

Cisco / Microsoft Unified Communications Integration Overview

The Evolution of the Workspace



Paradigm Shift

- 3.6 Billion mobile devices (1.82 billion internet capable)
- 8 million iPads sold *per quarter* (5000+ apps written)
- 600k iPhone 4s sold in first 24 hours
- 300k Android Phones activated daily.
- 27M Android devices sold in Q4, surpassed Nokia to #1
- 29% Spend more than 3 hours a day on their mobile device
- 2015 When Smartphone penetration will match computers

Gartner Predicts “...*By 2013, mobile phones will overtake PCs as the most common Web access device worldwide...*”

5 Predictions for 2011 From IDC

- **IT Spending Will Recover** - IT spending recovery driven by cloud services. IDC predicts spending on IT cloud services will grow at a rate five times higher than the rest of the IT industry - a 30% increase over 2010. The firm also expects to see steady growth in other IT spending, such as hardware (7.8% year-over-year growth) and software (5.3% growth).
- **Non-PC Mobile Devices Will Out Sell PCs** - IDC expects non-PC mobile devices such as smart phone and tables will out sell PCs within the next 18 months.
- **25 Billion Mobile Apps Will Be Sold** - IDC expects nearly 25 billion mobile apps will be sold in 2011, up from 10 billion in 2010, and that the mobile app ecosystem will restructure the channels for digital content and services for consumers.
- **Social Business Software Market Will Grow, Consolidate** - IDC forecasts a growth rate of 38% through 2014 for social business software, and believes more than 40% of SMBs will be using social networks by the end of 2011. The firm also expects 2011 to be marked by consolidation as major vendors acquire smaller players.
- **Social Networks and Mobile Shake-Up Verticals** - Retail, financial services and healthcare will all be shaken up by social networking and mobile devices. IDC predicts consumers will use price comparison apps to shop for better deals, demand mobile banking and payments and 14% of adult Americans will use a mobile health application in 2011.

The change...

- Video is the new Voice
- UC should not be limited to internal parties – most importantly we need to connect to Customers and Partners in rich ways.
- There is a new, high-value workforce individual who drives our company, and they are probably not going to be PC centric.
- Virtualization of the Desktop and the Cloud is here
- Cisco is delivering UC&C solutions meeting these demands today.

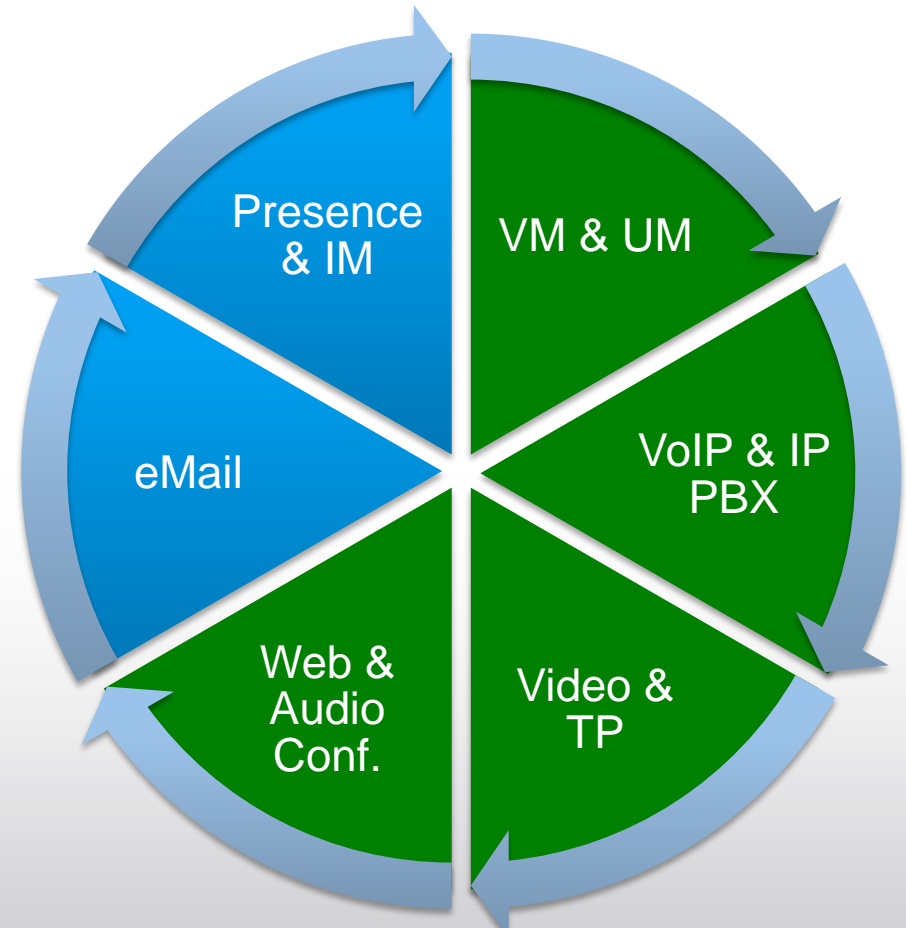
Cisco Value



Components of UC&C

Cisco Leadership

- #1 in Enterprise Call Control
- #1 in Video
- #1 in Web Conferencing
- #1 in Audio Conferencing
- #1 in Unified Messaging



Sources: Synergy Research, Frost & Sullivan, Gartner, Intellicom Analytics, Cisco Q4 2009

Note: Enterprise Call Control excludes low-end KTS category

Cisco Differentiated Workflows

- **Mobility**

Rich UC services on Smart Phones and Tablets across all operating systems. Microsoft simply sees these endpoints as adjuncts to the PC, not independent user devices requiring unique capabilities.

- **Pervasive Video**

Tandberg+Cisco+UMI = Ubiquitous video everywhere; the entire Immersion curve. Microsoft's proprietary HD video requires all collaborative users to have a Microsoft endpoint or invest in costly, difficult to scale transcoding and trans-rating hardware MCUs

- **Cloud/SaaS/Hosted**

Entire solution available in the cloud, with full features today. Microsoft only offers limited options for functionality outside of the enterprise. Full functionality in the future promises to require a certain number of on prem components and fat clients

- **Enable the Workspace of the Future**

Service available outside the PC: Macs, Tablets, Phones, VxI and next-gen devices. Microsoft is fixated on the PC desktop as the definition of the workspace. While they provide some functionality for some non-Windows endpoints, all non-Windows endpoints are treated as second class citizens in a Lync deployment.

- **Social**

Enterprise Social Software + UC. Microsoft is focused SharePoint document management as the platform for their approach to Social networking. This approach is very limiting in flexibility.

- **Deskless Workers**

Microsoft has no solution for Voice over WiFi or dual mode telephones. Users without a PC or Email account have no place in a Microsoft UC deployment















Cisco Unified Personal Communicator Integration with Microsoft Applications



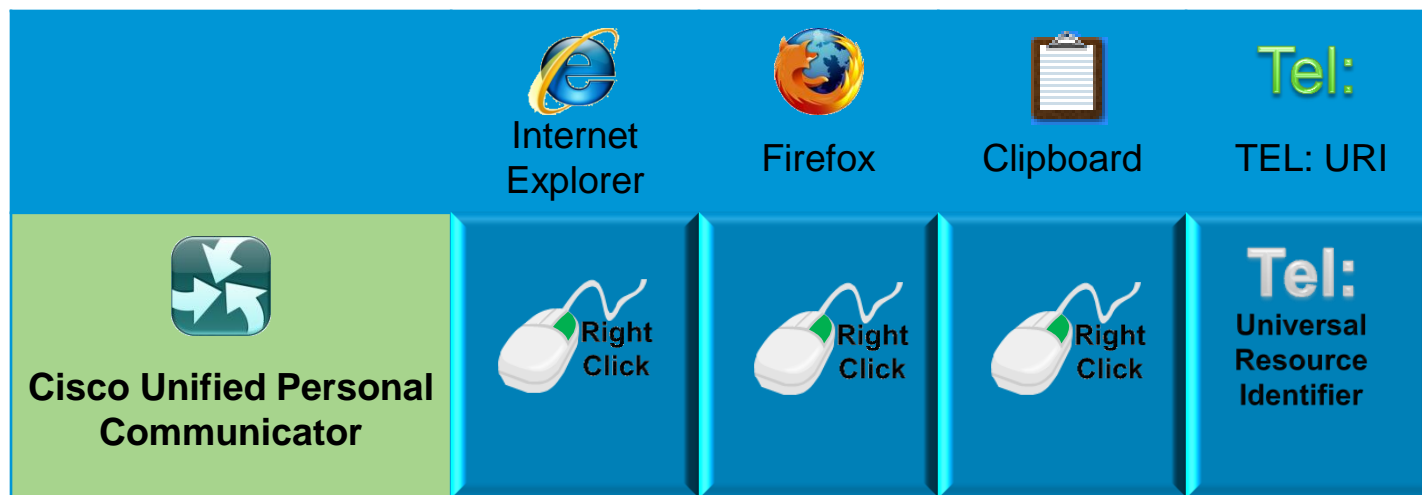
Cisco UC Integrates with Microsoft Applications

- A Cisco Client provides native Presence in Outlook, Office, and SharePoint
- A Cisco Client provides Click to Call from Outlook, Office, and SharePoint
- A Cisco Client utilizes Smart Tags to correlate a highlighted name with a contact through the AD GAL allowing the user to select which number to call for that contact.
- A Cisco Client integrates with the Office Contact card for presence and click to call.

