



Business Ready H tel

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Agenda

- **Why IP, Why Now**
- **Next Generation Hotels**
- **Technology Trends**
- **Hotel Phone Application**
- **Customer References**
- **Summary**



**Brand Loyalty
&
Differentiation**

**Operational
Efficiency &
Productivity**

**Revenues
&
Margins**

**Why IP?
Why Now?**

**Guest &
Property
Safety**

**Guest
Expectations &
Satisfaction**

**Economies of
Scale & Scope**

**Reduced
Lifecycle
Costs**

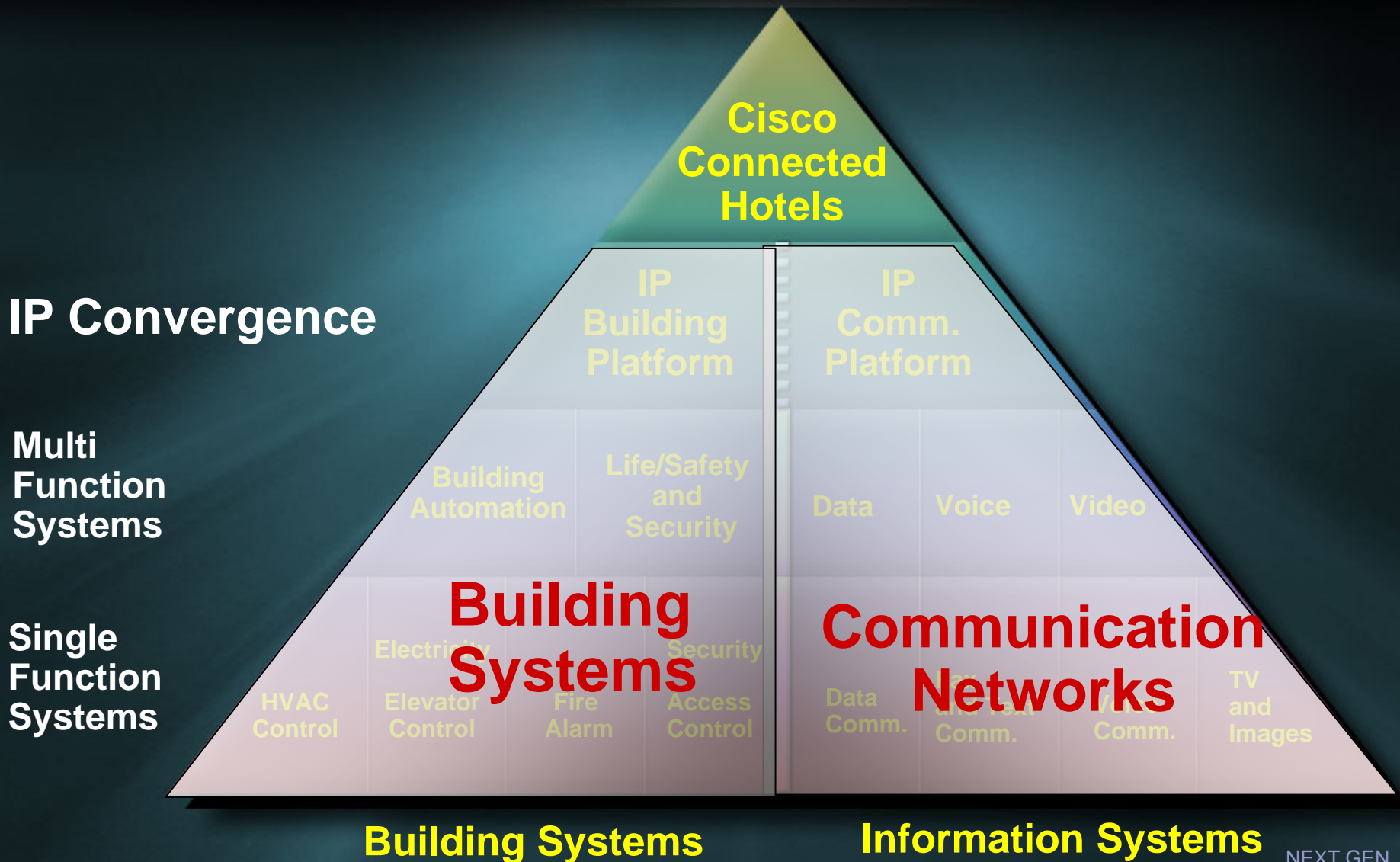
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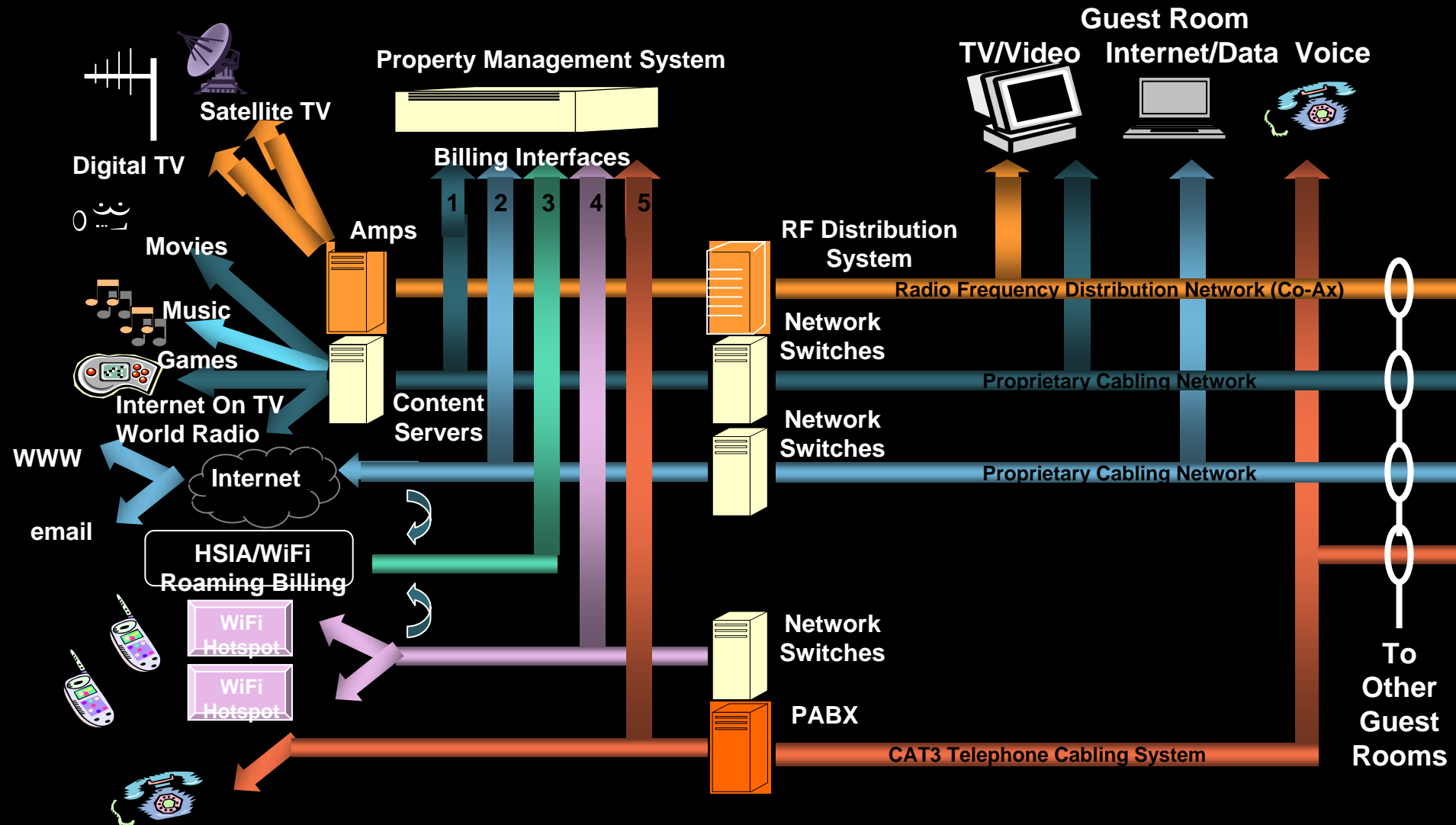


**Cisco
Connected
Hotels**

Next Generation Hotels: Converging IT & Building Systems



Complex, expensive, multiple points of failure





One IP Network

Starwood
MOTEL

Starwood
Hotel

INTERNET

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- Challenges
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Updating the Technology – Moving from...



- **Limited functionality (Dial Tone)**
- **Slow dial up internet access only**
- **Hard-coded feature buttons (Paper Label)**
- **Single Language**

...to IP telephony



- Full rich content interaction through touch screen color images
- Easily customised
- Multi Lingual – per guest personalisation
- High Speed Data Access
- Changes “the guest’s IT experience” in the hotel

...and IP centric multimedia entertainment



- Full, on-demand digital video
- Multiple languages
- '000s of movies, music choices
- Customised interfaces
- On screen fax & text messages
- Increases profits per room
- Leverages single infrastructure

The emerging triple play

Cisco.com

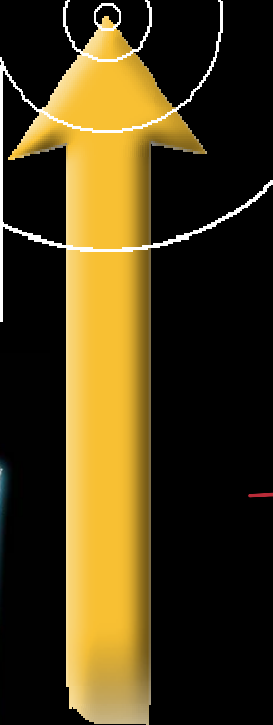
Interactive
TV

Interactive
IP Phones

High Speed
Internet Access

Wireless : Guest HSIA and Roaming staff

**Aironet 802.11
Wireless
Access point**



- Guest WiFi in room
- Conference room
- Restaurant



- Courtesy guest phone
- Security staff
- Service staff



Cisco VT Advantage

Cisco IP Communications is changing the way that businesses communicate

Video Telephony (VT) for Cisco IP Phones

- **Video Telephony is Now Just a Phone Call**
- **Cost Effective Video to Every Desktop**
- **Managed by one converged network**
- **High-Quality Video for Effective Non-Verbal Communication**



PDA Application for Hotel – Data and Voice



VTGO PocketPC on the HP IPAQ h5400



Mobile IP Communications :- PDAs on Wireless Networks

- Guest Check In/Out
- Restaurant Order Booking,
- Mobile Sales Team, etc
- **Soft Phone on PDA**

Popular Phone Features

- Make / Receive Calls
- Speed Dials
- Transfer
- 3-way Conferencing
- Park & Pickup
- Call Logs & Directories

VTGO Software by "IP Blue"

IP Security



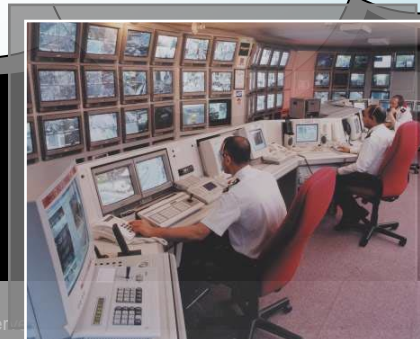
Video Surveillance **Access Control**

Intrusion Detection

Alarm Monitoring

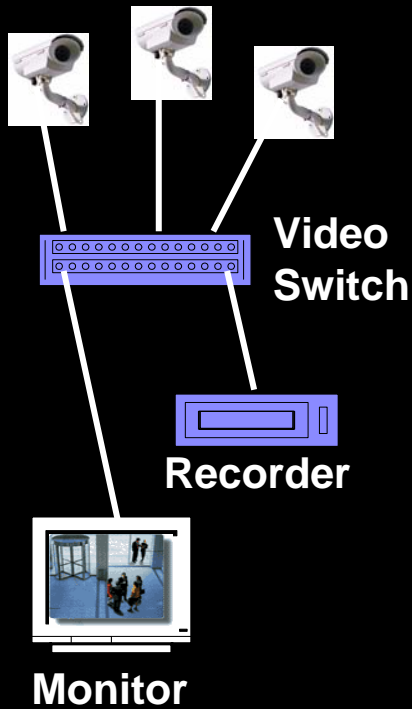
Remote Management

Public Address



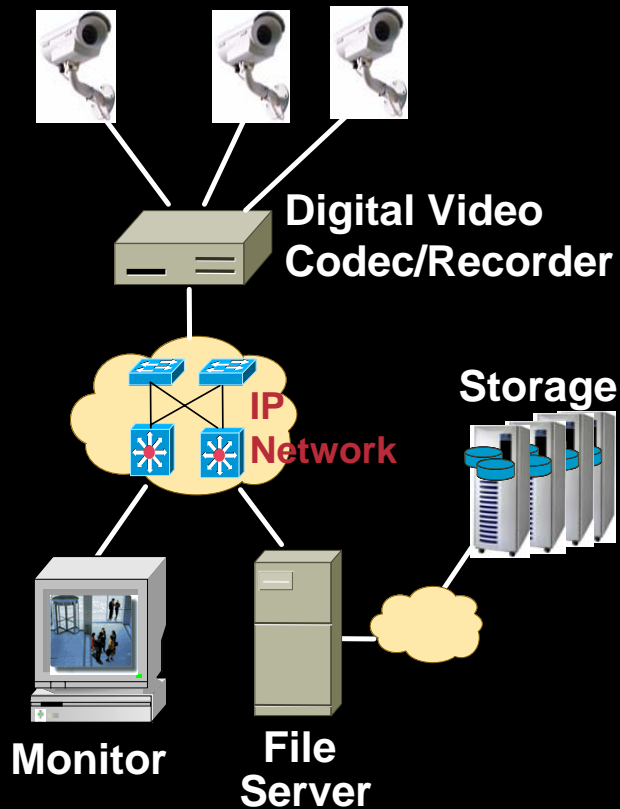
Video Surveillance Evolution

First Generation— CCTV

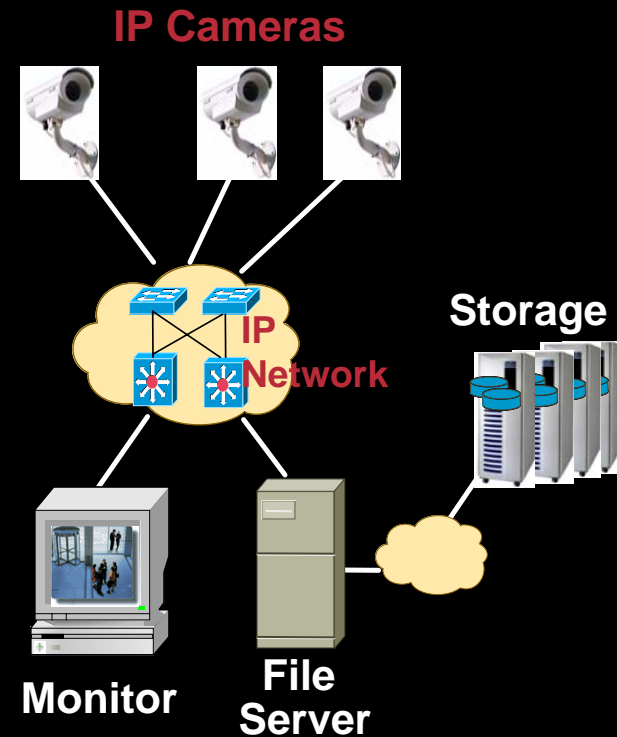


Investment is in cable pull
not in security elements

Second Generation— Hybrid CCTV/Networked



Third Generation IP



Reshaping Video Security with IP Video Surveillance

- Surveillance video is recognized as the most effective security tool. However, operators face an overload of information, resulting in operational inefficiency
- Video analysis software automates event detection and enables informed decision making
- Enabling faster response rates and less false alarms to reduce human error



Detection:
An unattended bag!
But is it suspicious?



Decision:
Not suspicious.
No need to inspect.
No false alarm.



IP Telephony for Physical Security



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IP Telephony... More than just dial tone



Greeting the Guest



Information Services

- **Mostly XML based Info**
 - Building Facilities
 - National Directories
 - Meeting-room Reservation
 - Online Billing
 - Weather Forecast
 - Airlines
 - Enhanced Reminders
 - Currency Rates
 - Stock Quotes
 - Local & Third party Advertisements
- **Live data-feeds**
 - Reuters, CNN, Bloomberg, etc



Online Flight Status



Online Stock Quote & Advertisements



Weather – Daily Forecast C°/F°



Weather – 10 Day Forecast C°/F°



Online Games & IP Camera Integration



Wake-up Call



Maid Services – Room Status

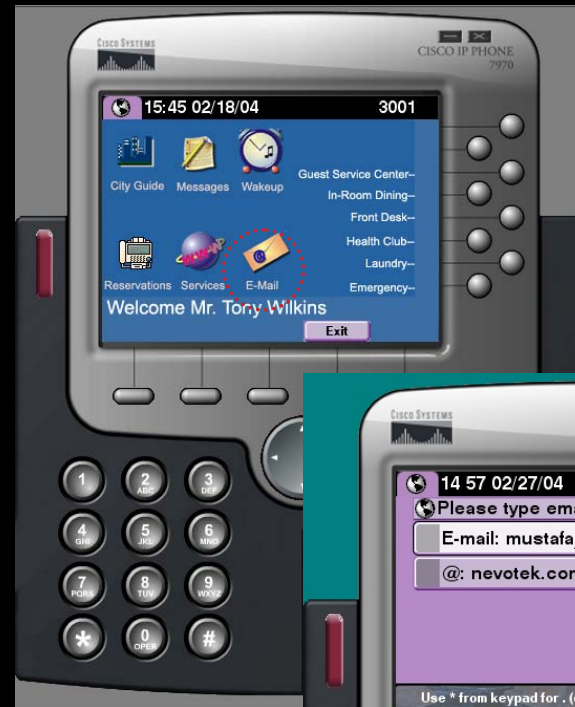


Maid Services – Mini Bar



Hotel E-mail Service

- Enables to send an e-mail without using a PC
- IVR guided Multi-media
- Sends voice message as e-mail attachment
- Success/Failure reporting by voice mail
- Sends & receives e-mails



Hotel E-mail, A Strong Marketing Aid !

The screenshot shows a Microsoft Outlook window titled 'copynew4 - Microsoft Outlook'. The main pane displays an email from 'ARDA UNSAL' with the subject 'You have a voice mail from ARDA UNSAL'. The email body contains a message from 'The Hotel Management' addressed to 'Dear Sir, Madam', mentioning a 'Unified Message' and a 'voice mail' attachment. A 'RealOne Player' window is overlaid on the bottom right, playing the voice mail file 'PHN7501_HM552.wav'. Four blue callout boxes with white text point to specific elements: 'Guest Name' points to the sender's name 'ARDA UNSAL'; 'Room Number' points to the text 'a guest in our hotel room 0715'; 'Marketing' points to the promotional text about 'Unified Voice Messages' and 'enhanced guest services'; and 'Unified Message' points to the 'PHN7501_HM552' file in the RealOne Player.

