



Cisco
Collaboration Consultant
and Analyst Summit 2009



New Communications Experiences

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New Communications Experiences Across Global and Organizational Boundaries

With UC System Release 8.0 Cisco Is Delivering New Communications Experiences:

- Rich, trusted, business to business communications
- Extensive choice and interoperability in communications
- Compelling, integrated user and customer experiences
- Flexible deployment models



Technology Trends Are Driving Unified Communications

Virtualization



Software as a Service



Global Value Chains



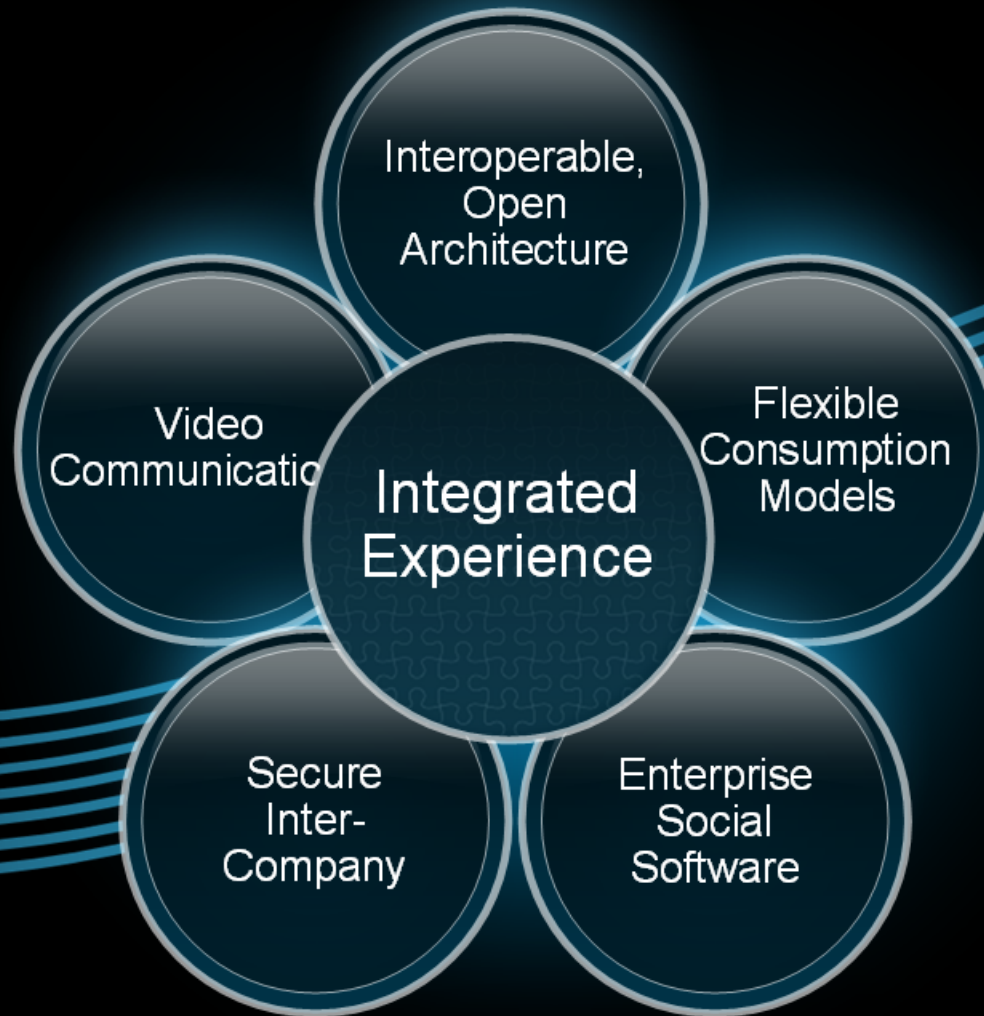
Video Everywhere



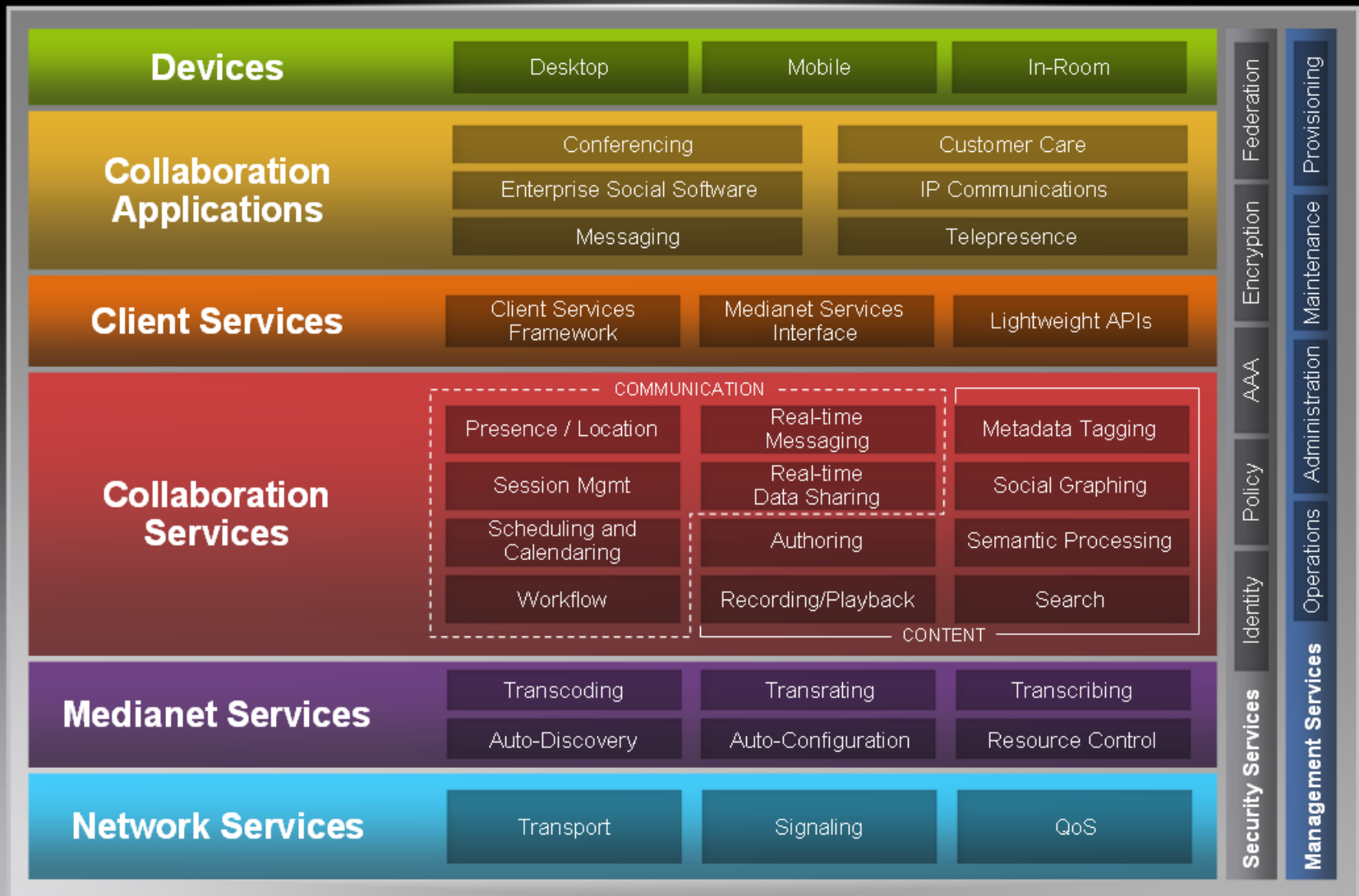
Mobility



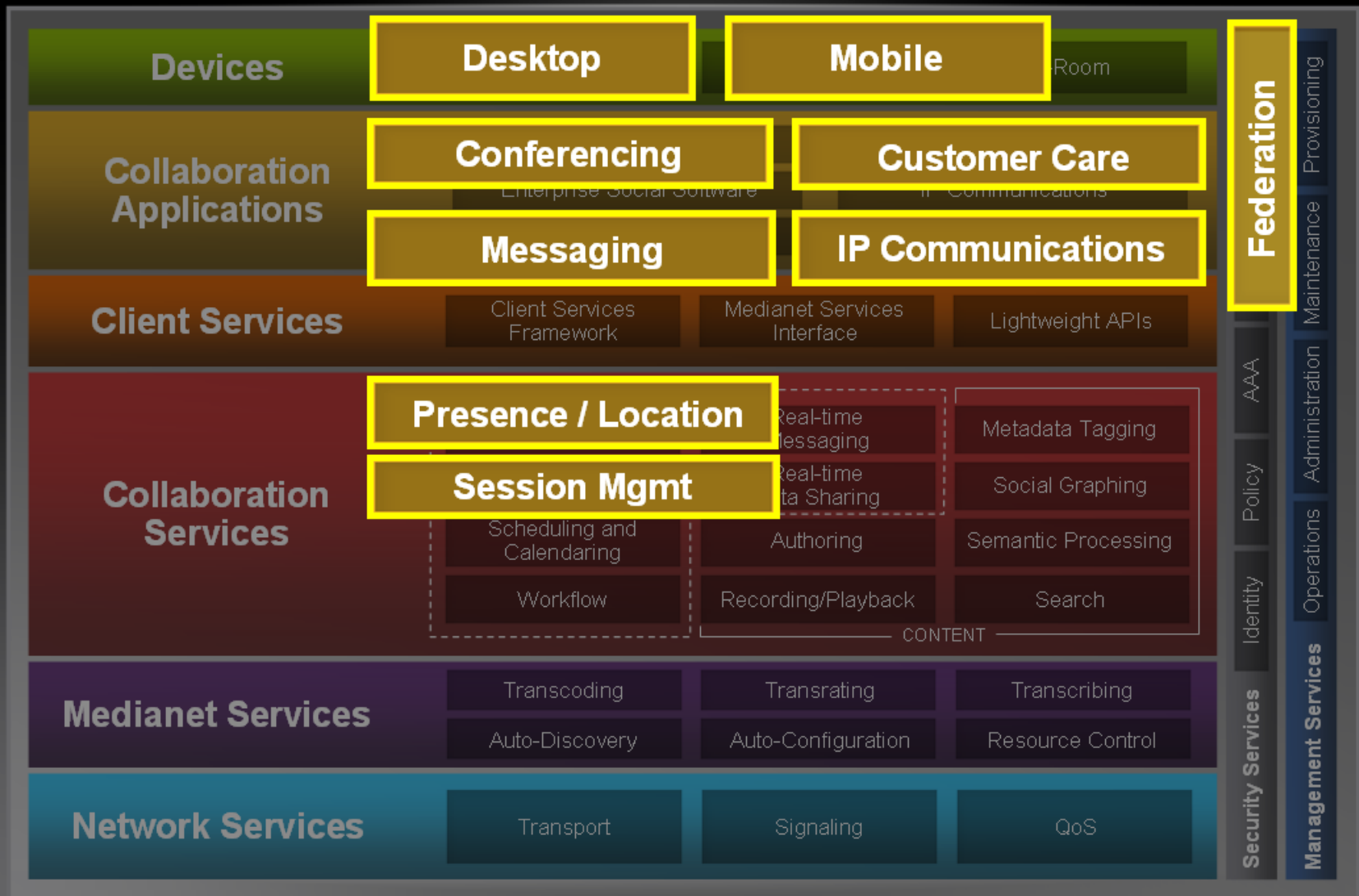
Cisco Strategic Direction



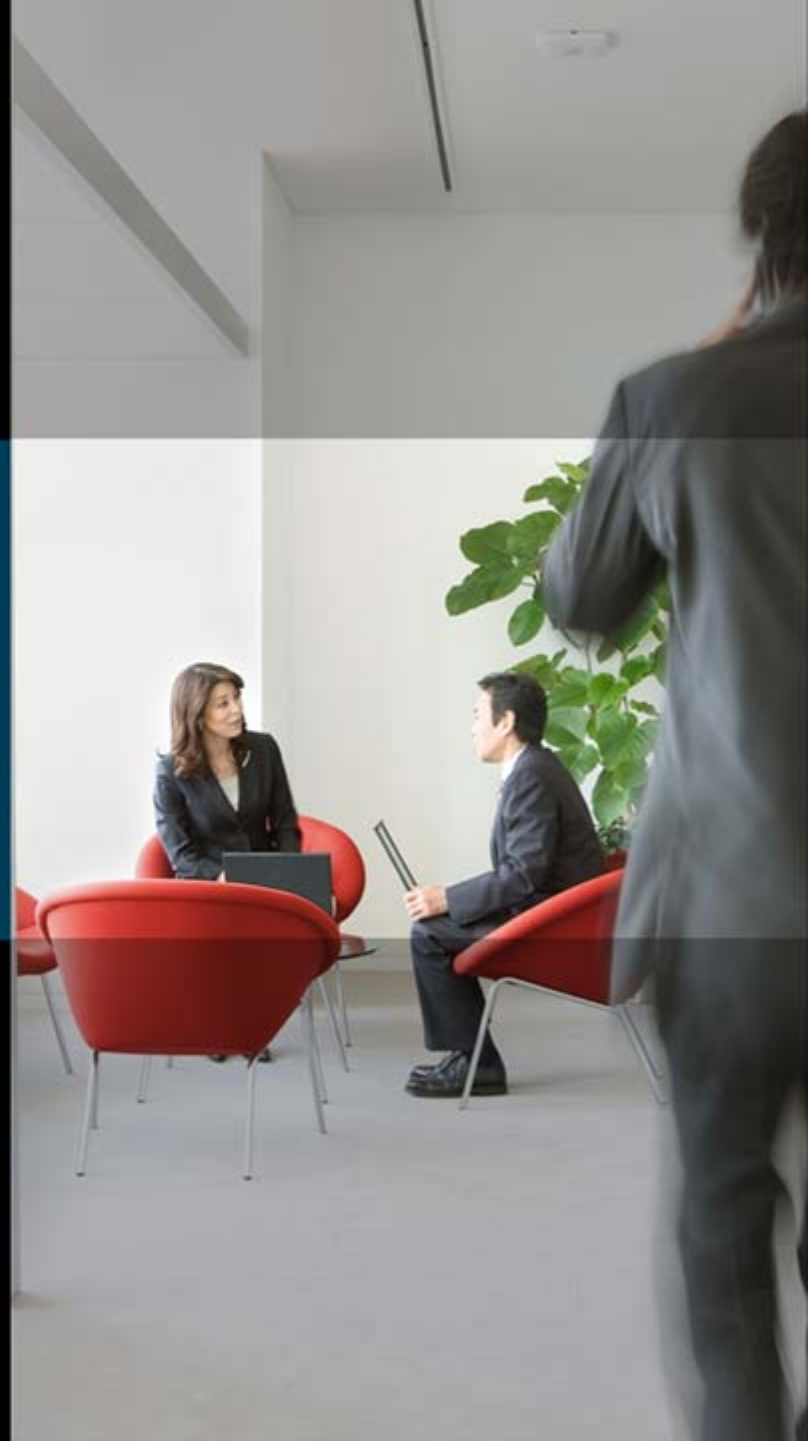
