

# Cisco Expo 2012



innovate together

Sponzor komunikacijskih tehnologija



Zlatni sponzori



Srebrni sponzori



Pokrovitelj konferencije



Tehnološki sponzor



Edukacijski partner



Medijski pokrovitelj



Elektronski medijski pokrovitelj







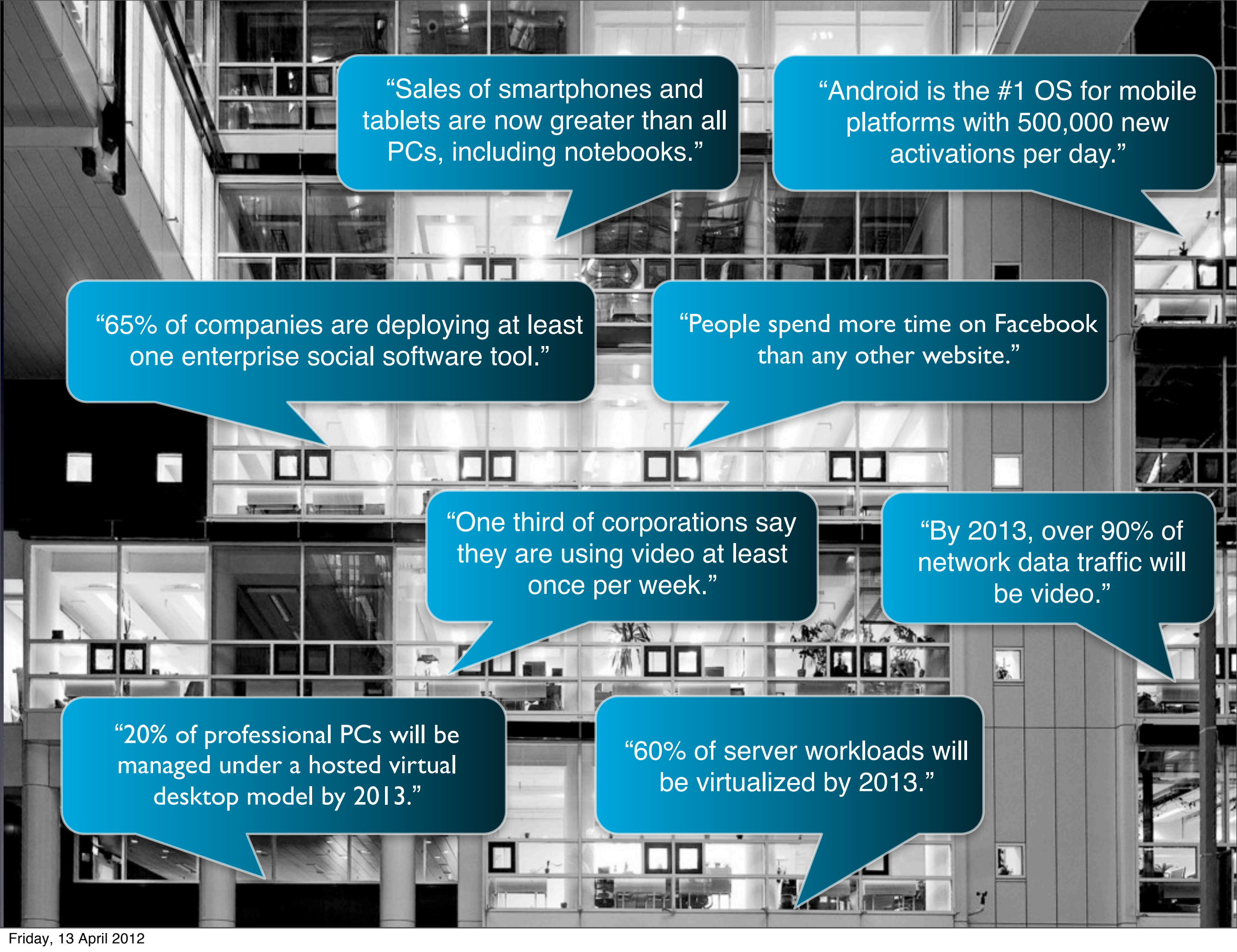
# Cisco Collaboration

Martina Herceg Jungic, PSS  
Collaboration, SEE









“Sales of smartphones and tablets are now greater than all PCs, including notebooks.”

“Android is the #1 OS for mobile platforms with 500,000 new activations per day.”

“65% of companies are deploying at least one enterprise social software tool.”

“People spend more time on Facebook than any other website.”

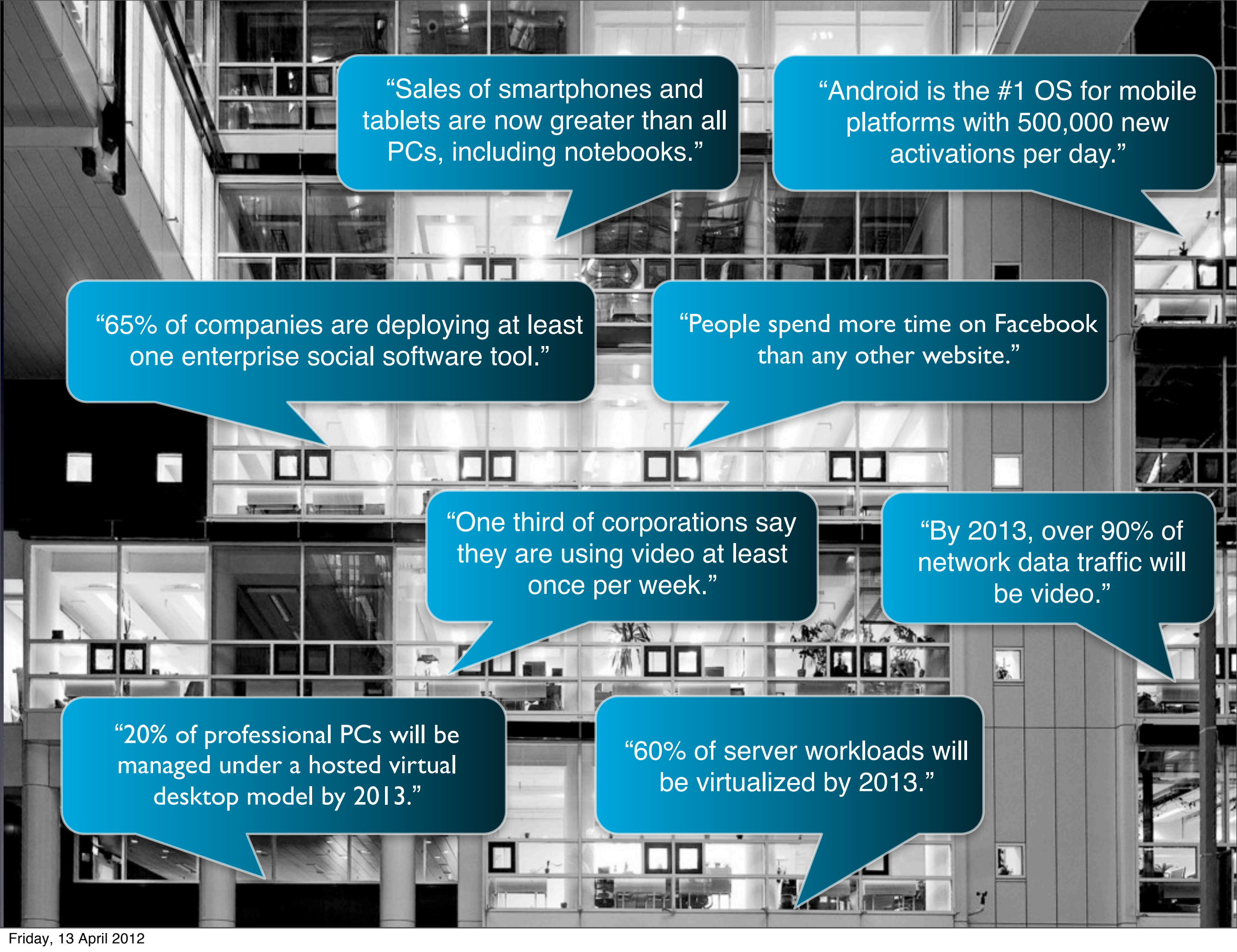
“One third of corporations say they are using video at least once per week.”

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“60% of server workloads will be virtualized by 2013.”





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# **Business Requirements Have Evolved**

Efficiency and competitiveness require new capabilities.





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## Mobile

Secure access to information and people from any device, anywhere.

## Social

Find expertise and information; enable proactive customer interaction.

## Virtual

Deliver agility and scale on demand; create rich media with VDI economics.

## Visual

Enable high-quality interaction from anywhere, in real-time.





Friday, 13 April 2012



# Transitioning to a Post-PC

PC World



# Transitioning to a Post-PC

## PC World

## Post-PC World

### Devices



### Client OS



### Applications

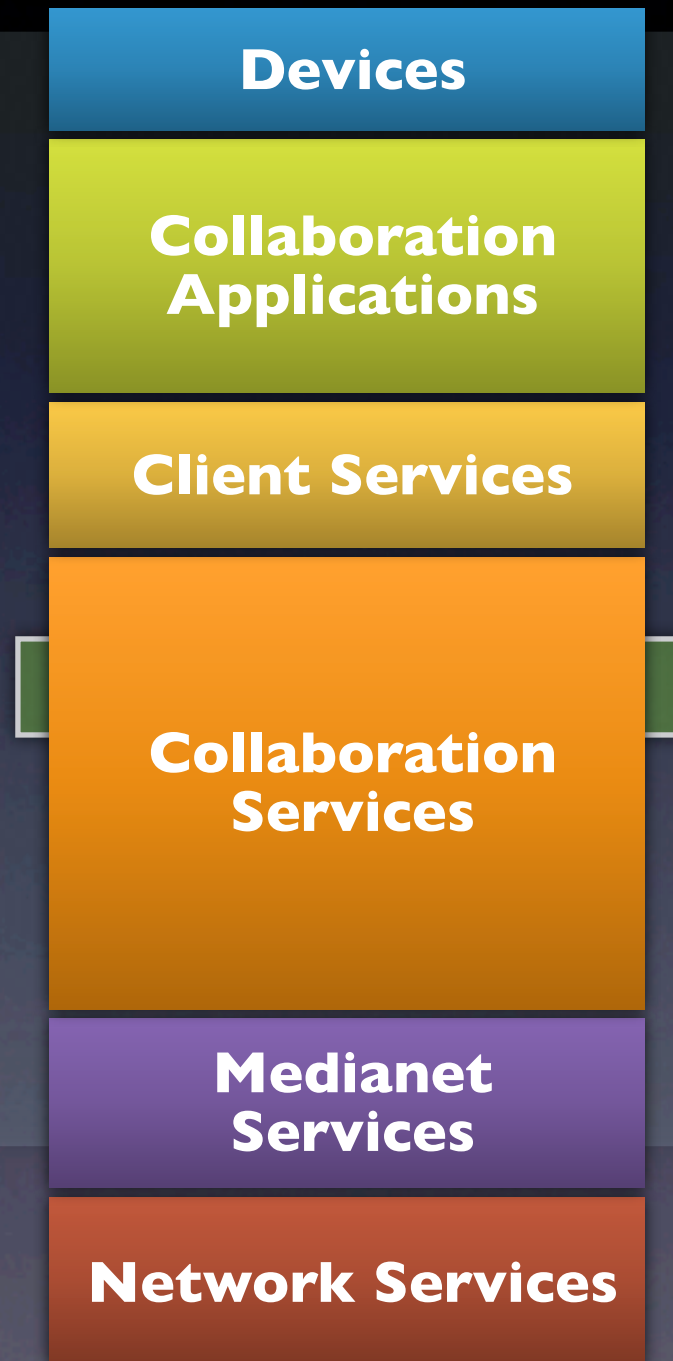


### Server Architecture





# Delivering a Consistent Experience



Any combination of end-user clients, devices, and applications from Cisco or third parties access this core.



