# The New Collaboration Experience

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APAC Collaboration Architecture Marketing, Asia Pacific

# Did You Know

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

The #2 Largest Search Engine in the World Is YouTube

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

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

**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
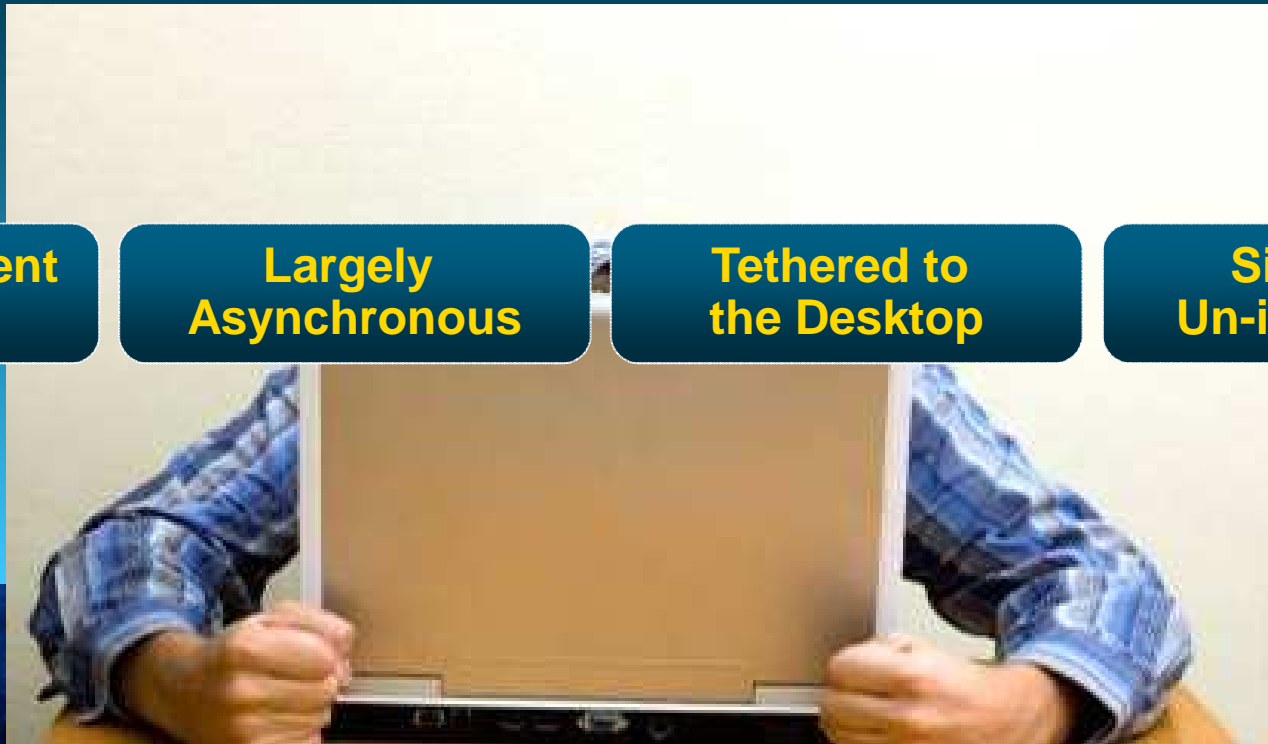Nielsen Company, Feb. 2010

