

A group of four diverse professionals (three men and one woman) are sitting around a table outdoors, smiling and engaged in a collaborative discussion. One man is holding a laptop, and another is holding a tablet. The background is a blurred outdoor setting with greenery and buildings.

Collaboration Evolving to Pervasive video

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Collaboration Sales Specialist

April 23rd, 2013

The World is Changing...

From

To

PC



Documents



Intranet



Search



Multiple Devices



Rich Media



Extranet



Information Finds You



The Market is Changing

Mobility



Video



Cloud



What Do People Want?

“People don’t want technology.
They want to relate, share,
communicate, enjoy, learn,
discover, analyze and create.” Gartner

Did You Know That

People remember **20%** of what they HEAR

30% of what they SEE

But **70%** of what they SEE and HEAR?

30% of the brain's cortex is devoted to vision; **3%** to hearing

93% of communication is non-verbal

Sources: Cisco/Pearn Kandola research reports: "Successful Video Communication"; "The Psychology of Effective Business Communications in Geographically-Dispersed Teams"



Video Becomes Pervasive

3 trillion minutes of video content will cross the Internet each month in 2016, up from 735 billion in 2012. (Cisco VNI)
(Gartner, IBSG)

One third of corporations say they are using video at least once per week

By 2016 over **50%** of all net new deployments of video infrastructure will be delivered as a service (SaaS) (Gartner – Aug 2012)



Collaboration is Changing

Voice



Data



Video



Cisco Collaboration Portfolio



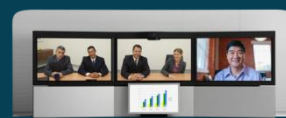
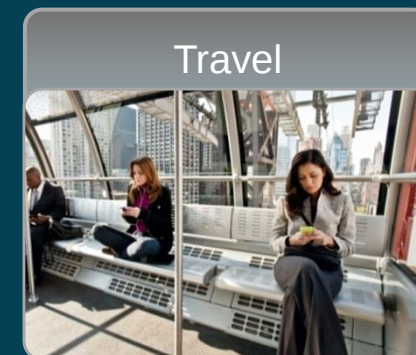
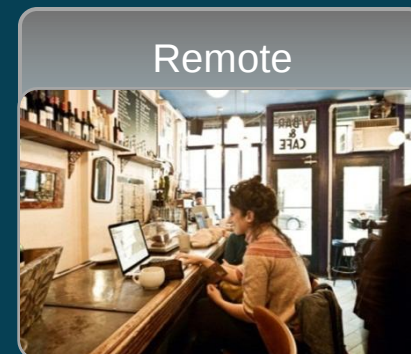
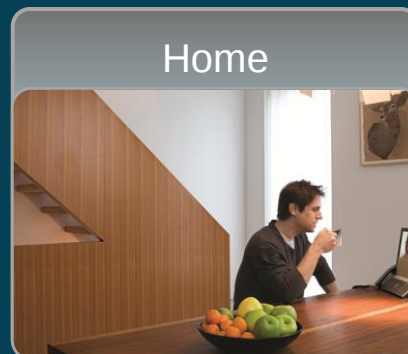
Delivering a Consistent Experience Anywhere, any content, on any device

