



# Realising the Power of Unified Communications



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# Agenda

- Business Challenges, Transition & Imperatives
- Cisco Unified Communications & Vision
  - Mobility
  - Collaboration
  - Presence
  - Virtualisation

# Business Challenges Today

- Scalability and Reliability
- Business Continuity
- Globalisation
- Virtualisation
- Collaboration
- Mobility

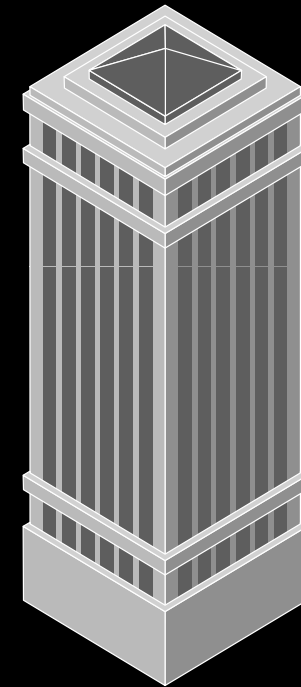


# A New Generation of Empowered End Users

BusinessWeek online

## The Power of Us

Mass collaboration on the Internet is shaking up business



“The next generation of information workers will expect a highly visual, connected, contextual information workplace they can take anywhere.”

- Forrester

# 21st Century Business Imperatives

**Speed and agility** required to be competitive

**Continuity and Compliance** no longer *nice to have*s

**Innovation** is a key driver of business performance

**Green** business practices becoming mainstream



# Cisco Unified Communications



# Cisco Unified Communications

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# Cisco Unified Communications For The Workspace

**Controller**  
e.g. Management



**Connector**  
e.g. Contact Center



**Unified Communications**

**Cisco Unified Communications**

Enabling the Human network to effectively collaborate every time, everywhere, everyone's included

