



Cisco Unified Communications and Transforming your Business



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Cisco



Business is in transition



Cisco Unified Communications: Quadruple Play for the Enterprise

Virtualization

*Real-time session
management*

Mobility

Wired and wireless

Video

*Rich media
collaboration*

Speech

*Voice access
to services*

Presence

*Intelligence in
the network*

Policy

*Identity and
preference*



Recent Acquisitions: **Audium, Metreos, Orative**



Leading contact center and voice application platform; expertise in open standards such as VoiceXML

Development tool to build custom applications on Cisco's Unified Communications platform



Extending advanced Unified Communications capabilities to the mobile device

Mobility: Take Your Office With You



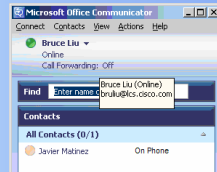
Single directory number

le voicemail box

Instant access

UC Multi-Layer Platform to Build Business Solutions

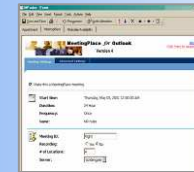
3RD Party Applications



Microsoft outlook



Vertical apps.



IBM Lotus Notes

Applications



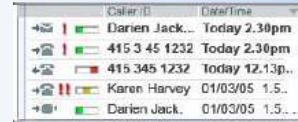
Mobile Connect



Unity Unified Messaging



Unified Meeting Place conferencing



Unified Presence Server



Unified Personal Communicator



Unified Contact Centre

Endpoints



Unified IP phones



Unified IP Communicator



Nokia Dual-Mode

Call Control



Unified CallManager Express



Unified CallManager

Infrastructure



Routing



Switching



Availability



Management



QoS

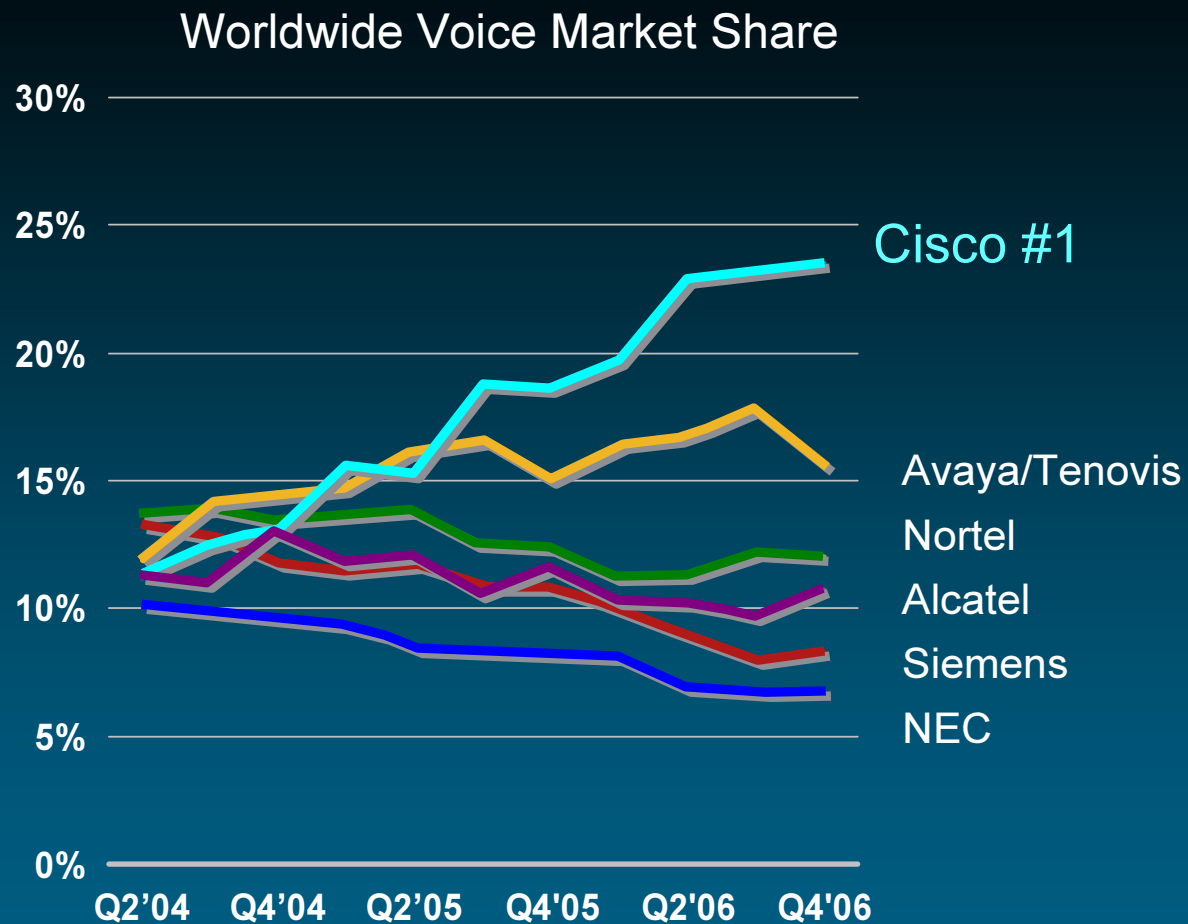


Security



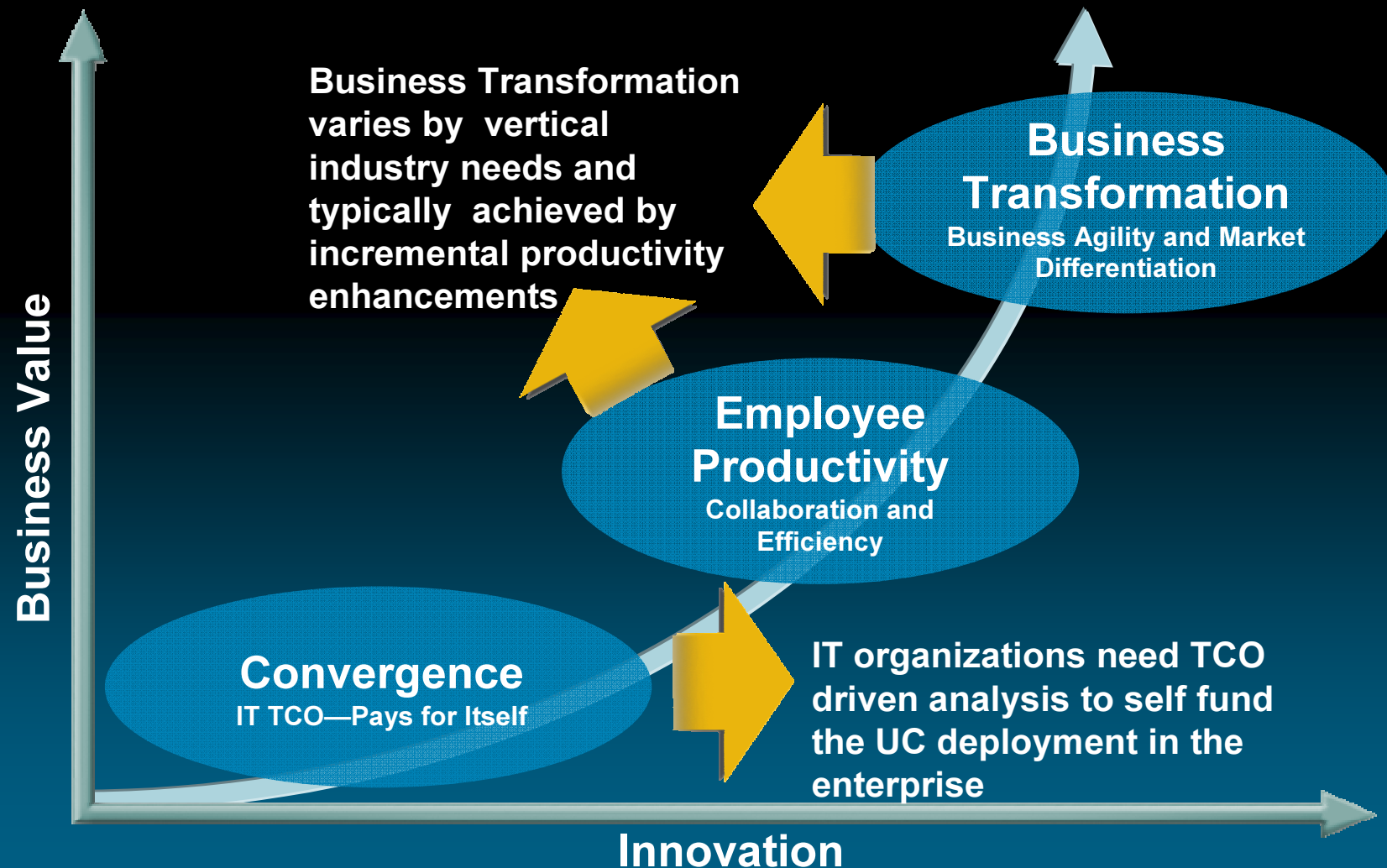
Administration

Cisco Enterprise Voice Market Share



Source: Synergy Research Group, February 2007.

