



Reinventing Your Workspace



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Agenda

- Business in Transition
- Workspace of the Future
 - Definition of Workspace
- What is Presence?
- Cisco Unified Communications for Workspace
- Cisco Unified Workspace Licencing

Business In Transition



One Time
Zone,
Real-time



Mobility and
Uniformity of
Experience



Working
Moments



Security and
Surveillance



New and
Changing
Regulations



Business
Continuance

21st Century Business Imperatives

- Speed and agility** required to be competitive
- Continuity and Compliance** no longer *nice to have*s
- Innovation** is a key driver of business performance
- Green** business practices becoming mainstream



Consumer Technologies Driving Innovations

- Laptop
- Wifi Everywhere
- Mobile Phone (Voice Calls/SMS)
- Instant Messaging
- Web Blog/Collaboration/Conferencing
- Social Networking

Mashup of the above

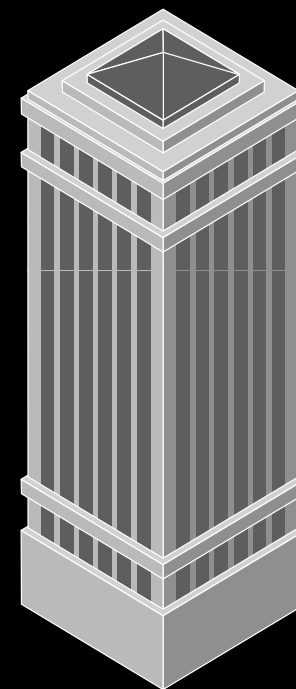


A New Generation of Empowered End Users

BusinessWeek online

The Power of Us

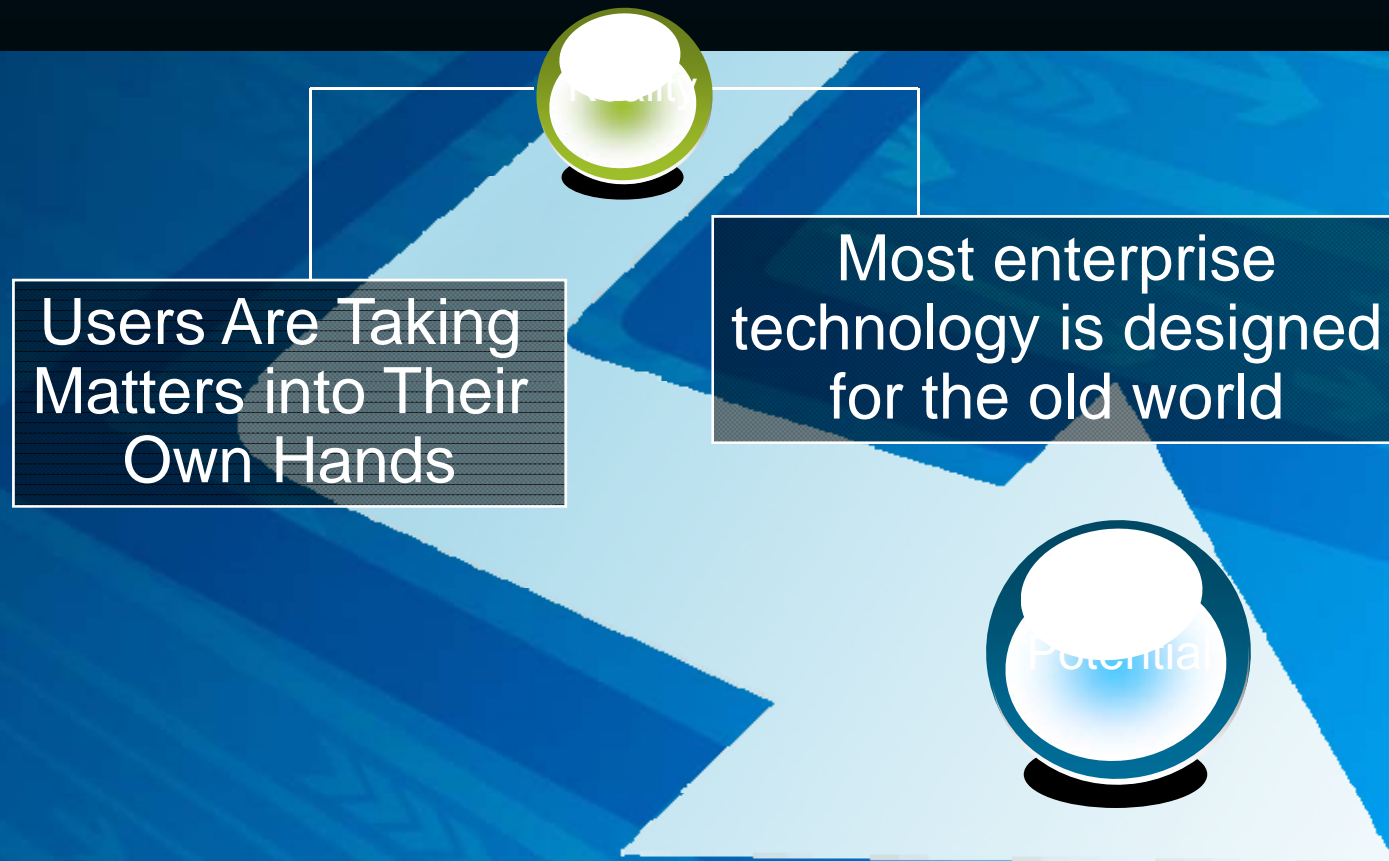
Mass collaboration on the Internet is shaking up business



