



## Cisco WebEx Unified Collaboration



*Transforming the way we Work, Live, Play and Learn.*

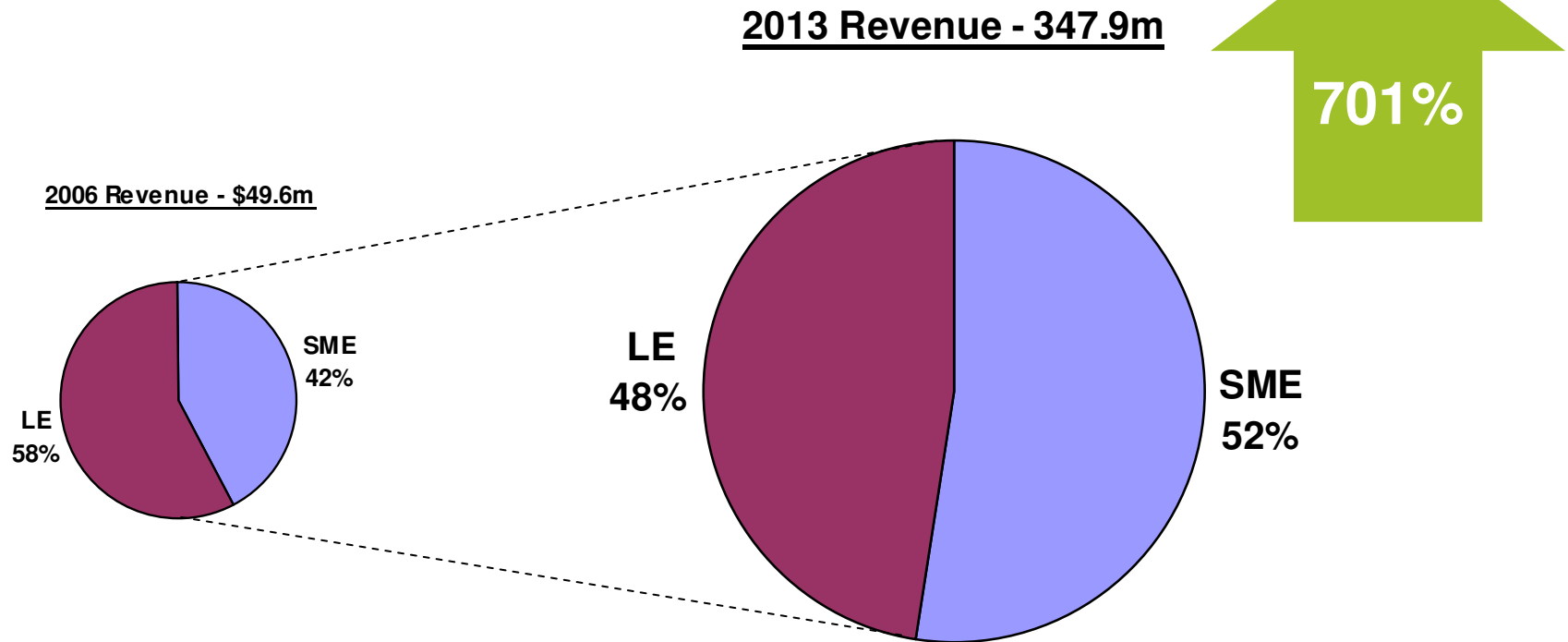
**Andre Cheung**

**Channel Sales Manager APAC, Cisco-WebEx**

# Agenda

- **Market Potential**
- **Cisco + WebEx = Cisco Unified Communications **Plus****
- **Collaboration Applications Accelerate Business**
- **WebEx products & services**
  - MeetingCenter
  - SupportCenter
  - EventCenter
  - TrainingCenter
  - SalesCenter
- **Question & Answer**

