



 Cisco  
**Connect**  
Riyadh, Saudi Arabia  
April 29-30, 2014

*TOMORROW  
starts here.*

# Enabling Business Transformation Through Collaboration Technologies

Apollinaire Moreno

CTO Collaboration, Emerging Markets



# Evolution: Collaboration and Specialisation



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# Evolution: Collaboration and Specialisation







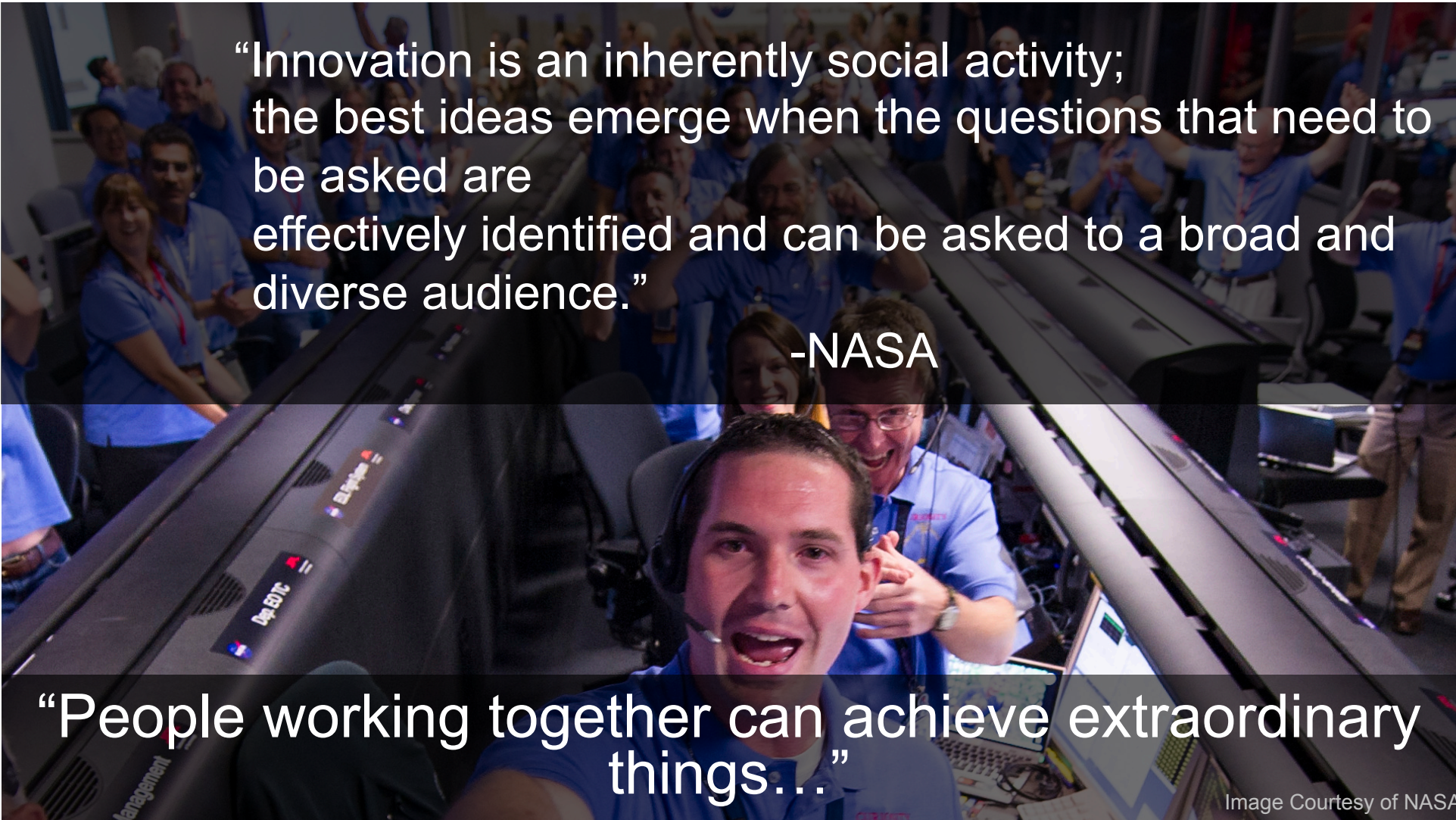
## ■ Ibn Sina (980-1037)

