Agenda

- Discuss the major Trends and Challenges affecting the Global Workspace
- Understand the implications of these Challenges on current environment including the Workplace
- Take you through Cisco’s own Workplace transformation Journey
- Review a new design paradigm, Activity-based Working, and the role technology plays
- Conclusion
The Millennials are here...and NextGen is catching up fast!
The physical workplace, and how and where people work are being redefined

<table>
<thead>
<tr>
<th>Devices</th>
<th>Collaboration</th>
<th>Flexibility</th>
<th>Consumerization</th>
<th>Work Life</th>
</tr>
</thead>
</table>
| • 15 billion connected devices by 2015 and growing  
• 2 networked devices per capita: 2015  
• Connecting not just people but machines (2 billion by 2015) | • Workplace more distributed than ever  
• Lots of geographically dispersed teams  
• Often have to bridge multiple time zones | • Younger workforce driving change  
• Still need to retain ageing talent  
• Higher traffic congestion  
• Growing demand for home-office and near-office options | • Consumerization of IT  
• Driving new product innovations  
• IT applications and services are more socially aware and user friendly | • Interplay between professional and personal lives  
• Balance key to talent attraction and retention |
Transforming the workplace is a cross-functional initiative and not owned by a single department anymore

...Posing New Challenges

How do I attract and retain the best talent?

How do I meet internal and external stakeholder expectations?

How do I collaborate and work more effectively?

How do I outsource my real estate costs and still meet business needs?

How can I implement new apps and IT innovations with minimal disruption?
In the Workplace of the Future Facility Management and IT Systems Need to be in Synch...
...Because Building Energy Consumption needs urgent attention

Total Energy Consumption
- Transportation 25%
- Manufacturing 50%
- Buildings 25%

Enterprise Buildings
- Heating, Cooling, and Ventilation 58%
- Lighting 11%
- IT Equipment 25%
- Other 6%

IT Equipment
- Servers 16.2%
- Printers 14.5%
- Wired Telecom 7.3%
- Wireless Infrastructure 6.1%
- Consumer Communications 6.1%
- Handheld Devices 0.5%
- PCs, Laptops & Monitors 31.5%

Urgent Need to Make Buildings Smarter and reduce Energy Wastage

Source: UK Energy Efficiency Best Practice Program; Energy Consumption Guide 19: Energy Use in Offices
Cisco’s own Experience in building a Smart+Connected Workplace
Legacy Challenge...Multiple Industries and Technologies

Dozens of Building Systems

Managed on One IP Network

Lower Operating Costs

Less Environmental Impact

Equipment Vintages from 15 Years to Present is Common

- Indoor Air Quality Services
- Air Filters
- Air Handling Unit Controllers
- Exhaust Fans
- Smoke Detectors
- SolarPV
- Cooling Towers
- Elevators Zone Control Panels
- Lighting Units
- Halon System
- VAV Units
- Diffusers
- Cameras
- Intrusion Detectors
- Card Readers
- Access Management Controllers
- Chemical Water Control
- Computer Room Air Handlers
- Pumps
- Fire Alarm Panels
- Rack/Server IDF PDU
- Parking Garage
- Thermostats Humidistats
- Vending Machines
- Electric Gas Heating
- Water Systems
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).

The 2011 Cisco Connected World Technology Report

Source: The Cisco 2010Work 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.

The 2011 Cisco Connected World Technology Report

Source: The Cisco 2010 Work Profile Survey

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

Source: The 2011 Cisco Connected World Technology Report
## Cisco Work Styles

<table>
<thead>
<tr>
<th>Workstation Anchored</th>
<th>Remote Collaborator</th>
<th>Campus Mobile</th>
<th>Neighborhood Collaborator</th>
<th>Highly Mobile</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
Cisco’s own deployment of its Smart Workplace Solution globally

- Due to higher operational efficiency and real estate space utilization, we eliminated the requirement of one new building at our Bangalore campus
- Savings of approx $60M in capex
- Intangible benefits in employee satisfaction, increased productivity and team collaboration

