



Εργαλεία Συνεργασίας: WebEx *The Future of Meetings*

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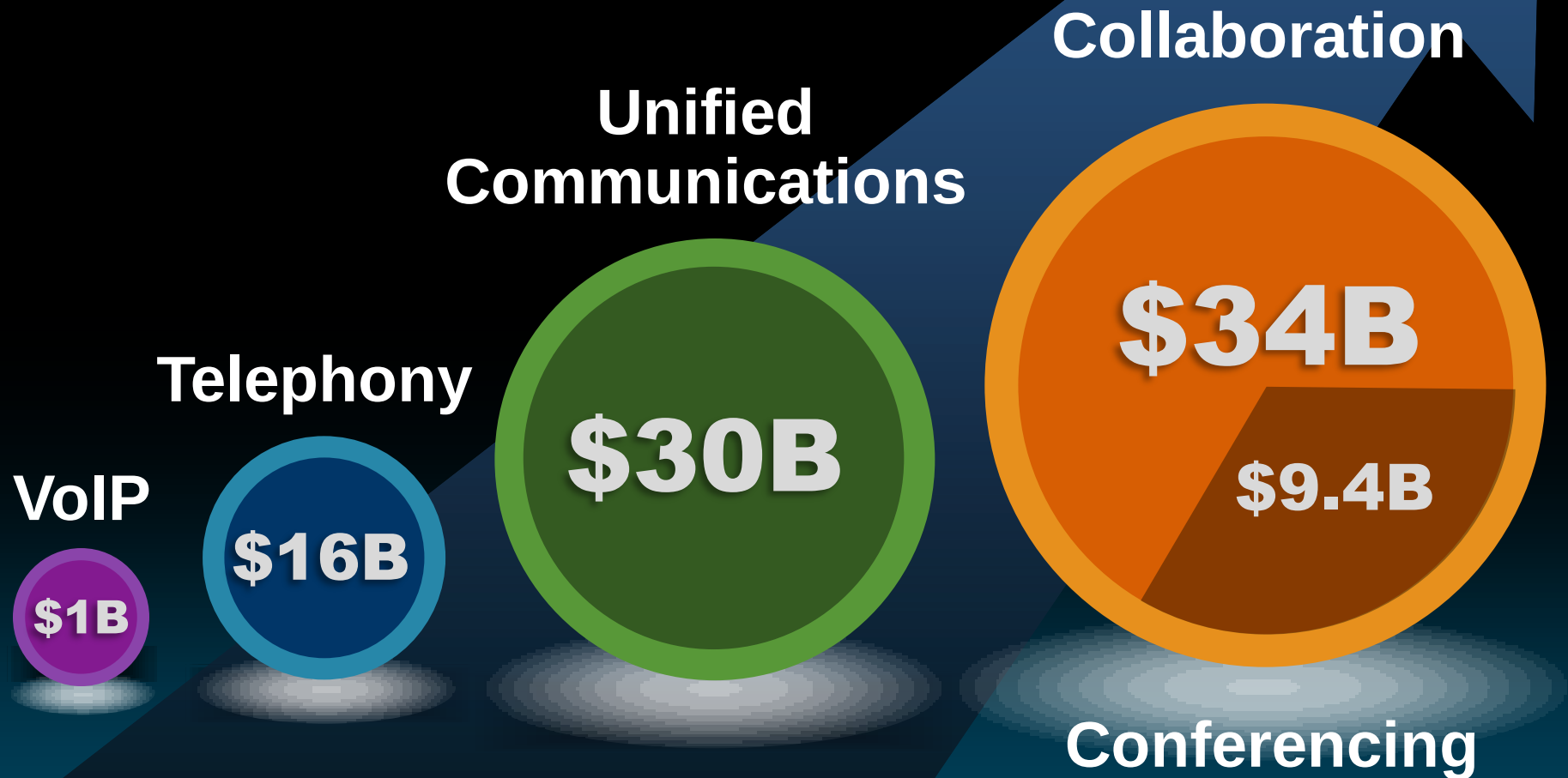
Collaboration Architecture, European Marketing Org