# Delivering a Consistent Experience





# Borderless Medianet Architecture

## Video and Collaboration

Deliver the Network Optimized for Video Anytime, Anywhere, Any Device



Video, Voice and Data Applications



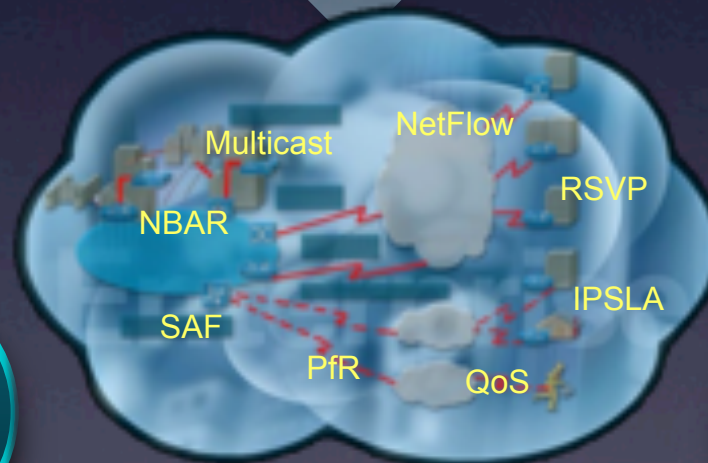
Media Services Interface (end-point and Proxy) APIs

Plug & Play

Media Traffic Control

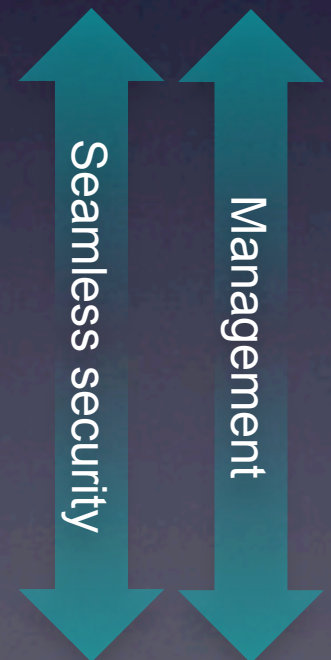
Media Services Proxy

Media Optimization



Media Monitoring

Media Awareness





# Cisco Collaboration Portfolio





# Business Value of Collaboration



# Business Value of Collaboration



## Productivity

- Productive and accessible mobile workers
- Effective virtual teams
- Interactive and engaged employees



## Innovation

- Strategically aligned organization
- Flexible and innovative working options



## Growth

- Satisfied and loyal customers
- New and innovative IT models



# Mobile Experience

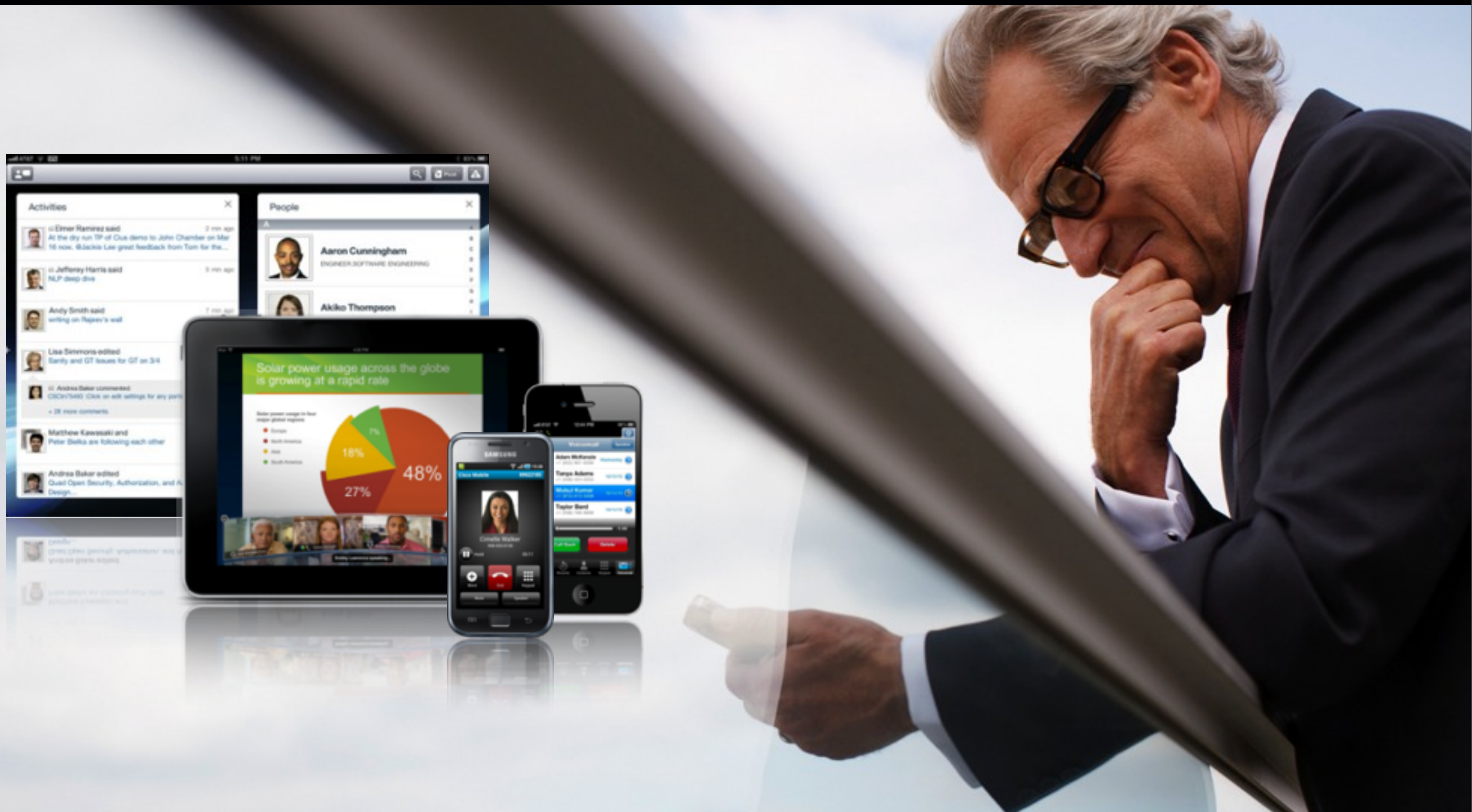
Collaborate anytime, from anywhere





# Mobile Experience

Collaborate anytime, from anywhere





# Cisco Collaboration Applications



# Cisco Collaboration Applications



**WebEx**  
Virtual Meetings



Group  
Real-time



**Jabber**  
Rich, Real-Time  
Communications



One-one;  
One-to-few  
Real-time



**Quad**  
Social Collaboration



Many-to-many  
Real-time and asynchronous



# Cisco Jabber

Let users choose devices to deliver the best collaboration experience.



## All-in-one UC Application

- Presence and IM
- Voice, video, voice messaging
- Desktop sharing, conferencing

## Collaborate from Any Workspace

- PC, Mac, tablet, smart phone
- On-premises and Cloud
- Integration with Microsoft Office



# Microsoft – Cisco Integration

## No Lync - Direct Office Integration, Cisco Jabber

### Enterprise Applications



SharePoint

Exchange

Office

Identity

O/S

Presence - IM

Web Conferencing

### Media, Network

Mobility



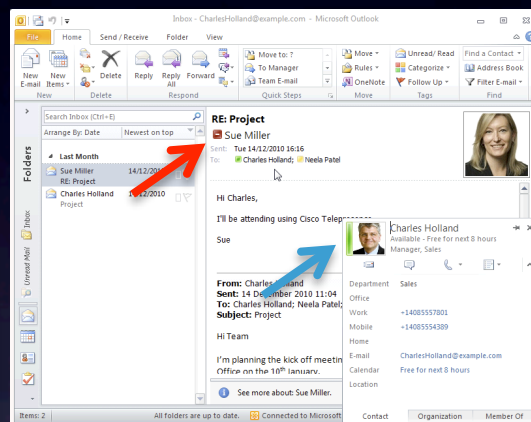
Video



Voice



Network



## Best Experience

## Protects Primary Microsoft Investments – Office, Exchange, AD



# Social Collaboration for The Enterprise



- Personalized, Integrated Experience
- Knowledge Sharing Made Easy: Create, Share & Monitor Information & Expertise Across Your Organization
- Collaborate Cross-Functionally In Virtual Communities
- Search for People, Information & Communities to Find Answers Faster
- Participate anytime, from anywhere via mobile apps for iPhone, iPad, Cius



# Cisco SocialMiner

Social Media Customer Care



twitter

facebook



Customer

1. Capture

2. Analyze & Prioritize

3. Communication Workflow

4. Assign & Engage



Social Media  
Customer Care  
Agent

# Cisco Conferencing Solutions



Meeting  
Center



Training  
Center



Event  
Center



Support  
Center

Audio Conferencing

Video Conferencing

Cisco Collaboration Cloud ↔ Enterprise Network



# What Does Your Meeting Process Look Like Today?

BEFORE



DURING



AFTER





# Designed for the Complete Meeting Lifecycle

<http://meetings.webex.com>

The screenshot shows the Cisco Webex Home page. The top navigation bar includes Home, Meetings, Files, Contacts, and Centers. Below the navigation bar, there are buttons for Meet Now, Schedule, and Upload. The main content area is divided into three sections: Feed, Meetings, and Files. The Feed section shows a list of recent activities, including a meeting invitation and a file upload. The Meetings section shows a list of upcoming meetings, including a meeting titled 'Asia-Pacific All Hands Meeting'. The Files section shows a list of files, including 'Team Updates.doc' and '2011 Market Segmentation.ppt'.

The screenshot shows a Webex meeting in progress. The top part of the screen displays a video feed of a participant, Victor Kim. Below the video feed, there is a presentation slide titled 'Best practices of leading world-class sales organizations'. The slide content includes a list of five best practices: 1. Thought leadership, 2. Organizational transformation, 3. Corporate change, 4. Personal leadership development, and 5. Evolving strategies. The bottom part of the screen shows a chat window with a list of participants and a 'Send' button.

The screenshot shows the Cisco Webex meeting page after the meeting has ended. The top navigation bar includes Home, Meetings, Files, and People. The main content area is divided into three sections: Agenda, Meeting Notes, and Files. The Agenda section shows a list of agenda items, including 'Victor Kim's Sales Presentation'. The Meeting Notes section shows a list of notes, including 'Hi All, That was really productive! A special thank you to the Asia Pac team for turning things so fast! The proposal and opportunity ppt are attached for you to review. Ok to share with immediate teams. - Vic'. The Files section shows a list of files, including 'Proposal 2012.ppt' and 'A Great Deal.ppt'.





