



Work Your Way

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Conversation Flow

- 1** A Rapidly Changing BPO World ...
- 2** Influencing the Way Work is Done ...
- 3** Creating the Need for a Unified Workspace ...
- 4** Leading to Cisco's BPO Unified Workspace ... Use Cases



A rapidly changing BPO world ...

BPO Technology Trends

IMMERSIVE COLLABORATION
Pervasive & Social Video

MOBILITY
BYOD

CLOUD
Big Data, SaaS, DC/V

BUSINESS ANALYTICS
Digital Data Mining



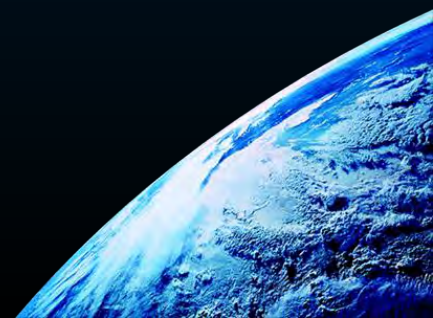
1

...with disruptive technologies playing a key role in adding value to BPO relationship with clients



... **high-performing BPO relationships**, those that deliver business value, use **TECHNOLOGY** as a source of innovation and advantage, rather than just providing the infrastructure of delivery. A total of 56% of high performers believe it is important to gain access to technology in a BPO relationship ...

Source: Accenture Research



2

Influencing the future of way work is done in a BPO environment



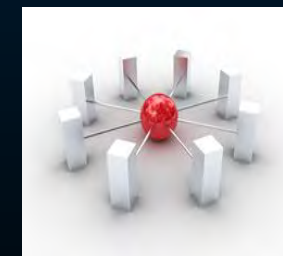
TOMORROW
starts here.

Integrate new business process services with human process work + collaboration + automation



Capturing and adding value to non-voice BPO services through enhanced, on-demand interaction & inspection....

A unified contact centre experience – unifying voice, video, data and mobile applications on fixed and mobile networks
....



CISCO **INNOVATE**

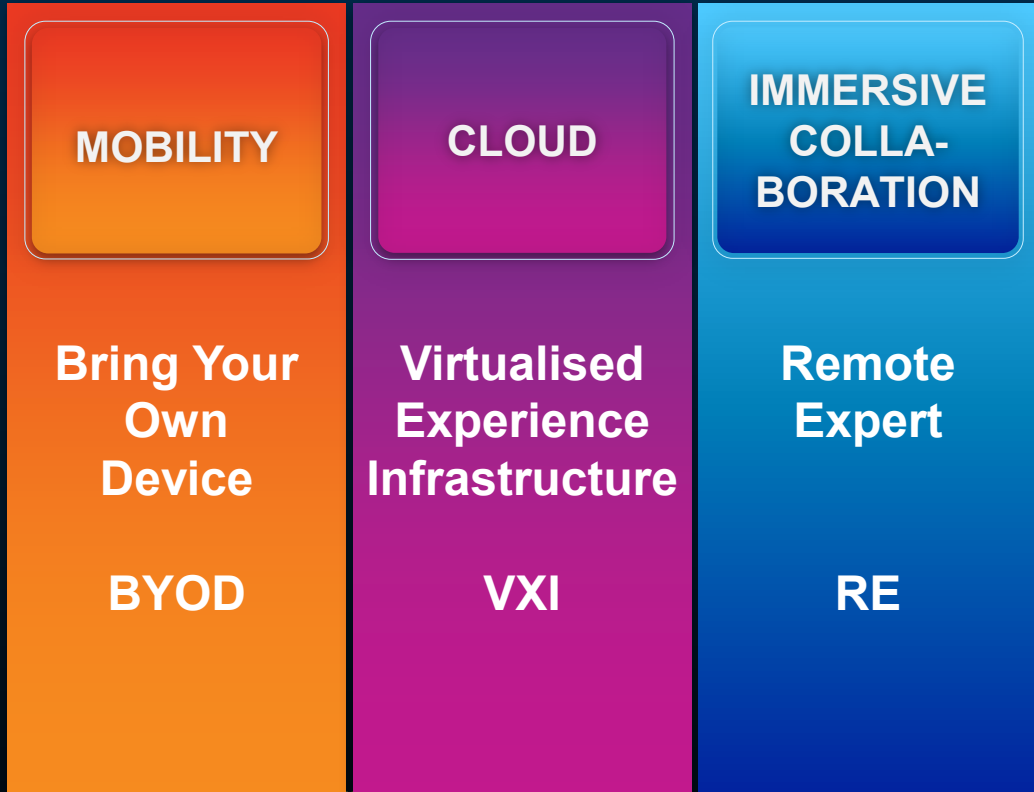
The Internet of Everything –
Connect The Unconnected

3

Cisco's approach to a Unified BPO Workspace is centered around integrating three Smart Solutions



