Cisco webex

Cisco Expo 2009

Software as a Service Web 2.0 Solutions

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cisco

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Agenda

- Market Transitions
- Introducing Cisco WebEx
- Cisco WebEx Solutions
- Looking Ahead

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Market Transitions

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Concerns & Opportunities In A Challenging Economy

Job Uncertainty

Industry Consolidation

Productivity

Competitive Differentiation

Customer Loyalty

Cost Containment

Time to Market

Innovation

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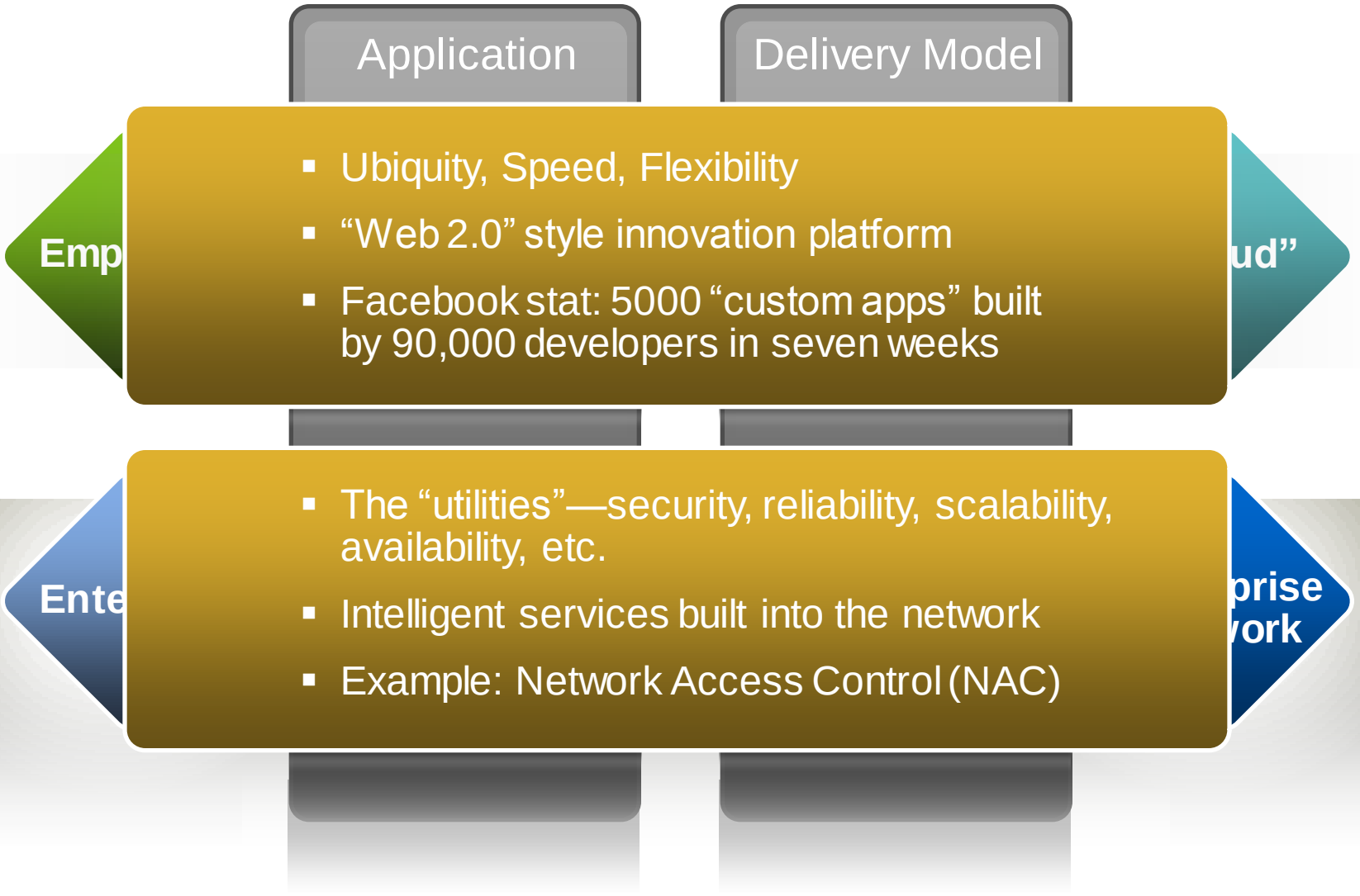
The Current Landscape



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The Best of Both Worlds

Unified Workspace

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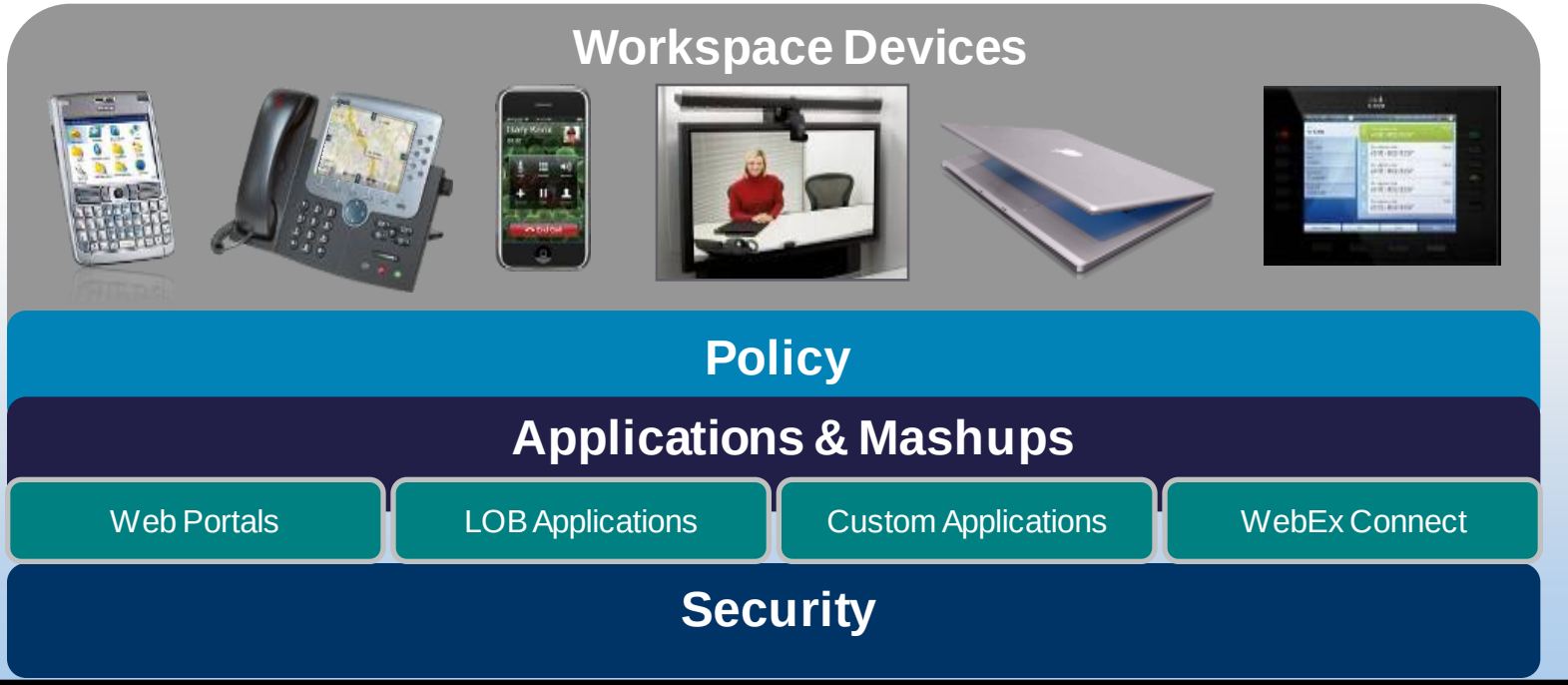
Cisco Collaboration Architecture