# Broadest Range of Platforms, Browsers, and Devices



# Broadest Range of Platforms, Browsers, and Devices

iOS



WebEx



Jabber



Quad



# Cisco Cius: The Power to Collaborate

## The first enterprise-grade mobile collaboration device



### Integrated Collaboration

IM, voice,  
Web, social

### Mobile TelePresence

High-quality,  
interoperable video  
anytime, anywhere

### Workspace Virtualization

Local and virtual  
computing

### Innovative App Ecosystem

For end users,  
developers, and IT

**Seamless Mobility:** Anytime, Anywhere Access

**Security & Manageability:** Integrated, Foundational, Layered

**Service & Support:** Lifecycle, Global

4

Choice of Endpoints and Devices

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Choice of Endpoints and Devices



# Cisco AppHQ: Power to Create

4

Choice of Endpoints and Devices

# Cisco AppHQ: Power to Create

## Android Market



All available Android apps

4

Choice of Endpoints and Devices



# Cisco AppHQ: Power to Create

## Android Market



All available Android apps

## Cisco AppHQ



Only apps scanned and validated by Cisco

4

Choice of Endpoints and Devices

# Cisco AppHQ: Power to Create

## Android Market



All available Android apps

## Cisco AppHQ



Only apps scanned and validated by Cisco

## Cisco AppHQ Manager



Your custom selected apps; IT tools for apps management & reporting

4

Choice of Endpoints and Devices



# From Boardroom to Desktop





# From Boardroom to Desktop



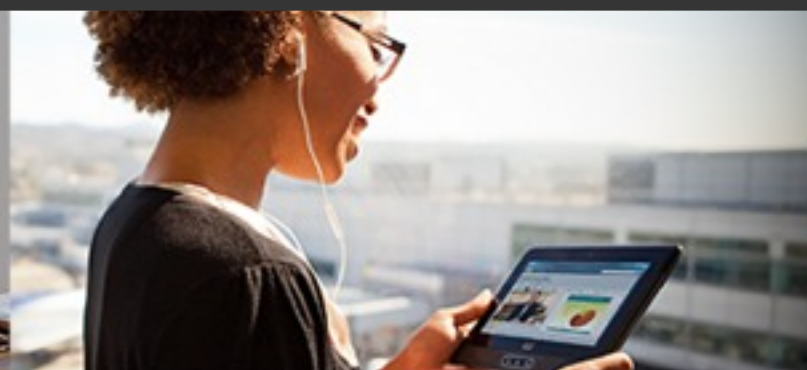


# Beyond the Boardroom and Desktop

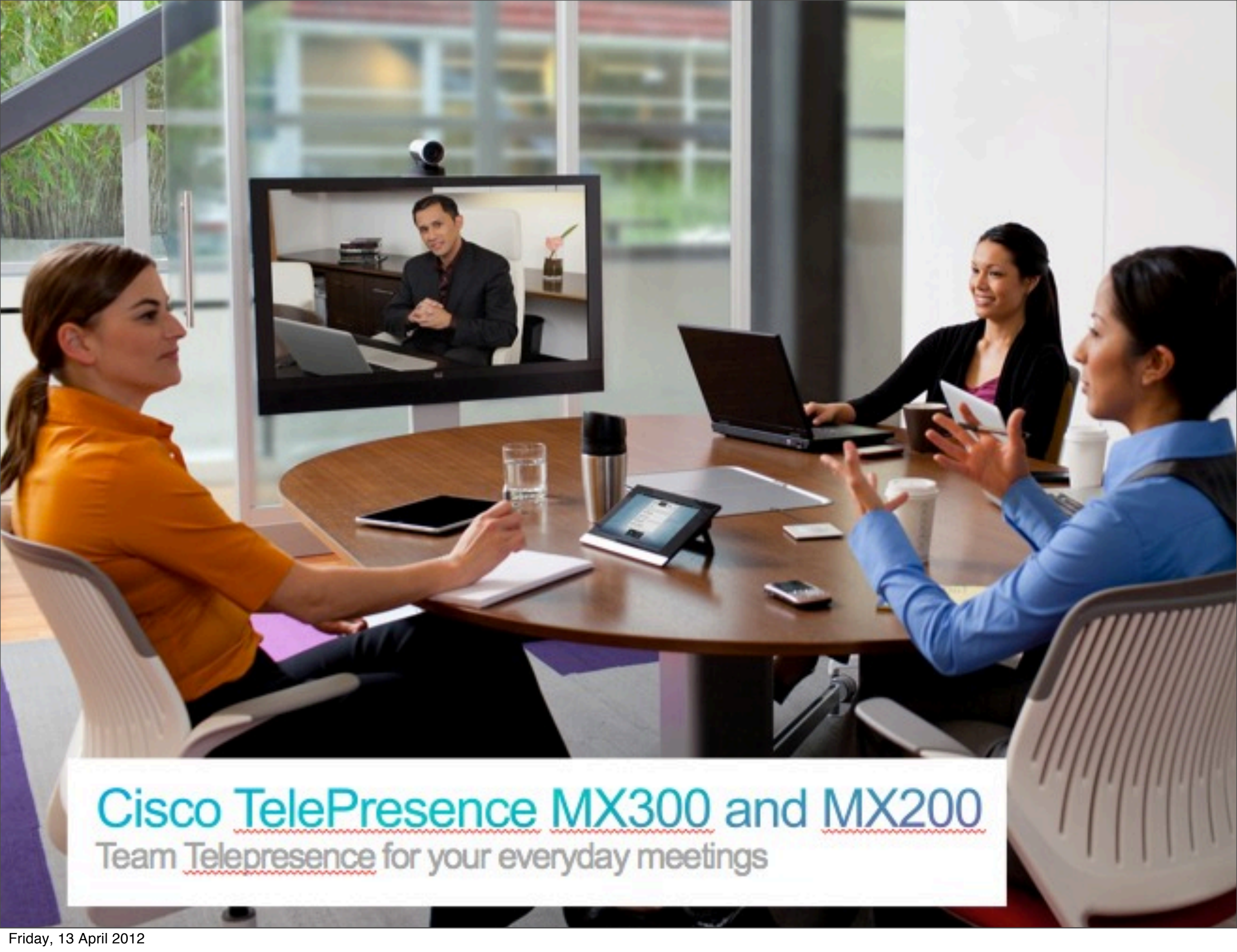




# Beyond the Boardroom and Desktop







## Cisco TelePresence MX300 and MX200

Team Telepresence for your everyday meetings



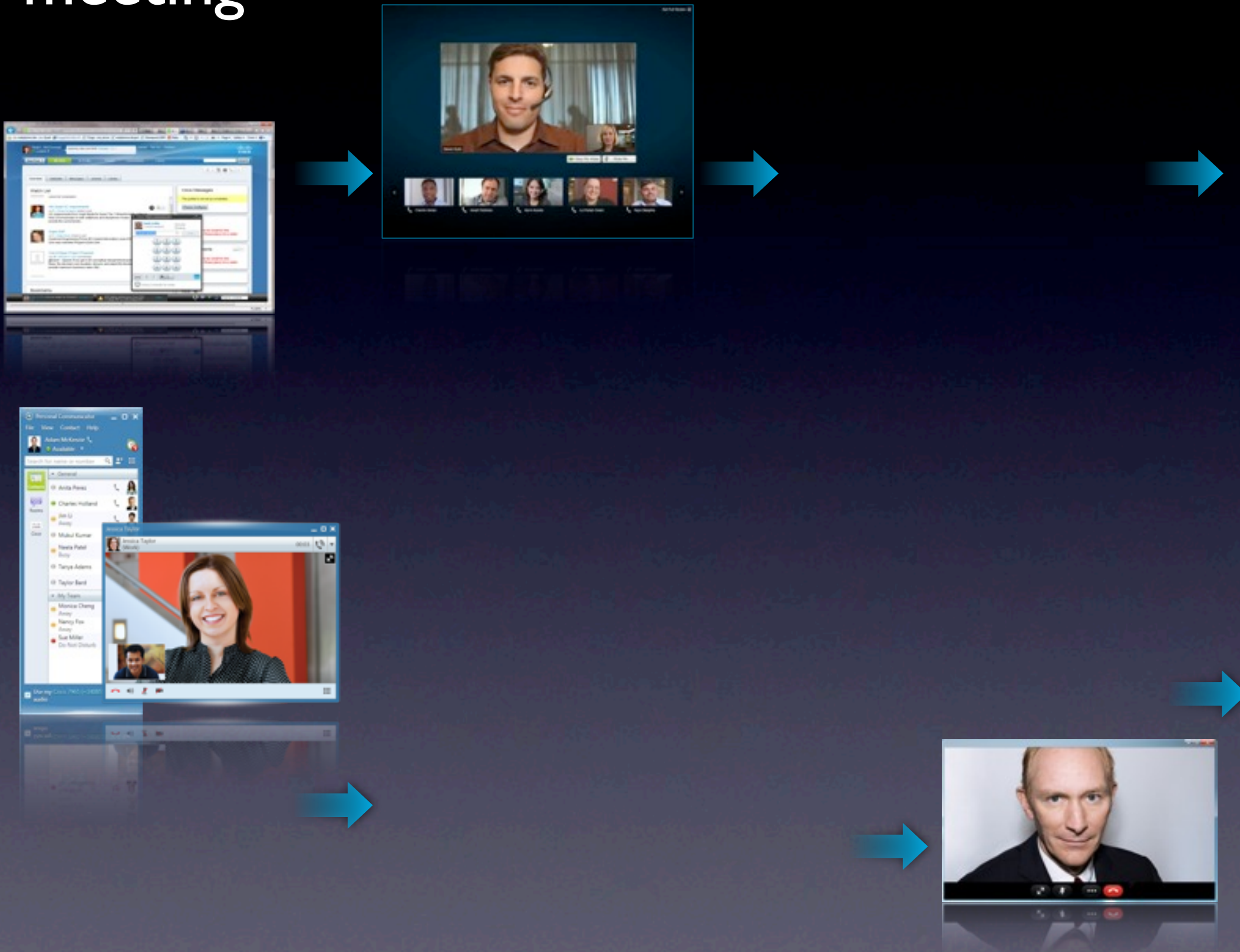
# TelePresence Touch screen - So simple



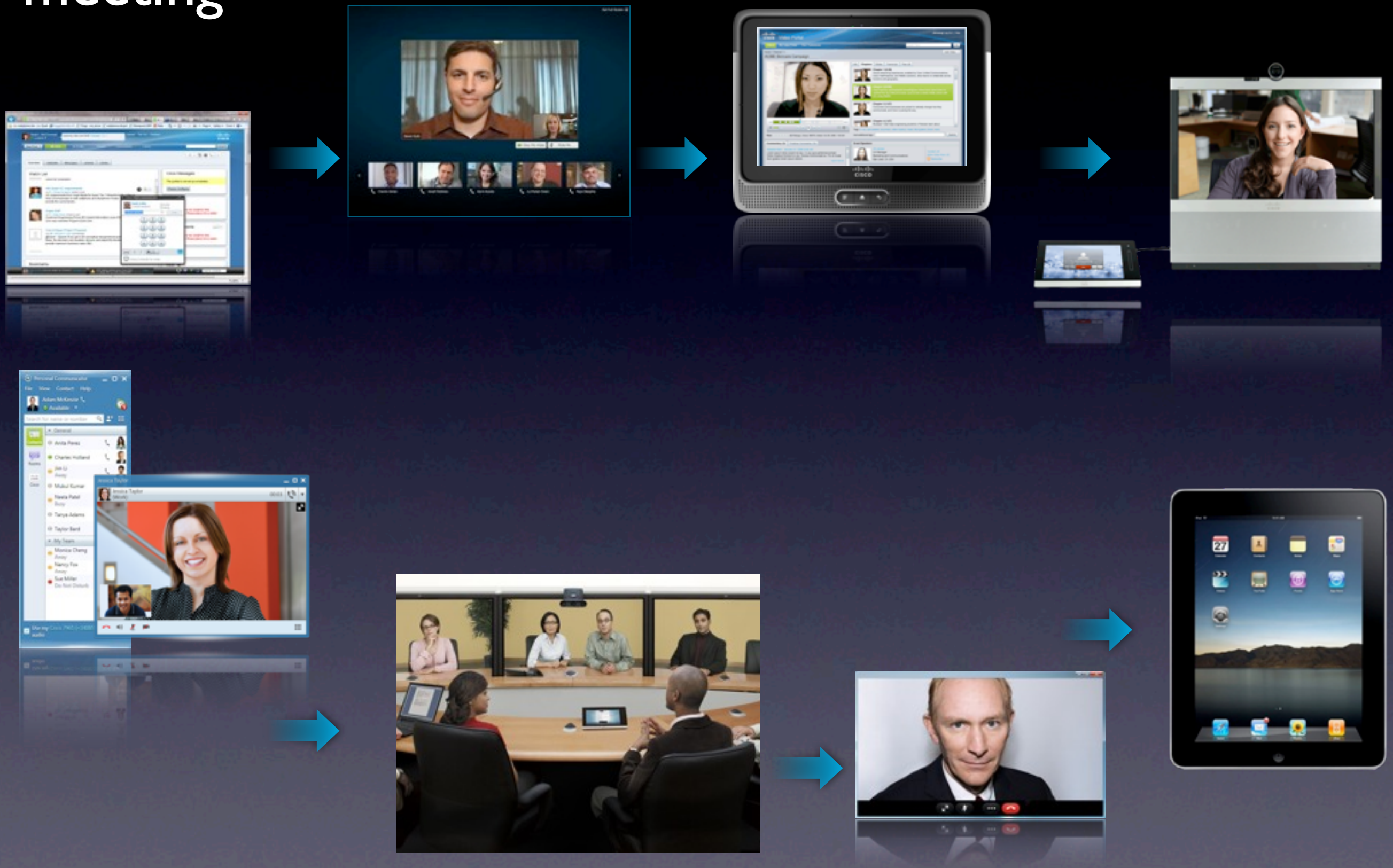
