



Oman Cisco Expo 2007

29 May 2007

Welcome to the Human Network

The Ultimate Technology Forum



Unified Communications



Yasir Qureshi
Sales Business Development Manager

Time Magazine Person of the Year 2006: You.



“Yes, you.
You control the Information Age.
Welcome to your world.”



“For seizing the reins of the global media...
Founding and framing the new digital democracy...
Beating the pros at their own game”

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Sunday May 27, 2007

10 Jumada al-Ula 1428 AH

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OMAN

State-of-the-art smart home electronic systems

Times

Saturday, May 26, 2007 12:41:15 AM Oman Time

MUSCAT — The Barr Al Jissah Residences that are currently under construction at Shangri-La's Barr Al Jissah Resort & Spa, hold the promise of luxury and unsurpassed quality and now they will

also include state-of-the-art smart home electronic systems thanks to cooperation between LexSystems, Schneider Electric, Bang & Olufsen and the Barr Al Jissah Resort Company. Jens Lund, marketing director of IT-Serve.Com representing LexSystems, Carl Trock, CEO and Morten Bremild, partnership development manager of Schneider Electric in Denmark and Morten Rank Levison, business development manager from Bang & Olufsen, met Ziyad Al Zubair, managing director of Barr Al Jissah Resort Company, to sign a memorandum of understanding for LexSystems to provide Intelligent Home Systems for the Barr Al Jissah Residences.

Email the story

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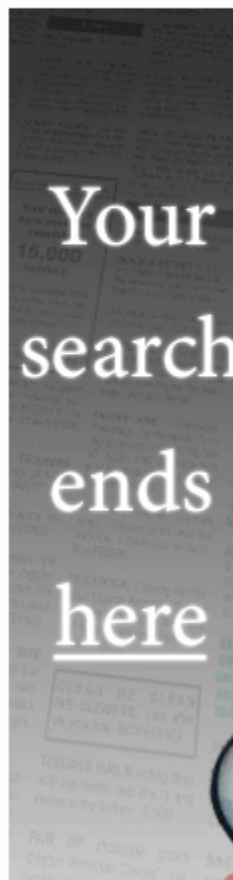
Print the story



RSS feed

Smart homes comprise unique multiple integrated systems, providing optimal comfort, convenience and security with a focus on making a home work more efficiently for its occupants.

A single network cable distributes signals around the home, so that with programming to individual needs and easy controls the house fulfils the levels of comfort and security everyone dreams of. The intelligent cabling installed can be upgraded for future technological advances and is certified by Bang & Olufsen. All systems can be operated with a Bang & Olufsen remote, enabling control of home entertainment, telephone and broadband (LexNet), lights and electrical appliances, as well as smoke, fire, gas and security alarms (LexControl). At the touch of a single button all electrical appliances can be switched off, except those that need to be kept running, such as fridges, and in case of emergencies, the system will ring the owner wherever they are. Jens Lund from LexSystems is enthusiastic about their product, 'The amazing flexibility of LexControl and LexNet allows home owners to configure the residences to fit their lifestyle and change it as they see fit. We are all individuals and a home should fit your lifestyle; not be a standard box and must be simple and easy to use. Barr Al Jissah Residences is introducing this exciting opportunity as the first developer in Oman, with some of the technologies, a world first.



Oman Cisco Expo 2007

Business In Transition



One Time
Zone,
Real-time



Mobility and
Uniformity of
Experience



Working
Moments



Security and
Surveillance



New and
Changing
Regulations



Business
Continuance

Characteristics of the Human Network of Cisco Unified Communications

Virtualized

anytime, anywhere, any device

Media Rich

data / voice / video / mobility

Open

everything speaks a common language

Simple

ease of use / installation

Safe

identity protection, viruses, etc.



Welcome to a network where there is a new way of communicating...



Cisco Unified Communications

A New Way of Communicating



welcome to
the human network.



Growing Importance of Networked Communications

Improved Internal
Communication

Better / Faster
Decision Making

Increased
Customer
Satisfaction

Shortened
Production
Cycle

“Integration of communication and collaboration applications provides business agility not previously possible...”

