



Cisco AR Speaker Series: Cisco Unified Workspace Licensing

October 15, 2007



Presenter(s):

Taylor Collyer, Director, Unified Communications BU

Julie O'Brien, Sr. Manager, Unified Communications Marketing

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”

Time Magazine's "Person of the Year 2006: You"





PERSON OF THE YEAR

TIME



Yes, we. **We** control
the Information Age.
Welcome to **our** world.

COLLABORATION

COLLABORATION

Collaboration is Driving Business Process Change



Every Experience is Delivered by the Network

Everywhere, every time, every device, every media, everybody!



5-Phase Strategy for UC

Migrate

Accelerate

Transform

Include

Transcend

Legacy

Extending
UC across
the business

Competitive
advantage
with UC

Extend UC to
customers,
partners

Boundary-Free UC

Frictionless
Collaboration

2005

2006

2007

2008

2009

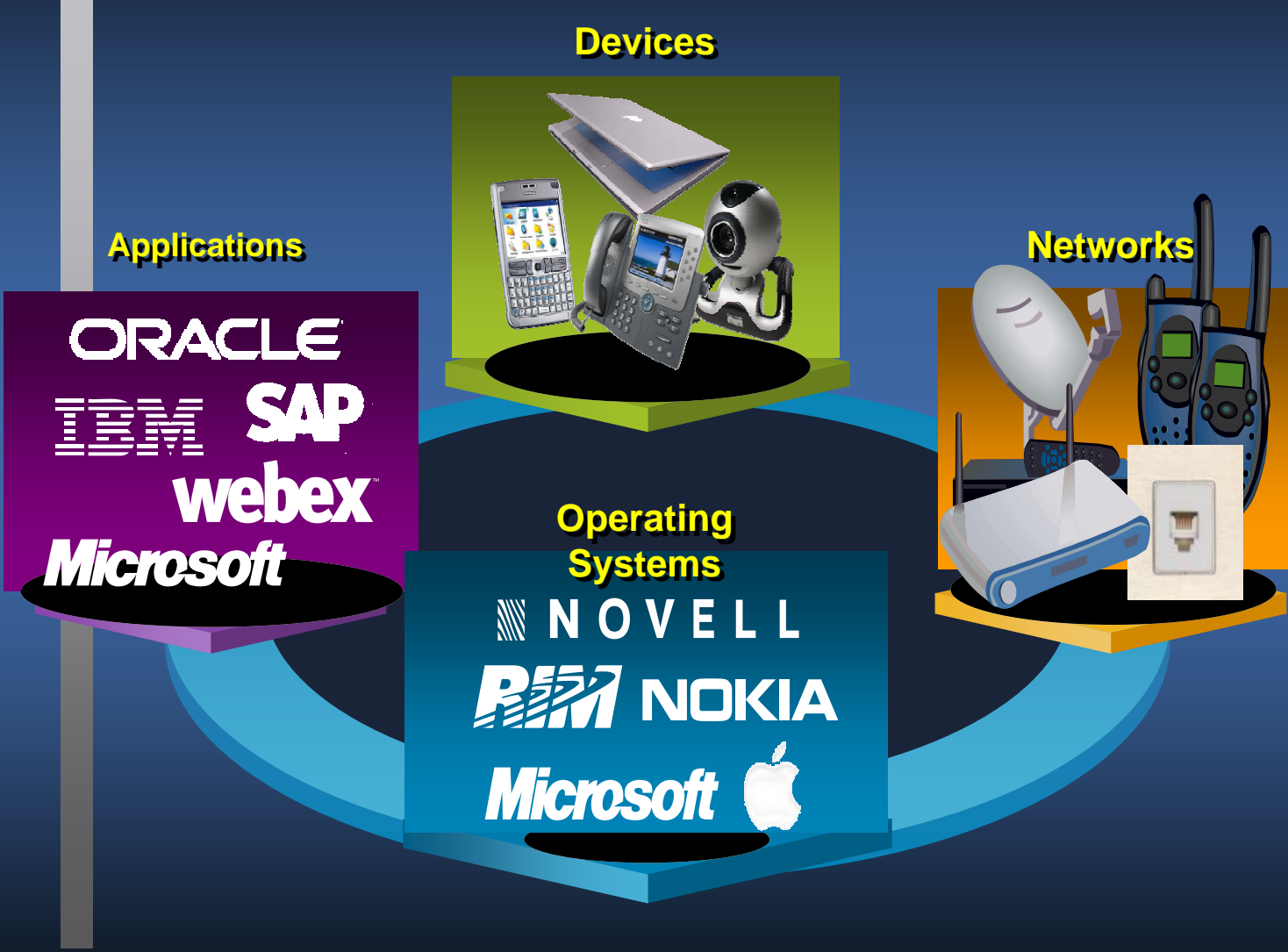
2010

2011

2012

From Millions to Billions of Users

Customers work in variable workspaces



Cisco Unified Workspace Licensing

What Is It?

- Client & server software & licensing packaged together
- Standard Edition or Professional Edition
- Appropriate servers, hardware, phones, and video cameras purchased separately
- Requires a three year UCSS contract

Why It Matters to Customers & Partners

- Reflects that Cisco Unified Communications extends beyond the desktop
- Competitive advantage over Microsoft, Avaya, and Nortel
- Gives every user the full Unified Communications workspace experience
- Simplifies Bill of Materials (BOM) creation, order entry, subscription, and support



Workspace Licensing Overview

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

Functionality	Standard	Professional
Video Conferencing		
Web Conferencing		
Audio Conferencing		
Mobile Phone Client		
Presence		
Mobility (with Sim Ring services)		
Soft Client		
Messaging	Voice	Unified
Phone/Call Control	One	Unlimited
Suggested List Price	\$315	\$415

Why Cisco Unified Workspace Licensing?

- Reflects that Cisco Unified Communications solution extends beyond the desktop and the licensing strategy must unlock the full workspace potential of its users
- Provides customers the freedom to cost-effectively give every user the full unified communications workspace experience rather than just dial tone and voicemail
- Simplifies Bill of Materials (BOM) creation, order entry, subscription, and support for field and channel partners
- Gives the field and channel a powerful competitive advantage





CISCO