Cisco Business Center Solution

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Emerging Markets

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Agenda

1 **Trends in the Workplace**

2 **Meeting Expectations**

3 **Solution Overview**

4 **Value Case**
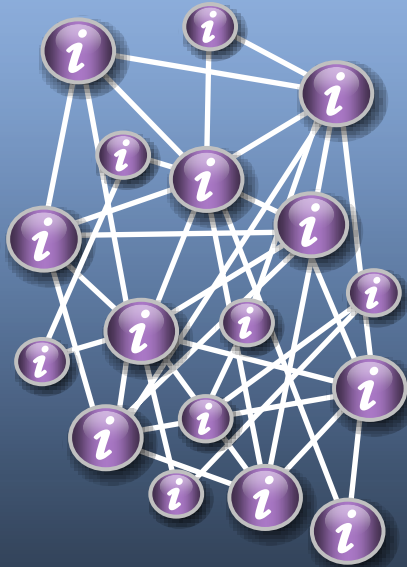
5 **References**

6 **Summary**

Trends

Centralized

De-Centralized

Global and Variable

Solution Overview

Comprehensive Business Center Services Offering

Wired & wireless connectivity

Unified communications

Telepresence & conferencing facilities

Boardroom

Flexible work stations/conference rooms

Virtual reception & concierge services

Storage/Back-up/Email & web hosting

IT Support

Network and physical security

Print, Fax, Scan and Copy

Collaboration using WebEx

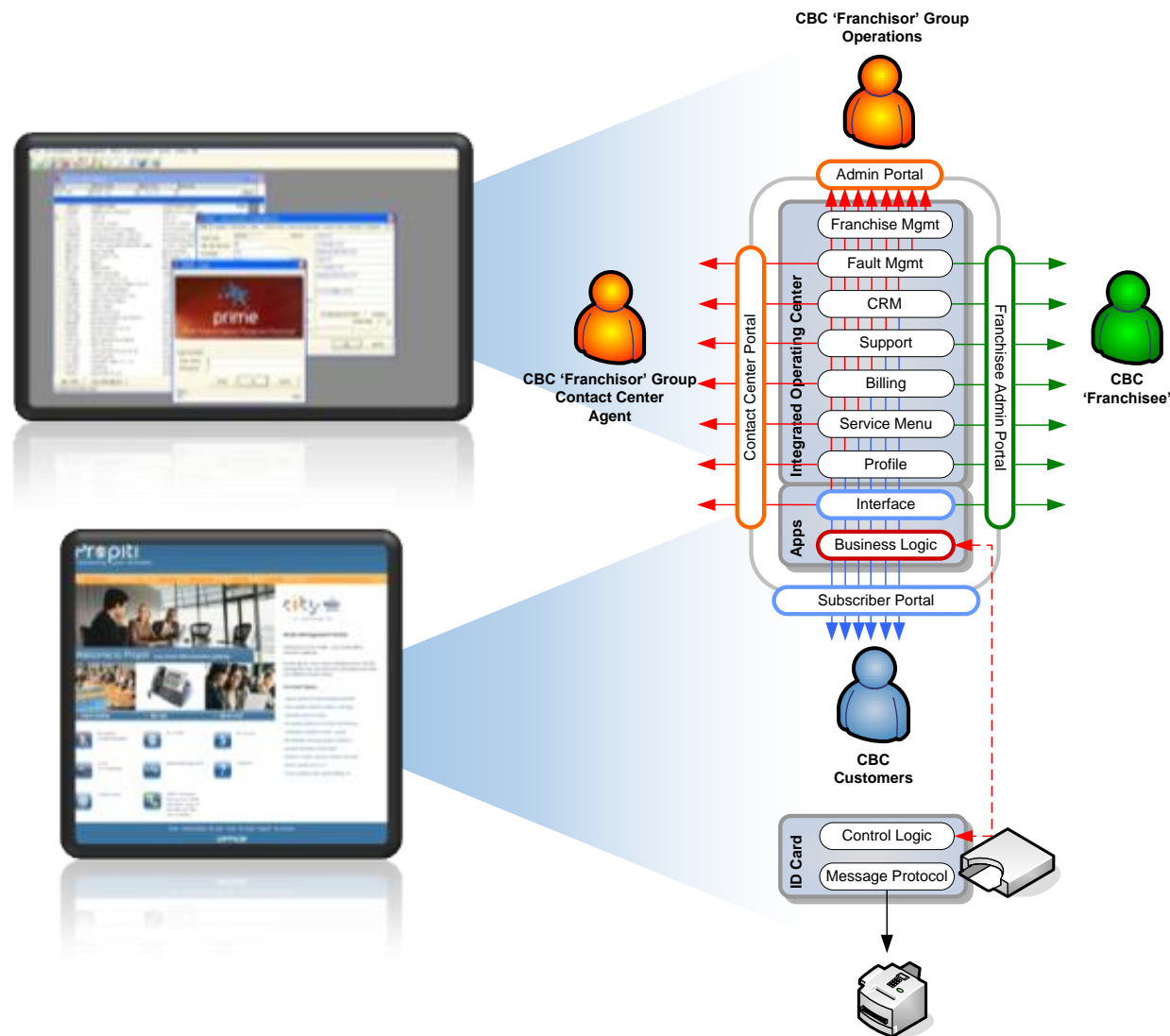Professional services offered via telepresence

Business Center Operations – Platform for 'Franchise Management' & 'Monetizing Services'

OPERATOR PORTAL

1. Service Management

2. Customer Registration

3. Customer Service Enrolment

4. Customer Support

5. Customer Billing

CUSTOMER PORTAL

1. Service Menu

2. Account Administration

3. Profile Management

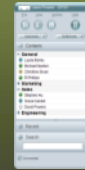4. Service Self Enrolment

5. View Service Usage / Bill

CBC 'Franchisor' Group Operations

Admin Portal

Franchise Mgmt

Fault Mgmt

CRM

Support

Billing

Service Menu

Profile

Interface

Business Logic

Contact Center Portal

Integrated Operating Center

Franchisee Admin Portal

Apps

Subscriber Portal

CBC 'Franchisor' Group Contact Center Agent

CBC 'Franchisee'

