



Cisco Virtual Office Overview



Leong See Kay

Why virtual office ?

A day in the life of a corporate worker ...

Cost of Oil	 <p>© Original Artist- Reproduction rights obtainable from www.CartoonStock.com</p>	You can't afford to travel
Pandemics		You don't want to travel
Travel Restrictic		boss won't let you travel
Green / Sustainal		be unpopular if you do travel
Global Teams		can't travel quickly enough
Leaner Organizat		No time for travel

Because travel has drawbacks....

Cisco Virtual Office

- The adoption of teleworking is increasing due to globalization, rising fuel and energy prices, “green” initiatives, and the increase in collaboration applications for business communications. Cisco® Virtual Office:
- Enables businesses to extend their enterprise to the remote workforce by providing data, voice, video, and wireless mobility services in a centrally managed environment
- Addresses the security requirements of remote workers by providing dedicated VPN, firewall, IPS, and content security features on the integrated services router platform.
- Provides a seamless experience for remote workers and teleworkers by providing the same IT services that employees expect in a traditional corporate environment.



Characteristics of this ~~Agenda~~ ~~Virtual~~ Office

Teleworking

anytime, anywhere, any device

Technologies

data / voice / video / mobility

Collaboration

everything speaks a common language

Seamless

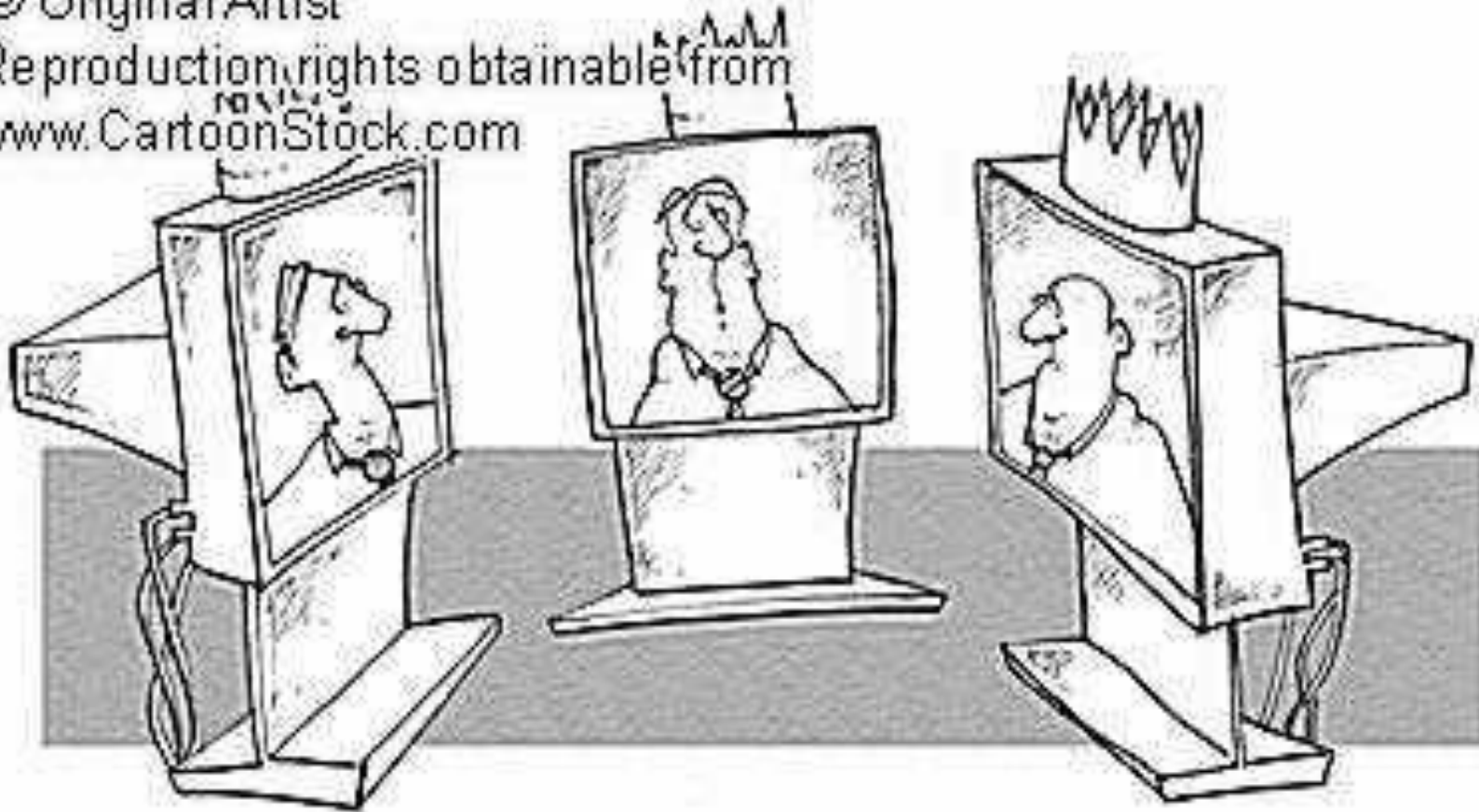
ease of use / installation

Green



Inhibitors to Teleworking

