



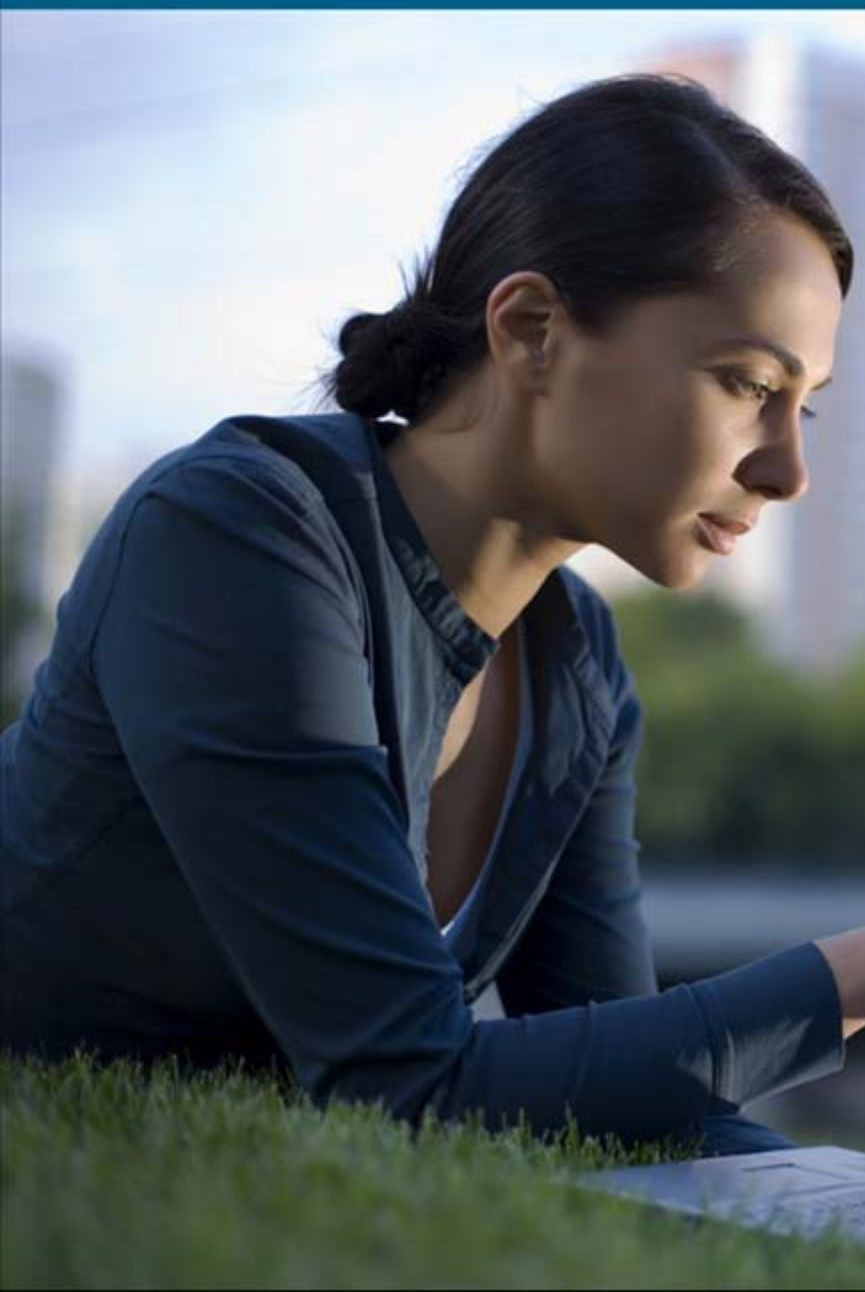
Cisco
Collaboration Consultant
and Analyst Summit 2009



The Evolution of Email

Duncan Greatwood, Senior Director, Collaboration Software Group

Email Evolution



- Moving to cloud, cloud + hybrid
- Email service without compromise
- Next-Gen collaboration integration
 - Email core to collaboration
 - Collab extends beyond email

Announcing

Cisco WebEx Mail

Corporate Cloud Email that Delivers:

- Better economics for companies
- Service without compromise for users, easier management for IT
- Interoperability and co-existence
- Bridge to next generation collaboration

