



Unified Communications

The New Collaboration Experience



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Tech Product Marketing Manager

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 Is...

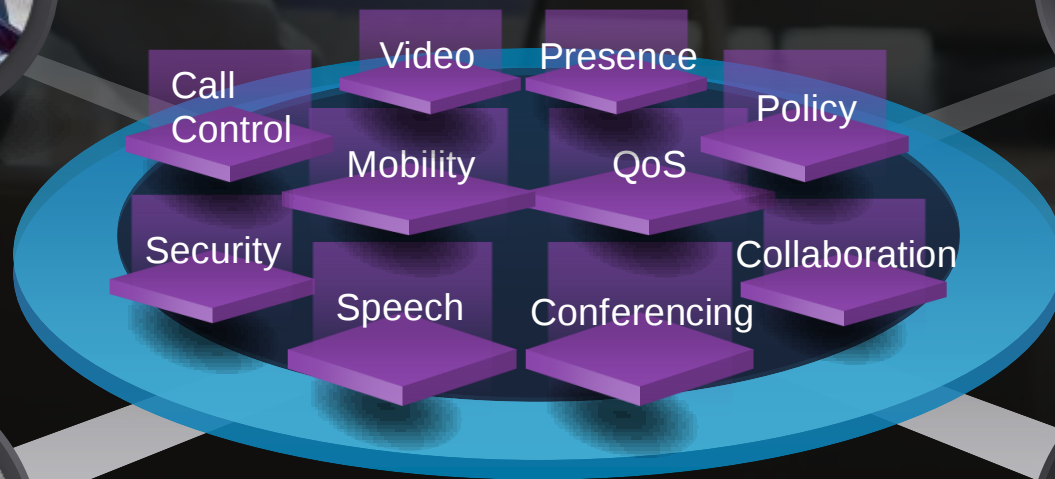
Equal Parts Process, Culture and Technology

- From command and control to collaboration and teamwork
- Nov 2008 realigned **\$500M in 90 days**
- TelePresence
 - 430K Meetings
 - 47% Utilisation
 - **\$346M travel savings**



Virtualization

Giving users access to their communications environment, regardless of location



Key UC Technologies

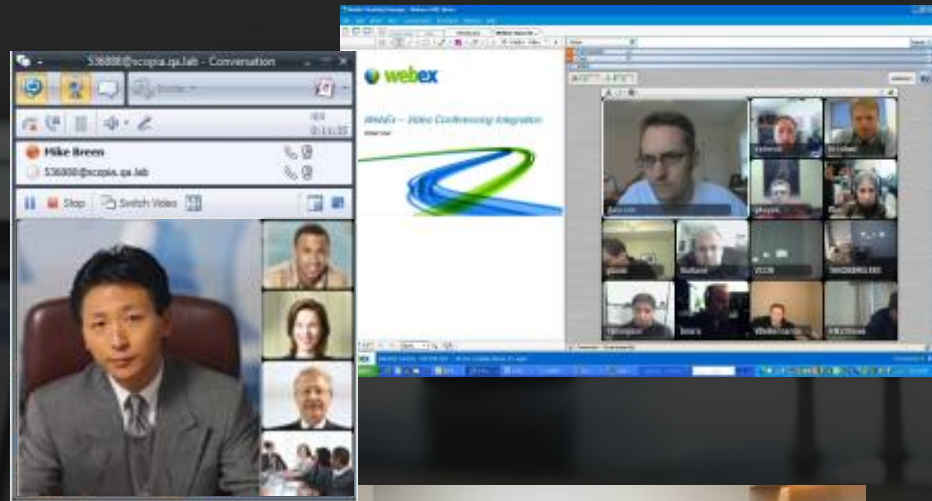
Changing the way that we think about technology.

