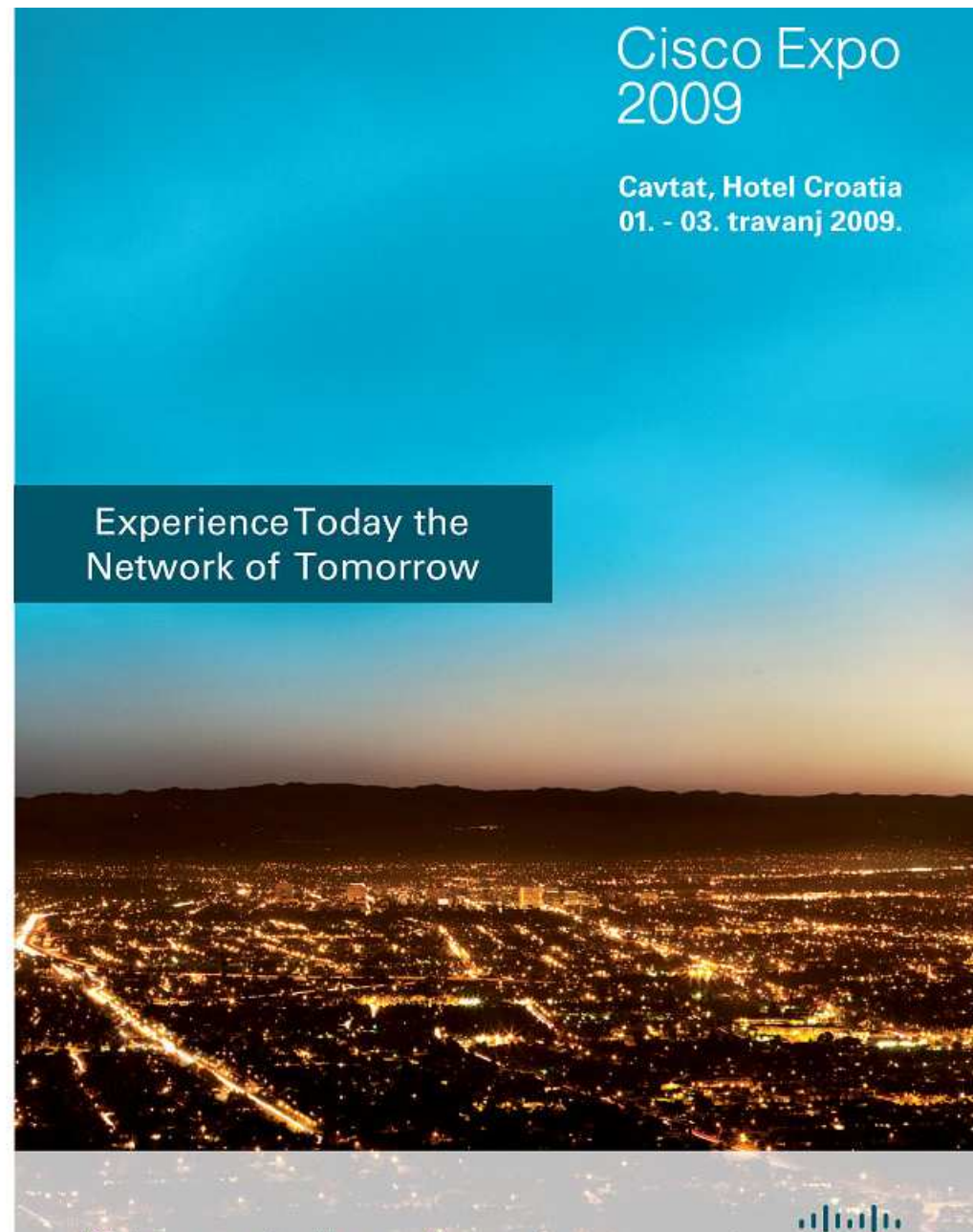


Experience Collaboration

Igor Sikorski



Session Overview

- Unified MeetingPlace 7.0 Overview
- Webex Overview
- Webex & MeetingPlace – positioning, integration
- Webex Connect

Cisco Collaboration Solutions

Addressing Multiple Usage & Deployment Scenarios

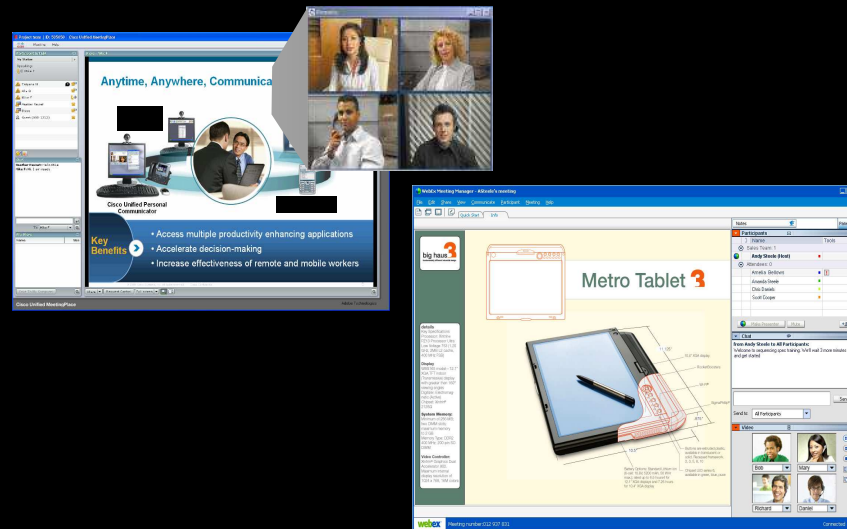
Ad-hoc collaboration

Unified Personal Communicator, WebEx Connect



Everyday Meetings (Project, Customer, Training)

WebEx, Unified MeetingPlace, Unified Videoconferencing

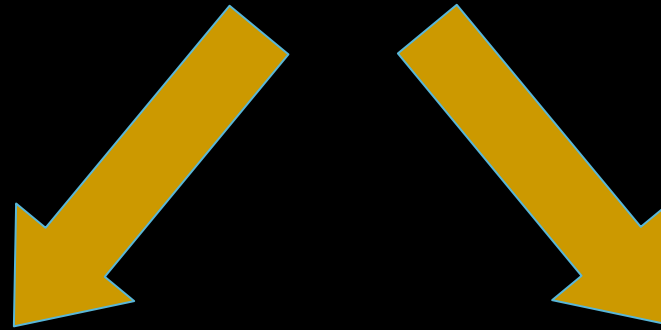


Face to Face Meetings

Cisco TelePresence



Capabilities – Richness of User Experience




CISCO
Unified
MeetingPlace

Cisco

webex™

When MeetingPlace – When Cisco Webex

	Deployment Model Application Needs	Benefits & Requirements
Unified MeetingPlace	On-premises	▪ Higher perceived security ▪ Behind the firewall deployment
	Video	▪ High quality, standard based video – Desktop, Room, TP
WebEx Meeting Applications	On-demand (hosted)	▪ OPEX instead of CAPEX ▪ Deployment speed ▪ Global & external applications
	Advanced business process support	▪ Sales, Training, Event, and Support Centers



Cisco Unified MeetingPlace 7.0 Solution Overview



Cisco Unified MeetingPlace

Rich-media Collaboration for Cisco Unified Communications

Exceptional Experience

- Simple Voice, Video & Web setup and attend
- Advanced Video - Desktop to Telepresence
- Web collaboration - On-premises & WebEx

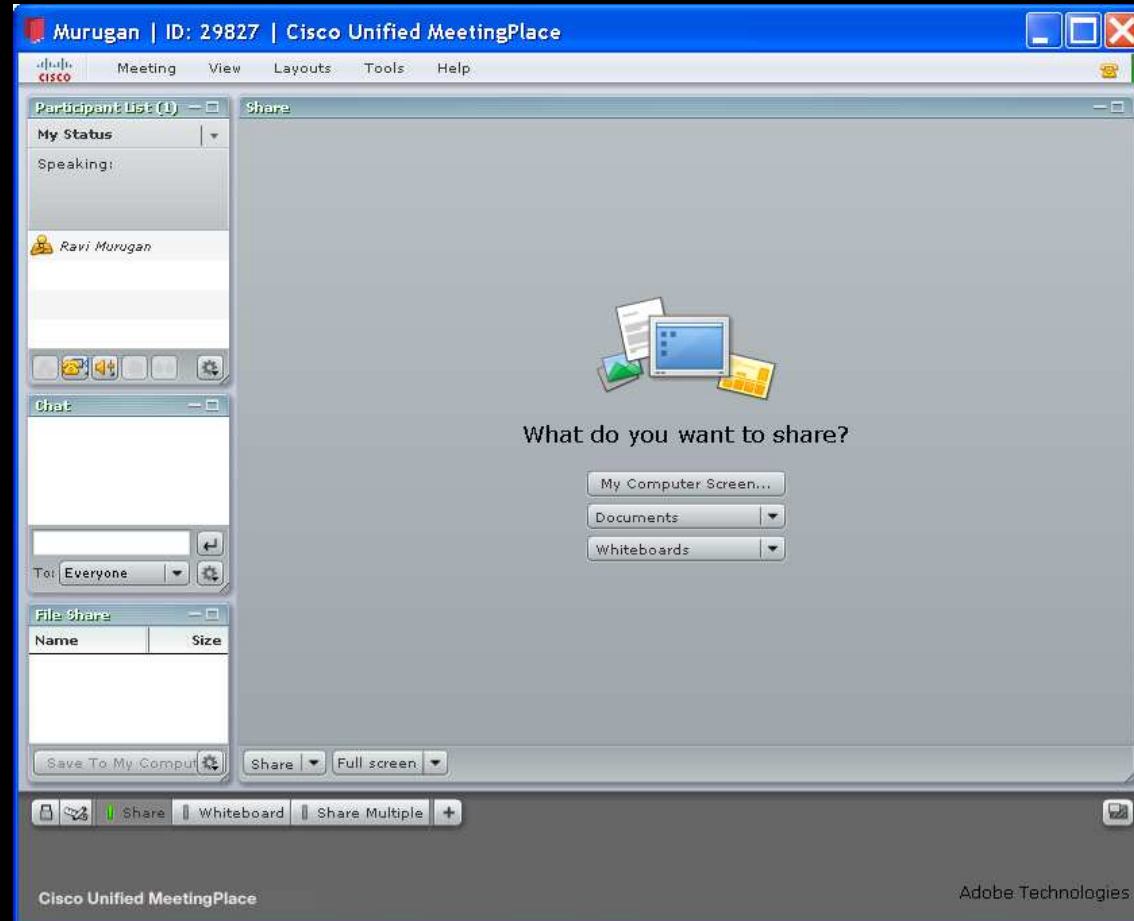
Low Total Cost of Ownership

- Leverage IP network
- Integrates with traditional voice
- Scalable and Secure



Cisco Unified MeetingPlace

- Flash based
- Customizable Meeting Templates
- Attendee Roles
- Outlook & Notes calendar integration
- Ad-hoc meetings with Cisco Personal Communicator (CUPC)
- Recording



