

Cisco TelePresence

TANDBERG integration and Cisco TelePresence™ Roadmap

Q. What is new now that TANDBERG is a part of Cisco?

A. The TANDBERG portfolio is now integrated with the existing Cisco TelePresence portfolio giving customers access to a broader product choice and an integrated architecture for Cisco TelePresence products and solutions. With TANDBERG products and technologies, Cisco now offers the most comprehensive and interoperable portfolio of industry-leading solutions for face-to-face collaboration along with the best integration with other collaboration tools for new collaboration experiences.

Q. How are the Cisco and TANDBERG product lines being integrated?

- A.** TANDBERG video endpoints and infrastructure products are being integrated into the Cisco TelePresence portfolio and architecture:
- TANDBERG endpoints, including components, are now part of the Cisco TelePresence endpoints business.
 - TANDBERG multipoint, interoperability, management, call/session control, and media services such as recording are now part of the Cisco TelePresence infrastructure business.
 - TANDBERG intercompany capabilities are now part of the Cisco TelePresence as a Service business.

The integration of TANDBERG products into the Cisco TelePresence family will bring ubiquitous usability features such as One Button to Push and Continuous Presence, as well as network scalability features such as network-based multipoint switching. Thus, organizations will be able to roll out Cisco TelePresence products globally to users everywhere for many different applications and high usage.

Q. Are my existing service contracts with Cisco or TANDBERG still valid?

A. Yes, Cisco will continue to honor existing services and support commitments made to TANDBERG customers and partners through the TANDBERG service team.

Q. Will my existing Cisco and TANDBERG products work together?

A. Yes. Cisco is committed to delivering any-to-any interoperability across the entire product line and with other vendors' video and collaboration products.

Q. What interoperability products are now in the combined portfolio?

A. The combination of standards-based Cisco and TANDBERG interoperability technology is market-leading. Cisco offers compelling solutions for video interoperability with: Cisco Unified Video Conferencing, the Cisco Media Experience Engine (MXE), and now TANDBERG standards-compliant endpoints and infrastructure, including multipoint control units (MCUs) and telepresence servers.

Cisco has also recently introduced the standards-based Telepresence Interoperability Protocol to address native telepresence interoperability. TIP has gained support from major vendors and is offered as a royalty-free TIP license and a source-code library. Cisco is also working to have TIP managed by an industry standards body and will adopt any telepresence standard from a recognized standards organization.

Cisco is committed to standards-based any-to-any interoperability—between equipment from different vendors and between collaboration technologies such as Cisco WebEx meeting applications. The Cisco TelePresence architecture already provides integration with digital media and collaboration solutions from Cisco and other companies.

Q. What do I need in order to ensure that my existing videoconferencing products or other video collaboration products will interoperate with Cisco TelePresence or TANDBERG endpoints?

- A.** Today, you have a variety of choices for interoperability between the integrated Cisco TelePresence portfolio and other video applications.

The Cisco TelePresence portfolio is based upon standards such as SIP and H.264. These standards enable compatibility with other, standards-based video devices including H.323 and high-definition video systems. Your existing interoperability products will work today and will be enhanced with broader interoperability capabilities over time.

Additionally, Cisco will enable native telepresence interoperability across the portfolio via TIP or an industry standard. As interoperability standards evolve, Cisco will deliver on-demand media services available over the network whenever and wherever you need them.

Q. Because all TANDBERG products interoperate with Microsoft Office Communicator (MOC), will my Cisco products interoperate too?

- A.** Essentially, any endpoint that can interoperate with a Cisco® Unified Video Conferencing System will interoperate with Cisco TelePresence endpoints, including standards-based H.320, H.323, Session Initiation Protocol (SIP), or Skinny Client Control Protocol (SCCP) video conferencing endpoints. This interoperation facilitates connectivity with most endpoints from vendors such as Polycom, TANDBERG, Sony, Aethra, VCON, PictureTel, VTel, Huawei, and Microsoft. It also includes Cisco video endpoints such as Cisco Unified Video Advantage, Cisco Unified Personal Communicator, and Cisco Unified IP Phone 7985G. TANDBERG VCS interoperates with Cisco Unified Communication Manager to provide call handling between endpoints registered to VCS and CUCM, respectively.

