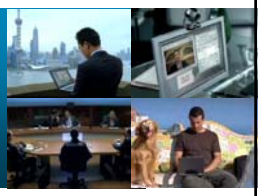
Cisco Networkers Solutions Forum 2008

How Cisco's Unified Communications Solution Drive Business Transformation



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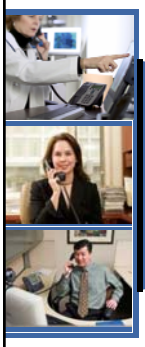
Agenda



- Current Communications Environment
- Cisco Unified Communications
- Cisco UC Applications and Services
- The Business Transformation
- Summary

Communications Environment: What's Affecting the Way we Work?

Intelligent, Effective Communications with Collaboration and Mobile Productivity

New Paradigms For Communications

…relentless march of computer power and Net connection speeds will bring more profound changes to work than anything we've seen so far

Driving Business Process Change With Collaboration

Communications Device Overload

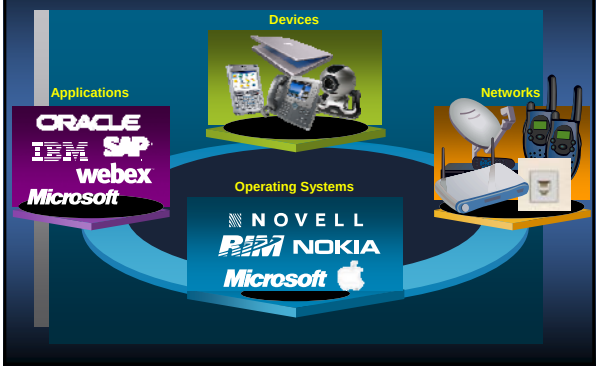
Business In Transition

Demanding "Open" From Collaboration

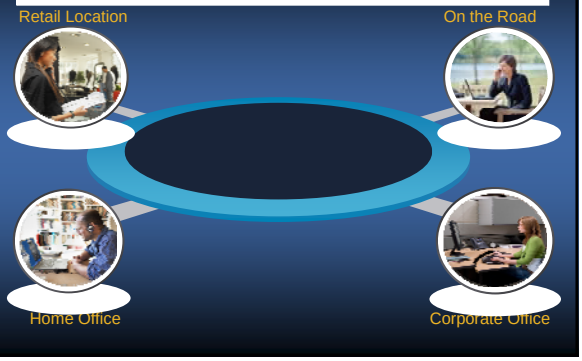
Three Disparate Networks

One Network that Works the Way You Do

It Starts With the Workspace…



Where Are the Workspaces in every Company's Organization?

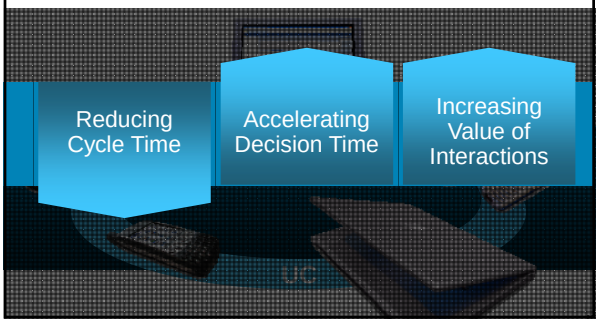


Cisco Unified Communication

Intelligent Communications with Mobile Productivity

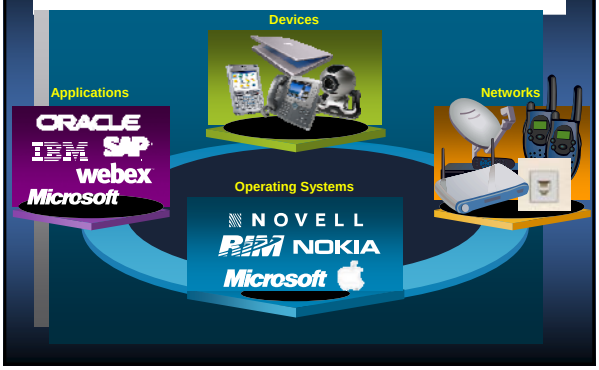
The Cisco Unified Communications

Cisco Unified Communications Transforms Comparative Advantage



Enriching Collaboration, Empowered Workspace

What's in our Workspace?



