



Cisco Unified Communications: The Power of Collaboration

Cisco Connected Government
Sofitel Philippine Plaza
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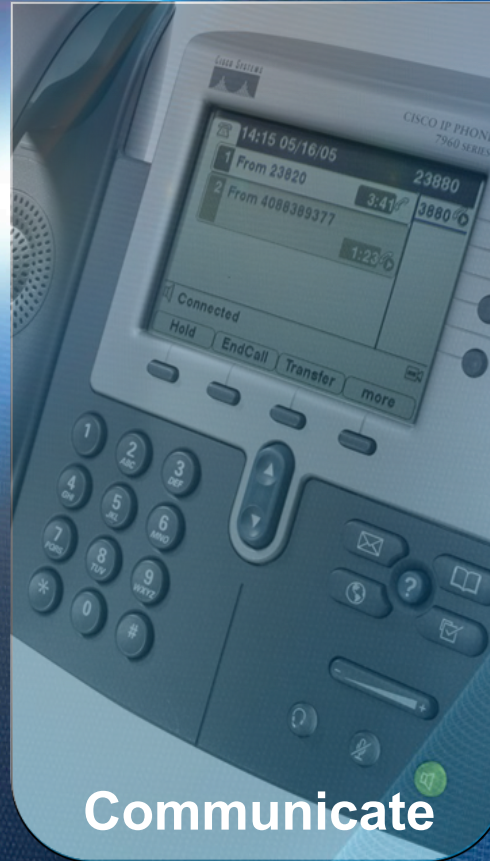
Agenda

Why Cisco Unified Communications?