Cisco Unified Personal Communicator Microsoft Office Suite Integrations

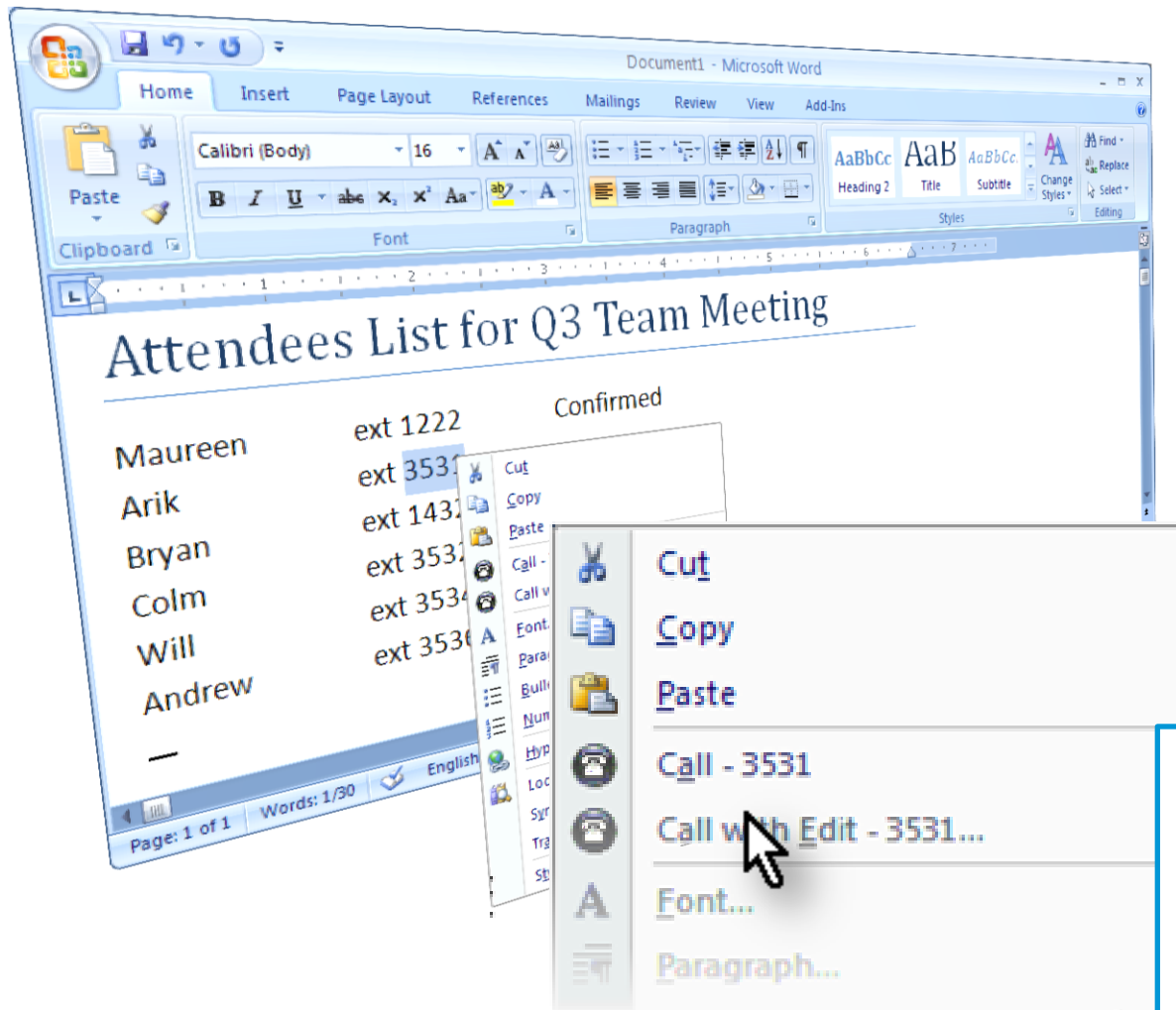
Microsoft Office Suite 2003	 Word	 Excel	 PowerPoint	 MS Outlook	 SharePoint	
				Contacts	Email View	
Microsoft Office Suite 2003	 Right Click	 Right Click	 Right Click	 Right Click	 Persona Menu Presence provided by Cisco Unified Presence	 Persona Menu Presence provided by Cisco Unified Presence
Microsoft Office Suite 2007	 Ribbon Icon	 Ribbon Icon	 Ribbon Icon	 Right Click	 Persona Menu Presence provided by Cisco Unified Presence	 Persona Menu Presence provided by Cisco Unified Presence
Microsoft Office Suite 2010	 Contact Card	 Contact Card	 Contact Card	 Contact Card	 Contact Card	 Contact Card Presence provided by Cisco Unified Presence

Cisco Unified Personal Communicator Additional Integrations



CUPC Integration with Microsoft Office

Calling Numbers from Right Click Menus



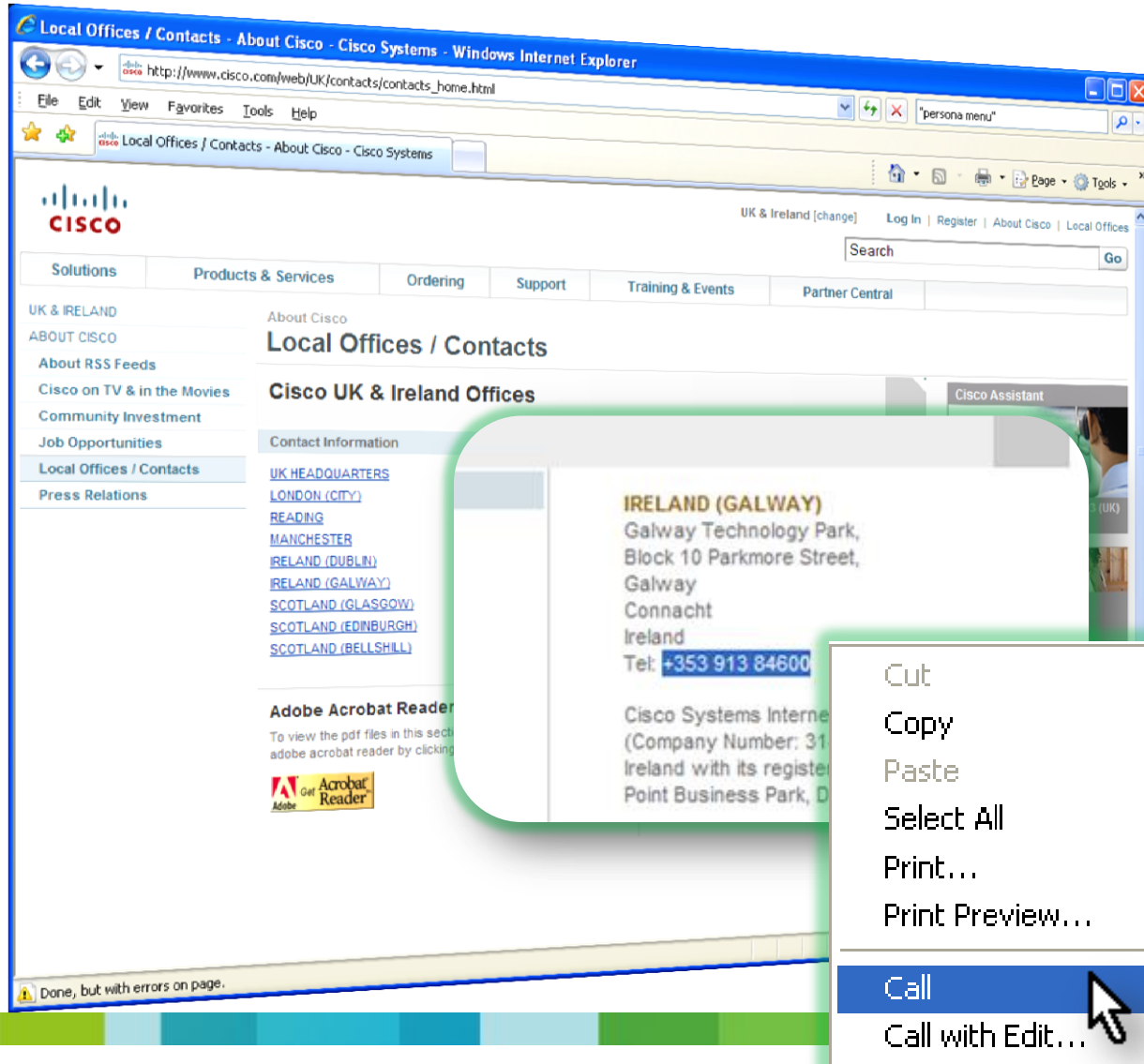
Microsoft Office applications expose a call option via an addition to the “right-click” menu

Options provide

- Immediate “Call”
- “Edit” number before calling.

