



It's Time to Build Again.
With Cisco Business Architectures

Cisco Annual Partner Meeting
15-16 November, 2011

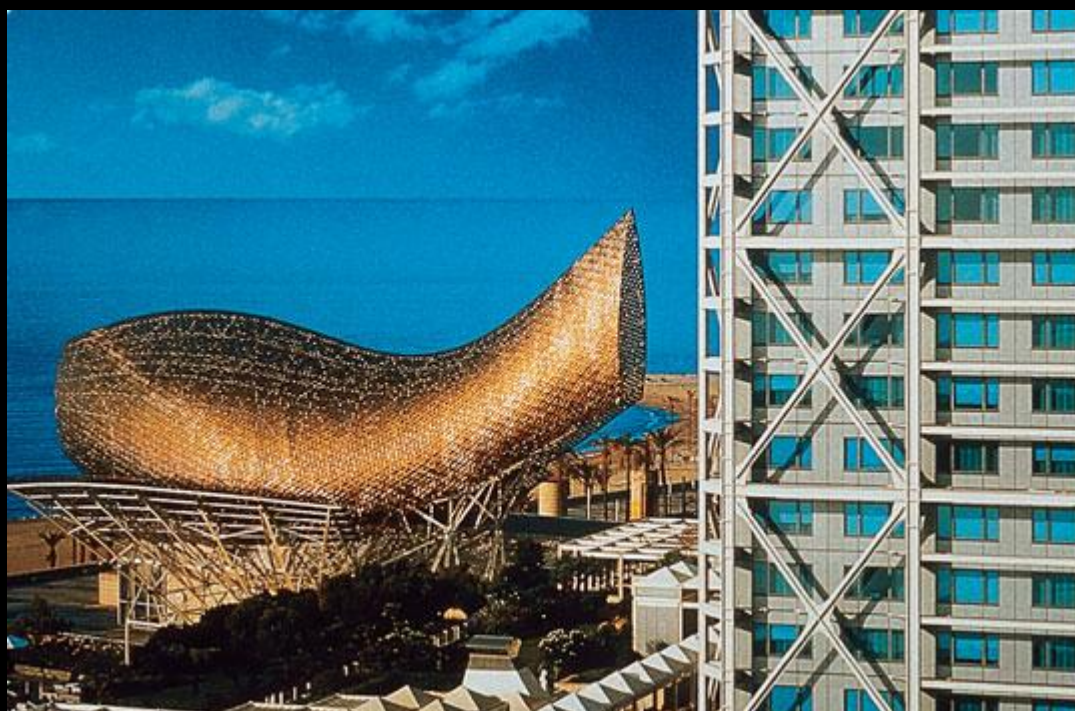
Collaboration Architecture

Igor Sikorski, Collaboration Channel Manager CEE



Collaboration Partner Summit 2011

- **USA: November 15 -17, 2011 in Miami, Florida**
- **Europe: December 12-14, 2011, Barcelona, Spain**
 - Hotel Arts (pictures below)
 - 300 participants



Collaboration Partner Summit 2011

Virtual Launch experience:

communities.cisco.com/community/technology/collaboration/cisco_collaboration_virtual_launch_experience_2011

Cisco Collaboration Virtual Launch Experience

Overview

All Content (94)

Discussions (62)

Documents (10)

Videos

Set as default tab

ANNOUNCEMENT: [Watch for a Chance to Win](#) [Show Details](#)

Collaboration Community



Home

Sign Up for Email Notifications

Get email when a post is made so you don't miss any news and discussions. Simply respond to an email to post without logging in.

Post Your Questions and Thoughts

Start a discussion

Create a document

Create a video

Learn about New Cisco Collaboration Solutions Fueling the Post-PC Era

The collaboration industry is in the middle of a tectonic shift. The traditional PC-centric compute stack is exploding into a multitude of devices, operating systems and architectures. Join us for a series of announcements focused on enabling the new collaboration experience for this post-PC world: one that is mobile, social, visual and virtual.

Oct 12:
Desktop Virtualization

Oct 25:
Telepresence

Nov 02:
UC for Mid-size Business

Nov 16:
Collaborative Workspace

On November 16, learn how Cisco delivers people-centric collaboration to more people, businesses and applications. Discover how to deliver the best collaboration experience across the broadest range of platforms, browsers and devices.

Watch the Live Webcast

Get updated on Cisco Collaboration strategy and new announcements on November 16 from 9:00 a.m.- 10:30 a.m.



