



# Cisco Jabber

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# The Post-PC Era

2010



3.6B  
Mobile  
devices\*

550,000  
Daily  
Android  
Activations

1.8B  
Mobile  
web access  
devices\*

iPad + Mac  
= 12% PC Share



100+  
Million  
Tablets



70%  
of college  
freshman

\*Gartner research prediction; Gartner Forecast: Tablet PCs, Worldwide, November, 2010

# Best Experience Across PC, Tablet and Phone

## Addressing needs of post-PC workspace



- Support changes in device ownership
- Provide more choice – when, where, how & what device

# Cisco Jabber



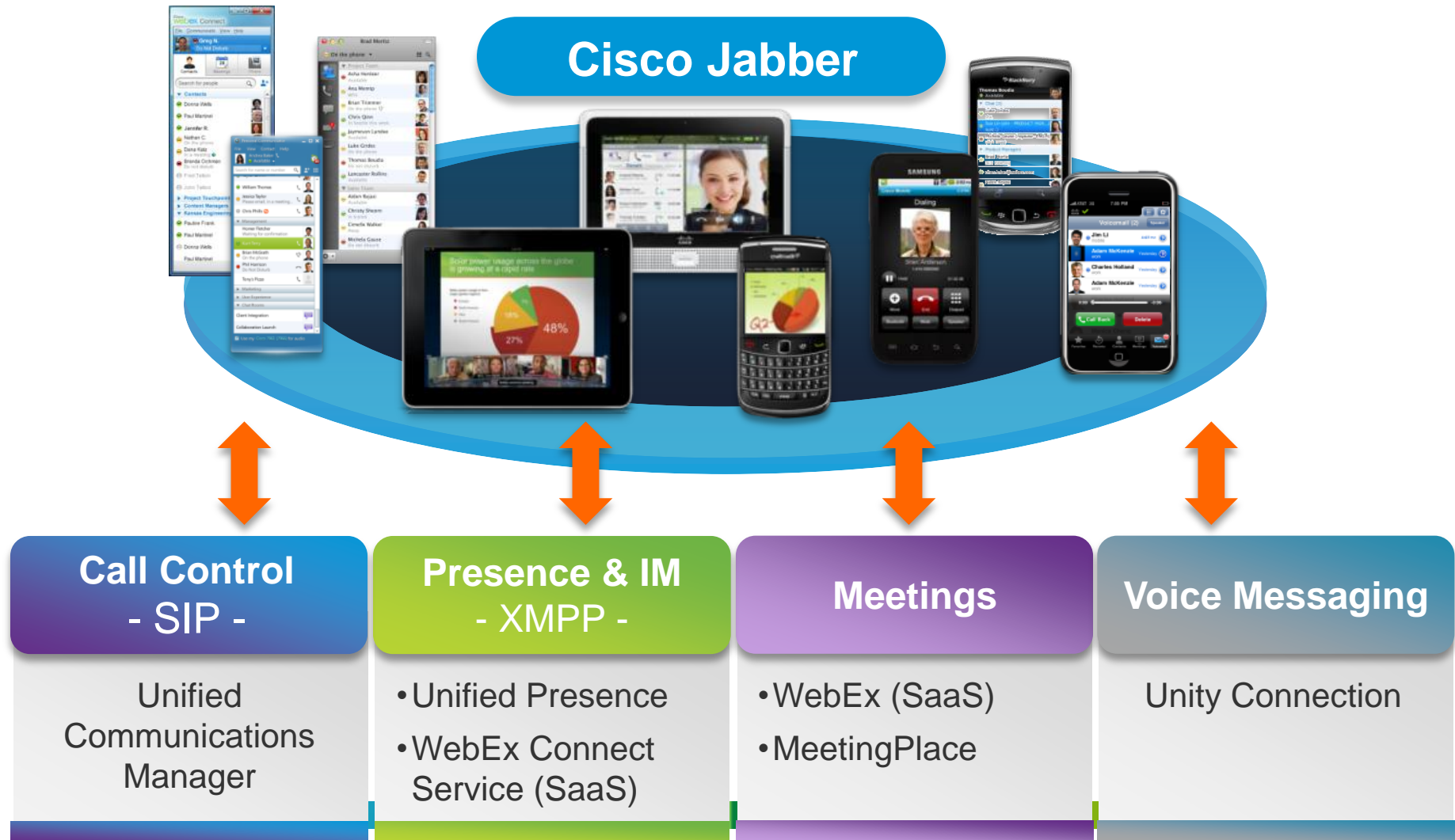
## All-in-one UC Application

- Presence & IM
- Voice, Video, voice messaging
