



Cisco Expo 2008

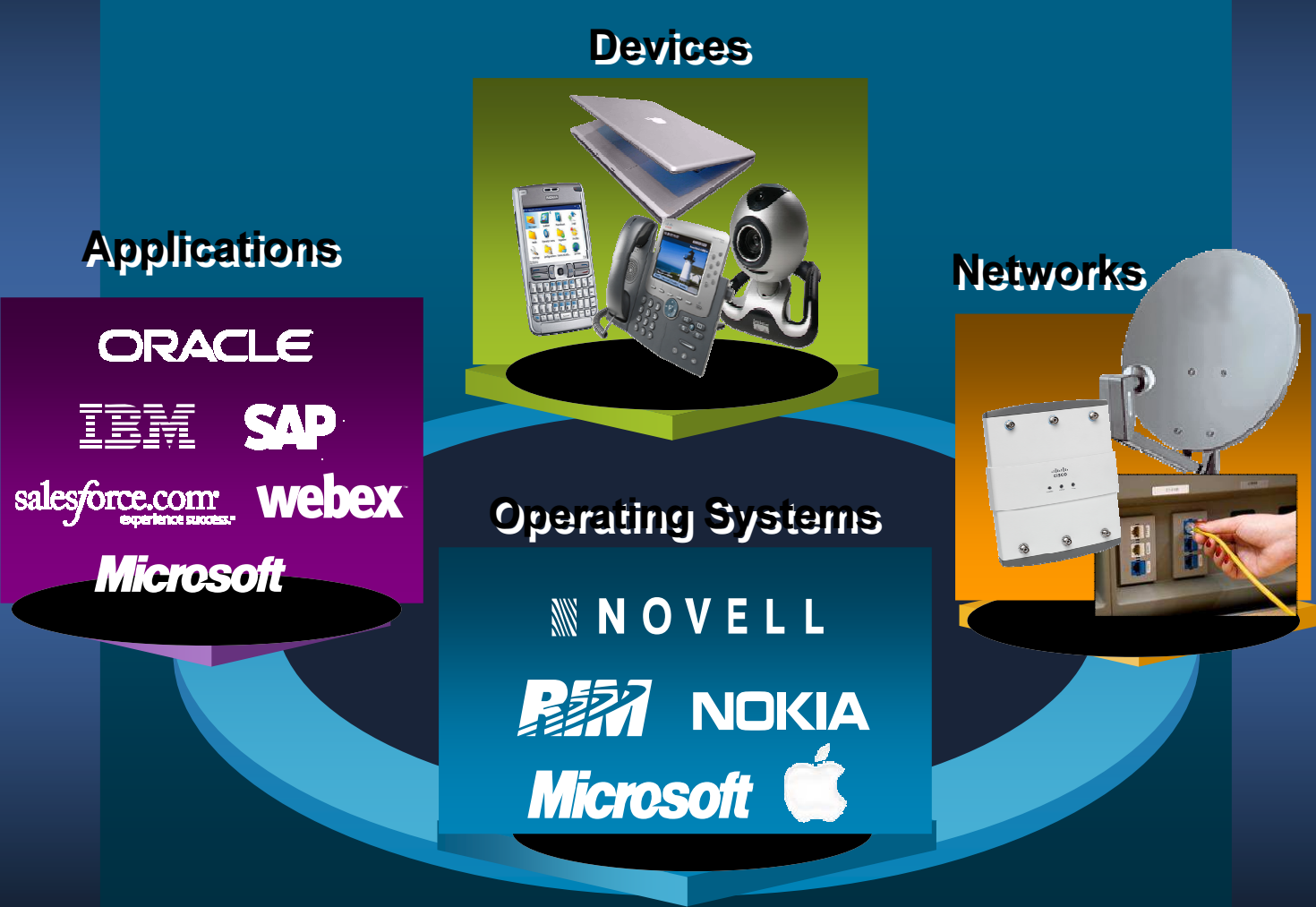
Cisco Unified Communications



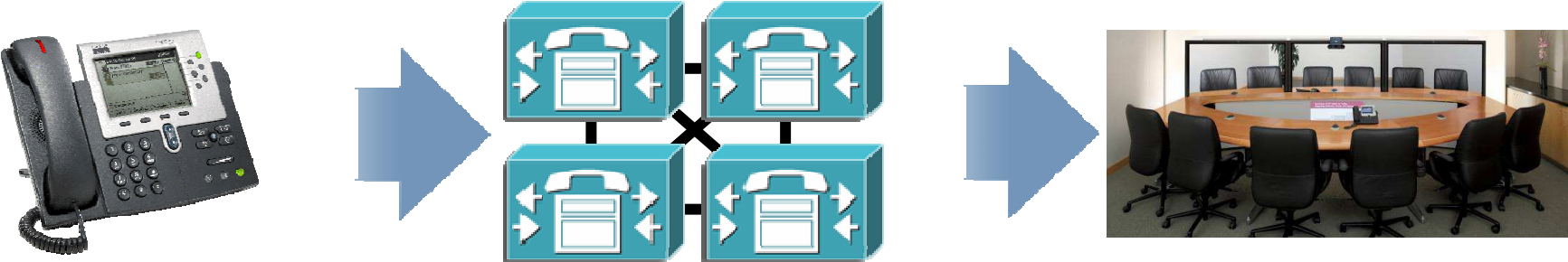
Bjørn Jensen – Channel System Engineer



Cisco's Vision: The Unified Workspace



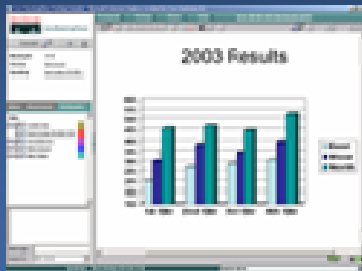
CallManager is now: Unified Communications Manager



CallManager	Unified Communications Manager
<ul style="list-style-type: none"> ▪ Voice Calls – dial tone replacement 	<ul style="list-style-type: none"> ▪ Voice ▪ Video ▪ Presence ▪ Mobility ▪ Telepresence ▪ Collaboration
<p style="text-align: center;">Value - Productivity</p>	

