webexone EMEA

Sessions

	Seamless Collaboration		Customer Experience		Channel Partners

Day 1
Wednesday, 9 December (GMT)

Opening Keynotes

9:00 am – 10:15 am
The New Webex: The latest innovations powering an inclusive future

10:20 am – 10:40 am
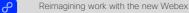Looking to the future: an EMEAR perspective

10:45 am –10:55 am
Welcome to WebexOne EMEAR – Local Host

Breakout Tracks

11:00 am – 11:20 am

Reimagining work with the new Webex

Developing deeper customer relationships with the contact center market leader

A once-in-a-generation market moment: Shaping the future of collaboration

11:30 am – 11:55 am
Real Results: An EMEAR Customer Story with City Football Group

The next generation platform powering the new Webex Contact Center

Real Results: An EMEAR Customer Story with ITGL & Coventry University

12:15 am – 12:35 pm

Leveraging the power of Calling in Webex

Pushing cloud innovation boundaries with the new Webex Contact Center

Webex: Delivering a complete and integrated collaboration framework

12:45 pm – 1:05 pm
Real Results: An EMEAR Customer Story with a Local Customer

Real Results: An EMEAR Customer Story with VELUX

Calling in Webex: A massive opportunity in the collaboration market

1:15 pm – 1:35 pm
Industry insights: Analysts share data on the single platform advantage

Industry perspective: Forrester Total Economic Impact of Webex Contact Center Study

Grow revenue with intelligent devices optimized for the new world of work

Closing Keynote

1:45 pm – 2:25 pm
Looking to the future: The value of technology on work, inclusivity, and humanity

Day 2
Thursday, 10 December (GMT)

Opening Keynote

9:00 am – 10:15 am
The New Webex: powering smart and secure hybrid work experiences

10:20 am – 10:30 am
Welcome to WebexOne EMEAR – Local Host

Breakout Tracks

10:35 am – 10:55 am

Smart hybrid experiences: Part 1 – Enabling remote workers

Investing in the contact center for the future: A conversation with Javed Khan and Lorrissa Horton

Onsite to online: Growing strategic value with the Webex Contact Center

11:05 am – 11:26 am

Smart hybrid experiences: Part 2 – Safe return to the office

Real Results: An EMEAR Customer Story with Arnold Clark Automobiles

Partner perspective: An EMEAR Partner Story with Natilik

11:45 am – 12:05 pm
Real Results: An EMEAR Customer Story with the Netherlands Ministry of the Interior Affairs & Kingdom Relations

Artificial intelligence: The real power behind super agents

Making IT hum: Leveraging the best integrated experience with Webex

12:15 pm – 12:35 pm
Empowering administrators: Innovation that drives the best work experiences

What's shaping your customer experiences?

Exciting, new simplified offers to keep your business thriving in a changing market

12:45 pm – 1:05 pm
Industry perspectives: The future of collaboration with top industry experts

Industry perspective: The future of customer experience with top industry experts

EMEAR Collaboration Partner Vision and Execution for FY21

Closing Keynote

1:15 pm – 1:45 pm
Transformation, Adapting, and Reimagining the Future with Webex

For more information on WebexOne EMEA visit www.webexoneevent.com.

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Day 1
Wednesday, 9 December

Opening keynotes (All times in GMT)

9:00am – 10.15am

The New Webex: The latest innovations powering an inclusive future

True collaboration is an inclusive experience. And in today's work environment it has never been more important to connect and collaborate across the barriers that keep us apart. Join us for a fascinating look into the Webex of the future – see our latest innovations for seamless collaboration and learn about how we're powering inclusive experiences.

During today's keynote, you'll hear from Cisco executives including Chuck Robbins, Chairman & CEO, Jeetu Patel, SVP/GM Security & Applications and Javed Khan, SVP/GM Collaboration plus many more. You'll hear about how we are enabling a broader partner ecosystem, and see why, when the world needs to work, the world works on Webex.

Key Takeaways:
- Hear our strategy for making a better Webex for you
- See innovative experiences for 10x better than in-person interactions
- Discover how you can take advantage of a unified platform

10:20am – 10:40am

Looking to the Future: An EMEAR Perspective

Join Vaughan Klein, Director of Collaboration Cisco EMEA, to unveil the insights from our recently completed Future of Work study. Discover how the EMEAR region is investing in the latest collaboration technology to change and expand the boundaries of human potential.

10:45am – 10:55am

Welcome to WebexOne EMEAR

Your local Collaboration Leader welcomes you to WebexOne. Join this session to discover more about the agenda and how to use our event platform.

