Collaborate With Confidence Across Organizations

Cisco® Collaboration Solutions can help you tackle today's business challenges and build competitive advantage by:

- Transforming business interactions with realtime voice and video communications
- Quickly forming dynamic teams to make better decisions, faster, regardless of location
- Increasing customer responsiveness with instant access to company experts
- Securely connecting, communicating and collaborating across traditional corporate boundaries

Challenges Facing the Knowledge Worker and Businesses Today

Organizations are doing more with less as they adapt to the new economic realities that are making business more complex and driving the need for new collaboration capabilities. These complexities include:

1. The "Consumerization" of IT: To have their work world more closely mirror capabilities in the consumer world, employees are bringing new devices and applications into the workplace, creating unprecedented privacy and security challenges for IT.
2. Global value chains: Most companies today, regardless of size, work with outside suppliers, partners, and contractors. Working together across corporate firewalls has now become business-critical.
3. Information overload: People have massive amounts of data to process and prioritize and information resides not just in corporate files but in email, voicemail, instant messages, podcasts, blogs, wikis, video portals, and more.
4. Workforce mobility: According to IDC, 62 percent of surveyed enterprises believe that the number of

mobile employees will increase. The complexity for IT is that information and collaboration capabilities now have to follow workers, versus workers coming to an office to access them.

Figure 1. The Five Essential Elements of Collaboration

Not So Long Ago...		Today...
Primarily single source Largely asynchronous	**Information**	Multiple sources, multiple devices, multiple applications Non real-time and real time, interactive
Inside my organization	**People**	Dispersed teams, outside my organization
Static and pre-defined networks	**Communities**	Dynamic teams
You find information, people	**Context**	Right time, right people, right resource
Inside the firewall, walled off	**Security**	Inclusive, selective, fluid

Five Key Elements of Collaboration

Collaboration can address today's business complexities, but only if it builds upon traditional text- and voice-centric forms of collaboration. Cisco believes collaboration must:

- Combine traditional collaboration forms such as email, instant messaging, team workspaces, and conferencing with voice, video, and context.
- Extend beyond corporate boundaries to include people and teams throughout the global value chain.
- Evolve from static, predefined network connections to on-demand connections that enable the dynamic creation of teams.
- Be contextual, so the right people have the right information at the right time.

- Move beyond the traditional perimeter security to advanced security and policies that are inclusive of authorized people outside the organization.

Increase Your Responsiveness to Customers and the Market

Cisco Collaboration Solutions enable rich, contextual, dynamic collaboration between teams, communities, and individuals who are on the move, geographically dispersed, and struggling to keep up with an influx of information. Cisco Collaboration Solutions include:

- Conferencing: Extend the reach of your workforce with advanced audio, web, and video conferencing.
- Customer care: Proactively connect customers with the information, expertise, and support they need – when and where they need it.
- Enterprise social software: Accelerate decision-making by helping employees, customers, and partners quickly and securely find, access, and share relevant business information.
- IP communications: Extend consistent communications services to employees, whether they work at the main campus, at branch offices, or remotely.
- Messaging: Communicate within and between companies using presence and enterprise IM and voicemail. Evolve email with hosted email that delivers a bridge to next–generation, web-based collaboration.
- Mobile applications: Increase mobile employee productivity and responsiveness to customers by making mobile devices extensions of the collaboration experience.
- Telepresence: Create live, face-to-face experiences that invigorate business processes and drive true customer intimacy.
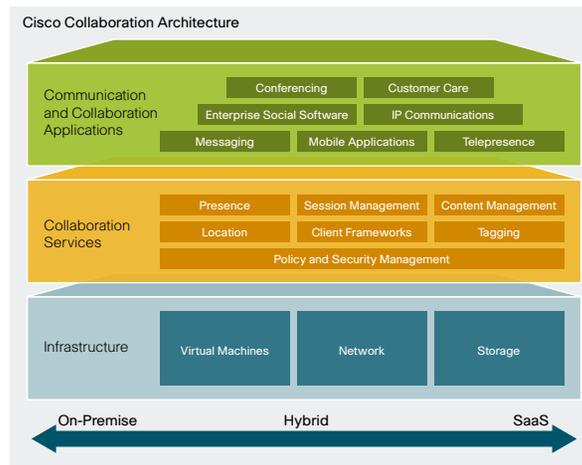
Build Competitive Advantage Through Improved Team Performance

