

The New Collaboration Experience



A New Collaborative Workspace

Reliable and secure collaboration solutions from Cisco can help you address today's business challenges and build competitive advantage by providing a new collaborative workspace that is:

- Inherently more mobile, social, visual, and virtual
- Designed to provide the best experience as users change role, location, device, and style of interaction
- Secure and enables integration with the existing IT landscape
- Capable of extending support to new devices, applications, and interaction styles

Face Today's Business Challenges

Achieve Business Objectives

The workplace is undergoing a dramatic evolution as a result of powerful technology and demographic trends. Organizations can take advantage of these trends to enable business process change that will help achieve business objectives, such as:

- Improve customer experiences and create loyal customers
- Broaden communications options to enhance citizen services
- Optimize team performance to speed business agility
- Enable mobile productivity to gain a competitive advantage
- Improve organizational communications to drive results
- Transform training to achieve higher business performance
- Enhance the workplace to improve teamwork
- Provide new IT delivery models to support revenue growth

Why Cisco?

The next breakthrough levels of business innovation and productivity will come from the ability to embrace these new workplace trends, to move from the transaction-oriented era of the last decade to a more interaction-oriented era – so collaboration is critical now. Leading organizations will tap into the expertise hidden within by engaging employees, partners, and customers more closely. In other words, leaders will put people back in the center of business.

Any to Any

We enable people to work together naturally anywhere, on any device, with any content.

- Cisco lets people use the devices they have today, safely
- Cisco integrates Cisco TelePresence® with Cisco WebEx® simply, so everyone has the best meeting possible
- People can work with individuals in other companies using video, unified communications, and presence as if inside a single company
- Cisco keeps costs low and flexibility high through cloud deployment models and standards, plus vendor and platform interoperability

Video Everywhere

Video is an essential part of effective, natural collaboration. Only Cisco provides the breadth of applications and endpoints to make pervasive video a reality.

- Cisco made voice over the network the standard for business. Now we're doing the same for video

- Cisco has the broadest suite of video endpoints to integrate video into the fabric of how you work
- Cisco has the only business video architecture designed for scale, speed, and reliability
- Cisco is promoting a new wave of video experiences that change the way we communicate, collaborate, and enjoy entertainment – in the home, at work, and when mobile

New Collaborative Workspace

Cisco is converging social, mobile, video, and virtual communications capabilities to shape the new collaboration experience.

- Advancement in collaboration is influenced by rapid changes in the consumer market
- No other company empowers individual collaboration style as well as Cisco with the broadest choice of communication options based on preference, location, and device
- Cisco makes work personal again, using a network-based approach to quickly locate the most relevant experts and information and cut through information overload
- Unlike others, Cisco provides deep integration with existing software and hardware infrastructure so IT doesn't have to "rip and replace"
- No other company offers a network-based approach to keep your organization safe in today's increasingly connected world. Using the network provides greater security and policy-management control

Cloud Collaboration

When it comes to deploying collaboration, one size does not fit all. Only Cisco provides the combination of:

- A broad set of collaboration applications, including voice, video, web, and customer care
- Flexible deployment models across private, public, and hybrid clouds
- Virtualized applications and desktop clients delivered through Cisco, service providers, and partners
- Consistent end user experience across all deployment models and devices



The Network

The network is critical to removing barriers to communication because it links people, devices, and applications in a way that no other technology can – while providing reliable and highly secure collaboration experiences.

Start at Any Point, Grow at Any Pace

Cisco offers the most comprehensive collaboration solution portfolio in the industry, offering “best-in-class” choices that you can deploy in any order, at a pace that matches your business objectives (Figure 1).

