



Collaboration, Video & Mobility

Craig Cotton
Director, Product Marketing
IP Communications Business Unit



Conferencing Evolves

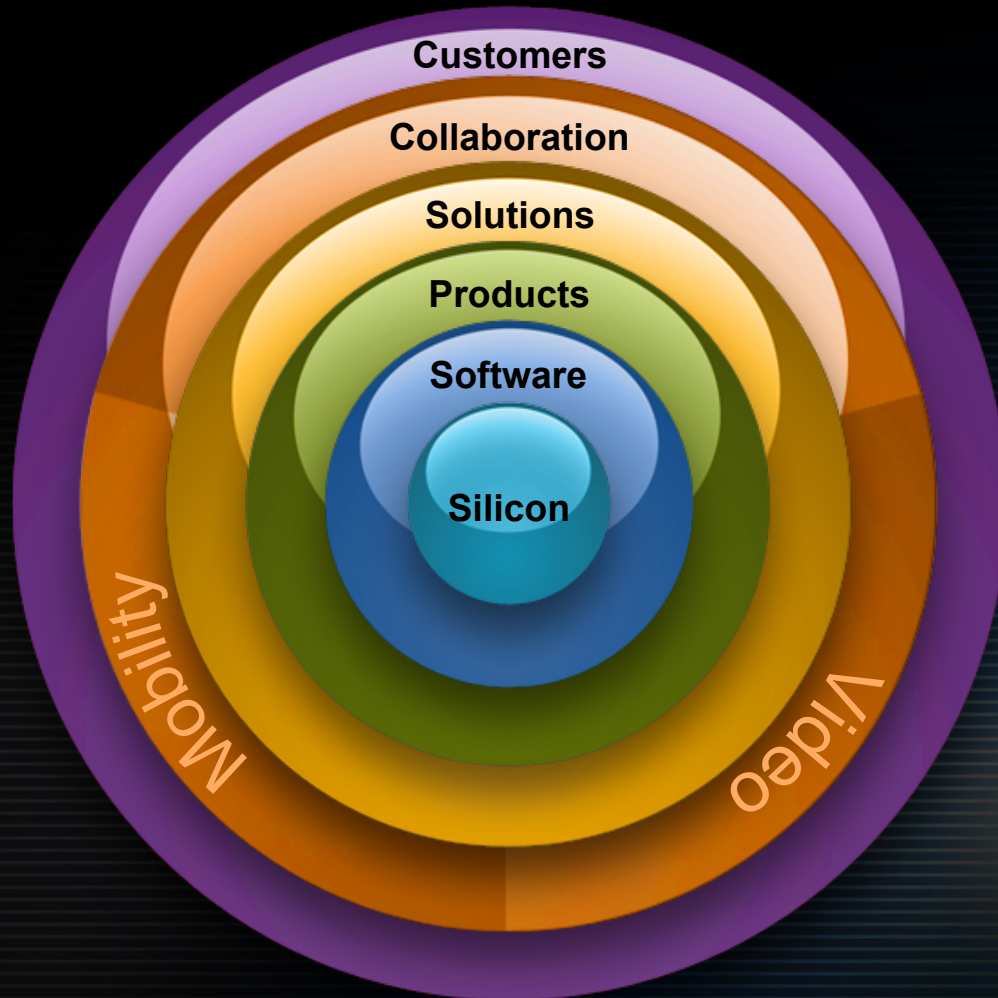
Siloed Systems to Unified Communications

Changing Communications Use Models
Drive Evolving Conferencing Solution Needs

- Point-to-point ↔ Multipoint
- Voice-only ↔ Rich-media
- PSTN Phone ↔ Multiple devices
- Wired ↔ Wireless
- Non-real time ↔ Real time
- Scheduled ↔ Ad hoc



Unified Communications Opportunities



Next Big Bets...

- Collaboration
 - Key to productivity
 - New Business Models
- Video
 - Video changes everything
 - Connected Life
- Mobility
 - Any Device
 - Any Media