CBC Customers

ID Card

Control Logic

Message Protocol

Features & Functionalities

Business Center Services Delivery Platform

Cisco Unified Communications
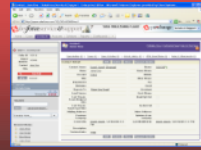
Workspaces

Business Applications
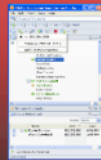
Sametime | Business Mashups | Widgets | Expert Advisor | OCS | Agent Desktop

Applications

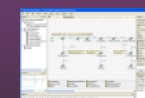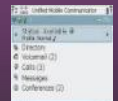Cisco Unity Messaging | Unified MeetingPlace Conferencing | Unified Customer Contact | Unified Video Advantage | Unified Workspace Licensing | Unified App Environment | Mobile Communicator
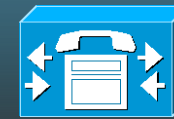
Services

Cisco webex | Cisco Unified Presence | UCM | HUCS | WebEx Connect
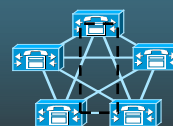
Infrastructure

Routing | Switching | Network Mgmt | Messaging Gateway | QoS | Security/ Policy | CUBE Session Border Control
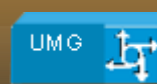
Video Conferencing

Expert on Demand

Cisco TelePresence Endpoints

Cisco WebEx Collaboration Features

WebEx Connect

Business Specific Meeting Solutions

Event Center
Webinars
Online Events

Sales Center
Online Sales

Training Center
Online Training

Support Center
Remote Support and Access

Meeting Center

General Collaboration

Solution Benefits

Operator

Effective Use of Space

Optimisation of resources

New revenue streams

Customer attraction & retention

Differentiated premium services

Energy Efficiency

Faster service delivery

Meets compliance standards

Positive Landlord/Tenant relationship

Increased portfolio value

Tenant

Lowers real estate overhead

Subscribed managed services

Infrastructural flexibility

Green approach, positive PR

High-end & cheaper communication facilities

Professional meeting places

Good infrastructure & business support

Simplified partner management

Faster go-to-market

Staff retention

Community

Less Traffic Congestion

Less Office FM Energy Consumption

Reduction in Travelling

Office System Power Efficiency

Carbon Foot Print Measurement & Control

Green Services Revenue Generation

Types of Business Center Models

- **Own & Operate Model**

  – Commercial real estate owner leases space and business services

  – Offers a bundle of key business technology and communications applications for its tenants

- **Business Center Franchise Model**

  – Any property management company which is an owner of commercial real estate would be a Franchisee

- **Revenue Share Model**

  – Commercial real estate owner partners with a business center operator on a revenue share model (e.g. Office Squared)

Business Center Systems

CBC 'Franchisor' Group Operations

CBC Franchise

Meeting Room

Meeting Room

Meeting Room

Internet, WebEx, Tele/Video Conference Booths

Telephony Teleconference

Wireless Internet

Print, Fax Scan & Copy

Telepresence Suite

CBC 'Franchisee'

