

Collaboration Meets the Cloud: Capitalize on Both

What You Will Learn

In this document you will learn how to take advantage of two market transitions: collaboration and the cloud. You will learn about the Cisco® Hosted Collaboration Solution, the platform that enables you to create and deliver the collaboration services and applications your customers are demanding, in a simple-to-consume package, while at the same time maximizing your return on investment across two highly profitable technologies.

Challenge

Collaboration is changing the way the world works. It helps companies execute business strategies. It improves productivity, enhances teamwork, improves decision making, and compresses time to market - whether employees and team members are in the same building or halfway around the world. Now, video and mobility solutions are taking collaboration to the next level. The business benefits of enabling people to communicate more naturally, anywhere, anytime are clear, and many companies are realizing these benefits. With recent advances in applications and devices, consumers, employees, customers, and partners are increasingly expecting to contact, interact, and conduct business instantly through their preferred communications channels. To compete and differentiate, businesses need flexible and media-rich communication services, and they are increasingly being delivered from the cloud. The momentum of cloud-based services is accelerating. The economic and agility benefits of the cloud are creating significant changes in the delivery of IT, applications, and content.

This market transition is creating an opportunity for Cisco partners to provide Cisco collaboration applications to enterprises in an easy-to-consume "as-a-service" model.

The desire to consume services from the cloud is increasing, and many companies are starting to realize the multiple benefits of extending the reach of collaboration services across their businesses in a software-as-a-service (SaaS) model. Companies are increasingly demanding access to the latest applications and services without having to deploy and manage them in-house. Cloud services must, however, deliver the broad and flexible collaboration services that businesses are demanding and still be dependable and secure.

The intersection of collaboration and the cloud is creating an opportunity for Cisco partners to make a hard-to-resist offer to their customers: the latest collaboration applications now, without devoting in-house resources to deploy and manage them.

Business Benefits

The Opportunity: Cisco Hosted Collaboration Solution

The Cisco Hosted Collaboration Solution enables you to capitalize on the meeting of these two market trends.

Cisco Hosted Collaboration Solution gives you:

- A group of open, interoperable, integrated, and validated architectures that deliver secure and reliable collaboration services to your customers and let you choose the configuration that fits your needs.
- A unique and broad portfolio of unified communications and collaboration applications and features.
- A platform that interoperates with your network and your applications.
- Comprehensive management tools.

The Benefits for Your Customers

Cisco Hosted Collaboration Solution empowers you to match your customers' needs. It is that simple. You can deliver a compelling user experience - the same one across a wide variety of devices and end-user environments - flexibly and consistently. Your customers' employees can collaborate with anyone, anywhere, any time, on any device, conveying any content - all without having to deploy and manage the collaboration applications themselves.

Additionally, a cloud-consumed collaboration service allows a company to shift its IT spend from a capital expenditure (CapEx) model to an operating expenses (OpEx) one. Added to that, outsourcing the implementation and management of the service to a third party allows an organization to focus on its core competencies and priorities rather than operational services.

The Cisco Collaboration portfolio provides a comprehensive set of unified communications and collaboration services and applications available anywhere and enables users to collaborate within an environment that is increasingly mobile, social, visual, and virtual.

- **Mobile:** Enable employees to work anywhere their work takes them. Applications available for mobile employees form the core of collaboration solutions. The Cisco portfolio includes Single Number Reach, presence, single number voicemail, smooth hand-off between devices, integrated messaging, application sharing, extension mobility, enterprisewide dialing plans, customer collaboration such as contact center services, Cisco Unified Presence with Cisco Jabber™ messaging integration, Cisco WebEx® meeting applications, and others.
- **Social:** Empower employees to take advantage of the power of communities and social media at work the way they do in personal life - but in a secure and controlled environment.
- **Visual:** Video is the new voice. Enterprises are already convinced of the benefits, including the increased trust, more productive work among team members, and significant savings in travel costs. Cisco enables video everywhere, on any device, from smartphones and IP phones to tablets, laptops, and PCs, to life-size Cisco TelePresence® meeting rooms.
- **Virtual:** People are becoming more mobile, and they are increasingly less tied to a traditional desktop; they generally have a workspace - they work wherever they are. As a result they need access to the same applications and computing environment from wherever they are. They still demand the same people-centric, high-quality, uniform, and smooth user experience across all types of devices and environments - in other words, ways of collaborating they are used to.

