Social Networking & Unified Communications

Paulo Jorge Correia
EM TSA
Agenda

Video and Sharing it
Find an Expert with Pulse
Productivity Challenges, today
Quad
Q & A
Video and Sharing it
Offering a complete, integrated solution is what makes Cisco unique.
Cisco Prosumer Video
Communicate, Collaborate and Document

Cisco Flip MinoPRO
- Builds on success of consumer Flip Video camcorders

Cisco FocalPoint
- Fully hosted service
- Simple co-branding and customer site URLs
- Private and secure video management and storage

Integrates with Video Business Solutions
- Fully integrated
- Easy entry point
Capture the moment with a professional grade camcorder
Build your library with automatic transfers
Manage content with built-in editing and group sharing
Reach more people with advanced publishing and exporting
Show and Share – Next generation Video Portal

One Stop video distribution and cataloging server for Enterprise

- Single Sign on: Integration with LDAP and directory access for single sign on.
- Intuitive GUI: Simple and intuitive user interface for video uploads.
- Multiple formats: Supports FLV, MP4, Quicktime
- Video editing: Video editing capabilities, transitions, splicing etc
Find an Expert with Pulse
Cisco Pulse Search and Analytics Platform

Enabling Collaboration Across Boundaries

- Automatically discover expertise
- Collaborate in a single click
- Surface and share info in real-time
- Navigate video to the spoken word
- Integrated into the tools people use

“If we knew what we know, we would be three times more productive than we are today!”
Cisco Pulse Discovers the Human Network

Mary Emails Jan a PowerPoint on Cloud Computing

Cloud Computing, SaaS Virtualization
Cisco Pulse Discovers the Human Network

She Watches a YouTube Video on Business Video

Cloud Computing, Enterprise TV, Flip Video, SaaS Virtualization, Social Media
Cisco Pulse Discovers the Human Network

She then Uploads a Cloud Security Proposal to Team Wiki

Access Control, Cloud Computing, Enterprise Policy, Enterprise TV, Flip Video, SaaS Virtualization, Social Media
Cisco on Cisco: Field Sales and Service

Automatic Expertise Location with Cisco Pulse

* Source: Network Collaboration Business Unit Pre-Deployment Survey N=234 (2009)
Productivity Challenges, today
Today’s Productivity Challenges

- Globally Dispersed Teams
- Information Overload
- Communication & Information Silos
- The New Workforce
The Places People “Live” At Work

- Content/Documents
- Communication
- Business Process
- Social
The Places People “Live” At Work

Content/Documents
- Content Development
- Portals

Content Management
- Intranets

Communication
- Voice/Video
- IM

Business Process
- Business Applications
- Customer Care

Vertical Applications
- Workflow

Social
- Profiles
- Teams

Communities
- Networks
Cisco Quad: Next Generation Enterprise Collaboration Platform

Pre-Integrations to Content/Document Management Systems

Out-of-Box Enterprise Social Software

Open Standards & API’s To Integrate With Business Systems

Cisco Confidential
Cisco Quad
A Comprehensive Collaboration Platform

Personal Dashboard
Social Tagging
Click to: Call, IM, Meet
People, Communities, Information, Search
Content Management
Policy and Security

Directory Profile
Blogs, Wikis, Forums
Community Team Space
Video
UC-Enabled Browser
Micro-Blogging
Cisco Quad: Key Differentiators
Core benefits for Collaboration IT Professionals

<table>
<thead>
<tr>
<th>Save Time &amp; Resources</th>
<th>Drive better utilization of existing systems through pre-integrations with common IT infrastructure platforms from Microsoft, Documentum, Alfresco and Oracle.</th>
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<tbody>
<tr>
<td>Deliver Social Networking Without the Risk</td>
<td>Implements built-in, rules-based policy management to any sensitive data, in any format, behind the firewall.</td>
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<tr>
<td>Simplify Content Management</td>
<td>Use streamlined content sharing and search capabilities that let users easily post, edit, distribute, and search for any content, in any format.</td>
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<tr>
<td>Deliver Real-time Communications</td>
<td>Accomplish this through integration with voice, instant messaging with presence, Cisco WebEx conferencing, and video for instant, “click-to-collaborate” communications.</td>
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<tr>
<td>Meet the Needs of the Mobile Workforce</td>
<td>Utilize Cisco Quad applications for the iPhone and iPad.</td>
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The New Face Of Collaboration:
Powered By Context & Always Actionable

Enterprise Social Software
- Directory Profile
- Blogs, Wikis, Forums, Posts
- Search Across People & Information
- Dynamic Communities
- Micro-Blogging
- Activity Feeds/Notifications

Unified Communications
- Architectural Highlights
  - Social Graph
  - Embedded Policy Management
  - Semantic RDF Store
  - OpenSocial
  - Content Mgmt Integration

