

# Romanian Partner Summit 2011



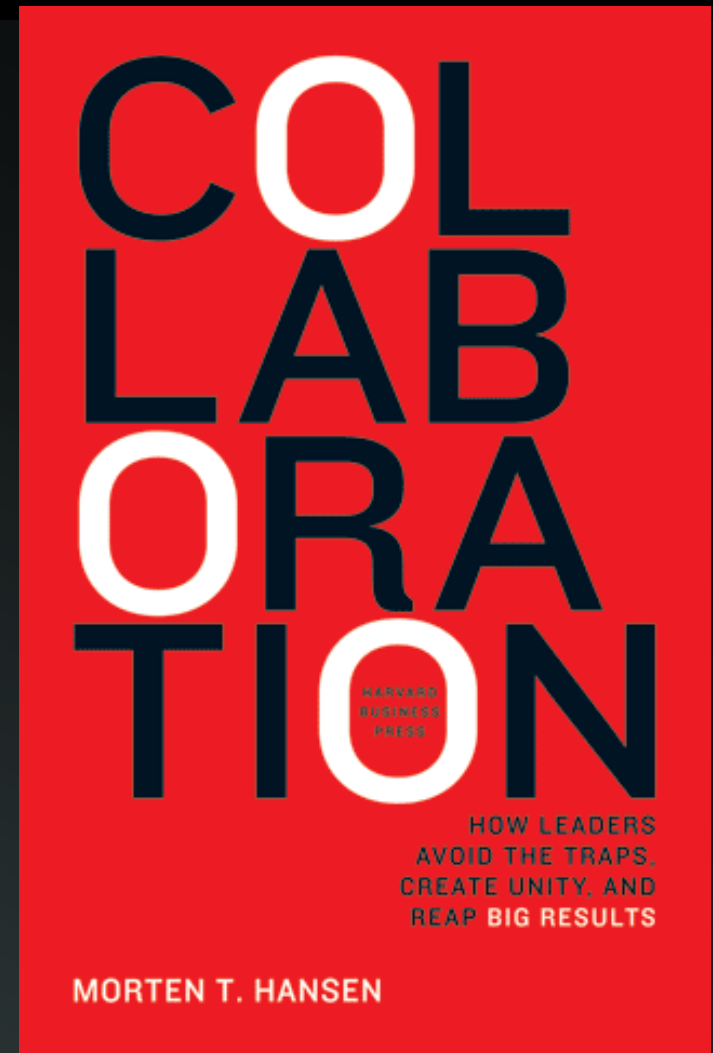
Cisco Unified Communication and Collaboration