CUPC Integration with Microsoft Office

Calling Numbers from Browsers

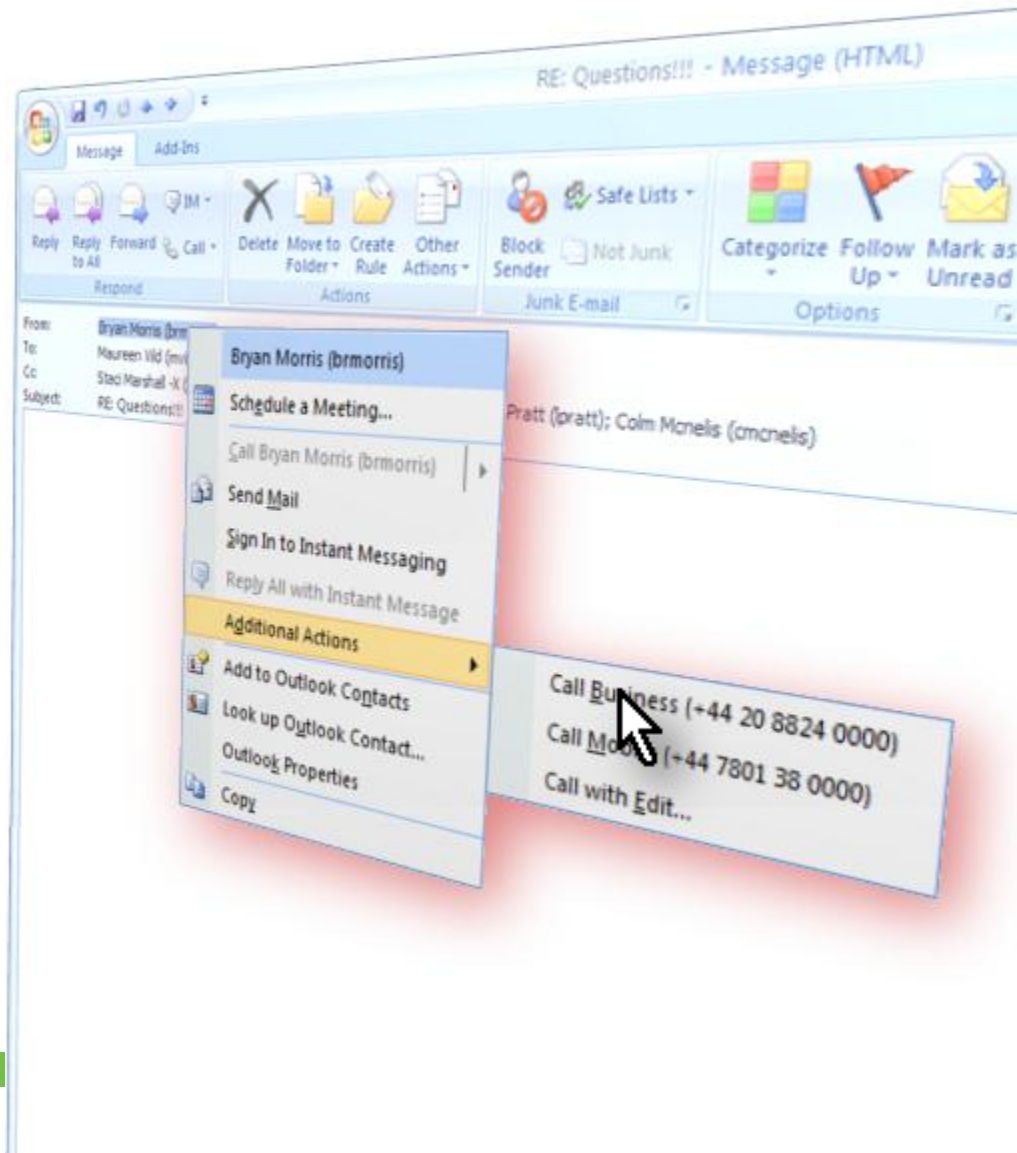


- Telephone numbers can be selected in Microsoft Internet Explorer or Firefox web browsers
- Right click and Call to dial

CUPC Integration with Microsoft Office

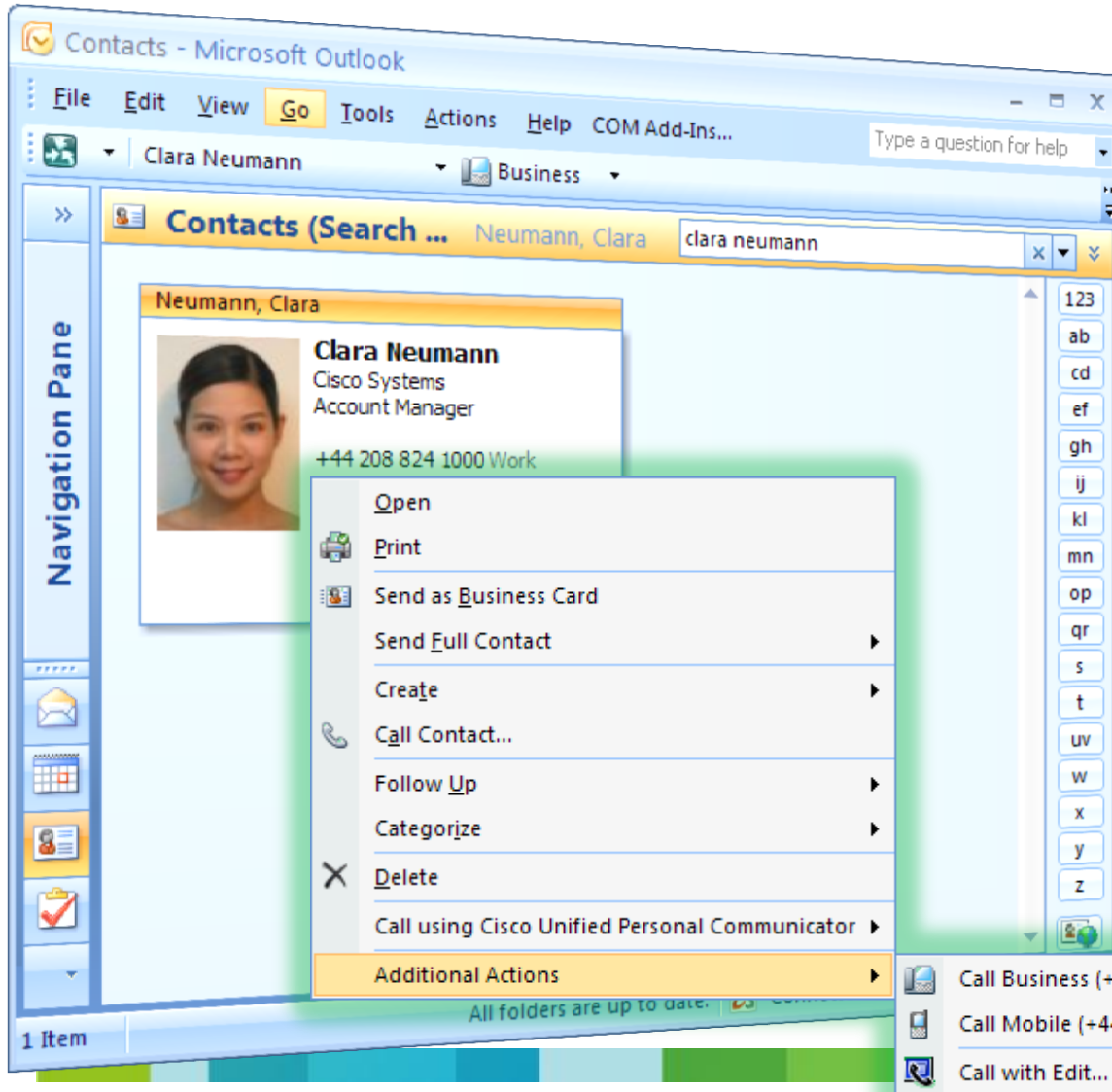
Calling Users from Right Click Menus

- The Persona Menu is a Microsoft menu exposed in Microsoft applications
 - Microsoft Outlook
 - Microsoft SharePoint
- The Persona Menu is part of Microsoft's Smart Tag Architecture
- Click to Call extends the "Additional Actions" Menu to provide calling functions
- Click to Call will lookup phone numbers in the Microsoft Exchange Global Address List (GAL)



CUPC Integrations with Microsoft Office

Calling from Outlook Contacts



- Microsoft Outlook contacts can be dialed by simply right clicking the contact
- Options to dial multiple numbers are displayed
- Further option to edit number before dialing

CUPC Integration with Microsoft Office

Office Application Ribbons

The image displays two overlapping windows from Microsoft Office. The top window is Microsoft Excel, titled 'Book1 - Microsoft Excel', showing a spreadsheet with columns A through E and rows 1 through 9. The 'Home' ribbon is active, and a 'Call' button is highlighted in the 'Editing' group. The button displays 'Call 208-824-8909' and a tooltip that says 'Call with Edit - 208-824-8909...'. The bottom window is Microsoft Word, titled 'Document2 - Microsoft Word', showing a document with the text 'John Smith - +1 408 233 4222'. The 'Home' ribbon is active, and a 'Call' button is highlighted in the 'Editing' group. The button displays 'Call +1 408 233 4222'.

