



# The New Collaboration Experience

## Meeting the Needs of Next-Generation Learners



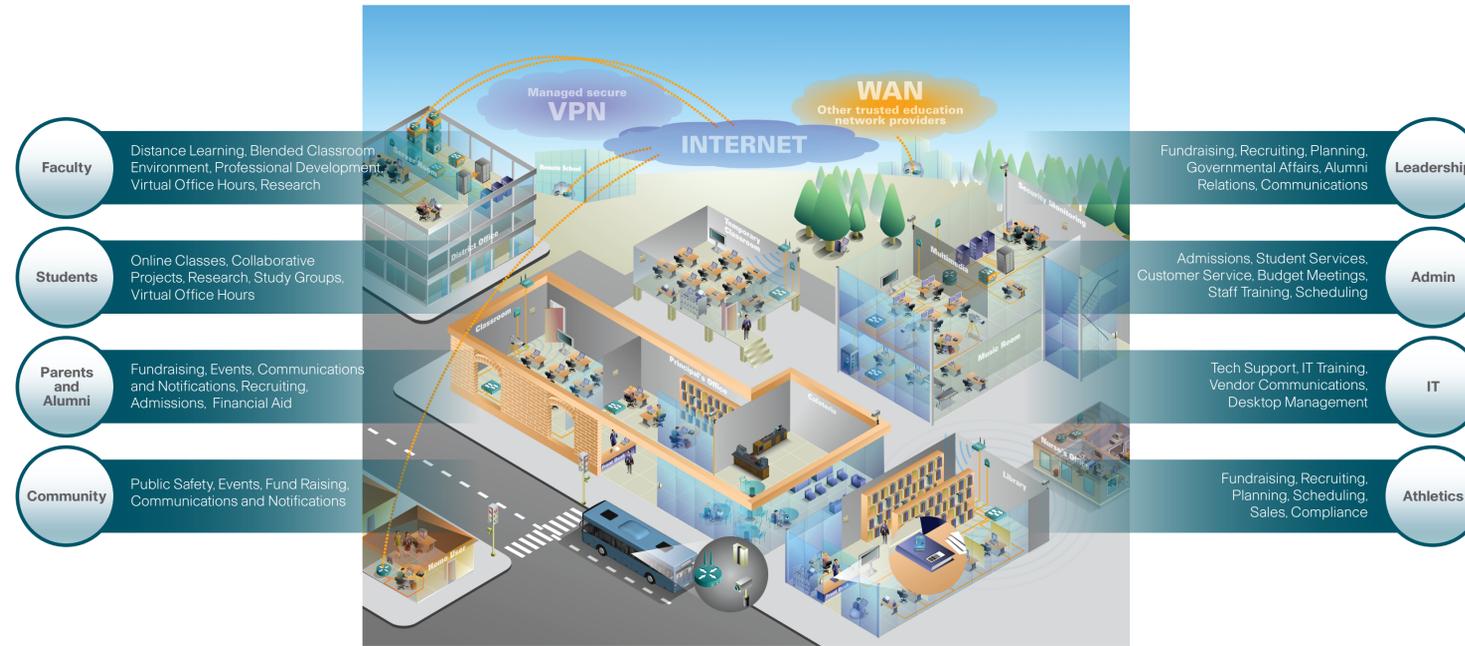
### Create a Collaborative Learning Environment

Cisco Collaboration can help you engage students and expand learning opportunities while enabling administrative and operational efficiencies.

- **Students can instantly collaborate** with classmates and effectively interact with teachers for guidance and feedback.
- **Teachers can work more effectively** with other teachers, other institutions, and with students, parents, and administration.
- **Administration and staff can accelerate communications** between departments.
- **Parents and community can have near real-time access to information** on student progress, events and emergencies.

With Cisco Collaboration, schools can:

- **Deliver media-rich learning experiences** that more closely mirror the way students absorb information, interact with others, and use technology in their everyday lives.
- **Accommodate evolving student-centric learning styles** with 24-hour online data, audio, and video libraries and e-portfolios created by teachers and students.
- **Enable the spontaneous creation of teams** so students can explore ideas, solve problems, and learn from one another whether on or off campus.
- **Create dynamic working environments** that enable teachers and students to share expertise and ideas—quickly and easily—anytime and anywhere.
- **Reach beyond the brick and mortar campus** so students and teachers can connect, communicate, and collaborate with experts and peers around the world.
- **Improve school safety and security** with network-powered solutions that deliver the right information, at the right time, to the right people—quickly, simply, and effectively.