Unified MeetingPlace 7.0: Converged Media Server Hardware Platform

Unified MeetingPlace 5.4, 6.0

Audio
Server



CUV 3500 MCU



MPDS
Server

Video Admin
Server

Web Server

MPIP H.323
Gateway

Unified MeetingPlace 7.0



New Media Server
Hardware
(Audio + Video)



Application Server
(Web Admin
interface)

Web Server

Unified MeetingPlace 7.0 System Capacity Single Site



System Total	1500 audio, 1000 Web, 160/300 video concurrent users
Media Server – Audio (per blade)	250 ports
Media Server – Video (per blade)	24 or 48 ports (depends on setting)
Concurrent Web Users	1000 ports (with SSL)
Single Web Server	500 ports (with SSL)
WebEx Integration	1000 ports (with SSL)

Integrated Video Scheduling



- **Video setup configured by profile**

Adhoc video

or

Reserve video resources for all participants

- **Video terminal scheduling from Web & Outlook**

Terminals - Search directory, check availability, reserve

Invited terminals automatically connect (outdial)

Accommodate different terminal classifications

Meeting Information

Subject: Tang
Meeting ID: (optional)
Date*: Feb 5, 2008
Time*: 4 PM : 14 localtime
Duration*: 60 (minutes)

Recurrence

Web conference provider: Cisco Unified MeetingPlace
Meeting template: (Collaborative)
On behalf of user:
Password:
Billing code:
Meeting category: Standard
Number of Participants: 4

☒ Reserve video resources for participants

Reserve resources for video terminals:

Search directory

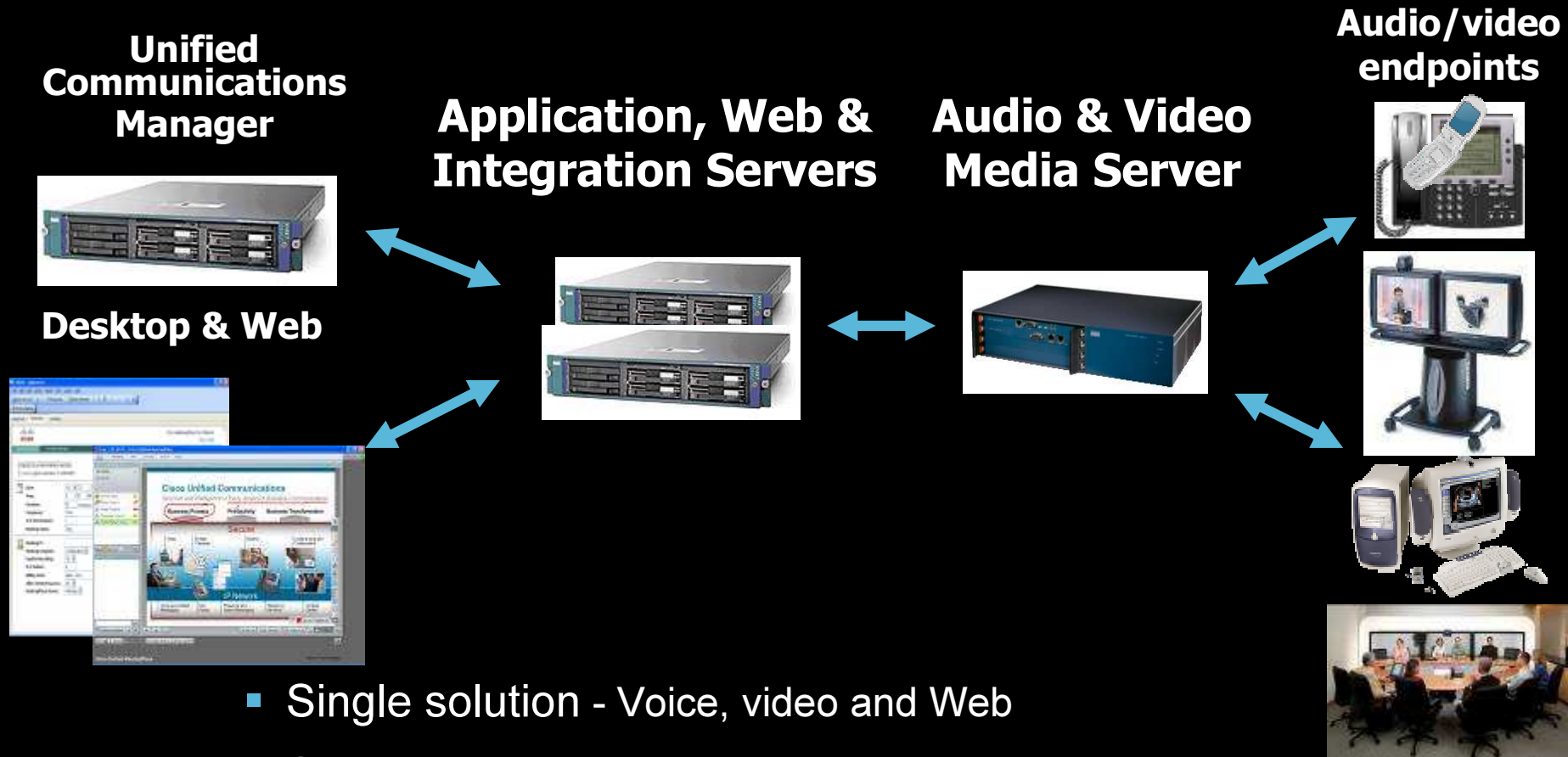
Invited terminals (0)

Add >

Unified Voice, Video & Web

New in
Release 7.0

Delivering a Low Total Cost of Ownership



- Single solution - Voice, video and Web
- Scalable –1500 Voice, 1000 Web, 300/160 Video
- Open – Standards-based (SIP)

Unified MeetingPlace 7.0 Components



**Application
Server(s)**



**New
Media Server(s)**



**MP Integration
Server(s)**

MP Application Server

- MCS 7835* / 7845
- Conference control of all Media
- New Linux OS/Informix Database
- New Directory Srvcs to CUCM/LDAP
- New Web based Administration
- New Conference Manager (IT)

MP Media Server

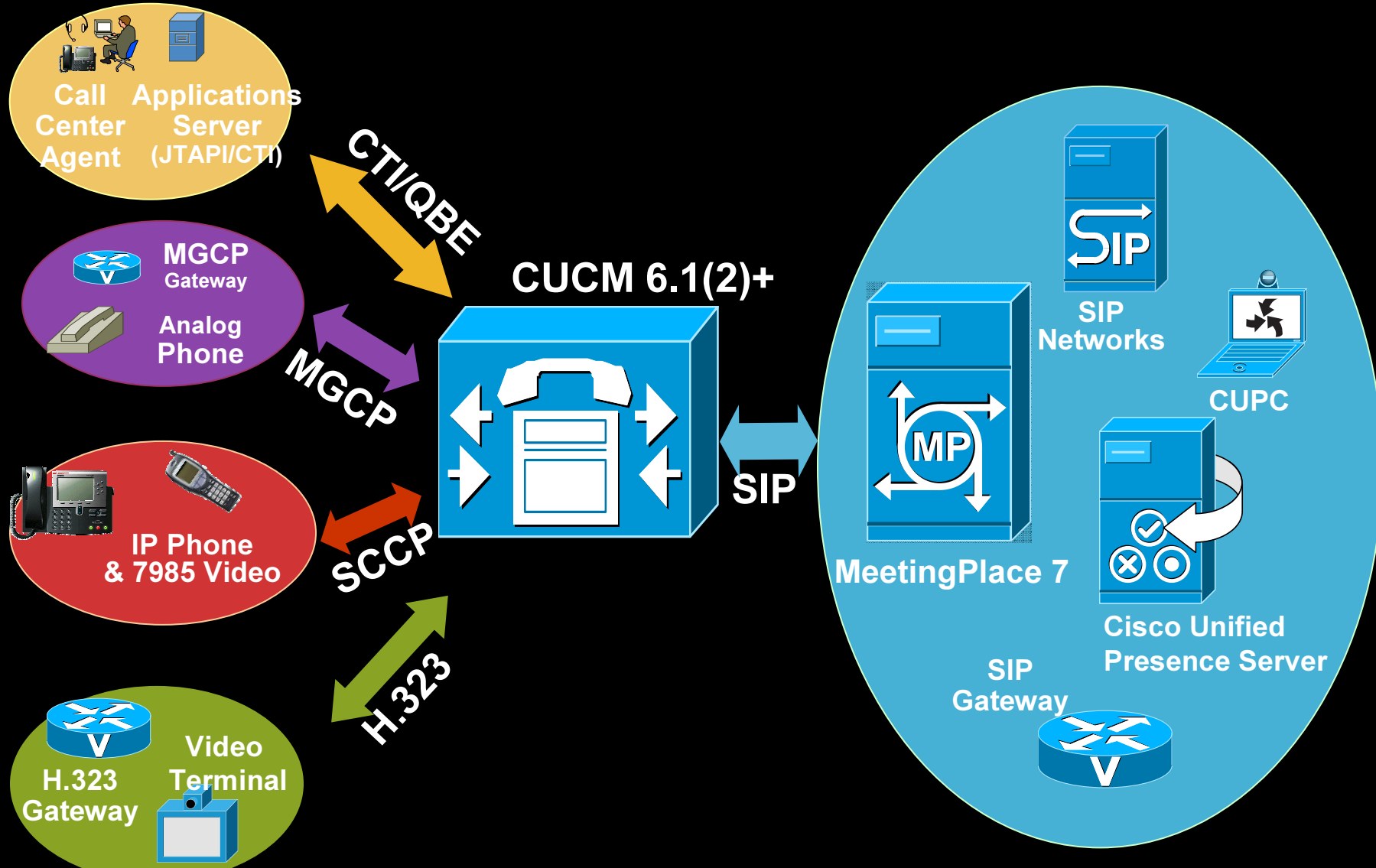
- *MP-3515 Fixed Hardware*
- *MP-3545 Modular Chassis*
- **MP-Audio—250 voice & control**
- **MP-Video—video mixing 24 or 48**

