The Journey From VoIP to UC …Collaboration

Phase 1
Convergence of Data, Voice and Video

Phase 2
Virtualized Network Services

Phase 3
User Experience
Unified Comm.

Integrated Applications

Integrated Transport
Network Intelligence

Time
Increasing Business Complexities...

How can I do MORE WITH LESS?

How do I work better with MY PARTNERS AND SUPPLIERS?

I want to use my iPhone FOR WORK.

I need to MOVE FASTER.

How do I BALANCE WORK WITH MY PERSONAL LIFE?

There's TOO MUCH INFORMATION!

How do I get to know my customers WITHOUT TRAVEL?
...and the Business Impact

This market is moving TOO FAST for us.

I need CLOSER RELATIONSHIPS with my partners.

My time to market is TOO SLOW.

I'm worried about CUSTOMER SATISFACTION.

My IT budget is STRETCHED already.

We are MISSING OPPORTUNITIES.

My team needs the same APPLICATIONS AT HOME.
Changing the Way We Work

“Raising the productivity of employees whose jobs can't be automated is the next great performance challenge”

Collaboration Is...
Equal Parts Process, Culture and Technology

- At Cisco, we pioneer collaboration to change the way we work
- We use these technologies ourselves; we are our own laboratory
- From command and control to collaboration and teamwork
Cisco Collaboration Portfolio

- IP Communications
- Mobile Applications
- Customer Care
- Telepresence
- Conferencing
- Messaging
- Enterprise Social Software
Corporate Communications

Live meetings held at headquarters are broadcasted to regional offices and stores on any device, recorded and easily edited for on-demand access.

- Meetings are transmitted to other TelePresence units in regional offices
- Meeting reminders are shown to digital screens throughout stores nationwide
- Employees can view Trainings and meetings live and interact from home using WebEx
- Trainings and meetings are available to view on mobile phones
- Meetings are recorded and are made available on-demand in Show and Share with transcript and in multiple formats using videos processed by MXE
- Meetings are conducted in a large TelePresence facility at headquarters
- Meetings are transmitted live to laptops via Show and Share and are recorded
- Meetings  are transmitted to other TelePresence units in regional offices
- Digital Media Suite
- Cisco TelePresence
- Cisco WebEx
- Media Experience Engine
- Mobile Applications

Cisco WebEx
Digital Media Suite
Cisco TelePresence
Media Experience Engine
Show and Share
MXE
Increase Training Efficiency

Trainers collaborate to develop and record curriculum for on-demand online training, accessible only to authorized users, and usage metrics report results.
Delivering the Architectural Foundation
Collaboration Now and in the Future

Communication and Collaboration Applications

Collaboration Services

Infrastructure

This core is then leveraged by any combination of end-user clients, devices or custom applications from Cisco or 3rd parties.
Collaboration 2.0 Announcement Highlights

Innovation in 2010

- Cisco Unified CM Session Management Edition
  - SIP trunking
- Cisco Intercompany Media Engine
  - Business to business UC
- 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
  - Video enabled
- Cisco Unified Mobile Communicator for iPhone

- Cisco Unified Contact Center Enterprise, Express, Customer Voice Portal, Expert Advisor 8.0
  - Customer Care as a Service
- Any-to-any Cisco TelePresence HD Interoperability
- Cisco TelePresence WebEx Engage
  - Intercompany Cisco TelePresence Directory
- Cisco WebEx Meeting Center for iPhone v1.3
  - Web handoff from iPhone to PC
  - Cisco WebEx Node for MCS with MeetingPlace 8.0
- Cisco Unified Personal Communicator 8.0
  - Powered by Jabber
- Cisco WebEx Mail
  - Hosted email, native Outlook support
- Cisco WebEx Connect IM
  - Powered by Jabber, UC softphone
- Cisco Show and Share Social video system
- Cisco Enterprise Collaboration Platform (Limited Availability)
  - Social networking for business
- Cisco Pulse (Limited Availability)
  - People and media search

IP Communications and Mobile Applications
Customer Care
Telepresence
Conferencing
Messaging
Enterprise Social Software
The New Collaboration Experience
Cisco Collaboration 2010 Launch

Collaboration 2.0 Product Overview

우병수 과장 (bywoo@cisco.com)
PSE, UC Team, Cisco Korea
2009년 11월
Agenda

Cisco’s Collaboration Vision and Strategy
IP Communications
Mobile Applications
Customer Care
Telepresence
Conferencing
Messaging
Enterprise Social Software
Collaboration, Services
Programs, Tools, Pricing
Localizations
오늘날의 업무 환경 – 복잡도 증가

**Trends**
- Global Value Chains (글로벌 가치 사슬)
- Consumerization (소비자 중심)
- Information Overload (정보의 홍수)
- Workforce Mobility (이동성 증가)