Virtualization

Giving users access to their communications environment, regardless of location

Rich Media

Enriching communication through integration of voice, video and data collaboration



Key UC Technologies

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Web Cams Desktop VC



HD VC



Rich Media

Enriching communication through integration of voice, video and data collaboration

Modality

Support for multiple media types, devices, and bandwidth capabilities



Microsoft Office Communicator



SD Video Conferencing

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Presence & Context

Leveraging dynamic information in the network, including presence, location, and authorization

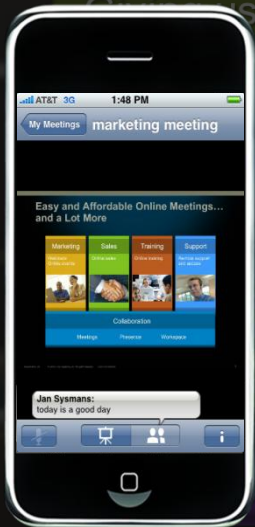


Key UC Technologies

Changing the way that we think about technology.

Virtualization

Users access to their applications environment, independent of location



Presence & Context

Leveraging dynamic information in the network, including presence, location, and authorization



Mobility

Taking advantage of the virtualized services without sacrificing the communication experience



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Personalization

Preferences that track with the user, not the device or directory number

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COLLABORATION 2010

- November 9th 2010

“Cisco gets social with new hosted e-mail and video apps”
Computer Weekly, UK

“Cisco continues its lead in collaboration”
01Net, France

“Collaboration: Cisco mega release”
Computerworld Italy

“Cisco steps up to Google, Microsoft & IBM”
eWeek Europe



60 + New Announcements
80 + pieces of positive press
Analyst score = 95%

Cisco Collaboration Portfolio



IP
Communications



Mobile
Applications



Customer
Care



Telepresence



Conferencing



Messaging



Enterprise
Social Software

Collaboration Announcement Highlights

Innovation in 2010

- Cisco Unified CM Session Management Edition
SIP trunking
- Cisco Intercompany Media Engine
Business to business UC
- Cisco Unified Presence 8.0
Dual protocol: SIP/SIMPLE and XMPP, powered by Jabber
- Cisco Unified Communications Manager 8.0
- Cisco Unified IP Phones 9900 and 8900 Series
Video enabled
- Cisco Unified Mobile Communicator for iPhone

- Cisco Unified Contact Center Enterprise, Express, Customer Voice Portal, Expert Advisor 8.0
- Customer Care as a Service

- Any-to-any Cisco TelePresence HD Interoperability
- Cisco TelePresence WebEx Engage 8.0
- Intercompany Cisco TelePresence Directory

- Cisco WebEx Meeting Center for iPhone v1.3
Web handoff from iPhone to PC
- Cisco WebEx Node for MCS with MeetingPlace 8.0

- Cisco Unified Personal Communicator 8.0
Powered by Jabber
- Cisco WebEx Mail
Hosted email, native Outlook support
- Cisco WebEx Connect IM
Powered by Jabber, UC softphone

- Cisco Show and Share Social video system
- Cisco Enterprise Collaboration Platform *(Limited Availability)*
Social networking for business
- Cisco Pulse *(Limited Availability)*
People and media search



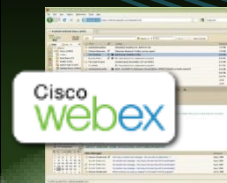
IP Communications and Mobile Applications



Customer Care



Telepresence



Conferencing



Messaging



Enterprise Social Software

Cisco Collaboration Portfolio

IP Communications

Reduce TCO, improve user experience and productivity, and increase business relevance with secure, resilient, and scalable voice services

- New! Cisco Unified Communications Manager 8.0
- New! Cisco Unified IP Phones 8900 and 9900 Series
- New! Cisco Unified Communications Manager Session Management Edition 8.0
- New! Cisco Intercompany Media Engine 8.0



