



Cisco Unified Communications

Effective, Open, Collaborative
& Secure Communications



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Systems Engineer

Unified Communications

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Agenda



Communications Environment

Cisco Unified Communications

The Real Business Benefits

The Cisco Advantage

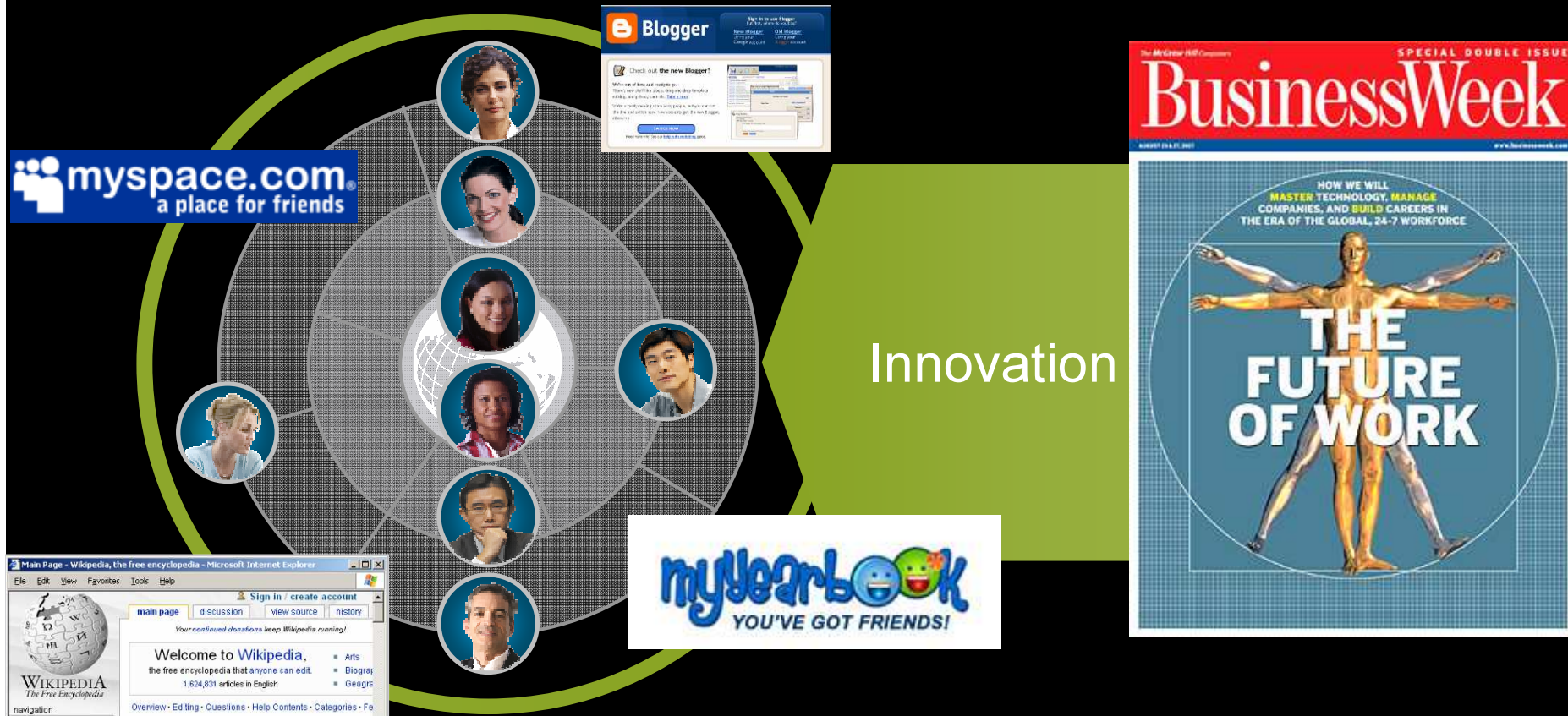
Cisco Partner Network

Summary

Communications Environment: *What's Affecting the Way We Work?*



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

Communications Device Overload



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Cisco Unified Communications