What is the strategic framework Customers are using to evaluate and adopt UC



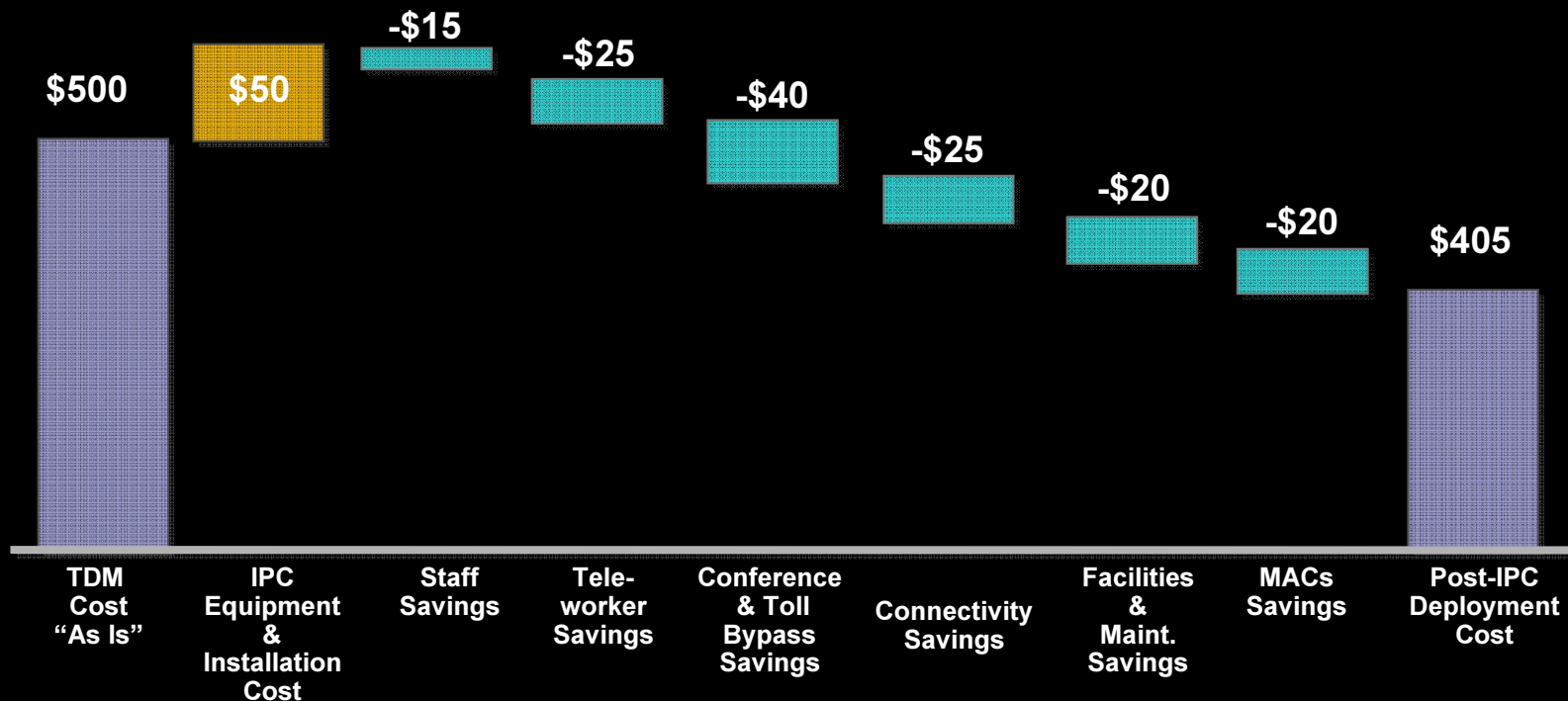
TCO Savings From Convergence



UC can Drive Over 25-30% Reduction in Voice Communication TCO

5 Year TCO
\$ millions

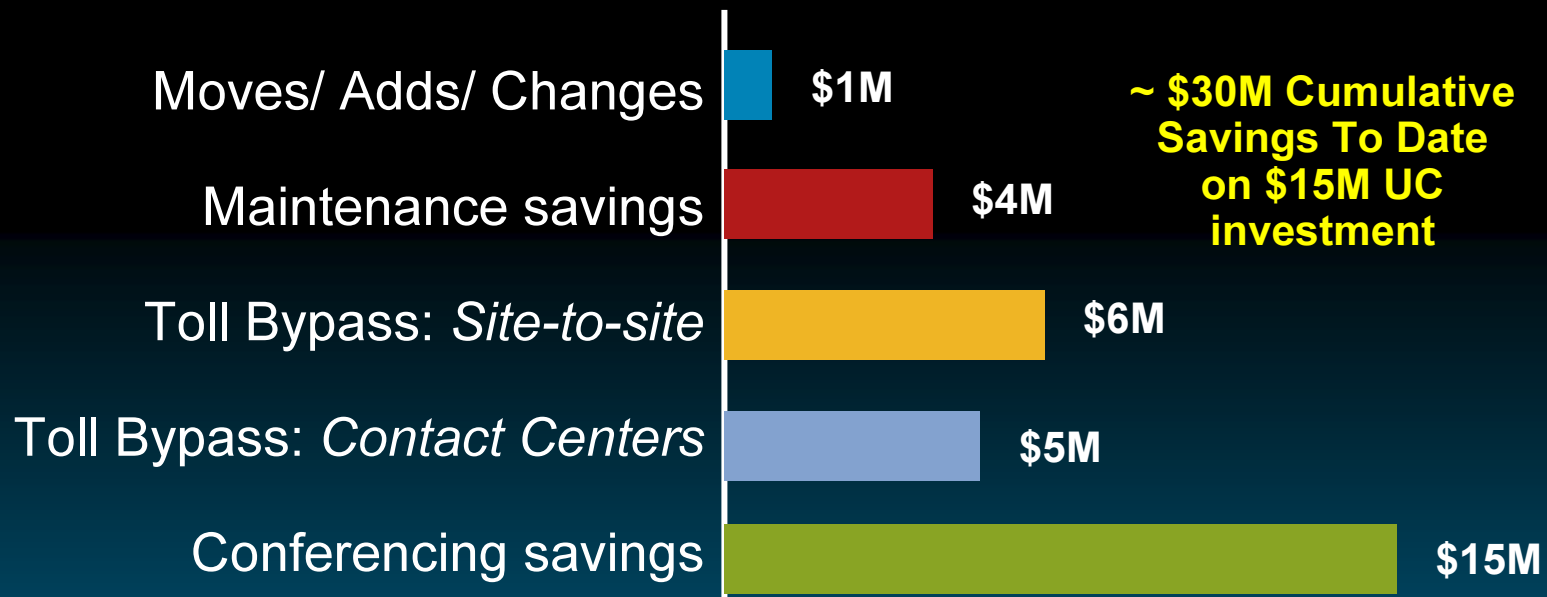
Illustrative Numbers



"We will drive a 25-30% savings in voice expense by moving to IPC"
• Fred Spulecki, Director IBM/ Cisco IPC Initiative