CBC Smart Card

CBC Customers
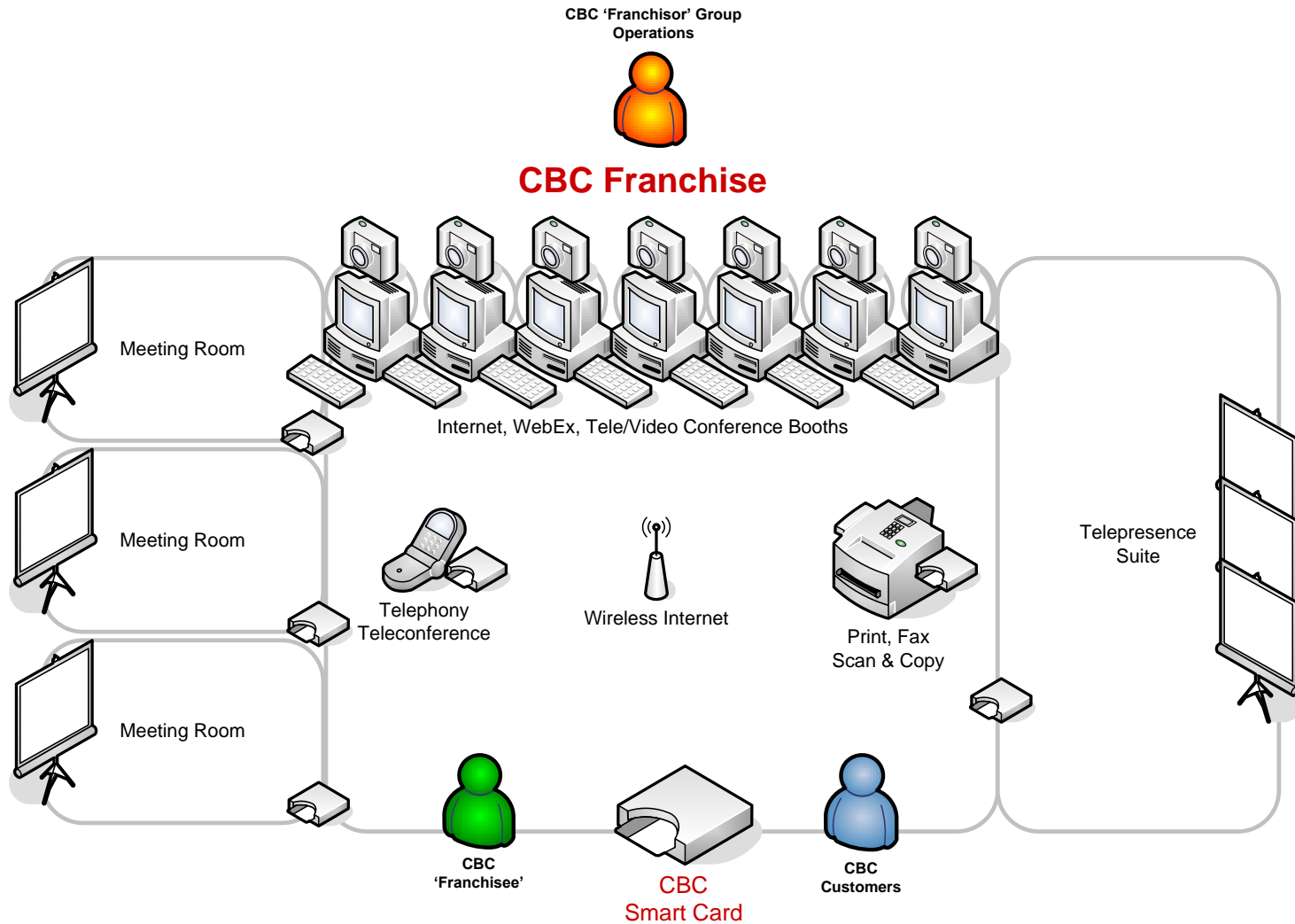
References

i-City Malaysia

Situation

- 74-acre integrated township.
- RM1.5 Billion Construction.
- Use of technology to create a superior experience for residents of i-City.
- Required MSC status and attract world class tenants.
- Be a technology incubator and drive innovation.

Solution

- Comprehensive service offering providing wired, wireless, digital signage and video surveillance.
- Complete Managed Service offering provided by Office2.

Benefits

- Proposed infrastructure will achieve MSC status
- Reduced risk of deployment joint venture with Office2
- Landmark city development.
- A scalable platform to meet future services requirements.

city
the capital of your world

Innovation Centre
CityWalk
Corporate Offices
Convention Centre
Retail

Internet and Voice Circuits from various ISP/Telcos.

I-City Data centre

A1
A2
A3
A4
A5
A6
A7
A8

TOLL PLAZA
SG. RASAU

iOFFICE²

■ - Private Metro E Fibre Network

■ - Circuits from various ISPs

■ - Fibre loop from Metro E to the Building loop.

■ - Fibre to relevant Buildings.

Digital Mall Media Solution

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Trends

- Evolving Expectations

- Generational Change

- Migration from Space Provider to Experience Provider

- Digital Media Communications

Consumer Research

Frustrations while Shopping..