“The next generation of information workers will expect a highly visual, connected, contextual information workplace they can take anywhere.”

- Forrester

Despite the Opportunity – Enterprise Adoption Hasn't Kept Pace



The IT Guy is Caught in the Middle

Enterprise Demands

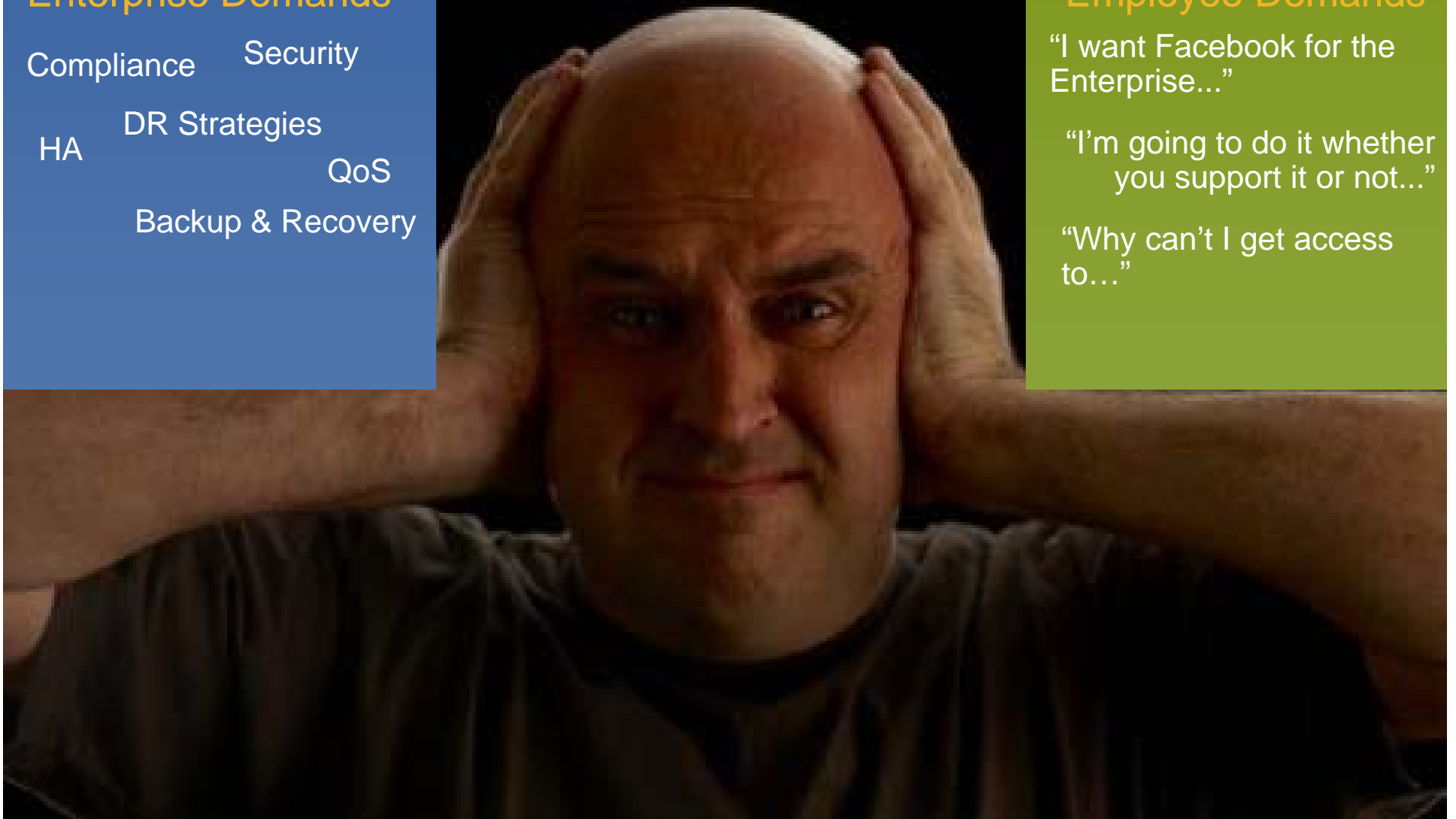
Compliance Security
HA DR Strategies QoS
Backup & Recovery