Inflection Point – Convergence of Web, Audio and Video Conferencing

- Historically best-of-breed and loosely integrated suites:
 - Service Provider audio, dedicated video, data-centric web-conferencing
- Opportunity for next-generation conferencing suite with no-compromises across all three components
- Cisco is uniquely positioned to take advantage of this disruption

2011 Collaboration Market Opportunity

~30% of which is Audio, Video, Data Conferencing opportunity



Sources: Datamonitor, Gartner, IDC, InStat, Synergy, Wainhouse

Attributes of the Ideal Conferencing Solution

- **Universal access**

Anyone, any company, anywhere, any device

Fully reservation-less



Attributes of the Ideal Conferencing Solution

- Universal access
- **Best possible experience for every user**

Device / room capabilities

Available bandwidth



Attributes of the Ideal Conferencing Solution

- Universal access
- Best possible experience for every user
- **Always on**

Full redundancy and automatic fault-tolerance

Scalable capacity

Global reach



Attributes of the Ideal Conferencing Solution

- Universal access
- Best possible experience for every user
- Always on
- **Rapid Time to Value, Low TCO**

Rapid deployment

“Zero” administration

Least-cost routing
(leverage IP network)



Attributes of the Ideal Conferencing Solution

- Universal access
- Best possible experience for every user
- Always on
- Rapid Time to Value, Low TCO
- **Secure and Controlled**
 - Rich policy and admin control
 - Data privacy and control



Attributes of the Ideal Conferencing Solution

- Universal access
- Best possible experience for every user
- Always on
- Rapid Time to Value, Low TCO
- Secure and Controlled
- **Business Process Relevance**

Business process
specific applications

Integration with existing
processes and systems



Cisco Strategy: Next Generation Integrated Conferencing

Strategy: Deliver next-generation integrated conferencing experience that...

- Leverages both cloud and on-premise conferencing

- Delivers a rich, optimized experience

- Is securely accessible inside and outside the firewall

Key Tactics

- Move to a single integrated user experience based on Cisco WebEx

- Deliver next-generation conferencing architecture for data, voice and video

- Offer customers flexible deployment options



Cisco Conferencing Solution



Meeting
Center



Training
Center



Event
Center



Support
Center

Audio Conferencing

Video Conferencing

Cisco WebEx Collaboration Cloud ↔ Enterprise Network

Cisco Web Conferencing

WebEx is the global leader in web conferencing

Purpose-designed meeting applications

Meeting Center • Training Center • Event Center
Enterprise Edition • Support Center

Mobile access for conferencing

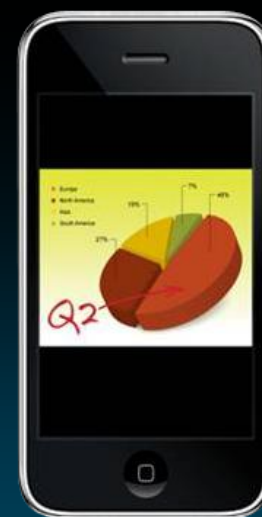
WebEx Meeting Center for
iPhone 1.3 with web handoff



WebEx Nodes are available for customers with high internal meeting traffic

Cisco WebEx Node for ASR 1000

Cisco WebEx Node for MCS
with MeetingPlace 8.0 audio



Cisco WebEx Collaboration Cloud

Multi-layered
security model

SAS70 Type II Audit
completed
ISO27001 (In progress)

