



# Transforming your Business with Cisco Unified Communications



Manjula Talreja  
Senior Director  
Customer Business Transformation  
Voice Technology Group  
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



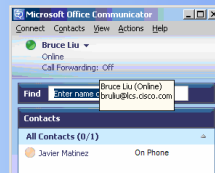
Single directory number

le voicemail box

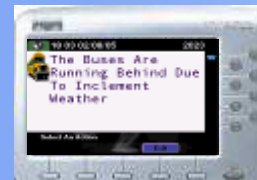
Instant access

# UC Multi-Layer Platform to Build Business Solutions

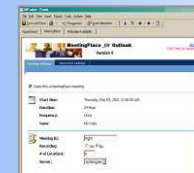
## 3<sup>RD</sup> Party Applications



Microsoft outlook



Vertical apps.



IBM Lotus Notes

## Applications



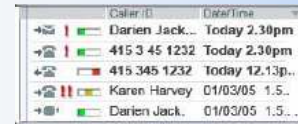
Mobile Connect



Unity Unified Messaging



Unified Meeting Place conferencing



Unified Presence Server



Unified Personal Communicator



Unified Contact Centre

## Endpoints



Unified IP Communicator



Nokia Dual-Mode

Unified IP phones

## Call Control



Unified CallManager Express



Unified CallManager

## Infrastructure



Routing



Switching



Availability



Management



QoS

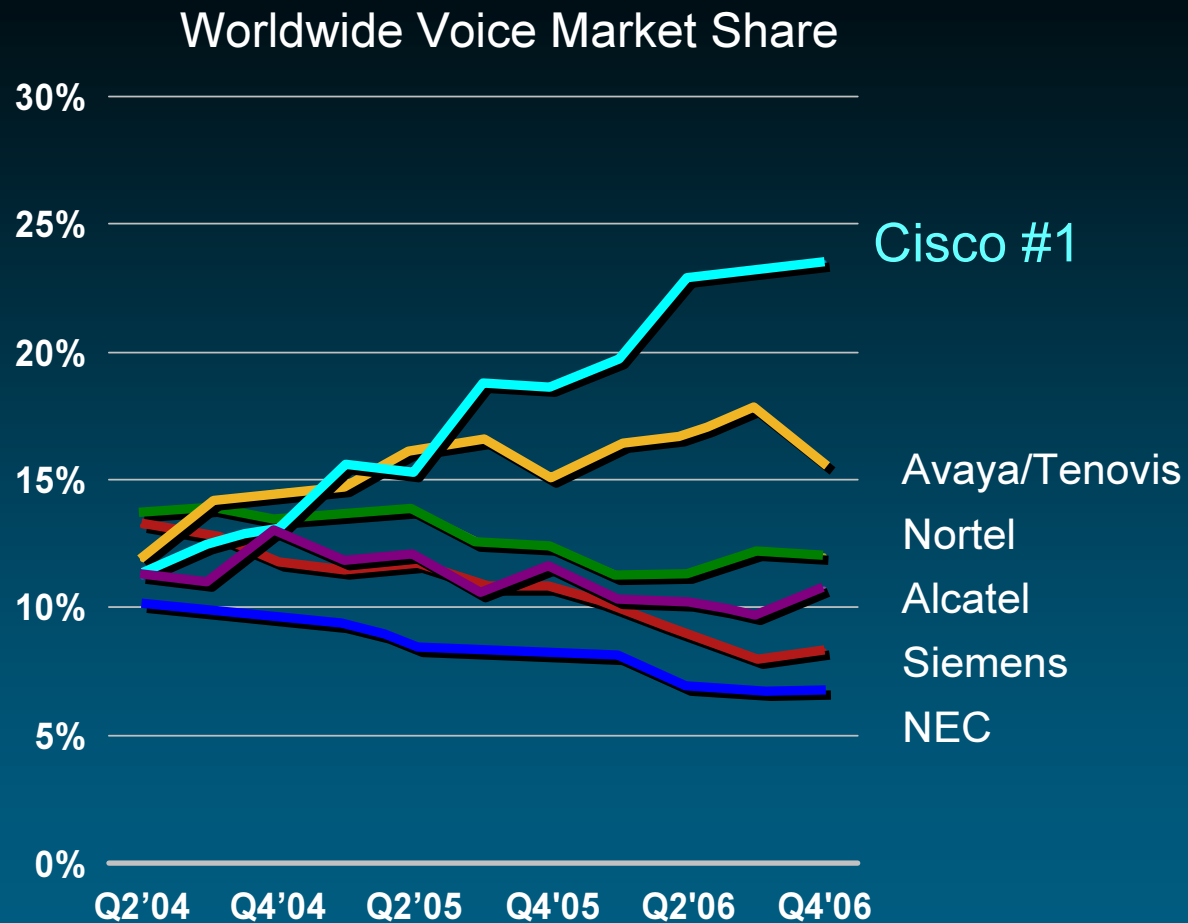


Security



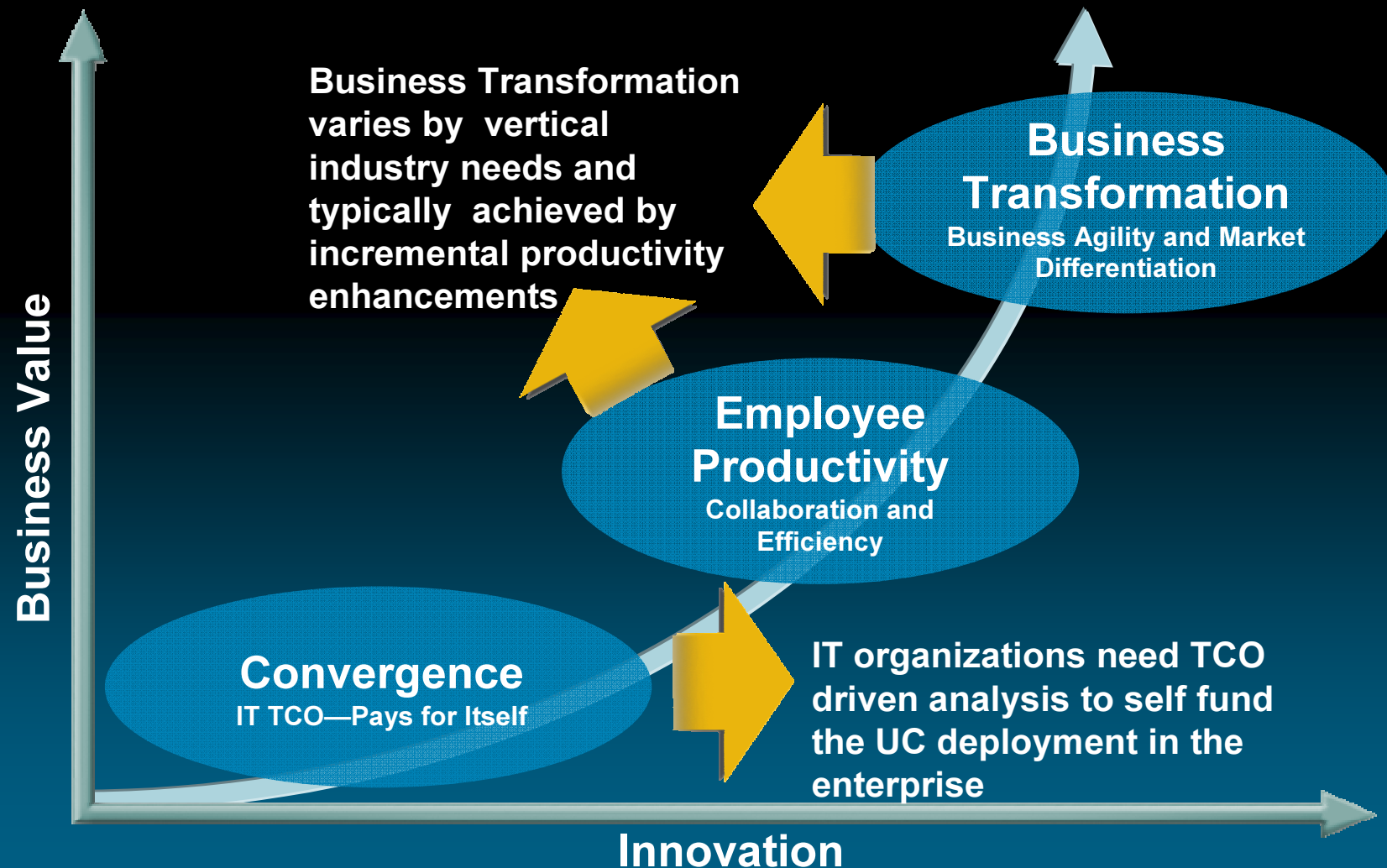
Administration

# Cisco Enterprise Voice Market Share



Source: Synergy Research Group, February 2007.

