



The New Collaboration Experience

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Changing the Way We Work

Collaborative Tools



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

McKinsey & Company, The 21st Century Organization

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

Information

People

Communities

Context

Security

Today...

Multiple sources, multiple devices,
multiple applications

Non real-time and real time, interactive

Dispersed teams,
outside my organization

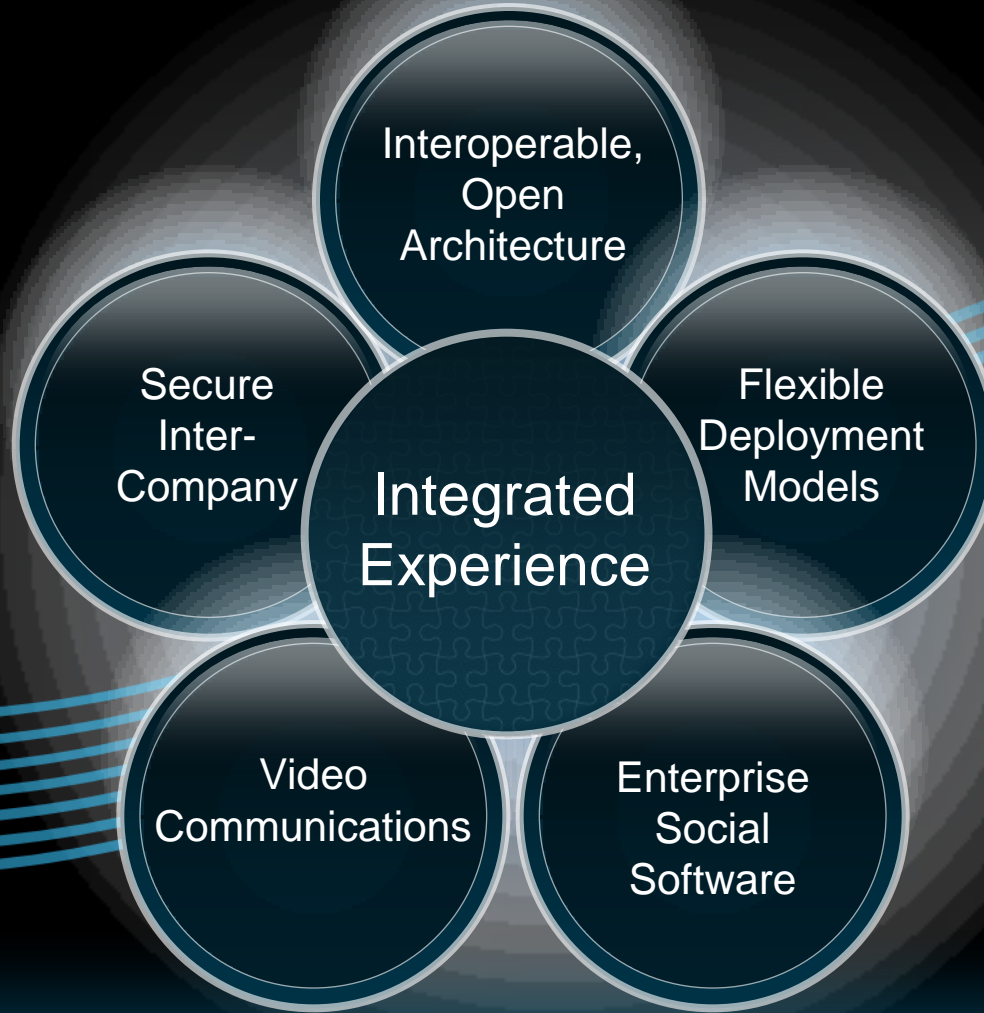
Dynamic teams

Right time, right people, right resource

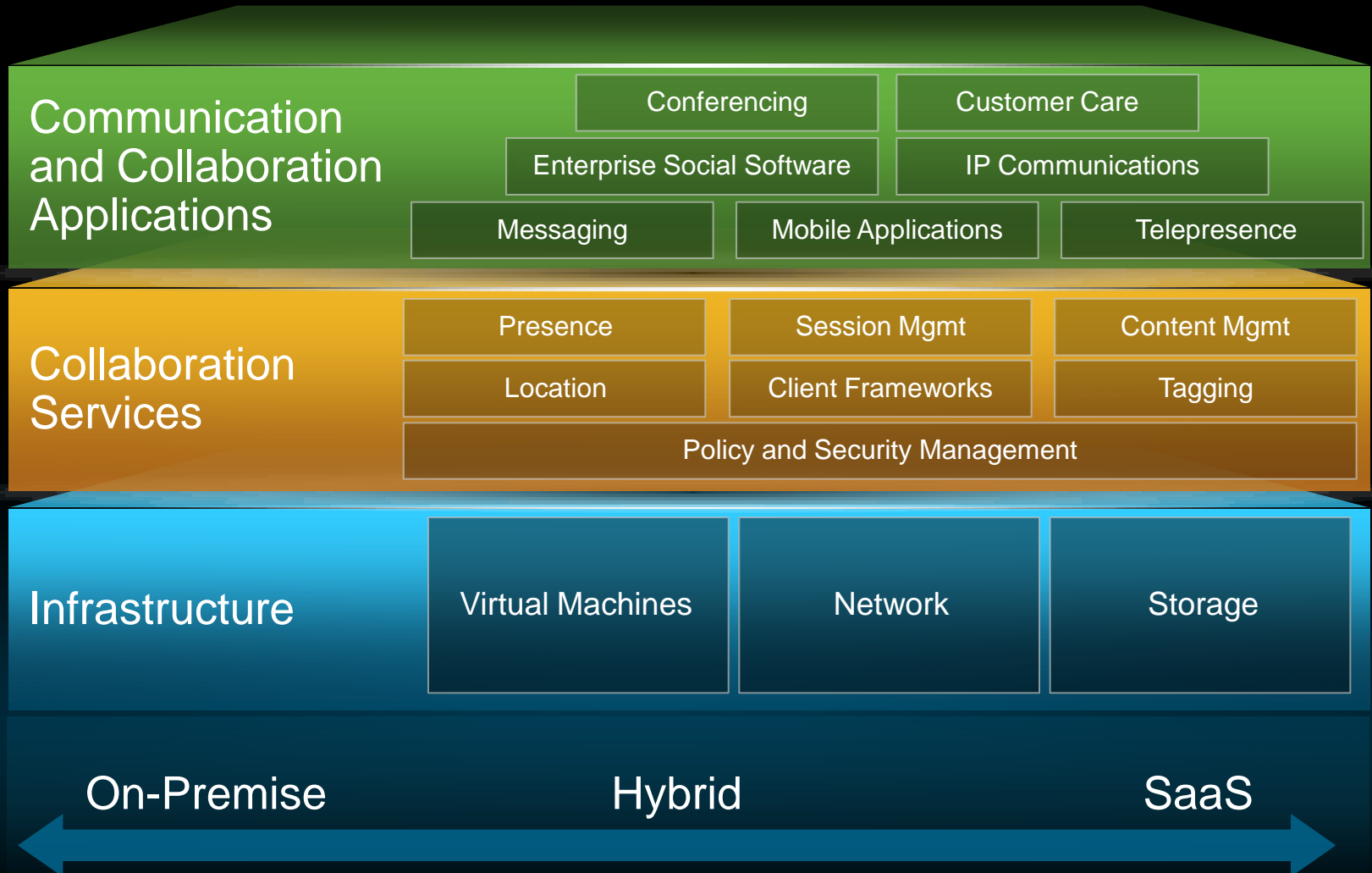
Inclusive,
selective, fluid



Cisco Strategic Direction



Cisco Collaboration Architecture



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

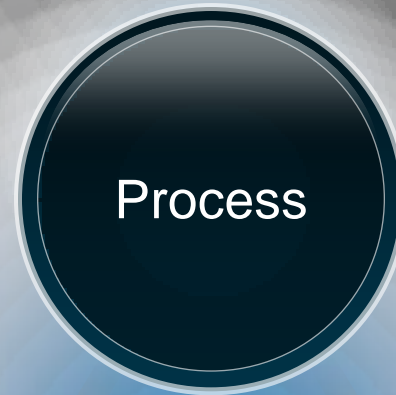


Enterprise
Social Software

Collaboration Is...

