



Cisco Expo  
2008

## Tümleşik İletişim Uygulamaları- II Konferans Çözümleri



**Barış Kayı, Cisco Systems**



Cisco Expo  
2008

# Cisco Unified Videoconferencing 5.5 Solution Overview



# The Importance of Visual Interaction

## A Person Remembers...



**20%**  
**of What**  
**They Hear**



**30%**  
**of What**  
**They See**



**70%**  
**of What**  
**They See**  
**and Hear**

Important traffic

- 30% of brain's cortex devoted to vision, 3% for hearing
- More than 60% of communication is non-verbal

Sources: Human Productivity Lab 2006  
Pearn Kandola: *The Psychology of Effective Business Communications in Geographically Dispersed Teams* 2006

# Cisco Conferencing & Collaboration Solutions

## Addressing Multiple Usage Scenarios

### Scenario – Ad-hoc

Frequency: Moderate

#### Key Capabilities:

Voice, video & Web  
Presence, telephony  
integration

### Scenario – Everyday Meetings (Project, Customer)

Frequency: High

#### Key Capabilities:

Voice, Video (desktop, room), Web  
Meeting management  
Simple setup & Attend

### Scenario – Face to Face Meeting

Frequency: Low -  
Moderate

#### Key Capabilities:

High-definition video  
Rich audio



## Capabilities – Richness of User Experience

# Cisco Unified Videoconferencing

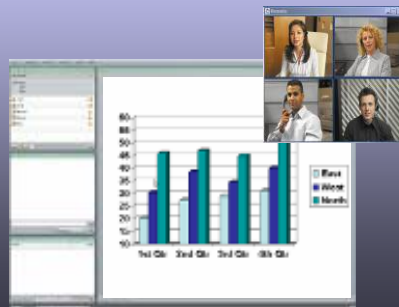


# Cisco Unified Videoconferencing

## Complete Unified Communications Video Infrastructure

- Desktop to HD to TelePresence
  - Multi-protocol for broad interoperability
  - Exceptional experience optimized for each attendee
- High quality & High capacity for High Definition (HD)
  - Scalable and cost-effective
- Modular, distributed, intelligent solution

### Voice, Video & Web Conferencing



### Traditional Videoconferencing (SD and HD)



### Multiparty Video Telephony



### Cisco TelePresence Interoperability



# Cisco Unified Videoconferencing

## Solution Components

- Unified Videoconferencing 3515  
Multipoint Control Unit (MCU)
- Unified Videoconferencing 3522, 3527  
Gateways  
H.320 to H.323
- Unified Videoconferencing 3545  
Multipoint Control Unit  
H.320 to H.323 Gateways  
Enhanced Media Processor
- Unified Videoconferencing Manager  
Scheduling, management, virtualization,  
reporting

**Multi-function modular or  
Single-function compact  
configurations**



# Cisco Unified Videoconferencing 5.5

## Overview – What's New

- High definition (HD) and standard definition (SD) interoperability
- HD (720P) continuous presence
- Cisco TelePresence Interoperability
- Security enhancements
- Desktop video and streaming
- Available March 2008



# Desktop to HD to Telepresence

## Optimal Experience for All Users

- Multi-protocol for broad interoperability
  - SIP, H.323, SCCP Support
  - Desktop and Room-based systems
  - Standard definition (SD) and High definition (HD) support
  - Will integrate with Cisco TelePresence (Future – Q2CY'08)
- Exceptional experience optimized for each attendee
  - All endpoints connect at maximum available quality level
  - Continuous presence for HD



# CUV MCU 3515 Port Capacities

|                                                                      | <b>MCU 3515-12</b><br> | <b>MCU 3515-24</b><br> |
|----------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|
| <b>Audio Only</b>                                                    | <b>72</b>                                                                                                 | <b>72</b>                                                                                                 |
| <b>SD Standard Rate (384k and below)</b>                             | <b>24</b>                                                                                                 | <b>48</b>                                                                                                 |
| <b>SD High Rate<br/>or HD Switching Only<br/>(768k up to 2 Mbps)</b> | <b>12</b>                                                                                                 | <b>24</b>                                                                                                 |
| <b>HD/SD Fully Processed<br/>(Up to 2 Mbps)</b>                      | <b>4</b>                                                                                                  | <b>16</b>                                                                                                 |

# CUV 3545 Port Capacities

|                                                | Single 3545 Chassis |         |                    |                     |                     | Dual 3545 Chassis   |                       |  |
|------------------------------------------------|---------------------|---------|--------------------|---------------------|---------------------|---------------------|-----------------------|--|
|                                                | 1 MCU               | 4 MCU's | 1 MCU + 1 EMP card | 1 MCU + 2 EMP cards | 1 MCU + 3 EMP cards | 1 MCU + 4 EMP cards | 2 MCU's + 6 EMP cards |  |
| Audio                                          | 96                  | 384     | 96                 | 96                  | 96                  | 96                  | 192                   |  |
| Standard rate SD video (up to 384Kbps)         |                     |         | 48                 | 96*                 | N/A**               | N/A**               | 144*                  |  |
| High rate SD or switched HD (768K up to 2Mbps) |                     |         | 24                 | 48*                 | 72*                 | 96*                 | 144*                  |  |
| Fully processed HD/SD (up to 2Mbps)            |                     |         | 16                 | 32*                 | 48*                 | 64*                 | 96*                   |  |

**SD = Standard Definition = QCIF, CIF and 4CIF resolutions with 4:3 aspect ratios**

**HD = High Definition = 720p resolution with 16:9 aspect ratio.**

**\*Cascading EMPs to scale conferences will consume 1 High Rate port per EMP**

**\*\*Same as 1 MCU + 2 EMP: you cannot have more video ports than audio ports (96 max per MCU)**

# Unified Communications Support



# Multiparty Video Telephony

## Impromptu Conferencing for Cisco Unified Communications Manager Video Telephony

- Ad-hoc videoconferencing
- H.323, SIP, SCCP support
- Initiate from SCCP device or Cisco Unified Personal Communicator
- Unified call control and dial plan across SCCP, SIP & H.323 devices



# Cisco TelePresence Interoperability

## Cisco TelePresence Systems



**CTMS**

**Unified  
Videoconferencing**

**Available  
now!**

## Traditional Video Endpoints

- All SIP, H.323, SD & HD
- Cisco UC Clients



- Cisco TelePresence Multipoint Switch (CTMS) and Cisco Unified Videoconferencing MCU **both** required
- Fully interactive participation for all participants
- CTMS connects to Unified Videoconferencing MCU to create a single conference

# Unified Videoconferencing Manager 5.5



# Cisco Unified Videoconferencing Manager 5.5

## Overview

**Manage, scale and use videoconferencing resources more effectively**

### Cisco Unified Videoconferencing Manager

#### Resource Manager

- Schedule and Reserve Resources
- 'Virtual MCU' scalability
- Conference Control
- Personal "meet-me" video
- Call Detail Reports
- User Management / Directory integration

#### Network Manager

- Network Device Mgmt
- Auto-detection of elements
- Network map
- Alarm and trap collection, forwarding
- Log collection

#### Desktop Video

- Interactive desktop videoconferencing
- Live conference streaming
- Scalability

**New in v5.5**

# Unified Videoconferencing Manager 5.5

## Overview – What's New in version 5.5

- New Desktop Video Component

Interactive - extend full video conference participation to any PC with a web cam

Firewall friendly for use inside or outside the corporate network

Streaming – Non-interactive, live viewing of video conference streams

Requires Unified Videoconferencing MCU 5.5 and Unified Videoconferencing Manager 5.5

- New Features for Resource Manager Component

Support for new HD CP Services on MCU v5.5

Support for new Desktop/Streaming scheduling

# Unified Videoconferencing Manager 5.5

## Overview – What's New in version 5.5

### Extend Video Conferencing Reach and Impact

#### Desktop Video

- Interactive attendance
  - Extend conference to any PC with a web cam
  - Same capabilities as room systems
- Streaming attendance
  - Live unicast stream of any conference
  - For large, non-interactive audiences
- Firewall friendly
  - Access within or outside corporate network