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



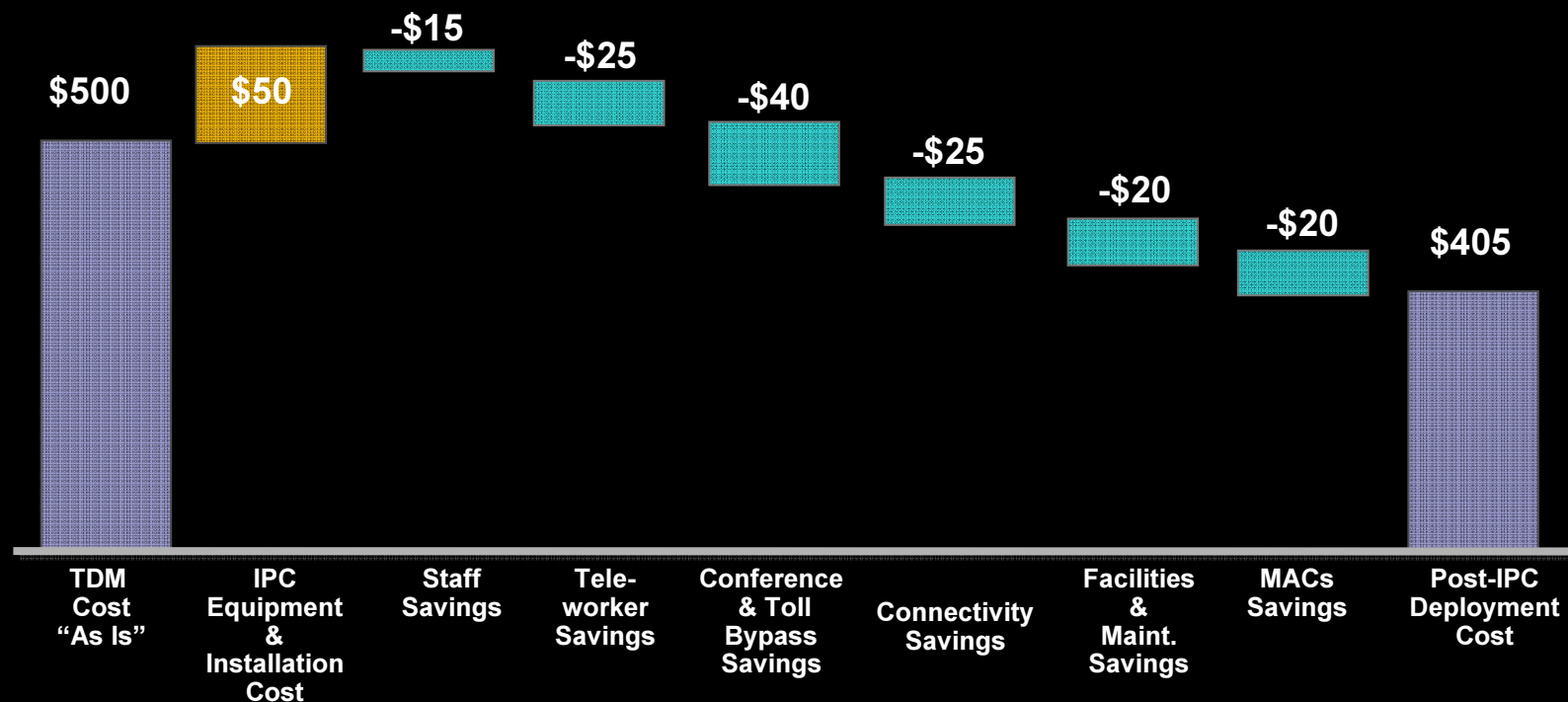
# TCO Savings From Convergence



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

5 Year TCO  
\$ millions