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TELEWORKING WAS THE DEATH OF THE OFFICE PARTY

Source

Cisco Virtual Office

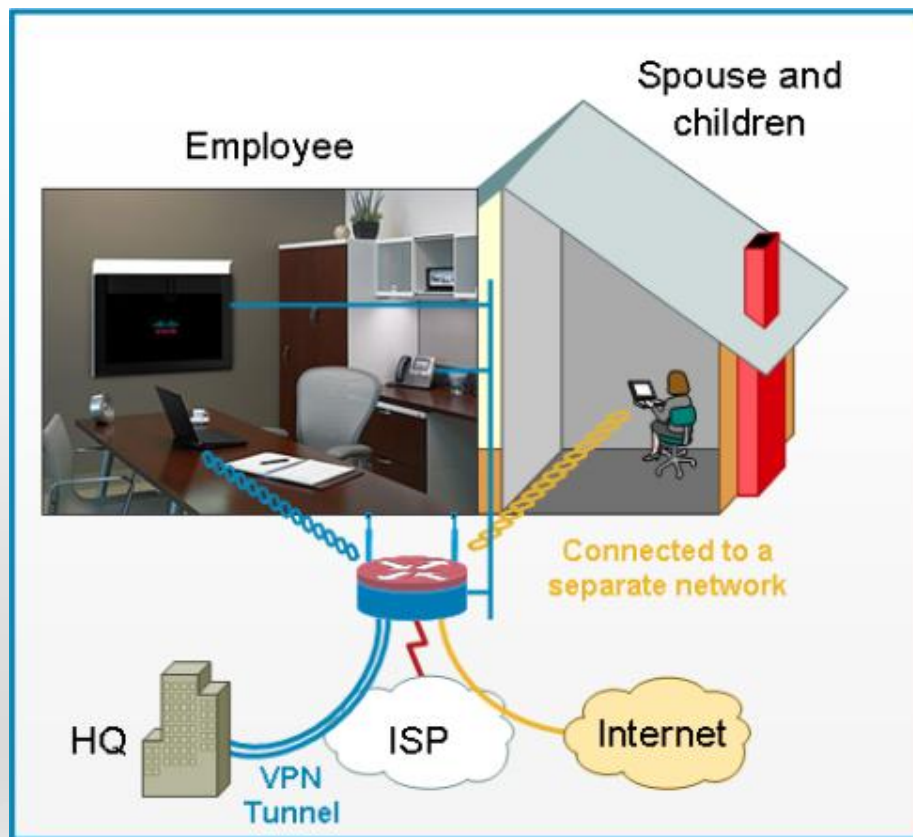
Enhancing business productivity by bringing office-caliber resources to remote employees



Qualify the Customer: End User Requirements

Customer Pain Points	Qualification Questions	Cisco® Virtual Office Value Propositions
<p>Flexibility</p> <ul style="list-style-type: none"> Improved time management and work-life balance 	<ul style="list-style-type: none"> Do you enjoy flexible options on when and how you do your work? 	<ul style="list-style-type: none"> Work from home and be productive regardless of the time of day
<p>Saving Money</p> <ul style="list-style-type: none"> Finding ways to save time and money (and reduce stress) on the daily commute 	<ul style="list-style-type: none"> Are you tired of dealing with the rising price of fuel? 	<ul style="list-style-type: none"> Save money by not having to drive to and from work every day Green best practices, reduce emissions and greenhouse gases
<p>Different Experience</p> <ul style="list-style-type: none"> Ensuring that services in the remote location are the same as the traditional office 	<ul style="list-style-type: none"> Do you find it difficult to work from home because of the lack of access to network services? 	<ul style="list-style-type: none"> Office-caliber resource for a seamless experience Single phone extension rings home office and corporate office phones Single wireless network