**Human Impact**
- Harder to Build Trust
  - 필요한 전문가를 알기 어려움
  - 기업간 정보 공유의 어려움

**Business Impact**
- 기회 손실 및 시장의 변화에 대응력 저하
- 고객 요구에 대한 더욱 더 느린 반응 속도
  - 증가되는 비용
Changing the Way We Work


“비약적인 성과 향상을 위한 다음 단계는 비정형화된 업무를 수행하는 직원의 생산성을 향상시키는 것이다

Number of Stakeholders

<table>
<thead>
<tr>
<th>One</th>
<th>Many</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>Social Networking</td>
</tr>
<tr>
<td>Documents</td>
<td>Discussion Forums</td>
</tr>
<tr>
<td>IM</td>
<td>Wikis</td>
</tr>
<tr>
<td>Vmail</td>
<td>Blogs</td>
</tr>
</tbody>
</table>

Text

Voice, Video

Unified Communications

Video on Demand

Contact Center

TelePresence

Conferencing

Discussion Forums

Wikis

Blogs

Unified Communications

Video on Demand

Contact Center

TelePresence

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Discussion Forums

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Blogs

Unified Communications

Video on Demand

Contact Center

TelePresence

Conferencing
협업의 필수 요소의 변화

<table>
<thead>
<tr>
<th>From...</th>
<th>To...</th>
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<tbody>
<tr>
<td>Primarily single source</td>
<td>Multiple sources, multiple devices,</td>
</tr>
<tr>
<td>Largely asynchronous</td>
<td>multiple applications</td>
</tr>
<tr>
<td>Inside my organization</td>
<td>Non real-time and real time, interactive</td>
</tr>
<tr>
<td>Static and pre-defined networks</td>
<td>Dispersed teams, outside my organization</td>
</tr>
<tr>
<td>You find information, people</td>
<td>Dynamic teams</td>
</tr>
<tr>
<td>Inside the firewall, walled off</td>
<td>Right time, right people, right resource</td>
</tr>
<tr>
<td></td>
<td>Inclusive, selective, fluid</td>
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</table>

**Information**

**People**

**Communities**

**Context**

**Security**
Cisco Strategic Direction

비즈니스 프로세스 최적화 및 현실적이며, 차별화된 비즈니스 가치 창출

Integrated Experience

- Video MediaNet
- Enterprise Social Software
- Open Architecture
- Flexible Deployment Models
- Same core of collaborative service
  - Any device, any application
- SaaS
  - On Promise
-供应商, 合作伙伴, 客户
  - Beyond Firewall
- 영상은 가장 효과적인 협업 수단
  - 문서 기반에서 영상기반으로
  - Medianet
    - QoS를 넘어 Quality of Experience
- easy of use
  - 기업용 Youtube
    - 보안
    - QoS
    - 가용성 및 신뢰성
Cisco Collaboration Architecture

Communication and Collaboration Applications

- Conferencing
- Enterprise Social Software
- Messaging

Collaboration Services

- Presence
- Location
- Session Mgmt
- Client Frameworks
- Policy and Security Management
- Content Mgmt
- Tagging

Infrastructure

- Virtual Machines
- Network
- Storage

On-Premise  Hybrid  SaaS
시스코 협업 솔루션 - 개요
CUCM Session Management Edition
- SIP trunking
- Cisco Intercompany Media Engine
  - Business to business UC
- Cisco Unified Presence 8.0
  - Dual protocol: SIP/SIMPLE and XMPP
- CUCM 8.0
- Cisco Unified IP Phones 9900 and 8900 Series
  - Video enabled
- CUMC for iPhone
  - Cisco Mobile at Appstore

UCCE 8.0
- UCCX 8.0
- CVP 8.0
- Expert Advisor 8.0
- Customer Care as a Service

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

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

Cisco WebEx Mail
- Hosted email,
  - native Outlook support
- Cisco WebEx Connect IM
  - Jabber
  - Softphone
- CUPC 8.0
  - Jabber

Cisco Show and Share Social video system
- Cisco Enterprise Collaboration Platform (Limited Availability)
  - Social networking for business
- Cisco Pulse (Limited Availability)
  - People and media search
  - Video & Content Auto Tagging

IP Communications and Mobile Applications
Customer Care
Telepresence
Conferencing
Messaging
Enterprise Social Software
IP Communications
What We’re Launching: 
**IP Communications**