- Desktop sharing, conferencing

## Collaborate from Any Workspace

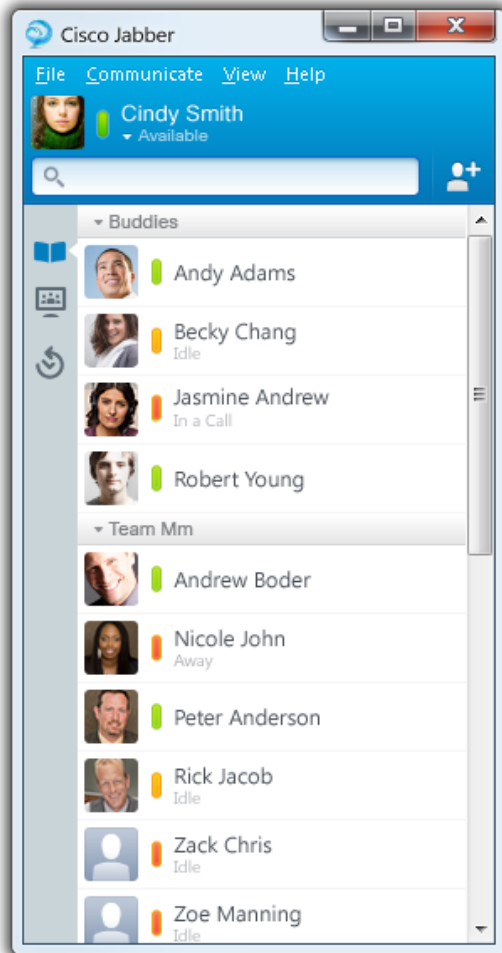
- PC, Mac, tablet, smart phone
- On-premises and on-demand
- Integration with Microsoft Office

# Devices Share the Same Infrastructure



# Cisco Jabber for Windows

## Product Overview



- Delivers on Cisco one client strategy for **on-premises and on-demand** deployment models
- Built on **CSF architecture**  
Common UC library with Jabber for Mac
- Built using Jabber XMPP IM & Presence
- Introduces Tandberg **Precision Video Engine** technology (CPVE)
- **Secure Connect** feature
- Chat, Voice, Video and Meeting (Media escalation)
- Reduced install and memory size
- Office, Outlook and Web browser integration.