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Seamless Collaboration Track

11:00am – 11:20am

Reimagining work with the new Webex

The future of work is now and the way we work and connect must extend beyond the office. We're amid the world's largest work-from-home experiment and with new, blended workstyles, businesses must rethink how tools and devices can help teams securely collaborate.

Welcome to the reinvented Webex—the reliable technology and security you know—now with even more innovation and intelligence. We've empowered smarter, safe remote and hybrid work experiences for over 300 million users around the globe.

Learn how Webex simplifies collaboration with deeper integrations to streamline your important workflows and embedded AI that so you can focus on what matters most while securely connecting with all your devices, all from one single app.

11:30am – 11:55am

Real Results: An EMEAR Customer Story with City Football Group

Join this session to hear how City Football Club responded to the challenges of the pandemic and how Webex helped to bridge the gap between players, staff and fans. Discover why they chose Cisco Webex as their cloud collaboration partner to help achieve their strategic priorities.

12:15pm – 12:35pm

Leveraging the power of Calling in Webex

Did you know that Webex, in addition to being the world's favorite meetings solution, can also provide secure, modern cloud calling services for your business?

That's right, you can connect any of our secure and scalable cloud or on-premises calling services like Webex Calling, UCM Cloud or UCM to the Webex app, turning it into your communications super hub with full business calling capabilities. Business Calling from anywhere has never been easier.

Join us for this session so you can learn more about Calling in Webex, our latest features and how to reimagine your calling business workflows with the power of Webex.

12:45pm – 13:05pm

Real Results: An EMEAR Customer Story with Nomad Foods, Wacker Chemie AG, The European House – Ambrosetti Spa, Crédit Agricole Group

Organizations of all shapes and sizes, from the smallest startup through the world's largest corporations, and everyone in between are benefitting from the flexible and scalable capabilities of the Webex platform. Join one of our 4 customers; Nomad Foods (English), Wacker Chemie AG (German), The European House – Ambrosetti Spa (Italian) or

Crédit Agricole Group (French). Here from business leaders as discuss the unique challenges that faced them in 2020, and why they chose Cisco Webex to enable their remote working and return to office strategies.

1:15pm – 1:35pm

Industry insights: Analysts share data on the single platform advantage

You've heard us talk about all the advantages of Webex's single, integrated collaboration platform: consistent user experience, enhanced productivity, simplified management, low TCO, security, and the list goes on.

But, now, you can get a third-party perspective from industry experts. Some of the industry's leading analysts will join us in this session to discuss their take on different collaboration deployments, the business and economic benefits, and share their recent analysis of the benefits of single platform versus multi-vendor approaches.

Please join analysts from Nemertes and Wainhouse for an insightful discussion on the next generation in business collaboration.

☆ Customer Experience (Contact Centre) Track

11:00am – 11:20am

Developing deeper customer relationships with the contact center market leader

The market has shifted from call centers to contact centers and now to "experience centers" where customer experience is the measurement of success. In today's experience center, customers expect to reach out via their preferred channel, self-serve when convenient, and when they speak to an agent, they expect a solution the first time.

Cisco is a customer-obsessed culture that extends not only to our customers, but to their customers as well.

Hear from Contact Center General Manager Omar Tawakol as he walks through Cisco Contact Centre's strategy for leveraging a next generation platform, artificial intelligence, experience management, and collaboration tools to create amazing customer experiences for end users.

11:30am – 11:55am

The next generation platform powering the new Webex Contact Center

In today's modern customer engagement economy, customer and agent experiences are directly tied to the power of the technology that supports them. Speed of innovation, scalability, and reliability are only as good as the foundational architecture that successive layers are built on.

Cisco has re-defined the standard for the next generation contact center platform of the future, which requires five essential attributes: a native, multi-cloud foundation, openness and extensibility, universal accessibility, intelligence and insight, and orchestration.

Hear from Cisco Contact Center CTO Ryan Plant about how this new platform represents a "tectonic platform shift" that will be the industry-leading contact center of the future.

12:15pm – 12:35pm

Pushing cloud innovation boundaries with the new Webex Contact Center

Learn about the all-new Webex Contact Center, the new benchmark for modern contact centers. Built on a brand new, next-generation, fully customizable cloud platform it provides the perfect balance of an out-of-the-box ready, yet open and flexible solution that can scale to multi-thousands of agents in the cloud.