Guest Name

Room Number

Marketing

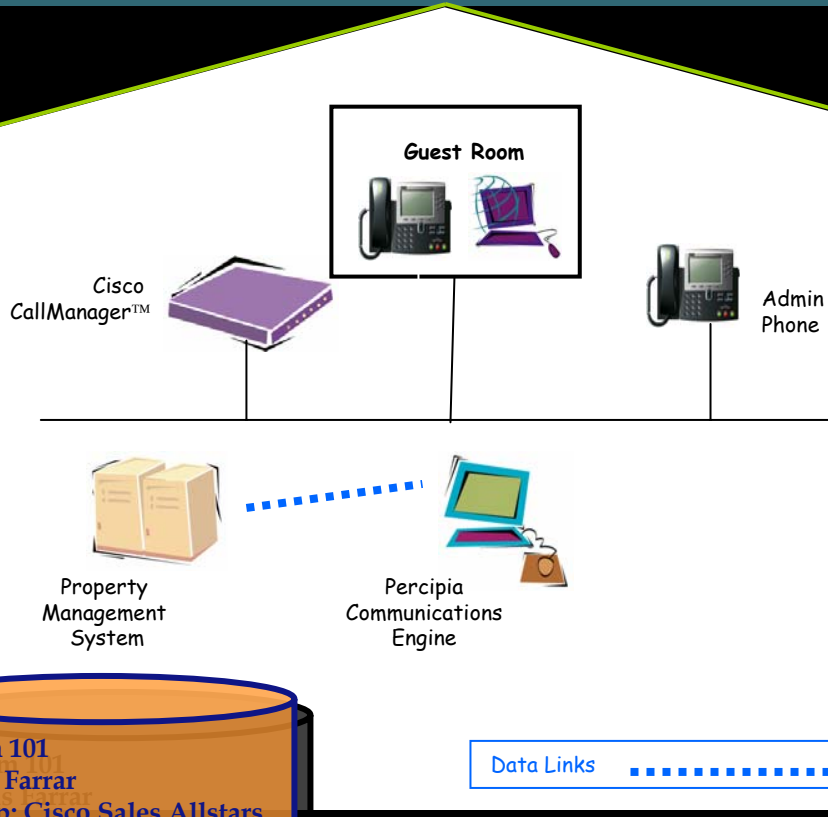
Unified Message

Group Services

“What can you offer my group to make my clients feel that I’ve delivered the best and most productive venue for their meeting?”

- Professional Meeting Planner

Make It Easy For Me to Call Within My Group



Room 101
Chris Farrar

GROUP DIRECTORY

1. Cook, Shaun
2. Griffin, Maureen
3. Hargrave, Tom
4. Pulhug, Harold
5. Tucker, David

Dial Exit Back

Room 102
Tom Hargrave

GROUP DIRECTORY

1. Cook, Shaun
2. Farrar, Chris
3. Griffin, Maureen
4. Pulhug, Harold
5. Tucker, David

Dial Exit Back

Room 101
Chris Farrar
Group: Cisco Sales Allstars

Room 102
Tom Hargrave
Group: Cisco Sales Allstars

Room 103
Chris Graham
Group: None

Room 103
Chris Graham

GROUP DIRECTORY

No Group

Exit Back

“Make It Easy to Conference Within My Group”



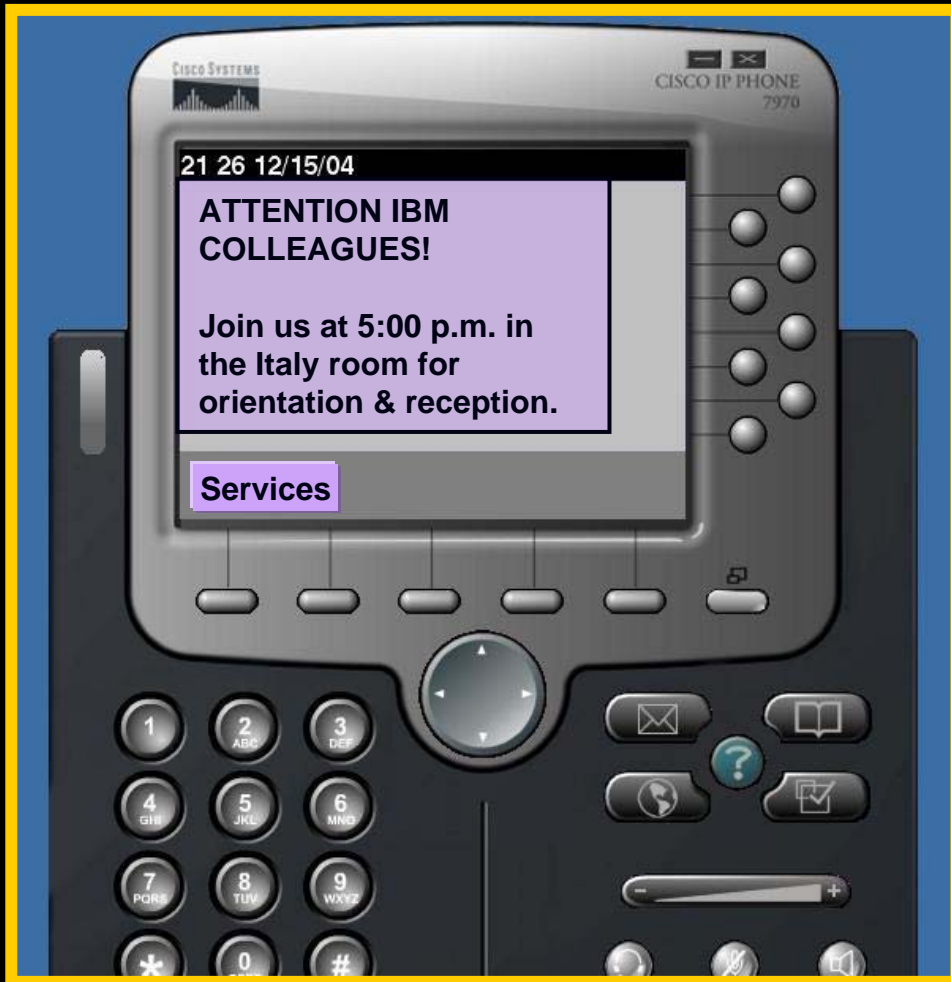
GROUP CONFERENCE

1. Cook, Shaun
2. Farrar, Chris
3. Griffin, Maureen
4. Pulhug, Harold
5. Tucker, David

Confer **Drop** **Exit** **Back**



“Make It Easy For My Group Leader To Send Me a Message”



**Attention IBM
Colleagues!**

**Join us at 5:00 p.m. in
the Italy room for
orientation & reception.**

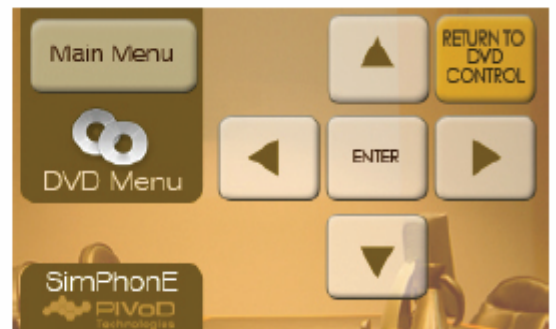
Services

In room automation

- Room controls are integrated on the phone's touch screen
- Supports
 - Lights
 - Air-conditioning
 - Curtains
- Environmental conditions are set during check-in according to guest preferences
- Great savings on “energy”



Audio Visual Room Automation & Environmental Control System



IP XML Services – Graphic Mode



Mandarin Oriental Hotel Group

Guests are greeted with personalized welcome messages upon entering hotel room. In addition, guests have access to group directories to see which group members are currently checked into the hotel.

"For too long, technology vendor solutions have been islands inside our hotels. My vision, and that of HTNG, is that these technology islands have bridges between them so that the Mandarin Oriental staff can gather guest information from each island and collectively share it between technology vendors to better serve our guests."

*Nick Price
CTO/CIO Mandarin Oriental Hotel Group*



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World Wide at a Glance (U.S.)

The Village at Squaw Valley, Lake Tahoe, CA – January 2002

The Sheraton Hotel, Petaluma CA – May 2002

DC area – August 2002

Hotel Valencia, San Jose, CA – May 2003

Nationwide Insurance Training Center, Columbus, OH – January 2003

Hacienda del Sol, Tucson, AZ – April 2003

Mandarin Oriental Hotel, New York City – November 2003

Mandarin Oriental Hotel, Washington DC – February 2004

East West Resorts, Lake Tahoe, CA – March 2004

Fairfield Resorts, Orlando, FL – April 2004

Cherokee Nation Casino, Tulsa, OK – May, 2004

Skyline Resorts, NJ – October, 2004

US Air Force – October, 2004

Gold Country Casino, Northern CA – November 2004

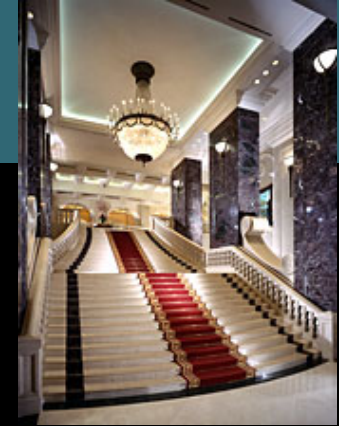
Fantasy Springs Casino, Indio, CA – December 2004

Hotel Commonwealth, Boston, MA – January 2005

Robinson Rancheria Casino, CA – February 2005



World Wide at a Glance (EMEA)



EMEA

Domina Grand Media - Slovenia

Intercontinental – Cairo

Sheraton – Krakow

Divan – Istanbul

Holiday Inn – Cairo

Marriott Coutyard – Kuwait

Crowne Plaza – Dublin

Holiday Inn – Kuwait

Temdeen – Kuwait

Tucker's Point – Bermuda

Cerutti – Dubai

Espresso – Dubai

Intercontinental – Beirut

Atlas Dubai – UAE

Beau Rivage Geneva – Switzerland

Best Western Haaga – Finland

Phoenicia Intercontinental Beirut – Lebanon

Vendom Intercontinental Beirut - Lebanon



World Wide at a Glance (Asia Pacific)

Asia Pacific

Grande Island Resort, Philippine

Langham Place Hotel, HK

Disneyland Hotel, HK

NTUC Downtown East, Singapore

Mandarin Oriental Landmark, HK

Hilton Compendium, Sydney (latest)



Langham Place Hotel, HK 665-rooms, 42-storey

T4 TECHNOLOGY NEWS

TUESDAY, MARCH 9, 2004

SOUTH CHINA MORNING POST

Hotel has hi-tech heart

The five-star property will have the first omnipresent Wi-fi system in a Hong Kong commercial complex

Bien Perez

The developers of the Langham Place Hotel expect to grace the Kowloon landscape with a towering new landmark to hospitality that delivers a wide range of wireless broadband internet services to its customers.

Backed by key partners such as Cisco Systems, property developer Great Eagle Holdings and its contractors are using carrier-class networking switches, a structured cabling system, wireless broadband access equipment and internet protocol (IP) telephones as the information technology and communications backbone for the 42-storey five-star hotel, located in Mongkok.

"With this extensive IT infrastructure, we'll roll out the first omnipresent Wi-fi system [for a hotel or commercial complex] in Hong Kong," said Langham Place Hotel managing director Brett Butcher.

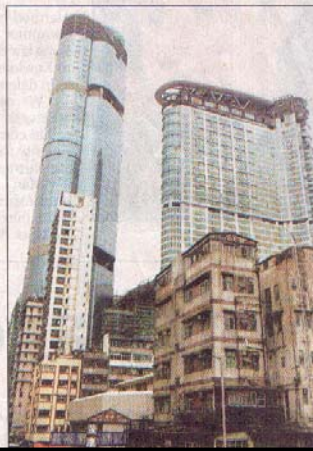
He said that seamless connection to the

ables enterprises to run all voice, data and video communications traffic on a single IP-based system. This architecture includes intelligent switches, routers and gateways, a range of fixed and wireless IP telephones and video-conferencing equipment; and software to ensure quality of service and unified messaging.

"In conceptualising the hotel's IT infrastructure, we wanted to break away from the old-school style of thinking that put voice and data traffic on separate networks," said Perlink managing director Terence Ronson. He was hired in 2002 to lead the hotel's hi-tech initiatives based on similar work that his company implemented for the Best Western chain's Rosedale at the Park in Causeway Bay.

Aside from universal Wi-fi access, the hotel wanted to have a compelling "wow factor" to its plush, 42-inch plasma television-equipped guest rooms, Mr Ronson said.

This has come in the form of Cisco's 7970 col-



Hotel offers color IP through Wi-Fi bubble

IP telephony will soon add a rather glamorous figure to bring further gloss to a growing reputation in Hong Kong — the Langham Place Hotel (LPH).

Opening this summer in the heart of Mongkok, the LPH will be among the pioneers of IP-based telephony in the Asia Pacific hospitality industry.

A unit of the Great Eagle Holdings Ltd, LPH is promising to offer guests voice and data connectivity at all times through a voice and data Wi-Fi bubble.

Guests will be able to access wireless voice services anywhere in the hotel by using their provided in-room wireless Internet Protocol (IP) mobile phone and also wireless broadband whether in their room or any public area of the hotel, according to Brett Butcher, managing director of Langham Place Hotel Hong Kong.



Butcher: We want a good proportion of guests saying they chose us for technology.

The IP phones will allow guests to customize the screens with pictures of loved ones for example, noted Butcher.

"We want to provide at least the level of connectivity and speed that today's business travelers have in their office. Ultimately we will be asking our guests if they chose us for our technology offering and we would want to see a good proportion of guests saying that they did," said Butcher.

LPH will be the first hotel in the world to deploy Cisco Systems Inc's color IP phone although black and white phones are already up and working in a few hotels in the US, according to Butcher.

On the nitty-gritty, LPH will deploy an integrated solution designed and implemented by PCCW Ltd.

The solution comprises of a converged network based on Cisco's Architecture for Voice, Video and Integrated Data (AVVID) solution and a LazerSpeed structured cabling system by Avaya Inc whereby voice, video and data communications

Hotel group move to Net telephony may set standard

Bien Perez

Langham Hotels International is to launch voice-over-internet protocol (VoIP) services at all its Hong Kong properties, a move that may set the standard for the industry.

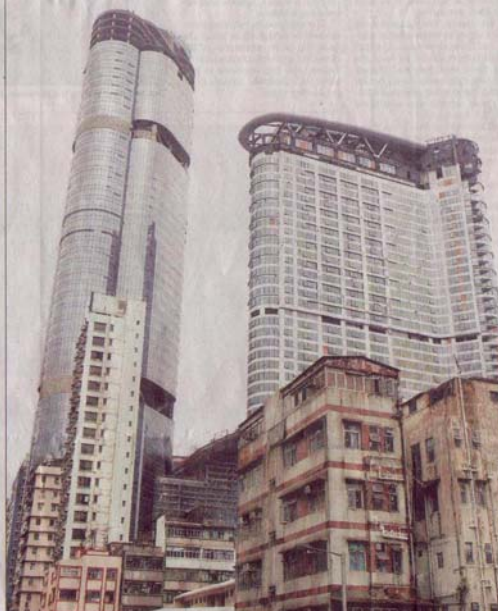
Group vice-president of operations Brett Butcher said the VoIP system from United States-based CrystalVoice would provide a consistent communications platform at the new Langham Place Hotel in Mongkok, the Langham Hotel on Pokfulam Road and the Easton Hotel in Nathan Road. "We plan to deploy CrystalVoice's Click-to-Talk solution in all our properties within this year," said Mr Butcher, who is also managing director at the five-star Langham Place.

He claimed the recently installed system at the 665-room, 42-storey Langham Place was the first and largest VoIP deployment at a hotel in Asia. VoIP refers to the delivery and management of voice communications over an IP network, which transmits all voice and data traffic in digital form. The advantage to users is that VoIP avoids the toll charges from the public switched telephone network.

CrystalVoice president and chief executive Steve Zola said: "Our communications solutions enable premier property owners such as Langham Hotels International the ability to offer leading-edge services for guests and staff."

"We hope this

The 665-room, 42-storey Langham Place claims to be the first hotel in Asia to deploy VoIP. Photo: Ricky Chung



全數碼酒店空降平民區

本港旅遊業復甦，長途的商務旅客亦有回升，而全港首間全面數碼化的五星級酒店，七月將空降至被視為平民滿點的旺角區。該酒店不僅是亞洲最先進的酒店之一，更是全球首間在所有房間內安裝觸控式彩色螢幕 IP 電話的酒店，讓住客可透過多媒體互動電話網絡，獲得即時資訊及訂購各種酒店服務。

香港朗豪酒店董事總經理貝智指出，該酒店七月中開業，旅客群將以商務旅客為主，預計以美國旅客最多，其次為日本和歐洲旅客。而內地遊客則佔總客量一成至一成半。他解釋，選擇旺角興建酒店，是因為該處交通方便，而且有夜市等特色的購物消費點，相信可吸引旅客。

住客獲配高科技電話

他說，該酒店耗資三千五百萬港元，建立集有線寬頻網絡、無線語音及數據網絡於一身的網絡組合。酒店將向每名住客房免費提供一部觸控式的 IP 無線電話，讓他們在酒店任何角

落，也可接聽房間轉駁的來電，又可隨時隨地使用有線和無線寬頻上網服務。而該酒店長途電話收費會較其他酒店便宜一半，以吸引住客多使用房間內的 IP 電話服務。

住客可透過房間內的彩色螢幕 IP 電話，自選語言觀看及使用多媒體及互動網絡功能，如收看即時天氣消息、國際新聞、金融股票行情、視像購物資訊、訂購酒店服務和機票、發送電郵及直撥長途電話服務等。

該酒店樓高四十二層，設有六百六十五個客房，是過去十年首間在九龍區新建的五星級酒店，總面積一百八十萬平方呎。除酒店外，附近亦興建一座容納三百間商舖的購物中心及一座甲級寫字樓，將於十月落成。



住客透過 IP 電話，可即時預訂酒店各種服務。

Click-to-Talk – CrystalVoice



電訊市場
Telecommunication Market

撰文：文耀 編輯：李遠怡 美術：黃潤群

朗豪酒店引入新IP

雖然遲來未晚，以高科技為賣點的旺角朗豪酒店已進行一連串宣傳推廣活動。自早前該酒店高層採用電訊盈科的網絡服務與思科的IP電話系統後，上週三又再引入嶄新的通訊系統，稱「點擊交談」(Click-to-Talk)。

按圖傳訊全球通用

「點擊交談」利用酒店的思科IP電話系統，使外界能夠透過酒店的網站和CrystalVoice的互聯網語音通話方案來與酒店、酒店客戶及酒店員工進行通訊。用法如下：首先客人可在網頁上瀏覽想要的資料，帶有該圖便可按網頁上的「點擊交談」圖示，直接與酒店的24小時服務中心取得語音聯繫。當然，該方案可配合電郵附件上寄予別人，待對方收到郵件後按附件上的「點擊交談」圖示，便可進行語音通訊。

在記者會上，該酒店即場示範「點擊交談」應用，酒店用戶除了可透過IP電話的屏幕看到對方樣子外，若以電郵附件方式轉寄他人，可以在30秒內收到電郵與附有「點擊交談」的圖示由第三者與酒店一方進行語音對話。

配合思科IP系統

朗豪酒店董事總經理吳景說：「朗豪酒店為了提高互聯網溝通技術，與IT顧問公司Perlink Limited評估過許多通訊方案。最終，選用了質素與可用性較佳的「點擊交談」系統。」該系統最大的優點，是突破了過往互聯網電話限於單點對單點的通訊模式。因為「點擊交談」所提供的語音通話技術，除了較傳統文字聊天或電郵式的回覆方案更具人性化外，又沒有通訊地點上的限制，因此十分方便。該方案在酒店內配合思科CallManager IP電話系統，直接致電予客戶預定部，會議室會銷售等作出預定指示或查詢，十分方便。

清晰語音低頻寬要求

CrystalVoice總裁兼行政總監Steve Zola表示：「朗豪酒店是本港首家採用這個系統的酒店，對我們來說，酒店市場是一個極具潛力的市場。」他指出，「點擊交談」系統在外國受到高科技企業與製藥業歡迎，因為透過與客戶交談，可即時回應問題，解答疑難或提供另一解決方案，讓每個來電的交易成功率大增。

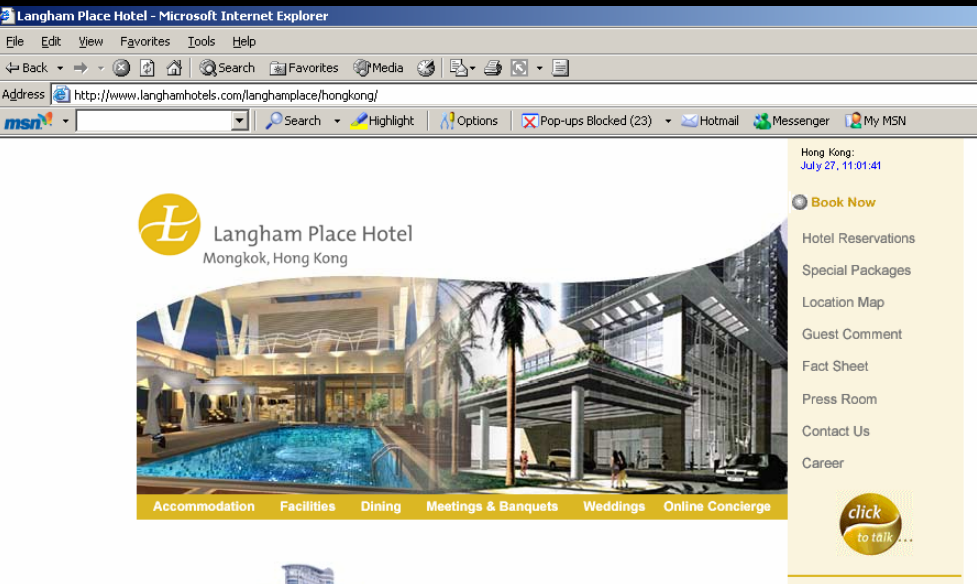
至於系統需求方面，該系統支援一系列微軟電腦系統，包括Windows CE，現階段未有對應蘋果Mac系統。他強調，要做到清晰的語音溝通，頻寬需求僅是8K至22K，故此他預期未來會有更多行業引進「點擊交談」通訊方案。

■ 朗豪酒店董事總經理吳景

■ 客戶可用IP電話與酒店員工直接對話

■ CrystalVoice總裁兼行政總監Steve Zola

Click-to-Talk – CrystalVoice



“for guests, their associates, family and friends to call into the hotel at no cost from anywhere in the world...”