Post PC Era



500,000 Daily ANDROID Activations





Gartner predicts, that by 2013 mobile devices
become the most popular web access device

Transitioning to the Post PC Era

New choices at every layer of the Traditional Stack

PC World

Post-PC World

Applications



Google docs



Client OS



symbian OS



Server Architecture



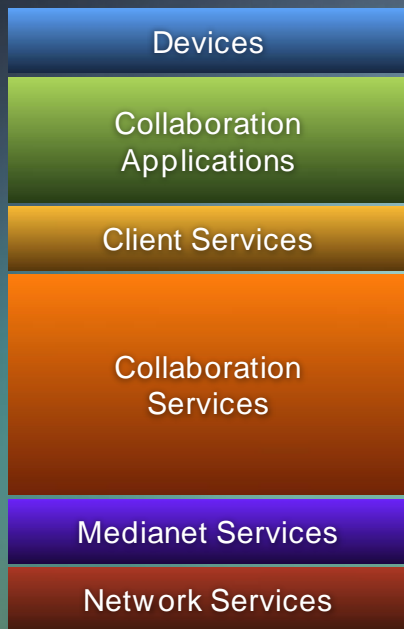
Devices



MOBILE
SOCIAL
VISUAL
VIRTUAL



The Right Architecture





- Converged Call Control
Voice, & Video, Premises, Hybrid
- Medianet Services Interface

ARCHITECTURE \$100M

A Single Architecture for Voice & Video



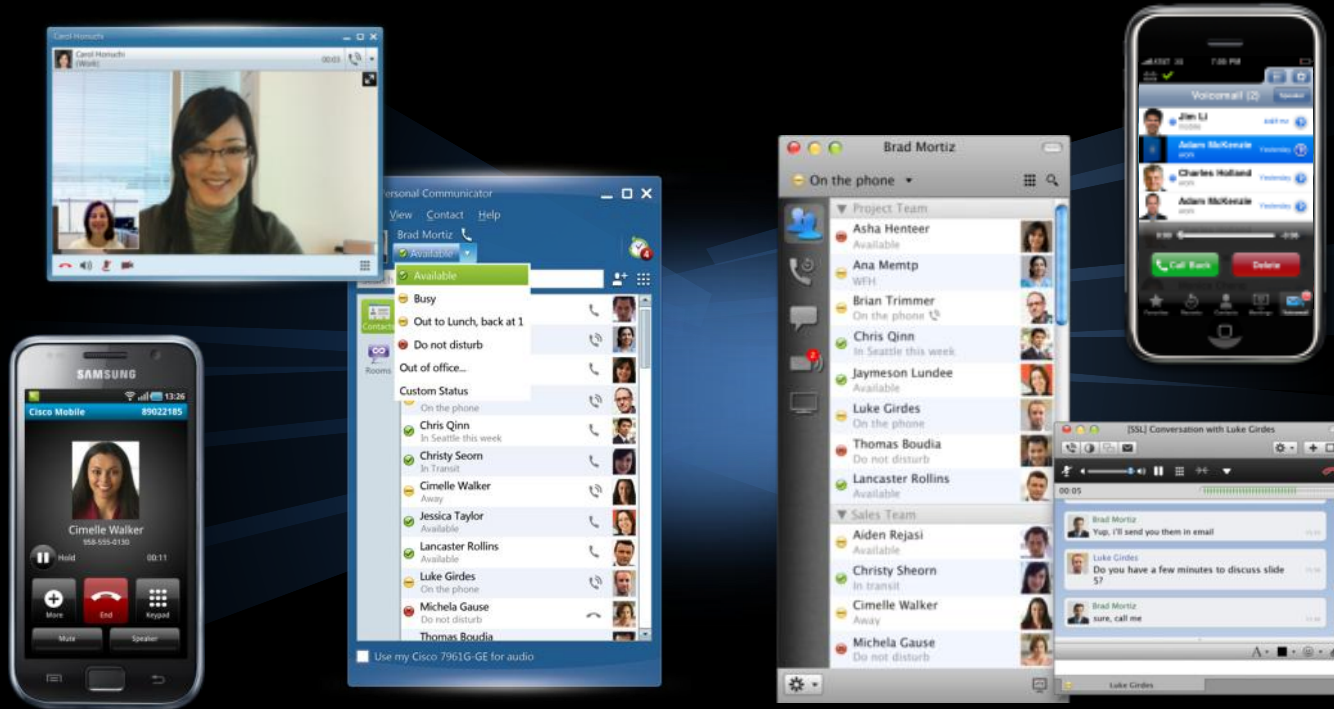
Unified Communications Manager



- Application Ecosystem
 - Developer Access
 - AppHQ
 - Jabber SDK
- Multi-Platform Experience
 - Jabber, WebEx

MOBILE NOW

Cisco Jabber



All-in-one UC Application

- Presence & IM
- Voice, Video, voice messaging
- Desktop sharing, conferencing

Collaborate from Any Workspace

- PC, Mac, tablet, smart phone
- On-premises and Cloud
- Integration with Microsoft Office