**Warrior**  
e.g. Engineering



**Warrior**  
e.g. Mobile Worker



# Cisco Unified Communications

Unifying all Forms of Business Communications

Business Process

Productivity

Business Transformation

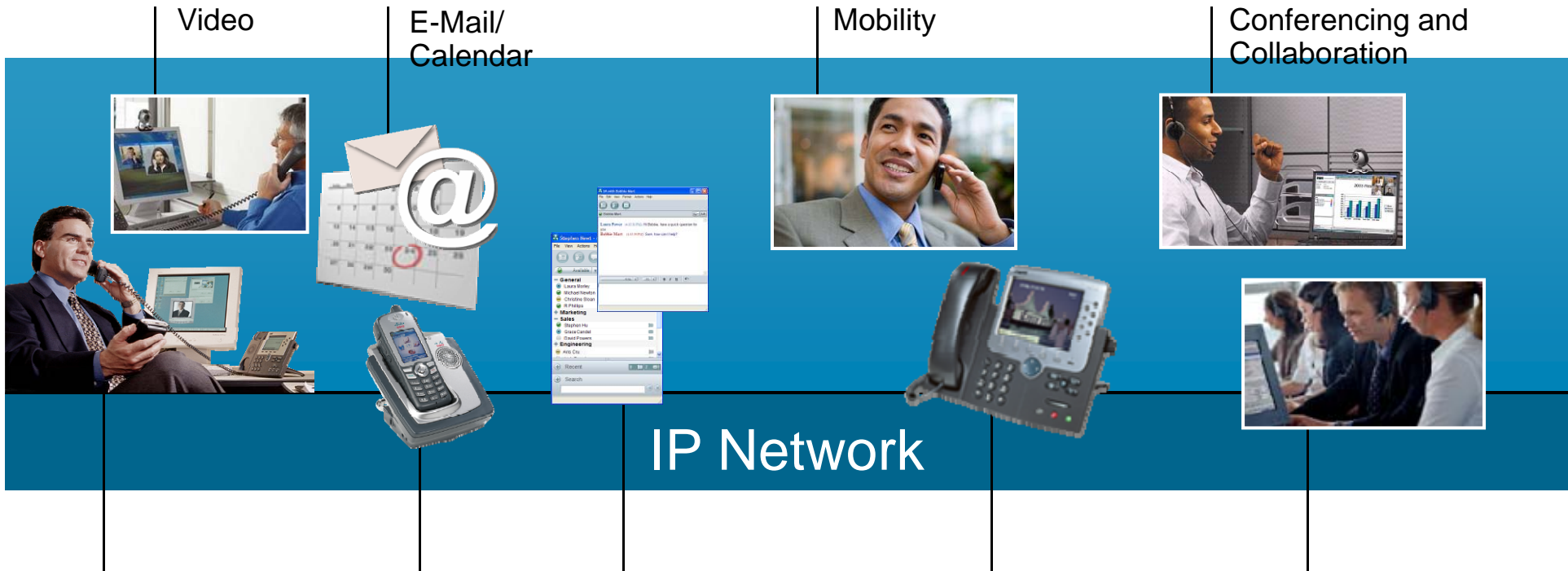
Secure

Video

E-Mail/  
Calendar

Mobility

Conferencing and  
Collaboration



# Cisco's UC Vision

• **Mobility** • **Collaboration** • **Presence** • **Virtualisation** •

# Cisco Unified Communications



## MOBILITY

anytime, anywhere, any device



## COLLABORATION

discussion, sharing, etc.



## PRESENCE

availability, reaching out and connect



## VIRTUALISATION

extend your boundaries

# Mobility



# Cisco Unified Mobility- SNR

- Extends Single Business Number to multiple devices
  - Allows voice call continuity inside and outside office up to four external clients
  - Preserves enterprise call coverage services
- Flexible administration options
  - Provisioning allows for full administrator control or flexible user self administration (Web/TUI)
- Device Mobility between desktop and mobile phone
- Supported on Cisco Unified Communications Manager 4.x and 5.x and ***natively in CUCM 6.0***



# VoWLAN Solutions for Dual Mode Handsets



- Cisco partnering with leading vendors to deliver support for Cisco IP Telephony on dual mode mobile handsets
- Phones connect to Cisco Unified Communications Manager over Cisco Unified Wireless Network (Wi-Fi)
- Single number access through the desktop enterprise phone number
- Single voice mailbox for all business calls



# Collaboration



# Unified MeetingPlace Web Conferencing

## Addresses Web Conferencing Challenges So You Can Collaborate with Confidence

### Challenges:

- Getting into meeting
- Addressing unique applications needs
- Sharing & viewing rich content
- Managing participants
- Engaging participants

### Solution:

- Fast, download-free, cross-platform access. E.g Mobile, softphone, Video phone, Web portal ...etc
- Predefined and user generated custom templates
- Share any application, presentations, Flash applications & movies - Content automatically scales to user interface
- Advanced meeting presence and management
- Extensive interactivity functions

# Unified MeetingPlace Web Conferencing Support for Multiple Applications

Targeted functions for more effective  
Collaboration, Presentations,  
Training & Webinars

- Standard & custom templates
- Features and views vary by meeting type, user role

**Collaborative**

Communicate Anytime, Anywhere, on Any Device

**Presentation**

21st Century Business  
Speed and agility required to be competitive  
Continuity and Compliance no longer nice to have  
Innovation is a key driver of business performance

Chat between presenters

**Webinar**

Participant list only viewable by presenters, moderators

Welcome note and instructions

Presenter notes

Moderated Q&A

Only presenters & moderators can see this area

# Collaborative Meeting Template Optimized for Interactivity and Sharing

**See who in meeting, who sharing, manage permissions**

**Interactive, multiparty video**

**Share any content, desktop, pass control**

**Upload files to distribute to attendees**

**Shared content auto resizes, full screen mode**

**Multiple presenters share at same time**

- Whiteboard, annotate
- Outdial, e-mail to add attendees

# Cisco Unified MeetingPlace & WebEx Solution Comparison

## Unified MeetingPlace

- **On-premises – HW/SW**

Voice, standards based video, web

Leverages customer infrastructure

On-site control

## WebEx

- **On-demand Service**

Web, voice and video options

MediaTone - Scalable, reliable, global access

Rapid provisioning

- **Advanced business process collaboration applications**



# Presence



# What is Presence?

- Presence is a real-time indicator of a person's willingness and availability to communicate

Typically represented by status:  
Available, In Meeting, On Mobile,  
At Lunch, Be Back Shortly, etc.

Includes details on user's preferred  
method to communicate: voice,  
video or Instant Message

"Find-Me", "Follow-Me", or "Hide-  
Me"

- Integration with Calendaring, Location, and Workflow systems help users automatically keep their Presence status up to date while also creating streamlined business processes

## Presence and Context

Leverage dynamic presence  
information in the network



- Reduce communication delays
- Enhance productivity

# Cisco Unified Personal Communicator - Know How to Reach Others Quickly

## Improve “Communication Connection Success Rates”

- Quickly determine who is available and who is not with dynamic presence information
  - Easily identify the best people to contact
- Know each user’s preferred method of contact – voice, video, IM or email.
- Make yourself available or not
- Customize your availability information (at lunch, in a meeting)
- Display availability based on your Outlook calendar
- Set extended away messages (on vacation, out of office)