MD, Brett Butcher said: "We hope this service will help drive business." He also expected other hotel chains to follow Langham Place's lead.

“to direct users to specific departments such as room reservations...”

Click-to-Talk at Langham Place Hotel

Langham Place Hotel's unique Click-to-Talk facility provides you the opportunity to click and immediately call us through your PC over the Internet at no cost.

How does this application work?

You may want to talk with our Reservations, Sales or Catering Department - we are here to serve you 24/7 - so please go ahead, Click-to-Talk.



Click here to make a reservation



Click here to call our Sales Department



Click here to call our Catering Department



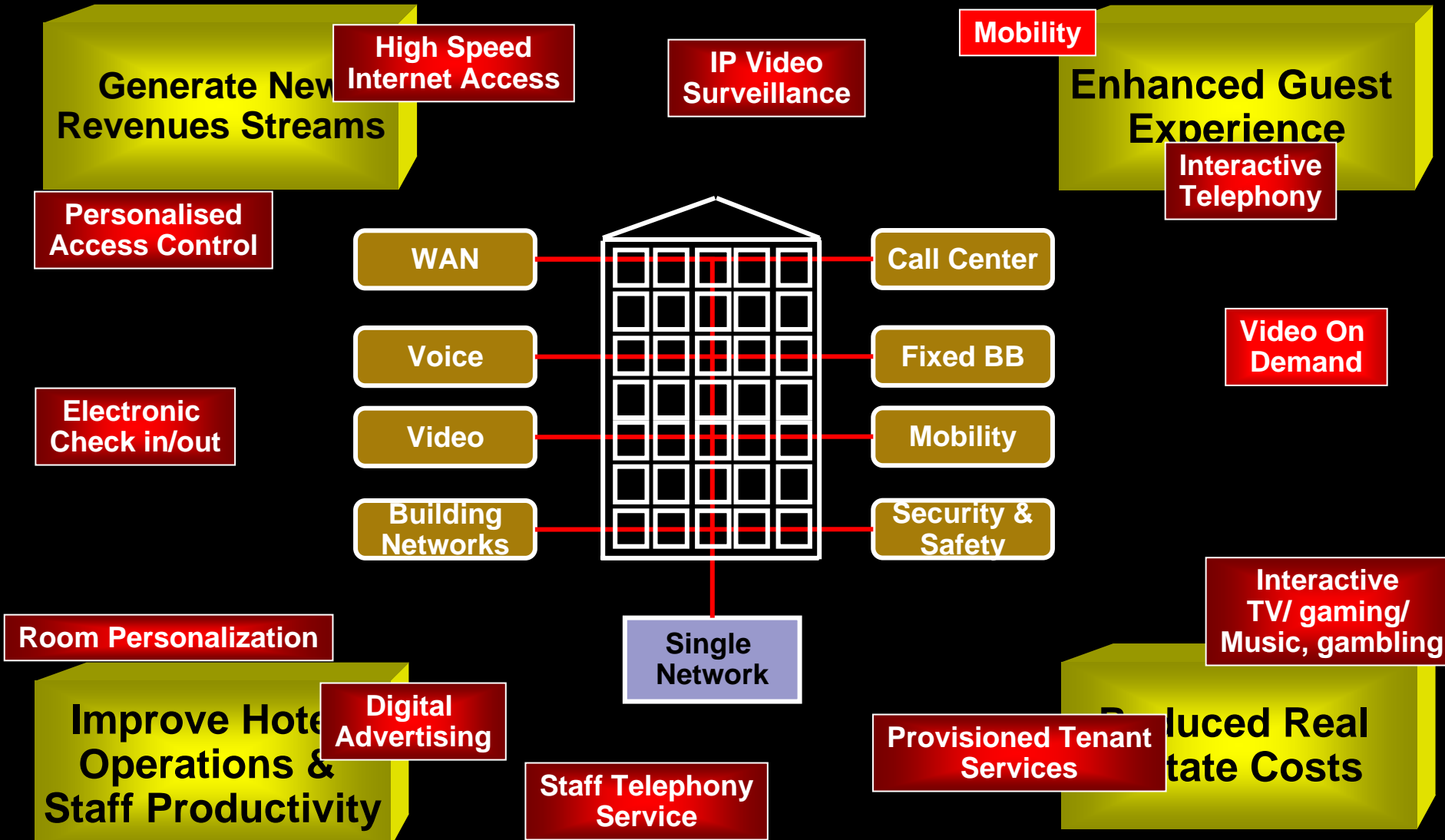
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Summary:

An infrastructure that supports the business



Q and A



CISCO SYSTEMS





Cisco Healthcare Solutions

Taveewat Chantaraseno
Unified Communication Specialist
Cisco Systems, Thailand

Agenda

- **Our understanding of the Healthcare Organization's (HCO) requirements**
- **Cisco Integrated Healthcare Vision**
- **Cisco Healthcare Solutions Suite**
- **Overview of solution components**
- **The Cisco Advantage**
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- **Summary**

“Cisco will catalyze the deployment and adoption of IP technologies to improve patient outcomes, safety, access, productivity, affordability and the overall quality of healthcare

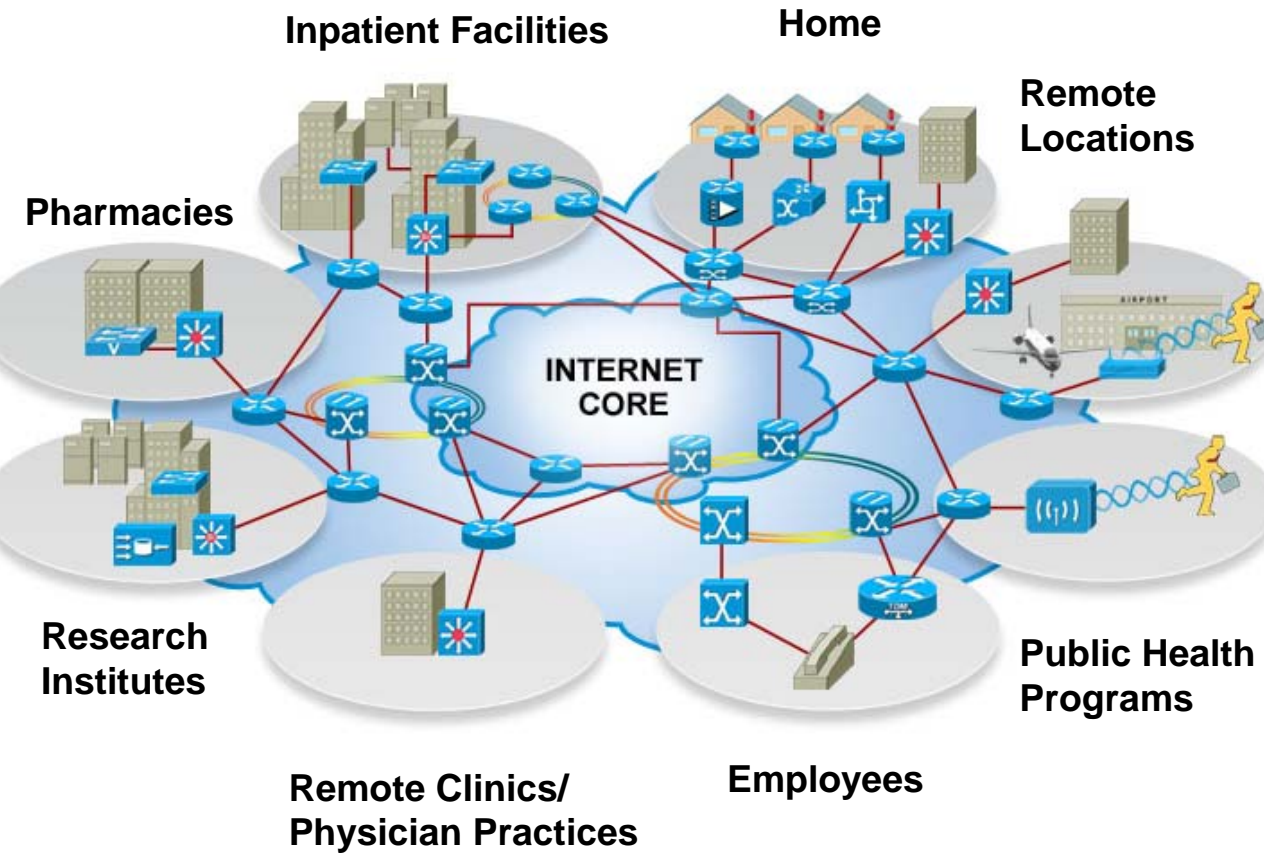
**Cisco will serve as a transforming and unifying agent for
Connected Health throughout the world ”**

**John Chambers
Chairman & CEO
Cisco Systems**

Vision For The Future (as communicated by Asian Hospital CEO)

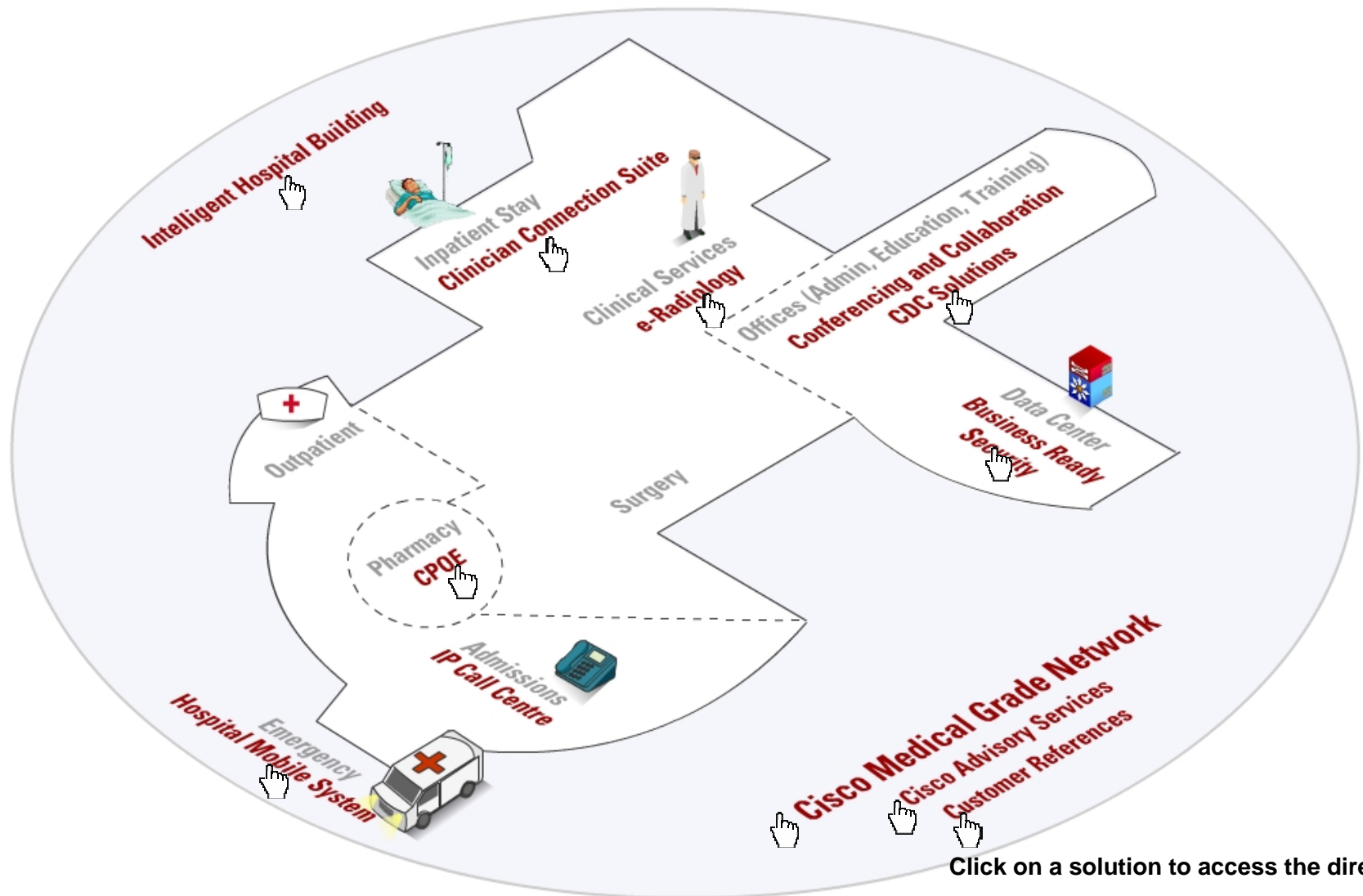
- Coordinated patient care across disciplines and services
- Real-time, integrated view of patients for doctors, nurses and front-line staff
- Single patient record for information flow from hospital to other caregivers in the ecosystem
- Providing timely and relevant information to patients to address their informational and psychological needs
- Availability of information for patients through various channels and touch points
- ~~System and process designs based on “Lean Thinking” to minimise wastage and unnecessary work that are of no value to patients~~
- “Customer for Life” – continuity of care and care experience for patients once they get into the system
- Leverage on information collected at various instances and touch points to target appropriate measures to prevent disease

Our Vision for the Integrated Healthcare Environment – Connected Health



- Patient Centered
- Real time information sharing
- Virtual consultations
- Remote patient monitoring
- Data collection in the community
- Collaborative research, treatment

Cisco Healthcare Business Solutions Suite



Click on a solution to access the direct slide

The Medical-Grade Network: Blueprint and Assessment Tool

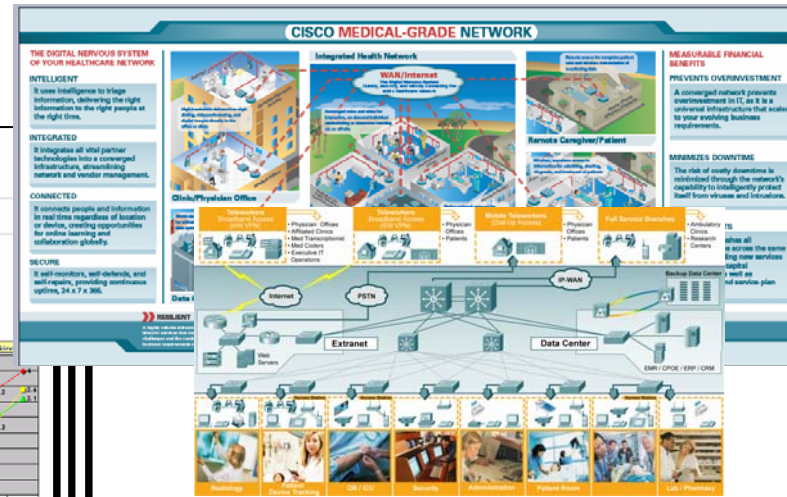


What Is the Medical-Grade Network Solution?

A set of tools and resources to help healthcare organizations:

- Understand technology's role in improving care; and
- Map network investment to business capabilities

Assessment Tool



Blueprints

TRANSFORMING RADIOLOGY AND IMAGING SERVICES THROUGH CISCO MEDICAL-GRADE NETWORKING TECHNOLOGY

WHITE PAPER

Network scaling ensures low cost, high quality, and high performance. The challenge is to ensure that the network is scalable and secure. This white paper discusses the benefits of a Cisco Medical-Grade Network for radiology and imaging services.

Key Points:

- Network scaling ensures low cost, high quality, and high performance.
- The challenge is to ensure that the network is scalable and secure.
- This white paper discusses the benefits of a Cisco Medical-Grade Network for radiology and imaging services.

IMPROVING RADIOLOGY AND IMAGING CENTERS THROUGH CISCO MEDICAL-GRADE NETWORKING TECHNOLOGY

WHITE PAPER

Network scaling ensures low cost, high quality, and high performance. The challenge is to ensure that the network is scalable and secure. This white paper discusses the benefits of a Cisco Medical-Grade Network for radiology and imaging services.