Post-deployment Example : \$30M savings on \$15M UC investment

Customer Case Example of Savings To Date (2004 – 2006)



Deployed to over 40k employees and 150 sites globally

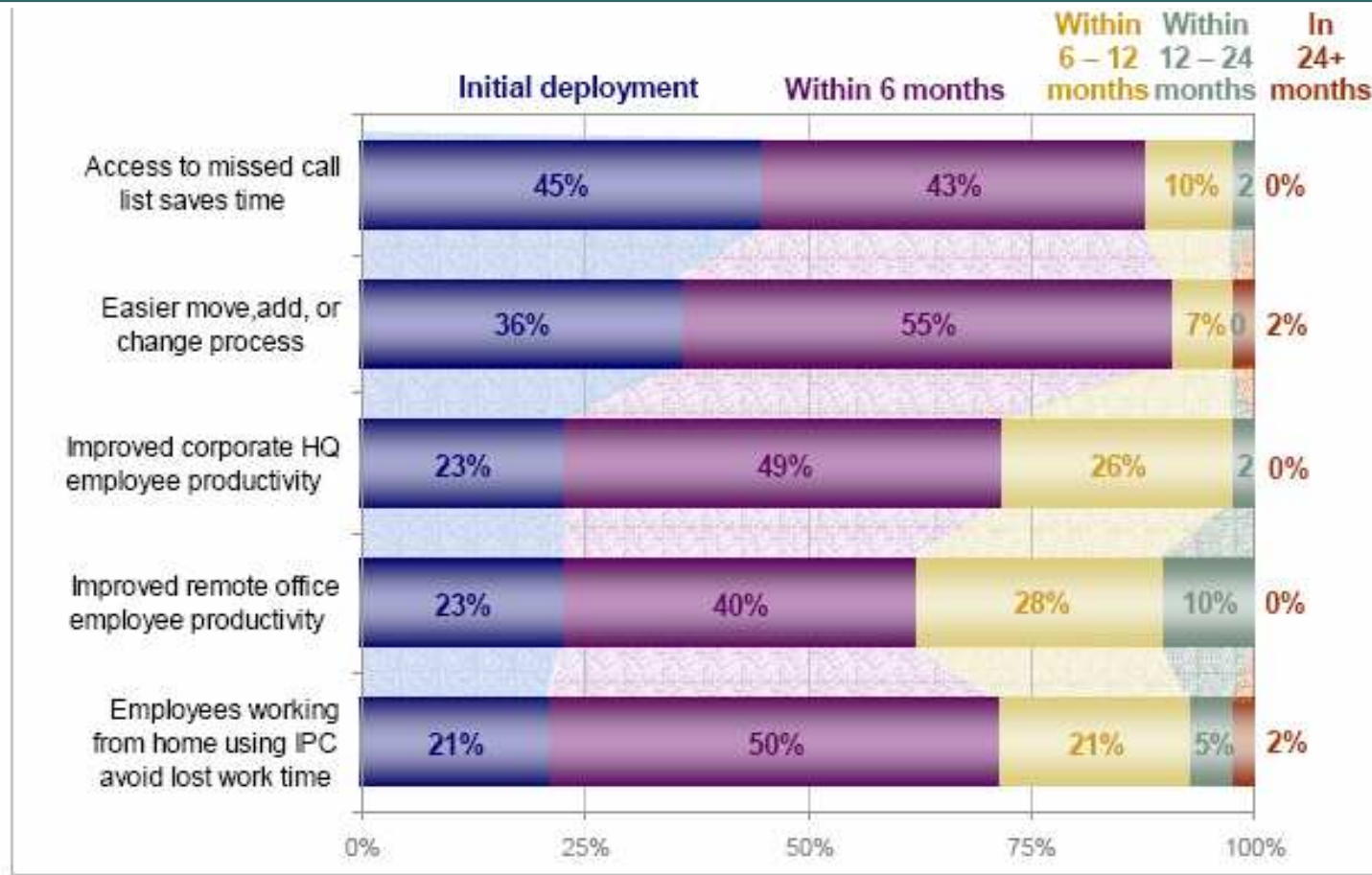
New platform has increased overall voice network availability versus TDM

Productivity Benefits



Research shows that UC enhances employee productivity

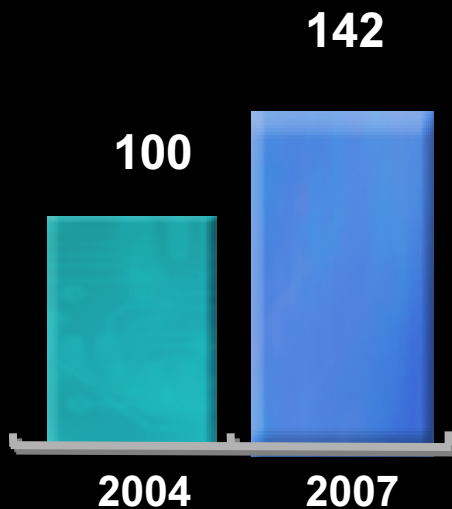
*UC empowers employees to use more telephony features and use them more often (as compared to previous systems)—for improved communications and collaboration. **



