



Cisco
Collaboration Consultant
and Analyst Summit 2009

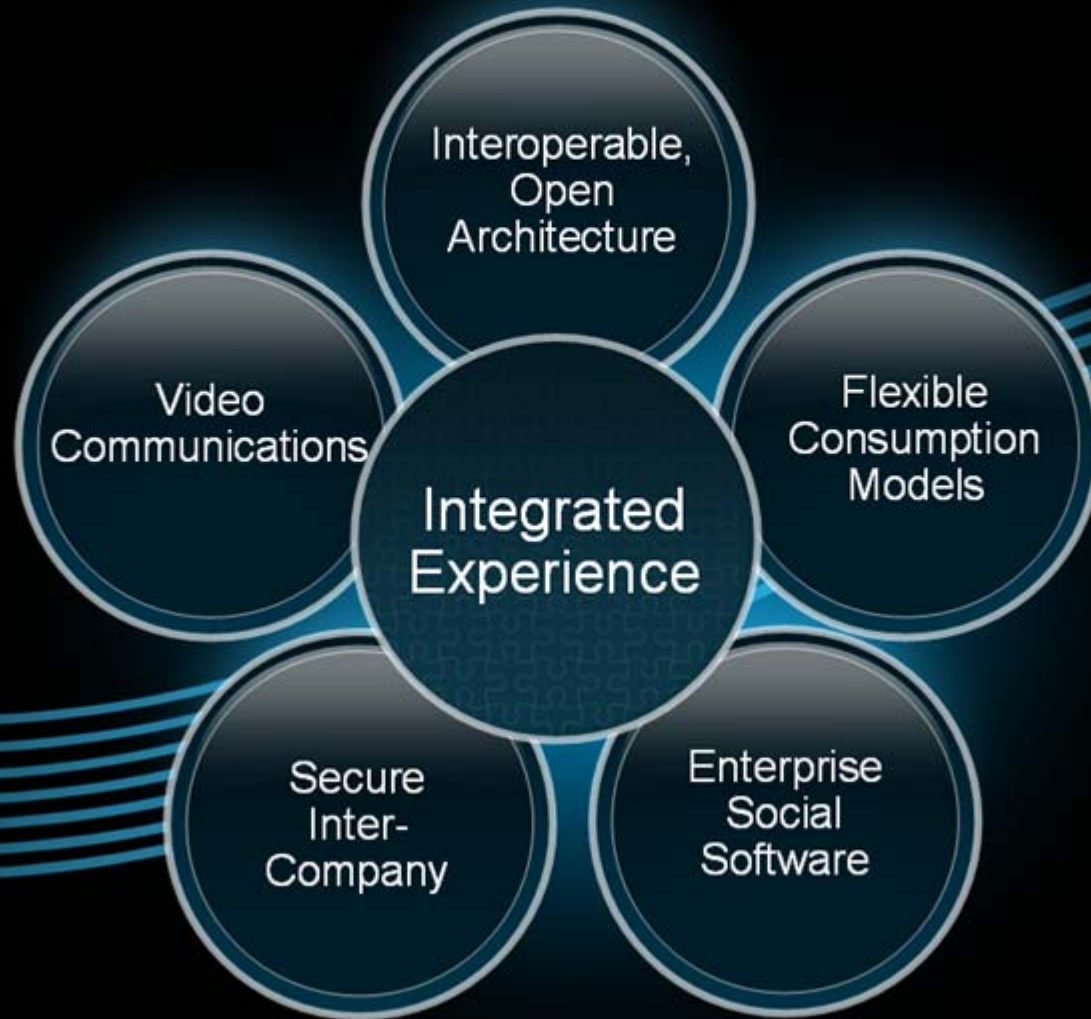


Ubiquitous Presence: Essential for Collaboration

Rick Emery, Director, Collaboration Software Group

Laurent Philonenko, VP/GM, Unified Communications BU

Cisco Strategic Direction



History of Networks

Data Networks

PBX and Phone Systems

Presence and Instant Messaging



Market Transition



From		To
Competing <ul style="list-style-type: none"> ▪ Session Initiation Protocol for Instant Messaging and Presence Leveraging Extensions (SIP/SIMPLE) ▪ Extensible Messaging and Presence Protocol (XMPP) ▪ Proprietary implementations 	Standards	Multi-Protocol <ul style="list-style-type: none"> ▪ Coexistence ▪ Interoperability
Presence Islands	Reach	Borderless Collaboration
Proprietary Extensions	Ubiquity	Open and Extensible
Application Centric Pre-Defined Choices	Architecture	Network-Based Service Flexibility and Choice
Instant Messaging	Applications	Collaborative Apps

