

The New Collaboration Experience



Overview



Empower, Engage, Innovate

Collaboration is more than a technical architecture, solution, or product; it is the experience that integrates people, processes, and technology. We believe that by working together, people can achieve extraordinary things. The goal – and the power – of collaboration technology is to improve the connections between people and the information they need to share.

- *Empower* people to work their way – where, when, and how they want – without limits
- *Engage* people by providing the best collaboration tools to connect with peers and other organizations
- Allow people to *innovate* and become more creative in developing ideas and solving problems

Opportunity comes from the combination of technology and people. The collaborative workspace environment gives people the flexibility to be where they need to be to do the best work they can. Cisco uses an architecture-based approach, integrating the mobile, social, visual, and virtual aspects of collaboration to bring people together anytime, anywhere, on any device.

The modular elements of the Cisco Collaboration Architecture work together to deliver compelling collaboration experiences both within and among organizations. This open, integrated architecture works with new and existing technologies and helps you simplify business processes, such as:

- Increasing productivity and lowering TCO
- Accelerating time to market and increasing revenue growth
- Improving customer satisfaction and generating new ideas

Delivered on premises or in the cloud, the architecture offers significant competitive advantages. It breaks down barriers to collaboration among organizations that use different content formats, tools, and devices. You also gain architectural flexibility and organizational agility to quickly respond to the changing needs of your business.

Collaboration Details

Unified Communications: Extend Collaboration

Provide reliable and advanced communications capabilities for employees no matter where they are. Manage voice, video, mobility, and presence services between endpoints, media-processing devices, gateways, mobile devices, and multimedia applications. Benefit from the ability to:

- Efficiently run voice, data, and video communications over a single, converged network
- Take advantage of a wide array of Cisco endpoints to meet diverse communications needs
- View, optimize, and manage your entire communications system from one screen

Cisco Unified Communications products include IP telephony offerings, back-end infrastructure, plus hard and soft endpoints. The range of options is designed to meet the needs of organizations of all sizes. Gartner ranks Cisco No. 1 in its Magic Quadrants for both Unified Communications and IP Telephony.

At the core of every communication and collaboration system there is a need for a solid, well-developed and proven engine that manages every interaction with users, endpoints, and applications. Cisco Unified Communications Manager is the most widely deployed such engine in the world with more than 40 million deployments worldwide.

Customer Collaboration: The Foundation for Customer Relationships

Customer collaboration is more than contact center. It builds on the traditional tenets and gives you more ways to interact with customers proactively. Key benefits include:

- Use voice, web, email, video, chat, analytics, and social media to personalize service
- Help agents more quickly identify and resolve potential problems
- Help customers quickly access assistance through their chosen channel
- Create more productive sales opportunities

Customer Collaboration is really the evolution of the contact center. Consider it in context with how we address the typical pillars of customer service systems: call routing and reporting, speech self-service or interactive voice response, integration with the enterprise using Unified Communications, CRM integration, and multichannel contact.

When you consider how customers want to be treated, we build on the four pillars, but we add elements such as social media and video-enabled customer care to provide more ways to proactively interact with customers where they are.

TelePresence: The Power of “In-Person”

Because it delivers the most natural collaboration experience possible, video is transforming the way people communicate and collaborate. What started as a way to reduce travel costs, be greener and improve employee productivity quickly evolved into much more. Organizations are realizing the power of bringing people together at critical moments.

An “in-person experience” is not limited to a single type of endpoint. Cisco video collaboration solutions factor in the user experience, technology, and functionality needed to enable new levels of user engagement from the boardroom to the desktop for companies of all sizes.

Collaboration Details

Cisco has the market's broadest telepresence endpoint and infrastructure portfolio ranging from total immersive experiences to multipurpose room solutions to products for the personal desktop. Our pervasive conferencing strategy is a full architectural approach that allows for:

- Development of consistent and improved user experiences across all types of endpoints
- Greater levels of conference control
- Users to connect to any type of conferencing resource and use any type of endpoint

Collaboration Applications: Put People at the Center of Collaboration

Cisco provides a rich, contextual, interactive environment that puts people – not applications or devices – at the center of collaboration. Use industry-leading collaboration, web conferencing, and productivity tools to accelerate innovation and improve decision making. Cisco Collaboration Applications support the key elements of interaction – hearing, seeing, meeting, and sharing.

- WebEx Meetings, for web conferencing, that lets you see, hear, and share content and applications in real-time with others
- Jabber, which helps you find people, see if and how they are available, and instantly collaborate with chat, voice and video
- WebEx Social for social collaboration, that lets you create and securely share content, find experts and resources and more

The applications provide an intuitive, blended user experience that lets users simply access the collaboration tool that is relevant for the task at hand. Featuring best-in-class mobile and video, users can access any content, anytime, anywhere on their choice of devices, platforms, and browsers. The solutions support real-time and asynchronous collaboration; are secure, scalable, open, interoperable; and provide flexible deployment options.

- Meet with customers, partners, and colleagues using the best channel and device
- Use video to enhance understanding, reduce delays, and improve collaboration
- Enhance productivity, speed decision making, and improve customer response

Learn more about Collaboration:

<http://www.cisco.com/go/collaboration>

Explore how to use collaboration to meet business objectives:

<http://www.cisco.com/go/businesscollaboration>



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