Employee Demands

“I want Facebook for the Enterprise...”

“I’m going to do it whether you support it or not...”

“Why can’t I get access to...”



Challenges of current technologies

- Security
- Scalability and Reliability
- Independent User Interface
- Limited Islands of Sharing
- Best Effort Quality

The Current Landscape

Application

facebook

flickr

skype

Consumer

Delivery Model

Internet

Public Network

ORACLE Microsoft
IBM SAP NOVELL
IBM Apple NOKIA

Employee

Intranet

Private Network

The Best of Both Worlds

Application

Delivery Model

Ubiquity, Speed, Flexibility

“Web 2.0” style innovation platform

Facebook stat: 5000 “custom apps” built by 90K developers in 7 weeks

Our Strategy: To bring together the pace of web-based innovations like WebEx and our proven strength in enterprise networking

The “ilities”---security, reliability, scalability, availability, etc.

Intelligent services built into the network

Example: Network Access Control (NAC)

Employee

Enterprise Network

What is the Workspace of the Future?



Definition of Workspace

- Device
- Location
- Services
- Contacts

What is Presence ?

Presence connects your device, location, services and contacts to allow you to work with others dynamically

Why need to Reinvent?

- **Streamline** business processes
- Increase **efficiency** and employee productivity
- Find the **right person** on their **preferred device** right now
- Take **control** of communications—eliminating human middleware

What is Presence?

- Presence is a real-time indicator of a person's willingness and availability to communicate

Typically represented by status:
Available, In Meeting, On Mobile,
At Lunch, Be Back Shortly, etc.

Includes details on user's preferred
method to communicate: voice,
video or Instant Message

"Find-Me", "Follow-Me", or "Hide-Me"

- Integration with Calendaring, Location, and Workflow systems help users automatically keep their Presence status up to date while also creating streamlined business processes

Presence and Context

Leverage dynamic presence information in the network



- Reduce communication delays
- Enhance productivity

Know How to Reach Others Quickly

Improve “Communication Connection Success Rates”

- Quickly determine who is available and who is not with dynamic presence information
 - Easily identify the best people to contact
- Know each user's preferred method of contact – voice, video, IM or email.
- Make yourself available or not
- Customize your availability information (at lunch, in a meeting)
- Display availability based on your Outlook calendar
- Set extended away messages (on vacation, out of office)