And because the portfolio uses an integrated architecture, investment in one area sets a foundation to support future needs. Cisco’s open, interoperable approach allows you to:

- Leverage existing and new technologies on a mix-and-match basis
- Remove the risk of “lock-in”

Cisco also provides flexible deployment options for hosting:

- On premises
- In the cloud
- Using a blend of the two

Build Competitive Advantage and Business Value

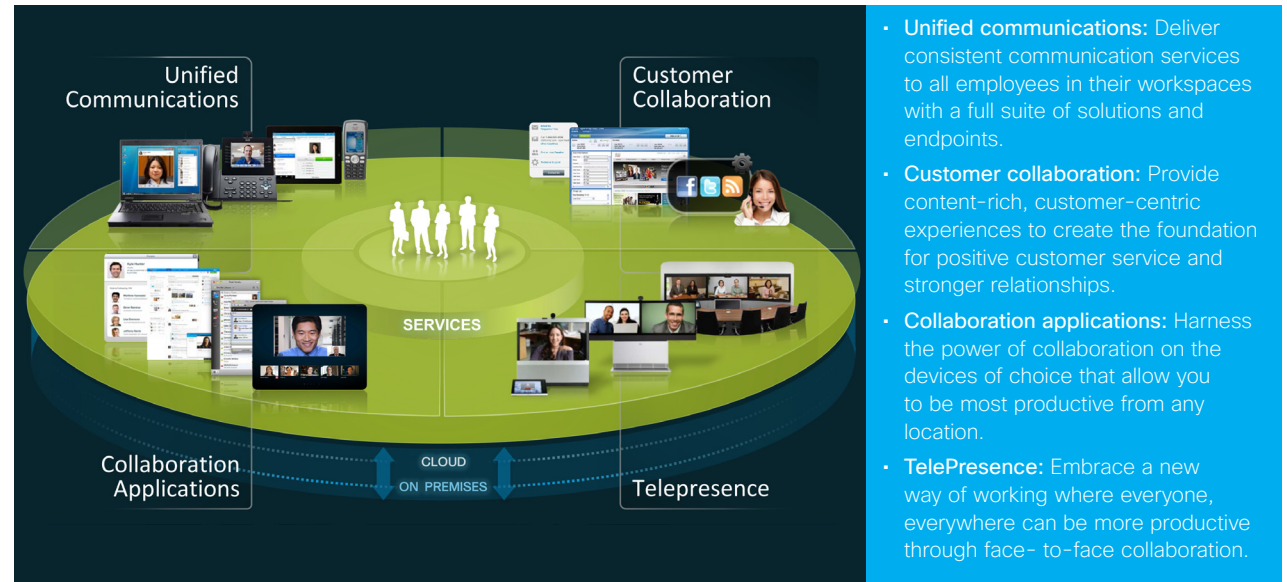
With Cisco® Collaboration Solutions, you can improve interactions, encourage innovation, and make better decisions faster by enabling people to connect, communicate, and collaborate like never before.

Improving collaboration in your organization can deliver ROI in three critical areas:

Operational ROI: The most accessible, and typically first area that a business considers, operational improvements often yield the highest short-term returns. Collaboration enables you to change the way you operate by reducing or avoiding costs related to:

- Travel
- Infrastructure

Figure 1. Cisco Collaboration Portfolio



- **Unified communications:** Deliver consistent communication services to all employees in their workspaces with a full suite of solutions and endpoints.
- **Customer collaboration:** Provide content-rich, customer-centric experiences to create the foundation for positive customer service and stronger relationships.
- **Collaboration applications:** Harness the power of collaboration on the devices of choice that allow you to be most productive from any location.
- **TelePresence:** Embrace a new way of working where everyone, everywhere can be more productive through face-to-face collaboration.

- Energy
- Office space

Productivity ROI: A compounding effect accrues with improved participation across the organization. Increasing employee productivity is the next great performance challenge – and opportunity. Here, more effective collaboration can:

- Streamline the product-development process
- Bring products to market more quickly
- Take time out of the sales cycle

Strategic ROI: The hardest to measure, but perhaps the most transformative, improving collaboration can provide strategic ROI by allowing you to:

- Completely reinvent the concept of customer service
- Develop new business models
- Enter new markets with built-in competitive advantage

Collaborate with the Best

Cisco brings together network-based, integrated collaboration solutions based on open standards. These solutions, as well as professional services from Cisco and our partners, help promote business growth, innovation, and productivity. They also help accelerate team performance, protect investments, and simplify the process of finding the right people and information.

Let us help you enable a new collaboration experience in your organization with Cisco Collaboration Solutions. Please visit <http://www.cisco.com/go/collaboration>.

* Local availability may vary; please check with your Cisco representative.