

Empower, Engage, Innovate

Bringing Collaboration to Midsize Businesses

- **Michel Assink**
- PSS Collaboration Commercial Markets



Agenda

-  **Welcome:** Thank You for Attending
-  **Challenges:** Midmarket Trends and Business Imperatives
-  **Solutions:** Cisco Collaboration for Midsized Businesses
-  **Next Steps:** Things to Consider / Deployment Models
-  **Q&A:** Open Discussion



Challenges

“Today, technology should enable Midsized Businesses to meet the needs of their employees and customers; in the future, it should allow these businesses to make simple but value-rich changes.”

Steve Hilton, Principal
Analysys Mason Limited



Empower Engage Innovate

Juggling the Challenges and Priorities of Your Business

Top-of-Mind Imperatives

Market Trends

- Voice, video, and data network convergence
- Outsourcing to Cloud Services to reduce cost
- Content and device explosion
- Increasingly dispersed workforce

Business Impact

- OpEx and CapEx management
- Interoperability and scalability
- Complex deployments

Personal Factors

- Work anywhere
- Device flexibility
- Trust at a distance
- Expertise and information on demand





PC and MAC



Android and iOS Tablets



Smartphones

The Explosion of Devices Is Coming to Your Business...



Across All Devices



Any Time and Place.
Any Business.

...And Your Colleagues, as Well as Your Competitors,
Are Embracing Video as a Business Strategy...



...Your Business Needs a Collaboration Solution that...

- Addresses trends
- Increases agility
- Solves challenges
- Improves responsiveness
- Accelerates success



Being successful means consistently making smart decisions – including smart technology investments.

Don't assume top technology will cost more.

Choose a vendor that builds and innovates solutions specifically for midsize businesses.

Pick a channel partner that has excellent professional services skills.

Buy a solution that will grow and change with your business.

Solutions



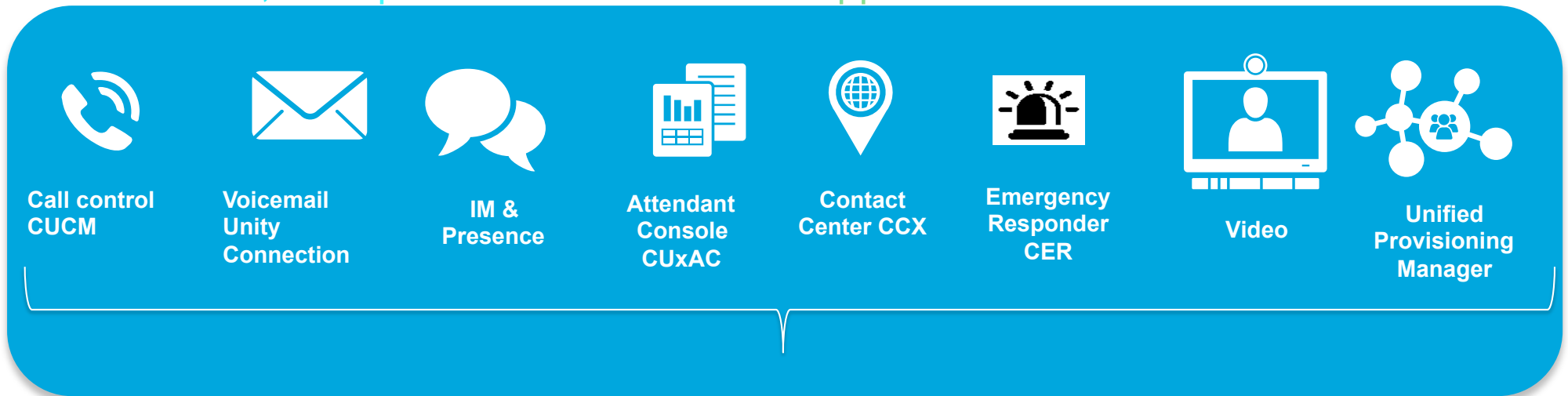
Collaboration Architecture Vision To Support Business Priorities



Introducing the Cisco Business Edition 6000

all in one box solution

Feature rich, Enterprise-class collaboration applications



- Call control CUCM
- Voicemail Unity Connection
- IM & Presence
- Attendant Console CUxAC
- Contact Center CCX
- Emergency Responder CER
- Video
- Unified Provisioning Manager



Up to 8 applications co-resident on a single server.

