COL1
Nástroje pro spolupráci (Collaboration)

Jaroslav Martan, CSE, CCIE #5871, e-mail/im: jmartan@cisco.com, video: jmartan@jabber.com

Jiří Šolc, Collaboration Team Leader, ICZ, e-mail/im: jiri.solc@i.cz, video: jiri.solc@jabber.com
Prosíme, ptejte se nás

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What is Collaboration?
One to one
One to many
Many to many
Cisco Collaboration Applications

Jabber
Rich, Real-Time Communications
One-one; One-to-few
Real-time

WebEx
Virtual Meetings
One-to-many Group
Real-time

Quad
Social Collaboration
Many-to-many
Real-time and asynchronous
Agenda

• Market Trends

• Product/Solution Highlights
  Jabber Clients
  Webex 11
Market Trends:

Mobile, Social, Visual, Virtual
Mobile Productivity Enablement

Opportunity to accelerate competitive advantage
The Enterprise Becomes Social
But need to balance personal productivity with enterprise-class control
Video Becomes Pervasive...

But poor experiences can result from incompatible systems and poor media handling.
The Rise of Cloud Computing...
Challenging to provide rich media and consistent experience across hosting models
Call Control (Session Management)
Session Management
Unified for Voice, Video and Instant Messaging/Presence

Voice
IM
Video

DMZ
Expressway™ Firewall Traversal
ASA/ISR VPN Concentrator
Cisco Unified Border Element (CUBE)

Cloud Services
B2B
Remote Worker
SIP Trunk to PSTN
MPLS VPN
Mobile
- Jabber Clients
Best Experience Across PC, Tablet and Phone

Addressing Needs of Post-PC Workspace

- Changes in device ownership
- More choice - When, where, how & what device
Cisco Jabber Clients
Jabber Product Portfolio

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
Demo
Cisco Unified Personal Communicator / Cisco Jabber
Microsoft Office 2010 Integration
Microsoft Outlook 2010
Technologies
- Client Services Framework
- Precision Video Engine
- Desktop Collaboration – Webex, BFCP
- Secure Connect
UC Services across Devices

- Hard Endpoints
- Mobile
- UC Clients
- Integrations & SDKS
- Web UC & Quad
- Virtualization UC Media

Android UI
Mac/IOS UI
Windows UI
DHTML / HTML5

Client Services Framework (CSF)
Cisco Jabber Technologies
Client Services Framework

- Instant Messaging / Group Chat
- Rich Presence
- Contact Search
- Enterprise Call Control
- Business Video
- Web/Desktop Collaboration
- Conferencing
- Visual Voicemail
- App Integration (MS Office)
- Remote Access
- User Management & Authentication

Cisco Jabber
Client Services Framework
Precision Video Engine
Cisco Jabber Technologies
The Cisco Precision Video Engine (PVE)

• Precision Video Engine is H.264 AVC standard based
  Media library designed to handle voice and video related tasks

• Originally developed by Tandberg and currently used in the Movi product.

• Highly efficient – dual-core CPU can handle HD video call

• Provides full HD interoperability between Jabber desktop clients and TelePresence.

• PVE also provides audio codecs
  G.711a/u, G.722, G.729a, iLBC (and subject to change AAC-LD, G.722.1)
Desktop Sharing
Cisco Jabber (for Windows) Technologies

Video Desktop Share

• Video desktop share is based on the BFCP standard.
• Video Desktop share allows you to share your desktop not only with other Jabber clients but also TelePresence systems and rooms.
Cisco Jabber Technologies
Desktop Collaboration

- Video desktop share providing cross device interoperability to TelePresence
- WebEx Meeting Center for full collaboration experience
Secure Connect
VPN Client for IP Phones

- **Easy to Deploy** – All settings configured via CUCM administration

- **Easy to Use** – After configuring the phone within the Enterprise, user takes it home and plugs it into their broadband router for instant connectivity. No difficult menus to traverse.