UC Manager: The Platform for Collaborative Communications

MeetingPlace - Collaboration



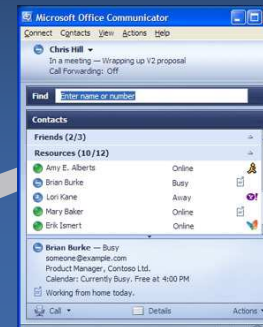
IPICS



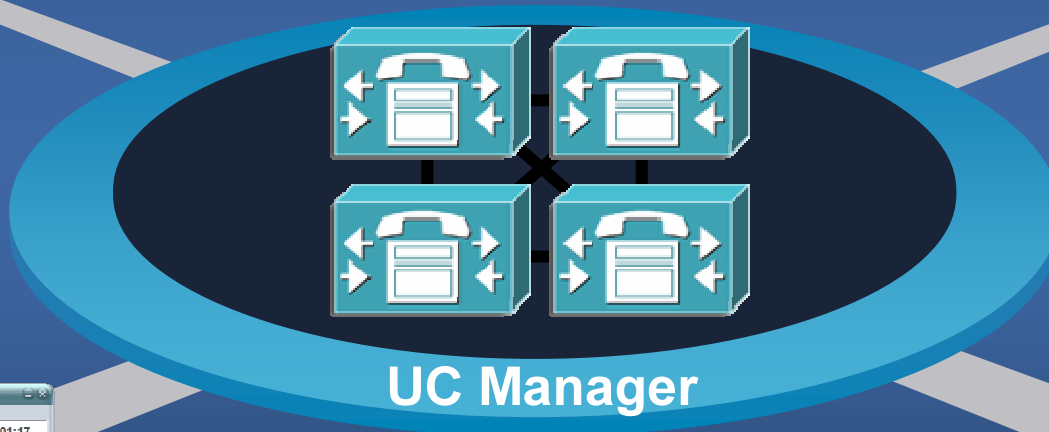
Unified Mobile Communicator



MOC or ST



Unified Personal Communicator



UC Manager



Cisco Unified Contact Center



Unity



Telepresence

What is Presence?

- Presence is a real-time indicator of a person's willingness and availability to communicate

Typically represented by status:
Available, In Meeting, On Mobile,
At Lunch, Be Back Shortly, etc.

