Cisco TelePresence

April 4th, 2008

Erwin Menschhorn, IBM Österreich
Volkmar A. Erben, Cisco TSBU BD
Any Meeting Table ...

Redefining How People Communicate
Redefining How People Communicate
### Cisco TelePresence—An Overview

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Cisco TelePresence—Transforming Communications, Transforming Business

- A breakthrough technology for remote collaboration that allows local and remote participants feel as if they are “in person”
- An immersive meeting experience created through a powerful combination of innovative technology and design
- Integrates advanced audio, ultra-HD video, interactive collaboration tools and the underlying network as a platform

→ Cisco TelePresence has the potential to transform businesses
Cisco TelePresence Momentum

- 100+ customers across all vertical industries in 40+ countries (within one year)
- Cisco on Cisco: Market-leading rollout of TelePresence rooms
- Multiple “Best Of” awards for advanced technology
- Driving customer business transformation
- Executing on the vision of a global public Cisco TelePresence network

NASDAQ Board in Times Square, August 15, 2007
Cisco TelePresence Product Momentum—
A Broad Portfolio and New Experiences

- Rich Product Portfolio
  CTS 3200, CTS 3000, CTS 1000
  Multipoint (48 segments)
  One Button to Push easy use

- Interoperability with standard Video Conferencing

- Intercompany Cisco TelePresence SP trials underway

- Enhanced TelePresence room experience

- New experiences demonstrated—TelePresence OnStage, Broadcast, Health Presence
Quality, Simplicity, Reliability

Simplicity

Quality

Reliability and Security

Unified Communications

Network as the Platform

Delivering the “In-Person” Cisco TelePresence Experience
Cisco on Cisco TelePresence Deployment Overview

Change the way we Work, Live, Play and Learn

- 181 Cisco TelePresence in major cities globally
- US/Canada: 82 CTS 3000, 46 CTS 1000
- APAC: 17 CTS 3000, 4 CTS 1000
- Japan: 3 CTS 3000, 2 CTS 1000
- Europe: 20 CTS 3000, 5 CTS 1000
- Emerging: 2 CTS 3000
- Overall average utilization 44% ~49% in the past four weeks

- 76,578 TelePresence meetings scheduled to date. (Weekly average utilization in the past 30 days is 2,150 meetings)
- 96,751 hours (average meeting is 1.25 hrs)
- 10,242 meetings with customers to discuss Cisco Technology over TelePresence

- 12,850 meetings avoided travel
- Conservative estimate of cost savings: ~$51.4M to ~$102.8M to date
- Cubic meters of emissions saved: 15,323,555
- Equal to 6,473 cars off the road

Updated March 10, 2008
### What’s Driving the Momentum?

**Top Line Growth**

- **Accelerate Time to Market**
- **Enrich Cross-Cultural Collaboration**
- **Accelerate Decision Making**
- **Scale Scarce Expertise**
- **Maximize Customer/Vendor Intimacy**
- **“Go Green”**
# Cisco TelePresence—Creating Business Transformation

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<th>Global Network Multipoint</th>
<th>Accelerate Growth/Speed to Market</th>
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<td>In-Person Experience</td>
<td>Enrich Cross-Cultural Collaboration</td>
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<td>Ease of Use</td>
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<td>Business-to-Business</td>
<td>Maximize Customer/Vendor Intimacy</td>
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<tr>
<td>TCO</td>
<td>“Go Green”</td>
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Procter & Gamble
Revolutionizing the Business with Video

- Driving fundamental business changes
  - Faster product introductions: $M incremental revenue
  - Connecting with customers, partners, suppliers to speed supply chain
- Better internal productivity and collaboration
  - Significant cost savings
  - Improved quality of life for its global workforce
- Cisco benefits: the best experience, understanding of the network, rapid global deployment and robust services
- Phase 1 complete—50 rooms by April…and growing
Retail—Competitive Advantage

Media Saturn

- Europe’s number one consumer electronics retailer with 600+ stores in 15 countries
- Faster decision making with internal experts
- “Noble ambiance” to preserve meeting intensity
- Speeding expansion into new markets/countries
- Significantly reduce travel: cost savings pays for rollout
- Reduce employee “downtime”