Cisco Collaboration Architecture



Cisco Collaboration Architecture



Rich, Trusted Business to Business Collaboration



Rich, Trusted Business to Business Collaboration

Secure Collaboration Across Organizations

Overview

- Extend real-time, rich media collaboration between organizations, mirroring capabilities traditionally found within a single organization.
- Remove boundaries through effortless communications with built-in security and policy
- Unmatched flexibility with industry's first multi-protocol presence & IM engine providing the ability to natively connect a rich community of 3rd party XMPP clients, integrate PBX presence through SIP and deliver the broadest range of server to server federation in the market

New Solutions

- Cisco Intercompany Media Engine
- Cisco Unified Presence
 - *powered by Jabber*



Making Intercompany Communication as Easy as Intra-company



Healthcare

Claims processing



Retail

Faster SME access



Financial

Business loan underwriting

Manufacturing

Improved design collaboration



Healthcare

Remote patient monitoring



Cisco Intercompany Media Engine

Intercompany Boundary-Less Communications Among Business Partners and Customers

- Enterprise video telephony and high fidelity wideband audio across companies
- Effortless for users and administrators
 - Easy to use: self learning
 - Consistent user experience
- Enables innovative collaboration capabilities and applications to be shared among partners
- Secure, efficient network utilization with reduced costs
 - Utilizes SIP and PSTN coexistence
 - Multiple levels of security plus spam blocking
- Submitted to IETF: accelerating business value through standarization

AtoZ, Inc.



Borderline, Inc.