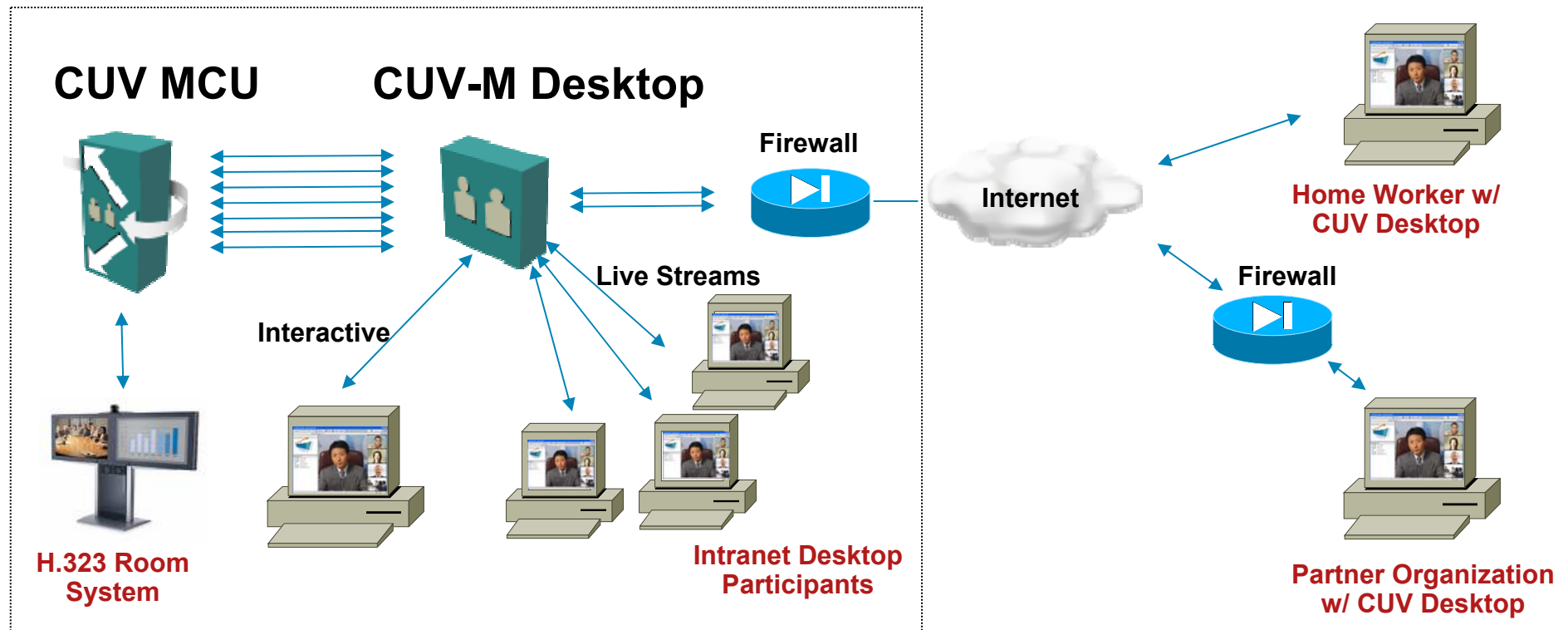
#### New in Resource Manager

- Supports new HD Services & Desktop video

# Unified Videoconferencing Manager 5.5

## Desktop Video Deployment

- Flexible viewing options for interactive participants
- Streaming participants get full experience including shared data
- Unlimited downloads of software
- Built-in Firewall/NAT Transversal
- Encrypted connections (sRTP)
- Ease of deployment and support
- No dial plan dependencies



# Unified Videoconferencing Manager 5.5

## Desktop Video - Interactive

- Flexible **interactive** experience:

Control views or go full screen

Control audio and video options

Continuous Presence Video Conference View

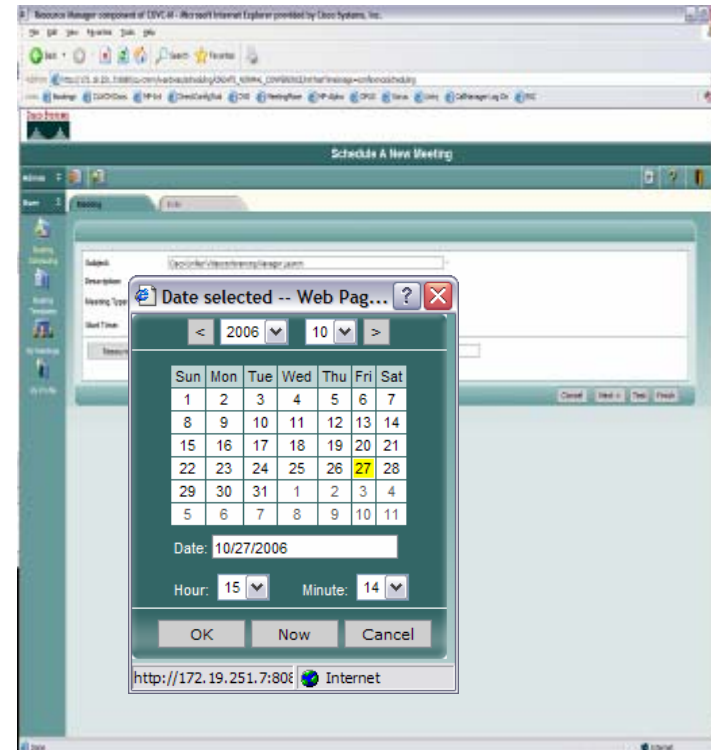
Request moderator privileges



# Unified Videoconferencing Manager 5.5

## Resource Manager

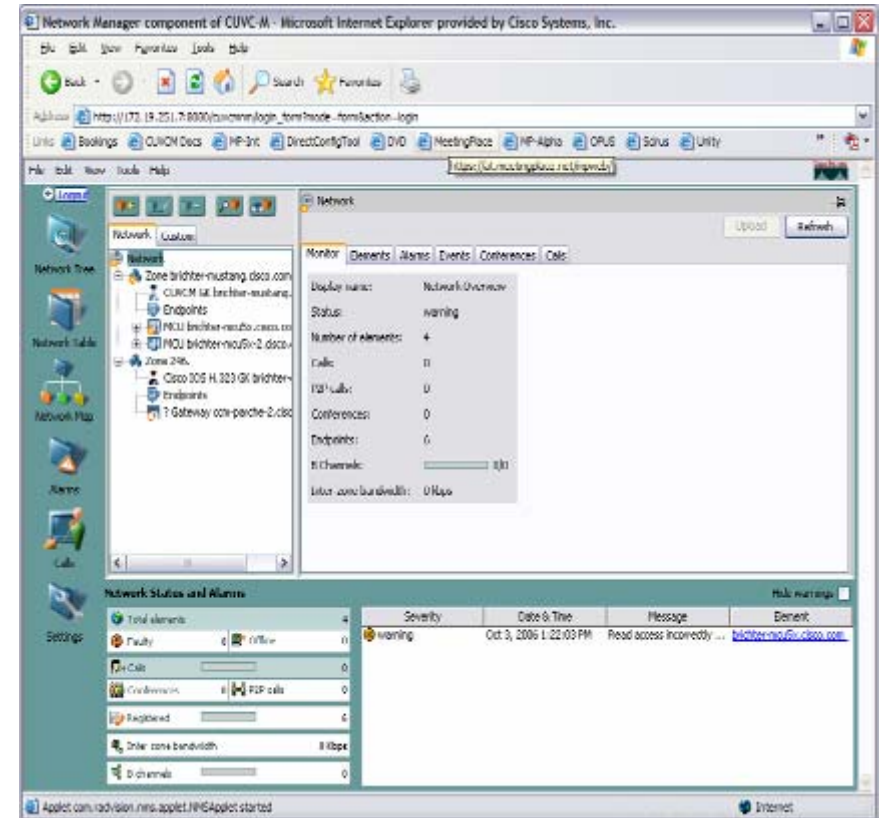
- Scheduling and Resource Reservations
  - Easy conference setup via Web
  - Outlook plugin
  - Reserves MCU/GW resources
- Virtual Rooms
  - Video version of 'Meet-Me' conferences
- 'Virtual MCU' Scalability
  - Automatic MCU cascading
  - Optimizes geographically dispersed deployments and WAN bandwidth
  - Global conference control for multi-MCU deployments with a single interface
- User Mgmt / Directory Integration
- Call Detail Reports (CDRs)
  - Billing and Reporting



# Unified Videoconferencing Manager 5.5

## Network Manager

- Automatic discovery of videoconferencing network elements
- Customizable network views and device browsing
- Complete network status and statistics
- Mgmt. of Infrastructure devices
- Mgmt. of endpoints
- Complete network status and statistics



**Allows customers to start small and grow seamlessly according to needs**

**Critical for large deployments**

# In Summary

## Cisco Unified Videoconferencing

- Video provides richer, more collaborative interactions that enhance productivity and enable greener business practices
- Cisco Unified Communications integrates broad video capabilities for ad-hoc to “in-person” usage scenarios
- Cisco Unified Videoconferencing is a complete Unified Communications video infrastructure solution
- Cisco Unified Videoconferencing provides exceptional HD quality that is scalable and cost-effective







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## Cisco Unified MeetingPlace 6.0 Solution Overview



# Cisco Unified Communications

Open, Collaborative and Effective Communications

Business Process

Productivity

Business Transformation

Secure

Video



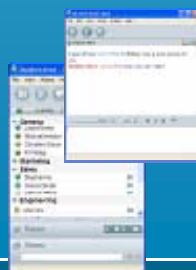
E-Mail/  
Calendar



Mobility



Conferencing and  
Collaboration



IP Network

Voice and Unified  
Messaging

End  
Points

Presence and  
Instant Messaging

Telephony  
Services

Contact  
Center

# Cisco Unified MeetingPlace

## Enterprise-class, Fully Integrated Voice, Video and Web conferencing

- Simple set up and attend
- Meeting presence and meeting management
- Broad application support
- On-premises deployment for cost savings, application integration and security
- Highly scalable and reliable