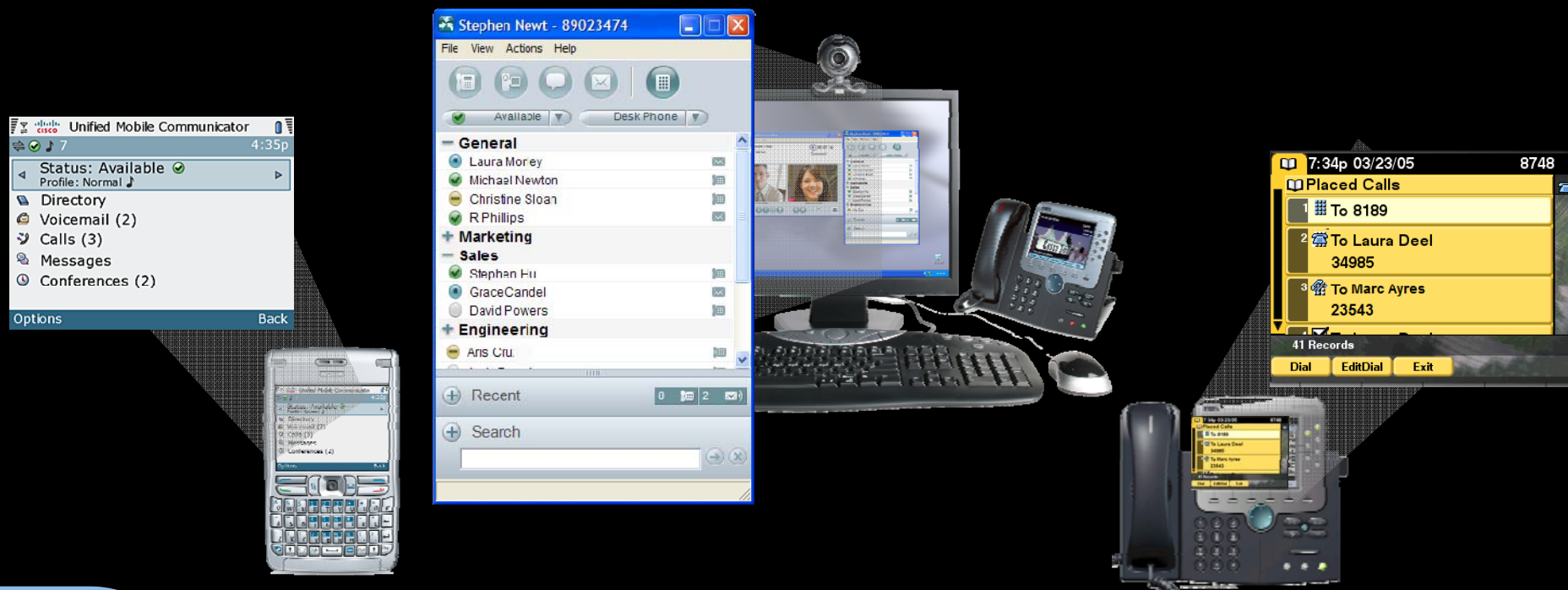
Presence and Context

Leverage dynamic presence information in the network



- Reduce communication delays
- Enhance productivity

Reach the Right Person the First Time: Presence and Instant Messaging

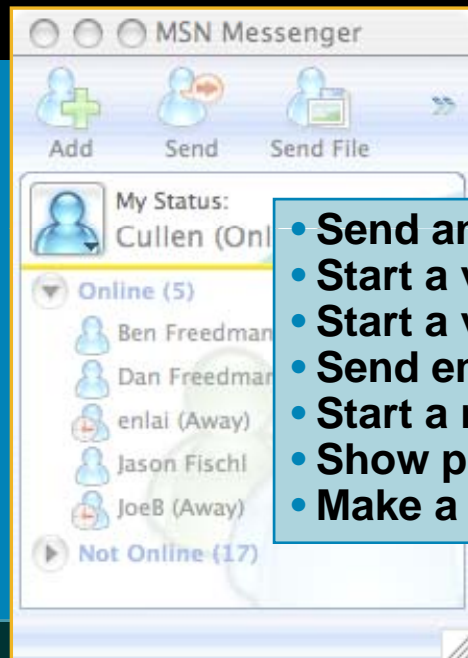


Key Benefits



- Reduce costly communication delays by quickly knowing who is available and how best to reach them
- Leverage presence, availability, context, and modality
- Improve communication connection success rates

How Presence Fits In Instant “Rich Media Communications”



Only options that make sense appear

- Send an instant message
- Start a voice conversation
- Start a video conversation
- Send email
- Start a rich media session
- Show profile/directory entry
- Make a phone call