Q. TANDBERG products used to be called video conferencing. Why are they now being called Cisco TelePresence ?

Telepresence provides a unique in person experience which is the result of “next-generation” videoconferencing capabilities. Increasingly TANDBERG video products have adopted and incorporated that set of capabilities.

Now that TANDBERG is a part of Cisco, the TANDBERG product line will be integrated into the Cisco TelePresence portfolio. The new combined portfolio is planned to offer an expanded feature set that includes One Button to Push meeting launch, continuous presence, integrated scheduling, ad hoc flexibility, reliability, and scalability.

This development is important for you, because the simplicity and reliability features that Cisco TelePresence offers encourage high usage of products and applications, meaning low user-training requirements and cost effective deployment and administration. More information about the characteristics of Cisco TelePresence follows.

Cisco TelePresence Overview

Q. What is telepresence?

- A.** Telepresence is an industry category that generally applies to collaboration technologies providing an “in-person” virtual experience. Originally introduced as a completely separate visual communications category with a narrow set of rules including camera placement and display sizes to ensure an “in person” meeting experience, the term “telepresence” has evolved over the past few years to embrace a larger set of High Definition (HD) video devices that provide 720p or better resolution video, wideband audio and low latency. Telepresence is also typically defined as being extremely easy to use and support, and therefore enables high usage and low TCO, differentiating it from traditional video conferencing. With the evolution of traditional video conferencing from standard definition (SD) to HD video resolutions, and a spectrum of products ranging from the

meeting room all the way to the desktop, the high end of that segment has blended with telepresence to form a new expanded telepresence market category.

Q. What is Cisco TelePresence ?

- A.** Cisco TelePresence is considered by many to be the “gold standard” of telepresence experiences. It provides an immersive, in person experience, connecting teams and individuals together in many different ways. As a part of Cisco Collaboration, Cisco TelePresence connects co-workers and extends face-to-face collaboration across company boundaries to include partners and suppliers.

From the boardroom to the office and customer-facing environments, to the home, Cisco TelePresence spans a complete, innovative endpoint portfolio, an integrated architecture, and any-to-any interoperability. It offers user-friendly features such as One Button To Push meeting launch and continuous presence that require little training, effective TCO and drive high utilization and return on investment.

Q. What differentiates Cisco TelePresence?

- A.** Cisco TelePresence provides a unique in-person experience based on a set of advanced technologies, experiential knowledge, and extensive usability and human factors testing:
- Quality: Cisco TelePresence combines high-definition clarity, and CD-like spatial audio, as well as environmental conditions, to create the best possible experience.
 - Environmental factors: Extensive research around product room and lighting design means your Cisco TelePresence experience is optimized, whether dedicated spaces or multipurpose rooms or personal offices. Cisco truly understands what makes a virtual environment feel “face-to-face”.
 - Simplicity: Cisco TelePresence is designed to be very simple and user-friendly to set up and launch calls. Use your enterprise calendar (for example, Microsoft Outlook) to schedule meetings. One Button to Push to launch a scheduled meeting or quickly make ad hoc calls right through a simple user interface. Because Cisco TelePresence is designed with the end user in mind and integrates with the tools you use every day, minimal user training is needed and minimal support from IT is required. This focus on ease of use makes it scalable across your entire enterprise and drives successful adoption rates higher.
 - Reliability: Cisco TelePresence is built on an architecture to take advantage of a highly available network and the unified communications infrastructure to offer users “dial tone” reliability for intracompany or intercompany meetings, and LAN, WAN, or over-the-top connections.

Q. What are the basic components?

- A.** The Cisco TelePresence portfolio consists of endpoints, infrastructure components, and intercompany capabilities. Cisco TelePresence endpoints are optimized for varying environments, such as immersive or multipurpose meeting rooms to desktop and mobile solutions. Cisco TelePresence infrastructure components are centered on unified communications to provide media services, management, call /session control, multipoint switching, and multipoint technology. Intercompany Cisco TelePresence capabilities provide the ability to connect securely and scale across organizational and network boundaries. Intercompany capabilities and Cisco TelePresence Suites deliver intercompany services to customers through partners.