1. Ease and speed at check-out

2. Out-of-stocks

3. Difficulty locating Stores

4. Lack of pricing information

5. Lack of staff knowledge and access

Challenges of a Mall Operator

- Create an unmatchable shopping experience

- Capture 'end-customer' preferences

- Drive real-time promotions & campaigns

-

- Increase profitability

The Solution

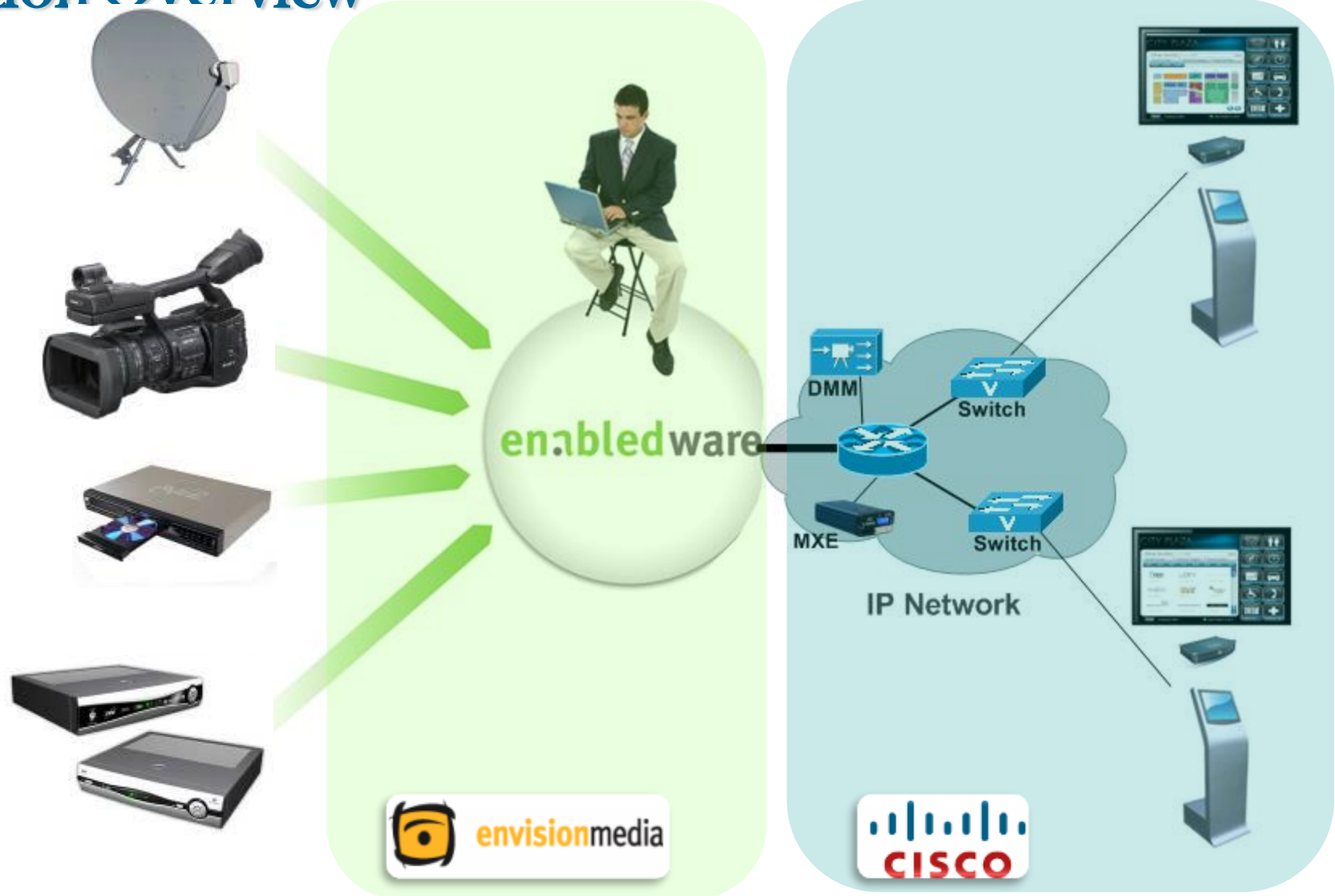Cisco's Digital Mall
Media Solution

- **Enhances Shopping Experience**

- **Delivers Targeted Communications**

- **Reduces Wait Time – Increases Shopping Time!**

- **Creates Additional Revenue Streams**

  - Advertising

  - Increased Variable Rent

  - Percentage on Bookings

- **Enhances Visual Appeal**

Solution Overview

Solution Overview

Features & Functionalities

Cisco Digital Media System and Digital Signage

Media Creation	Media Management	Media Access

Digital Media Encoder 1000

Digital Media Encoder 2000

Digital Media Manager
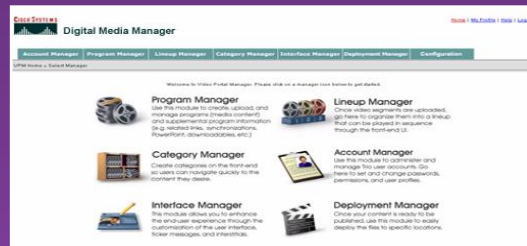
Video Portal Module
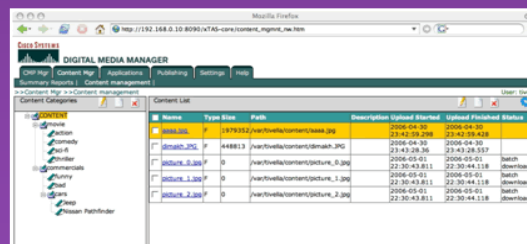
Digital Signage Module

Cisco Video Portal

Cisco Digital Media Player

Solution that Spans Across the Digital Media Value Chain

Features At-A-Glance

- ## EnabledWare Digital Signage

  - Billing

  - Multi-tenant Support

  - Easy Content Management & Distribution

  - Real-time Template/File Modification

  - Scheduling Playlists by Group

  - Integration with External Databases/Devices

  - Full Reporting Suite Embedded

  - Proof of Play

  - Content Design & Creation

  - Quick Ramp-up
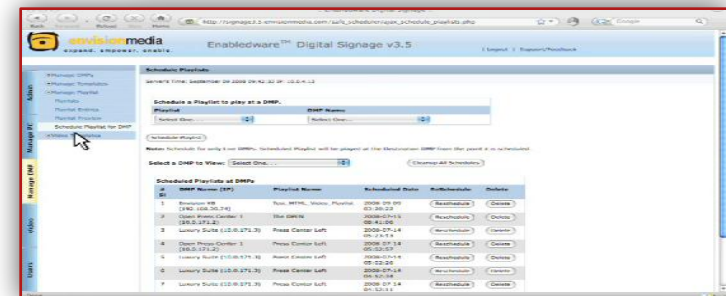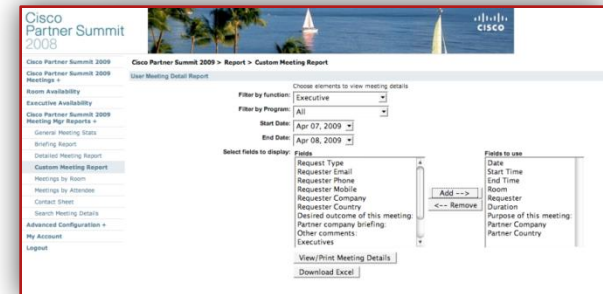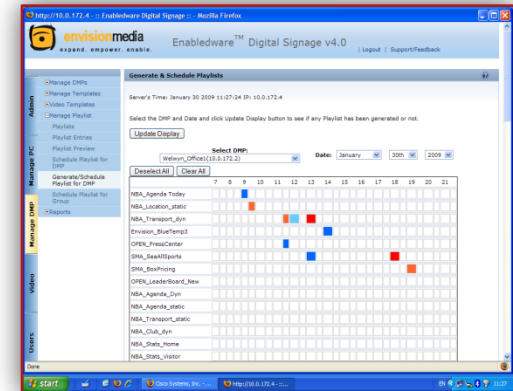
Cont...Features At-A-Glance

- ## Interactive Kiosk

    - Rich Interactive Capabilities

    - Relevant, Timely Content on Demand

    - Directory Services

    - Context-Driven Advertising

    - Instant Updates On the Fly

    - Immediate Deployment of New Content

    - Intuitive Content Management &Control

    - Customized Settings

    - Energy-Efficient Systems/Resource Usage

    - Integrated Content Branding &Sponsor Messaging

Digital Signage – Event Promotions

Expert Opinion

Digital Signage Influences Consumer Behavior

300% sales increases when aided by a promotion

29% shoppers made an unplanned purchase based on what they saw on screens

Digital Signage has 47.7% effectiveness on brand awareness

Increases the average purchase amount by 29.5%

Creates 31.8% upswing in overall sales volumes

Generates 32.8% growth in repeat buyers

Generates 32.8% more in-store traffic

68% of shoppers said in-store messages help their purchase decisions

44% of consumers would switch a product they previously intended to purchase

40% of consumers took note or watched the entire ad

Business Case

Scenario

- 200 stores

- 1M Gross Leasable Retail Space

- Mall Operational Hours = 72/week

- Provision for 20 interactive kiosks and 210 digital screens

- ROI calculations based on digital signage and interactive kiosks deployment

- OPEX & CAPEX distributions

Cash Flow   **Revenue Distribution**   **BOM**

Business Case for Digital Media in Malls

- Generates new revenue options – Advertising & Sponsorships

- ROI - Positive Cash Flow from Year 2 itself

- Favorable NPV

- Eliminates costs associated with printing, storage and distributing collateral

- Faster time-to-market

- Reduces number of customer service representatives

- Increases Customer satisfaction rates

- In-store media can also be used for staff-training after hours

References

Attracting Millions with Compelling Content

Customer profile:

Stars Centre
Part of the City Centre shopping complex in Heliopolis, Egypt

Challenge:

Attract customers and drive revenue through advertisements

Solution overview:

Implemented 500 Cisco Digital Signage across the shopping complex

Benefits:

- Compelling content attracted more eye balls
- A great entertainer
- Higher sales
- Additional revenue from ad space selling
- ROI: Conservative study estimated payback time < 2 years