- Right now
- As soon as possible
- First available slot



**See availability
and select people
in any context**

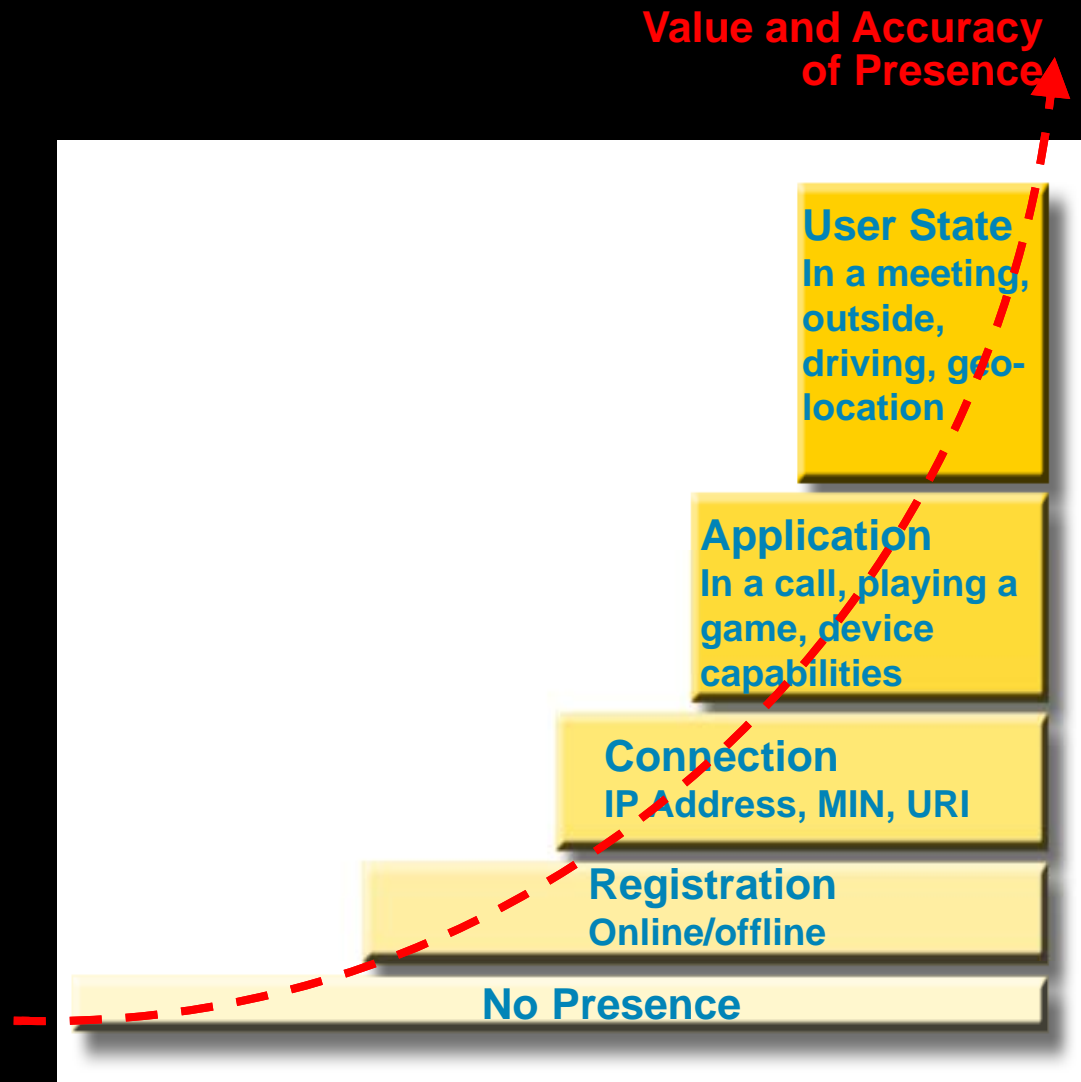
**Select method of
communication**

**Decide when to
communicate**

System does the rest

The Value of Presence

- The value of Presence increases exponentially with the richness of the data available
- The best Presence systems gather accurate information from the most sources and apply policy that makes it most useful.



