



E-Seminar



Web Communication

Internet Business Solution

Seminar





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- 3 **Welcome**
- 4 **Objectives**
- 5 **Today's Workplace**
- 6 **The Internet and the Web**
- 7 **Web Communication Defined**
- 8 **Uses of Web Communication**
- 9 **Web Communication Benefits**
- 10 **Requirements for Success**
- 11 **Technology Solutions**
- 12 **Conclusions**



Web Communication Seminar

Welcome

Welcome to the Internet Business Solution Seminar on Web Communication.

The value of communication over the Internet is recognised more and more by people and companies all over the world. For some people, it is as valuable as telephone or fax communication. For others, it is complementary to the traditional communication methods.

This seminar examines the concept of Web Communication and explains how it could be beneficial to your company.

Web-based communication
What does it mean?
Applications and possibilities
Benefits
Strategic implementation aspects
Ways and requirements

Web Communications Seminar

Web Communication Objectives

In this Internet E-efficiency seminar, we will discuss the business aspects of using Web-based communication in your company.

We will discuss what exactly is meant by Web Communication, and which applications and possibilities are available today.

You will also learn what the benefits of Web Communication can be for your organisation.

Finally, we will discuss the strategic implementation aspects of Web Communication and the ways and requirements to introduce this form of communication in your company.



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Today's Workplace

“Sorry to interrupt you. My name is Mark, and I am General Manager of a small company of 30 people, with activities that have to do with development, manufacturing and transportation of REAL goods, no virtual Internet things. I’m afraid that these Web goodies are not useful to us...”

“Well, on the contrary. Day in day out, every company has all kinds of communications going on between employees, customers, suppliers and partners. This communication usually happens either live or by means of phones, faxes, letters or internal paper memos. Even if only a part of this communication would happen over the Internet, the positive impact on your company could already be significant.

“As you will learn further in this seminar, the benefits of introducing Web Communication in your company are substantial.”



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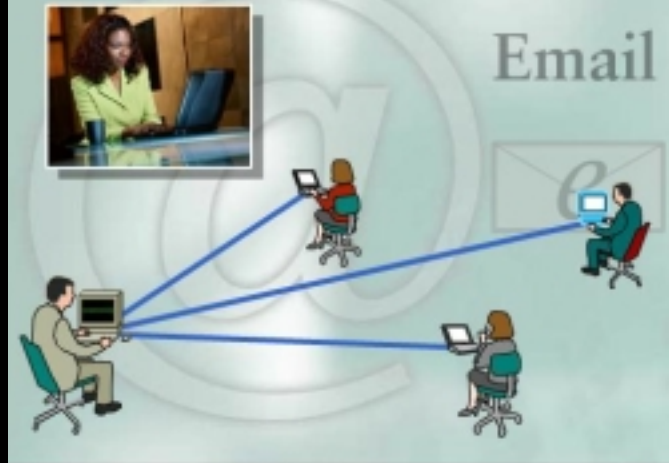
The **Internet** and the **Web**

“OK, but why do you talk about “Web Communication”? What’s the difference with Email or Internet?”

“There is indeed a lot of confusion about Internet, the Web, email and other applications. So let’s take a moment to see what each of these terms mean and how they are related.

“The Internet is a worldwide, global network, interconnecting smaller computer networks. These computers and other Internet-connected devices enable many different applications, such as email, Web browsing or surfing, online shopping etcetera. Since many of these applications use a WEB browser as their user interface, the “WEB” has become a widely used synonym of the Internet.

“Some Internet or Web applications are created for leisure purposes, such as online gaming or internet radio. However, there are also many business applications such as e-commerce and teleworking, which provide a lot of professional advantages to commercial companies.”



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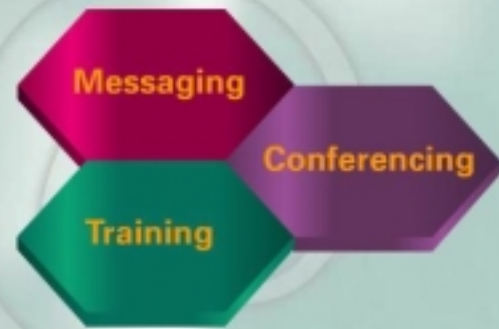
Web Communication Defined

“Web Communication is the collection of ways to communicate over the Internet or the World Wide Web with other people. This communication can either happen real-time, for example when people are chatting over the Internet, or be spread over time, for instance when someone reads his private emails, received during the workday, in the evening at home.

