



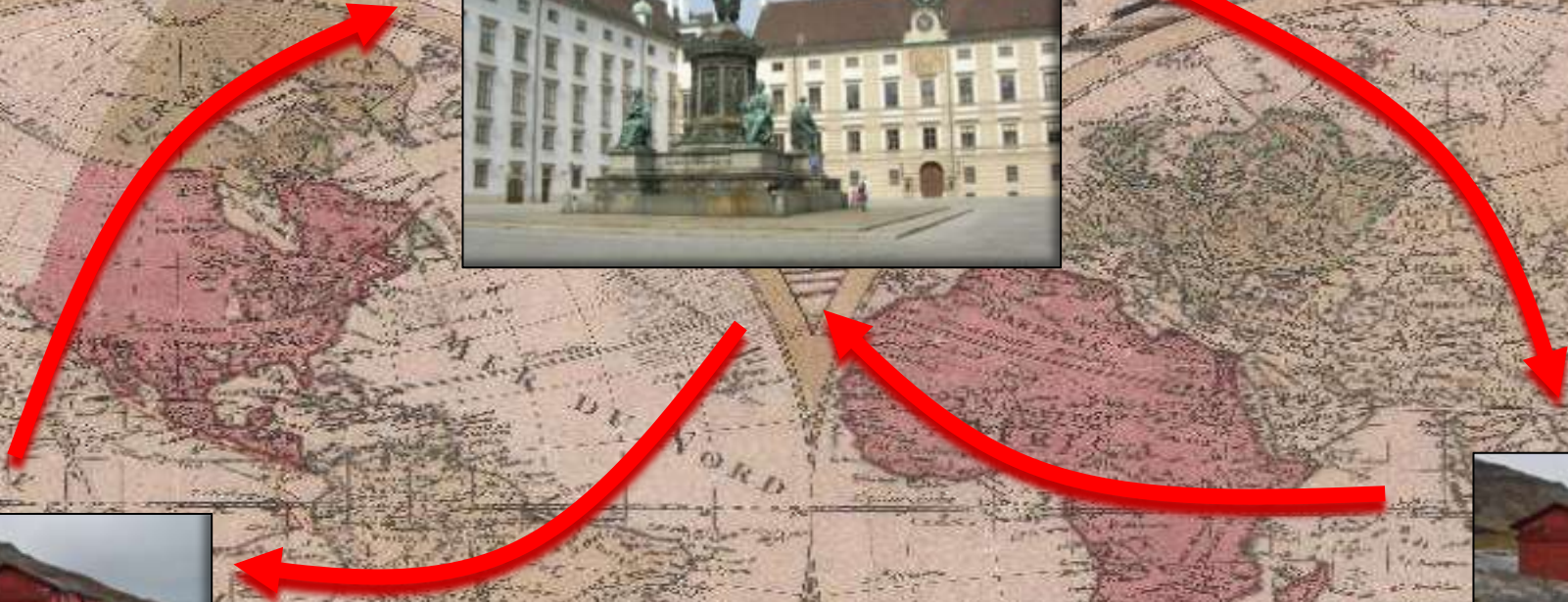
Roadshow 2012
Is your **network** ready?