Intelligent routing
based on location,
bandwidth and
availability

8 Global Data Centers
2 more in Q4'09

Seamless global backup
for data, audio & video

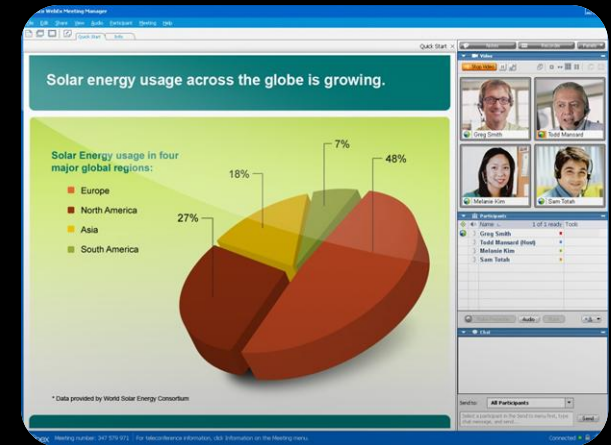
Enterprise policy control

99.99+% uptime

Global load balancing

Cisco WebEx Meeting Center

- On-demand record, edit and playback
- Chat, polls, notes, annotation tools
- Whiteboarding
- Documents, applications, desktop sharing
- File transfer
- Schedule, host and attend on iPhone
- Multipoint video
- Integrated audio options, Active Talker
- Integrated scheduling with Outlook, Lotus Notes
- Available in 10 languages



New in Release 27:

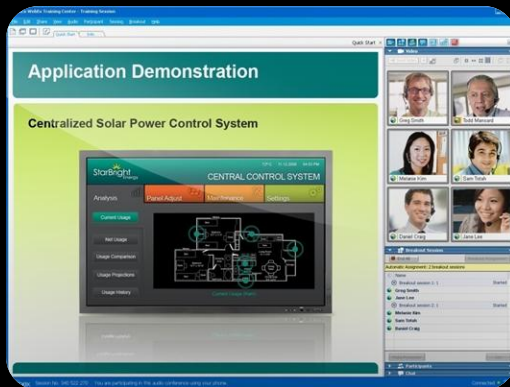
- WebEx Meeting Center on BlackBerry, Nokia, Samsung
- Improved user interface and mixed mode audio conferencing
- PKI Secure Meetings
- Integrations to Cisco Unified Video Conferencing, Cisco Unified IP Phone

Cisco WebEx Training Center and Event Center

Core meeting features, PLUS:

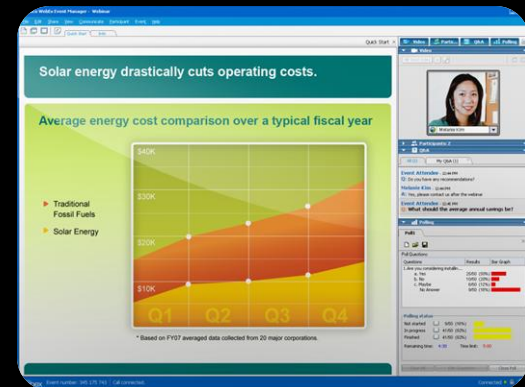
- Advanced custom registration
 - Multiple panelists
- Polling, threaded Q&A
- Attention indicator

Training Center



- Instant feedback indicators
- Hands-on labs
- Testing and grading
- Breakout rooms
- Predefined breakout sessions

Event Center



- Custom enrollment
- Custom email templates
- Audio broadcast
- Lead scoring and reporting
- Lead track ID management
- Flash-based attendee interface
- Lead score and prioritized questions

