Unified Communications
Business Benefits

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Today’s Business Complexities

**Trends**
- Global Value Chains
- Consumerisation
- Information Overload
- Workforce Mobility

**Human Impact**
- Harder to Build Trust
- Difficult to Know Who the Right Expert Is
- Information Sharing Among Companies Difficult

**Business Impact**
- Missed Opportunities, Market Transitions
- Customer Response
- Higher Costs
“Raising the productivity of employees whose jobs can't be automated is the next great performance challenge—and the stakes are high.”

Social Media in the Workplace
Cisco Study

- Business implications of social networking are often overlooked:
  Only 1 in 7 companies had a formal process associated with deploying social networking tools

- Companies struggle with policy creation and adoption:
  Only 1 in 5 companies had policies in place concerning the use of social networking technologies

- Social networking tools need to integrate together and with the existing enterprise architecture to reap maximum benefits:
  Only 1 in 10 respondents noted direct IT involvement in social networking initiatives
Collaboration Is...
Equal Parts Process, Culture and Technology

- At Cisco, we pioneer collaboration to change the way we work
- 90 days
- We use these technologies ourselves; we are our own laboratory
- Realigned $500M to FY09 priorities
- 100% faster than 2008
- From command and control to collaboration and teamwork
Essential Elements of Collaboration

Not So Long Ago...

Primarily single source
Largely asynchronous

Inside my organization

Static and pre-defined networks

You find information, people

Inside the firewall, walled off

Today...

Multiple sources, multiple devices, multiple applications
Non real-time and real time, interactive

Dispersed teams, outside my organization

Dynamic teams

Right time, right people, right resource

Inclusive, selective, fluid
- 21,500 employees
  360k citizens
  160k households
  900 services
  Takes 5m+ calls per year

- Implemented 12,000 IP phones in 360 sites

- Annual phone bill reduced from £2.5m to £500k

- Disaster recovery – fire at Glenrothes site in July caused no service disruption
Collaboration
Transforming Front-Line Services

Reducing travel and improving productivity
Cisco IP Telephony, XML applications, Unity voicemail on Blackberrys, video telephony, video conferencing

Saving £200k/yr to re-invest
Eliminated 30 hours/wk travel time in each area → more time on beat
Improved disaster recovery
Collaboration
Transforming Back office Productivity

New Ways of Working, New Ways to Provide Service

Cisco IP Telephony, CC Enterprise, CUCiMOC, TelePresence

£300k/yr flexible working savings
£680k/yr telephony savings
£5.7m/yr increased productivity
Branch & CC service levels up

* All figures preliminary
Collaboration
Transforming Global Communications

Connecting Right People, Right Information, Right Time
Cisco IPT, Unity, CC Express, Personal Communicator, SNR, Click-to-Call, Presence, MeetingPlace

20 min/day savings for sales
$70k/year travel savings
Reduced R+D development
Link Call Centre to Sales/Tech Staff
Boeing Collaborates
Over 1m meetings per year

- Largest customer of WebEx collaboration technologies worldwide
- 5 year increase over tenfold
- 168k employees / 70k WebEx accounts
- Over 27,000 external suppliers
- Reduced time to market
- Currently investigating integration of UC, IM and Presence into the WebEx environment
- Boeing Supplier Award (non manufacturer section)
HealthPresence
An Alternative Healthcare Delivery Model

Healthcare Transformation

Challenge
- Increased demand for health services
- Difficult to access doctors in remote and rural areas
- Shortage of medical experts

Engagement & Solution
- Public-private partnership (Cisco + Scottish Center for Telehealth + NHS Scotland)
- Global cross-functional engagement to develop new solution
- Solution based on Cisco IPC/UC, TP, UCC and IP-based Medical devices

Customer Results
- Opportunity to ‘ transforming’ healthcare delivery systems radically
- Improved citizen experience
- More effective care delivery model

"HealthPresence is an asset to improve the quality of telephone advice and triage. Being able to visualise and have physiological parameters on a patient will improve patient care”
Dr Karyn Webster and Dr Fiona Mair
Collaboration Drives Business Value

- Cost Reduction
- Employee Productivity
- Customer Intimacy
- Competitive Differentiation
- Innovation

Cisco Strategic Direction

- Interoperable, Open Architecture
- Flexible Consumption Models
- Integrated Experience
- Video Communications
- Secure Inter-Company
- Enterprise Social Software
Delivering the Architectural Foundation
Collaboration Now and in the Future

Communication and Collaboration Applications
Collaboration Services
Infrastructure

This core is then leveraged by any combination of end-user clients, devices or custom applications from Cisco or 3rd parties
Taking the Next Step
Multiple Points to Get Started

Start at Any Point, Go at Any Pace, Based on Business Priorities

- Increase value and reduce operating expenses for Cisco TelePresence by leveraging call control. Improve customer support.
- Virtualize Customer Interactions.
- Reduce Travel Expenses.
- Shift to Cloud Efficiencies.
- Increase Sales Productivity.

Use on premise call control with SaaS conferencing to lower costs, improve audio quality, and reduce travel expenses. Increase value and reduce operating expenses for Cisco TelePresence by leveraging call control. Improve customer support. Virtualize customer interactions. Reduce travel expenses. Shift to cloud efficiencies. Increase sales productivity.

Replace an Aging TDM PBX with SaaS conferencing to lower costs, improve audio quality, and reduce travel expenses. Increase value and reduce operating expenses for Cisco TelePresence by leveraging call control. Improve customer support. Virtualize customer interactions. Reduce travel expenses. Shift to cloud efficiencies. Increase sales productivity.

Strengthen customer relationships by integrating Customer Care with video communities to provide pre-recorded video expertise.

Applications
- IP Communications
- Customer Care
- Telepresence
- Conferencing
- Messaging
- Enterprise Social Software

Infrastructure
- Directory
- Content Management
- Search
- Workflow
- Portals
- Policy
Integrating Mobile phones

Mobile Communications
- Convenient
- Highly Mobile
- Always-on
- Flexible
- Ubiquitous

Unified Communications
- Feature Rich
- Integrated
- Collaborative
- Secure
- Managed

Extending business communications - anytime, any where, any device
Cisco Market Leadership

The European Leader in Collaboration

- #1 in Enterprise Voice
- #1 in Collaborative Apps
- #1 in IP Contact Center
- #1 in Web Conferencing
- #1 in TelePresence
- #2 in Audio Conferencing
- #2 in Messaging (UM/VM)
- #3 in Instant Messaging

Sources: Synergy Research, Frost & Sullivan, Gartner Dataquest, IDC, Inteliicom, Cisco
Cisco’s Commitment to Collaboration

Market Leadership
R&D Investment
Thought Leadership, Industry Expertise
Strategic Partnerships
Full Range of Service Offerings