



Cisco Unified Communications

Effective, Open, Collaborative
& Secure Communications



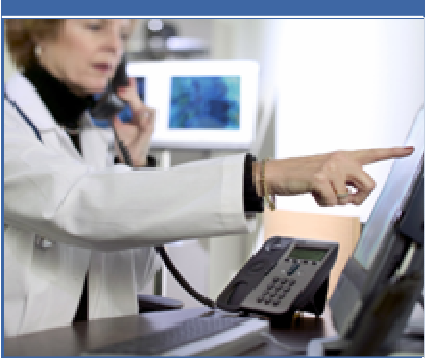
Abderrahim MAROUFI

Systems Engineer

Unified Communications

Tunis Expo - Avril 2008

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

myspace.com
a place for friends

Blogger

Check out the new Blogger!

How we will MASTER TECHNOLOGY, MANAGE COMPANIES, AND BUILD CAREERS IN THE ERA OF THE GLOBAL, 24-7 WORKFORCE

THE FUTURE OF WORK

myYearbook.com
YOU'VE GOT FRIENDS!

WIKIPEDIA
The Free Encyclopedia

1,824,831 articles in English

WELCOME TO WIKIPEDIA

the free encyclopedia that anyone can edit.

Arts
Biography
Geography

Overview • Editing • Questions • Help Contents • Categories • Fe

main page • discussion • view source • history

Your continued donations keep Wikipedia running!

Sign in / create account

File Edit View Favorites Tools Help

Main Page - Wikipedia, the free encyclopedia - Microsoft Internet Explorer

Innovation

...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



0101010101010
1010110100010
1010100110101
1010101010101
0101010101010

010101010101010
01001100101010000

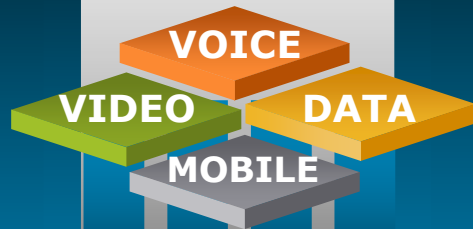
Cisco Unified Communications



Enriching Collaboration and Creating the Empowered
Workspace

Cisco Unified Communications

Appl...
an...
ixed
orks
s



Ever...
Ever...
here,
ected



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

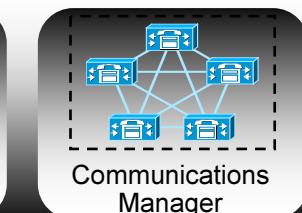
Endpoints



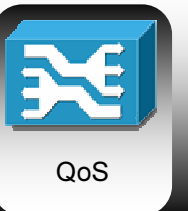
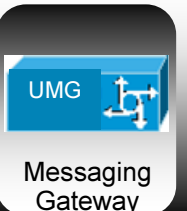
Applications