Equal Parts Process, Culture and Technology

- ~~November 2008~~
collaboration
to change the way we work
 - **90 days**
- We use these technologies
 - **Realigned \$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

- 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

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



IP Communications



Mobile Applications



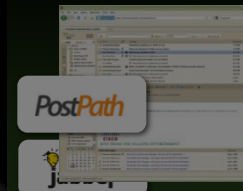
Customer Care



Telepresence



Conferencing



Messaging



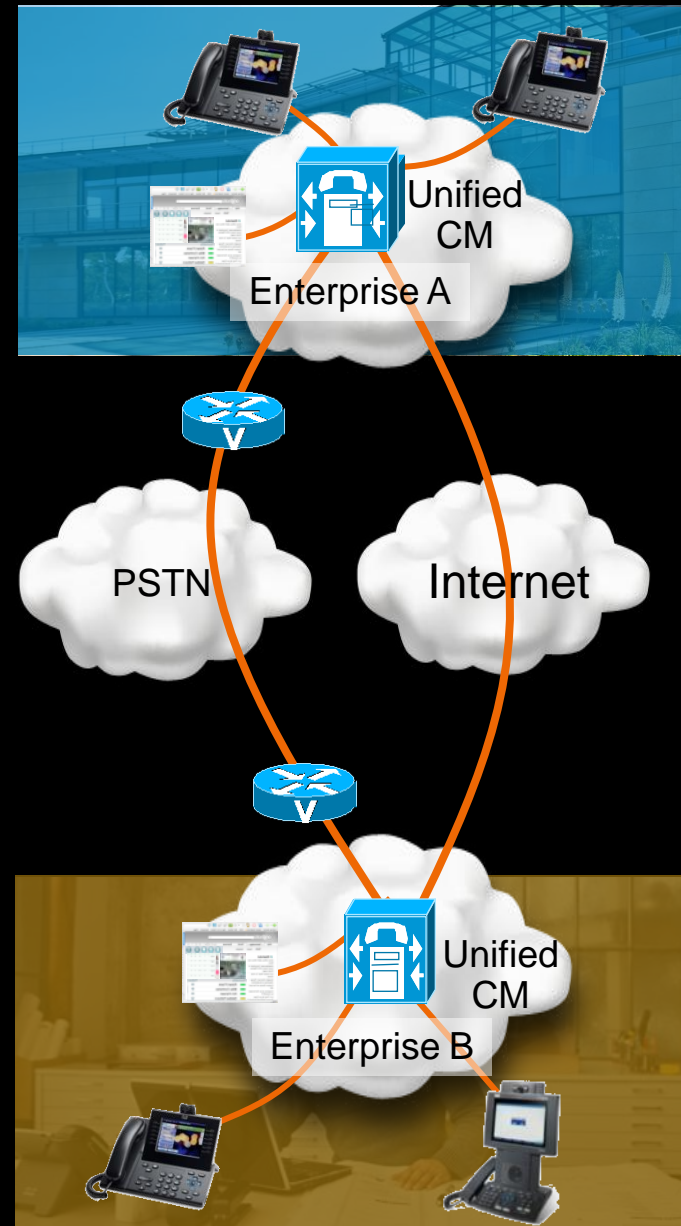
Enterprise Social Software

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

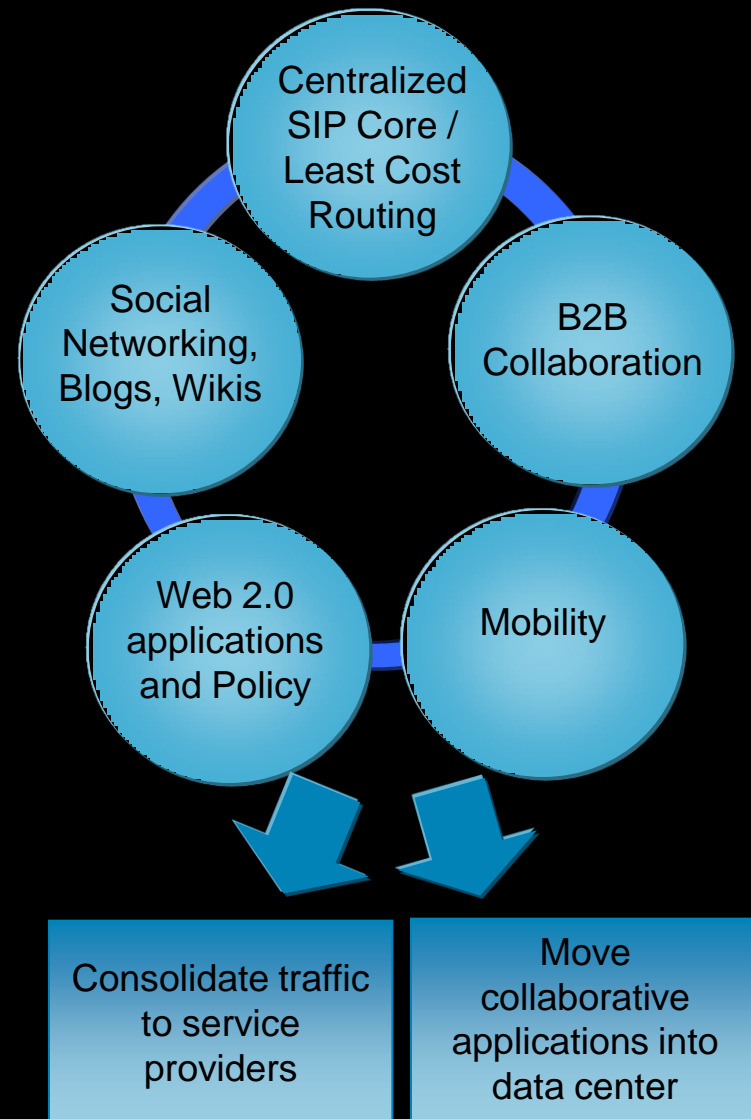
 - Reduced system administrative overhead