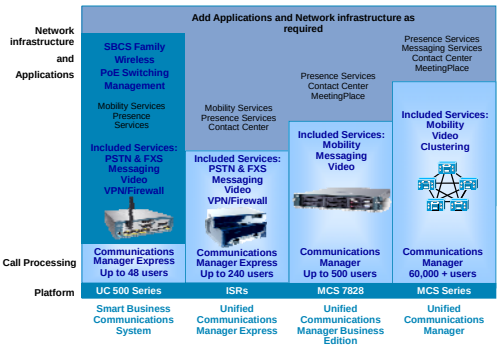
Cisco Unified Communications for the Workspace

Cisco Unified Communications

Key Enabling Technologies

Cisco Unified Communications Content Mapping

Cisco Call Processing Portfolio



Cisco IP Endpoints

Makes Everyone More Efficient

Take advantage of continuous development in endpoints plus custom and off the shelf IP phone applications

Cisco's Unified Communications Applications and Services

Enable Smarter, More Effective and Personal Communications

Cisco Unified Communications Applications

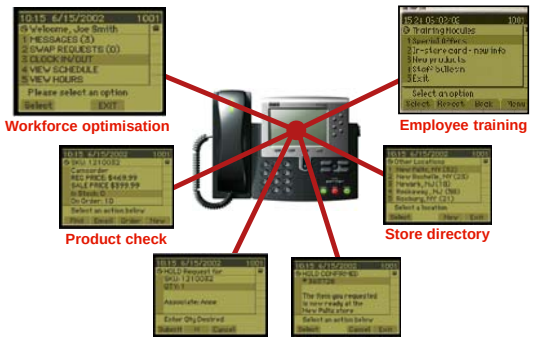
- Messaging
  - Improving employee productivity and customer satisfaction
  - Cisco Unity
- Unified Communications Clients
  - Powerful productivity tools
  - Cisco Unified Personal Communicator, Cisco Unified IP Communicator
- Rich-Media Conferencing and Collaboration
  - Making remote meetings as natural as face-to-face interactions
  - Cisco Unified MeetingPlace, Unified MeetingPlace Express, Unified Videoconferencing, Cisco Unified Video Advantage

Productivity
Scalability
Mobility
Security
Availability
Adaptability

Improve Productivity: Access Applications from Your IP Phone

Extend information flow to workstations with no PC

Productivity Applications



Enhanced Cisco IP Endpoints: Enabling Higher Value Applications

Cisco Unified IP Phones 7941G/G-GE, 7961G/G-GE

Cisco Unified IP Phones 7970G, 7971G-GE

The grayscale, high resolution graphics offered by the Cisco Unified IP Phones 7941G, 7941G-GE, 7961G and 7961G-GE present existing Cisco Unified IP Phone 7970 series applications that were once exclusive to the executive phones.

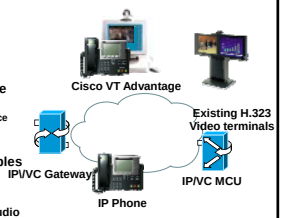
Video is a Phone Call

User friendly

- **Unified voice and video dial plans**
  - **CDR, QoS, CAC, AAR**
- **Single number for voice and video**
- **Video calls dialed like voice calls**
- **Video calls have same services as voice calls**
  - **Basic call, Mute, Hold, Park, Transfer, Conference**
  - **Forward, XML services**
- **Single point of management and administration - Proven scalability enables affordable video at every desktop**

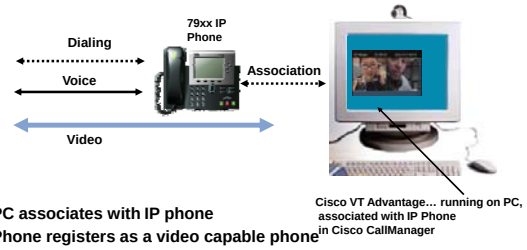
Preserves customer investments

- **Calls can be made to H.323 or SCCP video/audio terminals**



Technology innovation integrates video into the converged voice and data infrastructure, once again reducing the costs of improved communications

The Value of IP… Telephony to the Next Level



- **PC associates with IP phone**
- **Phone registers as a video capable phone**

Convergence in Action!