Igor Sikorski, Collaboration Channel Manager, Emerging Markets East

17<sup>th</sup> – 18<sup>th</sup> of February, Predeal, Romania

# Collaboration Is Important Business Issue

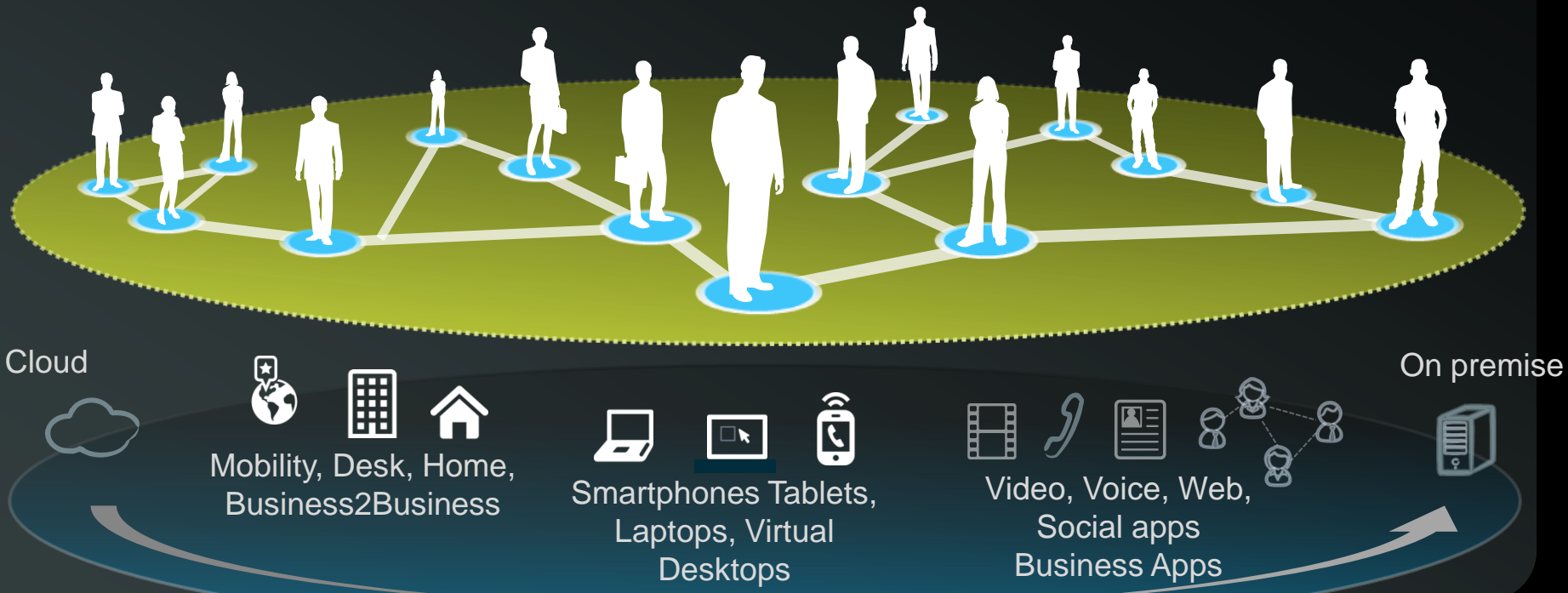
- Collaboration is key to company success
- No collaboration can kill best idea
- Technology selection after well set business objectives



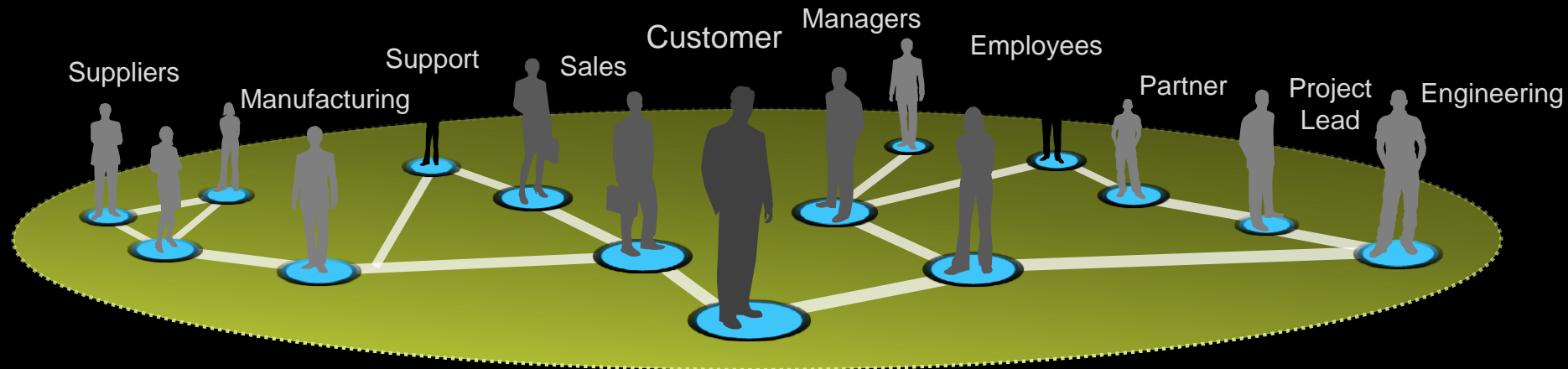
# Collaboration Is Important Business Issue

## Consequences for Cisco Partner

1. Business consulting opportunity
2. Technical architecture consulting opportunity
3. Wholistic approach to UC & Collaboration



