

Cisco Expo 2010

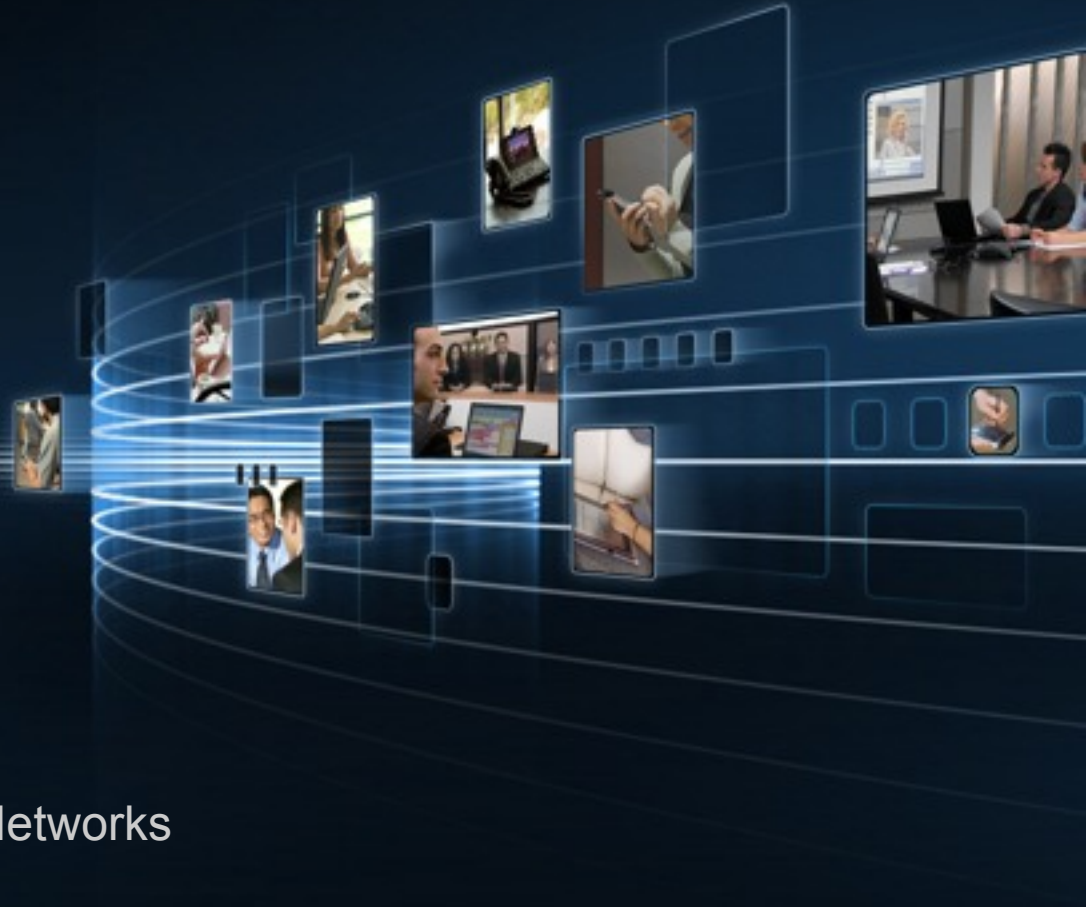


The New
Collaboration Effect

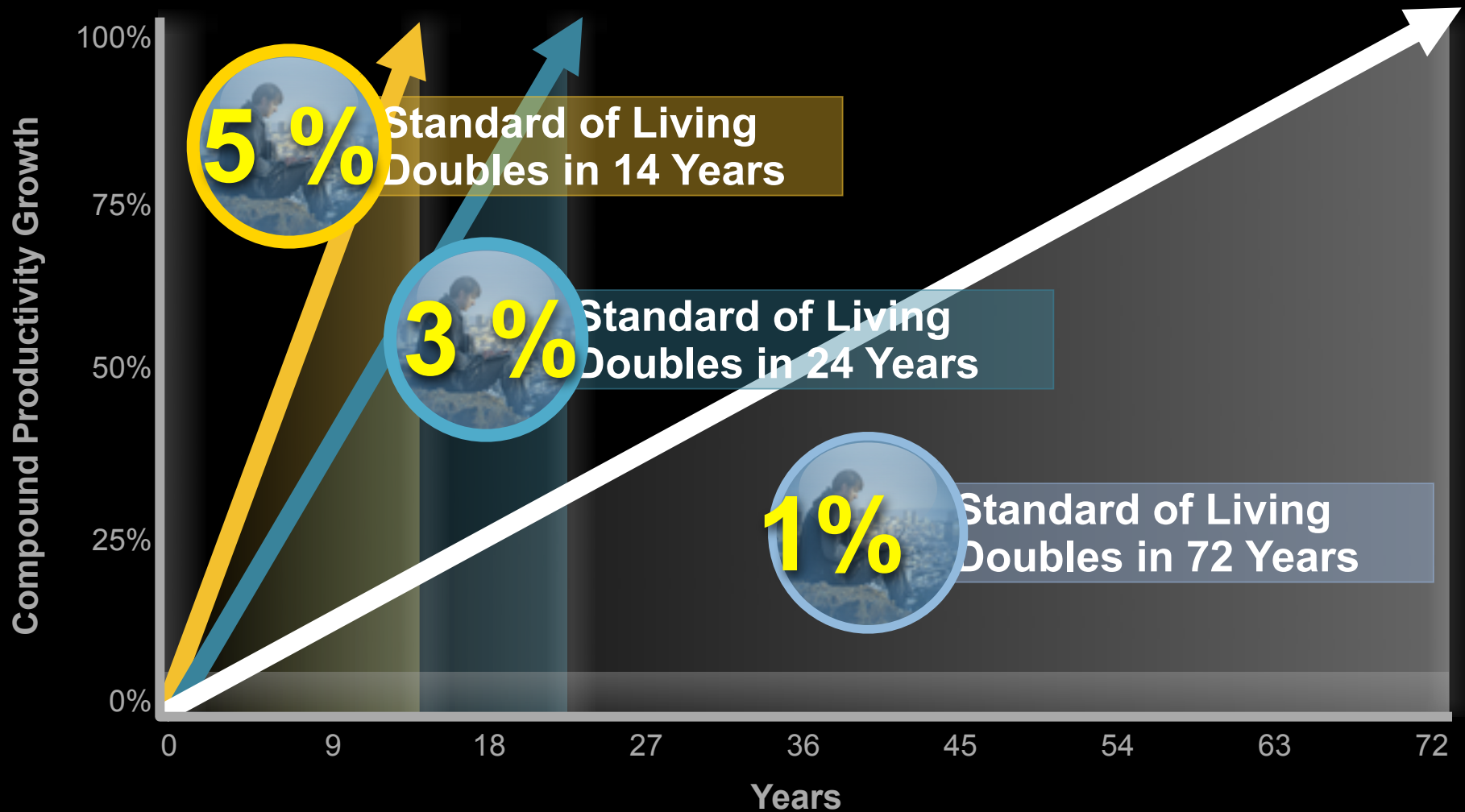


Innovation through Collaboration

Andreas Enotiadis
Director, IP NGN & Borderless Networks

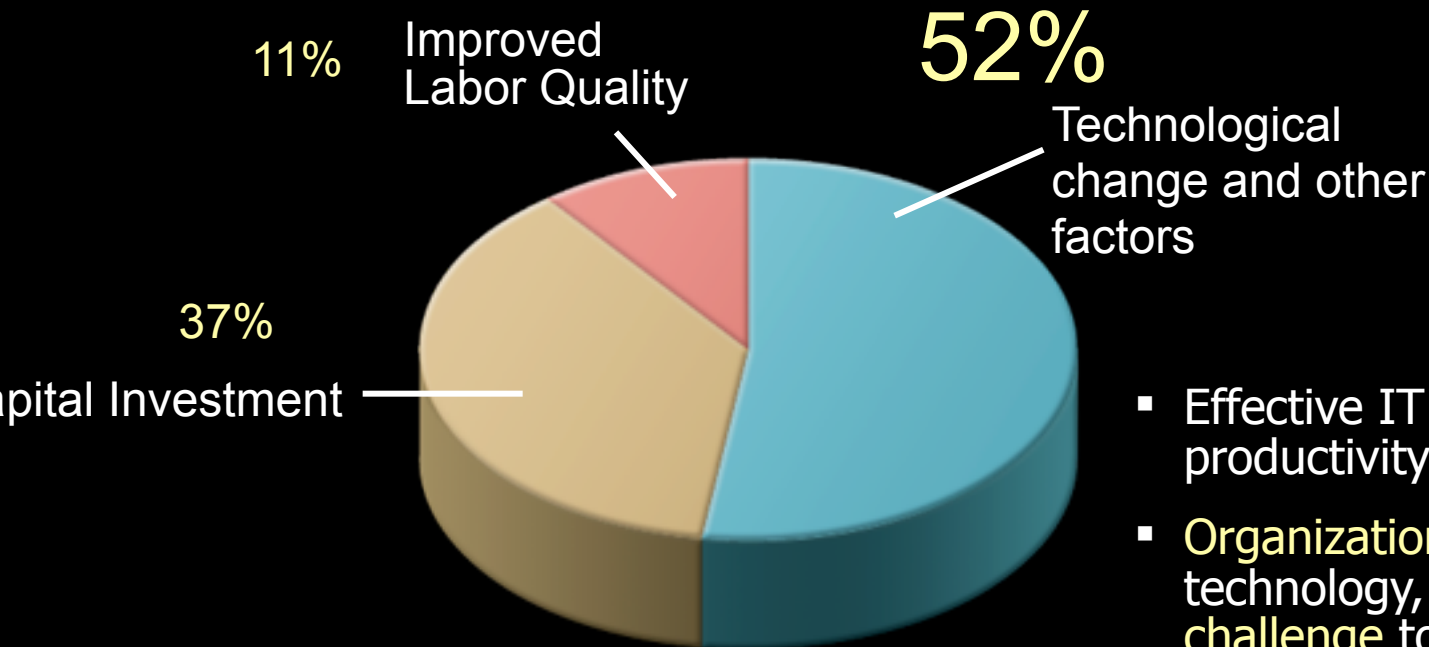


National Productivity Drives Standard of Living

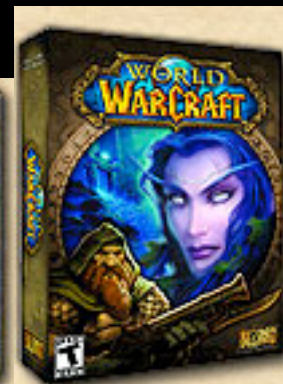


What Drives Productivity?

Contribution to Long-term Productivity Growth



- Effective IT solutions drive productivity gains
- **Organizational issues**, not technology, pose the **biggest challenge** to productivity
- Collaboration is at the heart of productivity increases



The World's Most Successful Communities :
Why?