The New Collaboration Experience

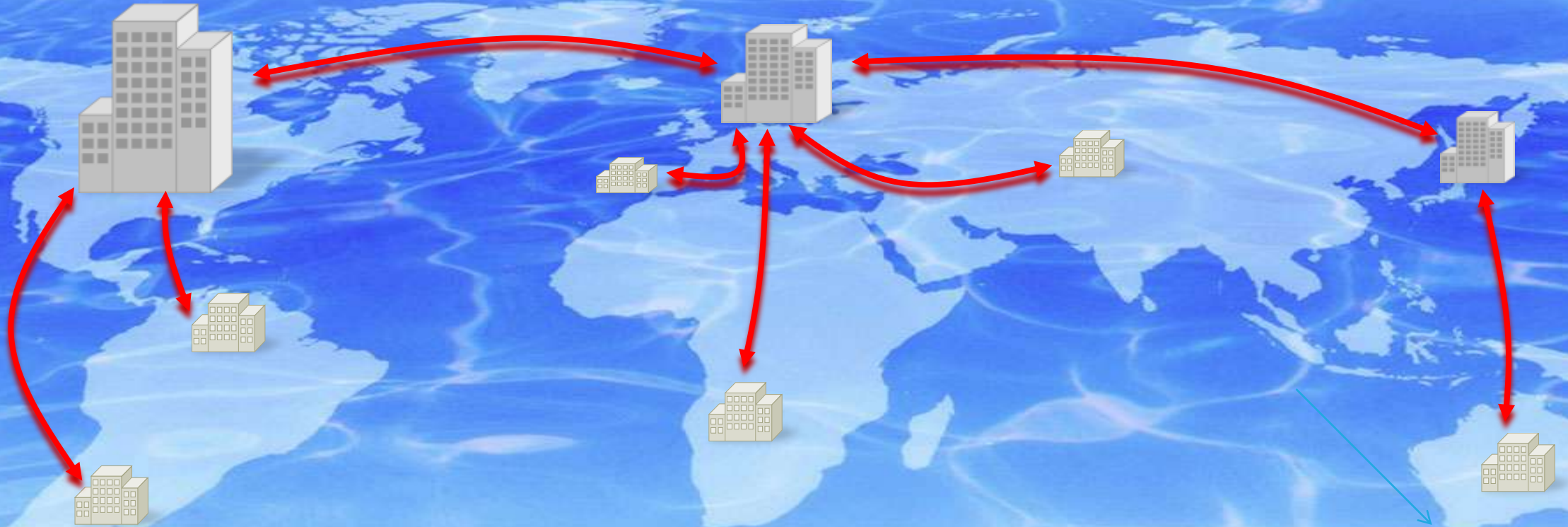
Joao Justo Goncalves

Collaboration Sales, Cisco Portugal

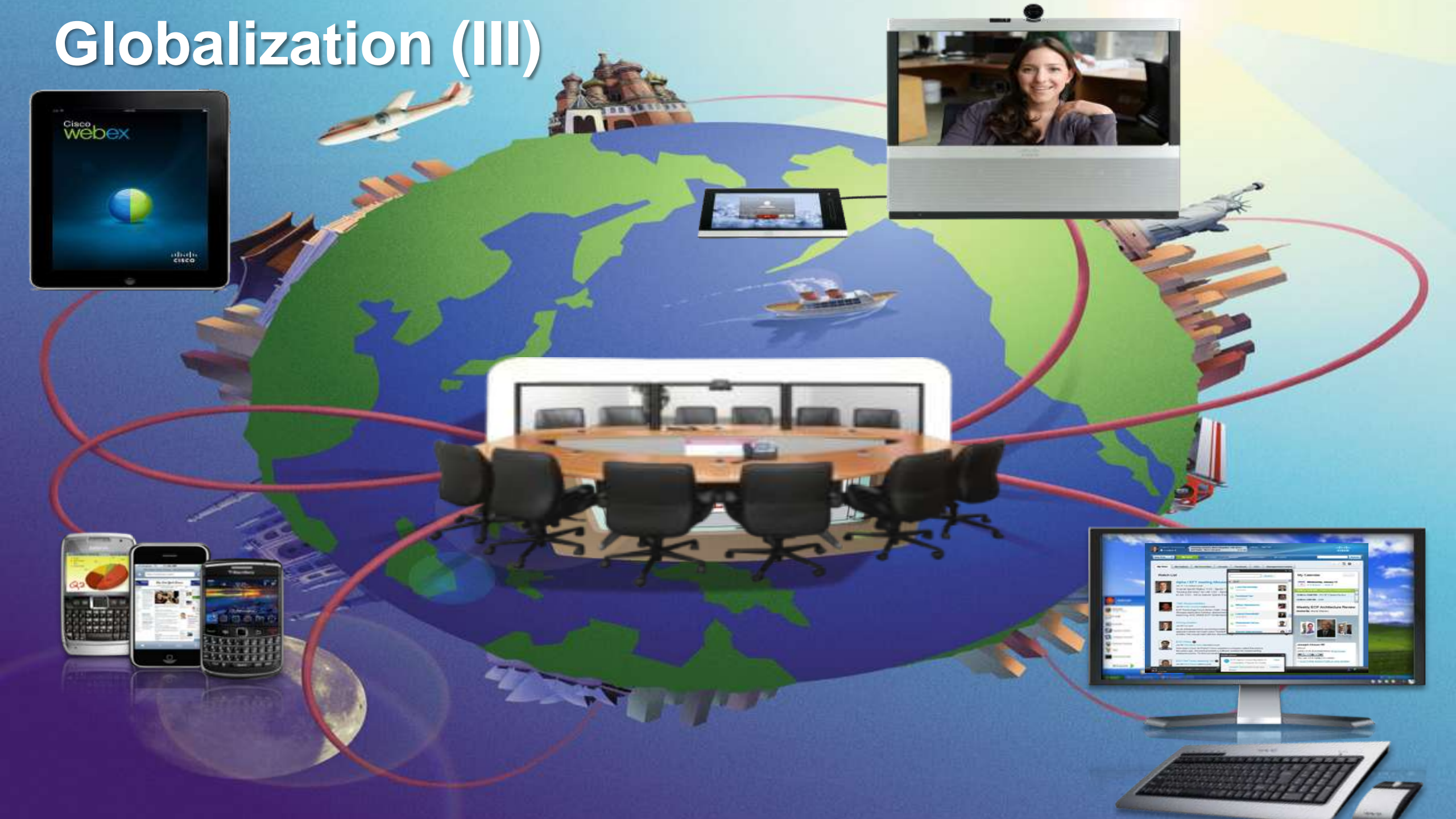
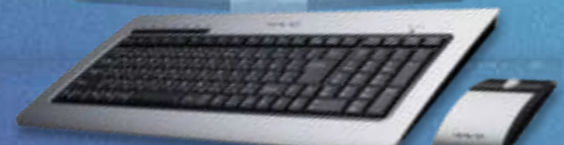
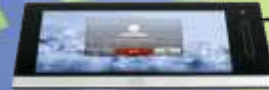
Globalization (I)



Globalization (II)



Globalization (III)







3

billion



PC World

Post PC World

Applications



Client OS



Server Architecture



Devices



Cisco Jabber



All-in-one UC Application

- Presence & 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

Best Experience Across PC, Tablet and Phone

Addressing Needs of Post-PC Workspace

PC

Win OS Mac OS



The PC section displays various views of Cisco collaboration software. On the left, a desktop monitor shows a video conference with a woman. Below it, a laptop screen shows a contact list with names like William Thomas, James Taylor, and Chris Potts. In the center, a tablet displays a contact list for Brad Moritz with names like Asha Hentzer, Ana Mentez, and Brian Trimmer. On the right, another laptop screen shows a chat window with messages from Brad Moritz and Luke Gordon.

Tablet

iPad Cius Samsung



The Tablet section shows the same Cisco collaboration software adapted for tablet devices. At the top, an iPad displays a home screen with various app icons. Below it, a Samsung tablet shows a contact list with a pie chart. At the bottom, a Cius tablet displays a video conference with a man.