Cisco Strategy

Presence and Enterprise Instant Messaging (IM)

- **Based on Industry Leading Standard**

Integrate industry leading XMPP standard
(Powered by Jabber) into Cisco's
Collaboration Portfolio

- **Provide Ubiquitous Access**

Delivered as a network-based service
accessible by Cisco, third-party, and other
business applications

- **Enable Borderless Collaboration**

Connect presence islands to reach business
contacts beyond your corporate network

- **Flexible Architecture**

Interoperates with SIP/SIMPLE and XMPP

Open APIs

Deployment options

Innovate beyond IM



Based on Industry Standard Extensible Messaging and Presence Protocol (XMPP)

- **Established Industry Standard**

 - Developed by Jabber Open Source Community (1999)

 - Formalized as a IETF standard (2002–2004)

 - Continuously extended by XMPP Standards Foundation

- **Active Open Source Developer Community**

 - 60+ XMPP clients developed and supported on seven different desktop, mobile, and web platforms

 - 20+ XMPP servers developed for XMPP service providers

 - XMPP software library for developers to build XMPP applications in seventeen programming languages

- **Growing Number of XMPP Services**

 - Cisco Unified Presence, Cisco WebEx Connect, Google Talk, Live Journal Talk, Nimbuzz, and Ovi



Cisco Collaboration Portfolio

Integration of XMPP and Jabber Technology

2005–2008

Cisco WebEx
(Cloud-Based)

