



Unified Communications for Enterprise Collaboration



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Cisco *START!* 11 March 2008
COEX Grand Ballroom
Strategic Transformation
@ Revolutionary Technology

The Future of Communications

- Enterprise Communications in Transition
- The transition to Unified Communications
- Cisco and the Customer Journey
- The Time is now



Enterprise Communications in Transition



Business In Transition



One Time
Zone,
Real-time



Mobility and
Uniformity of
Experience



Working
Moments



Security and
Surveillance



New and
Changing
Regulations



Business
Continuance



Global Economy in transition



Asia Pacific
the worlds
supply chain



Asia Pacific
the worlds
back office



Asia Pacific
consumer

Investment funds and companies in Asia Pacific
diversifying globally

The way the Enterprise works is in transition

Emergence of the “Flat World”

Scale → Speed

Regional → Global

Vertically Integrated
→ Value-Chains



Unified
Communications

Web 2.0

Mobility

SOA

SaaS

Global Economic Change

Technical Innovation

**Tremendous opportunity for Enterprises to move with
unprecedented speed & alter the economics of their market**

Communications is in transition



The Convergence of all Enterprise Communication

Enterprises must transform their Competitive Advantage



Reduce
Cycle Time



Accelerate
Decision Time

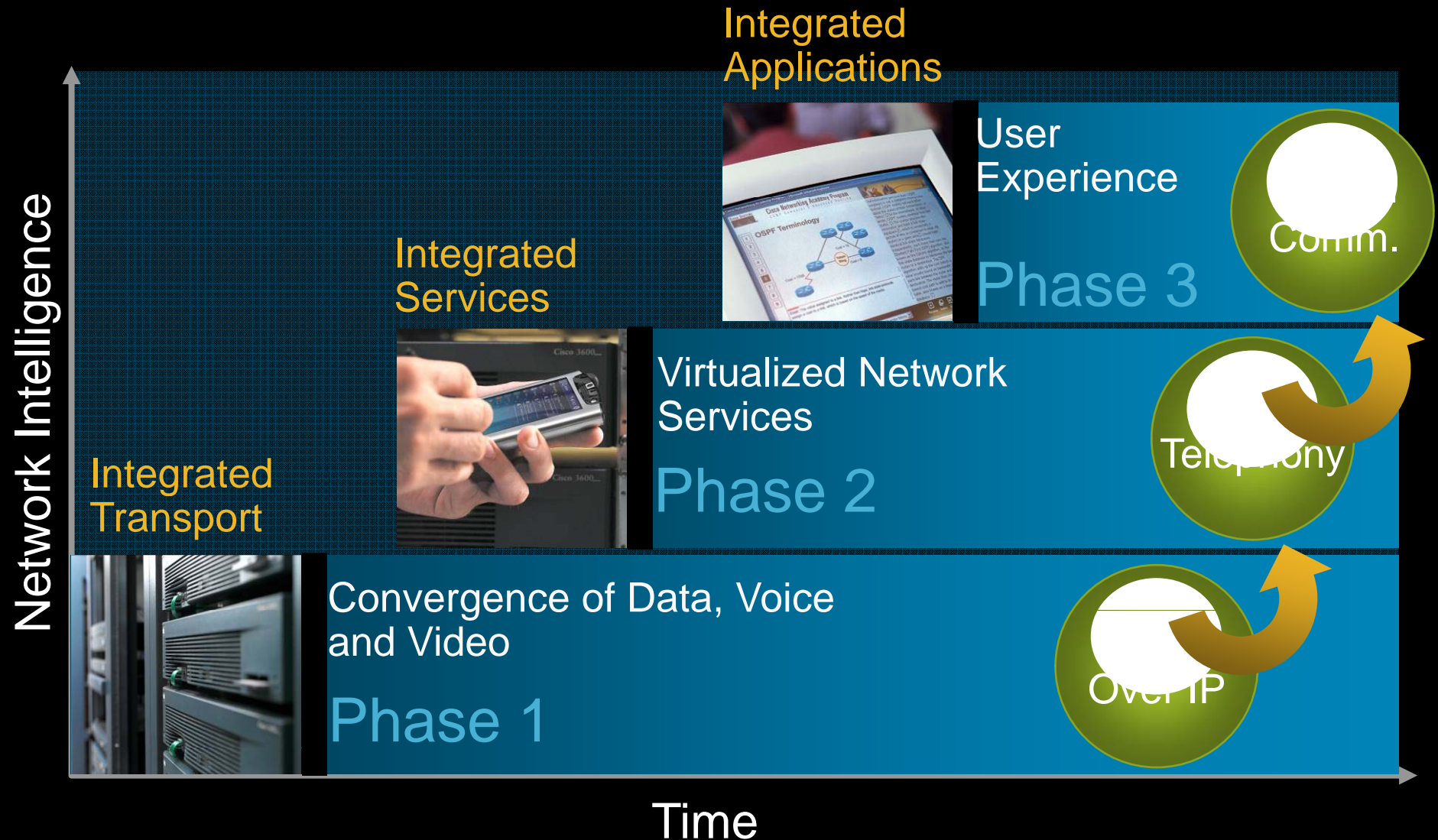
Increase the
Value of
Interactions



The Transition to Unified Communications



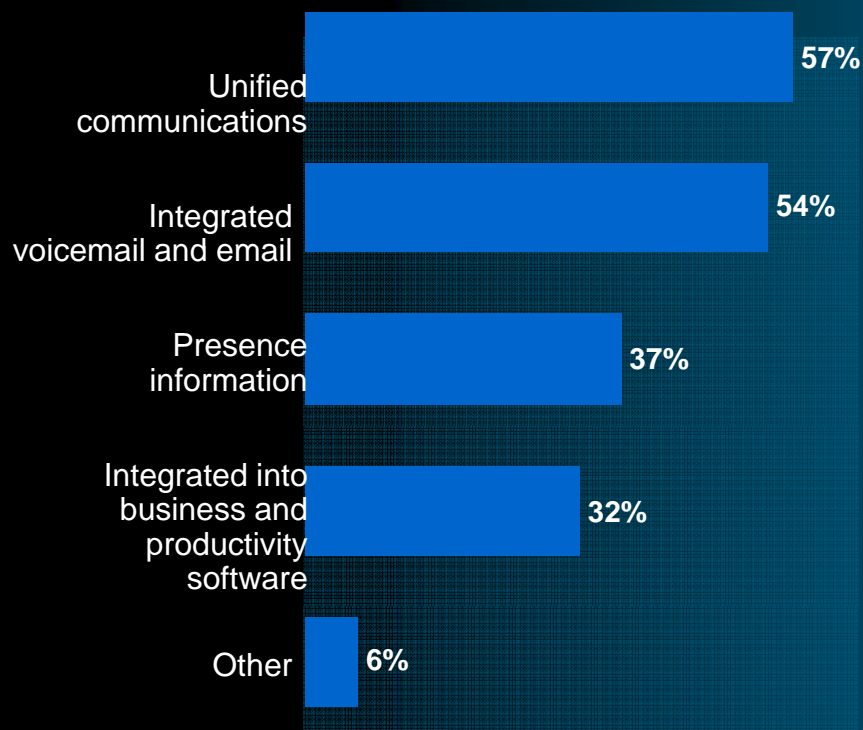
The Journey From VoIP to UC



video

Companies are looking at Unified Communications NOW!

Which advanced VoIP features does your company plan to pursue in the next 12 months ?