# Cisco Jabber for Mac

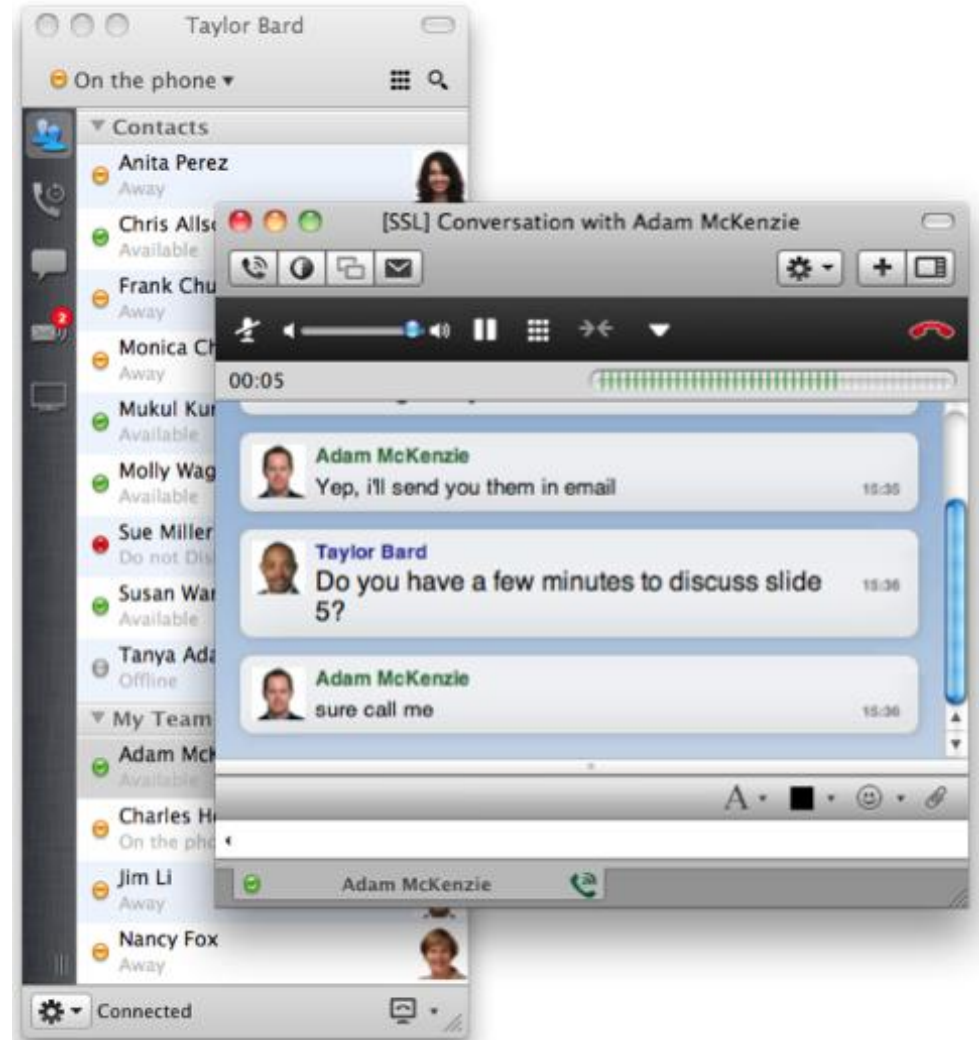
## Product Overview

### Features:

- Presence & IM
- Voice
- Visual Voicemail
- Desktop share, conferencing
- Video targeted for Q1 CY2012

### Benefits:

- Familiar Mac experience
- Platform choice
- Consistency across platforms and deployment models



# Cisco Jabber for iPhone

*Turn your iPhone into a Wireless IP Phone*

- Adds Multitasking capabilities to Cisco Mobile 8.0
- Voice over Wireless LAN / Wi-Fi
- Voice over VPN (Cisco AnyConnect)
- Call preservation upon receipt of GSM call
- Handoff to GSM / cellular network
- Mid-call features
- Bluetooth headset (limited support)
- Voice Dialing
- Business Visual Voicemail
- Business Directory Access



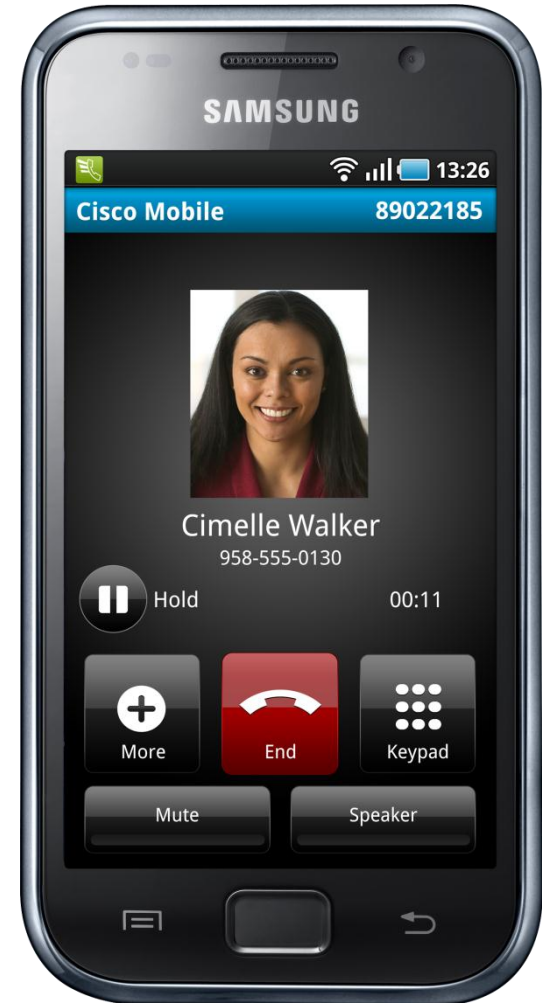


# Cisco Jabber for Android

## Your Android Phone is an IP Phone



- Features:
  - “Always-on” seamless experience
  - Voice over WiFi softphone
  - Single number reach
  - Mid-call controls
  - Handoffs - Desk phone, Cellular
  - Voice messages
- Benefits:
  - Work anywhere
  - Cost Control – VoWiFi