Key Points:

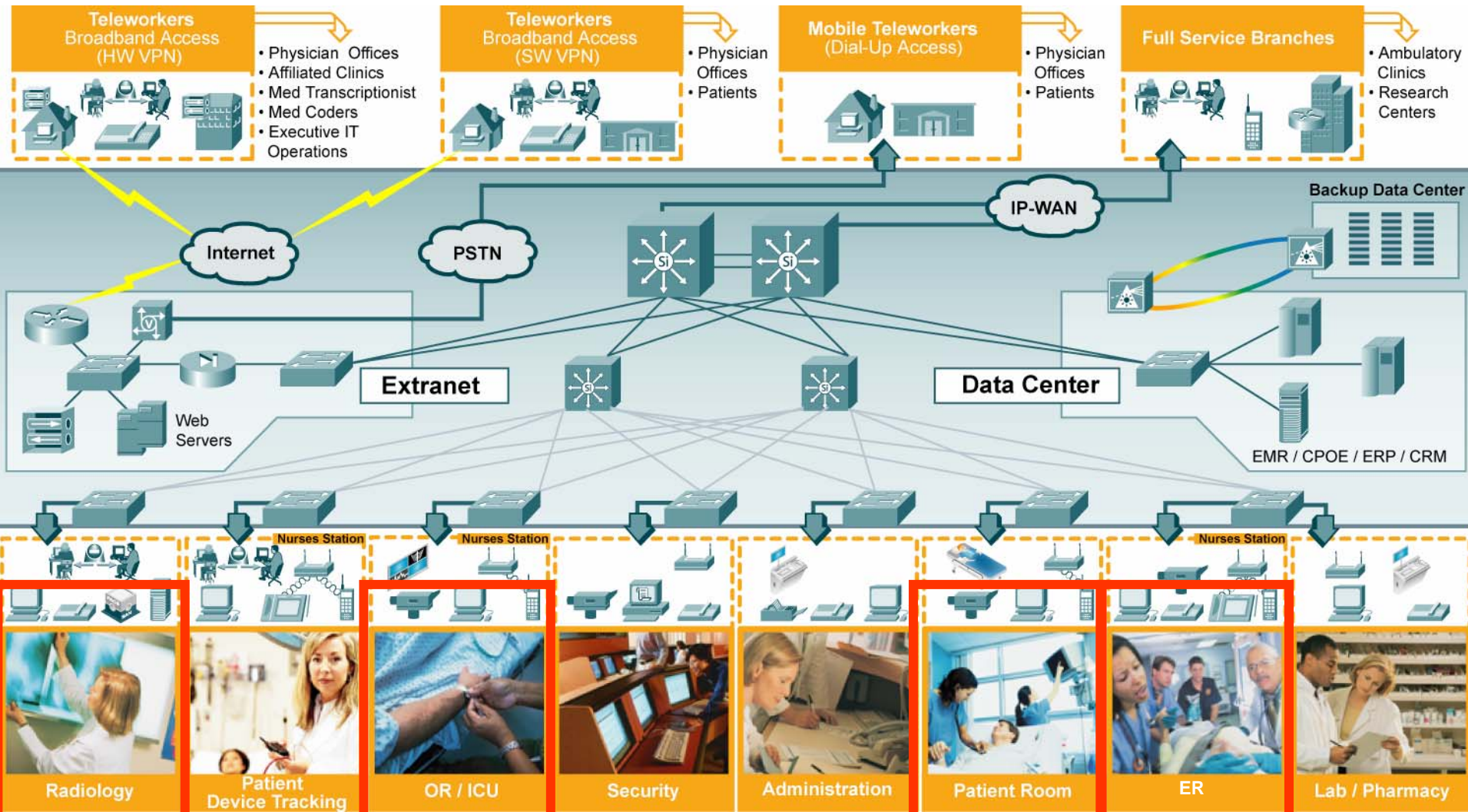
- Network scaling ensures low cost, high quality, and high performance.
- The challenge is to ensure that the network is scalable and secure.
- This white paper discusses the benefits of a Cisco Medical-Grade Network for radiology and imaging services.

Case Studies



Customer Videos

The Medical-Grade Network Blueprint



Summary of MGN Findings to Date

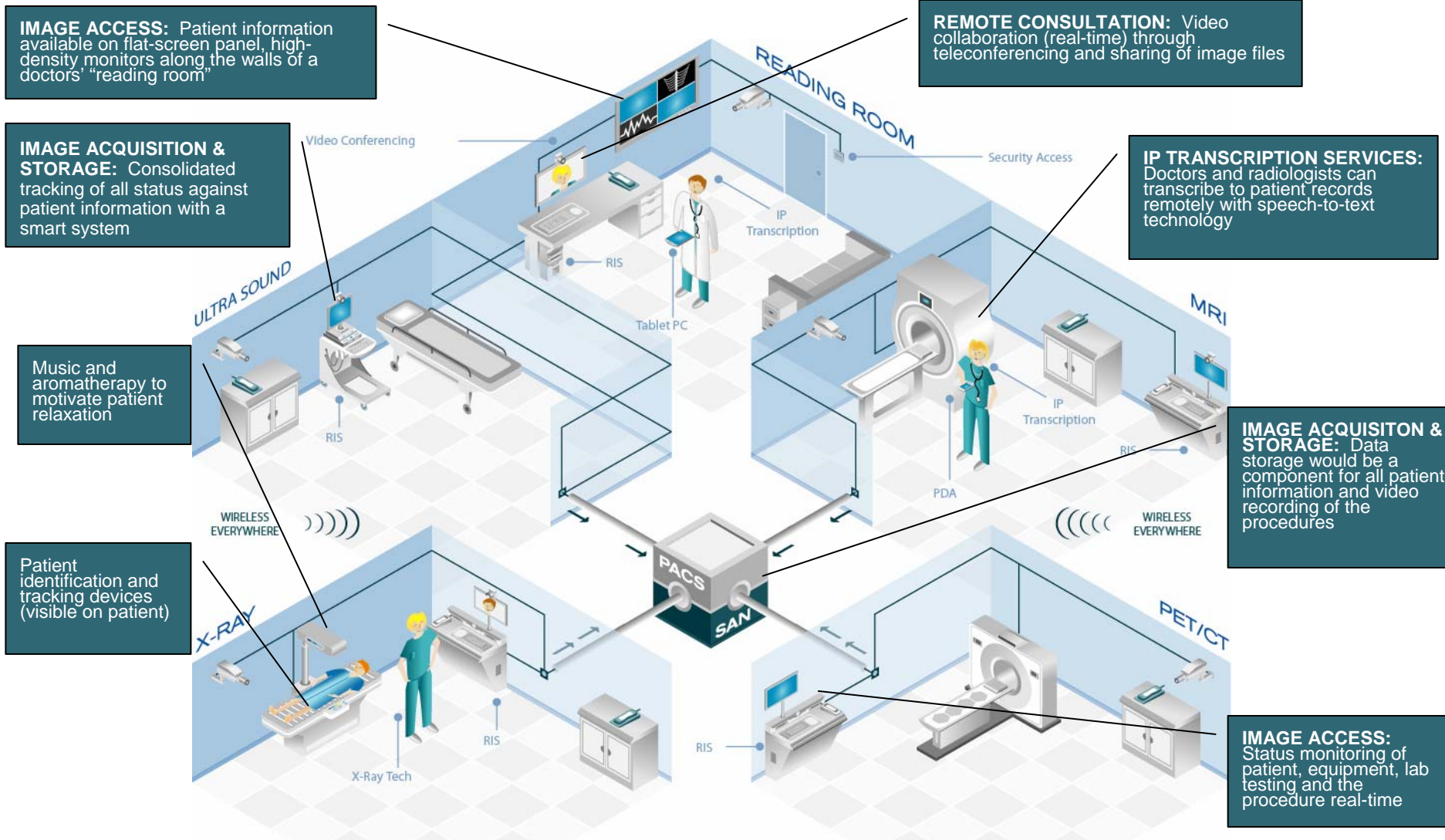
- RFID explosion within current survey set: Majority of respondents have said medical devices will be largely tracked via RFID within two years
- All are upgrading technical capabilities of surgical suites (including robotic surgery, video conferencing)
- Clinical paging technologies and processes are generally underutilized
- Particular IP communication barriers at academic medical centers
- Strong demand to provide VPN branch / tele-worker services for PACS / Lab / Pharmacy / Home Health; Internet security concerns hampering remote access
- No major push for dramatic online education adoption (<50% today)
- Interest in campus Internet “Hot Spots,” patient services



E-Radiology



Cisco E-Radiology Solution Helps Enable Integration of Network, Applications, and Devices



E-Radiology Solution Combines Cisco and Partner Technologies

[Back](#)

IMAGE ACQUISITION, ACCESS:
High-speed, high-availability network for quickly transmitting results

IMAGE ACCESS, REMOTE CONSULTATION, IP TRANSCRIPTION:
IP Communications for low-cost transmission of data, voice, and video

IMAGE ACQUISITION & STORAGE: Storage area network (SAN) for optimal handling of high-density image files

IMAGE ACCESS: Virtual private network (VPN) for remote access by tele-workers and remote clinics

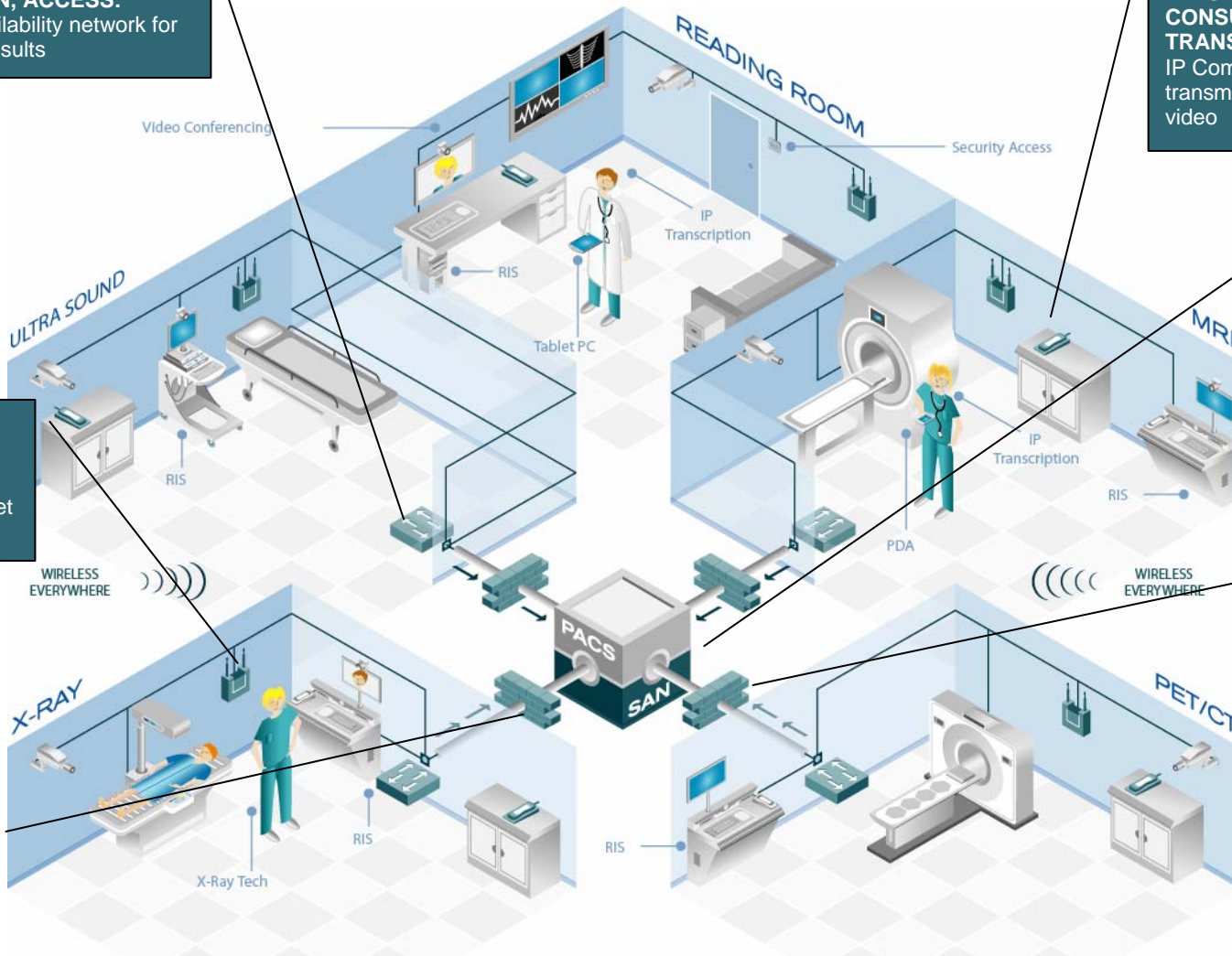


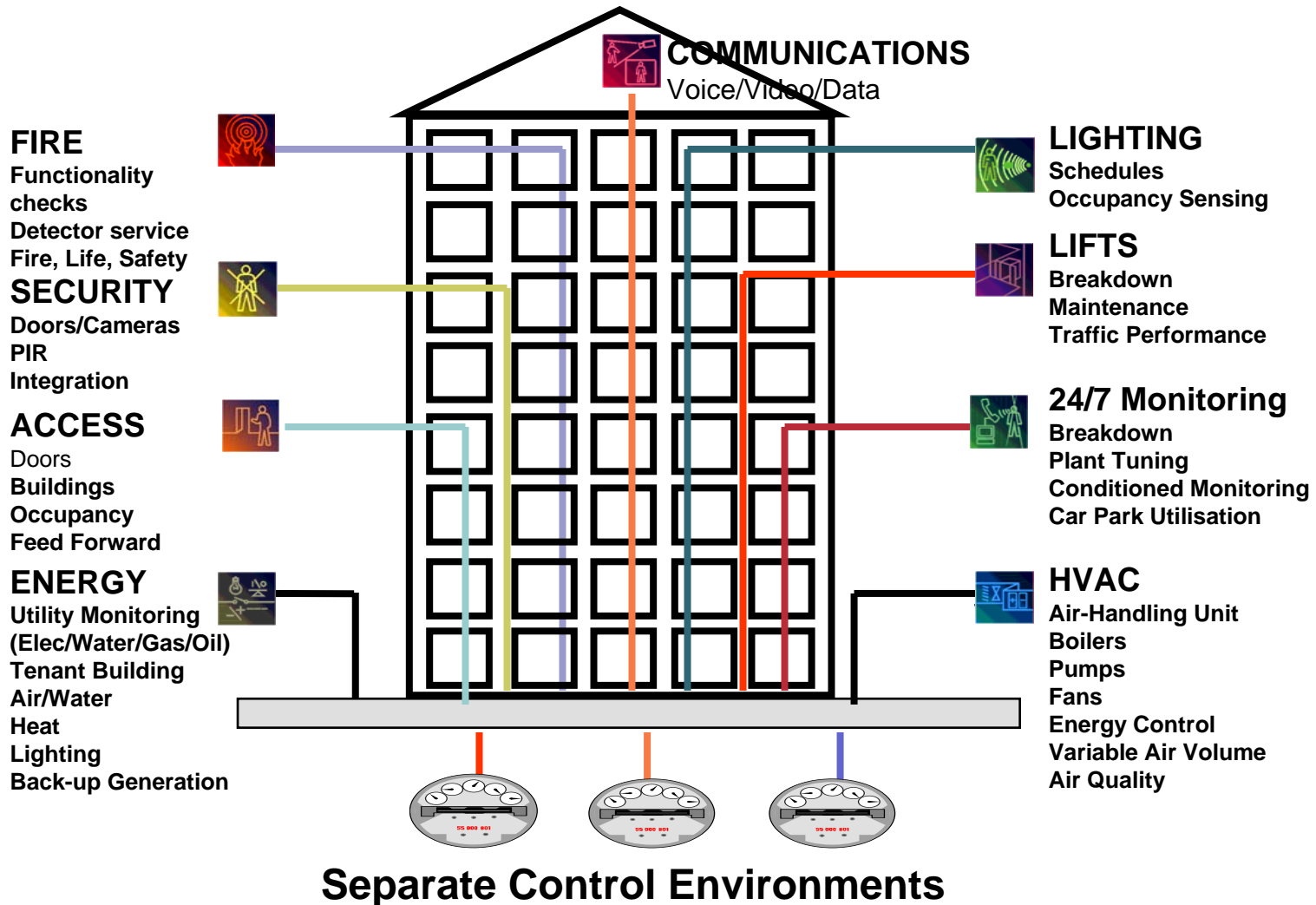
IMAGE ACQUISITION, ACCESS: Wireless networking for charting through PDAs and tablet PCs

IMAGE ACCESS: Network security to protect private patient information

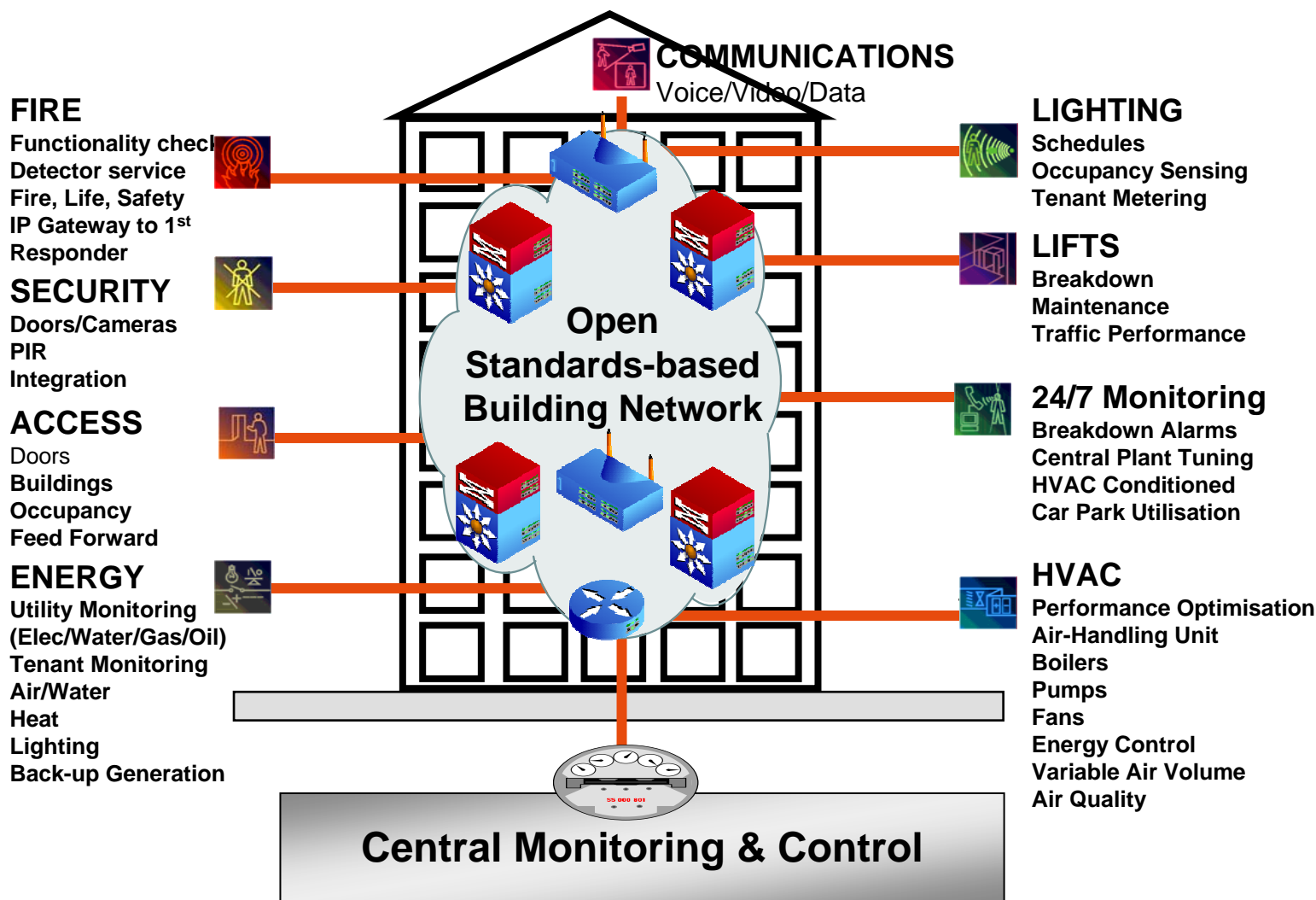
The Intelligent Hospital Building



Today – multiple proprietary networks



The Vision – a single IP network for Communication and Building Services



First Steps to an IP Connected Intelligent Building

A Hybrid Approach: Reducing Risk, Adding Value

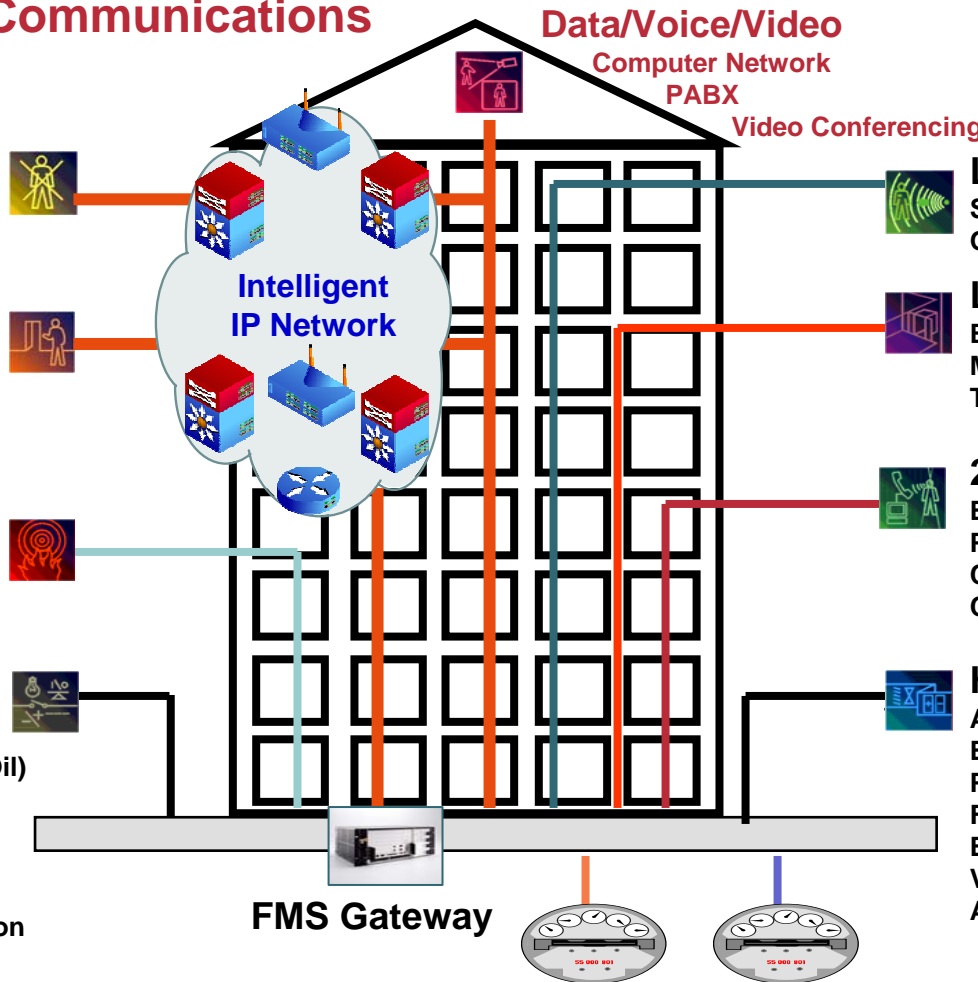
Converged IP Communications and Security