57%

of companies using VoIP say they want Unified Communications

web, audio, video conferencing

IP telephony capabilities

rich presence

e-mail

instant messaging

unified messaging

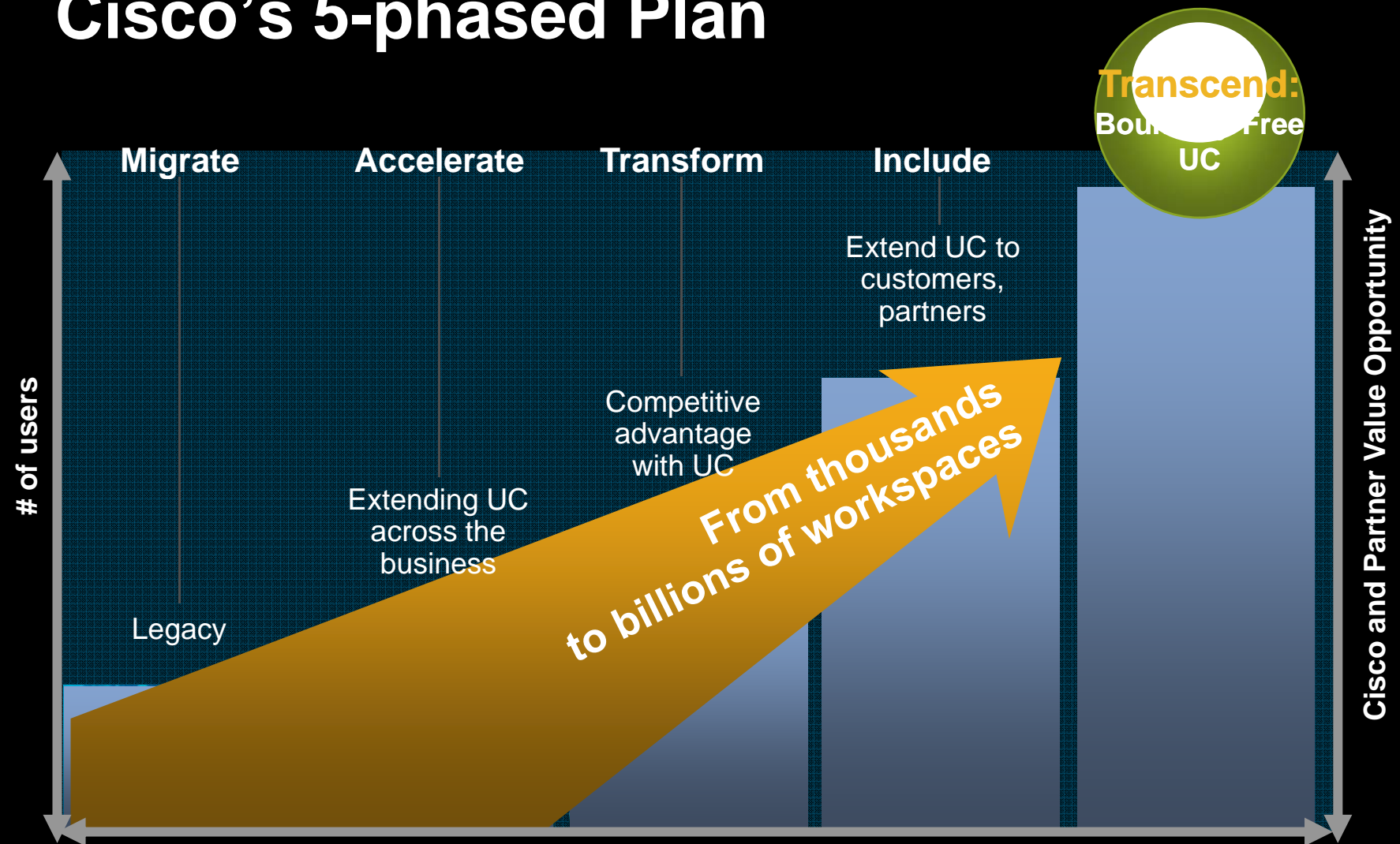
\$ 3.0bn+ Market

Source: InformationWeek Research VoIP study
<http://www.informationweek.com/news/showArticle.jhtml?articleID=189800103&pgno=1&queryText=>