- Philosophy
- Astronomy
- Alchemy
- Geology
- Psychology
- Islamic theology
- Logic
- Mathematics
- Physics
- Poetry
- Medecine



Image Courtesy of NASA





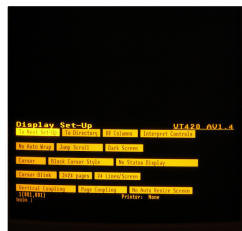
“Innovation is an inherently social activity;  
the best ideas emerge when the questions that need to  
be asked are  
effectively identified and can be asked to a broad and  
diverse audience.”

-NASA

“People working together can achieve extraordinary  
things...”

Image Courtesy of NASA

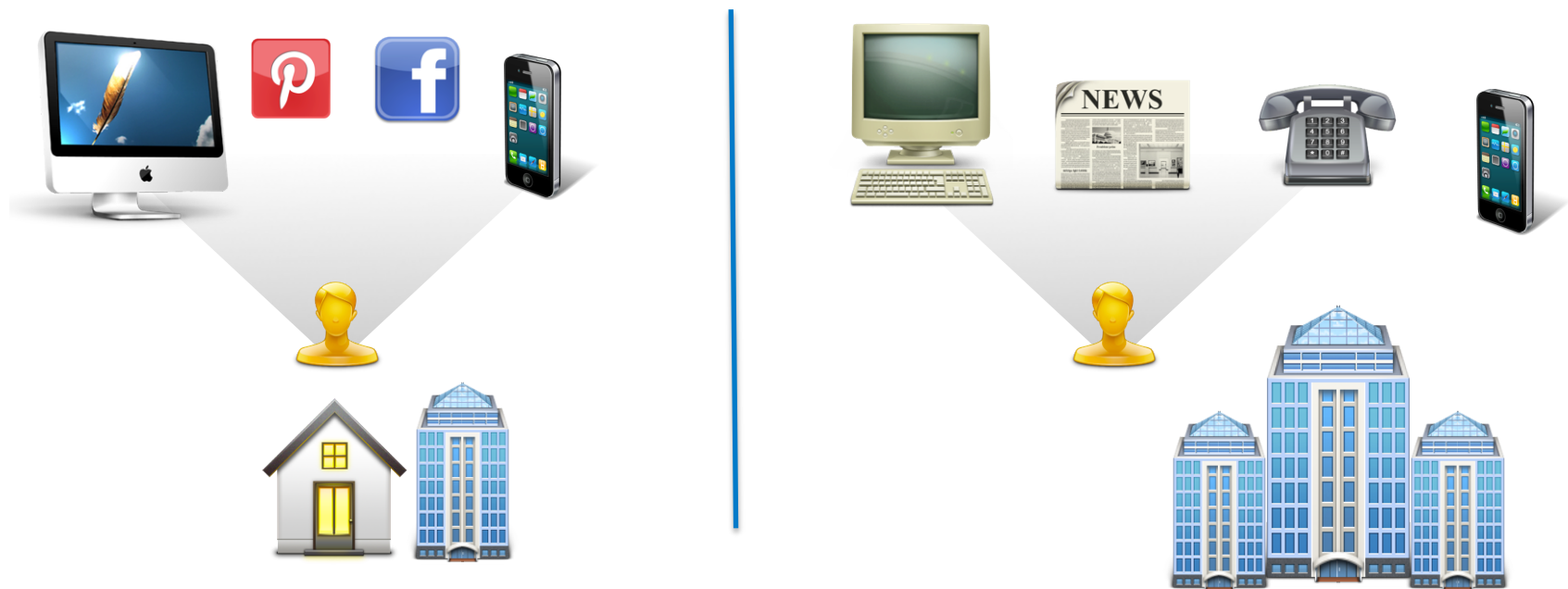
# My first day at work...



