



# The New Face of Business Communications...



Gary Coman  
CTO, Cisco Systems, Asia Pacific

# Where Have We Been

- 2004 – Conrad Hotel – IP Telephony
- 2005 – Sheraton Hotel – IP Communications
- 2006 – Westin Hotel – Unified Communication
- 2007 – Grand Hyatt Hotel

**Welcome to the Human Network**  
**The New Face of Communications**

# Time Magazine Person of the Year 2006: You.



“Yes, you.  
You control the Information Age.  
Welcome to your world.”

“For seizing the reins of the global media...  
Founding and framing the new digital democracy...  
Beating the pros at their own game”

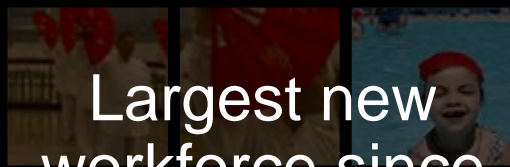
# Welcome the Millennials



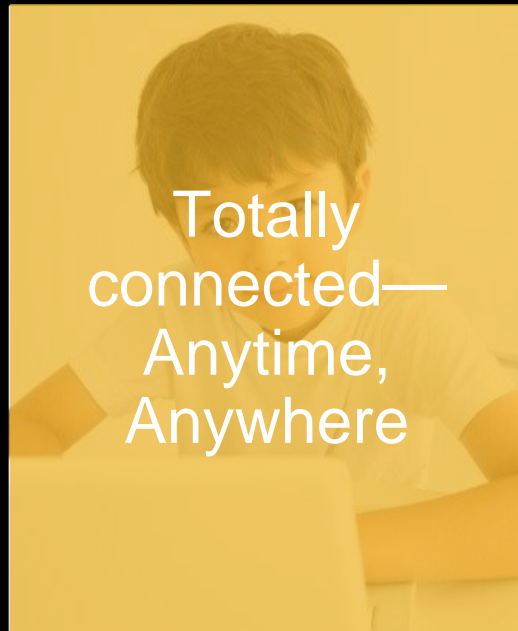
Social Networkers,  
Collaborators



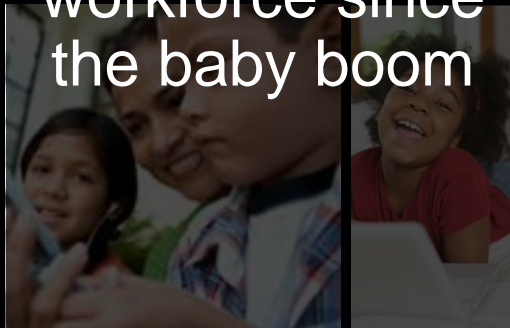
Real-Time  
Communicators



Largest new  
workforce since  
the baby boom



Totally  
connected—  
Anytime,  
Anywhere



Multi-Cultural,  
Global



The video  
generation



# Business In Transition



One Time  
Zone,  
Real-time



Mobility and  
Uniformity of  
Experience



Working  
Moments



Security and  
Surveillance



New and  
Changing  
Regulations



Business  
Continuance

Welcome to a network where there is a new way of communicating...



## Cisco Unified Communications

### *A New Way of Communicating*



welcome to  
the human network.



# Characteristics of this distributed network communications

## Virtualized

anytime, anywhere, any device

## Media Rich

data / voice / video / mobility

## Open

everything speaks a common language

## Simple

ease of use / installation

## Safe

identity protection, viruses, etc.



# A Communications Session



Session View Contacts Communication Help

**Andrea Kelly**

Available Desk Phone

Contacts

Recent View All

	Caller ID	Date/Time
+ 📞	Darien Jack...	Today 2.30pm
+ 📞	Mike Contre...	Today 1.15pm
+ 📞	415 345 1232	Today 12.13p.
+ 📧	Karen Harvey	01/03/05 1.5...