IP
Communications



Mobile
Applications



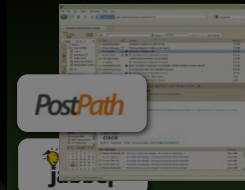
Customer
Care



Telepresence



Conferencing



Messaging



Enterprise
Social Software

Cisco Collaboration Portfolio

Mobile Applications

Increase employee productivity and control mobile costs by making mobile devices extensions of the enterprise network

- Cisco WebEx meetings on smart phones
- Cisco Unified Mobile Communicator
 - New! iPhone and Blackberry clients
- New! Nokia Call Connect 2.0 for Cisco
- New! Cisco WebEx Mail for ActiveSync



IP
Communications



Mobile
Applications



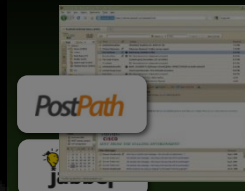
Customer
Care



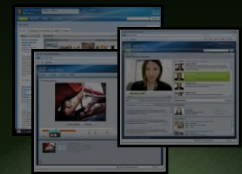
Telepresence



Conferencing



Messaging



Enterprise
Social Software

Cisco Collaboration Portfolio

Customer Care

Drive true customer intimacy by quickly and proactively connecting people with the information, expertise, and support they need

- New! Sales force.com integration; connects social media and contact centers
- New! Cisco Unified Expert Advisor 8.0
- New! Cisco Unified Contact Center Enterprise and Express 8.0
- New! Cisco Unified Customer Voice Portal 8.0
- New! Reporting/business intelligence



IP
Communications



Mobile
Applications



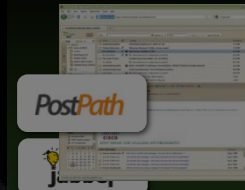
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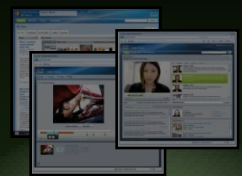
Telepresence



Conferencing



Messaging



Enterprise
Social Software

Cisco Collaboration Portfolio

Telepresence

Re-define business processes and customer intimacy with travel-free, face to face collaboration anytime, anywhere, and with anyone

- New! Cisco TelePresence HD Interoperability
- New! Cisco TelePresence WebEx Engage
- New! Cisco TelePresence Directory
- New! Cisco TelePresence System 1100



IP
Communications



Mobile
Applications



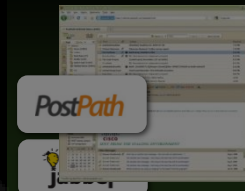
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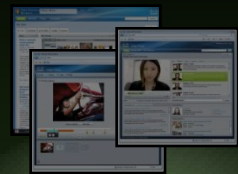
Telepresence



Conferencing



Messaging



Enterprise
Social Software

Cisco Collaboration Portfolio

Conferencing

Leverage the best of premises-based and SaaS offerings to deliver the industry's most compelling and cost-effective conferencing experiences

- Cisco WebEx Conferencing
- Cisco Unified MeetingPlace for on-premises
- Cisco WebEx Node for ASR 1000 and MCS
- Cisco Unified Videoconferencing



IP
Communications



Mobile
Applications



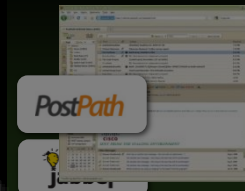
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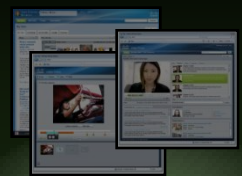
Telepresence



Conferencing



Messaging



Enterprise
Social Software

Cisco Collaboration Portfolio

Messaging

Drive productivity and accelerate business processes by enabling employees to access and deliver messages via any medium, anywhere, on any device

- New! Cisco WebEx Connect IM (Jabber) (US/Canada/Europe)
- New! Cisco WebEx Mail (US/Canada)
- Coming Soon: Cisco Unified Presence 8.0 (XMPP and SIP/SIMPLE)
- Cisco Unity Unified and Voice Messaging