Watch as Cisco Contact Center product leaders demonstrate how you can delight customers by giving them the answers they need, in any channel they prefer, with astonishing speed.

12:45pm – 1:05pm

Real Results: An EMEAR Customer Story with VELUX

How do you create exceptional customer experiences? Contact centers play an essential role in shaping a company's direction and have become a strategic imperative to driving customer loyalty, innovation and business growth. No other part of your organization touches customers more closely. Hear from VELUX on how Contact Centre drives an exceptional experience with their customers, suppliers and ecosystem partners.

1:15pm – 1:35pm

Industry perspective: Forrester Total Economic Impact of Webex Contact Center Study

Is there a real ROI for a cloud contact center deployment? This session will explore in detail a Webex Contact Center deployment, the value the customer received, and the specific value levers impacted.

Channel Partners Track

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Closing keynote

1:45pm – 2.25pm

Looking to the future: The value of technology on work, inclusivity, and humanity

As we close out the first day, join us for two thoughtful discussions focused on the future. In the first, Javed Khan, SVP/GM of Cisco Collaboration sits down with CXOs from IBM, T-Mobile, Under Armour, and the Dallas Cowboys to share inspiring views of the future and how they are re-imagining work in a post-pandemic world.

Then, the power of technology and compassion will take center stage when Amal Clooney, lawyer and human rights advocate, sits down with Cisco's Chief People Officer, Fran Katsoudas for a fireside chat. They'll discuss harnessing the power of technology to solve global problems and look at the role of tech in enabling a more inclusive future.

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Day 2 (All times in GMT)
Thursday, 10 December

9:00am – 10:15am

The New Webex: powering smart and secure hybrid work experiences

Inclusive collaboration achieves greater productivity and more engaged relationships. We can create our best work with tools that connect people, teams, ideas, and workflows with a single click, gesture, or simply our voice. See how we can help you build smart workplace experiences in the office, home, or wherever you work.

Get a view into Webex security, analytics, and management to make your collaboration environment run smoothly. And you'll see first-hand how Webex powers the customer experience like no other, giving everyone the advantage of better-than-being there interactions – together.

Key Takeaways:

- Learn about how Webex can help you work better no matter where you are
- Hear about the latest innovations in managing your collaboration portfolio
- See how Webex is powering the future of work

10:20am – 10:30am

Welcome to WebexOne EMEAR

Your local Collaboration Leader welcomes you to WebexOne. Join this session to discover more about the agenda and how to use our event platform.

 ## Seamless Collaboration Track

10:35am – 10:55am

Smart hybrid experiences: Part 1 – Enabling remote workers

The world of work changed in 2020. Remote work became the new normal. For many, this was their first experience of remote working at scale. As we enter 2021, organizations need to embrace hybrid workstyles. Many workers will continue to work from home, while many others will be making their first tentative steps to return to the office.

Join this session to hear how the Cisco Webex app, platform, and new intelligent devices are delivering seamless collaboration experiences. Hear how they are enabling remote workers to stay connected, engaged, and productive– ready for their return to the office. And discover how Cisco Webex Control Hub is empowering IT with comprehensive management and analytics.

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11:05am – 11:26am

Smart hybrid experiences: Part 2 – Safe return to the office

As you plan for employees' safe return to the office as part of a hybrid workforce strategy, discover how the intelligent workplace, powered by the Cisco Webex app, platform, and integrated devices is keeping workers safe and productive.

Join this session to hear about how new Webex devices that are transforming the office desktop experience. Hear how Webex Room systems are helping maintain social distancing and removing barriers to productive meetings. And about new mobile devices to enable deskless workers to collaborate and be productive on the move.

Get insights from Webex Control Hub that help IT, HR, and Workplace Resources teams manage a safe return to the office and optimize real estate utilization.

11:45am – 12:05 pm

Real Results: An EMEAR Customer Story with The Ministry of Interior Affairs, The Netherlands.

Hear from a senior IT executive from the The Ministry of the Interior Affairs, The Netherlands as they describe how the Cisco Webex platform enabled them to respond to the pandemic at speed. Hear how Webex helped them to provide delightful user experiences to all staff as they embarked on the remote work transition.

12:15am – 12:35pm

Empowering administrators: Innovation that drives the best work experiences

The Webex single platform advantage gives users an integrated experience across meeting, messaging, and calling— backed by a single point of security and IT administration with the Webex Control Hub.

The Webex Control Hub gives IT administrators visibility into the user experience. The Webex Control Hub helps you drive user adoption with an analysis of what's working and what could be improved. It allows real-time meeting troubleshooting and enables IT administrators to join meetings in real-time to help.