Collaboration Optimized for Mobility



VoWi-Fi

Unified
Communications
Manager

Cius & Android
BlackBerry
iPhone/iPad
Nokia

Presence & IM

Unified Presence,
WebEx Connect service

Cius & Android
BlackBerry
iPhone/iPad
Nokia

Web Conferencing

WebEx

Cius & Android
BlackBerry
iPhone
iPad (web + video)

Voice Messaging

Unity Connection

Cius & Android
BlackBerry
iPhone/iPad
Nokia

Example: Cisco Jabber for Android

Generally Available

- “Always-on”
- Integration to native Android interface
- Key Features
 - Voice over Wi-Fi
 - Handoff to cellular network, deskphone
 - Mid-call features
 - Access to corporate voicemail
 - Corporate Directory Access
 - Secure connection feature
 - Dial Via Office, Visual Voicemail

– Future

- Video calling (2H 2012)



Cisco Jabber Software Development Kit

New Offering

- Interactive collaboration within web applications
- Building blocks to Cisco UC-enable web apps
 - Voice, Video, Presence/IM, Voicemail, WebEx
 - Web softphone plug-in and video on roadmap

Benefits

- Productivity - Collaboration Enabled Business Transformation (CEBT)
- Deployment Flexibility
 - User Choice, IT Simplicity, Cisco UC reach
- Compete - No other UC provider has voice, video Web plug-in/SDK



Cisco Jabber Software Development Kit

Example: UC Enabled Corporate Directory

The screenshot displays the Cisco Employee Connection People (Directory) interface. A contact profile for David Dean is shown, including a photo, name, email (daveidean), and title (Software Architecture and Engineering Consultant). A red box highlights the contact information, and a blue box highlights the communication options (IM and Click to Call). A Cisco Web Communicator window is overlaid, showing a profile for David Deans with a 'Remote Ringing' button. A map of Berlin is also visible in the background.

Presence exposed as part the contact

Integrate IM as part of the interaction

Integrated Click to Call

Browser based CSF soft phone

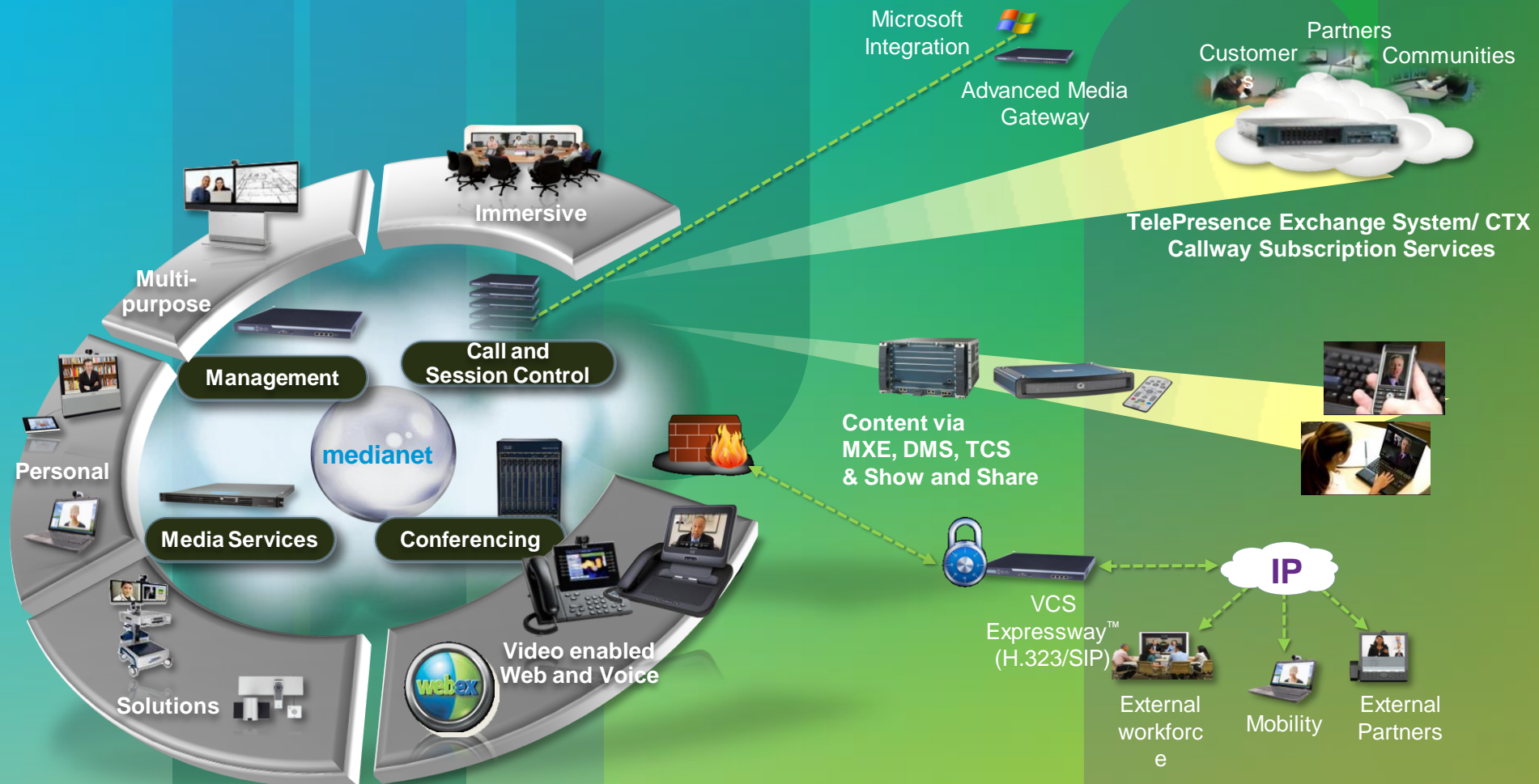
Integrated Geo-Location (Pub /Sub)