Q. What are the differences between the various endpoints?

- A.** Cisco TelePresence endpoints are designed for all environments and experiences:
- Immersive: Dedicated telepresence rooms with an optimized or customized environment for face-to-face virtual communications and collaboration
 - Multipurpose: Optimized telepresence experiences for the widest range of conferences rooms and environments
 - Personal: Desktop video for use in personal offices, at home for telecommuting applications, and on the road

- Solution platforms: Core Cisco TelePresence components for customized applications for your business

Q. What are the applications for Cisco TelePresence?

A. The spectrum of applications for Cisco TelePresence is very broad allowing you to do more with less, transform the organization and be greener. Cisco TelePresence enables you to unify the organization and scale expertise, making subject matter experts, executives, and other critical resources readily available, regardless of location. Thus, more face-to-face communication with the right people at the right time is possible. Many applications and business processes are being transformed using Cisco TelePresence as a strategic tool, such as:

- HD studio-quality recordings at the touch of a button from any Cisco TelePresence room
- Financial applications including virtual trading windows and remote bank branch-office specialists
- In person consultation with remote expert for retail stores
- Face-to-face customer service and support
- Virtual support functions such as executive administrators or lobby attendants
- Remote interviewing and human resources benefits support
- Telecommuting via Cisco TelePresence using VPN connectivity over a broadband service

Cisco TelePresence enables you to make subject matter experts, executives, and other critical resources readily available regardless of location. Thus more face-to-face interactions with the right people at the right time are possible. Many applications and business processes are being transformed using Cisco TelePresence as a strategic tool.

Q. What are the benefits of Cisco TelePresence ?

A. With the industry's most comprehensive product portfolio and integrated architecture, Cisco TelePresence enables any-to-any standards-based interoperability and has user-friendly features, such as One-Button-to-Push meeting start to provide the best overall user experience with the widest reach. With Cisco TelePresence, you can:

- Connect face-to-face with customers, partners, and co-workers, building trust, understanding, and relationships
- Scale executives and subject matter experts like never before, transforming your business model and creating competitive differentiation
- Increase productivity through more interactions and less travel
- Speed time to market and make decisions faster with the right resource available at the right time
- Free IT resources with ease of use and operational simplicity to focus on strategic projects instead of operational maintenance
- Advance environmental sustainability efforts

Q. Who are the ideal users for Cisco TelePresence ? What type of customers have bought Cisco TelePresence?

A. Organizations of all sizes and across all industries have adopted Cisco TelePresence as a way to optimize processes and gain competitive advantage through immediate face-to-face communication. Part of the Cisco Collaboration portfolio, Cisco TelePresence is ideal for geographically dispersed organizations looking for ways to bridge the distance between offices and improve communication and collaboration between co-workers, partners, and customers. It is also suitable for any organization seeking to improve productivity, reduce travel, embrace green initiatives, and address business continuity and business-transformation opportunities.

Organizations across all industries have adopted Cisco TelePresence as a way to optimize processes and gain competitive advantage.

With award-winning products designed to fulfill requirements for immersive telepresence, boardroom and meeting space collaboration, and face-to-face communication from the office, desk or on the go, Cisco TelePresence powers the new way of working where everyone, everywhere can be more productive through face-to-face collaboration.

Q. Who uses Cisco TelePresence today?

A. Companies and organizations from all sectors world-wide use Cisco TelePresence. Proctor & Gamble, HSBC, Accenture, AT&T, AXA, Media Saturn, GE, Philips, Kaiser, United Health Care, Enbridge, POSCO, McKesson, Danske Bank, and BBVA are among the many companies using Cisco TelePresence to cut costs, speed time to market and further green strategies. Many universities such as Duke, Purdue, Massachusetts Institute of Technology (MIT), University of California San Diego (UCSD), University of California Las Angeles (UCLA), North Carolina State University, Pennsylvania State University, and others use Cisco TelePresence for administration and teaching. Government agencies around the world and the United Nations also use Cisco TelePresence to speed decision making and avoid travel.