**As Natural and Effective as Face-to-Face**

# Cisco Unified MeetingPlace 6.0

## New Feature Highlights



- New Flash-based Web conferencing
  - Dramatically improved user experience
  - Broader application support
- New integrations
  - Ad-hoc web conf from Unified Personal Communicator
  - Cisco Unified MeetingPlace for MOC/LCS & Sametime
  - New MeetingPlace API, SDK
- Cisco Security Agent (CSA) Support

# Cisco Unified MeetingPlace 6.0

## New Flash-based Web conferencing

### Addresses Web Conferencing Challenges so you can Collaborate with Confidence

#### Exceptional user experience

- Fast, download-free, cross-platform access
- Share rich content - Any application, uploaded presentations, Flash applications and movies
- Advanced meeting management

#### Broad Application Support

- Meeting templates – Customized by application and attendee role
- Highly scalable – 500 per server, max 100 meetings, cluster to support 1000/meeting
- Extensive interactivity functions
- Integrated web-audio recordings



# Cisco Unified MeetingPlace

## Simple, Flexible Setup and Attendance

**Connect Me**

- ☒ Join the web conference
- ☒ Select how MeetingPlace calls you
  - ☐ Use my phone number: 23807
  - ☒ Use my video endpoint number: 23807

**Connect**

Single click to attend voice, Web & video

- Single step Voice, Video, Web meeting setup & notify
- Single click to attend multimedia meetings
- Use preferred interface

Calendar, IM, Communications Client, Web, IP Phone UI, Touchtone Phone, Mobile client

- Setting up and attending from Outlook, Notes calendar ... **saves nearly 30 minutes per meeting**



# Integrated Video Scheduling

- Video **MCU and terminal** scheduling from web interface

Terminals - Search directory for, check availability, reserve

Accommodate different terminal classifications

- Video-only or rich-media meetings

- Service Codes – Simple video meeting setup

Pre-defined bandwidth, video layout, and access restrictions

## ☒ Reserve Audio+Web conferencing

# of audio callers   
Phone dial-in   
Meeting type ☒ Open forum ☐ Lecture style  
Reserve space for recording ☒

## ☒ Reserve Video conferencing

# of video callers

### Reserve video terminals:

Search directory   
Terminal 1  
Terminal 2  
Terminal 5  
Terminal 9  
Terminal 11

Add >

Invited terminals (0)

Check Availability Remove

## Video conferencing options

Outdial all terminals at meeting time ☒

Admit unresolved PSTN/ISDN calls ☒

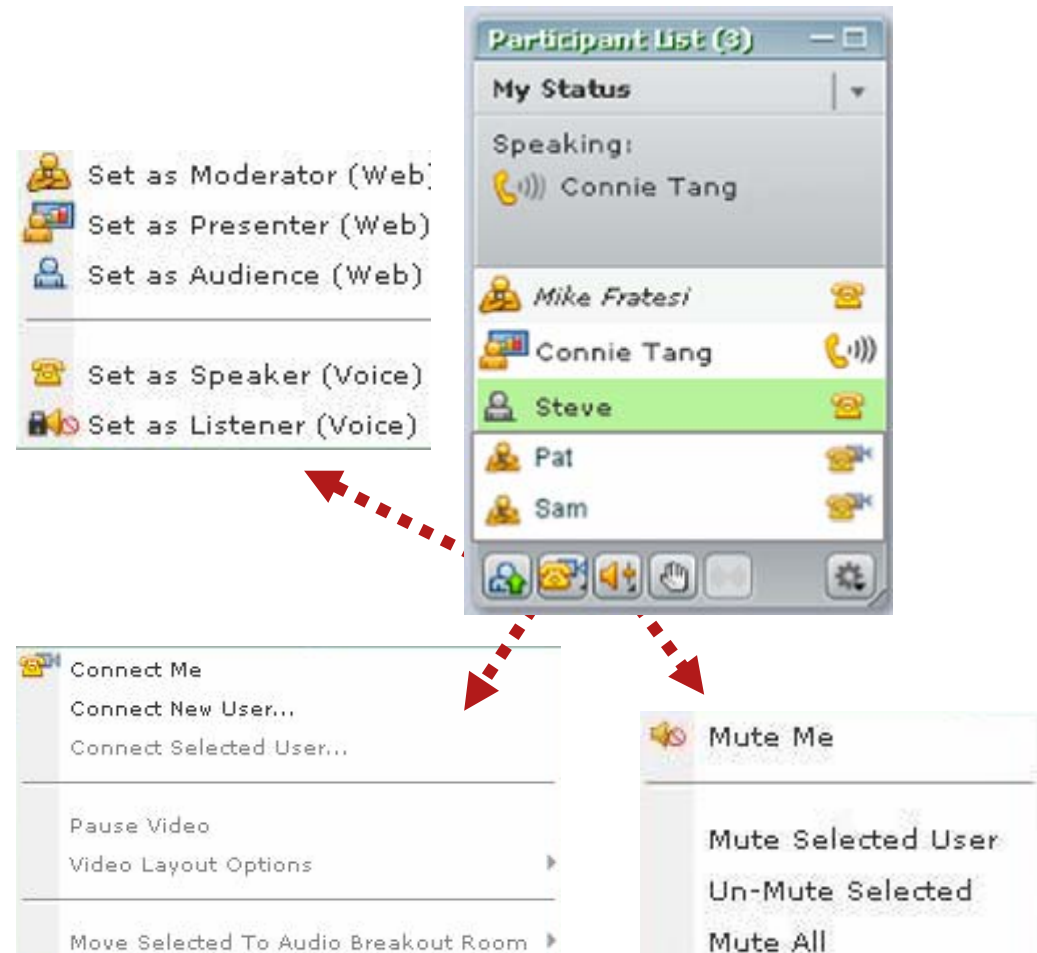
Require all video terminals to be available ☒

Service Code   
Service Code 89022101  
Meeting Place  
Non Video Conference  
Point to Point

# Meeting Presence & Meeting Management

## More Effective Meetings With Real-time Information & Controls

- Meeting Presence
  - Who is attending and how
  - Who is speaking & sharing
- Meeting management - *moderators*
  - Mute/Un-mute others
  - Change ability to speak, share
  - Invite others - Dial out & e-mail
- Personal controls - *all users*
  - Dial out to phone, video
  - Mute/unmute self



# Cisco Unified MeetingPlace

## Advanced Video Capabilities

**More effective collaboration  
with video that gets used**

- Room and desktop endpoints
- Simple, flexible setup & attend  
Single step to setup, attend
- Reserve video MCU & endpoints  
Reserved endpoints automatically connect
- Highly scalable, distributed



### Room video experience



### Desktop video experience

# Cisco Unified MeetingPlace

## Ubiquitous Access

**Integrated voice, video and Web access across multiple devices, platforms, protocols and networks**

### Cisco Unified MeetingPlace & Cisco Unified Videoconferencing



# Cisco Unified MeetingPlace 6.0 Web Conferencing



# Cisco Unified MeetingPlace 6.0

New Flash-based Web conferencing



## Addresses Web Conferencing Challenges so you can Collaborate with Confidence

### Exceptional user experience

- Fast, download-free, cross-platform access
- Share rich content - Any application, uploaded presentations, Flash applications and movies
- Advanced meeting management

### Broad Application Support

- Meeting templates – Customized by application and attendee role
- Highly scalable – 500 per server max 100 meetings, cluster to support 1000/meeting
- Extensive interactivity functions
- Integrated web-audio recordings



# Unified MeetingPlace Web Conferencing

**Addresses Web Conferencing Challenges  
So You Can Collaborate with Confidence**

## **Challenges:**

- Getting into meeting
- Addressing unique applications needs
- Sharing & viewing rich content
- Managing participants
- Engaging participants

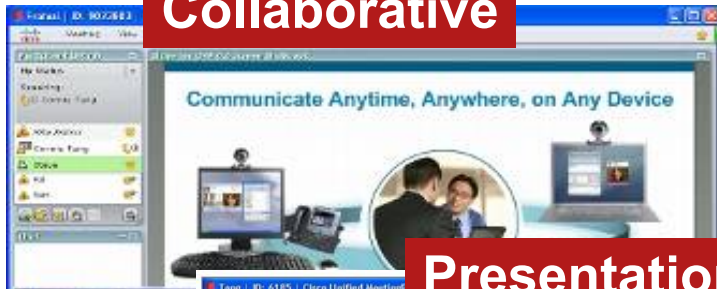
## **Solution:**

- Fast, download-free, cross-platform access
- Predefined and user generated custom templates
- Share any application, presentations, Flash applications & movies - Content automatically scales to user interface
- Advanced meeting presence and management
- Extensive interactivity functions