- **Initiate Voice/Video Call from IP phone**
  - **Audio on the Phone**
  - **Video on the PC (Cisco Video Telephony Camera)**

Increase Productivity – Anytime, Anywhere, on Any Device: Unified Communication Clients

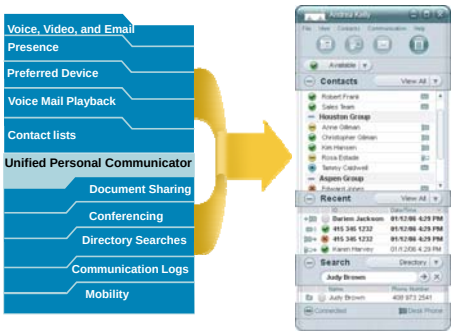
Key Benefits

- Access productivity enhancing applications from a single, unified interface
- Accelerate decision-making and collaboration using IM, presence, video, click to call, and web conferencing
- Save on travel and exchange ideas "face-to-face" using video
- Increase effectiveness of remote and mobile workers

Cisco IP Communicator 2.1

- **Cisco IP Communicator**
  - **PC softphone application**
  - **Delivers enhanced telephony capabilities on PC's**
  - **Access phone extension and services outside the office**
- **Release 2.1 Enhancements**
  - **SIP Softphone……OPEN**
  - **Spoofing Prevention……SECURE**
  - **Audio Improvements**

All-in-One Communication Tool



Reach the right person the first time:
Presence and Instant Messaging

Key Benefits

- Reduce costly communication delays by quickly knowing who is available and how best to reach them
- Leverage presence, availability, context, and modality
- Improve communication connection success rates

Cisco Unified Presence

Presence with UC IP Endpoints

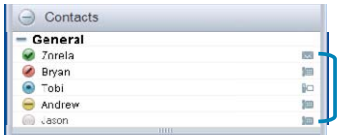
Speed Dial Key

Call Lists (History/Directory)

- Presence Information can be displayed as Busy Indication Icons / Busy Lamps on Call Manager Endpoints
- Presence can be shown on Speed dials and also is available in Call list depending on model of endpoint.
- States include BUSY, IDLE and UNKOWN

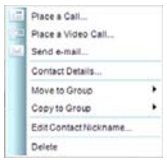
Cisco Unified Personal Communicator

Contact Groups and Presence



Preferred method of contact as defined by User

- Available
- Away
- Busy
- Idle
- Presence not available



Right-Click provides access call and contact management

This is in addition to the Call Icons on the main hub view.

Make Remote Meetings as Natural as Face-to-face Interactions:

Impromptu conferencing to "In-person" solution options

Capabilities – Richness of User Experience

Key Benefits

- Speed projects and make decisions faster with virtual meetings
- Increase sales, support, meeting, and training effectiveness
- Recognize conferencing savings (lower transport and travel expenses) and significantly improve ROI

Cisco TelePresence Meeting:
High Impact Collaboration

Business Value

- Simple, exceptional, "in-person" experience
- Helping Cisco cut 1B miles of annual air travel by 20%
- Reduce overall company carbon emissions by 10%
- Better customer service, improved quality of life

TelePresence: Redefining Business Meetings Now, Being Here Is Being There

TelePresence: Redefining Business Meetings Now, Being Here Is Being There

Cisco TelePresence Multipoint Solutions

- Video switch Optimized for TelePresence
  - Three screens = four sites displayed at one time
  - Full size continuous presence by screen
  - Switching by table segment and site
- Reservation less bridging
- Call Launch automated with "one button to push"

Respond Faster: Voicemail, Unified Messaging and Integrated Messaging Options

Key Benefits

- Investment protection
- Productivity enhancing features and personalization options
- Simplified message management

A converged fixed-mobile voice solution combines the strengths of…

Mobile Voice
Mobility and ease of use

Enterprise Comms
Control and functionality

One business number, one voice mail
PBX services on mobiles
Routing of mobile calls to enterprise IP network
"Desk Device" mobility (w/ mVPN)
Calling cost control and management