Cisco Unified Communications System

- Open Systems
- Enhanced User Experience
- Optimized TCO

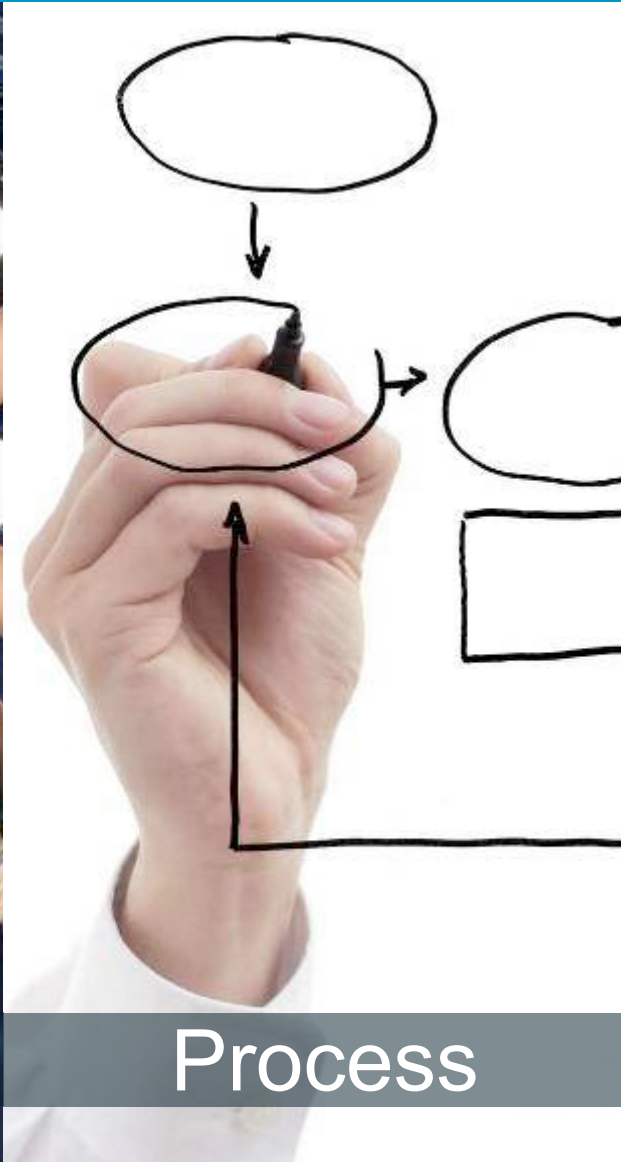




The Network has Enabled it all



Culture



Process



Technology

Collaboration is the Platform for Business



Data Center Access Presence Mobility Security Policy Mgmt

The Network is the Platform for Collaboration

Cisco Collaboration Portfolio



Unified Communications

Video

Web 2.0 Applications

Data Center Access Presence Mobility Security Policy Mgmt



Unified Communications

IP Telephony Contact Center Web & Audio Conferencing Unified Messaging

Data Center Access Presence Mobility Security Policy Mgmt

The Network is the Platform for Collaboration



Video

Desktop Video

TelePresence

Video Conferencing

Data Center Access Presence Mobility Security Policy Mgmt

The Network is the Platform for Collaboration



Web 2.0 Applications

Cisco WebEx Connect

Application Development Tools

Data Center Access Presence Mobility Security Policy Mgmt

The Network is the Platform for Collaboration



The Old Workspace

The Unified Workspace

Devices



Networks



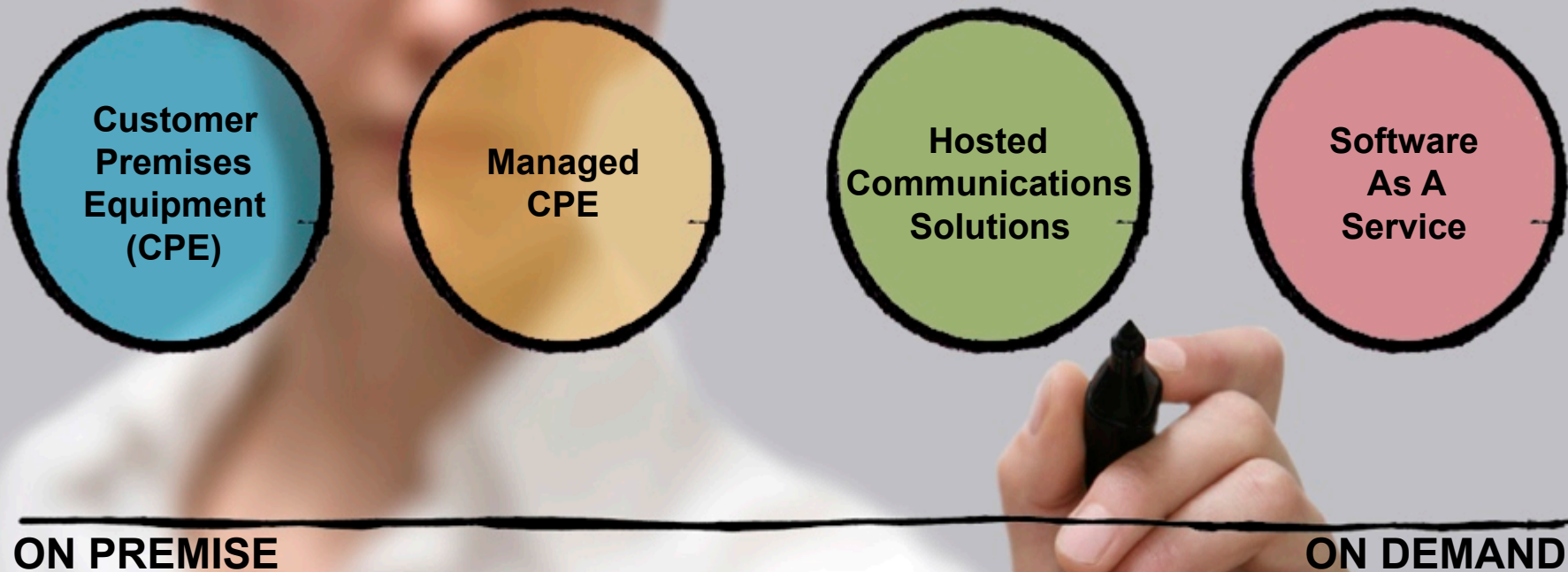
Operating Systems



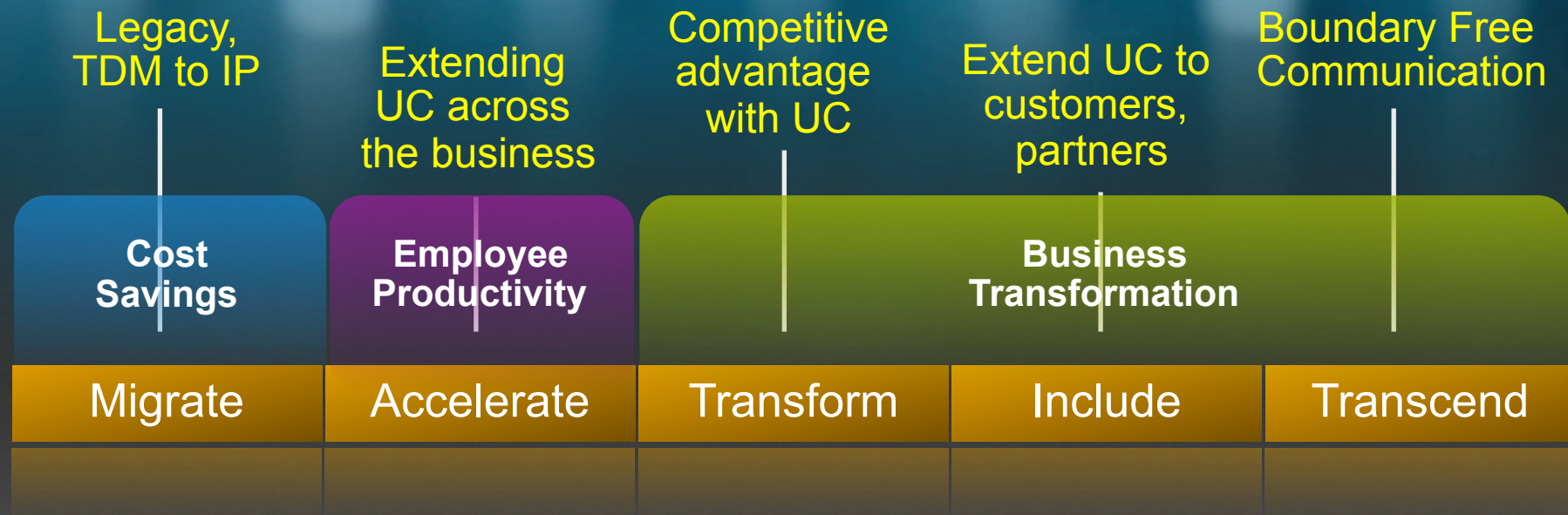
Business Applications



Only Cisco Can Deliver Customers Choice



Cisco's Five Phase Plan For Unified Communications



Cisco Unified Communications System



Focusing on Customer Priorities

To empower people in the Human Network
to collaborate effectively and elegantly —
every time, everywhere, everyone's included

Open
Systems

User
Experience

Improved
Total Cost
of Ownership
(TCO)

Key Messages

Open Systems

▪ Open

- Applications development and interworking
- Presence, phone control and click-to-conference with IBM Lotus Sametime
- Simultaneous ringing and inter-domain federation with Microsoft

▪ Secure

- Protected deployment of remote phones, mobile communications, and presence architectures

▪ Mobile

- Rich call control and flexibility extending to mobile communications

User Experience

▪ Quick

- Improved collaboration through easy access to buddies, messages from collaborative workspaces

▪ Flexible

- Services including call control, web meeting access, directory access, and WebEx in embedded web applications
- Spoken access to directories and web applications for self service

▪ Choice

- Integrated scheduling and Cisco Unified MeetingPlace voice from Cisco WebEx user interface

Improved Total Cost of Ownership (TCO)

▪ Scalable

- Simplified deployment through increased scalability for messaging, presence and conferencing

▪ Efficient

- Administrative enhancements and standardization on appliance deployment environment

▪ Cost-Effective

- Enhancements to Cisco Unified Workspace licensing enables applications to be deployed to more workspaces