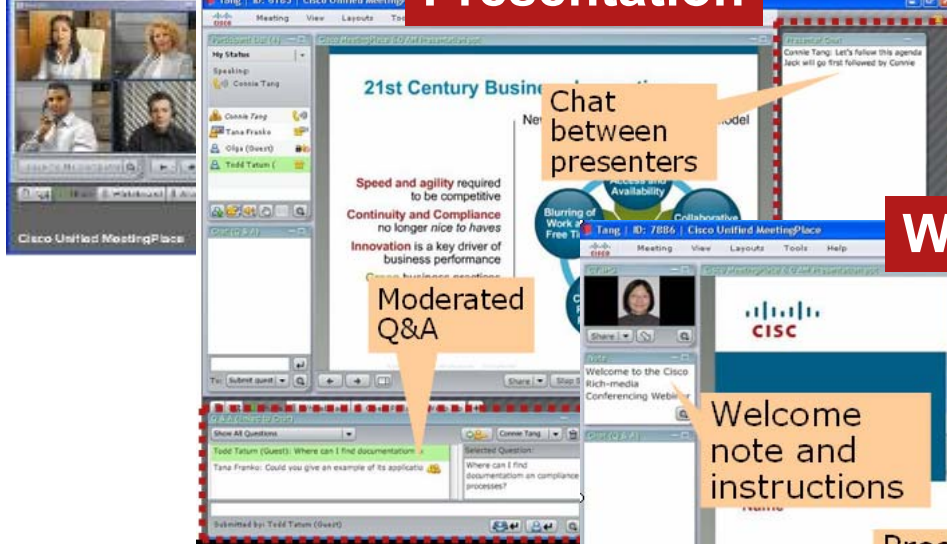
# Unified MeetingPlace Web Conferencing

## Support for Multiple Applications

### Collaborative



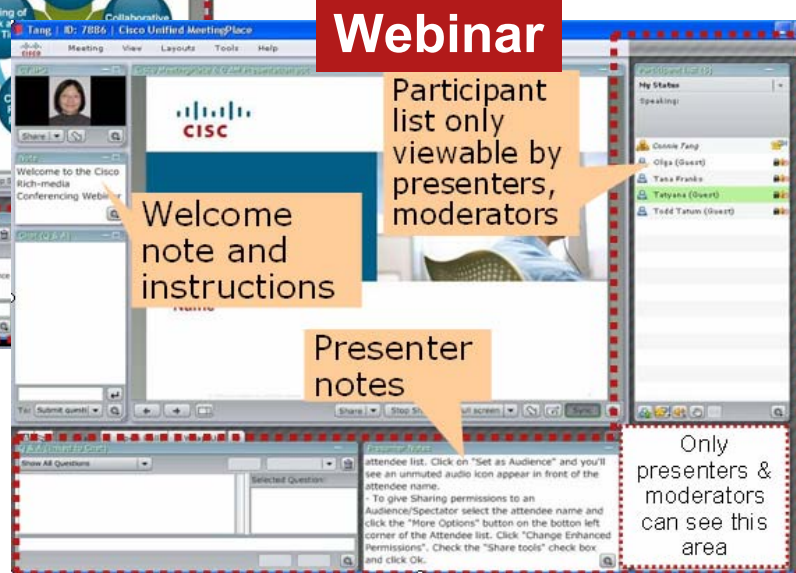
### Presentation



Targeted functions for more effective  
Collaboration, Presentations,  
Training & Webinars

- Standard & custom templates
- Features and views vary by meeting type, user role

### Webinar



# Unified MeetingPlace Web Conferencing

## Share and View Rich Content

- Share

Any application, Entire desktop

Uploaded PowerPoint & Flash video

Whiteboard, annotate shared content

Interactive Flash applications

- Multiple presenters share at same time

- Pass control to others

- Flexible viewing options

Full screen, auto-fit or scroll



# Unified MeetingPlace Web Conferencing

## Interactivity Tools

**Engage your audience for improved training and presentations**

- Polling

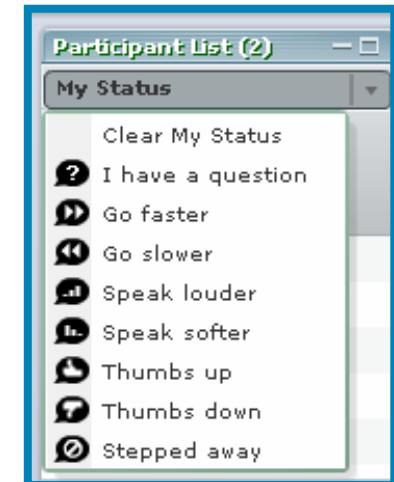
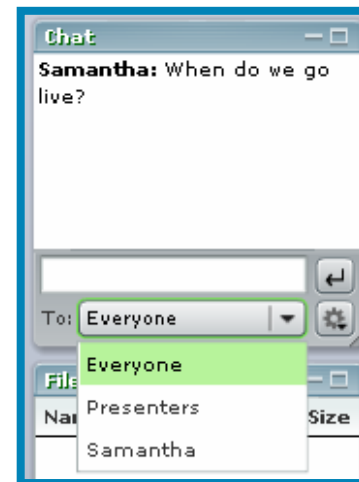
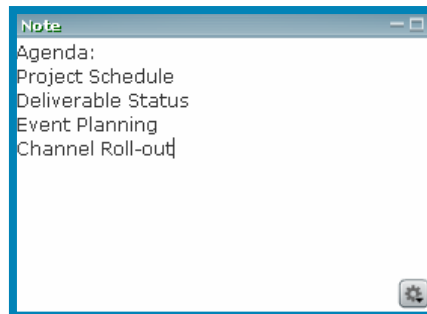
- Chat

Public, private, moderated

- Emoticons

- Notes pods

Public and presenter-only



# Cisco Unified MeetingPlace 6.0 Integrations



# Unified MeetingPlace Integrations

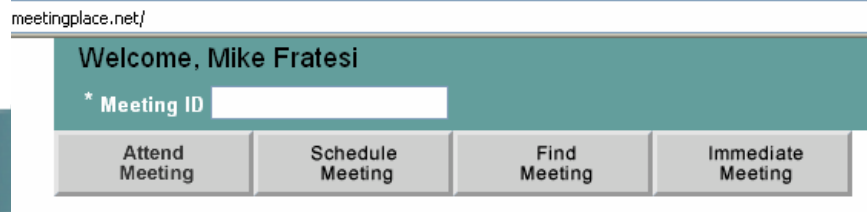
**Access from multiple devices and applications to better integrate conferencing into your business processes**

## Calendar, e-mail

Notes, Outlook, SMTP e-mail

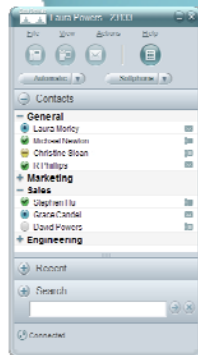


## Web Browser



## IM, Communications Client

CUPC, MOC, Jabber, SameTime

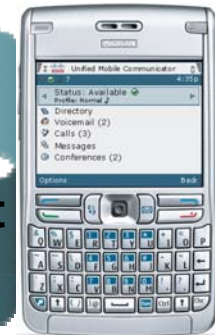


## Cisco IP Phone



## Mobile Client

Unified Mobile Communicator



**Any touchtone phone**

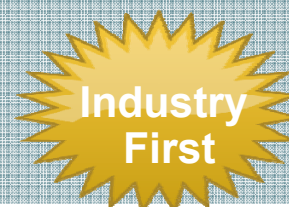


# Cisco IP Phone Integration

## Phone View

Setup and manage meetings from **Cisco Unified IP phone** user interface

- 7940/41/7960/61/7970/71 & Cisco Unified IP Communicator
- Setup, attend
  - Join by Meeting ID
  - Start Reservationless meeting
  - Today's Meetings
  - Continuous Meetings
- Manage meetings - new
  - See who is in the meeting
  - See who is talking



# In Summary

## Cisco Unified MeetingPlace

- Significantly improves worker productivity by driving simplicity and ease of use to integrated voice, web and video meetings
- Drives simplicity in scalable rich media deployment and management
- Delivers Return On Investment for Unified Communications







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## WebEx Products and Services Overview