Phone

iPhone Android Blackberry Nokia

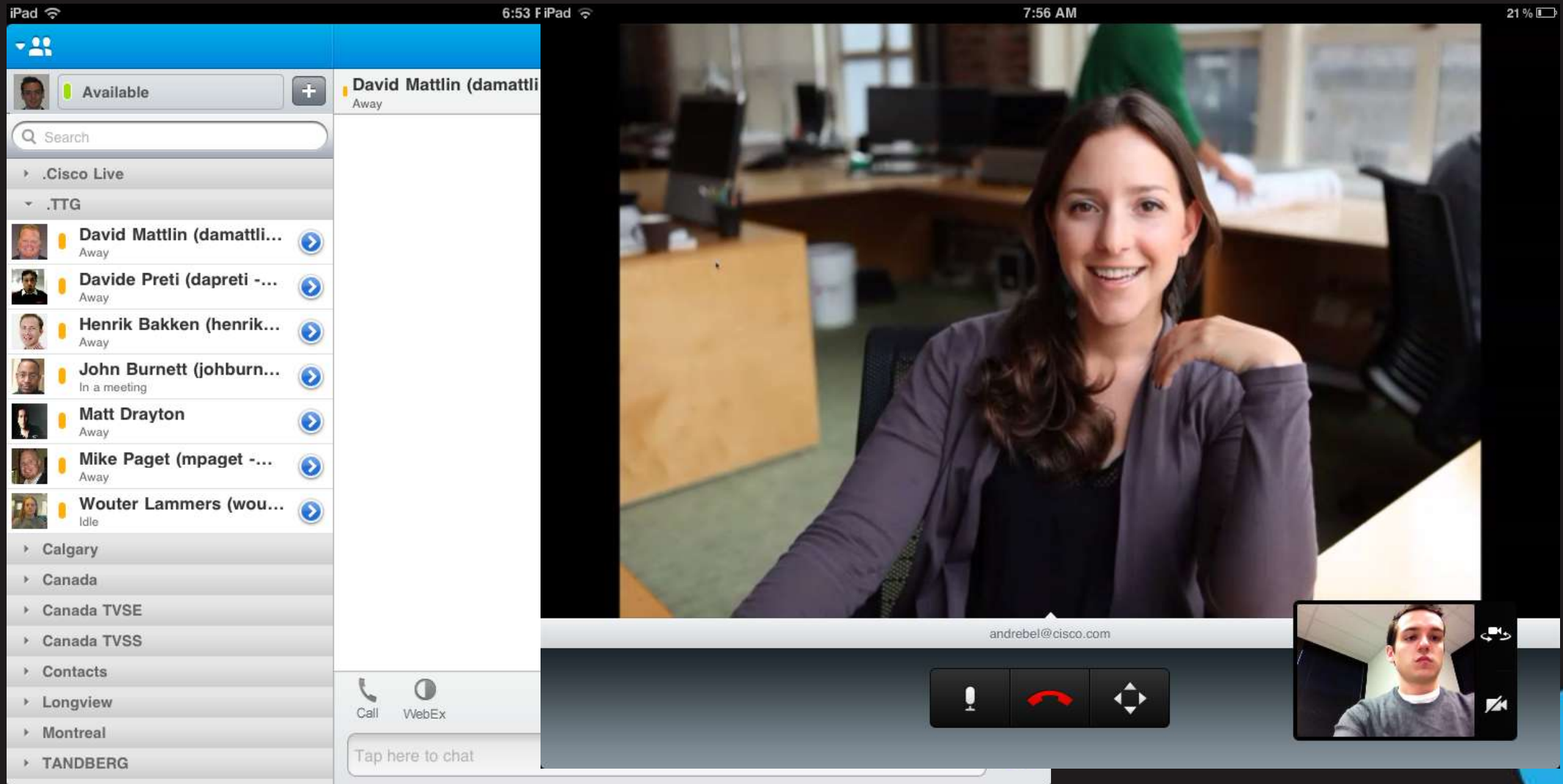


The Phone section shows the Cisco collaboration software on four different smartphone models: an iPhone, a Samsung Android phone, a Blackberry, and a Nokia. Each phone screen displays a contact list or a video conference interface adapted to the device's screen size and input methods.

- Changes in device ownership
- More choice - When, where, how & what device

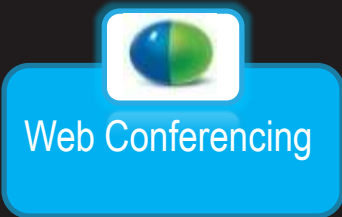
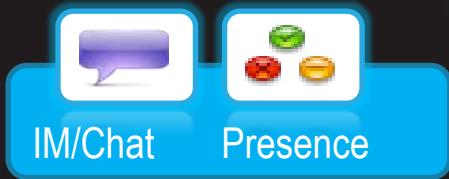


Jabber Video for iPad

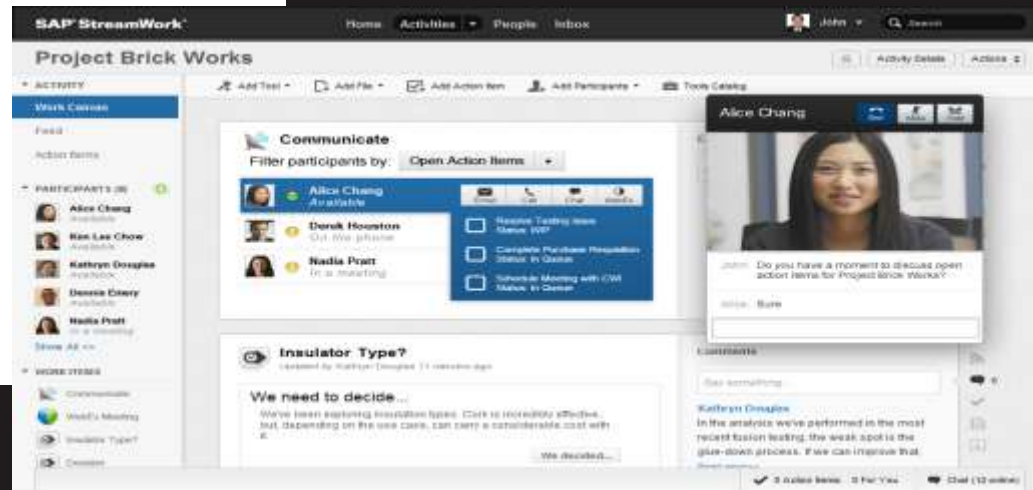


Cisco Jabber Web Software Development Kit (SDK)

