



Cisco TelePresence for Everyone, Everywhere

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Mediterranean Geography

Driving Business Transformation

Cisco TelePresence: Key to Global Collaboration



Increasing
Collaboration and
Productivity



Reducing Travel,
Increasing
Connections



Enabling Global
Green Initiatives

**Cisco TelePresence:
Facilitating Interoperability
and Intercompany
Collaboration**



New Opportunities,
Business Models
and Processes



TANDBERG =

Cisco TelePresence

Redefining How People Communicate



Cisco TelePresence

Redefining How People Communicate



Tandberg + Cisco: Desktop to Boardroom



Desktop/PC
based
solutions



Executive/
Home Office



Executive
Conference
Room



General
Purpose
Conference
Room



Immersive
TelePresence
Rooms



Boardroom/
Special
Purpose

T e l e P r e s e n c e I n f r a s t r u c t u r e

C i s c o T e l e P r e s e n c e E x c h a n g e

m e d i a n e t

Cisco Collaboration Portfolio



IP
Communication
S



Mobile
Applications



Customer
Care



TelePresence



Conferencing



Messaging



Enterprise
Social Software



Cisco TelePresence Strategy and Portfolio

Cisco's Strategy

TelePresence for Everyone, Everywhere



Enterprise



Public Suites



Telecommuter



Desktop



Consumer

Business to Business
Business to Consumer
Consumer to Consumer

Enterprise

Service Providers

Consumer

Benefits of an Integrated Architecture

Comprehensive Interoperability
Security, Scalability, Reliability

Virtualized Collaboration
New Business Models

Social Networking Interaction
New Ecosystems

Cisco TelePresence Product Portfolio

Personal



CTS 500
1–2 Seats

Multipurpose



CTS 1000
2 Seats



CTS 1100
2 Seats



CTS 1300
6 Seats

Dedicated



CTS 3000
6 Seats



CTS 3200
18 Seats

Scheduling and Operation

- Multipoint-48 segments
- One-button scheduling server
- Intercompany services

Planning and Design

- Network readiness
- Room readiness (3000/3200)
- Groupware integration

Services and Solutions

- SD and HD interoperability
- Recording studio
- End-to-end encryption

Implementation and Support

- Installation
- Monitoring, support, helpdesk
- Financing

Quality—Simplicity—Reliability



Quality

- Ultra-high definition (1080p)—spatial audio
- Virtually an in-person experience



Simplicity

- One button to push
- Easy to use—for executives and everyone



Reliability

- Reliable, resilient, and secure
- Cisco is the best choice, globally

**Unified Communications
Network as the Platform**

Cisco TelePresence WebEx Engage

Integrated solutions for enhanced collaboration



Active TelePresence
Segment



Shared Graphics



- One Button to Push for WebEx
- All Cisco TelePresence sites automated
- Graphic share + Audio + Web Conference
- Active video segment within WebEx
- Easy to use and extends to a broader reach of users



Cisco TelePresence Interoperability Solutions

Product Solution

Cisco Unified
Video Conferencing
CUVC

Cisco Media
Experience Engine
MXE

TelePresence
Interoperability
Protocol
TIP

Value Proposition

- Traditional MCU
 - Broad interop standards support
 - Continuous presence formats
 - Enterprise WebEx
-
- Media services integration
 - Any to any interoperability
 - Record and stream
 - Transcode, transcribe, translate
-
- Open standard
 - Single and multistream interop
 - B2B enablement
 - Call control integration

Cisco TelePresence

Market Momentum

550+ Customers with 3500+ Rooms

- The top four global investment banks
- 54 top high tech companies
- 82 service providers globally
- The four largest WW food/beverage firms
- 32 retail and consumer goods companies
- 8 of the largest pharmaceutical companies
- 25 global energy companies
- 27 healthcare companies
- 12 top U.S. research universities
- 42 education institutions
- 74 public sector organizations