facebook®

Three Key Market Transitions

**Future
of Work**



**Future
of Computing**



Future of Connected Life

Driven by Video and Collaboration

Changing the Way We Work

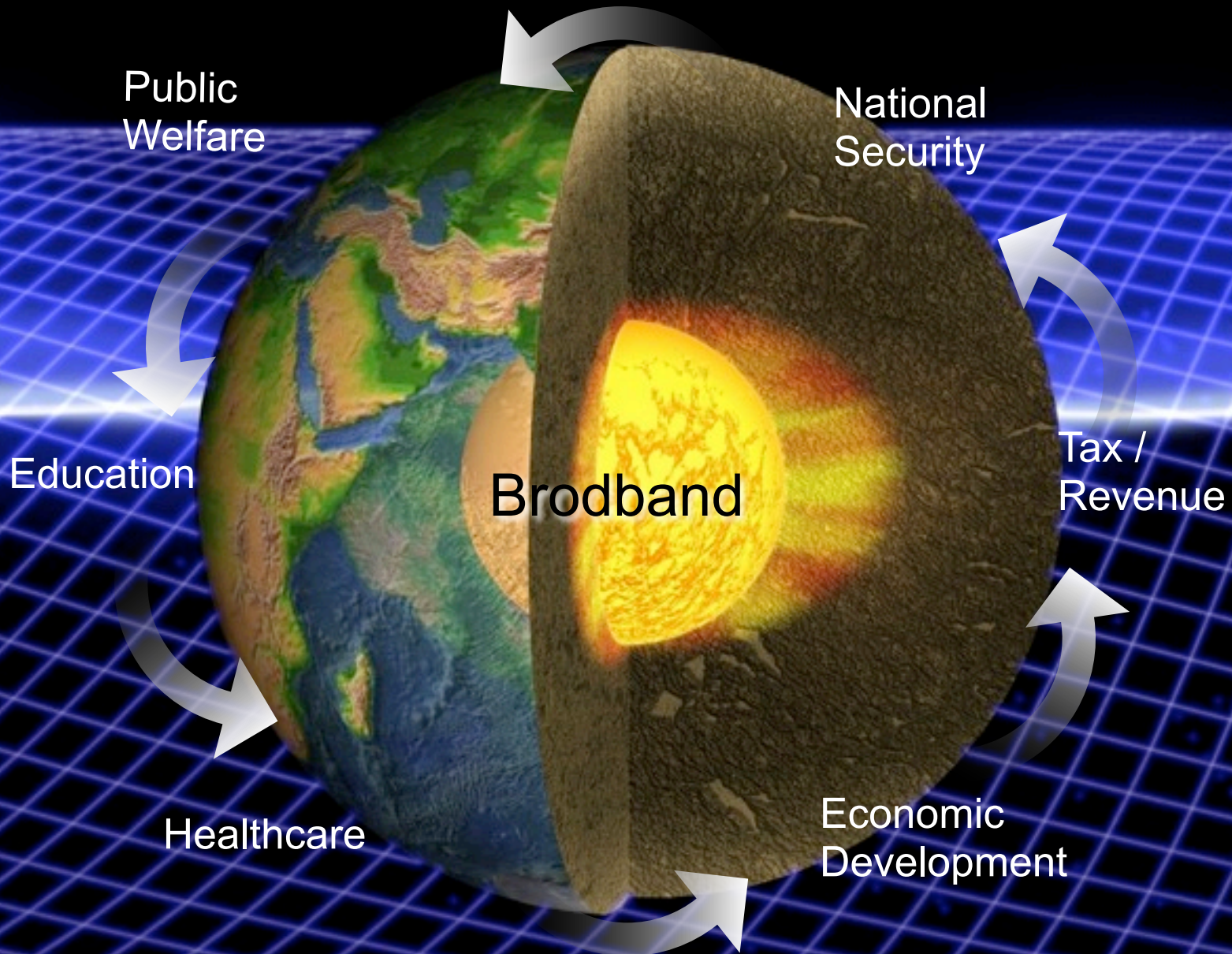
