The New Collaboration Experience

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Changing the Way We Work

“Raising the productivity of employees whose jobs can't be automated is the next great performance challenge—and the stakes are high.”

### Essential Elements of Collaboration

**Not So Long Ago…**
- Primarily single source
- Largely asynchronous
- Inside my organization
- Static and pre-defined networks
- You find information, people
- Inside the firewall, walled off

**Today…**
- Multiple sources, multiple devices, multiple applications
- Non real-time and real time, interactive
- Dispersed teams, outside my organization
- Dynamic teams
- Right time, right people, right resource
- Inclusive, selective, fluid

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**Information**

**People**

**Communities**

**Context**

**Security**

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Cisco Strategic Direction

Integrated Experience

- Interoperable, Open Architecture
- Secure Inter-Company
- Flexible Deployment Models
- Video Communications
- Enterprise Social Software
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.
Cisco Collaboration Portfolio

- IP Communications
- Mobile Applications
- Customer Care
- Telepresence
- Conferencing
- Messaging
- Enterprise Social Software
Collaboration Is...
Equal Parts Process, Culture and Technology

- November 2008 to January 2009
- 90 days
- Realign $500M to FY09 priorities
- 100% faster than 2008
- From command and control to collaboration and teamwork
Collaboration 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

- 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
Cisco Collaboration Portfolio

**IP Communications**
Reduce TCO, improve user experience and productivity, and increase business relevance with secure, resilient, and scalable voice services

- New! Cisco Unified Communications Manager 8.0
- New! Cisco Unified IP Phones 8900 and 9900 Series
- New! Cisco Unified Communications Manager Session Management Edition 8.0
- New! Cisco Intercompany Media Engine 8.0
Enhancements for Today’s Enterprise Requirements
Extending UC Experience Between Different Organizations

- Cisco Intercompany Media Engine
  Secure enterprise video telephony and high fidelity wideband audio across companies
  Provide boundaryless communications to business partners

- Effortless for users and administrators
  Easy to use: self-learning
  Consistent user experience between organizations

- Secure, efficient network utilization with reduced costs
  Efficient use of PSTN and SIP trunks
  Multiple levels of security plus spam blocking
Unified Communications Manager Session Management Edition

- **ROI Through Collaboration Services**
  - Aggregation
  - Interconnection among PBXs
  - Connect PBXs to carrier and wireless operators
  - Interconnect PBXs to other businesses as well as social networking and Web apps – via Cisco IME, Web 2.0 & ECP

- **Customer Benefits**
  - Least cost routing/toll bypass
  - Reduced system administrative overhead
  - Easier migration to all-IP

- **Partner Benefits**
  - Onramp to up-sell IP Telephony and UC/Collaboration
  - For MSPs, policy control communications
Session Management at the heart of the Cisco Collaboration Architecture

PSTN

Internet - Intercompany Media Network

Web2.0

TDM GW

SIP Trunk

SIP Trunk

SIP Interface

Session Management Edition

IM & Presence

Contact Center

Call Control

Turret

Maas & Mobility Services

Enterprise Collaboration Platform

SIP Trunk

CUBE
Cisco Collaboration Portfolio

**Conferencing**
Leverage the best of premises-based and SaaS offerings to deliver the industry’s most compelling and cost-effective conferencing experiences

- Cisco WebEx Conferencing
- Cisco Unified MeetingPlace for on-premises
- Cisco WebEx Node for ASR 1000 and MCS
- Cisco Unified Videoconferencing
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**Messaging**

Drive productivity and accelerate business processes by enabling employees to access and deliver messages via any medium, anywhere, on any device.