MCS 7835/7845

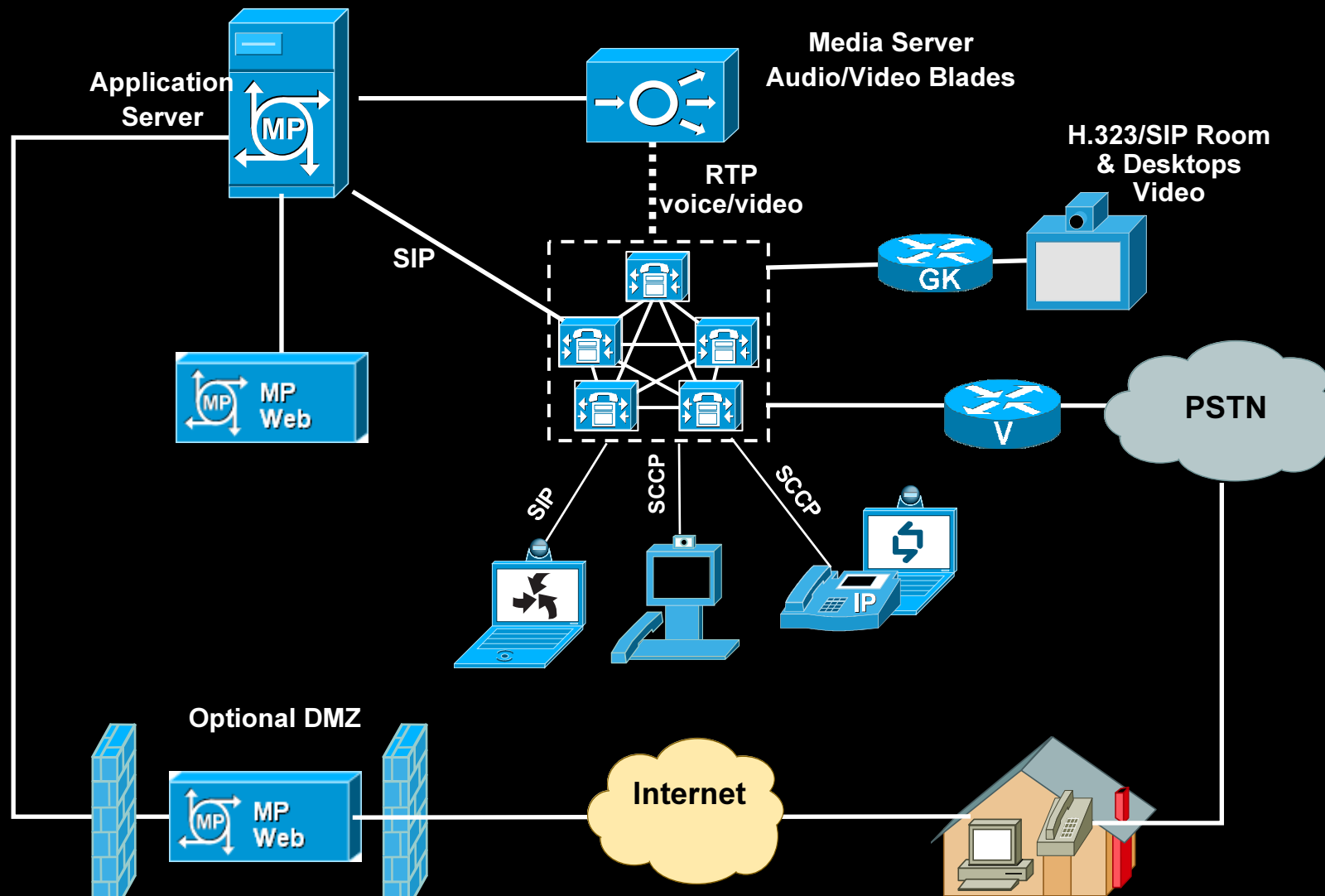
- Web Scheduling UI
- Web Conferencing
 - Recordings (SAN/NAS)
- MP for MOC (LCS)
- MP for Lotus Notes

* Needs additional 2Gig of memory

New SIP Based Architecture with CUCM as “Protocol Translator”



Unified MeetingPlace 7.0 Voice/Video and Web On-premise, Single Site



Unified MeetingPlace Web API Services

- **SOAP based API for external application integrations**
- **Available through Cisco Developer Community portal**
- **Supports**

User provisioning

User authorization and licensing

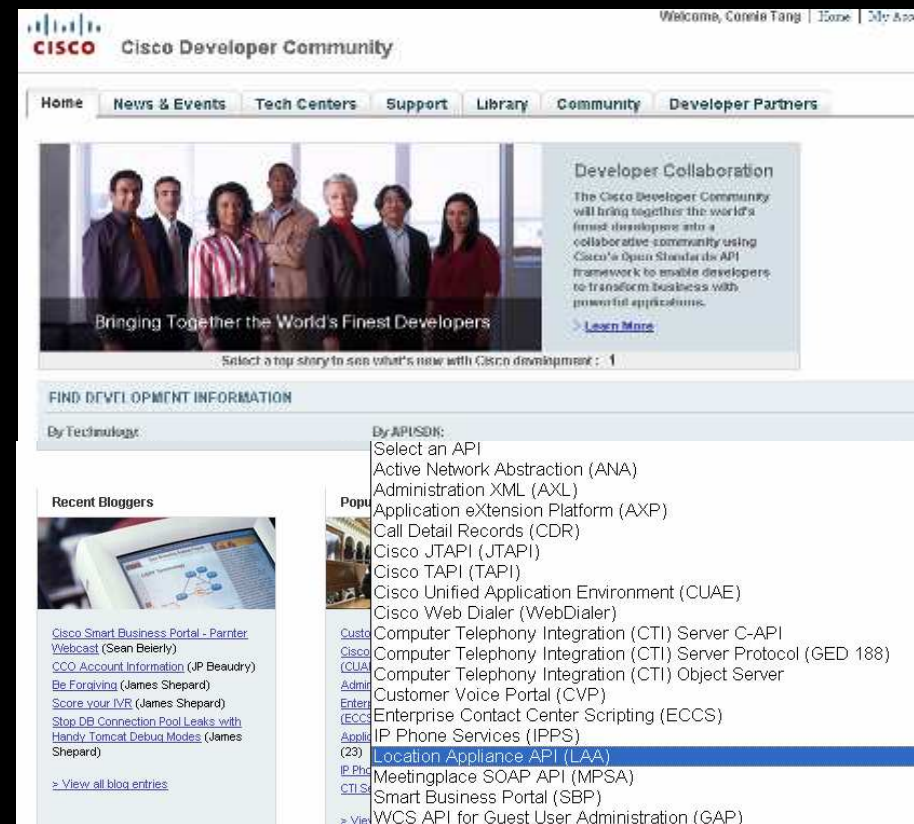
Schedule, start, attend, end mtgs

In-session controls and events

System configuration and licensing

- **Fully SSL compatible**
- **Support through Cisco Developer Support**

New!



Public API, info will be available at Cisco Developer Network site:

<http://developer.cisco.com/web/cdc/home>



Cisco Webex Meeting Applications



MediaTone Network

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

5th Generation of MediaTone Architecture

Over \$200 Million Invested

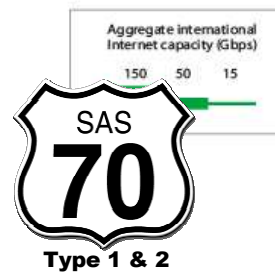
2000 People-Years of Effort

65 Patents Awarded or Filed

36 Globally Linked Collaboration Clusters

2000 Servers Around the World

Sessions Held in Over 85 Countries



International Organization for Standardization
ISO-17799 Security Attestation

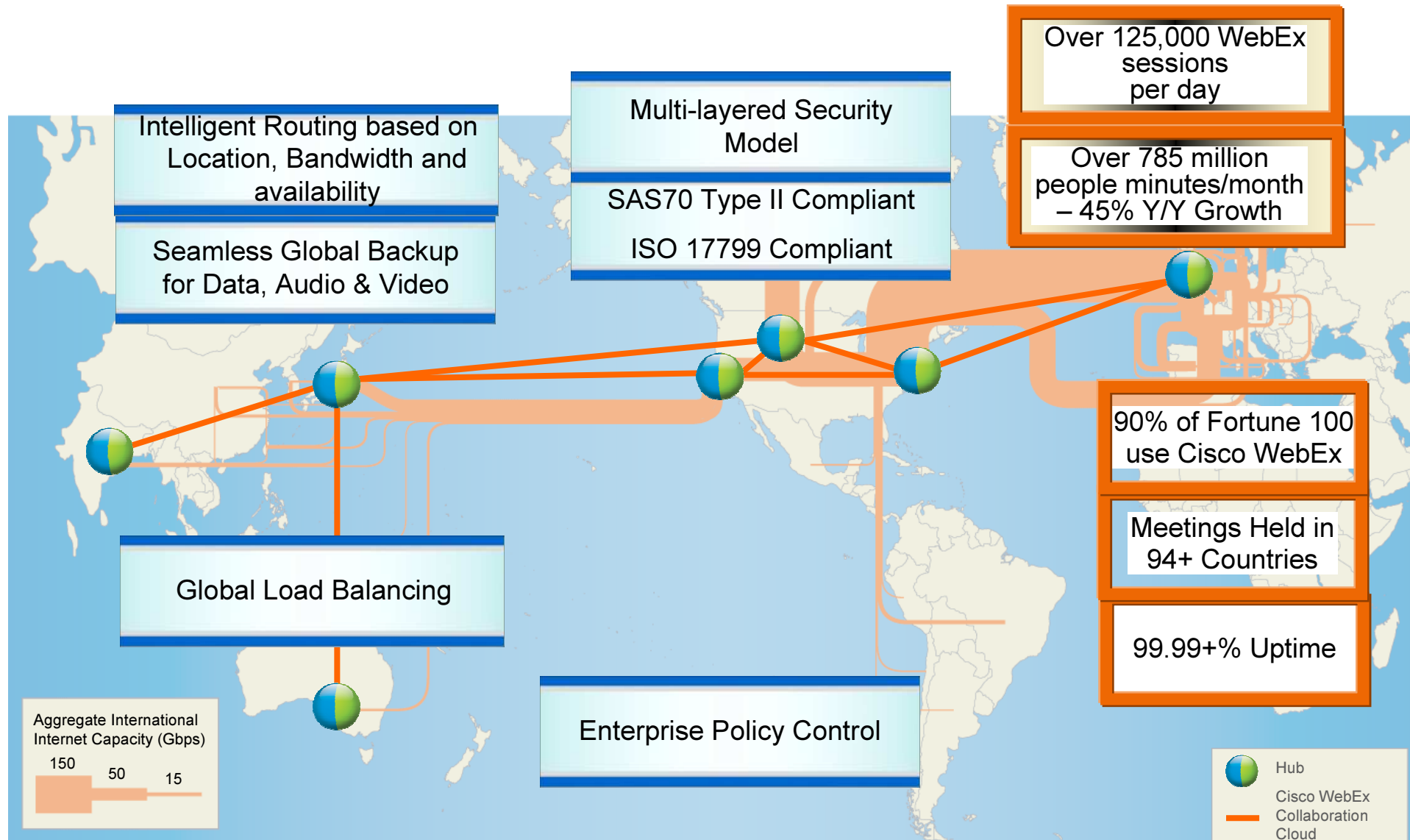


Seamless Global Back-up
for Data, Audio & Video

Operating at Only 50%
Capacity

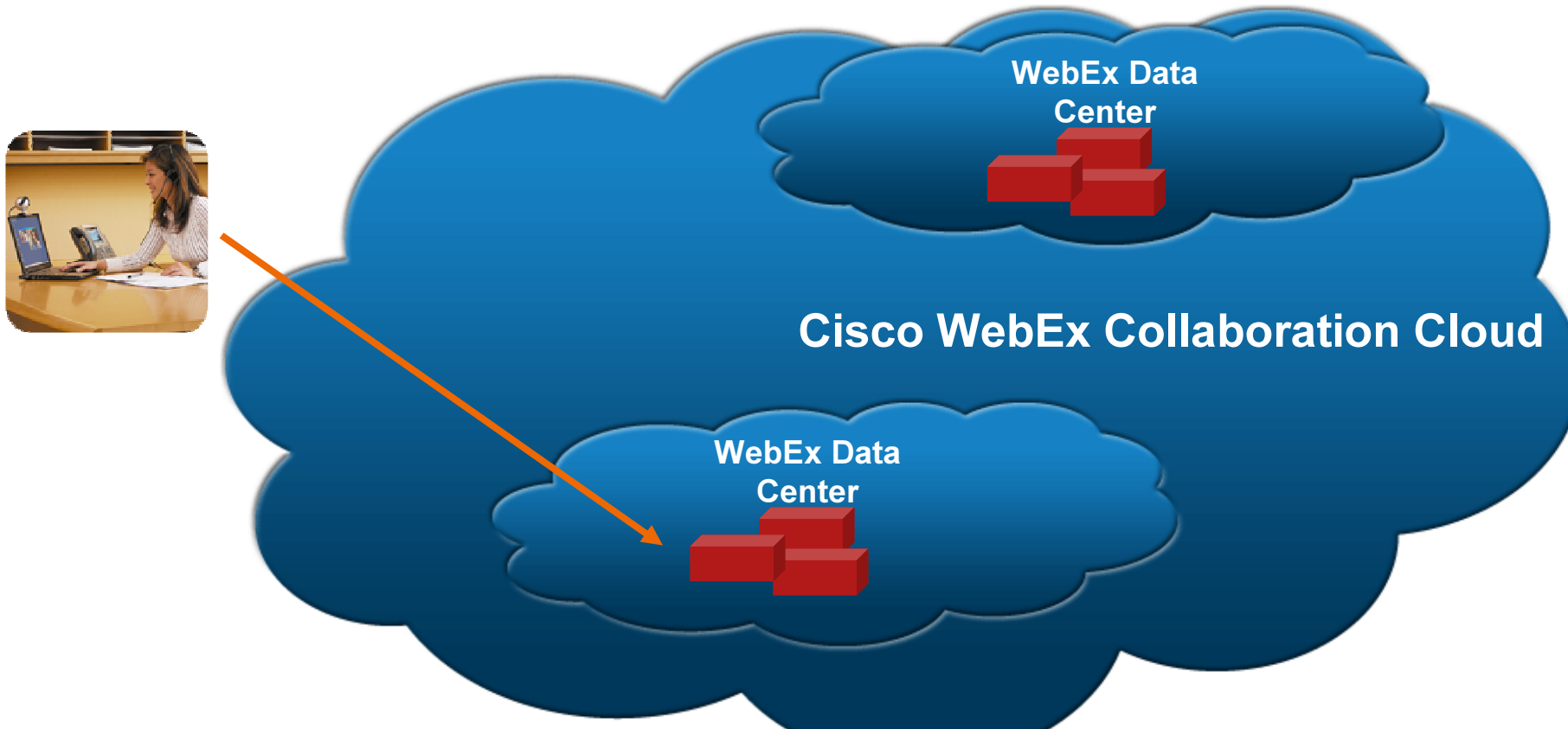
Sessions Held in Over 85
Countries

Cisco WebEx Collaboration Cloud



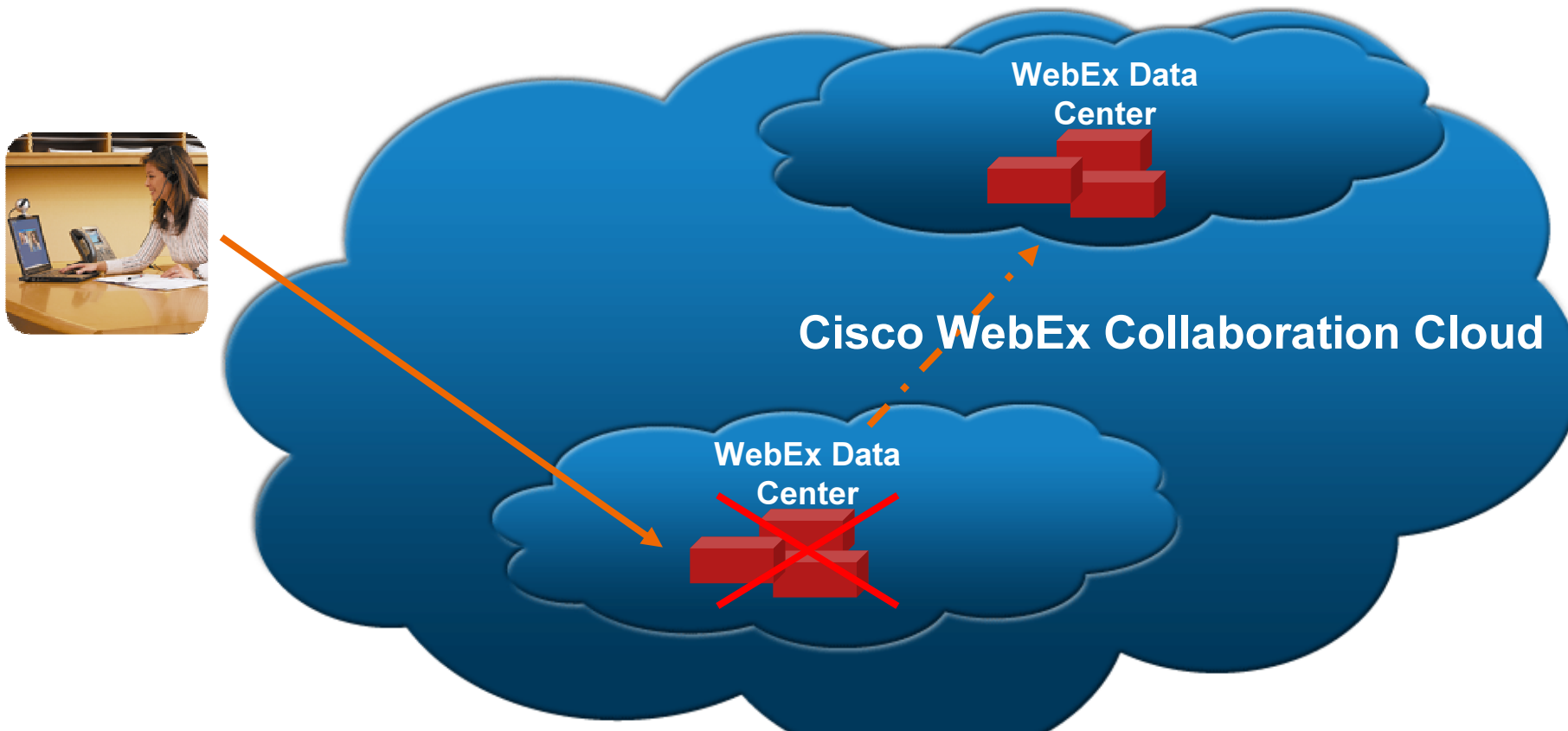
Intelligent Routing Capabilities

- Location Intelligence



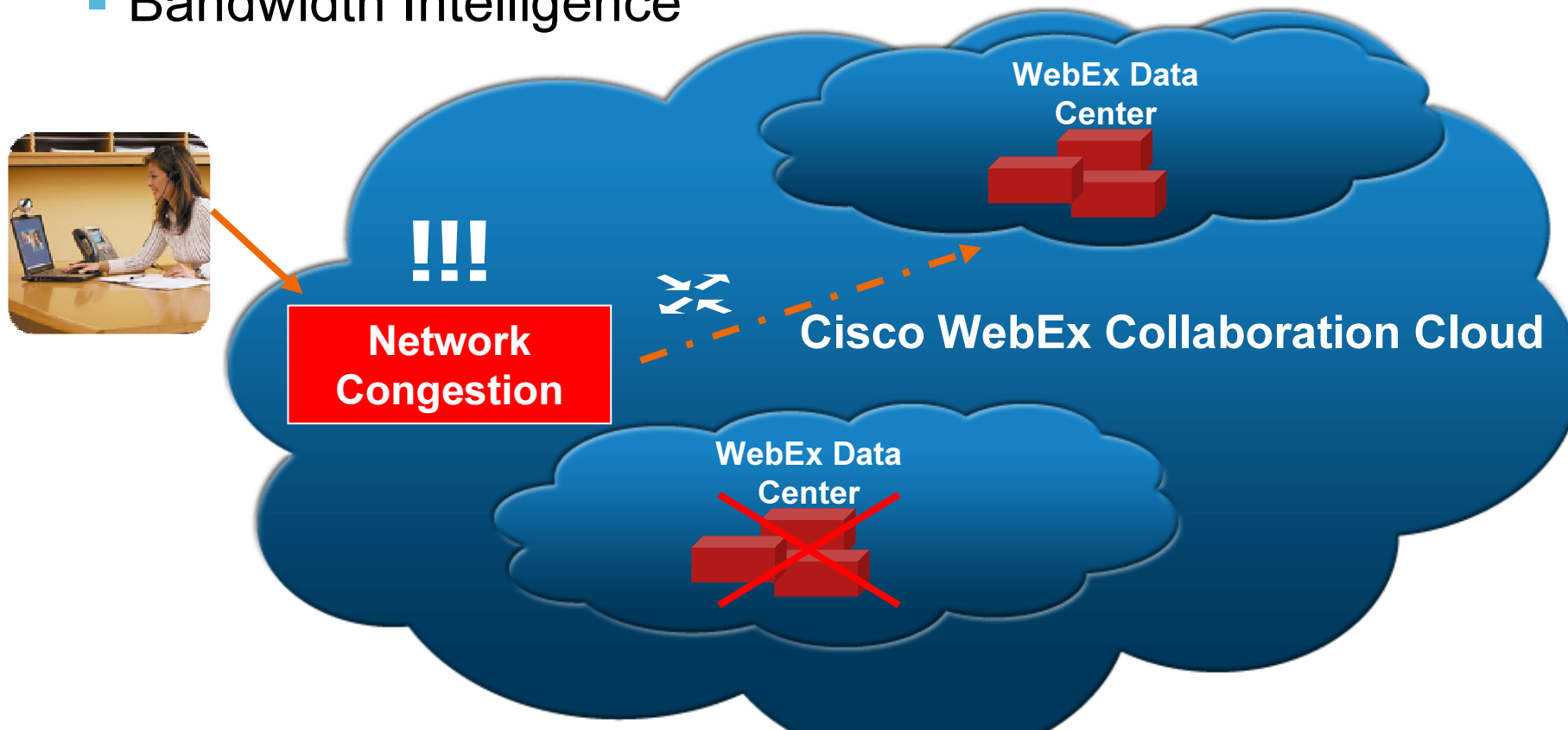