### Cisco Collaboration Solution Portfolio

- **IP Communications**  
Boost productivity by extending consistent communications services to employees, whether they work in an office or remotely.
- **Mobile Applications**  
Increase responsiveness by making mobile devices extensions of the network.
- **Customer Care**  
Proactively connect people with the information, expertise, and support they need.
- **TelePresence**  
Meet face-to-face, within and between organizations, unbound by geography.
- **Conferencing**  
Extend the reach of your workforce with advanced audio, web, and videoconferencing.
- **Messaging**  
Accelerate communications within and between organizations with real-time presence, instant messaging (IM), advanced email and unified messaging.
- **Enterprise Social Software**  
Quickly find, access, and share relevant information using secure, collaborative software, automated expertise, and media locators.

[www.cisco.com/go/collaboration](http://www.cisco.com/go/collaboration)  
[www.cisco.com/go/education](http://www.cisco.com/go/education)

### The Five Essential Elements of Collaboration

#### Information

Cisco Collaboration solutions build upon single-threaded, asynchronous communications, adding multi-threaded communications that take place in real-time over a wide range of devices, applications, and mediums.

#### People

Cisco Collaboration extends beyond traditional boundaries to enable collaboration between organizations.

#### Communities

Cisco Collaboration evolves the network from static, predefined connections to dynamic connections that enable the ad hoc creation of teams, so information sharing and responsiveness can be accelerated.

#### Context

Instead of the model in which you find information and people, Cisco Collaboration solutions make it possible for people and information to find you. It's all about context: the right time, the right people, the right resource on the right job.

#### Security

With Cisco Collaboration solutions, exclusive security models are replaced by inclusive security models that selectively provide access to authorized people even if they reside outside the organization.

#### IP Communications

##### Empower People with IP Communications

Converging communications—putting separate voice, video and data networks onto a single IP network—can provide immediate reductions in the cost of communications.

**The vast majority of public sector organizations realize net savings of \$595 per user within five years when they switch to VoIP, according to a Salire Partners UC TCO analysis of public and private organizations.**

Township High School District 214 in Cook County, Illinois, saved over US\$400,000 when it unified its voice, video, and data networks. More importantly, the district laid a foundation for productivity-building unified communications applications such as running time cards and student attendance on IP phones.

**You can obtain up to two hours of more productive work from employees every day, by extending unified communications across your organization, according to a 2008 study by research firm, Chadwick Martin Bailey.**

St. Savior's School in Ikoji, Lagos, unified its communications to improve responsiveness in emergency situations. As a result, the school:

- **Enables more effective collaboration** between students and staff, which has improved learning and productivity
- **Keeps teachers informed** about issues and incidents regardless of where they are in the school
- **Greatly enhances the school's ability to respond to emergencies** by using the IP phones, which are in every classroom
- **Improves their ability to notify parents and guardians** regarding absenteeism, security issues, and other events that affect their child's safety

##### St. Savior's School

"Our pupils have embraced the technology enthusiastically and with ease. The staff is elated with the wealth of learning that digital access has brought into the classroom, and how it has extended the learning experience beyond the classroom."

Mrs. Geraldine Donnellan  
ICT Director  
St. Savior's School



#### Mobile Applications



##### Empower Mobile Workers

Extending collaborative capabilities to mobile devices keeps everyone productive even when they're on the move. With Cisco mobile applications, mobile workers can:

- Use multimedia collaboration tools such as voice, video, and Instant Messaging to participate in WebEx meetings
  - Access unified communications capabilities
  - Automatically move active calls between WiFi and the cellular network from their Nokia smartphones and BlackBerry phones
- These and other advanced capabilities can have a big impact on your mobile workers, making it possible for you to:
- Increase worker productivity
  - Control costs by making mobile devices extensions of the network
  - Improve responsiveness to students and parents

#### TelePresence

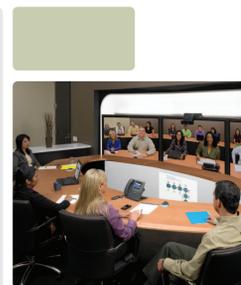
##### Empower Teachers and Learners with TelePresence

From classroom learning, to collaborative research, to meeting with colleagues around the world, Cisco TelePresence conferencing dramatically improves an institution's ability to collaborate effectively. By enabling people to meet, share documentation, and make decisions in real time, unencumbered by geography, the Cisco TelePresence system reduces the need for frequent travel and all of its associated costs.

**Cisco on Cisco**  
**Over 330,000 TelePresence meetings have been held within Cisco. Participants avoided travel for 63,240 of these meetings, which saved Cisco US\$253M and eliminated 136,598 million cubic meters of carbon emissions; the equivalent of taking 31,124 cars off the road.**

The Fontana Unified School District in California uses Cisco TelePresence conferencing to distribute its knowledge and expertise across 40 schools. The district uses Cisco TelePresence to:

- Expose students and staff to the latest technology tools, to industry leaders and global learning resources
- Enable group brainstorming and build essential teamwork skills
- Conduct district administrative meetings, which reduces travel-related costs and improves productivity



##### Fontana Unified School District

"By providing advanced communications services, we are equipping our students with the skills needed to succeed in this evolving, globalized world. TelePresence is so easy to use, it was a 'no-brainer' to move forward with it. If you can use a phone, you can use TelePresence."