Enriching Collaboration and Creating the Empowered Workspace

Cisco Unified Communications



It Starts with the Workplace: The Cisco Unified Workspace Advantage

Intuitive
Securely Accessible

Collaborative
Inclusive



Unifying the Mobile Workspace

Cisco enables consistent services across wired and wireless networks to enable your mobile workspace



Cisco Unified Communications Solutions



Cisco Unified Communications

Key Enabling Technologies

Virtualization

Real-time session Management

Mobility

Wired and Wireless

Video

Rich Media Collaboration

Speech

Voice Access to Services

Presence

Intelligence in the Network

Policy

Identity and Preference



Cisco Unified Communications

Endpoints



Cisco Unified IP Phones



Wireless IP Phones



Unified IP Phone 7985



Unified Personal Communicator



IP Communicator

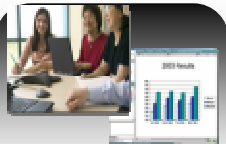


Dual Mode Phones

Applications



Cisco Unity Messaging



Unified MeetingPlace Conferencing



Unified Customer Contact



Unified Video Advantage



Unified Workspace Licensing

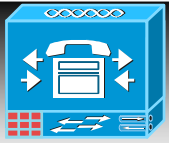


Unified CRM Connectors



Mobile Communicator

Services



Smart Business Communications Sys



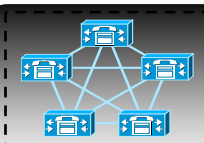
Communications Manager Express



Cisco Unified Presence



Communications Manager Bus Edition



Communications Manager

Infrastructure



Routing



Switching



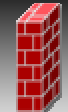
Voice Gateway



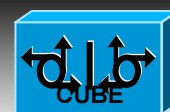
Messaging Gateway



QoS



Security



Session Border Control

Flexible Call Control Options Offer Increasing Sophistication and Choices for Growth

Small-to-Medium Office or Branch



- All-in-One communication solution for small business
- Affordable call-processing system available inside Cisco access routers for small businesses and enterprise branch offices

Medium-Sized



- Complete communication solution with mobility and messaging for companies with 500 or fewer employees
- Centralized IP telephony call-processing solution for greater than 500 employees
- Innovative and robust features

Enterprise



- Centralized IP telephony call-processing solution
- Meets any need—from telecommuters, mobile workers, and distributed offices to the largest enterprise
- Innovative and robust features

