
welcome to the human network.
Collaboration: Delivering the Next-Generation Workforce

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Customer Driven Innovation
Cisco UC Collaboration Architecture and Framework
Why Cisco, Why now

Agenda
The Evolution of the Workspace
Traditional Business Gathering

If you have to travel, that’s a full day gone …
Virtual Meeting

With TelePresence it will take a mere 30 minutes of your day
Cisco TelePresence

What’s driving the momentum

Travel … for Global Collaboration
- How far can you travel in a day?
- How many companies can you reach?
- How can you cross cultural barriers?

Budget Cuts… doing more with less
- How do you find new efficiencies?
- Can you be in the office and at the customer?
- How do you leapfrog the competition?

Being Away… from home and the office
- How is meeting more also living better?
- How many nights at home can you give to your team?
- What is your carbon footprint?
The Evolution of the Workforce

Centralized

De-Centralized

Global and Variable

The Evolution of the Workforce
<table>
<thead>
<tr>
<th>Employees</th>
<th>Partners</th>
<th>Customers</th>
<th>Business Leaders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobility</td>
<td>Equal Access</td>
<td>Better &amp; Faster Service</td>
<td>“Transform IT, transform our customers, transform the world”</td>
</tr>
<tr>
<td>Any Device; Anytime</td>
<td>Partner Empowerment and Collaboration</td>
<td>Building Effective Customer Relationships</td>
<td></td>
</tr>
</tbody>
</table>

**The New Workspace**

**Cross-Company Collaboration**

**Customer Intimacy**

**Business Transformation**
The Network has Enabled it all

Connect

Communicate

Collaborate
Decision Makers Challenged to Keep Pace

Enterprise Technology: Security, Reliability, Scalability, Availability

Consumer Technology: Ubiquity, Speed, Flexibility, Web 2.0, User Experience

Finding the Balance
Cisco Collaboration Strategy: The Best of Both Worlds

Technology Designed for the Enterprise: Security, Reliability, Scalability, Availability

Technology Designed for the Consumer: Ubiquity, Speed, Flexibility, Web 2.0, User Experience

Combine the best of premises-based and on-demand collaboration technologies to enable choice and productivity in unifying the new workspace.
Collaboration Investment Priorities

- Interoperability
- User Experience
- TCO
Collaboration Investment Priorities

Interoperability  User Experience  TCO

SAP  NOKIA  IBM
Microsoft  Apple  ORACLE

Collaboration Investment Priorities
Collaboration Investment Priorities

Interoperability

User Experience

TCO

Consistent Design Language Across All Products

Mobility: iPhone type user experience

Single experience for on premise and on demand clients & conferencing Products

Collaboration Investment Priorities
Collaboration Investment Priorities

Interoperability  User Experience  TCO

Easier to INSTALL • MANAGE • MAINTAIN

Collaboration Investment Priorities
Systems Release 7

CISCO UC COLLABORATION ARCHITECTURE AND FRAMEWORK

Wessel Pieterse
Manager, Unified Communications & Advanced Technologies
Cisco Collaboration Architecture

**API Strategy**
- Web services APIs support both on-premise and cloud-based services
- Cisco Unified Applications Environment/AxP
- Cisco SDK’s

**Applications Strategy**
- Business process specific mash-ups of underlying collaboration services and third-party applications
- Application built by Cisco, Customers and Partners
- Applications are delivered primarily as on-demand services

**Clients Strategy**
- Consistent user experience across desktops, mobile devices, browsers
- Integrated client framework across on-premises and on-demand

**Network Services Strategy**
- Full range of transport, communication, collaboration, administrative and developer services
- Scalable, Reliable Services with built-in Policy Controls
Cisco Collaboration Network Services
Evolving Cisco Unified Communications

• Breadth of services:
  – call processing
  – Video
  – Mobility
  – Presence
  – …more

- **Cisco Unified Communications Manager Express**
  All-in-One Communications Solution for the 20-250 person business

- **Cisco Unified Communications Manager Business Edition**
  Call processing, video, mobility, presence and messaging services for 150-500 employees