Randy Bassett  
CTO  
Fontana Unified School District

#### Customer Care

##### Empower Parents and Students with Information and Expertise

Cisco customer care products can help you proactively connect people with the information, expertise, and support they need, when and where they need it.

These advanced products provide intelligent routing and call treatment, so you can transform customer care from simple phone transactions to rich interactions that can be customized to meet the needs of parents, students, faculty and staff using voice, web, email, and video.

With Cisco customer care, schools can:

- **Increase responsiveness while decreasing costs** by enabling service agents to be more efficient and productive and by utilizing voice self-service functionality
- **Virtualize knowledgeable staff and contact center applications** to make sure people are connected to the right person regardless of where that person is located
- **Provide personalized 24-hour services and respond in new and innovative ways** by utilizing automated speech recognition and text-to-speech capabilities



#### Conferencing

##### Empower Everyone with Instant Conferencing

Leverage the industry's most compelling and cost-effective conferencing experiences to deliver:

- **Innovative education.** The Cisco WebEx Collaboration Cloud enables new and novel ways to educate beyond the current curriculum and geographic boundaries.
- **Enhanced recruitment and retention.** WebEx is proven, cutting-edge technology that enables more connected, media-rich learning experiences.
- **Research collaboration.** WebEx allows schools to reach out internationally to collaborate with peers and educational leaders.

More than 70 percent of the students who attend Sabio Academy in Chicago access courses from remote computers using WebEx. As a result, the academy:

- Attracts world-class talent from around the world
- Doubled its number of students
- Benefits from remote faculty members who are passionate about teaching in a collaborative online environment
- SAT prep school, MyeAcademy in California uses Cisco WebEx tools to supplement onsite courses with live online classes. The academy:
  - Improved instruction with WebEx through increased interactivity, customization, and instant analysis of test results
  - Increased its teaching capacity by 200 percent, doubling class size while improving instruction quality
  - Received "highly satisfied" ratings from 95 percent of online students
  - Is poised to expand instruction into language training

##### Sabio Academy

"WebEx makes it possible for me to watch students work out problems right in front of me. There's no way I could engage with students on that level if I were standing in front of them in a traditional classroom."

James Choi  
Director of Mathematics  
Sabio Academy



#### Messaging

##### Empower Faculty and Staff with Advanced Messaging

Communicate securely and effectively inside your school and with outside organizations using Cisco messaging solutions. Users can view real-time presence information and quickly connect through email, IM, and voicemail.

The ability to efficiently access and deliver messages anywhere on any device using email, IM, and voicemail provides proven productivity gains.

- According to a 2008 survey by research firm, Chadwick Martin Bailey, you can:
- Save up to 20 minutes per user daily with advanced messaging clients, IM, and presence.
  - Save up to 40 additional minutes per user daily by escalating IM sessions into phone calls and web conferences
  - Save up to 20 minutes per user daily through more efficient message management



##### Cisco on Cisco

In a pilot, Cisco extended messaging capabilities to 3,000 of its own field sales users. The advanced capabilities provide 65 minutes of additional productivity every day. The projected annual value is \$875M, which can be used to fund other projects.

#### Enterprise Social Software

##### Empower Communities with Web 2.0 for Education

Enable secure, social-driven collaboration inside and outside your school with Cisco's Enterprise Social Software. Allow virtual teams and communities to:

- Create, share and scale content and expertise
- Schedule meetings and enable IM, voice, and video communications
- Quickly share ideas through blogs and wikis
- Take advantage of micro-blogging, content rating, and tagging to work more efficiently

Web 2.0 and social networking are being used by schools with increasing frequency for student-to-student and student-to-faculty collaborations, collaboration with the public, situational awareness and affordable information dissemination.

Another enterprise social software solution is Cisco Show and Share. Video is everywhere these days.

**According to a 2009 report from IDC, the typical employee now watches 4.6 hours of enterprise video each month. It's not a matter of if video will make its way into your organization, but when.**

If you'd like to share ideas and expertise with user-generated video content, the Cisco Show and Share social video system can help you do it.

##### Cisco on Cisco

Cisco uses its own Cisco Show and Share social video system to share ideas and expertise. Users create content with the touch of a button, tag videos with keywords to facilitate search functionality, and viewers can easily rate content and add comments to add value