- **Easy to Manage** – Phone can receive firmware updates and configuration changes remotely

- **Secure** – VPN tunnel only applies to voice and IP phone services. PC connected to PC port responsible for authenticating and establishing own tunnel with VPN client software

- **VXI Integration** – the VPN can be used by the Cisco integrated VXI client for 99xx and 8961 phones, other devices have to create their own VPN

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### Cisco VPN Client

<table>
<thead>
<tr>
<th>Endpoint support</th>
<th>SCCP: 7942, 7945, 7962, 7965, 7975</th>
<th>SIP: 8961, 9951, 9971</th>
<th>IPv4 Only</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deployment mode</td>
<td>IP Phone Remote Access</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Services secured</td>
<td>Voice</td>
<td>Data (Phone Services)</td>
<td></td>
</tr>
<tr>
<td>Licenses</td>
<td>VPN Premium License</td>
<td>No special license on CUCM</td>
<td></td>
</tr>
<tr>
<td>VPN Concentrators</td>
<td>Cisco ASA 5500 Series</td>
<td>Cisco ISR with IOS SSL VPN</td>
<td></td>
</tr>
<tr>
<td>Encryption Technology</td>
<td>Secure Socket Layer (SSL)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deployment Considerations</td>
<td>No additional hardware needed at remote location other than IP Phone</td>
<td>Concurrently running IP Phone Services Reduced When Enabled (i.e. no midlets)</td>
<td></td>
</tr>
</tbody>
</table>
Benefits of Secure Connect
Administrative Simplicity

- Jabber app integrates secure connect
- Backend scales with multiple Jabber applications
- Coexists with Cisco AnyConnect
- Utilizes highly secure, scalable and redundant Cisco infrastructure
- Common licensing, security design, policy and user management for AnyConnect & Jabber secure connect
Benefits of secure connect
Common Cisco Remote Access Infrastructure

Choice
Diverse Endpoint Support
AnyConnect Mobile Client or Cisco Jabber

Security
Security Integrated into the network

Experience
Always-on Intelligent Connection

Data Loss Prevention
Threat Prevention
Acceptable Use
Access Control

Outside Enterprise
Access Granted

Intranet
Corporate File Sharing

Facilities
Jabber SDK
Cisco Jabber Web SDK
SDK to Collaboration-Enable Web Applications

Easily add collaboration to web applications and business processes

Extend collaboration to cloud-based applications (firewall / VPN session required)
Completed Integration: Pervasive Cisco UC Enterprise Social Software Application

- Cisco QUAD uses the Jabber SDK APIs!
  - Real-time Collaboration
  - Non-real-time blogs, posts, discussions

- User Capabilities
  - View presence
  - Click 2 call
  - Click 2 IM
  - Click 2 Webex
  - Click 2 Video* (1H2012)

- User Interface
  - Contact Name Card
  - UC barlet

Use Case: Cisco UC enabled Corporate Directory Portal

- Jabber SDK APIs: XMPP (CAXL), Web Phone (AJAX), Video* (PVE)
  - Compelling search and connect: real-time collaboration within corporate directories
  - User Capabilities: Presence, Click 2 Call / IM / WebEx today, Click 2 Video* (1H2012)
Use Case: Jabber SDK with Gmail Gadgets

- Cisco UC Enable Gmail and Google Apps for Business
- Cisco Jabber APIs
  - Web Softphone (AJAX)
  - IM / Presence (CAXL)
- User Capabilities
  - View Presence
  - Click 2 IM
  - Click 2 Call
- Deployment Requirement
  - Corporate VPN active session
- Flash Demo: Completed Integration
  - [http://www.youtube.com/watch?v=p IGyEubjBrU](http://www.youtube.com/watch?v=p IGyEubjBrU)
Why Cisco Jabber?

• Highly interoperable
  standards-based signaling and transport communication to any standards-based vendor

• Secure Connect

• Multi-platform – Windows, Mac, iOS, Android

• Collaboration hub
  IM+Presence
  Voice+Video
  Webex
  Web
  Voicemail

• Performance
  optimized HD video engine (PVE)
  memory footprint ~20MB
Jabber IM+Presence is Free

• For all CUCM 7.1+ customers

• Includes:
  CUP server license(s)
  IM+Presence client licenses
  Jabber client for any device

• All users are covered, all their devices. E.g. customer has 200 IP phones but 2000 users – all 2000 users get Jabber IM/P for free
Social
- Quad (Enterprise Social Software)
Social Collaboration for The Enterprise