Summary

- ✓ Transforms the overall Mall experience for the end-customer

- ✓ Creates additional revenue streams for Operators

- ✓ Increases store footfall and overall profitability for retailers

- ✓ Increases energy efficiency and helps Operators meet sustainability objectives

Cisco in Hospitality

Agenda

- Cisco in Hospitality
- Forces Driving Transformation
- Elements of a Cisco Connected Hotel Solution
- Solutions for next Generation Hoteliers
- Building "GREEN" Hotels
- References

Cisco in Hospitality

- Ex-Hotelier subject matter experts
- Experience and Reference WW
- Technology advisor to hotel groups
- Large eco-partner base
- Global member of Realtech, Realcomm, Hitec, HTNG, Builconn

Industry Trends and Transformation Drivers

Customer Need: Support Transformation of Rapidly Changing Business Environment

Sustainable Business Models

Cost and Complexity

Innovation and Transformation

Involving Guest Expectations

Green Sustainability

Personalization

Business Continuity and Security

Services

Enhance Guest Experience

More Revenue per Guest

Improve operational Efficiencies

Generational Change

Baby Boomers

- 1/3 of population
- age 41-59
- ½ income
- ¾ financial assets
- Propensity to spend

Generation X

- Born 60's-late 70's
- Best educated
- Independence / individuality
- Tech savvy entrepreneurs

Generation Y

- Born from 77 to 93 as numerous as BB
- universal pc, cell phone Multimodal communication: voice, video, text

leisure travellers

Cisco Connected Hotel

Simplify and 'Future-Proof' Your Building

Information

Internet

Essential Utilities

Water

Electricity

Gas

Typical Services

High-Speed Internet anywhere

Pervasive Wireless services & Mobility

Facility & Energy Performance management

Communications and Collaboration

Audio and Video Conferencing

Guests Management and services

Video Entertainment Digital Signage

CISCO

Framework for Connected Hotel

Delivering space, technology and services differently

Converging information, communication and building technologies

Building the next generation building information network

Services

Unified Communications

Physical Security

Building Technologies

Building Information Network

Generating Incremental Revenue
Anytime, Anyplace, Any Device

CISCO

Voice	Video	Internet	Mobility	Apps	Comfort	Signage

Consolidated Services Billing

Enterprise Applications (PMS)

Converged ICT Infrastructure

Consolidated Service, Support, Maintenance

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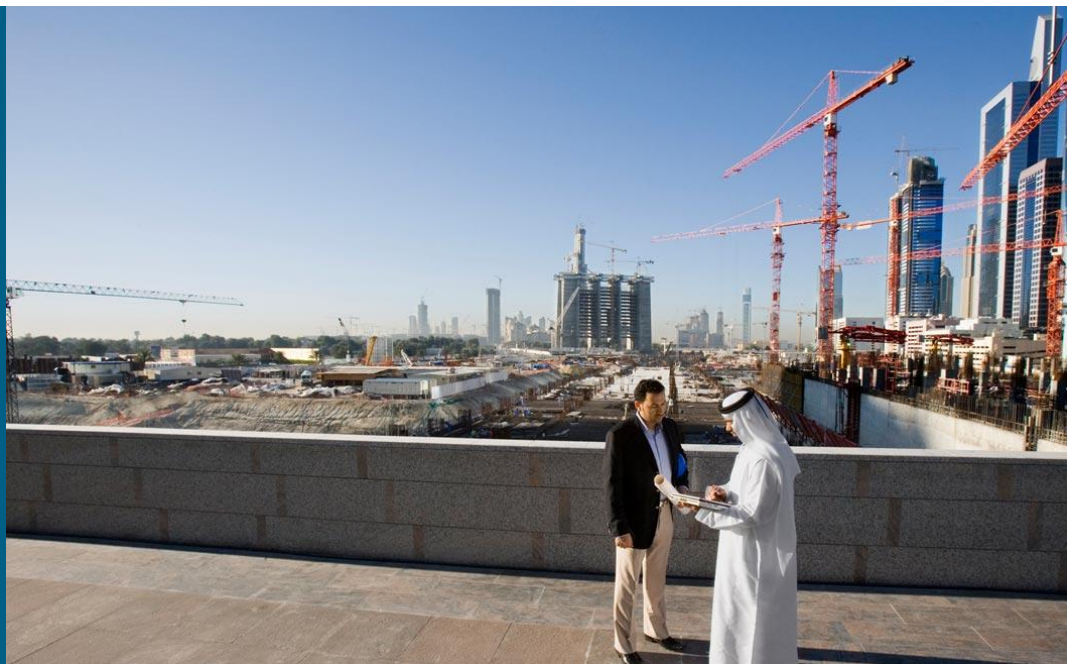- References