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Cisco WebEx Today

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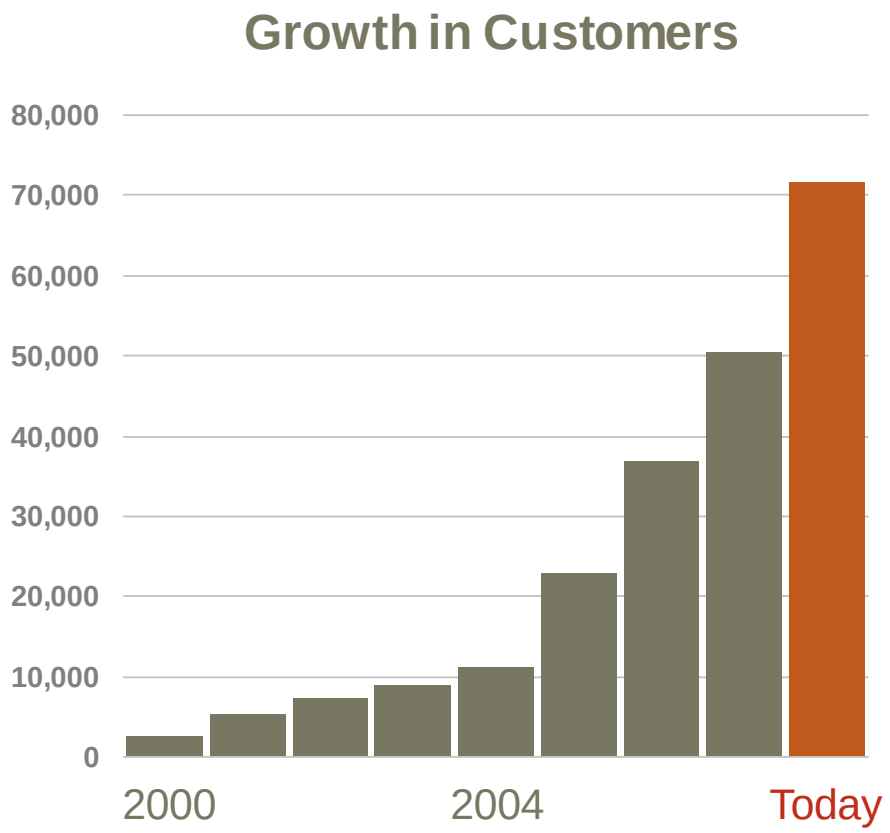
Cisco WebEx Snapshot

125,000 WebEx Meetings/94 Countries/day

- 10+ year history of innovation, growth, and market leadership
- Pioneer in cross-company collaboration
- Pioneer in SaaS, #2 in on-demand software
- Acquired by Cisco in 2007
- >70,000 paying customers
- 2.8 million registered users



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Cisco Leader in Web Conferencing

Gartner Magic Quadrant for Web Conferencing

Gartner's ***Magic Quadrant for Web Conferencing, 2008***, 29 July 2008 ID Number: G00158950

As of July 2008

> "[Cisco's] acquisition of WebEx has given it the leading Web-conferencing product in terms of market adoption."
>
> Gartner