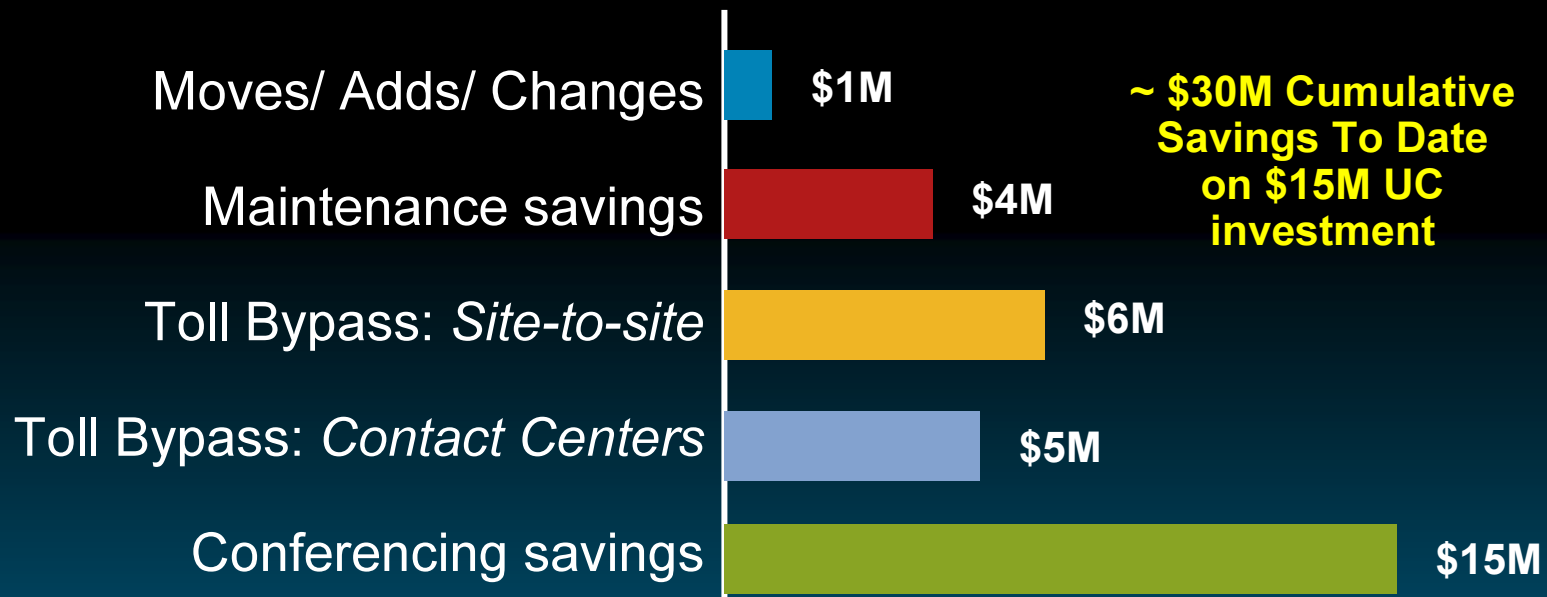
## Illustrative Numbers



**"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

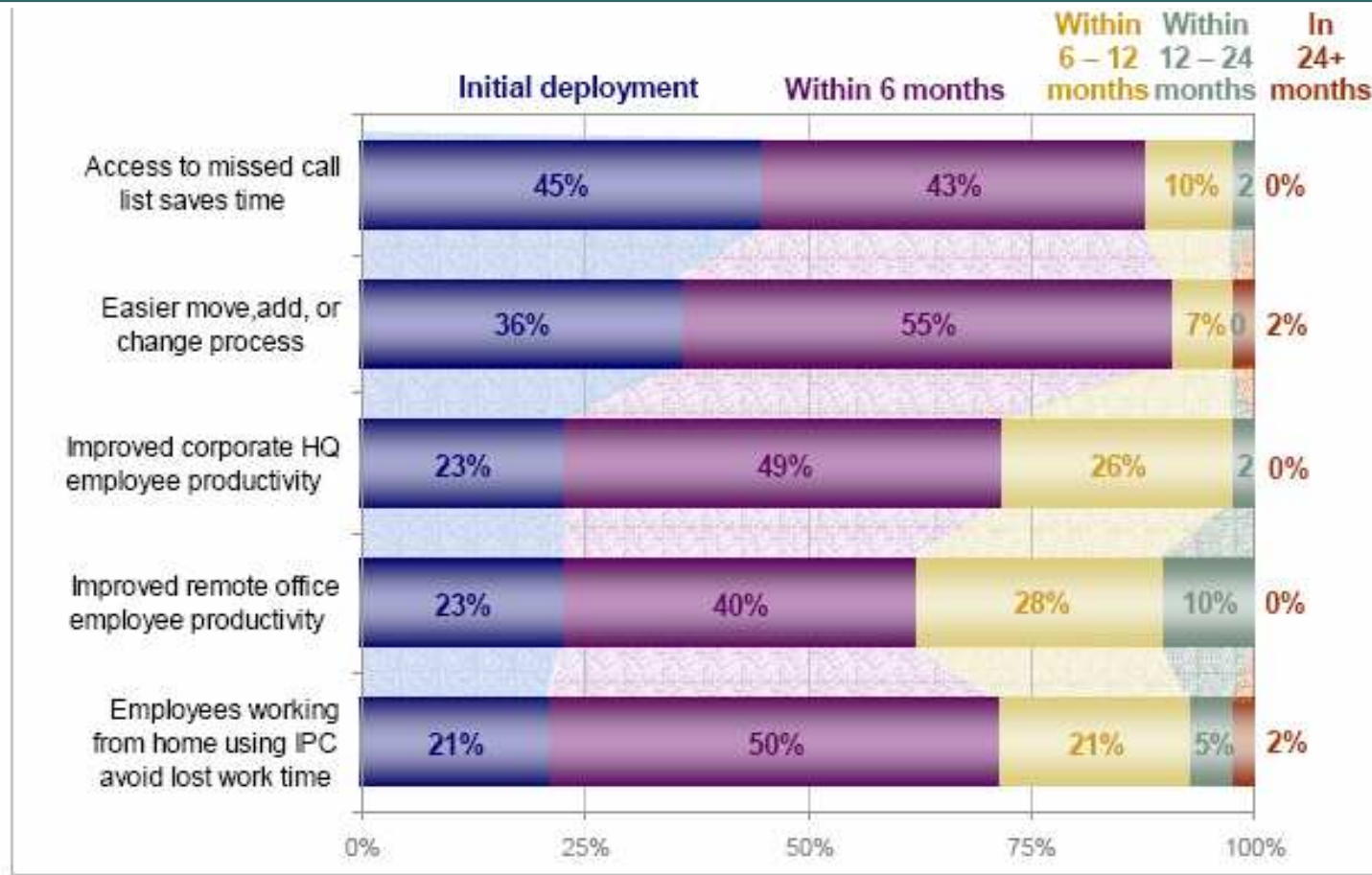
New platform has increased overall voice network availability versus TDM