Cisco Virtual Office Use Case: Home Office Employee

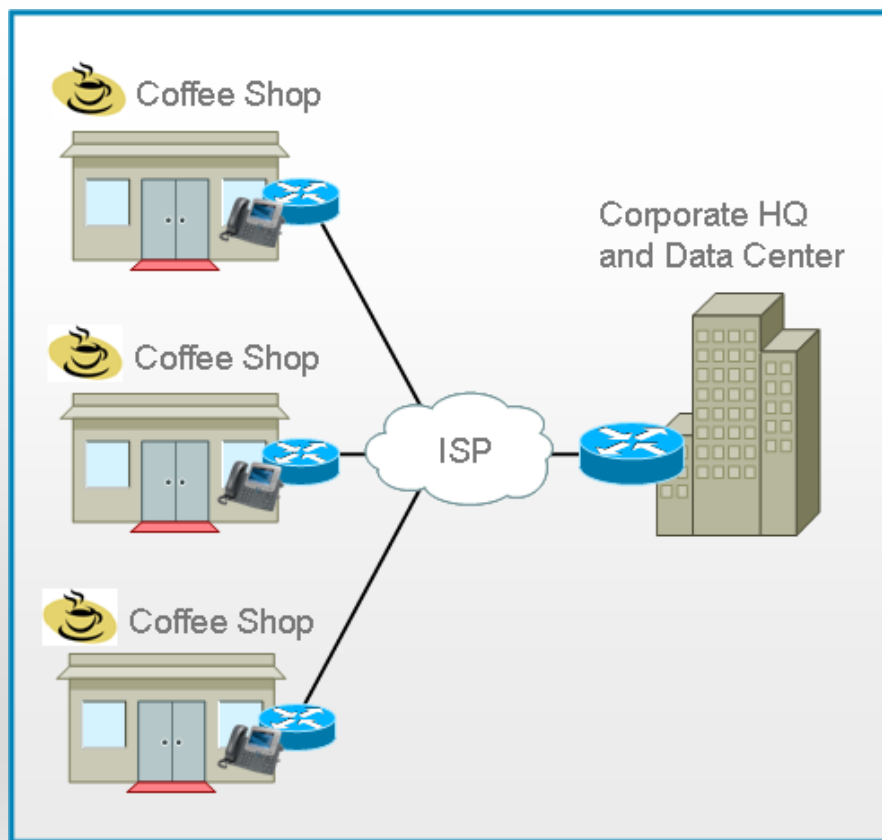


- Works from home part time; also occasionally works at night for international calls
- Requires access to voice, video and collaboration applications to work effectively
- Wants dedicated business wireless connection to be able to work throughout the house
- Family shares broadband home network
- Looking for schedule flexibility and better work-life balance
- No IT expertise