<table>
<thead>
<tr>
<th>Product Names</th>
<th>Product Names for Service Providers</th>
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<tbody>
<tr>
<td>Cisco Unified Communications Manager 7.1(3) and 8.0</td>
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<tr>
<td>Cisco Unified Communications Manager Business Edition 7.1(3) and 8.0</td>
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<tr>
<td>Cisco Intercompany Media Engine</td>
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<tr>
<td>Cisco Unified Communications Manager Session Management Edition</td>
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<tr>
<td>Cisco Unified IP Phone 9900 Series and 8900 Series</td>
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<tr>
<td>Cisco Unified IP Color Key Expansion Module</td>
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<tr>
<td>Cisco Unified Video Camera</td>
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<tr>
<td>Cisco IP Communicator 7.0(3)</td>
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<tr>
<td>Cisco Unified Communications Widgets – Visual Voicemail, Click to Call, Phone Designer</td>
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<tr>
<td>Cisco Unified Communications Manager Express/SRST 8.0</td>
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<tr>
<td>Cisco Unified Communications Management Suite for 8.0</td>
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<tr>
<td>Cisco Unified Presence 8.0</td>
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<tr>
<td>Cisco Hosted Unified Communications Services</td>
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<tr>
<td>Cisco Unified Communications Express Services Interface</td>
<td></td>
</tr>
<tr>
<td>Cisco Unified Communications Large Enterprise System</td>
<td></td>
</tr>
</tbody>
</table>
Cisco Unified Communications Manager 8.0

- **새로운 협업 솔루션 추가**
  - Intercompany Media Engine (IME)
  - Unified CM Session Management Edition
  - Unified IP Phones 8900 and 9900 Series Phones

- **향상된 주요 기능**
  - Extension Mobility cross-cluster (EMCC)
  - Service Advertisement Framework (SAF)
  - Unified Mobility for Reroute Direct RD
  - LDAP Filter 및 기능 강화
  - RTMT 강화 (CUCM + Voice Network Equipments)

- **virtualization**
  - Unified Computing System support on B200 M1 Blade
Cisco Unified Communications Manager Express 8.0

Endpoint, Application Integration, and Security Enhancements

- **New Capabilities**
  - Support for Unified IP Phone 6921/6941/6961
  - SCCP/SIP endpoint support for IPv6
  - CTI interface for 3rd party call control
  - Logical Class of Restriction (LPCOR) partitioning
  - Dept. of Defense functionality:
    - Secure Device Support
    - Multilevel precedence and preemption (MLPP)

- **지원 IOS**
  - 12.4(22)YB 버전 부터
  - T-train release는 4월 예정

- **SNR (Single Number Reach)**
  - Native Function
  - Unified CallConnector Mobility (Advanced Features)

<table>
<thead>
<tr>
<th>Platform</th>
<th>CUCME Phones</th>
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</thead>
<tbody>
<tr>
<td>2901</td>
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<tr>
<td>2911</td>
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<tr>
<td>2921</td>
<td>100</td>
</tr>
<tr>
<td>2951</td>
<td>150</td>
</tr>
<tr>
<td>3925</td>
<td>250*</td>
</tr>
<tr>
<td>3945</td>
<td>350*</td>
</tr>
</tbody>
</table>
Cisco Intercompany Media Engine
Makes Inter-company as easy as inner-company

Enterprise A

PSTN Gateway

Cisco IME

Cisco Unified Communications Manager 8.0

ASA

IME Trunk

Internet

Enterprise B

PSTN Gateway

Cisco IME

Unified Communications no longer ends at the enterprise border
- Video
- Wideband Audio
- Rich Caller ID
- etc.
Cisco Unified Communications Manager 8.0 Session Management Edition

ROI Through Collaboration Services Aggregation

- Interconnection among PBXs
- Connect PBXs to carrier - SIP trunking
- Connect PBXs to wireless operator
- Interconnect PBXs to other businesses as well as social networking and Web apps

Cisco Intercompany Media Engine
Web 2.0 & Cisco Enterprise Collaboration Platform
Cisco Unified Survivable Remote Site Telephony 8.0

Endpoint and Security Enhancements

- **신규 전화기 지원**
  Unified IP Phone 6921/6941/6961

- **Advertising on hold with 5 music-on-hold (MOH) streams**

- **Secure SIP SRST Support**
  Endpoint register with TLS
  Media via secure RTP
  SIP TNP endpoints

- **지원 IOS - 12.4(24)YF**

- **IPv6 지원**
Cisco IP Communicator 7.0(3)

Improved User Experience via Localization Enhancements and Headset Support

- 한국어 지원
- Plug-and-play functionality integrated for Jabra USB headsets
- CUCM 등록 시 DLU 3개 필요
  Adjunct License 사용 시 1개 필요  
  (Cisco IP Phone + IP Communicator)
Unified Communications Widgets
– Click to Call, Phone Designer, Visual Voicemail

New Enhancements for Click to Call in UC 8.0

- Free Download
- 개선된 Click to call
  Citrix XenApp Virtual environments
  Microsoft Applications
  Click to call from a Tel-URI
Cisco Unified Communications Management Suite for 8.0

Simplifying Deployment and Ongoing Management

- Alignment with UC 8.0 with support for:
  - New Cisco Unified IP Phones
  - Cisco UC Integrations for MOC and Webex Connect
  - Unified Computing System hardware support
Cisco Unified Presence 8.0