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Mobile
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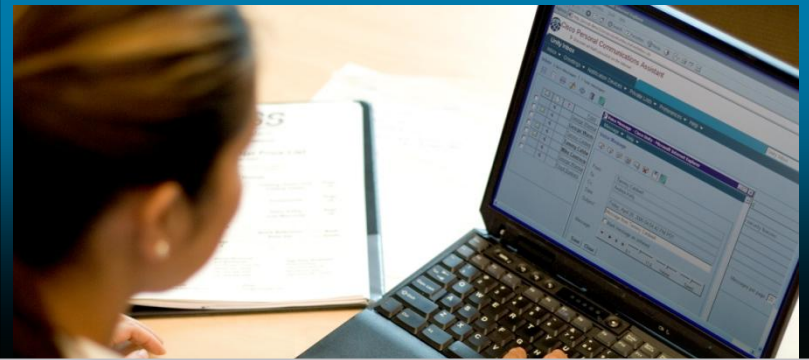
Enterprise
Social Software

Cisco Collaboration Portfolio

Enterprise Social Software

Drive global productivity by dynamically connecting and empowering the most appropriate people, content, and expertise through virtual workgroups and communities

- New! Cisco Show and Share social video system
- New! Cisco Pulse people and media locator (Limited availability)
- New! Cisco Enterprise Collaboration Platform (Limited Availability)



IP
Communications



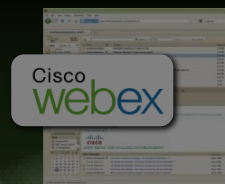
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Applications



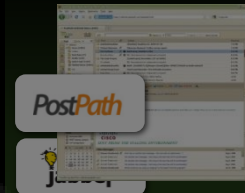
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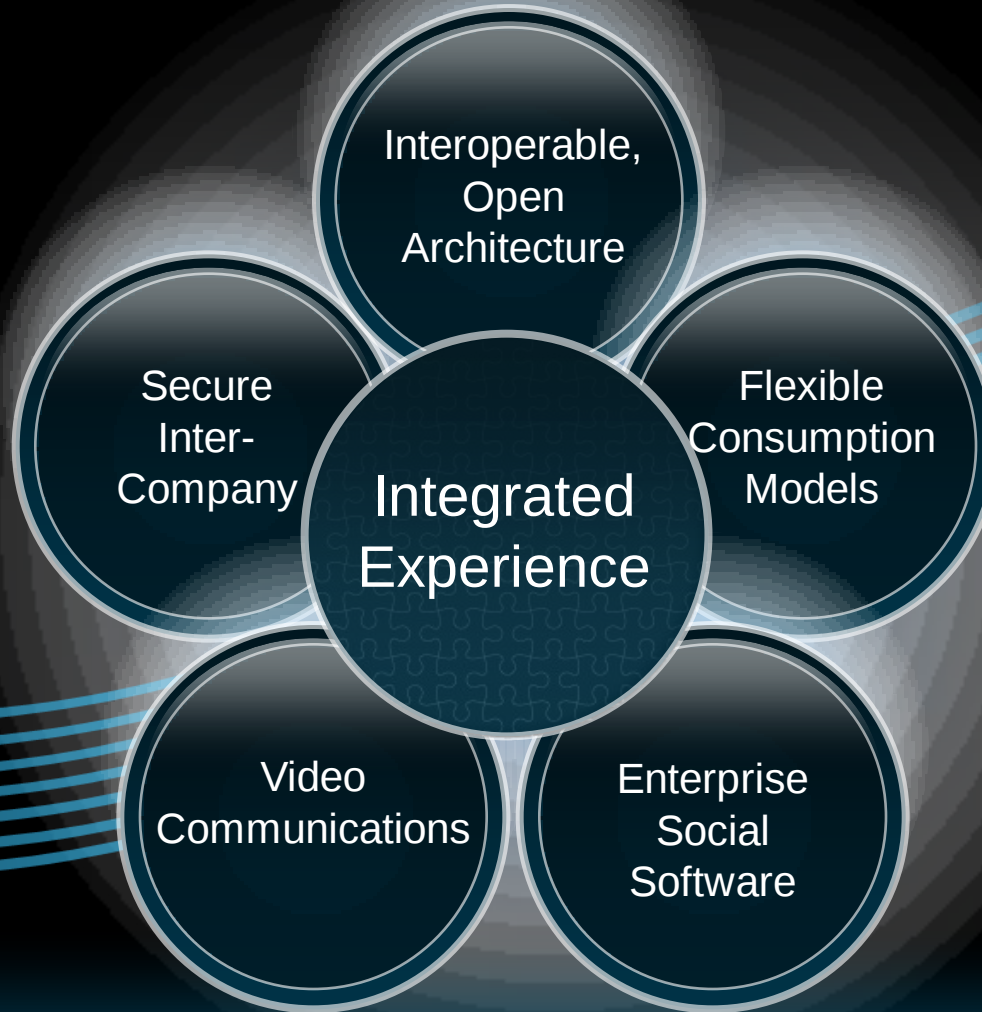