# APAC Web Conferencing Market

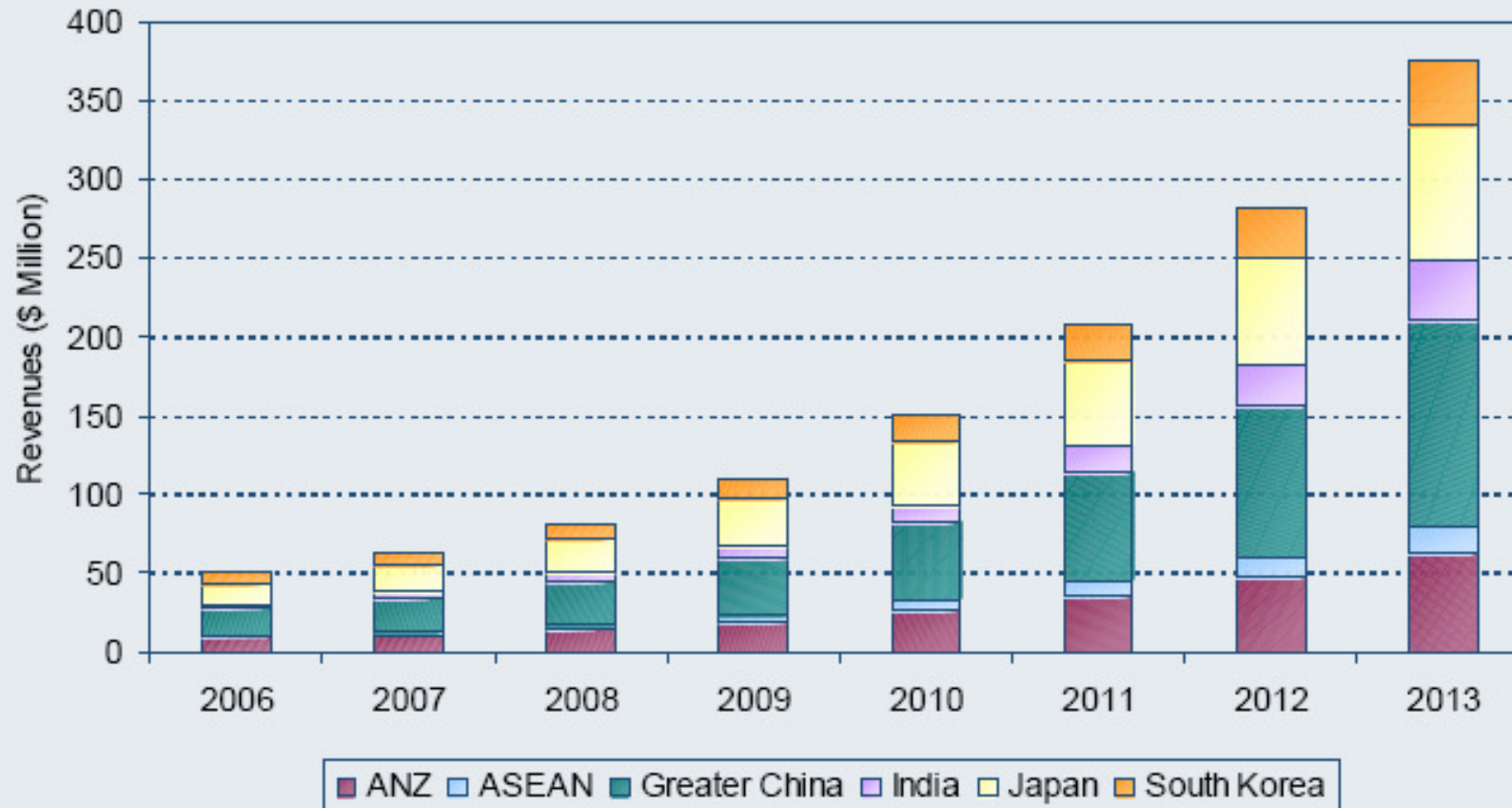


|            | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 |
|------------|------|------|------|------|------|------|------|------|
| <b>SME</b> | 42.1 | 43.2 | 44.4 | 46.3 | 47.6 | 49.4 | 51.6 | 52.4 |
| <b>LE</b>  | 57.9 | 56.8 | 55.6 | 53.7 | 52.4 | 50.6 | 48.4 | 47.6 |

(Frost & Sullivan, 2007)

# Regional Forecasts (Contd...)

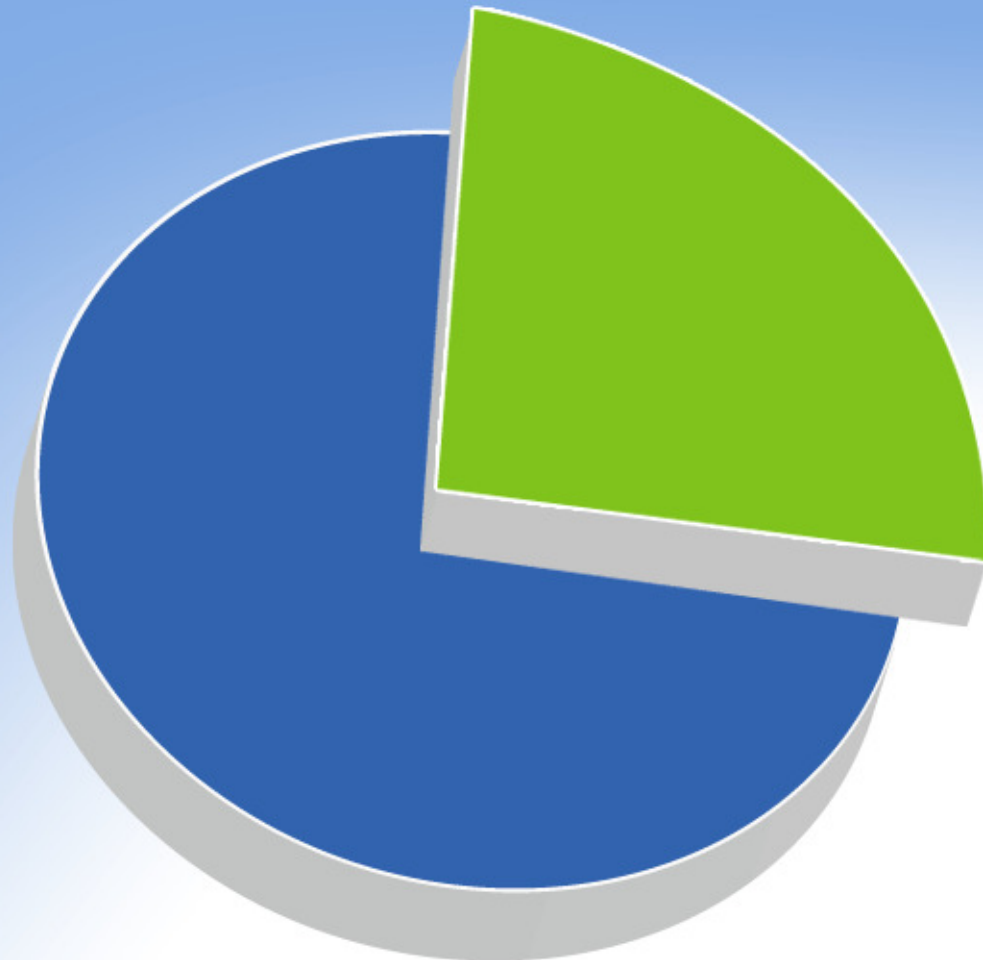
Total Web Conferencing Market: Revenue Forecasts by Geographic Region (Asia Pacific), 2006-2013