Cisco UC
(Premise-Based)
Desktop
Telephony
Mobility
Customer Care



2008

Jabber Acquisition

jabber^{Inc.}

Announced November 9

Cisco WebEx
Connect IM

Cisco Unified Presence 8.0
Cisco Unified Personal
Communicator 8.0



Future

Enterprise Social Software



Flexible Architecture

Client Choice, Interoperable, and Deployment Options

Client Choice



Cisco



Third-Party Clients



Business Apps

Interoperable



Dual Protocol



Federations



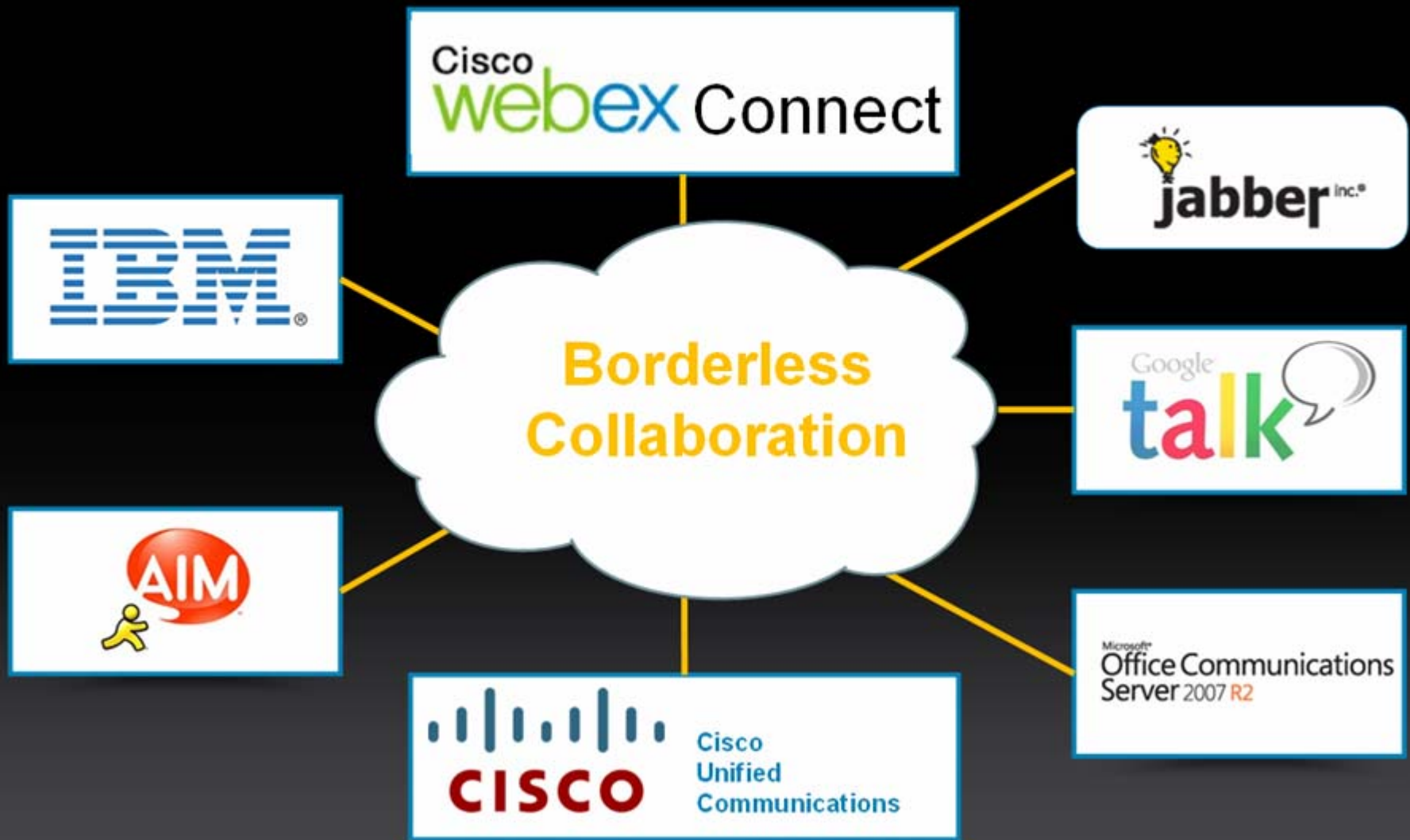
APIs

Choice of
Deployment
Options



Enable Borderless Collaboration

Connecting Presence Islands with Federation



Beyond IM: The Power of Presence



Demonstration



Demonstration



John
VP of Marketing

XZY Inc.: Customer HQ



Nicole
Account Rep.


Offsite: Observing
Focus Groups



EB White
Script Writer

Mary
Project Mgr.

ABC Inc. Ad Agency HQ



Staci
Voice Talent

Freelance: Home Office

Demonstration – Scene 1

- **B2B Federation**

 - Cisco Unified Personal Communicator to Cisco WebEx
Connect IM across Domains

- **Ongoing IM Dialog**

 - Cisco WebEx Connect IM

Demonstration – Scene 2

- **Telephone Presence in Enterprise IM**

 - Cisco Unified Communications Integration to WebEx Connect

- **File Transfer via Enterprise IM**

 - Cisco WebEx Connect IM

Demonstration – Scene 3

- **Third-Party XMPP Client**
Adium
- **Click to Escalate from Enterprise IM to Audio Conference using Cisco Unified Comms Manager**

Demonstration – Scene 4

- B2C Federation
 - Cisco WebEx Connect to Googletalk
- Click to Escalate from Enterprise IM to WebEx Meeting

Demonstration Take Away



New Announcements



On-Demand Enterprise Instant Messaging

Available
Now:
US and
Canada Pilot
in Europe

- **Presence and IM powered by Jabber XMPP**
- **Presence control and federation**
 - Determine who can access presence information
 - Federate with other XMPP systems and leverage other 3rd party XMPP clients
 - Federation via XMPP gateway: Microsoft OCS, IBM SameTime
- **Enhanced WebEx meeting integration**
- **Enhanced policy management and organizational administration**
- **Extended Capabilities**
 - Cisco Unified Communications Integration: Provides instant access to rich Cisco UC services
 - WebEx Connect spaces: Asynchronous collaboration provides persistent chat and file sharing