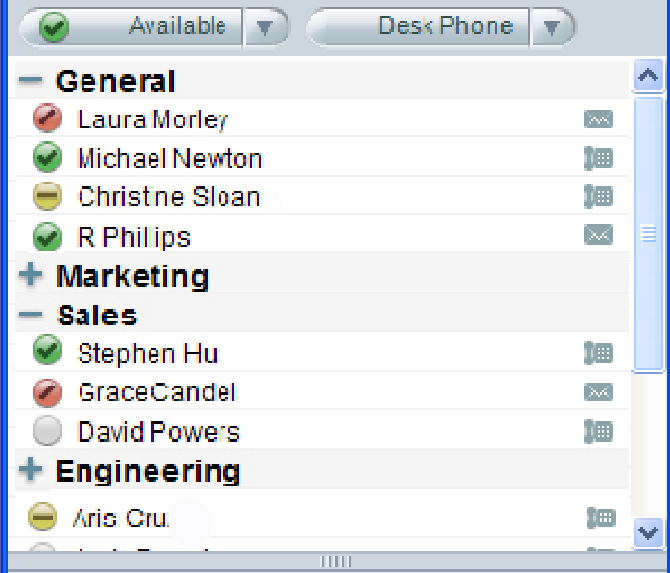
Includes details on user's preferred
method to communicate: voice,
video or Instant Message

“Find-Me”, “Follow-Me”, or “Hide-
Me”

- Integration with Calendaring, Location, and Workflow systems help users automatically keep their Presence status up to date while also creating streamlined business processes

Presence and Context

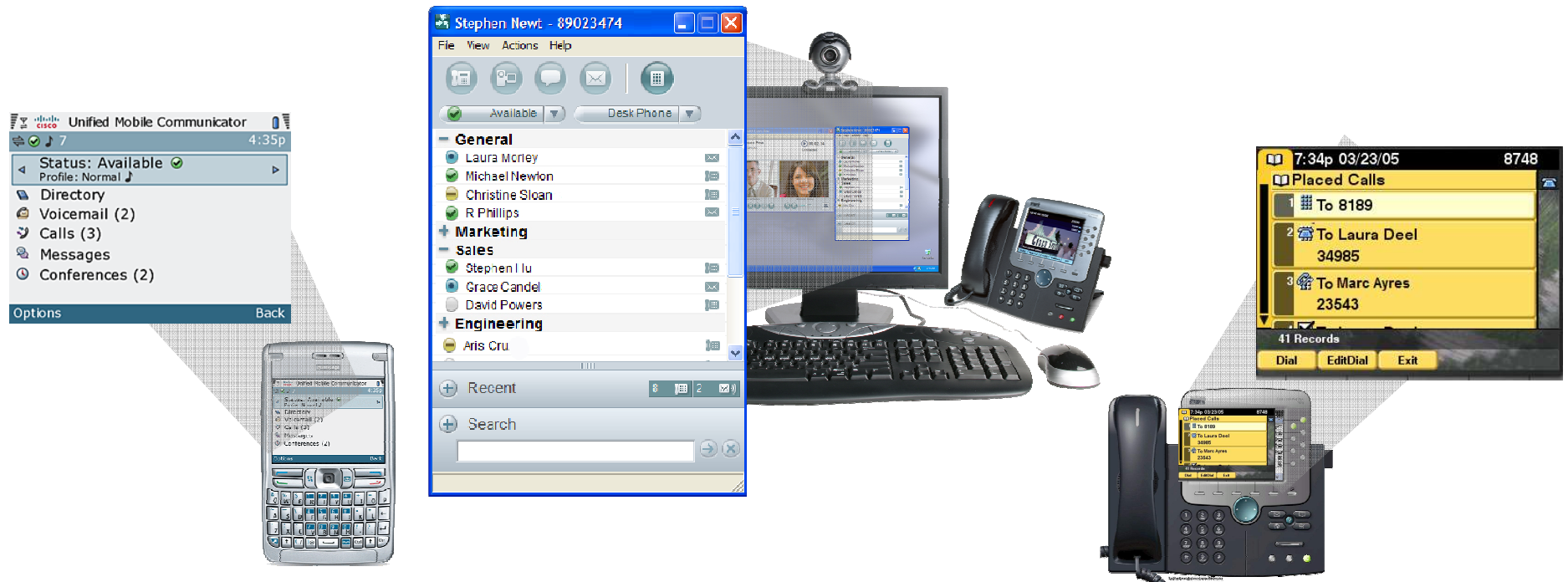
Leverage dynamic presence information in the network



The screenshot shows a user interface for presence management. At the top, there are two dropdown menus: one set to 'Available' with a green checkmark icon, and another set to 'Desk Phone'. Below these is a list of users organized into departments. The 'General' department includes Laura Morley (red circle), Michael Newton (green checkmark), and Christine Sloan (yellow circle). The 'Marketing' department is collapsed. The 'Sales' department includes Stephen Hu (green checkmark), GraceCandel (red circle), and David Powers (grey circle). The 'Engineering' department is collapsed and includes Aris Cru (yellow circle). Each user entry has a small icon on the right representing their communication method (e.g., instant message, voice call, video call).