# Cisco Jabber IM for Mobile Product Overview



- Multitasking
- Chat, Presence, Directory
- Make a call via iPhone & Cisco Jabber
- Wifi, 3G

# Interoperable, Flexible, Secure Presence/IM



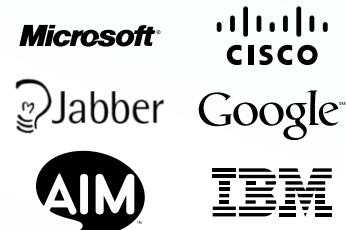
## XMPP-based solution

- Open Presence and IM standard—Broad support
- Interoperable—Federates with popular IM solutions
- Flexible deployment options
  - Secure SaaS and on-premises
  - Hybrid UC options

## 3rd Party XMPP Clients



## Federations



# “Secure Connect”

New method of securing Cisco Jabber communications

- Secures Cisco Jabber application traffic, not the entire device

Built into Cisco Jabber application

Separate security (VPN) client not required

Supports all UC workloads

- Enterprise-grade encryption & authentication

Leverages Cisco ASA and Cisco VPN solution



# Cisco Desktop Video – Cisco Jabber



- UC Windows client includes High-Definition, H.264 today
- New Jabber releases integrate **Precision Video Engine (PVE)**
  - PVE powers Cisco Movi today
- PVE delivers HD to more users, from more places
  - HD video on lower performance computer (dual core)
  - ClearPath technology – Better performance over unmanaged networks

# Cisco Jabber Software Development Kit

## Web API Collections

- Supports web-based UC applications and integrations
- Simplifies and enables 3<sup>rd</sup> party application and device development
- Enables common applications and services across multiple OS and devices

\* Roadmap Item based on Customer/developer feedback



Reference UI

HTML / CSS / Javascript

Web UC Services \*

(Directory, Authentication, Logging, Config, Notifications)

Web Phone  
(AJAX)

CAXL  
(AJAX)

CUMI  
(REST)

WebEx  
(URL)