- **Cisco Unified Communications Manager**
  Call processing, video, mobility and presence services for large enterprises
Cisco Unified Communications Manager 7.0
Performance and ease of use

• Improved maintenance & administration
  – Local Route Groups
  – Party Normalization
  – “+” dialing and E.164

• Appliance deployment environment
  – Easier install, upgrade & security

• Increased security options with Trusted Relay Points
  ▪ Smart Access of voice VLAN from within data VLAN
  ▪ Improves overall security
  ▪ UC Architecture simplification – reduced Admin and TCO

• SIP feature Enhancements and Interoperability
Cisco Unity Messaging Portfolio

- **Cisco Unity®**
- **Cisco Unity® Connection***
- **Cisco Unity® Express**

- Available as a single server solution with Cisco Unified Communications Manager called Cisco Unified Communications Manager Business Edition supporting up to 500 users
- User sizing using 7.0 enhancements
Cisco Voice and Unified Messaging
Cisco Unity, Unity Connection & Unity Express

• **Scalability Enhancements**
  – Unity: & Unity Connection increased scalability
  – 50K Users in a single messaging network
  – Centralized voicemail, auto attendant and management

• **User Experience Enhancements**
  – Enhanced Telephony User Interface Addressing
  – Automated recognition of alternate extensions
  – Password synchronization

• **Redundancy**
  – Unity Connection: Active-Active clustering
Simplified and Secure Architecture for Remote Deployments

Leverage Cisco ASA to simplify and secure the deployment of remote phones, clients, and presence architectures

• Secures communications to Microsoft presence servers
• Deployment of remote IP phones and Softphones without additional VPN devices

• Secures traffic between Mobile UC Client and Unified Mobility Advantage server
• New IPS signatures inspect inbound traffic to stop known attacks against UC call-control and application servers
All-in-One Communication Tool
Cisco Unified Personal Communicator Advantages

• **Access powerful productivity enhancing applications**
  – Streamline communications
  – Ease training curve
• **Leverage presence indicators**
  – Increase productivity and reduce phone tag
  – Speed problem resolution
• **Use video to exchange ideas “face-to-face”**
• **Communications method escalation**
  – IM, Voice, Video, Web Conferencing
• **Communicate anywhere, anytime**
• **Intuitive User Interface for Mac and PC**
• **Outlook Toolbar for click-to-dial/IM**
Cisco Unified Presence and Cisco Unified Personal Communicator 7.0

**Standards-Based Support for Rich Presence**

- **Enhanced Scalability, Reliability, & Redundancy**
  - Multi-node clustering with support for up to 30k users

- **Extended presence capabilities through 3rd party applications**
  - Business-to-business federation with Microsoft
  - New API’s for presence integration with web and business applications

- **User Experience Enhancements**
  - Secure messaging support with Cisco Unity, Cisco Unity Connection, and Cisco Unified Personal Communicator
  - Synchronized Do Not Disturb (DND) state with Unified IP Phone and Cisco Unified Personal Communicator
Cisco Unified CallConnector for Microsoft Office
Application Integration for Cisco Unified Communications Manager Express

Directory/Status of Users

Quick Search to Find Status/or Click to Dial

Inbound Screen-Pop

Graham Bowen Cowburn
5010
AB Groceries

Answer | Busy
‘Advanced Media’ Suite of Cisco Unified IP Phones

• Enhanced Portfolio

• Raising the bar on User Experience
  – Designed for best-in-class Wideband Audio/G.722
  – Large, vibrant, backlit color displays at lower price points
  – Improved navigation and User Interface
  – iLBC for use in lossy networks
Bettering the User Experience

- New digital LCD screen, QVGA
- Navigation and UI enhancements
- Large (5"+) 16-bit TFT color displays on 3 new phone models
- Native wideband speaker and handset for optimal voice quality
- 3.4kHz wideband audio with G.711 and G.722 codec support
- 16K samples for superior audio quality
- 802.11 LAN and wireless connectivity