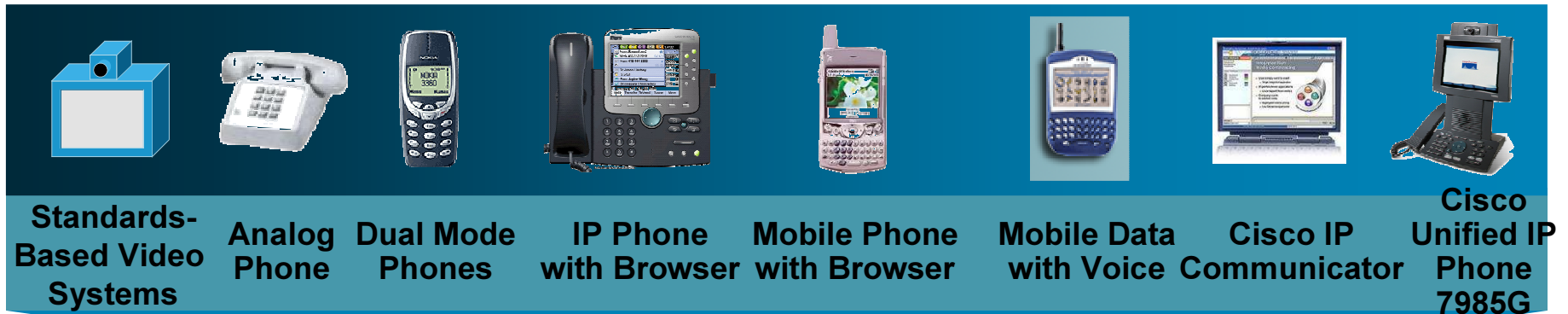
- Reduce communication delays
- Enhance productivity