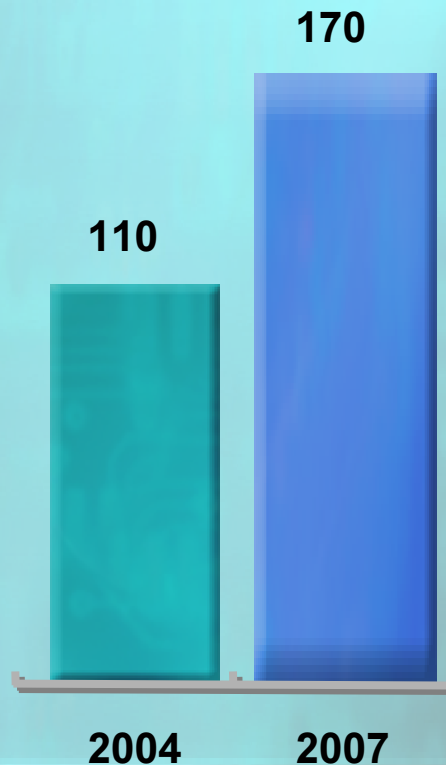
* Sage Research – April 2005, surveyed 83 organizations who have deployed IPC

Example Global Company : UC was a Critical Enabler in Increasing IT Productivity

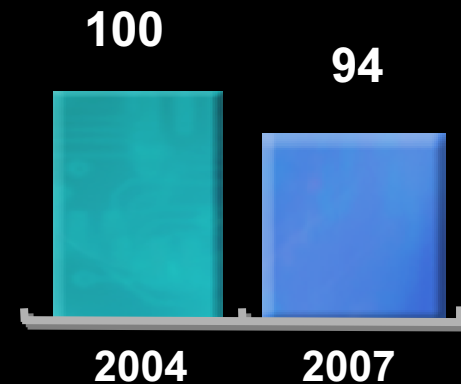
Corporation total employee headcount in percentage
2004 = 100%