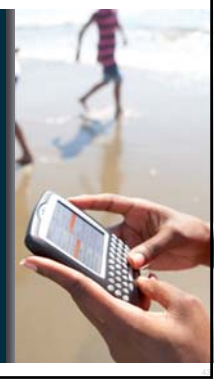
Cost savings
- Elimination of duplicate devices
- Least-cost-routing

Productivity
- Better use of mobile workforce E.g. Trading, call centers, customer service, virtual teams, …

1 2

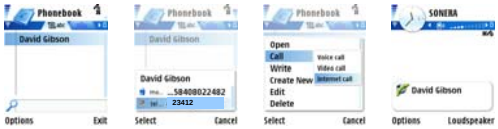
Cisco Mobile UC Solutions

- Cisco Unified Mobile Communicator
  - –Cisco Unified Mobility Advantage server
- Cisco Unified Mobility
  - –Cisco Mobility Manager (for use with CUCM 4.x, 5.x)
- Cisco Unified Wireless IP Phone 7921G (Wi-Fi 802.11a/b/g)
- Cisco Unified Personal Communicator
- Cisco IP Communicator
- Cisco Mobile UC Extensions via Third Party Handsets (dual mode and cellular)
- Cisco CallConnector Mobility
- Cisco Extension Mobility



Using CUCM/CUCME with Nokia-Cisco Mobility solution (Nokia IntelliSync CallConnect)

Terminal A



Terminal B

Cisco Unified Mobile Communicator

- Intuitive, common user experience across different mobile handsets
- Extends unified communications to mobile phones and smartphones
  - –Integrated directories
  - –Presence
  - –Single business number reach
  - –Office voicemail notification and playback
  - –Call logs
  - –Cisco Unified MeetingPlace conference notifications
- Support for BlackBerry, Windows Mobile, Symbian OS and BREW handsets (phased)
- Support for multiple mobile operators and networks

Cisco Unified Mobile Communicator extends Cisco UC to mobile devices

Cisco Unified Mobile Communicator

Client available on multiple Smart and Feature Phones:-

- Symbian, BREW, Windows Mobile and Blackberry
- Provides Notifications from MeetingPlace via Outlook

Presence-enabled Enterprise Directory

Provides presence status

- Same user experience as Cisco Unified Personal Communicator

Visual Indication of Unity Voice-Mail

Matches caller ID with Directory to give name display

- Provides Presence information of Caller
- Click to call Unity and playback specific message

Unified Comms Manager Call Control

- Click to call – routed through Cisco Unified CallManager leverages Least Cost Routing
- While on Call
- Transfer
- Conference

* Available in succeeding release

Advance to the Next Phase of Customer Care: Customer Interaction Network

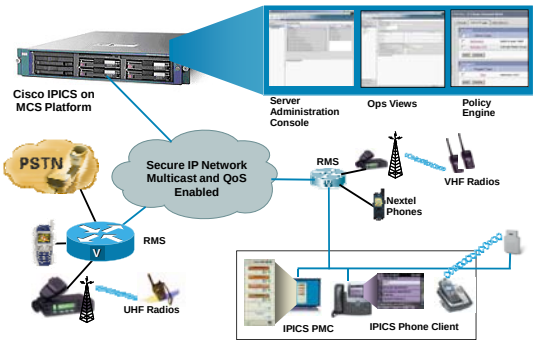
- Create unique customer-centric experiences
- Make customer-service agents more efficient and productive
- Enhance customer service and reduce contact enter cost with powerful self-service solutions
- Enable a new generation of customer interaction applications and increased flexibility of deployment
- Extend your workforce with expert agents and remote agents

Key Benefits

Companies using virtual contact centers increase productivity by 15 percent and save an estimated one million dollars per 100 call center agents. In addition, annual agent turnover decreases, falling from 60 percent to only 5 percent.