Cisco UC Integration for WebEx Connect*

Available
Now:
US and
Canada Pilot
in Europe

- **Embedded softphone**

Make and receive phone calls from anywhere

Mid-call controls: Transfer, hold, conference

- **Full Cisco IP desk phone control**

- **Ad-hoc audio conferencing**

CUCM, Unified MeetingPlace, WebEx, or third-party SP audio

- **Phone presence indication**

- **Client based call history**

- **Voice mail integration**



* Requires Cisco Unified Communications Manager 6.1.3 and above

Cisco Unified Presence 8.0

Dual Protocol, Standards-Based, Open Platform

Q1
CY10

- **Integral Part of Cisco UC**

Tightly integrated with telephony, mobility, and contact center solutions

- **Powered by Jabber XMPP**

Native Dual Protocol Support for XMPP and SIP/SIMPLE

- **Native Support for B2B and B2C Federations**

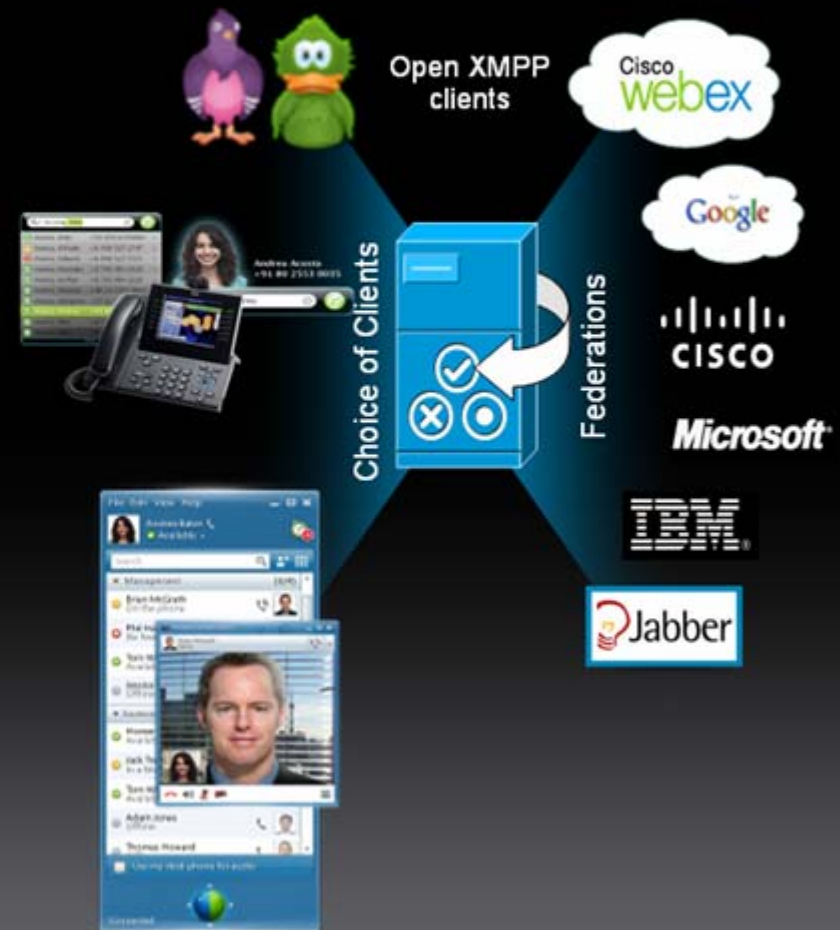
Cisco Unified Presence, Cisco WebEx Connect, Jabber, Microsoft Office Communicator, IBM Sametime, and Google Talk

- **Enhanced Enterprise IM**

Server-side IM Logging and Compliance

- **Open and Extensible Platform**

XMPP, AJAX, SOAP, REST, and SIP/SIMPLE



Note: Prototype of User Interface; Subject to Change

Unified Personal Communicator 8.0

Multimedia UC Client for Borderless Collaboration



- Powered by Jabber XMPP and Cisco Unified Client Services Framework
- Enhanced and intuitive unified communications user experience
- Standards-based wide-band audio and high-definition video
- Enhanced Enterprise IM

Group and persistent chat

Client-side communications logs

B2B federation with Microsoft Office Communicator, IBM Sametime, WebEx Connect, and Cisco Unified Personal Communicator

B2C federation with Google Talk

Exchange of IM between Cisco Unified Personal Communicator, Cisco Unified Mobile Communicator and third-party XMPP clients