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Cisco WebEx Solutions

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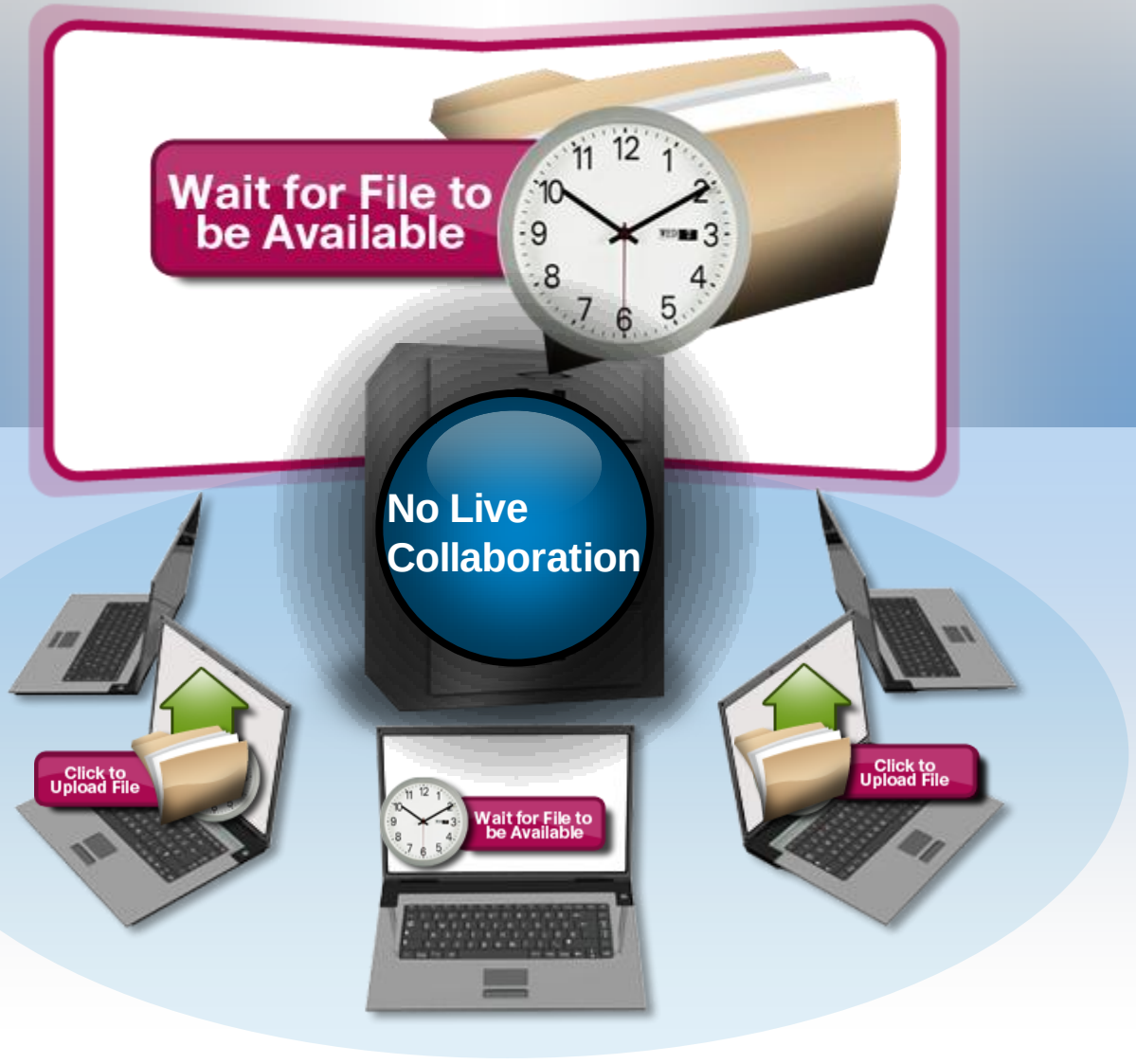
Communication Centric Collaboration

Inside the Firewall



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Communication Centric Collaboration

Beyond the Firewall

Beyond the Firewall

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Collaboration on Cisco WebEx

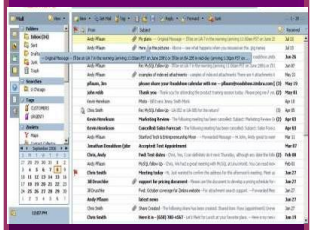
Web Conferencing

IM and Presence

Voice and Video

Team Spaces

Email



Widgets and Third-Party Apps

Web 2.0 Application Platform

Cisco WebEx MediaTone Network

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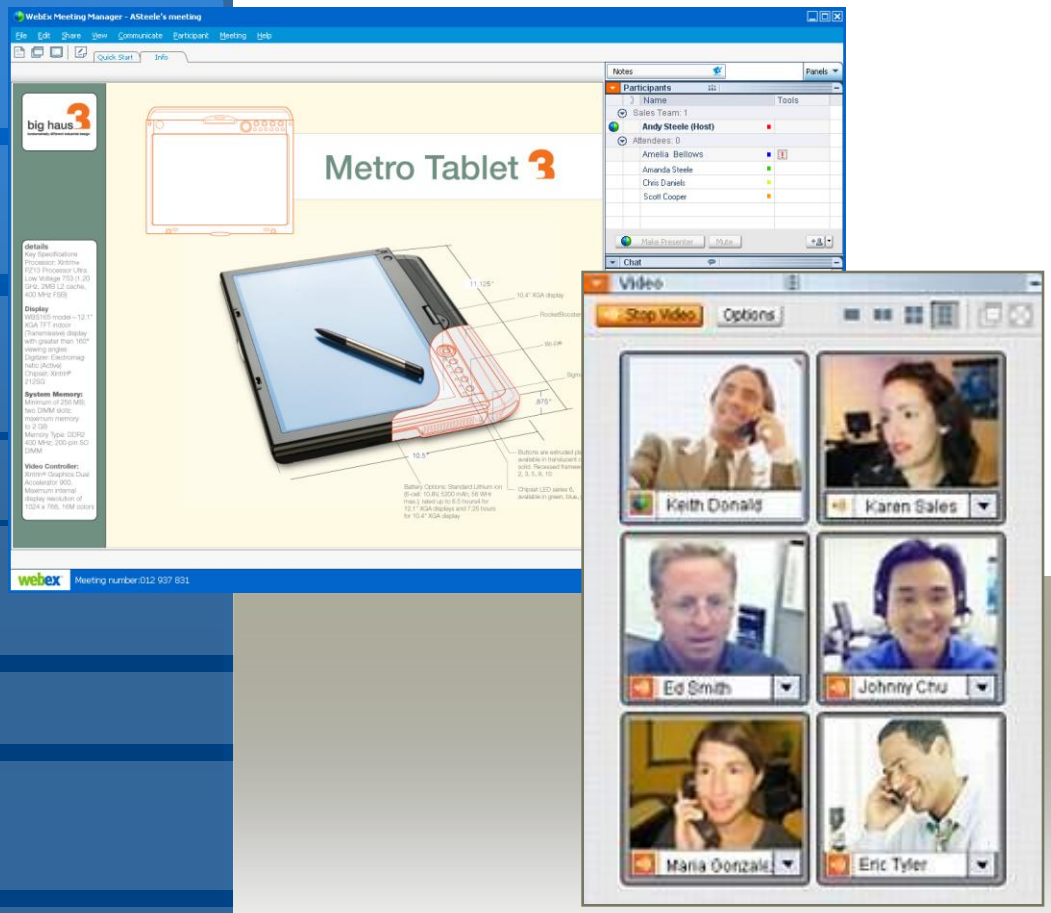
WebEx Meeting Center