- New HD WebEx
- All Active Presence Everywhere

VISUAL NOW

Cisco offers the total Telepresence solution for pervasive video





Driving TelePresence from the
Boardroom to the Desktop and



Extending TelePresence
to Companies of All Sizes

Beyond



Immersive



Personal



Multipurpose



Cisco Video Endpoints



Third Party Endpoints

New Multipurpose Endpoints: MX300 & MX200

Target: team meetings

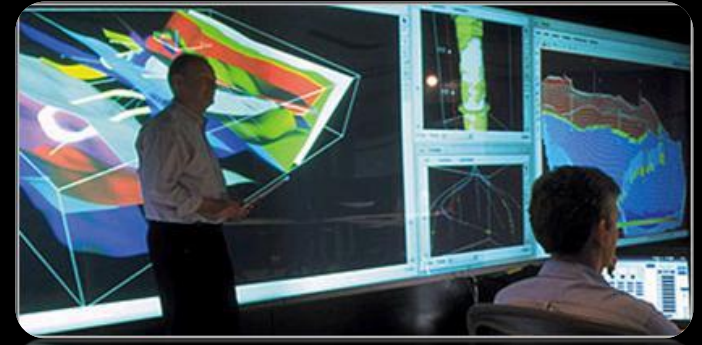
- Small to medium team room – wide deployment to all meeting rooms for basic, everyday video
- Offices for personal meetings or small groups



Video Opportunity

Various ways to capture huge video opportunity

- Video market is highly growing
- SMB and Mid Market is still unexploited for video
- Managed video services
- New AV Integration Partner Program modeled after Cisco Developer Program





- New VXI Clients, Accessories
 - Hosted Collaboration
 - Virtualized Desktops
- Virtual Home Agents

VIRTUAL NOW

Virtualization Experience Infrastructure (VXI)

End-to-End System

Virtualized Collaboration Workspace

Virtualization Endpoints



Endpoint Ecosystem



Wyse, Devon IT, iGEL

Virtualization Aware Network

Branch

VDS



WAAS

Cisco
WAN

Data Center Network

ACNS/
WAAS



Nexus



Broker



ACE



Virtualized Data Center

CUPC

MS Office

Video

Microsoft OS

Desktop Virtualization Software

CITRIX

vmware

Microsoft

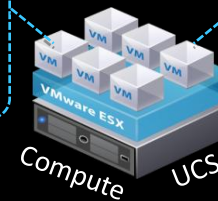
Hypervisor

CITRIX

vmware

Microsoft

QUAD



UCM



EMC²

NetApp

End-to-End Security, Management and Automation

Unsolved Virtual Desktop (VDI) Issue

Desktop virtualization

Data security.
Business continuity
Lower TCO
Standardization for both
IT and end-users

Multimedia & Collaboration

Voice & Video
Interactivity
Real time applications
High quality of service
Choice of terminals

A conceptual diagram at the bottom of the slide. It features a horizontal double-headed arrow. The left half of the arrow is blue and points towards a blue circle containing the text 'Standardization and lower IT TCO'. The right half of the arrow is green and points towards a green circle containing the text 'Handling multimedia'. The background of the slide features a man in a green shirt looking thoughtful, standing in front of a modern glass skyscraper.