Cisco Unified Presence 8.0 *Powered by Jabber*

Dual Protocol, Standards-Based,
Open and Extensible Platform

Overview

- Native SIP/SIMPLE and Jabber XMPP support
- Business to business and consumer presence and IM federations
- Presence-enable business process with open APIs

Benefits

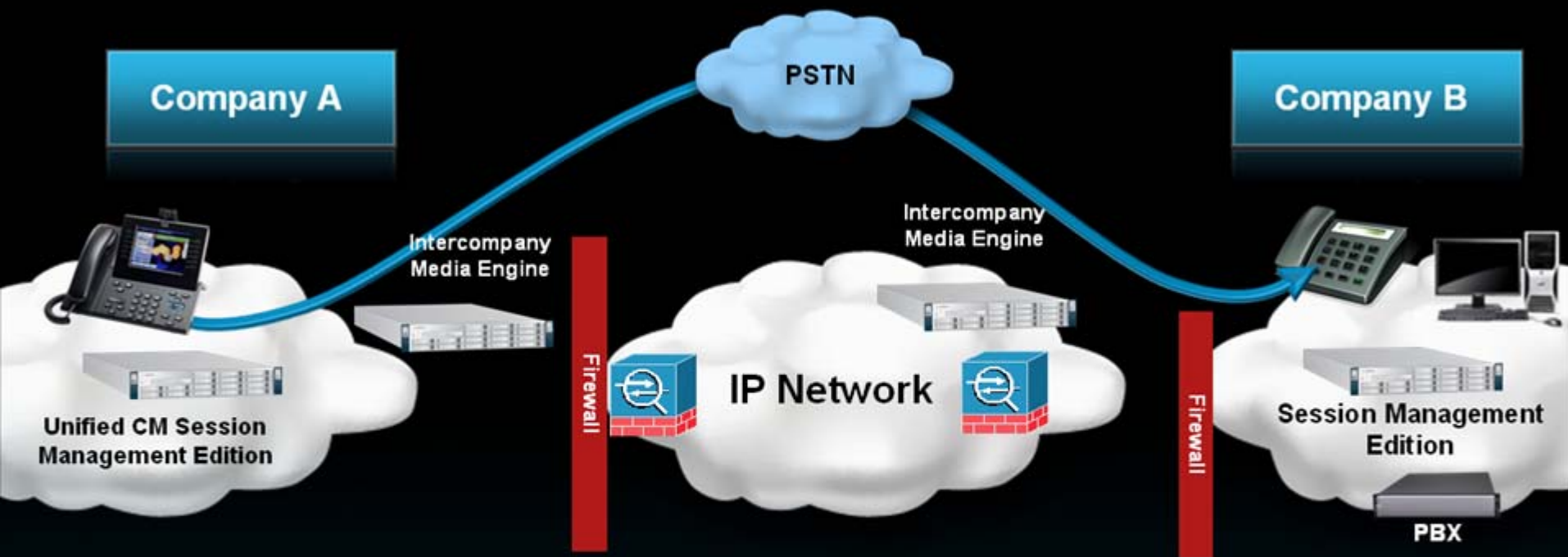
- Provides architectural flexibility and choice of federations, standards, and end-points
- Foundation for presence-enabled collaboration – including and beyond IM