# Yesterday's Workspace Isn't Suited To Address Today's Business Challenges

**Text & Document Centric**

**Largely Asynchronous**

**Tethered to the Desktop**

**Silo'ed & Un-integrated**

# The New Workspace:
# Collaborative, Integrated & Mobile

**Contextual, User-Aware Environment**

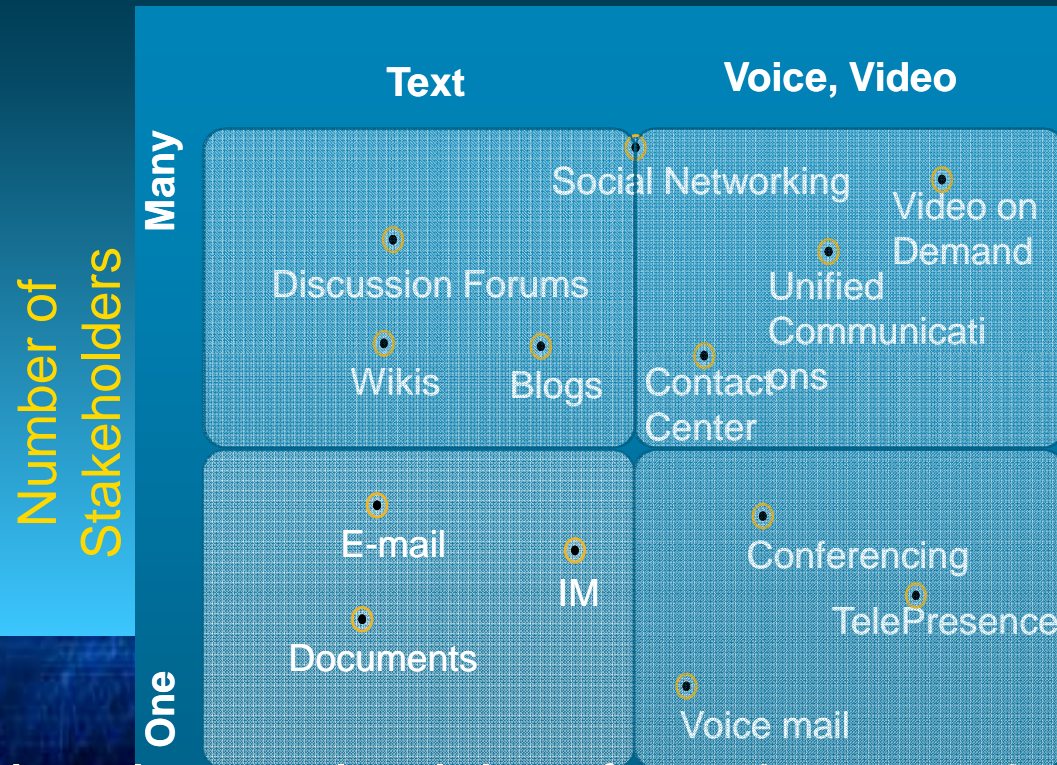| Any Content: Data, Voice, Video | Real-Time & Non-Real-Time | On Any Device | Integrated Experience |