 - Easier migration to all-IP

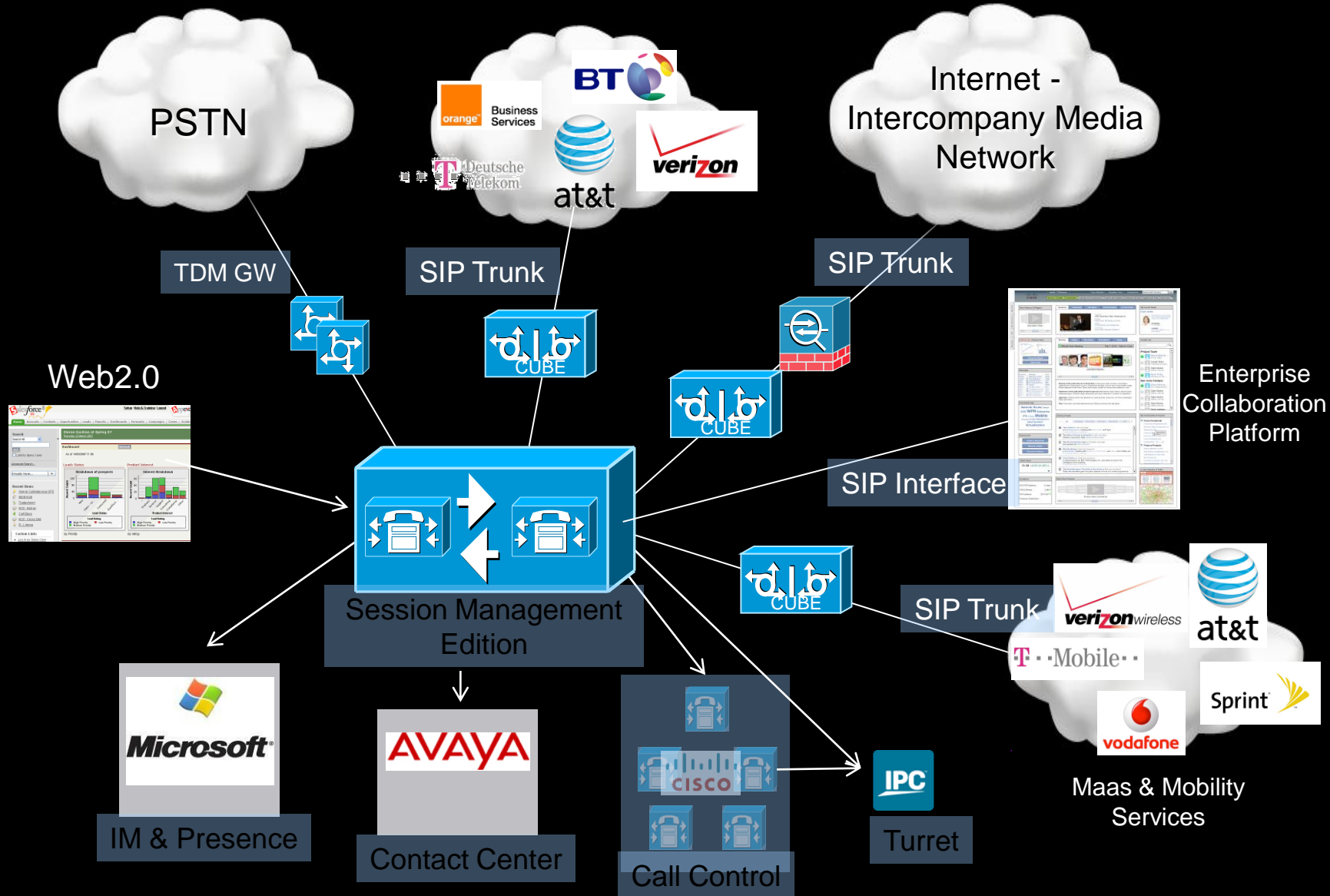
- Partner Benefits

 - Onramp to up-sell IP Telephony and UC/Collaboration

 - For MSPs, policy control communications



Session Management at the heart of the Cisco Collaboration Architecture



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



IP
Communications



Mobile
Applications



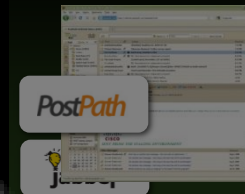
Customer
Care



Telepresence



Conferencing



Messaging



Enterprise
Social Software

Cisco Collaboration Portfolio

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



IP
Communications



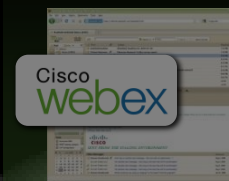
Mobile
Applications



Customer
Care



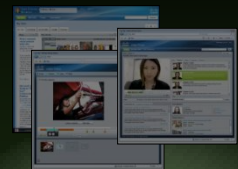
Telepresence



Conferencing



Messaging



Enterprise
Social Software

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



IP
Communications



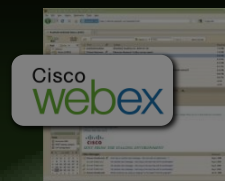
Mobile
Applications



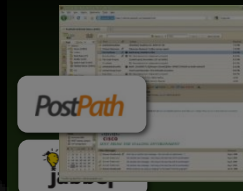
Customer
Care



Telepresence



Conferencing



Messaging



Enterprise
Social Software

Cisco Collaboration Portfolio

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



IP Communications



Mobile Applications



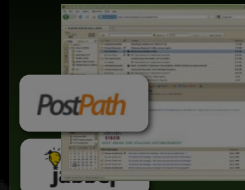
Customer Care



Telepresence



Conferencing



Messaging



Enterprise Social Software

Cisco Collaboration Portfolio

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



IP
Communications



Mobile
Applications



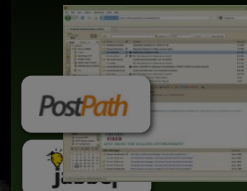
Customer
Care



Telepresence



Conferencing