Demonstration

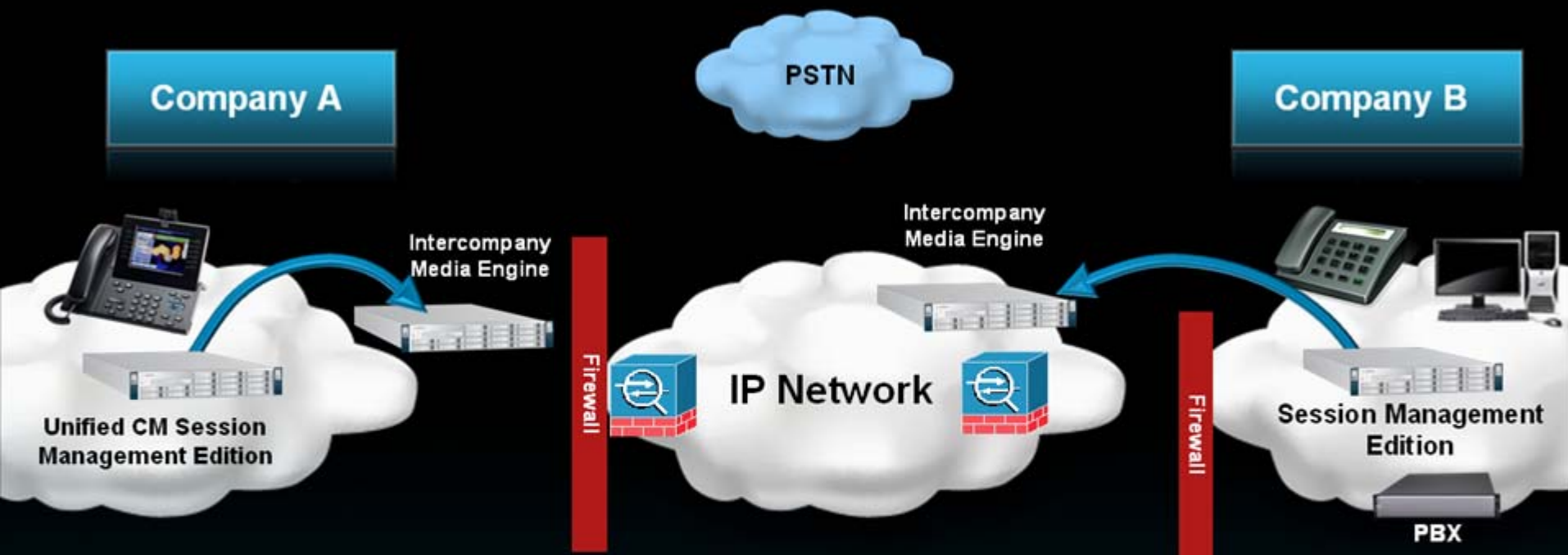


How Cisco Intercompany Media Engine Works



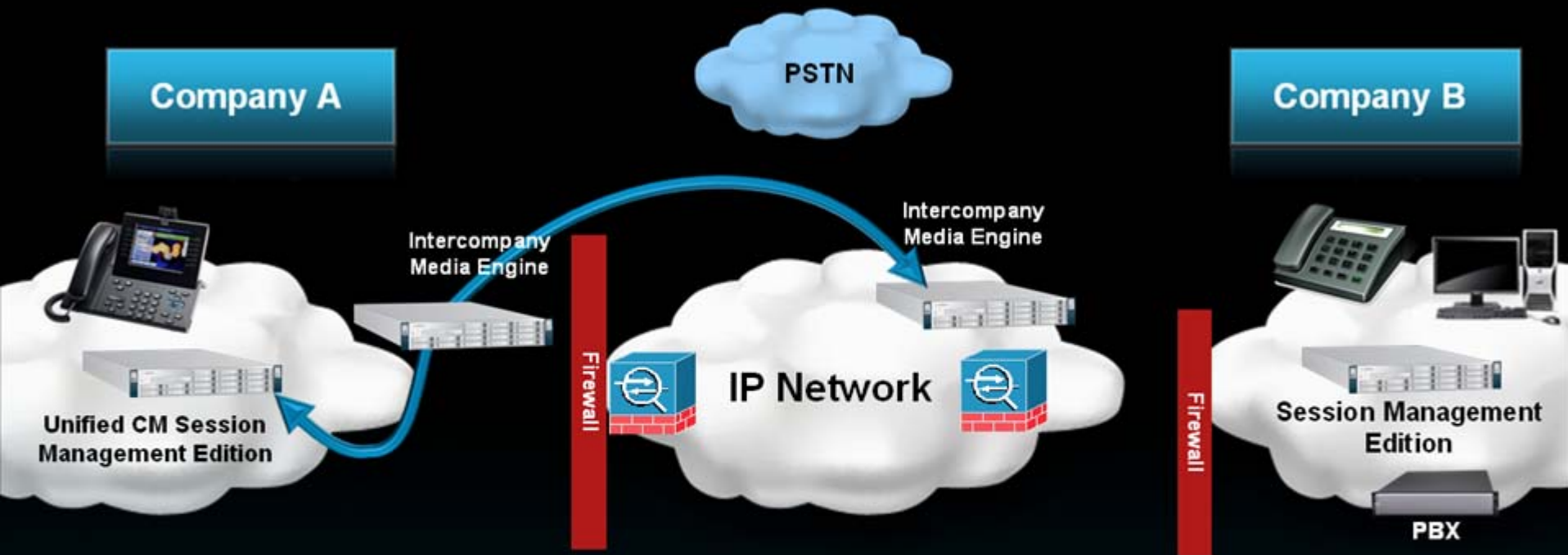
1. Employee at Company A places a DID voice call to colleague at Company B

How Cisco Intercompany Media Engine Works



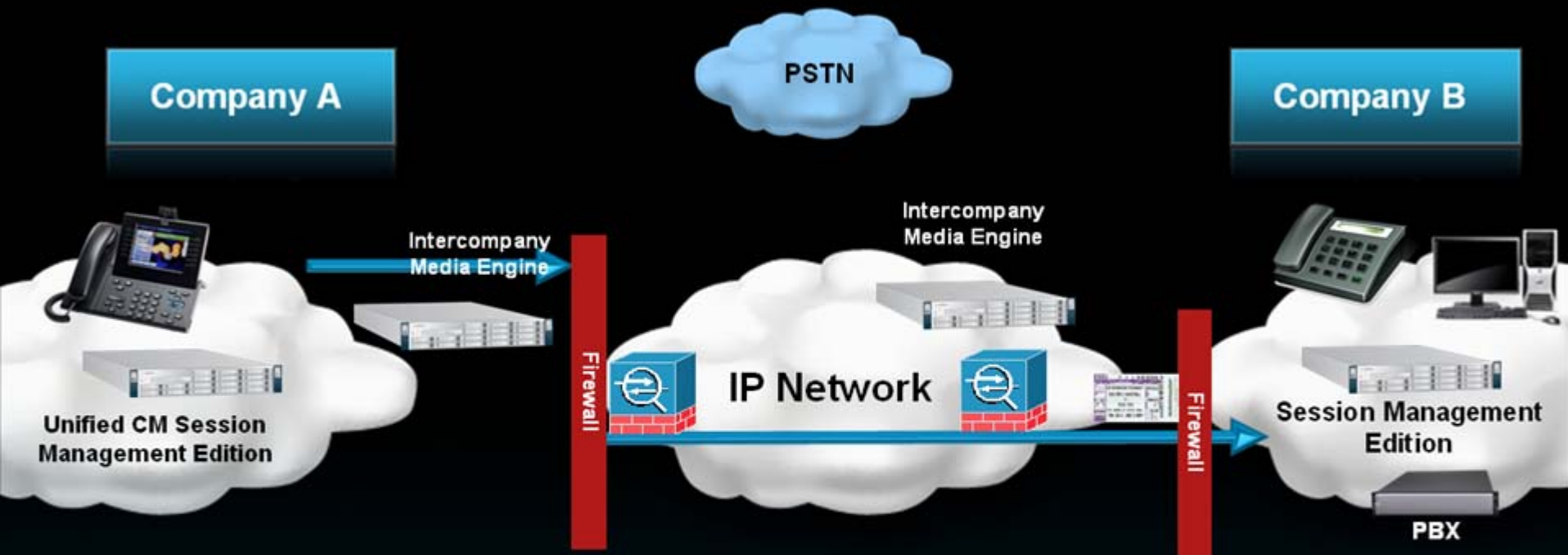
2. At completion of call, respective Session Management Edition systems send call details to Cisco Intercompany Media Engine

How Cisco Intercompany Media Engine Works



3. Company A's IME initiates validation with Company B's IME and returns a SIP route and validation ticket to Company A's Unified CM Session Management Edition, via IME