SECURITY
Doors/Cameras
PIR
Integration

ACCESS
Doors
Buildings
Occupancy
Feed Forward

FIRE
Functionality checks
Detector service
Fire, Life, Safety

ENERGY
Utility Monitoring (Elec/Water/Gas/Oil)
Tenant Building
Air/Water
Heat
Lighting
Back-up Generation



LIGHTING
Schedules
Occupancy Sensing

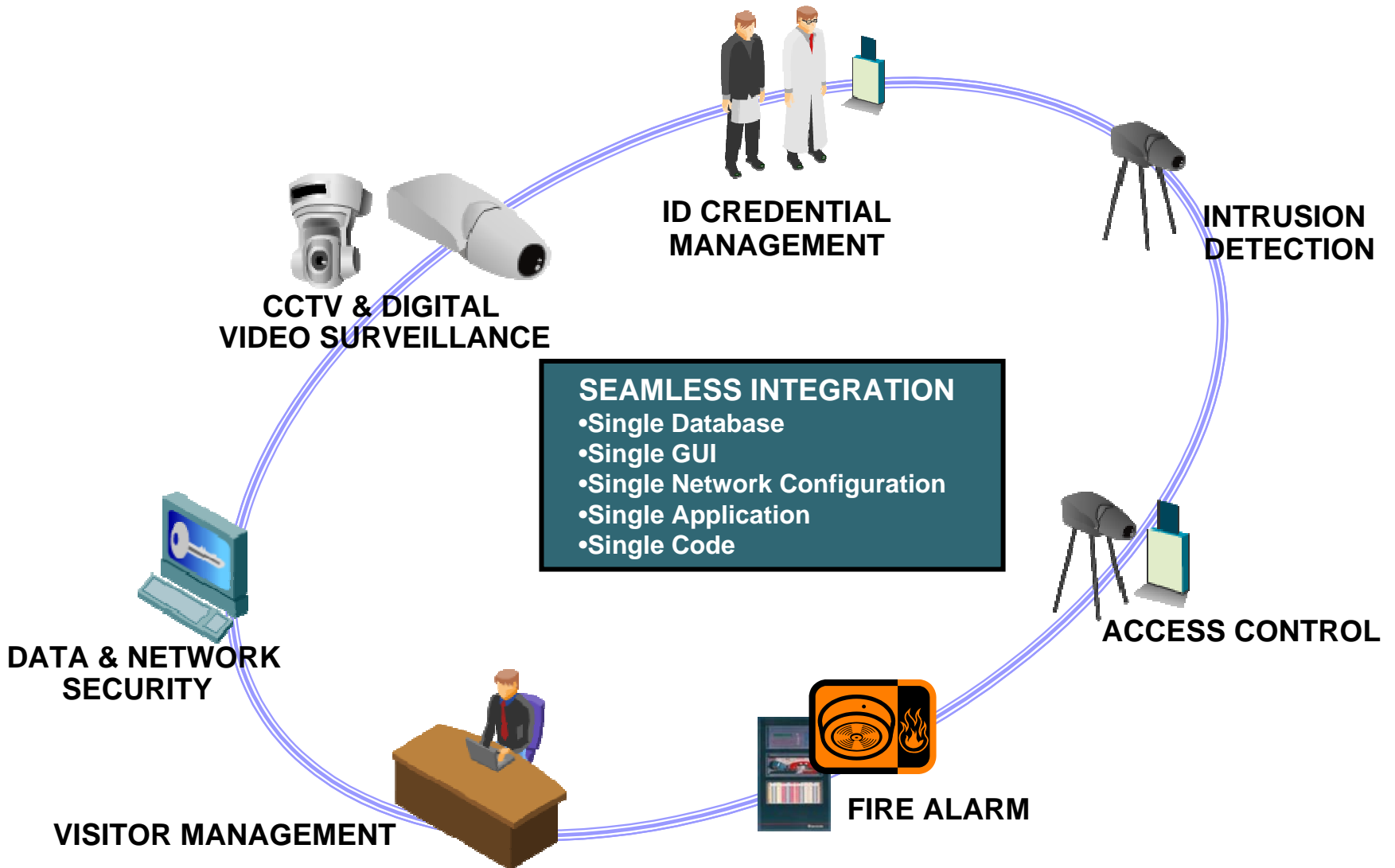
LIFTS
Breakdown
Maintenance
Traffic Performance

24/7 Monitoring
Breakdown
Plant Tuning
Conditioned Monitoring
Car Park Utilisation

HVAC
Air-Handling Unit
Boilers
Pumps
Fans
Energy Control
Variable Air Volume
Air Quality

Building Control Environments
Separate but with Central Control and Management

Security & Surveillance

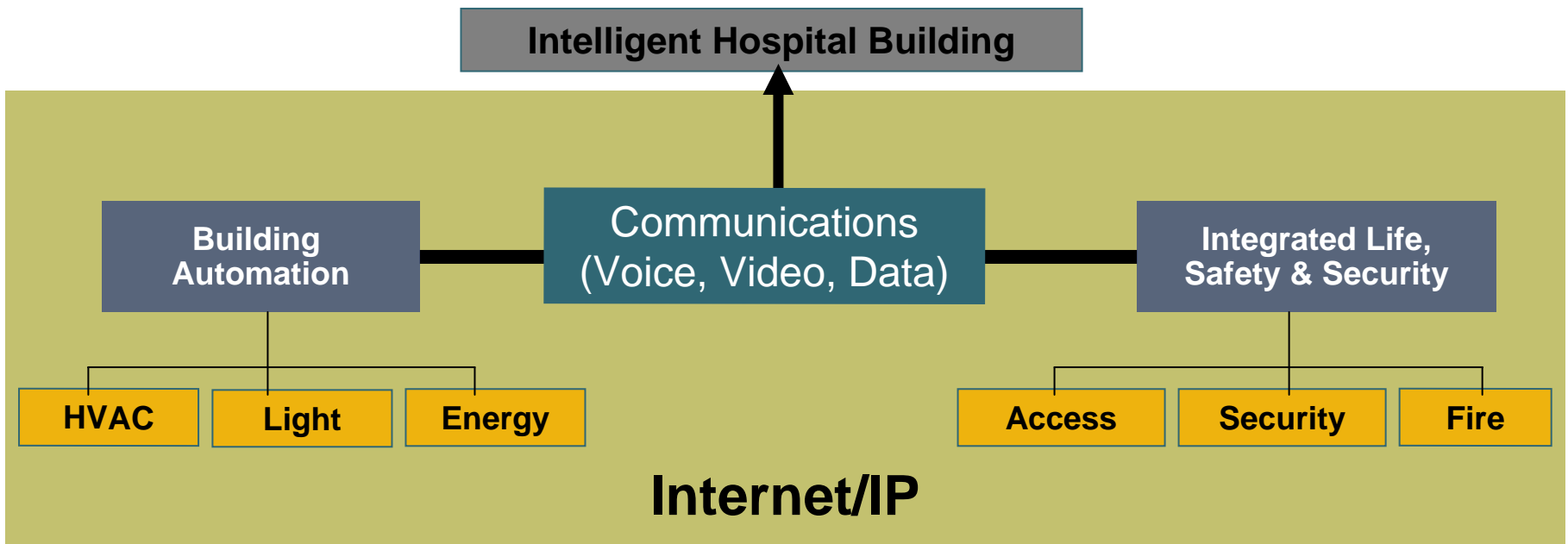


An opportunity to streamline the process

Single Connection and Process for Each System



Additional Functionality (connectivity to all IP based systems)



Cisco Conferencing & Collaboration Solution

- **Enabling collaboration among HCO staff-**

-Video is now just a phone call

-Cost effective video to every desktop

-Integrated Audio +Web + Video collaboration



Cisco MeetingPlace Meeting Console - Microsoft Internet Explorer

Welcome steve
Meeting ID: 100111

Call: 5022
Video Dial-in: 2328

Sharing: [steve_choy](#)

Speaking: Video Link

Connect Me

New IP/VC H.323 Port Capabilities

	IPVC-3511-MCU	IPVC-3540-MC03A	IPVC-3540-MC06A	IPVC-3540-MC10A
Voice	26 Ports	45 Ports	90 Ports	150 Ports
Video	15 Ports	30 Ports	48 Ports*	N/A
Video port capacities now equivalent from 192k to 768k**				
	15 Ports	30 Ports	60 Ports	100 Ports
	12 Ports	24 Ports	48 Ports	70 Ports
	12 Ports	24 Ports	48 Ports	70 Ports
	12 Ports	24 Ports	48 Ports	60 Ports**
	12 Ports	24 Ports	48 Ports	48 Ports**
	6 Ports	12 Ports	24 Ports	28 Ports
	4 Ports	8 Ports	16 Ports	22 Ports

When using the EMP module
port capacities due to physical DSP resource impact above 512k

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Message: _____
Send To: [All Use]

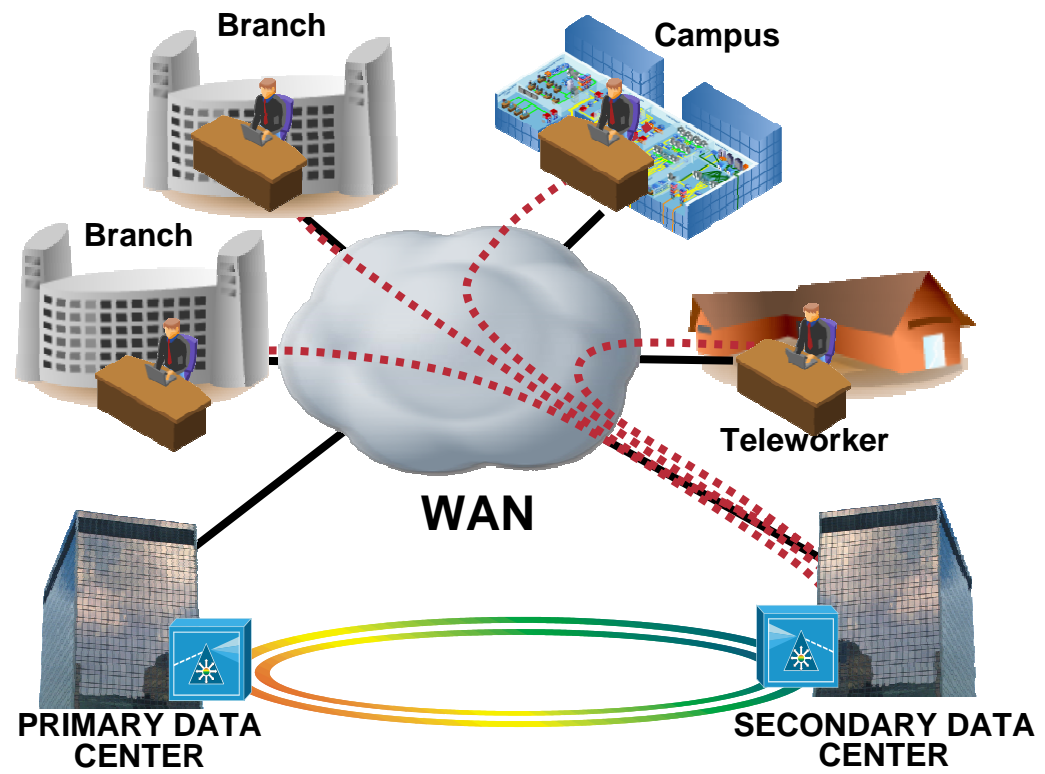
Wednesday, June 02, 2004 12:06:40 PM - Load time: 7.691 seconds.

The Hospital Ready Data Centre



Cisco Business Ready Architecture

- Workers
- Applications
- Communication
- Network HA



Network Elements

Avoidance	Mitigation	Recovery
-----------	------------	----------

- Design
- Process
- Security

- Design
- Availability
- Mobility

- Design
- Vender Support
- Process

Data Center Challenges Today

Disparate, Fragmented Data Centers

Resilience Challenges

- Security
- Business Continuance
- Risk Management

TCO Challenges

- High Sustaining Costs
- Underutilized Resources
- High Complexity

Agility Challenges

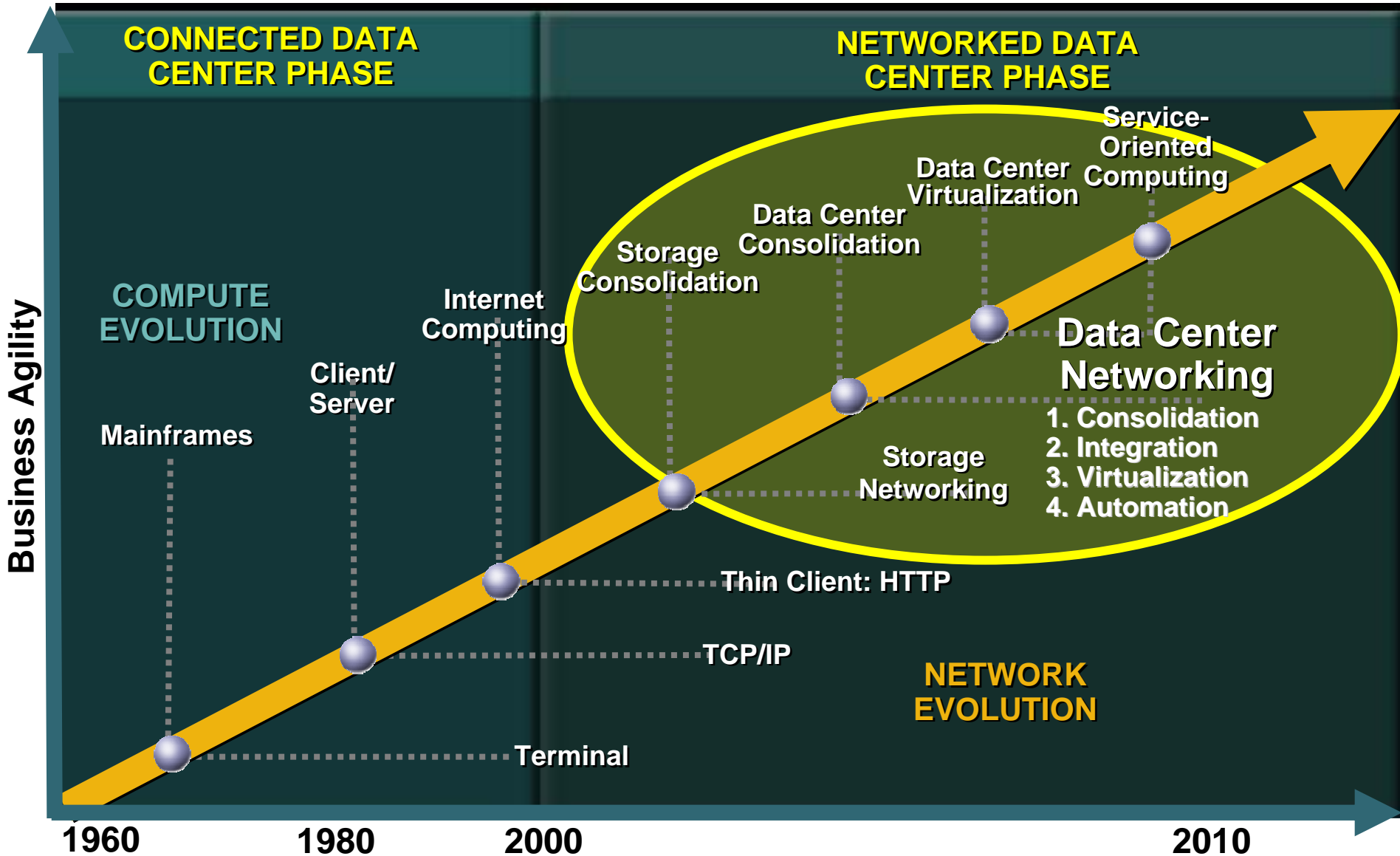
- New Initiatives
- Technology Innovation
- Discretionary Spending



Critical Point in Data Center Evolution

Moving to the Networked Data Center

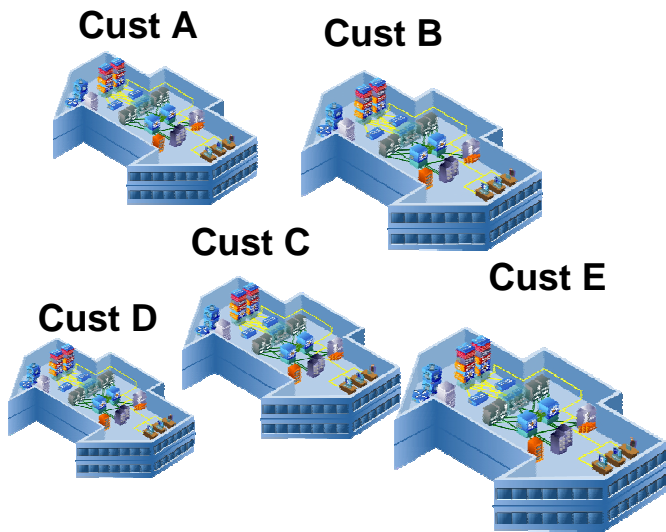
[Back](#)