Benefits: Scale Scarce Resources and Reduce Travel

Result: Speed Expansion into New Markets/Countries and Improve Employee Productivity
Banking—Accelerated Decision Making

Wachovia

Benefits
Ease of Use
“In Person” Meetings
ROI

Result
Accelerated Execution by Reducing Decision Latency

“[With Cisco TelePresence] we can support our goal of expense reduction while also furthering our corporate commitment to environmental responsibility.”
Jim Kittridge
Senior IT Leader, Wachovia

“We are using Cisco TelePresence to help our people be more productive with their time.”
Jim Ditmore
CTO, Wachovia
Maximizing Customer Intimacy

**EMC**

Increase executive visibility with customers
HD quality, life size images

**Result**
Richer relationship with customers

“While face-to-face customer meetings will never go away, Cisco TelePresence enables us to offer our customers a broader range of topics and conversations with geographically-dispersed experts by scheduling TelePresence sessions into our briefings.”

Bob Basiliere
Director of Worldwide Executive Briefing Program, EMC Corporation
Cross-Cultural Productivity

Benefits
- Faster Decision Making with Internal Experts
- Operational Efficiency

Result
- Speeding Product Development
- Optimizing Customer Engagement

“We will take collaboration to the next level by overcoming geographical barriers and enabling employees, customers and partners to work together more effectively.”

Uwe Herold
CIO, SAP AG

Palo Alto, CA
Newtown Square, PA
Walldorf, Germany
Cisco TelePresence—A Complete Solution

Endpoints
- CTS 3200 (pretty large groups)
- CTS 3000 (large meeting)
- CTS 1000 (small group or 1:1)

Multipoint and Scheduling
- 48 segments in one call
- Easy calendar scheduling
- Interoperability

Network
- Network planning and consulting
- Intelligent infrastructure
- Secure and reliable

Room
- Room readiness and planning
- Sophisticated design
- Fast and easy install

Implementation
- Installation and monitoring
- Day 2 support: Helpdesk
- Financing
# Cisco TelePresence Meeting Solution: A Complete Portfolio of Endpoint Offerings

<table>
<thead>
<tr>
<th>Cisco TelePresence System 1000</th>
<th>Cisco TelePresence System 3000</th>
<th>Cisco TelePresence System 3200</th>
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<tbody>
<tr>
<td>2 seats</td>
<td>6 seats</td>
<td>18 seats</td>
</tr>
<tr>
<td>General purpose room</td>
<td>Purpose-built room</td>
<td>Purpose-built room</td>
</tr>
<tr>
<td>5 Mbps at 1080p, ultra-high definition</td>
<td>15 Mbps at 1080p, ultra-high definition</td>
<td>15 Mbps at 1080p, ultra-high definition</td>
</tr>
<tr>
<td>Wideband audio</td>
<td>Spatial wideband audio</td>
<td>Spatial wideband audio</td>
</tr>
<tr>
<td>Imperceptible latency</td>
<td>Imperceptible latency</td>
<td>Imperceptible latency</td>
</tr>
<tr>
<td>US $79,000 (US list price)</td>
<td>US $299,000 (US list price)</td>
<td>US $340,000 (US list price)</td>
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One-Button-to-Push call launch and easy scheduling, multipoint up to 48 Segments, and interoperability with standard video conferencing across the entire solution.
Rounding out the Solution—
Auto-Collaborate, Multipoint and Management

- Consistent, easy to use “one button to push” interface

Easy groupware scheduling

Multipoint meetings with up to 48 segments

In-room document camera and projector

A rich in-room experience with document or PC application sharing

- Calendaring software integration with Lotus Notes and Microsoft Outlook
- Automatic push of meeting information to in-room IP phone
- Web-based interface for IT staff
- Reporting, billing and administration

Cisco TelePresence Manager

- 16 CTS 3200 or CTS 3000 units in one call
- Site or segment switching maintains image size, aspect ratio
- Same groupware scheduling and easy meeting launch

Cisco TelePresence Multipoint Switch

- Instant screen sharing via PC projector
- Convenient sharing of physical objects with optional high-definition document camera
- One touch simplicity for easy use