Any Media, Anywhere, Any Device

Digital Content Manager

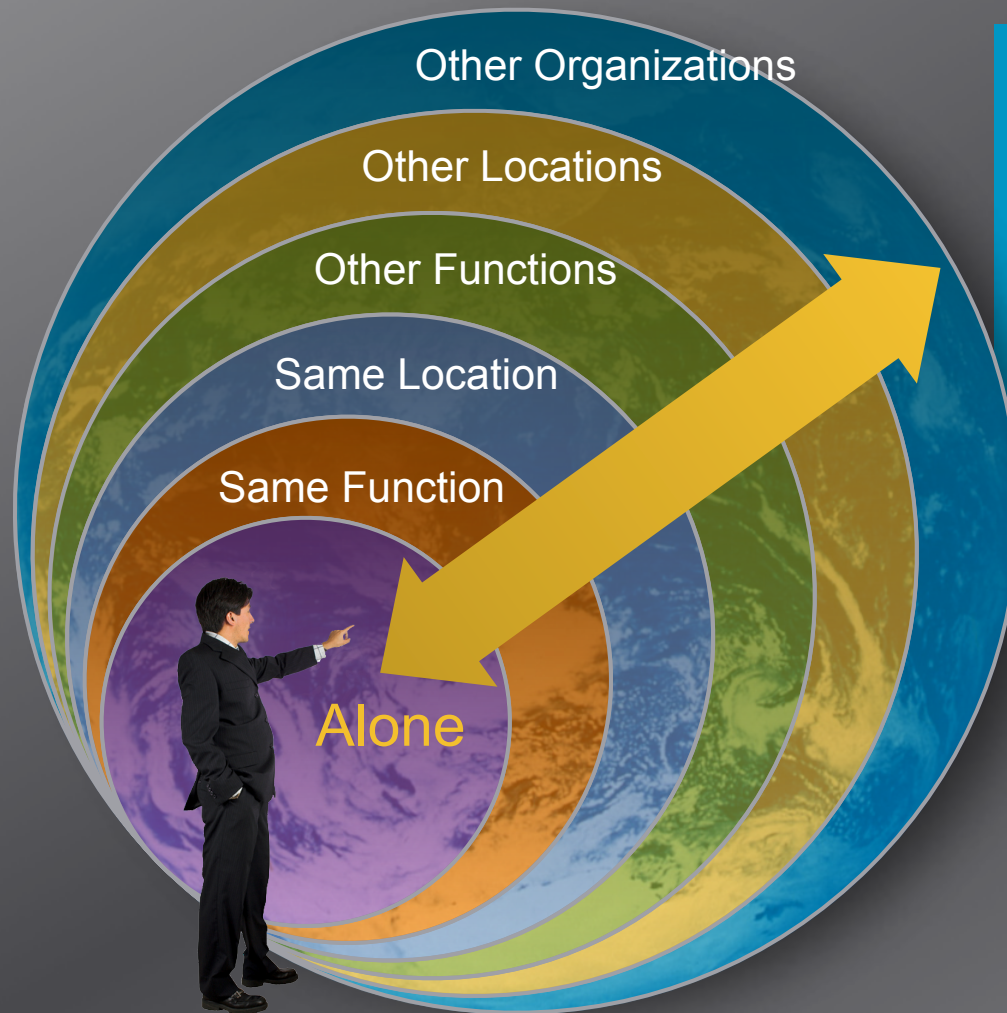


medianet



Collaboration

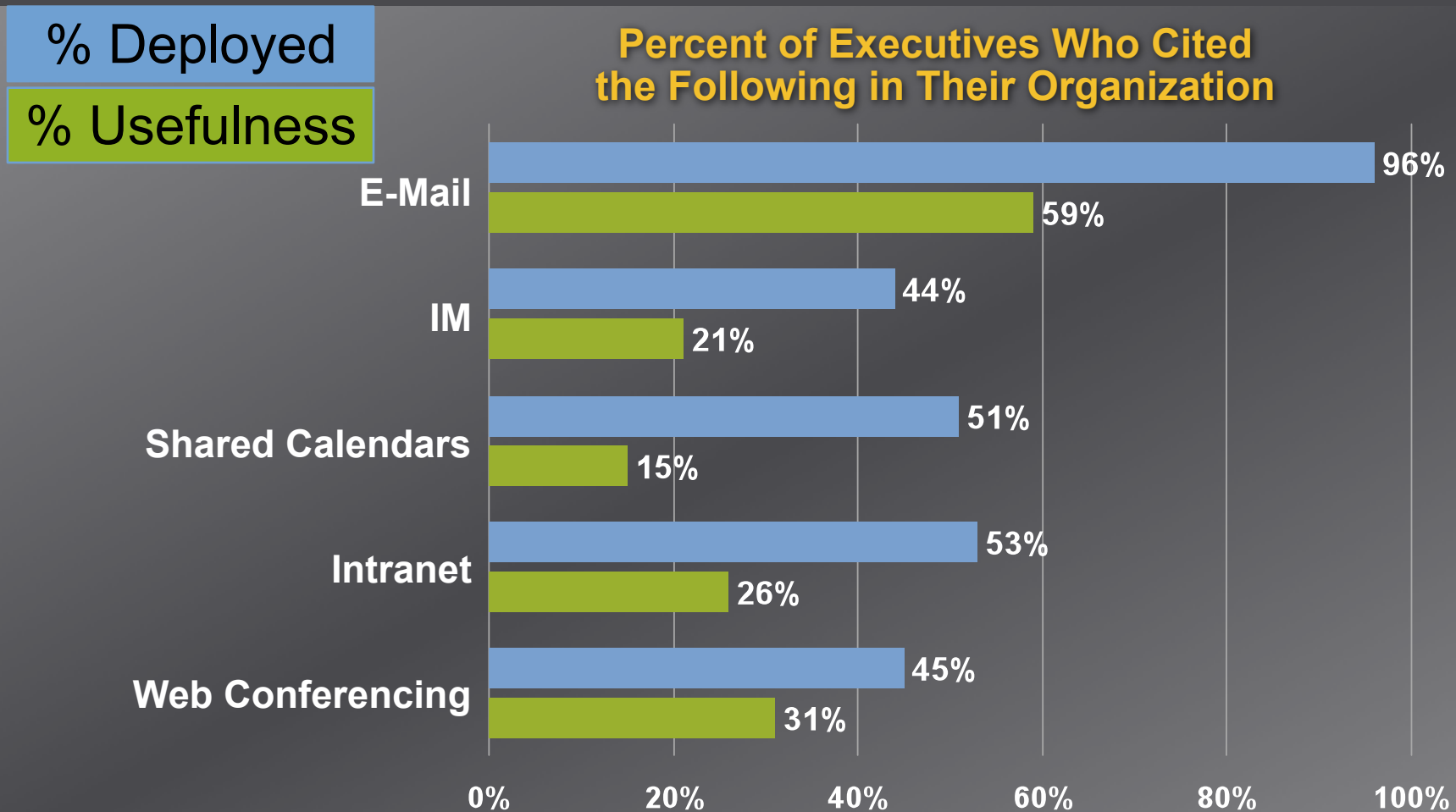
The Business Imperative



- Executives currently work alone 2/3 of the time
