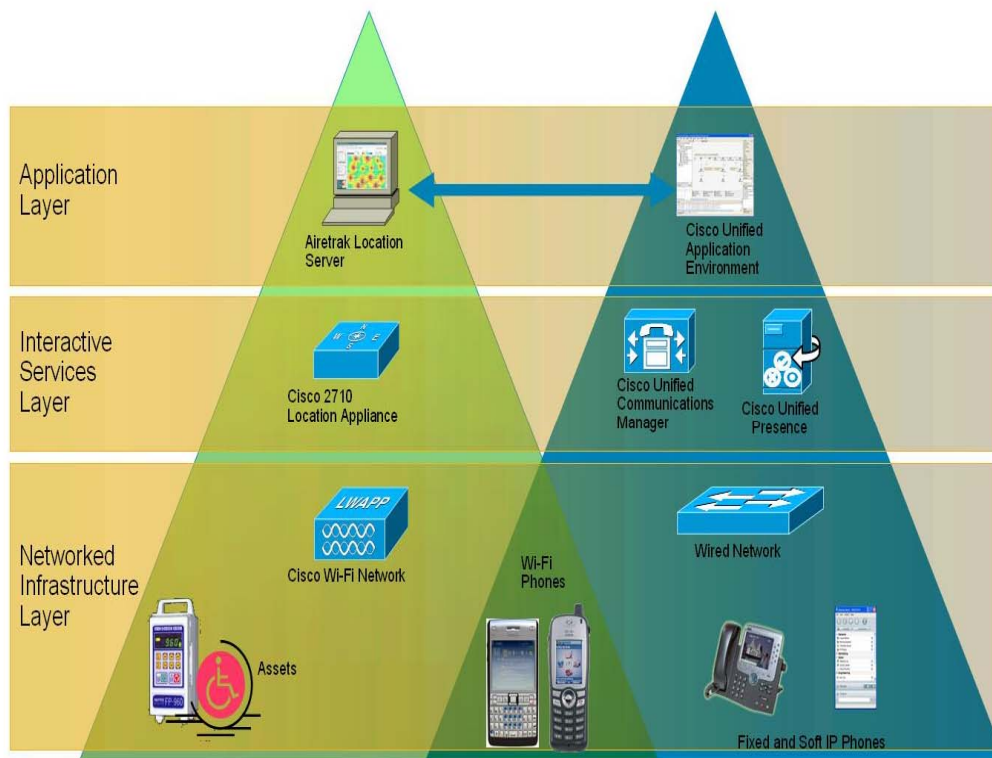
- Operating costs (staff productivity)
 - Care delivery cycle time
 - Reduce manual work
 - Streamline processes
 - Simplify information sharing
- 

Healthcare Customer Video

Healthcare
CISCO

UC With Location Based Services

Solution Architecture And Business Impact



Investment in Cisco
Wi-Fi & Asset tracking

Investment in Cisco
Unified Communications

Solution Overview

- Asset management through Integration with Location Based Services
- Speech interface
- Wired and WiFi phones

Northeast Hospital: Nurse Call Response



Business Value

- ~20% reduction in response time to patient requests
- Reduced overhead paging by up to 85%
- Improved productivity of nursing staff



Address Business Goals & Enable Transformation Across Manufacturing Value Chain



Customer Business Impact:

- 10% faster time to market
- \$2M lower cost per project
- 3 hours saved per operator per shift
- Less downtime
- RFQ response from 56 to 15 days
- 80% reduction in on site service visits

Solution Partners Can Help:



- Collaborative design



- Voice picking

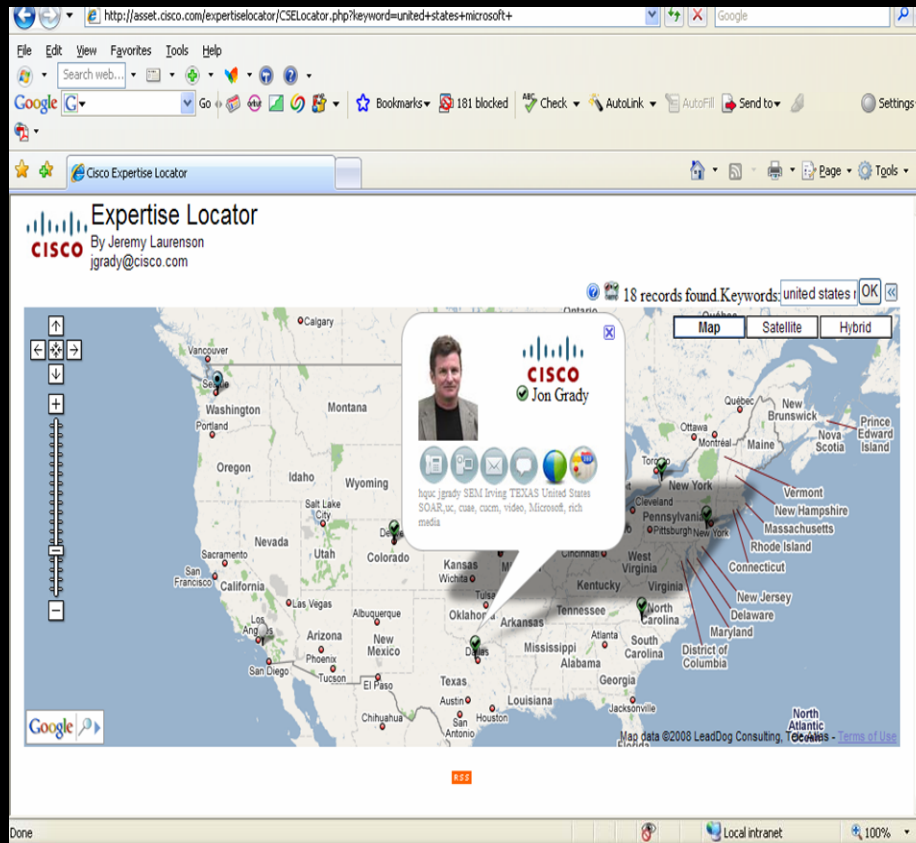


- Accelerated deal approval



- Smart Business Portal

Example of UC Productivity Applications in a Business Process



CISCO "SOAR" INITIATIVE

- Webex Connect
- Automated map mashup with presence information
- Click to email, chat, call, video
- Leveraging CUCM, CUPS, CUAЕ, Webex, web dialer

**Business Impact
(pilot)**

- **40+% more customer interactions**
- **22% higher expert productivity**

Coca Cola: Driving Efficiencies On Warehouse Floor Through UC Integrated with SAP

1



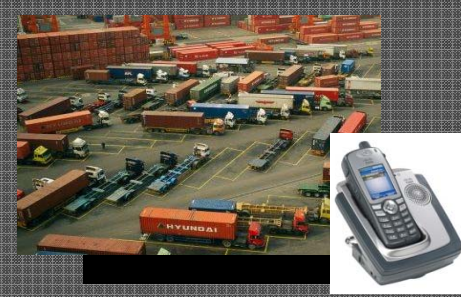
- Picker Uses **WiFi IP-phone** to accept assignments from **Warehouse Management System**

2



- Follows **voice-directed picking sequence**
- Uses **voice** to query or update **WMS**

3



- Delivers pallets to shipping area
- At end of shift, IP-phone used by fresh picker

Business Value

- Picking accuracy exceeding 99.8% (**customer service**)
- 10% improvement in picker productivity (**productivity**)
- 50% reduction in auditors (**cost saving**)

UC can Help Shorten Sales Cycles and Bid Management

AZTECSOFT™



- RFP received, AM puts bid together; **refines plan real-time; reducing iterations** with Collaboration tools



- AM creates meeting to automatically outdials key exec and fin approvers
- They touch their phone screen to enter the meeting