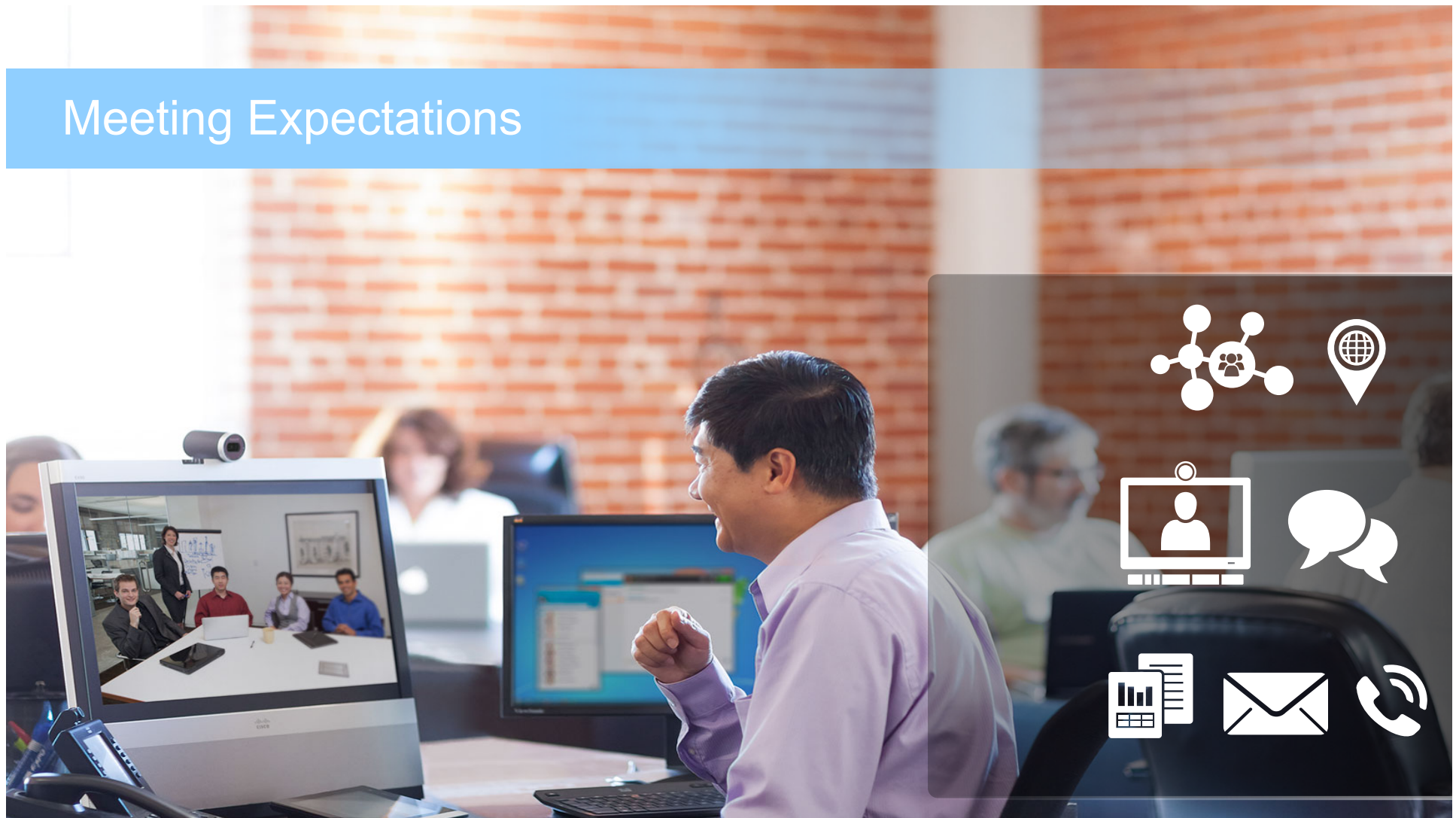
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# Home vs. Work