Cisco and the Customer Journey



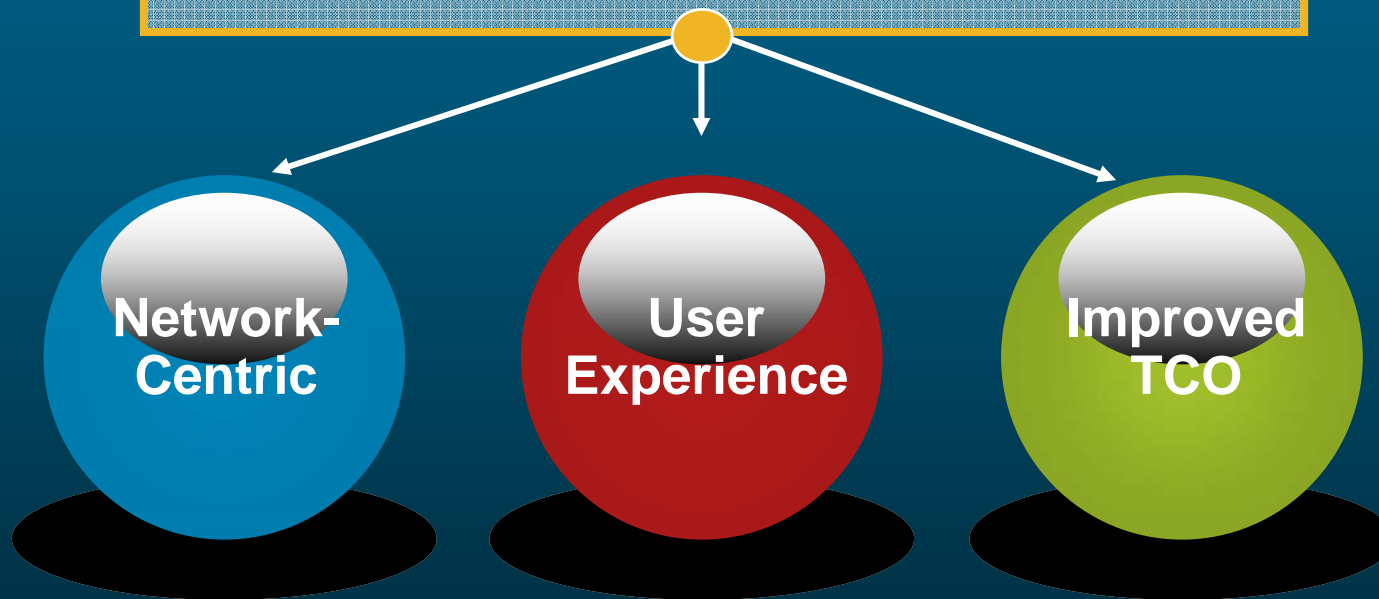
Cisco's 5-phased Plan



Evolving toward Boundary-Free UC

Delivering on the Vision: Our Winning UC Portfolio Strategy

To empower people in the Human Network
to collaborate effectively and elegantly—
anytime, anywhere, on any device



Cisco Unified Workspace Products

Messaging & Conferencing

- Unity Messaging
- Unity Connection Messaging
- MeetingPlace Conferencing
- Meeting Place Express Conferencing



Media Routing & Call Control

- Communications Manager
- IP Phones
 - Desk
 - Mobile
 - Video



Mobility

- Mobility Advantage
- Mobile Communicator
- Mobility Manager



Clients & Presence

- Personal Communicator
- IP Communicator
- Video Advantage
- Presence



Converged Network & Integrated Security

Cisco Unified Workspace Licensing

- The simplest, easiest, most cost-effective way to get Cisco UC for your workspaces
- Includes
 - UC client software
 - UC server software
 - UC access rights
 - All in a single user license!
 - 3rd Party Devices
 - From 100 users onwards
- Also provides for 3 years of upgrades and service



The Time is Now



To start the Journey

Be productive with any device—wired, wireless, or mobile phones—using single number reach and rules based call routing

Seamlessly pass calls between devices, inside and outside of the office, save time with a single voicemail inbox

Extend the capabilities of the Cisco Unified Communication system to business users anytime, anywhere, any mode

Leverage Rich Media Collaboration and make Remote Meetings as Natural as Face-to-face Interactions



The Time is Now