	A	B	C	D	E
1	Name	Surname	Telephone		
2	William	Abramson	208-824-8909		
3	Martin	Sayers			
4	Jose	Medina			
5	Fannie	Glaser			
6	George	Bott			
7	Dale	Remillard			
8	Willie	Clemens			
9	John	Godfrey			

John Smith - +1 408 233 4222

- New ribbon application integrations for Word, Excel and Powerpoint* extend click to call functionality in the UC Integration

CUPC Integration with Microsoft Office Outlook Ribbon

The image illustrates the CUPC integration with Microsoft Office Outlook. It shows the Outlook ribbon with the 'Call Alice Adams' button highlighted. A context menu is displayed over the button, listing contact information for Alice Adams: Business (+35391003000), Home (+35393334444), Mobile (+35387222222), and a 'Call with Edit' option. A second screenshot shows the 'Recipients' dropdown menu with 'Bob Banks' and 'Chris Collins' listed. A third screenshot shows the 'edit phone' dialog box with contact information for Bob Banks: Home (+35391003001), Business (+35391003001), and Mobile (+35387222233).

- Outlook integration now also provides a click to call ribbon for contacting sender and recipients
- Right click functions also available

CUPC Integrations

TEL URI Support



tel:

The screenshot shows a web browser window displaying the Cisco Employee Connection directory page for John Costello. The page includes a search bar with 'john costello' entered and a 'Search' button. Below the search bar, there is a profile for John Costello with contact information: Work (+353 91 88 8888), Internal (88888888), VM ID (88888888), and Mobile (+353888888888). A green callout box points to the 'Click to call' icon next to the work number, with the text 'Click to call icon'. A 'Cisco Click to Call' dialog box is open, showing the dial number '88888888' and 'OK' and 'Cancel' buttons. A green arrow points from the 'Click to call' icon to the dialog box.

- Cisco UC Click to Call 8.0 introduces support for TEL: Uniform Resource Identifier.
- Functionality based on RFC3966
- Enables an organisation to quickly and easily add click to call capabilities to web and desktop applications

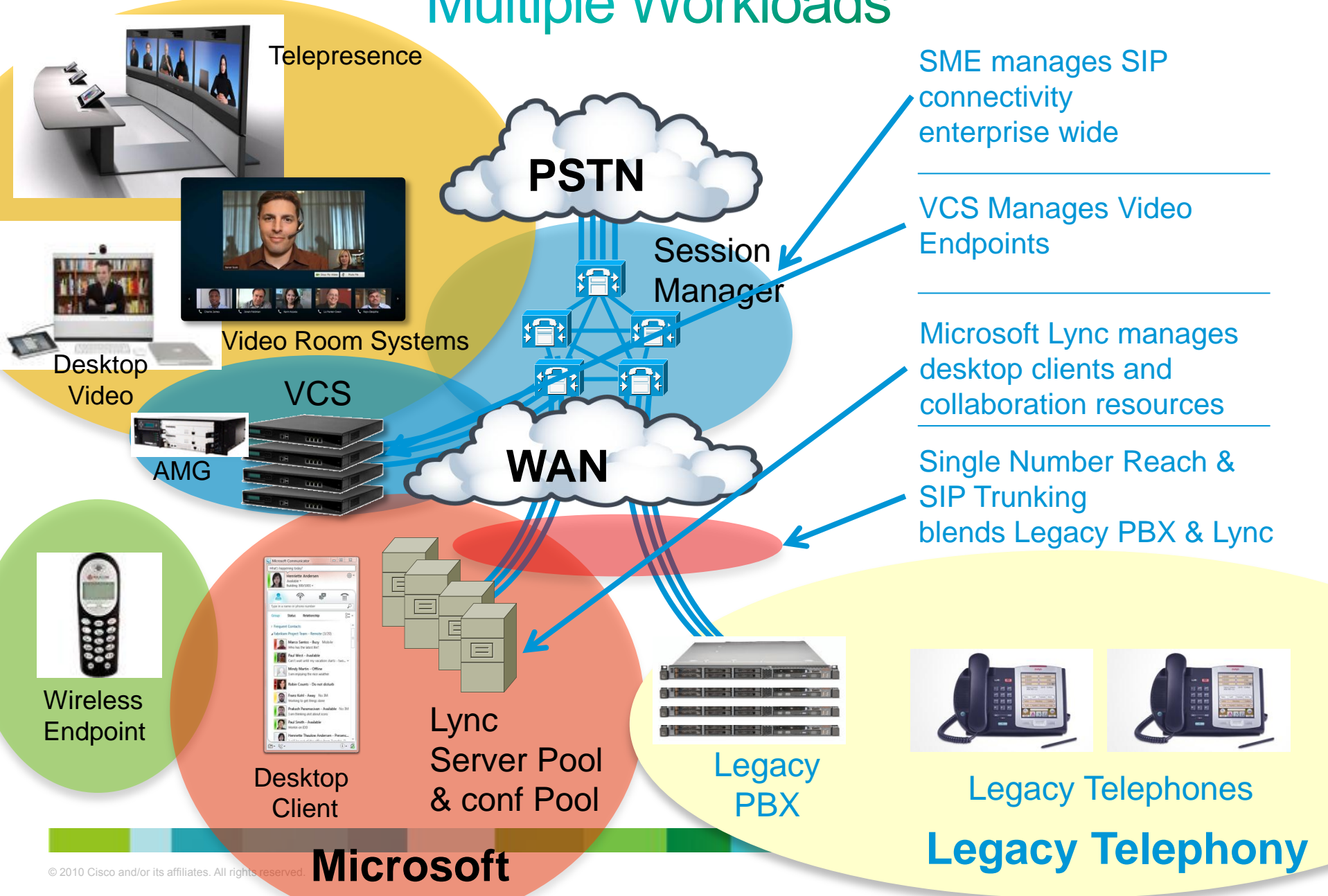
A simple HTML addition enabled a UC integrated Corporate directory