Messaging



Enterprise
Social Software

Cisco Collaboration Portfolio

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)



IP
Communications



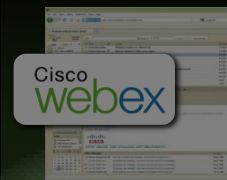
Mobile
Applications



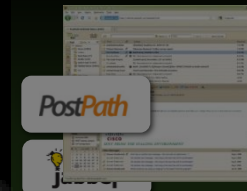
Customer
Care



Telepresence



Conferencing



Messaging



Enterprise
Social Software

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



Cisco Show and Share



Cisco Show and Share Social Video System

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

The screenshot displays the Cisco Video Portal interface within a Windows Internet Explorer browser window. The page title is "ACME Skincare Campaign". The main content area features a video player with a progress bar and playback controls. To the right of the video player is a "Chapters" section with four entries: Chapter 1 (0:20), Chapter 2 (0:50), Chapter 3 (1:07), and Chapter 4 (1:07). Below the video player is a "Commentary" section with three comments from users: Natasha Sant, Thomas Wyatt, and Darren Wong. To the right of the video player is an "Event Speakers" section featuring Jill Jacobs, UX Manager at Marketing and Communications, San Jose, CA USA. Below the event speakers is a "Related Videos" section with two video thumbnails and titles: "Nel ius utamar nihil essent epicurei (15:00)". The interface includes a search bar at the top right, a user profile "darwong" in the top right corner, and a footer with the copyright notice "© 2007 Cisco Systems, Inc. All rights reserved." and "Internet | Protected Mode: Off".