- 63% expect to collaborate across functions, organizations, and locations over next three years

Source: EIU, 328 execs worldwide

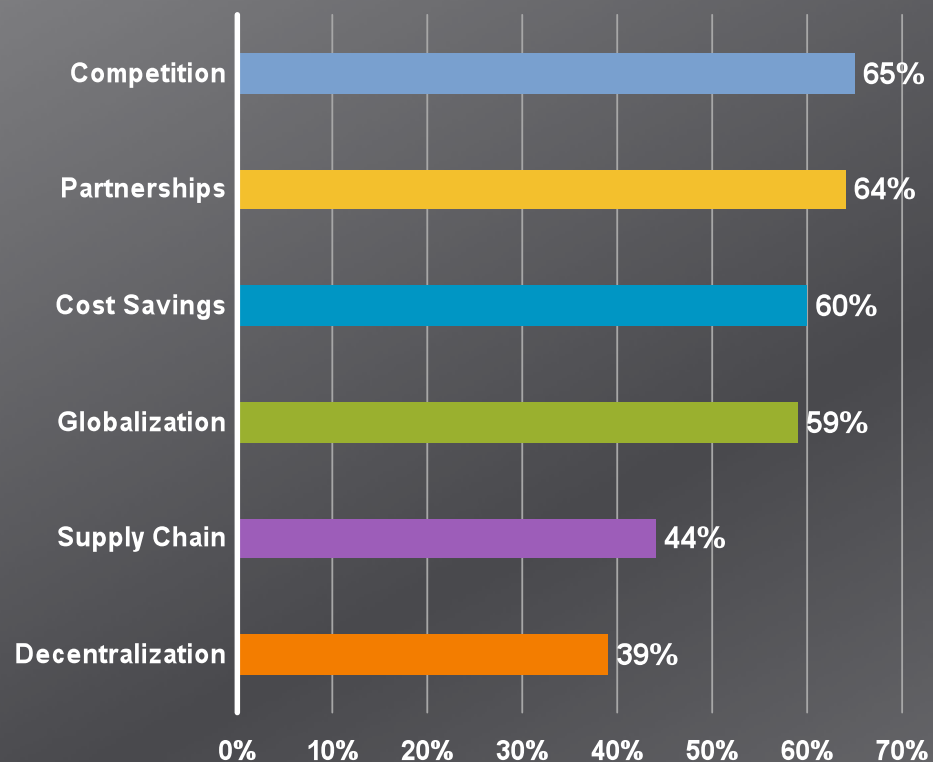
Executives Do Not Find Current Tools to Be Most Helpful