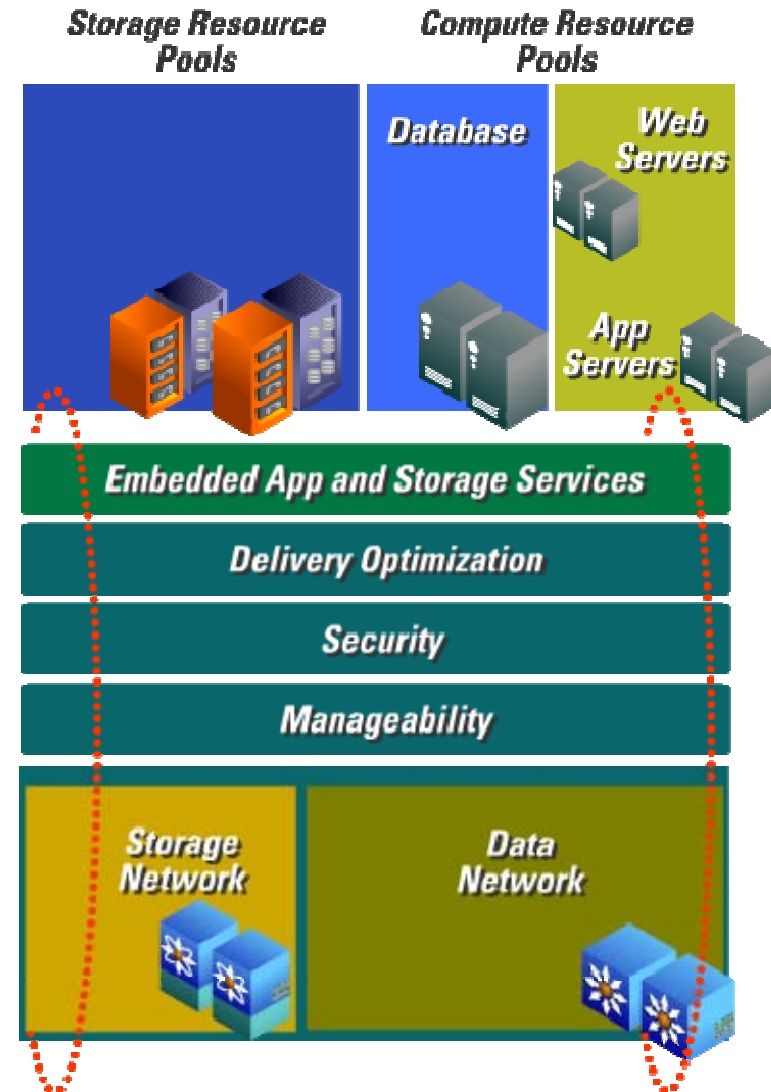
Reducing TCO by up to 75%

Cisco Business Ready Data Center

[Back](#)



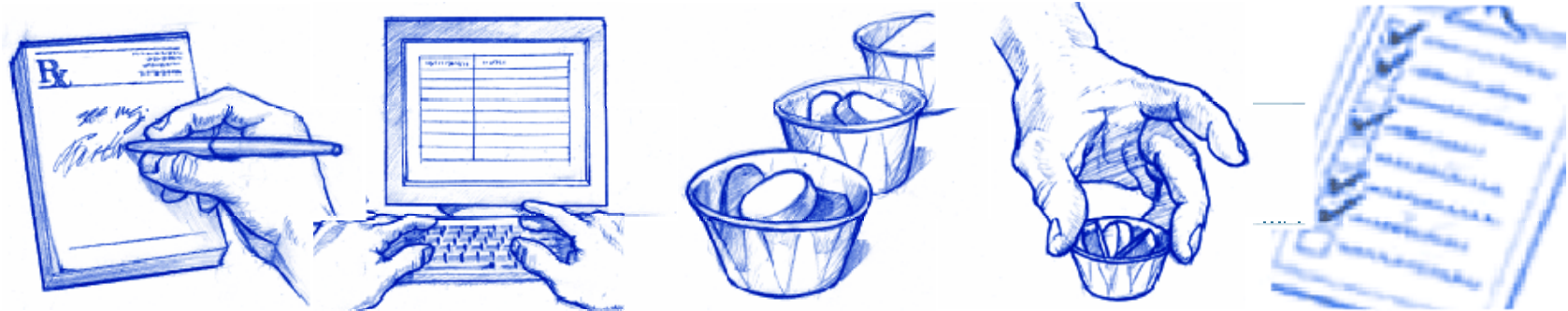
Hosted Data Center with Disparate islands for Each Customer





Computerized Physician Order Entry (CPOE)

Medication Errors



Prescribing
39% of Errors

Transcribing
12% of Errors

Dispensing
11% of Errors

Administering
38% of Errors

Monitoring

Comprehensive Solution Components



- **Computer hardware**
 - PDA, tablet, or desktop options
- **Software**
 - e-prescribing software module
 - Microsoft OS and database
- **Cisco Medical Grade Network**
 - wireless LAN access point
 - security
 - Internet Access router
 - Ethernet switch
- **Installation and support services**
 - Interface to practice management system (option)
 - Implementation and training
 - End user help desk
- **Financing services available**

- 1) 0% Heparin drip
- 2) Prilidol 10mg po QD
- 3) Lopressor 25mg po QD
- 4) Aldactone 25mg po QD
- 5) AM BNP, CBC

12-Jan-05 10:52		Requested By :	Still, Sue (RN)
	Pharmacy Communication - DC Medication (List in Drug Information), Heparin	12-Jan-05	Active
	Lisinopril tablet - , Dose=10 mg, PO, daily	12-Jan-05	Active
	Metoprolol tablet - , Dose=25 mg, PO, daily	12-Jan-05	Active
	Spirolactone tablet - , Dose=25 mg, PO, daily	12-Jan-05	Active
	Basic Metabolic Panel - Routine AM LAB *	13-Jan-05 AM LAB	Pending
	CBC (Hemogram w/auto diff) - Routine AM LAB *	13-Jan-05 AM LAB	Pending

Buttons: Clear Flag, Don't Clear Flag, View Details, Item Info, Help

M. K. K. / C

8/22/00

- 1) admit - 23 hr stay
- 2) keep best when admit
- 3) assume our needs
- 4) vomiting in gm - IV 9
- 5) being 9 gm -
- 6) and 80 gm IV 9 1/2
- 7) being 9 gm -
- 8) name B

12-Jan-05 11:01	Requested By :	Still, Sue (RN)	
New from Reorder	Admit Piedmont - Admitting- OBrian Attending- OBrian, Observation	12-Jan-05	Active
New from Reorder	Diet Order - Regular_48000	12-Jan-05	Active
New from Reorder	Pharmacy Communication - "Select Type of Communication", May Resume Own Meds	12-Jan-05	Active
New from Reorder	Nursing - <Continuous> May resume own meds *View Form for Instructions	12-Jan-05	Active
New from Reorder	Nursing - <Continuous> Begin Regular Diet when alert *View Form for Instructions	12-Jan-05	Active
New from Reorder	Gentamicin-Nacl 0.9% - . Dose=80 mg, IVPB, q12h	12-Jan-05	Active
New from Reorder	Vancomycin injection - . Dose=1 gm, IVPB, daily, Begin at 9 pm	12-Jan-05	Active

Clear Flag Don't Clear Flag View Details Item Info Help

HOSPITAL
PROMINA®
ROAD, N.W. • ATLANTA, GA 30309
AN'S ORDERS

DR. J. P. DAVID E
12/27/1944
1171, ATLANTA V
0 2 2 9 0 1 1 4 4

The signature of physician must accompany all orders. 2. Orders for narcotics are discontinued automatically after 120 hours. Orders for antibiotics and sedatives after 168 hours. 3. If generic or formulary equivalent is not acceptable, please so indicate.

at Cardiac Intervention Orders

BID Meds

Uncoated Buffered ASA 325 mg PO 1 QD or 0 BID
Flavix 75 mg PO Q D
Calcium Channel Blocker: Verapamil - 20mg po BID Hold if HF
Lipid Lowering Agent: Simvastatin - 40mg po QD Hold if HF
Beta Blocker: Lopressor - 50mg po BID Hold if HF
Ace Inhibitor: Lisinopril - 20mg po BID
Diabetic Meds: None Specify
if diabetic, perform fingerstick BG, notify MD if BS <60

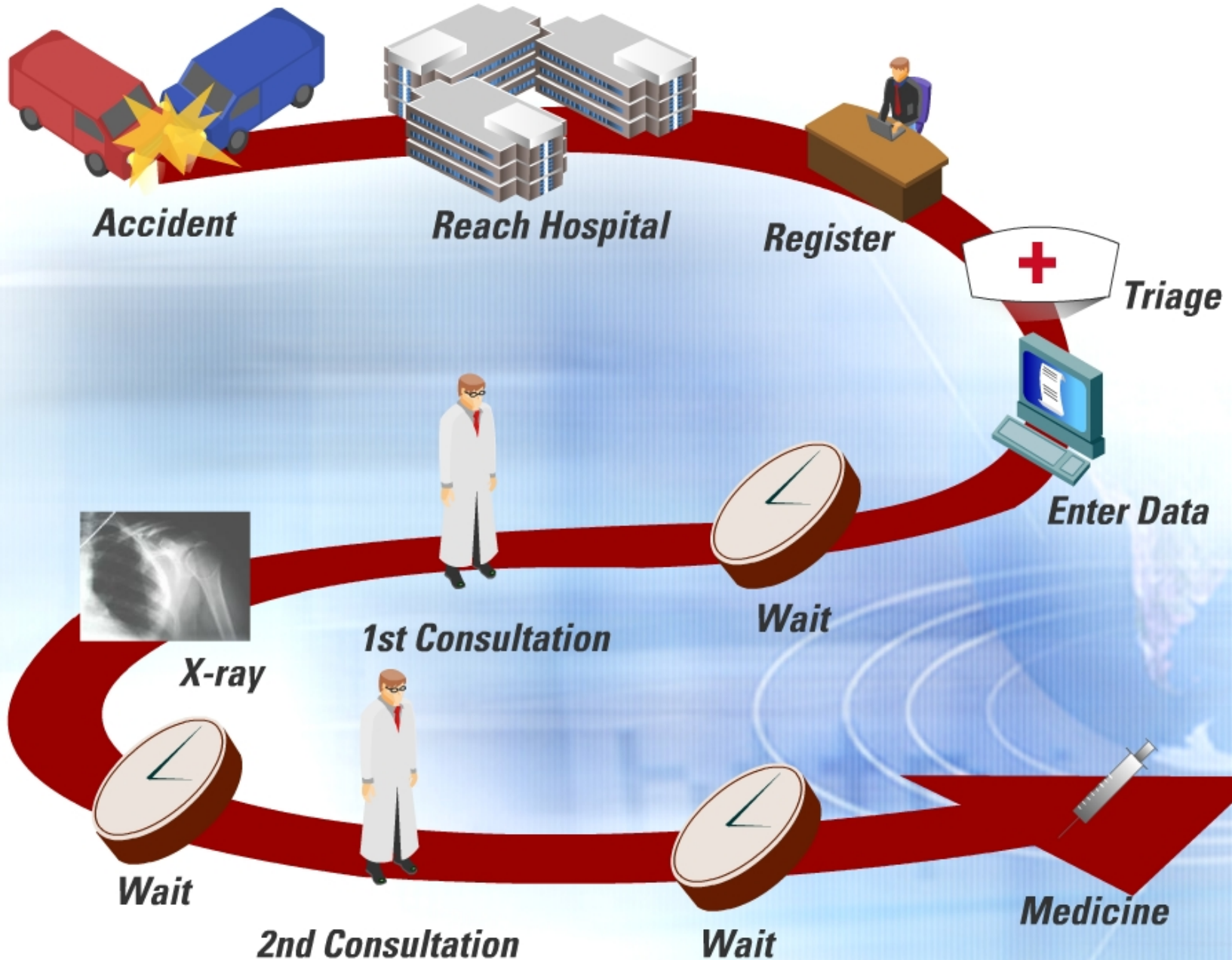
M Meds

NTG 0.4 mg SL q5 minutes x 3 doses prn chest discomfort.
pain unrelieved.
Flexeril 10 mg tab PO q 8H prn back pain or muscle spasm.

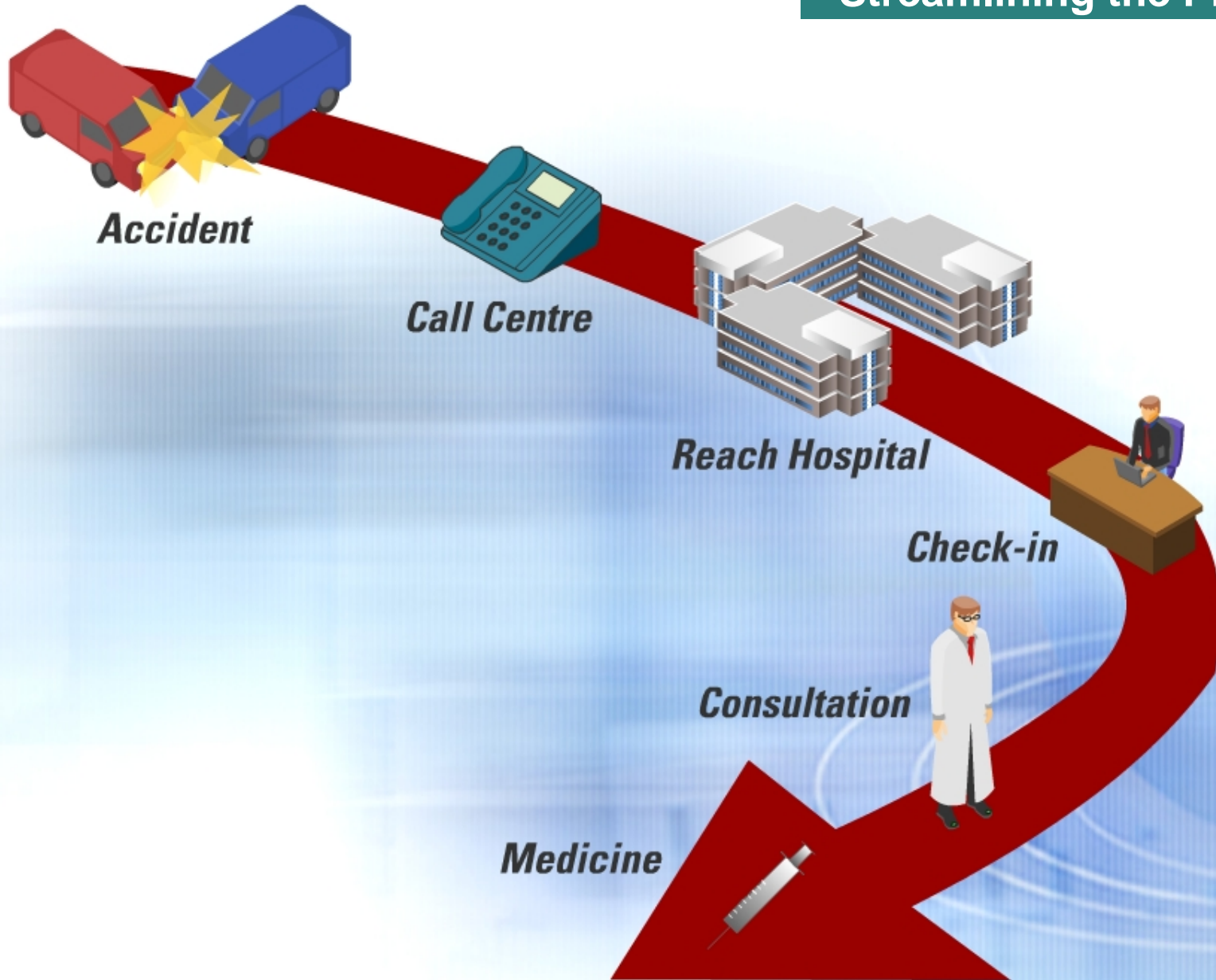
Orders to be Acknowledged - YELLOW, TEST F			
03-Jan-05 10:41	Requested By :	Berger, Jay S (MD)	Entered By : RN, FCH (RN)
	Moist Heat	03-Jan-05	Pending
07-Jan-05 12:44	Requested By :	Still, Sue (RN)	
	Aspirin tablet - , Dose=325 mg, PO, daily	07-Jan-05	Active
	Clopidogrel tablet - , Dose=75 mg, PO, daily	07-Jan-05	Active
	Metoprolol tablet - , Dose=25 mg, PO, bid	07-Jan-05	Active
	Lisinopril tablet - , Dose=2.5 mg, PO, bid	07-Jan-05	Active
	Nitroglycerin SL - , Dose=0.4 mg, Sublingual, Q5M, PRN, Chest Pain X3 Times	07-Jan-05	Active
	Cyclobenzaprine tablet - , Dose=10 mg, PO, q8h, PRN, back pain/muscle spasm	07-Jan-05	Active
	Amlodipine Besylate tablet - , Dose=2.5 mg, PO, bid	07-Jan-05	Active
	Pravastatin tablet - , Dose=40 mg, PO, pm	07-Jan-05	Active