<table>
<thead>
<tr>
<th>Region</th>
<th>No of Smart Space enabled</th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>2576</td>
</tr>
<tr>
<td>Singapore</td>
<td>1125</td>
</tr>
<tr>
<td>Australia</td>
<td>586</td>
</tr>
<tr>
<td>USA (50% InProgress)</td>
<td>19970</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>24257</strong></td>
</tr>
</tbody>
</table>
Cisco Workplace Transformation Vision

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 |
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.
A New Design Approach for a Smart+Connected Workplace
A Smart Work Place understands and responds to users in ways they need it to:

- **Safeguards me & my information**
- **Personalizes my workspace**
- **Senses where I am**
- **Enhances my productivity**
- **Helps me collaborate better**
- **Improves my work-life balance**
- **Gives me Choice**

Access Everywhere

Work Anywhere
Putting the User at the Centre of the Experience

Smart Spaces
Cloud Applications
Desktop Applications

USER
Flexible Seating for Voice and Video

Mobility Applications
WebEx & Jabber

Concentrate
Quiet Rooms
Collaborate
Collaboration Rooms
Socialize
Social Rooms
Learn
Learning Rooms
Smart+Connected Workplace

Make workspaces available, when and where people need them, on demand

- Brings together and improves the physical, virtual, and experiential aspects of the workplace
- Ensures better use of conference rooms
- Optimizes office space and resource utilization
- Maximizes hot-desking success
- Provides greater insight into occupant’s behavior, collaboration touch points, and workflows
- Lowers energy costs
- Delivers apps for training, advertising, and emergencies
Smart+Connected Workplace Architecture

Administration interface
- Web Portal

End user interfaces (Accessed within Intranet)
- Kiosk/Signage
- Room Panels
- IP Phone
- Web Portal
- Smartphone

Smart+Connected Spaces Software
- Abstraction layer
- Adapters

Integration Interfaces
- CUCM v8.x, 9.x
- Crestron A/V Controller
- IEC 4610/32
- Directory Services
- SMTP
- BMS Gateway

Cisco

Virtualization

Middleware Platform
Cisco Smart+Connected Workspace provides an end-to-end solution for all types of workspaces.
Visitors self register at the lobby, employees use digital signs in hallways to find people, spaces, and routes.

**Guest Experience Management**
- Guest self registration
- Employee (host) notification
- Video call with employees
- Visitor pass/badge printing

**Digital Signage**
- Internal communications via digital signage
- Sustainability/Green initiatives, consumption information
- Emergency notifications
Digital Signage Features for Social Spaces

**Information Signage**
- Amplify internal and external announcements
- Advertise products and services
- Show custom information e.g. transportation schedules

**Green Advisor**
- Aggregate utility consumption data
- Capture trends through graphs and charts
- Compare consumption data
- Promote awareness via Green tips

**Emergency Notifications**
- Signpost emergency exits, critical resource locations during emergency situations
- Share evacuation plans and emergency resource locations

**Key Benefits**
- Greater utilization of common area signage
- Simplified management of signage content via single interface
- Integration with safety systems
Employees reserve personal workspaces best suited to different tasks, seamlessly shifting from touchdown areas to video privacy rooms.

**Flexible working**

- Simple reservation (in advance or adhoc) via multiple end points e.g. web, kiosk, smartphone app etc.
- Workspace personalization
- Tools to search and navigate to people, desks, rooms, office spaces etc.
- Integration with Jabber enhances employee collaboration
- Integration with building management systems (e.g. lighting, heating etc.) for space control and energy savings
Smart+Connected Personalized Spaces for Focus

### Devices
- See which workspaces are available or in-use
- Quickly select from favorites
- Search by workspace type, equipment, etc.
- Make single reservation or booking over multiple days

### Locate
- View neighborhoods (zones) on floor plan
- Locate colleagues, searching by name/id to see where they are sitting
- View Jabber status of colleagues

### Experience
- Check-in via mobile/IP Phone:
  - Digital and comfort settings take effect
  - Calendar, RSS feeds etc. show on personal signage
  - IP phone extension updates, personal signage displays pictures, calendar, RSS feeds etc.
- Can also use IP phone to:
  - Confirm / cancel / extend reservation
  - Manage space resources
  - View meeting and join webex with one-click