Messaging

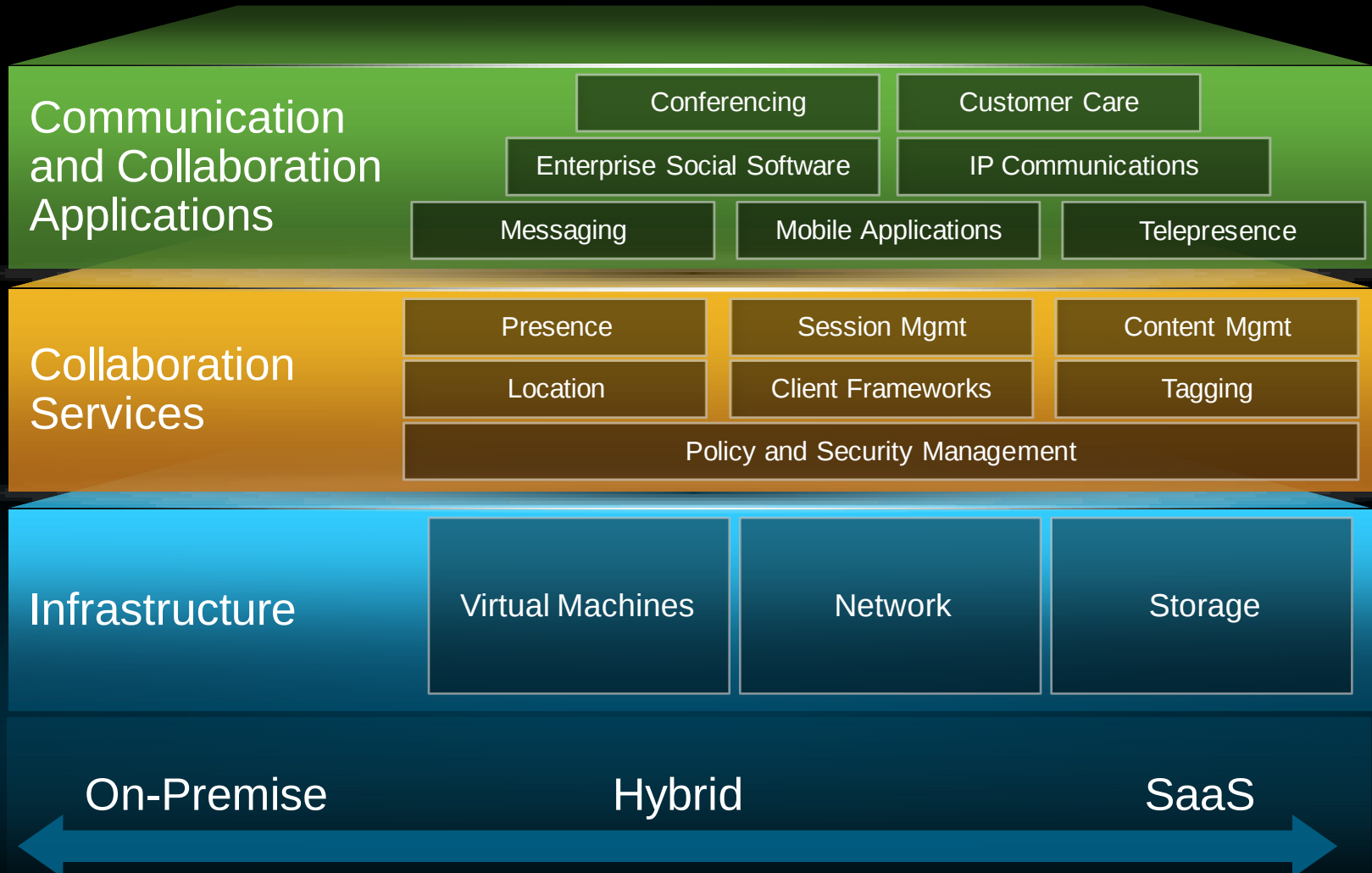


Enterprise
Social Software

Cisco Strategic Direction



Cisco Collaboration Architecture



Delivering the Architectural Foundation

Collaboration Now and in the Future

Communication
and Collaboration
Applications

Collaboration
Services

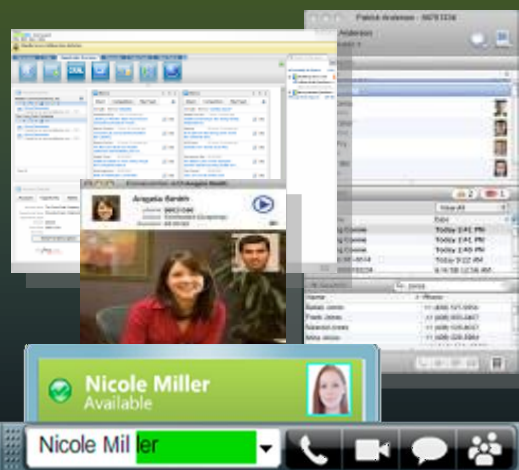
Infrastructure



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

Collaboration Architecture for Clients

Cisco Client Experiences



3rd Party Desktop Experiences



Integrators & Developer Community



Cisco Unified Client Services Framework



Cisco Unified Infrastructure Services



Enterprise Collaboration Platform

Cisco Enters the Enterprise Social Software Market

Use social tools and pervasive collaboration applications to dynamically form teams based on expertise and relevance, regardless of location

Personal dashboard

Social & network-based auto-tagging

Click to: call, IM, meet

People, communities, information, search

Content management

Policy and Security

Directory profile

Blogs, wikis, forums

Community team space

Video

UC-enabled browser

Micro-blogging

The screenshot displays the Cisco Enterprise Collaboration Platform (ECP) interface. At the top, the user is logged in as **Darrin Simmons** with a status of **Available**. The interface includes a navigation bar with tabs for **My View**, **My Profile**, **People**, and **Communities**. The main content area is divided into several sections:

- My View**: A central dashboard with tabs for **My View**, **My Outlook**, **My Voice Mail**, **iGoogle**, and **Facebook**.
- Blogs**: A section titled "What a semantic social network looks like" by Jason Kolb, dated 9/4/09 10:19 AM. It includes a brief introduction to semantic social networking and a "Read More" link.
- My Calendar**: A calendar view for September 10, 2009, showing a meeting titled "ESS Core" from 11:00 am to 12:00 pm. The meeting features a video feed of **Joseph Khouri**, Director of Engineering, with a "Go to Profile" link.
- TACPAC**: A section for "Customer Profile" and "Open SRs by this Contact". It includes a search bar, a "Bingo Score for Overall Handling of SR" table, and a "View Details" link.
- ECP Video Blog**: A section titled "C-Vision - CEC - Cisco Confidential" featuring a video feed of **Paul Russell** from the "ECP-Alpha ECP Community Organization".

