



Unified Communications

Business Benefits



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Collaboration Architecture, European Marketing Org

Today's Business Complexities

Trends

Global Value Chains
Consumerisation
Information Overload
Workforce Mobility



Human Impact

Harder to Build Trust
Difficult to Know Who the Right Expert Is
Information Sharing Among Companies Difficult



Business Impact

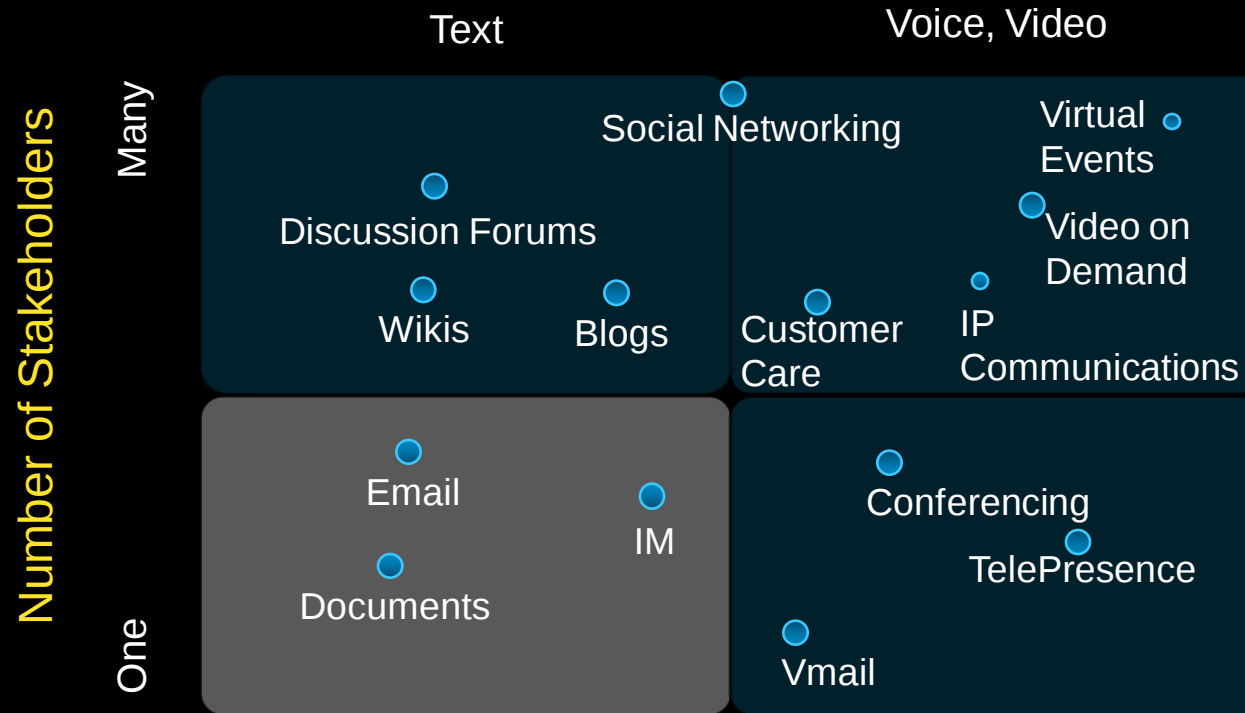
Missed Opportunities, Market Transitions
Customer Response
Higher Costs



Collaboration

Changing the Way We Work

Collaborative Tools



“Raising the productivity of employees whose jobs can't be automated is the next great performance challenge—and the stakes are high.”

McKinsey & Company, The 21st Century Organization

Social Media in the Workplace

Cisco Study

- Business implications of social networking are often overlooked:

Only **1 in 7** companies had a formal process associated with deploying social networking tools

- Companies struggle with policy creation and adoption:

Only **1 in 5** companies had policies in place concerning the use of social networking technologies

- Social networking tools need to integrate together and with the existing enterprise architecture to reap maximum benefits:

Only **1 in 10** respondents noted direct IT involvement in social networking initiatives



Collaboration Is...

Equal Parts Process, Culture and Technology

- ~~November 2008~~ **January 2009**
to change the way we work
 - **90 days**
- We use these technologies ourselves; we are our own laboratory
 - **Realigned \$500M to FY09 priorities**
- **100% faster than 2008**
- From command and control to collaboration and teamwork

Process



Technology

Culture

Essential Elements of Collaboration

Not So Long Ago...

Primarily single source

Largely asynchronous

Inside my organization

Static and pre-defined networks

You find information, people

Inside the firewall, walled off



Information

People

Communities

Context

Security

Today...