### Administration
### Internationalization and localization
### Role-based access control
### Reports and business intelligence
Simplified with accelerated room scheduling and tighter integration with physical and virtual collaboration resources

Meeting room management

- Advance / Multi-Party / Ad-hoc room scheduling
- From multiple sources: web, kiosk, smartphone app, IP phone, Outlook
- Wayfinding enabled by signage, web, smartphone, app
- BMS integration for greater energy savings and in-room control
- AV integration for seamless Audio Visual element
Smart+Connected Meeting Spaces for Collaboration

**Schedule**
- Multi-channel reservations
- Room configuration based on needs
- WebEx integration for one-click-launch
- MS Exchange integration for real-time visibility of rooms

**Locate**
- View your meetings via smartphone, kiosk etc.
- View ongoing meetings on wall-mounted digital displays
- Wayfinding to room from current location

**Collaborate**
- Use IP phone to:
  - Confirm / cancel / extend meetings (also enabled via room display)
  - Control A/V systems, temperature, lights and blinds
  - Launch WebEx meetings
  - Raise trouble tickets

**Dynamic room configuration**
**Wayfinding administration**
**Role based access control**
**Utilization and no-show reports**
Simplified Room Scheduling Through Outlook

- Auto suggestion for best room based on invitee locations
- Integration with WebEx and TMS for fast, simple setup
- Make requests for equipment/catering or change in room configuration
- Multi room combinations for conflict resolution
- Mark invitees as guests for easy management
Understanding Utilization

Understand employee behaviors while in the workplace:

- Usage of various workspaces
- Utilization vs Occupancy
- View common dwell areas
- Measure footfall and common paths

Provide insights on guest experiences

Real-time and historical reporting on workspace utilization

Measure effectiveness of workplace design
Understanding Employee Relationships

Measure how collaboration creates connections

Provide insights on how employees connect, communicate, and collaborate

Provides the insight needed to understand and measure effectiveness of relationships
Feature Highlights and Summary

Collaborative Workplace
- Simplify room and space scheduling
- Locate people, spaces, and resources with dynamic wayfinding
- Gain savings by reducing real estate to headcount ratio

User Centric Design
- Enhance employee productivity
- Increase adoption of workplace tools
- Enable location-based services

Energy Efficient
- Reduce energy consumption
- Communicate sustainability related information
- Contribute to corporate sustainability
# How Cisco Benefited

## Typical floor in San Jose

<table>
<thead>
<tr>
<th></th>
<th>Legacy environment</th>
<th>Cisco Connected Workplace</th>
</tr>
</thead>
<tbody>
<tr>
<td>Usable area</td>
<td>49,000 sq. ft.</td>
<td>49,000 sq. ft.</td>
</tr>
<tr>
<td>Work space</td>
<td>70% individual, 30% collaborative</td>
<td>30% individual, 70% collaborative</td>
</tr>
<tr>
<td>Use pattern</td>
<td>Traditional, Assigned</td>
<td>Flexible, Unassigned</td>
</tr>
<tr>
<td>Seat capacity</td>
<td>300</td>
<td>375</td>
</tr>
<tr>
<td>Enclosed meeting spaces</td>
<td>16</td>
<td>72</td>
</tr>
<tr>
<td>Usable area / capacity*</td>
<td>163 sq. ft.</td>
<td>111 sq. ft.</td>
</tr>
<tr>
<td>Chargeback per employee</td>
<td>$5,162 per year</td>
<td>$2,596 per year</td>
</tr>
<tr>
<td>Persons housed</td>
<td>255</td>
<td>400-500*</td>
</tr>
</tbody>
</table>
Use Case 1: When a C-Level meeting has to be set up quickly and WebEx / TP rooms reserved on the fly?

Exec Assistant Judy’s boss is traveling abroad but wants to move quickly to set up a virtual internal team meeting to announce a strategic change in her division’s product release plans.