Collaboration

The Door to Globalisation

Functions That Influence Collaboration



■ Driven by

- Globalisation
- Functional atomization
- Competitive advantage
- Moving fast
- Operating efficiently
- Growing

Source: EIU, 328 execs worldwide

Cisco Unified MeetingPlace

Fully integrated, enterprise-class voice, video and Web conferencing

- Simple set up and attend
- Meeting presence and meeting management
- Broad application support
- On-premises deployment for cost savings, application integration and security
- Highly scalable and reliable

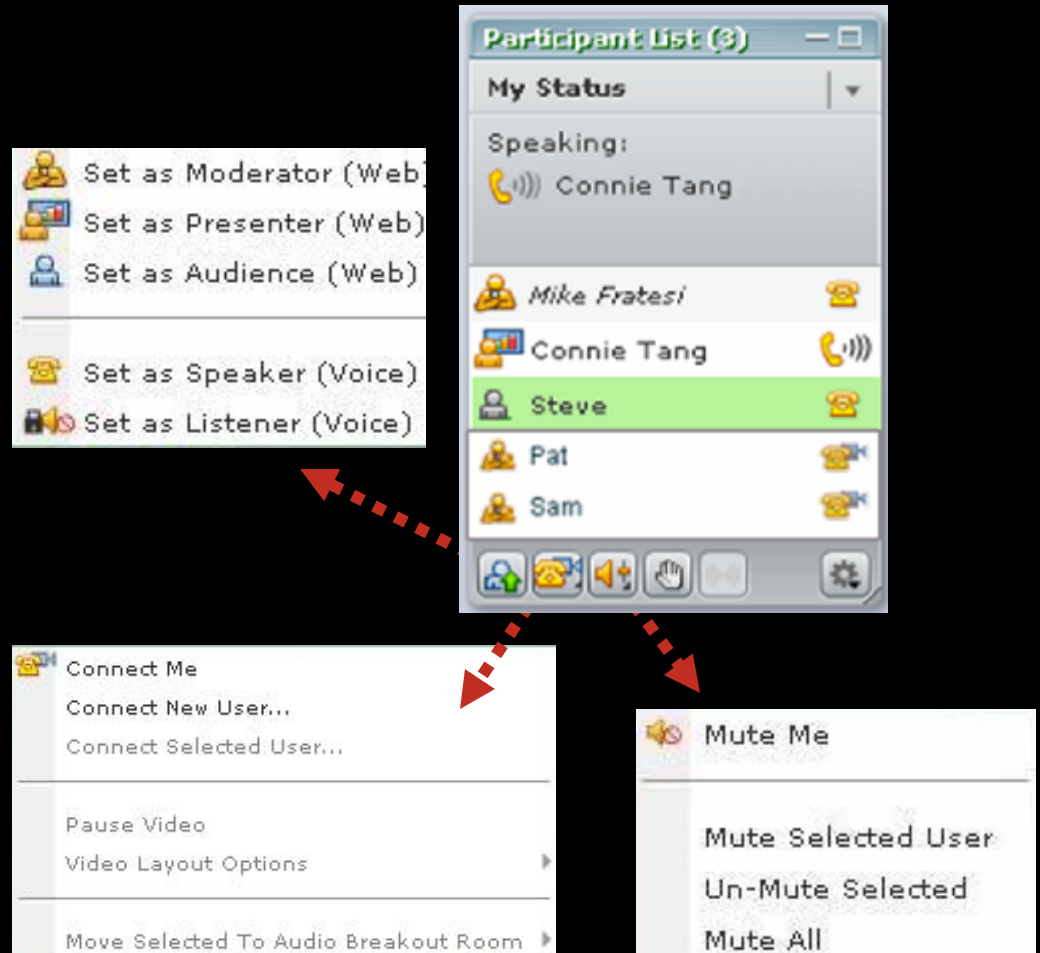


As Natural and Effective as Face-to-Face

Meeting Presence & Meeting Management

More Effective Meetings with Real-time Information & Controls

- Meeting Presence
 - Who is attending and how
 - Who is speaking & sharing
- Meeting management - *moderators*
 - Mute/Un-mute others
 - Change ability to speak, share
 - Invite others - Dial out & e-mail
- Personal controls - *all users*
 - Dial out to phone, video
 - Mute/unmute self



