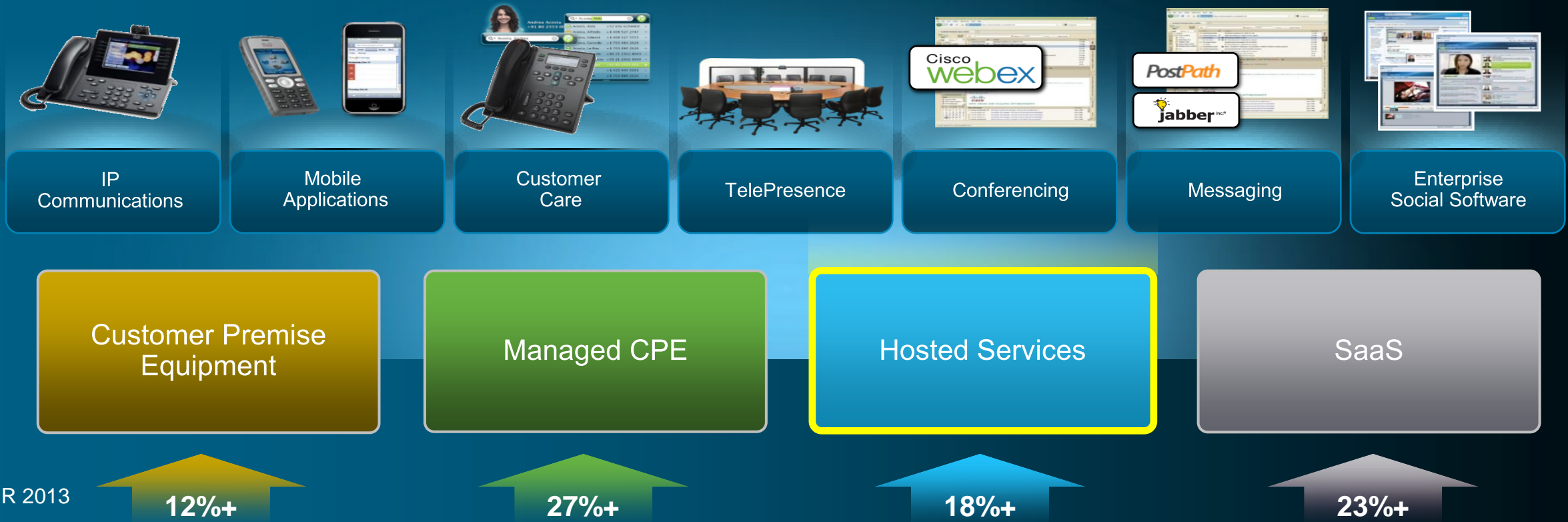




# Cisco Hosted Collaboration Solution

Jim Bryant, Engineering Technical Leader

# Increased Demand for New Consumptions Models



\* Forrester Research, Mar 2009,: Cisco commissioned research on Global Managed Services Opportunity

# Drivers to Flexible Consumption Models

## “As a Service” Model Gaining Mindshare

### Financial Drivers



- Opex vs. Capex
- Consolidate and Centralize IT
- Reduce real estate and energy costs

### Scale



- Technology Risk
- Enhance flexibility & Application Diversity
- Business Continuity

### Globalization



- Global acceleration
- Worldwide collaboration
- Standard Services for all Employees
- Optimize business process

### Strategic Advantage



- Core vs. Context
- Acceleration of business strategy
- Service Level Agreements
- Proven Capabilities

# Unified Communications & Collaboration

## For Hosted Deployment Models

### Services

### Products

Voice & Video Communications

Unified Communication Manager,  
Full IP Phone Portfolio  
IP Communicator

Voicemail & Integrated Messaging

Unity Connection

Presence & Instant Messaging

Unified Presence,  
Unified Personal Communicator  
UC Integration for Microsoft Office Communicator

Mobility Services

Unified Mobility (based on UCM)  
Cisco Mobile for iPhone & Android  
Nokia Call Connect

