



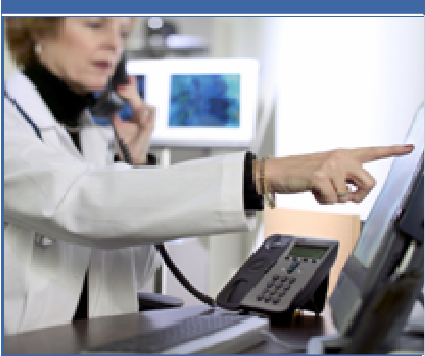
Cisco Unified Communications

Beyond Dial Tone



Roy Newbury
Snr Manager, Unified Communications
AsiaPac Theater

Agenda



Unified Communications Market

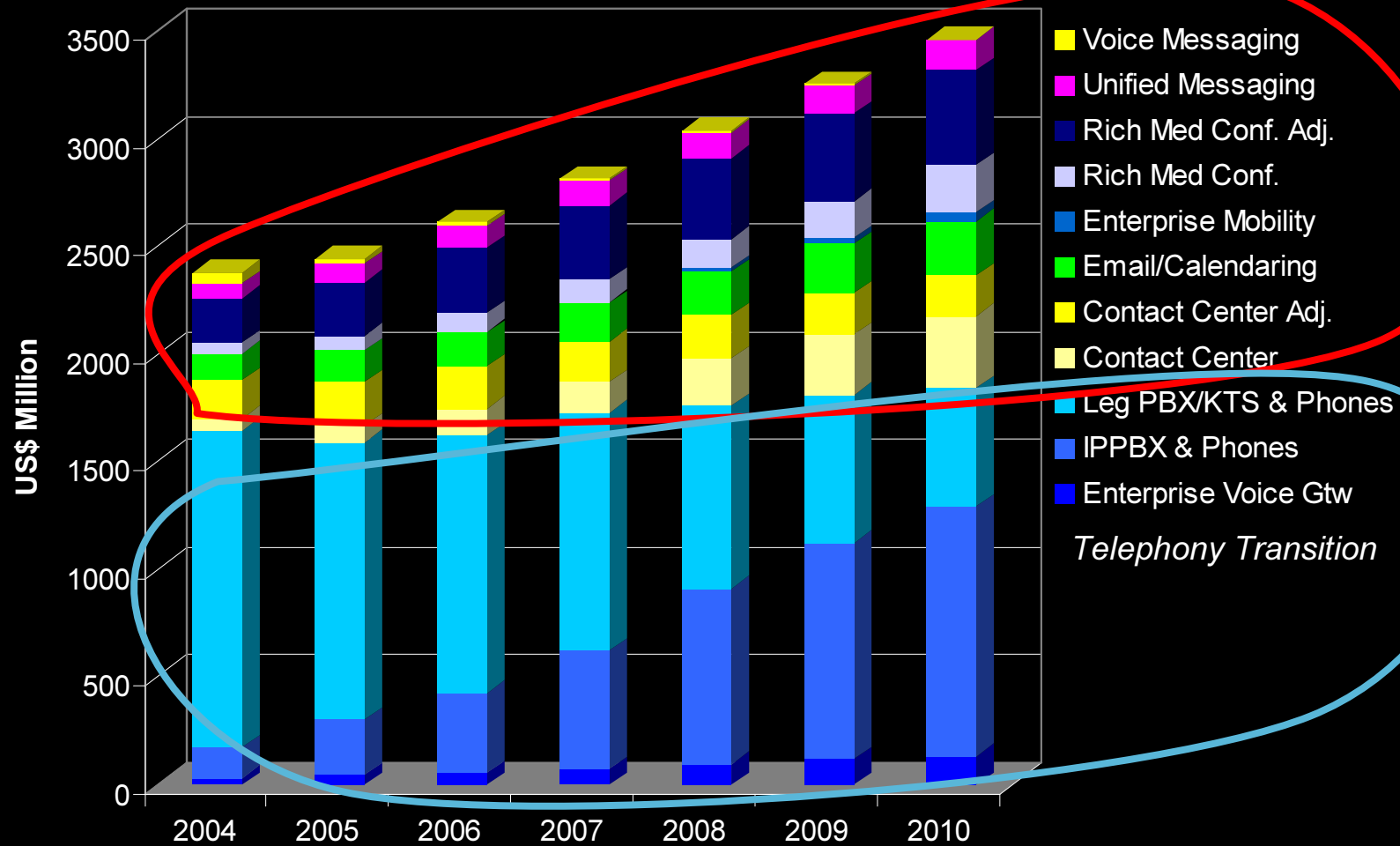
Communications Environment

Cisco Unified Communications

Business Benefits

Cisco Advantage

US\$3 Billion Market for APAC Unified Communications



Source: GMV, Cisco, June 2007

21st Century Business Imperatives

New Work and Communications Model



Real-time Generation

- Largest work force since baby boom
- Totally connected
- Technology blended with life
- World without edges
- Mobile, multi-cultural, multi-tasking
- Coming into the workplace today
- Is the environment ready?