# Changing the Way We Work

## Collaborative Tools

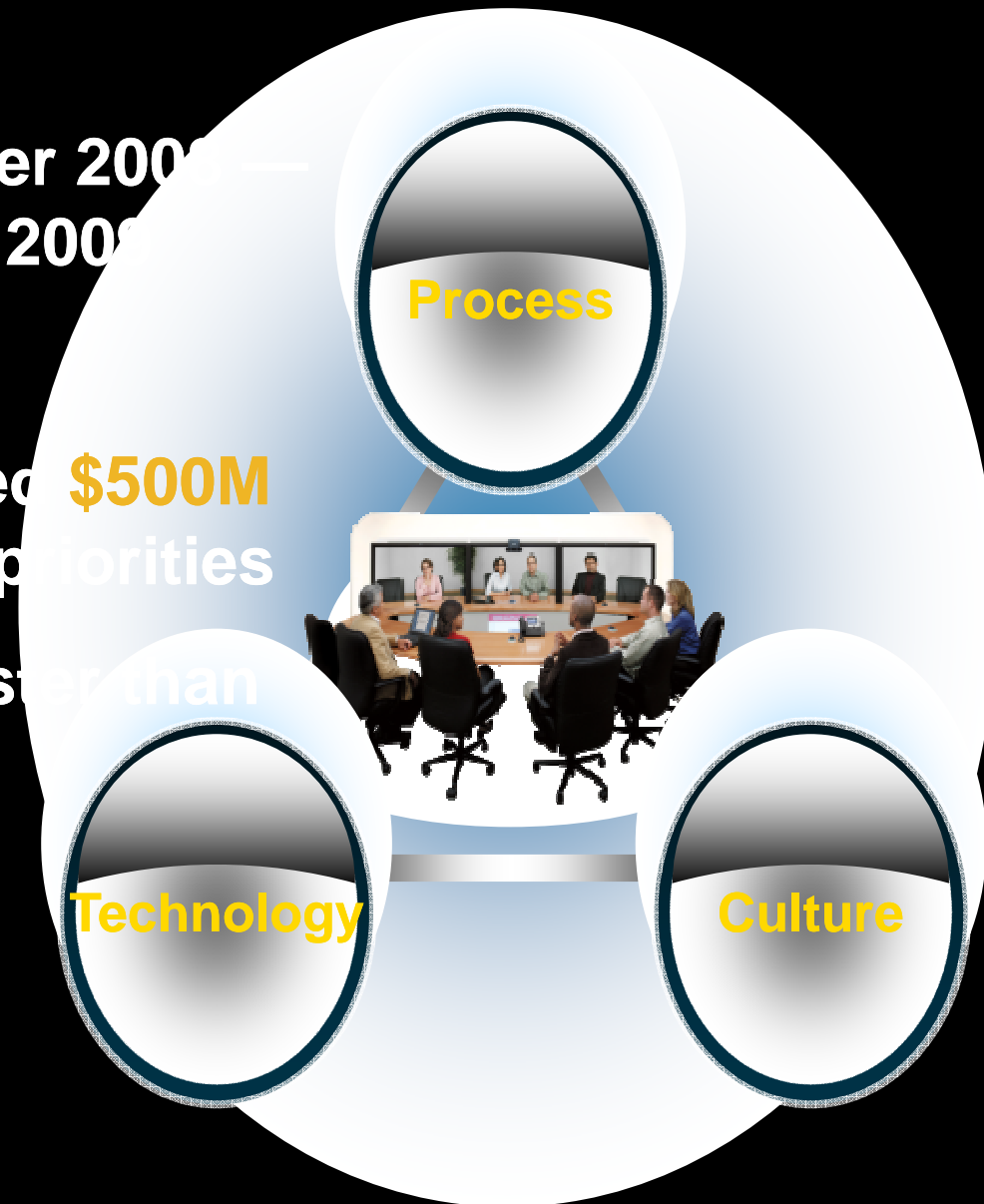|  | Text | Voice, Video |
|---|---|---|
| **Many** | Social Networking<br><br>Discussion Forums<br><br>Wikis  Blogs | Video on Demand<br><br>Unified Communications<br><br>Contact Center |
| **One** | E-mail<br><br>IM<br><br>Documents | Conferencing<br><br>TelePresence<br><br>Voice mail |