- A glide of the finger to make and manage calls with Cisco TelePresence touch screen
- Intuitive control with clear, context-sensitive functions



# Video across multiple platforms can join the same meeting



# Video across multiple platforms can join the same meeting





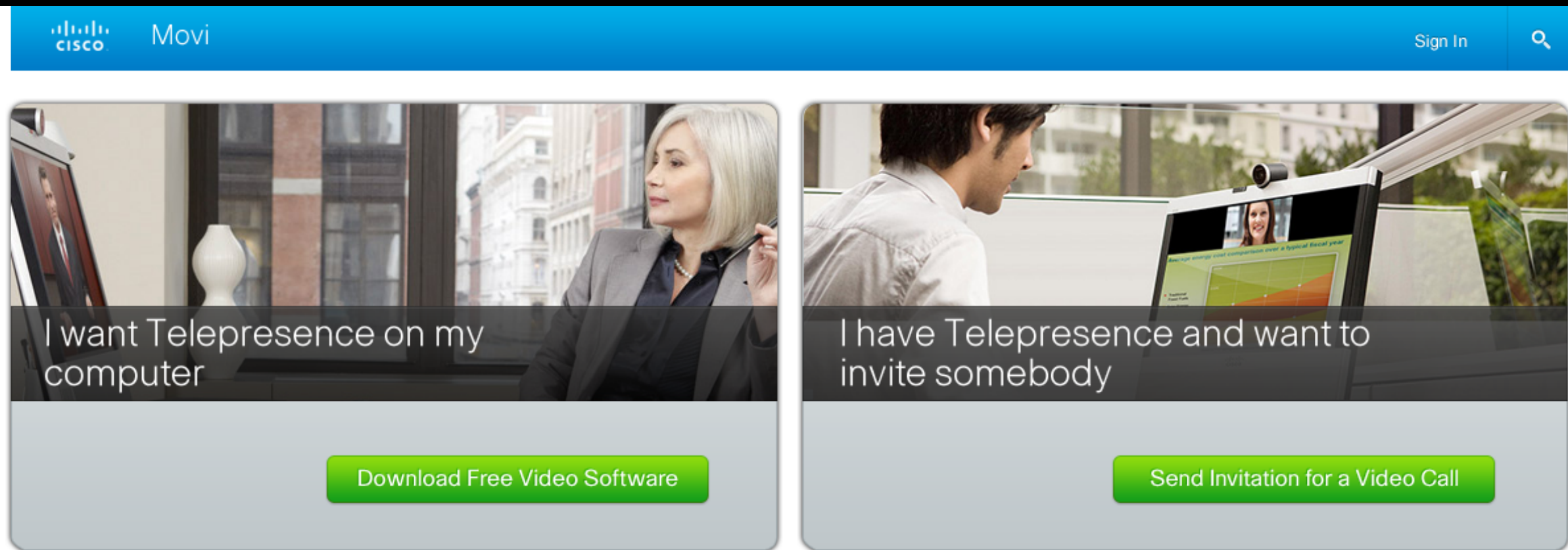
# Cisco Jabber Video for TelePresence (Beta)

Free mobile video extends TelePresence to smaller partners or vendors



- Mobile video that is a free, simple download to your computer
- High quality video that uses the Jabber video solution and Callway backbone
- Easily accessible and complements existing TelePresence roll-outs
- Available as a Beta trial

# How It works



- On <http://www.ciscojabbervideo.com>, users can create an account, download the client or send an invite to someone else.
- Sign up is simple – and takes under 5 minutes
  - Quick form to fill out
  - Create a new user login
- Cisco Free Client uses the Callway cloud and the video address will be [userID@jabber.com](mailto:userID@jabber.com)



# Architecture Leverage

Unite applications and endpoints.

From the Desktop to the Boardroom



# The Right Device for Each Interaction

Create the right experience

Basic



Business



Advanced Business



Advanced Professional



Advanced Collaborative



Mobile Collaborative



Voice Communications

Media Communications

Voice

Visual, Mobile, Virtualized

4

Choice of Endpoints and Devices



# Users Require Uncompromised Experience

Any app, any data, any device, any media ...Anywhere!

## PC Centric



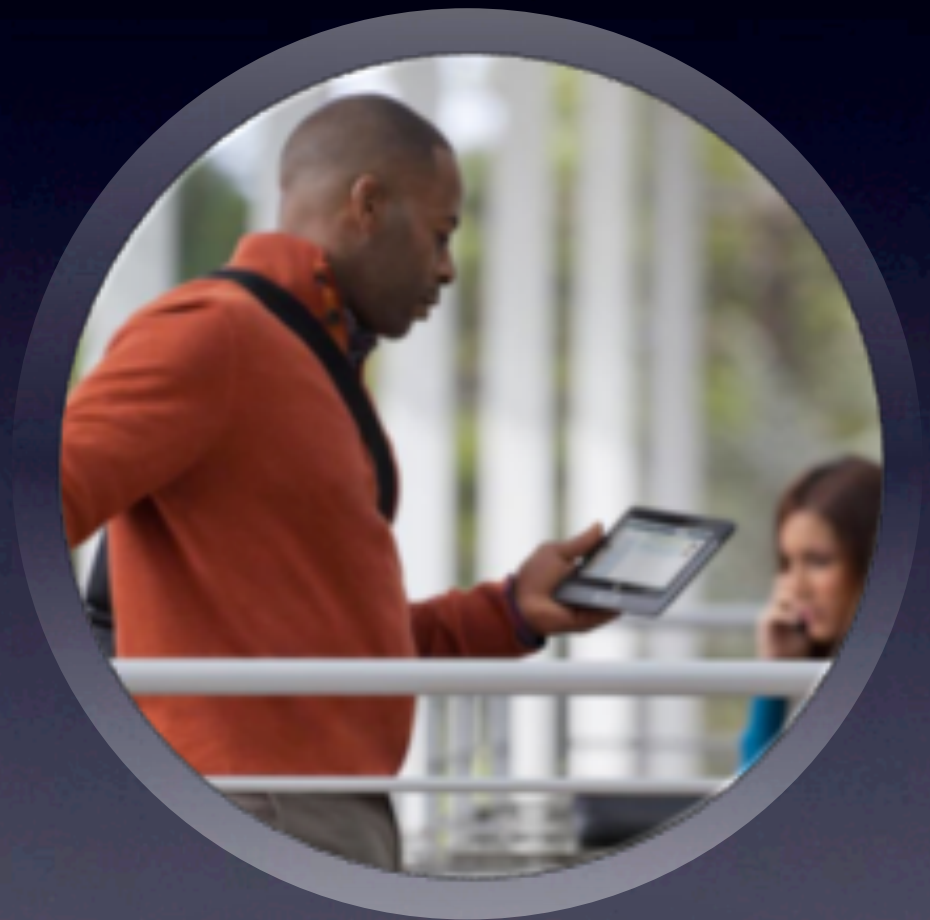
## Phone Centric



## Video Centric



## Next Generation Virtual Workspace



# Bringing Together Desktop Virtualization & Collaboration

- Data security & compliance
- Business continuity / agility
- Reduced TCO
- Standardized IT experience, customizable user experience