# Productivity Benefits



# Research shows that UC enhances employee productivity

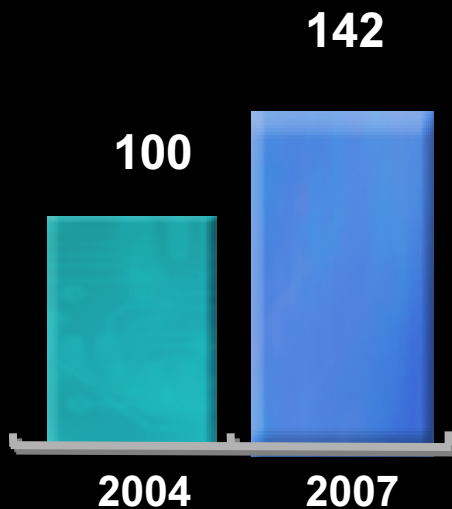
*UC empowers employees to use more telephony features and use them more often (as compared to previous systems)—for improved communications and collaboration. \**



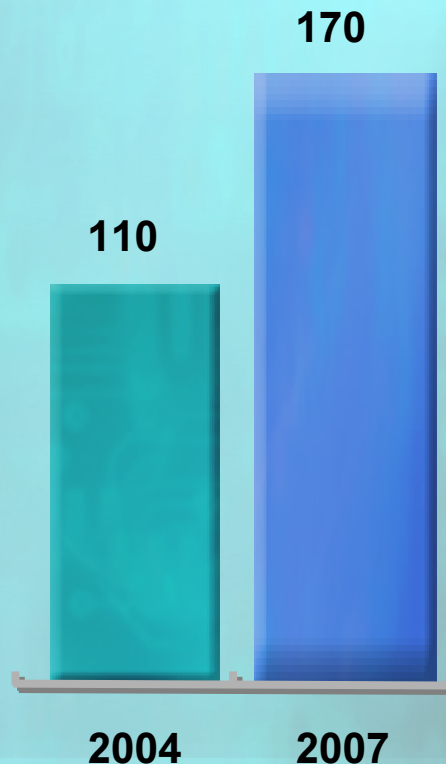
\* Sage Research – April 2005, surveyed 83 organizations who have deployed IPC

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

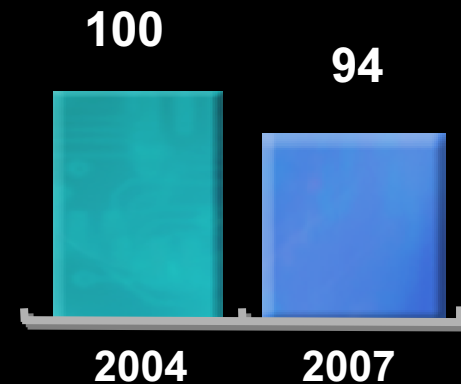
Corporation total employee headcount in percentage  
2004 = 100%