Q. Do I need to upgrade my network to support Cisco TelePresence?

A. It is important that you consult with your partner and account team to assess your network design and readiness. In addition, Cisco TelePresence customers are encouraged to talk to a qualified service provider about a Cisco Certified TelePresence Connection. These connections are designed to meet the highest standards required to support an optimal Cisco TelePresence experience, and provide continual assurance that the network maintains its level of quality and meets or exceeds requirements for operational excellence.

Cisco Collaboration

Q. What is Cisco Collaboration?

A. Cisco Collaboration solutions include award-winning IP communications, telepresence, conferencing, messaging, customer care, enterprise social software, and mobile applications. The rich collaboration experiences based on these open, interoperable network-based solutions accelerate team performance, find the right people and information quickly and securely, protect investments, and create rich collaborative experiences.

Q. How does Cisco TelePresence fit in Cisco Collaboration?

A. Cisco TelePresence is a critical component of the Cisco Collaboration strategy and portfolio. Cisco TelePresence makes collaboration easy, enabling organizations of all sizes to do more with less, gain competitive advantage, transform their business, and be greener.

Q. How does TANDBERG fit into Cisco Collaboration?

A. Video in all forms is at the heart of Cisco Collaboration, accelerating next-generation productivity and innovation. Now that TANDBERG is a part of the Cisco TelePresence portfolio, the TANDBERG product line will extend Cisco Collaboration video offerings from immersive rooms to mobile PCs, enabling workers to realize greater productivity anywhere and anytime.

Q. Which other Cisco Collaboration products does Cisco TelePresence work with?

A. Cisco TelePresence today integrates across much of the Cisco Collaboration portfolio for innovative architecture features and end-user applications. Cisco TelePresence uses call- and session-control capabilities from IP communications. Cisco TelePresence WebEx Engage provides integration between Cisco WebEx sessions and Cisco TelePresence meetings. Cisco TelePresence takes advantage of in-person customer care through Cisco TelePresence Expert on Demand, which combines Cisco Unified Contact Center or Cisco Unified Contact Center Express for in-person customer service. Enterprise social software provides flexible and versatile video playback and access capabilities through Cisco Show and Share

Q. Cisco TelePresence uses Cisco Unified Communications Manager. Will my TANDBERG products also require Cisco Unified Communications Manager?

- A.** In order to deliver a superior, simple user experience, Cisco TelePresence architecture is centered on unified communications. This setup, in conjunction with integration to enterprise groupware, provides “one-button-to-push” simplicity for call launch and a networked multipoint switch architecture for scalability.

TANDBERG deployments do not require Cisco Unified Communications Manager, however a joint Cisco/TANDBERG deployment (ie. one that includes both Cisco endpoints and TANDBERG endpoints) will require both Cisco Unified Communications Manager and the TANDBERG Video Communication Server.

Intercompany Cisco TelePresence

Q. What are intercompany Cisco TelePresence services?

- A.** Cisco partners with global and regional global service providers to offer intercompany TelePresence and public services. Using your existing network and service provider connection, Cisco TelePresence can extend beyond your enterprise boundary—enabling you to meet “in person” with customers, suppliers, and partners as securely and easily as you can internally.

Q. Can I continue to use my TANDBERG intercompany capabilities? Will they work with intercompany Cisco TelePresence ?

- A.** You can continue to use your intercompany capabilities and services from both Cisco and TANDBERG. As service providers make available intercompany interoperability services, you will be able to bridge between TANDBERG and Cisco endpoints across networks securely.

Q. What is the status of interprovider intercompany services?

- A.** Carriers have demonstrated the technical ability to deliver interprovider connectivity. Service providers are working through peering agreements to offer services.

Q. How do I locate a service provider to arrange or purchase intercompany services?

- A.** Contact your Cisco sales representative. Cisco is working with many large global service providers to offer the intercompany Cisco TelePresence service.

Q. What is a Cisco Certified TelePresence connection?

- A.** Cisco Certified TelePresence connection is a new class of network connection available from service providers—one that is uniquely optimized for Cisco TelePresence solutions, and takes advantage of a Cisco IP Next-Generation Network (NGN) architecture. Cisco will certify network service providers that deliver and exceed these network performance requirements as part of the Cisco Powered Network Program. Certification is a rigorous process that demonstrates ongoing investment and commitment to architectural, network management, and service-level agreement (SLA) best practices. This certification is regularly audited by third parties.