“Web Communication is much richer than phone or fax communication, with text, images, sound and video.

“The most well-known way of Web Communication is undoubtedly e-mail. E-mail or electronic mail is a form of information exchange in which messages are sent from one computer to another over a network, such as the Internet.

“Email is certainly the killer application of the Internet: it has many business benefits. Apart from sending messages from one person to another, people can send emails to groups of people. You can also attach documents, and it takes only a few moments to send these to anyone around the world. As such, communicating this way is very fast and efficient, and usually much cheaper than doing the same communication using phone, fax or letters.”



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Uses of Web Communication

“OK, I think I already understand enough about email. Tell me a bit more about these other ways of communicating over the Internet.”

“Well, generally, we can identify 3 types of Web Communication: Messaging, Conferencing and Training. Most of the communication applications that exist today can be classified under these categories.

“**Messaging** is written or spoken communication using the Web. Apart from e-mail, other examples of text-based messaging are instant messaging and chatting, which happen real-time. Spoken communication can also happen over the internet, using Voice over IP, or even be combined with video.

“A second category is **conferencing** over the Web. Web meetings and conferences allow groups of remote people to meet online in a secure, interactive workspace. The applications available here combine audio, video, file sharing, virtual whiteboards, and so on, in real-time, for all participants. Web conferencing can be an alternative to face-to-face meetings, sales presentations or demonstrations that are complicated by scheduling conflicts or geographical barriers.

“A third category focuses on using Web Communication for **training** and education purposes. These solutions enable your company to organise educational seminars for employees, customers or partners throughout the world. The training sessions can be broadcasted real-time or be recorded and made available to any user at any later time. Participants could also ask online questions, and administrative training activities such as registrations can also be handled over the Internet.”



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Web Communication Benefits

“But isn’t most of this just hype? Isn’t it just requiring a lot of effort for only limited results for a few people?”

“Certainly not. Many companies, probably also among your customers, suppliers or partners, have introduced Web Communications. The multitude of existing applications allows every company to choose and only use those applications which make real business sense.

“Overall, Web Communication has many potential business benefits

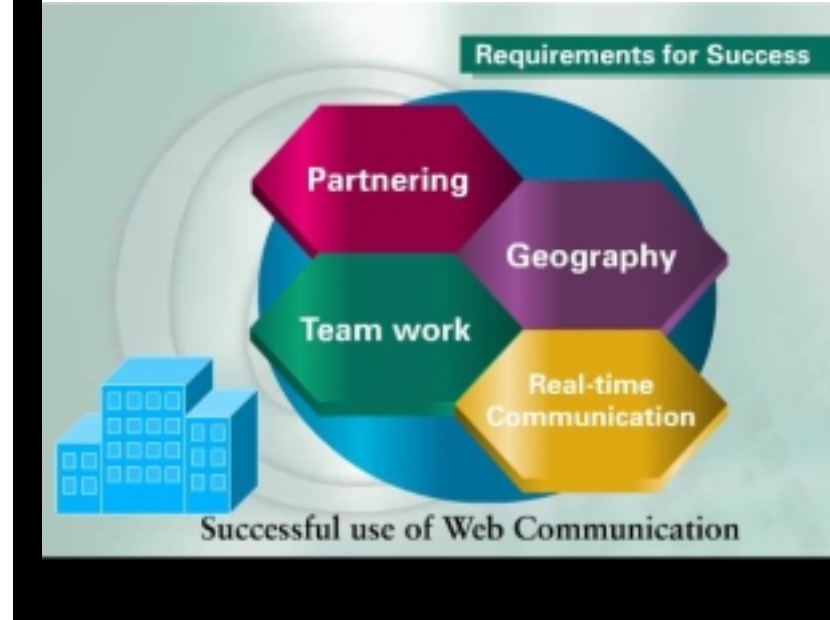
It can increase your revenues by using it as an online sales tool, for instance for product demos or seminars to a remote audience. You will also be able to follow-up faster with customers and suppliers, and as such reduce your sales cycle and close more deals

“Web Communication can also help your company seriously reduce operating costs and travel expenses. Even if your company only moves a part of your messaging, meeting or training activities to Web Communication, the difference in costs will be significant. For many companies, cost reduction is the most important benefit of using Web Communication.

“Furthermore, employees are able to easily share information, whether they are in the office or anywhere else in the world.

“They can also use their time more effectively and increase their productivity. E-learning, for instance, allows them to take a specific training module at any time, adjusted to their personal needs and level.