Collaborative Tools



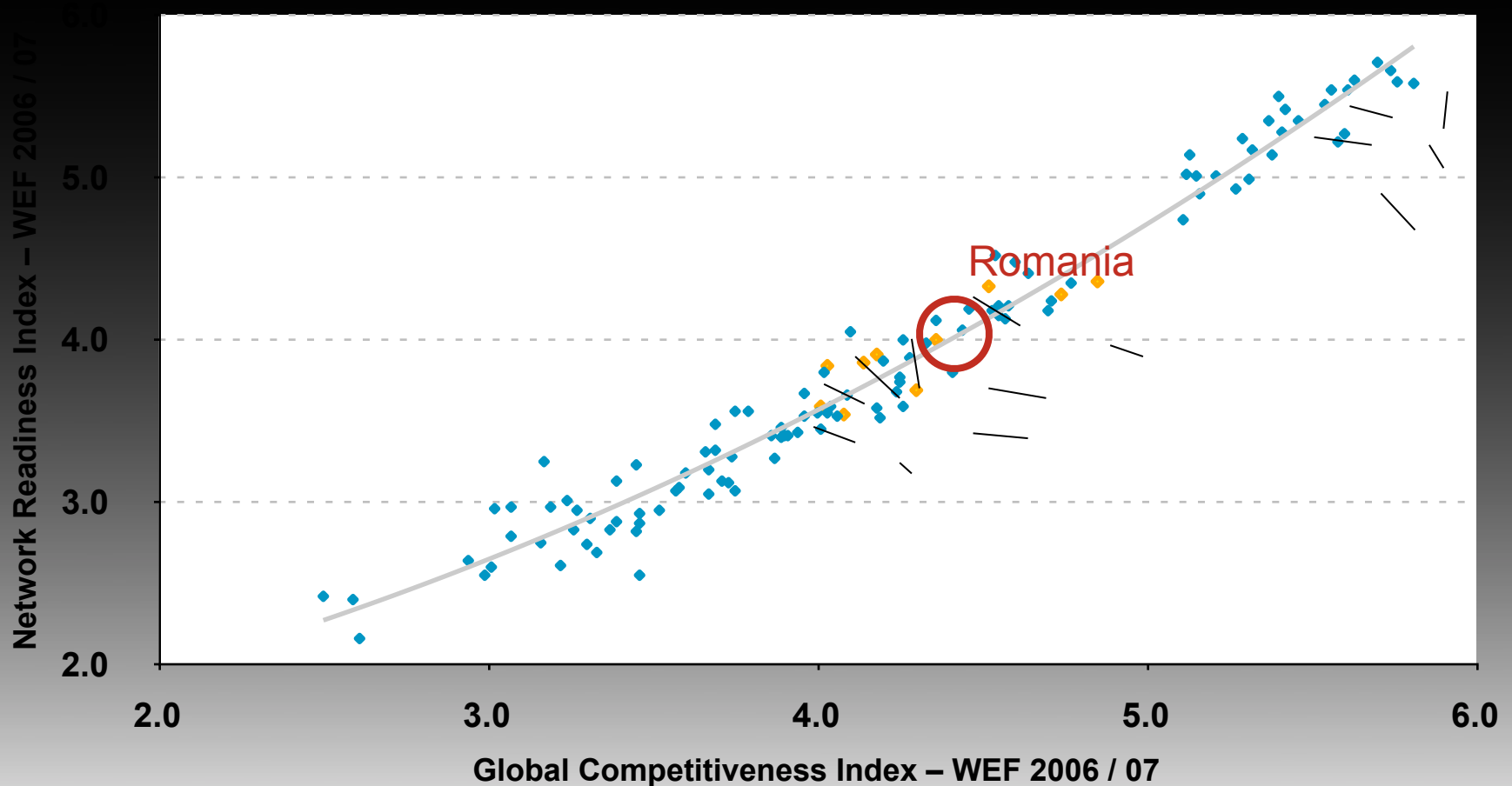
“Raising the productivity of employees whose jobs can't be automated is the next great performance challenge—and the stakes are high.”