Leveraging Open Systems



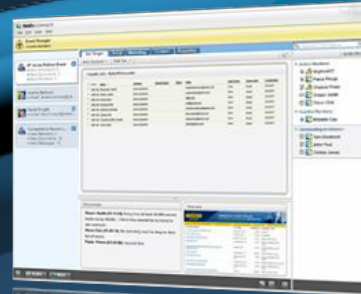
Enabling Innovation and Transformation

On-Premises



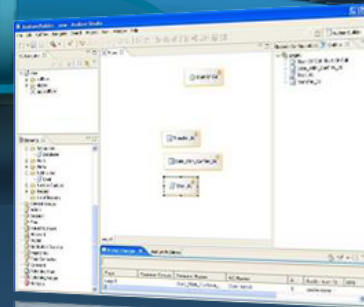
Cisco Unified
Application
Environment

On-Demand



WebEx Connect

Contact Center



Customer Voice
Portal

Network-enabled
Branch



Application
eXtension
Platform

Productivity

Scalability

Mobility

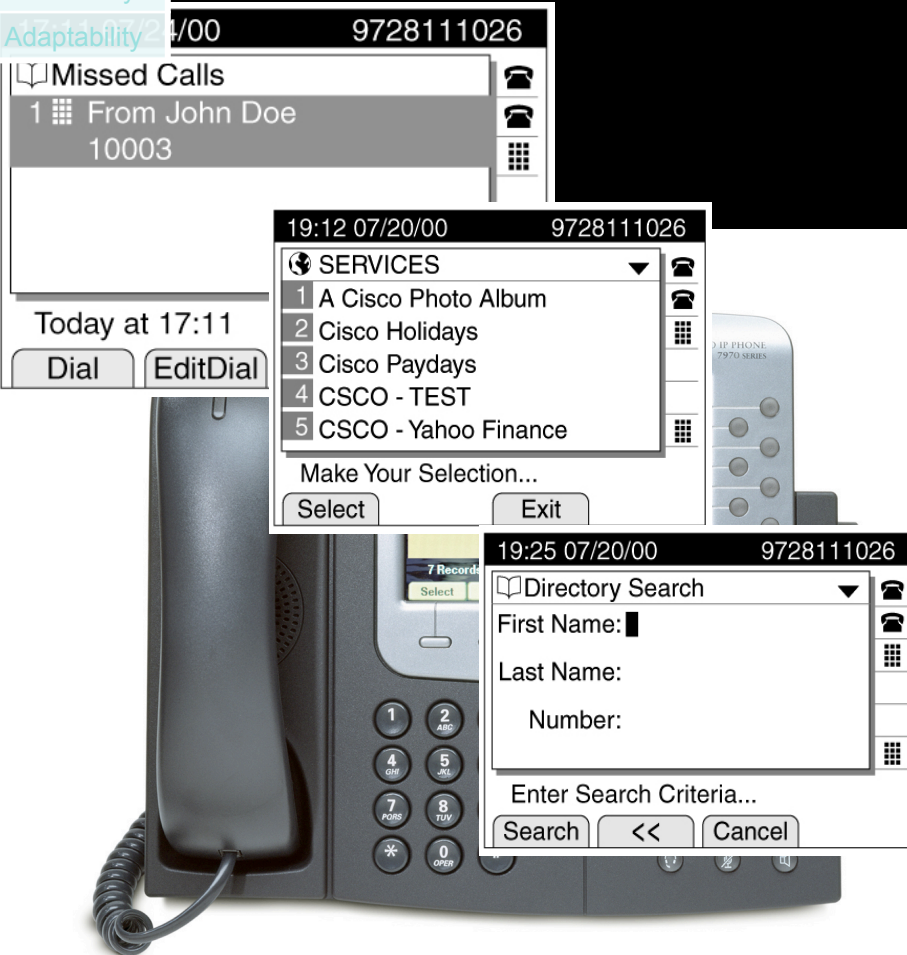
Security

Availability

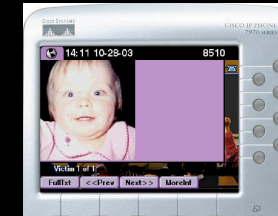
Adaptability

Improve Productivity: Access Applications from Your IP Phone

Web site integration via XML to your Cisco IP Phone



Cisco MeetingPlace



Amber Alert



Call Center



Time Card



Real Estate



Automotive

Extend information flow to workstations with no PC

Enhanced Cisco IP Phones: Enabling Higher Value Applications



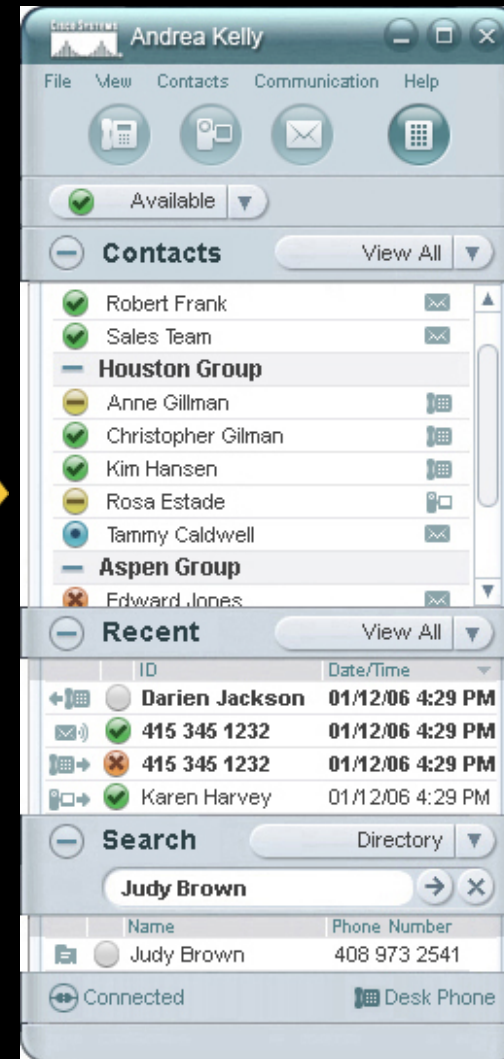
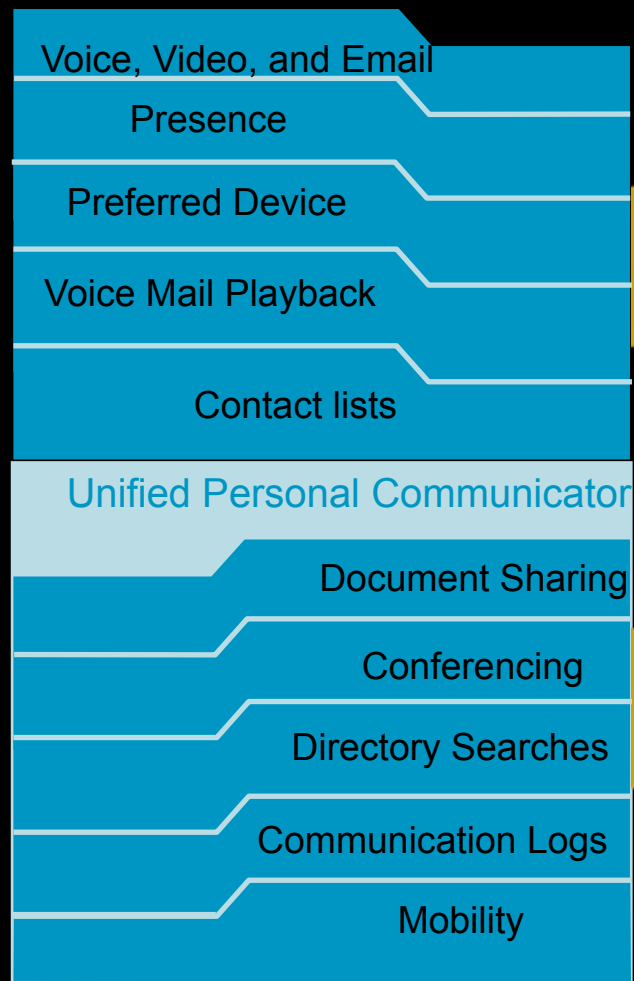
Cisco Unified IP Phones
794xG/G-GE, 796xG/G-GE



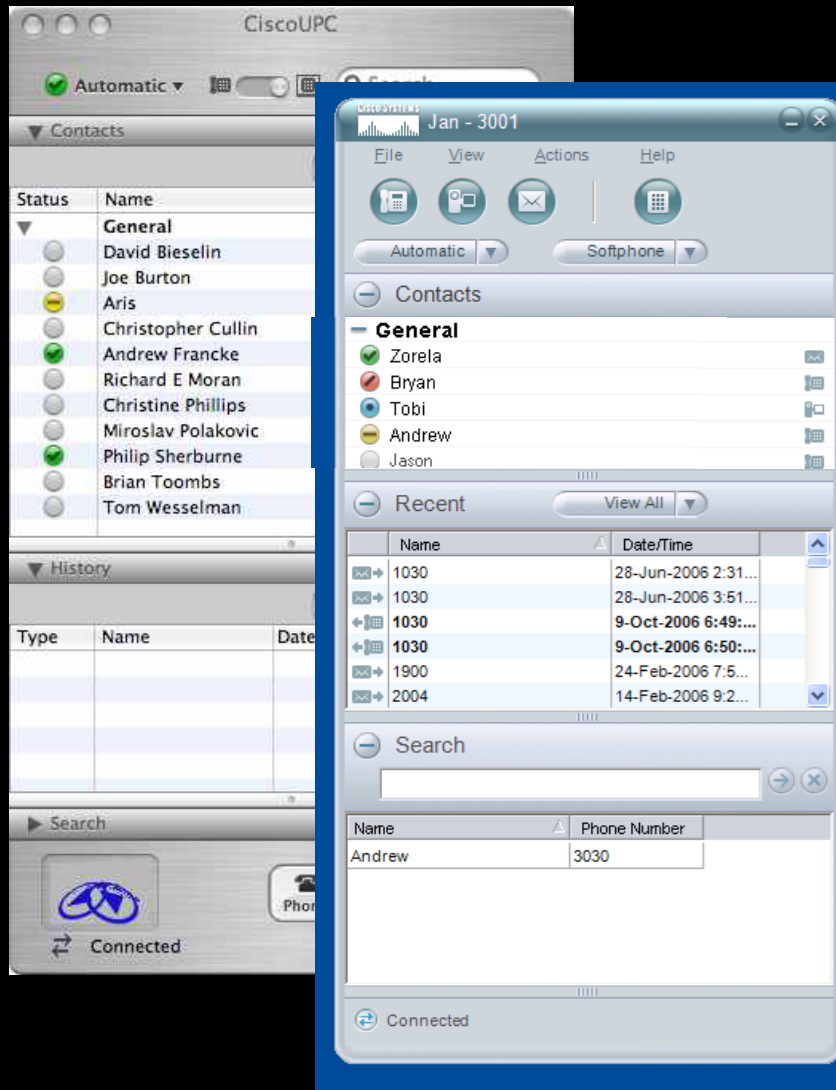
Cisco Unified IP Phones
797xG, 797xG-GE

The grayscale, high resolution graphics offered by the Cisco Unified IP Phones 794xG, 794xG-GE, 796xG and 796xG-GE present existing Cisco Unified IP Phone 797xG series applications that were once exclusive to the executive phones.