# Meeting Expectations







WE  
WANT  
TO GET  
STUFF  
DONE

as if we were  
all in the  
same room

# Friction and Pain







Upcoming meeting  
Visual sync  
18:30

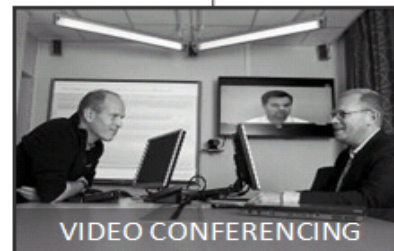
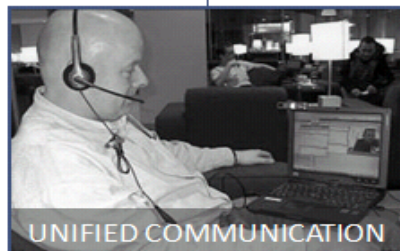
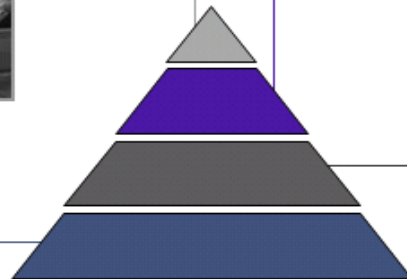
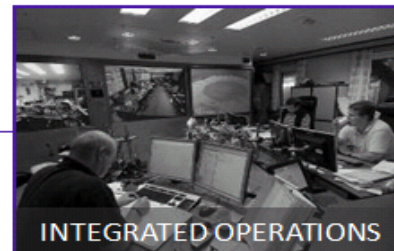
**Simple and  
Delightful**

# Cisco Collaboration Portfolio





# Collaborative Working Using Video



- Statoil is present in more than 42 countries around the world

30.300 employees

Over 3,000 video endpoints deployed



# Oil & Gas

## ■ *Taking the data to the experts – not the experts to the data “*

### ■ Construction and development

- Split-site engineering – off/near-shoring of resources
  - Speed enablement of remote engineers
  - Enable problem-solving between engineers , manufacturers and assemblers
  - Keep staff up-to-date , corporate training, orientation and policy changes

### ■ Retention of highly-skilled workers

- Integrated operations
  - Centralize engineers by monitoring field stations remotely
  - Help onshore and offshore teams collaborate better and make faster, safer decisions
  - Facilitate communication with vendors and supply chain management
- Social responsibility
  - Translation services, keep in contact with families, remote priests

### ■ Telemedicine

- Provide remotely stationed employees timely medical attention and expertise via telemedic

### ■ Mergers & Acquisitions

- Define and video enable key personnel to facilitate collaboration across companies





# Multipurpose Collaboration Facility

## Challenges

- Integrated operations
- Support multiple processes
- Intuitive technology
- Mission-critical resilience and reliability

## Solution

- Cyviz C1 Collaboration Room
  - Integral Cisco TelePresence immersive HD video conferencing
  - Integrated data sharing
  - 2D and 3D visualisation

## Benefits

- Improved understanding of issues
- Multi-disciplinary approach to problem resolution
- Shortened decision cycle times
- Better decisions