Judy, who is working from home, connects to the corporate VPN and creates a global webinar using the Outlook add-in. As she adds attendees, the system automatically recommends suitably-sized Telepresence rooms nearby to her boss. She also makes this a WebEx-enabled Telepresence meeting and sends out the invite. All done in just a few minutes.

Over 150 people attend the meeting later that afternoon. Judy’s VP joins via video and explains the rationale for change and how the process will be managed. People are invited to participate in Q&A via WebEx. They leave feeling more informed and reassured.
Use Case 2: When an urgent Sales team meeting has to be scheduled with Meeting Room assets while on the move?

Mark is a busy account director. He’s driving back to the office after visiting a client and urgently needs a meeting to discuss a new opportunity.

He uses the Space app on his smartphone to find an available meeting room. With a few clicks he assembles an expert team to work on the bid, some joining in person and some virtually. The room is instantly reserved and the attendees get the invite with the WebEx details. All done from Mark’s car. All in real-time.

The tender response is completed and sent out in half the time it would normally take, leaving Mark and the team free to win more deals.
Use Case 3: When the HR team makes an office reservation in a remote office but is late to occupy the meeting room?

Brooke is on the train. She’s on her way to another office to support a three-day recruitment drive. Using her smartphone she looks up where the interviews are going to be held and reserves a nearby workspace for the next few days.

The train gets delayed. Brooke receives email reminders to check if she still wants the booking, or whether it can be released. When she reaches the office, Brooke uses her Smartphone app to navigate and find her desk.

Running late, she checks-in to the workspace by scanning a QR code. Her extension transfers to the IP phone. Brooke takes out her laptop and quickly connects to the office WiFi. She still has enough time to print the candidate’s CV and prepare questions for the first interview.
Use Case 4: When Facilities Management is concerned about rising energy costs in offices?

Andrew works at head office. The building has several floors, lots of occupants, a large boardroom and 12 meeting rooms. Andrew has lots of things to worry about. Thankfully energy management isn’t one of them.

Using Cisco Smart Workplace he’s set up energy saving policies. Before, the lights in the boardroom and meeting rooms used to come on at 07.00 when the building opened and often stay on for the rest of the day. Now, they switch on 15 minutes prior to scheduled meetings, cutting the company’s power bill significantly.

He can also view detailed reports showing usage and utilization of workspace and meeting rooms. Andrew is using this new insight to deliver more savings, confident his practical decisions won’t negatively impact users or productivity.
Use Case 5: How to manage No Shows and still use the office meeting resources efficiently?

Trying to book a room on Mondays is a nightmare. It’s the start of the week and most people come into the office to catch up.

A room has been booked from 9.00 to 11.00 but the attendees all decide to attend virtually via WebEx. Inside the meeting room is a tablet. Since no one has checked-in the room is released.

Steve has a delicate staff interview to conduct and it’s been weighing heavy on his mind. It’s started to affect his own productivity and decision-making. Steve wanders up to the kiosk and can’t believe his luck. Every room is red apart from the released room, which is now green.

They grab some privacy, clear the air, and both leave feeling better and able to focus on their work priorities. The original meeting continues virtually.
Solution Benefits

Workforce
- More choices: work from anywhere, on any device
- Ability to collaborate easily with colleagues
- Consistent experience regardless of location
- Increased productivity

IT
- Simplified deployment using open standards
- Management of multiple IT systems through integrated approach
- Scalable solution
- Optimize IT costs by leveraging assets

Facilities
- Optimize real estate utilization and facility services
- Reduce energy consumption and waste
- Simplify management of facilities assets
- Predict and adopt to changing workplace practices easily

CxO
- Improve employee productivity through better utilization of tools and systems
- Attract and retain employees by offering flexible work options and workplace services
- Higher ROI through systems that increase value together when integrated
In Summary…
Cisco Smart+Connected Workspace Solution Brings together the three Pillars of Workplace Transformation

Workplace Policy
Technology
Space Design
FIVE (5) Pilots for a Smart+Connected Workspace

We will provide the Software Licenses on a 90 day free trial period with your investment only for Installation & Configuration Services

Starting NOW!