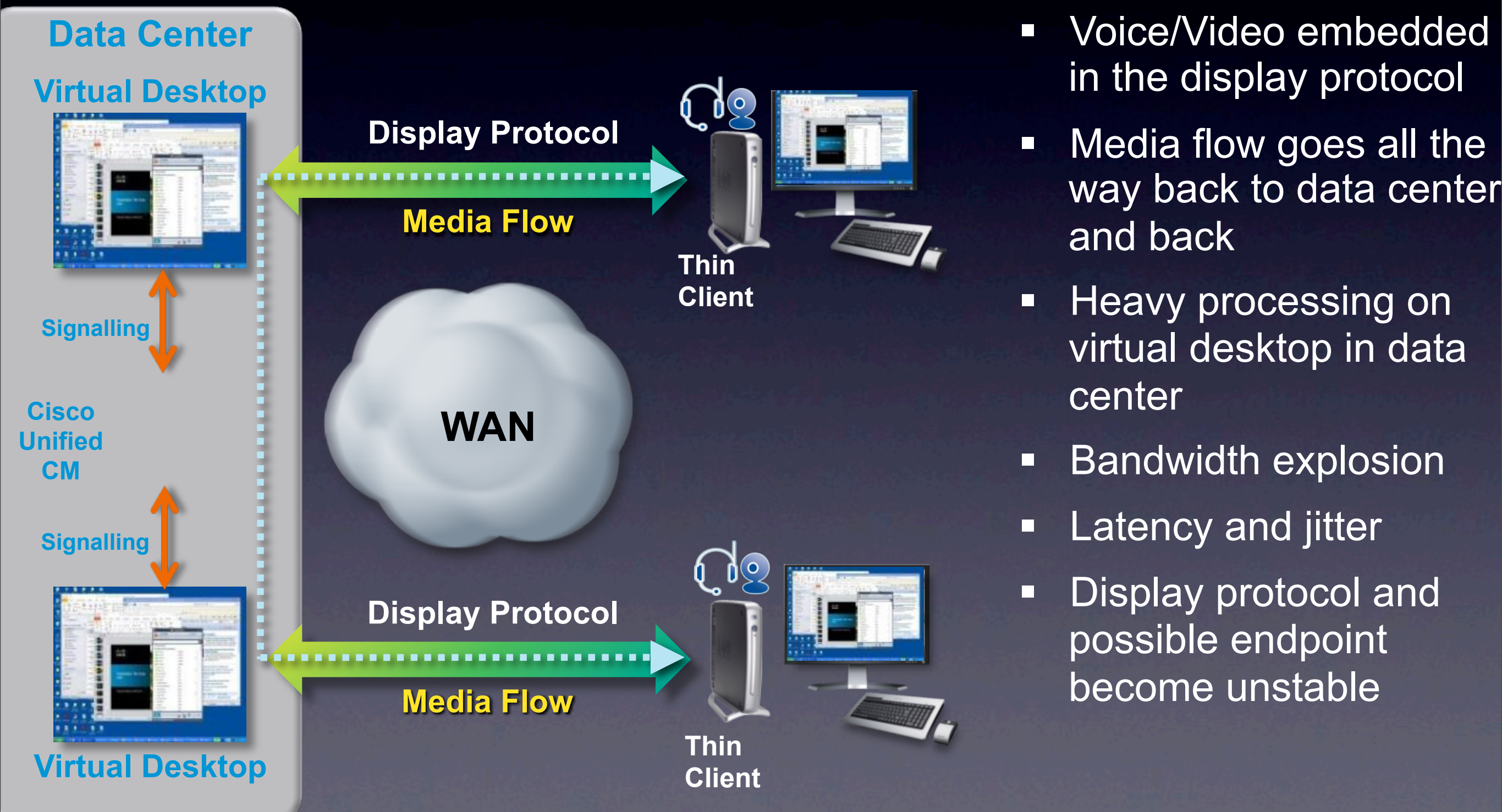
- Voice, Video, IM, Conference
- Presence
- Mobility
- Real time
- Range of devices





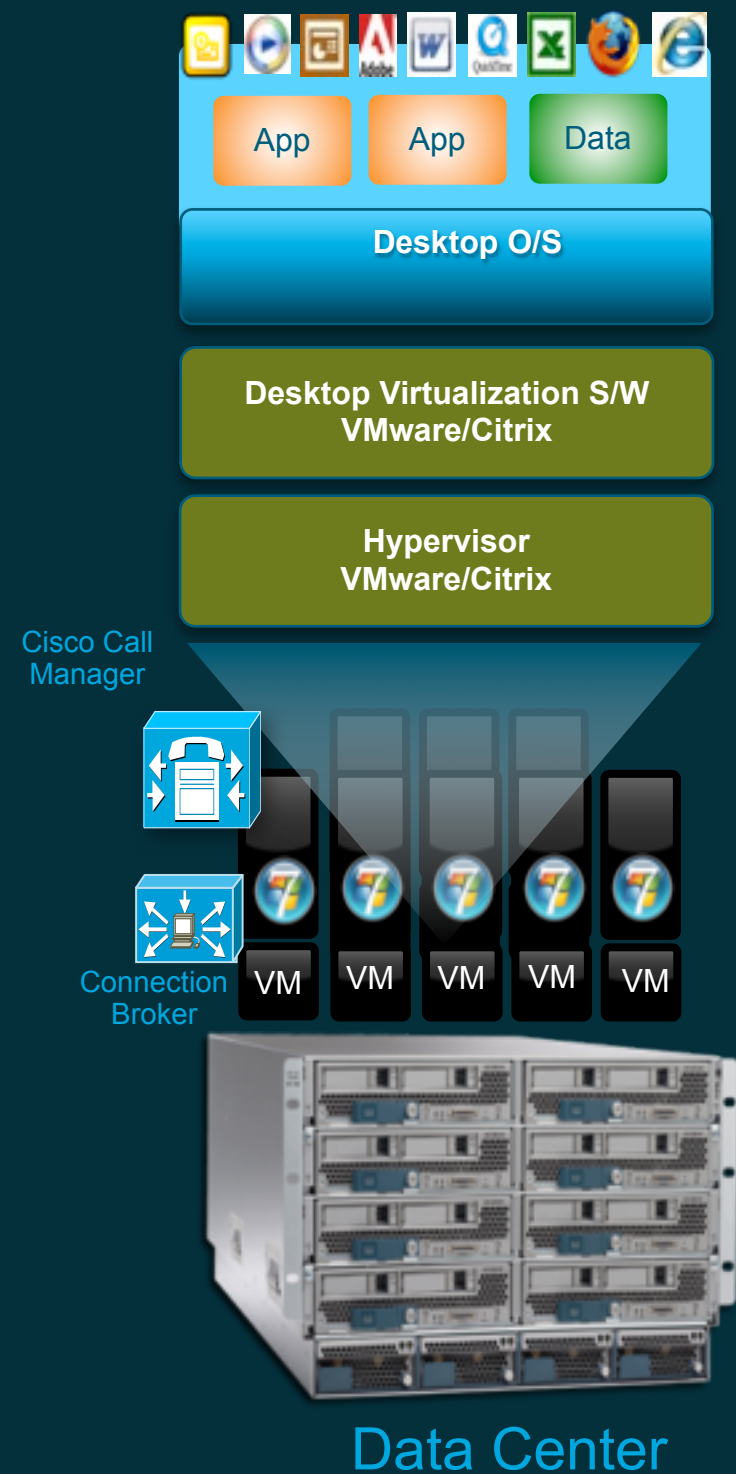
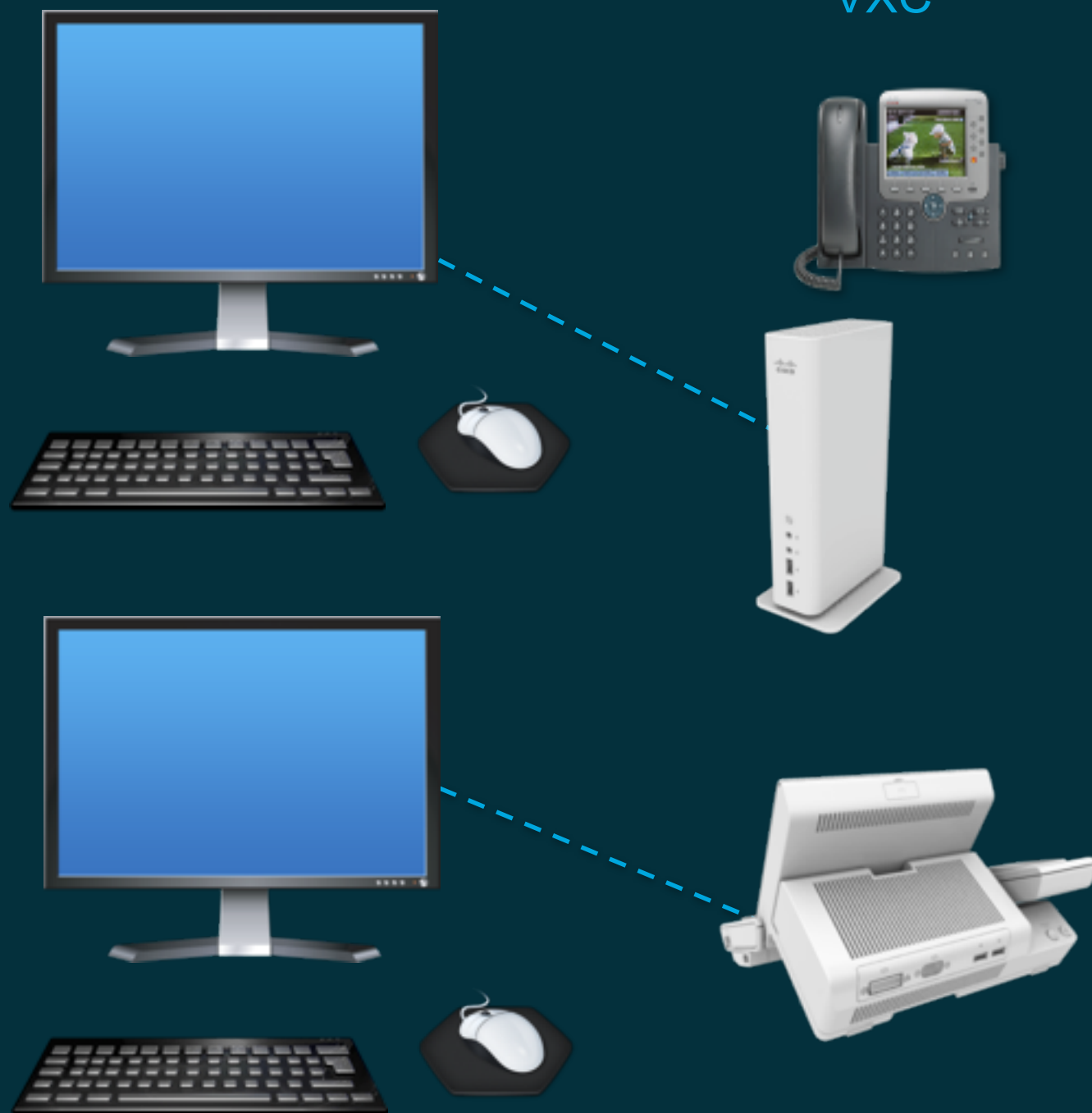
# Voice, Video, Virtual Desktop Challenge