All-in-One Communication Tool



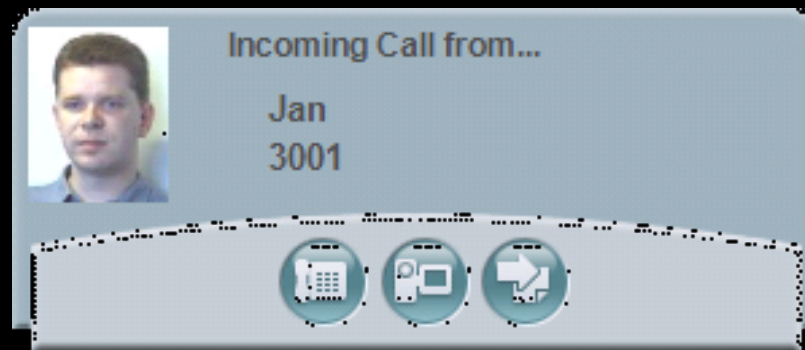
Cisco Unified Personal Communicator (CUPC)



- Cisco Unified Personal Communicator features an easy-to-use interface that streamlines the communications experience and facilitates collaboration.
- CTI Desktop Control
- SIP Softphone
- Presence/Reachability
- Unity Connection Support
- Desktop Collaboration (using MeetingPlace Express)
- Supports Mac OSx and Windows XP & Vista clients

Making a Call

- The Called Client will display a Toaster Popup Window



- This will allow the Called Client to:
 - Accept the Call as a Voice Call
 - Accept the Call as a Video Call
 - Forward the Call to Voicemail

Cisco Unified Personal Communicator

Making a Call

- Additional Conversation mediums can be added to the call



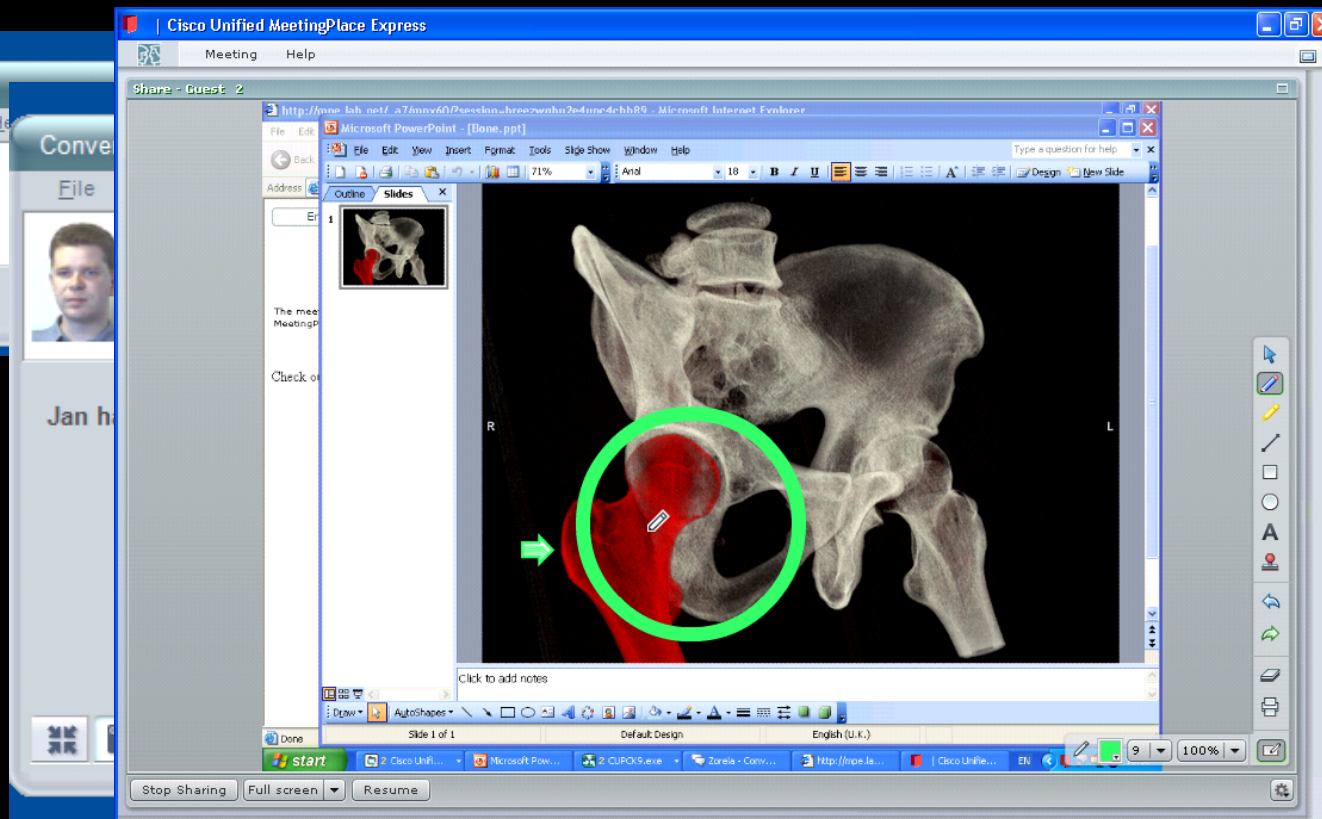
Cisco Unified Personal Communicator

Making a Call

- Desktop sharing when enabled allows the sharing of any window, application or the entire desktop



**Request
Desktop
Sharing**

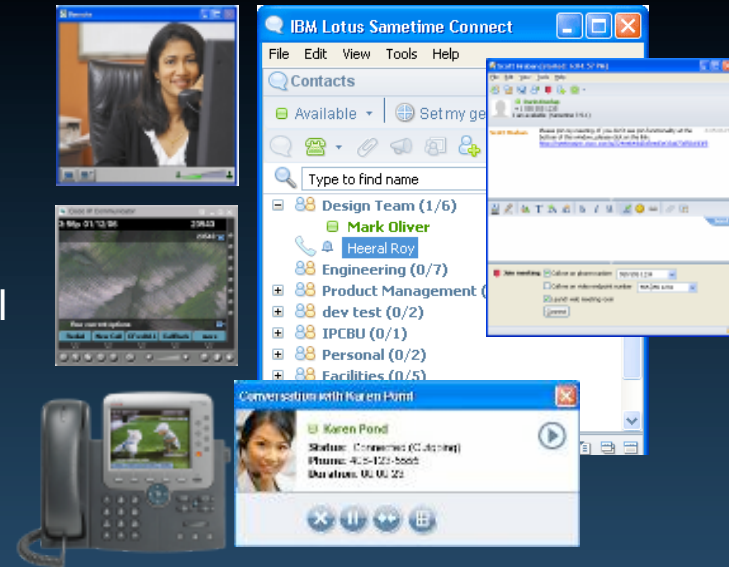


Delivering Investment Protection and Enhanced Collaboration with IBM and Microsoft