Collaboration-Enable Web Applications

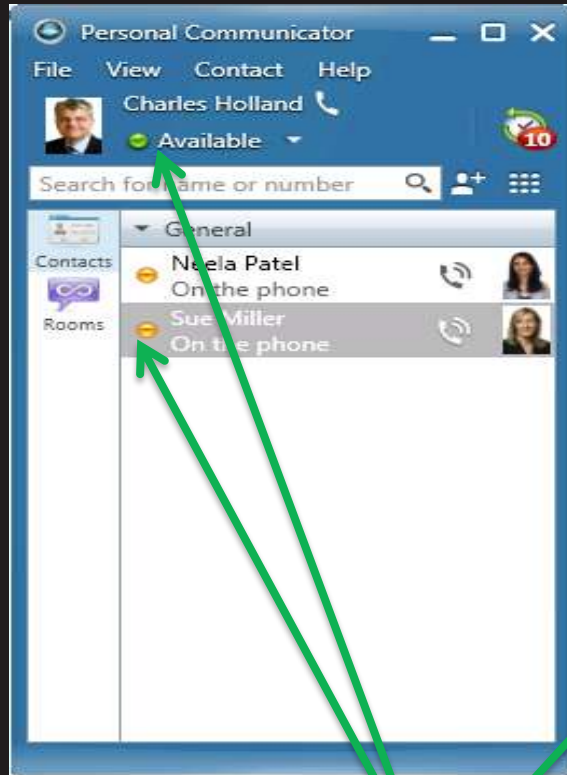


- Rel. 1 available
- Video
(Windows) - Q2 CY12
(Mac) – Q3 CY12
- SFDC, Google, LinkedIn
- www.jabberdeveloper.com

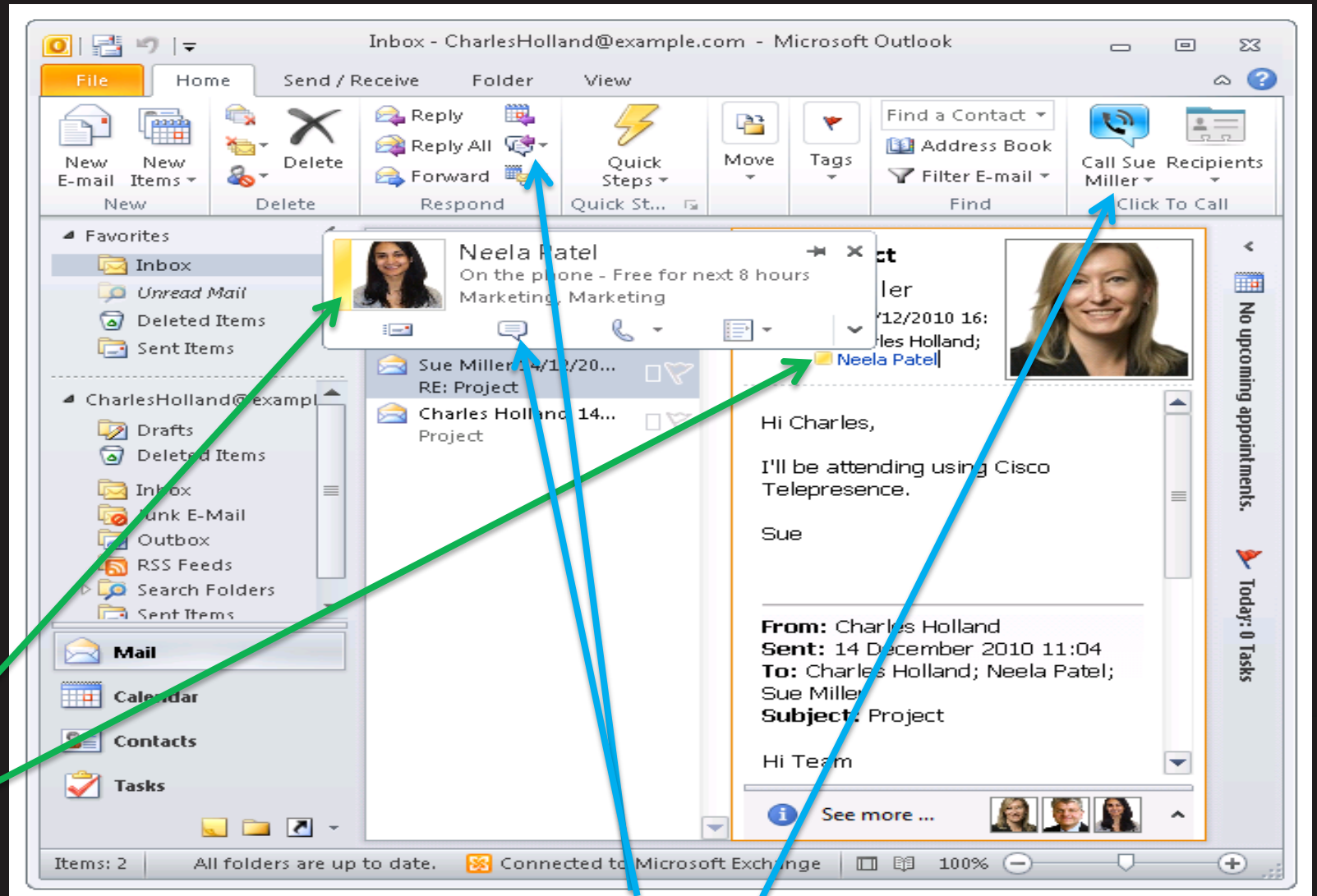


Jabber Microsoft Office 2010 Integration

Microsoft Outlook 2010



Cisco Presence Light-ups



Cisco Click to IM/Call

Virtual



Cisco Virtualization Experience Infrastructure

Bringing Desktop Virtualization AND Collaboration Together

- Data security and compliance
- Business continuity and agility
- Reduced TCO
- Standardized IT experience, customizable user experience