Cisco Unified MeetingPlace

Simple, Flexible Setup and Attendance

Acme Briefing - Appointment

File Edit View Insert Format Tools Actions Help

Appointment MeetingPlace Scheduling

CISCO Cisco MeetingPlace

MEETING SETTINGS ADVANCED SETTINGS

Make this a MeetingPlace meeting.
 Use my Reservationless ID (9023803)

Date: MAR 20, 2007 [Check Availability](#)

Time: 2:00 PM

Duration: 60 Minute(s)

Frequency: Once

of Occurrences: 1

Meeting Name: Acme Briefing

Meeting ID: 578836

Meeting template: (Collaborative)

Enable Recording: No

of Callers: 6

of Video Callers: 4

Billing Code: 376892

Allow Internet Access: Yes

MeetingPlace Server: Alpha

Connect Me

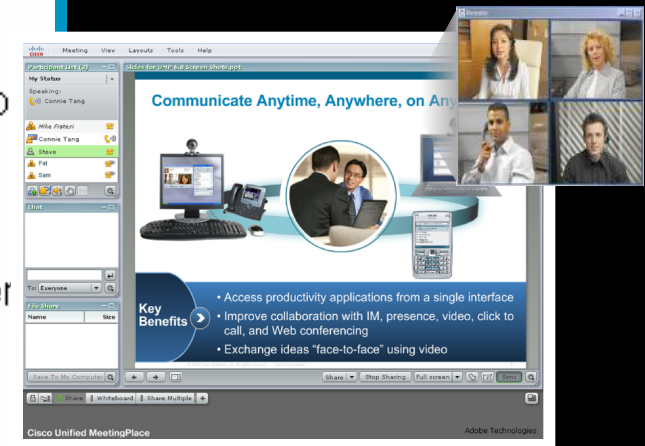
- Join the web conference
- Select how MeetingPlace calls you
- Use my phone number:

23807

- Use my video endpoint number

23807

Connect



- Integrated voice, video and Web setup, notification & attendance
- Use preferred interface:
 - Calendar – MS Outlook & Notes

Setting up and attending from Outlook, Notes calendar ... **saves nearly 30 minutes per meeting**



Marketing

- WebEx Event Center
- WebEx LiveStream
 - Web-Enabled Marketing Consulting

Sales

- WebEx Sales Center
 - CRM
- Web Sales Consulting

Learning

- WebEx Online Classroom
 - Presentation Studio
 - Learning Manager
 - eLearning Consulting

Support

- Remote Support
- Remote Access
- System Management
 - Service Desk

UNIFIED COLLABORATION

WebEx
Products and
Services



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

WebEx
Centers

WebEx
AIM Pro

WebEx
Connect

WebEx
WebOffice

WebEx
Audio

Video • Web Conferencing • Audio Conferencing • Instant Messaging • Spaces • Presence • Email • IP Telephony

MediaTone

WebEx Meeting Center

- Documents, applications, desktops sharing
- Rich multimedia with multipoint video
- Integrated telephony and VoIP
- Active Talker
- On-demand record, edit and playback
- PowerPanels™
- Chat, polls, notes, annotation tools
- Integration with Cisco MeetingPlace



WebEx for General Collaboration

Prospect Concerns

- Complex collaborative environment
- Geographically dispersed employees, partners, customers
- Difficult to make timely decisions

WebEx Offers

- Connect people anywhere, anytime
- Highly productive team meetings over the web
- Continue collaboration even after the meeting



“WebEx has allowed us to remove time and geographic barriers. We no longer consider ourselves a distributed organization. It’s given us the ability to meet face-to-face more frequently”

MaryEm Musser, Assistant Director, Center for Professional Development

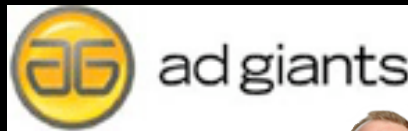
WebEx for Sales

Prospect Concerns

- Missing revenue targets
- Long sales cycle
- Tracking activity and pipeline

WebEx Offers

- “Qualify out” the wrong prospects sooner
- Reduce cost of sales by maximizing resources
- Keep prospects involved
- Integration with existing SFA to maximize efficiency



“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

WebEx for eLearning

Prospect Concerns

- Meet increased demand for training with fewer resources
- Make learning available & accessible to learners anytime, anywhere
- Align learning processes & programs with business initiatives

WebEx Offers

- Slash the time and cost needed to deliver training & maximize the value of existing resources
- Enable employees, customers, & partners to learn at their convenience with on-demand learning
- Measure the impact of training on business processes and



“Because WebEx allows us to train large numbers of dealers effectively, we’ve accelerated our time-to-market at a rate that our competitors can’t match.”