Available Immediately
(US and Canada)

Service Highlights

Cloud Efficiency

- Cut cost + better allocate resources
- Flexible, seat-based subscriptions
- Powerful web-based administration
- Scalability on demand
- High availability for all

Service without Compromise User Experience

- Native Microsoft Outlook support
- Outlook, web, mobile access
- Up to 35GB mailboxes

IT Control

- IronPort Essentials AS/AV security
- Admin control
- Migration and co-existence

Better Collaboration

- Available today:
 - Full -featured Web 2.0 client
 - Expect mixed Outlook/web-client use
- A bridge to tomorrow:
 - Next generation Inbox



Native Outlook Support

- Only non-Microsoft solution with native Exchange Protocol (MAPI) support

Outlook capabilities
(Calendar free-busy, tasks, contacts, etc.)

No client or server
plug-in to deploy
or support

No barriers to roll out
or adoption

- Outlook 2003, 2007
and 2010 supported



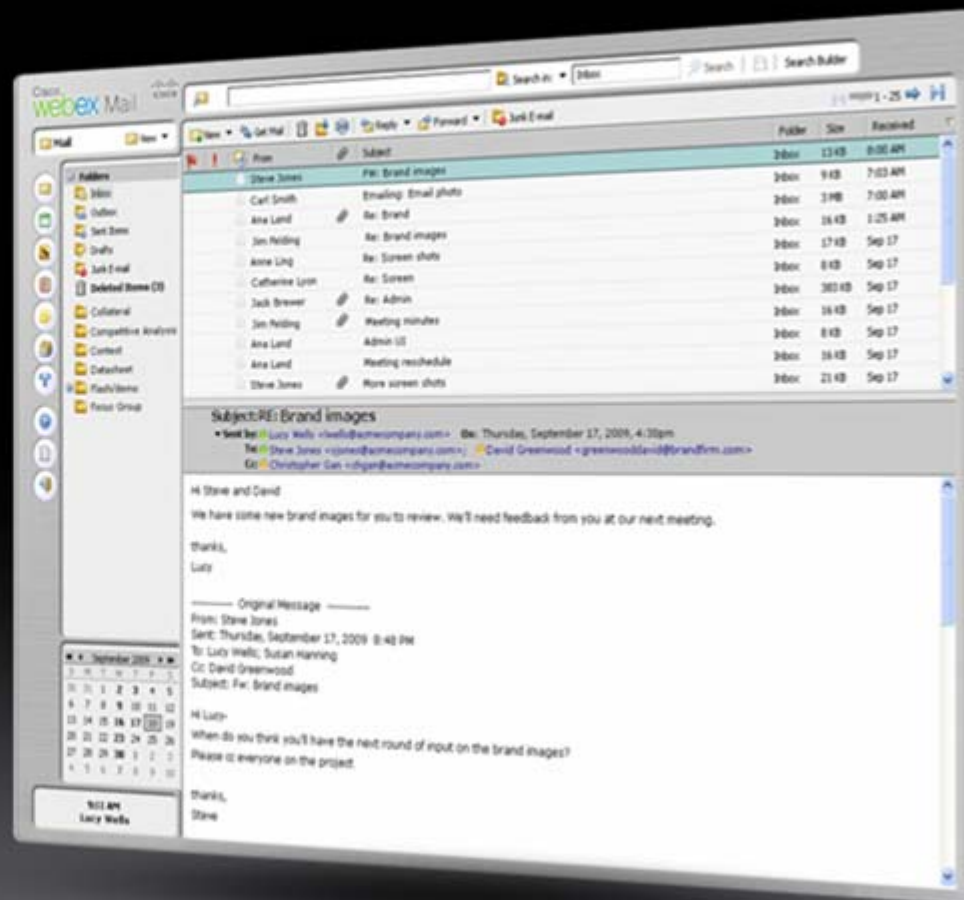
Optimized Mobile Access



- Native BlackBerry (BES in the cloud) and ActiveSync support for iPhone and Windows Mobile
- Unique mobile sync performance optimization eliminates mobile deployment infrastructure-cost penalty
- IT-sanctioned mobile email can be rolled out broadly without performance impact
- Administrator provisioning and security controls