Dual Protocol, XMPP & SIP/MPLSE, Open and Extensible Platform

- Native SIP/SIMPLE and Jabber XMPP support
  - CUPC 7.0, CUMC, Unified Expert Advisor
  - XMPP-based CUPC 8.0 & 3rd party clients
- Enhanced network-based presence
  - 사용자 정의 Presence 표시
  - Microsoft Caledar 연동
  - Cisco WLAN Location Appliance via CUAE
- Compliant & policy-based enterprise IM (EIM)
  - Server-side IM Logging
- B2B & B2C presence and IM federations
  - WebEx Connect
  - CUP to MOC
- Open APIs to presence-enable business processes
Cisco Unified IP Phone 9900 Series

Advanced Collaborative Media Endpoints

공통사항
- Elegant and intuitive ergonomic design
- Interactive, multi-party H.264 business video (camera)
- 24-bit 그래픽 지원, 5” 디스플레이(9951)
- Video Camera 지원
- Full VGA 해상도
- USB and Bluetooth for added convenience and freedom
- Premier audio with HD voice (G.722)
- Earth-friendly (deep sleep option, recyclable plastics)
- 10/100/1000 Ethernet Interface
- IP Color KEM 지원

Cisco IP Phone 9971 Only
- Touch Screen
- Built-in Wi-Fi
- 5.6” Display
Cisco Unified IP Phone 8900 Series

Advanced Professional Media Endpoints

- Elegant and intuitive ergonomic design
- Interactive, multi-party H.264 business video (camera)
- 24-bit 그래픽 지원, 5” 디스플레이
- Full VGA 해상도
- USB and Bluetooth for added convenience and freedom
- Premier audio with HD voice (G.722)
- Earth-friendly (deep sleep option, recyclable plastics)
- 10/100/1000 Ethernet Interface
- IP Color KEM 지원
Cisco Unified IP Color Key Expansion Module

Added Scalability and Responsiveness

- 36 programmable line/feature keys per module
- Graphical backlit color LCD display with LCD labels
- Tri-color LED’s for call state: Idle, Hold, Busy
- Deep-sleep option for reduce power consumption
- Wall-mountable and choice of colors
Cisco Unified Video Camera

Enhancing Collaboration with Video

- High-performance H.264 standard interactive video
- CIF (352*240)
- Video communications up to 30 frames per second
- USB mounted connection for easy plug-n-play
- Digitally controlled features for Pan/Zoom and Tilt
- Video Mute feature
- Choice of color options
  - Charcoal or white
- Cisco IP Phone 9900 Series 지원

FCS with 9.0(2) firmware – Available CY 1H 2010
Cisco Integrated Services Router (ISR) G2 Portfolio for Unified Communications

Cisco Unified Communications Manager Express
Cisco Unified Survivable Remote Site Telephony

Key ISR G2 Capabilities
• Up to 5X more performance
• Services-Ready Engine
• Gigabit fabric

Key Benefits
• More UC capacity
• Add services w/o truck rolls
• Reduce TCO

Concurrent Services and Performance

Small Office
Low Density Services
2901

Small Branch
Multiple Services
Extended Modular Connectivity (EVM, ISM, SM, WIC/VIC)
2911
2921
100/100 Phones

Enterprise Branch Office
High-Density Services
Modularity with Performance Optimized for “All-in-one” Solution (NM-SM, NME, EVM, ISM, WIC/VIC)
2951
150/250 Phones

3925
200/730 Phones

300/1200 Phones
Avail Oct 20

Cisco Unity Express
Local Auto Attendant and Voice Mail System with 12-250 Mailboxes, 4-32 Sessions/ports
600 Hours of Storage

3945
Cisco Unified Border Element (Enterprise Edition) ISR & ASR 1000

**CUBE 주요 기능**
- NAT Traversal & Topology Hiding
- B2B Interconnection
- Interworking (SIP ↔ H.323)

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<thead>
<tr>
<th>Platform</th>
<th>CUBE 용량</th>
<th>CUBE + SW MTP</th>
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<tr>
<td>3825</td>
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<td>210</td>
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<td>500</td>
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<tr>
<td>AS5000XM</td>
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<td>400</td>
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<tr>
<td>2951</td>
<td>600</td>
<td>330</td>
</tr>
<tr>
<td>3925 SPE-100</td>
<td>800</td>
<td>440</td>
</tr>
<tr>
<td>3945 SPE-150</td>
<td>1000</td>
<td>500</td>
</tr>
</tbody>
</table>

Cisco® ASR 1000 Series

Fully Integrated - No Service Blades required

Choice of ASR 1000 chassis, RP, ESP engines and clear platform HW roadmap for upgrades

Designed for Enterprise Customers
ASR 1000 Series Cisco Unified Border Element (SP Edition)