Enabling Unified Communications for Sametime and MOC

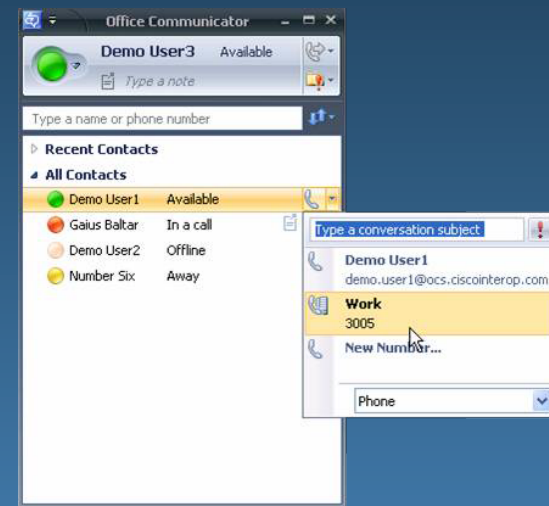
■ IBM - New Lotus Sametime Plug-ins

- Cisco audio/video soft phone, hard phone control
- Phone Presence awareness
- Click-to-conference – voice, web & video
- Add Embedded Video in Sametime



■ Microsoft

- Simultaneous Ring - Unified Communications Manager calls simultaneously ring on MOC client
- Business to business federation between MOC and Cisco Unified Personal Communicator
- Unified Mobile Communicator on Windows Mobile
- Click-to-Call from Office, IE, Outlook, SharePoint
- Add Embedded Video in MOC



PDA Application-Voice, Data and Video



VTGO PocketPC on the HP IPAQ h5400



Mobile Unified Communications :-

PDA's on Wireless Networks

- Guest Check In/Out
- Restaurant Order Booking,
- Mobile Sales Team, etc
- Soft Phone on PDA

Popular Phone Features

- Make / Receive Calls
 - Speed Dials
 - Transfer
- 3-way Conferencing
 - Park & Pickup
- Call Logs & Directories

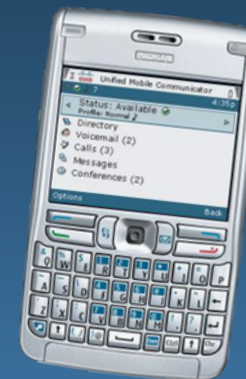
VTGO Software by IP Blue

=> Soft Phone on PDA with Cisco UC

Consistent Experience at the Desk and on the Move

Cisco Unified Mobile Communicator 7.x

- **Broadened Smart Phone and mobile OS support**
- **Mobile Presence Status with Cisco Unified Presence**
- **Dial via Office**
- **Turn Single Number Reach (SNR) On/Off**
- **Visual Voicemail**
 - Cisco Unity Secure messaging, Cisco Unity Connection
- **Cisco ASA as a Proxy Server**



Cisco Unified Mobile Communicator (CUMC)



Data views

Directory

- Aaron Blake
- Alexandra Wheatley
- Alvin Lee
- Andre
- Beth M
- Brian O
- Camer
- Carlos
- Charle
- Darryl
- Devyn

Voicemails

- Brian Oliver 1m 10:15a
- Eric Hulteen 2m 10:03a
- Alexandra W 1m 9:47a

Missed Calls

- Cameron Jones 10:15a
Office Call
- Diane Chen 10:06a
Handset Call
- Gale Wilson
Handset Call
- Brian Oliver
Office Call

Text Message

Johnson, Kelly

Do we need to worry about the hardware as well?

We're going to have to work on revising the demo ...

Can you call me regarding CTIA se

I just reproduct

How is t coming

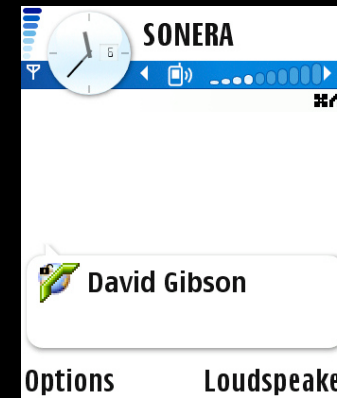
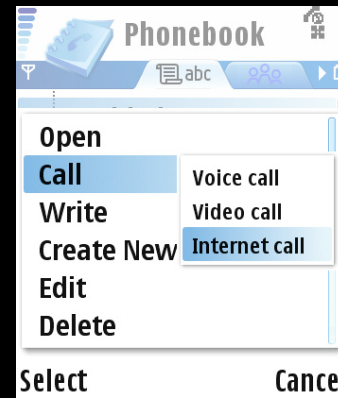
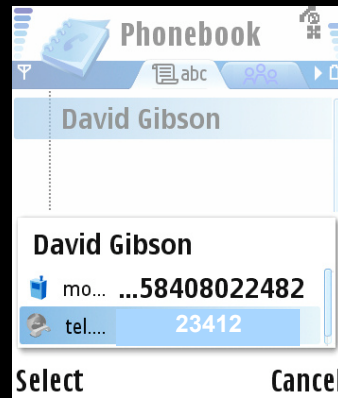
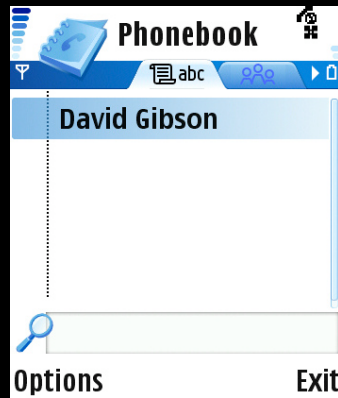
Please r CTIA de

Conferences

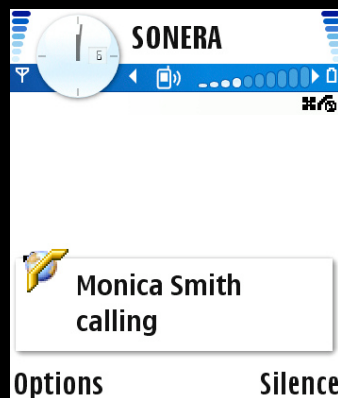
- CTIA Staffing Meeting 2:00p
1-800-533-4343 ID#45827
- Branding Meeting 11:30a
1-800-533-4343 ID#56878
- Staff Meeting 10:00a
1-800-533-4343 ID#112211
- CTIA Demo Planning Meeting 9:00a
1-800-533-4343 ID#454555