A New Way to Communicate... Open, Collaborative and Effective

A more effective
way to conduct
business



An open solution
that works in your
existing environment

Effective

Open

Unified
Communication

Collaborative



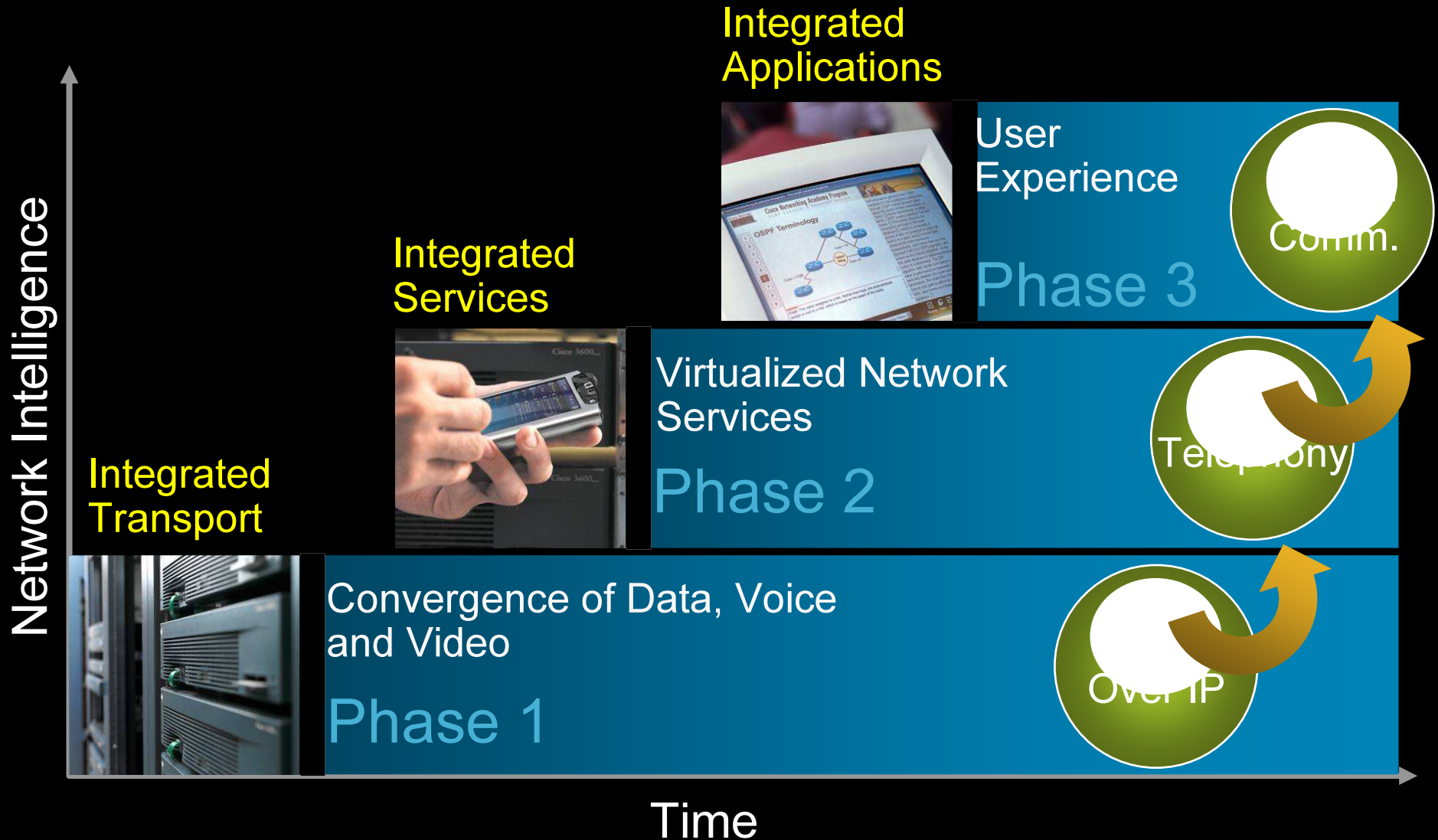
A truly collaborative
environment—without
borders



“Cisco’s approach is to first build an **intelligent, converged IP data network** as the foundation...by building voice and other UC services into the network, Cisco can more easily **provide scale, extensibility and multivendor support** for mobility, presence and other applications.”