The bottom of the interface shows a status bar with a "Sam Lee" notification and a "Joseph Test" friend request.

Enterprise Collaboration Platform

Enterprise Collaboration Platform - Mozilla Firefox

File Edit View History Bookmarks ScrapBook Tools Help

http://ecp-alpha/html/index.html?url=%2Fweb%2Fguest%2F%3Fnocache%3D1268072966598

Most Visited CEC EMEA Home CEC Home Gmail Greekmusic Yahoo!Mail Hotmail MyYahoo!

Share Browser Web

Enterprise Collaboration Platform

Please Sign In

Username [Sign In](#) ☐ Remember Me



Welcome

Find, Focus, and Share

Collaborate with others, share your ideas, and customize to fit the way you work. Watch the [video](#) to get a quick overview.





John Logan
San Jose, CA
Phone: 408.555.1234
Email: jlogan@cs.com

Me

Complete your profile to let people know about you and your interests. Watch a short [video](#) to see how.



People

Find and stay connected with your network of contacts. Watch a short [video](#) to see how.



Community

Collaborate with others who share your interests. Watch a short [video](#) to see how.



Posts

Communicate and share your knowledge and expertise with others. Watch a short [video](#) to see how.

What's New

The New Look of ECP

With this release, a new interface design has been incorporated and you will notice changes to your My View, Profile and Community pages. In some cases, you may need to take action to change your page layout or move your portlets into different columns to get the best visual representation of the application. As we are still in development, the interface, user interactions and system features will still be evolving and there will be additional improvements as we move towards FCS in Q4FY10.

Enterprise Collaboration Platform

The screenshot displays the Enterprise Collaboration Platform (ECP) interface within a Mozilla Firefox browser window. The address bar shows the URL: `http://ecp-alpha/html/index.html?url=%2Fuser%2Fsalexiou%2Foverview`. The browser's toolbar includes standard navigation buttons and a search bar with the Google logo.

The ECP interface features a top navigation bar with the user's name, **Stergios Alexiou**, and a status indicator (Available). A search bar is located on the right side of the top bar. Below the top bar, a secondary navigation bar includes links for **New Post**, **My View** (highlighted), **My Profile**, **People**, **Communities**, and **Library**. A search bar is also present on the right side of this bar.