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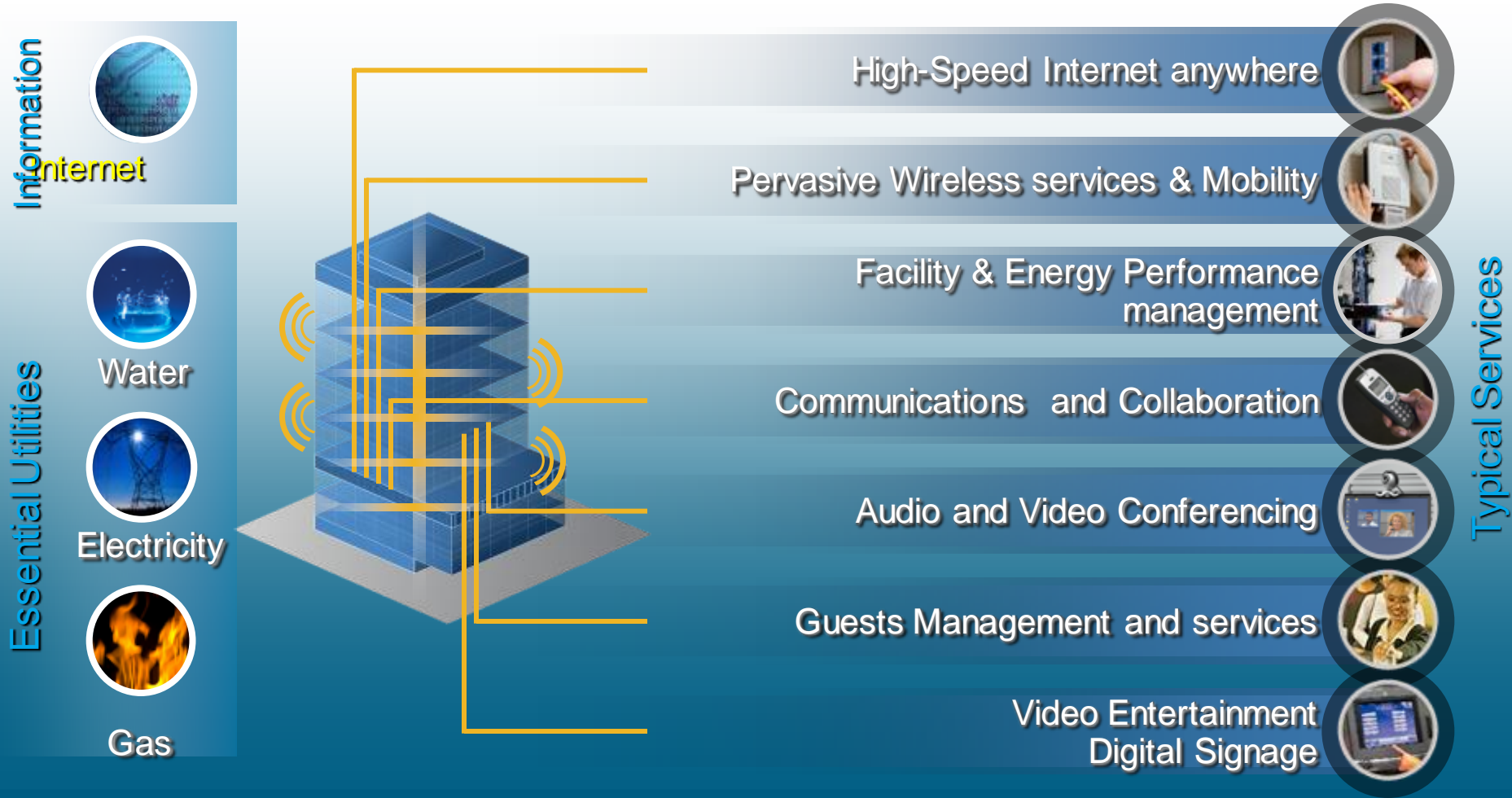- Tech savvy entrepreneurs

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Cisco Connected Hotel

Simplify and 'Future-Proof' Your Building

Information

Internet

Essential Utilities

Water

Electricity

Gas

High-Speed Internet anywhere

Pervasive Wireless services & Mobility

Facility & Energy Performance management

Communications and Collaboration

Audio and Video Conferencing

Guests Management and services

Video Entertainment Digital Signage

Typical Services

Framework for Connected Hotel

Delivering space, technology and services differently

Converging information, communication and building technologies

Building the next generation building information network

Services

Unified Communications

Physical Security

Building Technologies

Building Information Network

Generating Incremental Revenue
Anytime, Anyplace, Any Device

| Voice | Video | Internet | Mobility | Apps | Comfort | Signage |

Consolidated Services Billing
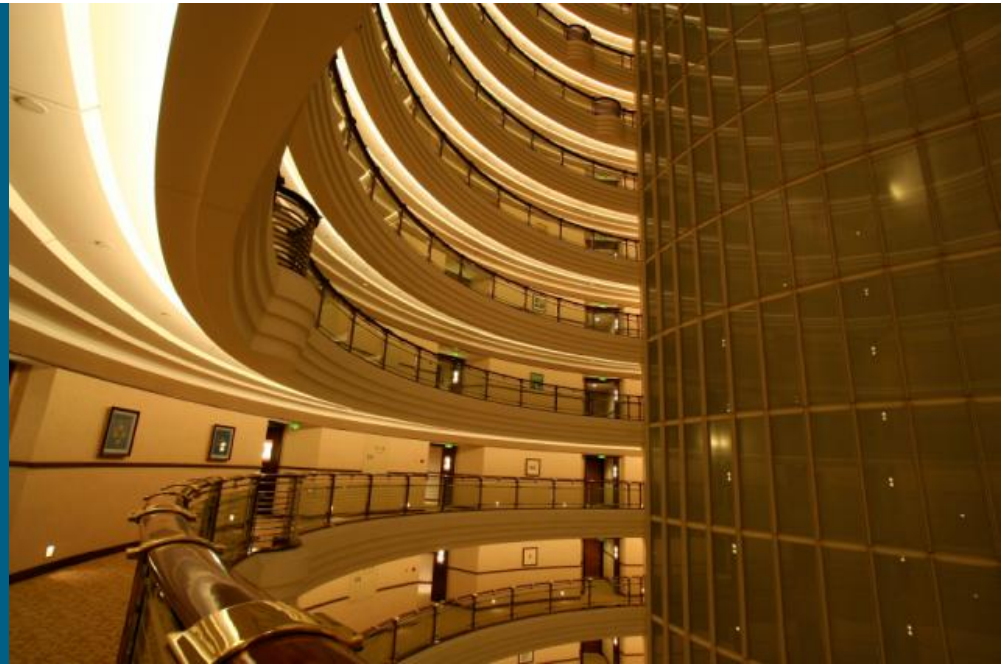
Enterprise Applications (PMS)

Converged ICT Infrastructure

Consolidated Service, Support, Maintenance

Hospitality Industry Solutions

Connected Hospitality

- ▶ Personalized guest experience
- ▶ Improved staff productivity
- ▶ Improved safety and security
- ▶ Digital media managed products
- ▶ Solutions for next generation hoteliers

A world of Guest Services

- Content thru room devices: phone, TV, PDA etc.