Desktop
Virtualization

Collaboration



- Voice, video, IM, conference
- Presence
- Mobility
- Real time
- Range of devices

IT Standardization

High Quality Experience

Desktop Virtualization: Nomenclature

Desktop Virtualization

Suite of Technologies

- Desktop Streaming
- Application Virtualization
- Terminal Services

VDI

Virtual Desktop Infrastructure

Industry Terms for VDI:

- Gartner: “Hosted Virtual Desktop” (HVD)
- IDC: “Centralized Virtual Desktop”



- End-to-End Architecture & Validation
- Supporting Rich Media /UC
- Enhanced Security
- Application Acceleration
- POE / Energy Wise



Cisco VXI

Rich Media UE restored by VXC 6215/4000&VXI

- Video & Voice Support
- Linux based endpoint
- Monitors
Single:2560x1600
Dual:1920x1200
- No PoE



End User

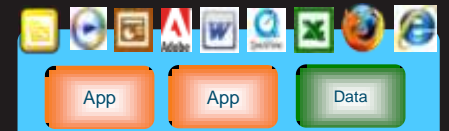


VXC 6215

- Software Appliance on XP and Windows 7
- **Voice Support only**
- Enables VXI Collaboration for refurbished PCs



VXC 4000



Desktop O/S

Desktop Virtualization SW
VMWare/Citrix

Hypervisor
VMWare/Citrix

Unified CM and
Unified
Presence
Server



Data Center



Connection
Broker

Signalling

ICA

Signalling

PCoIP, ICA/RDP

Media Flow outside of Display Protocol

Meet Cisco Cius



High-definition Video with Cisco Cius

- H.264 video standard
- High-definition 720p video
- Cisco TelePresence Interoperability
- Built-in Cameras
- Dual Independent Displays



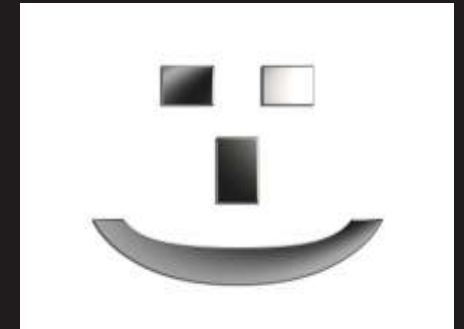
Video

the only form of communication
that conveys the human factor

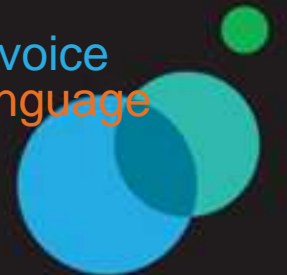


Why Video?

With voice-only you are **missing 100%**
of the unspoken communication



7% words
38% tone of voice
55% body language











Across all Devices

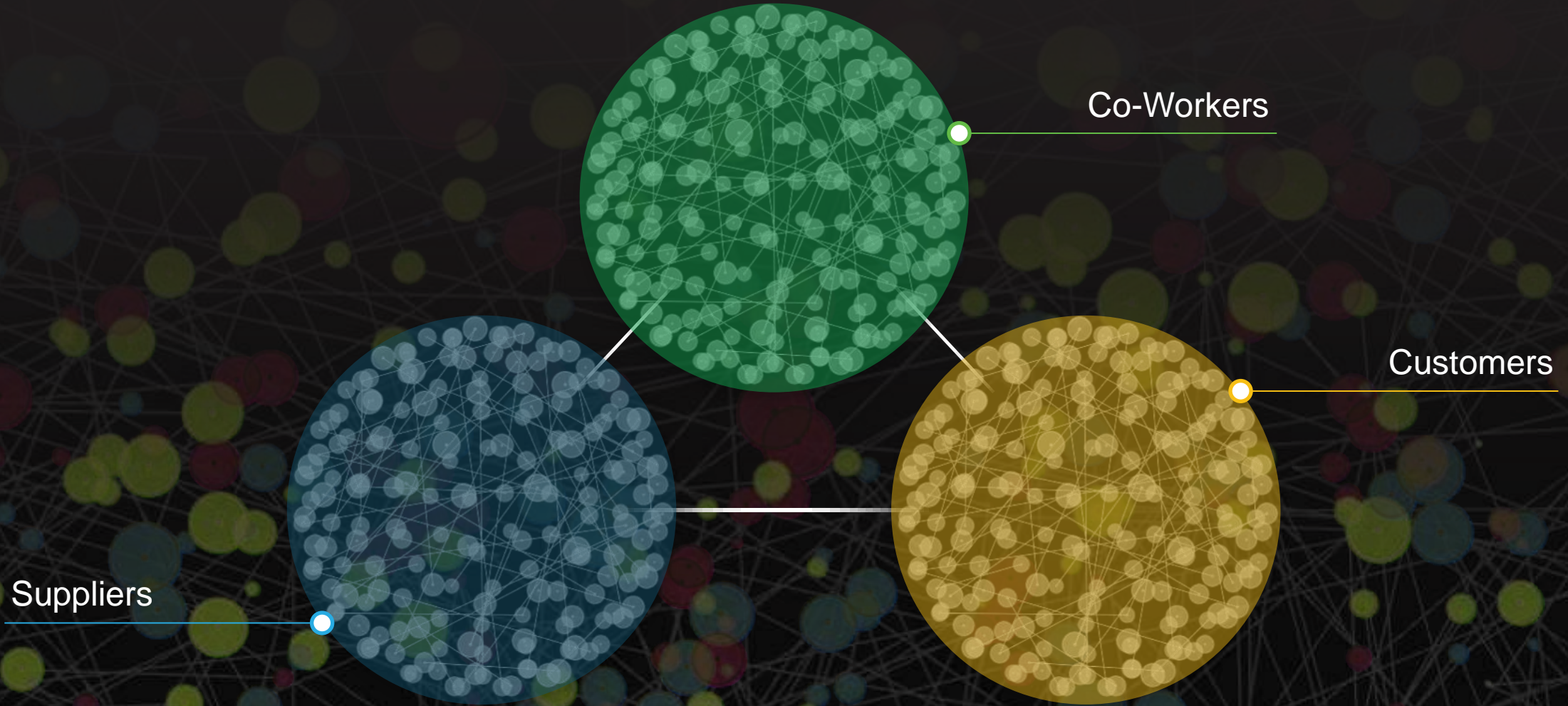


Any Time and Place

Video Becomes Pervasive...