Environments

Experience

Platform
Services

Delivery Model



Medianet



Proven

95%

of Fortune 500
Use Cisco
Collaboration

+50M

IP Phones

+30k

TelePresence
EX Series Sold

1.5M

Contact Center
Agents Worldwide

200K

Customers

1.8B

WebEx
Minutes
Per Month

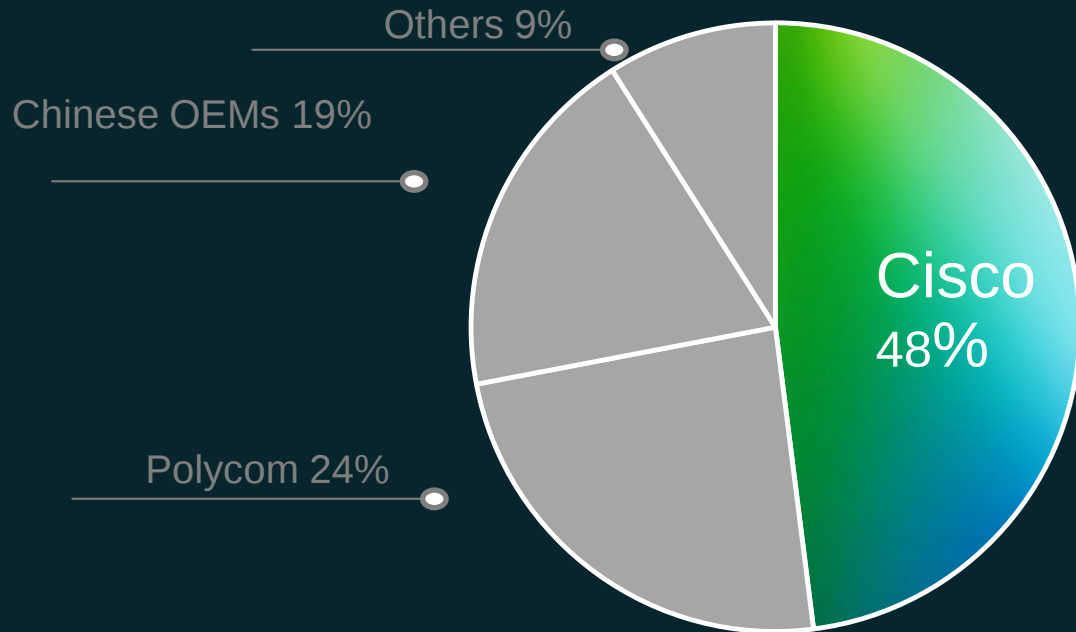
1.4M

Jabber Seats

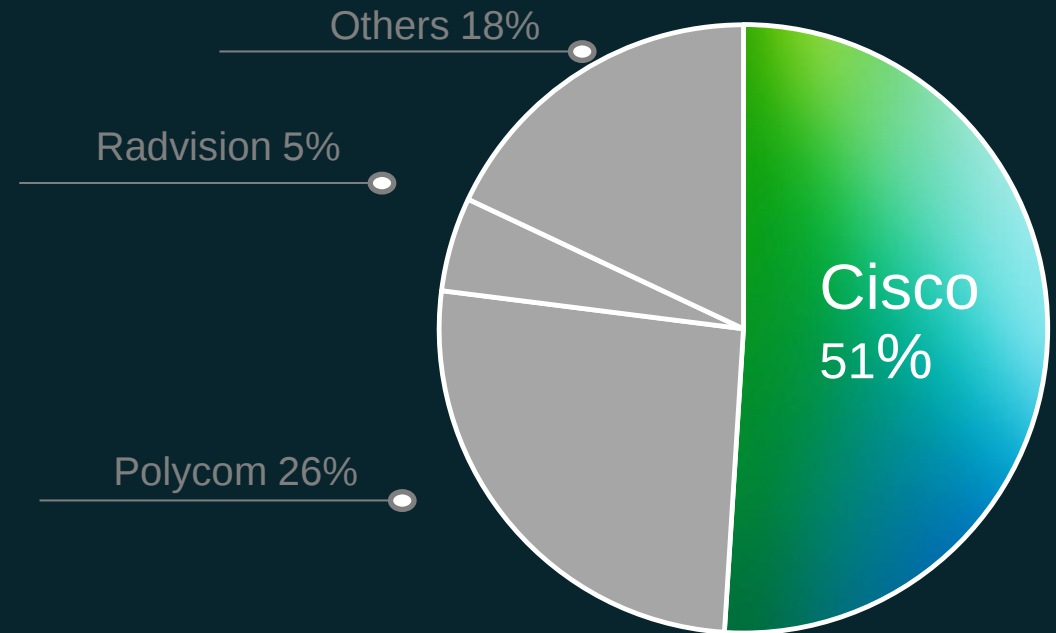
Global Telepresence/Videoconferencing Endpoints and Infrastructure Leader

49% Overall Market Share

Endpoints



Infrastructure



Source: Wainhouse,

Best in Class

#1 TelePresence

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MarketScope for TelePresence

	RATING				
	Strong Negative	Caution	Promising	Positive	Strong Positive
Avaya			x		
Cisco					x
Huawei				x	
LifeSize			x		
Polycom					x
Teliris			x		
Vidyo				x	

As of 12 September 2012

Source: Gartner (September 2012)

Gartner: Marketscope for Telepresences and Group Video Systems, Robert Mason, Scott Morrison, Kanish SB, 9/12/12,