Customize the Collaboration Solution That's Right for Your Business

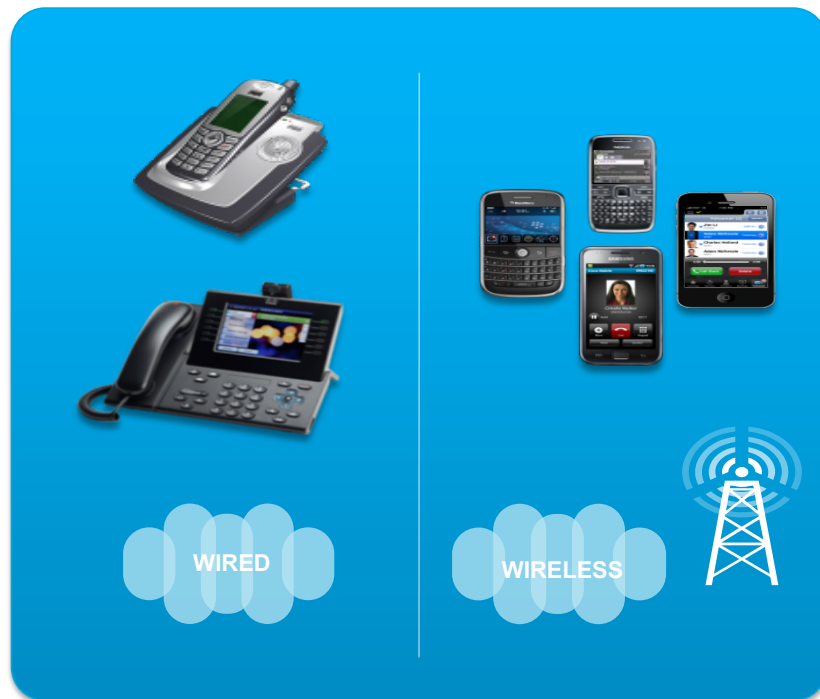
Collaborate Your Way with Smart Technology

- **Flexible Deployment Options**
On-Premise or Cloud-Hosted
- **Essential Unified Communications**
Messaging, Paging, Device Connectivity
- **Advanced Collaboration Services**
Mobility, Video, Conferencing, Social Collaboration, Customer Care
- **Highest Quality Devices**
IP Phones, Video Endpoints
- **Investment Protection**
Scalable, Interoperable, Migration Paths

Sophistication Meets Simplicity



Mobilizing Your Entire Organization



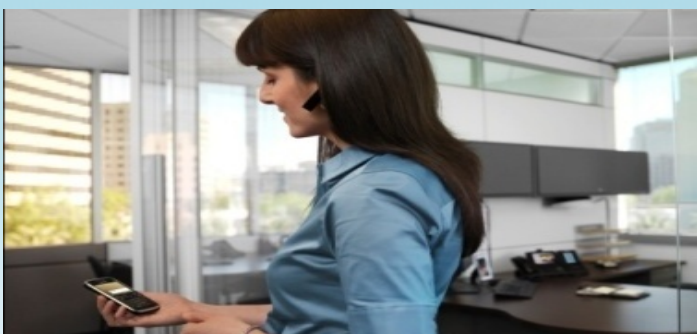
Cisco Unified Communications

- Work Effectively Anywhere, Anytime, Any Device
- Wired or wireless
- Single business number reach, single voice mailbox
- Desktop and cell phone pickup
 - Seamlessly move calls between mobile devices and desktop phones
- Mobile collaboration
 - Extension mobility
- IP phone VPN clients for remote workers