How Cisco Intercompany Media Engine Works

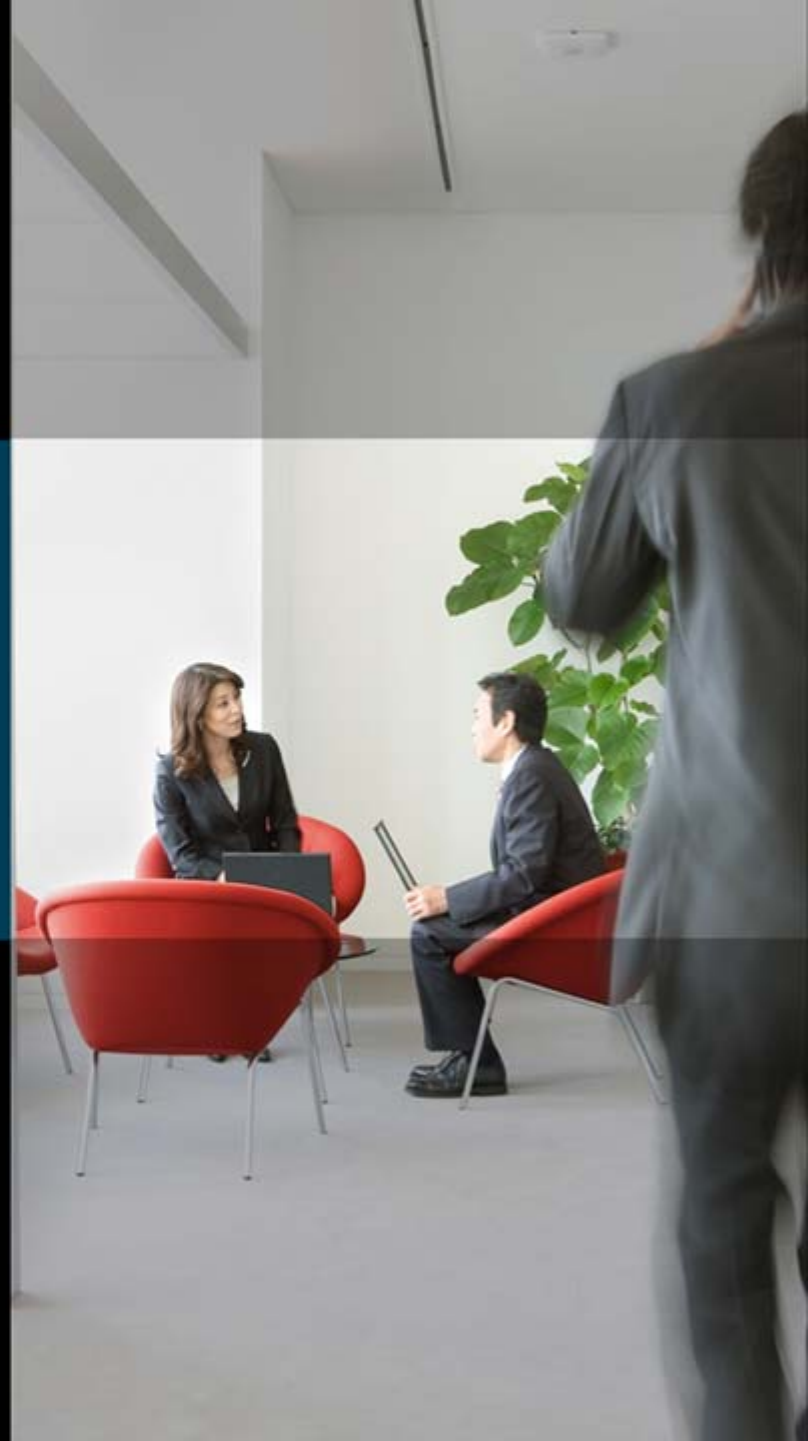


4. Next time employee at Company A calls colleague, Unified CM Session Management Edition places an SIP call over the IP network and sends the ticket in the header to Company B's firewall to enable the rich media session to securely pass

Demonstration



Extensive Choice and Interoperability in Communications



Extensive Choice and Interoperability in Communications

Maximizing The Value Of Existing IT Investments

Overview

- End user flexibility with IT investment protection and controls
- Interoperable at all layers: client, device, application, and network

New Solutions

- Cisco Unified Communications Manager Session Management Edition
- Collaborative endpoints: Cisco Unified IP Phone 9900 and 8900 Series
- Cisco Unified Mobile Communicator for iPhone, Blackberry, Nokia
- Support for software-based clients (e.g Cisco WebEx Connect, MOC) via Client Services Framework



Unified Communications Manager Session Management Edition

- ROI Through Collaboration Services Aggregation

- Interconnection among PBXs and connecting PBXs to carrier and wireless operators

- Reduced system administrative overhead

- Integrates seamlessly with Cisco Unified Border Element Enterprise on ISR and new ASR

- Easier migration to all-IP

- Integrate legacy PBXs into SIP-based services

- Gateway to new collaboration applications

- Layered approach to architecture simplifies dial plan management and implementation of policy