`Call`

Lync Integration Overview



Session Manager & Microsoft Lync Support for Multiple Workloads



Session Manager & Communication Manager Support for Multiple Workloads



Telepresence



Video Room Systems
VCS



Desktop
Video



Desktop
Client



Smartphone
Including WiFi



Tablet

CUCM
& CUP



Session
Manager



WebEx Node



Legacy
PBX

SME manages SIP
connectivity
enterprise wide

VCS Manages Video
Endpoints until integrated
with Communication
Manager

Communication Manager
and Presence Server
manage endpoints

Single Number Reach & SIP
Trunking
blends Legacy PBX & Cisco



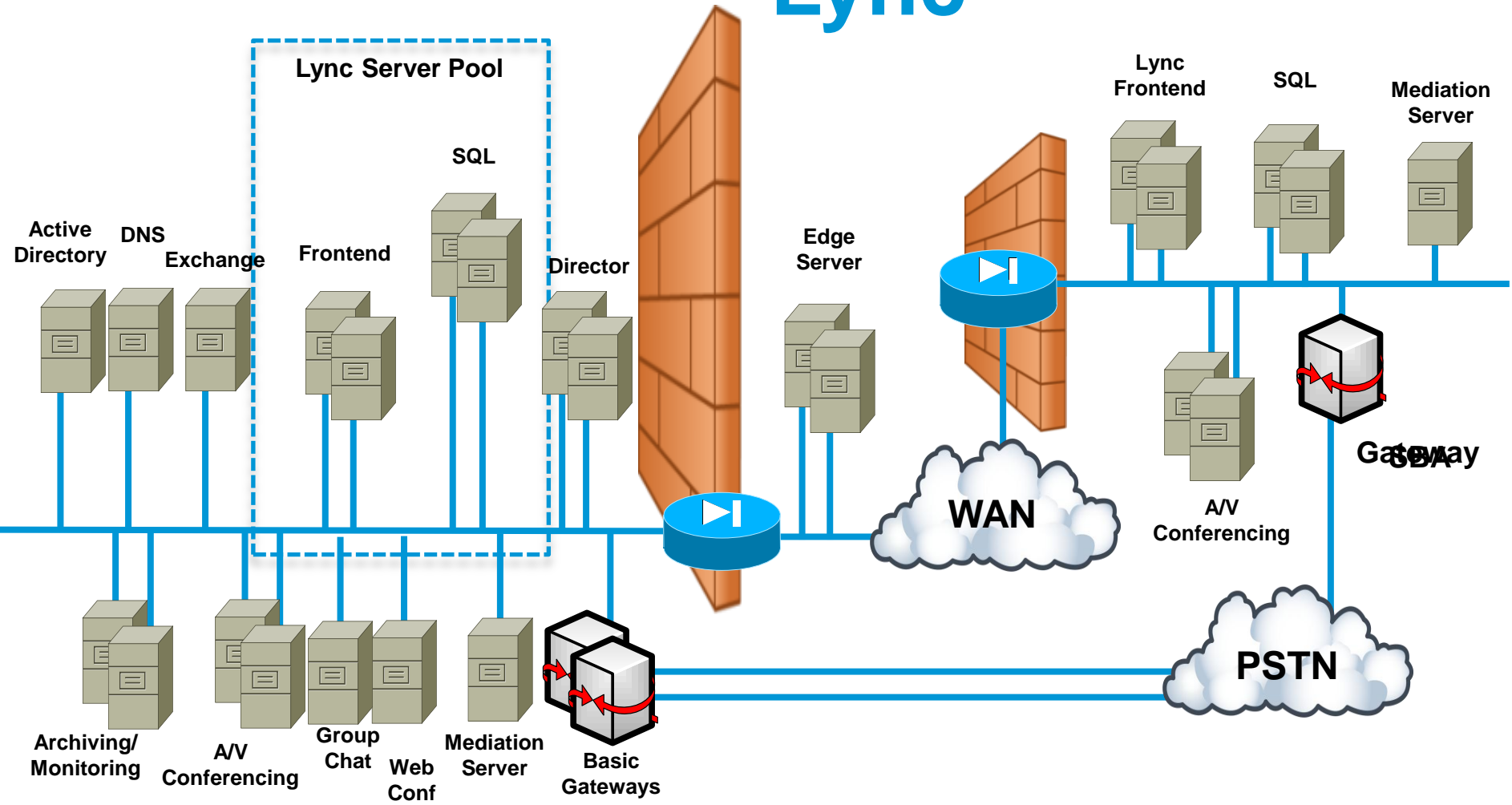
Legacy Telephones

Legacy Telephony

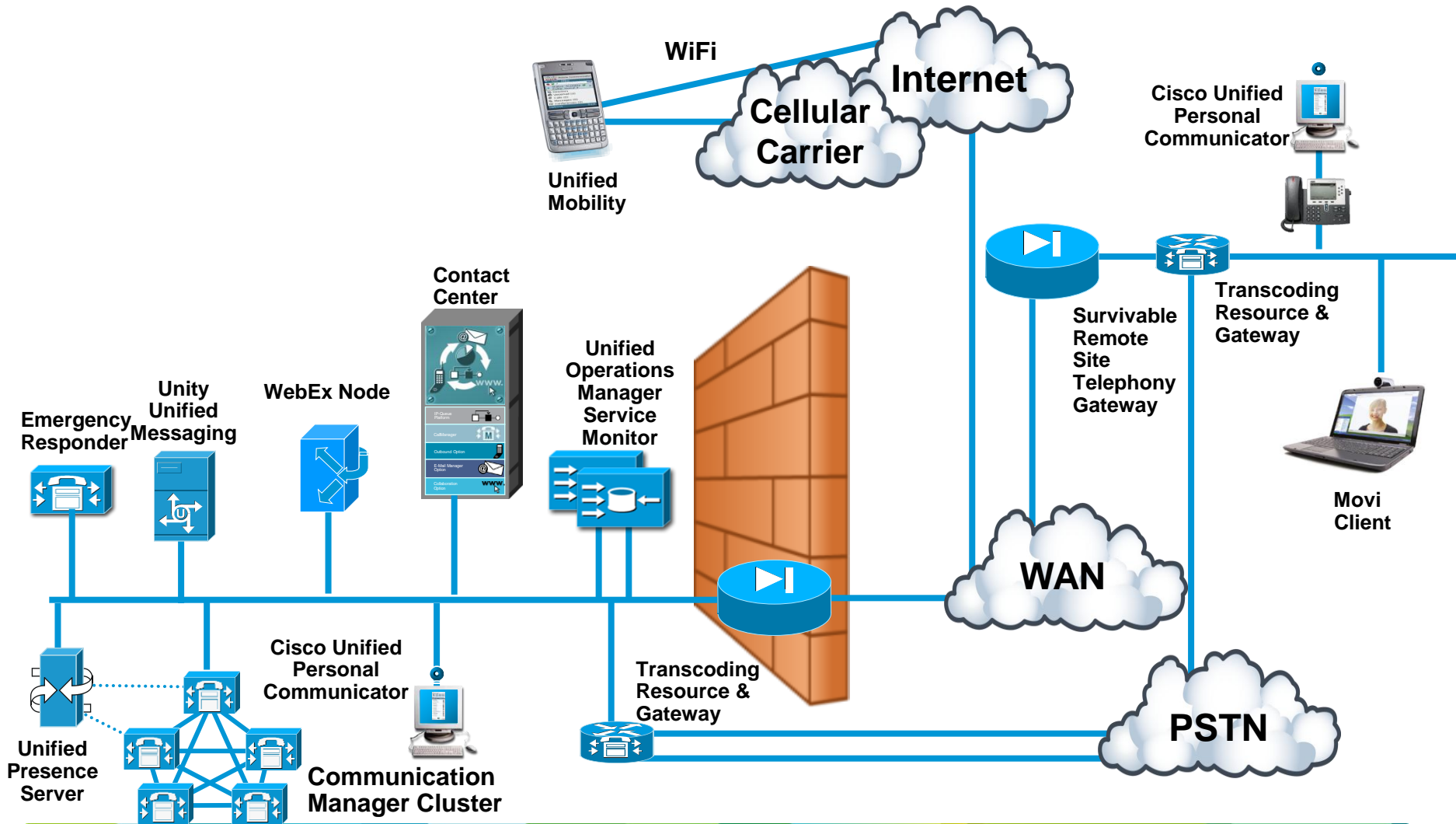


Microsoft's Architecture

