Workplace Transformation
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Cisco Collaboration
Agenda

- Discuss the major Drivers that are impacting the workplace
- Understand the implications of these Drivers on current environment
- Take you through Cisco’s own Workplace transformation Journey
- Review a new design paradigm, Activity-based Working, and the role technology plays
- Provide an overview of Cisco’s portfolio of solutions that are the foundation of the next-generation workplace
Drivers of the New Workplace Environment

- Ability to stay connected
- Driving employee engagement and innovation
- Sense of place, personalization
- Protection of intellectual assets
- Understanding how the workplace, and the people in the workplace, are performing
A New Design Paradigm
Activity-based Working

Creating a variety of workspace experiences that are aligned to the activities being performed.
“The power to bring people together at critical moments is key to aggregating and amplifying the impact of employees.”

Harvard Business Review
A Cisco Story

Cisco’s Connected Workplace Journey (CCW)
A few facts – the way we see it in Cisco

Our Distributed Organization

38% of Cisco employees work in different locations than their manager.

47% of a Cisco employee’s time is spent collaborating with distant colleagues in other cities or time zones.

Source: The Cisco 2010 Work Profile Survey

Any Time, Any Where

43% of employees consider it a critical function of their job to be able to connect to the network from any location at any time.

54% of Cisco employees are classified as mobile (Highly Mobile, Campus Mobile or Neighborhood Collaborator).

Source: The Cisco 2010 Work Profile Survey

Workstyle

61% of employees globally believe they do not need to be in the office to be productive.

68% of a Cisco employee’s time is spent in their assigned building.

57% of Cisco employees prefer unassigned work arrangements built around choice.

Source: The Cisco 2011 Connected World Technology Report

The 2011 Cisco Connected World Technology Report

66% of employees globally place a higher value on workplace flexibility than salary.

Source: The 2011 Cisco Connected World Technology Report
Our Vision
Changing the Way We Work, Live, Play, and Learn™

Our Strategy
Solve our customers' most important business challenges by delivering intelligent networks and technology architectures built on integrated products, services, and software platforms.

Our Goal
Through networked technologies and partnerships, enable our customers to be more competitive and differentiate themselves in the market by solving their most important technology and business issues.
Create a flexible, dynamic, connected workplace to boost collaboration, innovation, and employee engagement.

**Cisco Connected Workplace Results:**

- 30% Reduction in office space
- 50% Reduction in chargeback per employee
- 80% Increase in employee satisfaction
- 82% of employees say communications have improved

Financial Impact: CCW has delivered significant cost reduction via better utilization of space and workplace assets, consolidation and optimization of the real estate portfolio, and operational improvements. These cost savings have been reinvested to expand and improve the program.
## Cisco Work Styles

<table>
<thead>
<tr>
<th><strong>Workstation Anchored</strong></th>
<th><strong>Remote Collaborator</strong></th>
<th><strong>Campus Mobile</strong></th>
<th><strong>Neighborhood Collaborator</strong></th>
<th><strong>Highly Mobile</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Desk-bound, non-mobile employee who performs highly focused individual work; some team interaction</td>
<td>Non-mobile employee who works frequently with remote colleagues, and frequently works from home</td>
<td>Internally mobile; Interacts cross-functionally in face-to-face scheduled meetings; Often in leadership roles</td>
<td>Neighborhood-based employee who is mobile within the group area; interacts with, coordinates and manages teams</td>
<td>Highly mobile; Travels extensively to customer and partner locations; frequently interacts with customers</td>
</tr>
</tbody>
</table>