Richest Experience in Any Location

Accessing Your Messages Your Way



Robust Functions Deliver Powerful
Messaging

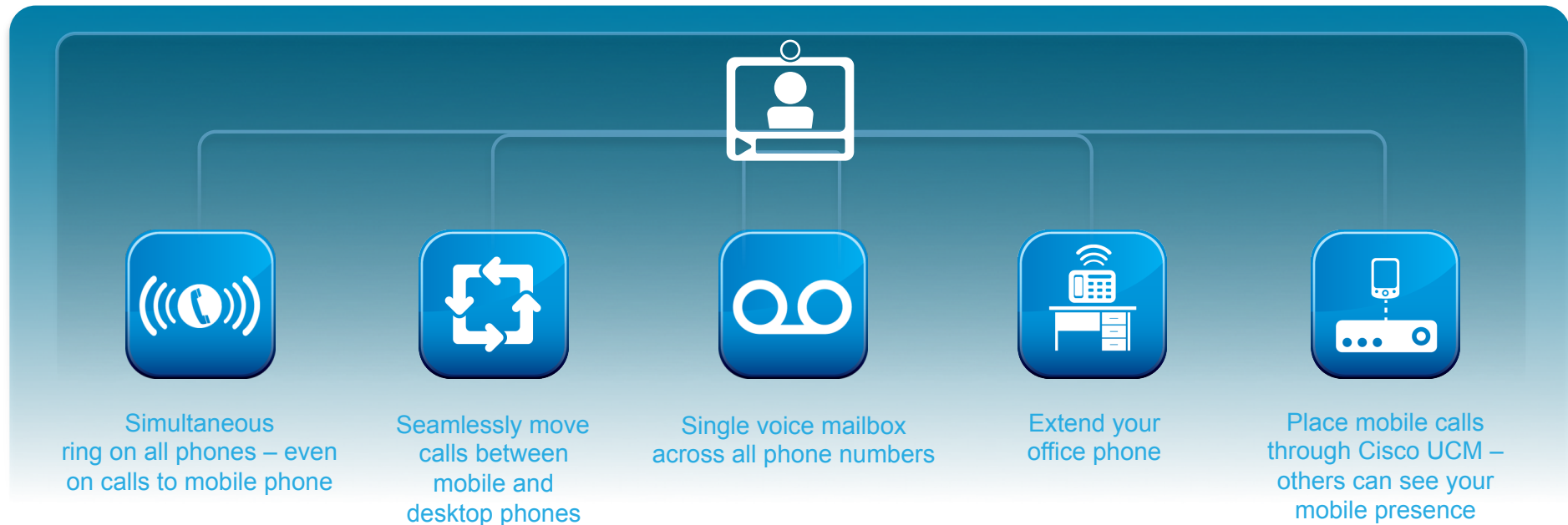
Cisco Unity Connection

- Users choice of devices: IP and mobile phones, web browser, email client, or a desktop client
- Respond quickly with speech recognition
- Easily prioritize and manage messages and access calendar meetings
- Connect to colleagues with name recognition
- Intelligently route incoming calls using call transfer rules
- Easily customize call screen and message notification options



Accelerate Business Processes and Employee Productivity

Delivering Messaging and Mobility



Interacting Exactly the Way You Want

Cisco IP and Client Portfolio



Delivering A Mobile Collaboration Experience on Any Device



All-in-one UC Application

- Presence & IM
- Voice, Video, voice messaging
- Desktop sharing, conferencing

Collaborate from Any Workspace

- PC, Mac, tablet, smart phone
- On-premises and Cloud
- Integration with Microsoft Office