McKinsey & Company, The 21st Century Organization

Broadband is the Cornerstone

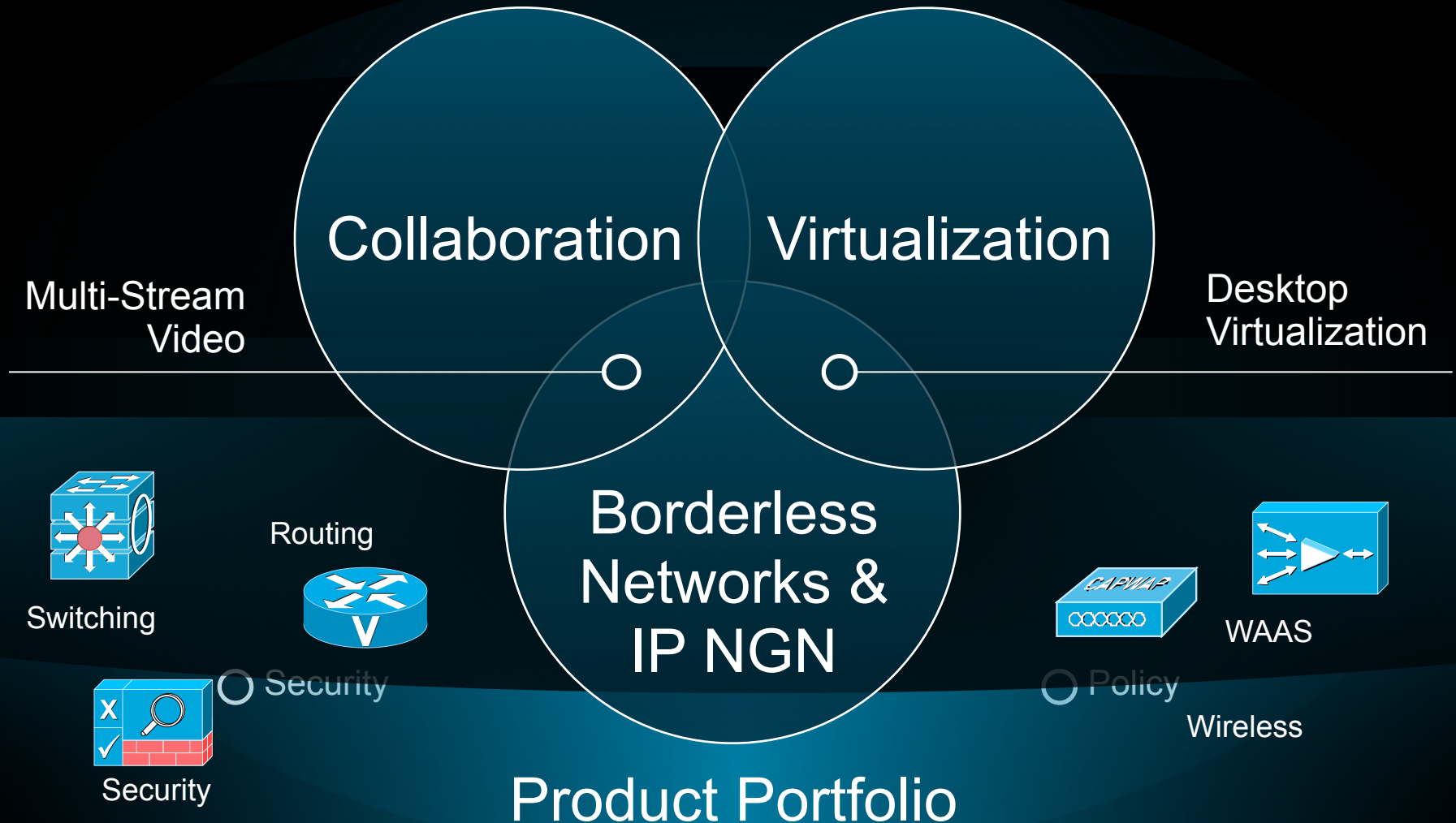


Global Competitiveness and Network Readiness Influence Economic Growth



Source: World Economic Forum, INSEAD, 2006

Coherent Architectures



Delivering the Foundation

Collaboration Now and in the Future

Communication
and Collaboration
Applications

Collaboration
Services

Infrastructure



This core is then leveraged by any combination of end-user clients, devices or custom applications from Cisco or 3rd parties

Collaboration: Adding Value to Transactional Systems

Coca-Cola Enterprises

Major
Retail Bank



Collaboration Enabled ERP Process

Cisco Unified
Communications with
SAP Warehouse
Management System



**Faster delivery privileges
at retail stores**
Drove 99.8% picking accuracy
10% productivity increase

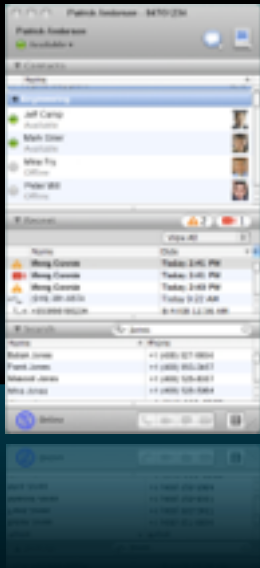


Collaboration: Virtualizing Key Business Functions

Coca-Cola Enterprises

Major
Retail Bank


CISCO



Scaling Expertise, Customer Intimacy with Video, Presence

Cisco Virtual Expert Solution

Projected multiple \$100M of revenue savings
Improves customer loyalty
20% saving on travel



Collaboration: Streamlining Complex Human Processes

Coca-Cola Enterprises

Major
Retail Bank



**Connecting Right People,
Right Information, Right Time**

Single Number Reach
to Any Mobile Device

Text-to-Speech

Integrated Voice Commentary

**Faster revenue recognition—
one time margin impact of \$60M
\$30M in increased sales productivity