Intelligent Routing Capabilities

- Location Intelligence
- Failover Intelligence



Intelligent Routing Capabilities

- Location Intelligence
- Failover Intelligence
- Bandwidth Intelligence



WebEx Meeting Applications

Event Center

Webinars
Online Events



Sales Center

Online Sales



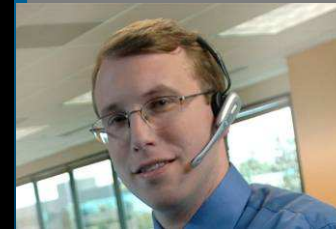
Training Center

Online Training



Support Center

Remote Support
and Access

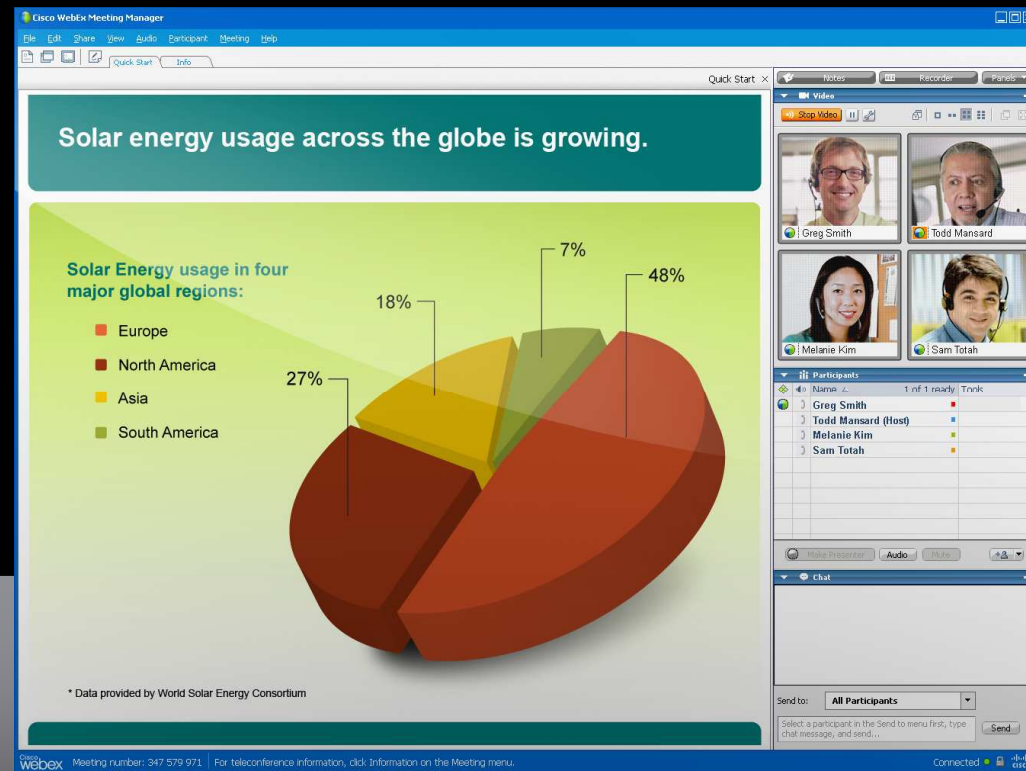


Meeting Center
General Collaboration

Cisco WebEx Meeting Center

Web meetings, audio and video conferencing

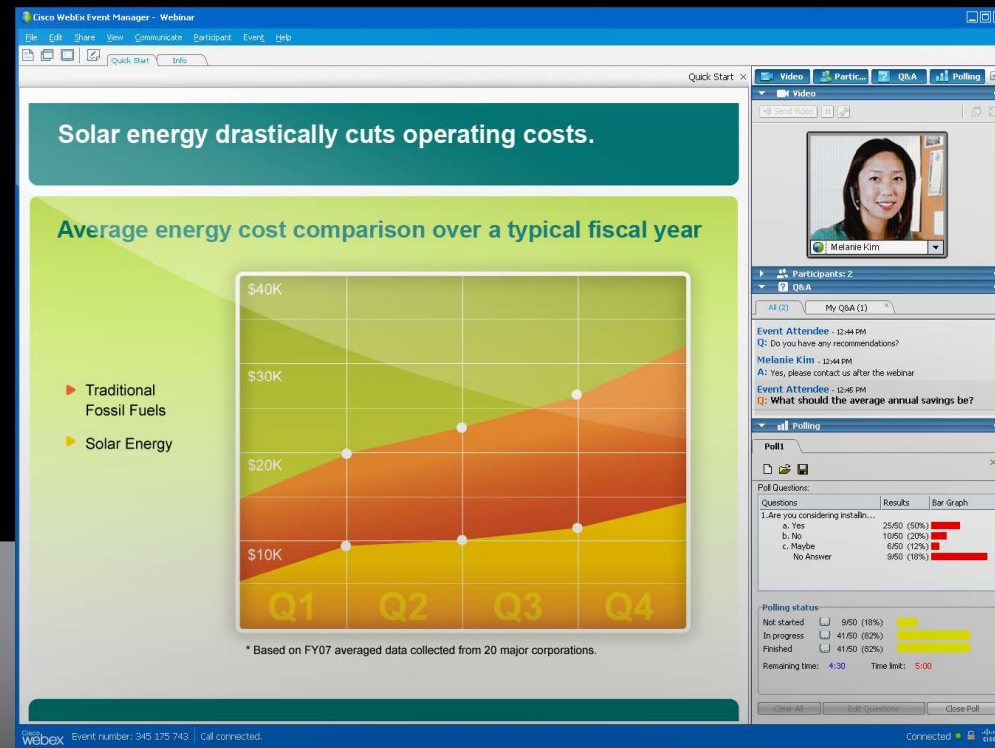
- Document, application, desktop sharing
- Integrated Audio Options:
 - Cisco UC MeetingPlace
 - WebEx Audio
 - TSPs
- Multipoint video
- On-demand record, edit and playback
- Chat, polls, notes, annotations
- File transfer
- Interoperates with Outlook, Office, Lotus Notes, ...



