Cisco TelePresence for Everyone, Everywhere

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Director, Collaboration Solutions
Mediterranean Geography
Driving Business Transformation
Cisco TelePresence: Key to Global Collaboration

- Increasing Collaboration and Productivity
- Enabling Global Green Initiatives
- Reducing Travel, Increasing Connections
- New Opportunities, Business Models and Processes

Cisco TelePresence: Facilitating Interoperability and Intercompany Collaboration
Cisco TelePresence
Redefining How People Communicate
Cisco TelePresence
Redefining How People Communicate
Tandberg + Cisco: Desktop to Boardroom

Desktop/PC based solutions

Executive/ Home Office

Executive Conference Room

General Purpose Conference Room

Immersive TelePresence Rooms

Boardroom/ Special Purpose

TelePresence Infrastructure

Cisco TelePresence Exchange

medianet
Cisco Collaboration Portfolio

- IP Communication
- Mobile Applications
- Customer Care
- TelePresence
- Conferencing
- Messaging
- Enterprise Social Software
Cisco’s Strategy
TelePresence for Everyone, Everywhere

Benefits of an Integrated Architecture
- Comprehensive Interoperability
- Security, Scalability, Reliability
- Virtualized Collaboration
- New Business Models
- Social Networking Interaction
- New Ecosystems

- Business to Business
- Business to Consumer
- Consumer to Consumer

Enterprise
Public Suites
Telecommuter
Consumer
Desktop
Service Providers
Consumer
Enterprise
Service Providers
Consumer
Enterprise
Public Suites
Telecommuter
Consumer
Desktop
Enterprise
Public Suites
Telecommuter
Consumer
Desktop
Cisco TelePresence Product Portfolio

**Personal**
- CTS 500
  - 1–2 Seats

**Multipurpose**
- CTS 1000
  - 2 Seats
- CTS 1100
  - 2 Seats
- CTS 1300
  - 6 Seats

**Dedicated**
- CTS 3000
  - 6 Seats
- CTS 3200
  - 18 Seats

**Scheduling and Operation**
- Multipoint-48 segments
- One-button scheduling server
- Intercompany services

**Planning and Design**
- Network readiness
- Room readiness (3000/3200)
- Groupware integration

**Services and Solutions**
- SD and HD interoperability
- Recording studio
- End-to-end encryption

**Implementation and Support**
- Installation
- Monitoring, support, helpdesk
- Financing
Quality—Simplicity—Reliability

**Quality**
- Ultra-high definition (1080p)—spatial audio
- Virtually an in-person experience

**Simplicity**
- One button to push
- Easy to use—for executives and everyone

**Reliability**
- Reliable, resilient, and secure
- Cisco is the best choice, globally

Unified Communications
Network as the Platform
Cisco TelePresence WebEx Engage
Integrated solutions for enhanced collaboration

- One Button to Push for WebEx
- All Cisco TelePresence sites automated
- Graphic share + Audio + Web Conference
- Active video segment within WebEx
- Easy to use and extends to a broader reach of users
Cisco TelePresence Interoperability Solutions

**Product Solution**

- Cisco Unified Video Conferencing
  - CUVC

- Cisco Media Experience Engine
  - MXE

- TelePresence Interoperability Protocol
  - TIP

**Value Proposition**

- Traditional MCU
- Broad interop standards support
- Continuous presence formats
- Enterprise WebEx
- Media services integration
- Any to any interoperability
- Record and stream
- Transcode, transcribe, translate
- Open standard
- Single and multistream interop
- B2B enablement
- Call control integration
Cisco TelePresence
Market Momentum

550+ Customers with 3500+ Rooms

- The top four global investment banks
- 54 top high tech companies
- 82 service providers globally
- The four largest WW food/beverage firms
- 32 retail and consumer goods companies
- 8 of the largest pharmaceutical companies
- 25 global energy companies
- 27 healthcare companies
- 12 top U.S. research universities
- 42 education institutions
- 74 public sector organizations
Cisco TelePresence
Countercyclical Momentum and Global Penetration
Relative Cost of TelePresence

Higher TelePresence usage rates determine a low per-hour cost compared to videoconferencing.
Cisco on Cisco – Global TelePresence Overview
Where we are today: 28 March 2010 179 Weeks since Program Launch

- 731 Cisco TelePresence production rooms
  - US/Canada: 441
  - APAC: 105
  - Japan: 13
  - Europe: 128
  - Emerging: 44

- 214 cities in 50 countries

- 554,684 TelePresence Meetings scheduled to date*
  - Scheduled Past 7 days: 6,608
  - Scheduled Past 30 days: 33,689

- 184,749 Multipoint meetings scheduled to date*

- 1 hour and 22 min per meeting

- 38,630 TelePresence meetings held with customers to discuss Cisco Technology for a sales deal