- New! Cisco WebEx Connect IM (Jabber) (US/Canada/Europe)
- New! Cisco WebEx Mail (US/Canada)
- Coming Soon: Cisco Unified Presence 8.0 (XMPP and SIP/SIMPLE)
- Cisco Unity Unified and Voice Messaging
Cisco Collaboration Portfolio

**Mobile Applications**

Increase employee productivity and control mobile costs by making mobile devices extensions of the enterprise network

- Cisco WebEx meetings on smart phones
- Cisco Unified Mobile Communicator
  - New! iPhone and Blackberry clients
  - New! Nokia Call Connect 2.0 for Cisco
  - New! Cisco WebEx Mail for ActiveSync
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**Customer Care**

Drive true customer intimacy by quickly and proactively connecting people with the information, expertise, and support they need.

- New! Sales force.com integration; connects social media and contact centers
- New! Cisco Unified Expert Advisor 8.0
- New! Cisco Unified Contact Center Enterprise and Express 8.0
- New! Cisco Unified Customer Voice Portal 8.0
- New! Reporting/business intelligence
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**Telepresence**
Re-define business processes and customer intimacy with travel-free, face to face collaboration anytime, anywhere, and with anyone

- New! Cisco TelePresence HD Interoperability
- New! Cisco TelePresence WebEx Engage
- New! Cisco TelePresence Directory
- New! Cisco TelePresence System 1100
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**Enterprise Social Software**

Drive global productivity by dynamically connecting and empowering the most appropriate people, content, and expertise through virtual workgroups and communities

- New! Cisco Show and Share social video system
- New! Cisco Pulse people and media locator (Limited availability)
- New! Cisco Enterprise Collaboration Platform (Limited Availability)
Enterprise Social Software
More effective, responsive, productive

- **What is Enterprise Social Software about?**
  “Where participants can find and interact with one another, and create, organize, and share information.” – *Gartner*

- **New Category for Cisco!**
  - Cisco Show and Share – General Availability
  - Cisco Pulse – Limited Availability FCS October 2009
  - Cisco ECP – Limited Availability FCS Q4FY10

- **Why Cisco?**
  - Leadership in video-enabled collaboration
  - Network-based services that cut across silos to quickly connect the right people and information
  - Bringing together social tools, applications and communications in a secure and policy driven context
  - Pervasive ‘click to collaborate’ – TelePresence, WebEx, video, voice, messaging
  - Open, interoperable
Overview
Video Collaboration & Sharing
User Generated Content & Social Media Features
Live Events & TelePresence Playback
Secure business workflows and reporting

Benefits

- **Video is Everywhere**
  Democratization of Video Communication and Collaboration

- **Video is Personal**
  Get closer with your employees, partners, customers and students with personalized content

- **Scale with Video**
  Drive globalization of content, virtualization of trainings/education

- **Save with Video**
  Reduce time spent in status and project meetings
Cisco Show and Share
Create, Upload, Edit and Share

- Easily Create and Record
  - PC or Macintosh via USB and Embedded Cameras
  - Flip, iPhone or other cameras
- Easily Edit Recorded Videos and Uploaded Flash Files
  - Crop and Delete Segments
  - Split and Add Transitions
  - Add and Edit
Cisco Show and Share
Search, Comment, Transcribe, Subscribe and Integrate

- Easy search based on user tags and other content meta data
- General and timeline commenting
- Secured content access
- Integrated with Cisco MXE
- Transcript display & search
- Integrates with Cisco Media Experience Engine for speech-to-text transcription
- Subscribe to specific topics of interest via RSS
- Open platform for integration with 3rd party applications
Cisco Show and Share
What You Need To Know

- **Available NOW Globally!**
  Orderable on November 9th
  Open to all UC Partners

- **Target the Line of Business Buyer**
  Key Verticals: Education, Healthcare, FSI, Manufacturing
  Target Buyers: Corporate Communications, HR, Training

- **Use Cases**
  Employee training, executive communication, distance learning, community outreach, external marketing

- **Digital Media Suite**
  Part of the Cisco Digital Media Suite of products that also includes Cisco Digital Signs and Cisco Cast

- **Learn more at www.in.cisco.com/etg/digitalmedia/**
Cisco Pulse
(limited availability)
Cisco Pulse (limited availability)  
Automated People and Media Search

Overview

- Find right people and valued information
- Collaborate with colleagues in a click
- Automatically discover hidden know how
- Navigate rich media to the spoken word
- Embed capabilities in variety of apps

Benefits

- **Accelerate Team Performance**  
  Become more competitive, responsive, and productive by making it easy to find available experts, form dynamic teams, share valuable information, and navigate business video
Cisco Pulse (limited availability)  
See it in Action!