Source: AMR Research

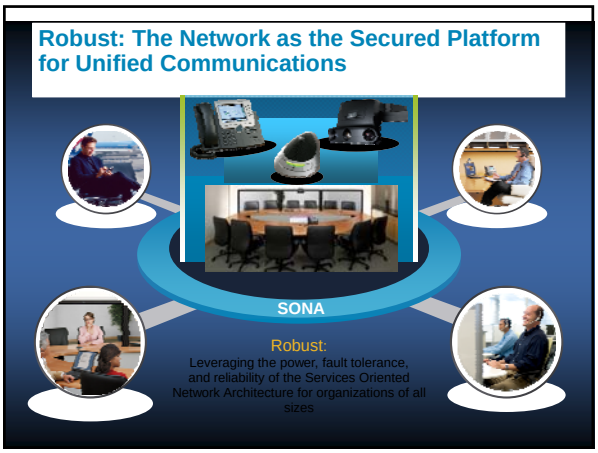
Cisco IPICS Solution (Cisco IP Interoperability and Collaboration System)



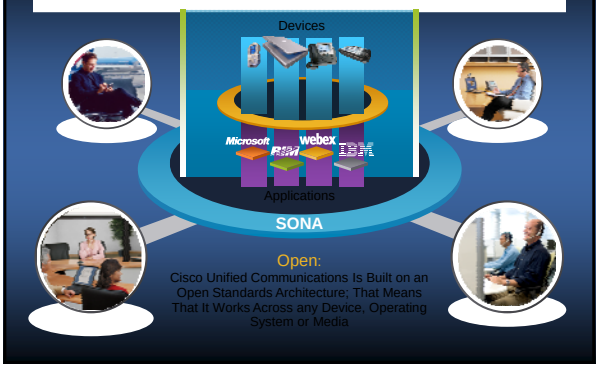
The Business Transformation

Intelligent, Effective Communications with Collaboration and Mobile Productivity

Robust: The Network as the Secured Platform for Unified Communications

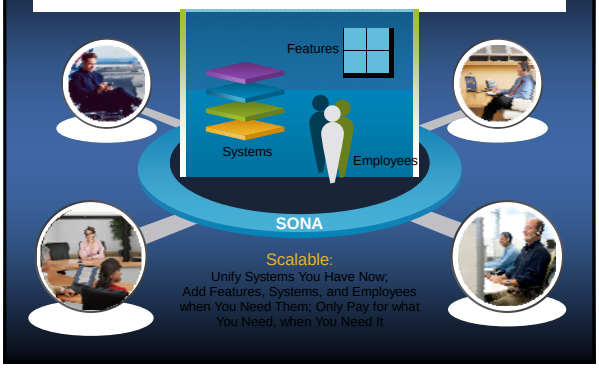


Open: Unification Across Systems, Media, Devices and Vendors

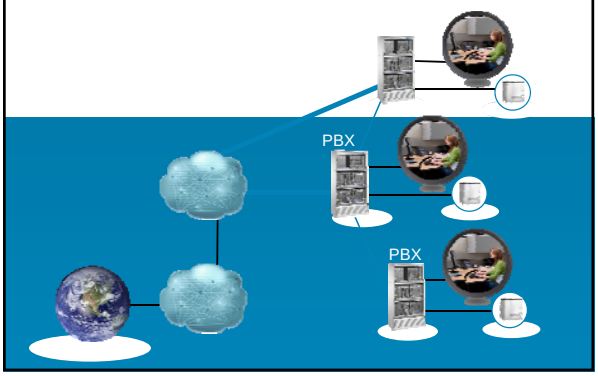


Secure: Keeping Intellectual Property in, Malicious Code Out

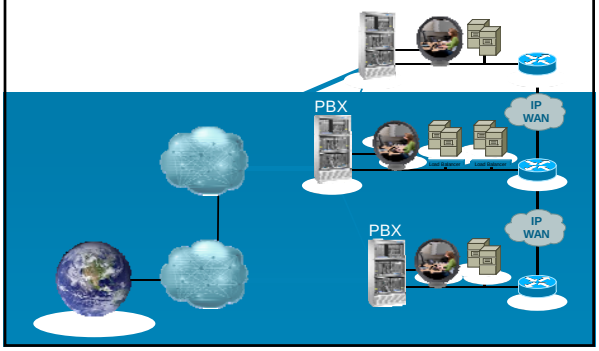
Scalable: The Right Investment for Every Workspace