Standardization
and
lower IT TCO

Handling
multimedia

New VXi Innovation and Simplification for Best User and IT Experience

New VXi – the first enterprise-ready thin client unifying Voice, Video & Virtual Desktop

Uncompromised User Experience

IT Simplification

Cisco Validated Designs(CVD)
for Citrix and VMware



Cisco VXC 6215 Thin Client



Cisco VXC 4000 Software Appliance

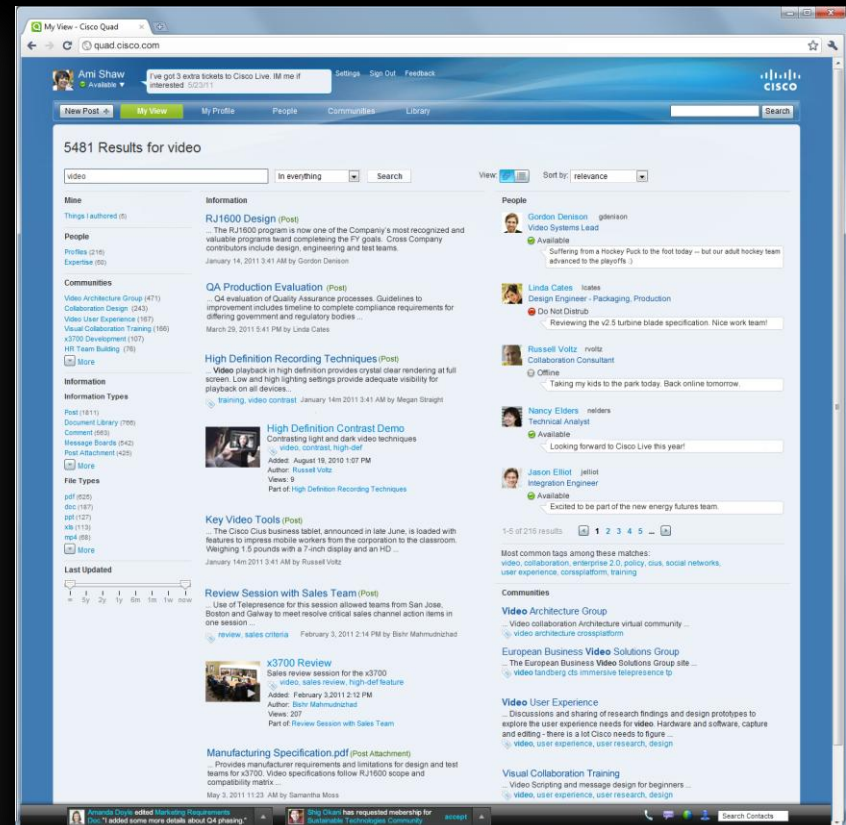
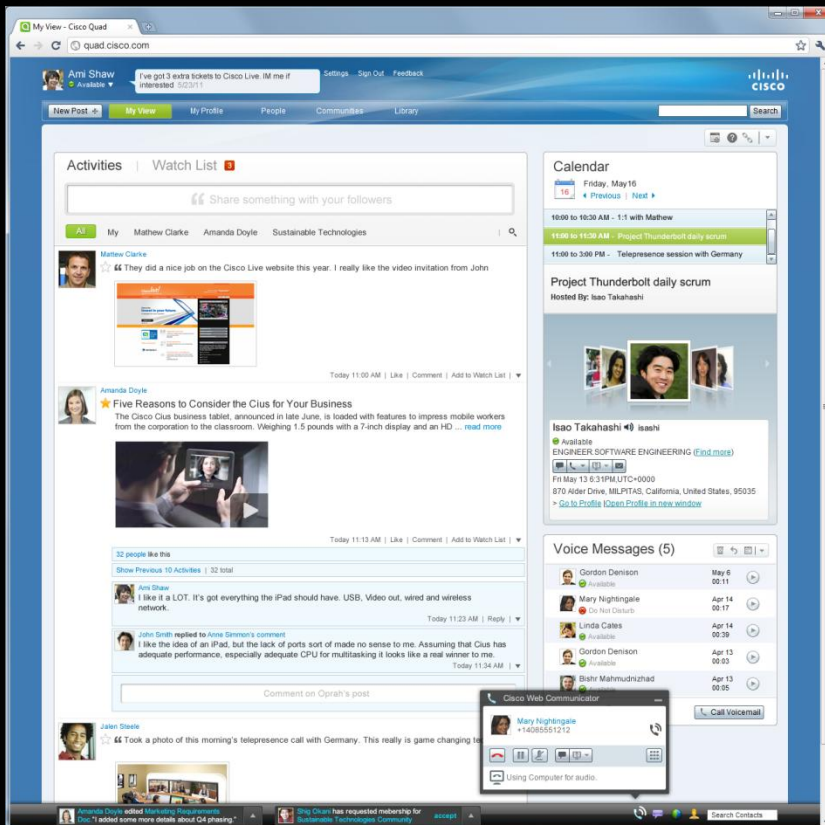


- Social-Enabled Experiences
- Office 365 and Integration
- Social-Enabled Platforms
- Developer Access
- Quad SDK