Cisco WebEx Meetings

An Entirely New Way to Collaborate and Share from the Cloud

1 | PREPARE

2 | MEET

3 | FOLLOW UP



Complete Meeting Lifecycle

Attendee Organization
Documents Distribution
Integrated IM and Presence

HD Conferencing
Real-time Screen Sharing
Mobile Meetings

Related Documents
Recordings and Discussions
File Sharing

Increasing Your Customers' Satisfaction with Exceptional Customer Care



Cisco Customer Collaboration

- Connect customers to company experts correctly the first time
- Accelerate call center productivity and interaction capabilities
- Increase employee satisfaction and retention
- Improve customer satisfaction and loyalty
- Choose a deployment option right for your customer care strategy

From Boardroom to Desktop



Beyond the Boardroom and Desktop



Multipurpose



Cisco Video Endpoints/Third-Party Endpoints



Next Steps

Greenfield – Full Collaboration Solution

Customer Scenario

- New to Collaboration

Key challenges addressed

- Video for Everyone (potential)
- Mobile Workforce Options
- Use Webex to scale outside the organisation

Solution

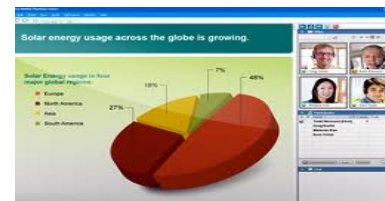
- BE6K for single server for Collaboration
- Add Webex Licenses
- Choose endpoints all incl Telepresence
- Jabber for Everyone

Supporting Architecture

- Unified Access
- VXi for Citrix / Vmware environments

White Board

Key Applications



End Points



Question : Do you have multiple site?

Customer Scenario

- Any Multi-site customer

Solution

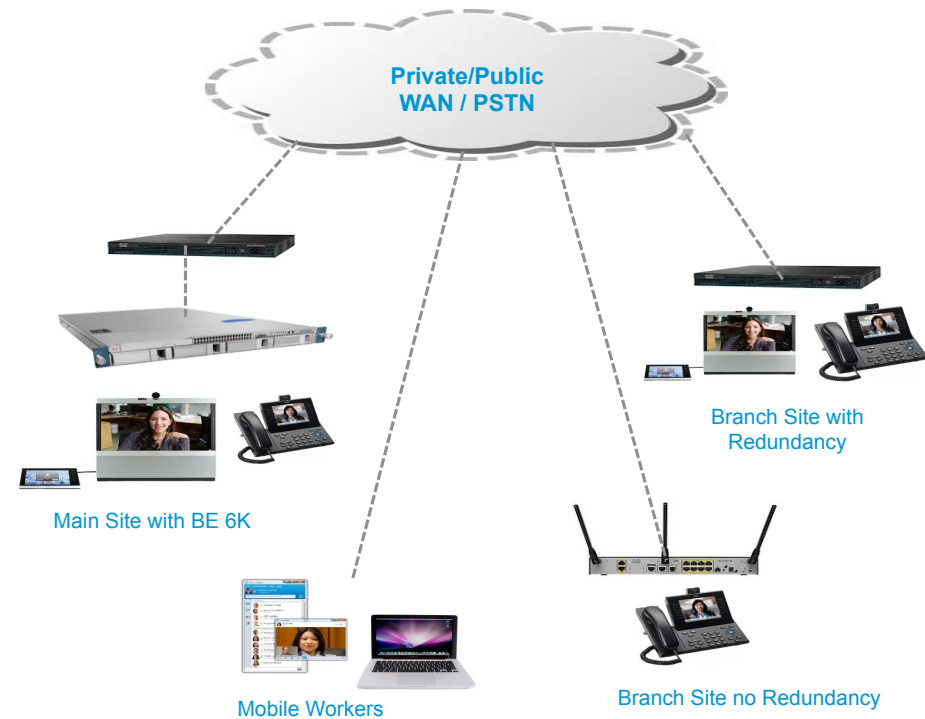
- Centralized Management
- True end to end solution
- Support Branch, Home & Mobile sites