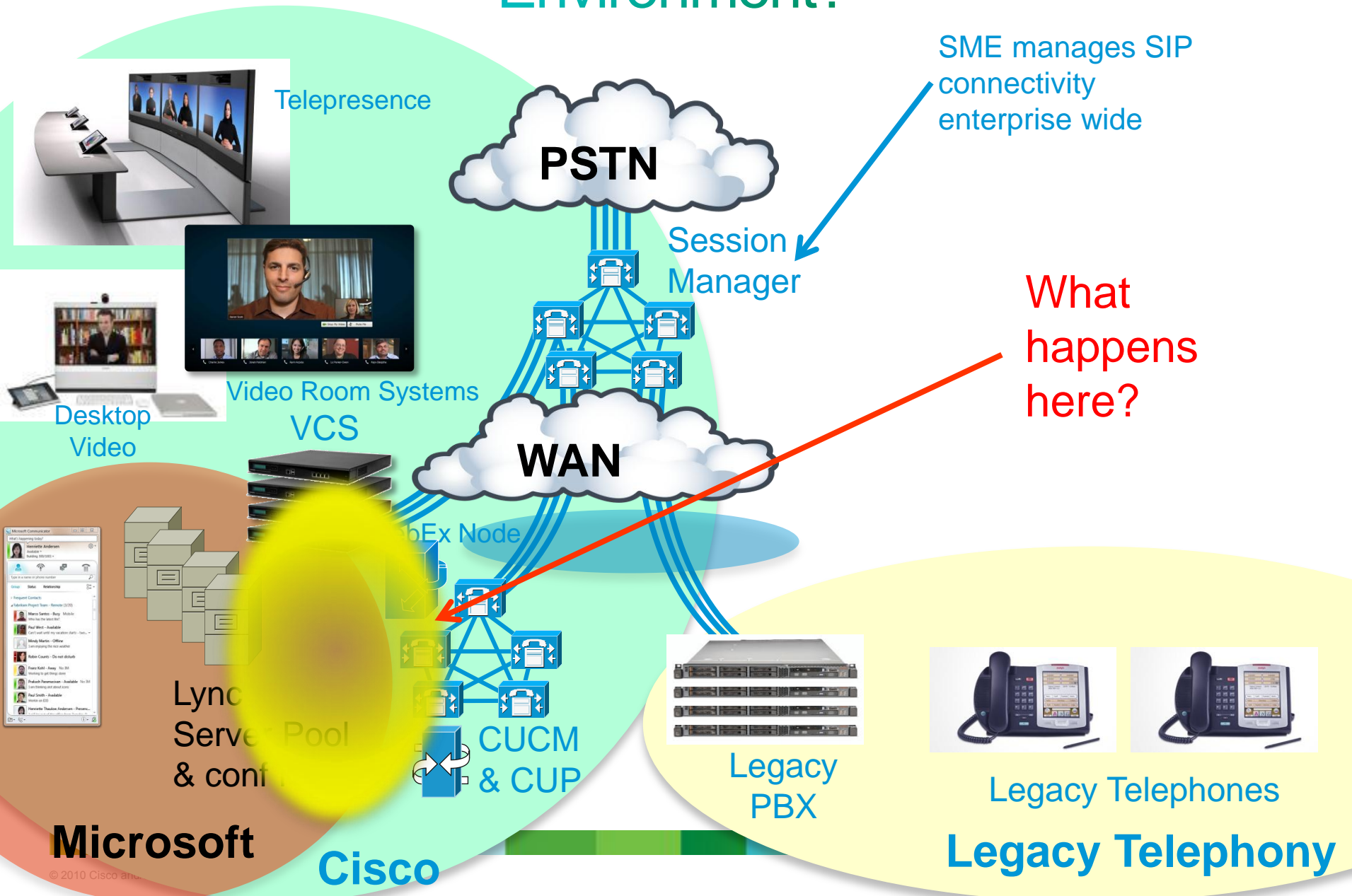
Lync



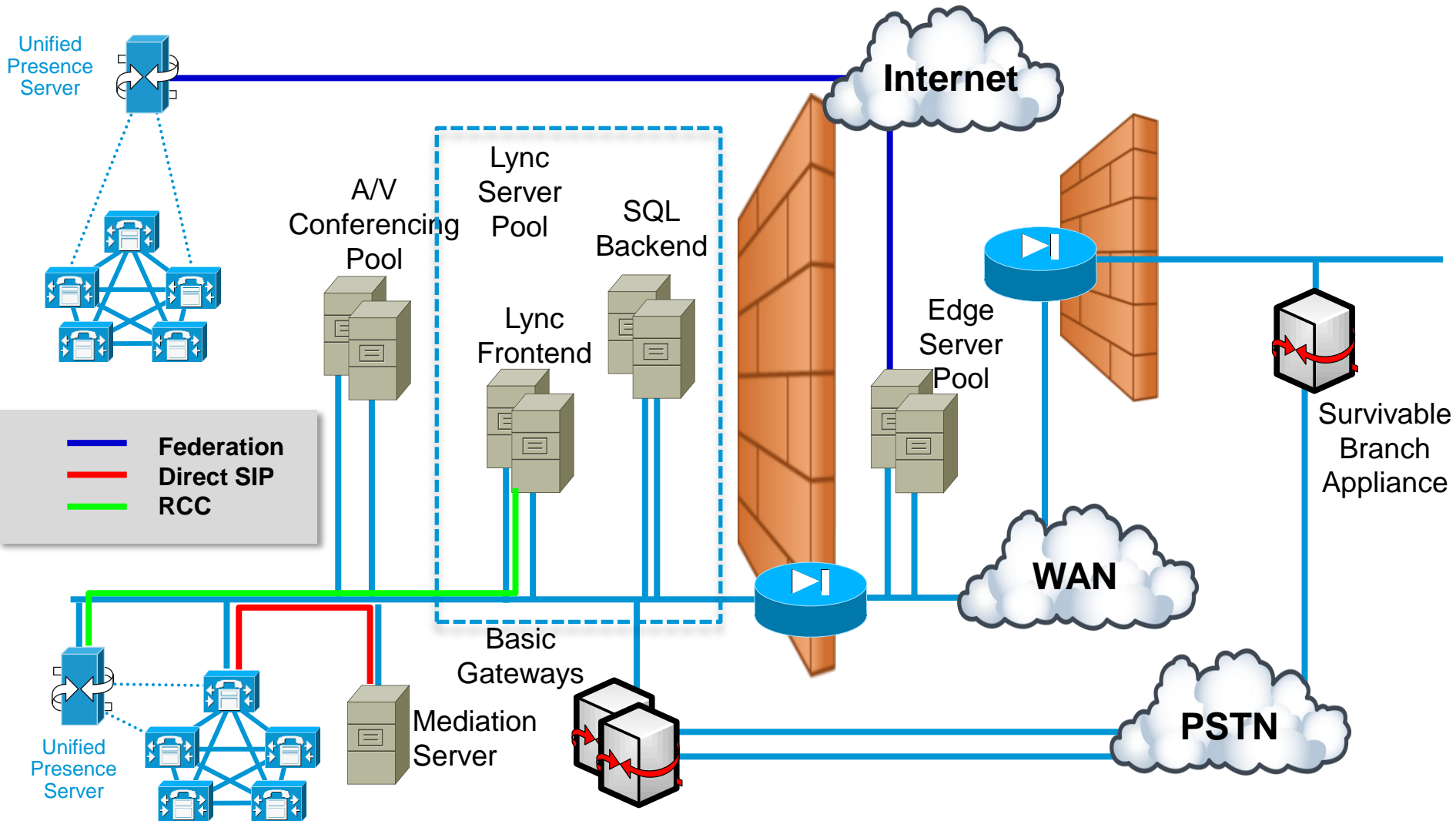
Cisco Unified Communications



How do Cisco and Microsoft Coexist in this Environment?

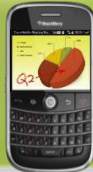


Server Integration Options



Cisco Unified Client Services Framework Collaboration Architecture for Clients

Desktop & Mobility
Integration



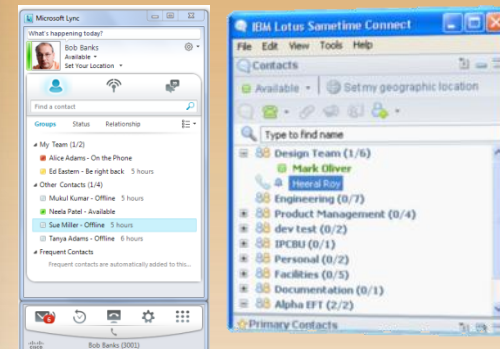
Cisco Unified Personal Communicator



Webex Connect



**3rd Party EIM
(Sametime & MOC)**



Cisco Unified Client Services Framework



Cisco Unified Infrastructure Services



Microsoft Client

Microsoft Office Communicator
Microsoft Lync (shown)

Simply drag or right
click a contact to
start a voice, video
or collaboration
session