Future Use of Presence

- Moving beyond Email, SMS and IM, adding contact history/recording, shared documents, conferencing, etc.
- Real-time Business Process Collaboration through SIP aware applications
- Expert Advice in Customer Relationship Systems
- Presence integration with Location or Proximity (Wifi, GPS, RFID)
- Multiple device presence and switch between them for best quality

Cisco Unified Communications for Workspace



Cisco Unified Communications

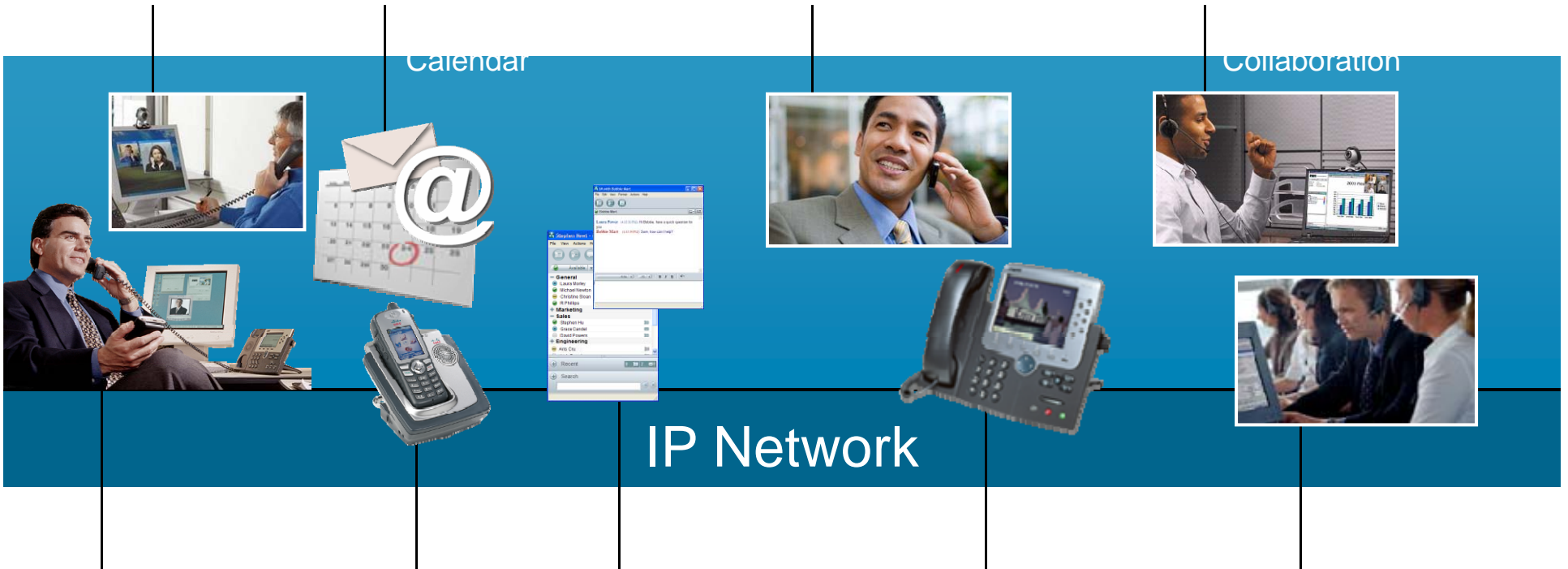
Unifying all Forms of Business Communications

Secure

Calendar

Collaboration

IP Network

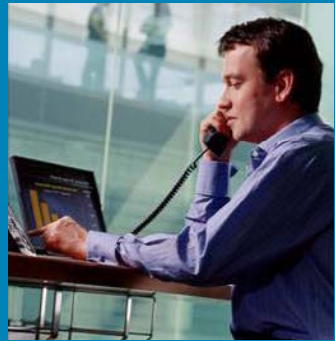


Cisco's Solutions to Unify the Workspace

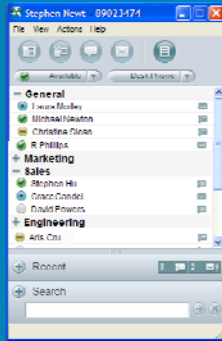
- Unified Comms Clients
- Presence
- Mobile UC
- Endpoints
- Messaging
- Rich Media Conferencing



Business Impact of Cisco Unified Communications



**Customer calls
Account Mgr with a
question about pricing**



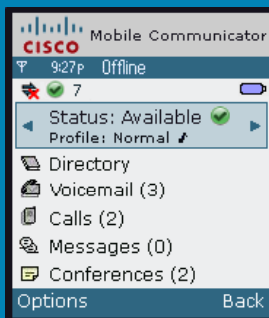
**Account Mgr checks
presence status of his
Sales Manager, then clicks
name to call**