Customer Care\*

Contact Center Enterprise  
Customer Voice Portal

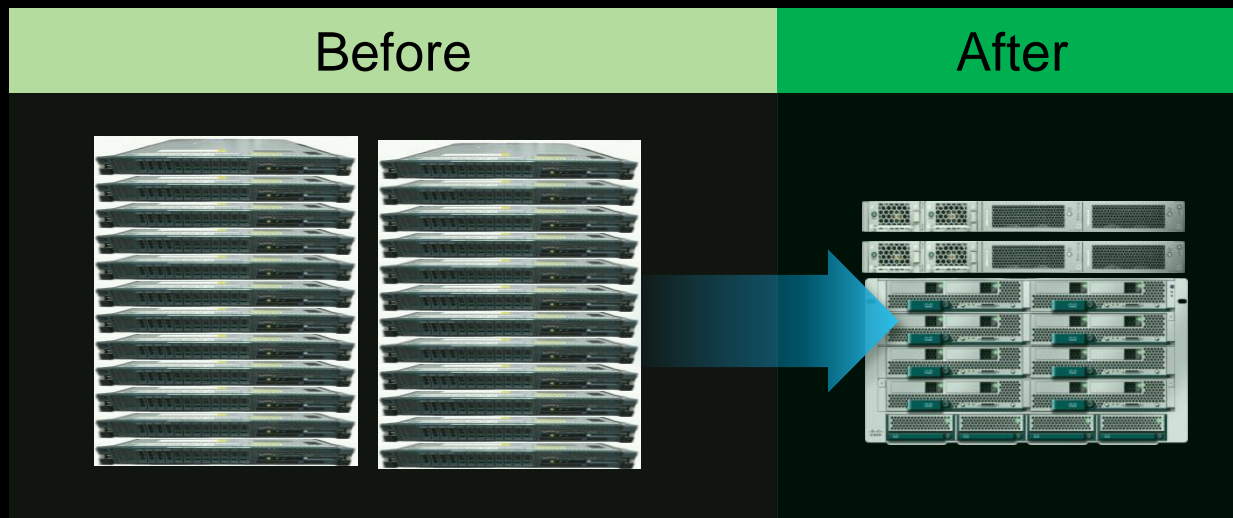
Webex Collaboration\*

Webex Meeting Center  
Webex Connect

# Delivered with Operational Excellence

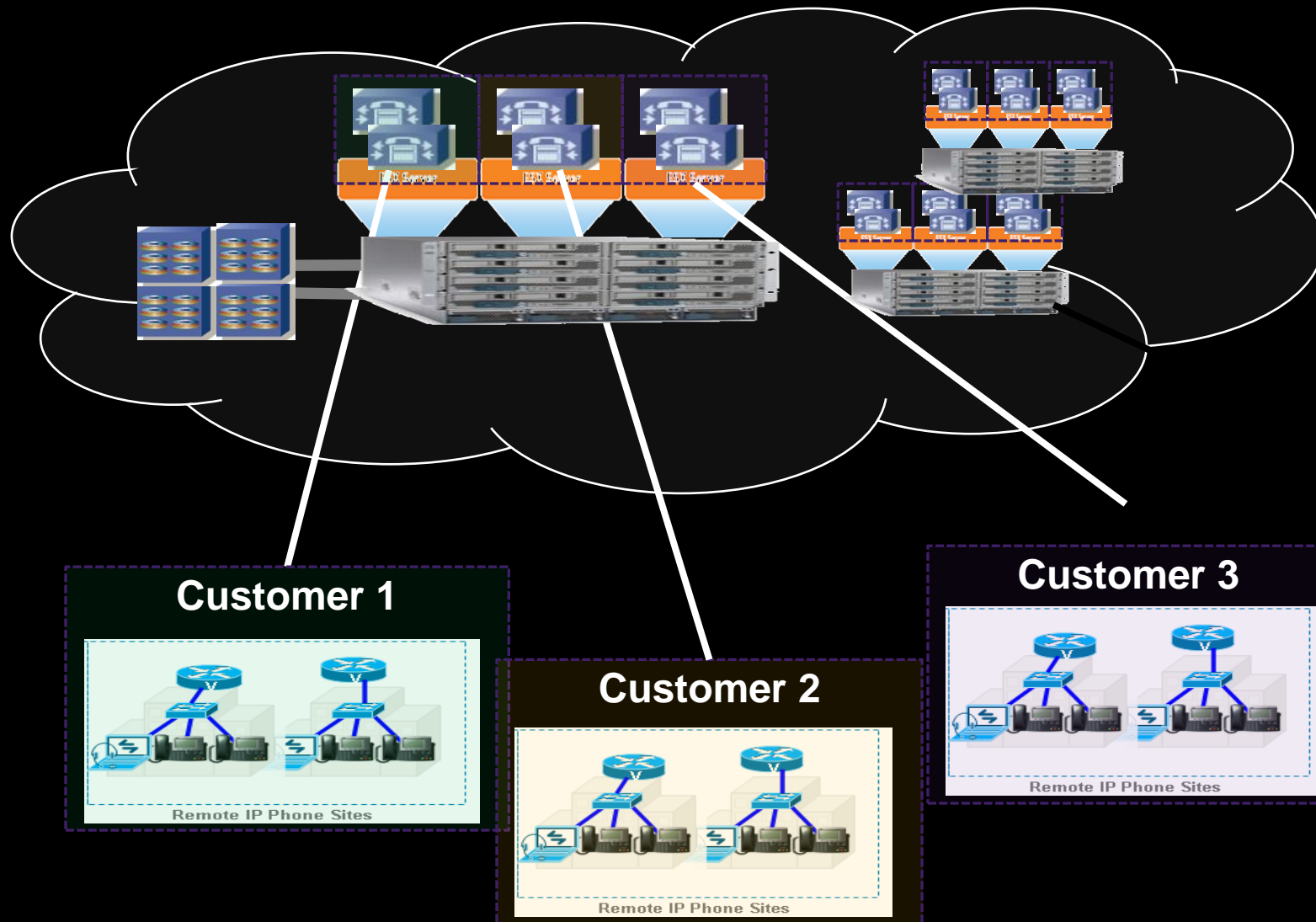
## Achieve a seamless SaaS-like Offering