- No need to create overlay network; eliminate additional appliances
- Integrated with routing, WAN aggregation, IPSec, BRAS, FW, MPLS functions, DPI. All can be enabled simultaneously
- Over 68K sessions* with HA at 370 calls/second
- 응용 분야
  Enables services like SIP trunking
  SP VoIP peering
  B2B TelePresence
  IMS ready
  Validated interoperability with CUBE (Ent)

- Flexible and open architecture
  Range of interfaces (10GE, GE, FE, POS, T3, etc), with choice of 2RU/4RU/6RU Chassis and 5G, 10G, 20G engines
  Clear upgrade path with ASR 1000 HW roadmap of RPs, ESPs

* Each session represents a complete voice call with 14 SIP messages per call, i.e., 2 call-legs on the SBC consisting of 2 media-legs for a bi-directional media flow and 7 SIP messages per call-leg
Cisco ASA 5500 Series 8.3 Release

UC 8.0을 위한 보안 기능 강화

- Security for IME Solution
  음성 및 시그널링 암호화
  B2B 호에 대한 보안 위협 제거
  PSTN fallback을 위한 QoS Monitoring

- VPN Phones 지원
  IP phones 7942G, 7945G, 7962G, 7965G and 7975G (SCCP)

- UC Proxy Enhancements:
  UC Wizard for improved management
  장애복구를 위한 Phone Proxy 라이센싱 강화
  Presence Federation Proxy support for new Jabber gateway server

- Foundational Support:
  SIP and SCCP Inspection engine updates
Mobile Applications
어디에서 WebEx 웹 미팅을 참석할 수 있습니다.

- **WebEx Dusting**
  WebEx Meeting handoff : 아이폰으로 참석한 WebEx 미팅 화면을 자신의 PC로 전송하는 기능

- **Audio Transfer**
  음성은 SNR (Mobile Connect)을 이용하여 전환
  Desktop phone Pickup

- **Join by meeting number**
  WebEx Meeting을 편리하게 접속하도록 하도록 하기 위해 Meeting Number만 입력하여도 접속

- **Automatic Audio Rejoin**
  WebEx Meeting 중에 Call Drop이 발생하여도 WebEx 시스템에 의해 콜백이 시도됨
Cisco Unified Mobile Communicator

“Cisco Mobile” in the App Store

- Cisco Unified Mobile Communicator 7 for iPhone
  - Dial via Office
  - Visual business voicemail
  - Mobile Connect on/off setting
  - Cisco Unified MeetingPlace meeting list with Call Me
  - Directory access
  - VoWLAN (Cisco Tincan Touch, CY Q1 2010)
  - Presence (Not Yet)

- Customer Benefits
  - 통신 비용 절감 (Dial via Office & VoWLAN)
  - 로밍 비용 (SNR을 활성화 / 비활성화 설정)
  - 아이폰 인터페이스를 그대로 유지

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  - 로밍 비용 (SNR을 활성화 / 비활성화 설정)
  - 아이폰 인터페이스를 그대로 유지
Cisco Unified Mobile Communicator

- **Cisco Unified Mobile Communicator 7 for BlackBerry**
  - Dial via Office
  - Visual business voicemail
  - Mobile Connect on/off setting
  - Cisco Unified MeetingPlace meeting list with Call Me
  - Directory Access
  - Presence & Messaging

- **WebEx**
  - 별도의 Client 필요없이 회의 연결

- **Customer Benefits**
  - 통신 비용 절감 (Dial via Office)
  - 로밍 비용 (SNR을 활성화 / 비활성화 설정)
  - 아이폰 인터페이스를 그대로 유지
Cisco Unified Mobility Advantage

- **Cisco Unified Mobility Advantage 7.1(3)**
  WM6 SE, BlackBerry, Symbian, iPhone 지원
  Bulk provisioning tool (간편하게 설치)

- **Cisco Unified Mobility Advantage 8.0**
  XMPP 지원
  Desktop and mobile IM & text 연동
  Cisco Unified Presence 8.0 과 연계
  15,000 mobile users 까지 확장
  MCS 7845 서버 하나 당 5000 user 지원
  CUCM 클러스터 당 3개의 CUMA 서버까지 지원
Cisco Unified Wireless IP Phone 7925G-EX

Rugged, Resilient and Feature Rich

- Certification for ATEX Zone 2 and CSA Class I Division 2 for potentially explosive environments
- 방진, 방수, 충격에 강함
- Bluetooth 2.0 지원
- 양방향 스피커폰 기능
- 증가된 배터리 용량
  