Mitch Bardwell
Director, Sales Training Division
Canon Imaging Systems Group

WebEx for Marketing

Prospect Concerns

- Trouble generating enough quality leads/reaching target prospects
- Traditional marketing tactics are expensive and inefficient
- Difficult to track and measure marketing effectiveness

WebEx Offers

- Target & engage a dispersed audience
- Generate high quality opportunities, keeping cost per lead low
- Increase speed to results
- Measure marketing effectiveness



“By converting to online events we saved time, reduced our costs 60-80 percent, broadened our client reach, and increased the frequency of our client events.”

Diane Paul

Director of Marketing Communications

WebEx for Support

Prospect Concerns

- Escalating support cost
- Low customer satisfaction
- Ineffective support
- Unable to support remote customers/employees

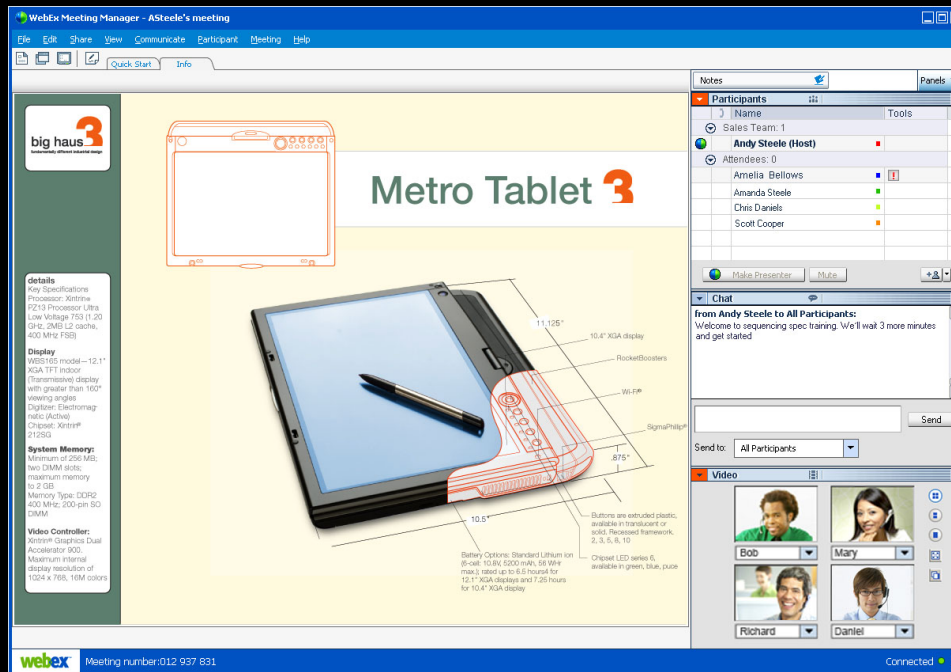
WebEx Offers

- Remotely support systems anywhere, anytime
- Better utilize existing resources
- Provide low touch and no touch support
- Decrease resolution time



After deploying WebEx in its Global Support Center, Lawson estimates it's saving about \$600,000 per year, for an ROI in excess of 700%.