- Forrester

A Communications Session



Oman
Cisco Expo
2007

TelePresence: Converging all forms of human expression

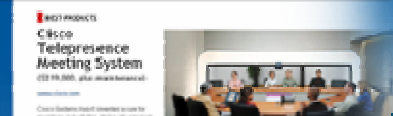


Helping Companies Become “Green”

BusinessWeek

**Helped Cisco cut 1B miles
of annual air travel by 20%**

**Reduced overall company
emissions by 10%**



“The Best of 2006”

**Better customer service,
improved quality of life**

Today: Integrated Content, Anytime, Anywhere...



Data **OR AND** Voice **OR AND** Video

Breaking down the walls
between different kinds
of communication



...On Any Device



The World is Your Office



Mobility

Single and Dual
Mode Cellular Phones



Wireless
IP Phones



Laptops with
Soft Phones



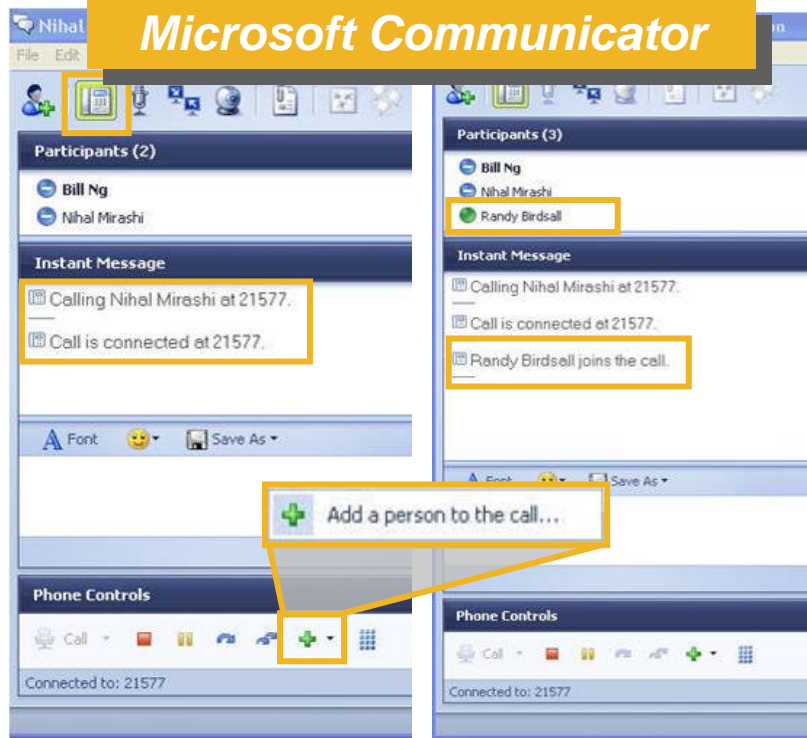
- Ubiquitous Unified Communications experience through wired, wireless and cellular devices

- Bridge enterprise and wide area mobility through single number reach

- Improve productivity and efficiency by reaching the right resource the first time

- Improve efficiency by accessing information anywhere removing return to central office

Unifying the Desktop Environment:



Defining an Effective User Experience

Consistency

Flexibility

Quality



Unified Communications Futures



Anatomy of a Web 2.0 Mashup

craigslist

post to classifieds
my account
help, faq, abuse, legal
search craigslist
for sale
event calendar (74)
S M T W T F S
6 7 8 9 10 11 12
13 14 15 16 17 18 19
20 21 22 23 24 25
27 28 29 30 31 1

\$1750
Reply to:
Date: 200
Beautifully
bedroom
Fans in liv
living room
Fully furni
Secure bu
No smoki
Call 735-

hawaii oah bid mau kau mol

Google Web Images Groups News Froogle Maps more
Honolulu, park
Search the map Find businesses Get directions

Map **Sat** Satellite Hybrid

\$1750 / 2br - Available Immediately
Ala Wai Blvd. ✉

Ala Wai Blvd. popup showing four photos of the property.