Cisco WebEx Event Center

Webinars and online events

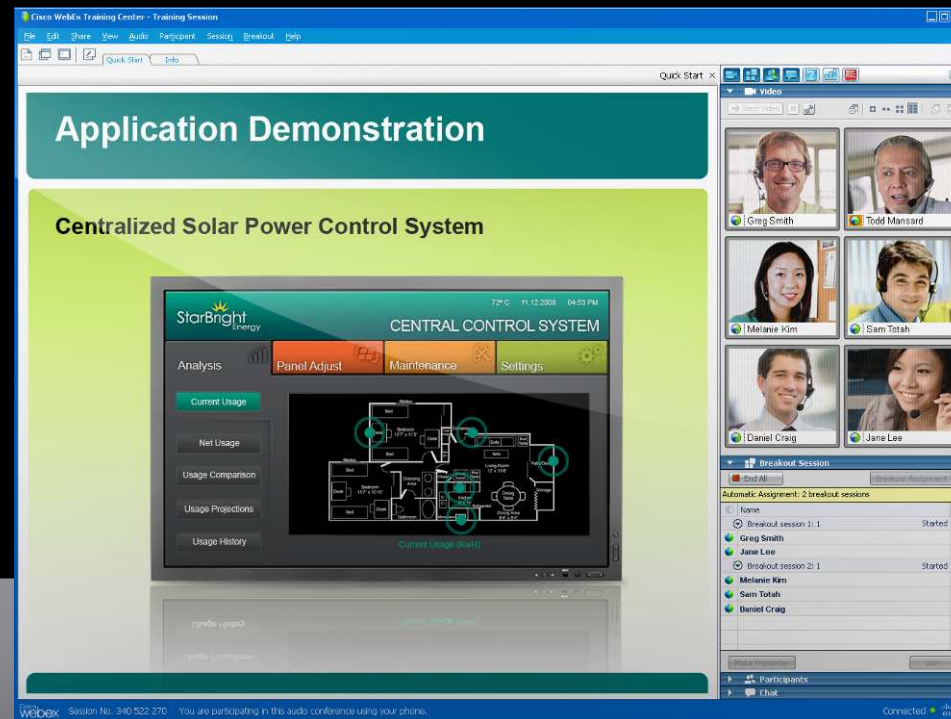
- Core Meeting features
- +
- Customized registration fields
- Custom enrollment options
- Custom email templates
- Interactive Q&A
- Lead scoring and reporting
- Multiple roles
- Polling
- CRM integration with Salesforce.com



Cisco WebEx Training Center

Online training

- Core Meeting Features
- +
- Custom registration
- Breakout rooms
- Hands-on lab
- Training specific tools
- Integrated testing
- Multiple roles
- LMS integrations



Productivity Tools

- **Instantly start and schedule meetings, and invite participants**

WebEx® One-Click - start meetings in 15 sec or less

Calendar Plug-ins - schedule meetings right from your Outlook or Lotus Notes calendar

- **Automatic installation and seamless integration**

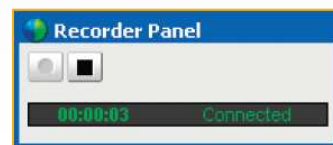
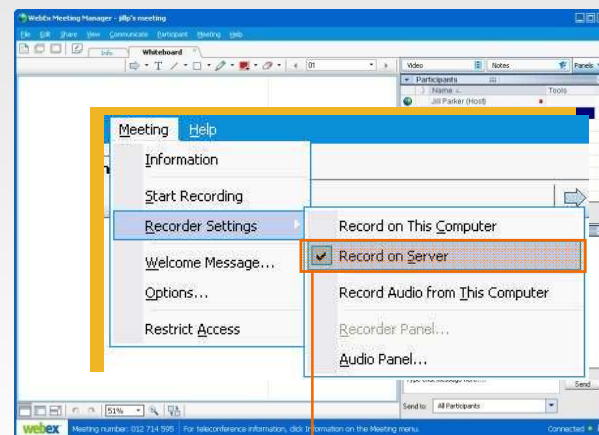
Applications can be installed by site administrators or end user



WebEx Meeting Recording Features

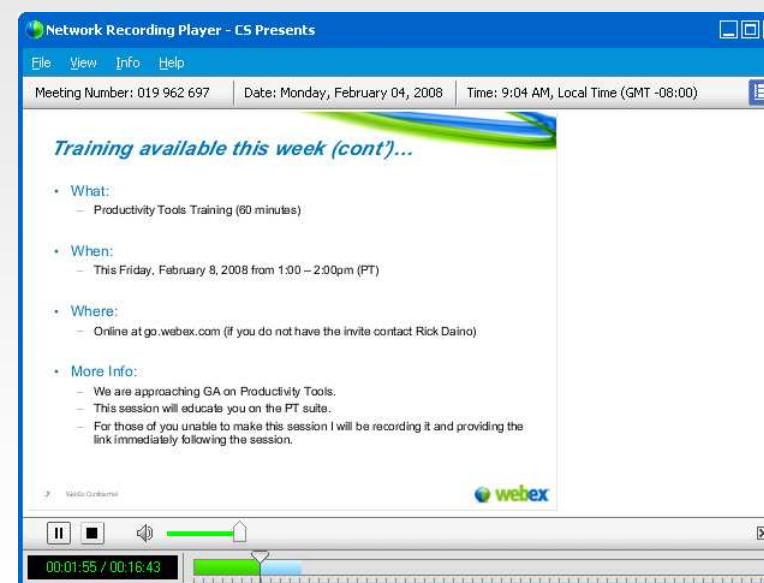
Network Based Recording

Recorded and saved to network



Network Based Recording

Accessed and played on network



Record one time

Edit recording

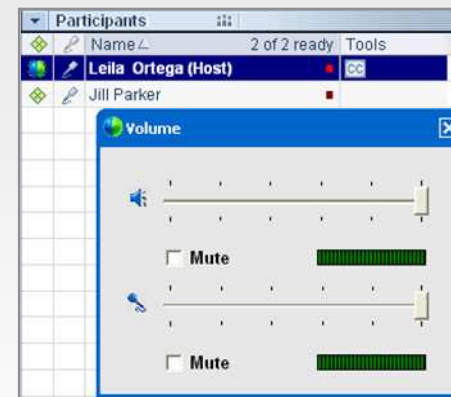
Play back many times

WebEx Audio

- **Traditional PSTN voice**
Over regular phone network
Using regular telephone
- **VoIP**
Integrated Voice Over IP
Audio communication through computer
and internet connection
Speaker and microphone connected to
computer
- **New: mixed mode**
PSTN and VoIP together

Audio

Attendees in over 200 countries can communicate in real time



Single-provider convenience

- One bill
- One contact point
- Many options
- Competitive pricing

WebEx Integrated Video

Customer business value

- Face-to-face interaction
 - In real time
 - From remote locations
- Convenient and user friendly
 - Fast and easy setup
 - Automatic configuration
 - Simple controls
 - High capacity
 - Display flexibility

Video

Enhances meetings requiring face-to-face interaction



Enhanced Video in WebEx Meeting Center

Cisco Unified Video Conferencing with Cisco WebEx

New!

New Capabilities

- High definition (HD) video
- Increases viewable participants
- Extend to new video devices
- Display video systems in WebEx

Benefits

- Improves user experience and productivity
- Better leverage video investments



Inspire For The Future



Cisco WebEx Meeting Center on Smartphones

Capabilities

- Integrated audio and web conferencing on 3G or WiFi
- Attend scheduled meetings
- View presentations, applications and desktops with live annotations
- View attendee list

Benefits

- Fully participate in meetings
anywhere, anytime, any device

New!



- Available now on the iPhone
- Browser based access to WebEx meetings available Q2 2009:

BlackBerry Bold, BlackBerry Curve 8900, BlackBerry Storm in EMEA

Nokia E71, E75, and more

Samsung BlackJack II

Instant Web Collaboration From Your Phone

Cisco IP Phones Integration with WebEx

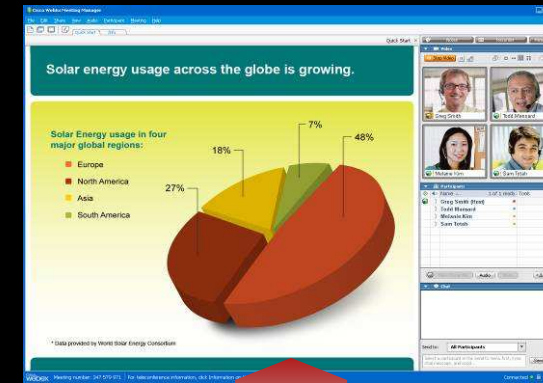
New!

New Capabilities

- Escalate a phone call to WebEx conference with phone button push
- Instantly invite more person to Webex by adding to phone conference
- Up to 10 people (voice and data)

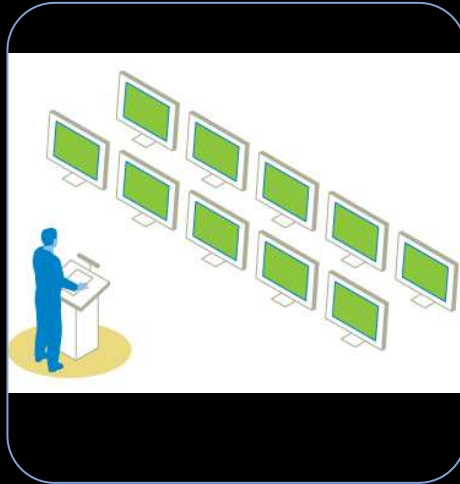
Requires

- Cisco Unified Application Environment
- Cisco Communication Manager 7.x
- Webex Productivity Toolkit



Licensing: Three Basic Models

1. Named Host



2. Ports



3. Minutes

Meeting 1

Meeting 2

Meeting 3

Meeting 4

Meeting 5

Named Host Model ~ 90% of New Orders

- **Each host needs license**

1:Many

Flat Fee

Unlimited number of meetings up to a certain size

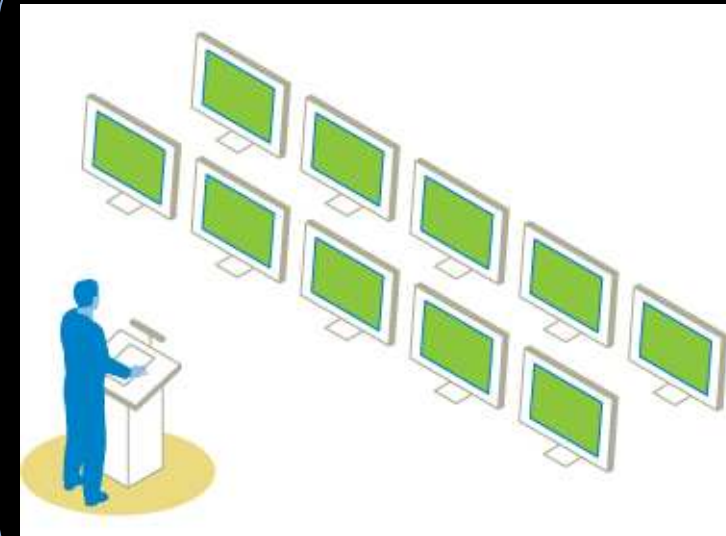
Option to allow additional attendees (overage)