Key: ANZ = Australia and New Zealand

Note: All figures are rounded; the base year is 2006. Source: Frost & Sullivan

# Software-as-a-Service is the Future of Software



5% of New  
Business Software  
in 2005

growing to

25% of New  
Business Software  
in 5 Years

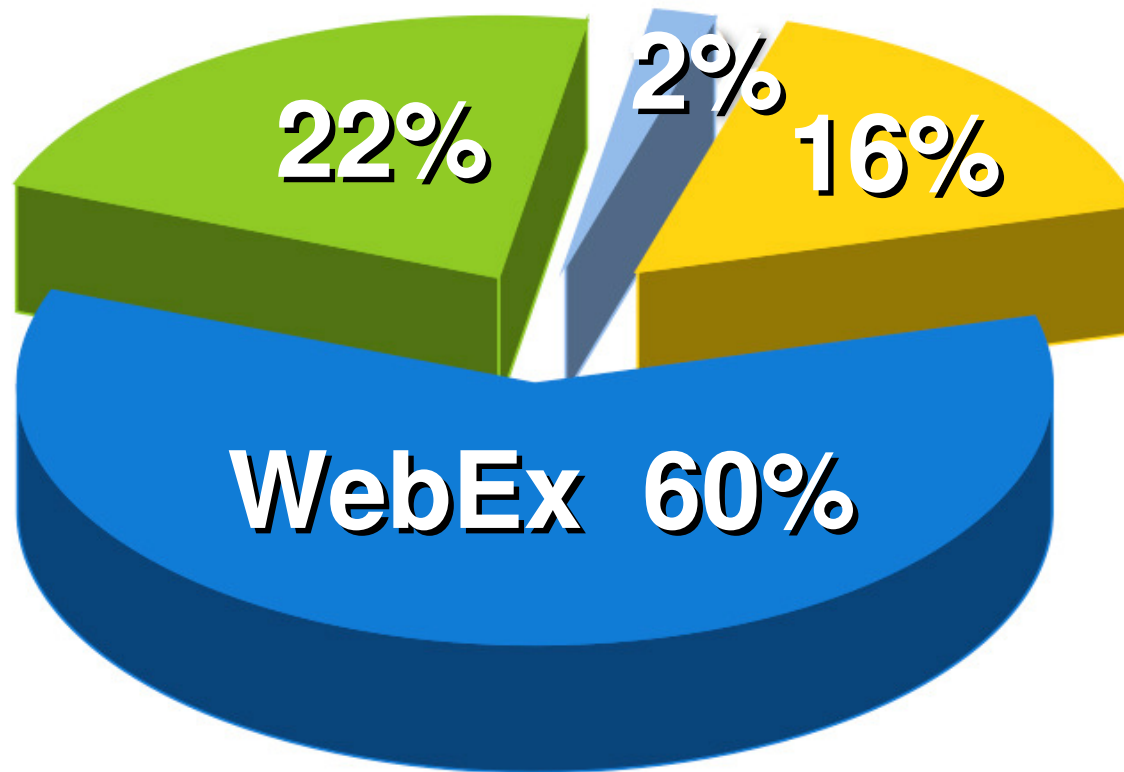
Gartner "SaaS Delivery Challenges On-Premise Software", September 2006

# *WebEx is Now Part of the Cisco Family*



- **Cisco, the worldwide leader in networking and communications**
  - \$33B in revenue (FY 2006)
  - \$4.07B spent in R&D (FY2006)
  - Product leadership in Unified Communications with integrated voice, video, data and mobility
- **Adding WebEx to bring on-demand web collaboration**
  - \$380M in annual revenue (2006)
  - 2.3 million registered users worldwide
  - Defining collaboration for the knowledge economy
- **Offering innovative on-demand solutions for the knowledge economy**

# WebEx #1 in On-Demand Web Conferencing Leading SaaS (Software-as-a-Service) Provider



“World Web Conferencing Markets,” Frost & Sullivan, Inc. F764-64, 2006

# Cisco + WebEx

## Cisco *Unified Communications Plus*

**WebEx Extends Cisco Unified Communications with Hosted, On-Demand (SaaS) Collaborative Services**



**#1 in Unified Communications**



**#1 in Collaborations Services**

UC Applications & Endpoints

Asynchronous Collaboration,  
*Clients - Team spaces, Partner apps*

Voice & Video Call Control,  
Presence/IM

Real-time Collaboration –  
*Conferencing, Application-specific offerings, Presence/IM*