  13 시간 이상의 통화 시간 및 240시간 이상의 대기 시간

- 공장이나 건설 현장에 적당한 모델
Telepresence
Cisco Telepresence Solution Portfolio

CTS 500
1–2 Seats

CTS 1100
2 Seats

CTS 1300 Series
Multipurpose Room

CTS 3000
6 Seats

CTS 3200
18 Seats

- 기존 회의실 활용
- 5Mbps at 1080p
- Wideband audio
- PIP 지원
- DMP 연결
- PC Monitor 활용

- 기존 회의실 활용
- 5Mbps at 1080p
- Wideband audio
- PIP 지원
- DMP 연결
- PC Monitor 활용

- 기존 회의실 활용
- 5Mbps at 1080p
- Wideband audio
- PIP 지원
- DMP 연결
- PC Monitor 활용

- 전용 회의실
- 15Mbps at 1080p
- Spatial Audio
- DMP 연결
- PIP 지원
- DMP 연결

모든 회의 환경에 가장 적합한 솔루션을 제공
Any-to-any Cisco TelePresence HD Interoperability

HD Video Conferencing Interoperability

- Cisco end-to-end network-based solution
- 720p full screen experience
- Provides support for other video-enabled devices
- Any-to-any stored media processing

- Customer Benefits

HD interoperability를 위한 다양한 방법을 선택
MXE 5600 → 3개의 화면 모두 기존 화상 장비 연동
CUVC 5000 Series → 하나의 화면만을 기존 화상 장비 연동
TP 장비처럼 손쉽게 기존 화상 장비 연동
기존 HD 화상 장비와 손쉽게 연동되므로 협업 증대
Cisco TelePresence WebEx Engage

A Single Solution for Immersive Meetings

- “One button to push”로 WebEx 미팅 접속
- WebEx와 Telepresence 미팅 통합
  참가자간의 양방향 문서 공유
  텔레프레즌스 전화기 상에서 참가자 리스트 확인
  웹엑스 화면에서 참가자 리스트 확인
- Global reach
  WebEx 참가자들은 텔레프레즌스 영상 공유

- Customer Benefits
  WebEx를 이용하여 모든 장비와의 회의 편리한 문서 공유 가능
  간편한 회의 스케줄링
**Intercompany Cisco TelePresence Directory**

**Inter-company** 텔레프레즌스 미팅을 원하는 기업의 텔레프레즌스 회의실의 글로벌 주소록을 제공하기 위한 온라인 툴

- 텔레프레즌스 회의실 및 위치 확인
- 위치, 시간 대, SP 정보를 확인하여 손쉽게 텔레프레즌스 회의 설정
- Intercompany meeting을 위한 회의 예약 정보 수집
- Get directions to the meeting room further simplifying meeting setup
- 회의실 전화번호, 주소 등의 민감한 정보에 대한 각 기업의 보안 정책을 준수

**Benefits**

텔레프레즌스 사용량 증가
사용자 만족도 증가

View a demo of Cisco directory approach
Cisco TelePresence Manager
Next Generation of CTSMAN

간편한 회의 예약, 회의 연결 및 관리

■ 다양한 형태의 미팅을 위한 회의 자원 관리
  일 대일 회의, 다자간 회의, 기업 간 회의
  텔레프레즌스와 WebEx Meeting 연계

■ 사용량, 생산성, ROI 관련 리포트 생성

■ Tools for concierge and helpdesk users

■ Integrates with existing infrastructure

■ Scheduling API options 제공

■ Customer Benefits
  손쉬운 회의 예약 및 연결이 가능하여, 사용자 교육 및 지원이 최소화
  협업 증대
Cisco Media Processing
New Features and New Platform Introduced

Live Features Now Available!

- **MXE 3500: New Platform**
  - Live transcoding
  - Speech to Text

- **MXE 5600: New Platform**
  - Modular chassis for live transcoding, media adaptation and HD interop

- 주요 장점
  - Any-to-any live video sharing
  - Transcription allows for further reach of video content
  - Modular form factor on MXE 5600 allows for growth as video requirements increase
Conferencing
## What We’re Launching: Conferencing

<table>
<thead>
<tr>
<th>Product Names</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cisco® WebEx Node for Media Convergence Server</td>
</tr>
<tr>
<td>Cisco Unified MeetingPlace 8.0</td>
</tr>
<tr>
<td>Cisco Unified Videoconferencing 7.0</td>
</tr>
</tbody>
</table>
Cisco WebEx Node for MCS

SaaS 기반의 WebEx 와 Unified MeetingPlace 를 통합하여 On-premises 장비로 활용

- In-house WebEx web, VoIP, and video traffic rush over the WebEx Node, single connection to cloud
- On-premises data options
  미디어 트래픽
  내부 전용 미팅을 위한 스케줄링 정보
  녹화
- MCS 서버 상에 설치
- Automatic failover to cloud for non-internal meetings
- WAN 대역폭 최적화
  단 하나의 세션만이 WebEx Cloud와 연결
Cisco Unified MeetingPlace 8.0