---

# 5,500,000

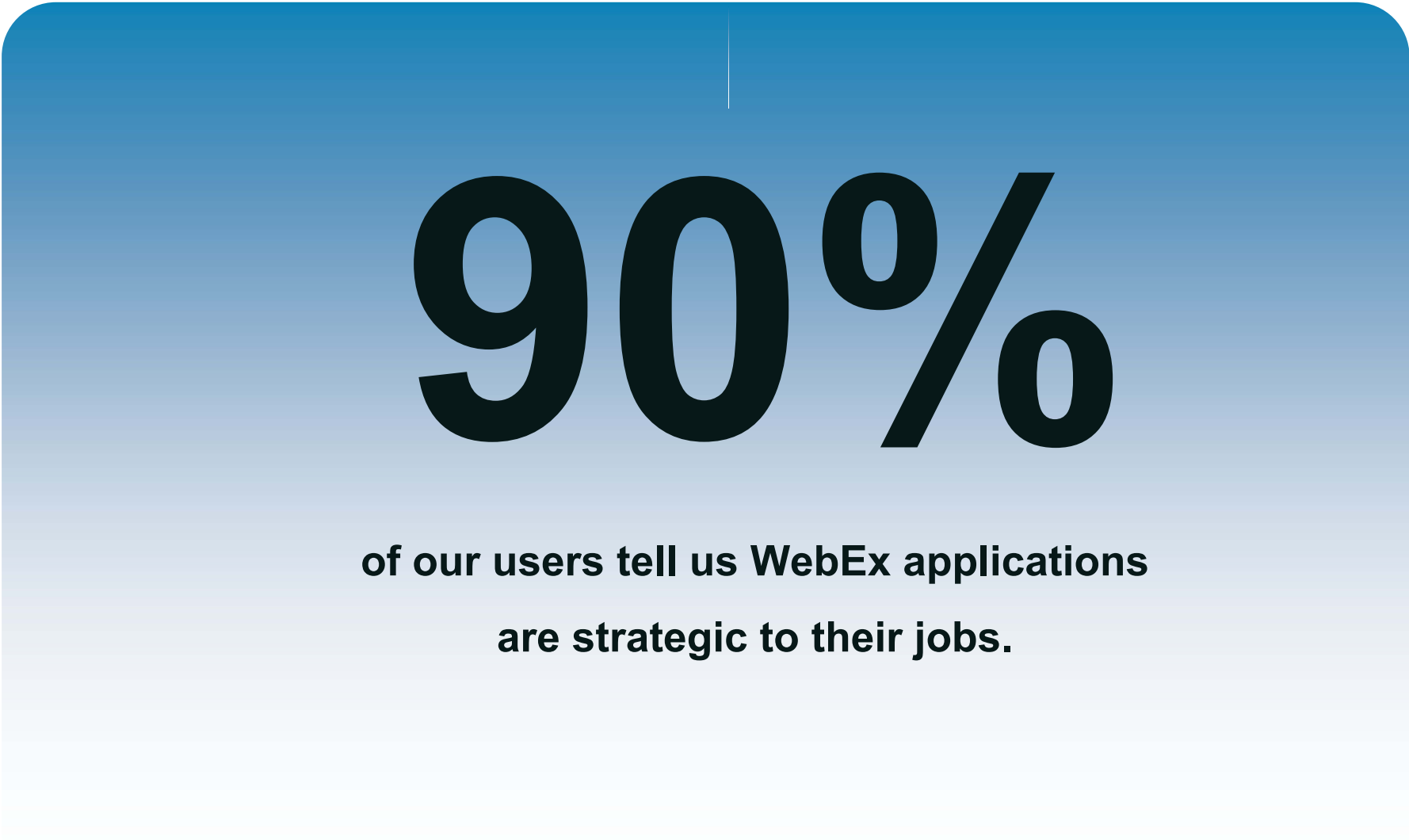
people conduct business on WebEx each month

# 2,300,000

registered users of our on-demand services

# 31,000

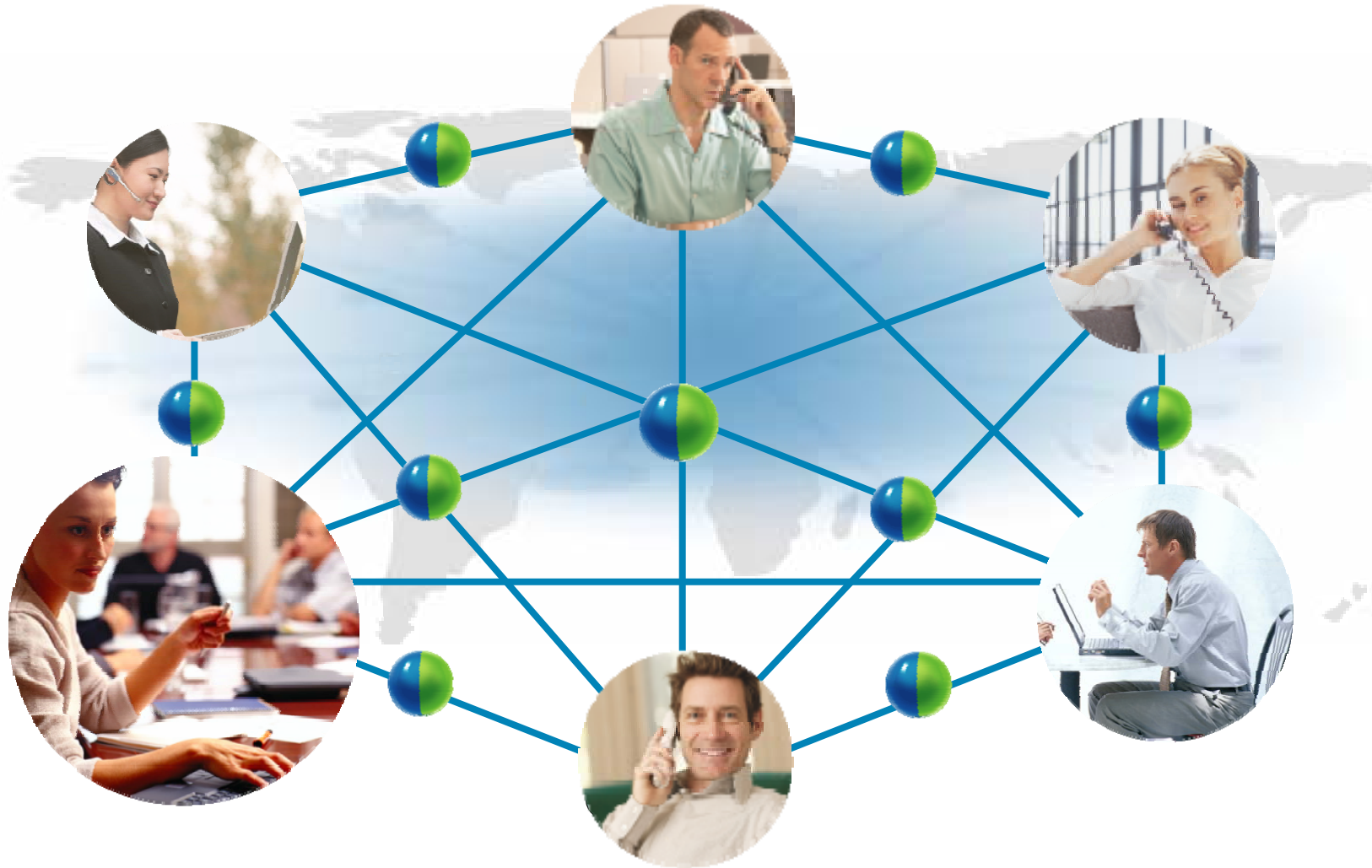
businesses rely on WebEx



# 90%

**of our users tell us WebEx applications  
are strategic to their jobs.**

# Why so strategic? WebEx connects people across boundaries...



# Today's Global Economy

## Today's Complex Business World

Interconnected companies and people all collaborating globally



# WebEx: Delivering Collaboration Services for This New Business World

- *Any-to-any*  
*Collaborate from anywhere with anyone*
- *Integrated*  
*Unifies collaboration with business process and information*
- *Reliable*  
*Always on and available*
- *Trusted*  
*A secure and neutral environment*
- *Easy to Use*  
*Simple, comprehensive solution for users of all backgrounds*

## Reach More People

faster with targeted webinars and other online events.