IP Network – *Infrastructure services*

MediaTone Network – *Global, Real-time, Secure, Reliable*

# WebEx is an Integral Part of UC



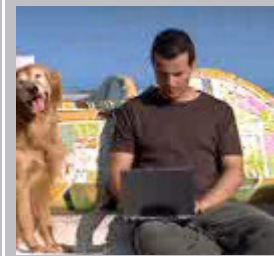
Virtualization



Speech



Presence



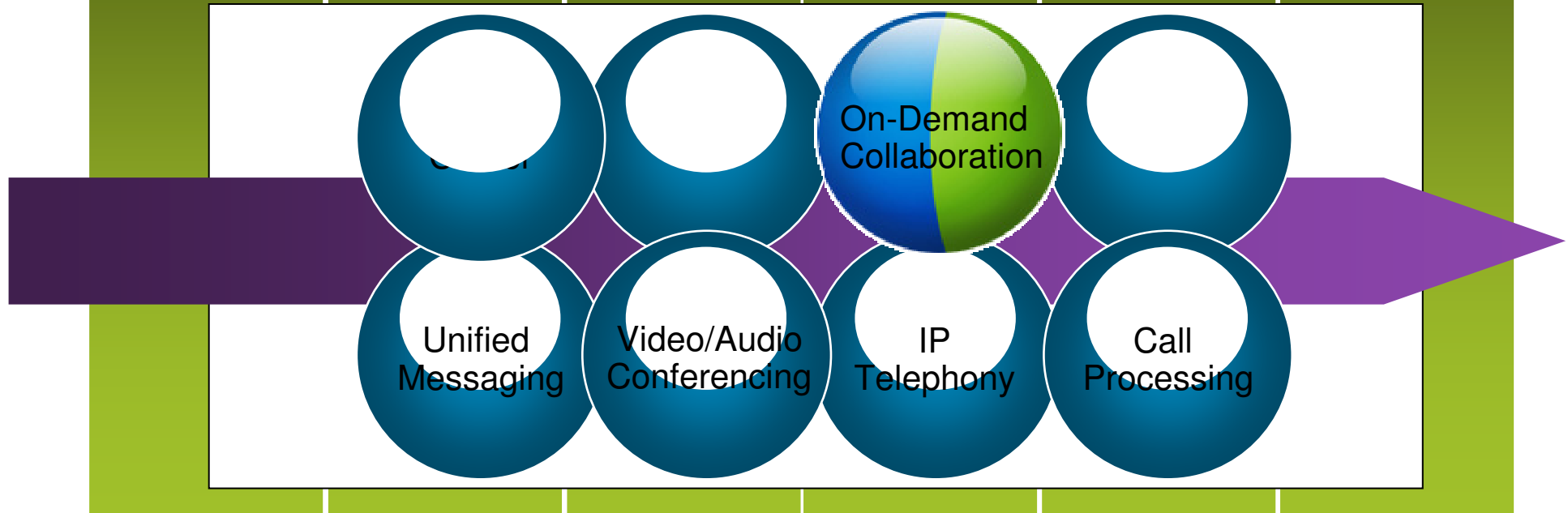
Mobility



Policy



Video



**5,500,000**

people conduct business on WebEx each month

**2,200,000**

registered users of our on-demand services

**32,000**

businesses rely on WebEx



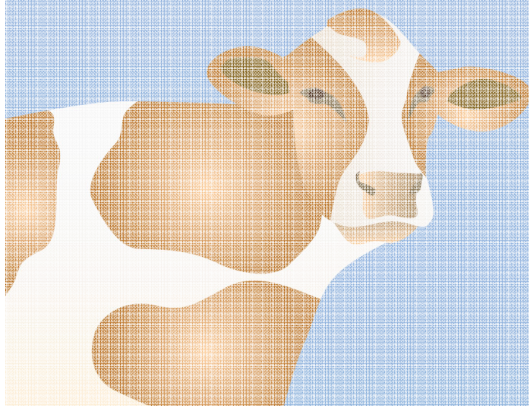
McKinsey&Company

**“New durable competitive advantage”:  
support knowledge workers’  
complex and dynamic,  
interactions-based business processes  
with technology**

# Changing Competitive Reality

1800s

**Economy of cows**



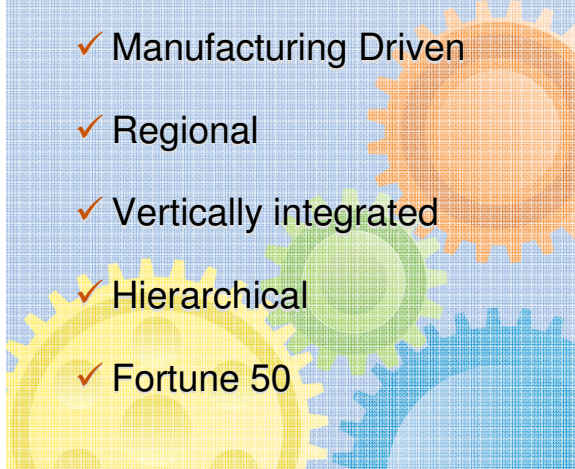
The 1800s panel features a blue area at the top that tapers to a thin line at the bottom. Below the text is a detailed illustration of a brown and white cow's head and neck.