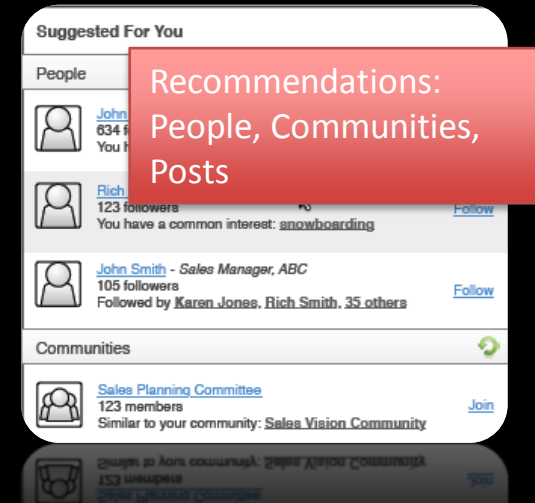
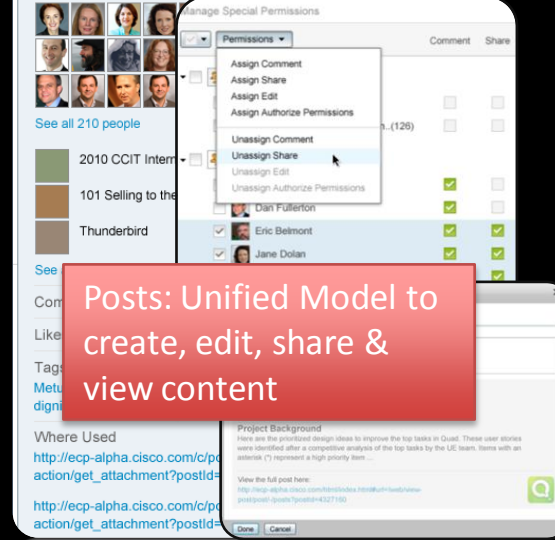
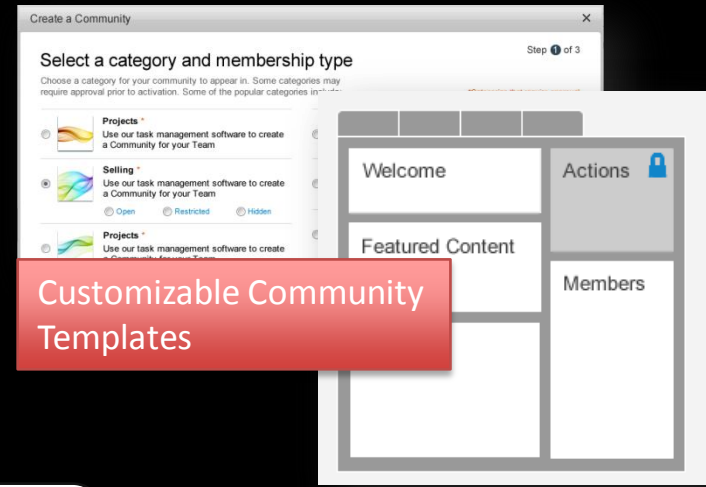
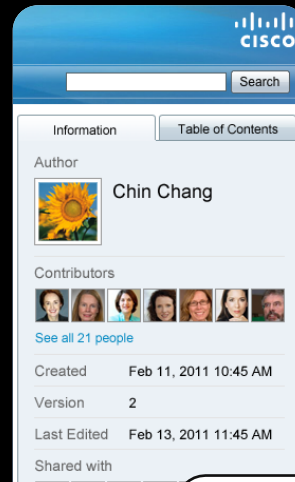
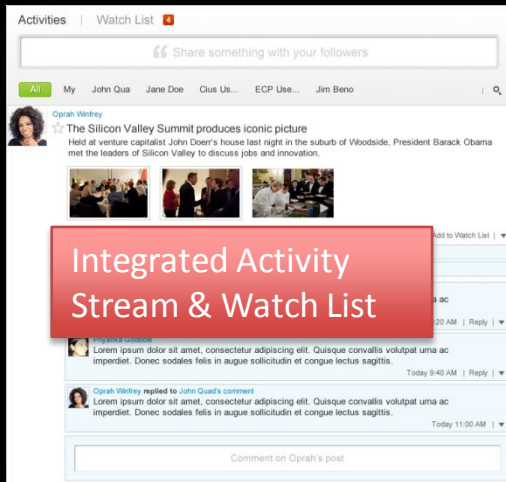
SOCIAL SOFTWARE

Cisco Quad 2.5

Major Quad Version, Available Now



Cisco Quad 2.5



Collaboration-Enable Content Management

The screenshot displays the EMC Documentum user interface. On the left, a sidebar shows 'Documents' with buttons for 'Add Document', 'Add Folder', and a search bar. Below this, a 'Folders' section lists 'My Documents' and 'Recent Documents'. The main area features a table with columns 'Name' and 'Author'. The table lists three folders: 'ECP (2)', 'Personal (0)', and 'Sprint 17 - Policy Specifications (1)', all authored by 'Sanjay Khanna'. A blue callout box highlights the 'Sprint 17 - Policy Specifications (1)' folder. To the right, a user profile for 'Sanjay Khanna' is shown, including a photo, status 'Available', title 'PRODUCT MANAGER, MARKETING', and a recent update: 'Back from EMC World. Murali and EMC executive announced the... Full page May 13'. A notification bar at the bottom states 'Sanjay Khanna updated a document, Feedback on the MKS'.