**Number of Stakeholders**

"Raising the productivity of employees whose jobs can't be automated
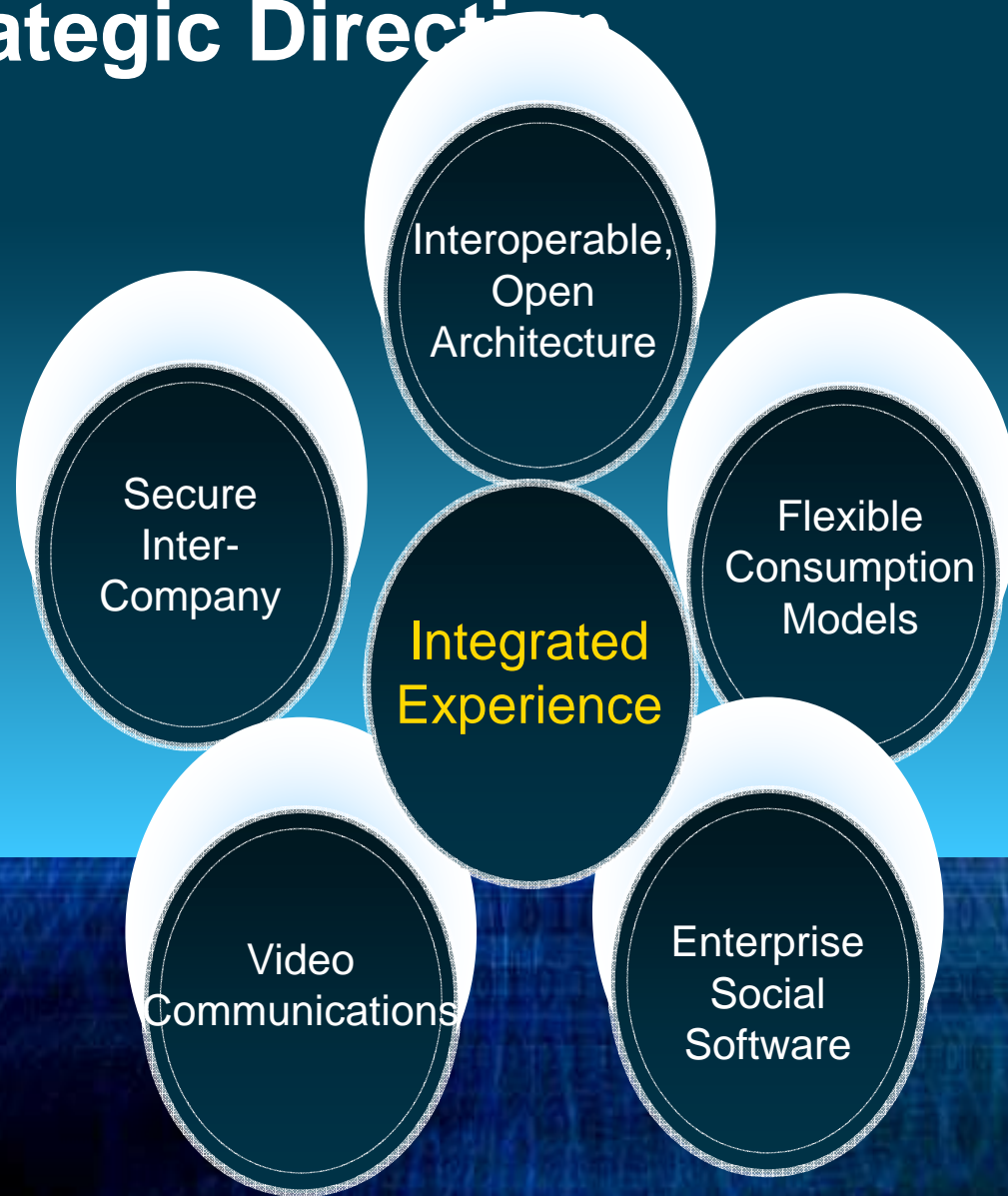is the next great performance challenge—and the stakes are high."
McKinsey & Company, The 21st Century Organization