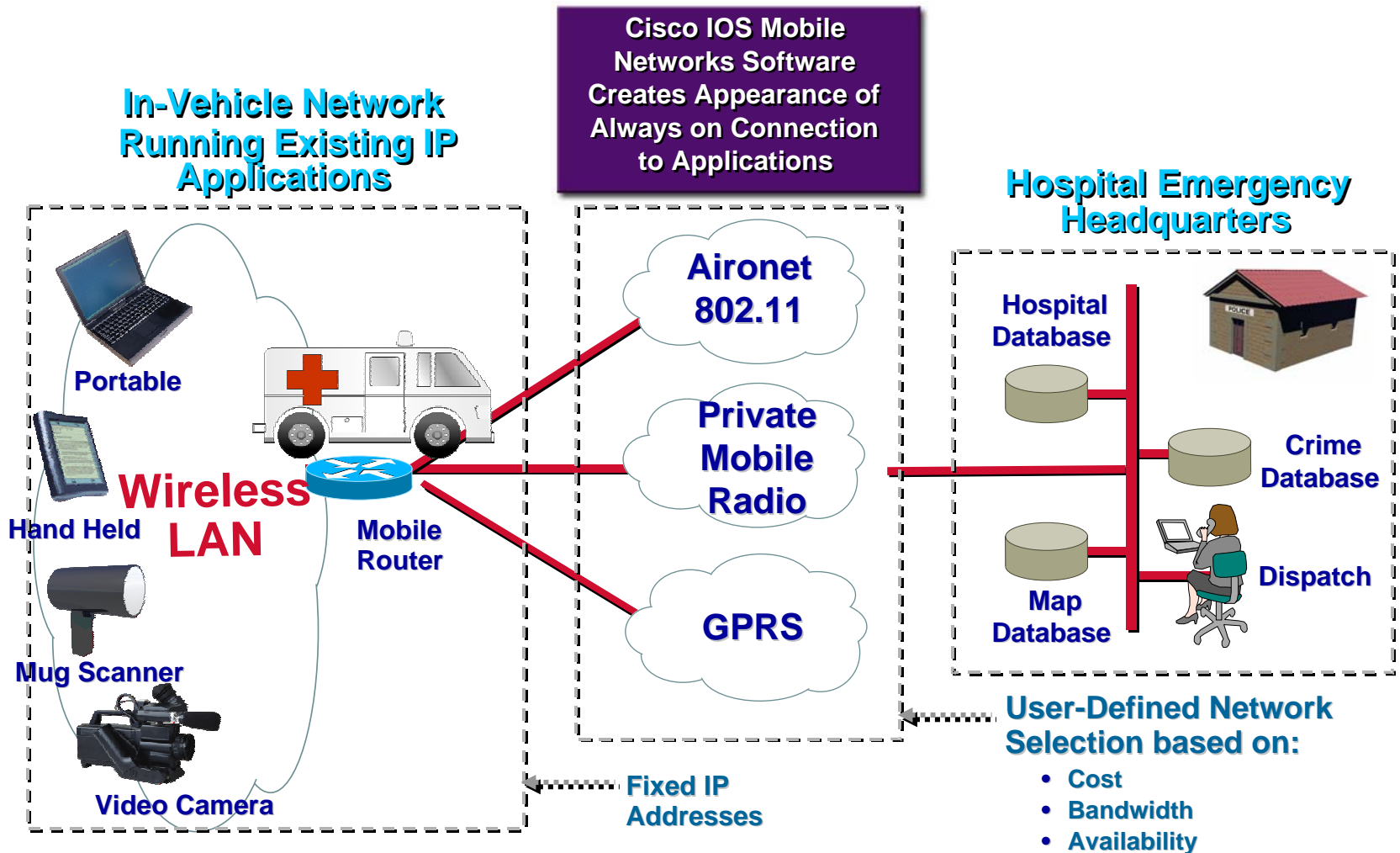
Hospital Mobile System



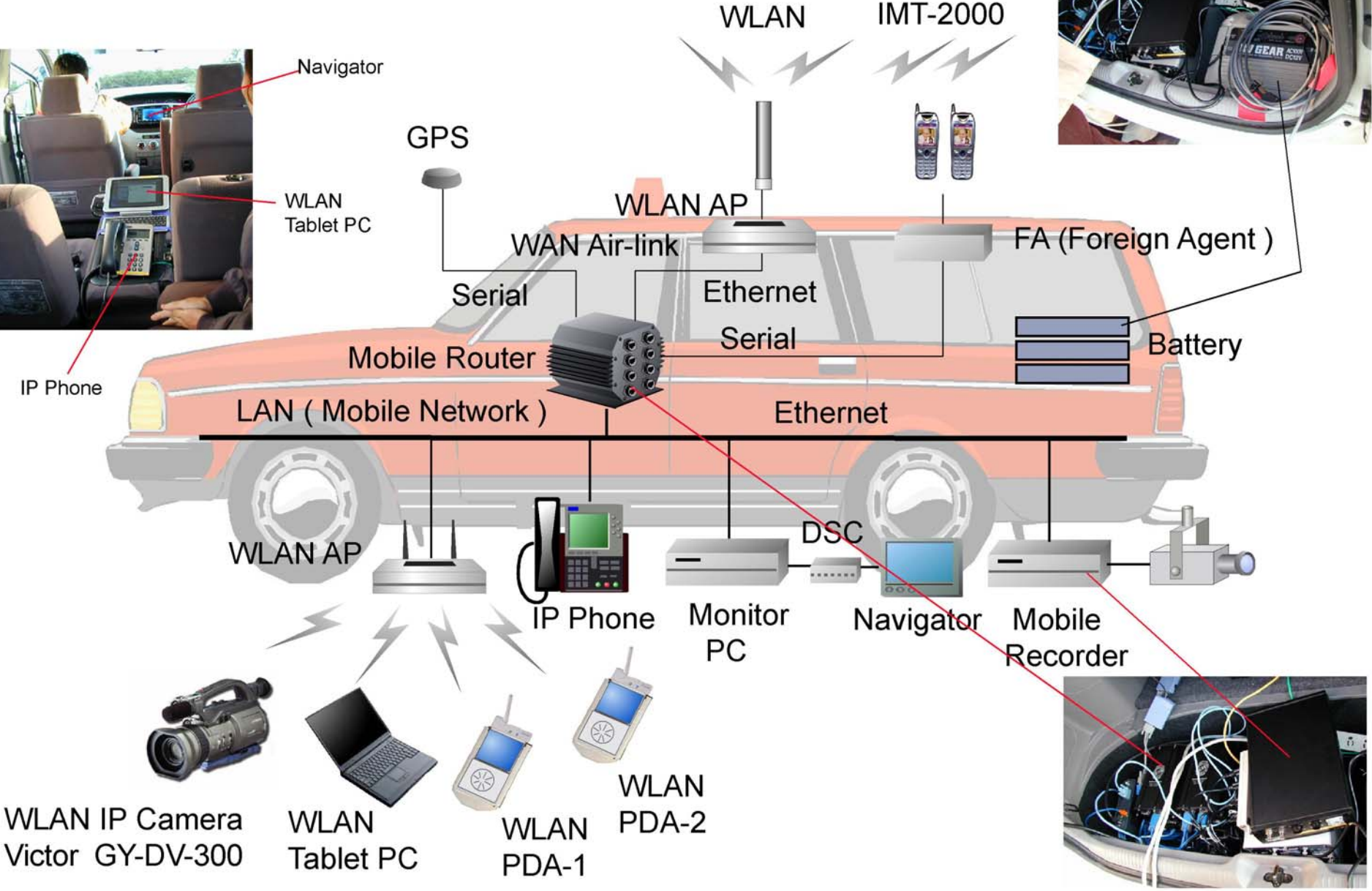
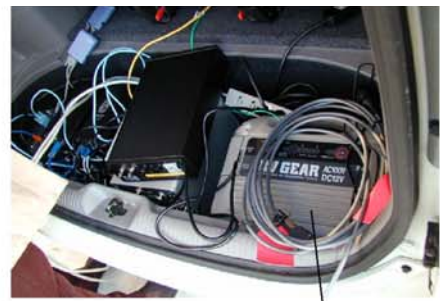
Streamlining the Process



Hospital Mobile Networking Solution

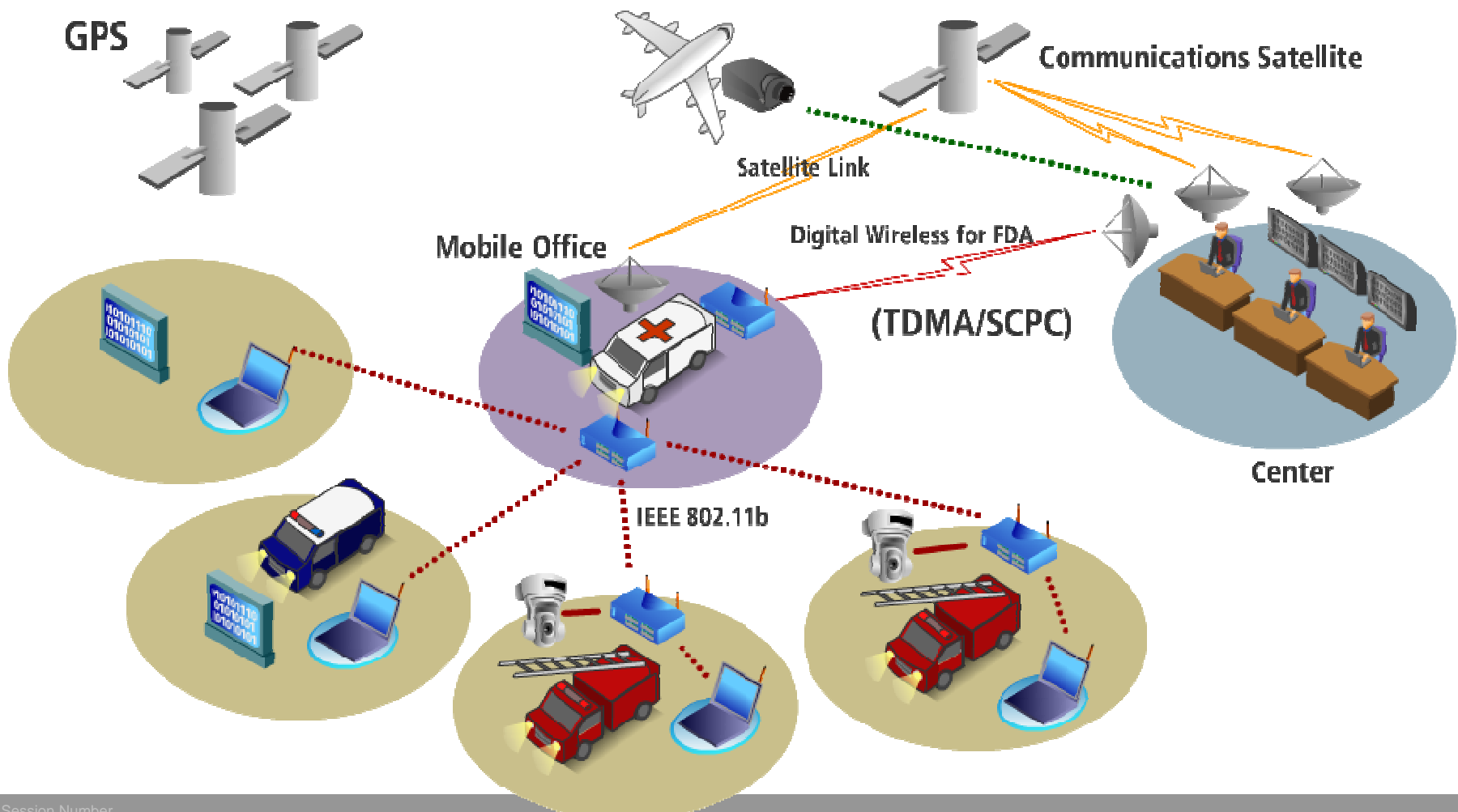


Demo for car side



The Spot Indication System

FDA SPOT INDICATION SYSTEM NETWORK (Mobile Office)







The spot Indication System 2

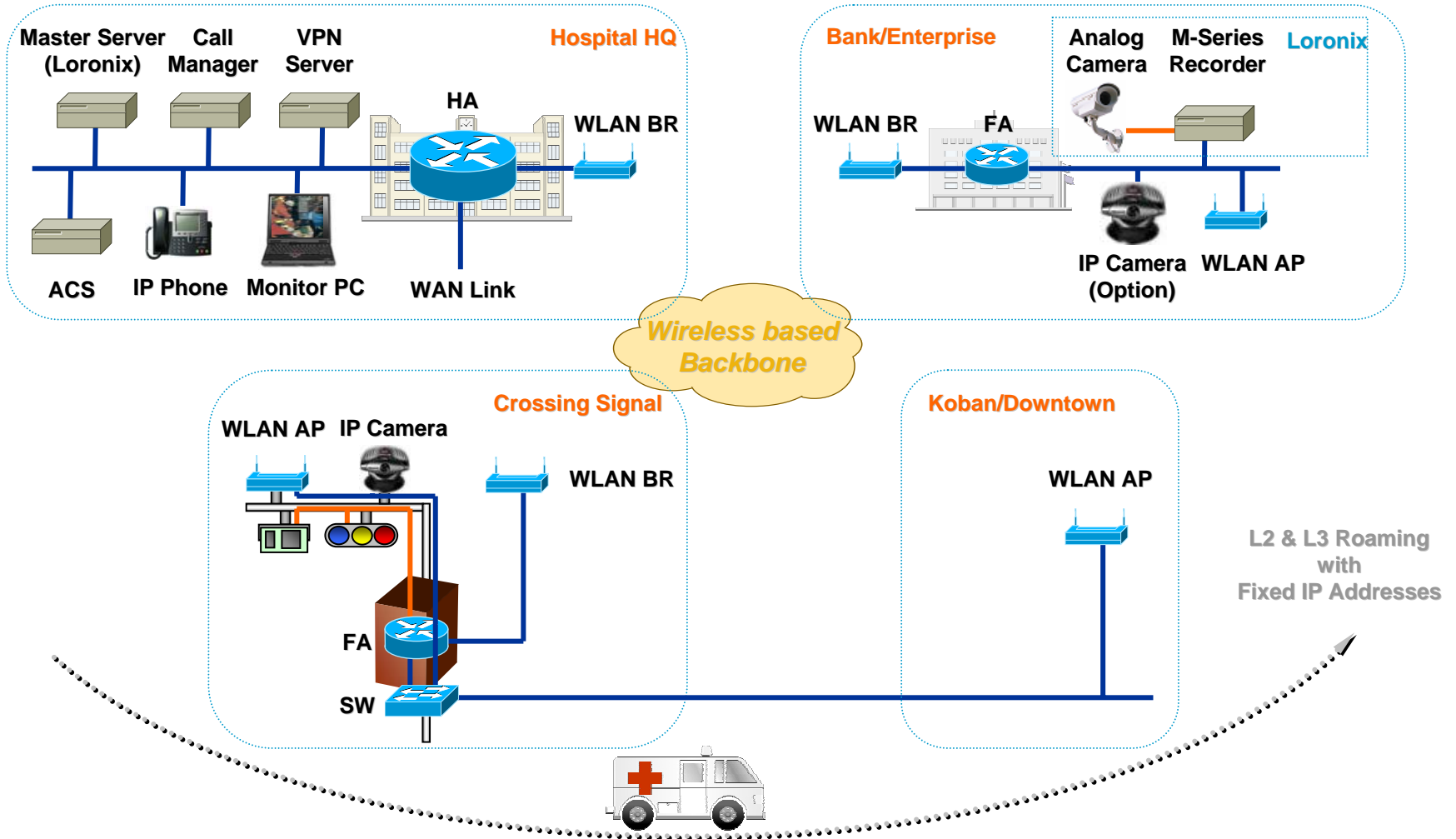
FDA spot Indication system network (Application)

- ✕ Fire spot
- ◆ Car for command
- ▲ Fire engine
- + ambulance
- Traffic jam phase 1
- ◎ Traffic jam phase 2
- Traffic jam phase 3



GPS Information	Wind information	hospital Info	Center Info	
				<p>Camera from Heri</p>  <p>↑ ↓ ← → + -</p>
				<p>Fire engine A</p>  <p>↑ ↓ ← → + -</p>
				<p>Fire engine B</p>  <p>↑ ↓ ← → + -</p>

Demo of Hospital Mobile system





CDC Solutions

Addressing the challenges our healthcare customers are facing today and into the future

[Back](#)

Aligned Clinical Environment (ACE)

Clinical and Research Collaboration

- Integration across disparate clinical, research, imaging, and departmental systems
- Analytics for research and clinical data
- Integration of genotype and phenotype data for Clinical Genomics

Disease Monitoring and Public Health Surveillance

- Automated quality/compliance reporting and clinical data sharing with Federal and State agencies like CDC, FDA, and CMS
- Monitoring of infectious disease outbreaks
- Real time disease monitoring for payers

Clinical Performance Improvement

- Integrated view of patient data across disparate (inter- and intra-enterprise) clinical systems
- Clinical quality and safety improvement (error reduction)
- Clinical performance benchmarking and efficiency improvement

Clinical Process Transformation

- Inter- and Intra-enterprise clinical process transformation
- Simulation / Modeling
- Cost modeling
- Lean / Six Sigma process improvement methodology

Clinical Genomics

Healthcare Collaborative Network (HCN)

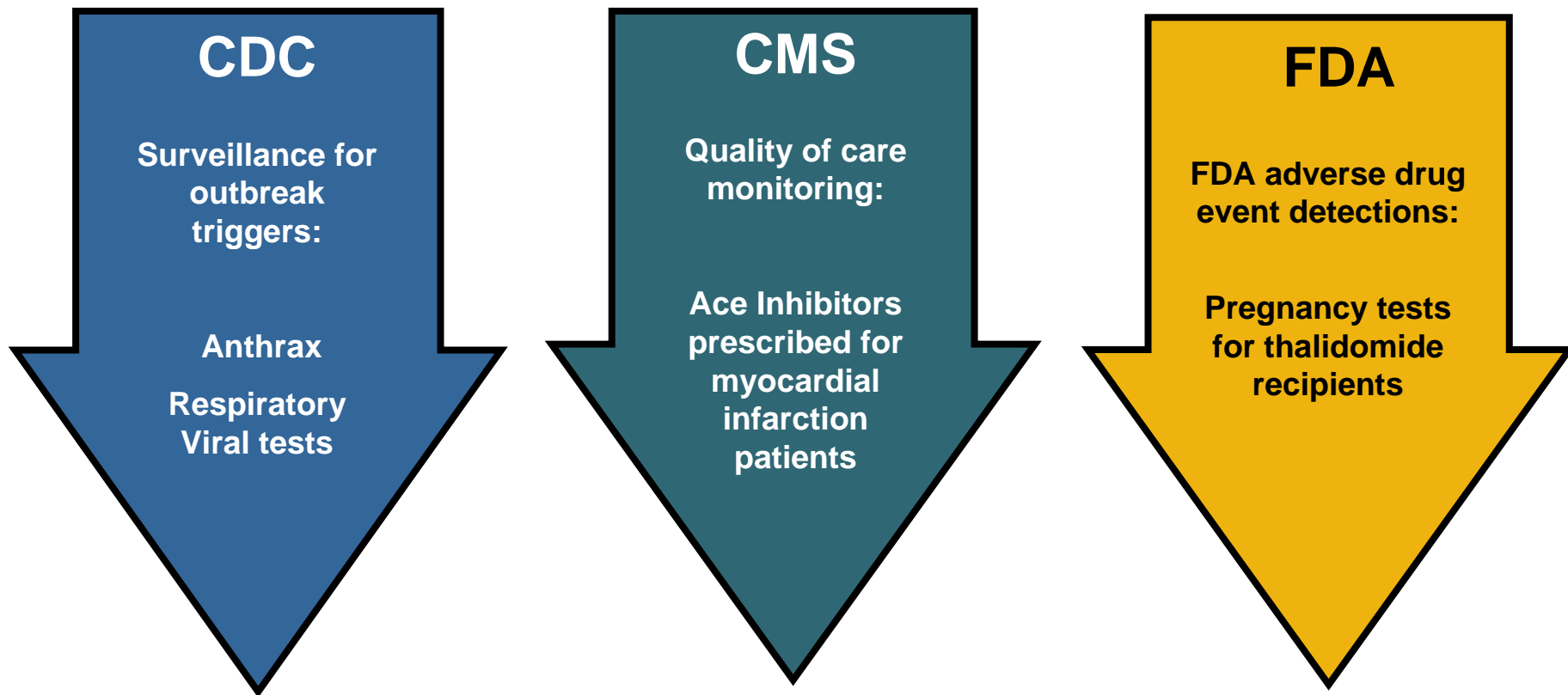
Business Analytics and Data Warehousing

Healthcare Enterprise Portal / Point of Care

Safe and Lean Hospital

Agencies have identified data elements to test during the demonstration that enable fast detection of health risks, and that, ultimately, enable improved care delivery

Selected data element examples requested for the HCN demonstration project by Agencies



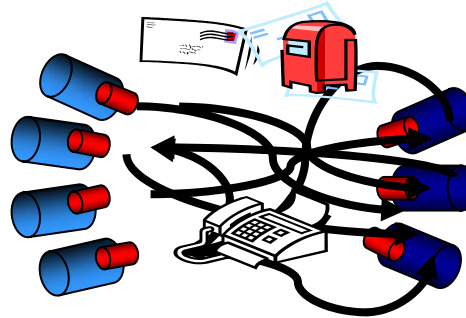
HHS has recently issued requirements for all federal agencies to follow health information exchange standards, which are already in use by most healthcare providers

The HCN Enables Improved Operating Efficiency and Rapid Response to Health Risks

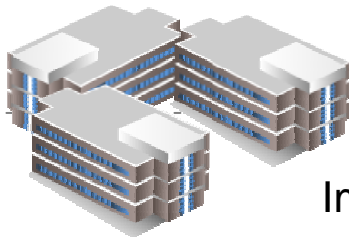
Disease Monitoring and Public Health Surveillance