Events

Search Directory

Enter Search Text Here



Sametime Connect - Rick Moran

People Meeting Options Help

My Team

- Alec Henderson
- Alex Hadden-Boyd
- Ann Swenson
- Carol Guerard
- Dalia
- Elizabeth Wether
- Fran Blackburn
- Iain Campbell
- Jeanne Quinn
- Joan McIsaac-Colores
- Julie O'Brien
- Lairna Frank
- Lindsay Hiebert
- Marlowe Fenne
- Michael Fratesi
- Rick Moran
- Rob Lopez
- Roger Farnsworth
- Sean O'Connell
- Steve Anderson
- Vickie McGovern

Other Folks

- Overseas
- Senior Team

1 Am Active

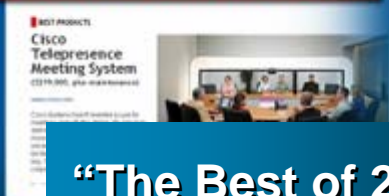
Kevin Chestnut is now away

# Telepresence: Converging all forms of human expression



Helping Companies Become “Green”

**BusinessWeek**



“The Best of 2006”

Helped Cisco cut 1B miles of annual air travel by 20%

Reduced overall company emissions by 10%

Better customer service, improved quality of life

# Today: Integrated Content, Anytime, Anywhere...



Data **AND** Voice **AND** Video

Breaking down the walls  
between different kinds  
of communication



...On Any Device



***The World is Your Office***



# Mobility

Single and Dual Mode Cellular Phones



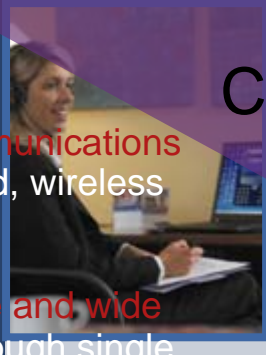
Wireless IP Phones



Laptops with wireless



In-Field Support



## Communications

- Ubiquitous Unified Communications experience through wired, wireless and cellular devices



Bridge enterprise and wide area mobility through single number reach

- Improve efficiency by accessing information anywhere removing return to central office
- Improve productivity and efficiency by reaching the right resource the first time

- Increase speed of response to unplanned schedule changes and resources anywhere
- Access critical applications

- Maximize direct customer interaction and remove proxies

- Accurately enter information at the point of service

Insight



# Defining an Effective User Experience

Consistency

Flexibility

Quality

Integrated Network,  
Application & Device

Quality of Experience  
Customizable



# Unified Communications Futures



# Anatomy of a Web 2.0 Mashup

The image illustrates a web mashup combining Craigslist and Google Maps. On the left, the Craigslist interface is visible, showing a search for properties in Hawaii. A search result for a property is highlighted with a callout box. The callout box contains the following text:

[\\$1750 / 2br - Available Immediately](#)  
[Ala Wai Blvd.](#)

Below the text are four small images showing the interior and exterior of the property. The background is a Google Map of Honolulu, Hawaii, showing streets like Ala Wai Blvd, Kapiolani Blvd, and various schools and parks. The map is overlaid with the Craigslist search results, demonstrating how data from one service is integrated into another.

# Unified Communications Mashup

**Andrea Kelly**  
Session View Contacts Communication Help  
Available Desk Phone  
Contacts View All  
Reachability Preferred  
Robert Frank  
Mike Contreras  
Kim Hansen  
Debbie Pattison  
Recent 2 1  
Events  
Search Directory  
Enter Search Text Here

**Robert Frank**  
Status: Available  
Preferred: Phone

**Mike Contreras**  
Status: Available  
Preferred: Email

**Debbie Pattison**  
Status: Busy  
Preferred: Phone

**Kim Hansen**  
Status: Available  
Preferred: Email

Robert Frank 0:33  
Debbie Pattison 0:05  
Andrea: On a call. Have a quick question for you.  
ve a quick question for you.