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

The screenshot shows the Cisco Pulse user profile for Sean Mulrone. The profile includes a photo, name, title (Director of Product Marketing), and email (smulrone@mycompany.com). It also lists a preferred contact method (Mobile) and a list of most recent profile tags such as ECP, TP, usability, LLC, video portal, project management, Adobe FLEX, and specialist optimizat... The interface includes navigation tabs for Home, Profile, and Vocabulary, and a search bar at the top right.

The screenshot shows the search results for 'collaboration' in Cisco Pulse. It displays a list of people matches with columns for Name, Title, Location, Experience Summary, and NetPulse. A profile card for Eric Chan is highlighted, showing his photo, name, title (Software Developer), email (echan@ncbu2.com), and manager (Fields, Maureen). The interface also includes a search bar, a 'Pulse Locator' section, and a 'Related Information' section with top videos and documents.

Cisco Pulse (limited availability)

See it in Action!

Cisco on Cisco: 2,500 SOAR users will grow to include all of NEW

The screenshot displays the Cisco Pulse web application interface. At the top, the Cisco logo and 'Cisco Pulse' text are visible, along with a search bar and user navigation links for 'Leon A Frazier', 'Log Out', and 'About'. Below the header is a navigation menu with 'Home', 'Profile', and 'Vocabulary' options.

The main content area is divided into three columns:

- Profile:** Shows the user's name 'Leon A Frazier', title 'DIR.Product Management', company 'Ncbu Marketing', and email 'tofrazie@cisco.com'. It also includes a 'Preferred Contact Method' dropdown set to 'Email' and an 'Edit Profile' link.
- Tag Navigator:** Features a 'View' dropdown set to 'My Top Tags' and a 'Timeframe' dropdown set to 'Past Week'. It displays a cloud of tags such as 'cisco collaboration framework', 'cisco on cisco', 'cisco pulse', 'cisco telepresence', 'collaboration architecture', 'enterprise 2.0', 'pulse', 'social graph', and 'UE video voice mail web 2.0'.
- Top Contributors:** Shows a 'Timeframe' dropdown set to 'Past Month' and a table of top contributors. The table has columns for 'Expertise Provider', 'Number of People Assisted', and 'Total Requests'.

Expertise Provider	Number of People Assisted	Total Requests
Jeff Sweeney	4	9
Peter Cumming	5	8
Fabrice Berland	1	6
Jamal Khan	1	6
Stacey Anne Kohler	1	6
Christopher Campbe	1	5
Hossam Hassan	1	5
Mark Forster	2	4
Keith Swallow	1	4
Ronald Berndt	3	4
Leon A Frazier	1	1

<http://collaborate.cisco.com/ciscopulsefeedback@cisco.com>

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://wwwin.cisco.com/etg/pulse>

For Cisco Partners

<http://www.cisco.com/go/pulse>

The screenshot displays the Cisco Pulse Media Player interface. The top navigation bar includes 'Home', 'Profile', and 'Vocabulary'. The main content area features a video player titled 'Three Horizons For Collaboration' with three tabs: 'Intra-Company', 'Inter-Company', and 'Boundary-less'. Below the video player, there are filters for 'NOW', '1-2 YEARS', and '3+ YEARS'. To the right, a search results window is open for the term 'cisco pulse', displaying a list of related terms such as 'application applications', 'business video', 'cisco pulse', 'collaboration', 'communications', 'communities', 'digital media', 'digital signage', 'expertise', 'instant messaging', 'messaging', 'surveillance', 'voicemail', and 'vpn devices'. The bottom of the interface shows a user profile for 'Erissa Renfer' and a list of files including 'OL_0031.ppt', 'Collaboration_Launch_Timeli...', and 'Internal_Launch.pptx'.

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:

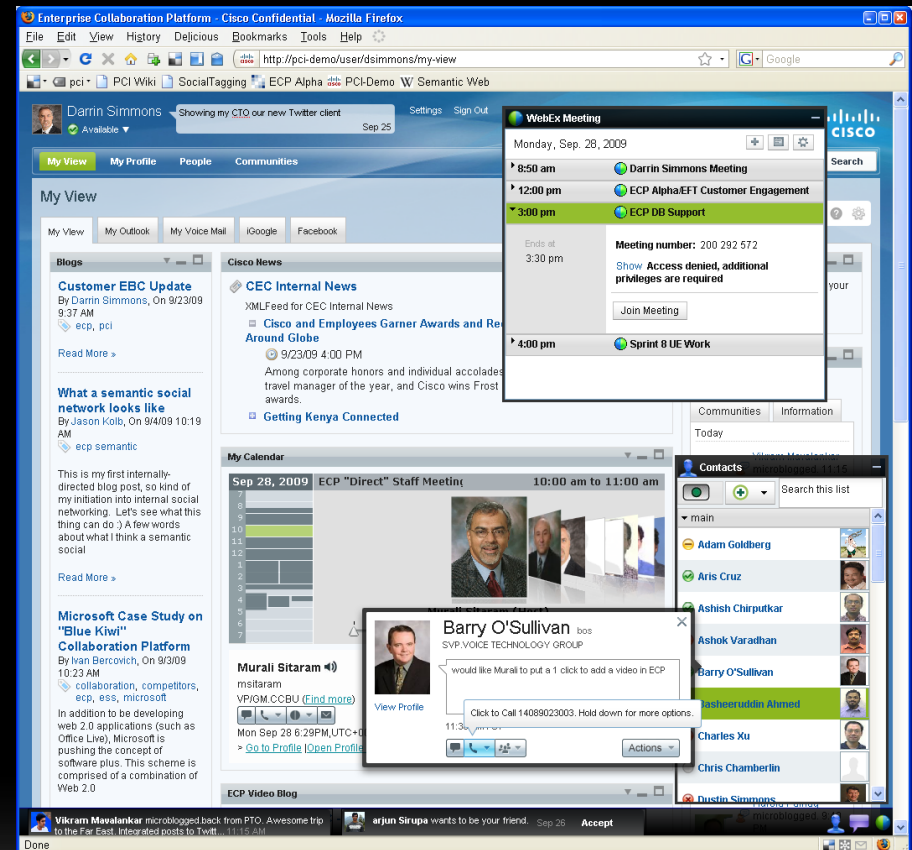
- Wikis, blogs, forums, micro-blogging, activity feeds, rating, tagging
- Social Graph: Represent how your organization is connected
- Pluggable UC integration: Presence, IM, Click to Call, and Click to Meeting
- Upload, manage and share documents and video

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



Cisco Enterprise Collaboration Platform

(limited availability)

What You Need To Know

Limited Availability

- Early Field Trials begin in January 2010
- FCS in Q4FY10

Target Geographies

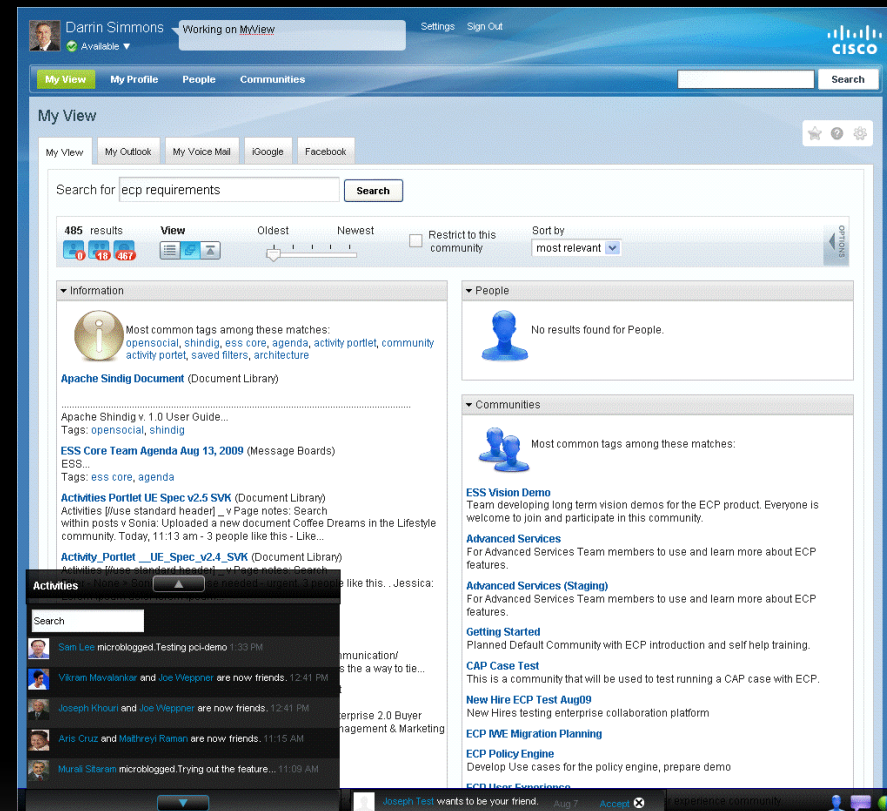
- US and Canada Theaters
- English-speaking markets in ROW