## Hairpin Effect – Causing undesirable results



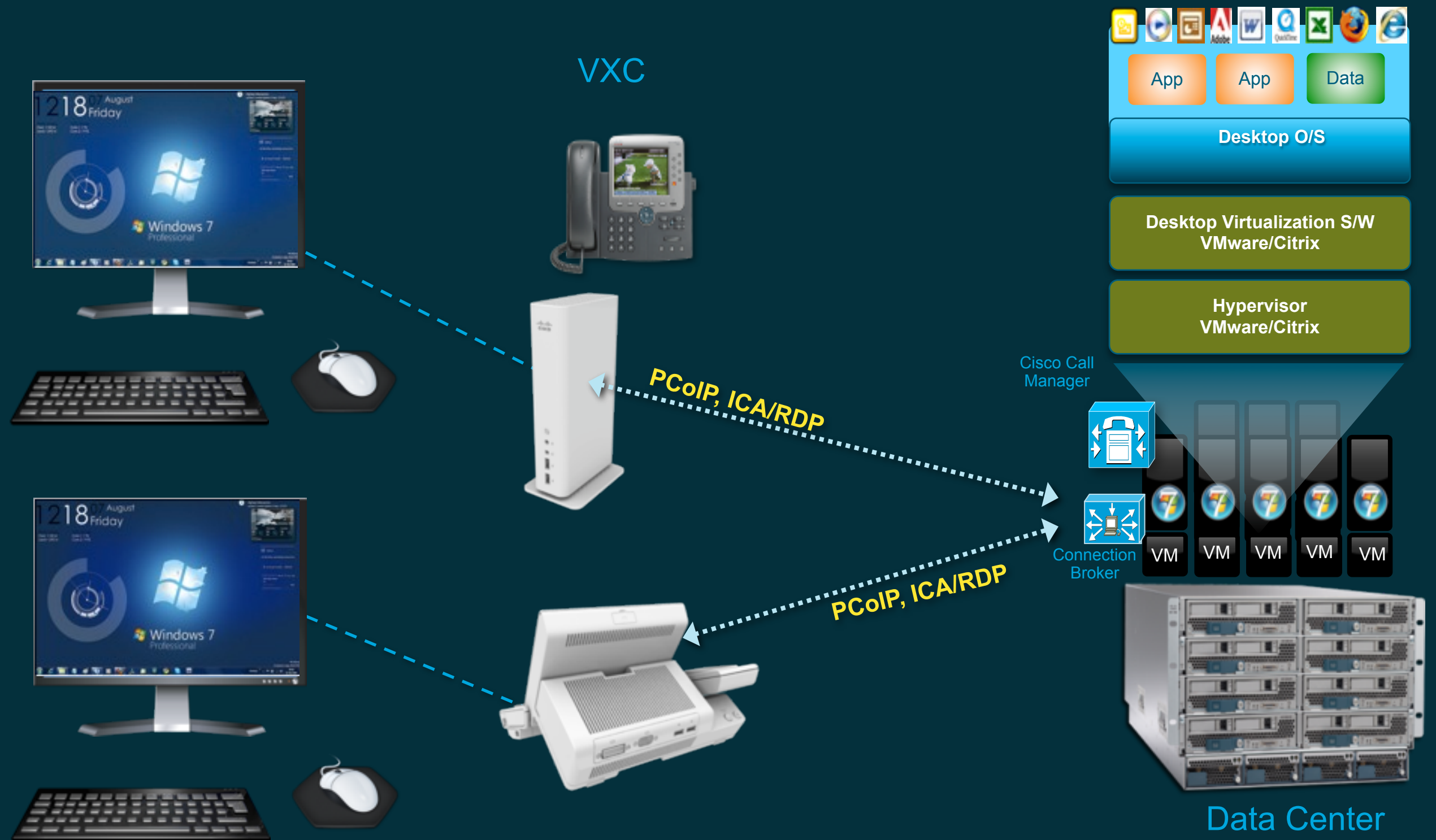
# VXC 2100/2200: Call Flow

VXC

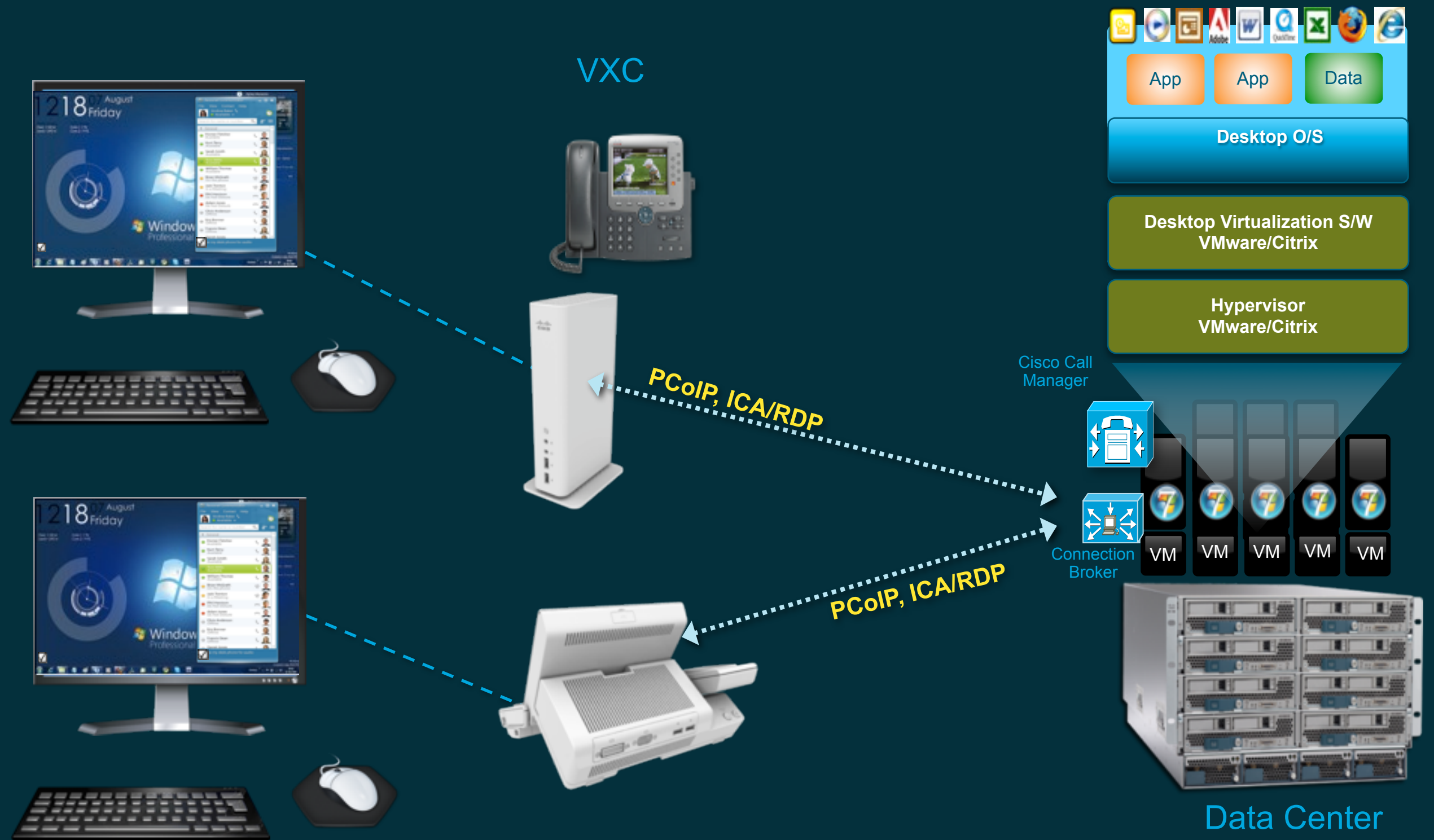




# VXC 2100/2200: Call Flow

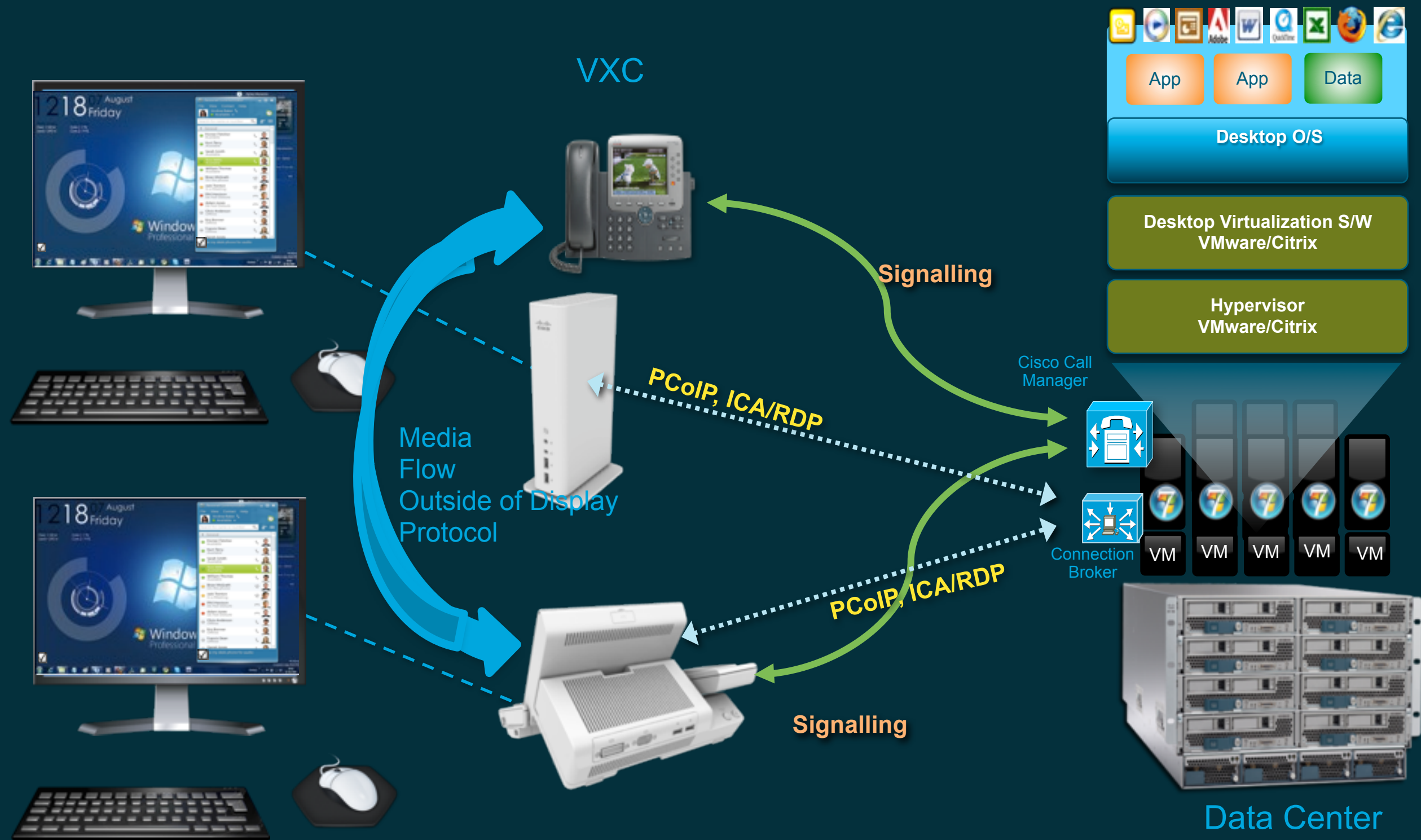


# VXC 2100/2200: Call Flow





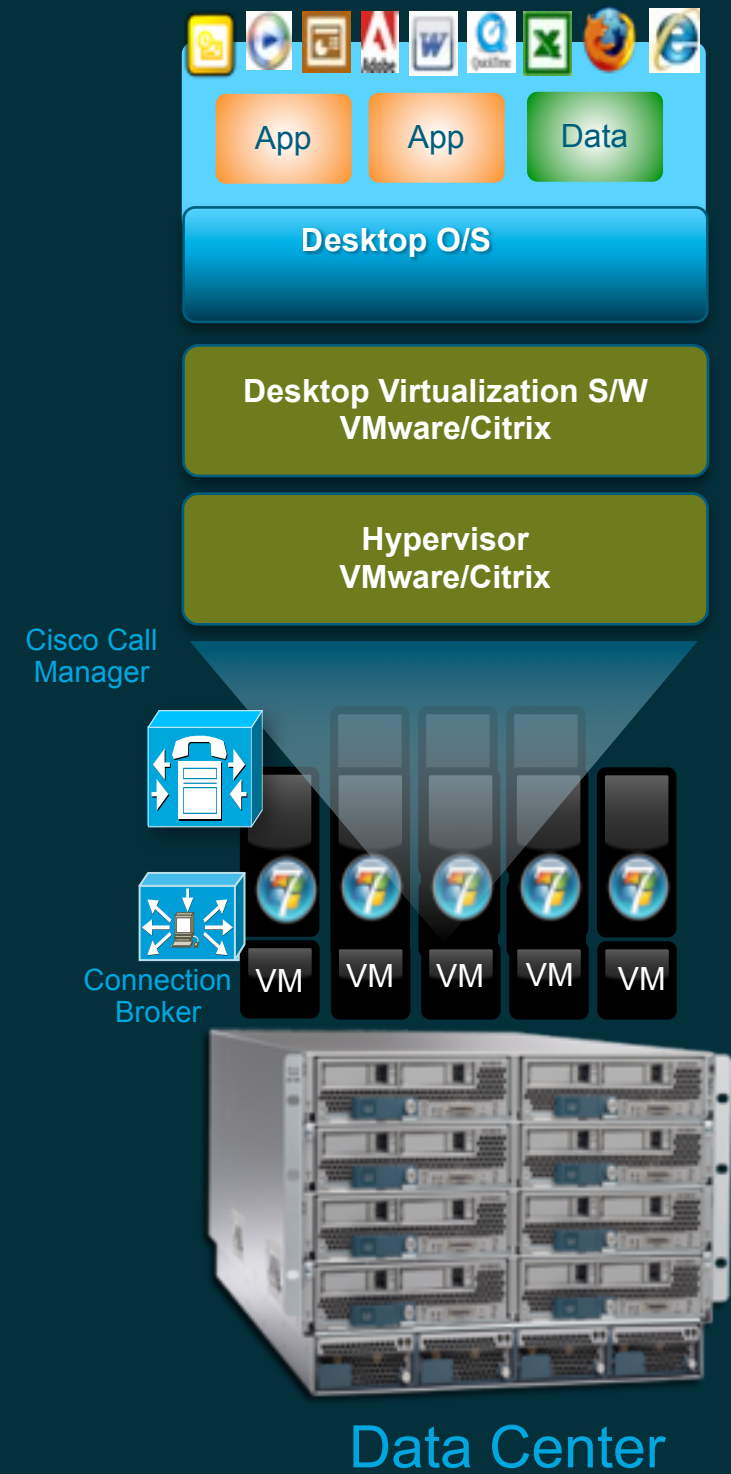
# VXC 2100/2200: Call Flow



# VXC 6215/4000: Rich Media Enabled VXI Endpoint



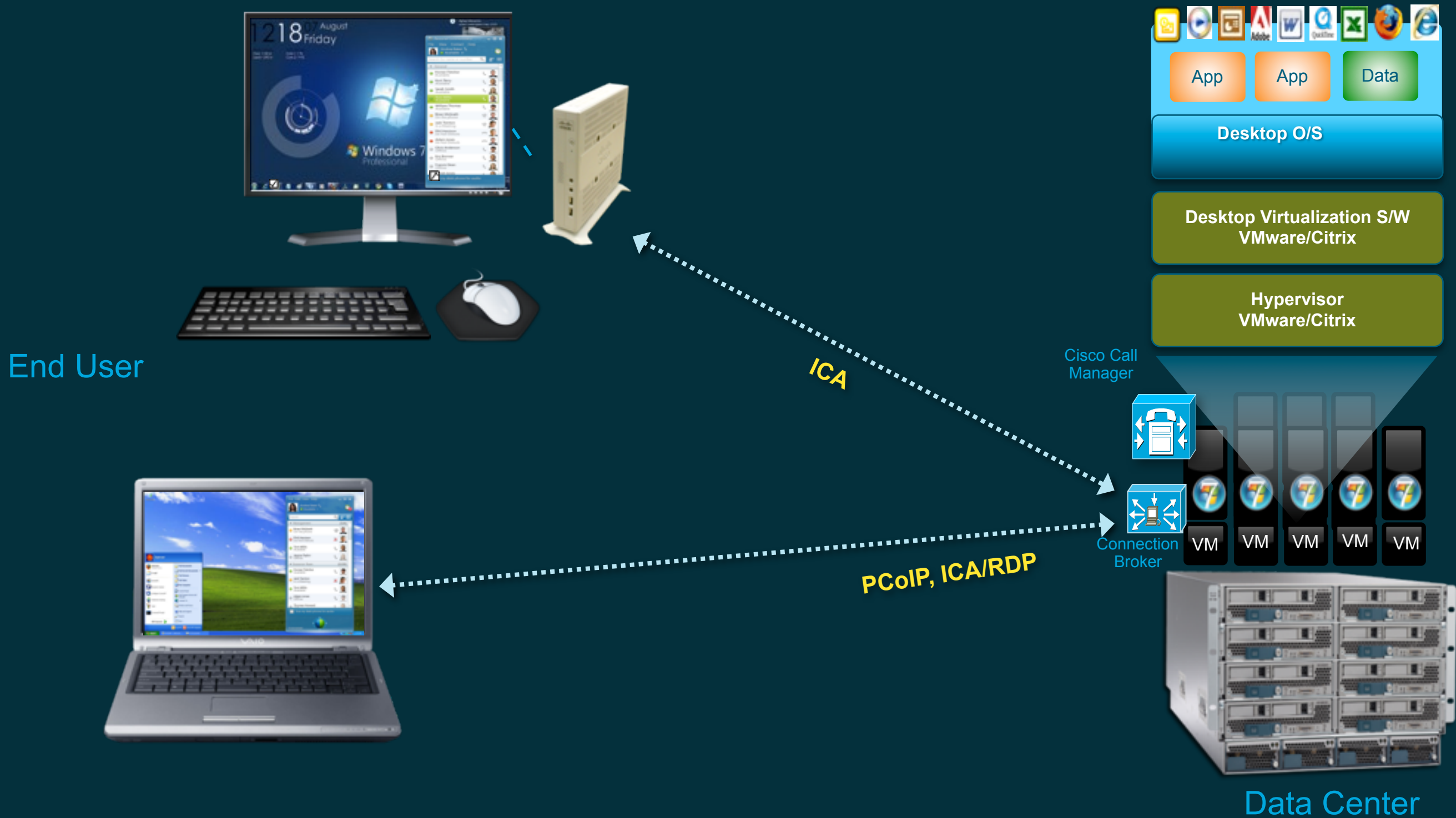
End User



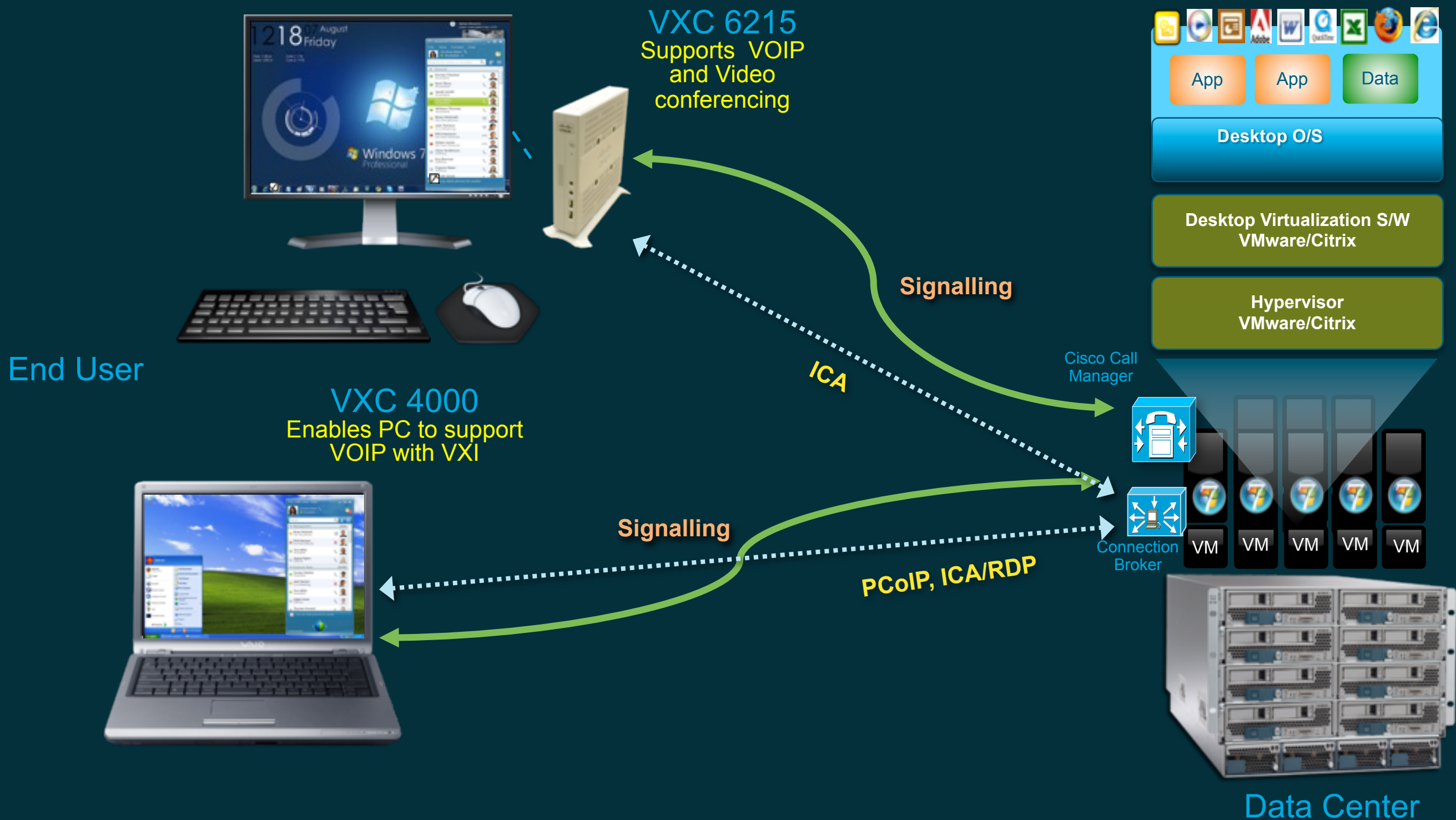


# VXC 6215/4000:

## Rich Media Enabled VXI Endpoint

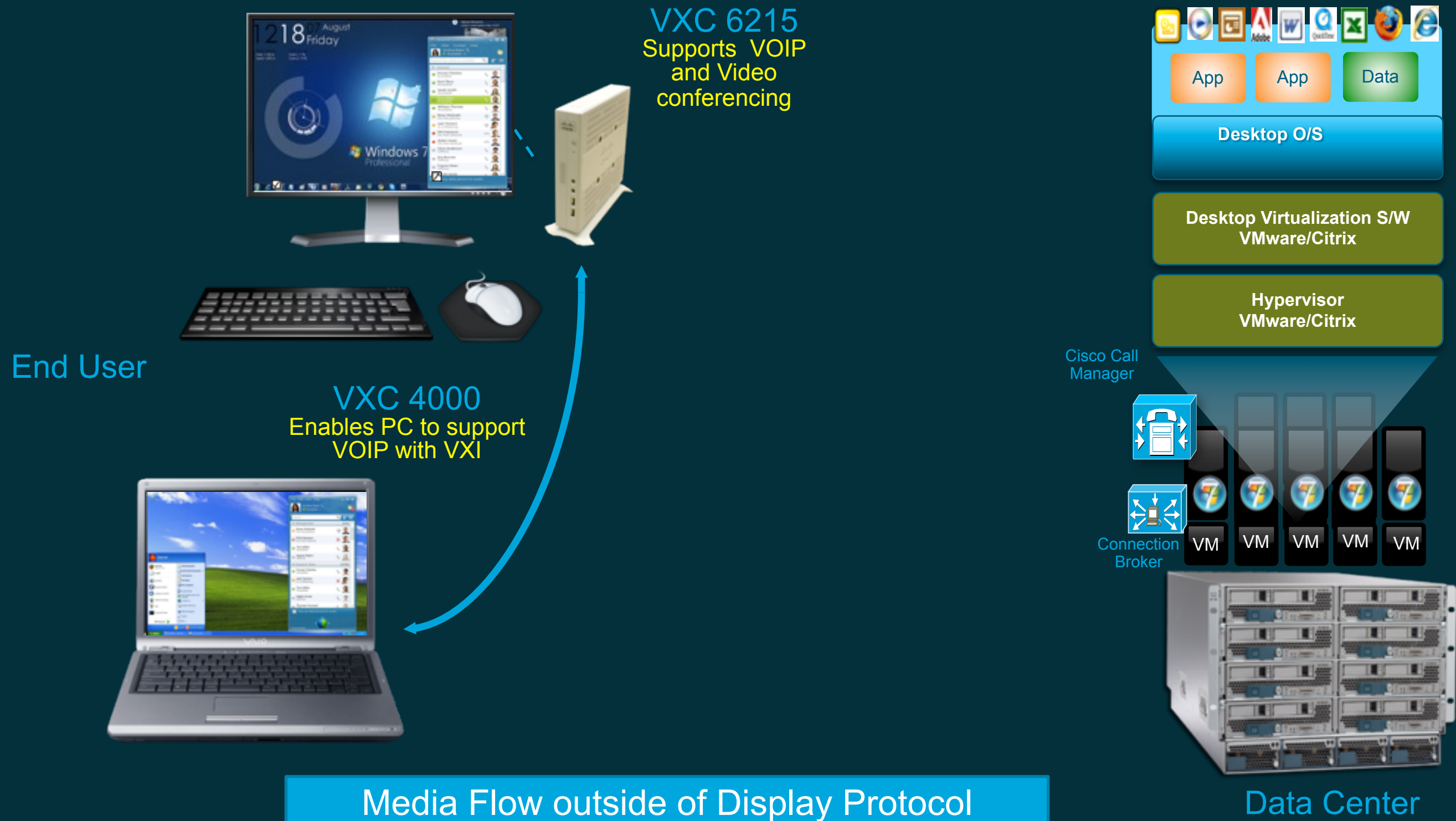