## Improve Business Velocity

by shortening your sales cycle with web-touch sales

## Accelerate Learning

to gain the most out of your investments at lower cost

## Increase Customer Satisfaction

to gain the most out of your investments at lower cost

## UNIFIED COLLABORATION

*WebEx  
Collaboration  
Services*



- Business process oriented applications
- That enable cross-company collaboration
- Delivered on-demand around the world

**WebEx Centers**      **WebEx AIM Pro**      **WebEx Mail**      **WebEx WebOffice**      **WebEx Audio**

## Marketing

- WebEx Event Center
- WebEx LiveStream
- Web-Enabled Marketing Consulting

## Sales

- WebEx Sales Center
- CRM
- Web Sales Consulting

## Learning

- WebEx Online Classroom
- Presentation Studio
- Learning Manager
- eLearning Consulting

## Support

- Remote Support
- Remote Access
- System Management
- Service Desk

### UNIFIED COLLABORATION

*WebEx  
Products and  
Services*



- Business process oriented applications
- That enable cross-company collaboration
- Delivered on-demand around the world

**WebEx Centers**      **WebEx AIM Pro**      **WebEx Mail**      **WebEx WebOffice**      **WebEx Audio**

# WebEx for General Collaboration

## Prospect Concerns

- Complex collaborative environment
- Geographically dispersed employees, partners, customers
- Difficult to make timely decisions

## WebEx Offers

- Connect people anywhere, anytime
- Highly productive team meetings over the web
- Continue collaboration even after the meeting



*“WebEx has allowed us to remove time and geographic barriers. We no longer consider ourselves a distributed organization. It’s given us the ability to meet face-to-face more frequently”*

**MaryEm Musser, Assistant Director, Center for Professional Development**

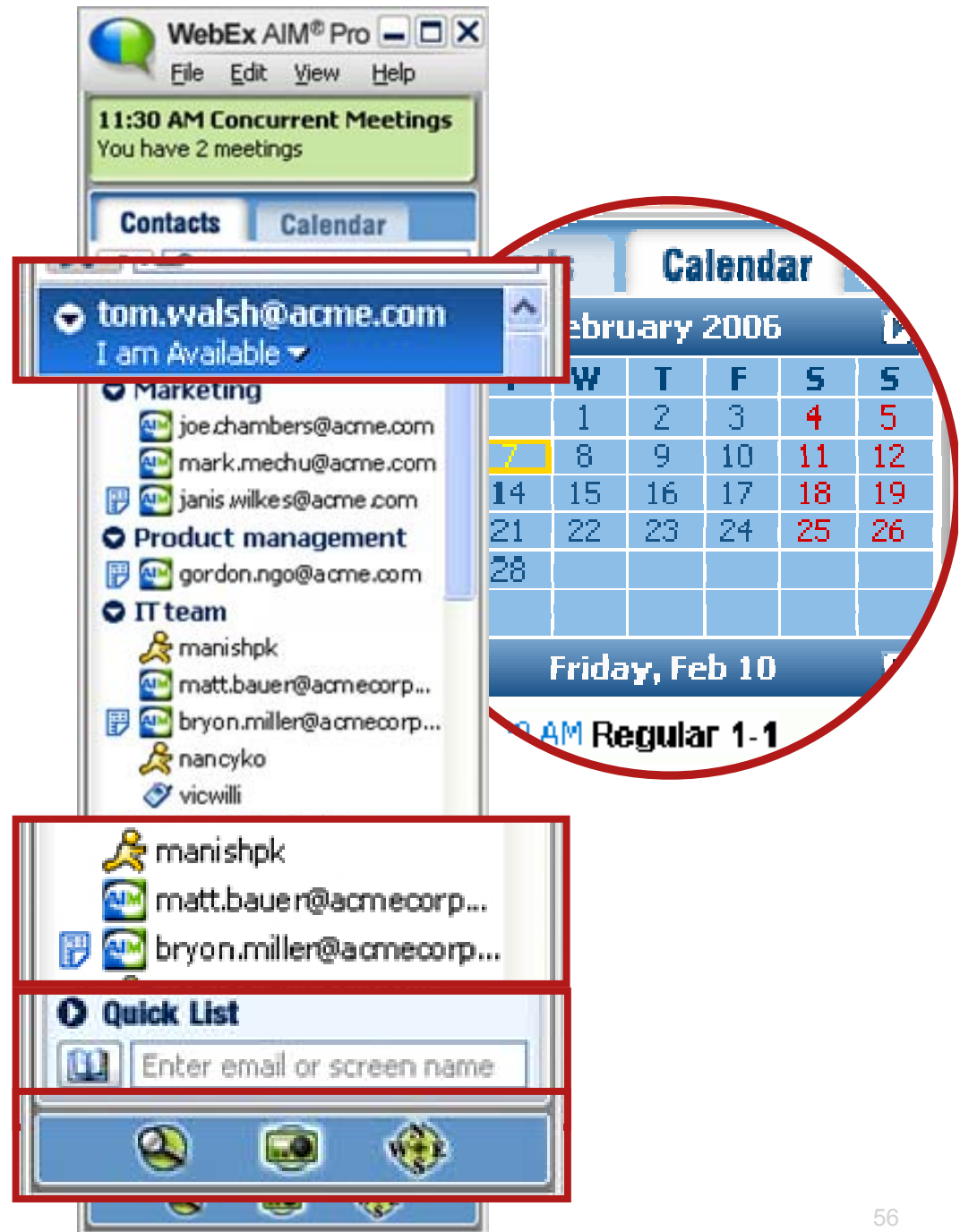
# WebEx Meeting Center

- Documents, applications, desktops sharing
- Rich multimedia with multipoint video
- Integrated telephony and VoIP
- Active Talker
- On-demand record, edit and playback
- PowerPanels™
- Chat, polls, notes, annotation tools
- File transfer



# WebEx AIM Pro

- Secure Instant Messaging
- Professional screen names
- Directory and calendar integration
- Group Chat
- Exchange Files
- Video & VoIP Calls
- Desktop Share
- No advertising



# WebEx Workspace



## Document Manager

Share Documents and Files



## Database Manager

Organize, Store and Share Data



## Opinion Polls

Build Employee Consensus



**Collaborate**



## Announcements

Post Group-Wide Announcements



## Contact Directories

Organize Your Contact Information



## Discussion Forums

Exchange Information and Ideas



**Communicate**



## Expense Reports

Maintain Accurate Expense Records



## Online Calendar

Manage Appointments, Meetings and Events



## Task Manager

Manage Projects and Deliverables



**Coordinate**

# WebEx for Sales

## Prospect Concerns

- Missing revenue targets
- Long sales cycle
- Tracking activity and pipeline

## WebEx Offers

- “Qualify out” the wrong prospects sooner
- Reduce cost of sales by maximizing resources
- Keep prospects involved
- Integration with existing SFA to maximize efficiency

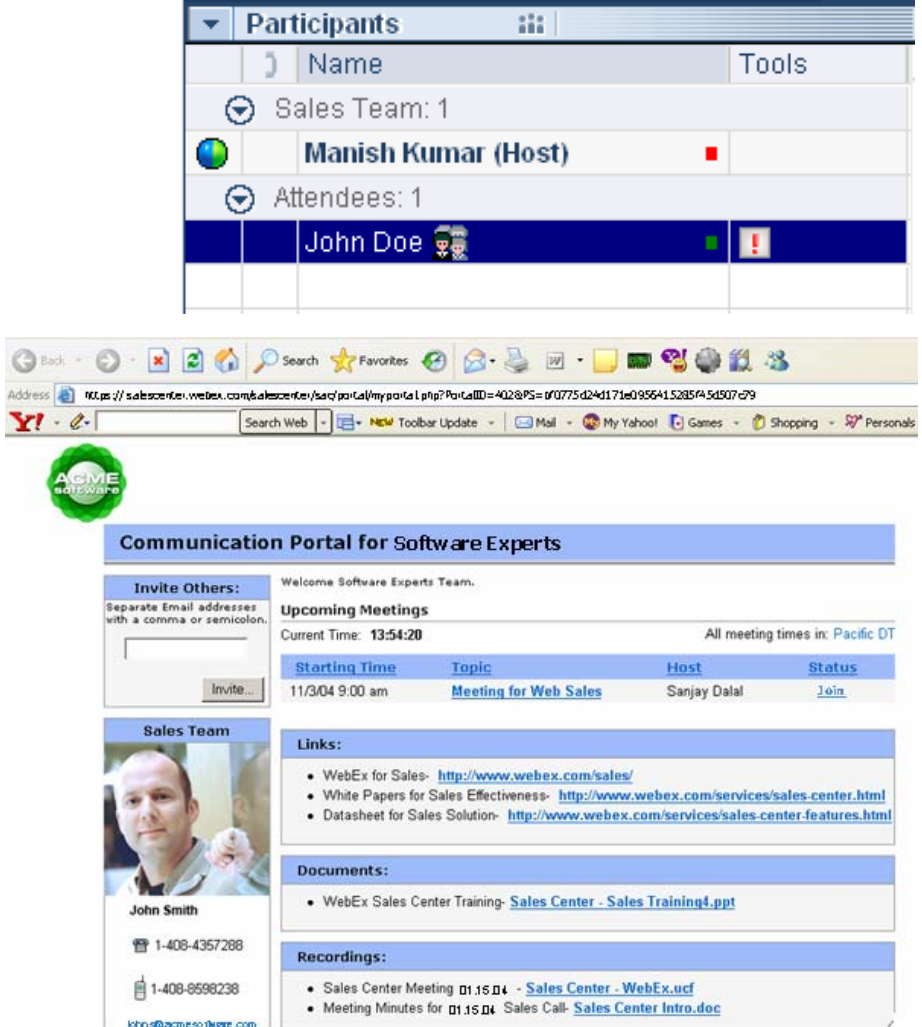


*“When customers see our product through WebEx, they always ask us for a proposal. In one instance, it took just one phone call and one WebEx meeting to close the sale.”*