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

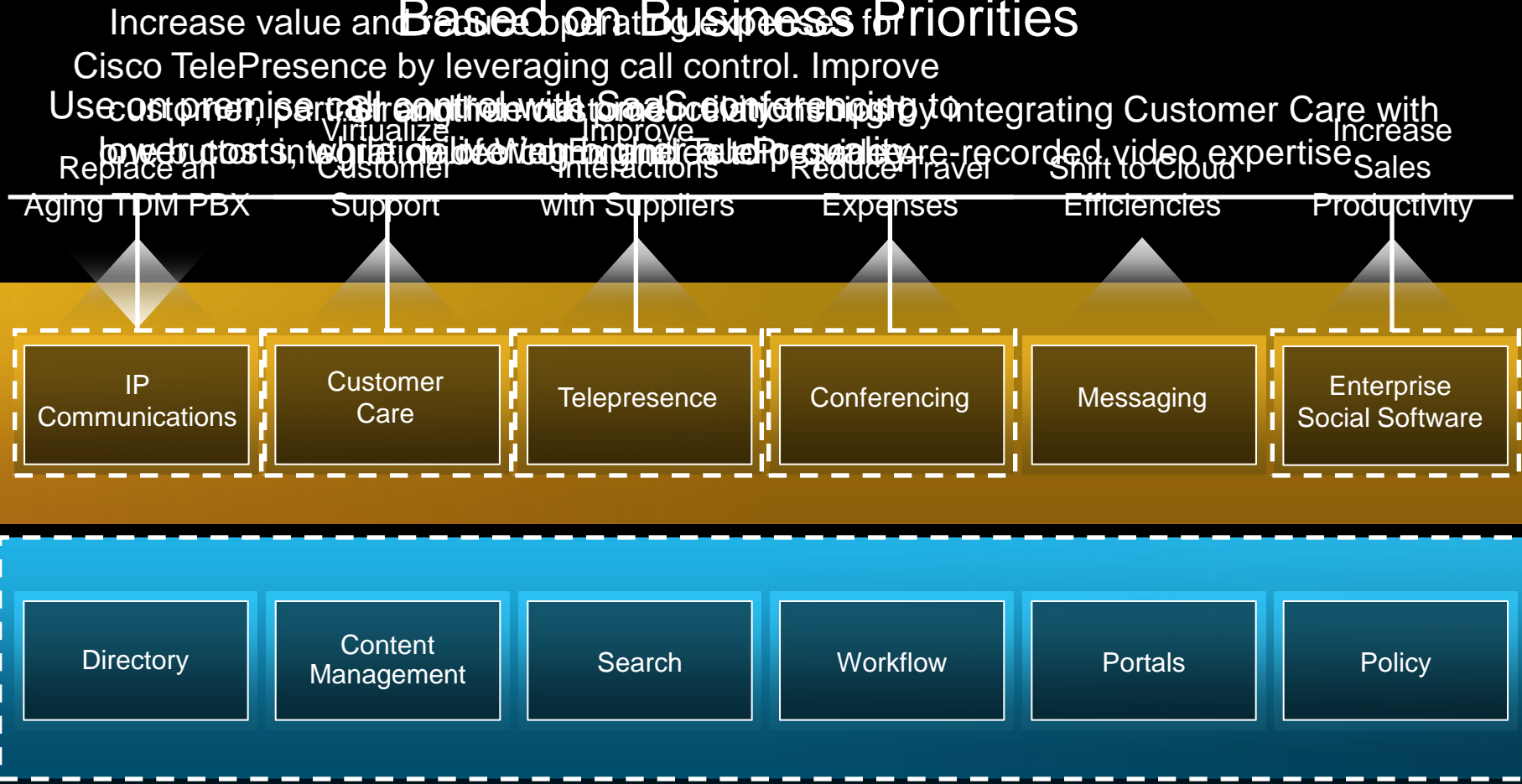


Taking the Next Step

Multiple Points to Get Started

Start at Any Point, Go at Any Pace,

Based on Business Priorities



Cisco's Commitment to Collaboration



Market Leadership

R&D Investment

Thought Leadership, Industry Expertise

Strategic Partnerships

Full Range of Service Offerings