\$15M in increased partner productivity**



The Cisco HealthPresence Solution

Using the network as a platform, the Cisco HealthPresence solution combines high-definition video, advanced audio, and patient medical data to create an environment similar to what most people experience when they visit their doctor or health specialist.



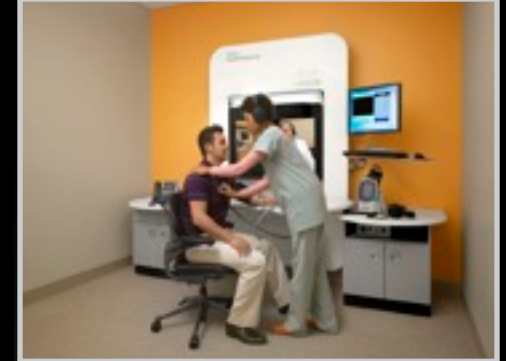
Patient in a remote area needs to see a doctor

Local attendant (a licensed healthcare professional) places patient at Cisco HealthPresence unit



Attendant places call to a remote doctor with a single touch

Medical instruments provide vitals



Remote doctor sees patient in high-def video and views data from medical devices in streaming video

Business value

- Increased convenience and access to healthcare for patients
- Optimizes the use of scarce expert resources while containing costs and offering a live, “face-to-face visit” experience
- Offers the ability to augment and optimize the capacity and reach of care-delivery systems in a patient-friendly and convenient way

Connected Hospital Solution

- Increase Hospital/Doctors/Patients (teacher/student/parents) experience
- Replicate in 40.000 Hospitals in Brazil



- Cost rationalization
- Process improvement and simplification
- Innovation

Virtual Classroom



- TelePresence made it all possible by bringing the teams closer together and demonstrating the power of technology and its benefits and advantages to society.

- Physics, computing, accountancy and English language skills classes held via WebEx.



My 2 cents