Make Everyone More Efficient

Executive

Cisco Unified IP Phone
7970G / 7971G-GE



Manager

Cisco Unified IP Phone
7960G / 7961G / 7961G-GE



Business

Cisco Unified IP Phone
7940G / 7941G / 7941G-GE



Multibutton

Cisco Unified IP Phone
7931G



Basic

Cisco Unified IP Phone 7906G /
7911G



Video

Cisco Unified IP Phone
7985G

Cisco Unified Video
Advantage

Cisco Unified
Personal Communicator



Mobility

Cisco IP Communicator

Cisco Unified Wireless
IP Phone 7920 / 7921G

Cisco Unified
Personal Communicator



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

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

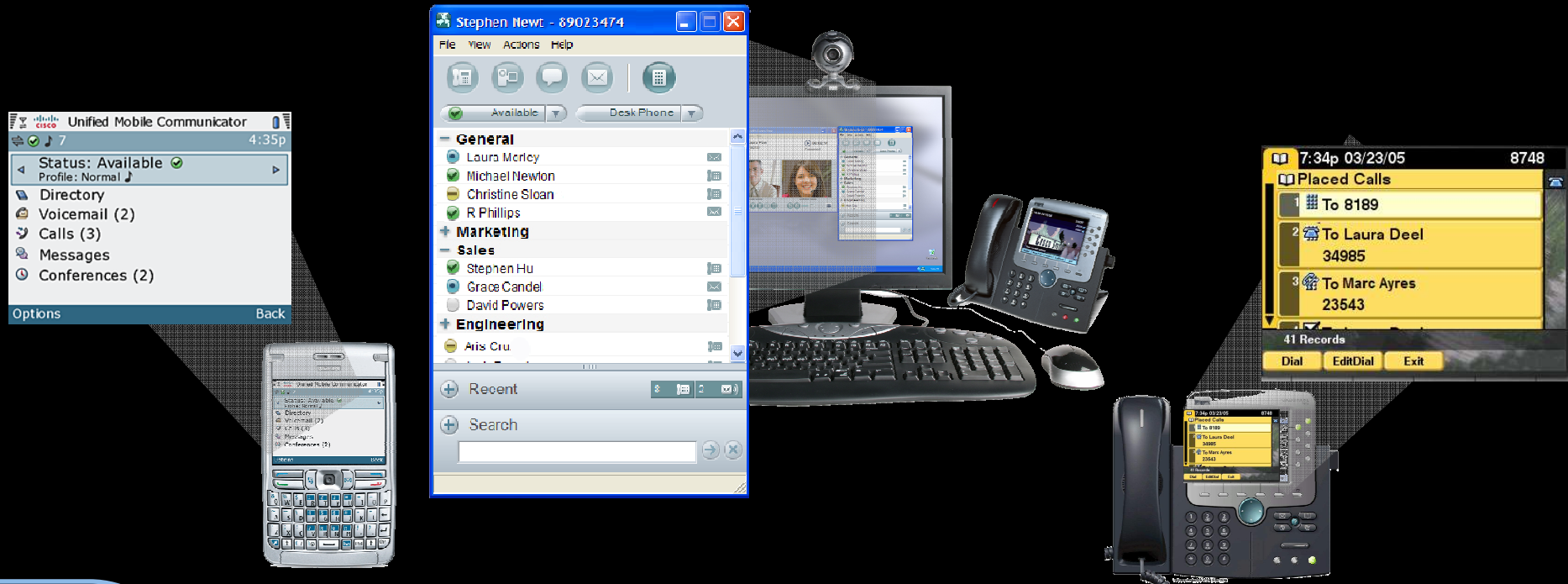


Key Benefits



- Access powerful 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

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

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

Video Can Improve the Interaction Across Global Design Centers or Across Functions

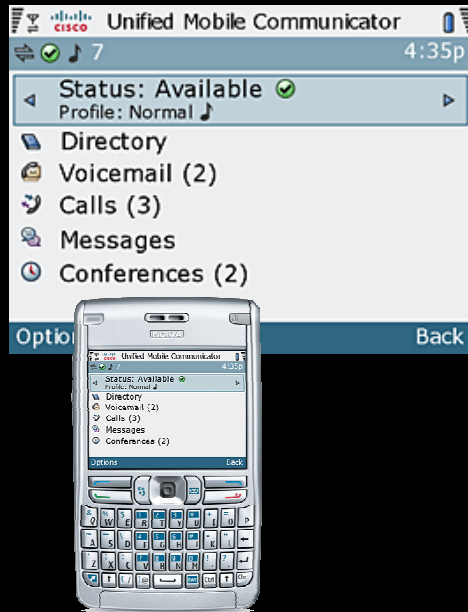


Telepresence Example

Business Value

- Cut travel expenses for frequent phase gate design reviews
- Leverage video to share designs with other functions like manufacturing or marketing
- Enable easy to use desktop video for engineer to engineer collaboration across global centers

Respond Faster: Voicemail, Unified Messaging and Integrated Messaging Options



Key Benefits



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

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 center 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