Qualify the Customer: Business Requirements

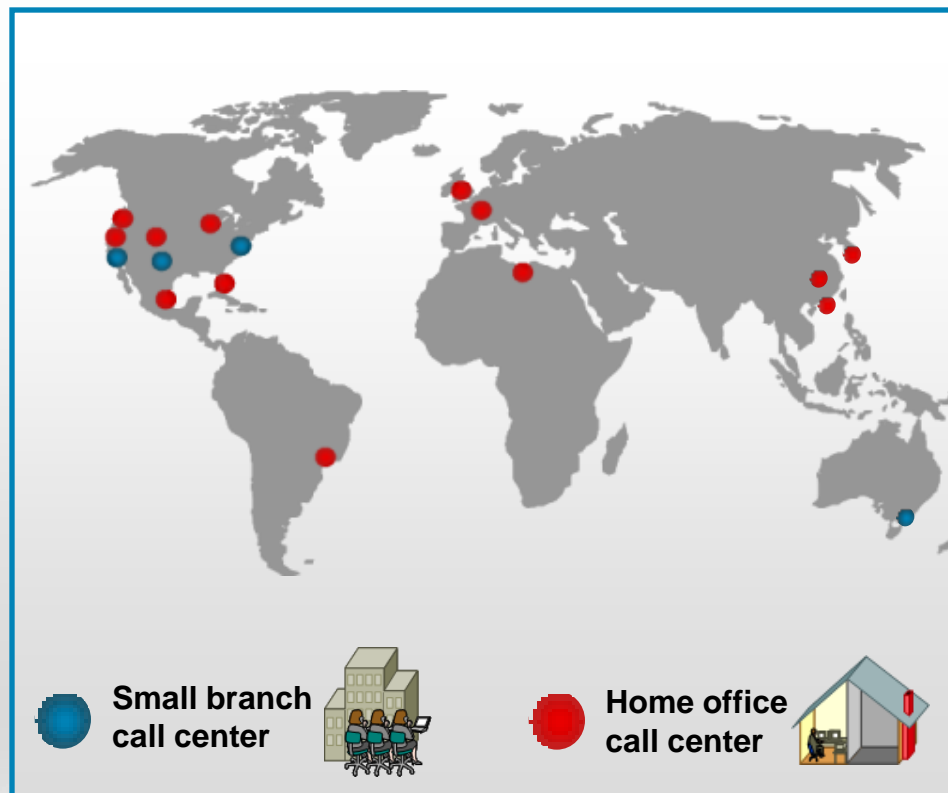
Customer Pain Points	Qualification Questions	Cisco® Virtual Office Value Propositions
<p>Productivity</p> <ul style="list-style-type: none"> Ensure that the remote workforce can maximize productivity 	<ul style="list-style-type: none"> Are you looking for ways to maximize the productivity of your employees? 	<ul style="list-style-type: none"> Office-caliber solution allows employees to communicate and collaborate effectively outside the office
<p>Reducing Costs</p> <ul style="list-style-type: none"> Find solutions that can demonstrate solid return 	<ul style="list-style-type: none"> Are you looking for other creative ways to reduce OPEX? 	<ul style="list-style-type: none"> Flexibility that enables businesses to save costs on workspace and real estate resources Single headend investment for
<p>Business Continuity</p> <ul style="list-style-type: none"> Making sure that business operations continue 	<ul style="list-style-type: none"> What would happen to your workforce in the case of a disaster or emergency? 	<ul style="list-style-type: none"> Continuous, secure connectivity for your workforce – even if they cannot get to the office

Cisco Virtual Office Use Case: Small Branch Office



- Fixed location satellite stores: coffee shops
- Less than 20 employees
- Requires access to voice services and backend connection to corporate network for finance information
- May have a requirement to provide wireless guest access
- Single broadband SLA
- Variable employee profiles for network usage
- No onsite IT expertise