Cisco Unified IP Phone 9900 and 8900 Series

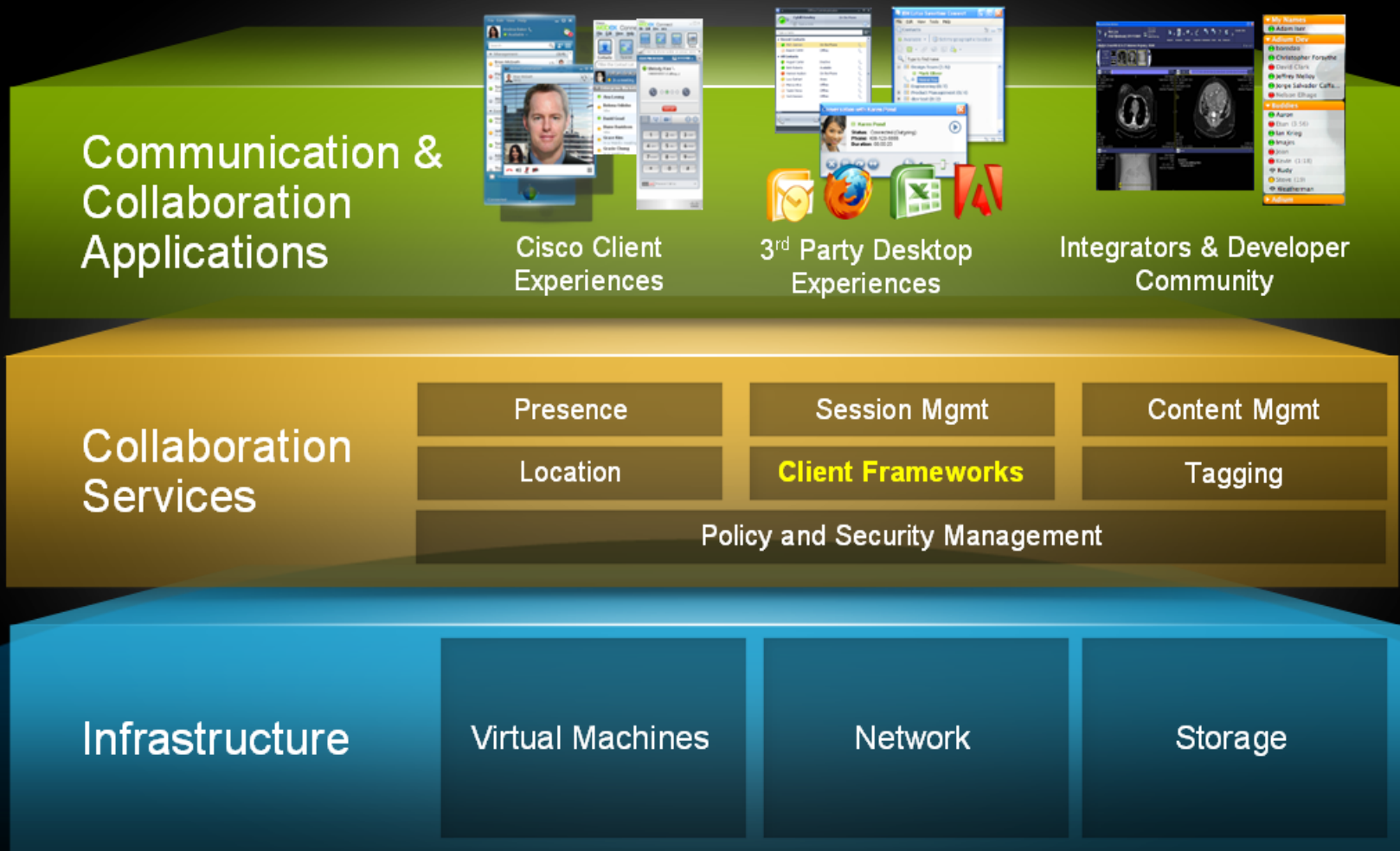
Collaborate with Rich Audio/visual Experiences Using HD Voice and Full VGA Color Displays



- Interactive, high-quality H.264 video on 9900 Series
- Added freedom with Bluetooth (9900); Built-in Wi-Fi (9971)
- Vibrant high-resolution (VGA) color displays and premier audio with High-definition voice
- Earth-friendly (deep sleep option, recyclable plastics)
- USB ports for accessories

Cisco Unified Client Services Framework

Provides On-Ramp to Collaboration



Cisco UC Integrations for Cisco WebEx Connect and Microsoft Office Communicator

Rich Cisco UC Collaboration Experiences Across a Range of Desktop Clients



Unified
Client
Services
Framework

Audio



Call Ctl



Presence



Cisco Unified Mobile Communicator

- Reduce cellular costs with Dial via Office and VoWLAN (iPhone and Nokia)
- Place business calls from your mobile device, but appear as if you're calling from the office
- Avoid roaming charges and minimize disruptions by turning on and off Mobile Connect (SNR)