**David Farmer, Founder and CEO**

# Sales Center

- Attention Indicator
- Sales Portal
- Team-based selling
- Coaching, training and monitoring
- CRM integration
- Activity tracking
- SME presence
- Join as a group



The screenshot displays the WebEx Sales Center interface. At the top, a 'Participants' window shows a list of users. Below it, a browser window shows the 'Communication Portal for Software Experts' page.

| Participants  |                     |       |  |
|---------------|---------------------|-------|--|
|               | Name                | Tools |  |
| Sales Team: 1 |                     |       |  |
|               | Manish Kumar (Host) |       |  |
| Attendees: 1  |                     |       |  |
|               | John Doe            |       |  |

The 'Communication Portal for Software Experts' page includes the following sections:

- Invite Others:** A form to invite others with a text input and an 'Invite...' button.
- Upcoming Meetings:** A table showing meeting details.
 

| Starting Time   | Topic                 | Host         | Status               |
|-----------------|-----------------------|--------------|----------------------|
| 11/3/04 9:00 am | Meeting for Web Sales | Sanjay Dalal | <a href="#">Join</a> |
- Sales Team:** A profile for John Smith, including a photo, name, and contact information (1-408-4357288, 1-408-8598238, johns@acmesoftware.com).
- Links:** A list of links to WebEx for Sales, White Papers for Sales Effectiveness, and a Datasheet for Sales Solution.
- Documents:** A list of documents, including 'WebEx Sales Center Training - Sales Center - Sales Training4.ppt'.
- Recordings:** A list of recordings, including 'Sales Center Meeting 01.15.04 - Sales Center - WebEx.ucf' and 'Meeting Minutes for 01.15.04 Sales Call - Sales Center Intro.doc'.

# WebEx for eLearning

## Prospect Concerns

- Meet increased demand for training with fewer resources
- Make learning available & accessible to learners anytime, anywhere
- Align learning processes & programs with business initiatives

## WebEx Offers

- Slash the time and cost needed to deliver training & maximize the value of existing resources
- Enable employees, customers, & partners to learn at their convenience with on-demand learning
- Measure the impact of training on business processes and initiatives

**Canon**



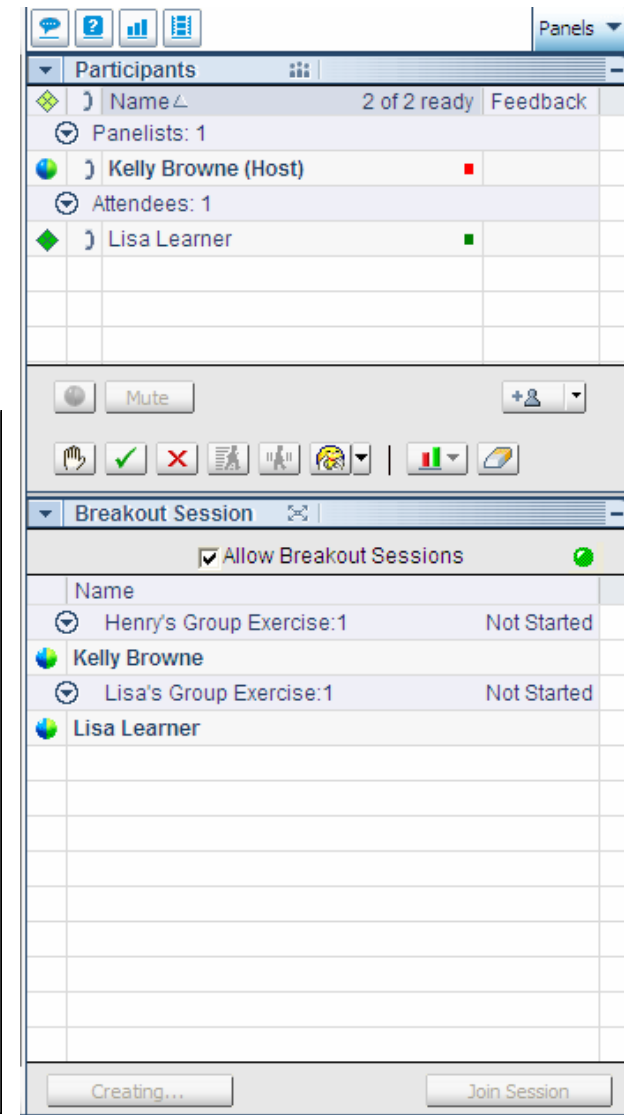
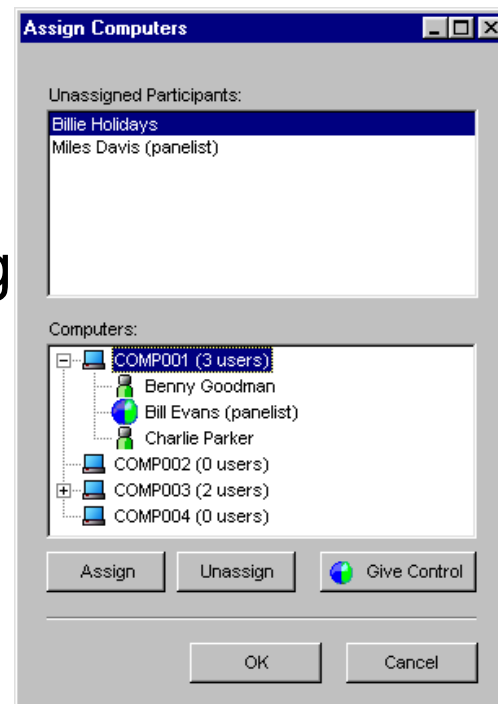
*“Because WebEx allows us to train large numbers of dealers effectively, we’ve accelerated our time-to-market at a rate that our competitors can’t match.”*

**Mitch Bardwell**

**Director & Assistant General Manager, Sales Training Division  
Canon Imaging Systems Group**

# WebEx Training Center

- Custom registration
- Break-out rooms
- Hands-on lab
- Training specific tools
- Integrated testing
- LMS integration
- Multiple roles



# WebEx for Marketing

## Prospect Concerns

- Trouble generating enough quality leads/reaching target prospects
- Traditional marketing tactics are expensive and inefficient
- Difficult to track and measure marketing effectiveness

## WebEx Offers

- Target & engage a dispersed audience
- Generate high quality opportunities, keeping cost per lead low
- Increase speed to results
- Measure marketing effectiveness



*"By converting to online events we saved time, reduced our costs 60-80 percent, broadened our client reach, and increased the frequency of our client events."*

**Diane Paul**

**Director of Marketing Communications**

# WebEx Event Center

- Customized registration fields
- Custom enrollment options
- Custom email templates
- Interactive Q&A
- Lead scoring and reporting
- Multiple roles
- Polling

Customize Enrollment Fields

Select the questions that you want to appear on the enrollment form.

[Check All](#) | [Uncheck All](#)

| Standard Questions                                                                                                     | Include on Form                     | Required                 |
|------------------------------------------------------------------------------------------------------------------------|-------------------------------------|--------------------------|
| <input checked="" type="checkbox"/> First Name                                                                         | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| <input checked="" type="checkbox"/> Last Name                                                                          | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| <input checked="" type="checkbox"/> Email Address                                                                      | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| <input checked="" type="checkbox"/> Phone Number                                                                       | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| <input checked="" type="checkbox"/> Company                                                                            | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| <input checked="" type="checkbox"/> Title                                                                              | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| <input checked="" type="checkbox"/> Number of Employees                                                                | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| <input checked="" type="checkbox"/> Would you like to receive information about future seminars at your email address? | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> Address 1                                                                                     | <input type="checkbox"/>            | <input type="checkbox"/> |
| <input type="checkbox"/> Address 2                                                                                     | <input type="checkbox"/>            | <input type="checkbox"/> |
| <input type="checkbox"/> City                                                                                          | <input type="checkbox"/>            | <input type="checkbox"/> |
| <input type="checkbox"/> State/Province                                                                                | <input type="checkbox"/>            | <input type="checkbox"/> |
| <input type="checkbox"/> ZIP/Postal code                                                                               | <input type="checkbox"/>            | <input type="checkbox"/> |
| <input type="checkbox"/> Country/Region                                                                                | <input type="checkbox"/>            | <input type="checkbox"/> |

**My Custom Questions** ☒ Include on Form ☐ Required

To add custom questions to the enrollment form, click the following buttons below.

[Text Box](#) [Check Boxes](#) [Option Buttons](#) [Drop-Down List](#) [My Saved Questions](#)

[Save](#) [Cancel](#)

WebEx Poll Questionnaire ...

File Help

Poll Questions:

1. What is your favorite color?

- ☐ a. Blue
- ☐ b. Green
- ☐ c. Red
- ☐ d. Yellow
- ☐ e. White
- ☐ f. Other

2. Have you participated in a WebEx Event before today?

- ☐ a. Yes
- ☐ b. No

3. Which of these teams is not in the NFL?

- ☐ a. 49ers
- ☒ b. WebExers
- ☐ c. Cowboys
- ☐ d. Raiders

Question Type: ☒ Multiple choice ☐ Short answer

Single Answer

New Change Type

Answer

Add Mark as Correct

☒ Record individual responses

Clear All Options...