- 116,041 Meetings avoided travel to date
  - Travel savings: $464M
  - Productivity savings: $174M
  - Metric tons of emissions saved: 250,649 (~57,111 cars off the road**)
  - Sales reductions cycle: Up to 9.7% (based on sample analysis)

* Each TelePresence endpoint is given credit for having a meeting

** 4.3888 metric tons CO$_2$e per vehicle

Average Utilization:

- 8-hour business day and a 5-day work week: 58%
- 10-hour business day and a 5-day work week: 46%

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Cisco TelePresence Solutions
Customized Services Offerings
Cisco TelePresence Financial Services Expert

- **Virtual bank agent engages in-branch customer**
  - High-touch service and personalized offerings
  - Auto-collaborate for information sharing
  - Connect with global experts via contact center directory
  - Digital signage for effective messaging

- **Benefits**
  - Maximize customer engagement
  - Access to other advisors and resources
  - Scale scarce resources and expertise

- **Results**
  - Customer loyalty and preference
  - Retain high valued net worth customers
  - Improved global business processes
  - More up and cross-sell opportunities
**Borderless Boardroom**
Cisco TelePresence Boardroom

- Remotely-located executives participate via Cisco TelePresence

- Life-like video provides immersive experience
  - Two large plasma screens create the face to face virtual experience
  - Integrated multiple microphones and speaker phones capture the conversation everywhere
  - Pan Tilt and Zoom camera for customizing the point of attention

- **Benefits**
  - Accelerate decision-making and productivity
  - Eliminate scheduling challenges based on executive location
  - Reduce costs and delays of executive travel
# Transform the Quality and Speed of Healthcare

## Cisco HealthPresence

<table>
<thead>
<tr>
<th>Challenges</th>
<th>Implemented</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of healthcare services and physicians to remote and underserved patients</td>
<td>Deployed Cisco TelePresence and HealthPresence solutions in hospital and regional medical offices for remote consultations</td>
<td>Effective and efficient clinical collaboration</td>
</tr>
<tr>
<td>Difficult for geographically dispersed doctors to collaborate efficiently</td>
<td>High definition video, advanced audio and patient medical data to create virtual “in-person” doctor visit</td>
<td>Immediate, real-time decision making</td>
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<tr>
<td>Rising costs, reduced budgets and resources</td>
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<td>Ease of access to healthcare services</td>
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<td>Lower costs for patients and healthcare organizations</td>
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<td>Breaks down geographical boundaries</td>
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Transform the Quality and Speed of Healthcare

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**Scottish Centre for Telehealth**

**ASSISTANCE PUBLIQUE HÔPITAUX DE PARIS**

**Hospital De Pediatría**

**Molina Healthcare**
Classroom of the Future
Making Borderless Education a Reality

- Brings together teachers and students in any location
- Immersive experience for comprehension and interactivity
- Deliver material with maximum flexibility and recording capabilities
- Ability to scale educational organizations globally
- Custom installation of Cisco TelePresence with multimedia technologies for classrooms of any size
- Available now
Duke University
Cisco TelePresence Classroom of the Future

The Cisco TelePresence lecture hall facilitates embedded, connected learning and collaboration between students and global experts. We are now realizing the future classroom.

– Blair Sheppard, Duke University

Cisco TelePresence enables access to global professors and guest lecturers with specialized expertise

- Three 103” plasma displays
- Six 1080p cameras
- Three remote displays for speaker
- Instructor’s podium and two document cameras for sharing
- 66 push-to-talk microphones for interactive discussions
- Immersive experience for comprehension and interactivity
Intercompany Cisco TelePresence
Intercompany Cisco TelePresence Today
Announced Service Providers

Benefits
Super-size ROI!
Reach across entire supply and value chain

Result
Sustainable competitive advantage
Accelerated decision making
Intercompany Cisco TelePresence Directory

What is it?
- Cisco-hosted intercompany directory
- Rooms, organizations, and people
- Visual interface
- Virtual scheduling assistant

Why is it important?
- “Who can I call?”
- 1,200+ rooms across 80+ customers

When is it Available?
- NOW
Intercarrier Intercompany Cisco TelePresence

Benefits

Common insertion architecture, call flows and billing models

Result

Expanded calling community for SP customers
Accelerated Metcalfe effect and increase service value
Why Cisco?

**Business Value**
- Build Trust with Rich, Reliable Interactions
- Connect the Right People and Information
- Accelerate Team Performance
- Collaborate with Confidence Across Companies
- Maximize Your IT Investments

**Technical Differentiation**
- Real-Time Voice and Video Leadership
- Context: Presence, Session Management, Tagging Integrated Experience
- Intercompany, Trusted Cloud
- Openness and Interoperability