Click to:
- Call, IM, WebEx
- XMPP-Based Presence
- Visual Voicemail
- Web Communicator
- Video
- 3rd Party UC Integrations
Extend The Availability, Accessibility & Utilization of Existing UC Investments

- Unity Connection Voicemail
- Cisco Unified Presence 8.0 and later
- Cisco UC Manager 7.0 and later
- Cisco IP Contact Center
- Client Services Framework
- Cisco IP Communicator
- Cisco Show and Share
- WebEx Conferencing
- Cisco TelePresence
- Cisco IP Endpoints

Cisco Quad
Quad
Cisco Quad High Level Architecture

Clients

- Social Collaboration
- Open Interfaces
- UC Integration
- Semantic Engine
- Video

Quad Application Framework

Virtual Data Layer

- Collaboration Data Store
- Social Graph Store
- Search Index
- Document Store

Deployment Infrastructure

Security / Policy

Serviceability
Cisco Quad Built on J2EE and Spring

- My View
- My Profile
- Community
- Micro-blogging
- Post
  - Wiki
  - Blog
  - Discussion Forum
- Library
- Activities
- Calendaring
- Document Management
- Contacts
- Alerts and Announcements
- News Feed

HTTP + BOSH

Feature Portlets / Gadgets
Portlet Container + Gadget Server
Quad Application Framework
Policy Enforcement
Virtual Data Layer

J2EE Web Application

Data Store (Oracle)
Cisco Quad Content Model

- A very quick and easy way to share content
- One post shared across multiple communities and people
- Programmatic Access for Developers
Role-Based Access Control Policies
- Owners can modify the content
- Community Members can view the content
- Content Admins can reorganize content

Rule-Based Access Control Policies
- Confidential Documents: Internal users can access; External users via firewall cannot access
- Modification Permission: User's Direct Reports can modify content and others can only view
- Time-based Access: Highly confidential content can only be accessed from 9AM to 5PM through Intranet

Policy Inheritance
- Community Type defines default policy
- Portlets and Gadgets inherit permissions from page permissions and pages inherit from community permissions

Cisco Enterprise Policy Manager
Private Cloud Deployment Model

Clients

Global Load Balancing
Cisco Global Site Selector (or Third-Party)

WAN Optimization
Cisco WAAS (or Third-Party)

Application Delivery
Cisco ACE (or Third-Party)

User Facing Service
VMware ESX 4.0

Backend Services
Cisco UCS

Data Stores
Doc / Media Store
Oracle
RDF

= Cisco Product

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Quad OS

- Cisco’s Common Application Run-time Service (CARS) is the foundation.
- CARS is a very thin, very secure, appliance container built on a x86_64 Linux kernel from a CentOS 5.4 base.
- Provides a Cisco IOS-like CLI shell.
- Delivered as a VMware Virtual Appliance.
- Since 2005 CARS has been the foundation of several Cisco products.
Centralized Monitoring

Status, Metrics, Performance

Real-time monitoring

Alerts & Events

Customer Monitoring Framework

Email, SNMP, JMX, Web Services

Alert Notifications & Actions

Performance & Health Analysis

Service Level Tracking

Oracle Monitoring Database

Reports & Analysis

SQL Analysis

Transaction Tracing

Historical & Predictive Reporting

Cisco Intersperse

Monitoring data

Actions
Cisco Quad Pluggable Integrations

Quad Application Framework

Unified Communications
- Cisco UC
- 3rd Party UC

Email / Calendaring
- Exchange
- Webex Mail

Content Mgmt Systems
- Quad CMS
- 3rd Party CMS

Search
- Quad Search (SOLR)
- Enterprise Search

Future

= Cisco Product
= 3rd Party

Collaboration Data Store
Unified Communications in Cisco Quad

- WebPhone/WebDialer
- IM & Presence
- Visual Voicemail
- Webex

Quad Application Framework

SIP/Soap
BOSH
HTTP
REST
HTTP

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Extensibility and Open Interfaces

Open Social
- People, Activities
- Application Preferences
- REST (XML, JSON, Atom)
- Javascript
- Extensions

Social Content Web Services
- Wikis, blogs, files, video etc
- Document Management
- Policy
- Compliance

Notification API
- Send messages to Quad Barlet
- Receive real-time notifications from Quad

Presentation
- Custom profile content
- Customize Theme
- Click to Communicate

Authentication
- User authentication across all interfaces
- LDAP, AD, SSO

Drag and Drop Gadgets
- Portlet (via WSRP)
- Open Social Gadgets
Q&A
Registrujte se za Cisco Live Networkers u Londonu ili Bahreinu!
Više informacijarna:
http://www.ciscolive.com/