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



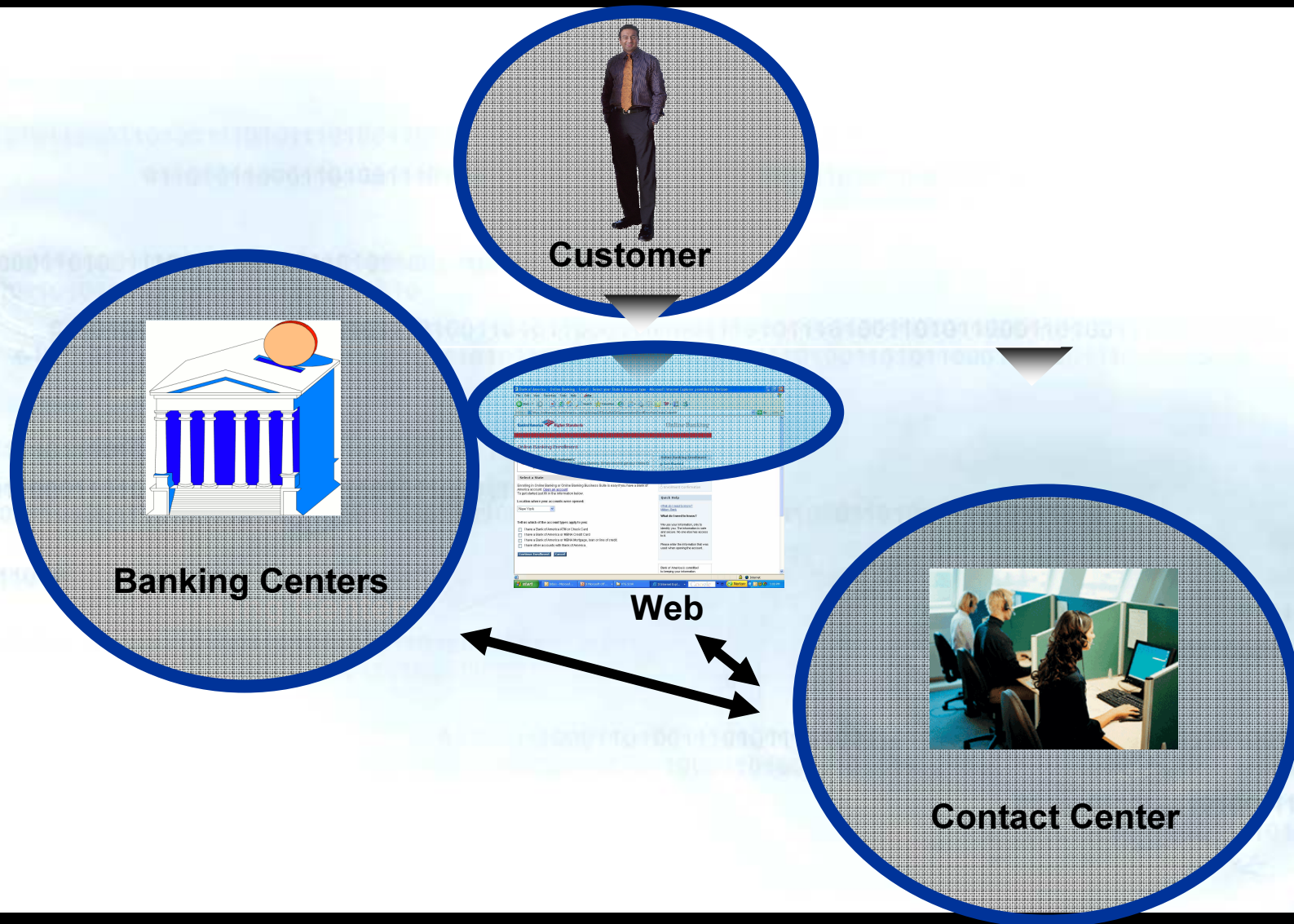
Corporation Global IT voice-data staff headcount in percentage  
2004=100%