Cisco on Cisco: 2,500 SOAR users will grow to include all of NEW
Cisco Pulse (limited availability)
What You Need To Know

Limited Availability NOW in:

Approved Geographies
- US and Canada Theatres; English language

Target Verticals
- High Tech, Industrial Manufacturing
- Technical and Engineering Services

Target Customers
- Field Sales and Service LOB
- Enterprise and Commercial Accounts with < 5000 live users
- Cisco UC/Collaboration Installed base (WebEx, TP, DMS)

For Cisco Field
http://wwwwin.cisco.com/etg/pulse

For Cisco Partners
http://www.cisco.com/go/pulse
Cisco Enterprise Collaboration Platform
(limited availability)
Cisco Enterprise Collaboration Platform
(limited availability)

Overview
Premises-based solution that enables teams & knowledge workers to quickly and securely create, share, and scale content & expertise within organizations.

Benefits
- **Drive Productivity**
  Connecting people, communities & information to get work done faster
- **Increase Agility**
  Form teams, find experts, collaborate instantly
- **Improved Experience**
  Consolidated view, fast & easy access to contextual and relevant expertise and information
Cisco Enterprise Collaboration Platform
(limited availability)

Features

Social-Driven Collaboration:
• Wikis, blogs, forums, micro-blogging, activity feeds, rating, tagging
• Social Graph: Represent how your organization is connected
• Pluggable UC integration: Presence, IM, Click to Call, and Click to Meeting
• Upload, manage and share documents and video

Security and Policy:
• Rules-based policies for fine-grained access control
• Encrypted communications
• Extensive logging & recording
• Manage restricted & private communities

Integration/Open Architecture:
• Enable enterprise mash-ups with integration to business applications & Web 2.0 content
• Out of box integration w/ MSFT SharePoint, MSFT IM – through OCS, AD and Exchange
Limited Availability
• Early Field Trials begin in January 2010
• FCS in Q4FY10

Target Geographies
• US and Canada Theaters
• English-speaking markets in ROW

Target Customers
• Targeting > 1,000 employee companies in English speaking markets
• Cisco services-led engagements, driving early adoption with global customers

Competitive Products
• A variety of point social media applications
Taking the Next Step
Multiple Points to Get Started

Start at Any Point, Go at Any Pace, Based on Business Priorities

- Increase value and reduce operating expenses for Cisco TelePresence by leveraging call control.
- Improve customer support by integrating Customer Care with video communities.
- Reduce travel expenses and shift to cloud efficiencies.
- Increase productivity.

Start at Any Point, Go at Any Pace, Based on Business Priorities

- Replace an aging TDM PBX.
- Use on-premise call control with SaaS conferencing to lower costs.
- Virtualize customer support with automated WebEx-Director and pre-recorded video expertise.
- Improve interactions with suppliers.
- Strengthen customer relationships by integrating Customer Care with video communities to provide pre-recorded video expertise.

Applications

- IP Communications
- Customer Care
- Telepresence
- Conferencing
- Messaging
- Enterprise Social Software

Infrastructure

- Directory
- Content Management
- Search
- Workflow
- Portals
- Policy
Cisco’s Commitment to Collaboration

Market Leadership
R&D Investment
Thought Leadership, Industry Expertise
Strategic Partnerships
Full Range of Service Offerings