“By allowing your employees to use Web Communication from home, they have more personal flexibility, which leads to higher employee satisfaction”.



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Requirements for Success

“All right, this sounds very interesting. I’m just afraid that all of this is going to cost me a lot of money, without being sure this will actually WORK in my company.”

“It is important to understand that apart from the logistics and the tools, there are some important considerations to make to successfully introduce Web Communications in your company. Web Communication provides the best results in companies where partnering, team work, rapid communication and unlimited geographical reach are essential.”

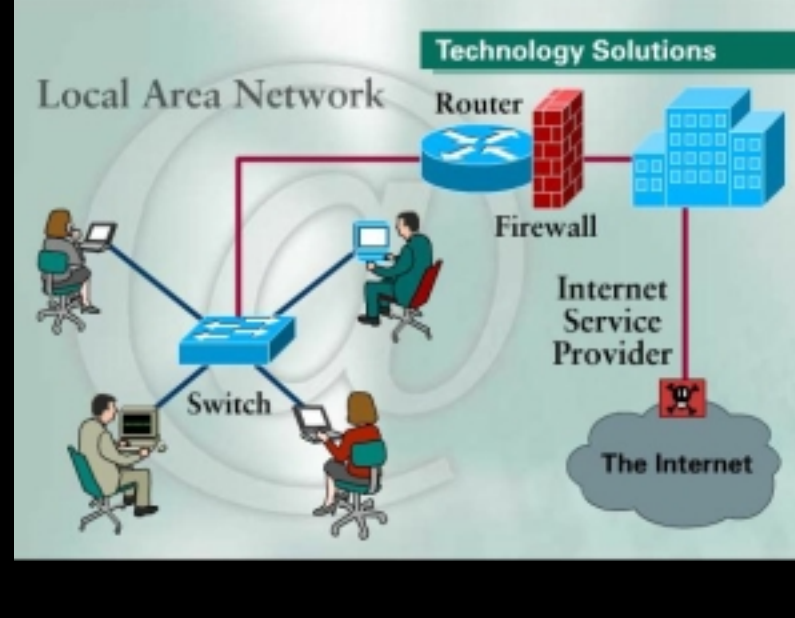
“Just a moment. I don’t understand what all of that has to do with Web Communications...”

“Well, many of today’s companies are building partnerships and alliances with for instance key customers, service partners or suppliers, in order to develop a larger pool of expertise, to enlarge their product portfolio and to be more competitive. Web Communication provides an ideal mechanism for such companies to effectively interact with their different partners on a daily basis.

“When your company relies heavily on team work in a collaborative working environment, it is important that all team members are kept well-informed. Web Communication allows your employees to keep working with each other on their projects beyond the regular team meetings.

“The Internet is breaking down the barriers to national and international markets. There are no obstacles for your company to expand your customer base, your partnerships or your suppliers beyond your country or region. Communication over the Internet enables you to interact with each of them as if they were local to you.

“As the Internet takes away barriers of time and distance, the speed of business interactions accelerates, and rapid communication is therefore crucial.”



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Technology Solutions

“OK, I get the point. So which technologies do I need to be able to use Web Communication tools?”

“If you want to use email and other Web Communication tools, your computers need to be connected to each other in a network, and this local network needs to be connected to the Internet. There are different ways to accomplish this, but let’s discuss one simple architecture that already provides you with many Web Communication possibilities.

“First, you can create a Local Area Network or LAN by connecting your different company computers to a central **switch**. In this way, your employees can already communicate with each other over your local company network

“By using a **router**, you can connect your local network to an Internet Service Provider or **ISP**, who serves as a gate to the Internet. This connection can either happen through dial-up using a traditional phone line, or you could choose to have a permanent connection to the Internet. In that case, a **Firewall** is recommended, to protect your company network for unwanted access from the Internet.

“Today, permanent, high-speed Internet connections are available at low cost, using broadband technologies such as ADSL or Cable. You can learn more about these technologies in the Technology Solutions E-Seminars.”

Let's summarise



Reduce Costs
Increase your sales
Collaborative environment
No geographical restriction
Expand your market
**Increase in speed
of communications**

Web Communication

Conclusions

“Web Communication technologies help you in the first place to reduce costs and to increase your sales.

“For your employees, you are able to create a collaborative working and learning environment.

“Web-based communication is unlimited in its reach, so you are not geographically restricted anymore; you can expand your market and brand beyond today’s practical boundaries.

“Finally, the speed of communication between your employees and your customers, suppliers and partners will increase significantly, and make your company more competitive and attractive to do business with.”

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