Built Around a Common Core



Business Value of Collaboration



Productivity

Productive and accessible mobile workers

Effective virtual teams

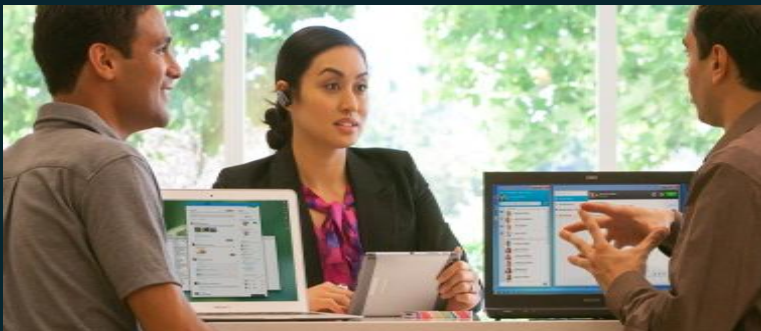
Interactive and engaged employees



Innovation

Strategically aligned organization

Flexible and innovative working options



Growth

Satisfied and loyal customers

New and innovative IT models



Video Is Transforming Business



Cisco TelePresence Delivers “The Power of In-Person” Experience

Cisco TelePresence

Providing an In-Person Experience Foundation



Quality

- Natural, in-person interaction
- Visible gestures, body language, facial expressions, right eye gaze
- Imperceptible latency
- Audio and visual sync
- Normal voice levels



Simplicity

- Intuitive interface and controls
- Easy to schedule
- Initiate ad hoc calls
- Add users on the fly
- One-button meeting launch



Reliability

- Consistent and trusted user experience
- Interoperable and intercompany enabled
- Scalable



Collaboration

- Mirrors in-person work environment
- Content sharing
- Recording
- Enables multiple use cases beyond meetings
- High Intensity Collaboration