Services



Infrastructure



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

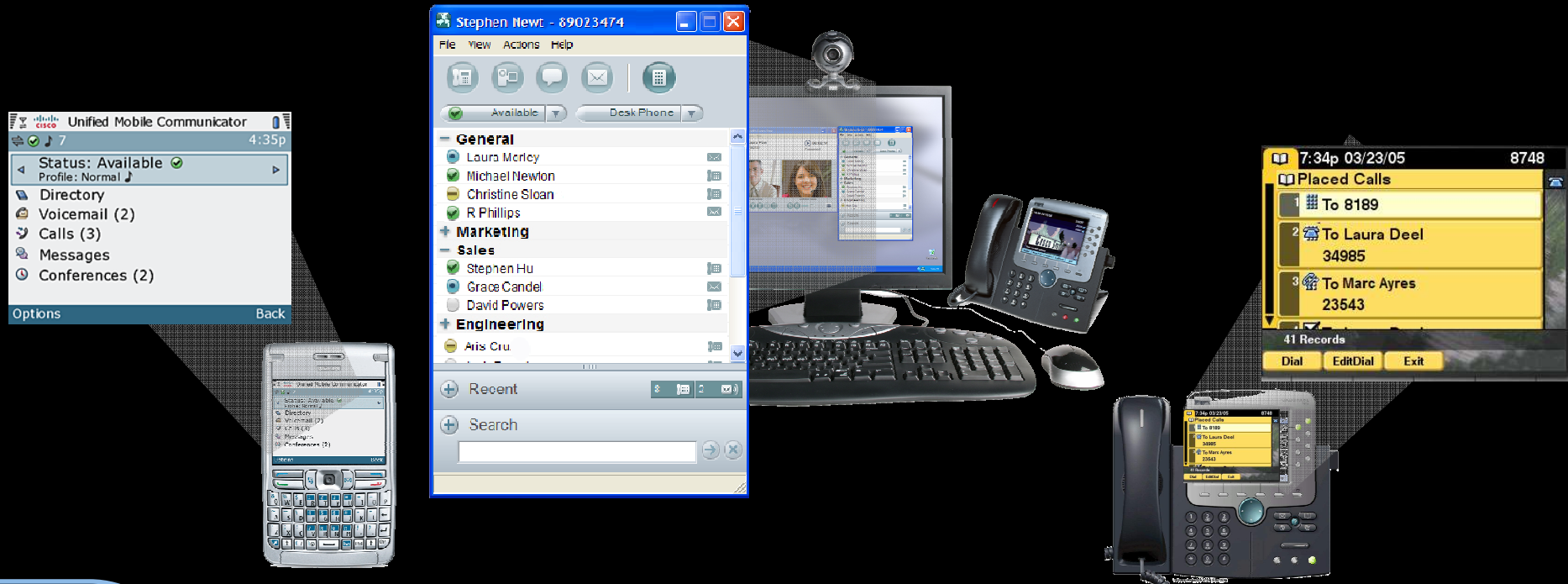


Key Benefits



- 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

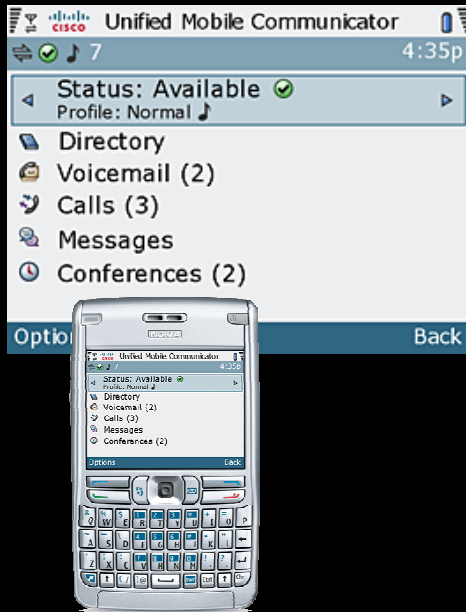


Telepresence Example

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



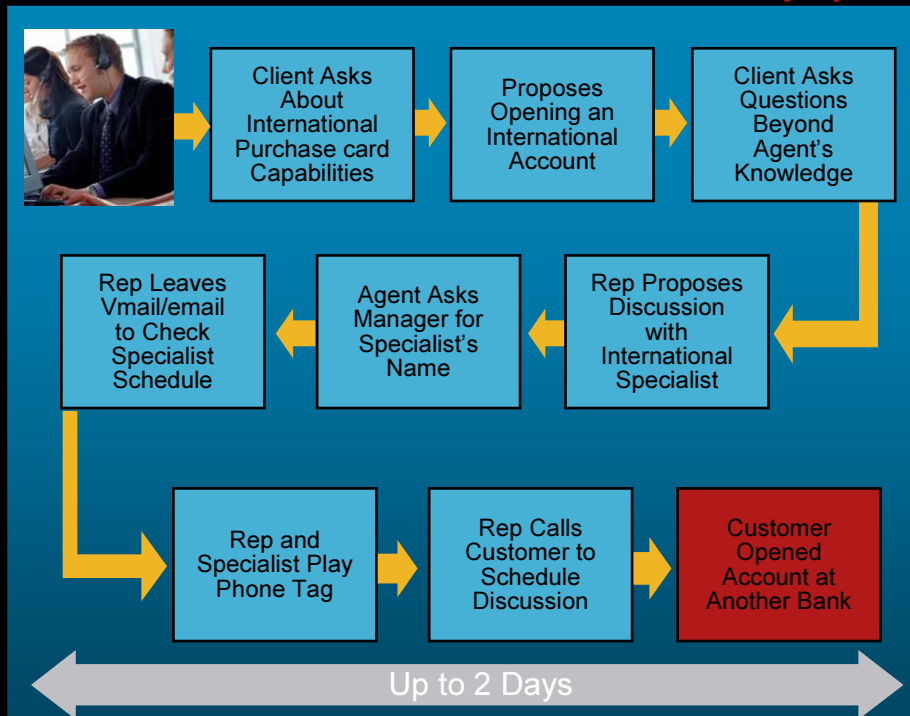
Companies using virtual contact centers increase productivity by 15 percent and save an estimated one million dollars per 100 call center agents. In addition, annual agent turnover decreases, falling from 60 percent to only 5 percent.