Audio



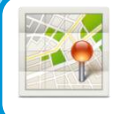
Call Ctrl



IM/Chat



Presence



Location



Voice mail



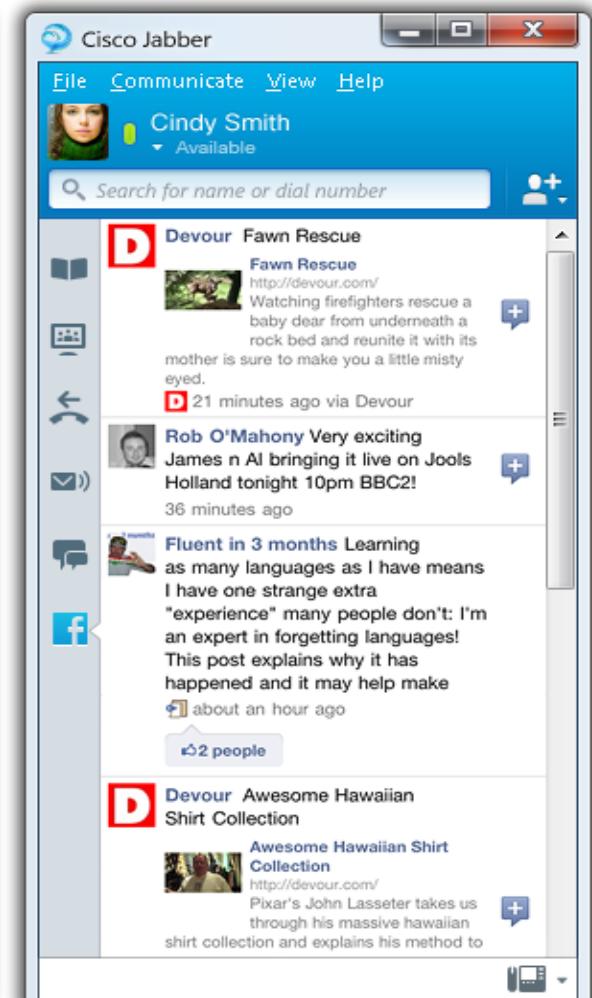
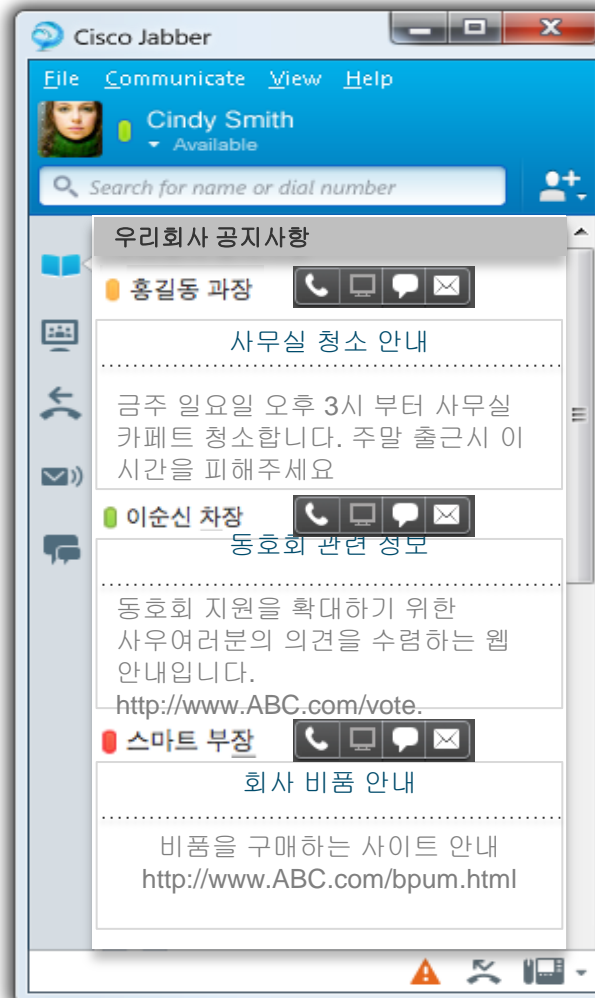
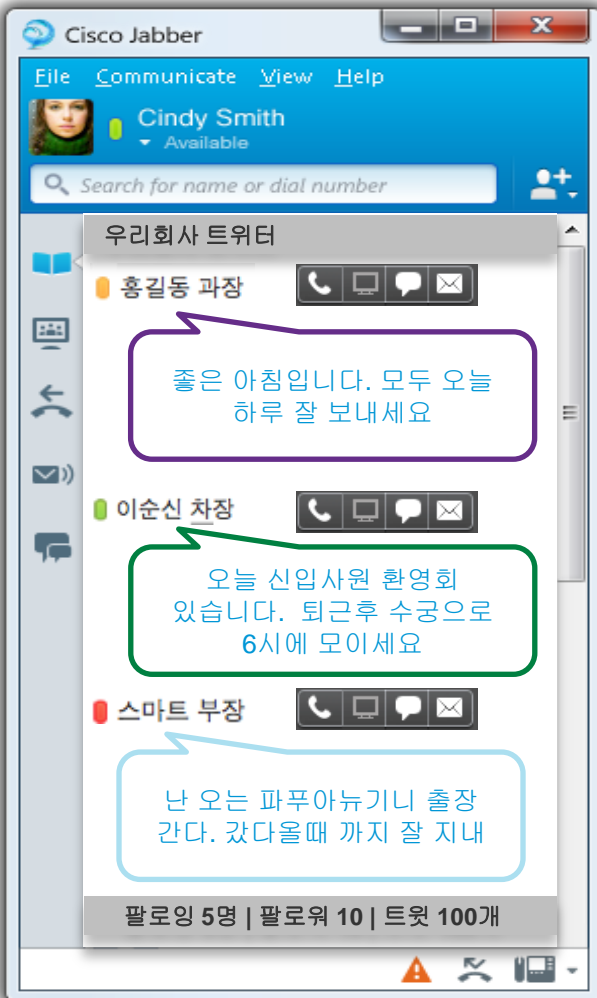
Collaboration



# 기업 조직도 서비스



# 기업용 소셜 서비스



# Why Cisco Jabber.

- **End to end video**

- Ubiquitous video

- Standards-based, HD

- Interop - 3rd party endpoints

- **Best UC experience across device types**

- Consistent, Cross-platform

- PC, Mac, Tablet, Smartphone

- **Far better mobility story**

- 

- **NOT!! Messenger, It's NEW Collaboration Platform**

- **End-to-end solution**

- Simpler implementation, support

- **Standard**

- Direct XMPP Interoperability

- **Jabber is Free!!**

Thank you.

