People-centric Collaboration
Desktop Virtualization and Social Media

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Innovate Together
Business Priorities Driving the Need for a New Workspace

Rising Expectations
- Supporting new work styles
- BYoD
- Workspace mobility
- Executive mobility

Innovation Everywhere
- Complete workspace environment on any device from any location
- Apps, content, desktops
- Collaboration
- Workshifting

Market Velocity and Volatility
- Deploy new workspaces faster
- On-board new project teams, Partners, and consultants.

Financial Pressures
- Reduced cost of managing Migration to Windows 7
- Simplify security and compliance
Desktop Virtualization Overview

- Personal Computer is disaggregated
- Compute, memory, and storage are moved to the data center
- Keyboard, Mouse, Display, and stay with user
- Endpoint is connected to the Display, Keyboard, mouse
- Connects to the VM in the data center
- Supports Rich media and UC applications
What We’ve Heard From Customers…

**New Virtual Workspace Drivers**
- Flexibility / Business Continuity
- Data Security
- Total Cost of Ownership

**New Virtual Workspace Challenges**
- People
  - Compromised User Experience
- Business
  - Poor or Higher Total Cost of Ownership
- IT
  - Complexity
The Evolving Workplace

- Bring Your Own Device
- Data Leakage/Loss Prevention
- Mobile Workers
- Windows 7 Migration
- Geographically Dispersed Resources

Business Owners, CIO’s
- Employee Productivity / Business Agility
- Global Competitiveness
- Risk Mitigation / Compliance

IT: Server & Desktop Managers
- Control / Manageability, Cost
- Device Proliferation, Security
- Deployment Speed and Agility

End Users
- Uncompromised Experience
- Anywhere, Anytime Accessibility
- Any Device (tablets, smartphones, bring-your-own)
Virtual Experience Infrastructure (VXI) is More than Desktop Virtualization

VXI is the ideal platform for **desktop virtualization**... ▼

**Virtual Desktops**
- More scalable
- More secure
- Higher performance
- Simplified deployment
- Reduced costs

> ▲ ...and delivers the solution for **virtual workspaces**

**Virtual Workspaces**
- Rich Media, Voice, Video
- Unified Communications
- Network-Optimization
- End-to-End Security
- Fully integrated solution
Cisco VXI: Virtualization end-to-end system

Virtualized Data Center
- Software Applications (Collaboration, Productivity, OS)
- Desktop Virtualization Software
- Hypervisor
- Compute
- Storage
- Data Center Network

Virtualization-Aware Borderless Network
- WAN, LAN
  - Wired and wireless
  - Power over Ethernet
  - Security
  - Application optimization
  - Load balancing

Virtualized Collaborative Workspace
- Mobile Clients
- Zero Clients
- Thin Clients
- Software Appliance

Cisco Solution

Partner Solutions

Software Applications
- (Collaboration, Productivity, OS)

Desktop Virtualization Software

Hypervisor

Compute

Storage

Data Center Network

WAN, LAN
- Wired and wireless
- Power over Ethernet
- Security
- Application optimization
- Load balancing
The new virtual workspace

PC Centric

Phone Centric

Video Centric

Uncompromised experience
### Choice of collaborative workspace endpoints

<table>
<thead>
<tr>
<th>Zero Clients</th>
<th>Zero Clients</th>
<th>Software Appliance</th>
<th>Thin Client</th>
<th>Enterprise Tablet</th>
</tr>
</thead>
<tbody>
<tr>
<td>VXC 2100 Series</td>
<td>VXC 2200 Series</td>
<td>VXC 4000</td>
<td>VXC 6215</td>
<td>Cisco Cius</td>
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<tr>
<td>Shipping</td>
<td>Shipping</td>
<td>Shipping</td>
<td>Orderable</td>
<td>Shipping</td>
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</table>
Data Center TCO perspective

- Management Domain: 500% increase = 30K+ virtual desktops
- Server VDI Density: 45% increase = up to 160 virtual desktops
- Chassis Unified Fabric: 4 x capacity, 4 x lower latency