Note: Prototype of User Interface; Subject to Change

Cisco UC Integrations for Cisco WebEx Connect and Microsoft Office Communicator

Available
Now



Q1
CY10

Unified
Client
Services
Framework

Audio



Call Ctl

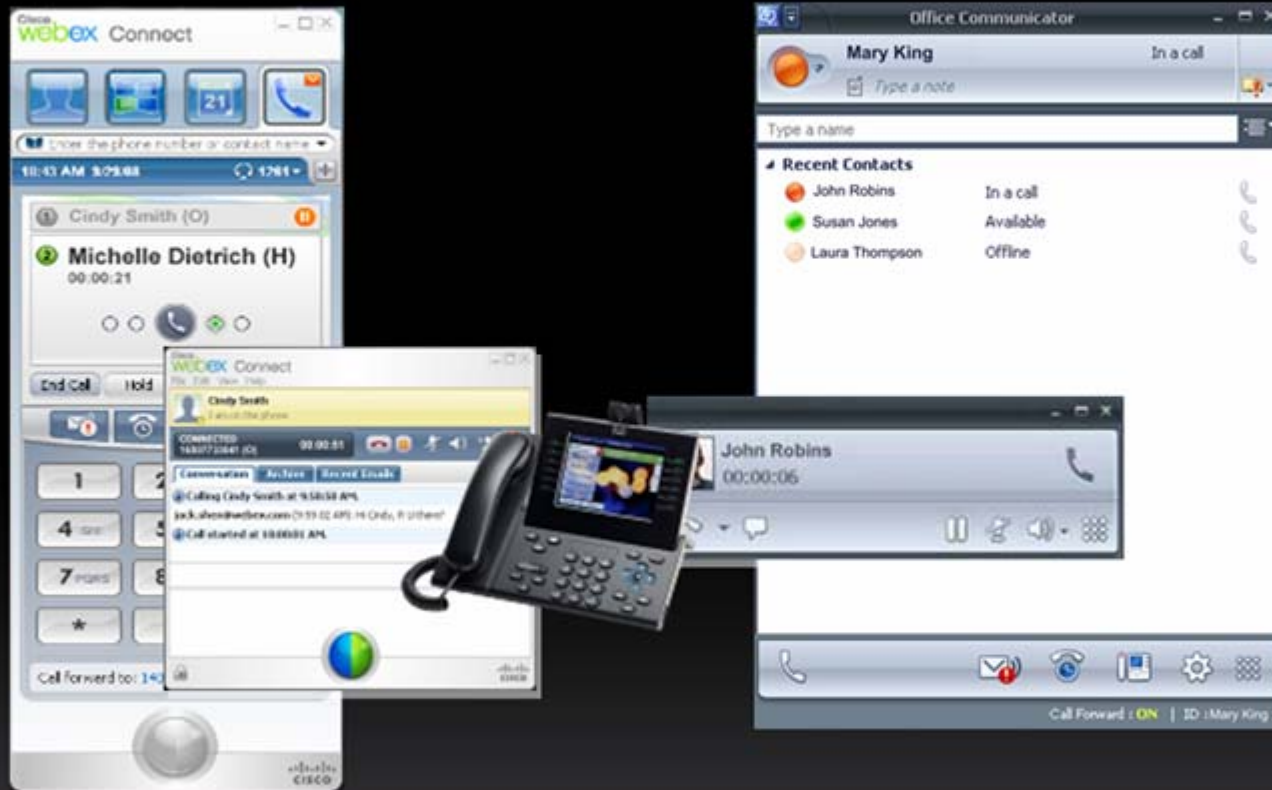


Presence



Cisco UC Integrations for Cisco WebEx Connect and Microsoft Office Communicator

Available Now



Q1 CY10

Unified Client Services Framework

Audio



Call Ctl



Presence



Conf



Visual VM



Video



Future



Cisco on Cisco



Challenge:

- Significant IT management resources dedicated to EIM
- Find knowledge experts and enable rich communication quickly
- Collaborate effectively with partners, vendors and customers
- Reduce travel costs

Solution:

- Migration to Cisco WebEx Connect IM—87,000+ seats
- WW deployment in 45 days
- Support cases below 1%
- Cisco UC Integration™ for WebEx Connect in next 90 days

Business Value

- Significant total cost of ownership savings
- Leverage Cisco IP Network
- Quicker, better informed decision making
- Build richer relationships with colleagues, partners, and customers

Summary

- Presence is critical for collaboration
- Standards and interoperability are differentiating enablers
- Cisco offers a presence platform—not just an Enterprise IM product





Q & A



CISCO