Business Transformation

Enabled by Improved Collaboration via Cisco TelePresence



**Reduce Travel
Costs, Emissions**

\$604,000 savings on
travel in one month



**Optimize
Employee Time**

50% reduction in
repair time



**Speed
Decision Making**

Two weeks to resolve
issues; down from two
months



**Transform
Business Models**

Three times average
success rate treating
stroke patients



Increasing Business Value

From Boardroom to Desktop



Total Immersion

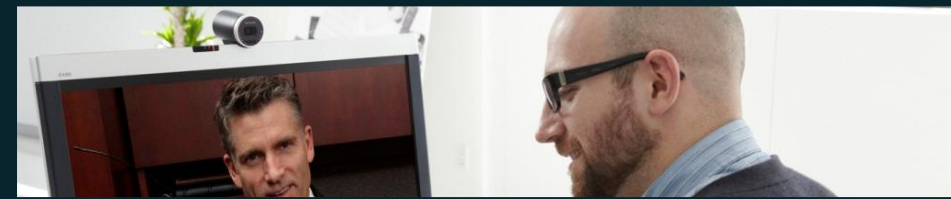


Multipurpose



Personal

Beyond the Boardroom and Desktop



Cisco Video Endpoints/Third-Party Endpoints

Expanding Beyond Meetings – Verticals



Military, Emergency
Response & Disaster
Recovery



Telemedicine



Distance Learning



Cisco TelePresence Endpoints

Enabling In-Person Experiences for All

Immersive



TX9000



TX 1300

Multipurpose



Profile
Dual 65 / 55



Profile
65 / 55 / 42



MX200
MX300

Personal

EX60 / 90



Cisco Jabber
Video for
TelePresence

Solution



SX20
Quick
Set



C90
C60
C40

Vertical

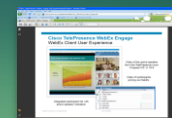


Healthcare
Education

Extensions



Cisco Jabber



Cisco WebEx

Cisco TelePresence – EX90



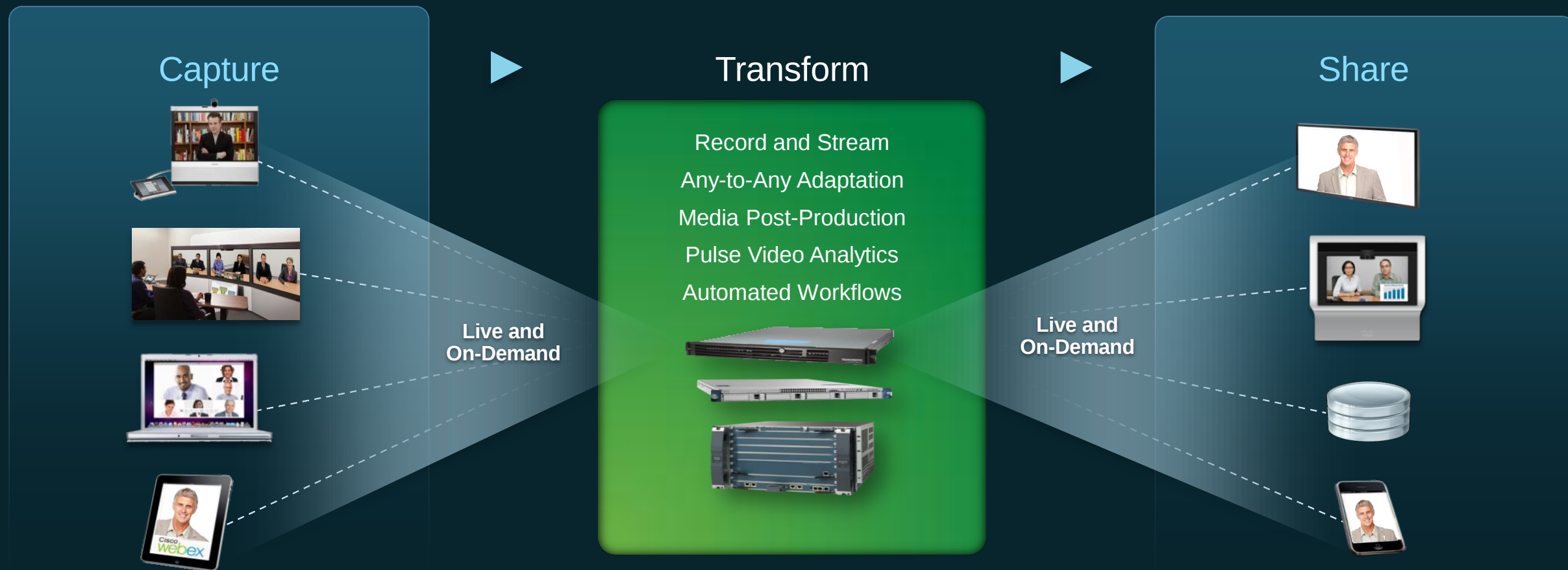
Cisco TelePresence - TX9000



Architectures Matter



Transform: Media Experience Engines



Auto Detect

Auto
Configuration

Medianet

Monitor

Predict

Content Aware

WebEx Telepresence

Benefits of a Cloud Video Service



WebEx Cloud: Collaboration Applications

WebEx Telepresence Delivers:

Video Calling

- Simple device activation
- Directory services
- Desktop sharing

Video Conferencing

- Video call with multiple participants
- Bridge participants from other networks

Interoperability

- SIP and H.323 interworking
- IP dialing
- PSTN interworking

Portals

- Customer Portal
- Ordering Portal

Operations, Management/Upgrades, Policy, Security, Support

WebEx and TelePresence Together: Key Features

Integrated Scheduling

- Integrated scheduling with Microsoft Exchange and Outlook
- TMS Smart Scheduler



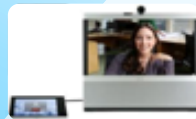
Security

- Configurable end to end data and video encryption regardless of endpoint capability (SIP Only)



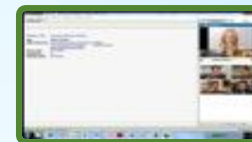
Engaging Video Experience

- Two way video for all participants up to 720p
- Interoperability with standards based telepresence endpoints