IT productivity
(Employee to IT voice-data staff ratio) – 55% increase



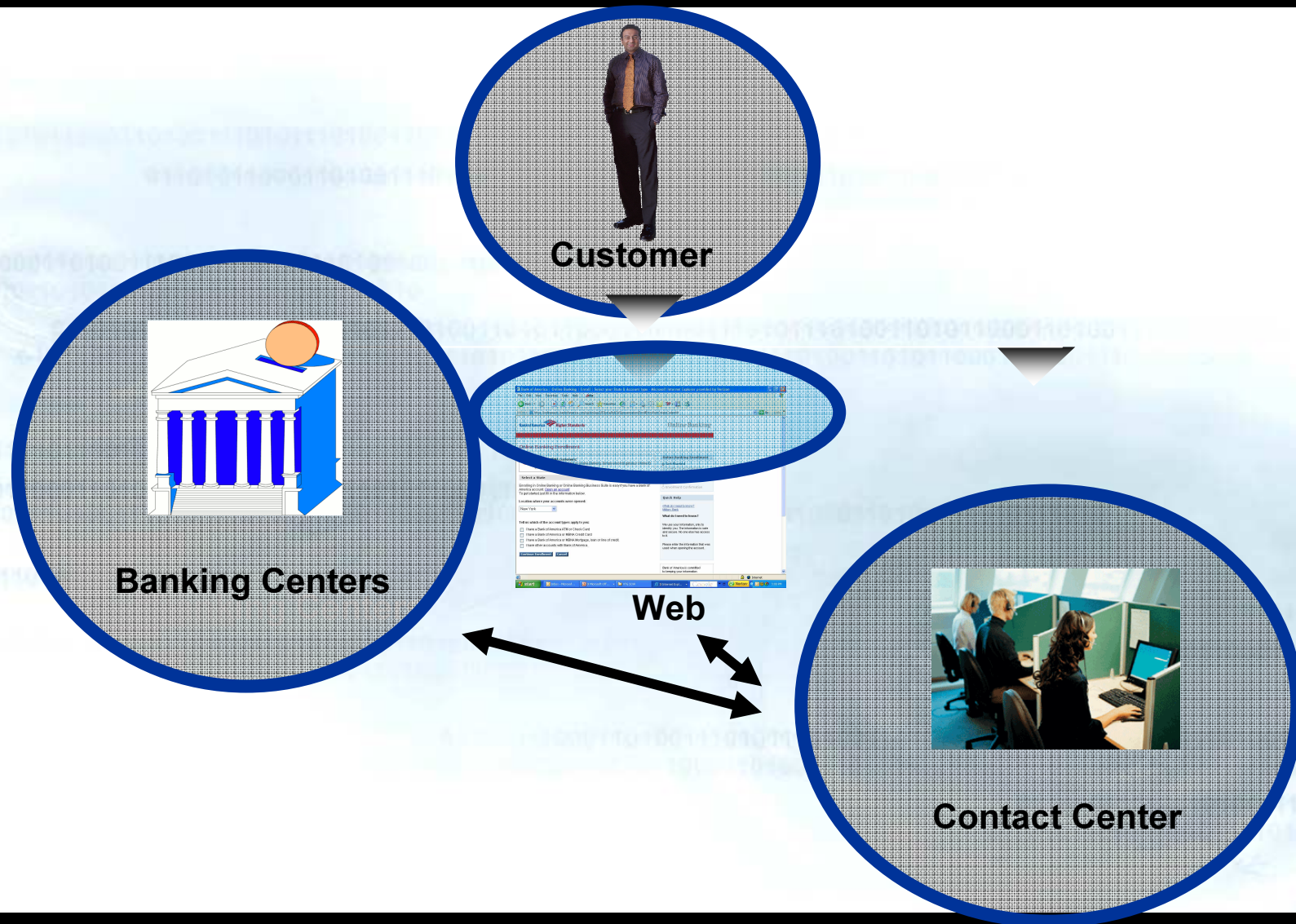
Corporation Global IT voice-data staff headcount in percentage
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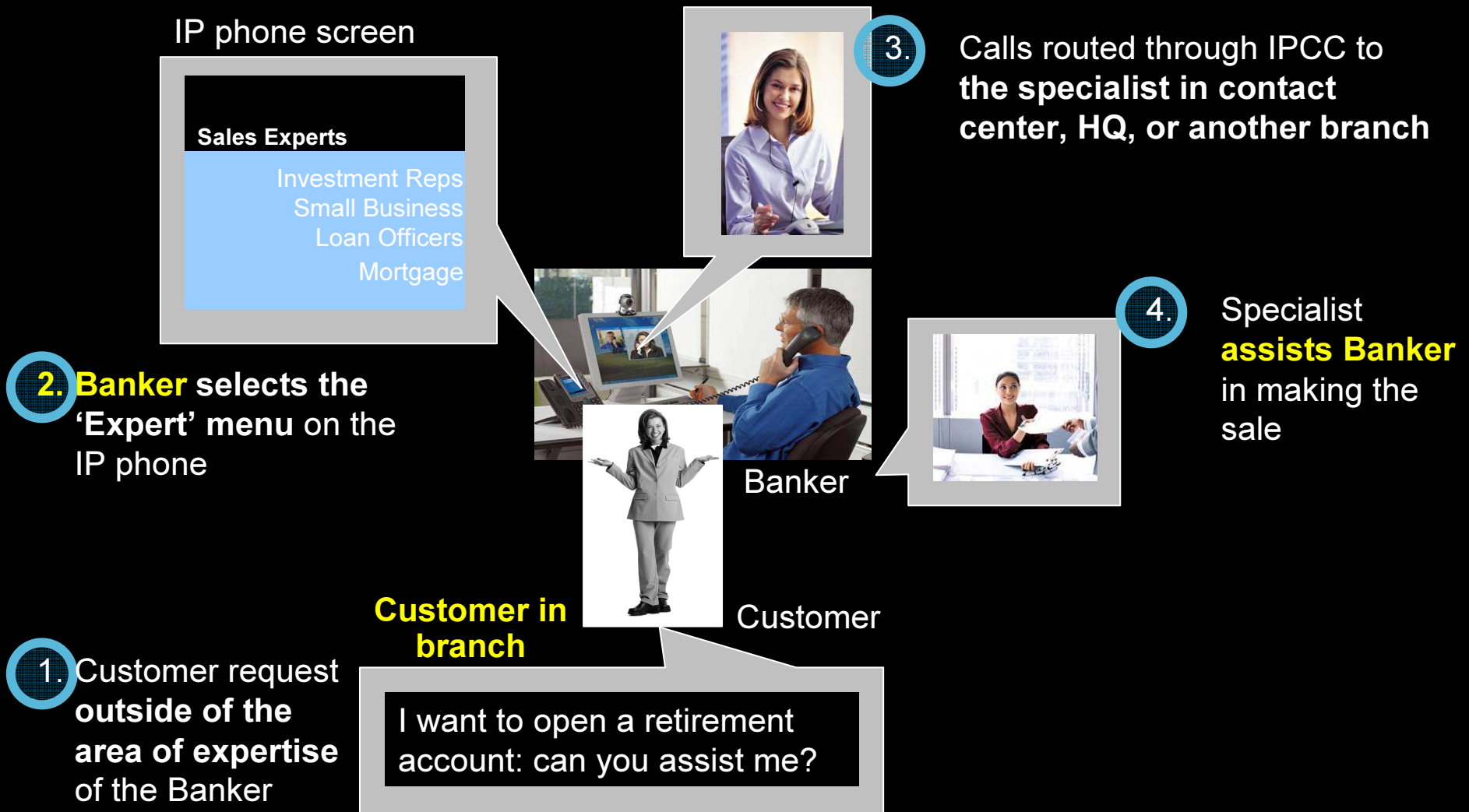
Business Transformation – Vertical Dependent



Financial: UC can help convergence of all channels of communication for a common customer experience



Financial : Banks World Wide Piloting Virtual Sales Experts model in their branches



Financial : Using Interactive Web to Improve Access Options to Drive Sales

The screenshot shows the E*TRADE Financial website interface. At the top, there are navigation links for Home, Trading & Portfolios, Quotes & Research, Mutual Funds & ETFs, Retirement & Planning, Banking & Credit Cards, and Mortgages & Home Equity. Below these are sub-links like Getting Started, Home Purchase, Refinance, Home Equity, Loan Calculators, and Loan Status. The main content area is titled 'Home Purchase - Express Rate Results'. It includes a section for 'Go Direct. Save Time and Money' with bullet points about rates and up-front pricing. A chat invitation pop-up window is overlaid on the page, asking 'Thank you for visiting E*TRADE Mortgage. Would you like live assistance with a Mortgage Loan Consultant?'. The pop-up has 'NO THANKS' and 'YES PLEASE' buttons. Below the pop-up, there is a table of mortgage options with columns for Rate, APR, Monthly Payment, Points as Credit, Total Value, and Total Lender. The table lists several options with their respective rates and costs. To the right of the table, there are buttons for 'PRE-APPROVAL' and 'COMPARE SELECTED LOANS'. On the far right, there is a 'Contact Us' section with a phone number and a 'Home Purchase' section with various input fields for loan details.