- Group discusses changes to bid and approves

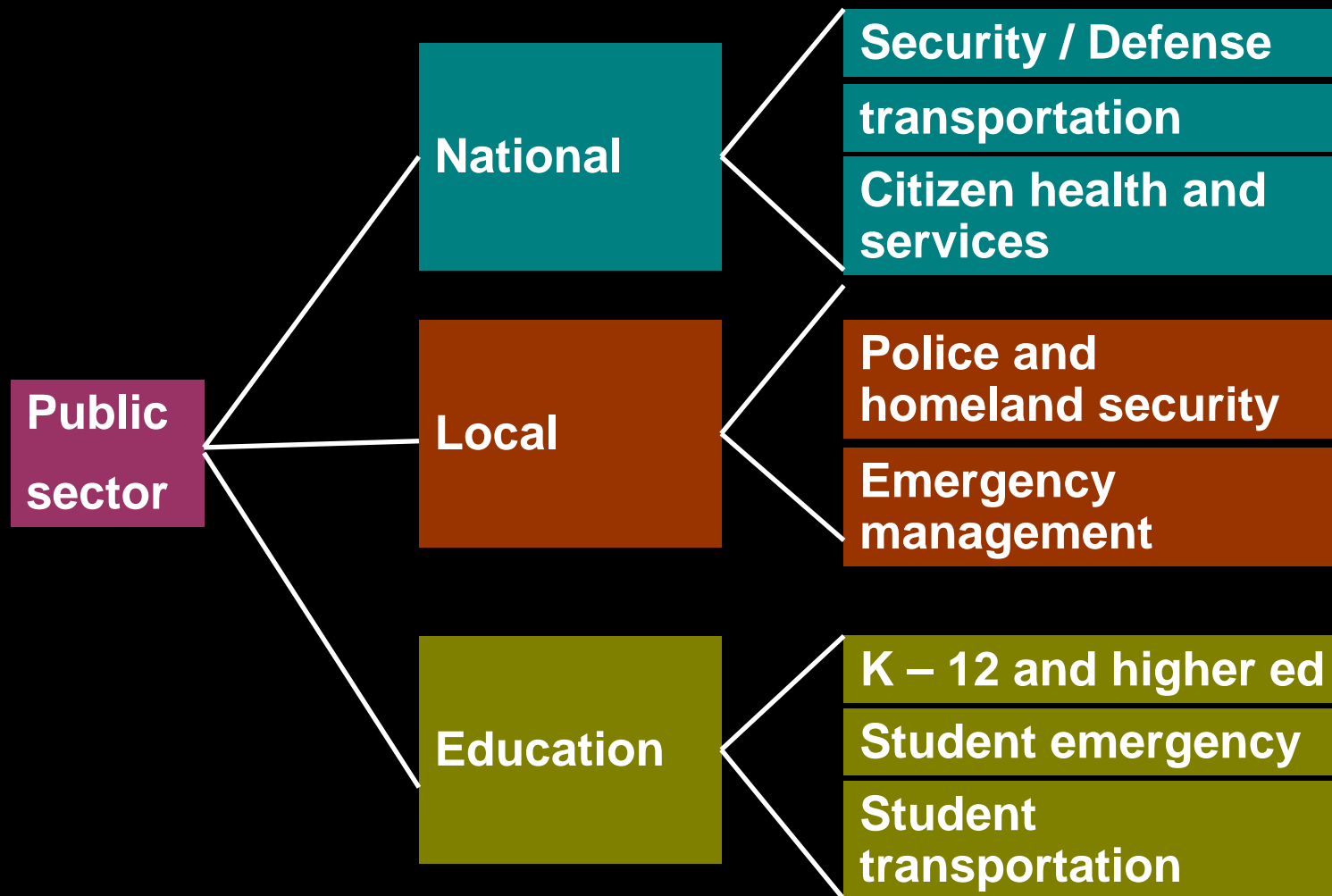


- Recording of meeting emailed to absent participants for inputs/signoff

Business Value

- Drove sales force productivity
- Enabled Faster decision making - reduced end-to-end bid cycle **from 56 days to 15 days**

Transformation Opportunities Across Public Sector



Revolution in Contact Center Enables Greater Levels of Service, More Efficiently



Customer Experience



Service Options / Multichannel
 Web Self Service
 Video Knowledge Delivery
 Single View of Customer



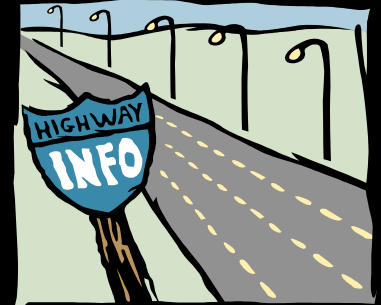
Agent Productivity

Virtualization
 Web Collaboration
 Escalation to Experts
 Enhanced Routing

Information & Analytics



End to End Reporting
 Behavioral Analytics



IT Evolution & Savings

IT TCO Drivers
 Home / Offshore Agents

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**How to Capture This Exponential
Business Value**






Need Integrated UC Platform to Capture Value

Example UC Capabilities enabling Business Value	Higher Productivity	Faster Customer Response	Reduce Operating Costs	Increase Cross-sell
COLLABORATION				
• Presence	X	X		X
• Click to talk	X	X		X
• Unified Messaging	X	X		
• Video Collaboration - Telepresence, Desktop Video, Video Phone, VOD	X	X	X	X
• Rich Media Conferencing	X	X	X	X
• Mobility – SNR, Softphone	X	X	X	X
• Unified Client	X	X		X
INTERACTIVE WEB				
• Click to talk		X	X	X
• Invite to chat		X		X
• E-mail Management		X	X	X
• Co-Browsing		X	X	X
CONTACT CENTER				
• Routing	X	X	X	X
• Customer Data Screen Pops (CTI)	X	X	X	X
• Customer Voice Portal	X	X	X	X