# VXC 6215/4000: Rich Media Enabled VXI Endpoint





# VXC 6215/4000: Rich Media Enabled VXI Endpoint



# Virtualization Experience Clients (VXC)



## Zero Clients

## Zero Clients

## Software Appliance

## Thin Client

## Enterprise Tablet

VXC 2100 Series

VXC 2200 Series

VXC 4000

VXC 6215

Cisco Cius

Shipping

Shipping

Available  
Q4CY11

Available  
Q1CY12

Shipping

Recent additions to the Virtualization Experience Clients (VXC) portfolio



# New VXi Cisco Validated Designs

- Cisco Validated Designs (CVDs):
  - Citrix XenDesktop
  - VMware View
- Growing partner ecosystem including:
  - NetApp, EMC, Intel, Wyse,
  - Samsung, AppSense, Microsoft, McAfee
  - LiquidwareLabs, Trend Micro, Atlantis, Unidesk
- Increasing number of channel partners
  - Partners transforming from traditional desktop to Virtual Workspace practice



Yesterday's solutions aren't enough. Customers want to be taken care of...





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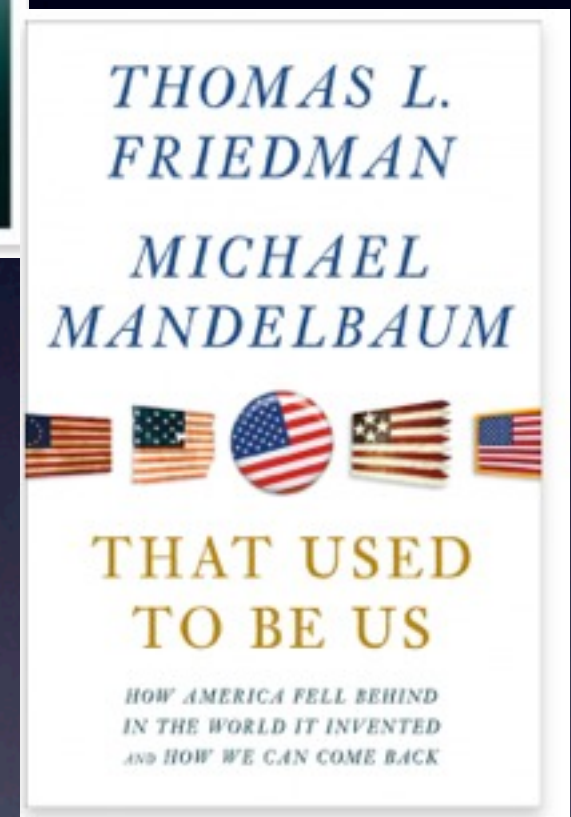
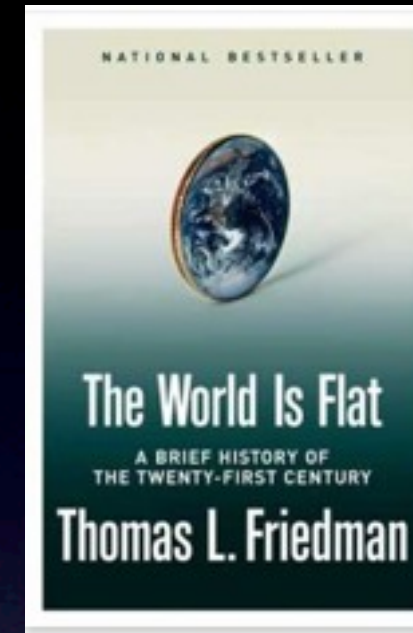


Yesterday's solutions aren't enough. Customers want to be taken care of...  
at any time, in any location, and on any device.

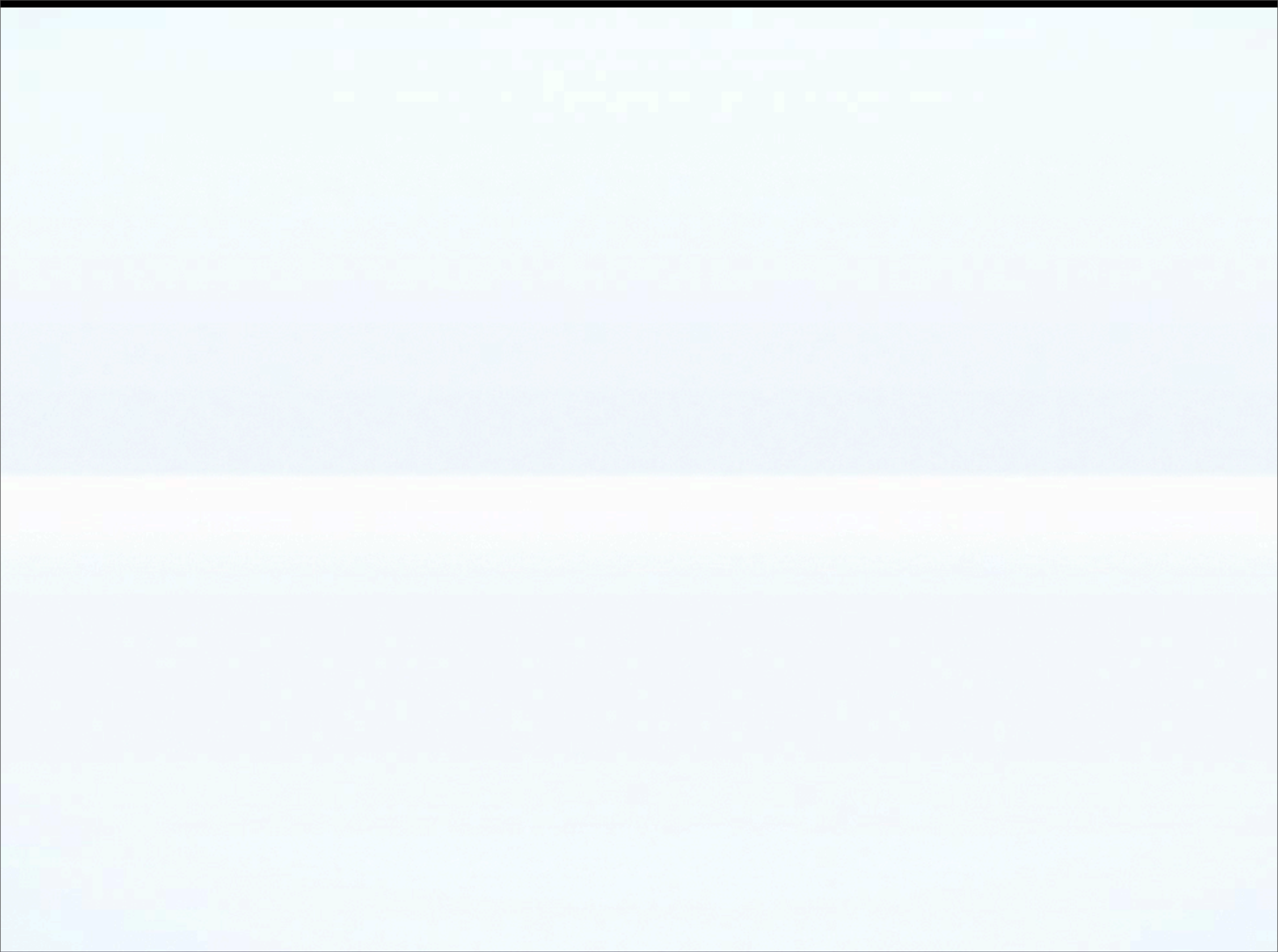




# Thomas L. Friedman



“Average is over”





“The power to  
bring people together  
at critical moments, is key to  
aggregating and amplifying  
the impact of employees”

- Harvard Business Review