**Office phone automatically
transfers to Manager's
mobile phone, and they
discuss pricing**



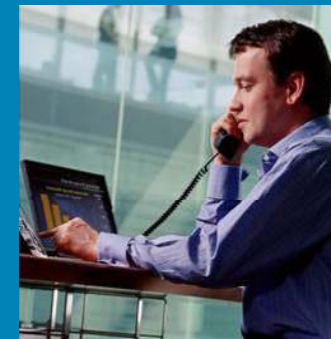
**After hanging up, Manager
checks availability of Finance
Mgr on mobile phone**



**Because he is busy, Sales
Mgr sends text message
to Finance Mgr
requesting Cisco Unified
MeetingPlace conference
in 1 hour**



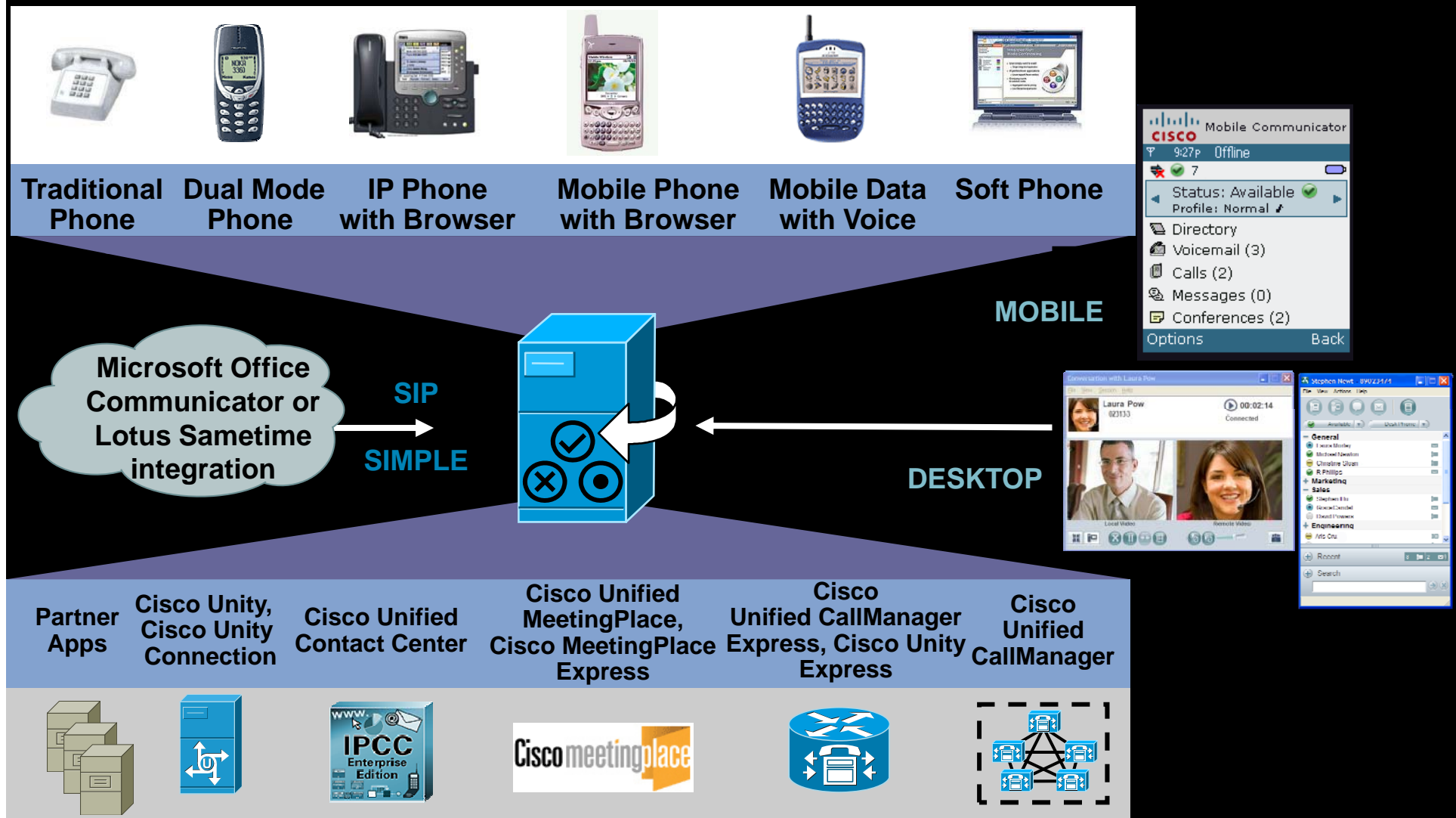
**1 hour later...new
pricing reviewed and
approved online by
all parties**