1900s

**Economy of scale**

**Attributes:**

- ✓ Manufacturing Driven
- ✓ Regional
- ✓ Vertically integrated
- ✓ Hierarchical
- ✓ Fortune 50



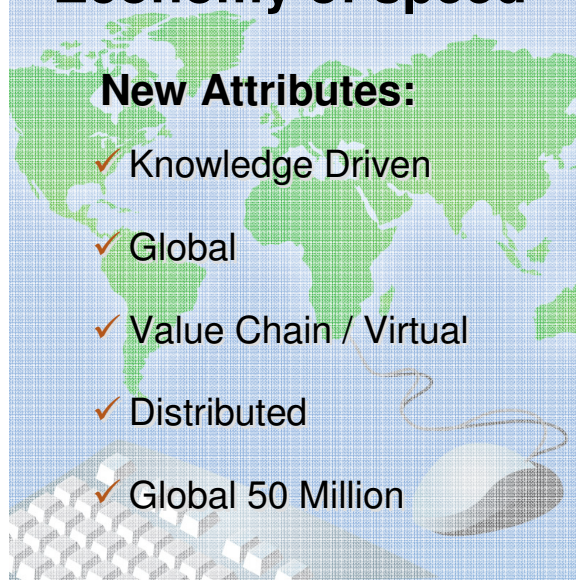
The 1900s panel features a blue area at the top that slopes upward. Below the text is an illustration of several interlocking gears in yellow, green, and blue.

2000s

**Economy of speed**

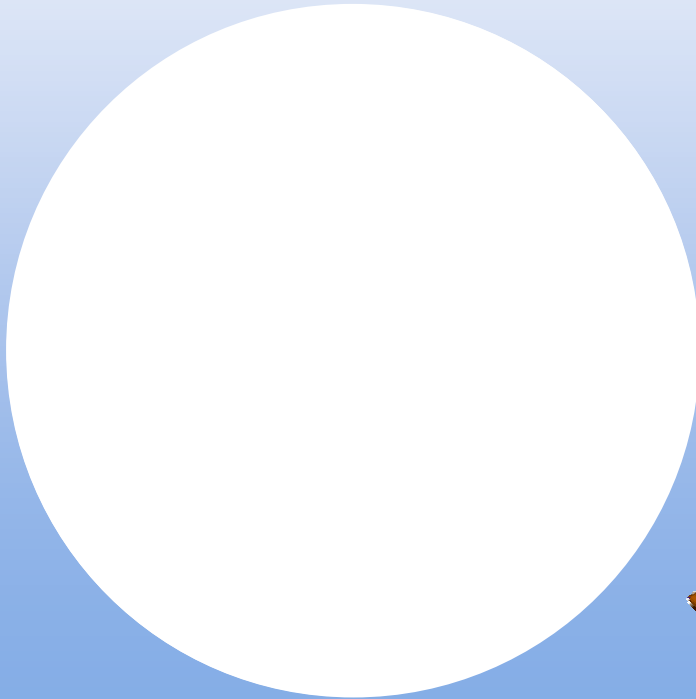
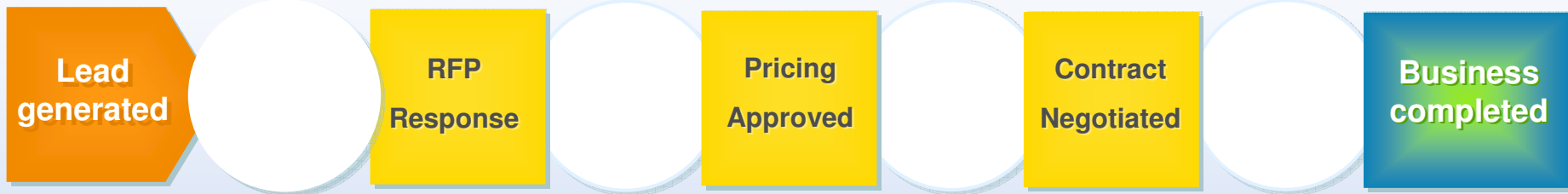
**New Attributes:**

- ✓ Knowledge Driven
- ✓ Global
- ✓ Value Chain / Virtual
- ✓ Distributed
- ✓ Global 50 Million

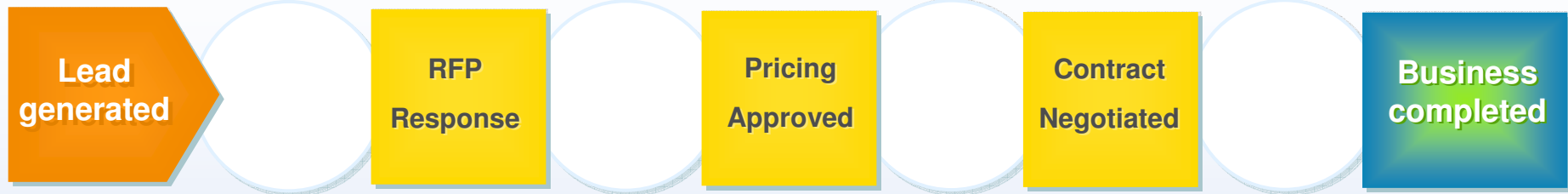


The 2000s panel features a blue area at the top that curves sharply upward. Below the text is an illustration of a green world map and a computer mouse with a cord.

# Traditional Applications Record Transactions



# Collaborative Applications Accelerate Business



Even Modest  
Improvements Have Big  
Impacts  
Increase sales funnel velocity by  
20% or more



Hi Cisco, I want  
double cheese burger  
and less White Space!