# Winning the Workspace



**Enterprise IM**  
*Opennes - XMPP*  
*Webex Connect IM*  
**CUPC**

**Conferencing**  
*Webex Meetings*  
*WebEx on GPL*

**Mobility**  
*Single Number*  
*Cisco Mobile*

**IP Telephony**  
*Phones / CIUS*  
*Softclients*

**Video**  
*Tandberg*  
*Telepresence*  
*Videophones*

**Every Collaboration Discussion Should include the Desktop Buyer**

Every Collaboration Discussion Should include the Desktop Buyer

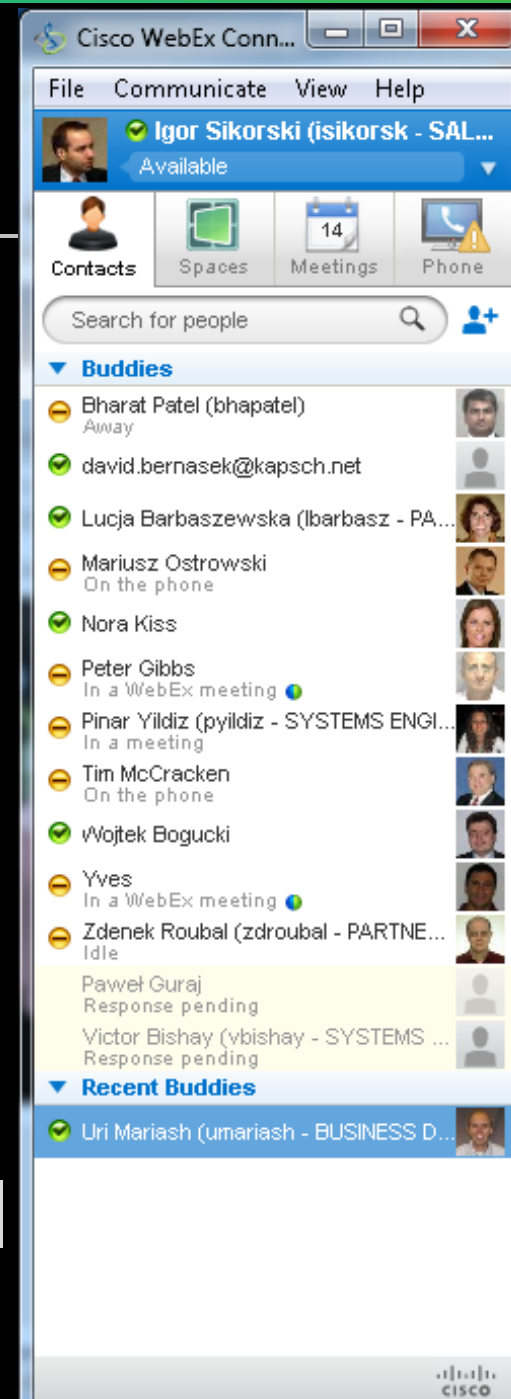
# Enterprise IM and Presence



# Messaging and Presence: XMPP as a Standard

- Cisco IM is based on open standard (XMPP)
- On-premise version:  
CUPC with Presence Server
- and the cloud version  
Webex Connect IM
- Integrated client to be released soon
- Webex Connect IM on GPL now:

L-WBX-CON-IM    WebEx Connect IM - Ent subscription    \$42/year/user



# Conferencing





# Webex Centers

- **New videoconferencing** capabilities added to Webex Meeting Center
- **High Quality Video & Full Screen Mode**
- **ActivePresence** shows current speaker
- Integrated with TelePresence
- HQ Video on Apple **iPAD** & Cisco **CIUS**
- Simultaneous desktop, document or presentation sharing
- Webex Centers on **GPL** now:



L-WBX-MC-ACT-HOS

WebEx Meeting Center (active host)