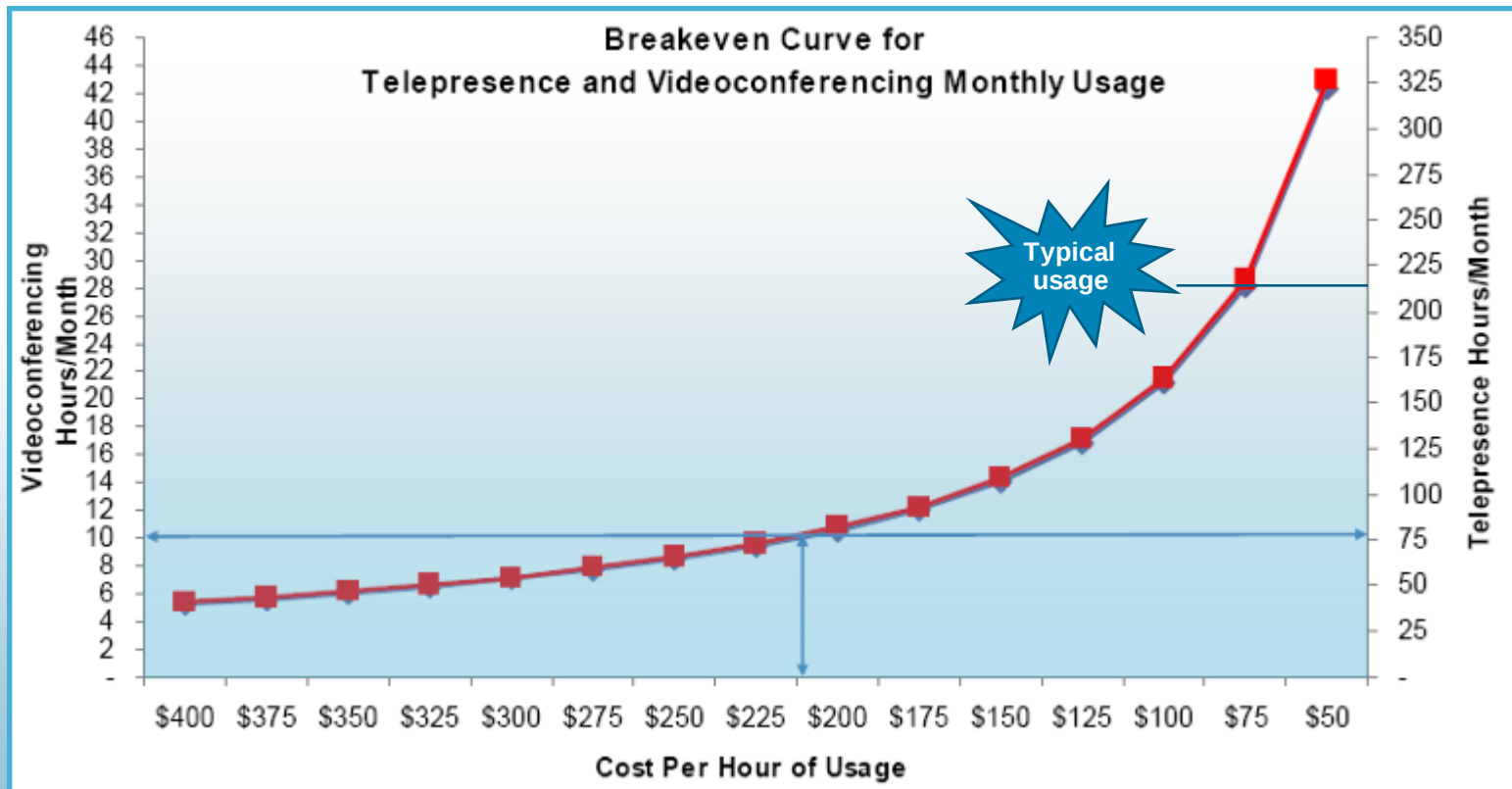


Cisco TelePresence

Countercyclical Momentum and Global Penetration



Relative Cost of TelePresence



Higher TelePresence usage rates determine a low per-hour cost compared to videoconferencing