On-premises Audio and Video Conferencing Infrastructure for Cisco UC and WebEx

- Cisco MeetingPlace 8.0 전개 모델
  Hardware Media Server Option
  On-premises Audio and Video
  WebEx (SaaS) integration, WebEx Node for MCS
  Scalable – 2000 Audio, 300 Video, 500 Web per WebEx Node

  Software Media Server Option
  On-premises Audio and Video
  WebEx (SaaS) integration, WebEx Node for MCS
  1000 Audio, 300 Switched Video, 500 Web per WebEx Node

- On-Promise 웹회의 솔루션
  Cisco MeetingPlace 7.0
  Cisco MeetingPlace 8.1
Cisco Unified Videoconferencing 7.0
New Hardware Platform (5000 Series) for HD Video Environments

Enables HD Video across the Cisco Collaboration Portfolio

- Full High-Definition (HD) video – up to 1080P*
- Platform for HD TelePresence Interoperability
- More advanced, HD desktop video

<table>
<thead>
<tr>
<th></th>
<th>5110 (1U)</th>
<th>5115 (1U)</th>
<th>5230 (3U)</th>
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<tbody>
<tr>
<td><strong>Form Factor</strong></td>
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<tr>
<td><strong>SD Capacity</strong></td>
<td>40</td>
<td>60</td>
<td>120</td>
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<tr>
<td>(7.1 Feature)</td>
<td></td>
<td></td>
<td>120 HD w</td>
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<tr>
<td><strong>720p HD Capacities</strong></td>
<td>10</td>
<td>15</td>
<td>30</td>
</tr>
<tr>
<td><strong>1080p HD Capacities</strong></td>
<td>5</td>
<td>7</td>
<td>15</td>
</tr>
<tr>
<td>(7.1 Feature)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* 1080p delivered in v7.1
Messaging
What We’re Launching: Messaging

<table>
<thead>
<tr>
<th>Product Names</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cisco WebEx Mail</td>
</tr>
<tr>
<td>Cisco WebEx Connect IM</td>
</tr>
<tr>
<td>Cisco Unified Personal Communicator 8.0</td>
</tr>
<tr>
<td>Cisco Unified Communications Integration for Microsoft Office Communicator 8.0 and WebEx Connect C6</td>
</tr>
<tr>
<td>Cisco Unity 8.0</td>
</tr>
<tr>
<td>Cisco Unity Connection 8.0</td>
</tr>
<tr>
<td>(Includes Speech Connect for Cisco Unity Connection)</td>
</tr>
<tr>
<td>Cisco Unity Express 8.0</td>
</tr>
</tbody>
</table>
Cisco WebEx Connect IM

Deliver Instant Messaging, Unified Communications and Collaboration Capabilities

- WebEx Connect uses XMPP, the only Internet presence/IM standard formalized by the IETF
- Available with or without teamspaces
- Cisco® Unified Communications® Integration enables Cisco telephony capabilities natively from the WebEx Connect client
- Enhanced WebEx Meeting integration
- Enhanced policy management and organizational administration
Cisco Unified Personal Communicator 8.0*

Single Multi-media UC Client for Rich Borderless Collaboration

- Based on Cisco Unified Client Services Framework
- Enhanced and intuitive unified communications user experience
- Standards-based wide-band audio and high-definition video
- Enhanced presence & enterprise IM
  (group & persistent chat, as well as client-side logs)
- Server-side IM logging and Compliance
- B2B federation to MOC, IBM Sametime, WebEx Connect, & CUPC
- B2C federation to standard-based XMPP services
  Google Talk, etc
- Exchange of instant messages between CUPC, CUMC and 3rd party XMPP clients and applications

Note: Prototype of user interface. Subject to change  * Targeted for Q2CY2010
Cisco UC Integration™ for Microsoft Office Communicator 8.0

Standards-based Multi-media Collaboration Directly from MOC

- Standards-based deskphone and softphone high-definition video support
- Impromptu escalation into integrated voice, video, and web collaboration
- Visual Voicemail
- Audio enhancements
- SRST support
- Phone Control & Click to Call
## Unified Messaging

<table>
<thead>
<tr>
<th>Users</th>
<th>Messaging Type</th>
<th>Platform</th>
<th>Networking</th>
<th>Redundancy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cisco Unity Express 8.0</td>
<td>Less than 250 Voicemail Integrated Messaging</td>
<td>ISR IOS</td>
<td>500K users with Unified Messaging GW</td>
<td>No</td>
</tr>
<tr>
<td>CUCM Business Edition 8.0</td>
<td>500 Voicemail Integrated Messaging</td>
<td>Linux Server-Based</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Cisco Unity Connection 8.0</td>
<td>20,000 per server Voicemail Integrated Messaging</td>
<td>Linux Server-Based</td>
<td>100K users</td>
<td>Active/Active</td>
</tr>
<tr>
<td>Cisco Unity 8.0</td>
<td>15,000 per server Voicemail Integrated Messaging</td>
<td>Windows Server-Based</td>
<td>250K users</td>
<td>Active/Passive</td>
</tr>
</tbody>
</table>