- Documents, applications, desktops sharing
- Rich multimedia with multipoint video
- Integrated Cisco UC MeetingPlace
- Active Talker
- On-demand record, edit and playback
- PowerPanels™
- Chat, polls, notes, annotation tools
- File transfer



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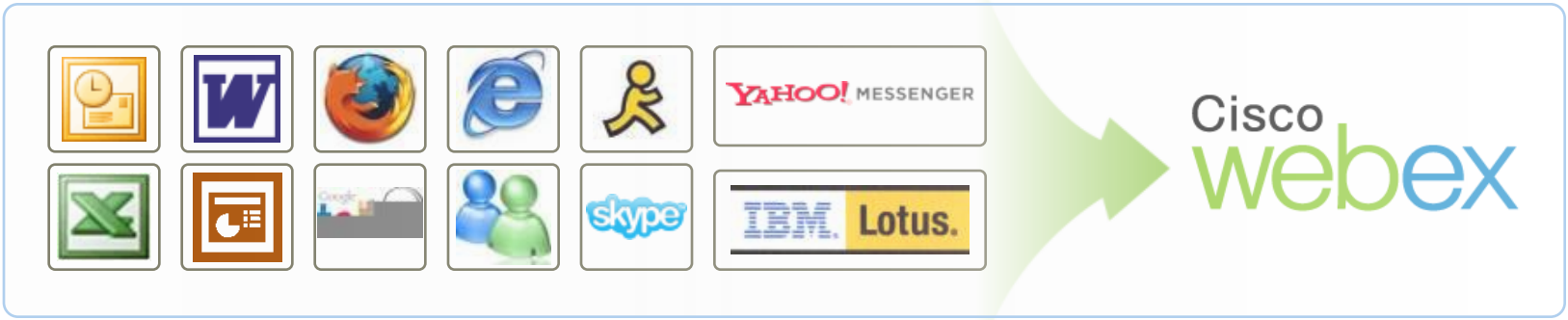
Interoperate Within Your Environment

- **Instantly start and schedule meetings, and invite participants**
  - Start meetings in 15 seconds or less with WebEx® One-Click
  - Schedule meetings right from your Microsoft Outlook or Lotus Notes calendar
- **Automatic installation and seamless integration**
  - Select applications can also be installed by site administrators or customers
- **Launch WebEx Meetings from MS Sharepoint**



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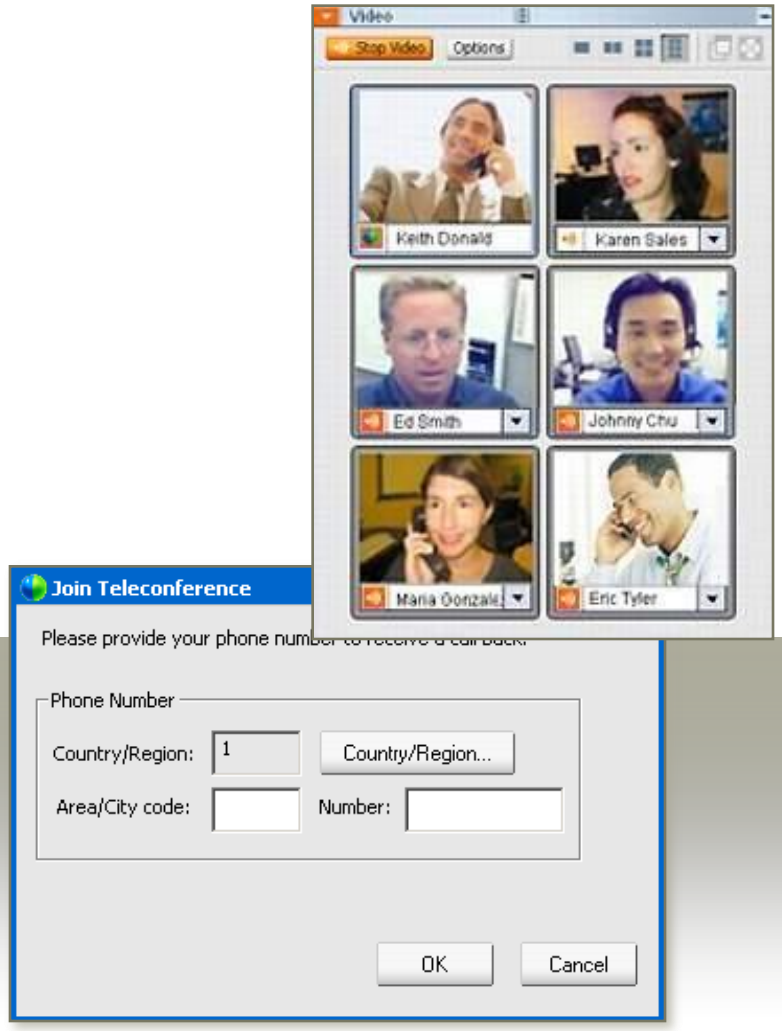
Integrated Audio and Video

- Integrated Cisco UC MeetingPlace
  - Call-in or Callback
  - Managed Muting
  - Global Coverage
  - Audio-only Meetings
- Integrated VOIP
- Six multi-point video



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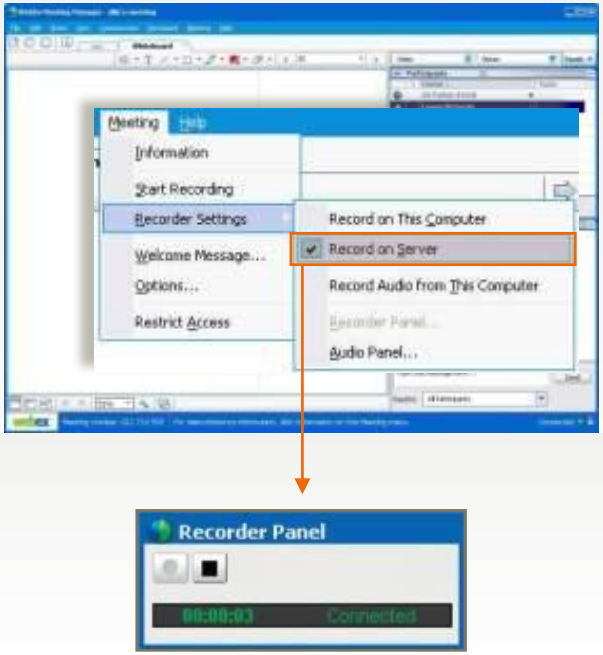
WebEx Meeting Recording