Cisco Virtual Office Use Case: Call Center

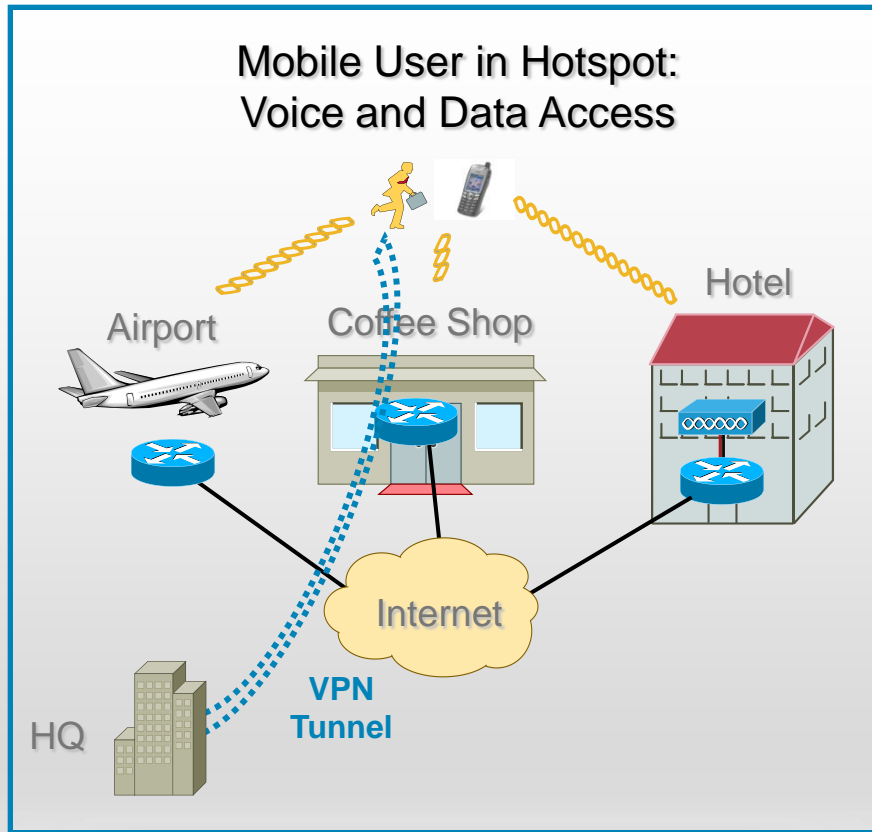


- Airline with global, distributed workforce of ticketing agents
- Mixed set of employees: some in small offices, some in home offices
- Business wants to attract talent, but keep workplace resource costs down whenever possible
- Requires access to reliable and secure voice and data services
- Limited IT expertise

Qualify the Customer: IT Requirements

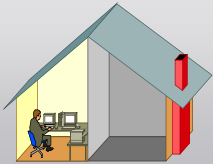
Customer Pain Points	Qualification Questions	Cisco® Virtual Office Value Propositions
<p>Security and Risk</p> <ul style="list-style-type: none"> Inherent security risks and policies associated with remote workers 	<ul style="list-style-type: none"> Are you concerned about security with your remote workforce? 	<ul style="list-style-type: none"> Better security at the end user with a dedicated integrated security gateway Enables advanced security such as FW, VPN, IPS, and content
<p>Service Delivery</p> <ul style="list-style-type: none"> Ensure that the remote workforce has access to full network resources 	<ul style="list-style-type: none"> Do your remote workers require access to more services and applications? 	<ul style="list-style-type: none"> Total solution that delivers data, voice, video and wireless services Communicate and collaborate effectively outside the office
<p>Complex Management</p> <ul style="list-style-type: none"> Introducing complexity and higher OPEX for 	<ul style="list-style-type: none"> Are you concerned about how to manage the increasing scale of remote workers? 	<ul style="list-style-type: none"> Zero touch deployment allows consistent policy and configuration while scaling IT resources

Cisco Virtual Office Use Case: Mobile Users



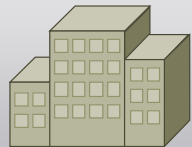
- Cisco Virtual Office infrastructure enables mobility through VPN convergence
- Support for 802.11g/n
- Dual mode phones
- iPhone VPN for encrypted applications
- IPsec VPN client with integrated firewall
- SSL VPN – connect from anywhere with an Internet connection
- Mobile intelligent roaming between 3G and WLAN

Cisco Virtual Office Use Cases



Home Office User

- Part/Full-Time Telecommuter
- Shared Connection



Small Branch Office

- Fixed Location
- More Than One User



Call Center

- Fixed or home office
- Convenient Services



Mobile User

- Fixed or home office
- Convenient Services

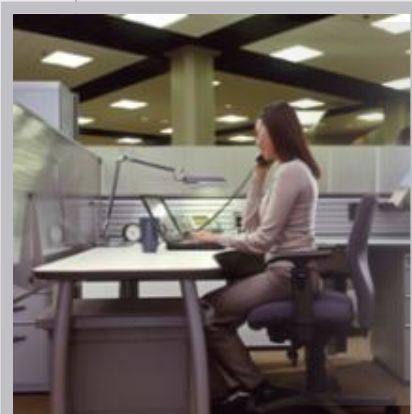


Cisco Virtual Office Delivers



For the End User

- Reliability
- Access to collaboration tools and services
- Flexibility for work-life balance
- Ease of use
- Seamless experience