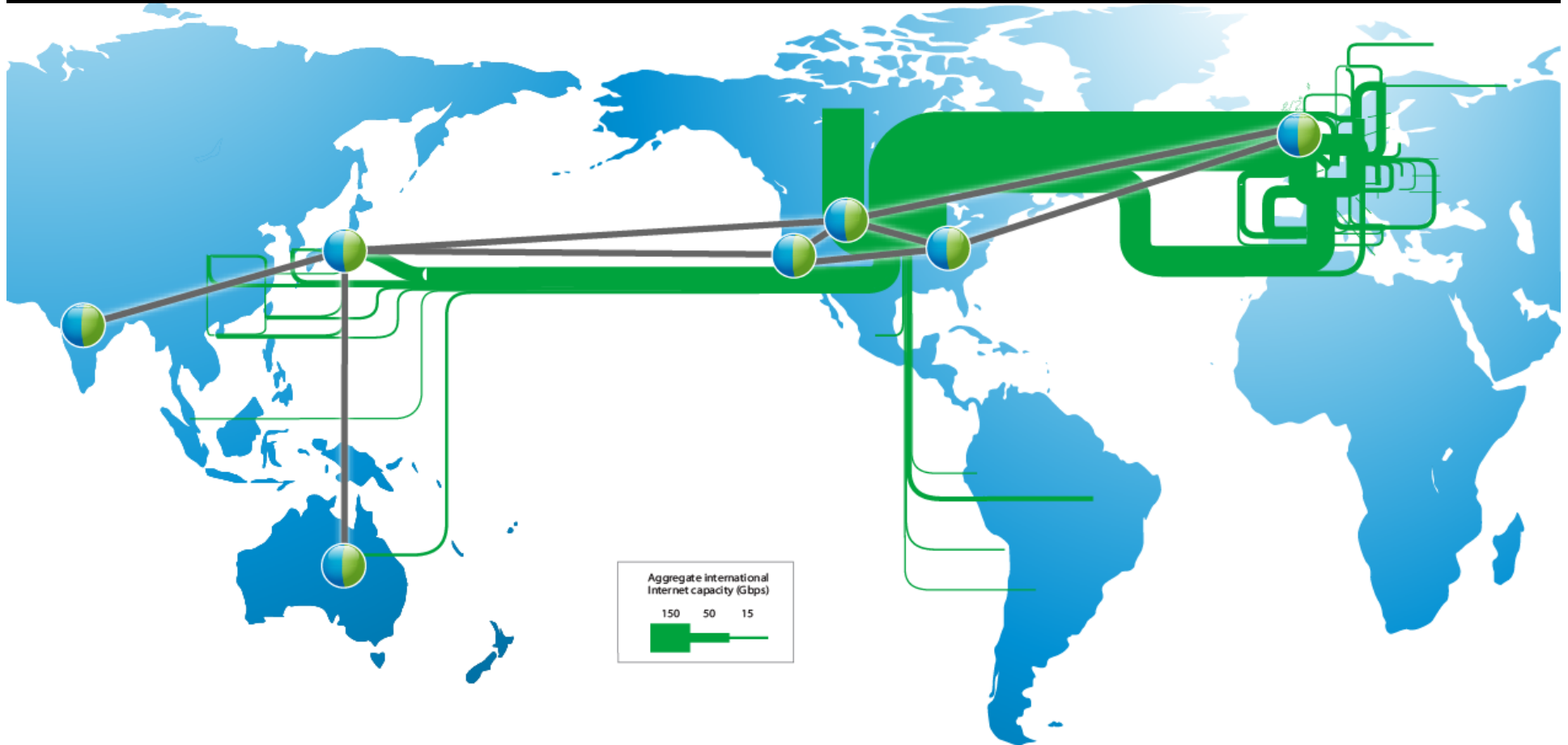
WebEx is available in multiple languages



- English
- Spanish
- French
- German
- Japanese
- Chinese (Simplified and Traditional)
- Korean
- Swedish
- Portuguese

WebEx MediaTone Network

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



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

**Over 100,000 WebEx
Sessions a day**

**Sessions Held in Over 85
Countries**

Cisco Unified MeetingPlace Case Study: Oracle

Oracle Save Millions with On-network, IP Conferencing

Solution:

- On-premises, IP-based conferencing
- 3000 Cisco MeetingPlace ports

Benefits:

- **Simplicity:** Easier to set up and attend
- **Savings:** Over \$1 million in first quarter



“Oracle had already invested in IP telephony, so it made good business sense ... by running conferencing over our internal network, we would significantly reduce domestic and international toll charges”

Randy Cook, Oracle
Director of Global Voice





Video Changes... Everything

Live

Work

Play

Learn

Business Video Collaboration



Video Telephony & Unified Video Advantage

Video is now Just a Phone Call!

- Built on Unified Communications Manager
- High quality video for effective non-verbal communication
- Simple installation and flexible configuration




Cisco Unified Personal Communicator

Unified Communications Desktop Client

Improve collaboration and speed business process with impromptu conferencing



93% of users would conduct more Web & video conferences if it was easier



Voice conferencing



Integrated Video



Web Conferencing

Cisco Unified Videoconferencing

High Performance, Flexible Solution for Multiparty Video

- High-performance for an optimized experience for all attendees
- Multi-protocol solution for broad interoperability
 - H.323, H.320, SIP, SCCP, Cisco TelePresence
- Extensive features for meeting control and presentation

Complete Unified Communications Video infrastructure

Traditional
Videoconferencing
(SD and HD)



Multiparty Video
Telephony

Rich-media
Conferencing



Multi-location for
Cisco
TelePresence

Cisco TelePresence

Converging all forms of human expression



Helping Companies Become “Green”