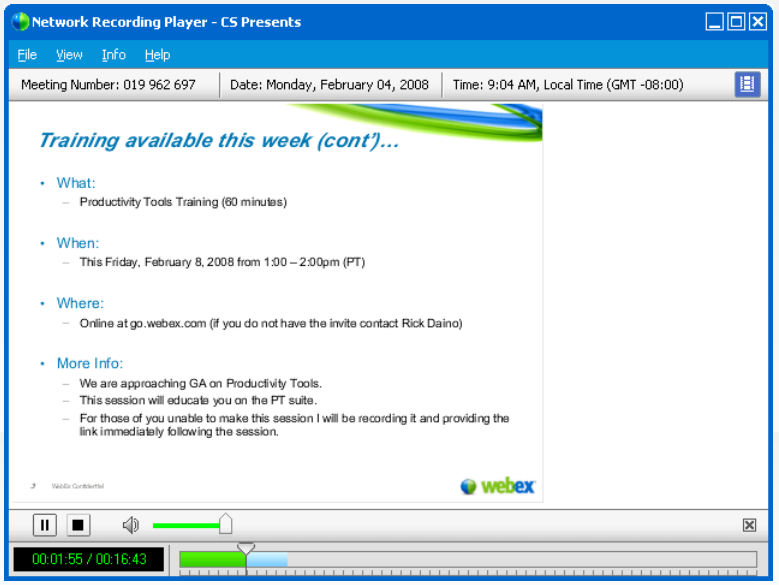
Network-Based Recording

Recorded and saved to network



Network-Based Recording

Accessed and played on network



Record one time **Edit recording** **Play back many times**

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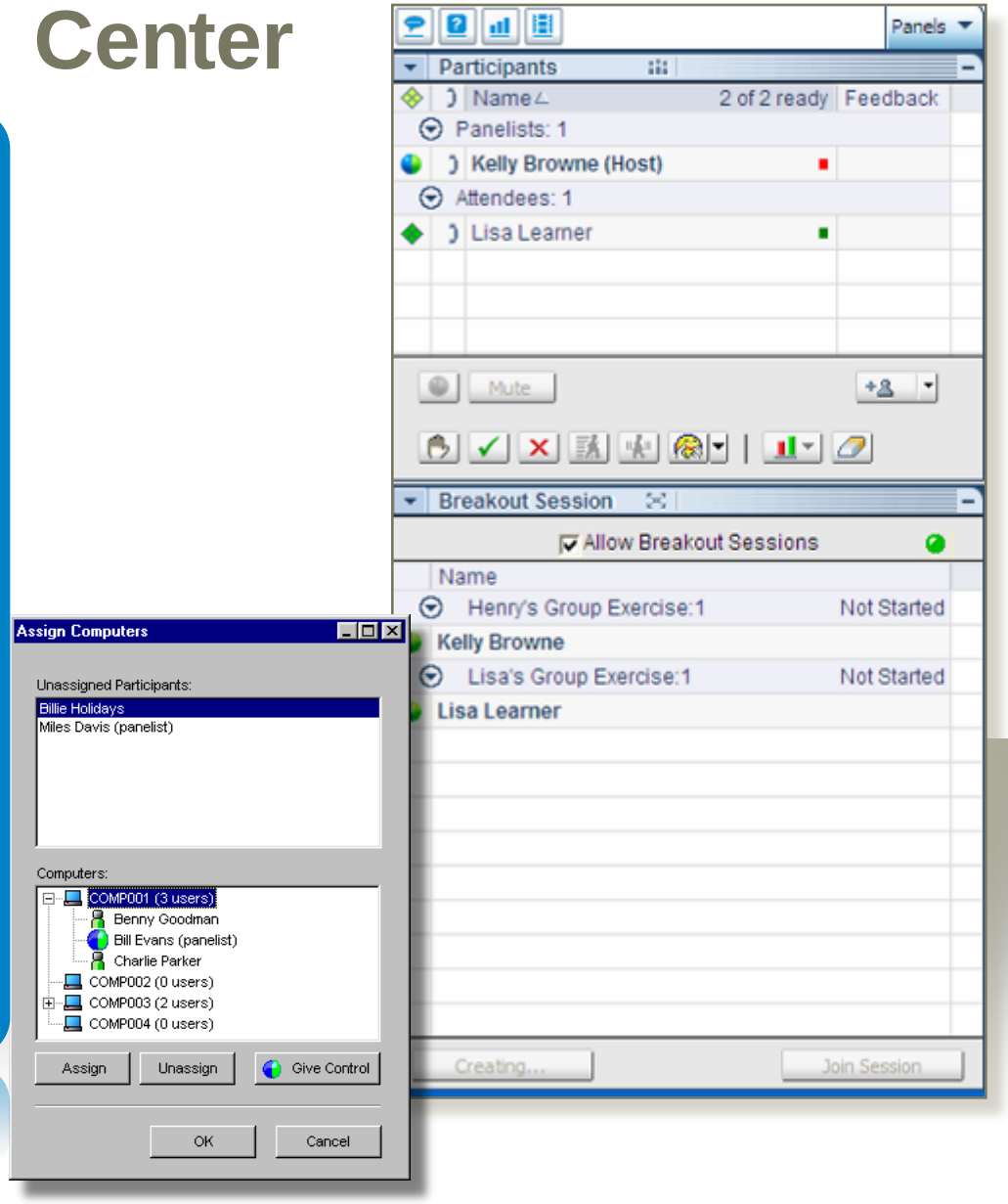
WebEx Training Center

Accelerate formal and informal learning
to gain the most out of your investments at lower cost

- Core Meeting Features
  +
- Custom registration
- Breakout rooms
- Hands-on lab
- Training specific tools
- Integrated testing
- Multiple roles
- LMS integration