Multiple sources, multiple devices,
multiple applications

Non real-time and real time, interactive

Dispersed teams,
outside my organization

Dynamic teams

Right time, right people, right resource

Inclusive,
selective, fluid





- 21,500 employees
360k citizens
160k households
900 services
Takes 5m+ calls per year
- Implemented 12,000 IP phones in 360 sites
- Annual phone bill reduced from £2.5m to £500k
- Disaster recovery – fire at Glenrothes site in July caused no service disruption

Collaboration

Transforming Front-Line Services



Reducing travel and improving productivity

Cisco IP Telephony, XML applications, Unity voicemail on Blackberrys, video telephony, video conferencing



Saving £200k/yr to re-invest
Eliminated 30 hours/wk travel time in each area → more time on beat
Improved disaster recovery

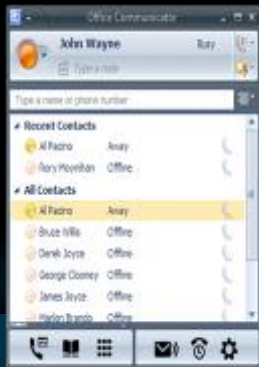
Collaboration

Transforming Back office Productivity



New Ways of Working, New Ways to Provide Service

Cisco IP Telephony,
CC Enterprise, CUCiMOC,
TelePresence



£300k/yr flexible working savings
£680k/yr telephony savings
£5.7m/yr increased productivity
Branch & CC service levels up

Collaboration

Transforming Global Communications



**Connecting Right People,
Right Information, Right Time**

Cisco IPT, Unity, CC Express,
Personal Communicator, SNR,
Click-to-Call, Presence,
MeetingPlace



**20 min/day savings for sales
\$70k/year travel savings
Reduced R+D development
Link Call Centre to Sales/Tech Staff**

Boeing Collaborates

Over 1m meetings per year

- Largest customer of WebEx collaboration technologies worldwide
- 5 year increase over tenfold
- 168k employees / 70k WebEx accounts
- Over 27,000 external suppliers
- Reduced time to market
- Currently investigating integration of UC, IM and Presence into the WebEx environment
- Boeing Supplier Award (non manufacturer section)



HealthPresence

An Alternative Healthcare Delivery Model

Healthcare Transformation



"HealthPresence is an asset to improve the quality of telephone advice and triage. Being able to visualise and have physiological parameters on a patient will improve patient care"

Dr Karyn Webster and Dr Fiona Mair



Scottish Centre
for Telehealth



Challenge

- Increased demand for health services
- Difficult to access doctors in remote and rural areas
- Shortage of medical experts

Engagement & Solution

- Public-private partnership (Cisco+ Scottish Center for Telehealth + NHS Scotland)
- Global cross-functional engagement to develop new solution
- Solution based on Cisco IPC/UC, TP, UCC and IP-based Medical devices

Customer Results

- Opportunity to 'transform' healthcare delivery systems radically
- Improved citizen experience
- More effective care delivery model