Building a Community of In-Person Experiences

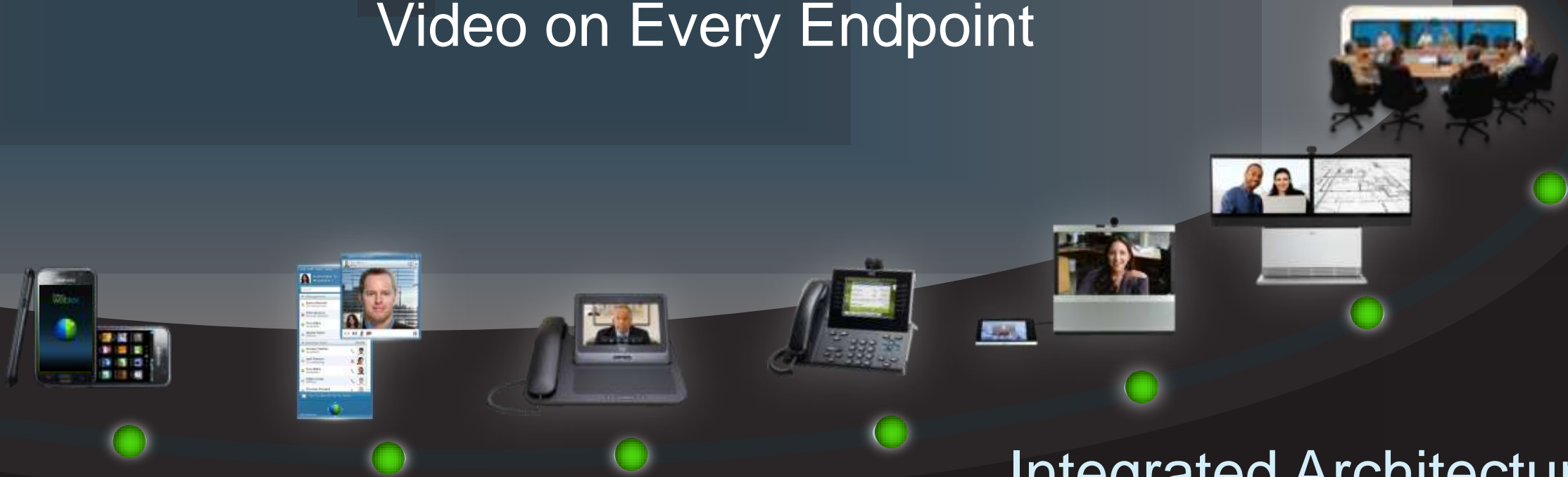


Video enabled devices

from connecting devices to connecting people



Video on Every Endpoint



Integrated Architecture

Cisco TelePresence Broadest Industry Endpoint Portfolio!

Personal



Exec Conf. Room
CTS1100



Exec Office
CTS500



Desktop Appliance
EX60 /
EX90



HD PC Mobility
Jabber

IP Video Telephony



E2



9900 Series



Collaboration
WebEx Engage

Multipurpose



CTS Series
CTS 1300



Profile Series
Profile Dual 65



Profile 65



Profile Dual 52



Profile 42 / 52



MX200 / MX300

Immersive

CTS Series



CTS 3210
18,14,10 Seat
Configuration



CTS 3010
6 Seats



CTS
Custom

T Series



T3
6 Seats



T3
Custom



T1
2 Seats

Solutions Platform

Vertical



Virtual Classroom



HealthPresence

Horizontal



Live Desk



Active
Collaboration
Room

Integrators



C90



C60



C40

Set Top



C20
Quick Set



MXP Edge

Extensions

Deploying Video successfully



Do not compromise: Quality is key for user experience



Transform your business: Video is the new Voice



Usage & Adoption

Video with Medianet



Customer Challenges

- Keeping up with explosive video growth: bandwidth and endpoints
- Delivering quality of experience: video is extremely latency and bandwidth sensitive
- Troubleshooting video performance

Catalyst Switching Capabilities

Plug and Play

- Simplified video device provisioning with Auto Smartport and UPOE

Intelligent Policy and optimization

- Intelligent policy to prioritize mission critical video applications
- Flexible QoS

Simplified Monitor and Troubleshoot

- Pre-deployment network readiness assessment
- Real-time video monitoring and troubleshooting