\$525 /year/host

Standard discount +VIP + Collab Breakaway apply



# Video



# TelePresence and Video Full Portfolio

Desktop  
and  
beyond -  
anyone,  
anywhere

Enhancing  
voice

Enhanced presence  
office and home

Tactical  
meeting  
environment

Strategic  
meeting  
environment



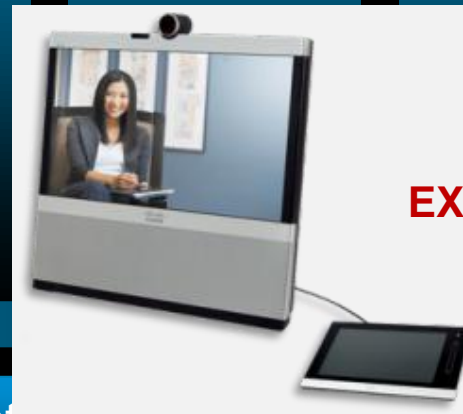
Video Enabled Workspace

Video Enabled Voice

Personal

Multipurpose

Immersive

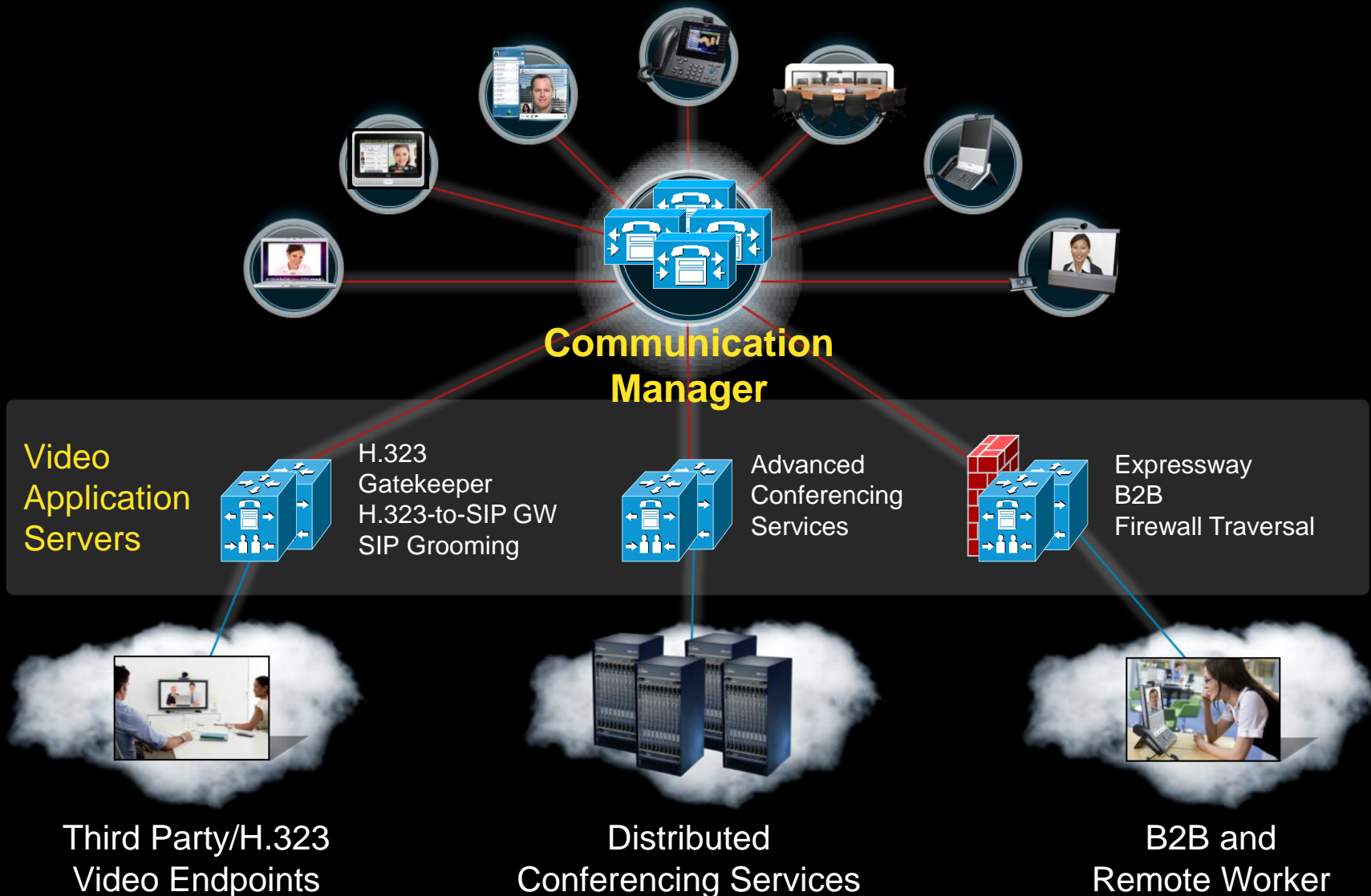


EX60

Medianet

# Common Call Control for Voice & Video

## CUCM Core, VCS as TP Application Server



# NEW TelePresence Video ATP Program

Active from February 1st, 2011



## Express

Deep endpoint knowledge

Limited infrastructure & network knowledge

Product sales approach

Unique skills  
AV integration

Internal video use  
basic



## Advanced

Deep endpoint knowledge

Deep infrastructure & limited network knowledge

Solution sales approach

Unique skills  
Integration, Mgd video

Internal video use  
medium



## Advanced Plus

Advanced Partner with basic-to-medium Unified Communication Manager skills

Entry level to CTS product suite



## Master

Deep endpoint knowledge

Deep infrastructure & limited network knowledge

Architectural sales approach

Unique skills  
CXO access, Intercomp.