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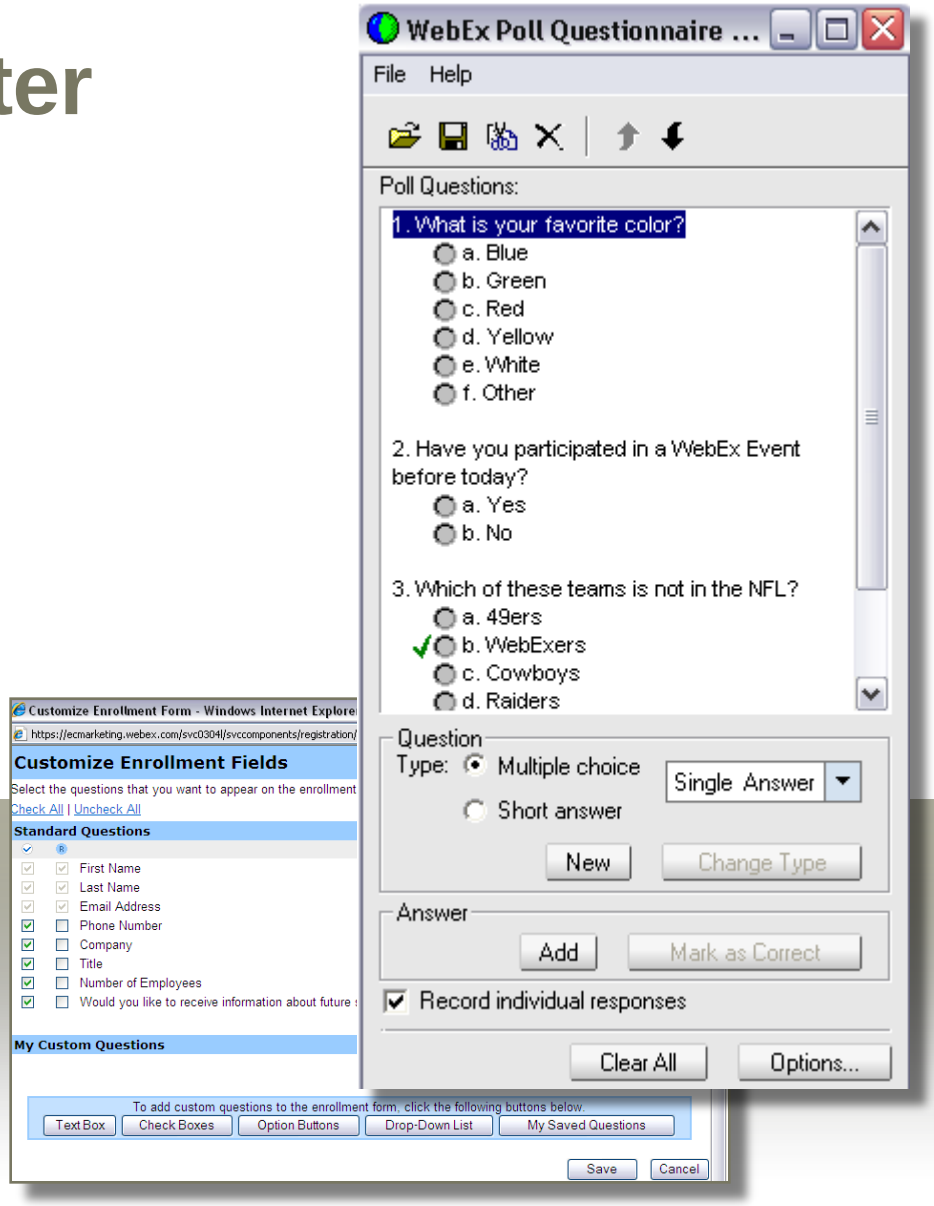
WebEx Event Center

Reach more people
faster with targeted webinars and other online events

- Core Meeting features

+

- Customized registration fields
- Custom enrollment options
- Custom email templates
- Interactive Q&A
- Lead scoring and reporting
- Multiple roles
- Polling



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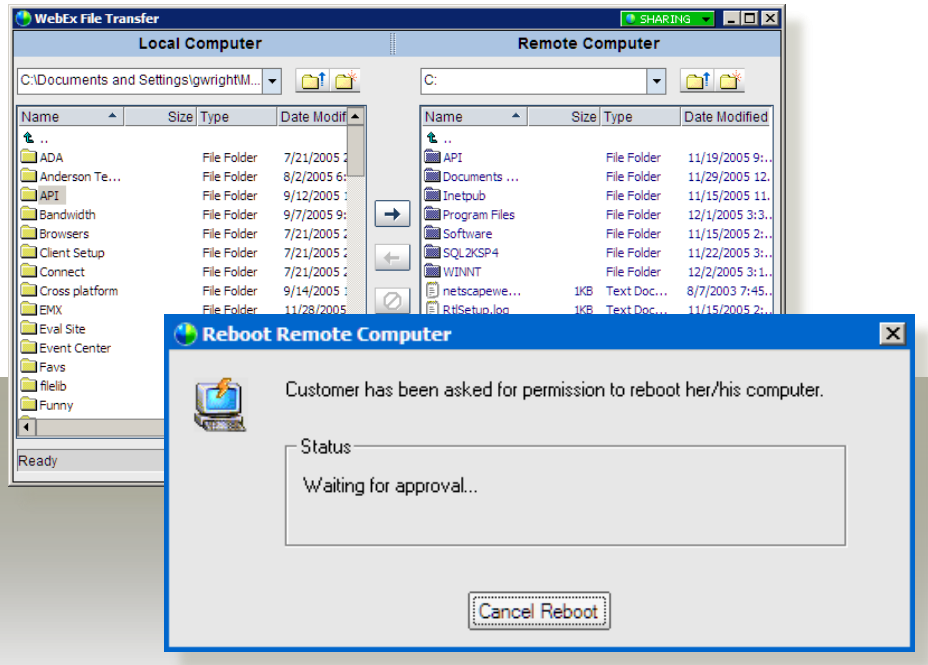
WebEx Support Center

Increase customer satisfaction
With faster support and resolution

- Core Meeting features
- +
- Web ACD
- Click To Connect
- System info
- Reboot/reconnect
- Advanced file transfer
- Log on as an administrator
- Unattended machine control



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Cisco WebEx MediaTone Network