Reach the Right Person the First Time: Presence and Instant Messaging

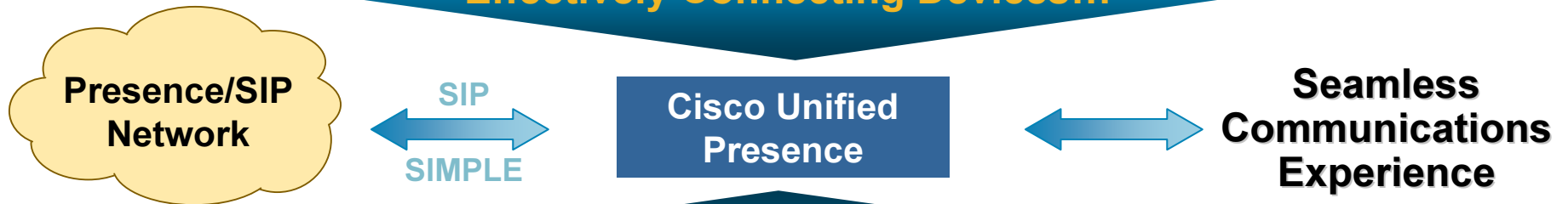


- Common “Buddy list” and common directory
- Common Call log

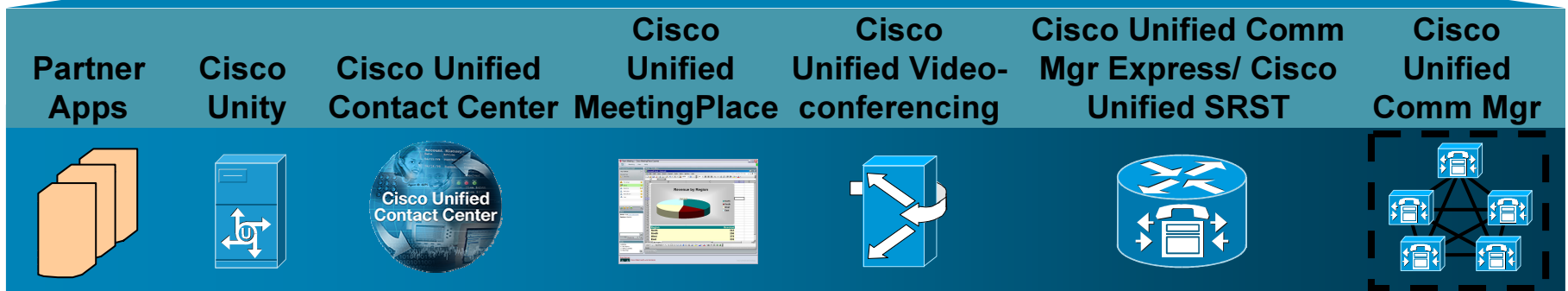
Connecting Users With Applications




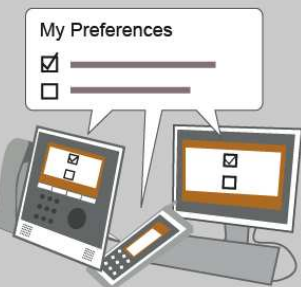


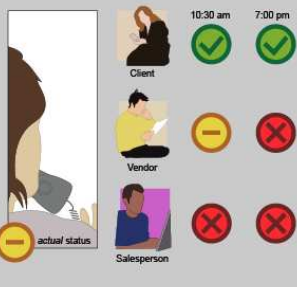
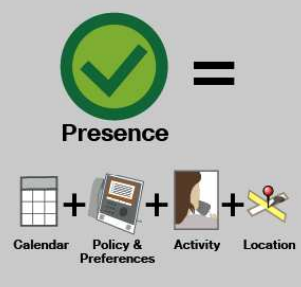




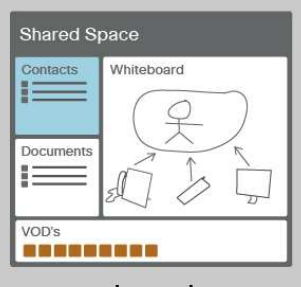




Effectively Connecting Devices...



...to Intelligent Services in the Network...



User Experience Focus Areas

 <p>access contacts everywhere</p>	 <p>shared preferences</p>	 <p>switching devices</p>	 <p>person-centric presence</p>	 <p>user-controlled presence</p>
 <p>automatic presence</p>	 <p>shared event history</p>	 <p>scaling applications</p>	 <p>external Users</p>	 <p>one button</p>
 <p>shared spaces</p>	 <p>consistency across platforms</p>	 <p>respect OS standards</p>	 <p>search by expertise</p>	 <p>communication modes</p>

Cisco's Client Strategy

Choice of Clients

- Personal Communicator (CUPC) for PC & MAC
- Mobile Communicator (CUMC) for a variety of devices
Nokia/Symbian, Blackberry/RIM, Windows Mobile

- 3rd party Clients

 Office Communicator (MOC)

 SameTime client

Open Developer client applications & integrations



Underpinned by common Cisco UC client services

- IM, Voice, Video, Presence & Notifications
- Choice of UI rendering options (incl. none and tooltray service)
- Open API framework for UC client applications