Selected Loans	Rate	APR	Monthly Payment	Points as Credit	Total Value	Total Lender
☐	4.900 %	5.262 %	\$ 1808.83	1.500	\$ 1,020	\$ 8,520
☐	5.125 %	5.298 %	\$ 1833.46	1.500	\$ 1,020	\$ 8,520
☐	5.250 %	5.370 %	\$ 1858.81	0.875	\$ 1,020	\$ 7,636
☐	5.375 %	5.454 %	\$ 1879.92	0.250	\$ 1,020	\$ 7,770
☐	5.500 %	5.528 %	\$ 1703.37	No cost No Fee	\$ 1,020	\$ 0

- Customers who engaged in chat are more satisfied with lending process
- Chat invitation acceptance rate – 8%
- **Subsequent mortgage application rate 13%**

Let the customer use the channel of choice and increase closing ratio

ITS : UC Helps In All Aspects Of The IT Services Company's Value Chain



SELL

Example: Placing and finalizing bids

UC speeds collaboration and internal decision-making

Shortening sales cycles by speeding internal processes



- RFP received, AM puts bid together; **refines plan real-time; reducing iterations** by leveraging Collaboration tools



- AM creates meeting to automatically outdials key approvers



- Group discusses changes to bid and approves final version over desktop Video call



- Recording of meeting emailed to absent participants for inputs/signoff

Example: Crisis management with Customers

UC enhances quality of customer interactions



1

Client IT team
calls ITS firm's
Onsite
Coordinator



2

Onsite Coordinator
picks up on **first
attempt - Single
Number Reach**



3

- **Leverage Presence on mobile device** to find available ODC **customer support team**
- Schedule immediate **MeetingPlace** and **TelePresence** session



4



- **Client team** discusses details of issue with **ODC team via TelePresence** and finalizes joint action plan to resolve problem

Cisco uses UC to increase customer satisfaction and reduce support costs

- Integrated, multi-channel customer support (phone and Web)
- Extensive customer Web self-service capability
- Consistent, global customer experience