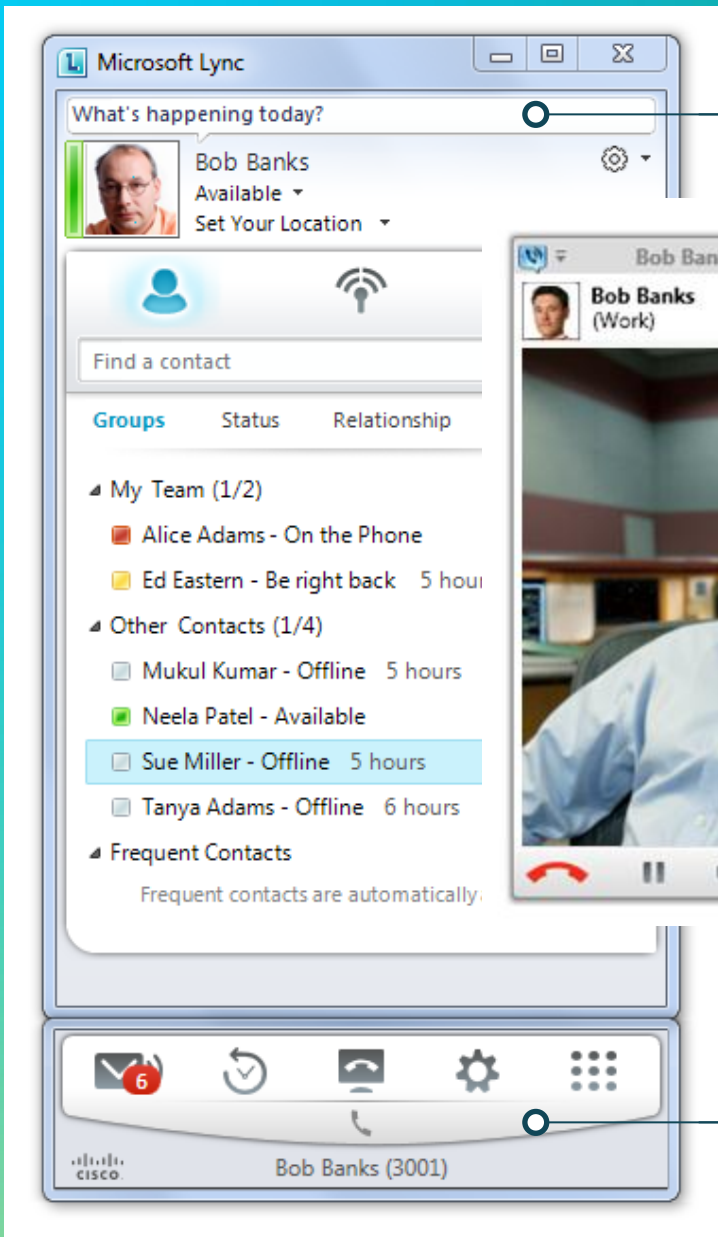


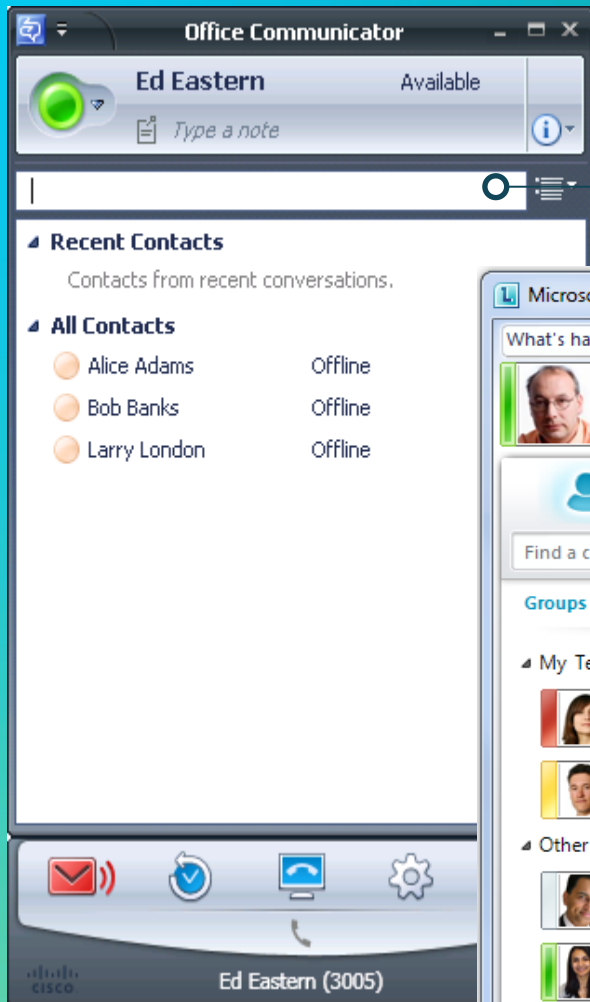
Conversation

Cisco Voice, Video and
Conference calling
and in Call Controls

Cisco Communication Panel

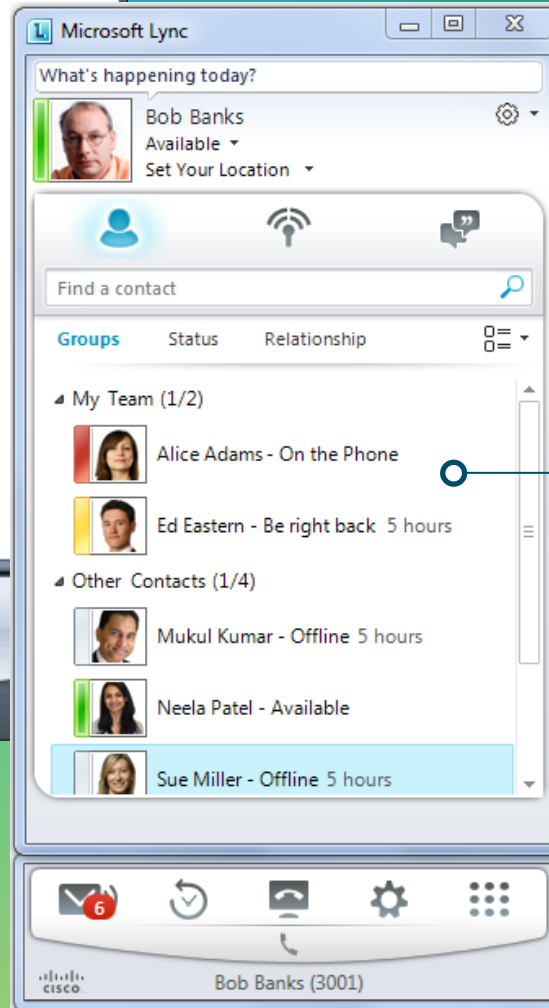
Voicemail, Communications History,
Soft phone / Desk phone control
Options & Dial pad





Microsoft Office Communicator

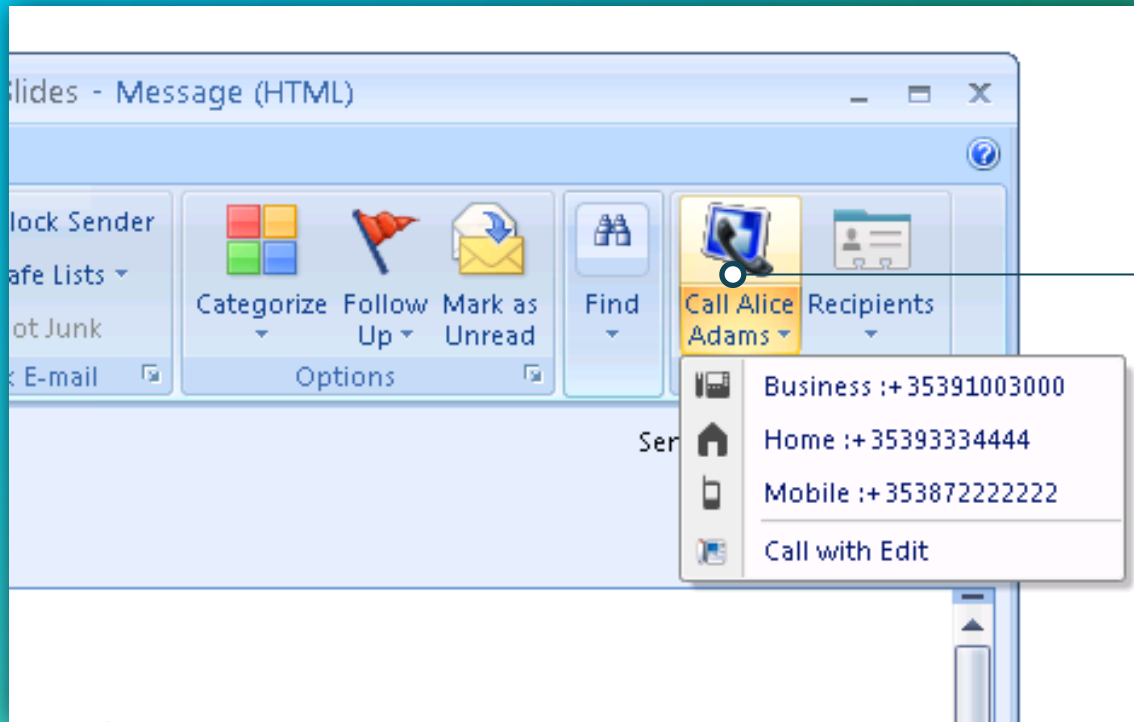
Integration running with
Office Communicator



Microsoft Lync

Integration running with
Microsoft Lync

Integration with switch
visual design based
on Microsoft client



Microsoft Office

New Office Ribbon
provides Cisco click
to call controls

Outlook, Word,
Excel, Powerpoint
Office 2007
Office 2010

Ribbon supported with Microsoft Office 2007 and 2010

Ribbon displayed in Word, Excel, Outlook and Powerpoint

Office 2003 provides right click menu calling

Cisco UC Integration for Microsoft Lync

Support for OpenAM Single Sign-on

- The 8.5(1) release introduces support for OpenAM single sign-on
- Users are no longer prompted for UC manager credentials when they start the client
- Access to Active Directory by the client will also be authenticated based on user domain login.
- Requires upgrade to **UC Manager 8.5 & CUCIMOC 8.5**
- The solution requires the ForgeRock OpenAM Server 9.x