Cisco Unified Personal Communicator

- Click-to-Call

Use the fully integrated softphone or your Cisco Unified IP Phone

Shared line, same number and dial plan

Same call detail records

- Integrated keypad dialer

- Ad hoc conferencing

Voice, video and Web conferencing

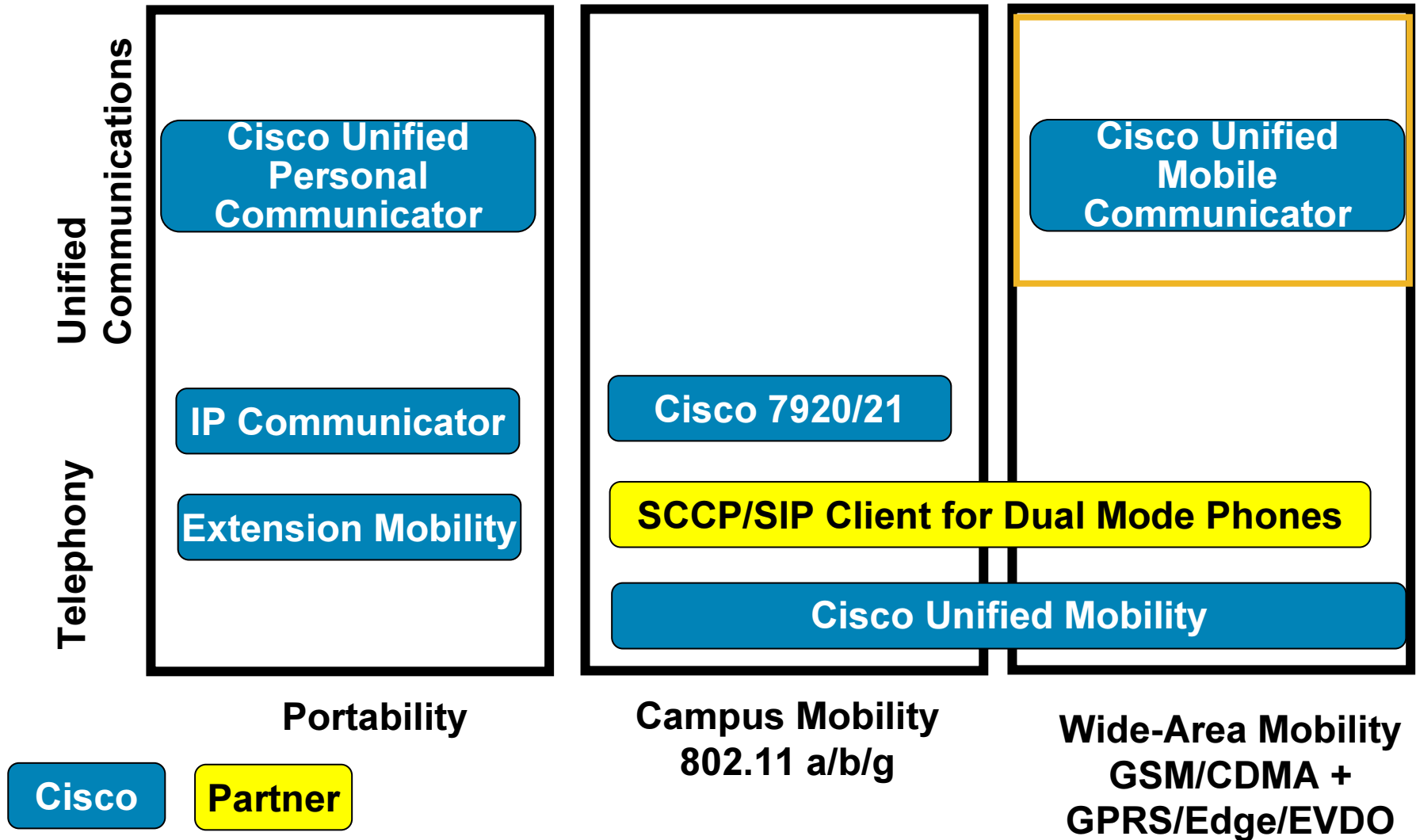
- Media Escalation

Add video telephony or share documents during active conversations

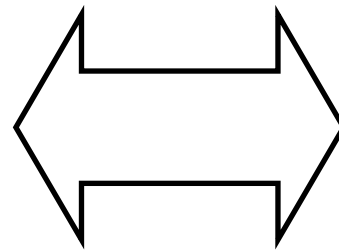
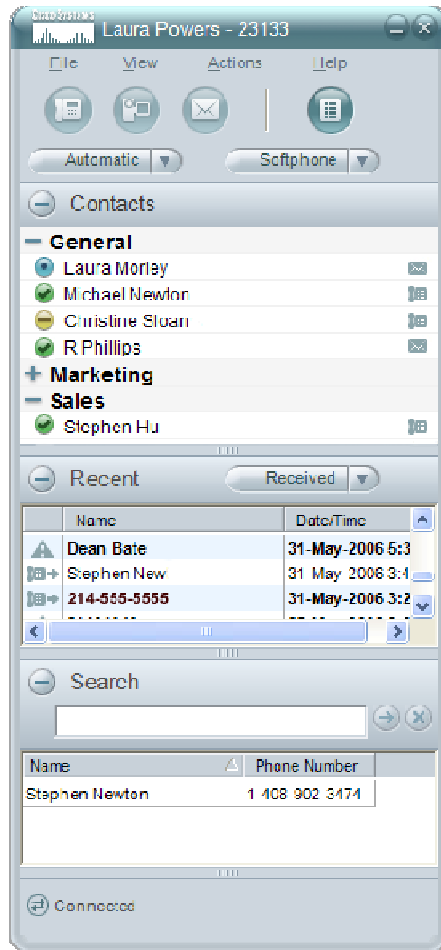
- Pop-up notifications