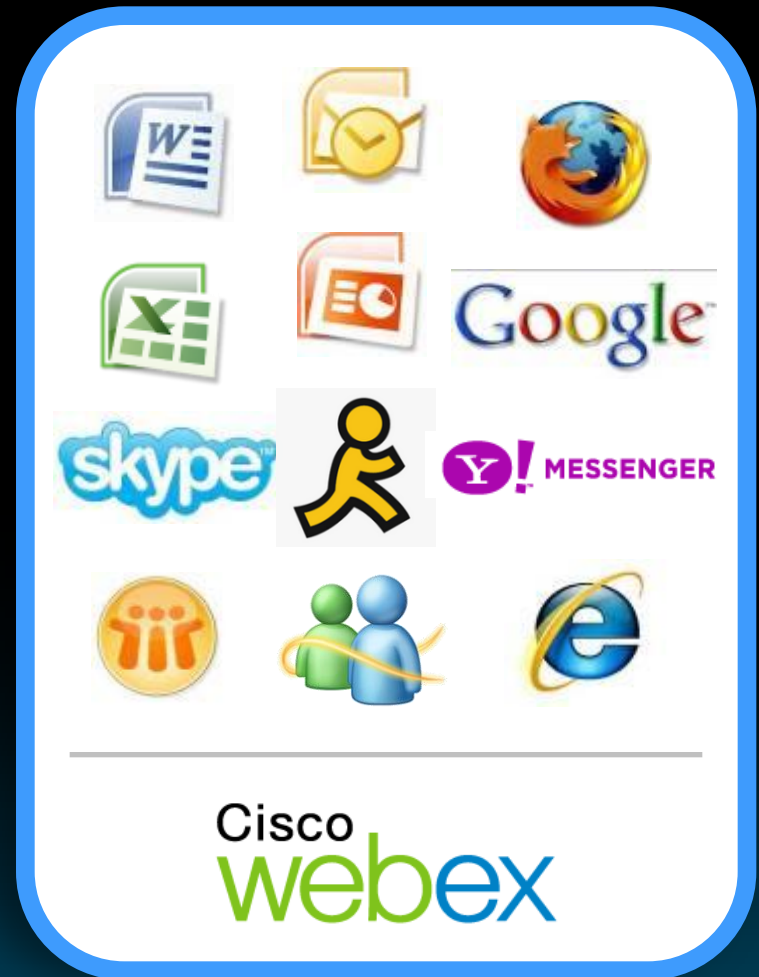
Cisco WebEx Productivity Tools

- Instantly start and schedule meetings, and invite participants

Start meetings fast with Cisco WebEx® One-Click

Schedule meetings right from your Microsoft Outlook or Lotus Notes calendar

- Automatic installation and seamless integration



Cisco Audio Conferencing

- Multiple audio options available to support the customer's investment and strategy



Cisco Unified MeetingPlace 8.0

Cisco WebEx SaaS-based audio
Service Provider Partner audio

- Audio/ video only option
(no web conferencing)



Cisco Unified MeetingPlace 8.0



Software-only Cisco Unified MeetingPlace 8.0



Cisco Unified MeetingPlace

On-premises audio and video conferencing for WebEx and Cisco Unified Communications

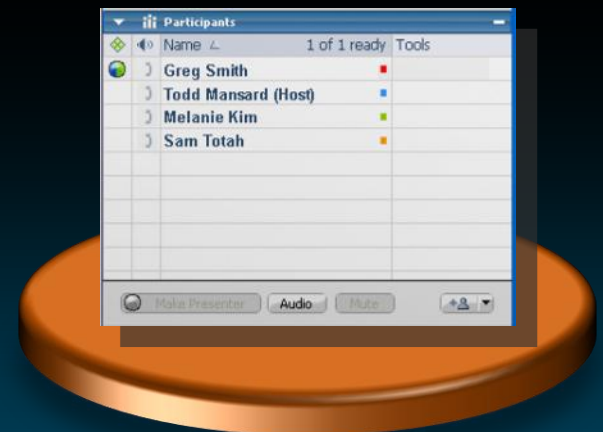
- Leverage IP network for cost savings
- Scalable and Secure
- Simple setup, attend, meeting control
Integrated across audio, video & web
- Advanced multiparty video
Standards-based endpoints
Desktop & Room systems
- On-premises or WebEx web conferencing



Cisco Unified MeetingPlace 8.0

On-premises Audio and Video Conferencing for Cisco UC and WebEx

- Enhanced WebEx integration
 - WebEx Node on MCS
 - Enterprise Edition
- New “Software on MCS Server” deployment option
- Impromptu multiparty audio, video for Cisco UC
- Available Q1 CY10