Key Sales Points

- Retain existing gateway investment to provide local redundancy required for some sites
- One platform to manage
- Centralized SIP Trunking

Supporting Architecture

- Borderless for Network & Gateways



Make IM, Presence, Jabber Pervasive

Customer Scenario

- Keep PBX add IM for all Users

Key Sales Points

Position BE 6K IM Server along side PBX

- Add new users on BE6K
- Jabber will work on any OS
- Future path to for full collaboration

Solution

- BE6K IM server
- Jabber for Everyone
- Link to the PBX for Presence federation would depend on PBX



Add Telepresence in your Network

Customer Scenario

- Video Conferencing/Video for Everyone

Key Sales Points

BE 6K as Video Call server

- Range of Video endpoints
- Link to legacy devices with H323
- Options for Video Phones
- 3rd party SIP

Solution

- BE6K for single server for Video
- BE 6K Starter Bundles
- Jabber Video Client
- MX, EX & TX Series devices
- Add FW Traversal for B2B Video

Supporting Architecture

- Borderless for Network & WAN
- Security

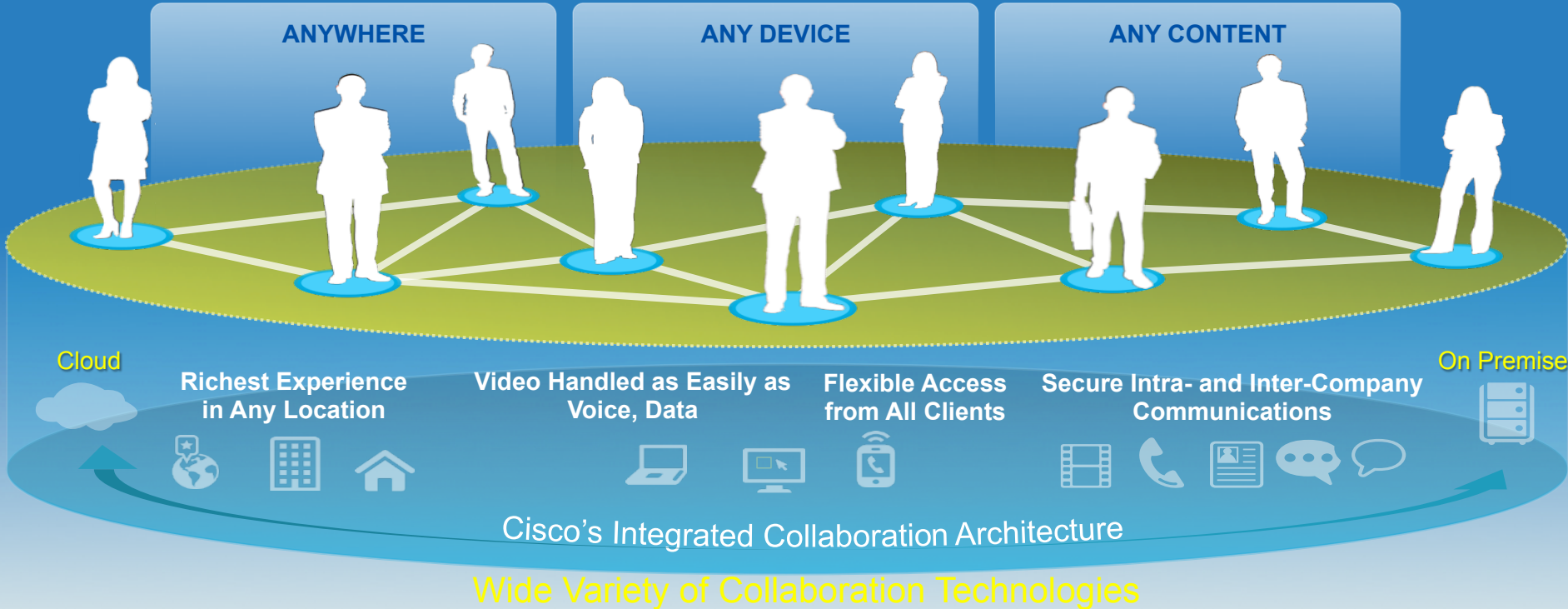


Built Around a Common Core – BE6000



Delivering Your Business Needs Today and Tomorrow

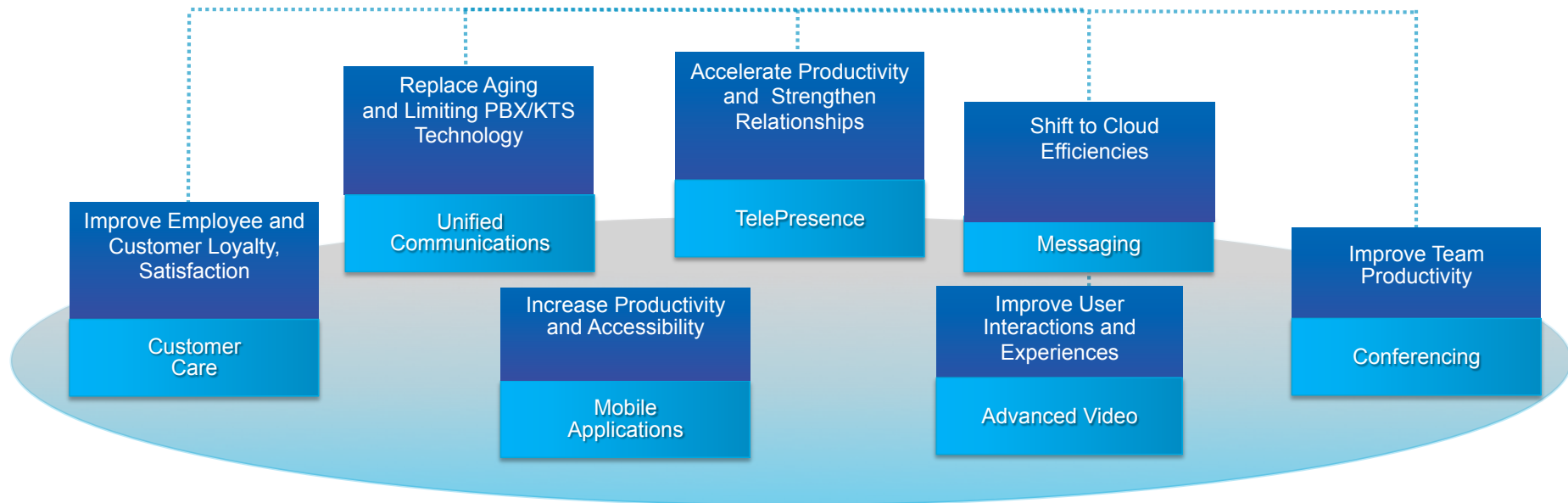
Cisco's Integrated Collaboration Experience Wide Variety of Collaboration Needs



Taking the Next Step

Cisco Helps Every Step of the Way

Increase Business Value While Reducing Company Expenses With TelePresence.
Leverage the Power of UC Call Control to Improve Employee, Customer, and
Partner Productivity Through Business-to-Business Video Interactions.
Example: Strengthen Customer Relationships by Integrating Customer Care with Business-to-Business Video Interactions.