Name	Author
ECP (2)	Sanjay Khanna
Personal (0)	Sanjay Khanna
Sprint 17 - Policy Specifications (1)	Sanjay Khanna

Sanjay Khanna
Available
PRODUCT MANAGER, MARKETING
sanjkhanna
Back from EMC World. Murali and EMC executive announced the... [Full page](#) May 13

Sanjay Khanna updated a document, [Feedback on the MKS](#)

EMC² | documentum

Microsoft®
SharePoint®

Hosted & Managed Deployment Model For Cisco Quad

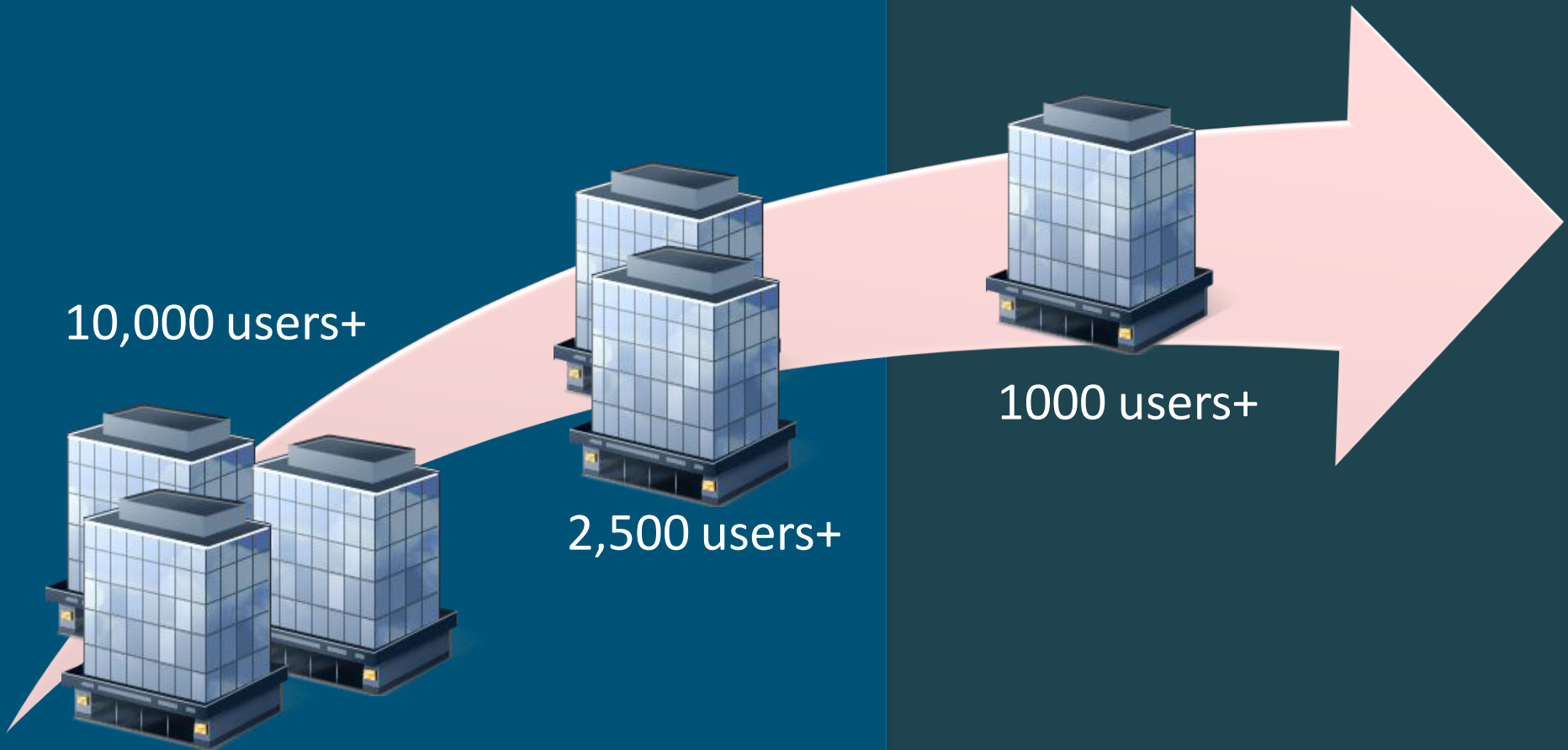
ON-PREMISES

HOSTED

10,000 users+

2,500 users+

1000 users+

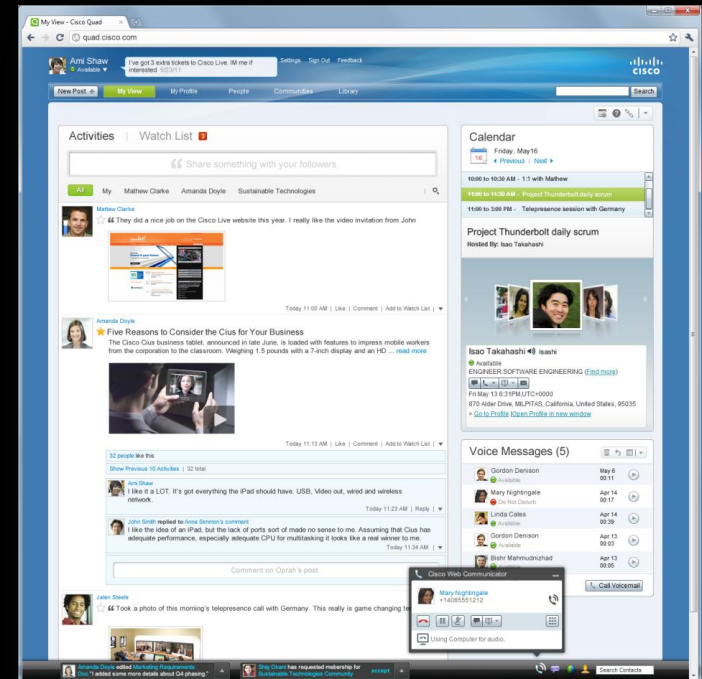


How To Become a Quad Partner

Cisco sells Quad via limited number of focused partners

- Partner needs to enroll cisco.com/go/collaborationnfr
- Cisco reviews partner competencies