Well, we don't sell cow..

# WebEx Products and Services

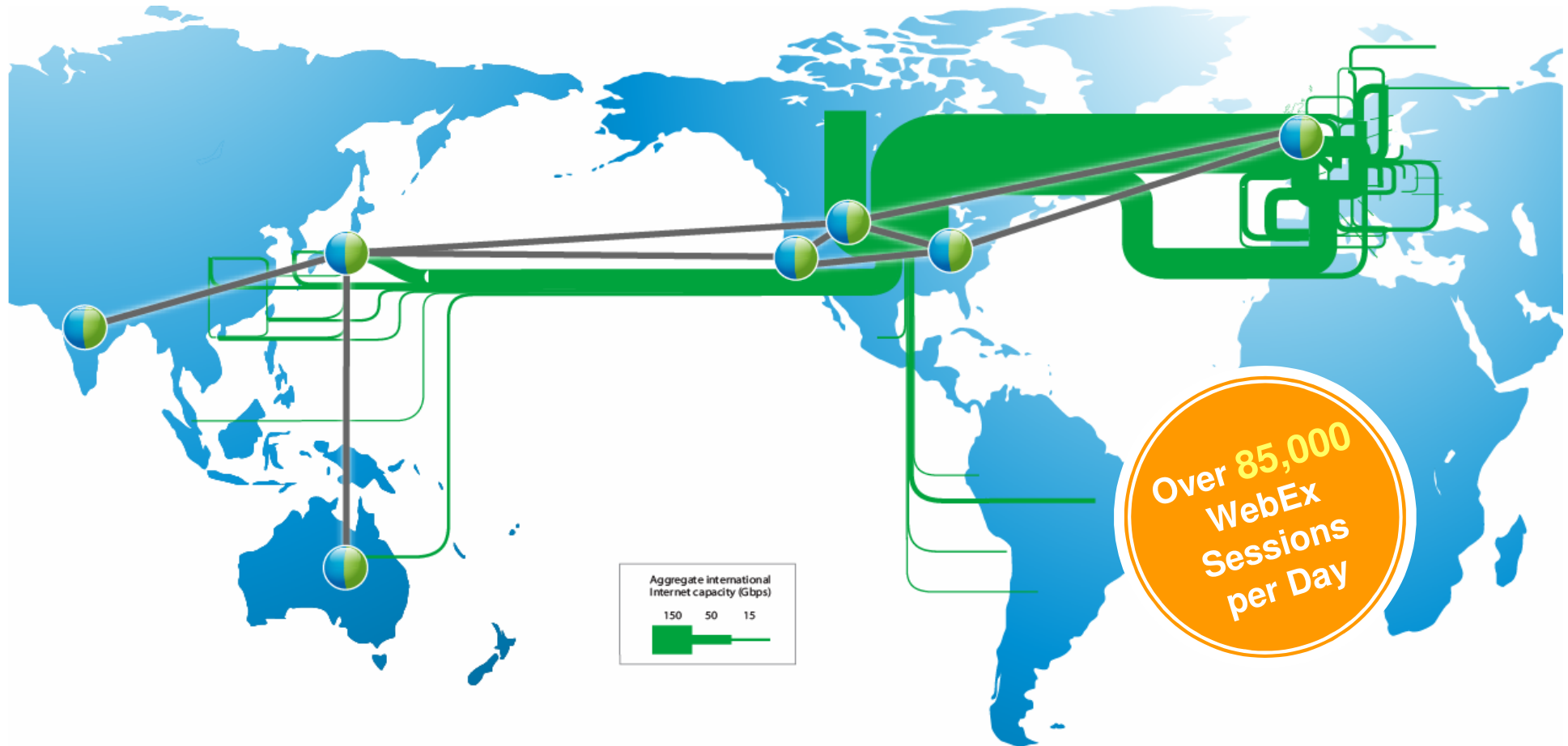
- Business process oriented applications
- That enable cross-company collaboration
- Delivered on-demand around the world



Video • Web Conferencing • Audio Conferencing • Instant Messaging • Workspaces • Presence • Email • IP Telephony  
MediaTone

# WebEx MediaTone Network

WebEx delivers high-performance global coverage on-demand



The World's Most **Secure, Reliable** and **Scalable** On-Demand **Platform**

**Seamless Global Back-up  
for Data, Audio & Video**

**Operating at Only 50%  
Capacity**

**Sessions Held in Over  
85 Countries**

# WebEx Meeting Center



Use WebEx Meeting Center to

- present information
- share applications
- develop products
- collaborate on projects
- negotiate contracts

with customers, partners, and employees around the globe as easily as if you were side by side

# WebEx Meeting Center

The screenshot displays the WebEx Meeting Manager interface. The main window shows a presentation slide titled "Internet & Television are the Top 2 Media of Choice". The slide features a pie chart with the following data:

| Media Type | Percentage |
|------------|------------|
| Internet   | 45%        |
| Television | ~35%       |
| Magazines  | ~10%       |
| Videos     | ~5%        |
| Newspapers | ~3%        |
| Radio      | ~2%        |
| Books      | ~1%        |

The "Internet" slice is circled in yellow. The source is cited as "Source: Online Publishers.org".