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

- Build trust and accelerate decisions with rich interactions: Real-time capabilities blend with non-real-time communications for rich, reliable interactions across an array of collaboration experiences.
- Connect the right people with the right information: Instant messaging and enhanced presence information is available within and between companies. Network-based session and policy services preserve context and enable people to collaborate without interruption as they move from one device to another. And network tagging across multiple mediums of information, including video, helps people find relevant information.
- Accelerate and improve team performance: Cisco Collaboration offers the same ease of use, speed, and ubiquity of Web 2.0 applications in the consumer world, but with enterprise-grade security, availability, QoS, and reliability.
- Collaborate with confidence across companies: With its unique collaboration architecture, Cisco provides assurance for secure inter-and-intra-company collaboration.

Table 1. New Cisco Collaboration Portfolio Products (sample representation of products within each category)

Figure 2. Cisco Offers End-to-End Architecture

Collaborate with the Best

Cisco is uniquely positioned to help companies drive business value and achieve operational excellence while reducing capital expenditures. Cisco is the industry leader in enterprise voice systems and major collaboration platforms such as web and video conferencing. Cisco Collaboration:

- Offers superior security, resiliency, scalability, and quality of experience: With its proven strength in enterprise networking, virtualization, and the data center, Cisco delivers a next-generation network that extends beyond corporate firewalls to enable secure collaboration within and across organizations.

- Provides flexible deployment options: Solutions can be deployed on-premises leveraging existing infrastructure, on-demand via a hosted Software as a Service (SaaS), or a blended model.
- Optimizes IT investments: Cisco is committed to industry standards and interoperability. Cisco Collaboration Solutions are interoperable with legacy communications solutions and other industry-leading solutions and support multiple vendors for mobility, presence, and other applications. Already, hundreds of technology development partners deliver thousands of integrated applications.
- Builds on your existing infrastructure: Solutions can be deployed in any order, at a pace that matches your business objectives. When ready, Cisco platforms can bring your investments together into an integrated collaboration solution.

As a collaboration pioneer, Cisco has used collaboration technology to change the way we work, establishing a sustainable competitive advantage along the journey. By serving as our own laboratory, Cisco has mitigated much of the risk associated with deploying and using this technology. Cisco, along with its extensive partner ecosystem, is well prepared to lead you through your collaboration journey, and can help you maximize your own collaboration benefits.

We can help you enable a new collaboration experience in your organization with Cisco Collaboration Solutions. Go to www.cisco.com/go/collaboration_experience.

Conferencing
- Cisco WebEx Meeting Center for iPhone v1.3
- Cisco WebEx Node for MCS with MeetingPlace 8.0

Customer Care
- Cisco Unified Contact Center Enterprise, Express, Customer Voice Portal, Expert Advisor 8.0
- Customer Care as a Service

Enterprise Social Software
- Cisco Show and Share
- Cisco Enterprise Collaboration Platform*
- Cisco Pulse*

Messaging
- Cisco Unified Personal Communicator 8.0 - Powered by Jabber
- Cisco WebEx Mail
- Cisco WebEx Connect IM - Powered by Jabber

Telepresence
- Cisco TelePresence HD Interoperability
- Cisco TelePresence WebEx Engage
- Intercompany Cisco TelePresence Directory

IP Communications & Mobile Applications
- Cisco Unified CM Session Management Edition
- Cisco Intercompany Media Engine
- Cisco Unified Presence 8.0 - Dual Protocol: SIP/SIMPLE and XMPP, powered by Jabber

- Cisco Unified Communications Manager 8.0
- Cisco Unified IP Phones 9900 and 8900 Series
- Cisco Unified Mobile Communicator for iPhone

*Limited Availability