Shape Your Business For the Future:
Powering Transformation With Cisco

Mobility and Cloud Collaboration Applications

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Virtualization
The Rise of Cloud Collaboration

Challenge is to provide rich media and consistent user experience across hosting models
Cisco Collaboration Portfolio
The Future Workspace Moves with You

The evolution of the corporate workspace

Bring Yourself to the Workspace

Applications  Contacts

Productivity  Flexibility

Bring the Workspace on devices

Applications  Contacts  Mobile Apps

Productivity  Flexibility

Next Generation Workspace

moving with us

Productivity  Flexibility
Virtualize Collaboration

1. **Virtualize the Applications**
   Collaboration applications virtualized in the data center

2. **Virtualize the Delivery**
   Provide Collaboration as a service from the cloud

3. **Virtualize the Workspace**
   Enable desktop virtualization without the compromises
Cisco UC in the Virtualized Data Center
Unified Communications on the Unified Computing System

- TCO Savings: Reduced hardware footprint, power, and cooling
- Availability and Scalability: Dynamically add UC capacity; move active servers as needed
- Unified Communications Management: Cohesive solution fully supported by Cisco
- Hardware Independence: Unified application management tools for the data center
- Operational Improvements: Easy installs, upgrades, and zero-downtime backups
- Management: End-to-end Support and Integration
- Deployment flexibility
Virtualized Application Support
Broadest support for virtualized collaboration

- Unified Communications Manager with Integrated Mobility
- Unified CM Session Management Edition
- Unity Connection
- Unity
- Unified Presence
- Unified Contact Center (Enterprise & Express)
- Unified Customer Voice Portal
- More to come: CUEA, CUMA, CER, etc.

Support for Cisco UC Applications on IBM and HP spec servers available upon request
Increased Demand for New Consumption Models
New deployment options are outpacing traditional CPE

- IP Communications
- Mobile Applications
- Customer Care
- TelePresence
- Conferencing
- Messaging
- Enterprise Social Software

Customer Premises Equipment
Managed CPE
Hosted Services
SaaS

CAGR 2013

12%+
27%+
18%+
23%+

* Forrester Research, Mar 2009; Cisco commissioned research on Global Managed Services Opportunity
# Why Collaborate in the Cloud?

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<th>Financial Drivers</th>
<th>Flexibility and Agility</th>
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<td>• Opex vs. Capex</td>
<td>• Scale up and down with business needs</td>
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<td>• Consolidate and centralize IT</td>
<td>• Faster deployment and accessibility</td>
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<td>• Reduce real-estate and energy costs</td>
<td>• Business continuity</td>
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<th>Globalization</th>
<th>Strategic Advantage</th>
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<td>• Global acceleration</td>
<td>• Core vs. context</td>
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<td>• Worldwide collaboration</td>
<td>• Acceleration of business strategy</td>
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<td>• Standard services for all employees</td>
<td>• Proven capabilities</td>
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<td>• Optimize business process</td>
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Flexible Deployment Models

Cisco INNOVATE

Virtualizing the Delivery
New Virtual Workspace is Key... to Meet the Evolving Business Requirements

PC Centric

Phone Centric

Video Centric

Next Generation Virtual Workspace
The Market is Ready

Gartner Hosted Virtual Desktop Installed Based Forecast

What We’ve Heard From Customers...

Desktop Virtualization Drivers

- Flexibility / Business Continuity
- Data Security
- Total Cost of Ownership

Desktop Virtualization Challenges

- Maintaining High Quality for Video, Voice Experience
- Fragmented Solution Set
- Return on Investment
A New Desktop Virtualization Experience is Required

Your IT staff requires
Standardization and Security

Your Employees require
Rich Media Collaboration

Virtualizing the Workspace
Voice, Video, Virtual Desktop Challenge

Monolithic data flows

- Voice/Video embedded in the display protocol
- Media flow goes all the way to data center and back
- Heavy processing on virtual desktop in data center
- Bandwidth explosion
- Latency and jitter
- Display protocol and possible endpoint become unstable
Next Generation Virtual Workspace

Unifying Virtual Desktop, Voice, Video

Avoiding the Hair-pinning Problem

Cisco VXI
- User interacts with “soft client” on virtual desktop in data center
- VXC intelligently routes local client-to-client streaming of video / voice