**(Source: Zeus Karravala,
Yankee Group,**

The Market Evolution: From VoIP to Unified Communications

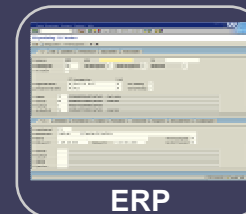


Unified Communications Architecture “Stack”

Web Applications



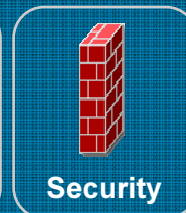
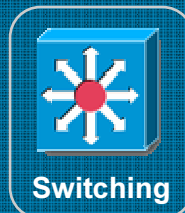
Business Applications



Session Control



Infrastructure



Cisco Unified Communications 6.0

Over 45 New And Enhanced Products



Enabling Mobile Employees



Solutions for Medium-Sized Businesses



New Ways for Companies to Collaborate

Driving Unified Communications into Small and Medium-Sized Business Environments

New



Cisco Unified Communications 500 for Small Business

Smart Business Communications System (SBCS)



Cisco Unified Communications Manager Business Edition

Cisco Unified Communications

Increase Productivity – Anytime, Anywhere, on Any Device: Unified Communication Clients



Key Benefits

- Access powerful productivity enhancing applications from a single, unified interface
- Accelerate decision-making and collaboration using IM, presence, video, click to call, and web conferencing
- Save on travel and exchange ideas “face-to-face” using video
- Increase effectiveness of remote and mobile workers

Cisco Unified Personal Communicator



- Ready For The Enterprise

- Scalability up to 5,000 users per Cisco Unified Presence Server cluster
 - Cisco Unified MeetingPlace Support for Web Conferencing
 - Cisco Unity Support for Enterprise voicemail

- Collaborate More Effectively

- Access Information Quickly

- Click to Dial with new MS Outlook Toolbar

- Take Control of Your “Reachability”

- Display availability based on Outlook Exchange calendar

Cisco Unified Mobile Communicator



- Intuitive, common user experience across different mobile handsets
- Extends Unified Communications to mobile phones and smartphones
 - Integrated directories
 - Presence
 - Single business number reach
 - Office voicemail notification and playback
 - Call logs
 - Cisco Unified MeetingPlace conference notifications
- Support for BlackBerry, Windows Mobile, Symbian OS and BREW handsets
- Support for multiple mobile operators and networks



Make Remote Meetings as Natural as Face-to-face Interactions: Fully Integrated Voice, Web and Video Conferencing



Capabilities – Richness of User Experience

Key Benefits

- Speed projects and make decisions faster with virtual meetings
- Increase sales, support, meeting, and training effectiveness
- Recognize conferencing savings (lower transport and travel expenses) and significantly improve ROI

Characteristics of Cisco Unified Communications

Virtualized

anytime, anywhere, any device

Media Rich

data / voice / video / mobility

Open

everything speaks a common language

Simple

ease of use / installation

Secure

identity protection, viruses, etc.

Cisco: The Unified Communications Leader

- **More and more customers**

 - 48,000+ Cisco Unified Communications customers worldwide

 - 200+ customers deploying more than 5,000 IP phones, including 85+ customers deploying more than 10,000 IP phones

 - More than 70% of the Fortune 500® are using Cisco Unified Communications

- **More true IP endpoints shipped**

 - 12 M+ Cisco Unified IP phones

 - 8 M+ Cisco Unity seats (Messaging)

 - 1.1 M+ Cisco Unified Contact Center agents

 - 200 K+ Cisco Unified MeetingPlace licenses (Rich-media conferencing)

- **More deployed & proven VoIP infrastructure**

 - 70 K+ Cisco Unified Communications Manager licenses

 - 70 K+ Cisco Unified Communications Manager Express licenses

 - 30 M+ VoIP gateway ports

 - 80 M+ Power over Ethernet ports



All numbers through Apr-07

In Summary

- **Enhance** the way every department within your organization does business
- **Enable** effective interactions with virtual teams all over the world
- Work on-the-go in real-time...as if you were everywhere at once.
- Make everyone more efficient and highly productive
- Reduce costs; improve TCO
- Continuously innovate and quickly adapt to changes increasing business agility



Questions ??



http://www.cisco.com/en/US/netsol/ns151/networking_solutions_unified_communications_home.html