Internal video use  
pervasive

# Contact Center / / Customer Care



# Cisco SocialMiner

## Utilizing Social Media In Customer Care

- Customers are demanding better ways to interact with businesses
- Companies are cautious of online consumer branding
- Drive differentiation with social media customer care and new Cisco SocialMiner solution
- Full integration with contact center script



# Cisco Virtualization Experience Infrastructure (VXI)





# 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



# Virtualization Experience Infrastructure (VXI)

End-to-End System

## Virtualized Collaboration Workspace

### Virtualization Endpoints



### Endpoint Ecosystem

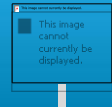


Wyse, Devon IT, iGEL

## Virtualization Aware Network

### Branch

VDS



Cisco  
WAN

### Data Center Network

ACNS/  
WAAS



Broker



## Virtualized Data Center

CUPC

MS Office

Video

Microsoft OS

Desktop Virtualization Software

CITRIX

vmware

Microsoft

Hypervisor

CITRIX

vmware

Microsoft

QUAD



CUCM



Compute

UCS

FC

FC

EMC<sup>2</sup>

NetApp

End-to-End Security, Management and Automation

# Cisco VXI Clients – available in March 2011

## Cisco VXI Client 2100

### Cisco VXI Client 2100



- Support Citrix XenDesktop
- Support VMware View
- Power over Ethernet (POE)

- Single Ethernet port for phone & thin client
- Connected to back of Cisco 89XX / 99XX IP phone



# Cisco CIUS ('see us')



- 7" LCD – 16:9 Aspect Ratio
- 1024 x 600 Resolution
- Android OS
- WLAN 802.11 a/b/g/n (WiFi Direct)
- Bluetooth 3.0
- 2 cameras: front 720p HD, rear VGA



- Microphone and loudspeaker ports
- Głośnik HD audio loudspeaker
- USB 2.0 ports (3)
- DisplayPort™ 1080p video out

# What You Should Do



# Collaboration FY11 Demand Generation Plays

## Collaboration Breakaway

### Traditional UC Buyer

#### Goal

Capture market share from competitive TDM platforms

Migrate installed base to 8.x

#### Strategy

Deliver migration offer with financial incentive (Collaboration Breakaway)

## Win the Workspace

### Software Buyer

#### Goal

Reach new decision makers

Propose, pilot and deploy wholistic solution for workspace

#### Strategy

Lead with IM or conferencing or mobility

Pull through Collaboration portfolio

## Pervasive Video

### Video Buyer

#### Goal

Capture market share from competitive platforms; drive cross sell/up sell across portfolio

#### Strategy

Highlight Cisco end-to-end portfolio and interoperability



# Collaboration Breakaway Promotion

## Migrating Competitor Inst. Base

### 22% additional discount:

- 13% of additional base off
- additional 5% off if migrating at least 50% of installed base
- additional 14% off if CUWL is sold for 50% or more users
- competitors: Avaya, Nortel, Alcatel, Aastra, Ericsson, Mitel & Siemens