The right-hand control panel includes the following sections:

- Participants:** A list showing "Sales Team: 2" with "Kevin Ahlvin (Host)" and "Kevin Ahlvin (Expert)". Under "Attendees: 1", "Chris" is listed.
- Chat:** A message from Kevin Ahlvin to all participants: "Looks like it was another great quarter." Below is a text input field and a "Send" button.
- Notes:** A list of notes including "Chris is very interested in learning about our Enterprise Solution." and "Action Items: Kevin: Follow up with Leah regarding pricing; Joan: Work with engineers to create prototype." A "Save" button is at the bottom.

The bottom status bar shows "Meeting number: 341 663 291 | Call connected." and "Connected". The taskbar at the very bottom shows various application icons and the system clock at 12:26 PM.

# WebEx Meeting Center

The screenshot displays the WebEx Meeting Manager interface. The main window shows a presentation slide titled "Internet & Television are the Top 2 Media of Choice". The slide features a pie chart with segments for Magazines, Videos, Newspapers, Radio, Books, and Television. The "Internet" segment is highlighted with a yellow circle and an arrow. The "Television" segment is the largest. The source is cited as "Source: Online Publishers.org".

On the right side, the "Participants" panel lists the following participants:

| Name                             | Status       | Tools                |
|----------------------------------|--------------|----------------------|
| Greg Saiz ( Host ) from San Jose | 4 of 5 ready | [Mute] [Unmute] [CC] |
| Beth from New York               |              | [Mute] [Unmute]      |
| Chris from Tokyo                 |              | [Mute] [Unmute]      |
| Julio from LA                    |              | [Mute] [Unmute]      |
| Smitha from Amsterdam            |              | [Mute] [Unmute]      |

Below the participants list are "Raise Hand" and "Mute" buttons. A "Recorder Panel" is overlaid on the bottom right, showing "Record PC Audio" checked and a volume slider. A video feed of a woman wearing a headset is visible, identified as "Beth (Presenter)". Below the video are "Freeze" and "Options" buttons.

At the bottom, a "WebEx Player - Dec15th-EC" window shows playback controls and a timer at 00:30:0 / 51:42:1. The Windows taskbar at the very bottom shows the Start button and several open applications including "Inbox - Micro...", "Yahoo! Mess...", "Adobe Photo...", "WebEx Enter...", and "WebEx Mee...". The system tray shows the time as 12:26 PM.

# WebEx Event Center

Deliver online events for any purpose—and keep your audiences coming back for more.

1. Scalable
2. Multi-platform
3. Customizable event registration
4. Automated email management
5. Rich interactive tools: Q&A, Polling, Surveys
6. Streaming multimedia
7. Audio broadcast
8. Automated lead source tracking and scoring



“ While the cost for our webcast program using WebEx was minimal, we’ve already generated significant new sales. Within a six-month period, our program yielded new incremental leads and a 400% return on investment.

Dawn Haskins-Powell, Production and Creative Manager  
Emerson Network Power

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# WebEx Sales Center



“ When customers see our product through WebEx, they always ask us for a proposal. In one instance, it took just one phone call and one WebEx meeting to close the sale. ”

David Farmer, Founder and CEO, Ad Giants

- Meet instantly with prospects everywhere—and show them what you have to offer with high-impact sales presentations right from your browser.
- Personalize the selling process by creating custom online portals your prospects can access any time.
- You can even launch WebEx directly from many popular CRM applications.

# WebEx Training Center



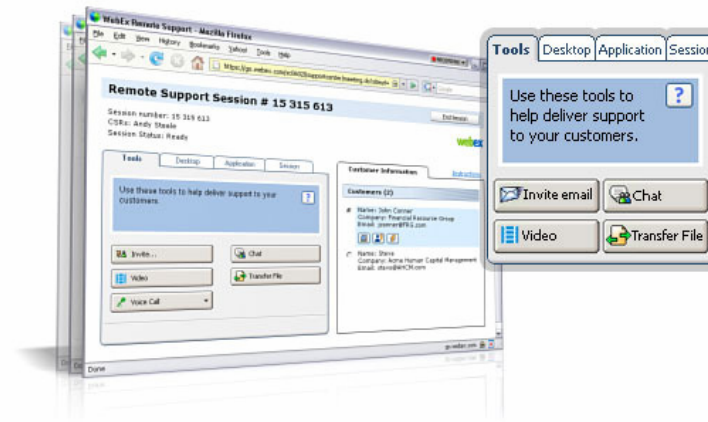
“ WebEx Training Center helps us reach more customers with the training they need, and knowledge retention rates have skyrocketed. Customer satisfaction rates for our WebEx e-learning programs rank in the 99th percentile, higher than our in-person trainings.

Jeff Olsen, Manager of Education Services, SirsiDynix

- Create, manage and deliver captivating online training.
- Eliminate your travel and venue costs with an online classroom.
- Maximize lesson absorption
  - Multimedia content
  - Interactivity – Q&A, Polling
  - Hands-on lab
  - Breakout sessions
  - Testing & grading engine
  - Tracking & reporting