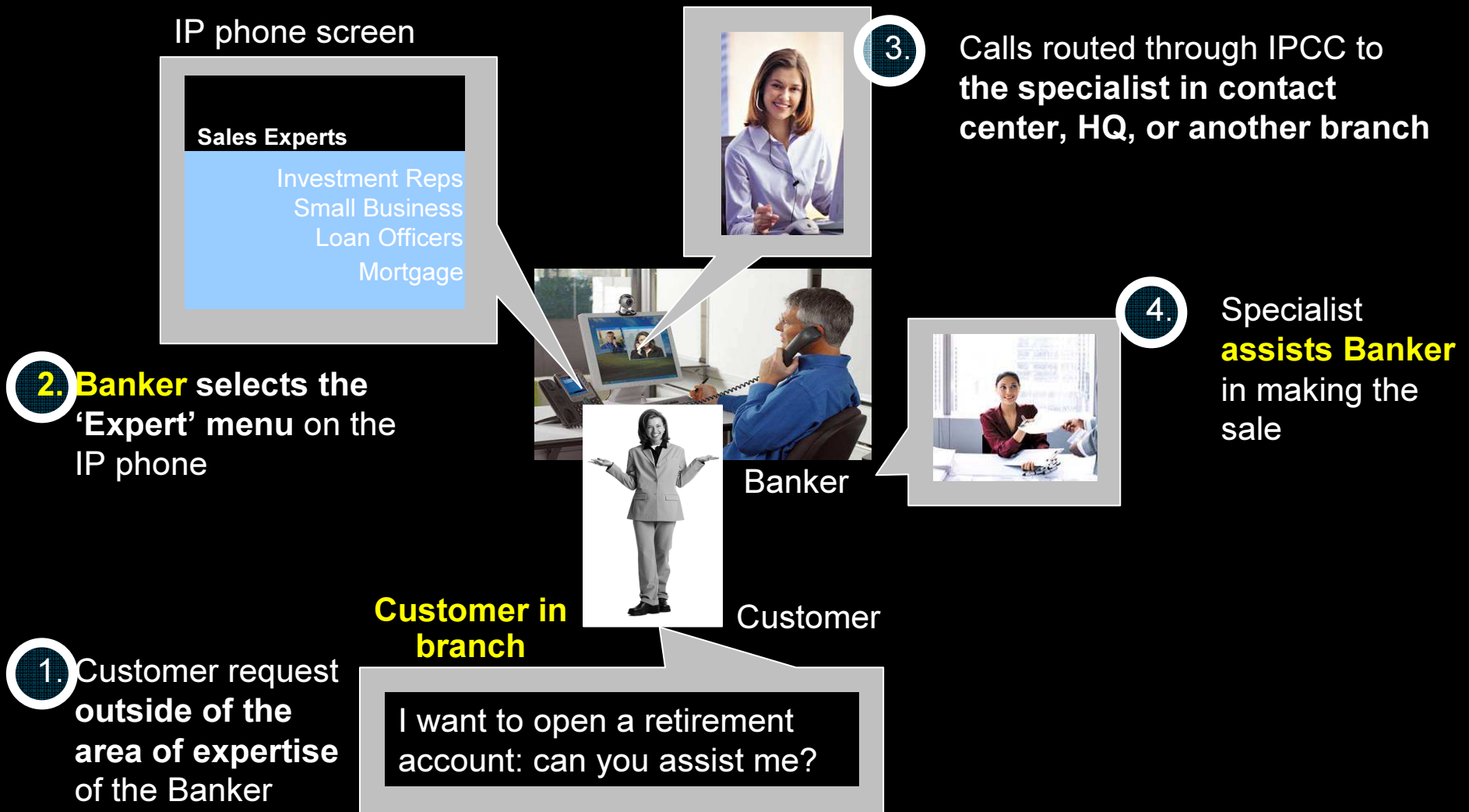
# Business Transformation – Vertical Dependent



# 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

**E\*TRADE FINANCIAL**

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Getting Started Home Purchase Refinance Home Equity Loan Calculators Loan Status

June 01, 2005 2:52 PM ET

### Home Purchase - Express Rate Results

Go Direct. Save Time and Money.

- Rates you can lock in today.
- Up-Front pricing delivers clarity, commitment to the loan process.