**Account Mgr calls
customer with good news
about the pricing, and
wins a new order**

Cisco Unified Presence 6.0

Collecting, aggregating and distributing status across the enterprise



Cisco Unified Personal Communicator All-in-One Communication Tool

Voice, Video, and Email

Presence

Preferred Device

Voice Mail Playback

Contact lists

Unified Personal Communicator

Document Sharing

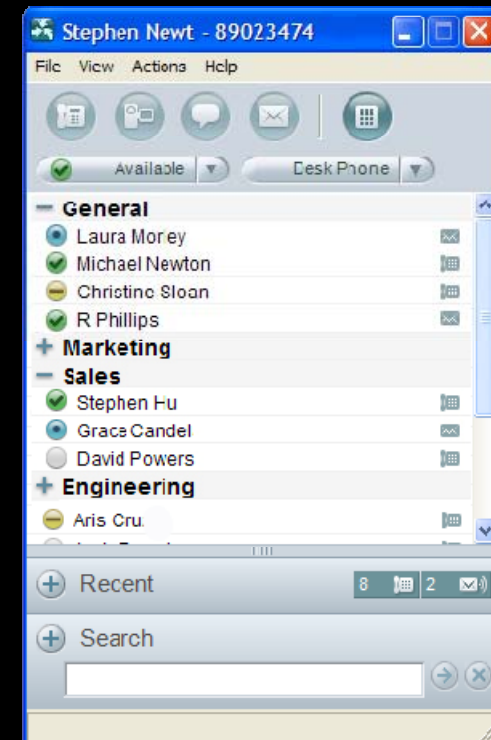
Conferencing

Directory Searches

Communication Logs

Mobility

Instant Messaging (CUPC 2.0)



Cisco Unified Presence Server:

Cisco Unified Personal Communicator - Redefining the way business is conducted

Voice

- Click to Call
- Voice Conferencing
- Incoming Call Notification – Caller ID and/or name
- IP phone association and control
- Integrated softphone



Video

- Desktop Video Calling
- Video Conferencing



Call Management

- Voice Messaging
- Corporate and Local Directories
- Incoming Call Options
- Preferred Method of Contact
- Communication Logs (calls, IM, messages)
- Integrated Directory Search

Real-Time Collaboration

- Web Collaboration
- Aggregate Presence
- Reachability
- Media Escalation within current session



Together in a single, rich-media interface

Cisco Unified Workspace Licensing



Introducing ... Cisco Unified Workspace Licensing

Cisco Unified Workspace Licensing is a new program that allows customers to procure, on an affordable per user basis, a range of Cisco Unified Communications applications and services.

- Includes client and server software and licensing
- Hardware – servers, phones, cameras - purchased separately
- Requires Unified Communications Software Subscription (UCSS) and Essential Operate Services



Why Cisco Unified Workspace Licensing?

Cost-effectively give every user the full unified communications workspace experience, not just dial tone and voicemail

Unlock the full potential of all of your users in all of their workspaces

Simplify ordering, delivery, and tracking

Stay current with new capabilities

Maintain high availability with Service & Support



What's In Workspace Licensing

- Two versions:
 - Standard Edition
 - Professional Edition
- All software — Client & Server — is included
- The customer receives a special folder containing all PAKs and media
- Hardware, phones, and video cameras are purchased separately

Functionality	Std.	Prof.
Video Conferencing		
Web Conferencing		
Audio Conferencing		
Mobile Phone Client		
Presence		
Mobility (with Sim Ring services)		
Soft Client		
Messaging	Voice	Unified
Phone/Call Control	One	Unlimited

Next Steps

- Go view the demos at the showcase
- Plan a roadmap for the evolution of your workspace
 - Desktop Strategy
 - Collaboration Strategy
 - Mobility Strategy
 - SalesForce Automation Strategy
- Talk to your Cisco rep or our partner rep