WebEx With Unified MeetingPlace

On-premises Audio/Video for Cisco WebEx Meetings

Simple

Integrated setup
and attend

Single sign-on

Integrated controls

Savings

Leverage internal
VoIP architecture

Reduce voice
conferencing toll
& services fees

Flexible Deployment Options

Unified MeetingPlace
or WebEx setup &
attend

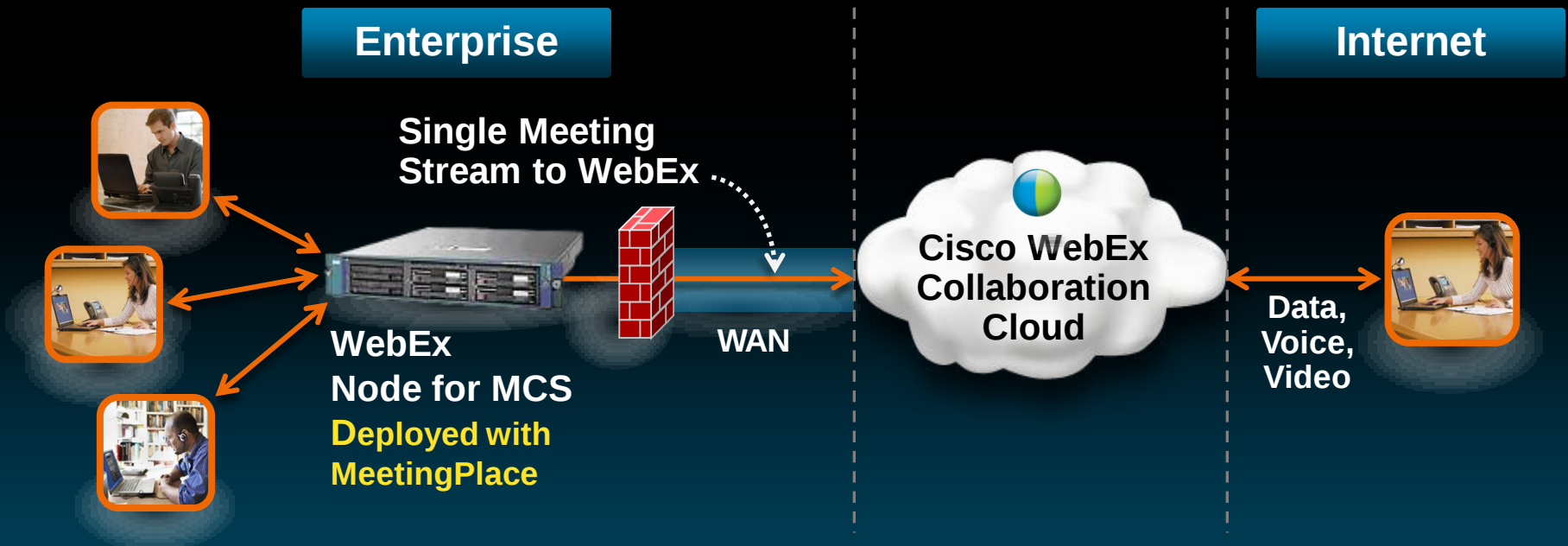
Audio/Video-only or
Audio/Video & Web

Combine on-premises audio for cost savings with SaaS Web for global reach and deployment ease

Cisco WebEx Node for MCS

WebEx Node with MeetingPlace 8.0

- Enhance performance, optimize bandwidth
- Automatic Failover to Collaboration Cloud
- On-premises data options (internal only meetings):
 - Media traffic stays behind the firewall
 - Recording are stored on-premises



Cisco Video Conferencing

Expands WebEx video options
to support the customer's video
investments and strategy

Cisco WebEx video

Cisco Unified Video Conferencing

 Cisco TelePresence WebEx Engage

 Unified Videoconferencing 7.0
for multiparty, HD video and HD
TelePresence Interoperability



TelePresence WebEx Engage

Blending Two Powerful Solutions for Productive Collaboration

Attend meetings using the most accessible collaboration technology

Target availability: Q2 CY'10

- “One button to push” to launch WebEx from Cisco TelePresence room
- Two-way data sharing for WebEx and Cisco TelePresence attendees
- Integrated audio and unified participants list
- TelePresence video in a WebEx meeting