Today

Hospitals
and Other
Providers of
Care

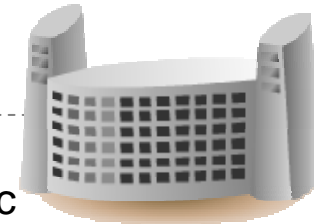


Health
Agencies,
Health Plans
and others
who need
clinical data



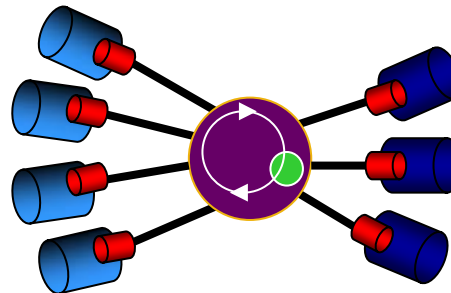
MGN

Improving the Healthcare Data Dynamic



Future

Hospitals
and Other
Providers of
Care

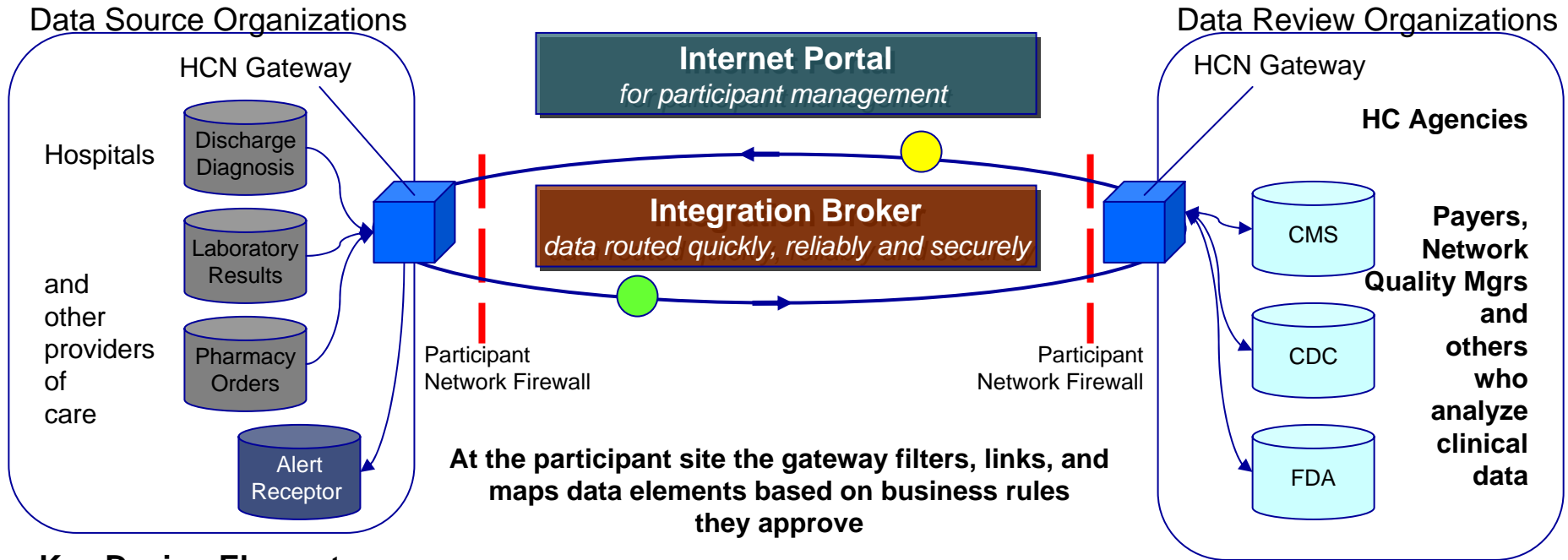


Open standards two way message flow

Health
Agencies,
Health Plans
and others
who need
clinical data

The HCN Architecture Leverages Open Standards and is Flexible and Scalable

Disease Monitoring and Public Health Surveillance



Key Design Elements

- HCN uses existing data available in most provider settings (ICD, CPT, LOINC, NDC via HL7)
- Data Review Organizations request data
- Data Source Organizations approve Reviewers' requests for data
- Solution will be compliant with HIPAA regulations and transmit non-directly identifiable data; and meets highest security standards around authentication and encryption
- The system uses open standards and a non-proprietary implementation approach

Clinician Connection Suite



Why? - Customer

Healthcare Concerns

Patient Safety & Quality

Cost Challenges
Cost Pressures

Patient Satisfaction

Staff Satisfaction

Regulatory Compliance

Organization Responses

Investing in IT

Customer Service Initiatives

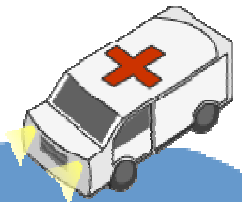
Workforce Recruitment & Retention

Process Re-Engineering

Process Integration & Automation

=

Clinician Connection Suite



Clinician Connection Suite: What is it?

Clinician Connection Suite

Multi-party solutions that **integrate** Cisco's IP Communication products and real-time location services to optimize workflow, improve staff productivity, enhance service quality and quality of care.

Nurse Call & Patient Monitoring

Integrates leading Nurse Call systems and Patient Monitoring Devices to provide real-time alerts with patient location information and direct communication between the patient and mobile staff

Real-Time Location Services

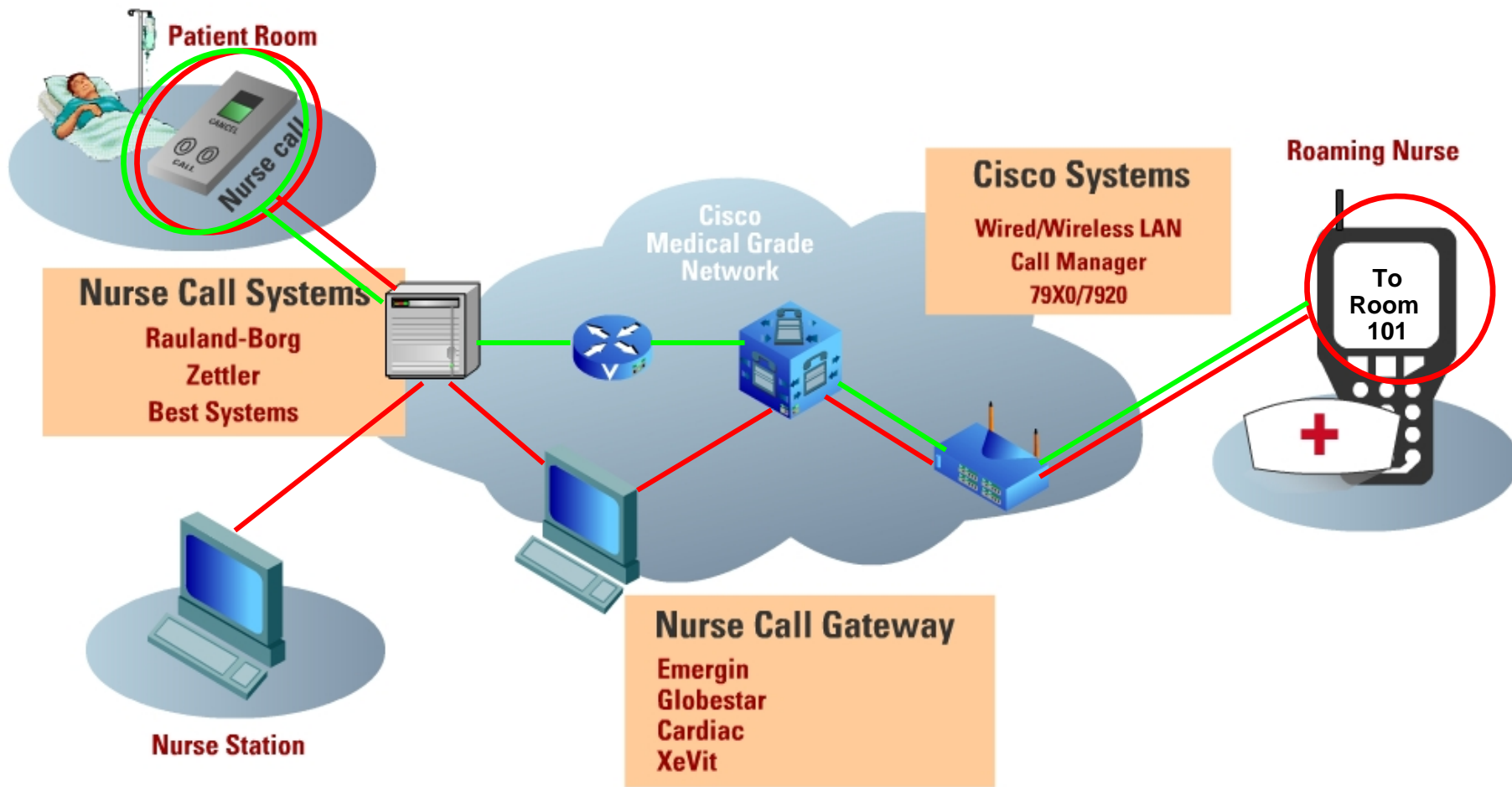
Provides real-time location services for 802.11 devices and any active RFID tag across a Cisco WiFi network

Collaborative Care

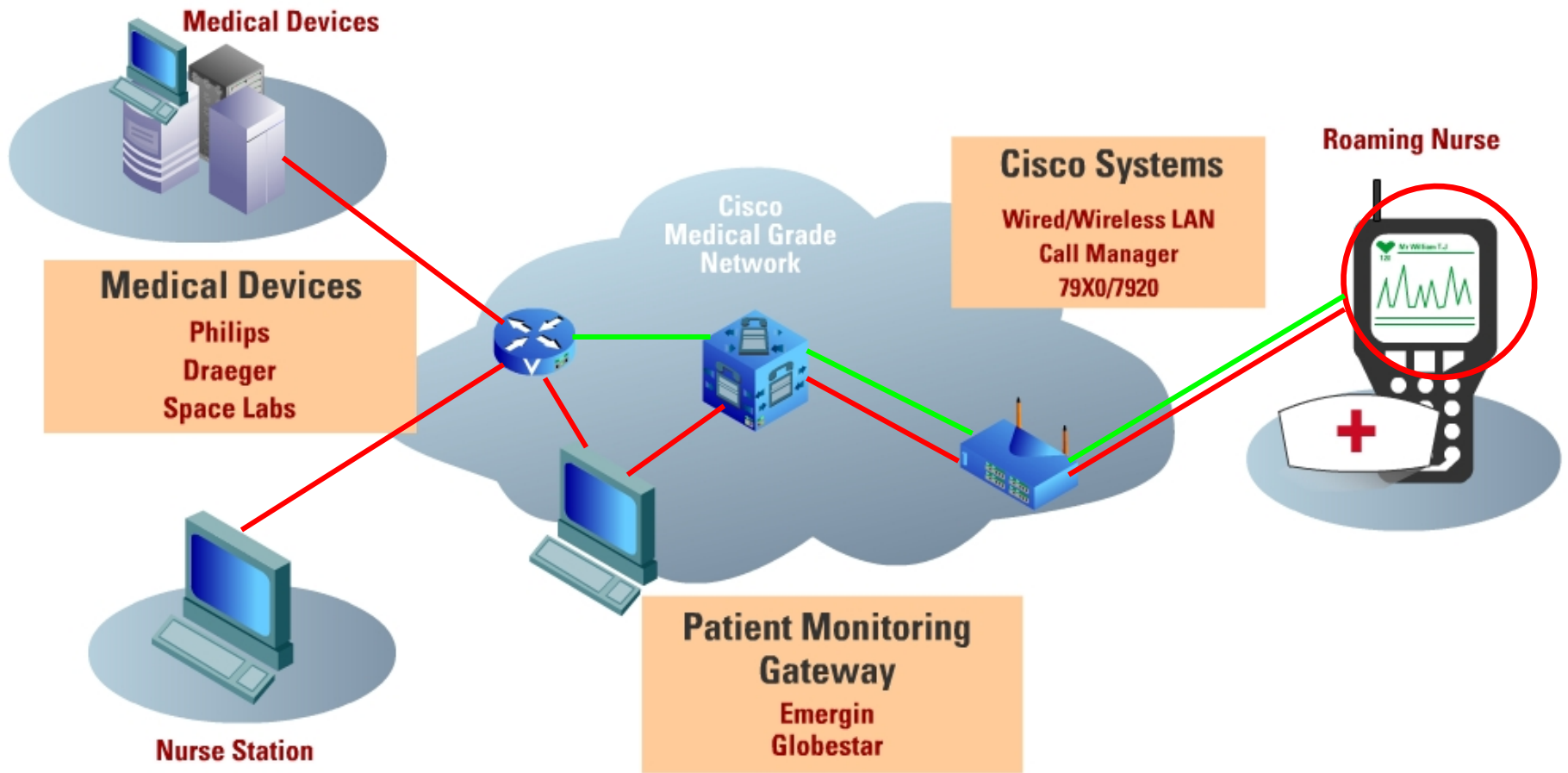
On demand audio and video conferencing

Medical Grade Network

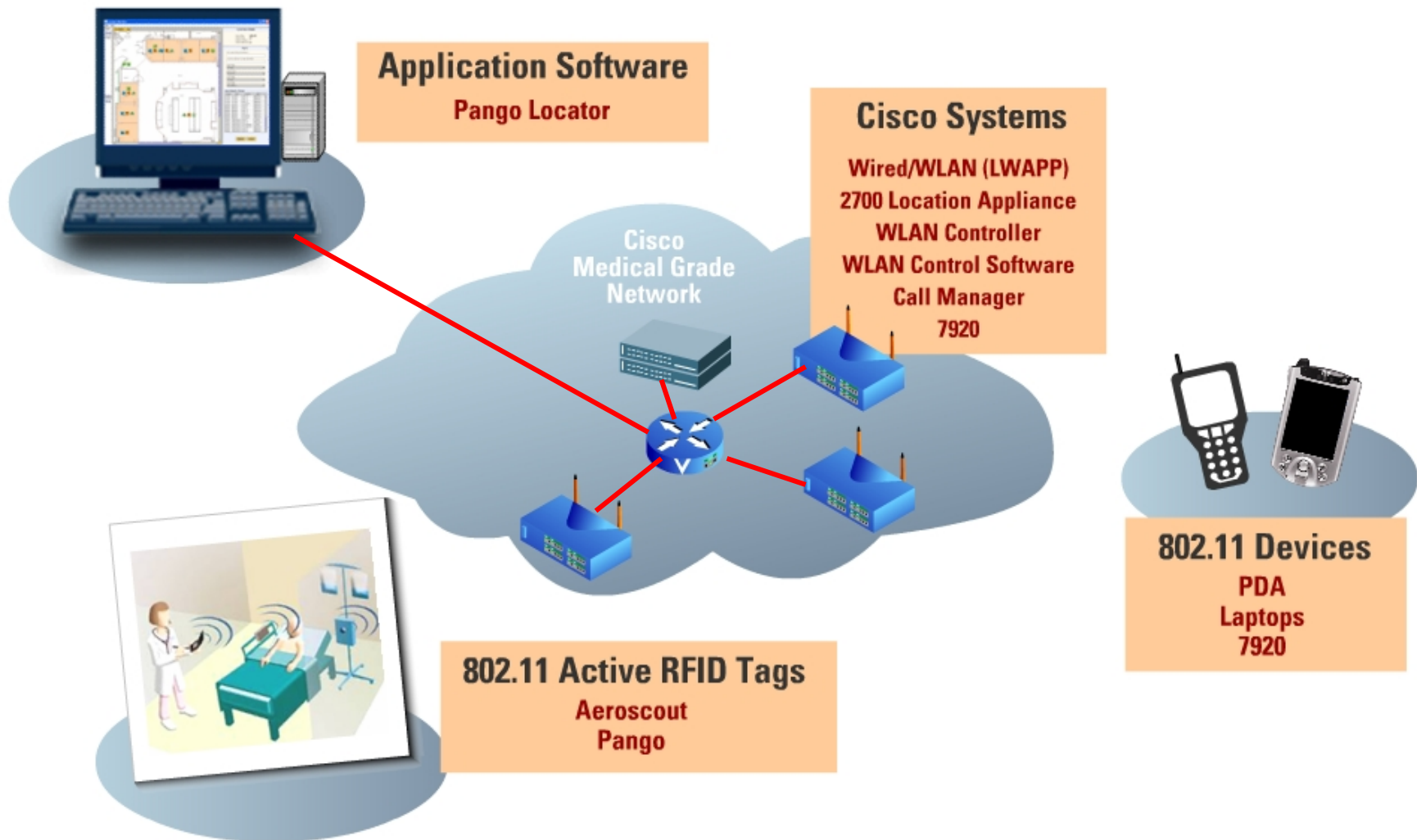
Nurse Call



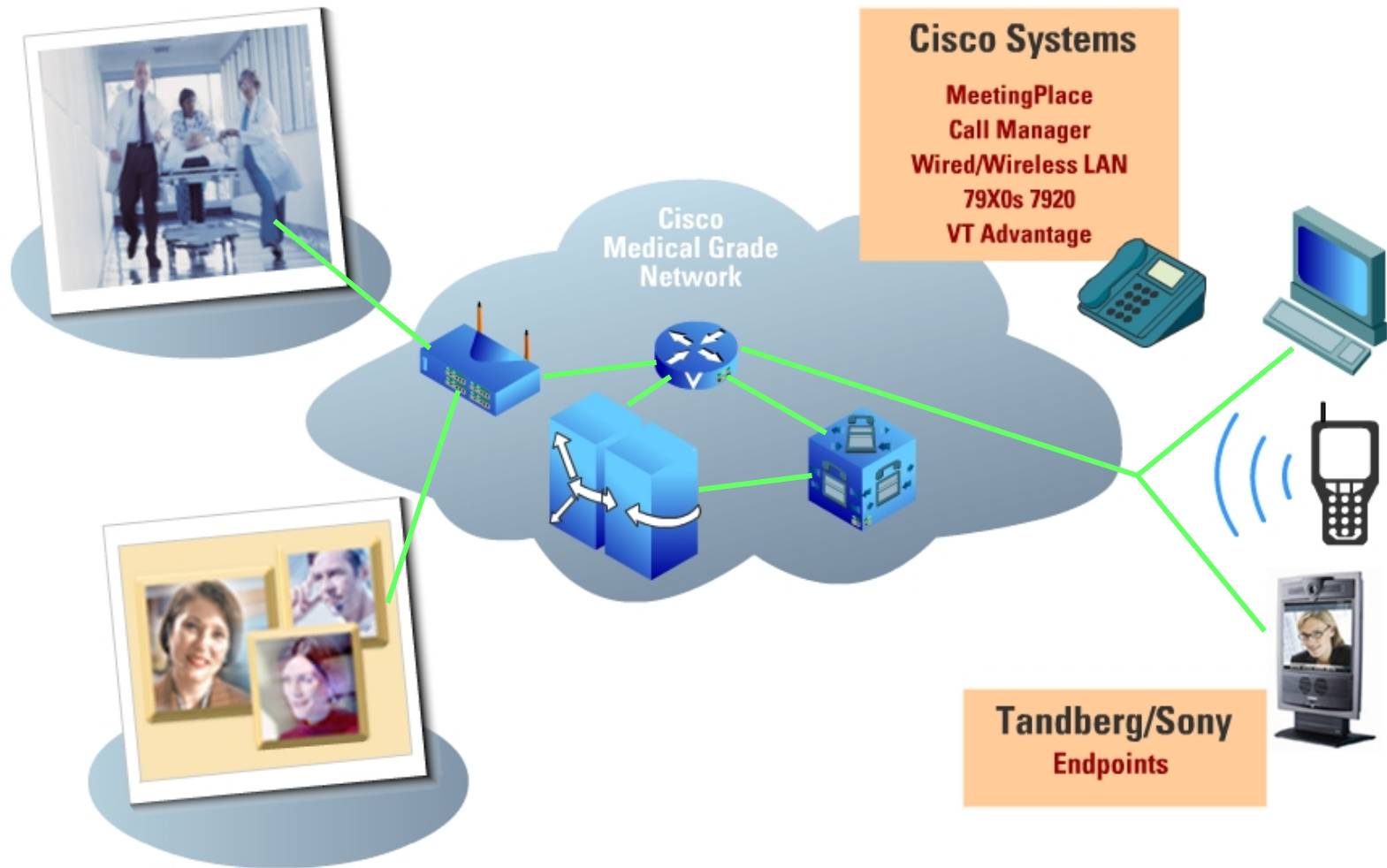
Patient Monitoring



Real-Time Location Services



Collaborative Care



Customer References



Our Customers Engagement



St Andrew's Community Hospital



LANDSPÍTALI
HÁSKÓLASJÚKRAHÚS

Shanghai Ruijin Hospital



the children's
hospital at Westmead



Yongsei University Medical Centre



**BECAUSE THE FUTURE
IS MORE EXCITING THAN
THE PAST.**