Intelligent, Secure, Reliable, and **Scalable** Global Delivery

- Software as a Service on the Cisco Intelligent Network
- Nine globally-linked data centers
- 99.99%+ availability with full hot-site redundancy
- Global access and peering
- Multi-layered security management
- Audit against ISO-17799 and stringent SAS70 Type II standards
- Over 7M people in WebEx sessions each month

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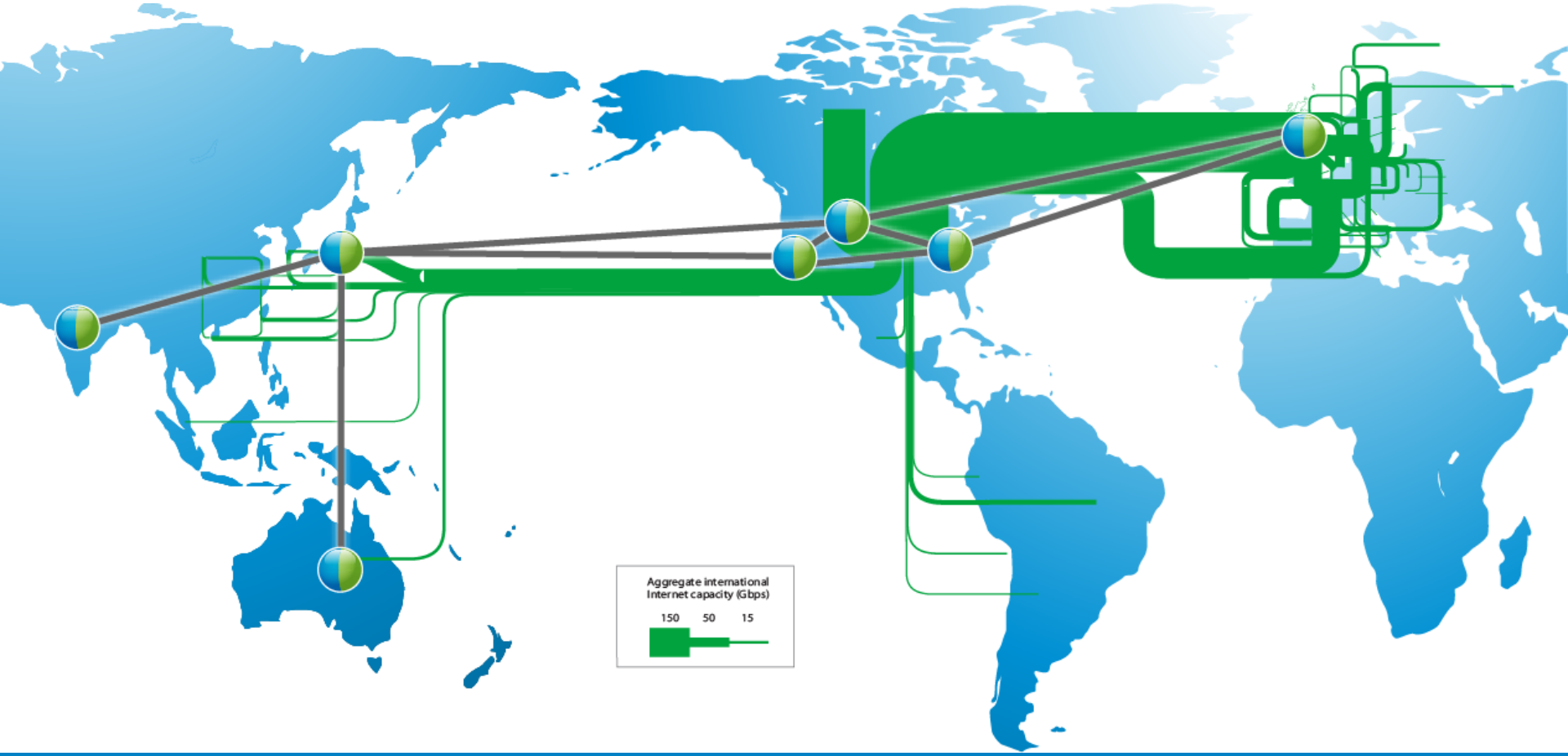
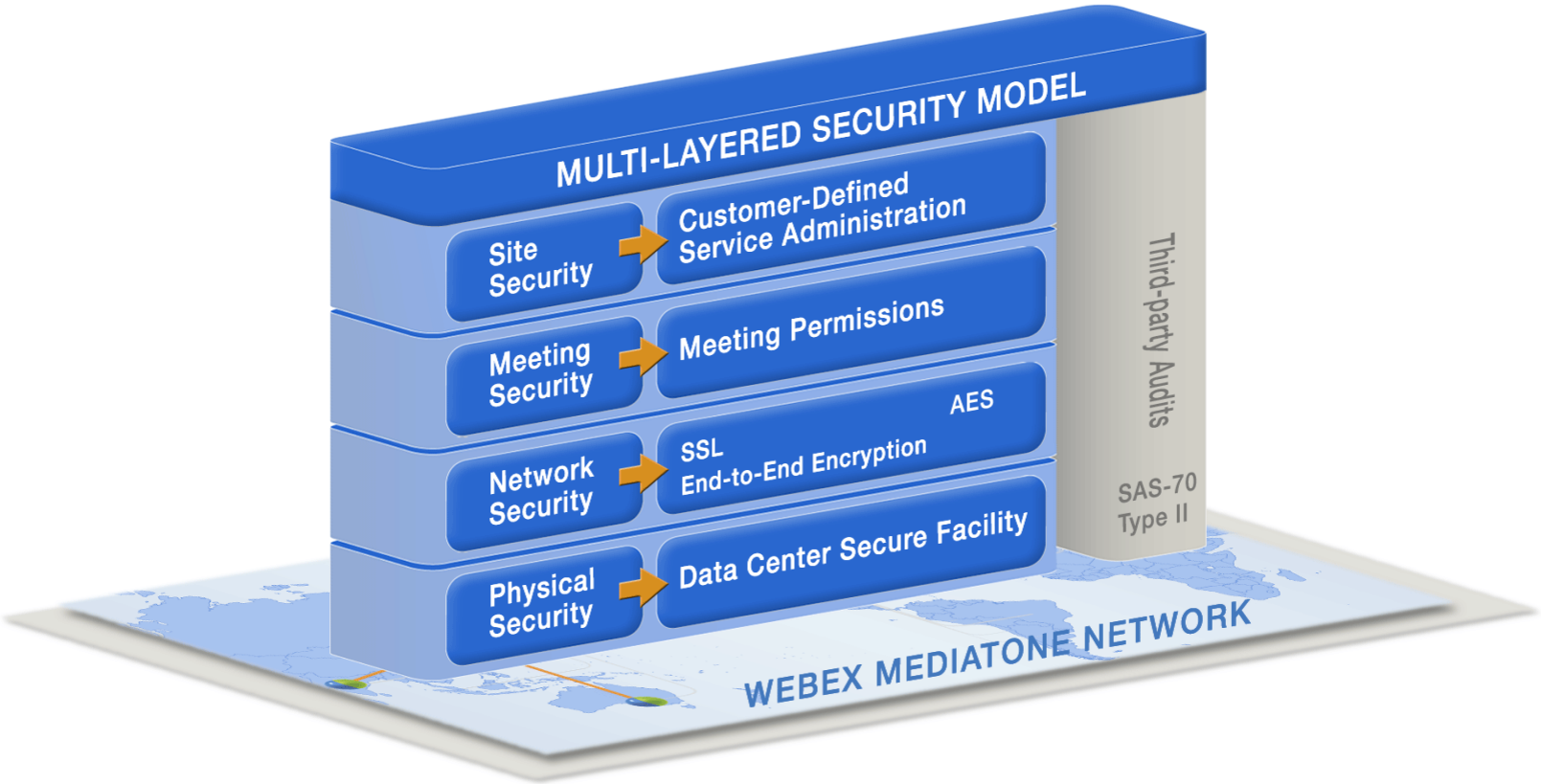
MediaTone Network