Similar to buying software licenses

- **Considerations**

Need to identify individuals who would host meetings

Licenses are not transferable:
fixed user license



Named Host

Ports Model

- **Customer's access to specific capacity –shared across hosts**

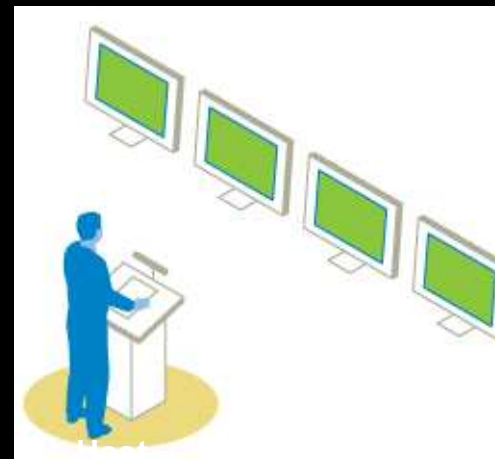
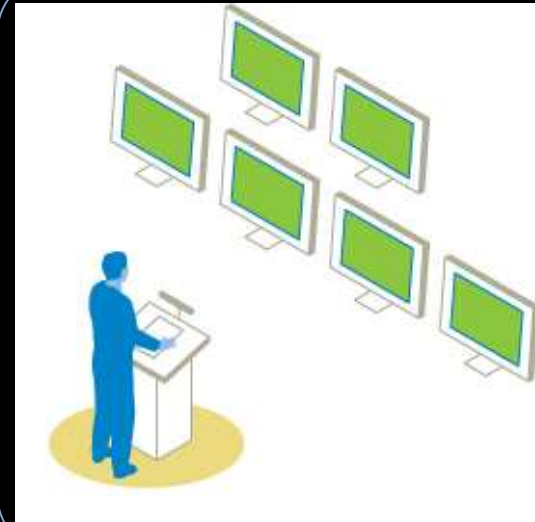
Ports are *concurrent* – provides capacity to have specified number of *concurrent* attendees

Ports are *un-named* – like seats in a meeting room

- **Considerations**

Estimate concurrent usage

Overage applies if more capacity used



Ports
(Hosts and Attendees)

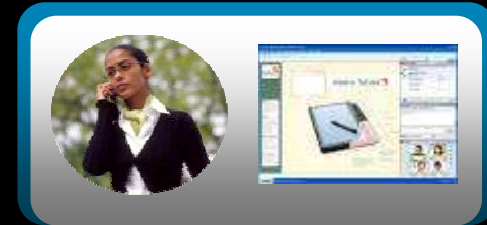


Webex - MeetingPlace Integration

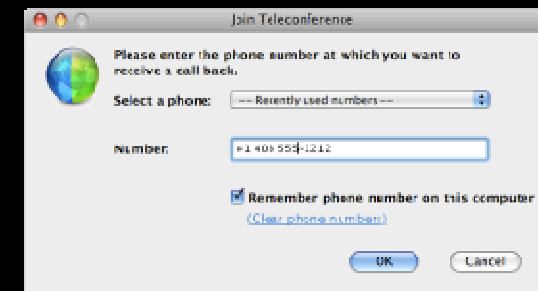
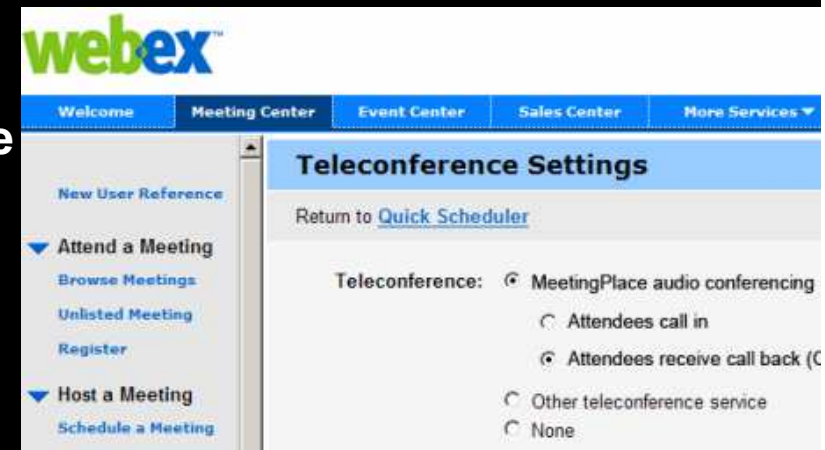


Webex + MeetingPlace 7 = Combining the Best of On-Premises and On-Demand Conferencing

Unified MeetingPlace voice with WebEx web delivers cost savings and added productivity



- **Integrated setup and attend**
MeetingPlace or WebEx scheduling interface
Single user interface for both voice & web
- **Single sign-on across solutions**
Single point of user management
- **Integrated in-meeting experience**
From WebEx web user interface
Control voice (e.g. outdial, mute)
Voice+web recording



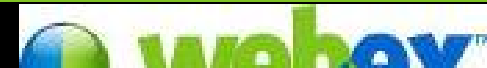
Unified MeetingPlace 7.0 + WebEx Options

Type I

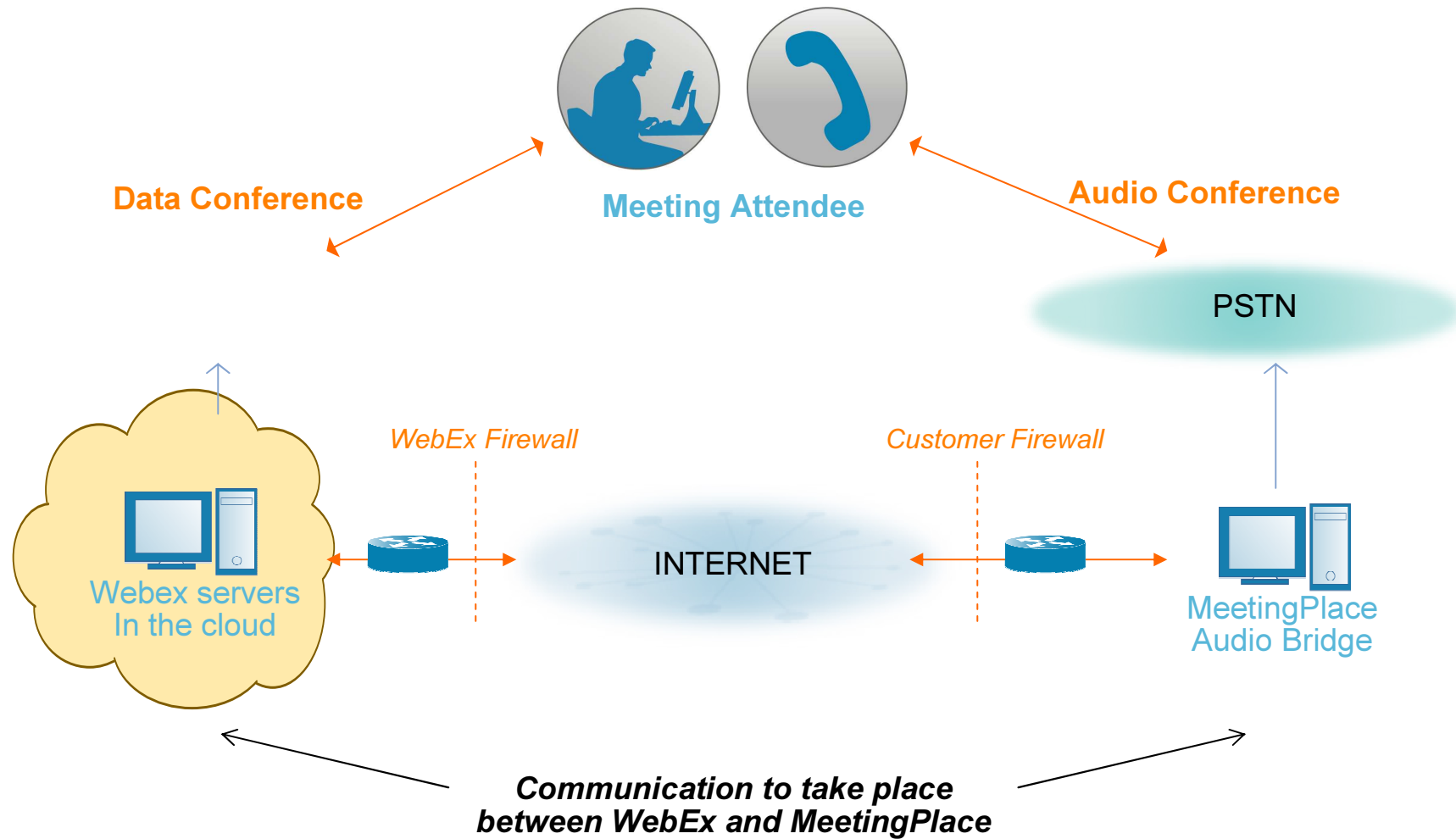
- Schedule and attend from MeetingPlace scheduling interfaces
- MeetingPlace on-premise audio conferencing
- WebEx Meeting Center Web conferencing
- Add WebEx to Unified MeetingPlace

Type II

- Schedule and attend from WebEx scheduling interfaces
- MeetingPlace on-premise reservation-less audio conferencing
- WebEx Meeting Center Web conferencing
- Add Unified MeetingPlace to WebEx