Cisco Collaboration Services

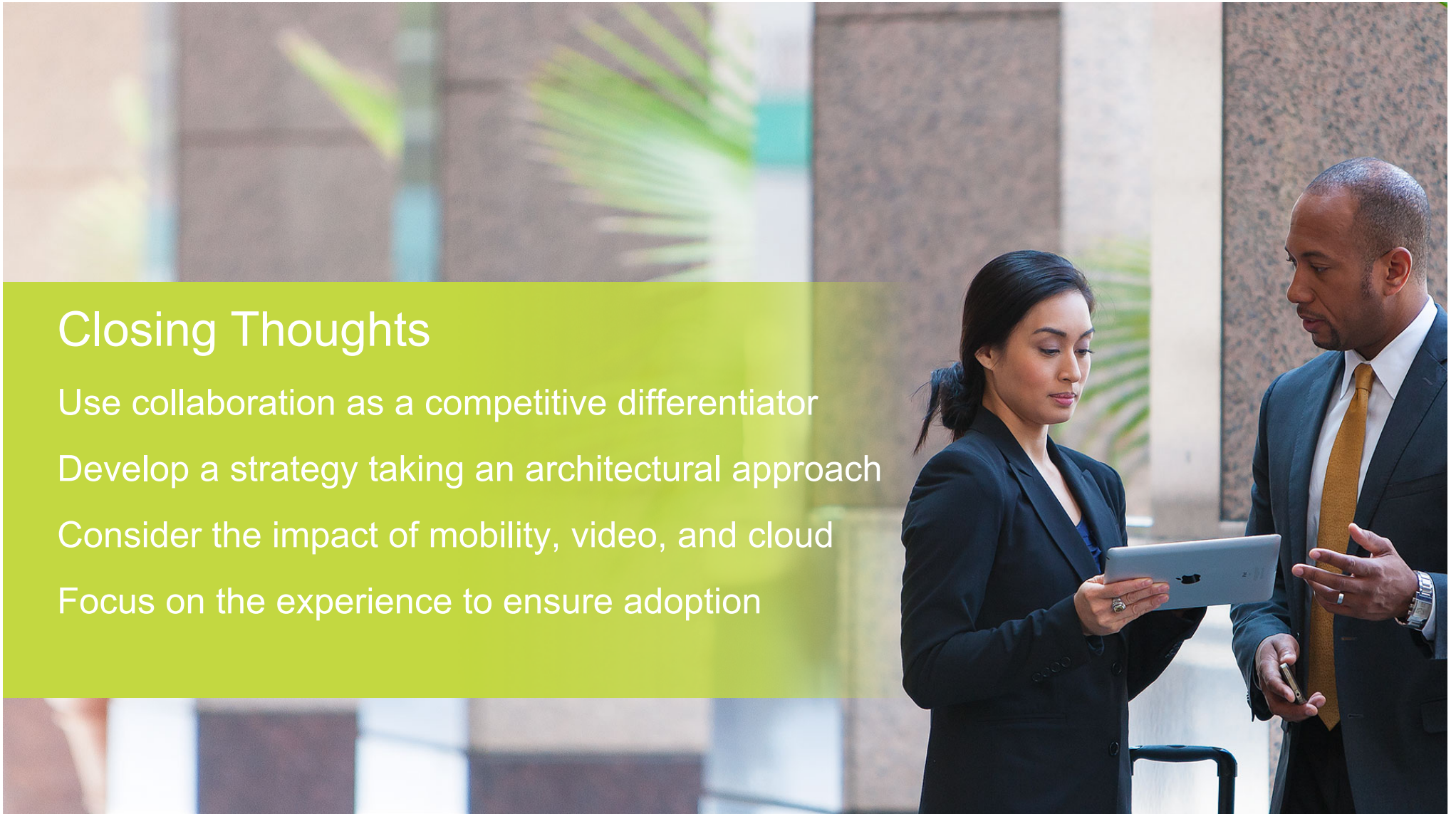
Closing Thoughts

Use collaboration as a competitive differentiator

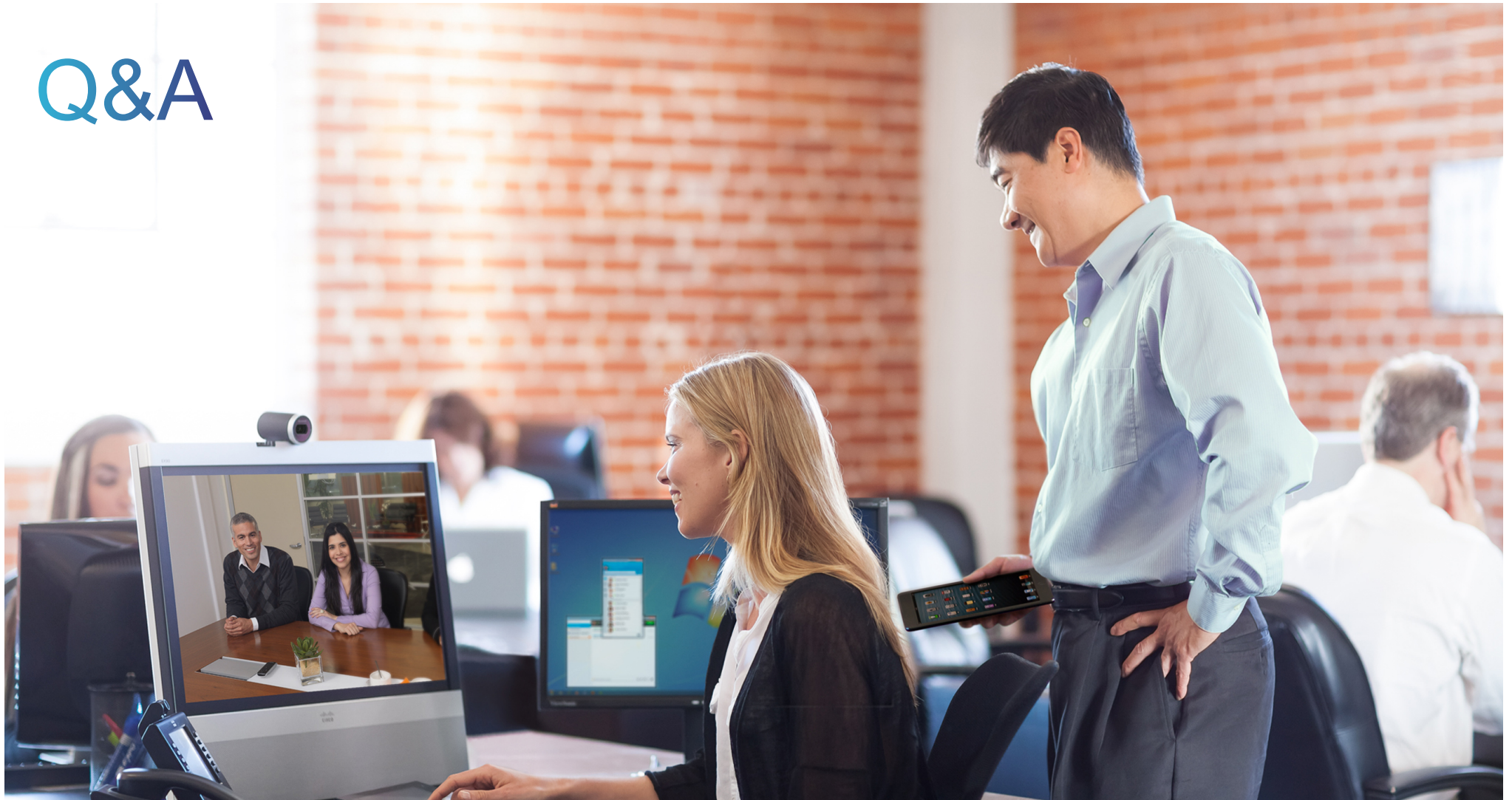
Develop a strategy taking an architectural approach

Consider the impact of mobility, video, and cloud

Focus on the experience to ensure adoption



Q&A



Thank you.