Webex provides the most secure user experience with user controls to prevent meetings being crashed by unwanted users, control who can join meetings, and when they can share—and even expel unwanted users.

12:45 pm – 1:05 pm

Industry perspectives: The future of collaboration with top industry experts

The state of how we work is changing rapidly. In just a few months we've gone through the biggest disruption of the workplace in 100 years. And through it all, the companies thriving are those that have adapted to the new normal and embraced change. Listen in on this future focused panel, as top industry analysts discuss this seminal moment of change and how technology is evolving to support the new way of working.

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10:35am – 10:55am

Investing in the contact center for the future: A conversation with Javed Khan and Lorrissa Horton

Customers are requiring more modern customer experiences and businesses are relying on technology to keep up with those expectations. Specifically, the areas of Artificial Intelligence, Experience Management, and programmable platforms are being utilized to change how the Contact Center operates.

Cisco has been an innovator and thought leader in the contact space for two decades. Hear from Cisco Collaboration and Contact Center executive leadership as they discuss Cisco's contact center vision for the future, how it integrates as part of the collaboration technology portfolio and how Cisco will continue to create technology to power next-gen customer experiences.

11:05am – 11:26am

Real Results: An EMEAR Customer Story with Arnold Clark Automobiles

Cisco Contact Center solutions provide AI-powered customer experiences and an in-depth view of your customer's journey. Hear from Maria Therese McGhee, Head of Technology Change, Deputy CIO at Arnold Clark, on how Cisco's Contact Center portfolio empowered their customer journey.

11:45am – 12:05 pm

Artificial intelligence: The real power behind super agents

Artificial intelligence is one of the most exciting technological innovations of the modern age and is being used to solve a number of problems for the contact center. AI offers new ways to automate tasks, create new efficiencies, and augment the performance of agents to empower them to achieve more and provide better customer experiences.

Join Nikki Heyder, Product Manager of Cisco's Contact Center AI portfolio, to hear about how Cisco is powering contact centers with AI to deliver fast, intuitive self-service, and create "super agents" who are empowered with context, insights, and intelligence to deliver timely, accurate responses that improve customer satisfaction, loyalty, and lifetime value.

12:15am – 12:35pm

What's shaping your customer experiences?

Every business wants to have great relationships with their customers, but not everyone achieves this goal - even if they claim to be customer-centric. According to Cisco's global contact center survey, 53 percent of contact centers report into a CX executive, and yet 72 percent of contact center executives say that fragmented customer experiences are one of their top 5 business challenges.

Join Vinod Muthukrishnan, CX pioneer and Chief Growth Officer of Cisco Contact Center, for this fascinating conversation on what it takes to make CX a strategic priority, and the critical role the contact center plays in the customer journey to drive competitive differentiation and better business outcomes.

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12:45 pm – 1:05 pm
Industry perspective: The future of customer experience with top industry experts

Join leading collaboration and contact center industry analysts Sheila McGee-Smith, Principal Analyst with McGee-Smith Analytics and Blair Pleasant, Principal Analyst with COMMfusion for a thought-provoking dialogue about the future of customer experience.

In this session, these experts will provide:

- Insightful analysis on the state of the cloud contact center market

- How cloud contact centers impact business outcomes

- Major buying criteria and decision points observed

- Reflections on Cisco's strategy and customer value

- What's ahead–predictions and market vision

Channel Partners Track

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Closing keynote

1:15pm – 1:55pm

Transformation, Adapting, and Reimagining the Future with Webex

As we close out our inaugural event, this is one session you won't want to miss! Jeetu Patel, Cisco's SVP/GM of Cisco Security and Applications will sit down with RuPaul Charles, Emmy-award winning host of RuPaul's Drag Race. As a vibrant entertainer, author, singer, and actor, RuPaul has been on a journey of promoting inclusivity. As the face of Webex in 2000, RuPaul and Jeetu will speak about the journey Webex is on towards transformation and creating 10x better experiences.

Aruna Ravichandran, CMO for Cisco Collaboration sits down with futurists and thought-leaders Soraya Darabi and Josh Bersin to talk about reimagining a new future in the wake of this global experiment in remote work.

Speakers:

Aruna Ravichandran, Cisco

Soraya Darabi, TMV

Josh Bersin, Global Industry Analyst

Jeetu Patel, Cisco Systems

RuPaul Charles, Pop Culture Icon and Entrepreneur

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