Source: AMR Research

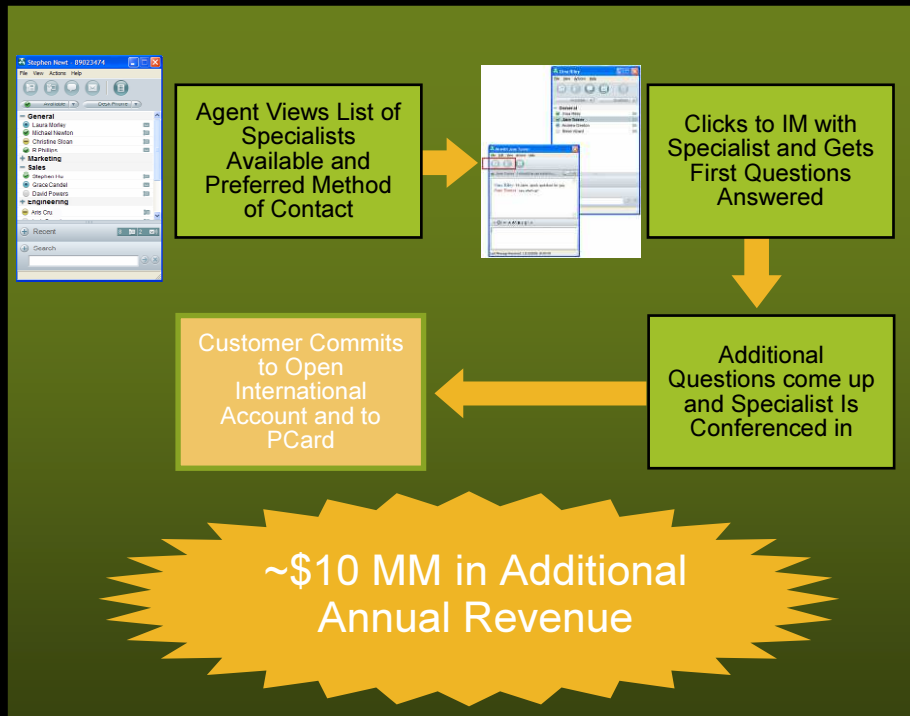
Business Transformation Through Cisco Unified Contact Center Solutions