- Display personalised news content on phone screen

- Room controls: temp, lighting, moods, music

- Mobility and new world communication

- Virtual concierge

- Baby cot-cam

| Picture telephone | Digital signage / Muzak | Guest surveys | Pre-order valet car | Advertising Cross selling | Integrated DND |

Personalized Services: Multi-Language

- Integrated with Property Management System

- Guest language / profile recognition upon Check-in

- Changing IP Phone Language with Services according to the Guest Language

- Changing Voicemail Language while creating Guest VM Box

Personalized Services: Loyalty Program

- Integrated with Loyalty Program Central Server

- Receiving Loyalty number from PMS Server

- Collecting points / credits real-time through Internet

- Offering products from property according to guest

Information Services

- Hotel facilities info
- National directories
- Meeting room reservation
- Online billing
- Weather info

- Airline info
- Enhanced reminders
- Currency rates
- Stock Quotes
- Local and Third party advertisements

A world of staff services

- RFID luggage, high value assets tracking

- Digital media and Security Cameras

- Dual mode phones – 2 way radio

- Responsiveness to alerts and emergencies

- Location of key staff: medical, engineering, security, customer services, maintenance, management thru phone/RFID/PDA

- Easy login of RS, Engineering and HK requests + Service tracking

Key Assets Tracking

Response to Alerts

Security Cameras

Asset Loss Prevention

Operation Efficiency

Tenant Services

# Boost Safety and Security

Real-Time: Digital Signage

- Way finding

- Promote and Market
  - Good Corporate Responsibility
  - Sustainability
  - Brand

- Deliver messaging based on real time data

- Adapt signage based on interaction from other connected systems and applications
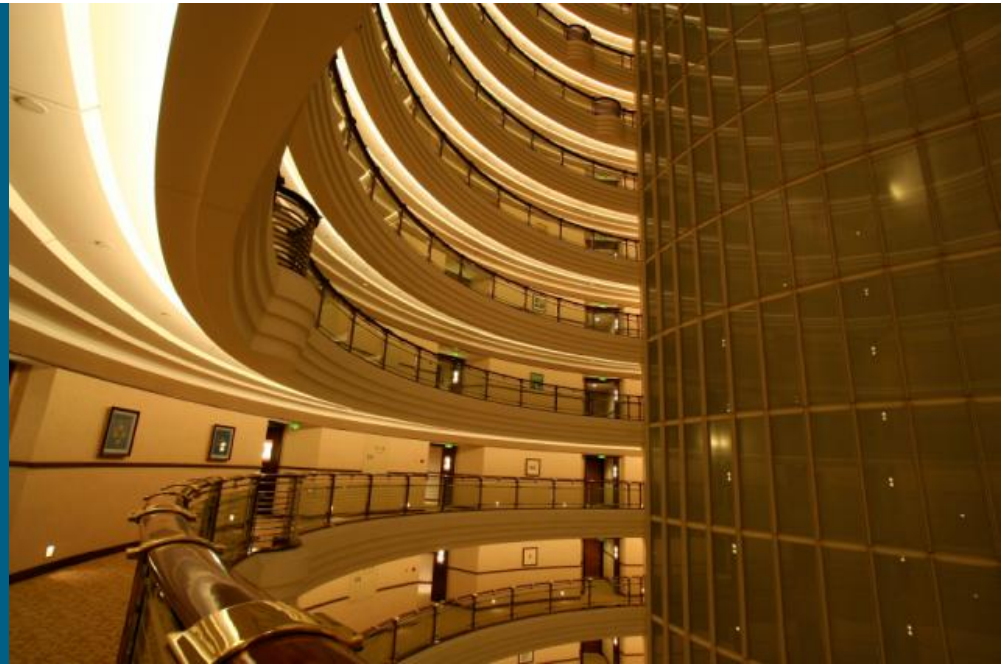
- Intelligent evacuation

RFID in Hospitality

- RFID TAG on Loyalty Cards

- Automated Guest Profile

- Automated Check in/out

- Room Personalization

- Guest recognition in all Service Areas

- Automated Billing
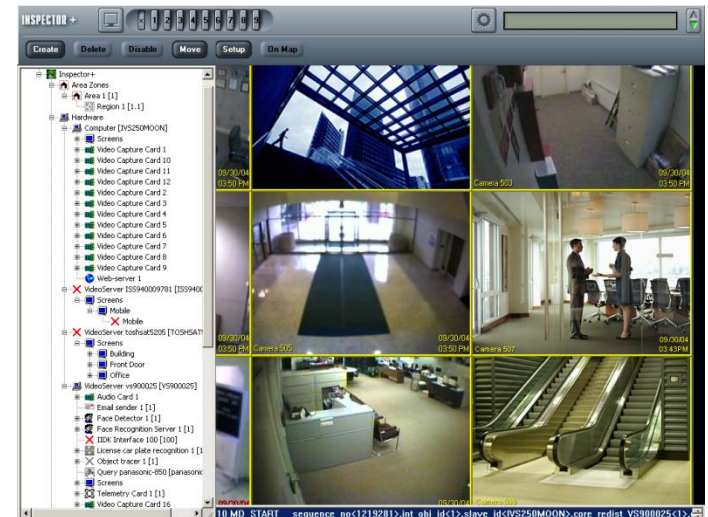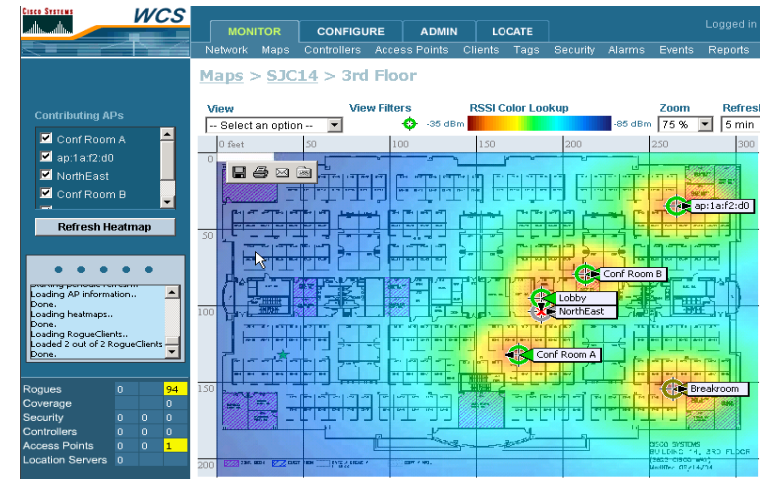
Enabling the "GREEN" Hotel

The "GREEN" Hotel's

- Traditional Hotels Green Best Practices
- Cisco Value Proposition for Hotels
- Cisco Solution as a Green Enabler in Hotels
- Networking Solutions Impacting Green in Hotels
- Green Hotels Certifications