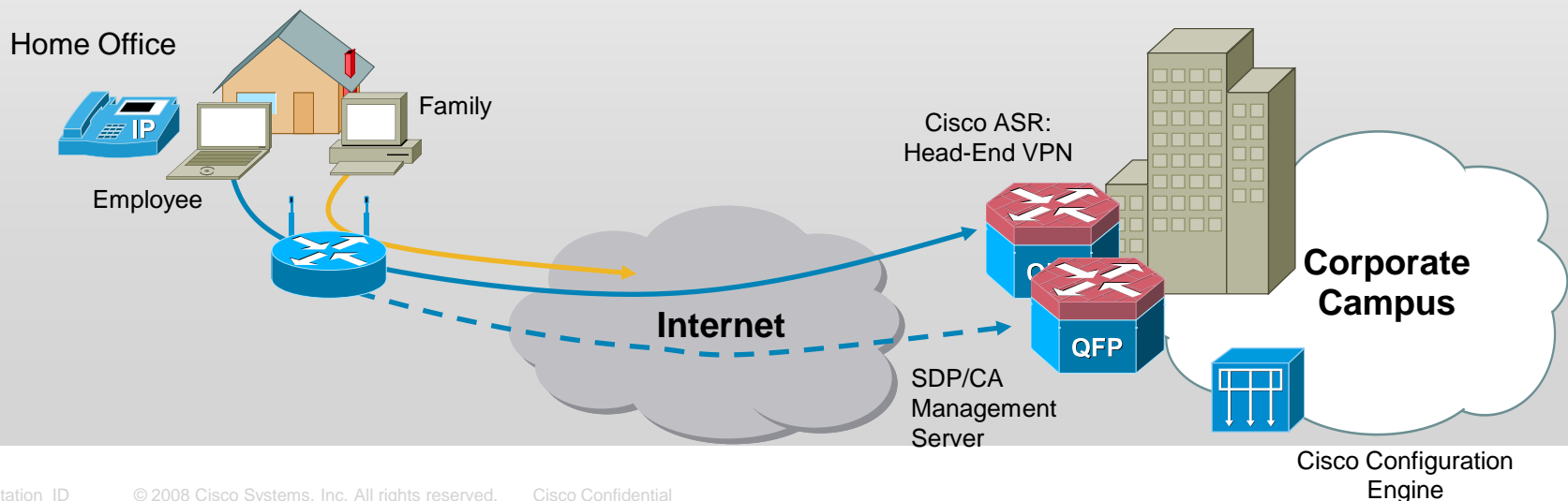
For Businesses and IT

- Security
- Ease of management
- Productivity
- Continuity of operations
- Cost savings
- Talent attraction and retention

The Solution at a Glance

Cisco Virtual Office has the following components:

- Remote site presence: Cisco® Integrated Services Router and Cisco Mobility solutions
- Head-end presence: **Cisco ASA** as VPN aggregation and management servers for policy, identity, and configuration controls
- Deployment and ongoing maintenance services



Cisco Virtual Office

Key Features and Benefits

Feature

Benefit

Secure UC and mobility at any remote sites

Safe collaboration environment to enhance productivity at remote sites

Zero touch deployment

Management infrastructure to scale IT resources and easily manage remote users

Integrated firewall, content filter, and VPN CPE

Risk mitigation, tighter security, and meeting compliance requirements

Data protection and privacy through converged VPN

Business resilience; workforce mobility and continuity over any access technology

Cisco Virtual Office: Redefining the Future of Work

- Empowers the workforce with secure, office-caliber data, voice, video, and wireless
- Keeps business agile by providing mutual benefits to the end user and business
- Offers flexibility and productivity for the workforce
- Cisco® Virtual Office... enabling a better future for businesses and their employees



Summary: Top Reasons to **SELL** Cisco Virtual Office

Opportunity Knocks

1. Any customer can be a potential Cisco® Virtual Office customer
2. Huge install base to sell into
3. Instead of driving upgrades and migration, Cisco Virtual Office = new business!

The Time to Act Is Right Now

4. Take advantage of trends, especially the rising price of fuel
5. No other vendor offers such a comprehensive solution

Services and Futures

6. Offer value-added services for deployment
7. Become a trusted adviser—offer a complete, secure solution
8. Build a potential practice for long-term recurring revenue