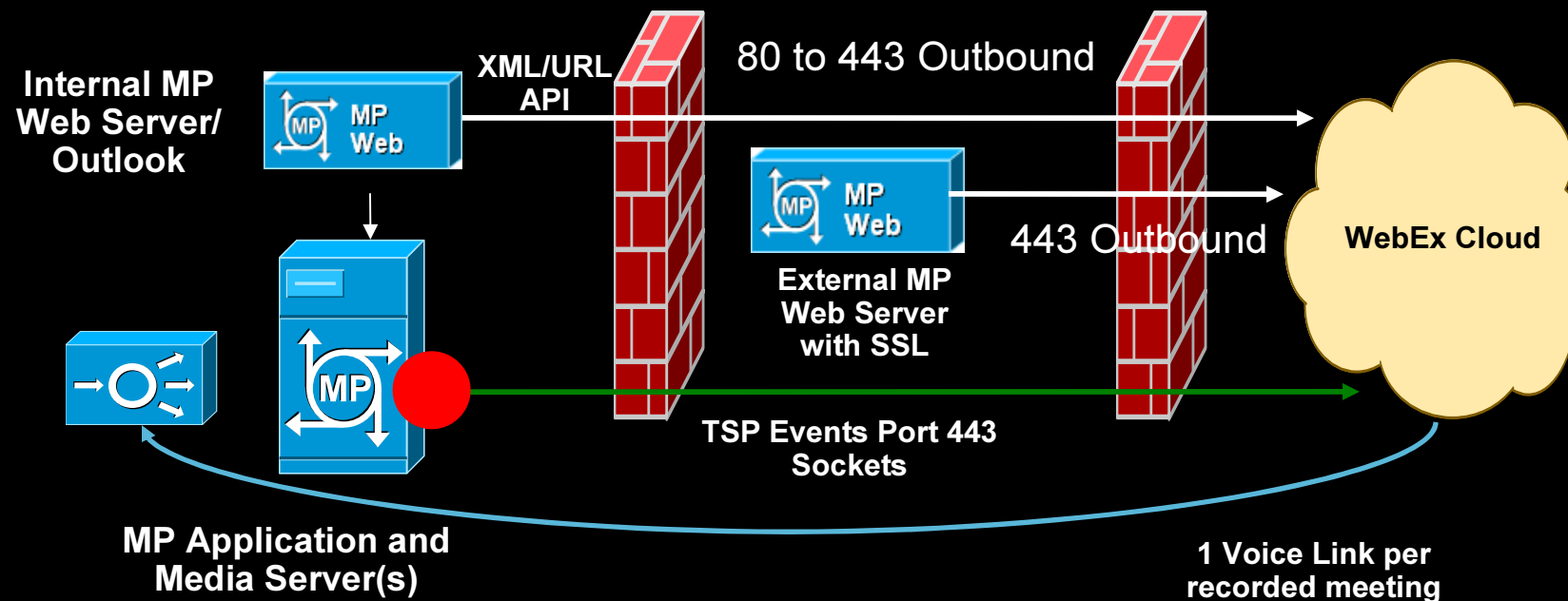
TYPE II: MeetingPlace audio + WebEx



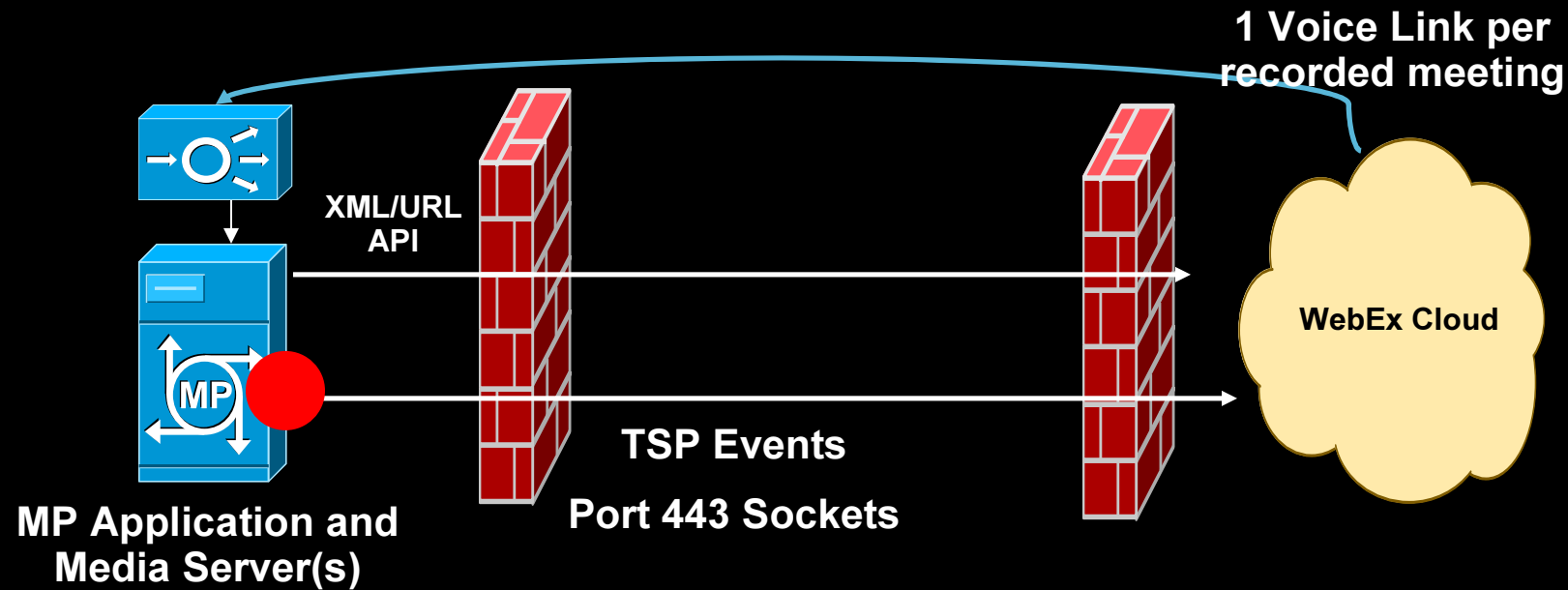
Integrating MeetingPlace with WebEx – Type I

Internal URL: Port 80 Internal <http://meetme.abc.com>: redirect web traffic (if WebEx) to Port 443 <https://meetme.webex.com>

External URL: Port 443 (typical) External <http://meetmeext.abc.com> redirect web traffic (if WebEx) outbound Port 443 to <https://meetmeext.webex.com>



Integrating MeetingPlace with WebEx – Type II



URL Port 80 Internal <http://meetings.abc.com>
redirect web traffic to Port 443 to WebEx
<https://meetings.webex.com>



Cisco Webex Connect



WebEx Connect Simplifies Collaboration

Presence

Instant Messaging

Shared Workspaces

Voice

Video

Web Meetings



Getting Started...

Here's What You Get:

WebEx Core
Collaboration
Services

Presence

Instant Messaging

Shared Workspaces

Voice

Video

Web Meetings

+

Development
Platform,
Open APIs

Add collaboration
to any process,
creating simple
mash-ups or custom
applications

=

**Infinite
Possibilities**



Virtual Emergency Operations Center

File Management for Blueprints,
Network diagrams, process documents and
communications templates

Cisco Unified
Communication
Manager

Cisco Video
Surveillance
Manager

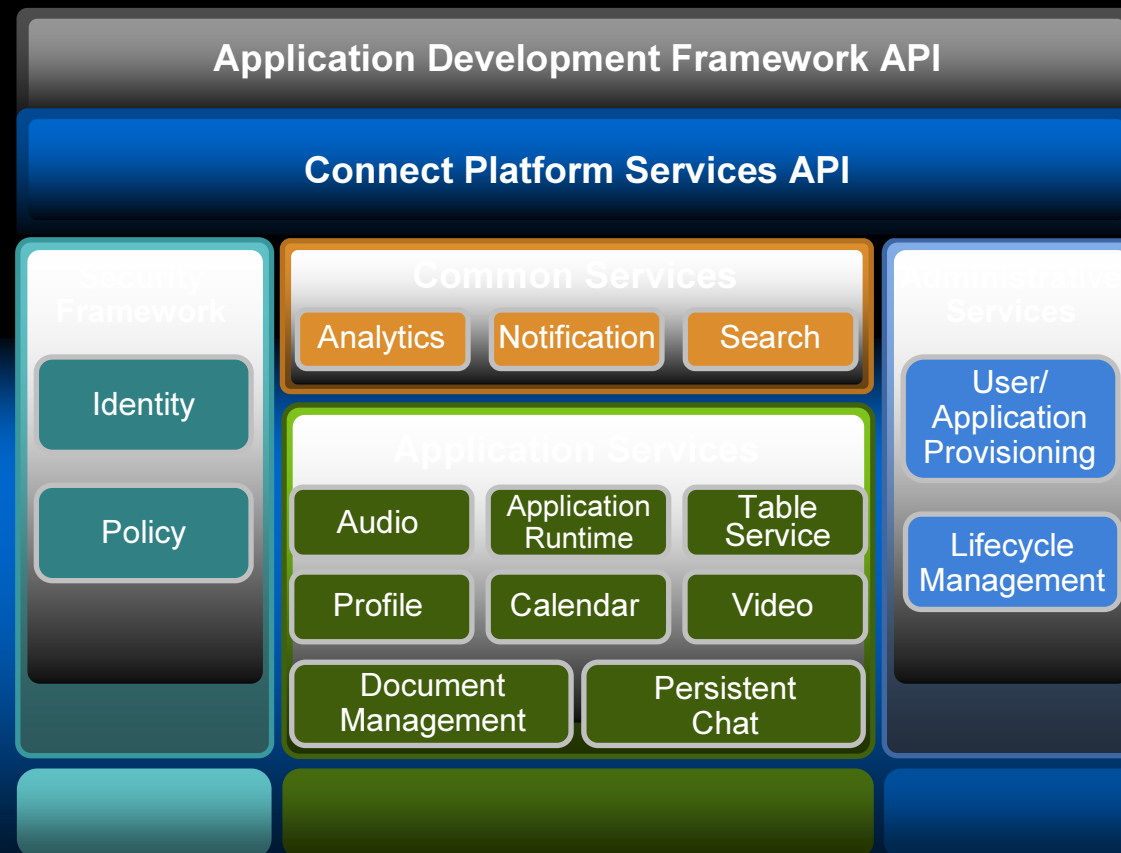
Cisco Unity

Team Member
Communications
through Chat,
VOIP, Web
Conference or
WebEx meeting

Mash up of Cisco Unity Express, Cisco Unified Mobility

Extensible Collaboration Platform

Add Collaboration
to Any Process,
Creating Simple
Mash-Ups or
Custom Applications



What do customers get out of the box?

- Business IM

Presence, one to one video, PC to PC VoIP, group chat, chat archive, click to call (Cisco UC Manager required)

- Team Spaces

Document sharing, group discussions, extendable client that supports drag and drop widgets

- ~20 Widgets

Examples: Address Book, Bookmarks, Bulletin Board, etc.

- WebEx Connect Administration Tools

Policy, user, storage management

- WebEx Connect Development Platform

Cisco Collaboration Network Architecture

Cisco leverages the Network as the Platform to deliver a seamless collaborative experience by integrating Software as a Service, Networking Infrastructure, Security, Unified Communications and Video, Applications and Devices.

Sponzor konferencije



Partner digitalnog oglašavanja



Partneri konferencije



Pokrovitelji konferencije



Tehnološki sponzori



Medijski sponzori



Cisco Expo
2009

Cavtat, Hotel Croatia
01. - 03. travanj 2009.

Experience Today the
Network of Tomorrow



