How Cisco’s Unified Communications Solution Drive Business Transformation

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Current Communications Environment
Cisco Unified Communications
Cisco UC Applications and Services
The Business Transformation
Summary

Communications Environment: What’s Affecting the Way we Work?
Intelligent, Effective Communications with Collaboration and Mobile Productivity

New Paradigms For Communications
...relentless march of computer power and Net connection speeds will bring more profound changes to work than anything we’ve seen so far

Driving Business Process Change With Collaboration

Communications Device Overload
Business In Transition

Demanding “Open” From Collaboration

Three Disparate Networks

One Network that Works the Way You Do

It Starts With the Workspace…

Where Are the Workspaces in every Company’s Organization?
The Cisco Unified Communications

Cisco Unified Communication
Intelligent Communications with Mobile Productivity

CiscoUnifiedCommunications
TransformsComparativeAdvantage

Reducing Cycle Time Accelerating Decision Time Increasing Value of Interactions

Enriching Collaboration, Empowered Workspace

What's in our Workspace?

Applications Devices Operating Systems Networks

Cisco Unified Communications for the Workspace

Controller

UC

Warrior/Sales Manager

Connector

Cisco Unified Communications: Collaboration anywhere, anytime, and anyplace, using any media, device or operating system
Cisco Unified Communications

Key Enabling Technologies

- Virtualization
- Speech
- Mobility
- Video
- Policy

Cisco Unified Communications Content Mapping

Endpoints

- Unified IP Phone 7960G / 7961G / 7961G-GE
- Unified IP Phone 7970G / 7971G-GE
- Unified IP Phone 7940G / 7941G / 7941G-GE
- Unified IP Phone 7985G

Applications

- Unified Presence
- Unified Video
- Smart Business Communications System

Services

- Mobility
- Presence
- Video
- Voice

Infrastructure

- Call Processing
- Messaging
- Modeling
- Policy

Cisco Call Processing Portfolio

Network infrastructure and applications

- Unified IP Phone 7960G / 7961G / 7961G-GE
- Unified IP Phone 7970G / 7971G-GE
- Unified IP Phone 7940G / 7941G / 7941G-GE
- Unified IP Phone 7985G

Call Processing

Platforms

- Smart Business Communications System
- Unified Presence Manager Express
- Unified Presence Manager Business Edition
- Unified MeetingPlace Express
- Unified MeetingPlace

Cisco IP Endpoints

Makes Everyone More Efficient

Executive

- Cisco Unified IP Phone 7970G / 7971G-GE

Business

- Cisco Unified IP Phone 7960G / 7961G-GE

Presence Services

- Unified Personal Communicator

Video

- Unified Video Advantage

Mobility

- Unified Personal Communicator

Cisco IP Endpoints

- Takes advantage of continuous development in endpoints plus custom and off the shelf IP phone applications

Cisco Unified Communications Applications

- Messaging
  - Improving employee productivity and customer satisfaction
- Unified Communications Clients
  - Power productivity tools
- Rich-Media Conferencing and Collaboration
  - Making remote meetings as natural as face-to-face interactions

Enable Smarter, More Effective and Personal Communications

Cisco’s Unified Communications Applications and Services
Improve Productivity: Access Applications from Your IP Phone

Extend information flow to workstations with no PC

Productivity Applications

- Workforce optimisation
- Employee training
- Product check
- Store directory
- Inventory and order management

Enhanced Cisco IP Endpoints: Enabling Higher Value Applications

The grayscale, high resolution graphics offered by the Cisco Unified IP Phones 7941G, 7941G-GE, 7961G and 7961G-GE present existing Cisco Unified IP Phone 7970 series applications that were once exclusive to the executive phones.

Video is a Phone Call

- User friendly
- Unified voice and video dial plans
- Single number for voice and video
- Video calls dialed like voice calls
- Video calls have same services as voice calls
- Basic call, Mute, Hold, Park, Transfer, Conference
- Forward, XML services
- Single point of management and administration
- Proven scalability enables affordable video at every desktop
- Technology innovation integrates video into the converged voice and data infrastructure, once again reducing the costs of improved communications
- Calls can be made to H.323 or SCCP video/audio terminals
- Preserves customer investments

The Value of IP...

Telephony to the Next Level

Convergence in Action!

- PC associates with IP phone
- Phone registers as a video capable phone
- Initiate Voice/Video Call from IP phone
- Audio on the Phone
- Video on the PC (Cisco Video Telephony Camera)

Increase Productivity – Anytime, Anywhere, on Any Device: Unified Communication Clients

Key Benefits

- Access productivity enhancing applications from a single, unified interface
- Accelerate decision-making and collaboration using IM, presence, video, click-to-call, and web conferencing
- Save on travel and exchange ideas "face-to-face" using video
- Increase effectiveness of remote and mobile workers
Cisco IP Communicator 2.1

- Cisco IP Communicator
  - PC softphone application
  - Delivers enhanced telephony capabilities on PC’s
  - Access phone extension and services outside the office

- Release 2.1 Enhancements
  - SIP Softphone…OPEN
  - Spoofing Prevention…SECURE
  - Audio Improvements