# WebEx for Support

## Prospect Concerns

- Escalating support cost
- Low customer satisfaction
- Ineffective support
- Unable to support remote customers/employees

## WebEx Offers

- Remotely support systems anywhere, anytime
- Better utilize existing resources
- Provide low touch and no touch support
- Decrease resolution time

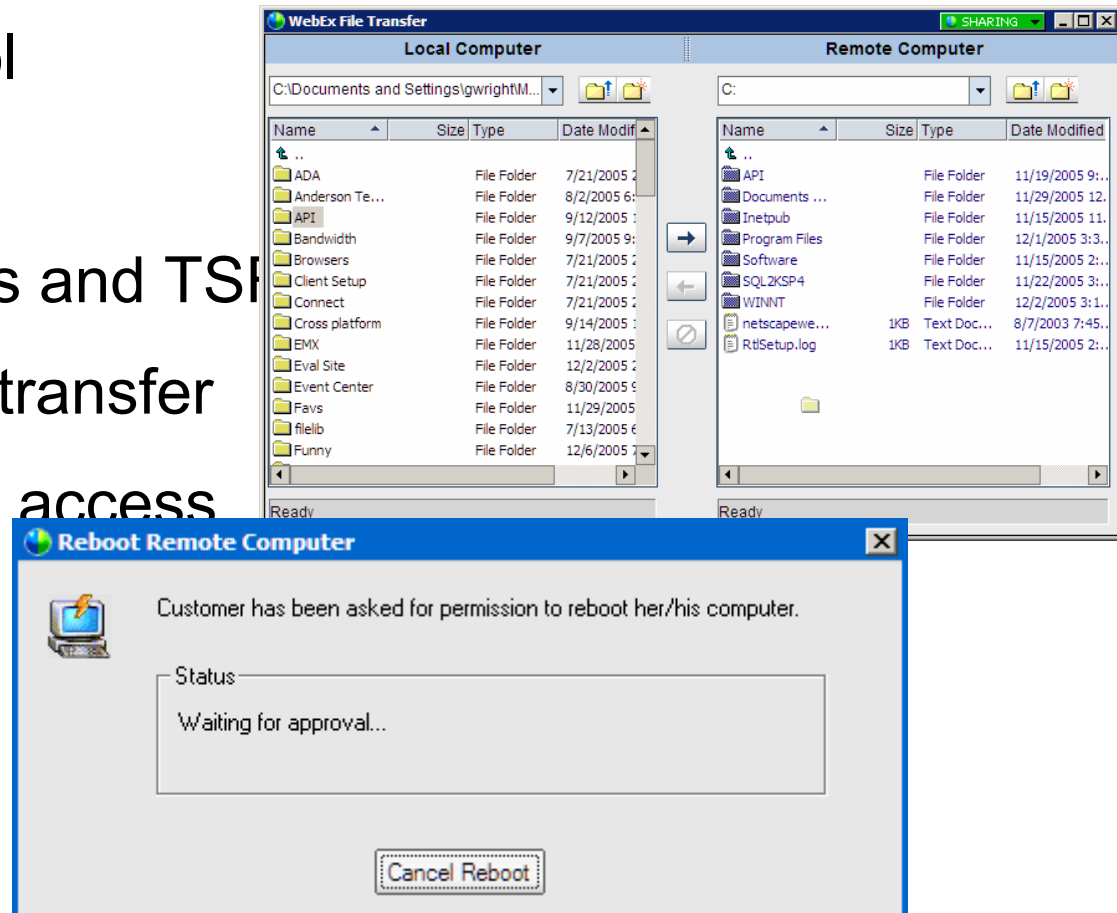


*After deploying WebEx in its Global Support Center, Lawson estimates it's saving about \$600,000 per year, for an ROI in excess of 700%.*

# WebEx Support Center

## Remote Support and Remote Access

- Full remote control
- Web-based ACD
- Multiple customers and TSPs
- File and directory transfer
- Permission-based access
- Unattended machine control



# The Viral Effect...



Collaboration with  
internal and external  
constituents



Sales  
demonstrations to  
potential clients—  
without travel



Routine meetings of  
business managers



Real-time remote  
support

Company-wide  
training, software  
system rollout



Regular training on  
business applications  
plus new hire training

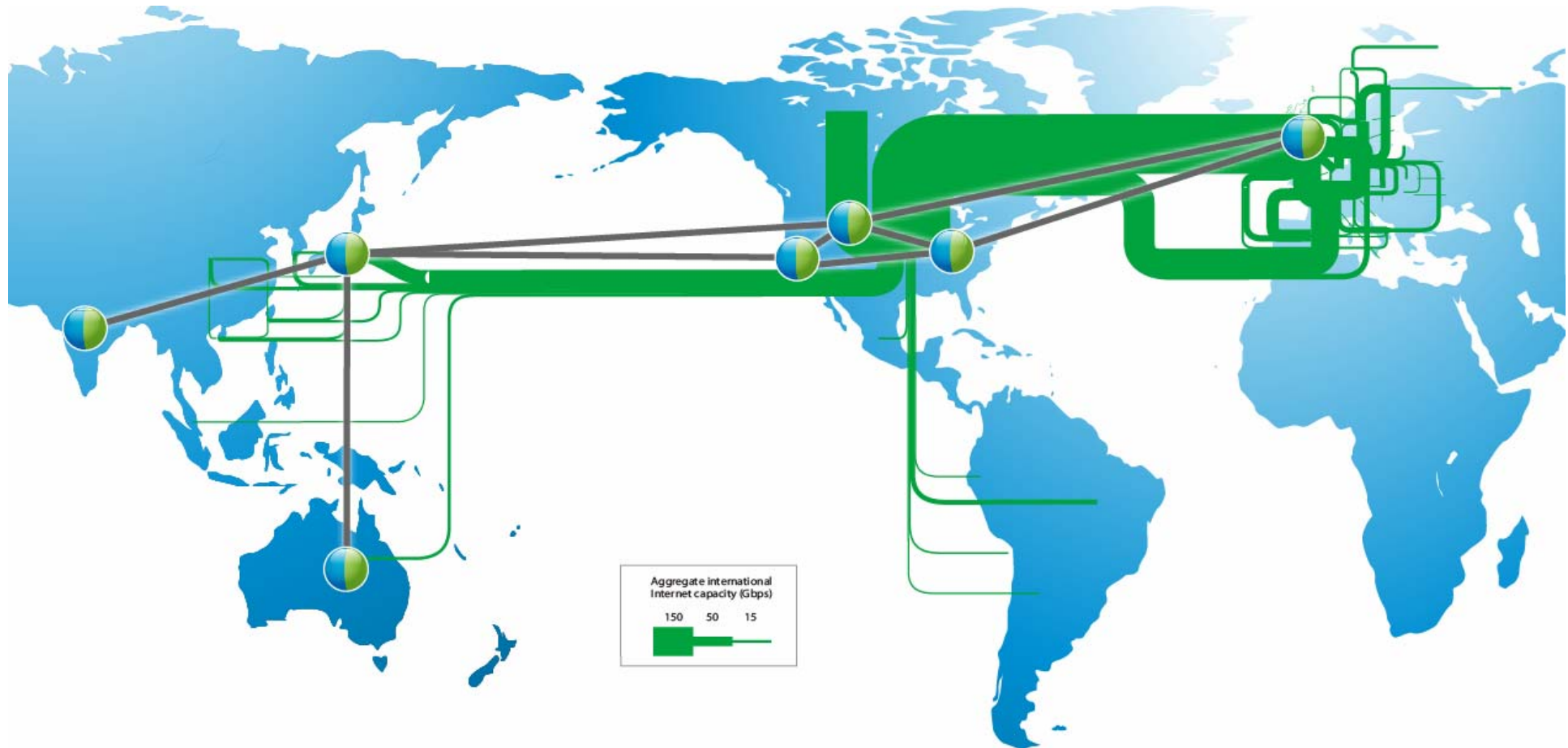
*Training alone... "saves  
\$3,500/employee per year—  
over \$12M a year."*



Library of recorded  
sessions for training

# WebEx MediaTone Network

The World's Most **Secure, Reliable** and **Scalable** On-Demand **Platform**



**Seamless Global Back-up  
for Data, Audio & Video**

**Over 100,000 WebEx  
Sessions a day**

**Sessions Held in Over 85  
Countries**

# The World's Leading Companies Choose WebEx



**31,000+ Companies Worldwide**

*14 of the Top 15 U.S. Aerospace & Defense Companies*

*24 of the Top 25 U.S. Financial Services Firms*

*23 of the Top 25 U.S. Insurance Firms*

*10 of the Top 10 U.S. Communications Companies*