Source: Cisco Work Profile Survey
<table>
<thead>
<tr>
<th>WORKER TYPES</th>
<th>Real-Time</th>
<th>Near-real time</th>
<th>Non-real time</th>
<th>Device(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>WORKSTATION ANCHORED</td>
<td>Standard Voice</td>
<td>IM</td>
<td>Voice Mail</td>
<td>Enhanced Phone VDI Hard Device</td>
</tr>
<tr>
<td>NEIGHBORHOOD COLLABORATOR</td>
<td>Enhanced Voice</td>
<td>IM Mobile IM</td>
<td>Voice Mail</td>
<td>Enhanced Phone Laptop VDI Soft Mobile Smart Phone</td>
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<tr>
<td></td>
<td>Mobile Voice Services</td>
<td></td>
<td>Video on Demand</td>
<td></td>
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<td></td>
<td>Web Conferencing</td>
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<tr>
<td>HIGHLY MOBILE</td>
<td>Enhanced Voice</td>
<td>IM Mobile IM</td>
<td>Voice Mail</td>
<td>Tablet HD Camera Mobile Smart Phone</td>
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<tr>
<td></td>
<td>HD Video Services</td>
<td></td>
<td>Video on Demand</td>
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<td>Web Conferencing</td>
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<tr>
<td>REMOTE/DISTANCE COLLABORATOR</td>
<td>Standard Voice</td>
<td>IM</td>
<td>Voice Mail</td>
<td>VDI Hard Device EX60 Home Office Package BYO Mobile</td>
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<tr>
<td>Underutilized Individually assigned cubicles and offices</td>
<td>Group assigned neighborhoods with increased choices to support work</td>
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<tr>
<td>Environment that highly prioritizes individual work (70% Individual)</td>
<td>Environment that balances individual and collaborative work (70% Collaborative)</td>
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<tr>
<td>Inflexible assets &amp; occupancy strategy that have a “breaking point”</td>
<td>Scalable, agile solutions responsive to evolving corporate plans and models</td>
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<tr>
<td>A workplace that doesn’t fully leverage Cisco’s “Changing the way we work…” Solutions</td>
<td>A workplace that leverages and integrates the power of Cisco’s Solutions</td>
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<tr>
<td>Work is a place you go (environment)</td>
<td>Work is something you do (experience)</td>
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A New Design Approach
The Role of Technology in Workplace Transformation

To “connect the disconnected” and blend the physical and virtual workplaces.

To enable flexibility, personalization and choice.

To improve management, control and visibility of workplace assets.

To enhance the experience of employees and guests.
Putting the User in the Centre of the Experience

Cloud Applications

Smart Spaces

Mobility Applications

WebEx & Jabber

Desktop Applications

USER
Flexible Seating for Voice and Video

Concentrate

Quiet Rooms

Collaborate

Collaboration Rooms

Socialize

Social Rooms

Learn

Learning Rooms
A New Design Approach...
Creating a variety of workspace experiences that are aligned to the activities being performed.

Activity-Based facilities
(Fit-For-Purpose, Technology-Enabled Workspaces)

Embedded collaboration Solutions & Workplace Management Tools

Attractive and appealing for visitors and employees

Converge space, policy and technology elements for a successful initiative

Corporate Real Estate
Information Technology
Human Resources
A “palette” of flexible workspace experiences

Each solution embeds collaboration technology

Blending physical and virtual collaboration in context

Experience, best practices, and insights to deliver a seamless solution
Integrates digital signage, unified communication/video endpoints and building management systems

Personalization of workspace

Improves meeting room experience, reduces energy consumption and increases meeting space efficiency

Provides corporate real estate with critical analytics on occupancy and utilization
LEVERAGING the power of location based analytics

Dashboard of:

- Actual utilization vs design capacity
- Underutilization vs congestion
- Employee mobility patterns
- ‘Before’ and ‘after’ analysis
- Cost savings opportunities
- Predictive analytics

Analytics provided by Rifiniti, a Cisco development partner
Solutions to Boost Collaboration
Cisco Collaboration

Unified Communications

Customer Collaboration

Conferencing

Collaboration Endpoints
Work from Anywhere Like You’re In the Office

Driving Results

- Empowered mobile workers
- Adaptive experiences anywhere; connected as if in the office
- Seamlessly escalate IM to video to a video conference
- Work anywhere: partner and customer sites
The Impact of Video on Workplace Transformation

- 60% boost in conversation performance & productivity
- 73% of meetings end faster
- 100% agree it accelerates decision making
Driving Results

- Full Engagement drives spontaneous innovation.
- Secure B2B Video, Voice and Web collaboration
Latest in Collaboration Rooms
Collaboration room portfolio
Optimization to cover all major use cases

MX200 G2 – 42”
MX300 G2 – 55”
MX700 – 55”
MX800 – 70”
TX9000 – 65”

Quiet Room
Small Room
Medium Room
Large Room
Training-/Board Room/
Auditoriums
Immersive Room

SX10
SX20
SX80
Cisco collaboration desktop portfolio
Optimization for every desk

8800
DX650
DX70
DX80