Smart Solutions



Smart Solution Components

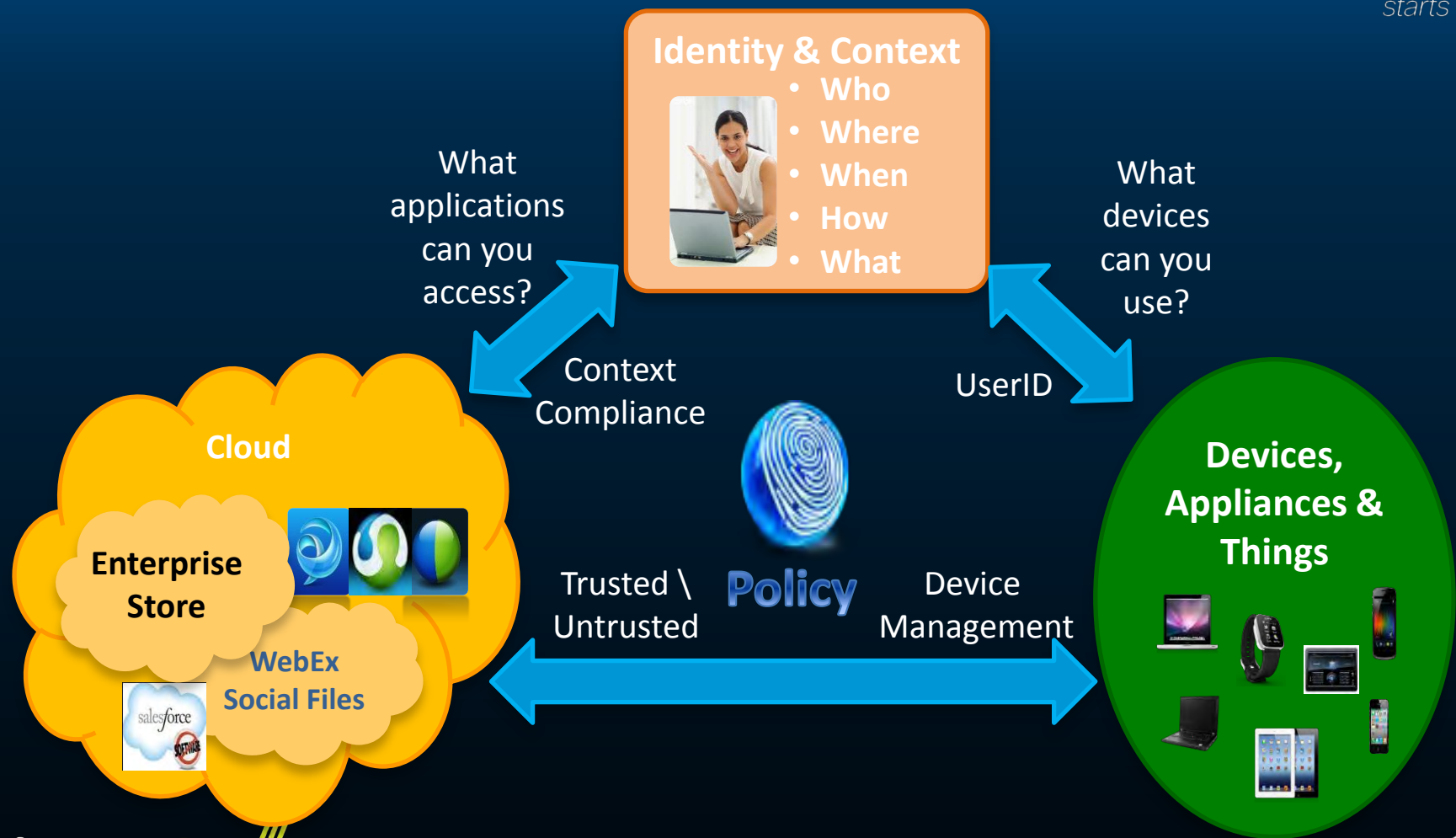


CISCO INNOVATE

The Internet of Everything – Connect The Unconnected



...a context-aware architecture that ensures security, compliance & high performance ...



3

... and a secure, agile & cost-effective virtualised environment



Security

- Business Continuity
- Reduces impact of asset loss
- Secures IP

Agility

- Accelerates boarding
- Quickly scale up and down
- Reduces integration time for acquisitions