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

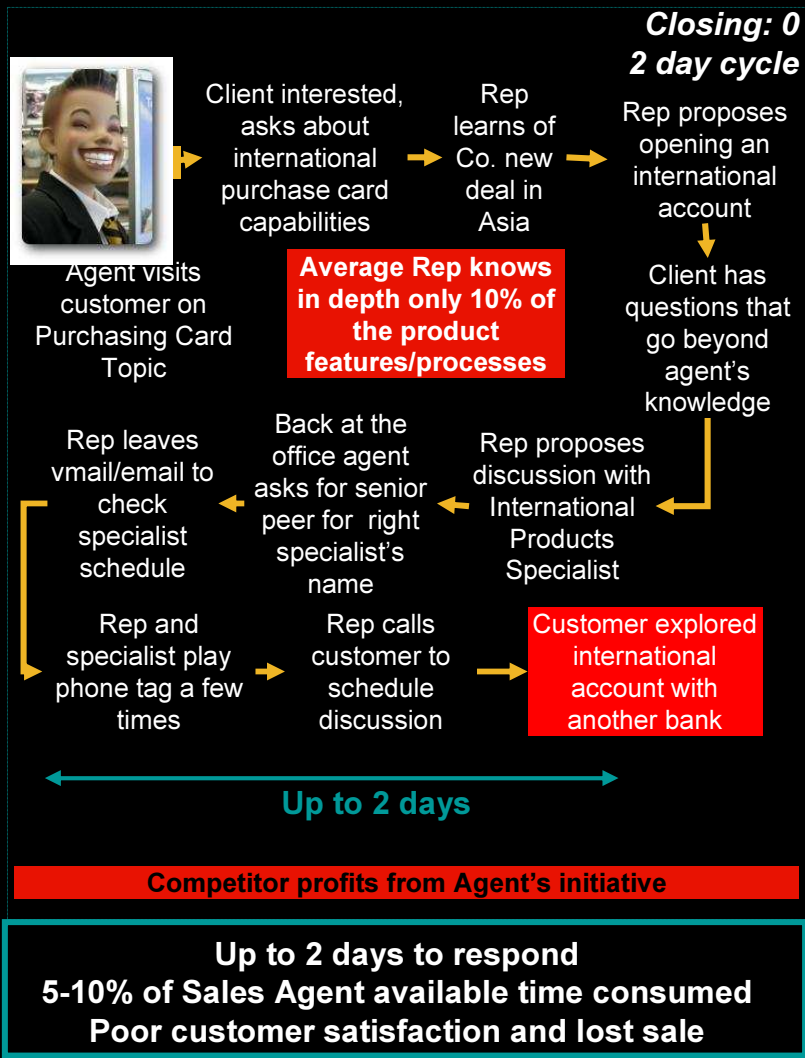
The Real Benefits of Unified Communications