Web 2.0 Webmail Client

- Next-gen AJAX client
- Browser-independent
- Familiar look and feel
- Full email, calendaring and collaboration
 - Free/busy
 - Resource availability/booking
 - Shared folders
 - Deleted items restore
- Web 2.0 capabilities
 - Drag and drop
 - Context sensitive hovers



On-Premise/Cloud Co-Existence

Migration and Co-Existence without Disruption



Current Features

- Split SMTP domains that route email to both cloud and premise
 - No disruptions to MX setup
 - Bulk user migration and configuration
 - Retain email addresses
- GAL sync for small to mid-sized organizations
- Native Outlook: No plug-ins, no desktop change moving to cloud

Upcoming Features

- GAL sync for all
- Calendar free/busy sync
- Nested org/delegated admin
- On-prem/cloud app interconnect
 - With on-premise archiving co-existence

Archiving

- Cisco WebEx Mail storage scalability eliminates need for archive-as-overflow

Allows PST-file elimination via mailbox import

Improves data accessibility, access-convenience, and manageability

- Archiving for compliance and eDiscovery:

Today: Archive to cloud archival service



Prequalified: LiveOffice—email compliance and eDiscovery

- Roadmap:

Continue to partner with cloud archiving solutions

Enable direct-interconnect with premise-based archives

Ultra-low-cost archiving built-in to Cisco WebEx Mail mailbox



High Availability Cloud Cisco WebEx Collaboration Cloud

Continuous Availability

- Geographically remote with continuous data replication
- Local + remote system redundancy
- Separability

SLA-Backed 99.9% Uptime

2 Hour/4 Hour RTO

Data Recovery

- Data snapshots every 8 hours
- 6 days of snapshots retained
- 10 snapshots available

Continuous + Active Monitoring

- Secure data centers
- Customer specifies/tracks data locations

Cisco WebEx Mail Pricing

| Features | Standard Package \$5 per Mailbox/Month* | Webmail Client \$3.50 per Mailbox/Month* | Typical on-prem \$20–40 per Mailbox/Month** |
|--|---|---|--|
| AJAX Webmail Client |  |  |  OWA Only |
| 5GB (up to 35GB) Mailbox |  |  |  <500MB avg. |
| Geo Redundancy and High Availability |  |  |  For a Few Users, or None |
| IronPort Essentials AS/AV |  |  |  Variable AS/AV Solution Quality |
| Full Outlook Support |  | |  Usually Yes |
| ActiveSync (Windows Mobile Devices, iPhone) |  | | Supported for Privileged Users |
| BlackBerry Support | +\$1 per User/Month | | Supported for Privileged Users |

Note: Additional WebEx Meeting, Enterprise IM, and other Cisco-bundle packages forthcoming

* No annual contract, no setup costs, no re-training

** Forrester Research Jan '09—Includes server hw, storage, server sw, mobile, staffing, filtering

Upcoming Capabilities

Product Expansion

- Built-in archival
- International
- User restore
- RTO: 10-30 minutes

Zero Friction Adoption

- Enhanced on-premises/cloud
- On-premises/cloud interconnect
- Single sign-on
- Enhanced migration tools

Additional Enterprise Growth

- Cost-effective isolated "pods"
- Blind encryption
- Client extension: DLP, full-encryption

Cisco Inbox

- Enhanced web
- Outlook + sidebar
- Organize and mine
- Real-time communications
- Social live link
- Inbox Bus—Extend

Email and Next-Generation Collaboration

Next-Generation Inbox

- Go beyond email-only
- Gather, organize and present information
- Linked with real-time communication
- Join Inbox content with social collaboration



Why Inbox?



- Users mix tools—Facebook, YouTube, WebEx, IM, Outlook...
- Yet 80%+ screen time still in front of Inbox—Why?
- User behavior and preferences are inbox centric:

Inbox Characteristics

- Interrupt-driven, time-slicing
- Universal
- Trackable, searchable
- Organize priorities

What Does Inbox Become?

A Heterogeneous, Universal Tool—The Place Where...



