Cisco Collaboration

Connect
Communicate
Collaborate

Mustafa Jarrar
Systems Engineer – Saudi Arabia
Unified Communications – Real Estate
The 1990’s Internet Era

Getting Connected

Web LAN/WAN

Power of the Physical Network
The Human Network

Connected people, communicating and collaborating
Agenda

Industry Update
Cisco Collaboration Architecture Overview
Cisco Collaboration Portfolio
Key Messages

- Business is experiencing a **productivity gap**.
- Collaboration can **speed** decision cycles and **accelerate** innovation **closing this gap**.
- The **network is the platform** enabling people to **connect, communicate and collaborate**.
- Cisco enables collaboration through an **open portfolio** that embraces business applications within and between companies:
  - Unified Communications (UC 7.0 – New Release)
  - Video (TelePresence Expert-on-Demand – New Feature)
  - Web 2.0 Applications Platform (WebEx Connect – New Solution)
The Evolution of the Workforce
Key Market Transitions:
What Impacts Our Customers

Collaboration

Inter-company collaboration
Web 2.0
SaaS
TDM → IP
Green
Globalization

Impact to Customer

Velocity of Change
Employees

“Why can’t I work from home?”
“Let me use Facebook. Why won’t you support my iPhone?”

Partners

“Give me equal access”
“Empower me, include me, help me help you”

Customers

“Give me faster, better service”
“Let me contribute to the solution, let me voice my opinion”

Business Leaders

“Transform IT, transform our customers, transform the world”

The New Workspace

Cross-Company Collaboration

Customer Intimacy

Business Transformation
Enterprises Challenged to Keep Pace

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

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

CIO’s are caught in the middle
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.
The Unified Workspace

Devices

Business Applications

Operating Systems

Networks

Windows

RIM
The Network has Enabled it all

Connect

Communicate

Collaborate
Collaboration is the Platform for Business
Web 2.0 Applications

Cisco WebEx Connect Platform
Application Development Tools

...The Network is the Platform for Collaboration
Only Cisco and its Partners Can Deliver Collaboration Via The Model That Best Suits Your Customers
Cisco Collaboration Architecture

Workspace Devices

Policy

Applications & Mashups

iGoogle, WebSphere, Sharepoint, etc.
LOB Apps that integrate SOA svcs
Custom Applications
WebEx Connect

Policy

Web Services

Cisco Intelligent Network (On Premises + On Demand)

UCTOOLS

WebEx Connect SDK
Cisco Collaboration Architecture

Workspace Devices

Policy

Applications & Mashups
- iGoogle, WebSphere, Sharepoint, etc.
- LOB Apps that integrate SOA svcs
- Custom Applications
- WebEx Connect

Policy

Network Services Strategy
- Full range of transport, communication, collaboration, administrative and developer services
- Scalable, Reliable Services with built-in Policy Controls

Global Delivery Network (On Premise + On Demand)
Cisco Collaboration Architecture

Workspace Devices

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Applications & Mashups
- iGoogle, WebSphere, Sharepoint, etc.
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- WebEx Connect

API Strategy
- Web services APIs support both on-premises and on-demand services
- Cisco Unified Applications Environment/AxP
- Cisco WebEx Connect SDK

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Global Delivery Network (On Premise + On Demand)

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- Cisco Collaboration Architecture

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- Global Delivery Network (On Premise + On Demand)
Cisco Collaboration Architecture

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

API Strategy
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Network Services Strategy
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Cisco Collaboration Architecture

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

**Applications Strategy**
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**Network Services Strategy**
- Full range of transport, communication, collaboration, administrative and developer services
- Scalable, Reliable Services with built-in Policy Controls
Collaborate With Confidence

**Security in the Client Layer:**
CSA: Enforces local policy, determines what can be done with documents, prevents data leakage

**Security in the Policy Layers:**
Enterprise Policy Manager: Policy enforced across team spaces and companies based on content and action tags, makes On-Premise resources accessible to other companies per policy

**Security in the Web Services Layer:**
ACE-XML Gateway: Admits outside REST requests based on enterprise policy
Ironport and IDS to look for attacks and malware

**Security in the Network:**
NAC: Validates security posture of client machines prior to admittance to team spaces
CS-MARS: Intelligent thread detection based on behavior monitoring and event correlation
ASA: Line-rate gateway to the enterprise – safe cross-company collaboration
VPN: Secure user access to the enterprise
Open APIs and Integration
Unified Communications 7.0

TelePresence

Cisco WebEx Connect

Cisco Collaboration Portfolio
Unified Communications 7.0
Mobility Enhancements
Unified Communications
Microsoft & IBM Integration
New Solution for Remote Workers
Workspace Personalization
Expert Advisor

Unified Communications 7.0
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Unified Communications 7.0
## Cisco Unified Communications Roadmap