- Optimization of hardware platform for streamlined capex
- Automation from customer order to service activation
- Simplification of ongoing admin with end-customer self care
- Real-time monitoring, recovery, and platform optimization
- Scalability to millions of paying subscribers!



# Multi-Customer UC platform

Each customer gets a private virtualized UC environment



User experience is the same as if the customer owned the UC equipment themselves





# Optimized Virtualization Platform

## Achieving platform scale, reliability, and efficiency

- Build on best of breed platform in Cisco's Unified Computing System
- Enhanced resource utilization for a multi-customer platform
  - Oversubscription of CPU resources for smaller customers
  - Reduced Disk Storage Requirements for smaller customers
- Clone and standardize virtual templates for customer scenarios
- Augment SLA's with additional redundancy options
- Demand-driven scaling via virtualization feature support



# Best-of-Breed Management Tools

Aggregated under a single pane of glass

- Provide an end-to-end validated management system based on a framework designed for cloud services
- Drive zero touch automation across service domains (UC, CC, DC, Network) throughout the service lifecycle
- Assure highest uptime, quality of service, and scalability
- Combine Cisco and partner toolsets, allowing flexibility for existing customer infrastructure

Single Portal & Integration into Existing OSS

Normalized Interfaces

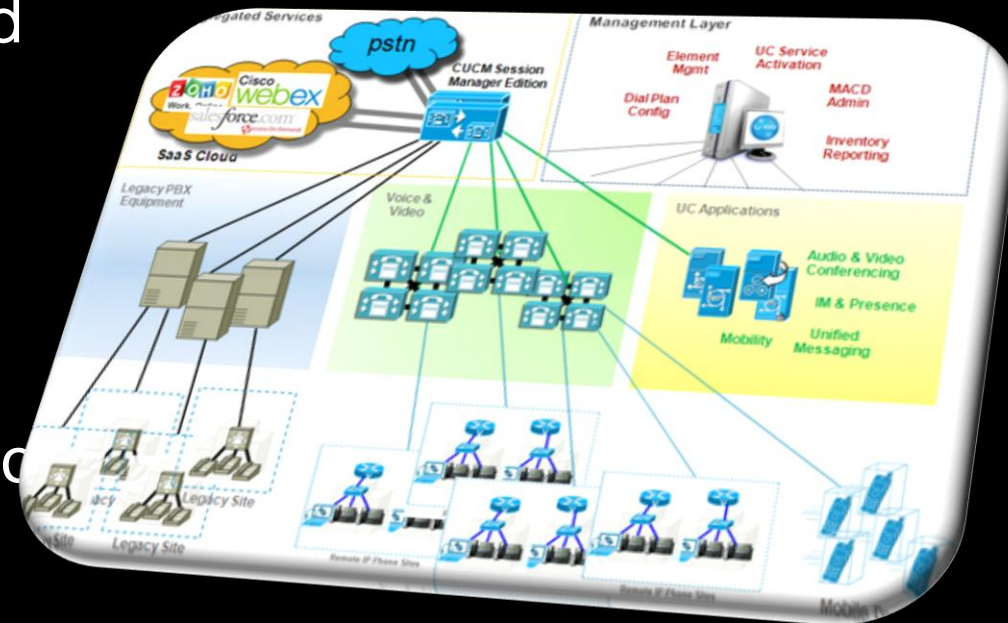
Service Fulfillment Functions

Service Assurance Functions

# Scalable & Resilient Architecture

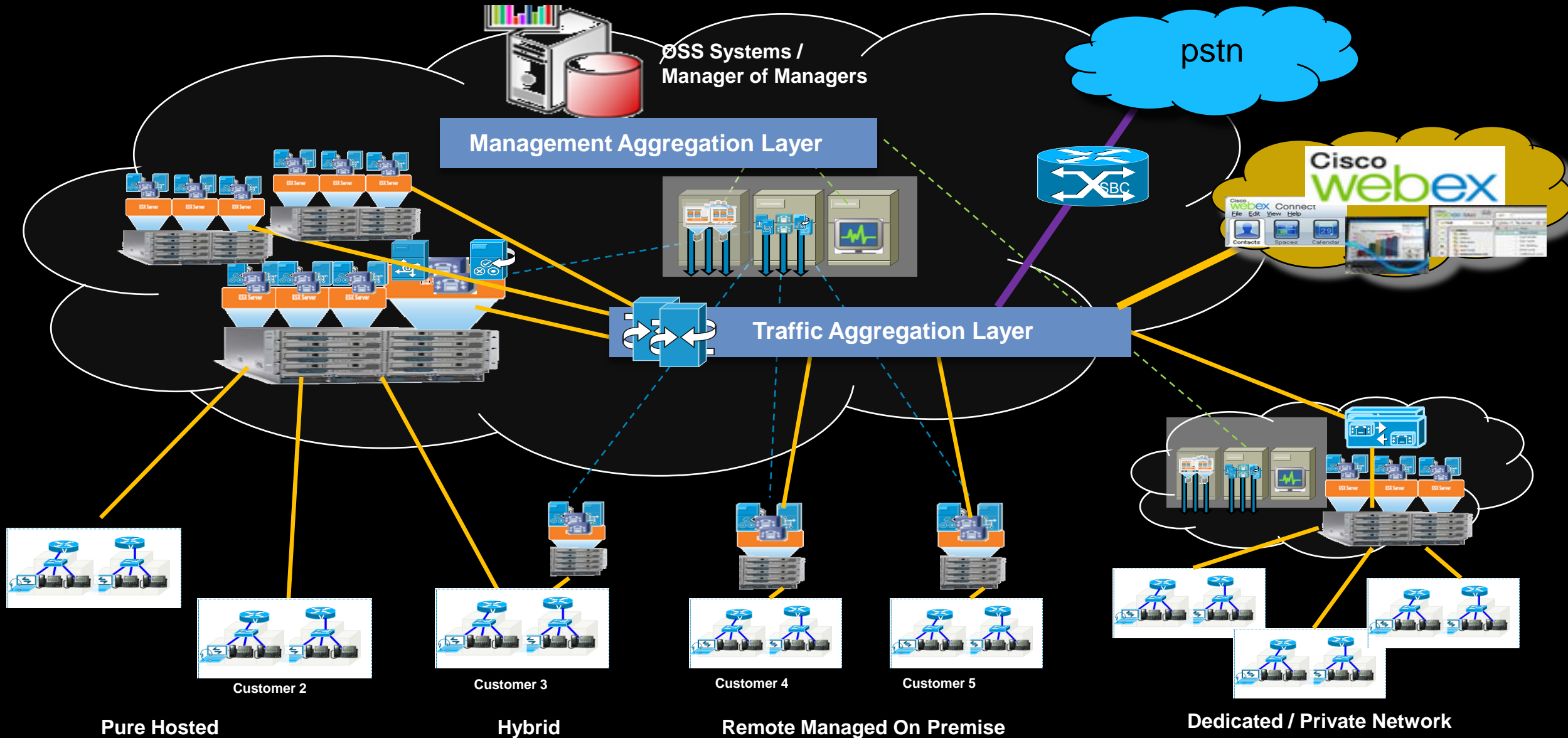
Enables providers to differentiate with SLAs

- Integration with transit infrastructure for end-to-end control, security, and SLA enablement
- SIP trunking to enable secure end-to-end Unified Communications not possible over TDM
- SBC functionality integrated into the routing infrastructure
- On-network routing between customers and off-network interworking with PSTN, other SIP networks, third-party SaaS clouds, etc.



# Platform Vision

Virtualized applications can be deployed in the cloud, on prem, or a hybrid





**CISCO**