The New Collaboration Experience

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APAC Collaboration Architecture Marketing, Asia Pacific
Key Market Trends

Future of Work

Future of Connected Life

Driven by Video and Collaboration

Future of Computing
Did You Know

If Facebook Were a Country It Would Be the Third Largest in the World After China and India

25% of Search Results for the World’s Top 20 Largest Brands Are Links to User-Generated Content

The #2 Largest Search Engine in the World Is YouTube

78% of Consumers Trust Peer Recommendations… Only 14% trust Advertisements

People Care More About How Their Social Graph Ranks Products and Services Than How Google Ranks Them—Do You Like What They Are Saying?

80% of Twitter Usage Is Outside of Twitter… People Update Anywhere, Anytime… Imagine What That Means for Bad Customer Experiences?

Global Average Time Spent per person on Social Networking sites at 5 ½ Hours per month… Facebook accounting for the majority

Nielsen Company, Feb. 2010
Yesterday’s Workspace Isn’t Suited To Address Today’s Business Challenges
The New Workspace: Collaborative, Integrated & Mobile

Contextual, User-Aware Environment

Any Content: Data, Voice, Video
Real-Time & Non-Real-Time
On Any Device
Integrated Experience
“Raising the productivity of employees whose jobs can't be automated is the next great performance challenge—and the stakes are high.”

Collaboration Is…

- At Cisco, we pioneer collaboration to change the way we work
- We use these technologies ourselves; we are our own laboratory
- From command and control to collaboration and teamwork
- November 2008 — January 2009
- 90 days
- Realigned $500M to FY09 priorities
- 100% faster than 2008
Cisco Strategic Direction

- Interoperable, Open Architecture
- Secure Inter-Company
- Integrated Experience
- Flexible Consumption Models
- Video Communications
- Enterprise Social Software

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Cisco Collaboration Portfolio

- IP Communications
- Mobile Applications
- Customer Care
- Telepresence
- Conferencing
- Messaging
- Enterprise Social Software
Cisco Collaboration Architecture

Communication and Collaboration Applications
- Conferencing
- Customer Care
- Enterprise Social Software
- IP Communications
- Messaging
- Mobile Applications
- Telepresence

Collaboration Services
- Presence
- Location
- Session Mgmt
- Client Frameworks
- Content Mgmt
- Tagging
- Policy and Security Management

Infrastructure
- Virtual Machines
- Network
- Storage

On-Premise Hybrid SaaS
Cisco UC Virtualization

- Introducing ability to deploy Unified Communications applications in a virtualized environment
  - Supported on Unified Computing System
  - Based on market-leading VMware vSphere ESXi
- Ensure performance, reliability, management and high availability
- Support across all UC applications
Collaboration as THE Way We Work

- Find
- Collaborate
- Measure

The Right People & Information
Virtually with “In Person” Experience
Collaboration Trends & Business Impact

UC / Webex TelePresence

medianet
Cisco Pulse
Automated People and Media Search

- Powerful way to harness the collective expertise
- Proactive network discovery of experts and valuable media
- Enables workforce to be more competitive, responsive, and productive
Cisco Intercompany Media Engine:
Extend Rich Unified Communications Experiences Between Different Organizations

- Secure enterprise video telephony and high fidelity wideband audio across companies
- Effortless for users and administrators
- Consistent user experience
- Enables innovative collaboration capabilities and applications to be shared among partners
- Secure, efficient network utilization with reduced costs
Cisco Quad: Next Generation Enterprise Collaboration Platform

- Out-of-box enterprise social software
- Integrated rules-based policy management
- Unified content model: “Posts”, video as “first class citizen”
- Built-in integrations to UC, WebEx & leading content management systems
- Bundled with Cisco Show and Share
- Mobile applications for iPhone & iPad
It’s All about the Experience
Innovation is Key

“People who are really serious about software should make their own hardware.”
- Alan Kay

Experience = Hardware + Software + Network
Meet Cisco Cius: Anywhere, Anytime Access
Meet Cisco Cius: Anywhere, Anytime Access

Virtual Desktop on Cius

- 802.11a/b/g/n Wi-Fi for On/Off Campus Mobility
- 3G/4G data services
- **Seamless** transition wired to wireless
- Battery – 8 hours normal usage
- Docking station at desk
- High-definition 720p video
- Cisco TelePresence Interoperability

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