# 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 20** **January 200**

- **90 days**

- **Realigned $500M to FY09 priorities**

- **100% faster than 2008**

**Process**

**Technology**

**Culture**

# Cisco Strategic Direction

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

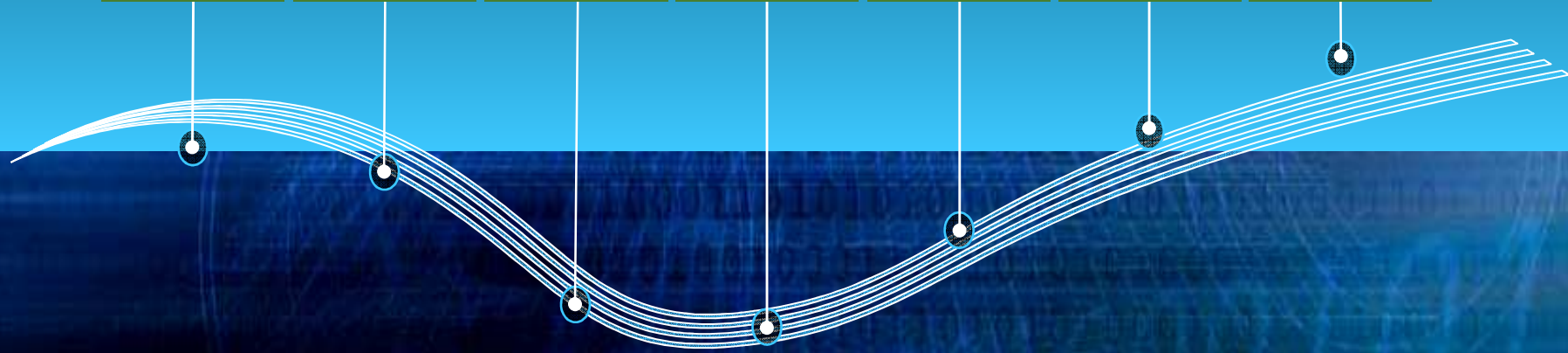# Cisco Collaboration Portfolio



IP Communications

Mobile Applications

Customer Care

Telepresence

Conferencing

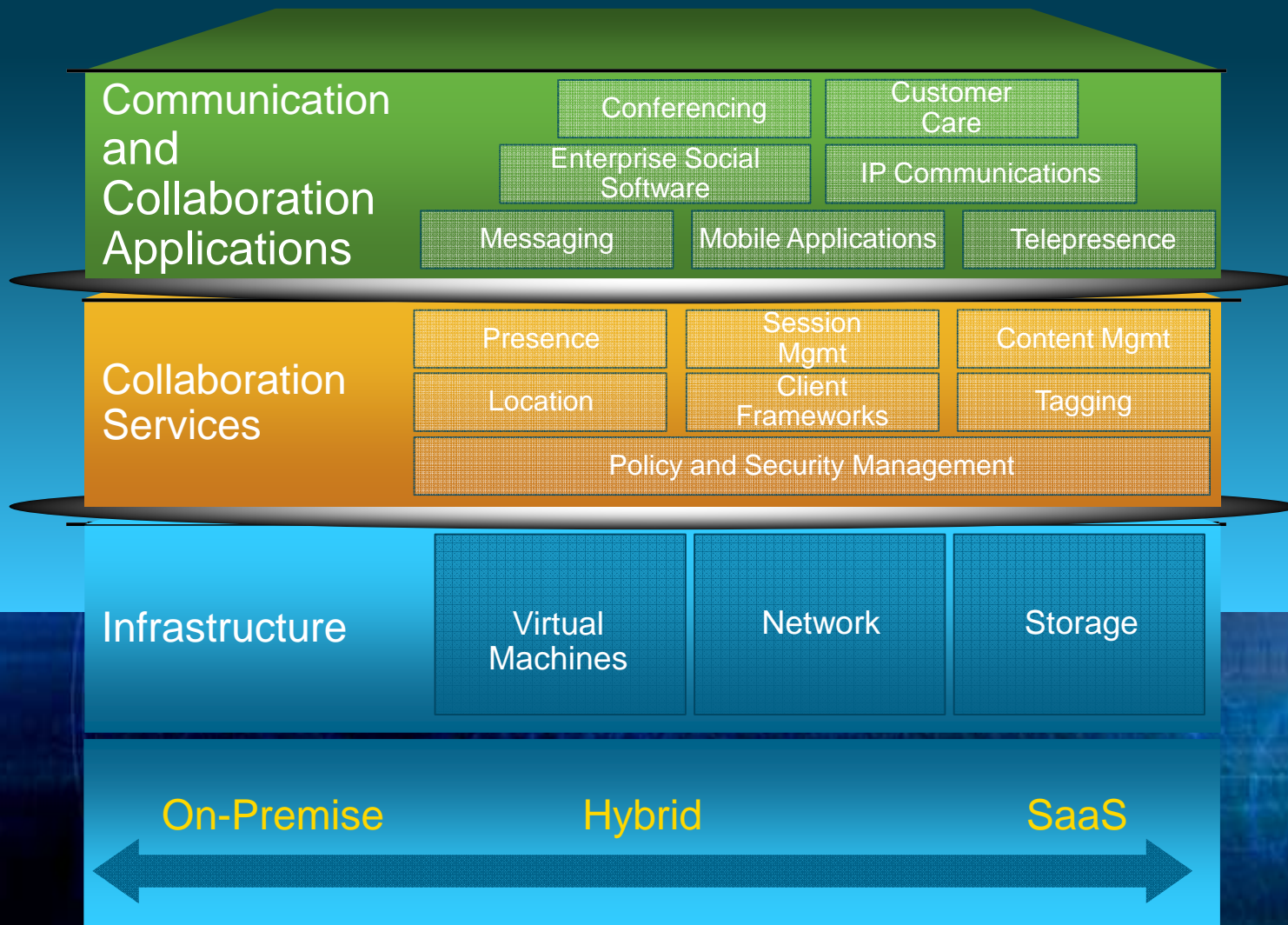Messaging

Enterprise Social Software

# 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

TCO Savings

Hardware Independence

Unified

Scalability

Communication

Operational Improvements

Availability
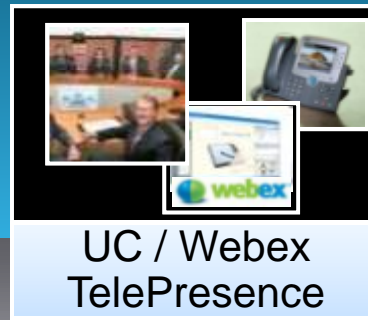
Management

# 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 Show and
# Business Video

# Cisco Intercompany Media Engine:
**Extend Rich Unified Communications Experiences Between Different Organizations**



AtoZ, Inc.

Organization A

Borderline, Inc.

Organization B

- 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

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## 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

Visit cisco.com for more information