LAN
802.11
Consistent Experiences across Workspaces
Cisco Unified Mobile Communicator 7.0

- Broad Smart Phone and mobile OS support
- Mobile Presence Status
- Cisco ASA as a Proxy Server
- Dial via Office
- Turn Single Number Reach (SNR) On/Off
- Visual Voicemail
  - Cisco Unity Secure messaging, Cisco Unity Connection
Cisco Conferencing & Collaboration Portfolio

For Multiple Usage & Deployment Scenarios

Ad-hoc collaboration
Cisco Unified Personal Communicator / Unified Video Advantage

Everyday Meetings
Cisco Unified MeetingPlace
Unified MeetingPlace Express
Unified Videoconferencing
WebEx

Face to Face Meetings
Cisco Unified Video Conferencing
Cisco TelePresence

Capabilities – Richness of User Experience
Cisco TelePresence
Transforming Communications, Transforming Business

- Breakthrough technology for remote collaboration
- Immersive experience
- Innovative technology and design
- Leverages the power of the network, UC and Security

→ *Cisco TelePresence has the potential to transform businesses*
Cisco TelePresence Endpoints
A Complete Portfolio for Every Application

- **CTS 500**
  - Personal Unit
  - Single seat
  - Private office
  - 5 Mbps at 1080p
  - Wideband audio

- **CTS 1000**
  - Two Users
  - 2 seats
  - General purpose room
  - 5 Mbps at 1080p
  - Wideband audio

- **CTS 1300**
  - Six Participants
  - 6 seats
  - General purpose rooms
  - 5 Mbps at 1080p
  - Wideband audio

- **CTS 3000**
  - Six Participants
  - 6 seats
  - Purpose-built room
  - 15 Mbps at 1080p
  - Spatial wideband audio

- **CTS 3200**
  - Large Groups
  - 18 seats
  - Purpose-built room
  - 15 Mbps at 1080p
  - Spatial wideband audio

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**Personal**

**Multipurpose Collaboration**

**Group / Team Collaboration**
Cisco TelePresence Recording Studio
Simplified, High Quality Business Messaging

- Captures Audio, Video, and Data
- Press Record
- Pause or Stop
- Distribute Content by Email
- Web or TelePresence Playback
- Publish to DMS for Broad Distribution

- Simple: One-button-to-push
- High-quality: Recording at 1080p
- Single source, multiple outputs
- User-driven creation and distribution
- Any to Any: Streaming to Web
Cisco TelePresence Event Controls

**Internal Events or Recurring Meetings**

**Meeting Management:**
- Board rooms
- Executive staff recurring meetings
- Critical high profile meetings

**Group meetings & staged/scripted events**

**Event Management:**
- Corporate marketing events
- Trade show demos
- Training events
- PR events
High-touch customer service application

Cisco Unified Contact Center Integration

Strong Vertical Value Proposition

Cisco TelePresence Expert on Demand
Other Opportunities for Cisco Telepresence

HealthPresence - Remote Medical Services

- Creates an environment similar to a visit to a doctor or health specialist
- Overcomes doctor scarcity in remote areas
- Enables patients to travel less and have more frequent doctor interaction
- Useful for initial assessment and maintenance

Combines state-of-the-art audio and video and medical information
To provide remote medical services securely
Cisco Unified Videoconferencing 5.6

Complete line of video conferencing bridging, gateways and gatekeepers

- Desktop to High Definition to TelePresence
  - Standards-based for broad interoperability
  - Multiparty Video Telephony
  - Video interoperability for Cisco TelePresence

- Unified Videoconferencing 5.6
  - Add embedded video to MOC and Sametime – display video from traditional endpoints and TelePresence
  - Video recording
Cisco Collaboration Applications Services
Cisco Unified MeetingPlace 7.0

Work smarter, travel less and reduce costs

- **Exceptional Experience**
  - Simple setup & attend
    - multiple applications, devices, and business processes
  - Advanced Video
    - Desktop to TelePresence
  - Web collaboration
    - On-premises & WebEx options