- Personalized, Integrated Experience
- Knowledge Sharing Made Easy: Create, Share & Monitor Information & Expertise Across Your Organization
- Collaborate Cross-Functionally In Virtual Communities
- Search for People, Information & Communities to Find Answers Faster
- Participate anytime, from anywhere via mobile apps for iPhone, iPad, Cius
Visual
- TelePresence
- Jabber Video
Cisco TelePresence MX300 and MX200
Team Telepresence for your everyday meetings
TelePresence Touch screen - So simple

- A glide of the finger to make and manage calls with Cisco TelePresence touch screen
- Intuitive control with clear, context-sensitive functions
Cisco Jabber Video for TelePresence (Beta)

Free mobile video extends TelePresence to smaller partners or vendors

- Mobile video that is a free, simple download to your computer
- High quality video that uses the Jabber video solution and Callway backbone
- Easily accessible and complements existing TelePresence roll-outs
- Available as a Beta trial
How it works

- On [http://www.ciscojabbervideo.com](http://www.ciscojabbervideo.com), users can create an account, download the client or send an invite to someone else.

- Sign up is simple – and takes under 5 minutes
  - Quick form to fill out
  - Create a new user login

- Cisco Free Client uses the Callway cloud and the video address will be [userId@jabber.com](mailto:userId@jabber.com)
Demo
Desktop Virtualization: Nomenclature

Desktop Virtualization
Suite of Technologies
- Desktop Streaming
- Application Virtualization
- Terminal Services

VDI
Virtual Desktop Infrastructure

Industry Terms for VDI:
- Gartner: “Hosted Virtual Desktop” (HVD)
- IDC: “Centralized Virtual Desktop”

End-to-End Architecture & Validation
- Supporting Rich Media /UC
- Enhanced Security
- Application Acceleration
- POE / Energy Wise

Cisco VXI

End-to-End Architecture & Validation
- Supporting Rich Media /UC
- Enhanced Security
- Application Acceleration
- POE / Energy Wise
## Virtualization Experience Clients (VXC)

<table>
<thead>
<tr>
<th>Zero Clients</th>
<th>Zero Clients</th>
<th>Software Appliance</th>
<th>Thin Client</th>
<th>Enterprise Tablet</th>
</tr>
</thead>
<tbody>
<tr>
<td>VXC 2100 Series</td>
<td>VXC 2200 Series</td>
<td>VXC 4000</td>
<td>VXC 6215</td>
<td>Cisco Cius</td>
</tr>
<tr>
<td>Shipping</td>
<td>Shipping</td>
<td>Available Q4CY11</td>
<td>Available Q1CY12</td>
<td>Shipping</td>
</tr>
</tbody>
</table>

Recent additions to the Virtualization Experience Clients (VXC) portfolio
Rich Media UE restored by VXC 6215/4000&VXI

- Video & Voice Support
- Linux based endpoint
- Monitors
  - Single: 2560x1600
  - Dual: 1920x1200
- No PoE

- Software Appliance on XP and Windows 7
- Voice Support only
- Enables VXI Collaboration for refurbished PCs

End User

VXC 4000

VXC 6215

ICA

PCoIP, ICA/RDP

Signalling

Desktop O/S

Desktop Virtualization S/W VMWare/Citrix

Hypervisor VMWare/Citrix

Unified CM and Unified Presence Server

Connection Broker

Data Center

Media Flow outside of Display Protocol
What Does Your Meeting Process Look Like Today?

BEFORE

DURING

AFTER
Demo
Webex Public Beta

• http://meetings.webex.com
Summary

• Market Trends
  Mobile, Social, Visual, Virtual

• Broad Collaboration Portfolio – meet the Post-PC user demands
  Jabber Clients
  TelePresence & Video Conferencing
  Single Session Management
  VXI
  UC on UCS
  Webex

• Free
  Jabber for Everyone (on premise)
  Jabber Video for TelePresence (cloud service)
  Webex for 3 participants
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  1.den 17:45 – 18:30
  2.den 16:30 – 17:00
Prosíme, ohodnot'te tuto přednášku.
Thank you.