Benefits



Simplified/Rapid Deployments



Scalable/High Quality Video



Easily Integrate New Video Applications

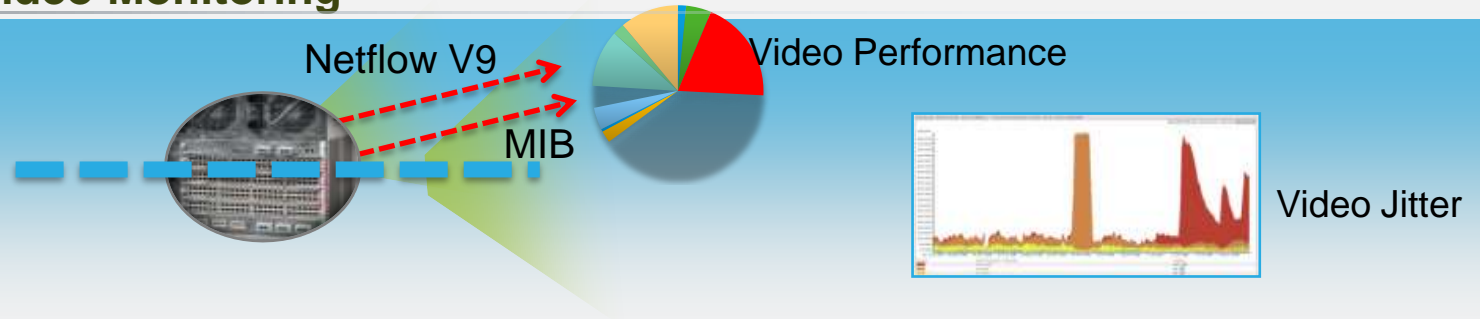
Medianet

Troubleshooting

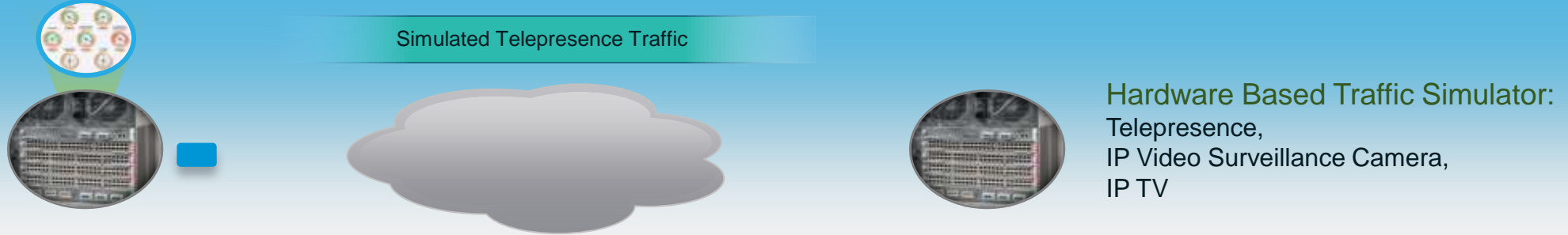
On Switch Real-Time Permission **Video Monitoring**

Metrics:

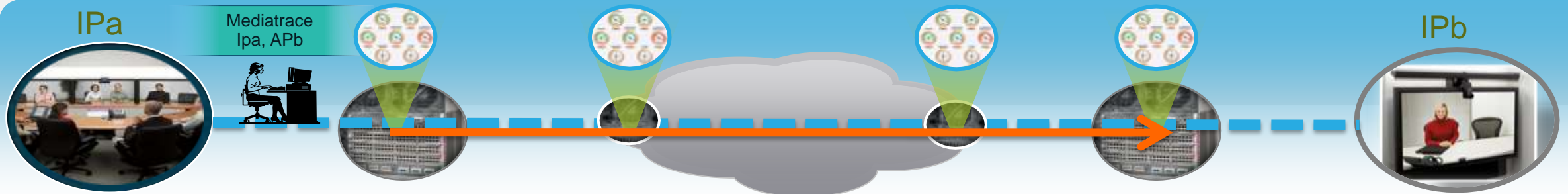
Latency,
Jitter,
SSRC-ID,
Packet loss,
TCP round trip time



Network Performance: **Video IPSLA**



Network Wide Per Session Debug Tool: **Mediatrace**



facebook

E-mail Senha Entrar
 Mantenha-me conectado [Esqueceu sua senha?](#)



Cisco Portugal está no Facebook.
Para se conectar a Cisco Portugal, cadastre-se hoje mesmo no Facebook.
[Cadastre-se](#) [Entrar](#)



Cisco Portugal

1.794 curtiiu · 37 falando sobre isso

[Curtir](#)

Social software

Produto/Serviço
A Cisco é a líder mundial em soluções de rede...
Sobre

Fotos

Opções "Curtir" 1.794

Cisco Support

Twitter





Private - Contact Center User Group

- Overview
- All Content (65)
- Discussions (40)
- Documents (8)
- Blog
- Videos
- Set as default tab

ANNOUNCEMENT: New Special Interest Group: Social Media Customer Care Show Details

1 2

Collaboration Community

Navigate back to:

- Private - Collaboration User Group
- Cisco User Groups
- Collaboration Community Home

Actions

- Start a discussion
- Create a document
- Create a video
- Write a blog post
- Invite friends to join

Notifications

- Stop email notifications
- Follow this community

Popular Tags

- boxborough ccug
- ccug_monthly_webinar_replays
- cisco_agent_desktop
- ciscolive2009

Private - Contact Center User Group



Join Cisco Contact Center User Group members in sharing user group resources and discussing user group issues. Get details about exclusive contact center focused user group events.

Contact Center User Group Events

- New Replay: April 15 - Cisco Unified E-Mail Interaction Manager and Web Interaction Manager Briefing**
Ask-the-Engineer briefing on Cisco Unified EIM/WIM justification, deployment and migration:
- New Briefing Replay: Feb 25 - "Social Media and Customer Care"**
Learn about the growing impact of social media in effective customer care:
- More Briefing Replays**
Click here to access additional briefing replays:

Additionally, we encourage you to participate in exclusive Collaboration User Group webinars

Contact Center Focused Special Interest Group

Meet Your User Group Liaison



Hello! I'm Denise Brittin and I manage the Cisco Contact Center User Group. I encourage you to engage with other members, participate in exclusive user group programs, and share your experience.

Important: Confidentiality Reminder

Information and resources in this private area are confidential and may not be distributed or shared. You are bound by the confidentiality terms in the [user group agreement](#) (opens in new window) you accepted when you joined this user group.