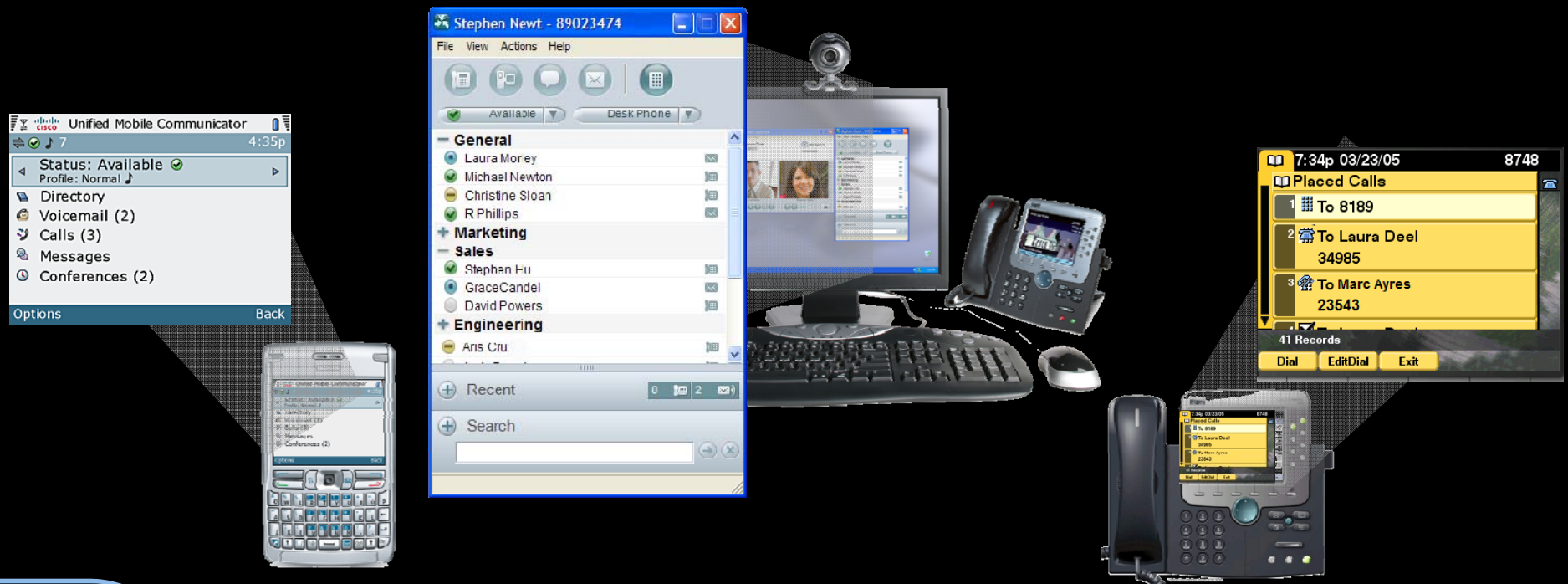
### Presence and Context

Leverage dynamic presence information in the network



- Reduce communication delays
- Enhance productivity

# 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

# Cisco Unified Mobile Communicator

- Extends unified communications to mobile phones
- Intuitive, common user experience across different mobile handsets
  - Presence enabled directories
  - Enterprise voicemail notification and playback
  - Enterprise Call logs
  - Conference notifications
  - Secure Text messaging
- Preserves enterprise flexibility and user choice
  - Support for BlackBerry, Symbian OS and Windows Mobile 6 (2<sup>nd</sup> half 2008)
  - Support for multiple mobile operators and networks in Mid 2008 (SingTel & StarHub)



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

Cisco Unified Call Connector for Microsoft Outlook



Cisco Unified Personal Communicator



Cisco Unified Personal Communicator for Mac



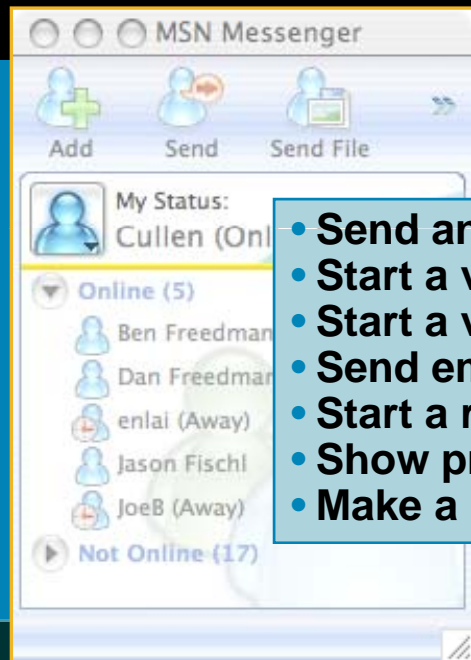
Cisco Unified Mobile Communicator

## 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

# How Presence Fits In Instant “Rich Media Communications”



Only options that make sense appear

- Send an instant message
- Start a voice conversation
- Start a video conversation
- Send email
- Start a rich media session
- Show profile/directory entry
- Make a phone call