Using CUCM/CUCME with Nokia-Cisco Mobility solution

Terminal A

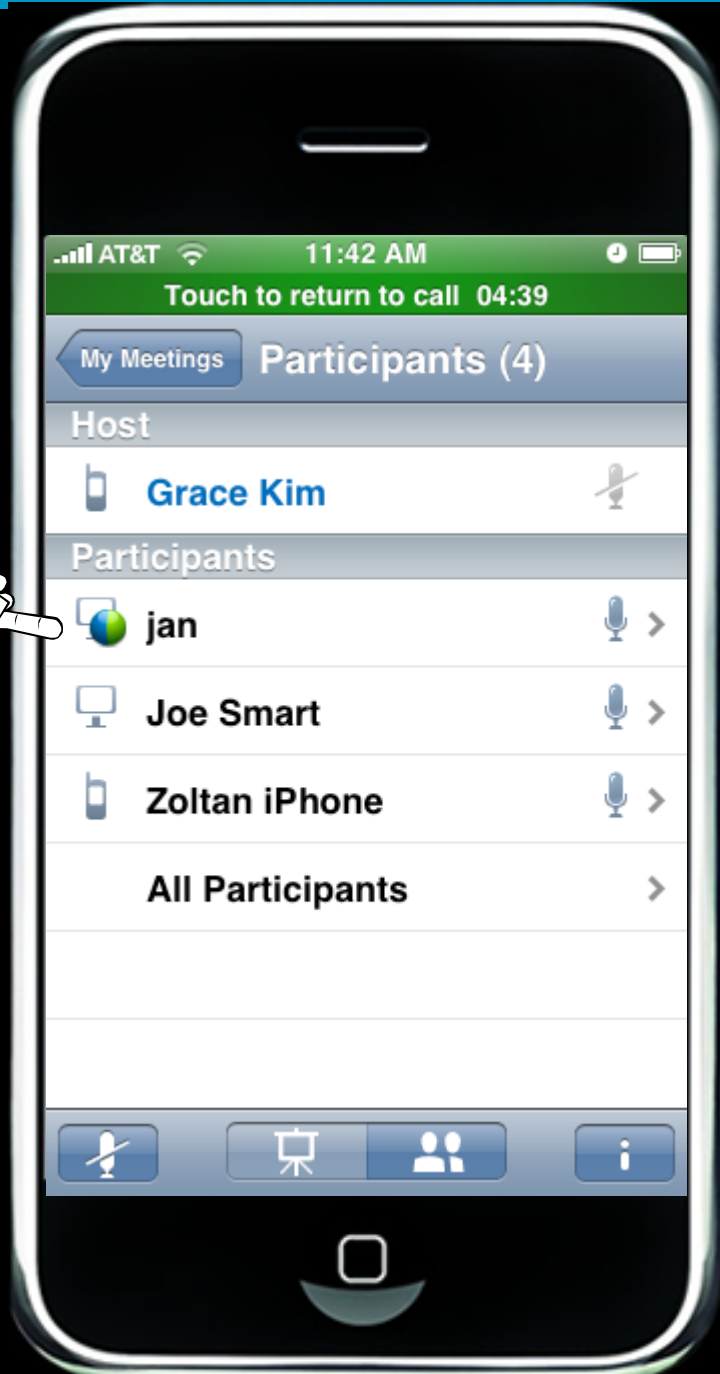


Terminal B



Annotations added by presenter can also be seen on the mobile device





Cisco UC Management Suite for 7.x

Simplifying deployment and ongoing management

- **Provisioning Manager**
 - Maps provisioning needs to business policies
 - Facilitates rapid rollouts with templates & bulk import
 - Reduced cost of ongoing MACs with a simple interface and ability to delegate to remote teams
- **Operations Manager**
 - Real time monitoring of the UC infrastructure including underlying network
 - Graphical view of the network with visual alerts reduces the time to isolate issues
 - Pro-active diagnostics enable troubleshooting
- **Service Monitor**
 - Proactive end user quality of experience monitoring with alerts/notifications
 - Voice quality issues are isolated and addressed more rapidly
- **Service Statistics Manager**
 - Historical analysis, reporting and trending for UC performance and capacity metrics
 - Optimize resources and control costs with complete visibility into your UC environment

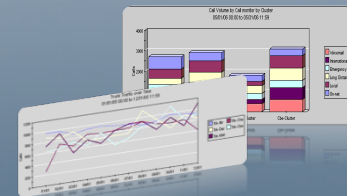
UC Management Suite



Provisioning Manager
Simplified Deployment and Configuration



Operations Manager
Continuous Monitoring and Fault Management



Service Statistics Manager
Historical Voice Reporting, Capacity Planning and Trending

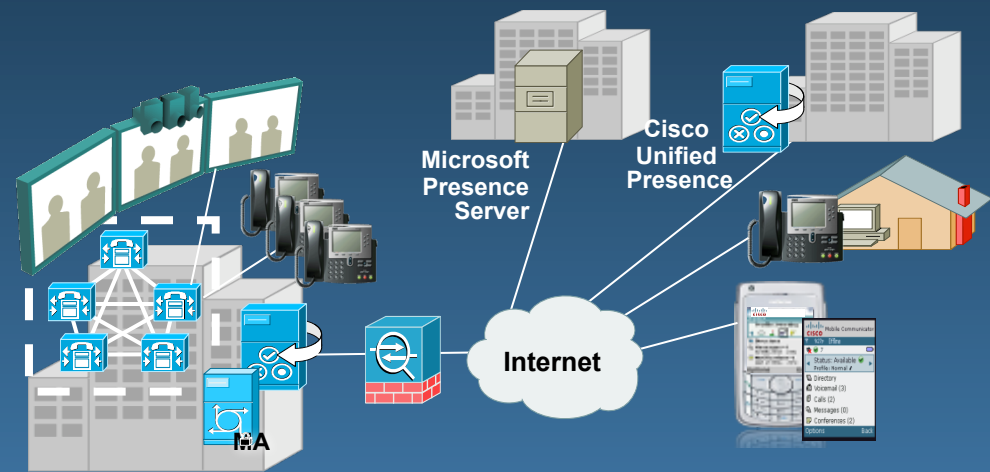


Service Monitor
Real Time Voice Quality Monitoring and Alerting

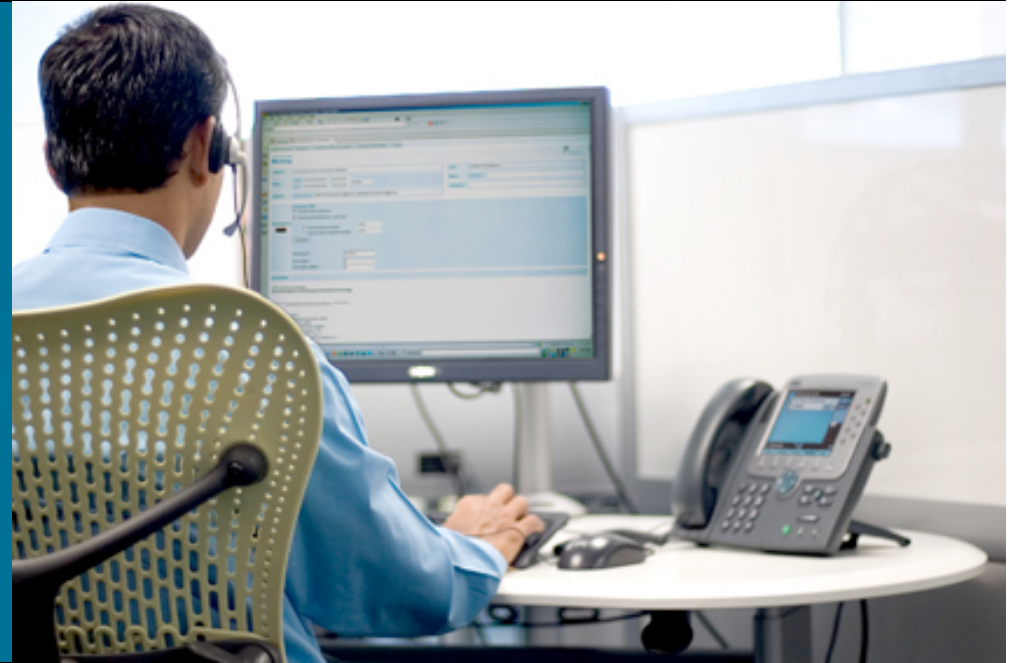
Simplified and Secure Deployment of Remote Phones, Clients, Presence Architectures