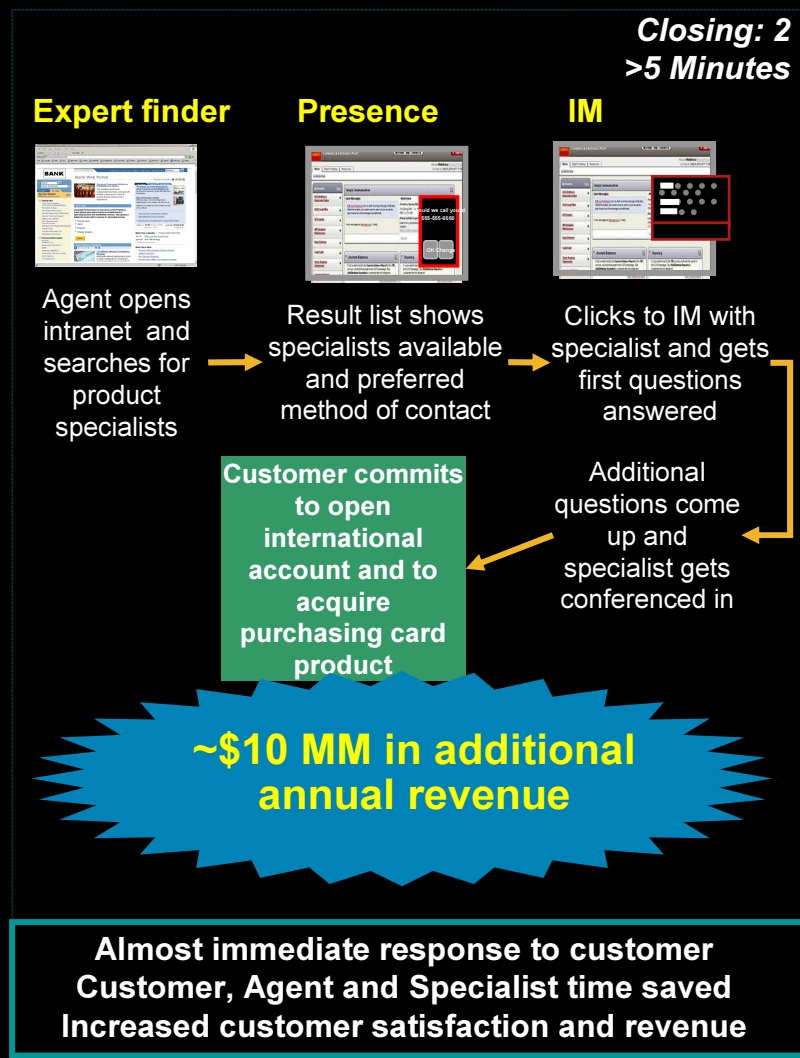
Customer Successes

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

As is...



...With Unified communications



San Diego City Schools: Leveraging converged network to transform operations

Business Challenges

- Improve student achievement by supporting teaching and learning in the classroom
- Modernize operations to improve internal and external communications
- Centralize student data, which was scattered across 202 schools

Solution

- Installed a Cisco converged IP network infrastructure in all schools and in district offices
- Implemented pilot program to run IP telephony, XML productivity applications, and video applications

Business Value

- Estimated \$5.5 million in savings over 5 years from IP telephony, additional \$5.5 million savings by using IP video for interactive training
- Enhanced ability to deliver advanced placement and honors courses to students across the district



“It’s not about saving five cents on a phone call; it’s about improving communications to our employees and our staff. That’s where the real return comes in”

The Cisco Advantage



0 → 15 Million Phones In 6 Years

- Over **15 Million** Cisco IP Phones Sold
- More than 50,000 Cisco Unified Communications customers worldwide
- Over 200 customers with over 5,000 Cisco Unified IP Phones
- Over 100 customers with over 10,000 Cisco Unified IP Phones
- Over 25 customers with over 25,000 Cisco Unified IP Phones
- **More than 70% of the Fortune 500® are using Cisco Unified Communications**



