



# Architectural Play for UC/Collaboration

최지희 상무

Green 3.0 – Collaboration Team

# Cisco Collaboration Portfolio

**Business Video**

**Mobile Collaboration**

**Workgroups/Communities**

**Conferencing**

**Messaging**

**Customer  
Collaboration**

**IP Communications**



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IP Communications

Reduce TCO, improve **user experience and productivity**, and increase business relevance with secure, resilient, and scalable voice services

- 
- A Cisco Unified IP Phone is shown in the background, displaying a call log on its screen. The phone is white with a color display and a numeric keypad. The call log shows a recent call to 'Nora Hughes' at 10:57 AM on 01/16/07.
- Cisco Unified Communications Manager and Unified Communications Manager Express
  - Cisco Unified Application Environment
  - Third-party Application Integration
  - Cisco Unified IP Phones



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Drive true **customer intimacy** by quickly and proactively connecting people with the information, expertise, and support they need

- Next Generation Customer Care
- Expert Advisor
- Video-Enabled Customer Service
- Reporting/Business Intelligence



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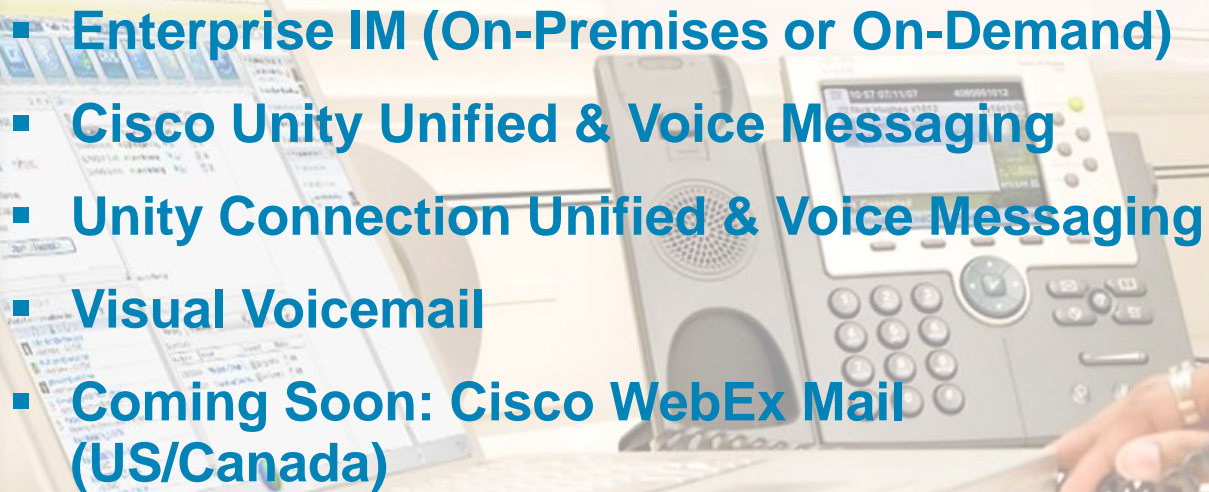
Conferencing

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Drive productivity & **accelerate business processes** by enabling employees to access and deliver messages via any medium, anywhere, on any device

- 
- Enterprise IM (On-Premises or On-Demand)
  - Cisco Unity Unified & Voice Messaging
  - Unity Connection Unified & Voice Messaging
  - Visual Voicemail
  - Coming Soon: Cisco WebEx Mail (US/Canada)

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Leverage the best of premises-based and SaaS offerings to deliver the industry's most compelling and **cost-effective conferencing experiences**

- 
- Cisco WebEx Meetings
  - MeetingPlace Audio for on-premises
  - Cisco WebEx Node for ASR 1000
  - Cisco Unified Video Conferencing



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Drive **global productivity** by dynamically connecting and empowering the most appropriate people, content, and expertise through virtual workgroups and communities

- WebEx Connect
- Ubiquitous Presence (Jabber)
- Collaboration Portal For Teams & Communities

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Increase employee **productivity and control mobile costs** by making mobile devices extensions of the enterprise network

- WebEx Meetings on iPhone, Blackberry, Nokia, Samsung
- Cisco Unified Mobile Communicator
- Dial Via Office
- Single Number Reach