Cisco Adaptive Security Appliance (ASA) 8.0(4) provides a single support architecture for simplifying and securing the deployment of remote phones, clients, and presence architectures

- Secures communications between Cisco and Microsoft presence servers for efficient collaboration between organizations
- Simplifies and secures deployment of remote IP phones and softphones without additional VPN devices
- Secures traffic between Cisco Unified Mobile Communicator software and Cisco Unified Mobility Advantage server
- New IPS signatures inspect inbound traffic to stop known attacks against UC call-control and application servers

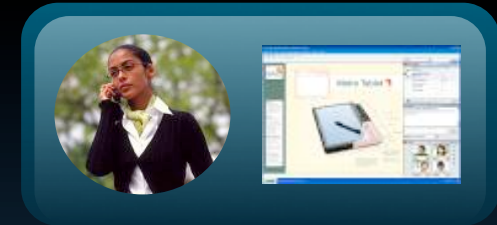


Enhancing the User Experience




Combining the Best of On-Premises and On-Demand Conferencing


Unified MeetingPlace voice with WebEx web delivers cost savings and added productivity



- **Integrated setup and attend**
 - MeetingPlace or WebEx interfaces
 - Single access point for all voice & web collaboration
- **Single sign-on across solutions**
 - Single point of user management for Unified MeetingPlace & WebEx
- **Integrated experience**
 - from WebEx web UI
 - Control voice (e.g. outdial, mute)
 - Voice-web recording

Make this a MeetingPlace meeting.
 Use my Reservationless ID (9023803)

 **Date:** Tuesday, January 15, 2008 10 AM [Check Availability](#)
Duration: 30 Minute(s)
Frequency: Once
of Occurrences: 1
Meeting Name:

 **Meeting ID:**
Web conference provider:
Meeting:

Join Teleconference

Please enter the phone number at which you want to receive a call back.

Select a phone:

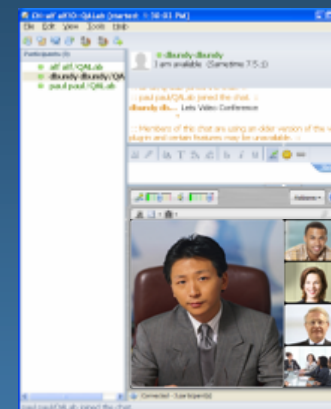
Number:

Remember phone number on this computer
[Clear phone numbers](#)

Cisco Unified Videoconferencing 5.6

Complete Video Infrastructure for Cisco Unified Communications

- Enhance collaboration with visual communications
- Desktop to High Definition to TelePresence
 - Standards-based for broad interoperability
 - Multiparty Video Telephony
 - Video interoperability for Cisco TelePresence
- Modular, distributed, intelligent solution
- Unified Videoconferencing 5.6
 - Add embedded video to MOC and Sametime – display video from traditional endpoints and TelePresence
 - Video recording

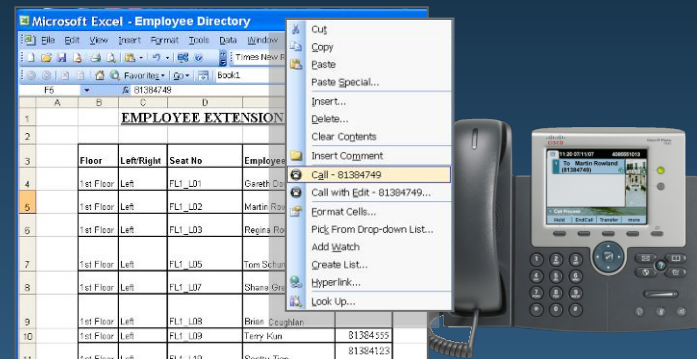


Enhance User Experience In Every Workspace with Unified Communications Widgets

- Personalize Business Communications with Phone Designer application



- Streamline Business Communications with Click-to-Call application



- Rich messaging experience on Cisco Unified IP Phone with Visual Voicemail application



Transforming Business Process with Expert Advisor

**Cisco Unified
Contact Center
Enterprise**

**Cisco Unified
Presence**



- Provide faster, more efficient and accurate customer service
- Presence-enabled knowledge workers become Expert Advisors
- Enables first-call resolution → higher service levels
- Easy to deploy and use
- Flexible: deploy with or without contact center

Improved Total Cost of Ownership



Cisco Unified Communications Manager Appliance

- **Optimizing Deployment for Real-time Communications**
 - Complete turnkey solution
 - Reduced complexity
 - Easy to install and upgrade
 - Improved security and resiliency
- **Increases velocity of features to market**



Cisco TelePresence -Redefining How People Communicate, “Being there is like being here”



Cisco TelePresence -Redefining How People Communicate, “Being there is like being here”



Cisco TelePresence Multipoint Solutions

- Video switch Optimized for TelePresence
 - Three screens = four sites displayed at one time
 - Full size continuous presence by screen
 - Switching by table segment and site
- Reservation less bridging
- Call Launch automated with “one button to push”



Cisco TelePresence Endpoints

A Configuration for Every Application

Endpoints



CTS 500
Personal Unit

- 1-2 seats
- Private office
- <5 Mbps at 1080p
- Wideband audio



CTS 1000
Two Users

- 2 seats
- General purpose room
- <5 Mbps at 1080p
- Wideband audio



CTS 3000
Six Participants

- 6 seats
- Purpose-built room
- 15 Mbps at 1080p
- Spatial wideband audio



CTS 3200
Large Groups

- 18 seats
- Purpose-built room
- 15 Mbps at 1080p
- Spatial wideband audio

One-Button-to-Push Call Launch, Easy Scheduling, 48-Location Multipoint, Interoperability and Intercompany Capabilities Across the Entire Portfolio

Uses for Public Cisco TelePresence



Market Research



Executive Education



Negotiations



Earnings Call



Press Briefings



Reunions



Legal



Corporate Training



Brainstorming Sessions



Staff Meetings



Interviews

Executives
Recruiters
Organizers
Educators



Migration and Execution



Services Help Our Customers Transform Their Business Through Collaboration

Cisco & Its Extensive Network of Global Partners Can Help:

- **Deploy solutions with lowest TCO**
 - Proven, consistent service-delivery methodology
 - Tools and best practices
- **Increase ROI of Collaboration programs**
 - Align IT plan to business value
 - Integrate with existing Collaboration platforms
- **Provide practical advice and hands-on expertise**
 - Comprehensive service lifecycle
 - Deepest skills available globally



Ensuring Your Success

Proven Excellence In Design, Integration And Support

- **Best Qualified Partners in the Industry**
 - With more than 95,000 Cisco Unified Communications customers and 18 million Cisco IP phones deployed. Cisco channel partners have unequalled experience in designing and deploying UC solutions
- **Specialized to Meet Your Unique Needs**
 - Cisco UC specialized partners demonstrate expertise across a wide portfolio of Cisco solutions
 - Tools, training and world-class support for partners to help them meet your unique needs
 - Application expertise to extend your UC solution
- **Full Range of Services**
 - Qualified, trusted advisors in planning for Unified Communications
 - Utilize best practices from end-to-end deployments at companies like yours
 - Single point of contact enables customers to focus on core business and reduce IT staff investments