Collaboration Drives Business Value

Cost
Reduction



Employee
Productivity



Customer
Intimacy



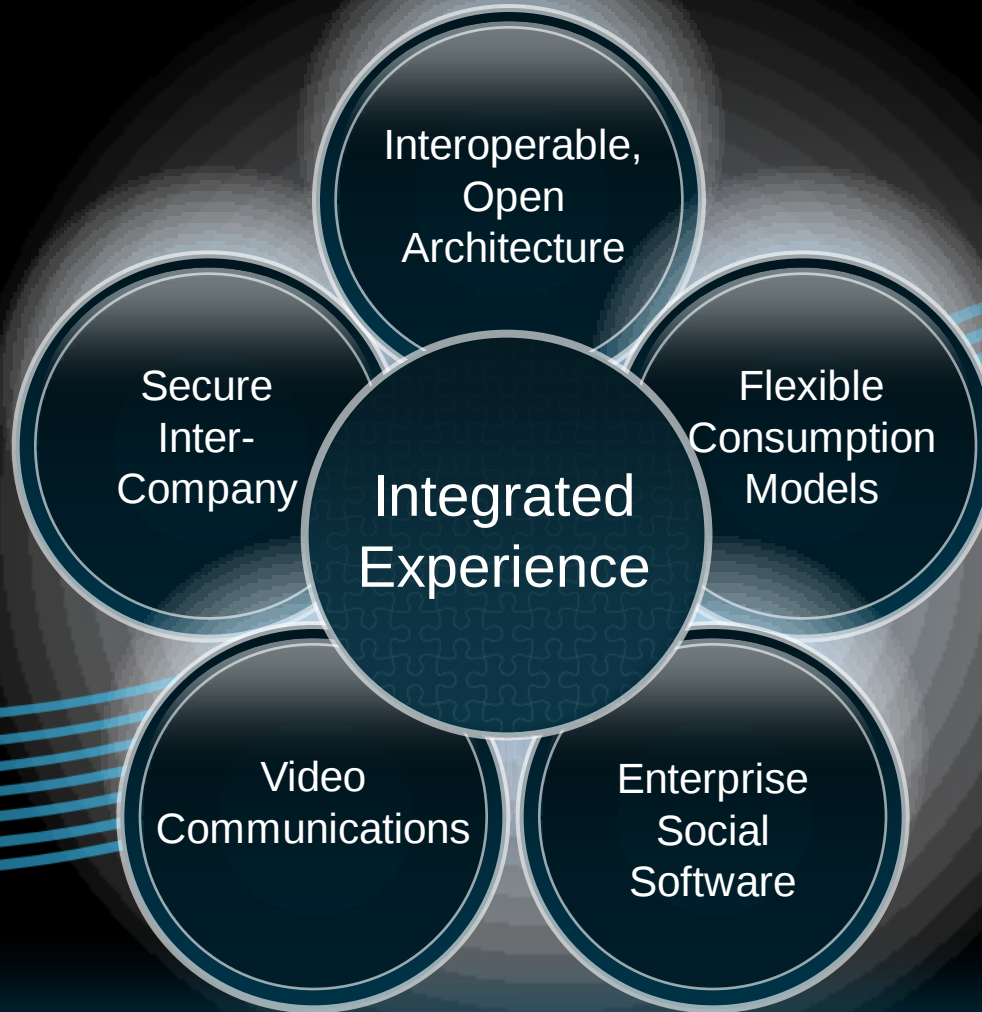
Competitive
Differentiation



Innovation



Cisco Strategic Direction



Delivering the Architectural Foundation

Collaboration Now and in the Future

Communication
and Collaboration
Applications

Collaboration
Services

Infrastructure



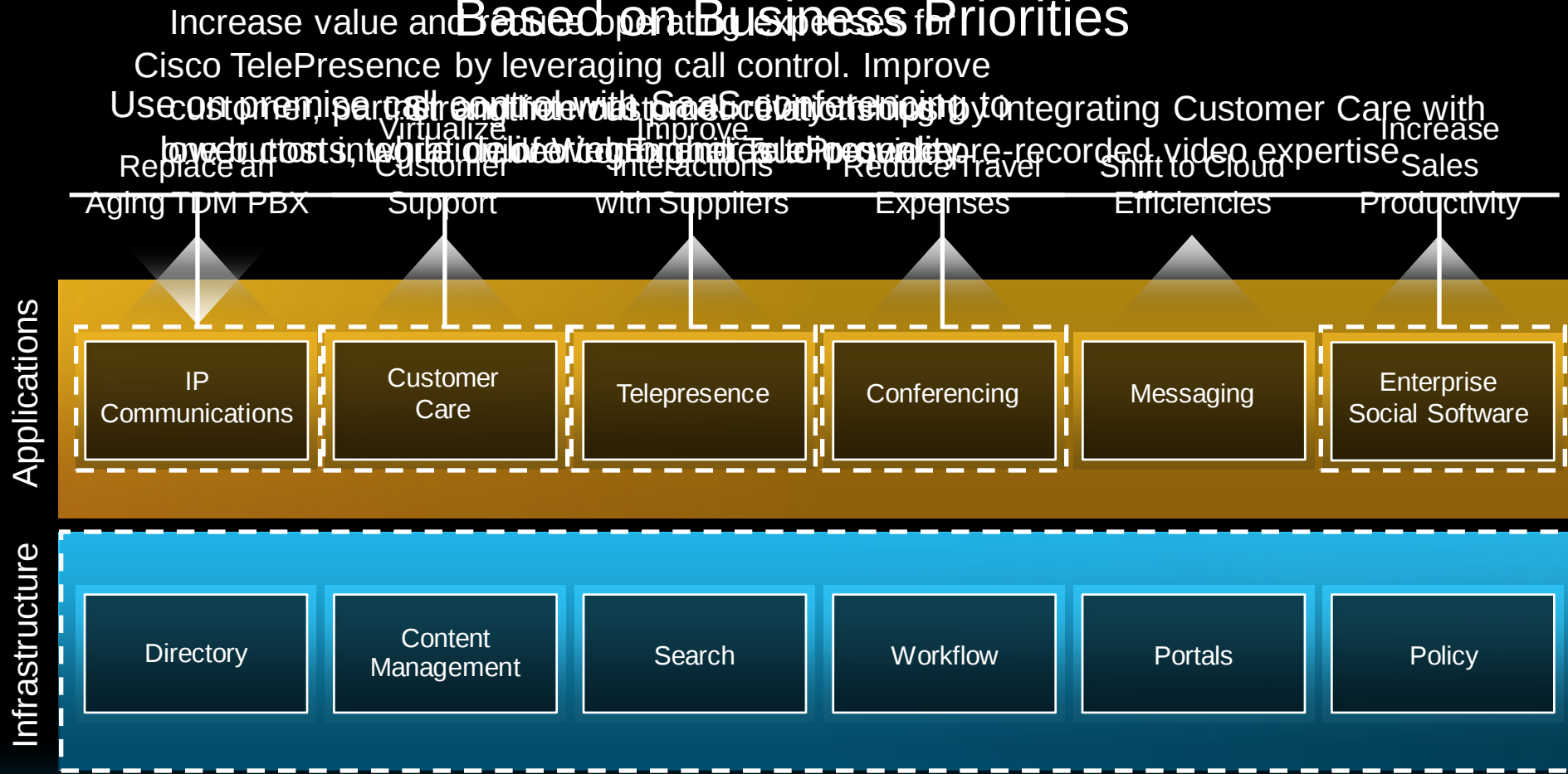
This core is then leveraged by any combination of end-user clients, devices or custom applications from Cisco or 3rd parties