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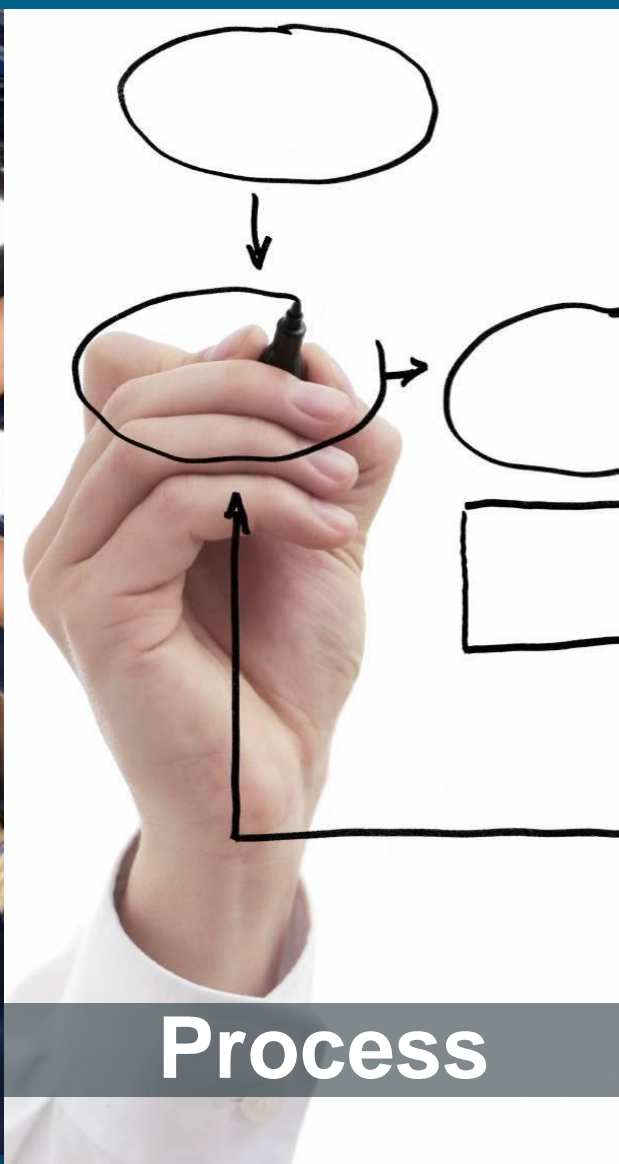
**Customer  
Collaboration**

**IP Communications**

**Re-define business processes and customer intimacy with travel-free, face to face collaboration anytime, anywhere, and with anyone.**

- **TelePresence**
- **Desktop Video**
- **Video Conferencing**
- **Digital Signage**





**Collaboration Is The Platform For Business**

# FY10 Direction

by 3 Tech area, new co-work model

**UC**

**TelePresence**

**Contact Center**

Business Story by industry, style of biz ...

Top Down Approach

Leverage CBC with more TP experience

SP engagement cannot avoid

Capture Competitors ' top accounts

How to resolve integration , migration issue ?

Strategic deals , Call Center	UC team leads AM leads	Partner Co-work
Big deals	AM leads UC PSS leads	Partner Co-work
Medium deals	AM leads UC PSS guides	Partner co-leads
Small deals	Partner leads	



# Our Approach in FY10

## Background

1 Sales Proposal Materials MUST Satisfy CXO's Expectation, OVER IT Team

2 Biz-Wise Industry Expertise is Absolutely Needed

3 Standardized Sales Materials Template & Working Approach are Critical for Mass Sales thru channel

2 months

## What we did

- Development of Contents Pool and Sales Materials Template that can be commonly applied in the same Industry

- Development of In-Depth Approach-based Sales Materials focusing on Target Client
  - As-Is Assessment by interview & survey
  - Identification of Biz issues & needs
  - Sales Materials Development, (including biz scenario & ROI calculation)

## What to Do Next

Healthcare



- Go-To-Market (GTM) Roadmap Development
- GTM Execution Support

Collaboration workplace under CRE

**SERVEONE**

- Follow-up meeting & presentation for ServeOne

Mid-size Manufacturer

**DaehanSteel**

- Close to Winning a deal
- Stage to propose # of products & specs



**CISCO**