World Class Industry Leadership and Award Winning Solutions



The Abbey National
SouthTrust Corporation

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

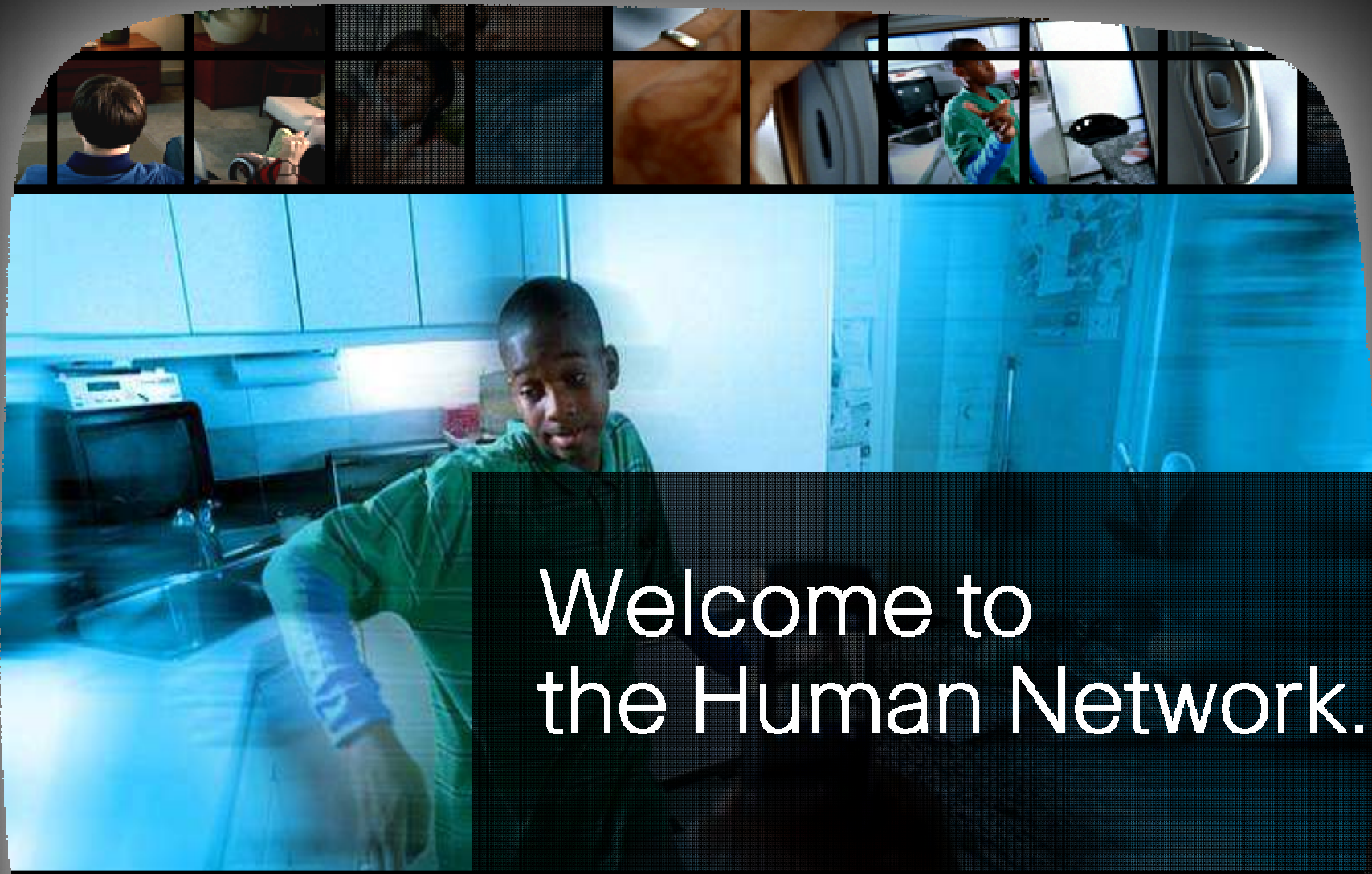


Why Cisco?

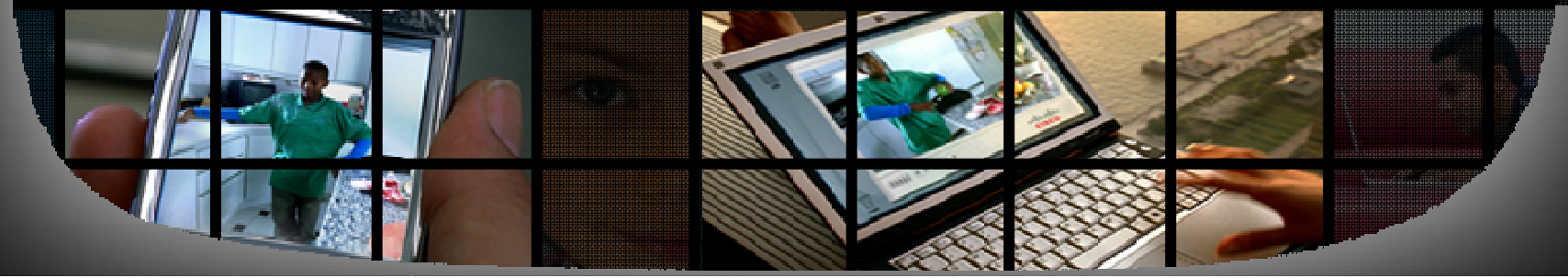
- **Technology**
 - DNA and market leadership: routing, switching, mobility, network access control, the connected home, storage area networks, video systems, and unified communications
- **Market access**
 - Over 1,500 UC partners worldwide
 - Direct channels
 - Indirect channels
 - Embedded advocates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



“Living Room,” Park Güell, Barcelona
Image courtesy of the human network.



Welcome to
the Human Network.





CISCO

Merci !

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