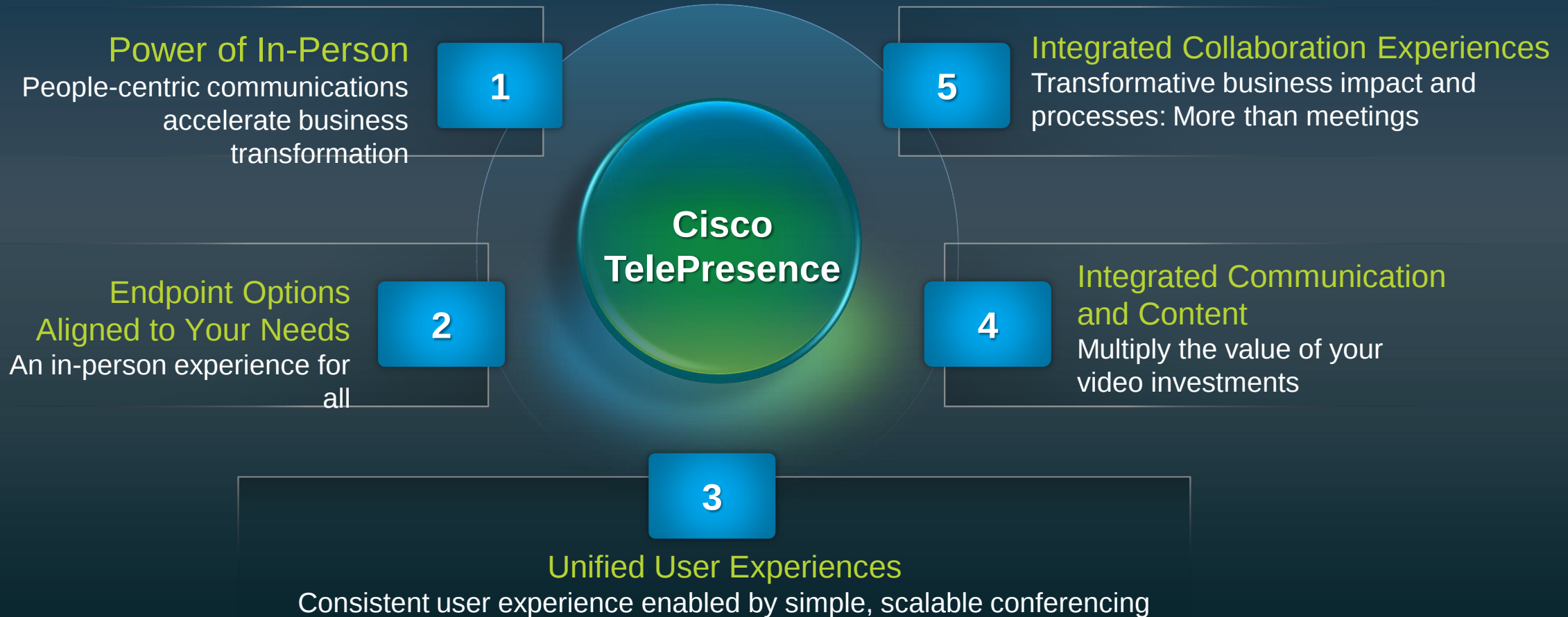


Any device Anywhere

- Enable users to join from within or outside your enterprise
- Choice to join from multiple PC and post-PC era devices



Cisco TelePresence Delivers



Cisco TelePresence

Market Leadership

56 Service Providers

Government Agencies, Federal, State
and Local Government

48 of Global 200

7 of Top 10

International Banks

International Steel

Companies

3 of Largest WW Pharmas

#1 and #3 WW Food And Beverage

Top 4 Software Companies

10 Global Energy Companies

#1 and #4 WW Retail Chains

12 US Research Universities

Cisco's true value is not just in what we make.
It's in what we make possible.



Thank you.



Cisco TelePresence TX9x00

1.9 Bandwidth Improvements

Three Screen CTS & TX

Resolution	Good/Min	Better/Mid	Best/Max
1080p30	7.9 Mbps	9.1 Mbps	10.3 Mbps
720p30	3.1 Mbps	4.3 Mbps	6.1 Mbps

Single Screen CTS & TX

Resolution	Good/Min	Better/Mid	Best/Max
1080p30	3 Mbps	3.5 Mbps	4 Mbps
720p30	1.5 Mbps	2 Mbps	2.5 Mbps

- 20%+ in reduction in bandwidth consumption
- Smart Media adapts to network latency, jitter and loss
- Highest quality 1080p30 with lowest bandwidth, most adaptive in the industry
- Does not include overhead
- Optimized for converged networks with QoS and 80/20rule
- Policed traffic must us maximum bandwidth recommendations