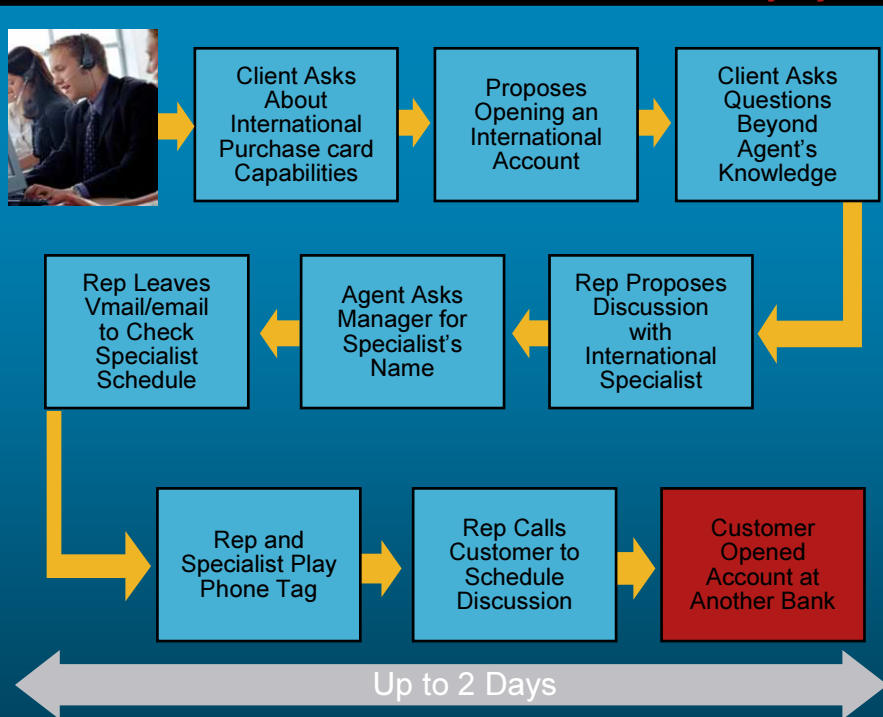
Companies using virtual contact centers increase productivity by 15 percent and save an estimated one million dollars per 100 call center agents. In addition, annual agent turnover decreases, falling from 60 percent to only 5 percent.

Source: AMR Research

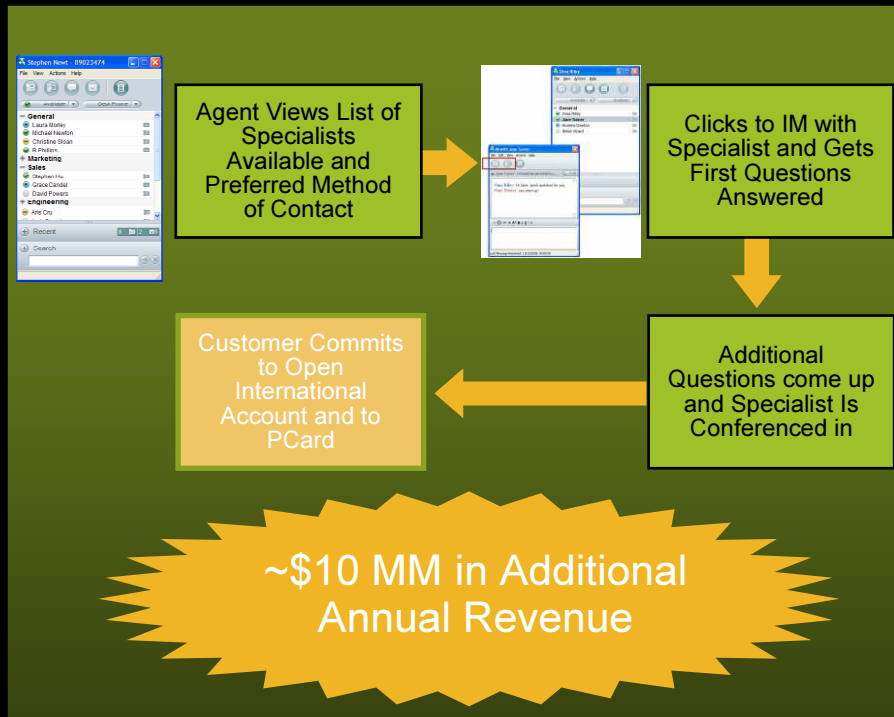
Business Transformation Through Cisco Unified Contact Center Solutions