Map labels: Rainbow Stadium, Kanewai Field, Hokulani Elementary School, Kamakini St, Chamira Of Ho, Of Hawaii-Manoa, Kanewai Community Park, Ala Wai Golf Course, Kapiolani Blvd, Kapihulu Ave, Kaimuki Ave, Lincoln Ave, Charles St, Olu St, Mokiama St, Palani Ave, Makaleka Ave, Ekela Ave, Lukopane Ave, Olokele Ave, Crane Park, Iolani School, Ala Wai Park, Cully Park, Lower Campus Rd, Dole St, Robert St, Frank St, 1st Ave, 2nd Ave, 3rd Ave, 4th Ave, 5th Ave, 6th Ave, 7th Ave, 8th Ave, 9th Ave, 10th Ave, 11th Ave, 12th Ave, 13th Ave, 14th Ave, 15th Ave, 16th Ave, 17th Ave, 18th Ave, 19th Ave, 20th Ave, 21st Ave, 22nd Ave, 23rd Ave, 24th Ave, 25th Ave, 26th Ave, 27th Ave, 28th Ave, 29th Ave, 30th Ave, 31st Ave, 32nd Ave, 33rd Ave, 34th Ave, 35th Ave, 36th Ave, 37th Ave, 38th Ave, 39th Ave, 40th Ave, 41st Ave, 42nd Ave, 43rd Ave, 44th Ave, 45th Ave, 46th Ave, 47th Ave, 48th Ave, 49th Ave, 50th Ave, 51st Ave, 52nd Ave, 53rd Ave, 54th Ave, 55th Ave, 56th Ave, 57th Ave, 58th Ave, 59th Ave, 60th Ave, 61st Ave, 62nd Ave, 63rd Ave, 64th Ave, 65th Ave, 66th Ave, 67th Ave, 68th Ave, 69th Ave, 70th Ave, 71st Ave, 72nd Ave, 73rd Ave, 74th Ave, 75th Ave, 76th Ave, 77th Ave, 78th Ave, 79th Ave, 80th Ave, 81st Ave, 82nd Ave, 83rd Ave, 84th Ave, 85th Ave, 86th Ave, 87th Ave, 88th Ave, 89th Ave, 90th Ave, 91st Ave, 92nd Ave, 93rd Ave, 94th Ave, 95th Ave, 96th Ave, 97th Ave, 98th Ave, 99th Ave, 100th Ave.

Unified Communications Mashup

Andrea Kelly
Available | Desk Phone

Contacts
View All

- Robert Frank
- Mike Contreras
- Kim Hansen
- Debbie Pattison

Recent 2 1

Events

Search Directory
Enter Search Text Here

Robert Frank
Status: Available
Preferred: Phone

Mike Contreras
Status: Available
Preferred: Email

Kim Hansen
Status: Available
Preferred: Email

Debbie Pattison
Status: Available
Preferred: Phone

Robert Frank
0:38

Debbie Pattison
0:05

Andrea: On a call. Have a quick question for you.

500 km

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Market Position and Relevance



Over 10 Million Cisco IP Phones Sold

- More than 48,000 Cisco Unified Communications customers worldwide
- Cisco Unified Communications customers include more than 70% of the Fortune 500®
- Cisco displacing over 16,000 TDM phones every business day
- Cisco shipped over 1 million phones each of the last three quarters:
 - 3 years+ to ship 1st million
 - 1 year to ship 2nd million
 - 8 months to ship 3rd million
 - 6 months to ship 4th million
 - 5 months to ship 5th million
 - ...and accelerating!

All numbers through Dec-06

Q1 CY00 Q2 CY00 Q3 CY00 Q4 CY00 Q1 CY01 Q2 CY01 Q3 CY01 Q4 CY01 Q1 CY02 Q2 CY02 Q3 CY02 Q4 CY02 Q1 CY03 Q2 CY03 Q3 CY03 Q4 CY03 Q1 CY04 Q2 CY04 Q3 CY04 Q4 CY04 Q1 CY05 Q2 CY05 Q3 CY05 Q4 CY05 Q1 CY06 Q2 CY06 Q3 CY06 Q4 CY06