Enhanced data center features - part of VXI validated design
Borderless Network
The Workspace-optimized network, security and mobility architecture

Uncompromised User Experience Enabled by the Workspace-Optimized Borderless Network
Cost Savings with VXI
Drive up to 25% savings in overall desktop and Video TCO
South West Alliance of Rural Health

Challenge
• Deliver IT services to 13 public health agencies
• Support extremely mobile clinician staff

Solution
• Cisco VXI with Cisco VXC, UC and UCS

Expected Impact
• Create more efficient and collaborative patient care environments
• Optimize patient care experience
• Increase staff confidence in electronic health records
Business Opportunity

The next wave of business transformation is about putting people at the center of collaboration.
“Collective Intelligence = The pooling of small and incremental community contributions into a coherent, useful body of knowledge.”

Source = “The Social Organisation – How to use Social Media to tap the collective genius of your customers and employees” Harvard Business Review Press
The Need for a New Approach
Traditional tools do not address these challenges

Market Trends
- Dispersed Workforces
- Video Proliferation
- Content/Device Explosion
- Social Media
- Cloud Services

Business Impact
- Opex/Capex Management
- Heterogeneous Environment
- Complex Deployments
- Siloed Tools, Applications & Organizations

Personal Factors
- Work Anywhere
- Device Flexibility
- Trust at a Distance
- Expertise/Info on Demand
Today’s Productivity Challenges

Geographically Dispersed Teams

Flexible Working

Organizational Integration & Transformation

Information Relevance
Introducing Cisco Quad

Quad is a **people-centric** collaboration platform that unifies the workspace through personalized, anytime access to social, content creation, and real-time communications capabilities across multiple devices.
Cisco Quad

Video
**Quad Business Impact – Time to Market**

**Tangible Benefits – Quad Business Unit**

<table>
<thead>
<tr>
<th>Speed</th>
<th>• Faster time-to-market: Enabled first major release within 12 months vs. 2-3 years</th>
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<tbody>
<tr>
<td>Scale</td>
<td>• Average ~55 minutes per day of productivity captured across ECP BU</td>
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<td></td>
<td>• Productivity gains driving greater on-the job training, more time spent</td>
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<tr>
<td></td>
<td>de-bottlenecking, higher quality</td>
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<tr>
<td>Flexibility</td>
<td>• Enhanced visibility into cross-functional team activities</td>
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<tr>
<td></td>
<td>• Improved planning capability for downstream activities</td>
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<tr>
<td>Replication</td>
<td>• Scalability, open architecture and customizability enables easy replication to other Cisco product development teams</td>
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<tr>
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<td>$89M* Increase in 5 year NPV</td>
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<tr>
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<td>$2.9M Employee productivity captured per year</td>
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<td>6 month release cycles versus 3 years for some competitors</td>
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<tr>
<td></td>
<td>$97M CDO employee productivity potential with 15 min/day savings</td>
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</table>

* Estimated using 12% WACC. Using 18% WACC yields a $33M increase in the 5 year NPV
# Quad Business Impact – Flexible Working

**Tangible Benefits – Customer Internal Business Case**

| Property Savings | • Property reduction from 800 sites to 350  
|                  | • Quad and WebEx as an enabler for increased hot desking and home working  
|                  | **£5M pa** |
| T&E              | • Cost savings through travel reduction  
|                  | • Quad and WebEx being used for increased virtual and video collaboration  
|                  | **£2M+ pa** |
| Engagement       | • Increase in revenues correlated with increased level of employee engagement  
|                  | • £10M-£20M, Engagement, +5% to 10%  
|                  | **£10M pa** |
| Productivity     | • Increased productivity through time saved by elimination commute time and inter-office travel  
|                  | • £20M-£40M Productivity, +5% to 10%  
|                  | **£20M pa** |
Driving to Collaboration ROI

Business Value

Knowledge Lifecycle

Enterprise Collaboration Platform
Closing thoughts

• Innovation AND operational excellence

• Clear engagement with business sponsor

• Focus on adoption: technology … people … process

• It is always a journey – think repeatable practices
Thank you.