Cisco on Cisco – Global TelePresence Overview

Where we are today: 28 March 2010 *179 Weeks since Program Launch*

- **731** Cisco TelePresence production rooms

US/Canada: **441**

APAC: **105**

Japan: **13**

Europe: **128**

Emerging: **44**

- **214** cities in **50** countries

- Average Utilization:

8-hour business day and a 5-day work week: **58%**

10-hour business day and a 5-day work week: **46%**

- **554,684** TelePresence Meetings scheduled to date*

Scheduled Past 7 days: **6,608**

Scheduled Past 30 days: **33,689**

- **184,749** Multipoint meetings scheduled to date*
- **1** hour and **22** min per meeting
- **38,630** TelePresence meetings held with customers to discuss Cisco Technology for a sales deal

- **116,041** Meetings avoided travel to date

Travel savings: **\$464M**

Productivity savings: **\$174M**

Metric tons of emissions saved: **250,649** (~**57,111** cars off the road**)

- Sales reductions cycle: Up to **9.7%** (based on sample analysis)

* Each TelePresence endpoint is given credit for having a meeting

** 4.3888 metric tons CO₂e per vehicle





Cisco TelePresence Solutions

Customized Services Offerings

Cisco TelePresence Financial Services Expert

- **Virtual bank agent engages in-branch customer**

- High-touch service and personalized offerings

- Auto-collaborate for information sharing

- Connect with global experts via contact center directory

- Digital signage for effective messaging

- **Benefits**

- Maximize customer engagement

- Access to other advisors and resources

- Scale scarce resources and expertise

- **Results**

- Customer loyalty and preference

- Retain high valued net worth customers

- Improved global business processes

- More up and cross-sell opportunities



Borderless Boardroom

Cisco TelePresence Boardroom

- Remotely-located executives participate via Cisco TelePresence

- Life-like video provides immersive experience

Two large plasma screens create the face to face virtual experience

Integrated multiple microphones and speaker phones capture the conversation everywhere

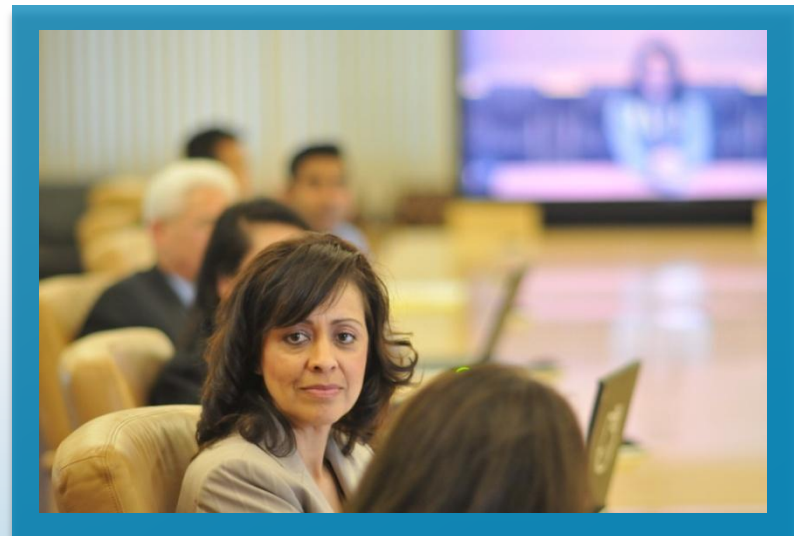
Pan Tilt and Zoom camera for customizing the point of attention

- Benefits

Accelerate decision-making and productivity

Eliminate scheduling challenges based on executive location

Reduce costs and delays of executive travel



Transform the Quality and Speed of Healthcare

Cisco HealthPresence

Challenges

- Lack of healthcare services and physicians to remote and underserved patients
- Difficult for geographically dispersed doctors to collaborate efficiently
- Rising costs, reduced budgets and resources

Implemented

- Deployed Cisco TelePresence and HealthPresence solutions in hospital and regional medical offices for remote consultations
- High definition video, advanced audio and patient medical data to create virtual “in-person” doctor visit