- Right now
- As soon as possible
- First available slot



See availability and select people in any context

Select method of communication

Decide when to communicate

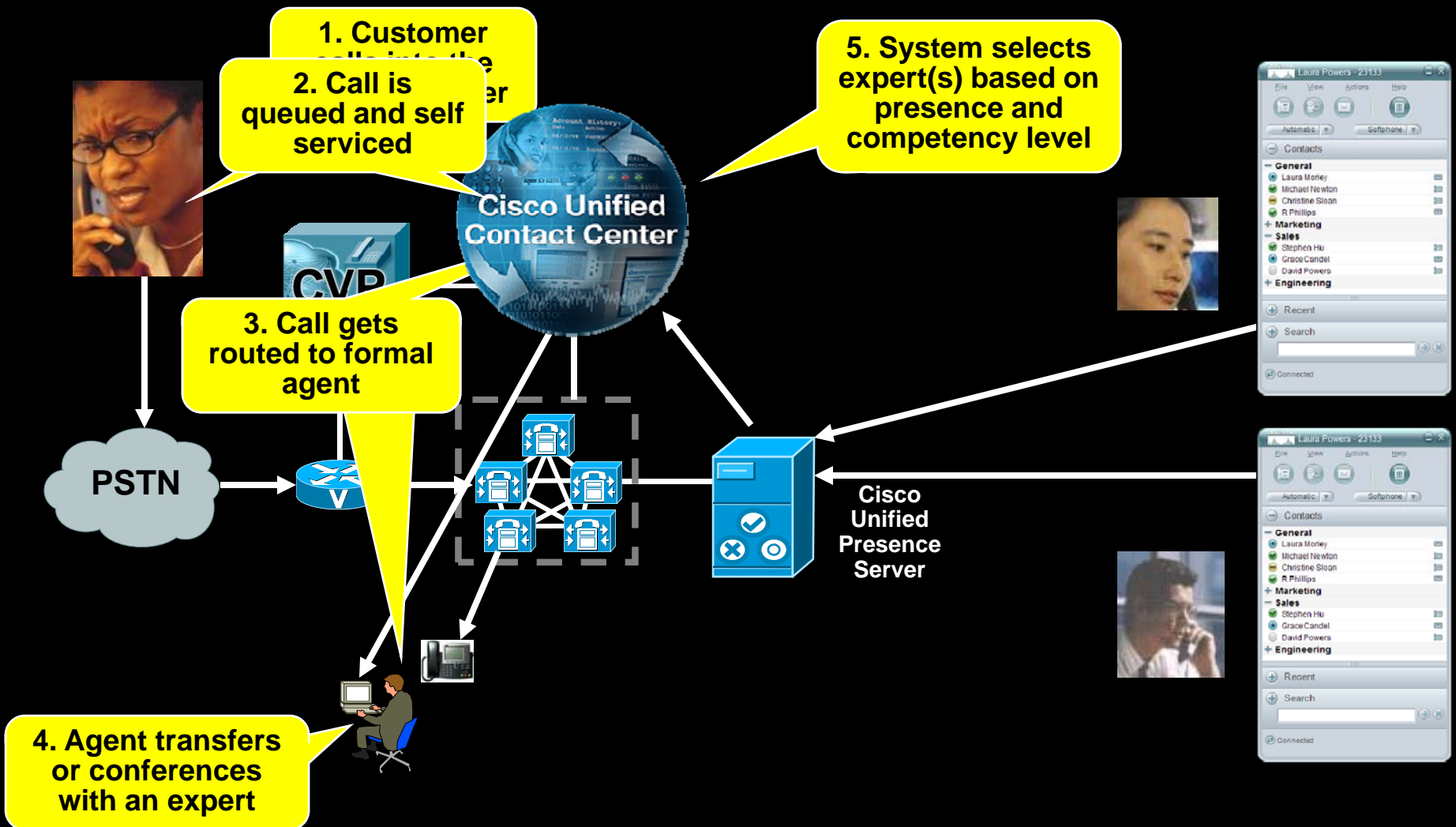
System does the rest

# Presence Enabled Customer Interaction

- Contact Centers expand into the Presence-enabled Enterprise
- Intelligently and rapidly extend and escalate customer calls to Experts
  - Manually or Automated using Intelligent Routing Logic
  - Allow experts to accept/reject a call
  - Escalate a consult via IM to a conference
  - Multi-cast requests to multiple experts
- SIP/SIMPLE supported client architecture