- **Survivable Remote Site Voicemail (SRSV)** uses Cisco Unity® Express at the branch office to back up centralized Cisco Unity Express voice messages if the WAN is down.
Enterprise Social Software
Cisco Show and Share

- Digital Media Suites 솔루션 가운데 하나
- Video Collaboration & Sharing
- User Generated Content & Social Media Features
- Live Events & TelePresence Playback
- Secure business workflows and reporting
Cisco DMS Solution

컨텐츠의 생산, 관리, 분배

<table>
<thead>
<tr>
<th>Create</th>
<th>Media Management</th>
<th>Display &amp; Access</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Media Encoder 1100</td>
<td>Digital Media Manager</td>
<td>Video Portal</td>
</tr>
<tr>
<td>Digital Media Encoder 2200</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

For Desktop Video

Scientific Atlanta Encoders

For Digital Signage & Enterprise TV

For broadcasting live video to the DMPs
Programs,
Tools,
Pricing
# Cisco Unified Workspace Licensing Updates

<table>
<thead>
<tr>
<th>Functionality</th>
<th>Included in the Cisco Unified Workspace Licensing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video Conferencing</td>
<td>Cisco Unified MeetingPlace Express (25 Cisco UWL=1 Port)</td>
</tr>
<tr>
<td>Web Conferencing</td>
<td>Cisco Unified MeetingPlace/MeetingPlace Express Port (25 Cisco UWL=1 Port)</td>
</tr>
<tr>
<td>Audio Conferencing</td>
<td>Cisco Unified MeetingPlace/MeetingPlace Express Port (25 Cisco UWL=1 Port)</td>
</tr>
<tr>
<td>Contact Center</td>
<td>Unified Contact Center Express (25 Cisco UWL = 1 Std Agent)</td>
</tr>
<tr>
<td>Mobile Phone Client</td>
<td>Cisco Unified Mobile Communicator Client</td>
</tr>
<tr>
<td>Presence</td>
<td>Cisco Unified Presence Profile</td>
</tr>
<tr>
<td>Mobility (with Sim Ring services)</td>
<td>Cisco Unified Mobility Profile</td>
</tr>
<tr>
<td>Soft Client</td>
<td>Cisco Unified Personal Communicator or Cisco Unified IP Communicator with Cisco Unified Video Advantage</td>
</tr>
<tr>
<td>Messaging</td>
<td>Cisco Unity or Cisco Unity Connection</td>
</tr>
<tr>
<td>Phone/Call Control</td>
<td>License for One or Unlimited Cisco IP Phones per User</td>
</tr>
</tbody>
</table>

**Editions:**
- **Entry Edition**
- **Standard Edition**
- **Professional Edition**
Welcome to the Human Network.
Cisco Offerings & Invitation to CBC (Customer Briefing Center)

2009. 11. 24
Accelerate to Collaborate 캠페인

2009년 11월 24일 ~ 2010년 5월 1일
문의 및 신청: 소속회사 담당 시스코 영업대표

1. 기존 전화기 사용고객을 위한
   • 대상 기종: Notel, NEC 등
   • 시스코 솔루션 혹은 IP Phone OIP + CTMP으로 교체 시
   • 2배 이상의 credit 제공!

2. 자금 부담 적은 캐피탈 지원
   • 24개월 동안 0% Financing (무이자) 혹은
   • 1% for 3년 동안, 2% for 4년 동안, 3% for 5년 동안 최소 이자부담

3. 서비스 비용 최소화
   • 2년 비용으로 3년 동안 서비스 (SMARTnet + ESW)
   • 12개월 무료 서비스 이용혜택
   • 무료 마이그레이션 프로그램
Thursday Brunch @ Cisco CBC

2009년 12월 3일(목) OPEN

- 참석대상:
  - small/medium 규모 회사 및 단체 등
  - 콜센터, 병원, 학원, 공공기관 등 환영
  - IT부서 책임자/담당자 등
  - 6인 이상 개인 혹은 단체

- 체험내용:
  - UC, TelePresence, WebEX 등 시연

- 운영시간:
  - 매주 목요일 9:30 ~ 10:30 am
  - 삼성동 아셈타워 5층(Cisco CBC)
  - 고급 브런치 제공

- 방문신청: *최소 1주일 전 예약 필수
  ☎ 02-3429-8510
  mailto: jihyekim@cisco.com
Thank you...

1. **Collaboration Webinar 설문조사**
   - 지금 바로 설문에 응해 주세요!
   - 추첨 통해 20명에게 <2010 프랭클린 다이어리> 증정

2. 존 챘버스 회장의 keynote 연설 및 데모
   - New Collaboration Experience

3. 보다 자세한 한글 정보
   - 시스코 협업 솔루션