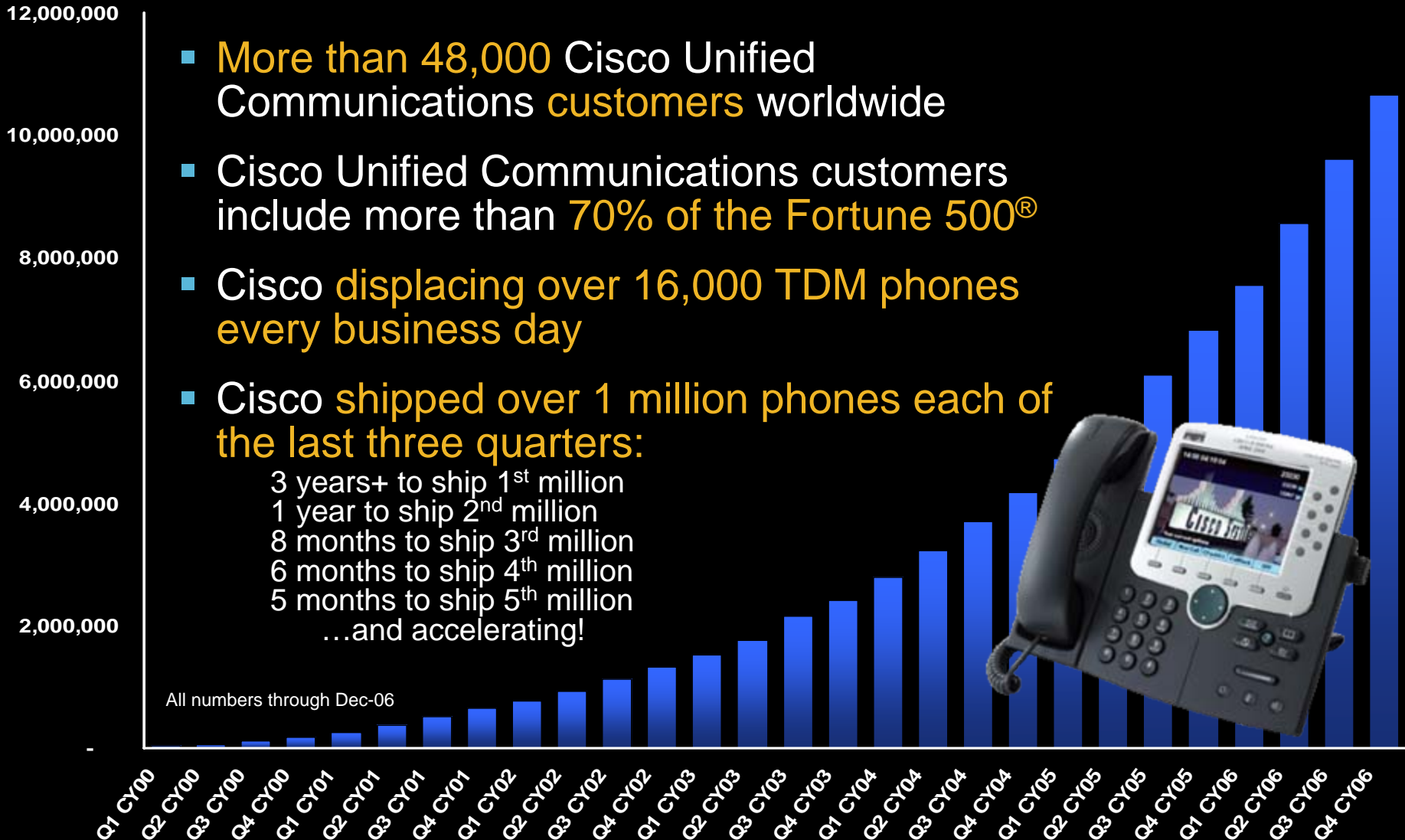
500 km  
© 2006 Google - Map data © 2006 NAVTEQ™ - Terms of Use  
© 2007 Cisco Systems, Inc. All rights reserved. Cisco Confidential

# Over 10 Million Cisco IP Phones Sold

- More than 48,000 Cisco Unified Communications customers worldwide
- Cisco Unified Communications customers include more than 70% of the Fortune 500®
- Cisco displacing over 16,000 TDM phones every business day
- Cisco shipped over 1 million phones each of the last three quarters:

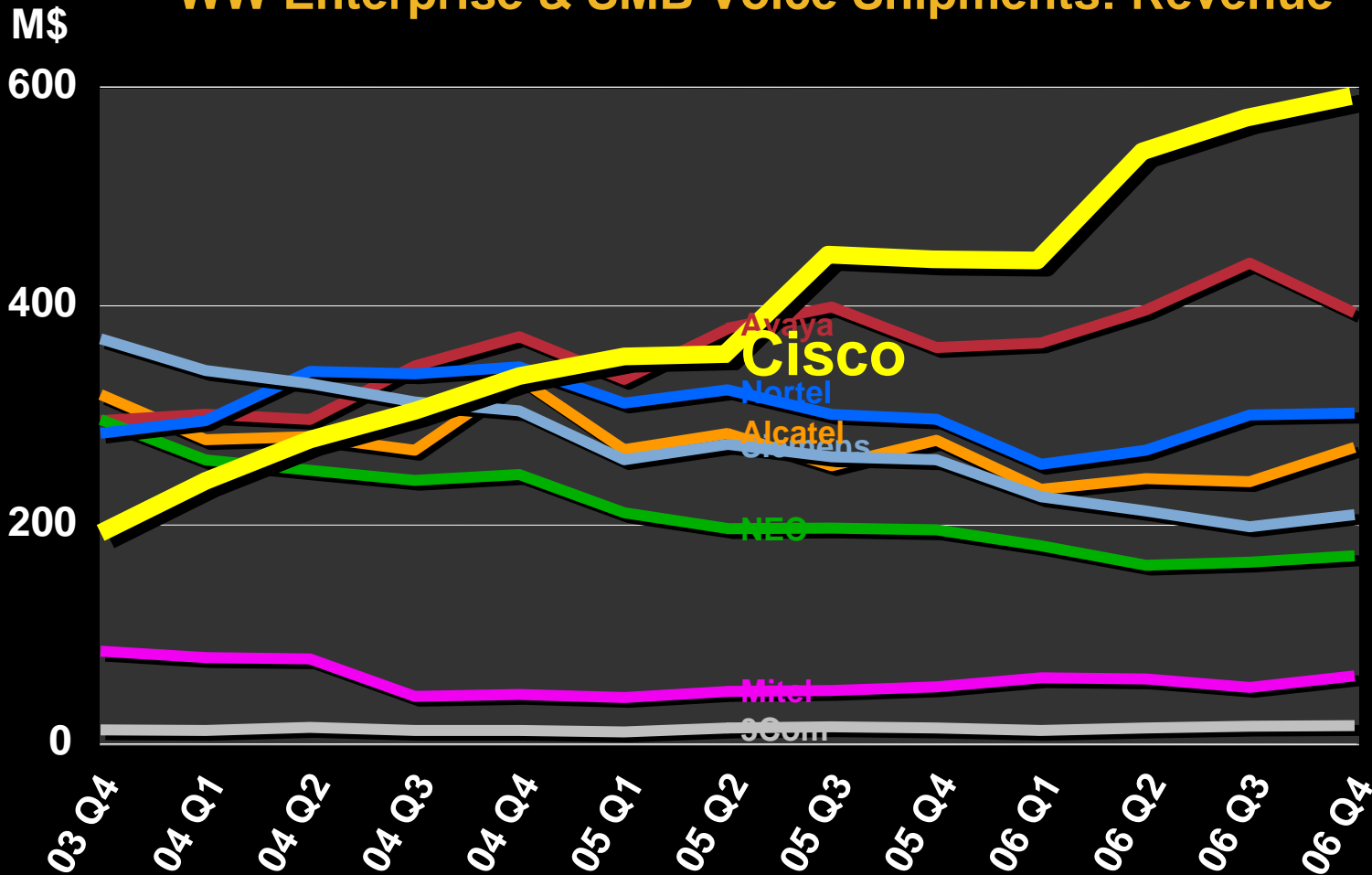
3 years+ to ship 1<sup>st</sup> million  
 1 year to ship 2<sup>nd</sup> million  
 8 months to ship 3<sup>rd</sup> million  
 6 months to ship 4<sup>th</sup> million  
 5 months to ship 5<sup>th</sup> million  
 ...and accelerating!

All numbers through Dec-06



# WW Enterprise & SMB Voice Revenue per Synergy Research Group—Q4 CY06

## WW Enterprise & SMB Voice Shipments: Revenue



Source: Synergy Research Group, 2006



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