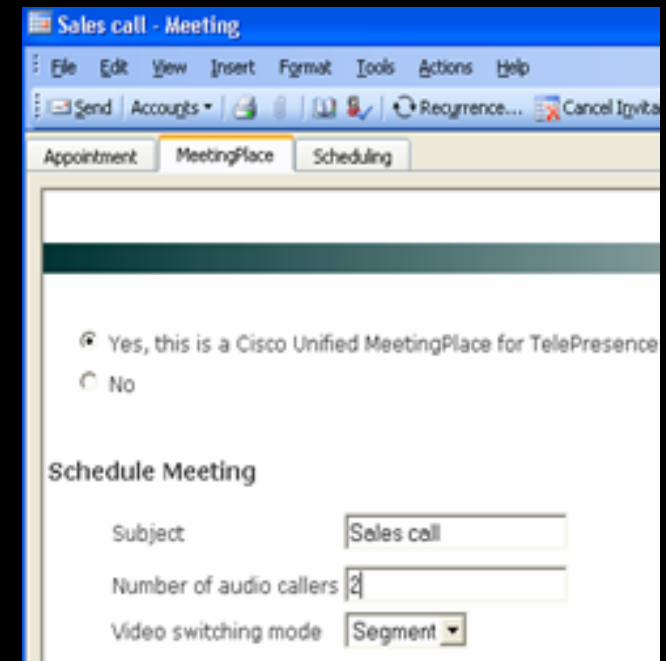
Helped Cisco cut 1B miles
of annual air travel by 20%

Better customer service,
improved quality of life

Cisco Unified Conferencing for TelePresence

Multi-location TelePresence Solution

- Connect 3+ TelePresence endpoints
 - Voice activated, Site or segment switching
 - Preserves TelePresence experience
- Simple Outlook setup – One button attend



MOBILITY



Cisco Mobile Unified Communications Solution Portfolio

Wireless IP Phone



Cisco Unified Wireless IP Phone (792x)

Single-Mode Wireless IP phone on Cisco Unified Wireless Network



Mobile Business Solution from Cisco

Dual-mode mobile phone is a wireless extension of IP Phone on Cisco Unified Wireless Network

Single Business Number & Voice Mail



Cisco Unified Mobility

Business calls are extended from IP Phone to any mobile phone over cellular network

Seamless Mobile Collaboration



Cisco Unified Mobile Communicator

Unified Communications experience is available on mobile phones and smart phones

Cisco Unified Wireless IP Phone

Full integrated solution, rich call control and enhanced campus mobility on one single-mode WiFi handset

- Increase productivity & reach ability on campus
- IP Phone calling features anywhere on campus
- Ready for rugged environments
- Least cost routing on converged voice ready wired and wireless LAN
- Intuitive colored display
- Dedicated keys for Push-To-Talk, mute, volume, & vibrate
- XML application support



Single-Mode Wireless IP Phone

Mobile Business Solution from Cisco



Extend rich IP Phone-like call control to certified dual-mode mobile phones on corporate WLAN

- Campus wireless extension of IP desk phone
- Rich IP Phone-like calling features
- Enhanced in-building coverage
- CCX certified for quality voice experience on Cisco Unified Wireless Networks
- Least cost routing of campus mobile communications
- Device consolidation



NOKIA
CONNECTING PEOPLE



Wireless Extension of IP Desk Phone

Cisco Unified Mobility

Single business number & voice mail for fixed & mobile communications - everywhere

- Single business number for fixed or mobile communications
- Consolidated business voice mail
- Transition active call from IP Phone to mobile phone & vice-versa
- Rich IP Phone like calling features with Mobile Voice Access
- Anchor off-net mobile communications on enterprise network
- User defined call extension and blocking rules



Cisco Unified Mobility is natively available with Cisco Unified Communications Manager 6.x. Separate application server is needed with Cisco Unified Communications Manager 4.x and 5.x

Single Business Number & Voice Mail

Cisco Unified Mobile Communicator

Extend rich mobile unified communications experience to smart phones

- Mobile presence status and availability
- Real-time personal & corporate directory access
- Visual business voicemail
- Secure text messaging
- Integrated office and mobile call history
- Conference alerts on the go



Seamless Mobile Collaboration

Cisco Unified Mobile Communicator Phased Handset Support *Subject to Change*

BlackBerry				NOKIA CONNECTING PEOPLE			SAMSUNG		T-Mobile MOTOROLA	
										
Pearl	8800	7130	8700	E50	E61 / E61i	E65	Blac kJack -II	SGH -i600	Dash	Q9H
Currently Available							H2 2008			

In Summary:

- Evolving market conditions are driving the need **unified communications and collaboration solutions**
- Cisco Unified Collaboration enables organizations to **Connect people anywhere, anytime**
- Video will change the way we communicate in the office, on the go and at home – **Cisco has solutions for all**
- Cisco offers a range of mobility solutions so that you will **never miss important communications**