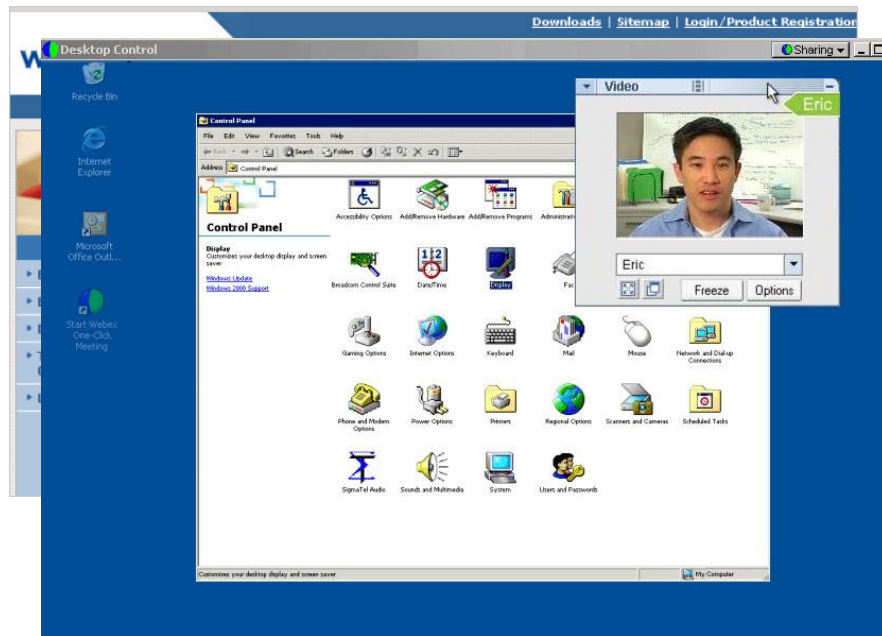
# WebEx Support Center

- Deliver instant, personalized support to users around the world.
- View and take control of desktops or **applications**, accelerating diagnosis and problem solving.
- **D**ecrease call times, **I**ncrease first call resolution, **M**inimize on-site service visits—and **M**aximize customer satisfaction

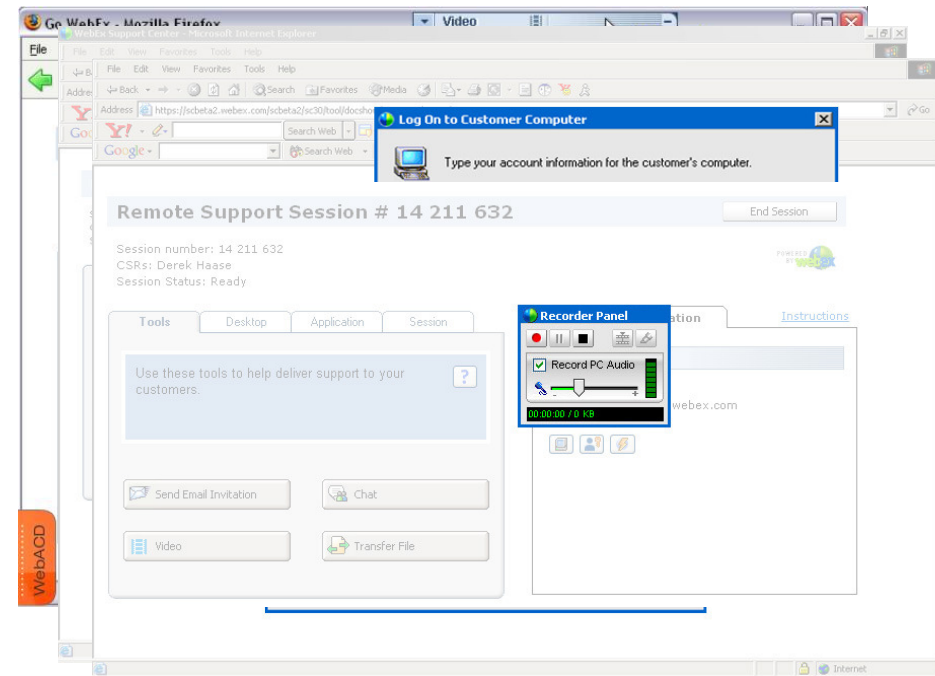


# WebEx Support Center

ABC's customer



ABC



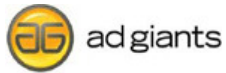
- **Decrease call times**
- **Increase first call resolution**
- **Minimize on-site service visits**
- **Maximize customer satisfaction**

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***Inspiring a worldwide movement for  
working green with online  
collaboration***

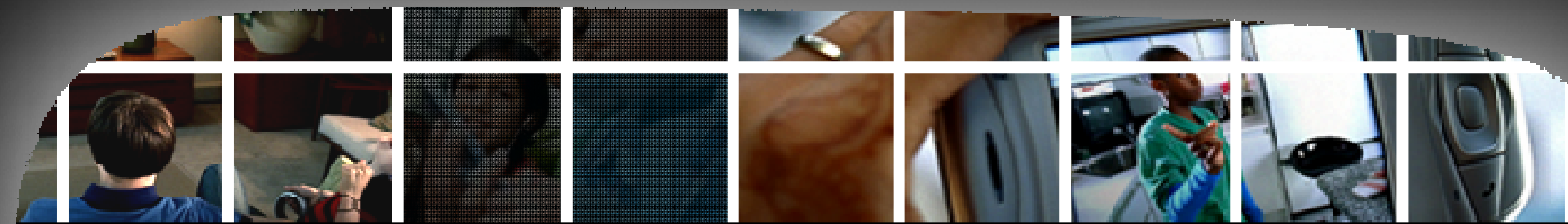


# WebEx Customers





# Transforming the Experience



Welcome to  
the Human Network.