Legacy Architectures Struggles to Evolve

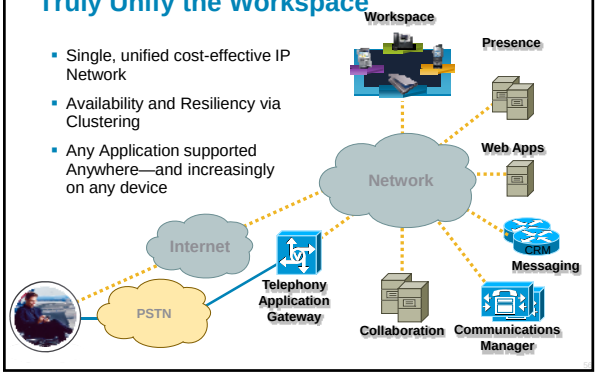


Hybrid Architectures create Linear Scalability but without Survivability



Only a Network-Based Architecture Can Truly Unify the Workspace

- Single, unified cost-effective IP Network
- Availability and Resiliency via Clustering
- Any Application supported Anywhere—and increasingly on any device

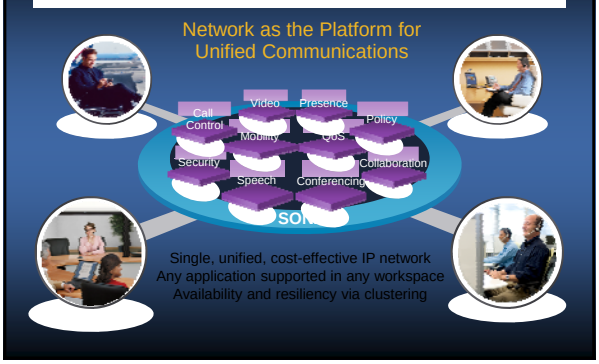


Summary

Convergence is happening

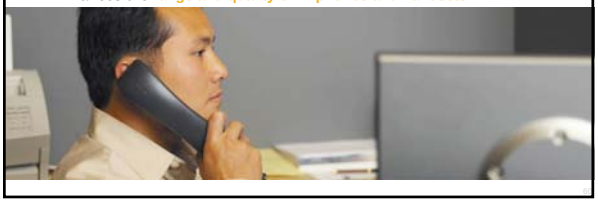
	APPLICATION CONVERGENCE	Integration of New Innovative IP D/V/V/Mobility Services over Broadband for Increased Revenue
	SERVICE CONVERGENCE	Service Continuity across Access for Customer Loyalty And Stickiness
	NETWORK CONVERGENCE	Eliminate Layers in the Network for Increased OPEX/CAPEX Efficiencies

Only a Network-Based Architecture Can Truly Unify the Workspace



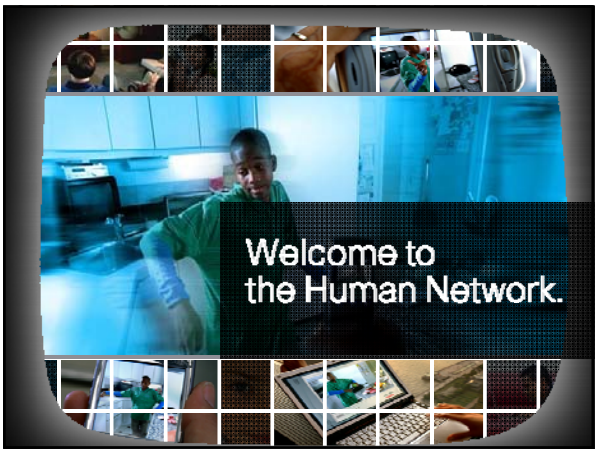
Cisco Unified Communications…Enriching Collaboration Through A Unified Workspace

- Provides media-rich communications experiences, inclusively to all users in their workspaces everywhere, every time, on every device
- Empowers small and medium-sized businesses to reach your growth potential
- Creates unique customer-centric experiences allowing you to move to unique, content rich customer centric experiences
- Uses the network as the platform to build a secure and flexible unified communications architecture
- Enhances the range and quality of IP phones and handsets



Why Cisco for your Unified Communications Requirements?

- Technology
  - DNA and market leadership: routing, switching, mobility, network access control, the connected home, storage area networks, video systems, and unified communications
- Market access
  - Over 1,500 UC partners worldwide
  - Direct channels
  - Indirect channels
  - Embedded advocates
    - Over 600,000 Cisco certified professionals
- Financial strength



CISCO