# Ministry of Justice - KSA



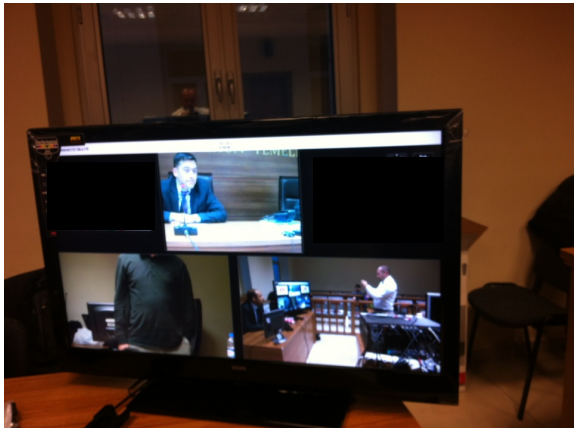
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EDCS-962044 (7/11)



# Connected Justice Video Collaboration Project Middle Eastern country

- Remote testimony for prisoners, secret witnesses
- Audio video recording for all cases
- Internal video communication for Ministry of justice
- 3000 courts ( with C60) / 1000 prisons ( with EX90)



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# Business Value of The Project

- No need to travel from prison to court.
- Faster time to trial
- Take remote witness evidence easily.
- Record every session of trial.
- Track what court clerk is writing.
- Include remote translator to the call.
- Face off (confrontation).
- Watch court hearing after the trial if an expression is missed or not.