- **Flexible On-Premise Solution**
  - New unified voice and video media server and architecture
    - more scalable, lower TCO
  - On-premises voice for WebEx
  - Cost effective & secure
Combining the Best of On-Premises and On-Demand Conferencing

Unified MeetingPlace voice with WebEx web delivers cost savings and added productivity

- Integrated setup and attend
  - MeetingPlace or WebEx interfaces
  - Single access point for all voice & web collaboration

- Single sign-on across solutions
  - Single point of user management for Unified MeetingPlace & WebEx

- Integrated experience
  - from WebEx web UI
  - Control voice (e.g. outdial, mute)
  - Voice-web recording
What is Cisco Unified Customer Voice Portal?

Two Primary Functions:

• Provide IVR treatment
  – Collect information via DTMF and/or ASR/TTS
  – Respond to customer with information

• Connect the caller to a representative/agent
  – Queue and play music
  – Transfer call
Cisco Unified Customer Voice Portal 7.0

- Voice/Video self-service
- Intuitive graphical integrated development environment
- New Video capabilities:
  - Video Self-service menus
  - Video Queuing
  - Video Agent (Agent's video UI shown at right)
- Supports 3G mobile video and video kiosks
Expert Advisor
Transform Customer Responsiveness

Agent: receives customer call requiring escalation

Call routed to skilled experts based on Presence

Expert answers call using Instant Messaging; gets caller information

Expert takes the call; can be escalated to video

Business Value

- Cost savings from fewer handoffs and increased first call resolution
- Differentiated customer experience aids customer loyalty
- Increased resource productivity and higher service levels
Cisco Collaboration API Strategy
Enabling Business Transformation
Cisco Unified Application Environment 2.5

• **Open Architecture**
  – Open sourced core technology
  – Support for a variety of developer tools and languages

• **Simplify UC with Web 2.0 applications**

• **New Unified Communications plug-ins**
  – Cisco Unity, Cisco Unity Connection

• **Rich portfolio of pre-packaged applications**, …
Innovative Web 2.0 Business Mash Ups
Increase Workforce Effectiveness

Cisco Unified Communications, Salesforce.com and Google Maps

- Expertise Locator: Reference database integrated with Salesforce.com
- Integrated with Directory 3.0
- Automated map mashup with presence information
- Click to email, chat, call, video

Business Value
- Increased customer interactions (>40% in Cisco experience)
- Enables higher overall productivity (>20% in Cisco experience)
Interoperability
Enhanced Collaboration with IBM and Microsoft

- IBM - New Lotus Sametime Plug-ins
  - Cisco audio/video soft phone, hard phone control
  - Phone Presence awareness
  - Click-to-conference – voice, web & video
  - Add Embedded Video in Sametime

- Microsoft
  - Simultaneous Ring - Unified Communications Manager calls simultaneously ring on MOC client
  - Business to business federation between MOC and Cisco Unified Personal Communicator
  - Unified Mobile Communicator on Windows Mobile
  - Click-to-Call from Office, IE, Outlook, SharePoint
  - Add Embedded Video in MOC
Cisco Collaboration
Why Cisco, Why Now?
Cisco Unified Workspace Licensing

The Easy Way to buy Unified Communications applications

Solution

• Combines UC client and server software licensing, service, and upgrades

• Available in three versions – Business, Standard and Professional Editions

• Includes call control; unified messaging; mobility; contact center; presence; audio, video and web conferencing; and support for public space devices

Benefits

• **Flexibly** meet your business needs

• **Cost effectively** deliver unified communications to every user

• **Stay current** with new capabilities
Cisco Leads the Market in Technology, Services, and With Partners

WW Enterprise Voice Market Share

- #1 in Enterprise Voice
- #1 in Web Conferencing
- #1 in Audio Conferencing
- #1 in Telepresence
- #2 in Contact Center
- #2 in Unified Messaging
- Globally-recognized, award-winning services

Sources: Synergy Research, Frost & Sullivan, Gartner Dataquest, IDC, Intelegom, Cisco
Why Now?

because your
employees
demand it
want it
needs it
Thank You