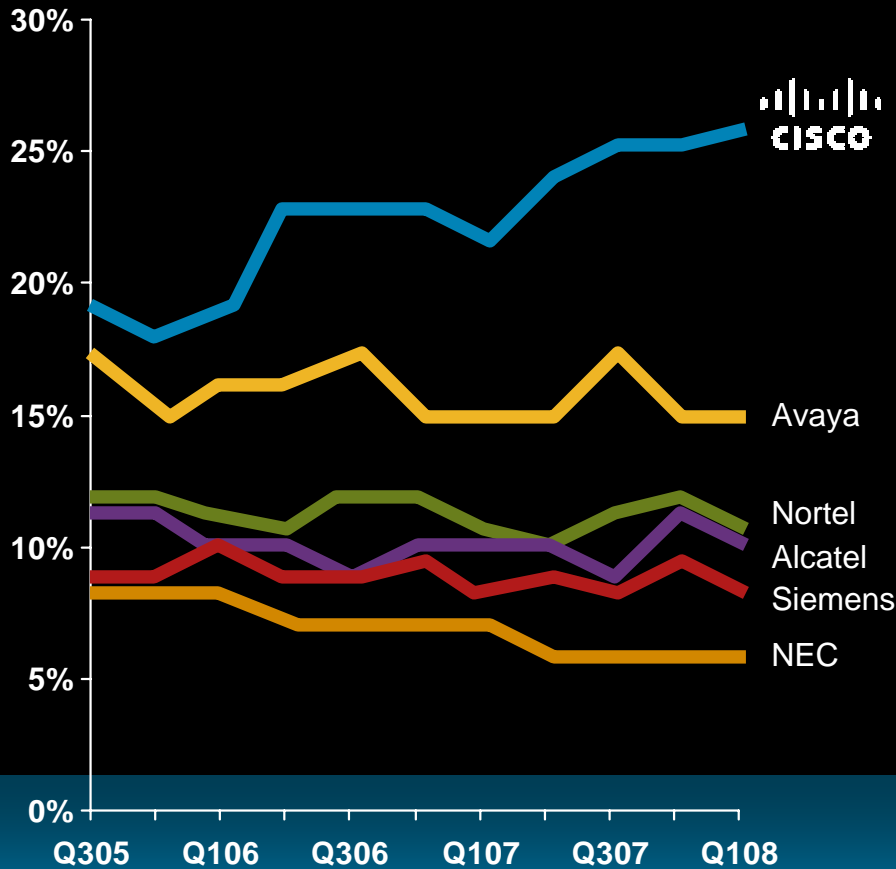
- **Need comprehensive UC platform – integrated, open, extensible – for all capabilities (not piecemeal)**

Technology Platform Delivering Value to All Enterprise Constituents - Key to Successful Deployment/Scaling

	Business Exec	Applications VP	Infrastructure VP
User Experience	 <ul style="list-style-type: none"> ▪ “Customer ready” video and voice quality 	 <ul style="list-style-type: none"> ▪ User experience drives adoption 	 <ul style="list-style-type: none"> ▪ Low latency/high QOS ▪ Call admission control
Cost Savings	<ul style="list-style-type: none"> ▪ Lowers business costs (e.g., travel, mobile phones, real estate) 	<ul style="list-style-type: none"> ▪ CUWL—easy to buy 	<ul style="list-style-type: none"> ▪ Lowest TCO (e.g., minimize WAN costs) ▪ Open (e.g., any SIP endpoint)
Business Value	<ul style="list-style-type: none"> ▪ Vertical solutions for key enterprise roles 	<ul style="list-style-type: none"> ▪ Open—multiple apps/OS/devices 	<ul style="list-style-type: none"> ▪ Enterprise ready architecture (scalable, secure)

Expanding Cisco Market Share

WW Enterprise Voice Market Share



The Leader in Unified Communications

- #1 in Enterprise Voice
- #1 in Web Conferencing
- #1 in Audio Conferencing
- #1 in Telepresence
- #2 in Contact Center
- #2 in Unified Messaging
- Globally-recognized, award-winning services

Sources: Synergy Research, Frost & Sullivan, Gartner Dataquest, IDC, Intellicom, Cisco

Customer Critical Success Factors



1. **PROCESS:** Invest in change management

2. **PLAN:** Build systematic overall deployment plan (accelerating deployment can increase NPV 40%)

- End Vision Architecture
- Corporate Standard
- Roadmap

Source: Momentum Research Group—Net Impact 2003 and Net Impact 2004