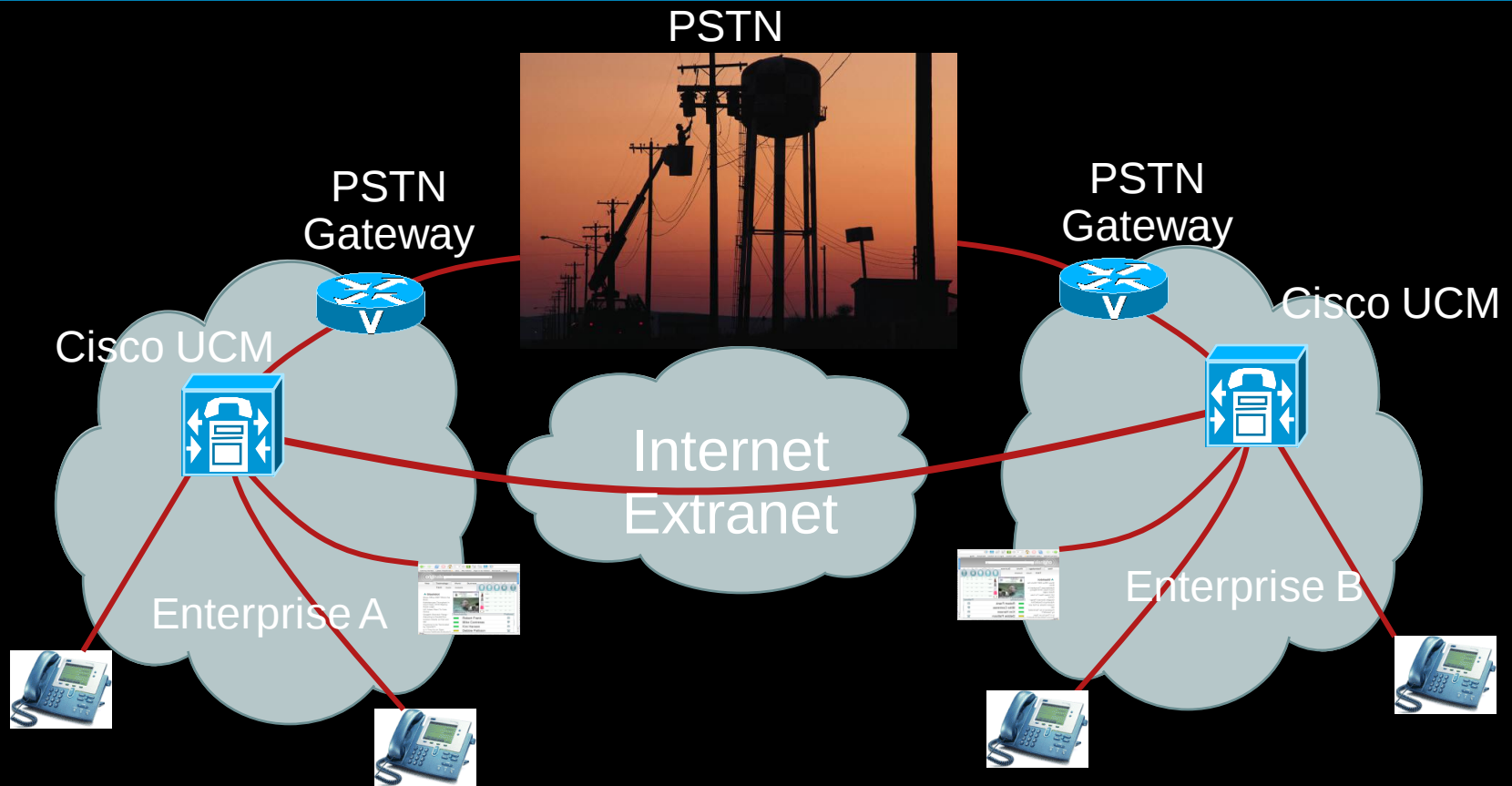
The main content area is divided into two sections. The left section, titled **Welcome**, contains a welcome message and a list of links for **Overview**, **Calendar**, **Messages**, **Journal**, **Library**, and **Contacts**. The right section, titled **Alerts**, contains a list of **Announcements**, **Requests**, and **RSS**.

The bottom section, titled **Social Activities**, displays a list of recent activities, including:

- Antonio Lombardi and Stergios are now contacts. 10:31 AM
- Rich Strong wrote a new wiki page in Quad Usability Test. iFrame Test Page Mar 4
- Abbey Ripstra and Joseph Khouri are now contacts. Mar 4
- Rich Strong updated a wiki page in Quad Usability Test. Table Test Page Mar 3
- Rich Strong wrote a new wiki page in Quad Usability Test. Table Test Page Mar 3

The bottom of the browser window shows a taskbar with several notification icons and a system clock displaying 08:54 PM.





Cisco IME Moves PSTN Calls to Direct SIP Trunks Multimedia calls Automatically

Supports Existing Phones & Numbers

Significant Cost Savings

Brings Full UC Experience

Internet or Extranet

Worldwide Unlimited Scale

Low Provisioning – Self Learning

Very Secure

Automated Spam Blocking