## Migrating Cisco Installed Base

**72% discount on all CUWL**  
upgrade SKU's

### 3 & 3 Upgrade Offer:

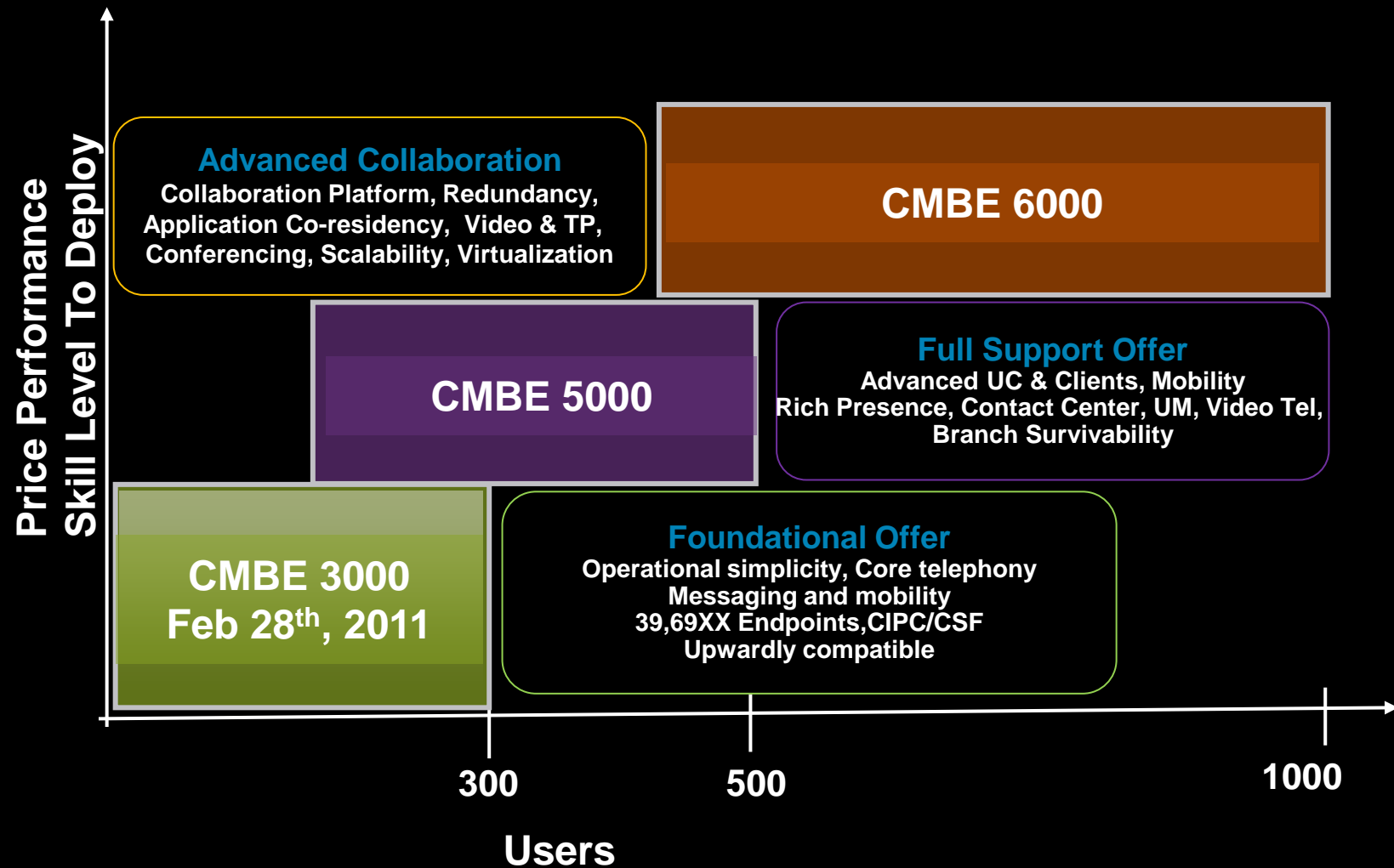
Purchase a la carte Cisco UC 8.0 product upgrades for \$3 per user, per application, when combined with a 3 year minimum UCSS

Full details:

[www.cisco.com/web/partners/sell/technology/collaboration/collaboration\\_breakaway.html](http://www.cisco.com/web/partners/sell/technology/collaboration/collaboration_breakaway.html)



# New Cisco Offering for Mid Market



# UC products for internal production use

## *Cisco Unified Workspace for Partner (CUWP)*

CUWP promo is an opportunity for Adv UC Specialized partners to deploy all Cisco UC applications in production.

- CUWP discount is around 98% (software only)
- Hardware can be purchased at 70% off  
NFR program
- No need for NFR DART, two simple SKUs



SKU	Description	Price
CPW-UCxx-K9	Cisco Partner Workspace UC	\$2550
CPW-UCxx-50USR	Cisco Partner Workspace UC 50 user Licenses	\$635

# Winning Together in FY11

1. Drive customer development of a comprehensive Collaboration strategy
2. Begin with Cisco's Integrated Architecture to establish a core foundation
3. Leverage our leadership in UC and especially Video as the "new" Voice
4. Broaden to include VXi, Social Software & Customer Collaboration
5. Differentiate with on premises, Cloud-based or hybrid deployment options

Game on: Collaboration

Thank you.