Closing: 0
2 Day Cycle

Closing: 2
>5 Minutes



5–10% of RM Total Available Consumed
Poor Customer Satisfaction
and Lost Sale



Real-time Response to Customer;
Customer, Agent and Specialist Time Saved;
Customer Satisfaction and Revenue Increase

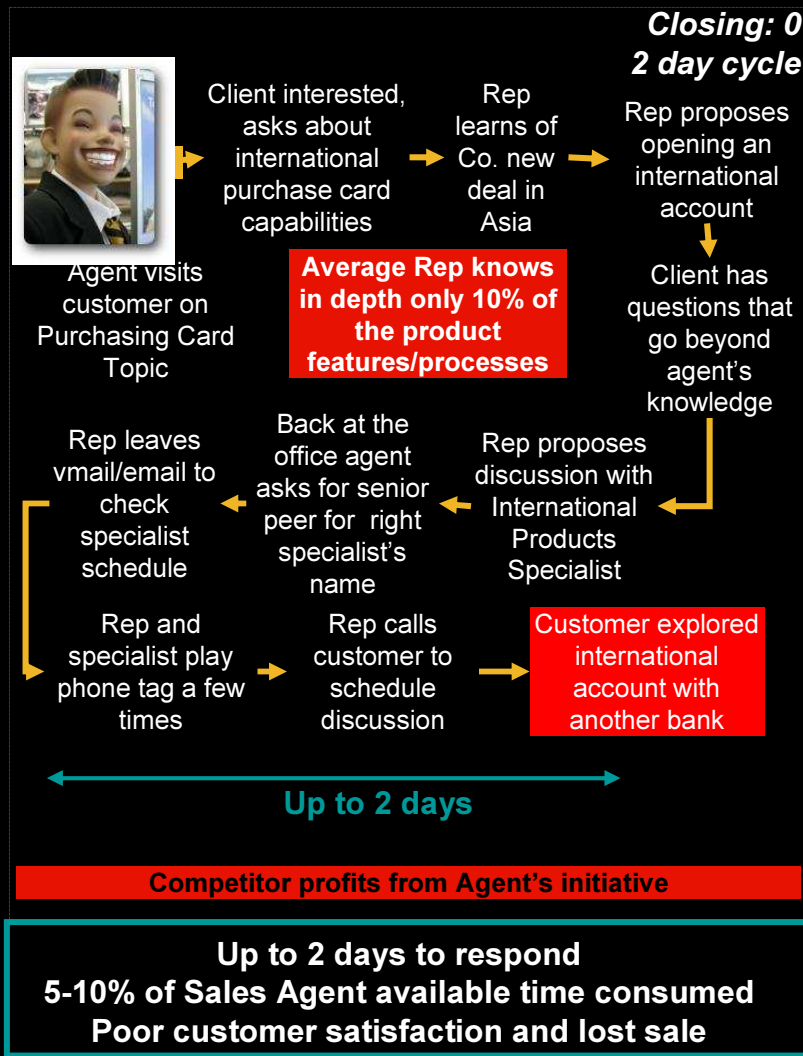
The Real Benefits of Unified Communications