Services and Partners

Q. What services are required for Cisco TelePresence deployments?

- A.** Cisco offers a broad portfolio of services designed to provide customers with the highest quality Cisco TelePresence experience possible. Advanced Service offerings such as Room Assessment, Network Readiness Assessment, Planning and Design and Installation ensure a solid foundation for successful Cisco TelePresence deployment. Post installation, Cisco's Essential and Select Operate maintenance and support services ensure maximum system uptime and usability. These services are available from Cisco direct or through Cisco's global network of certified Advanced Technology Partners (ATP).

Q. Are services required?

- A.** Cisco Services ensure successful Cisco TelePresence deployments that allow customers to realize the full return on their hardware investment. For high-end immersive room TelePresence deployments, room and network assessment services are required as part of the order. For smaller room and desktop Cisco TelePresence deployments or those requiring complex integrations, Cisco Implementation Services are highly recommended to maximize success. Maintenance Services (Essential and Select Operate) are required for essential ongoing hardware and software support.

Q. What type of planning is required for Cisco TelePresence ?

- A.** Underlying network capacity and performance is the key determinant of Cisco TelePresence experience quality. As such, a Cisco network assessment should be performed prior to the commencement of any TelePresence deployment to ensure the network is capable of running Cisco TelePresence traffic. For immersive room based Cisco TelePresence systems, room assessment, design and installation services should also be planned for in advance of the installation. Your account team and/or certified partner can assist with all services required to maximize your TelePresence experience.

Q. Is there a special leasing offer for Cisco TelePresence ?

- A.** Cisco CapitalSM provides the best financing option available for Cisco TelePresence. Please ask your channel partner or account manager for details.

Q. How soon will TANDBERG products be orderable as Cisco products?

- A.** We expect that TANDBERG products will be orderable from the Cisco price list and ordering systems within a year.

Q. Will the pricing on TANDBERG products change now that they are part of Cisco TelePresence?

- A.** We do not expect customer prices to be affected for Cisco or TANDBERG products in the short term.

Q. How can I order Cisco TelePresence products? Is the portfolio available globally?

- A.** Yes, the entire portfolio of Cisco TelePresence products and solutions, which includes the TANDBERG product line, is orderable now through specialized partners. Please work with a qualified partner that can support your geographic deployment needs.

Q. When can I buy TANDBERG products from a Cisco partner? Or Cisco products from a TANDBERG partner? Will my partner change?

- A.** Your partner will not change. You should continue to purchase TANDBERG products from existing TANDBERG partners and Cisco products from existing Cisco partners. Over time, we will announce a new joint Video Program and existing TANDBERG and Cisco partners will have the opportunity to participate in the program and gain new certifications to sell the entire combined Cisco TelePresence product line.

Q. What changes will you make to the existing partner programs?

- A.** Cisco and TANDBERG have each developed worldwide ecosystems of partners qualified to deliver and support world-class Cisco TelePresence and video collaboration experiences. At close, we will continue to maintain both programs so initially, there will be no changes. We will begin to articulate plans for a new, harmonized partner strategy soon after close. The combination of the best of the TANDBERG and Cisco programs will provide exciting new opportunities for our partners and will ensure a seamless experience for our customers. Qualified Cisco and TANDBERG partners will be able to gain new certifications to sell and support the expanded, integrated line of Cisco TelePresence products and solutions. This integrated program will evolve and grow new market and customer opportunities for all partners.

For more information, please visit:

- Cisco TelePresence portfolio overview: <http://www.cisco.com/go/telepresence>
- Cisco TelePresence Services: <http://www.cisco.com/go/services>
- Partner Locator: http://tools.cisco.com/WWChannels/LOCATR/jsp/partner_locator.jsp

If you are interested in purchasing Cisco products and solutions, you can work with your Account Manager or go to Cisco's partner locator to find a Cisco partner near you.

- Cisco Systems Capital: <http://www.cisco.com/web/ordering/ciscocapital/index.html>
- Certified Cisco TelePresence Connections:
http://www.cisco.com/en/US/netsol/ns465/networking_solutions_program_category_home.html



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