6 Business Reasons to Get Current

1. Boost Productivity
2. Reduce IT Complexity
3. Gain Access to Broader Set of Application Possibilities
4. Drive Business Innovation
5. Manage Migration, Services, and Investment Protection
6. Special financing from Cisco Capital gives you access to these solutions now



How to Stay Current

- **Cisco Unified Workspace Licensing**
 - Take full advantage of Unified Communications while maximizing Total Cost of Ownership
- **Cisco Unified Communications Software Subscription**
 - Stay current, competitive and cost-effective with new software and features
- **Migration Momentum**
 - Trade-in old equipment and trade-up to Cisco Unified Communications
- **Financing with Cisco Capital**
 - Flexible migration and refresh options protect from obsolescence and allow for changes as your business requires

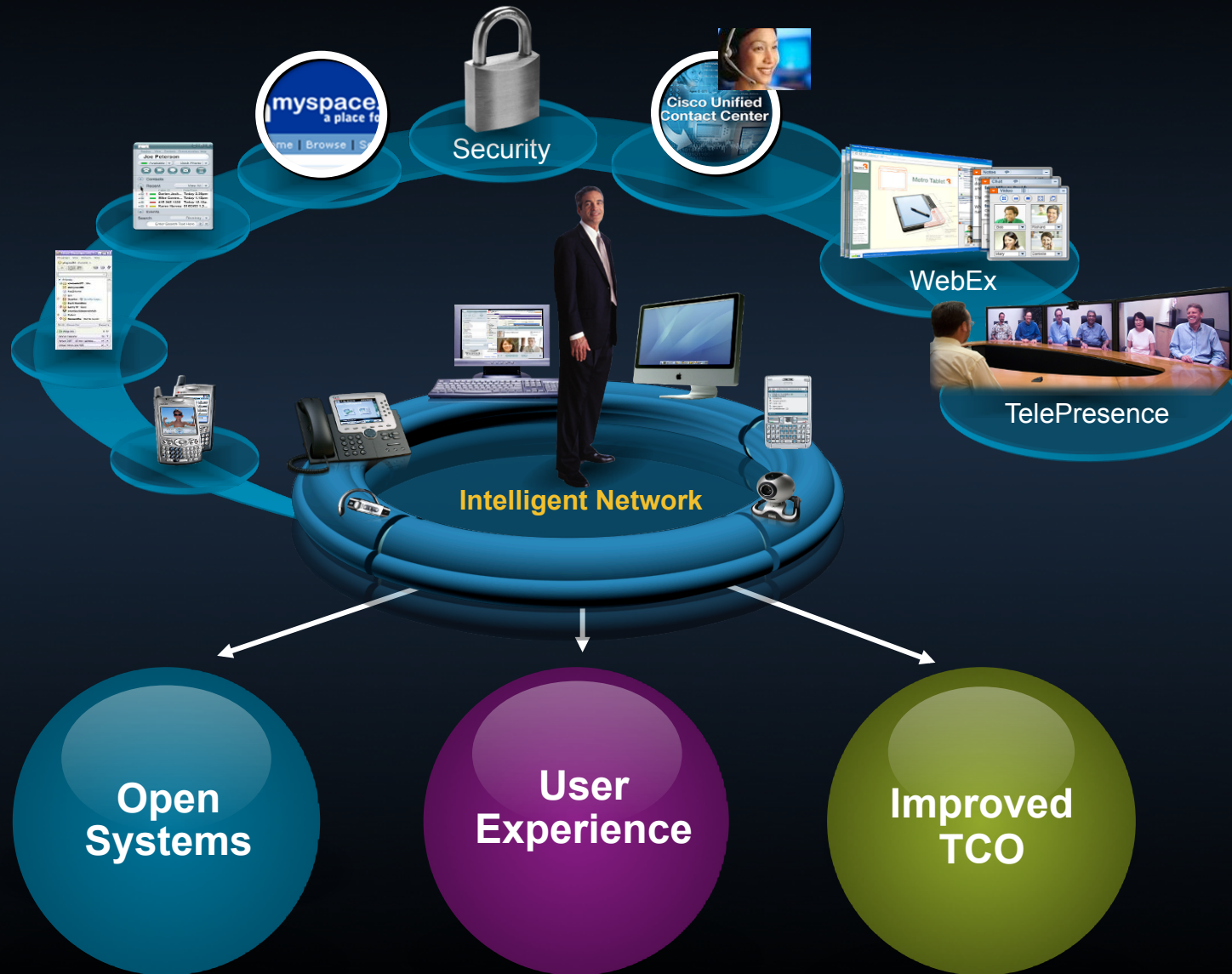


Cisco Unified Communication Fast Track Migration Services

Activity	Description
Discovery	<ul style="list-style-type: none">▪ Validate and review customer's migration requirements▪ Identify any factors that could hinder or impact successful migration
Planning	<ul style="list-style-type: none">▪ Develop migration plan to outline step-stage migration activities based on leading practices▪ Formulate test plan to verify that Cisco Unified Communications system meets operational, functionality, infrastructure and interface requirements
Implementation & Support	<ul style="list-style-type: none">▪ Provide on-site implementation services and ongoing mentoring during migration of your Cisco Unified Communications system



Delivering On Our Winning Unified Communications Vision



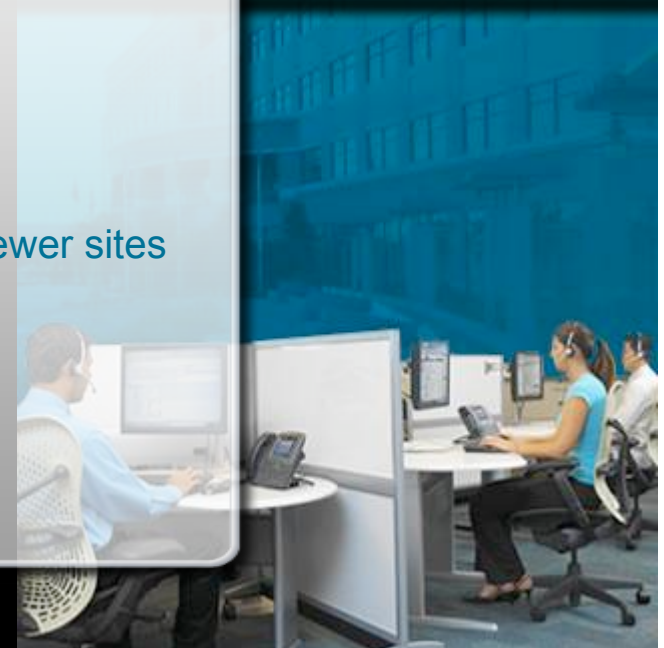
Collaboration: Creating Connected Workplace

Creates a flexible work environment through use of technologies, including IP communications, wireless network, and VPNs. Employees work at a variety of desks, conference rooms, outdoors, home, and remote locations equipped with networking capability—enabling anytime / anywhere productivity.

FACTS

Connected Workplace results:

- 40% increase in office space utilization
- 40% reduction in electrical demand
- 54% reduction in IT cabling
- Significant reduction in construction materials & land due to fewer sites being needed
- Increased collaboration
- Increased telecommuting and reduced traffic congestion
- All factors lead to reduced greenhouse gas emissions



Collaboration is the Next Wave of Productivity

Comprehensive Collaboration Portfolio
On-Premises + SaaS Leadership
Architectural Advantage
Broad and Deep Interoperability

Connect

Communicate

Collaborate

Together, We Are Leading the Way...

The Journey From IPT to UC