Unified Videoconferencing 7.0



Scalable, High-definition Video Infrastructure



- New platform
 - Industry leading technology
 - High definition (1080p*) without compromise
- Scalable & Cost Effective
- HD Desktop video client
- Any to any connectivity
 - Cisco UC – Room – Desktop – WebEx – B2B
 - HD Interoperability for TelePresence



* 720p in Unified Videoconferencing 7.0, 1080p in Unified Videoconferencing 7.1

Unified Videoconferencing 7.0

Video for All Your Collaboration Environments

High-definition
Videoconferencing

Multiparty Video
Telephony



Room System



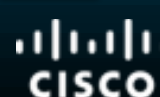
Desktop System



TelePresence

Web
Conferencing

UC Clients



Unified Videoconferencing 7.0

TelePresence Interoperability Highlights



Immersive experience

Display non-TelePresence endpoints in full segment, HD

Any to any

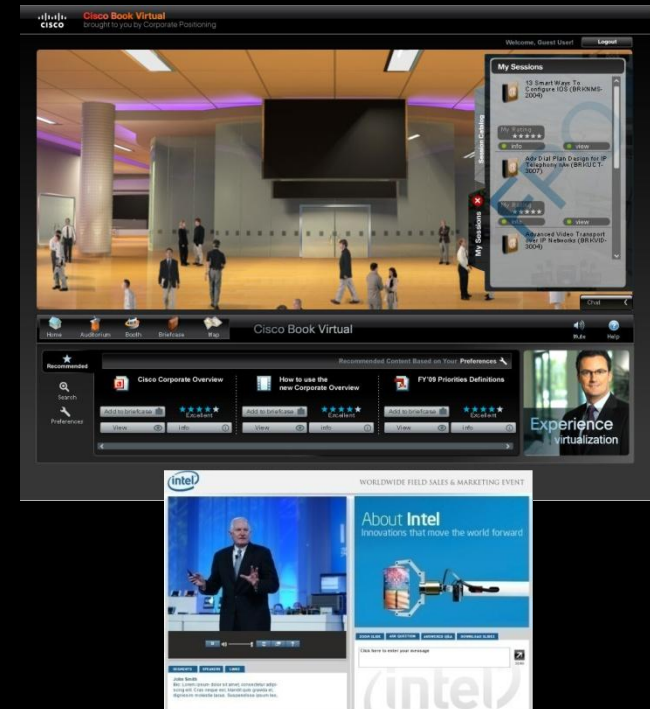
Interoperation with existing video endpoints

H.320, H.323, SIP, SCCP

Business Relevance

Extending the Collaboration Experience

- Integration with CRM: salesforce.com
- Integration with SMART Board
- LMS integrations: GeoLearning, Blackboard, ElementK, SumTotal
- Virtual Conference Solutions



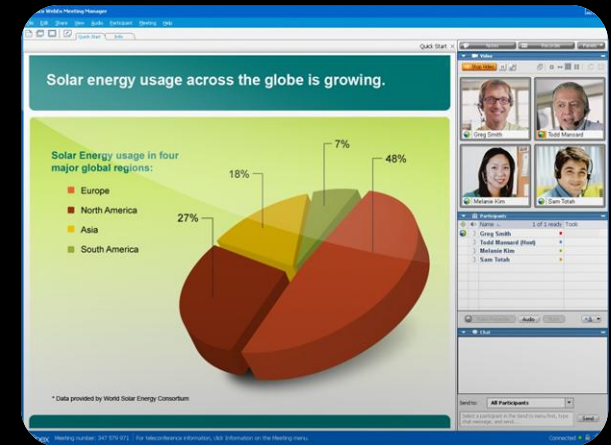
The Cisco Conferencing Advantage

- Universal Access
- Best possible experience for every user
- Always on
- Rapid Time to Value/ Low TCO
- Secure and Controlled
- Business Process Relevance



Webex experience hands-on

- You can now register to the Beta at the below URL
- <http://www.webex.com/meetbeta/lp/>
- You will need to use a personal email address (not the one already used for your corporate WebEx accounts).



Q&A