- Partner is required to deploy Quad internally first

Quad NFR Program

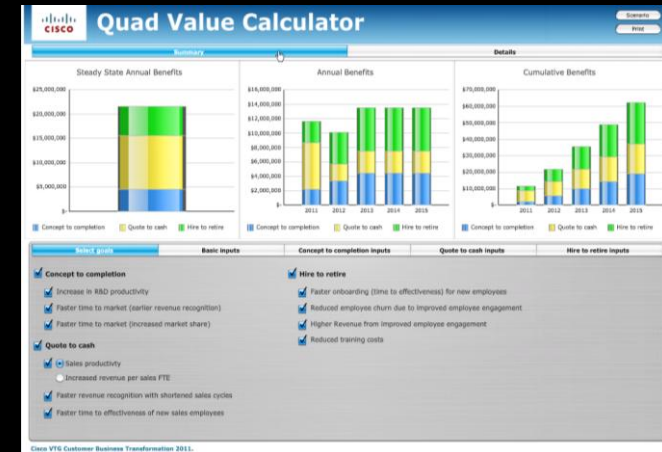


Demonstrate ROI of Cisco Unified Communications & Collaboration (UC&C)

Drive Sales with Business Value Assets on Customer Business Transformation (CBT)

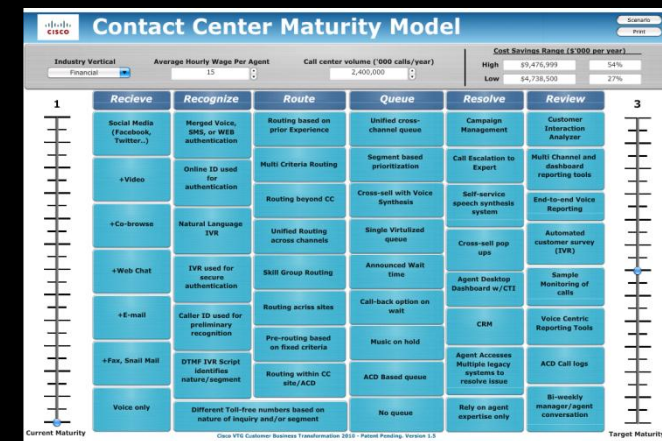
What's included

- Cisco Quad Business Value Calculator
- Showcase of Cisco Quad Use Cases
- Contact Center Maturity Model & Engagement
- Cisco Cius Customer & Partner Showcases



Benefits in front of customer

- Benefit from Proven Methodology & Approach
- Demonstrate Most Impactful UC&C Use Cases
- Rapidly Quantify Benefits with Industry Benchmarks



Visit www.cisco.com/voice/cbt for more details

Thank you.