Traditional Hotel Best Practices Impacting Green

Energy

1. PV Solar Panels
2. Intelligent HVAC & Building Systems
3. Waste Heat to Produce Hot Water
4. Efficient Lighting Systems
5. Usage of 100% Renewable Energy
6. Energy Controls Sys. For Rooms

Water

1. Water Recycling
2. Water Systems Monitoring a& Controls
3. In-Room Water Control Sensors Devices
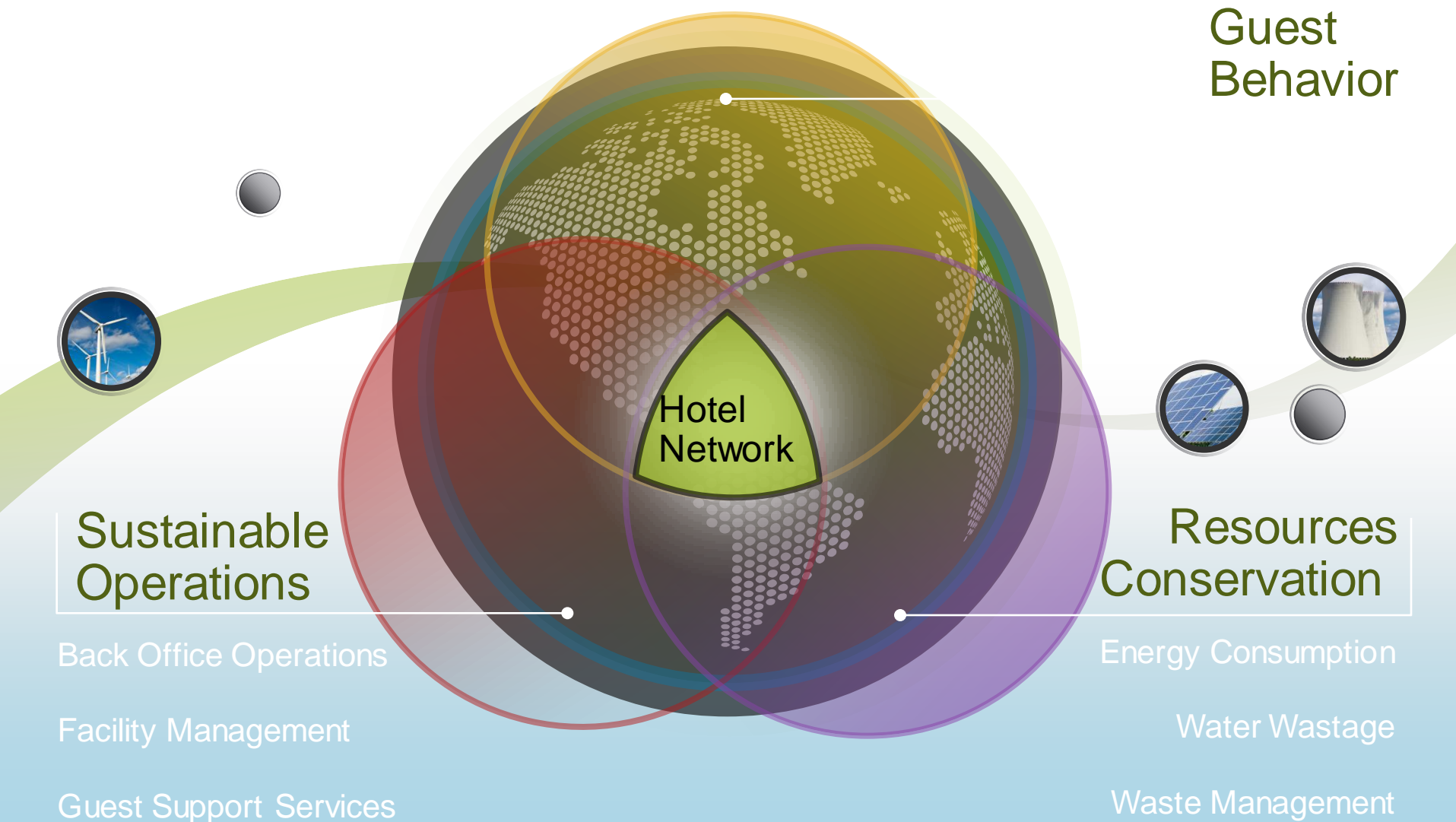4. Ozone Laundry Systems

Operation

1. Green Roofs
2. Recycling Programs
3. ClearAir Program
4. Green Materials Procurement

Certification

1. LEED for Hotels
2. Green Seal
3. Green Globe
4. Green Key
5. PoW Foundation International Tourism Partnership

Cisco's Green Value Proposition

Network as a Green Enabler in Hotels

Guest Behavior

Hotel Network

Sustainable Operations

Resources Conservation

Back Office Operations

Facility Management

Guest Support Services

Energy Consumption

Water Wastage

Waste Management

Hotel Networked Components - Cisco Solutions Impact Green

1. **Data Center**, POS / PMS / all admin
2. **NW Infrastructure systems**
3. Temperature/thermostats
4. **Phones and Voice End Points**
5. High-speed internet access
6. Lighting & Shading / Drapery
7. **Video conferencing & TP**
8. **Video security / surveillance**
9. **Wireless (WiFi) access (Everywhere)**
10. **Networked Concierge services via phone, TV, Intranet & future devices.**
11. HVAC & Energy Systems

11. **Movie-on-demand, Video-on-demand, Music on-demand**
12. Meeting room control
13. Apps to order & schedule services Spa, tee time, restaurant rsvp
14. Third party advertising via phone, TV, internet, displays, Satellite, Cable, IPTV
15. Co-generation, renewable Energy Systems
16. **Digital Signage (anywhere)**
17. Sensors for water, humidity, air and other environmental applications
18. Sensors (RFID) for tracking Assets like A/V, Room Trays and Staff
19. Elevators (Call & Op Info)

Hotel Green Certification

Hotel LEED Certification

Green Seal International Association

Green Globe

Green Key – Canadian Hotel Association

PoW Foundation International Tourism Partnership

References