Taking the Next Step

Multiple Points to Get Started

Start at Any Point, Go at Any Pace,

Based on Business Priorities



Integrating Mobile phones

Mobile Communications

- Convenient
- Highly Mobile
- Always-on
- Flexible
- Ubiquitous



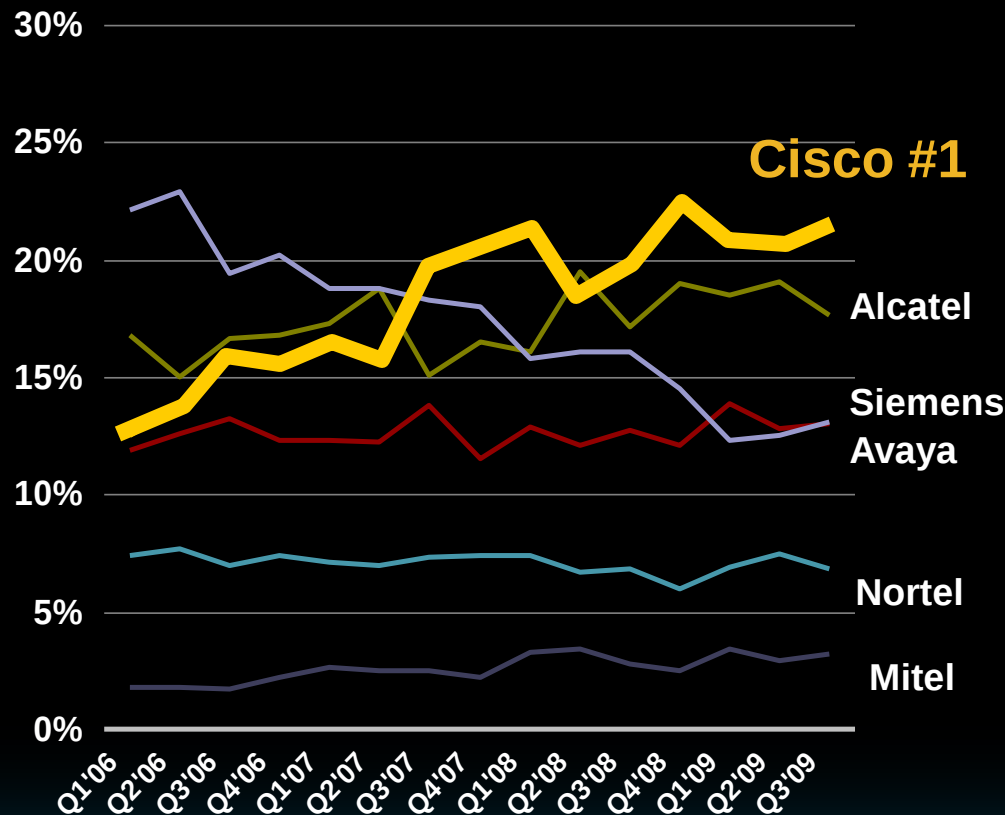
Unified Communications

- Feature Rich
- Integrated
- Collaborative
- Secure
- Managed

Extending business communications
- anytime, any where, any device

Cisco Market Leadership

Western Europe Enterprise Voice Market Share



The European Leader in Collaboration

- #1 in Enterprise Voice
- #1 in Collaborative Apps
- #1 in IP Contact Center
- #1 in Web Conferencing
- #1 in TelePresence
- #2 in Audio Conferencing
- #2 in Messaging (UM/VM)
- #3 in Instant Messaging

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

Cisco's Commitment to Collaboration



Market Leadership

R&D Investment

Thought Leadership, Industry Expertise

Strategic Partnerships

Full Range of Service Offerings