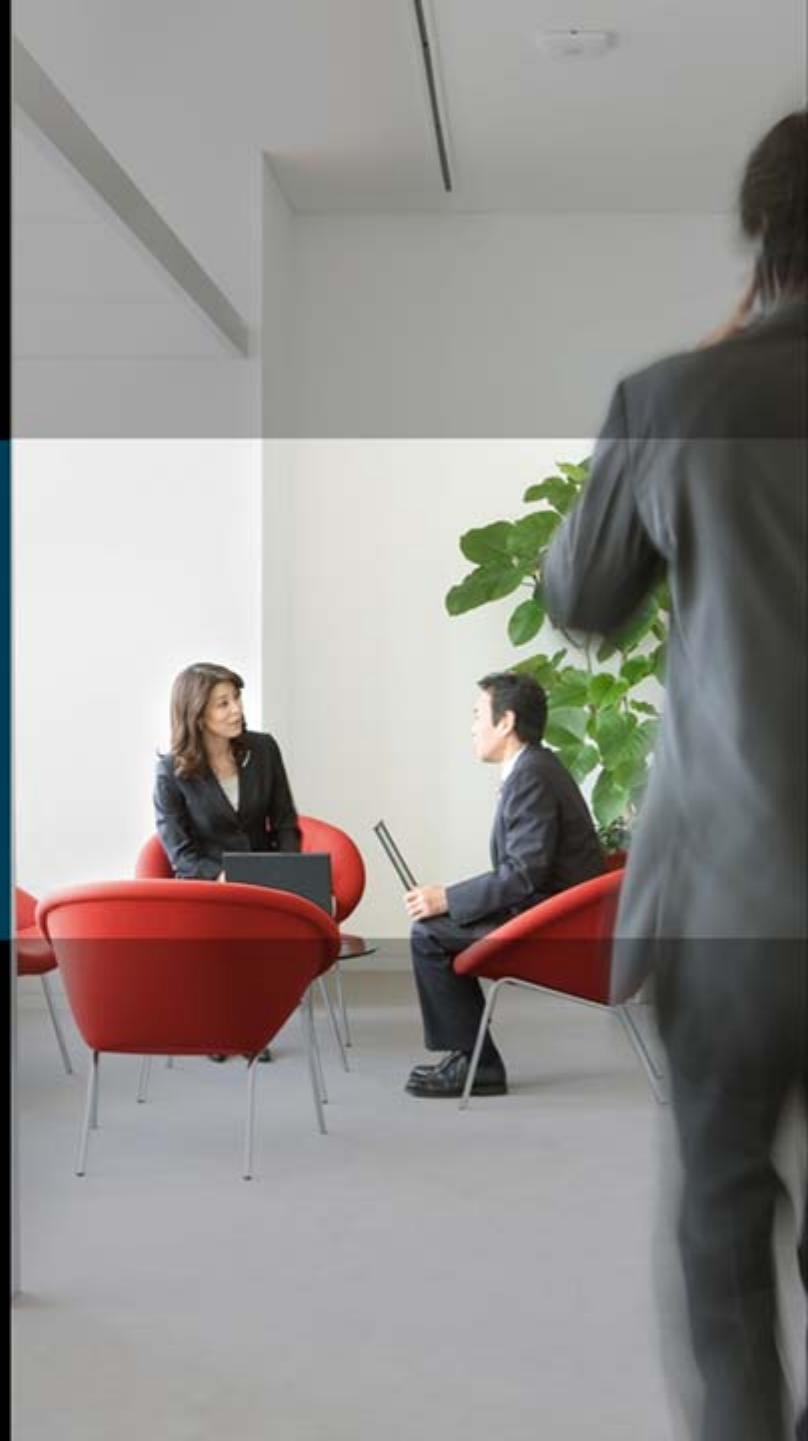
iPhone “Cisco Mobile”

- Dial via Office
- Visual business voicemail
- Mobile Connect on/off setting
- Cisco Unified MeetingPlace Meeting list with Call Me
- Directory Access
- VoWLAN (CY Q1 2010)

BlackBerry

- Dial via Office
- Visual business voicemail
- Mobile Connect on/off setting
- Cisco Unified MeetingPlace Meeting list with Call Me
- Directory Access
- Presence

Compelling, Integrated User and Customer Experiences



Compelling, Integrated User and Customer Experiences

Overview

- Increased productivity with rich, video-enabled user experiences throughout portfolio
- Improved customer responsiveness, loyalty, and intimacy

New Solutions

- Unified Personal Communicator 8.0
- Video-enabled Unified IP Phone 9900 Series
- Courtesy Callback
- Expert Advisor 8.0



Cisco Unified Personal Communicator 8.0

Single Multimedia UC Client for Rich Borderless Collaboration

■ Key Capabilities

- Based on Cisco Unified Client Services Framework
- Enhanced and intuitive unified communications user experience
- Standards-based wide-band audio and HD video
- Enhanced presence & enterprise IM (group & persistent chat, as well as client-side logs)

■ Customer Benefits

- Instantly connect with your business contacts - both within & beyond your corporate network - from a single interface
- Enhanced collaboration experience with the quality & reliability of network-centric Cisco UC
- Deliver a rich Cisco UC experience – including and beyond the desktop - with end-to-end premise-based Cisco solution



Unified Contact Center 8.0

- Focus on scalability, reduced TCO, virtualization, enhanced serviceability
Updated versions of Unified Contact Center Enterprise, Express, Customer Voice Portal
- Expanded pool of experts – mobile experts and experts using MOC client
Updated Cisco Unified Expert Advisor
- Reporting **enhancements** and packaging changes in Cisco Unified Intelligence Center
Integrated/included with ICM/CCE/CCH with additional out of the box templates for CVP and Expert Advisor
- First instantiation of **Customer Collaboration**
Cisco and salesforce.com Customer Interaction Cloud



Demonstration



Flexible Deployment Models



Flexible Deployment Models

Sliding Scale of Consumption

Overview

- More flexibility in how and where applications are run to meet needs of individual organization

New Solutions

- Virtualization and Unified Computing System
- On premises, as a Service, and hybrid deployments , e.g. CCaaS, Conferencing and Presence/EIM
- Unified Communications Large Enterprise System



Cisco UC Virtualization Strategy

- Introducing ability to deploy Unified Communications applications in a virtualized environment
 - Supported on Unified Computing System
 - Based on market-leading VMware vSphere ESXi
- Ensure performance, reliability, management and high availability
- Support across all UC applications



UCS B200 M1



UCS C200 M1



UCS C210 M1

Benefits

- **Deployment flexibility**
- **Improved TCO** – reduce hardware, power and cooling requirements
- UC **scalability** as needed
- Improve **availability** with ability to dynamically move active servers
- **Familiar** data center management tools
- **Simpler** installs, upgrades, backups with zero downtime

Cisco Unified Communications Large Enterprise System

- **Reliable and Scalable Solution for Large and Complex Environments**

Integration of Cisco Unified CM, Cisco Unified CM Session Management Edition and VOSS

Centralized provisioning and management with tiered administrative options

Hierarchical aggregation: reliable, scalable, modular

- **Targeted for very large enterprise customer environments**

Carrier-grade high scalability and availability

Lower operating expenses and faster deployment time

- **Improves ability for managed service partners to address large-scale managed UC opportunities**

Enables efficient operations, lowering expenses for ongoing management



Summary

- Collaboration is driving business, and communications drives collaboration
- Global value chains put a premium on collaboration with business partners, suppliers, and customers
- Cisco is leading by enabling intercompany collaboration with flexible interoperability, a choice of deployment models, and compelling user and customer experiences



Q & A