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<td>Network-based Location Enhancements to UC Services with MOC</td>
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<td>Next Generation User Experience User-Centric Architecture</td>
<td>Enhanced WebEx &amp; MeetingPlace integrations</td>
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<td>MeetingPlace &amp; WebEx</td>
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<td>MeetingPlace 7.0 Mobility</td>
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<td>Service Advertisement</td>
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<td>Presence Federation &amp; Scalability</td>
<td>Cross cluster functionality enhancements</td>
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<td>Unity Connection/Unity Scalability</td>
<td>Common directory and identity</td>
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<td>Additional scalability</td>
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Cisco TelePresence
Cisco TelePresence—
The Momentum Continues

Global Drivers
- Global Focus on Productivity & Speed
- Cost & Hassle of Travel
- Emphasis on “Green”

“Best of” Offer
- Comprehensive Solution
- Video Conferencing
- Interoperability
- Intercompany
- Proven Scalability

Market Leadership
- Fastest Growing New Product
- Worldwide Momentum in all industries
- Customer-proven ROI Results
A Complete Solution—with our Partners

Endpoints
- CTS 500 Personal Unit
- CTS 1000 Small Groups
- CTS 3000 Business Meeting
- CTS 3200 Large Groups

Multipoint and Scheduling
- 48 segments in one call
- Easy scheduling
- Interoperability

Room and Environment
- Room readiness and planning
- Sophisticated design
- Fast and easy install

Network
- Intercompany
- Network planning
- Secure and reliable

Implementation
- Installation and monitoring
- Day-2 support: Helpdesk
- Financing
Creating the Immersive Collaborative Experience—the TelePresence View

**Collaboration: UC, WebEx**
- Integration with Web Ex
- Cisco TelePresenceExpert on Demand

**Business Video: DMS, VC**
- Interoperability with Video Conferencing
- Digital Media System integration with CTS 500

**Cisco UC Manager**

**Network Security**

**IP Network**
Cisco TelePresence Expert-on-Demand

- High-touch customer service application
- Cisco Unified Contact Center Integration
- Strong Vertical Value Proposition
Cisco WebEx MediaTone Network

**Reliable and Scalable** Global Delivery

- A Cisco Intelligent Network – On-Demand
- Nine globally-linked data centers
- 5 nines availability with hot-site redundancy
- Global access and peering
- Over 125,000 meetings per day, > 7M people in WebEx sessions each month
Introducing Cisco WebEx Connect

- SaaS-based collaboration platform
- Integration into Unified Communications
- Enterprise Applications Interoperability
- Web 2.0 Applications Enablement
- Desktop and Mobile Clients
- IM, Teamspaces, Doc Mgmt, Widgets, etc. – Coming Soon Email & Calendaring

Introducing Cisco WebEx Connect
A platform for application development

SaaS-based collaboration platform
Rich set of Collaborative Applications

SaaS-based collaboration platform

IM, Teamspaces, Doc Mgmt, Widgets, etc. – Coming Soon Email & Calendaring
Integration into Unified Communications

IM, Teamspaces, Doc Mgmt, Widgets, etc. – Coming Soon Email & Calendaring

SaaS-based collaboration platform

Tight Integration into Cisco Unified Communications
Enterprise Applications Interoperability

Integration into Unified Communications

IM, Teamspaces, Doc Mgmt, Widgets, etc. – Coming Soon Email & Calendaring

SaaS-based collaboration platform

Integration with existing business applications
Web 2.0 Applications as widgets

Web 2.0 Applications Enablement

Enterprise Applications Interoperability

Integration into Unified Communications

IM, Teamspaces, Doc Mgmt, Widgets, etc. – Coming Soon Email & Calendaring

SaaS-based collaboration platform

Web 2.0 applications as widgets
Comprehensive Client Strategy

SaaS-based collaboration platform

Integration into Unified Communications

Enterprise Applications Interoperability

Web 2.0 Applications Enablement

Desktop and Mobile Clients

IM, Teamspaces, Doc Mgmt, Widgets, etc. – Coming Soon Email & Calendaring
### Integrations and Interoperability

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<th>TDM PBXs</th>
<th>Legacy Business Video</th>
<th>Enterprise Applications</th>
<th>Desktop Applications</th>
<th>Enterprise Instant Messaging</th>
<th>Enterprise Document Management</th>
<th>Enterprise Mobility</th>
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- **UC Manager, Unity, WebEx Meeting Applications**
- **TelePresence Unified Video Advantage**
- **WebEx Connect, UC Manager**
- **WebEx Connect, AxP, Unified Applications Environment**
- **UC Manager and WebEx Connect**
- **WebEx Connect**
- **UC Manager, Mobility Services Engine, Mobile Communicator**
Cisco Collaboration Portfolio Differentiators

- Comprehensive Collaboration Portfolio
- Architectural Flexibility
- On-Premises + SaaS leadership
- Broad and Deep Interoperability