[View Information on Mortgage Terms](#)

30-Year Fixed | 25-Year Fixed | 20-Year Fixed

June 1, 2005 2:52:11 PM EDT

**Confirming 30-Year Fixed**

| Selected Loans           | Interest Rate | APR     | Monthly Payment | Points as Credit | Total Value Price | Total Lender Controlled Costs | PRE-APPROVAL                                |
|--------------------------|---------------|---------|-----------------|------------------|-------------------|-------------------------------|---------------------------------------------|
| <input type="checkbox"/> | 4.900 %       | 5.262 % | \$ 1808.83      | 1.000            | \$ 1,020          | \$ 3,520                      | <input type="button" value="PRE-APPROVAL"/> |
| <input type="checkbox"/> | 5.125 %       | 5.298 % | \$ 1833.46      | 1.500            | \$ 1,020          | \$ 3,520                      | <input type="button" value="PRE-APPROVAL"/> |
| <input type="checkbox"/> | 5.250 %       | 5.370 % | \$ 1855.81      | 0.875            | \$ 1,020          | \$ 3,535                      | <input type="button" value="PRE-APPROVAL"/> |
| <input type="checkbox"/> | 5.375 %       | 5.454 % | \$ 1879.92      | 0.250            | \$ 1,020          | \$ 3,770                      | <input type="button" value="PRE-APPROVAL"/> |
| <input type="checkbox"/> | 5.500 %       | 5.528 % | \$ 1703.37      | No cost No Fee   | \$ 1,020          | \$ 0                          | <input type="button" value="PRE-APPROVAL"/> |

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**Home Purchase**

Loan Type:

Loan Amount:

Home Value:

Use of Property:

Property Type:

Expected Years:

Holding Loan:

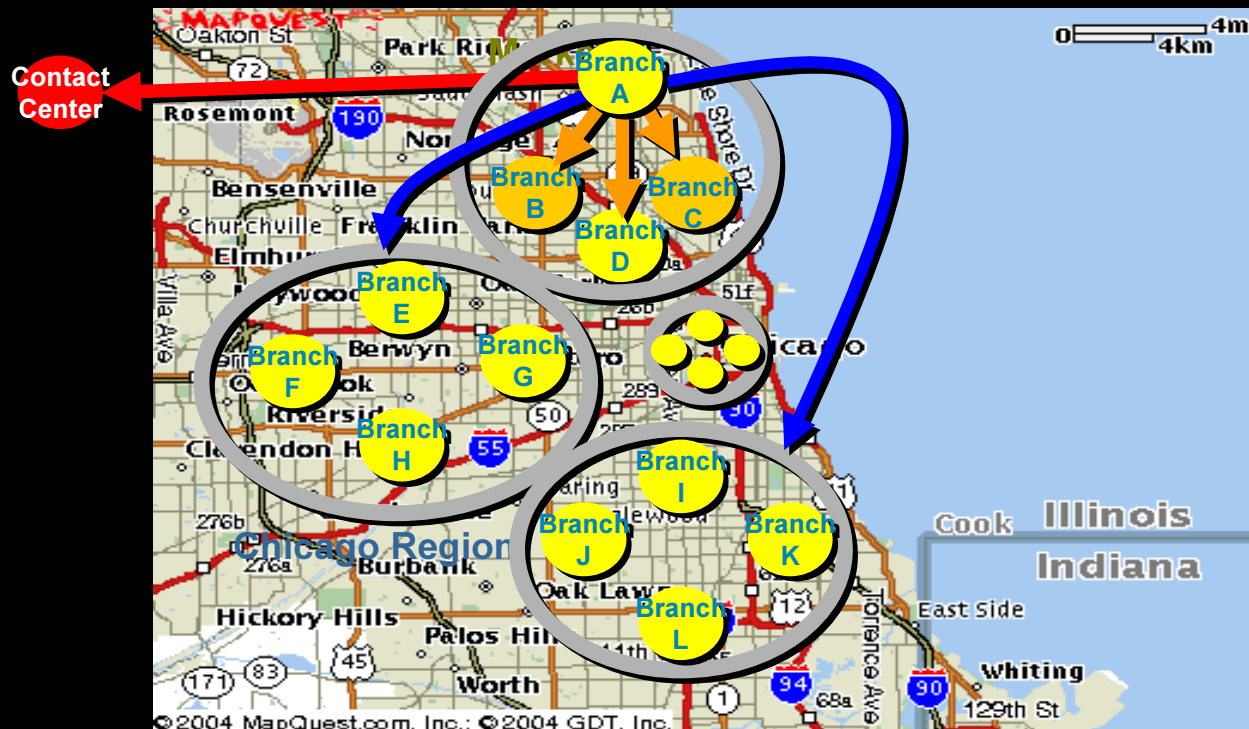
Property Location:

County:

- 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**

# 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**

# 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

# 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