WebEx Delivers High-Performance, Global, On-Demand Coverage to 125,000 WebEx Sessions per Day



Highly Reliable…Secure…Purpose-Built Network

Multi-Layer Security Model



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Department of Defense Selects WebEx Communications to Provide On-Demand Web Conferencing Services

"DISA* conducted a year-long competitive review that included both on-demand and on-premise web conferencing providers. The extensive review process and pilot deployment covered four key areas: security, collaboration and capacity, integration and implementation, and administrative reporting and control. WebEx delivers all its services over the WebEx MediaTone Network, a global network specifically designed for secure, real-time web collaboration."

***Defense Information Security Agency**

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Looking Ahead

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WebEx Connect & Unified Communications

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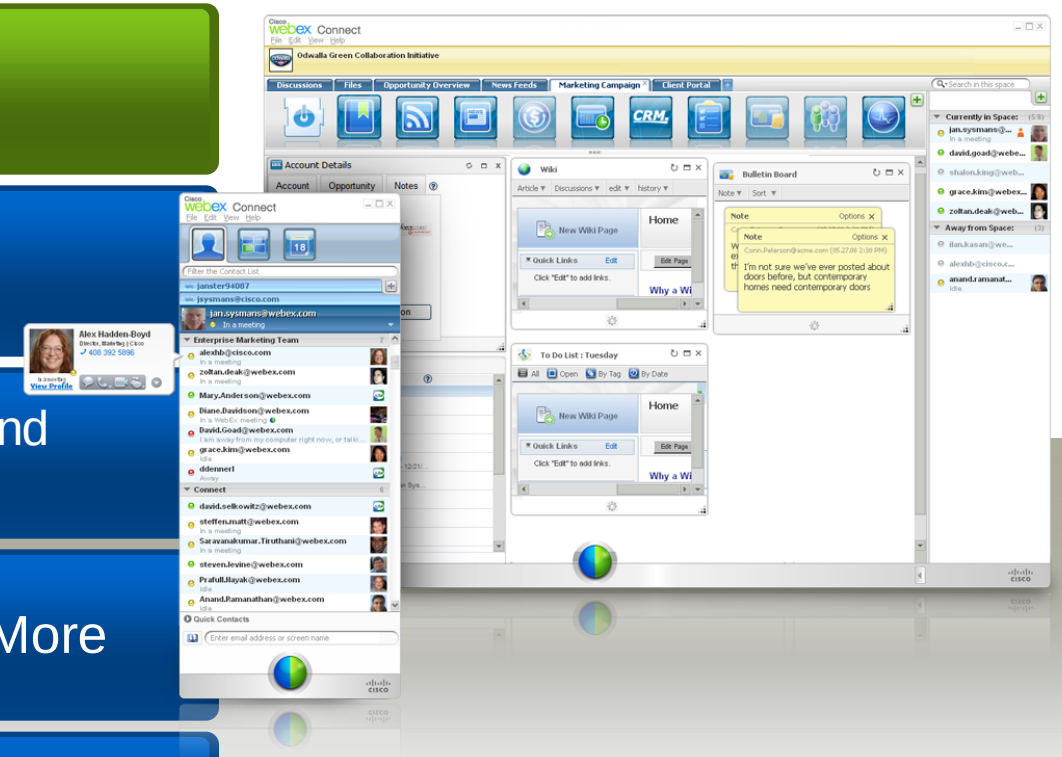
Cisco WebEx Connect

- Enhanced Presence and IM
- Email and Calendaring
- Microsoft Interoperability
- Integration into Web 2.0, UC, and Legacy Apps
- IM, Teamspaces, Widgets, and More
- SaaS-based Collaboration Platform



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Fast ROI with SaaS for Collaboration

Reduced IT Cost	Business Productivity	Low Risk
No infrastructure to manage or deploy	Anywhere, anytime access	No capital expenditure
Rapid, low cost Implementation and operation	Immediate cross-company collaboration	Predictable subscription-based monthly pricing
Continual technology enhancements	Reduced travel	Rapid proof of concept on real projects
Free up IT resources for strategic planning	Integrated into business process	Increase service as demand dictates

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Real-Time, Anytime Collaboration

- Across companies, across firewalls
- Connect from any browser
- Works on any platform
- Available in multiple languages

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Breakout Session Evaluation Form

Your session feedback is valuable

Please take the time to complete the breakout evaluation form and hand it to the member of staff by the door on your way out

Thank you!

Take a Free WebEx Trial

www.webex.com

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