Cost Savings

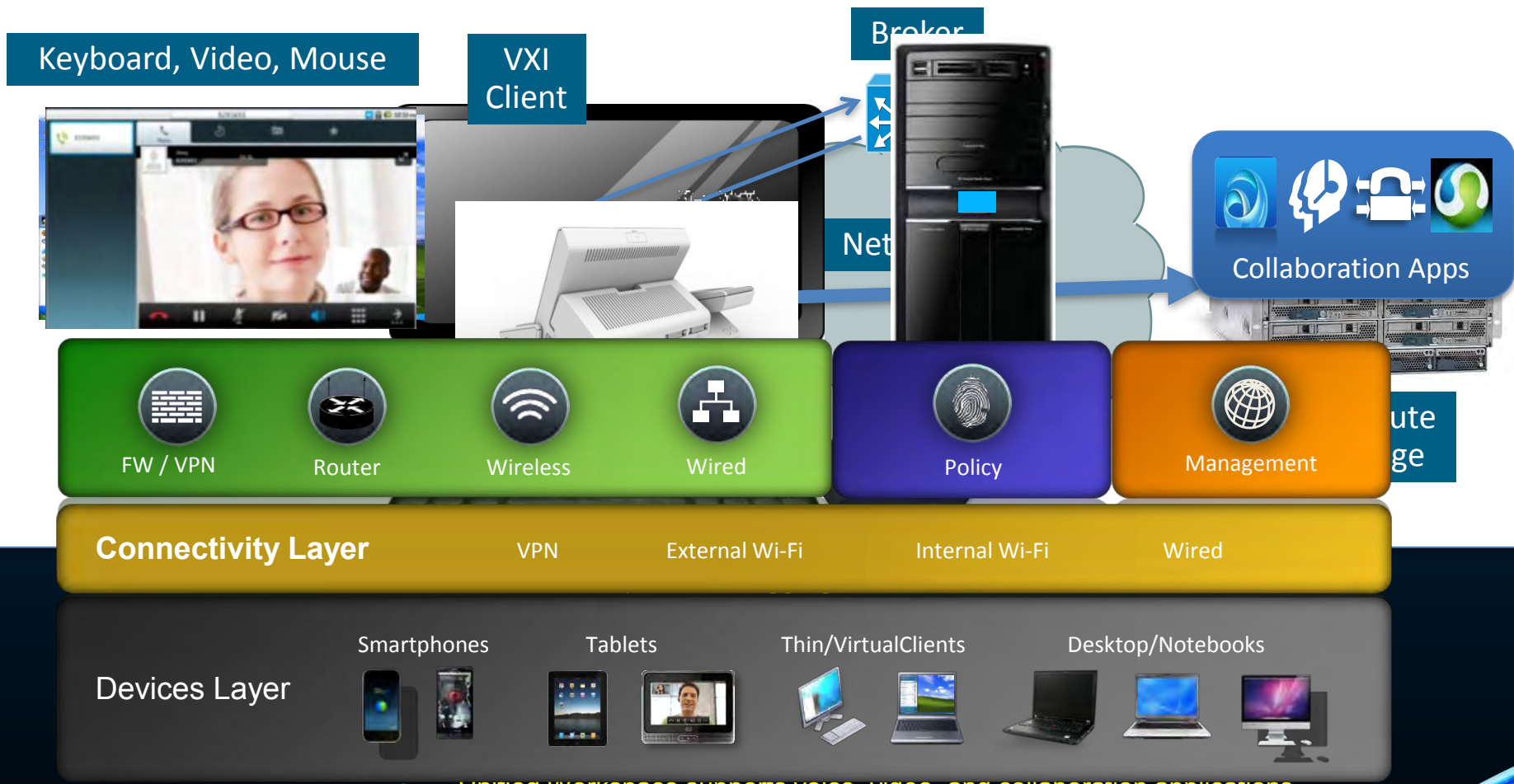
- Extends asset life
- Low cost device
- Compute density

New Services

- Enabler for BYOD
- Simplifies Extranet solutions
- Seamless integration voice, video, and data
- Expand to non-voice, complex services

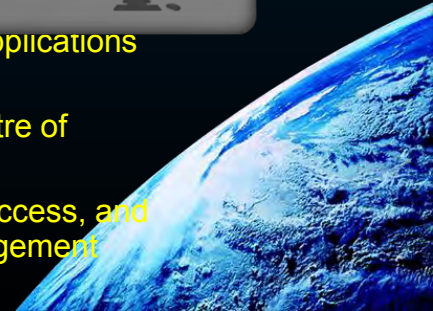


What is Cisco Unified Workspace?



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The Internet of Everything –
Connect The Unconnected

- Unified workspace supports voice, video, and collaboration applications like IM, Presence, Conferencing, and Contact Center
- Unified workspace enable the engagement of SME's and 'centre of excellence' via remote expert
- Unified workspace supports wired/wireless, internal/external access, and company-own/employee-own devices with security and management



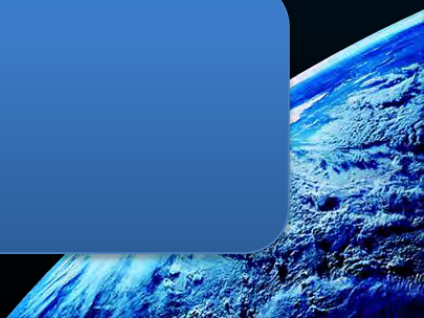
Use Case #1 – Next Generation Call Centre



TOMORROW starts here.



Call Centre



Use Case #2 – Expansion to Non-Voice, Complex Services



Data Centre



Questions?

Thank You



TOMORROW starts here.