Different Users Have Different Needs

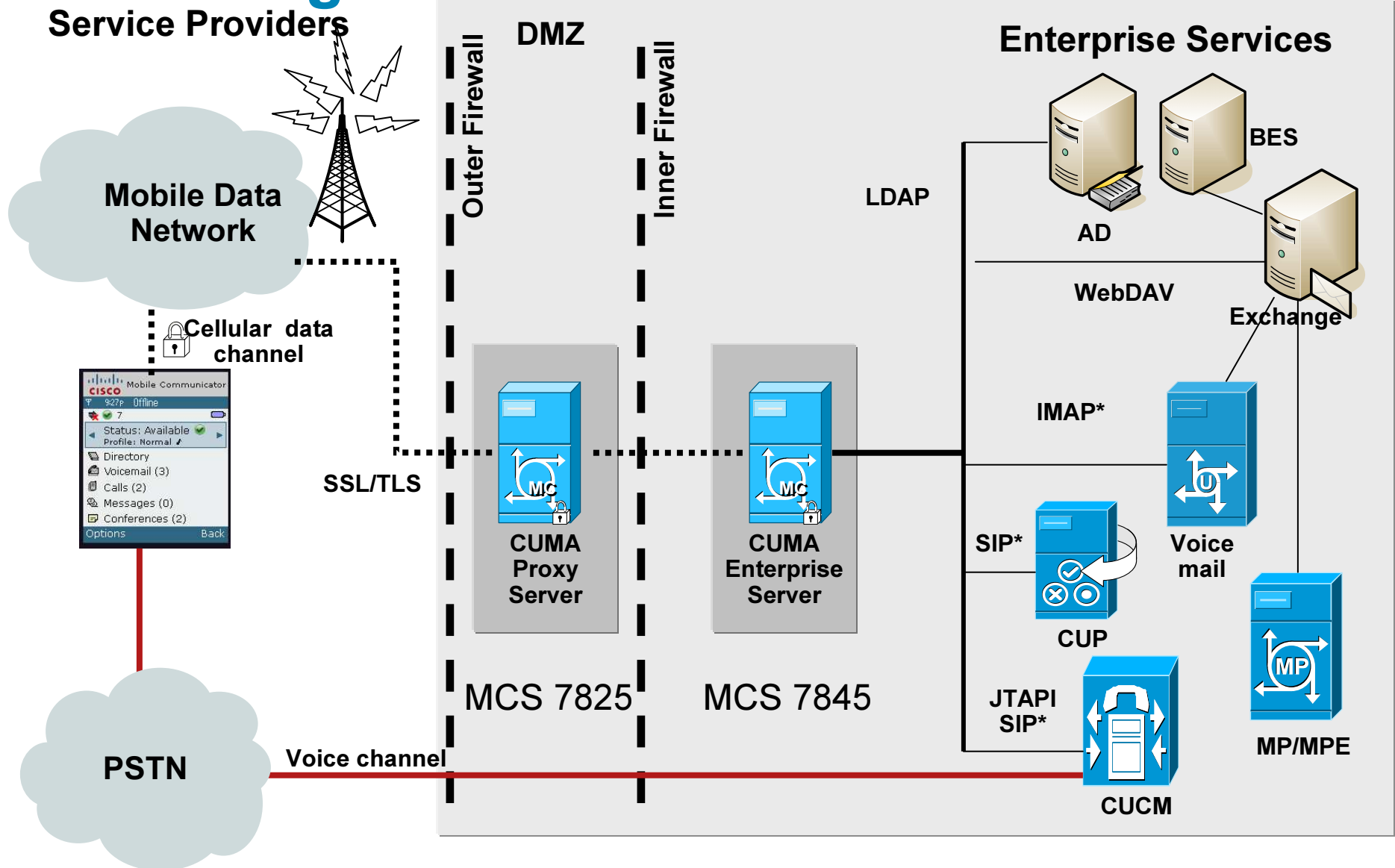


CUPC to CUMC – PC mobility to “true” mobility



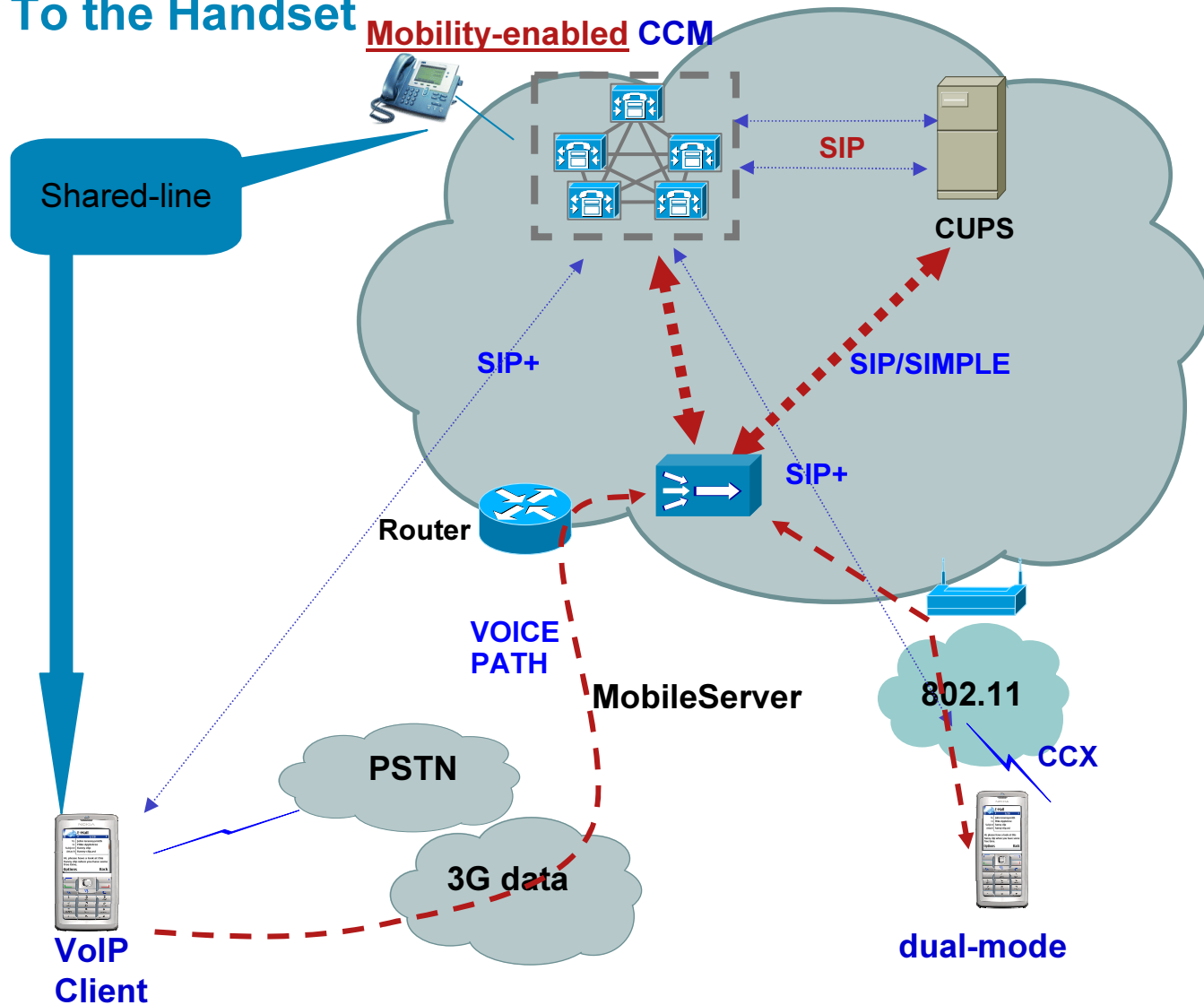
- Presence enabled directories
- Single business number reach
- Enterprise voicemail notification and playback
- Enterprise Call logs
- Conference notifications
- Secure Text messaging

CUMC High Level Architecture



3/4G (Mobile Broadband) Vision for Enterprise

VoIP To the Handset



Integrated Infrastructure Unified Video Infrastructure

Foundation for Ubiquitous Video Access

**Traditional
Videoconferencing
(SD & HD)**



**Multiparty
Video
Telephony**



**Rich-media
Conferencing**



**TelePresence
Interop**



Cisco Telepresence



[Cisco Telepresence video](#)

- ✦ **Conferences with 3 or more conference rooms**
- ✦ **First TelePresence MCU platforms to market for 1080P resolution**
- ✦ **Industry unique switching by site, stream or display**
- ✦ **Multipoint TelePresence technology designed from the ground up for CTS endpoints**



CISCO