Consuming these collaboration services from the cloud through the Cisco Hosted Collaboration Solution provides additional benefits to your customers:

- The service is evergreen for both you and your customers: Cisco continually delivers new applications and features and is always in sync with the latest release of each application.
- Security is assured: Customers have their own instances of the applications they choose. Their data and data streams are kept separate from those of other customers.
- Availability: The Cisco Hosted Collaboration Solution architectures make provisions for redundancy and high availability. In addition, service-assurance capabilities are built in to monitor and maintain service levels.
- You manage your customers' collaboration deployments, so they do not need to devote time and resources to installing and maintaining them. They can focus on their core competencies by depending on yours.

Solution

The Cisco Hosted Collaboration Solution enables Cisco partners to deliver these customer benefits and monetize the cloud opportunity.

The Benefits for You

The benefits that accrue to your customers are complemented by benefits for you.

For example, the flexibility and interoperability of the architectural blueprints created for Cisco Hosted Collaboration Solution mean you can easily incorporate them into your own network and solutions. In addition, they assure security and availability for the collaboration applications within your own network as well as within your customers' networks. Thus you can differentiate and create value in the collaboration market, capitalizing on your relative positions of strength and core competencies:

You deploy an architecture that Cisco has validated by extensive testing. You will be in good company. Many service providers and systems integrators already offer Cisco Hosted Collaboration Solution and are integrating it into their networks.

Moreover, you are getting the broadest range of unified communications and collaboration services from the market leader.

Paralleling your customer's flexibility, you can customize your service by selecting the applications and features you want to deploy. To further customize your service and to differentiate it in the marketplace, you can deploy your own applications along with Cisco's; the Cisco platform provides application programming interfaces that link into the Cisco Hosted Collaboration Solution architectures.

With these architectures, you can give your customers a uniform, excellent user experience across applications and devices.

You receive the latest applications on the latest versions of software. You receive them continually, so you can always offer your customers the latest collaboration applications.

In addition, Cisco provides the management tools you need to operate the Cisco Hosted Collaboration Solution smoothly and with confidence:

- Fulfillment: A single interface from which to provision end-to-end services and implement service changes across customers.
- Assurance: A complete service-assurance framework to monitor and manage service levels with a single-screen interface for viewing alerts and alarms.
- Billing tools: Record-keeping of customer usage for your billing systems.
- Resource and inventory management.
- Reporting and audit capabilities.

Why Cisco Hosted Collaboration Solution?

Cisco lays a foundation for you to build services that add value for your customers.

The Cisco Hosted Collaboration Solution enables you to monetize Cisco's ever-growing industry-leading portfolio of collaboration applications by making them available to your customers in an "as-a-service" model.

Cisco Hosted Collaboration Solution gives you the greatest freedom in the marketplace to select and offer just what you want and to incorporate your own offerings. In addition, you can take advantage of the flexible financing plans available from Cisco Capital[®].

With Cisco, you are choosing a partner with a solid collaboration services heritage and industry-respected approaches to innovation and futures. With Cisco Hosted Collaboration Solution as the foundation of your collaboration offerings, you benefit from high levels of service, fast deployment, and increased profit margins. And by helping you build your status with your customers as a trusted advisor, Cisco helps ensure customer loyalty and a constant monthly revenue stream.

Why Now?

Quite simply, a market transition is occurring and the time is right to capture it. Both collaboration and cloud services are rapidly evolving, and Cisco is at the center of both. When you offer companies the Cisco Collaboration portfolio through cloud-based consumption, you are giving them the collaboration services and applications they need in a simple-to-consume package, while maximizing your return on investment across two highly profitable technologies.

Cisco Hosted Collaboration Solution helps you execute your business strategies by helping your customers execute theirs.

For More Information

For more information about collaboration and the cloud, please visit: <http://www.cisco.com/go/hcs>.




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