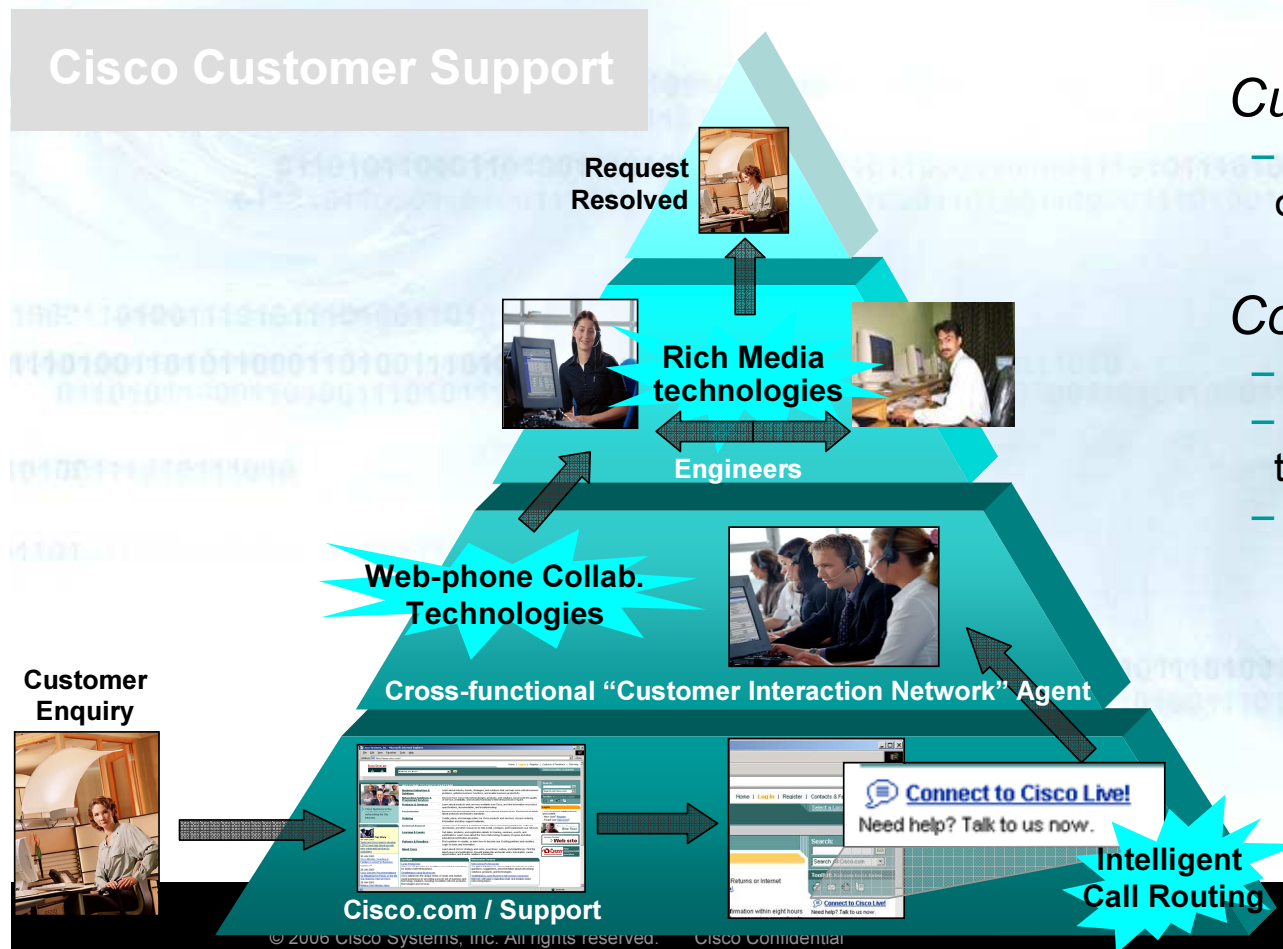
Benefits

Customer Satisfaction:

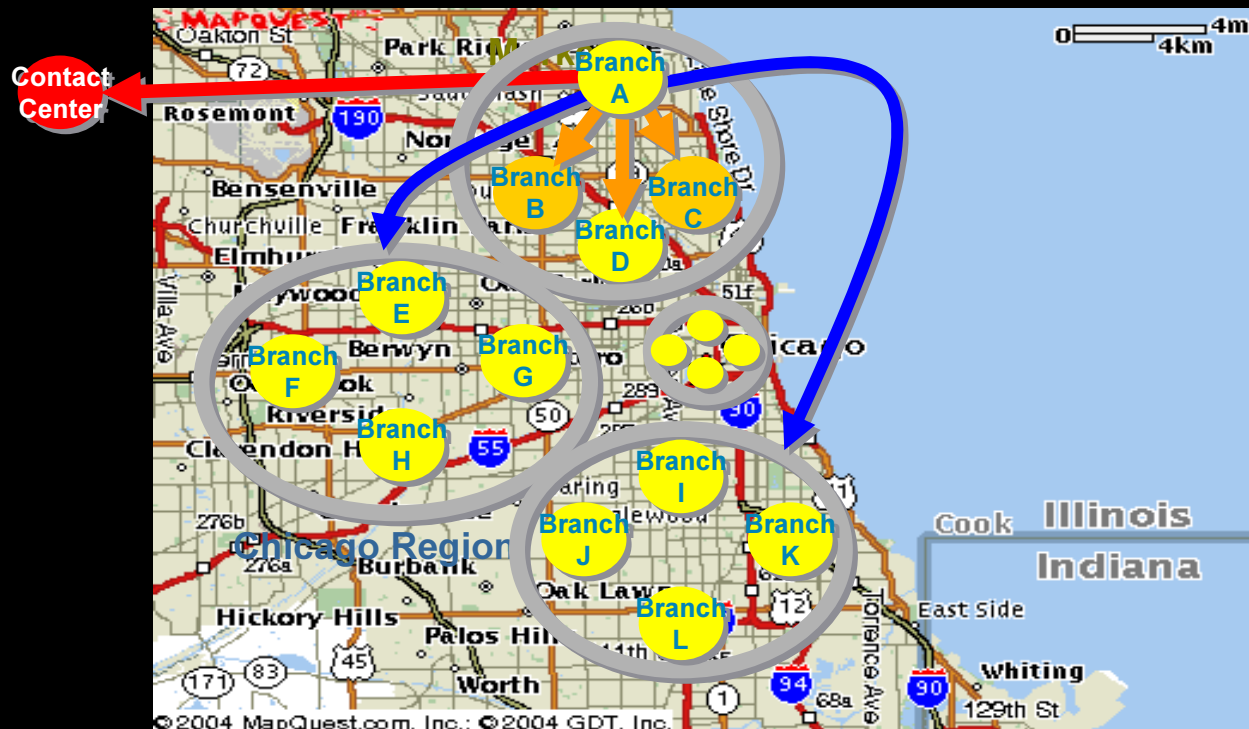
- Increased from 4.0/5.0 to 4.78/5.0 over 7 years

Cost efficiencies

- \$661M
- 85% of support cases resolved through the Web
- Decreased average talk time by 32%



Manufacturing : Uses UC To Increase Customer Responsiveness Through Virtualization



Combined local stores with central enterprise resources to increase sales, leveraging a converged network

Result : Shorter hold time for customers, local touch, **increased annual sales by \$60M**

Retail: Mitsukoshi uses barcode/RFID enabled phones to check inventory for better service



Customer does not have
right product in fitting
room



IP Phones in fitting
rooms integrated with
ERP system

113% increase in sales
Reduced sales cycle time by ~20%



Health Care : Large Hospital crisis management

UC improves quality of care by enabling faster start to diagnosis



1

- **Patient Code Blue** or crisis situation



2

- **Single button launch of an audio conference**



3

- **Pre-defined emergency response team dialed-in to conference**
- Briefed on patient status while reaching location



4

- **Start diagnosis and treatment**

- **Reduction of response time to 33 sec**

Summary

- Collaborate more effectively, regardless of location
- UC is a platform : Open, extensible and secure
- Not just cheap phone calls... Transform business processes