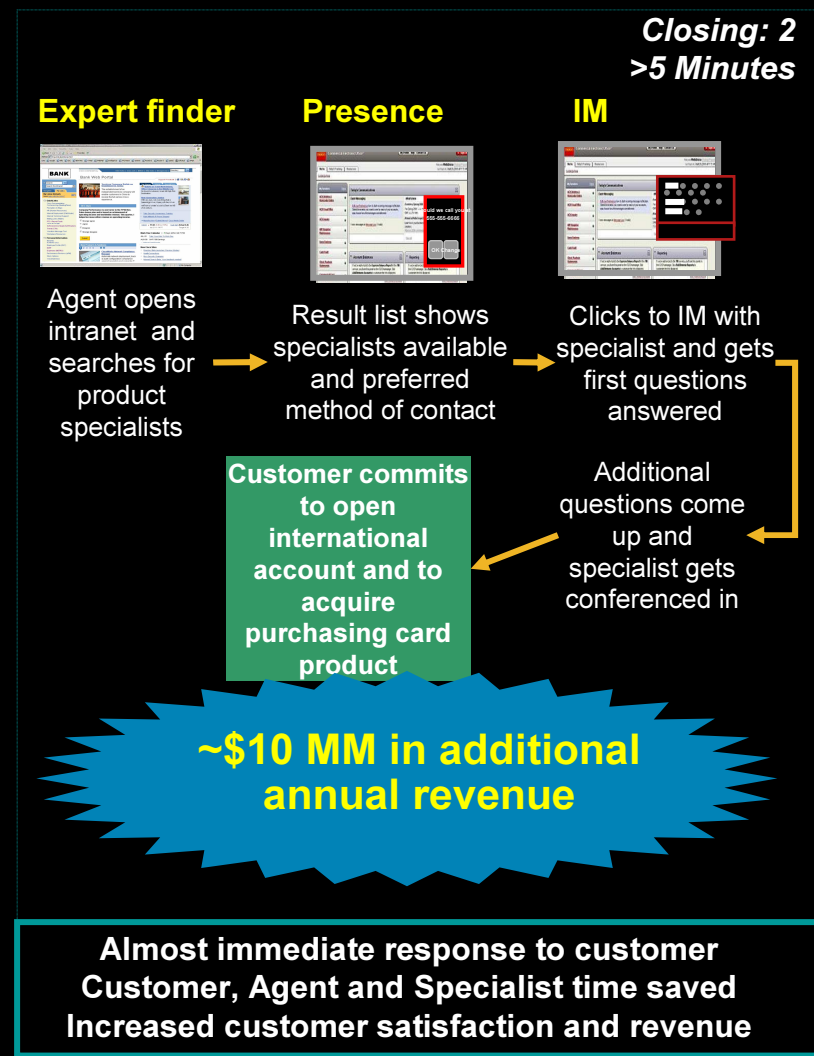
Customer Successes

Example— Sales agent gets access to expertise at time of need, ex in the Retail Banking

As is...



...With Unified communications



The Cisco Advantage



0→15 Million Phones In 6 Years



World Class Industry Leadership and Award Winning Solutions



Cisco Partners



Ensuring Your Success

Proven Excellence In Design, Integration And Support

- **Best Qualified Partners in the Industry**

With more than 50,000 Cisco Unified Communications customers and 15 million IP phones deployed. Cisco channel partners have unequaled years of experience in designing and deploying UC solutions

- **Specialized to Meet Your Unique Needs**

Cisco UC specialized partners demonstrate expertise across a wide portfolio of Cisco solutions
Tools, training and world-class support for partners to meet your unique needs

Application expertise to extend your UC solution

- **Full Range of Services**

Qualified, trusted advisors in planning for Unified Communications

Utilize best practices from end-to-end deployments at companies like yours

Single point of contact enables customers to focus on core business and reduce IT staff investments



In Summary: How Can a Cisco Unified Communications Solution Help Your Business?

- Enhance the way every department within your organization does business
- Enable effective interactions with virtual teams all over the world
- Work on-the-go in real-time...as if you were everywhere at once.
- Make everyone more efficient and highly productive
- Reduce costs; improve TCO
- Continuously innovate and quickly adapt to changes increasing business agility



Why Cisco?

- **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**





Welcome to
the Human Network.



CISCO

Merci !

Plus d'informations sur : <http://www.cisco.com/go/uc>