All-in-One Communication Tool

Reach the right person the first time: Presence and Instant Messaging

Cisco Unified Presence
Presence with UC IP Endpoints

Key Benefits
- Reduce costly communication delays by quickly knowing who is available and how best to reach them
- Leverage presence, availability, context, and modality
- Improve communication connection success rates

Cisco Unified Personal Communicator
Contact Groups and Presence

Preferred method of contact as defined by User

Make Remote Meetings as Natural as Face-to-face Interactions:
Impromptu conferencing to “In-person” solution options
Cisco TelePresence Meeting: High Impact Collaboration

- Simple, exceptional, “in-person” experience
- Helping Cisco cut 18 miles of annual air travel by 20%
- Reduce overall company carbon emissions by 10%
- Better customer service, improved quality of life

TelePresence: Redefining Business Meetings Now, Being Here Is Being There

- Video switch optimized for TelePresence
  - Three screens = four sites displayed at one time
  - Full size continuous presence by screen
  - Switching by table segment and site
- Reservation less bridging
- Call Launch automated with “one button to push”

TelePresence: Redefining Business Meetings Now, Being Here Is Being There

Respond Faster: Voicemail, Unified Messaging and Integrated Messaging Options

- Key Benefits
  - Investment protection
  - Productivity enhancing features and personalization options
  - Simplified message management

A converged fixed-mobile voice solution combines the strengths of...

- Mobile Voice Mobility and ease of use
- Enterprise Comms Control and functionality

- Cost savings
  - Elimination of duplicate devices
  - Least-cost-routing

- Productivity
  - Better use of mobile workforce E.g., trading, call centers, customer support, virtual teams
Cisco Mobile UC Solutions

- Cisco Unified Mobile Communicator
  - Cisco Unified Mobility Advantage server
- Cisco Unified Mobility
  - Cisco Mobility Manager (for use with CUCM 4.x, 5.x)
- Cisco Unified Wireless IP Phone 7921G (Wi-Fi 802.11a/b/g)
- Cisco Unified Personal Communicator
- Cisco IP Communicator
- Cisco Mobile UC Extensions via Third Party Handsets (dual mode and cellular)
- Cisco CallConnector Mobility
- Cisco Extension Mobility

Cisco Unified Mobile Communicator

- Intuitive, common user experience across different mobile handsets
- Extends unified communications to mobile phones and smartphones
  - Integrated directories
  - Presence
  - Single business number reach
  - Office voicemail notification and playback
  - Call logs
  - Cisco Unified MeetingPlace conference notifications
- Support for BlackBerry, Windows Mobile, Symbian OS and BREW handsets (phased)
- Support for multiple mobile operators and networks

Advance to the Next Phase of Customer Care: Customer Interaction Network

- Create unique customer-centric experiences
- Make customer-service agents more efficient and productive
- Enhance customer service and reduce contact enter cost with powerful self-service solutions
- Enable a new generation of customer interaction applications and increased flexibility of deployment
- Extend your workforce with expert agents and remote agents

Key Benefits

Companies using virtual contact centers increase productivity by 15 percent and save an estimated one million dollars per 100 call center agents. In addition, annual agent turnover decreases, falling from 60 percent to only 5 percent.

Source: AMR Research

Cisco IPICS Solution (Cisco IP Interoperability and Collaboration System)

Using CUCM/CUCME with Nokia-Cisco Mobility solution (Nokia IntelliSync CallConnect)
The Business Transformation

Intelligent, Effective Communications with Collaboration and Mobile Productivity

Robust: The Network as the Secured Platform for Unified Communications

Leveraging the power, fault tolerance, and reliability of the Services Oriented Network Architecture for organizations of all sizes.

Open: Unification Across Systems, Media, Devices and Vendors

Cisco Unified Communications is built on an Open Standards Architecture; that means it works across any device, operating system or media.

Secure: Keeping Intellectual Property in, Malicious Code Out

Cisco Unified Communications delivers a proven and secure network architecture that you can trust.

Scalable: The Right Investment for Every Workspace

Scalable: Unify systems you have now; add features, systems, and employees when you need them; only pay for what you need when you need it.

Legacy Architectures Struggles to Evolve

PBX
Hybrid Architectures create Linear Scalability but without Survivability

Only a Network-Based Architecture Can Truly Unify the Workspace
- Single, unified cost-effective IP Network
- Availability and Resiliency via Clustering
- Any Application supported Anywhere—and increasingly on any device

Convergence is happening

Summary

Cisco Unified Communications…Enriching Collaboration Through A Unified Workspace
- Provides media-rich communications experiences, inclusively to all users in their workspaces everywhere, every time, on every device
- Empowers small and medium-sized businesses to reach your growth potential
- Creates unique customer-centric experiences allowing you to move to unique, content rich customer centric experiences
- Uses the network as the platform to build a secure and flexible unified communications architecture
- Enhances the range and quality of IP phones and handsets
Why Cisco for your Unified Communications Requirements?

- Technology
  - DNA and market leadership: routing, switching, mobility, network access control, the connected home, storage area networks, video systems, and unified communications

- Market access
  - Over 1,500 UC partners worldwide
  - Direct channels
  - Indirect channels
  - Embedded advocates
    - Over 800,000 Cisco certified professionals

- Financial strength

Welcome to the Human Network.