# Collaboration is Not a Project, it's a Journey

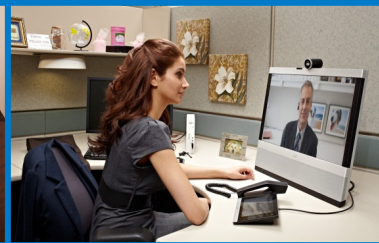
Network  
Convergence

Operational  
Excellence

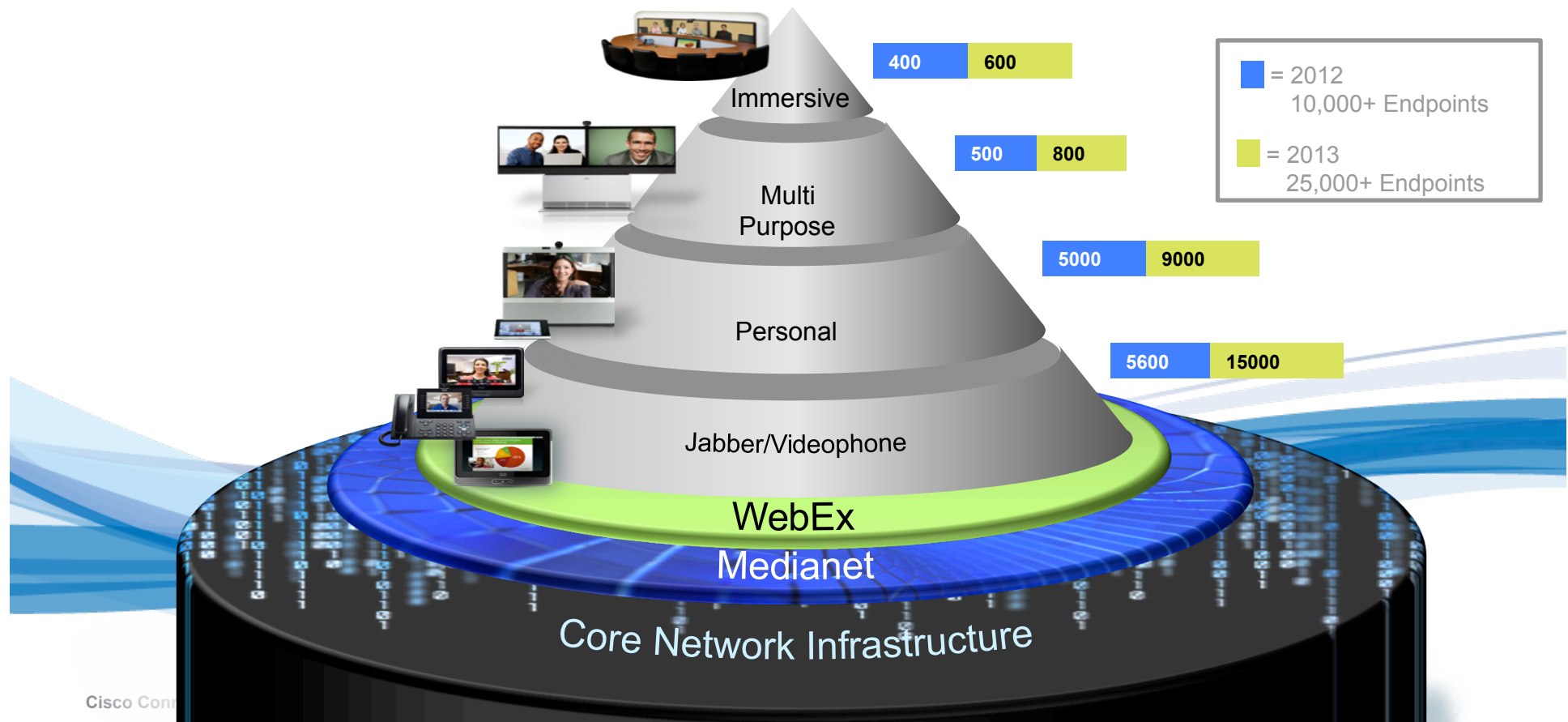
Architect  
for Growth

Employee  
Effectiveness

Business  
Transformation



# Pervasive Video (by Cisco on Cisco)



# Collaboration @ Cisco - Basic Entitlement Service

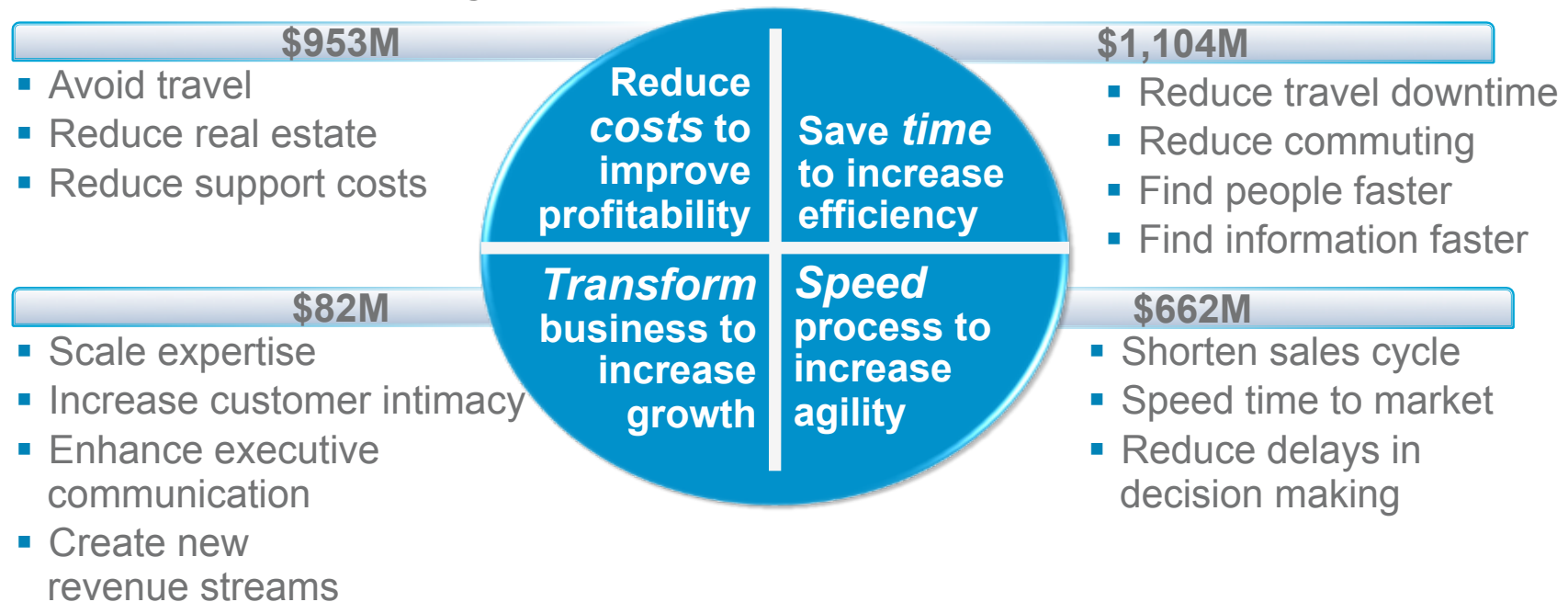




So what was this worth to Cisco...and how did we calculate the benefits?

**Cisco FY2012 Benefits (Gross) = \$2,801M**

*The Key Drivers of Cisco Collaboration Value*





# SMURD

Romania

Romanian National Emergency Services

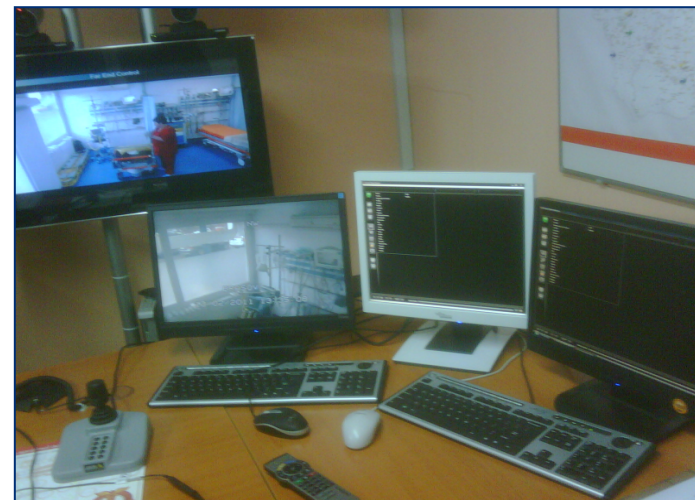
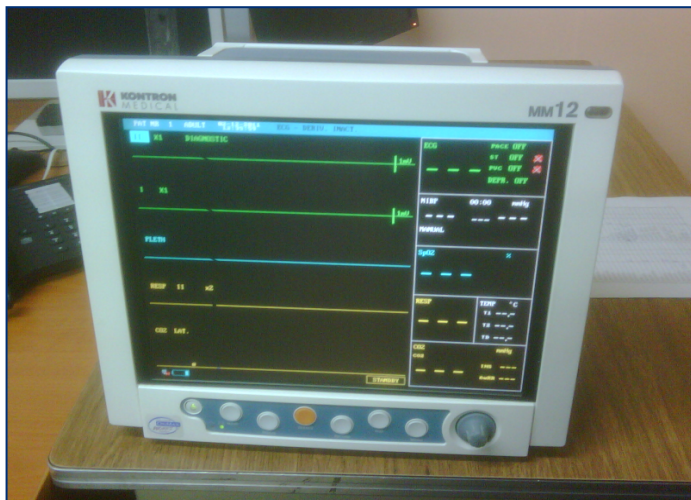
# Remote Site



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# Hub Site



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## Jordan Healthcare Initiative

The Jordan Healthcare Initiative (JHI) is a strategic collaboration between Cisco and the Government of Jordan to improve the efficiency of and access to quality healthcare services to Jordanian citizens, particularly those living in rural areas.

The collaborative program went “live” in June 2011, when patients of Al-Mafraq Governmental Hospital in north-eastern Jordan were connected with physician specialists at Prince Hamzah Hospital in the capital city of Amman using Cisco HealthPresence technology.

## Jordan Healthcare Initiative Video

The video can be found here:

<http://csr.cisco.com/casestudy/jordan-healthcare-initiative>





**CISCO** TM