- Email is best managed
- Information about topics, people, and content is organized

Semantic inbox + data mining

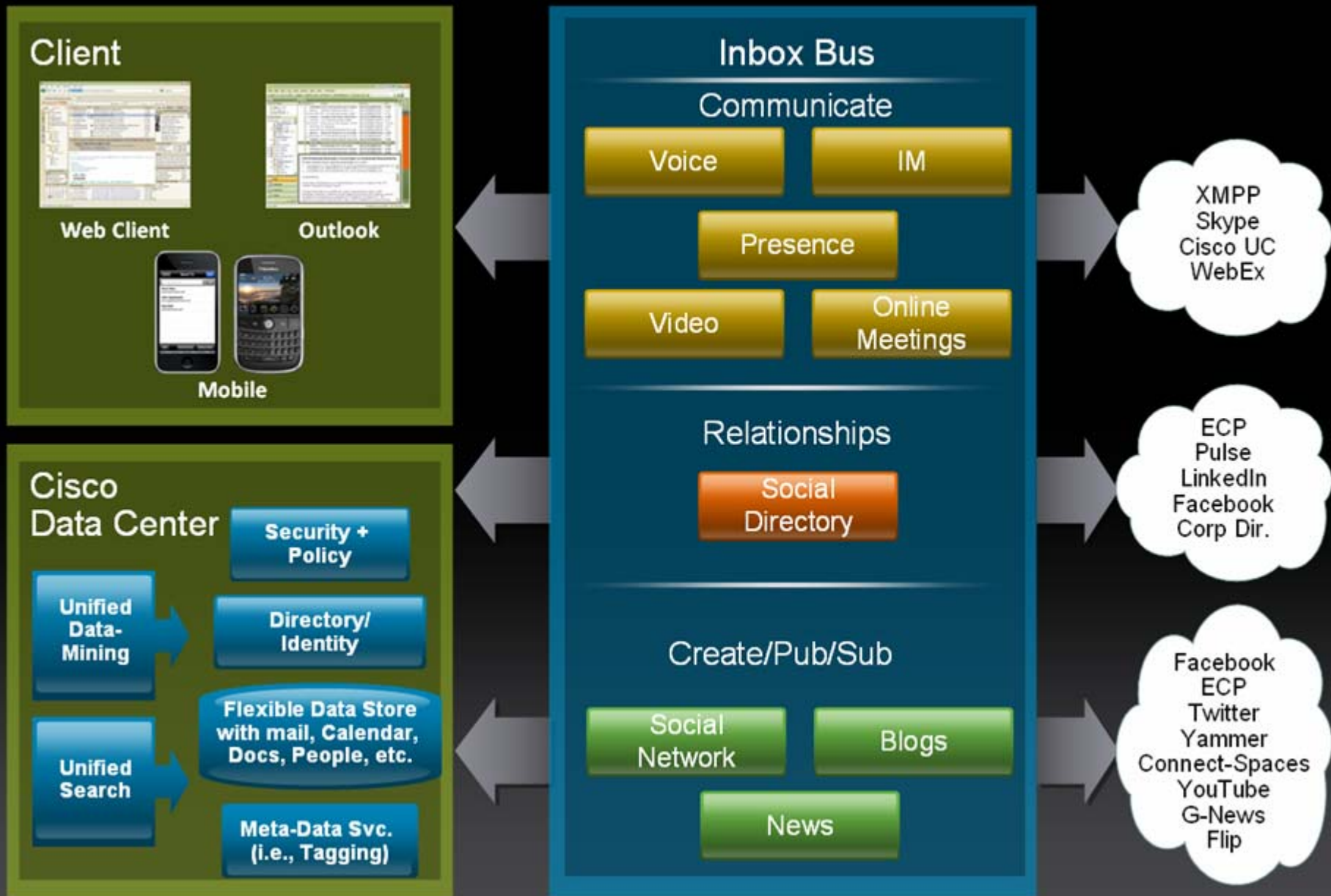
Context-based info presentation

Social graphing, social networking

- Many tools meet
 - Live link to Inbox
 - Extensible
- Real-time communication

- Team-working: Ad-hoc and formalized, internal and external
- Communication to shared content with one click
- Content development is initiated and progressed

Inbox Bus Architecture





Next Generation Inbox Demonstration



Q & A



CISCO