Auto Collaborate Tools

In-room document camera and projector

A rich in-room experience with document or PC application sharing

A rich in-room experience with document or PC application sharing
Intercompany Cisco TelePresence—Strategic Value to the Enterprise

What’s Driving This:

- Tighter connections with customers, suppliers and partners
- Faster decision making and time to market
- Increased supply chain intimacy
- Competitive advantages
- Transforming how business is done
CISCO Telepresence

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Cisco TelePresence is becoming an integral component of IBM Global Technology Service's Converged Communications portfolio.
IBM is uniquely positioned to manage and deliver, with Cisco, all aspects of a TelePresence initiative:

**Room Readiness**
- Room Specifications
- Room Pre-Qualifications
- Room Readiness Assessments

**Network Readiness**
- Network Specifications
- Network Pre-Qualification
- Network Remediation
- Network Readiness Assessments

**Communications Infrastructure**
- Cisco TelePresence Manager
- Cisco Call Manager
- Calendaring & Scheduling Integration (Exchange, Notes)

**Implementation & Rollout**
- Deployment & Testing
- Acceptance
- Training

**Project Management & Communication**
In addition, IBM is partnering closely with Cisco to provide Day 2 services for our customers:

**Maintenance**
- Proactive Maintenance
- Reactive Maintenance / Break-fix

**Support**
- End-user Support / Help Desk
- Remote Diagnosis

- **IBM – Help Desk,**
- **Remote Diagnosis**
- **Support**
- **Maintenance & Break Fix**
- **Cisco – Tier 2 Diagnosis & Support**
Why work with IBM on your TelePresence Initiative?

- IBM is a Global ATP and certified in all Cisco Theatres (world wide)
- Unmatched strength of the IBM Cisco relationship and breadth of end-to-end services
- IBM can work with your telecom provider, or can leverage our strategic telecom partner relationships, as appropriate
- IBM Research work in many leading edge video and rich media-based projects is a unique source of value-added components
- TelePresence is an integral component of IBM's Converged Communications portfolio -- vision, depth of expertise, and strength of our services, server, storage, and software (Lotus, WebSphere, Tivoli) brands
More than a Strategic Relationship

“There’s nobody that works more closely with IBM than Cisco”

Sam Palmisano, Chairman and CEO, IBM Corp.

“IBM is my best strategic partnership, bar none.”

John Chambers, President and CEO, Cisco Systems

“The extensive relationship between IBM and Cisco has taken the term ‘Strategic Alliance’ to unprecedented levels in the IT industry, in that it permeates both organizations product development, marketing, services and sales organizations”.

— IDC
Countdown to Cisco Unified Communications Release 7.0

This past week at the VoiceCon tradeshow, Cisco presented a new and exciting view...

.... Focused on how we're providing increased choice to your customers through integrations with IBM, and between Cisco Unified MeetingPlace and Cisco WebEx.
Integrating telephony, video, voice mail, and collaboration on the desktop

The phone presence becomes “busy” during the call
Adhoc Audio / Video conferencing in Sametime using Radvision Click-to-Meet

Audio / Video conferencing and collaboration at the click of a button from your Sametime client.
Allows for real time collaboration without a difficult and time consuming scheduling process.
Perfect for adhoc meetings and project team calls.
Questions
Complete Your Online Session Evaluation

Please complete the online evaluation under

www.cisco.at/expo2008/feedback

The first 100 to complete the survey will receive a copy of Don Tapscott’s book “Wikinomics”.

We very much appreciate and value your feedback, many thanks!
IBM understands Cisco products

- IBM is a Cisco Global Resale Partner and Global Commerce Partner
- IBM is Cisco Certified Gold in 51 countries
- IBM is one of Cisco’s top partners in terms of Cisco Certified personnel
- IBM is one of Cisco’s largest systems Integrators worldwide
Why work with IBM Global Services?

- **Worldwide reach**
  More than 300,000 employees in 160 countries
  Service delivery through more than 230 data centers

- **Leadership**
  Global leader in business and IT consulting services
  Largest strategic outsourcing provider with more than 500 clients

- **Breadth of expertise**
  Experience across all major industries
  Skill across multiple platforms and systems
Cisco-on-Cisco TelePresence Transformation

Benefits