



Collaboration
Enabling the Borderless Enterprise




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Agenda

- Business Trends
- Cisco Vision and Strategy
- Business Impact



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We're at a Major Inflection Point That Will Change the Way We Work

"Collaboration is the next wave of productivity"



- Business/Financial**
 - Globalization
 - Scale → Speed
 - Productivity
- Technological**
 - Continuous Connectivity
 - Real-time information
 - Web 2.0, SaaS
- Legal**
 - Compliance/Governance
 - Policy
 - Security
- Societal**
 - Consumer-driven
 - Green
 - Mobility
- Collaboration**
 - Empowered employees
 - Communications driven workflow
 - Borderless enterprise

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Concerns & Opportunities In A Challenging Economy

Industry Consolidation Globalization

Stock Price Job Uncertainty

Employee Morale New Partnerships

Revenue Growth Productivity

Retaining Talent Competitive Differentiation

Customer Loyalty Cost Containment

Supplier Viability Time to Market Quality Innovation

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Business Imperatives In A Challenging Economy

Save to Invest Unlock Employee Potential

Transition To A Borderless Organisation

Drive True Customer Intimacy Distance Yourself From Competitors

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Productive Borderless Organisations

It is also Challenging!

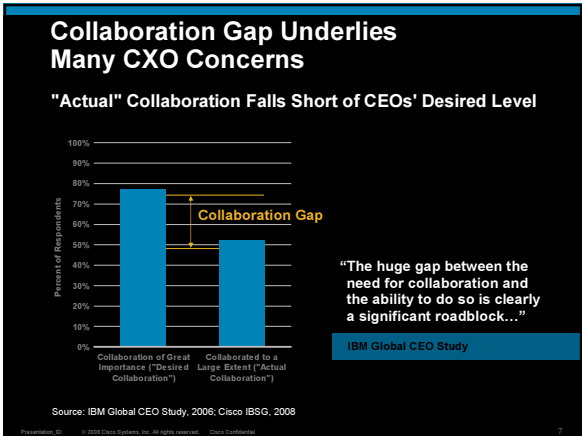
Expansion: Acquisitions, Global Footprint, More Services

Organisation Structure: Design, Make, Sell, Service

External Partners: Supplier Input, Outsourcing, New Channels

*** Border / Collaboration Requirement

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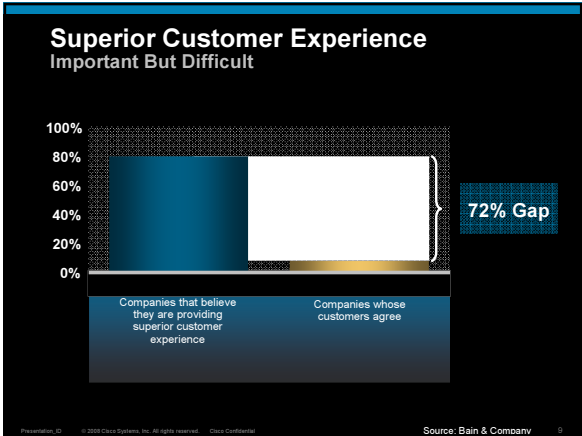
The Empowered Consumer

Power Shift and More Demanding Consumers

Empowered Consumer

- Information anywhere anytime
- Global Communication
- Virtual Social Networks


- Superior Customer Experience
 - Relevant
 - Personalized
 - Quick
 - Easy



Employees	Partners	Customers	Business Leaders
			
"Why can't I work from home?" "Let me use a Mac! Why won't you support my iPhone?"	"Give me equal access" "Empower me, Include me, Help me help you"	"Give me faster, better service" "Let me contribute to the solution, let me voice my opinion"	"Transform IT, transform our customers, transform the world"
The New Workspace	Cross-Company Collaboration	Customer Intimacy	Business Transformation

Agenda

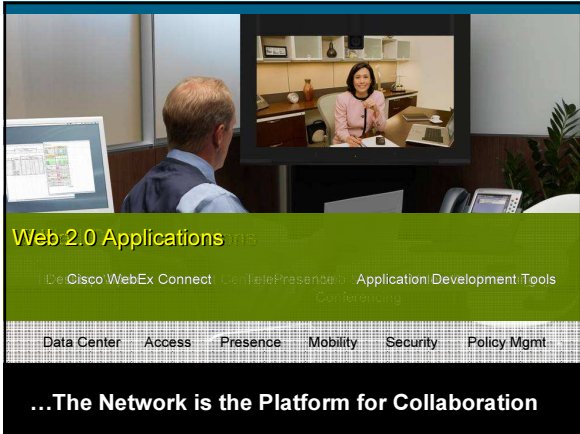
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Culture Process Technology

Collaboration is the Platform for Business













Interoperability User Experience TCO




Easier to INSTALL • MANAGE • MAINTAIN

Collaboration Investment Priorities

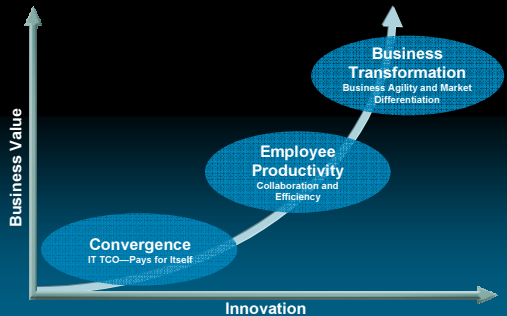
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The Business Case



Business Value (Y-axis)

Innovation (X-axis)

- Convergence**
IT TCO—Pays for Itself
- Employee Productivity**
Collaboration and Efficiency
- Business Transformation**
Business Agility and Market Differentiation