Benefits
- Bandwidth reduction
- Reduced processing in data center, increase in VM blade density
- High quality voice and video
  Network handling real-time data (QOS, CAC)
  Eliminates hair-pinning of media through data center
Cisco Virtualization Experience Infrastructure (VXI):

Virtualized Collaborative Workspace

Virtualization-Aware Borderless Network

Virtualized Data Center

Desktop Virtualization without the compromises
Summary: Virtualizing Collaboration

1. Virtualize the Applications
   Collaboration applications virtualized in the data center

2. Virtualize the Delivery
   Collaboration as a service from the cloud

3. Virtualize the Workspace
   Desktop virtualization without the compromises
Collaboration Applications
Cisco Collaboration Portfolio

Unified Communications

Customer Collaboration

Collaboration Applications

Telepresence

Services

Cloud

On Premise
Cisco Collaboration Applications Deliver

1. **Better Together Functionality**
   Shared infrastructure for video, voice, IM, and presence

2. **Brodest Range of Interoperability**
   Function across platforms, browsers, and devices

3. **Enterprise Class IT**
   Secure, scalable, flexible, and compatible

4. **Real-Time ROI**
   Operational costs, productivity gains, strategic advantage
Cisco Collaboration Applications

- **WebEx**
  - Virtual Meetings
  - Group Real-time

- **Jabber**
  - Rich, Real-Time Communications
  - One-one; One-to-few Real-time

- **Quad**
  - Social Collaboration
  - Many-to-many Real-time and asynchronous
Meet the Needs and Preferences of the Evolving Workforce

Office | Teleworkers | Retail | Hospital | Manufacturing
Explosion of Mobile Devices

Support user choice and experience while maintaining security
Mobile Experience
Collaborate anytime, from anywhere
Balance personal productivity with enterprise-class control

Customer Collaboration

Employee Collaboration

The Enterprise Becomes Social

Balance personal productivity with enterprise-class control
Social Experience

“Out-of-the-Box” sharing and collaboration
Visual Experience
Video gets the “first-class” treatment

- High-quality video
- Interoperable
- Integrated

- Upload, view, share, comment, search
- Video communications
- Video content
Broadest Range of Platforms, Browsers, and Devices
Enterprise-Class IT Experience

- Secure, scalable, reliable
- Integrates with existing investments
- Flexible deployment options
Better Together

Virtual Meetings

WebEx

Rich, Real-Time Communications

Jabber

Social Collaboration

Quad

Voice: SIP

Video: H.264

IM & Presence: XMPP
Cisco Jabber: The Power to Collaborate
An all-in-one Unified Communications application

All-in-One UC Application
- Presence and IM
- Voice, video, voice messaging
- Desktop sharing, conferencing

Collaborate from Any Workspace
- PC, Mac, tablet, smart phone
- On-premises and cloud
- Integration with Microsoft Office
Intuitive Integration with Business Apps

- Simple, intuitive user experience
- Connects with voice
- Voice:
  - Soft phone or desk phone control
  - High-quality audio
  - Manage calls (transfer, hold)
- Video:
  - Rich experience: high definition, multiparty
  - Industry standard (H.264), interoperable
- Share desktop, initiate WebEx meetings
Communicate from Microsoft Office
IM, communications integrated for easy access

Cisco Presence Light-ups
Click-to-IM, Click to-Call
Mobile UC in Tactical Environment
Rapid Deployment Tactical Communications Kit

- Cisco ISR Series Router
- Cisco Wireless Services (1240, HWIC-AP or LWAPP)
- Call Manager Express
- Integrated IP Telephony

Portable
VoIP, LMR, Data, Video Capable
Ruggedized

Works when power is not available, cellular infrastructure is non-responsive and radio networks are unavailable or saturated.
Cisco Collaboration Applications Deliver

1. **Better Together Functionality**
   Shared infrastructure for video, voice, IM, and presence

2. **Brodest Range of Interoperability**
   Work across platforms, browsers, devices

3. **Enterprise-Class IT**
   Secure, scalable, flexible, and compatible

4. **Real-Time ROI**
   Operational costs, productivity gains, strategic edge
Thank you.