Results

- Effective and efficient clinical collaboration
- Immediate, real-time decision making
- Ease of access to healthcare services
- Lower costs for patients and healthcare organizations
- Breaks down geographical boundaries



Scottish Centre
for **Telehealth**

ASSISTANCE
PUBLIQUE



HÔPITAUX
DE PARIS



HOSPITAL DE PEDIATRIA
PROF. DR. JUAN P. GARRAHAN



MOLINA
HEALTHCARE



Classroom of the Future

Making Borderless Education a Reality



- Brings together teachers and students in any location
- Immersive experience for comprehension and interactivity
- Deliver material with maximum flexibility and recording capabilities
- Ability to scale educational organizations globally
- Custom installation of Cisco TelePresence with multimedia technologies for classrooms of any size
- Available now

Duke University

Cisco TelePresence Classroom of the Future



“ The Cisco TelePresence lecture hall facilitates embedded, connected learning and collaboration between students and global experts. We are now realizing the future classroom. ”

– Blair Sheppard, Duke University

**Cisco
TelePresence**
enables access to
global professors
and guest lecturers
with specialized
expertise

- Three 103” plasma displays
- Six 1080p cameras
- Three remote displays for speaker
- Instructor’s podium and two document cameras for sharing
- 66 push-to-talk microphones for interactive discussions
- Immersive experience for comprehension and interactivity



Intercompany Cisco TelePresence

Intercompany Cisco TelePresence Today

Announced Service Providers



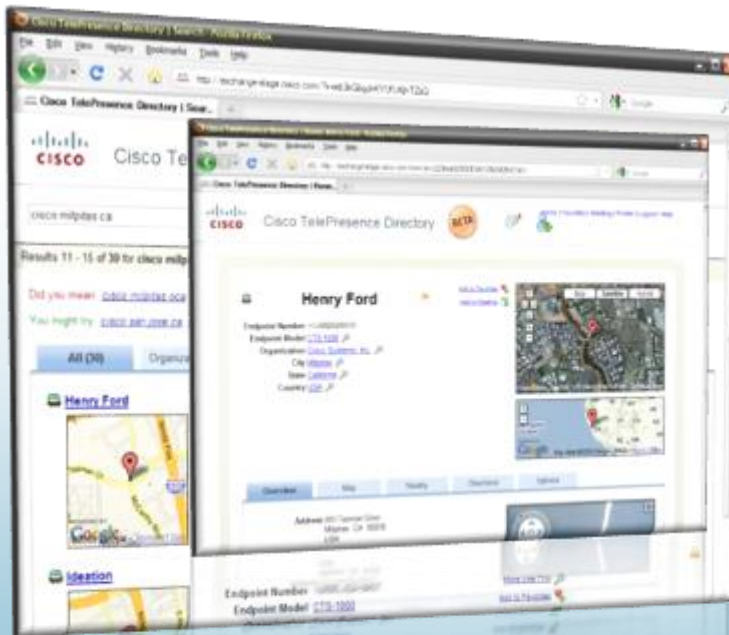
Benefits

Super-size ROI!
Reach across entire
supply and value chain

Result

Sustainable
competitive advantage
Accelerated decision making

Intercompany Cisco TelePresence Directory



What is it?

- Cisco-hosted intercompany directory
- Rooms, organizations, and people
- Visual interface
- Virtual scheduling assistant

Why is it important?

- “Who can I call?”
- 1,200+ rooms across 80+ customers

When is it Available?

- NOW

Intercarrier Intercompany Cisco TelePresence



Benefits

Common insertion
architecture, call flows and
billing models

Result

Expanded calling community
for SP customers
Accelerated Metcalfe effect
and increase service value

Why Cisco?

Business Value

Build Trust with Rich, Reliable Interactions

Connect the Right People and Information

Accelerate Team Performance

Collaborate with Confidence Across Companies

Maximize Your IT Investments

Technical Differentiation

Real-Time Voice and Video Leadership

Context: Presence, Session Management, Tagging Integrated Experience

Intercompany, Trusted Cloud

Openness and Interoperability



