



SOLUTIONS

IBM and Cisco TelePresence are Transforming Companies with a Smarter Way of Doing Business

Highlights

- Provide real-time, life-like, high-definition video communications across multiple locations
- Communicate effectively without the cost, time, lost productivity and fatigue of travel
- Contribute to corporate green initiatives and social responsibility by reducing business travel
- Accelerate decision-making and enhance productivity by connecting decision makers with subject matter experts
- Transform business processes and relationships with enhanced collaboration
- Take advantage of IBM's expertise and global reach to implement a robust and reliable TelePresence solution that drives business results

TelePresence Technology Is Changing How Business Gets Done

With rising costs, tighter budgets, heightened concerns about work-life balance and environmental issues, many successful businesses are effectively using Cisco TelePresence deployed by IBM to reduce costs, increase competitiveness, lower operational risks, and support environmental initiatives such as reducing CO2 emissions.

the need to keep pace around the globe, without travel delays.

With real-time, life-like interactions between subject matter experts and decision makers, you can facilitate knowledge sharing, instill trust and confidence with clients, reduce miscommunication and ultimately make smarter decisions, faster.

Cisco TelePresence systems deployed by IBM can be customized for unique

“Telepresence can transform global productivity and contribute to work-life balance while reducing travel costs and removing barriers to effective teaming.”

—Robert F. Mason, Gartner analyst¹

Effective, simple and highly reliable, Cisco TelePresence is a transformational technology designed to improve collaboration and productivity among employees, clients and vendors, no matter where they reside.

This versatile technology creates an immersive meeting experience by integrating advanced audio, ultra-high-definition video and high bandwidth with collaboration tools, and is as easy as placing a phone call. Users meet virtually face to face, as if in the same room. Imagery is so crisp it captures the subtleties of body language, eye contact, detailed objects and handwriting.

Expedite Decisions and Seize Opportunities

Distance need not be an obstacle to progress. Cisco TelePresence helps fulfill

vertical applications. Industries currently benefiting from customized solutions include healthcare, finance and higher education. Public sector, retail, recruitment, training and other industries are also leveraging the potential of the offering.

Practical Applications

- **Executive teams:** *Make informed, coordinated decisions across locations*
- **Extended project teams:** *Work with suppliers, contractors, and customers*
- **Sales organizations:** *Disseminate regular product updates; deliver regional training*
- **Customer service:** *Respond quickly*
- **Cross-functional teams:** *Encourage unconventional, informal exchange for innovation*

“Smart systems...are changing everything from organizations' business models to how they enable their employees to collaborate and innovate.”

— Samuel J. Palmisano, Chairman, President and CEO, IBM Corporation²



“Cisco TelePresence systems continue to gain market share and exemplify the power of the network to change business models and improve visual communications across geographic and cultural boundaries. At Cisco, we believe that companies that build business models on collaboration enabled by networked IT will gain recognizable competitive advantages.”

—John Chambers, Chairman and CEO, Cisco³

Build a Better Business Model Consider These Cost-Saving Scenarios

- A company, competing to be first to market, used Cisco TelePresence to educate employees, demonstrate and clearly communicate their offerings.
- A financial institution has an expert on demand to assuage the concerns of global investors, reducing the pressure to have experts serving customers in all branches.
- A global media company reduces the number of transatlantic meetings while executives collaborate on creative solutions for prospective clients.

In each case, these companies were able to cut costs while improving efficiency, productivity, revenue and customer service.

IBM's Video Communications Experts Deliver an Extensive Range of Services

IBM's experienced resources around the world are ready to help you plan and implement TelePresence in your company. IBM is a leading integrator of Cisco TelePresence and is certified as a global Authorized Technology Partner.

With a vast number of personnel trained world-wide, IBM offers full-service capabilities to deliver Cisco TelePresence solutions virtually anywhere in the world. Implementation includes strategy and assessment, architecture and design, network integration, deployment, certification, testing, end-user training, room remediation, maintenance and support. IBM can coordinate and certify endpoints for multi-country deployments, as well as integrate Cisco TelePresence into your environment.

IBM is prepared to assist you in maximizing the return on investment of your TelePresence solution. IBM Global Services resources can help you examine how to utilize TelePresence in your industry. As a leading services provider in unified communications and collaboration, IBM can help you enable TelePresence in your communications environment. IBM works with many service providers around the world, to help ensure your solution runs smoothly and reliably.

Easy Integration and Increasing Capabilities

Cisco TelePresence integrates with Cisco Unified Communications Manager software, IBM Lotus Notes software, IBM Lotus Domino calendaring software, and Microsoft Exchange Server (Microsoft Outlook). It can also operate over an existing IP network or service provider network.

IBM and Cisco continue to help clients incorporate advances in technology by developing additional services for Cisco TelePresence. Ongoing maintenance, end-user support, and upgrades can enhance your Cisco TelePresence experience.

Transform Your Business Today

Open the door to significant cost reductions, enhanced productivity, and improvements in customer service—benefits that can help you reinvent your business and differentiate your organization. Contact your IBM or Cisco representative to schedule a Cisco TelePresence demonstration, or visit:

ibm.com/cisco
cisco.com/go/ibm
ciscomeetingonus.com

² Remarks as Prepared, Samuel J. Palmisano, At The Council on Foreign Relations, Nov. 6, 2008

³ Cisco Annual Report 2008: http://www.cisco.com/web/about/ac49/ac20/ac19/ar2008/letter_to_shareholders/index.html



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