Cisco Jabber



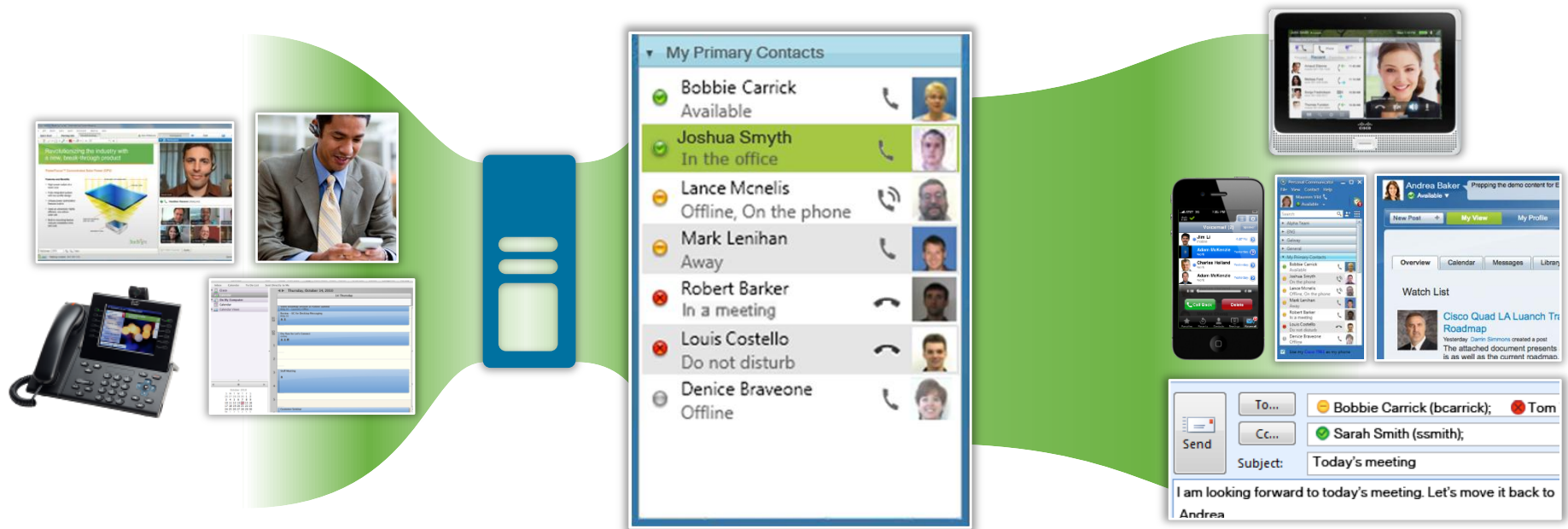
Cisco Jabber Client



Integrated, Multidimensional Presence

Unlock the Power of Unified Communications

Use Contextual Communications to Get Answers and Make Decisions Faster



Status Generated from Multiple Sources

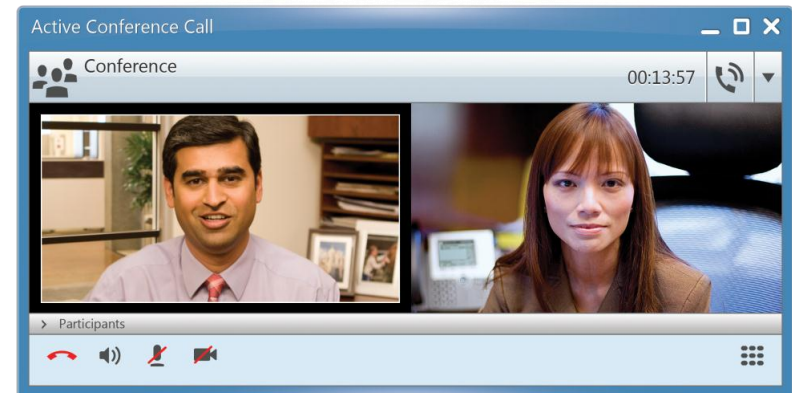
Status Published in Multiple Applications

“Gartner clients making collaboration and communications decisions are increasingly realizing the central role IM and presence play”

Anywhere Access to Business Quality Voice and Video

- Simple, Intuitive User Experience
 - Point and Click access
- Voice
 - Soft phone or desk phone control
 - High quality audio experience
 - Uses industry leading call control
- Video – Rich Experience, Interoperable
 - High definition video (720P)
 - Industry standard (H.264)
 - Multiparty, continuous presence

1. High-definition video currently available with on-premises solution only



Multiparty Web, Video, Audio Conferencing

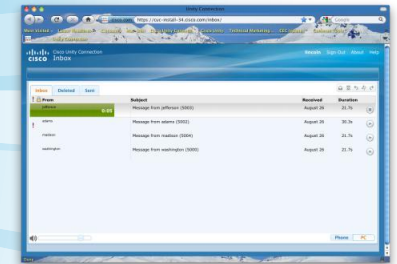
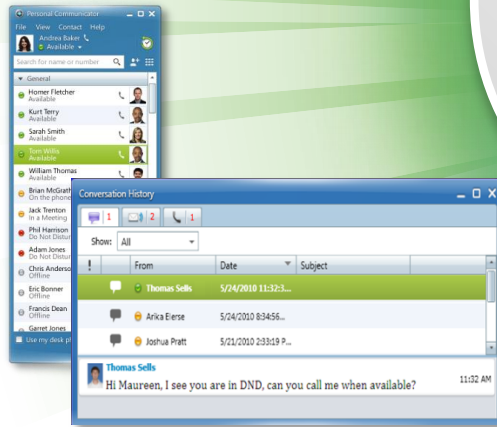
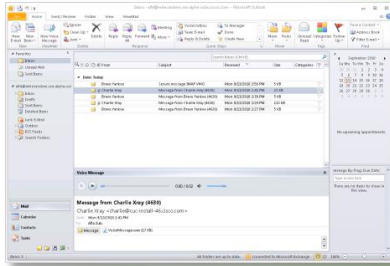
- Industry leading WebEx solution
 - Audio, web and high quality video
 - Scale to 100s of attendees
 - Meetings, Training, Event versions
- Share desktop, applications, and presentations
- Ad-hoc and scheduled meetings
- Consistent, cross-platform experience
 - Share from Windows, Mac, Linux
 - Mobile access



1. High-definition video currently available with on-premises solution only

Multimodal Voice Messages Access From Any Workspace

Access from
e-mail, desk
& mobile phone,
UC clients



- Anytime, anywhere access
Listen or read messages
Speech control

- Flexible deployment options
- Secure and reliable

Communicate From Microsoft Applications

IM, Communications Integrated for Easy Access

- View availability and initiate communications

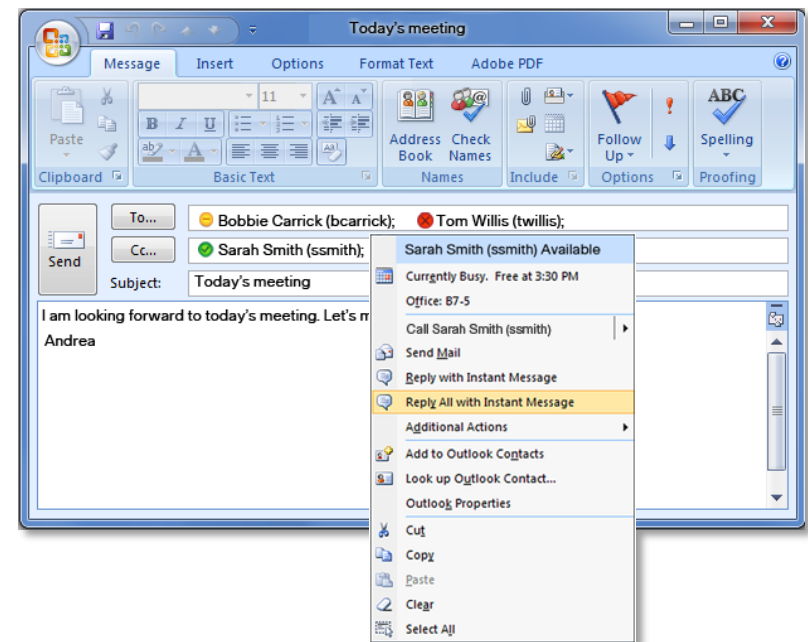
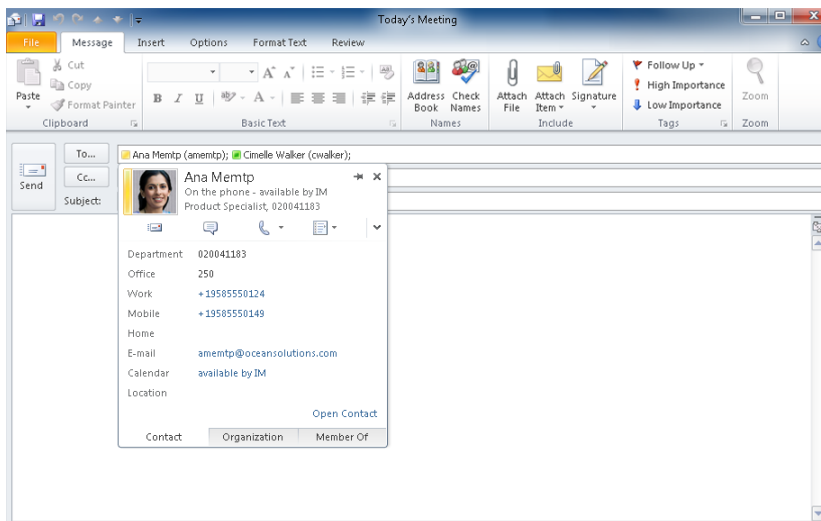
Dynamic presence status

Click-to-chat & call (audio/video)

Point-to-point & multi-party

- Microsoft Outlook, SharePoint, Office

- Browsers, Web-applications



Thank you.