Technical Resources

- > [NetPro Forums](#) for implementation, deployment, and configuration how-to and break-fix
- > [Technical Support](#) section of [cisco.com](#)

Intranets are static sources of information

Intranets don't allow 2 way conversations

Collaboration spaces allow faster information interchange

Collaboration spaces allow interaction and real time communication

Collaboration spaces are relevant to Customer Care Center and teams

Cisco Quad 2.5

People Centric Collaboration

Follow People & Communities

Click to follow from Profiles

Share Comments & Ideas

Comment, Like and Re-share

Watch Critical Information

Activity Stream and Watch List

Create Rich Content

Microblogs, Wikis, Documents, Videos...

Collaborate in Real Time

Click to: Call, IM, Meet



Share with Confidence

Enterprise Policy Management

Access Backend Applications

IM, Calendaring, SharePoint, Custom Apps...

Search & Find Experts

Context and Presence Enabled

Drive Collaborative Decisions

In the loop without information overload

Collaborate on the Go

iPhone, iPad, Cius



Cisco SocialMiner Overview

Overview

- Enable proactive customer service by queuing and assigning customer posts to appropriate staff
- Complement brand monitoring dashboards

Features

- Real-time capture of social media postings
- Social media campaign management
- Route and queue contacts to experts
- Tagging
- Social Screen Pop
- Real-time notifications via Instant Message, Email, and Text
- Social media customer care metrics
- Rich set of Platform API's for customization



twitter

facebook

Blogger

Google Alerts

YouTube

Quora



Keynote Collaboration Video



Cisco Technology Leadership

How many vendors are chasing Cisco?

In how many markets?

Where is Cisco Leading?



ScanSafe



ASA



IPS



VPN



MACSec



ISE



AnyConnect

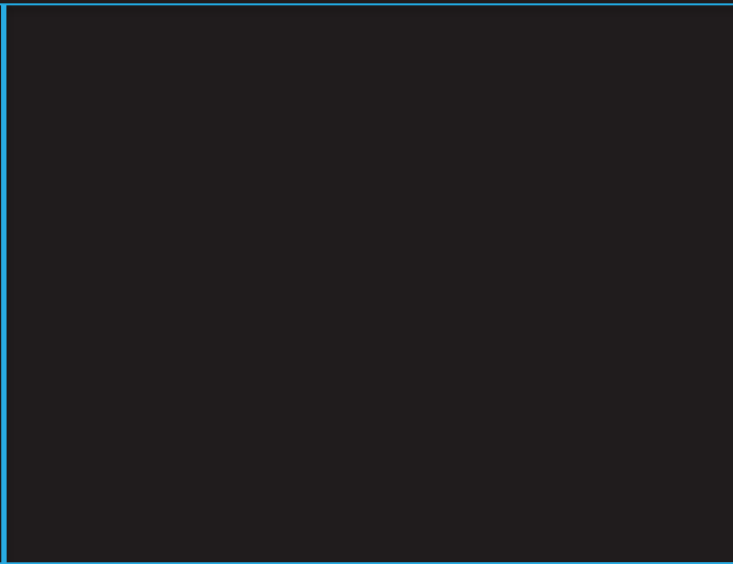


Web Security
Appliance

Unified Communications

Challengers

Leaders



Niche Players

Visionaries

- BlueCoat
- Websense
- ZScaler
- Symantec
- Trend Micro
- Barracuda
- Sophos
- M86
- ContentKeeper
- Webroot
- Actiance
- SafeNet
- Clearswift
- Optenet
- Cymphonix
- Phantom
- Proofpoint
- Google
- Fortinet
- Watchguard
- SonicWALL

- Cisco
- Aruba Networks
- HP Networking
- Xirrus
- D-Link Systems
- Juniper Networks
- Meru Networks
- Ruckus Wireless
- Aerohive Networks
- Blue Socket
- Meraki
- Enterasys/Siemens
- Motorola
- Brocade
- IBM
- Alcatel-Lucent
- Avaya
- Extreme Networks
- NEC
- Microsoft
- Mitel
- Huawei
- Aastra
- ShoreTel
- Digium
- Teleware
- Toshiba
- Interactive Intel
- ForeScout
- McAfee
- Bradford Networks
- TrustWave
- InfoExpress
- StillSecure
- Impuse Point
- Access Layers
- Auconet
- Citrix
- Array
- SonicWall
- F5
- Ultra
- Check Point
- Sangfor
- Tech Nexus
- Cryptzone



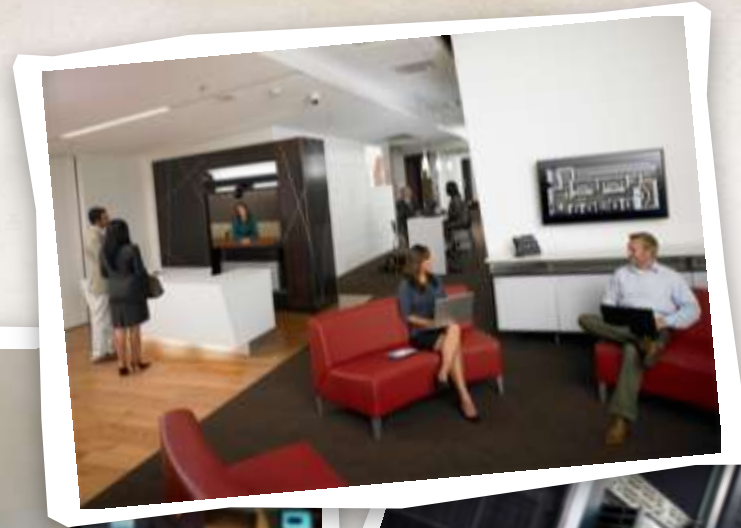
Uncoordinated Technology



Collaboration Architecture



WHY CISCO ?



ANYWHERE ANY DEVICE ANY CONTENT

Thank you.





Collaboration

The Investment
of the Decade