# Expert Advisor Call Flow

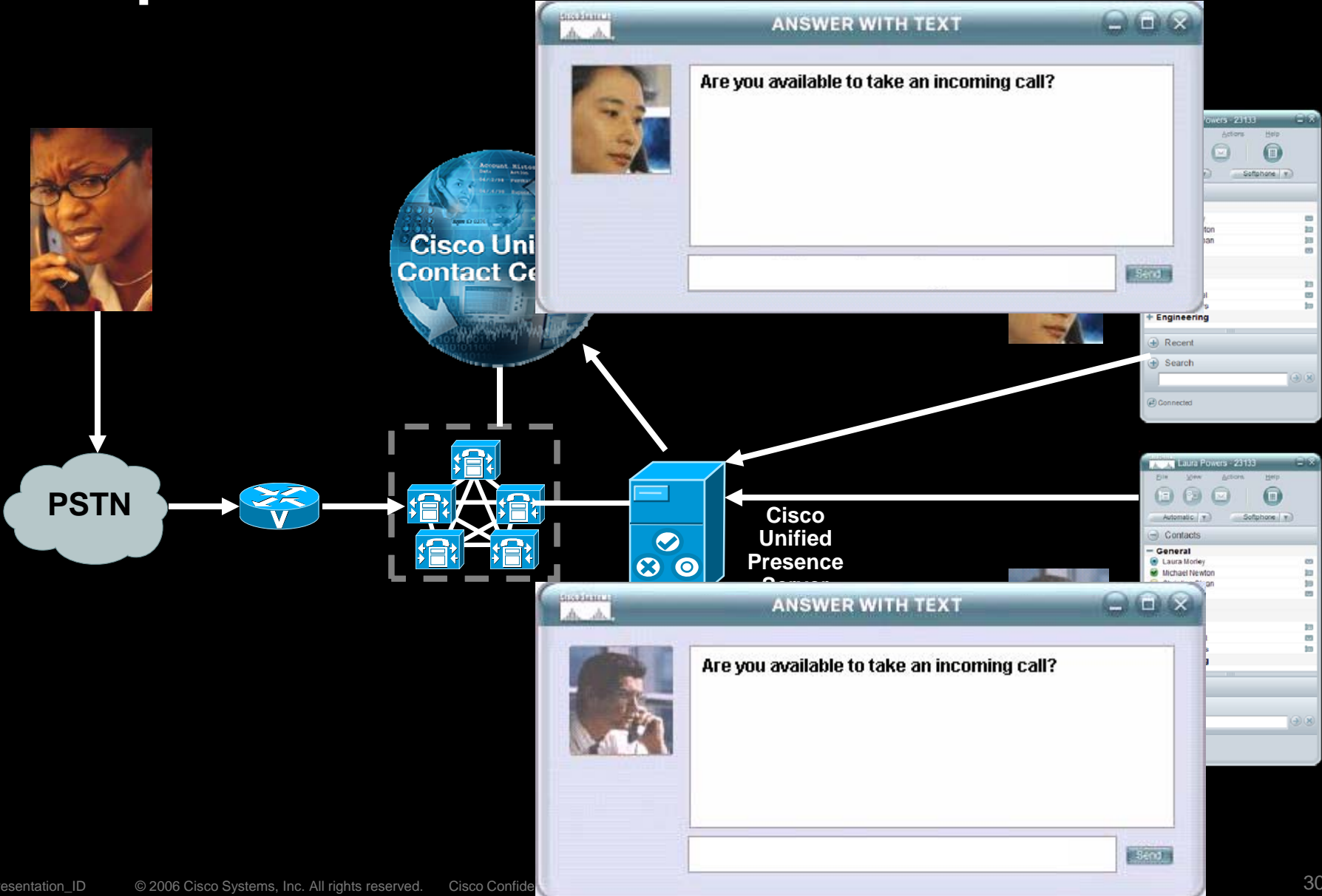


# Business Benefits

- Higher productivity of resources
- Improved communication & business processes across the Enterprise
- Differentiated customer service
- Extending the reach of the contact center for higher service levels
- First-call resolution and reduced customer churn
- Linking presence-enabled knowledge workers and formal contact centers



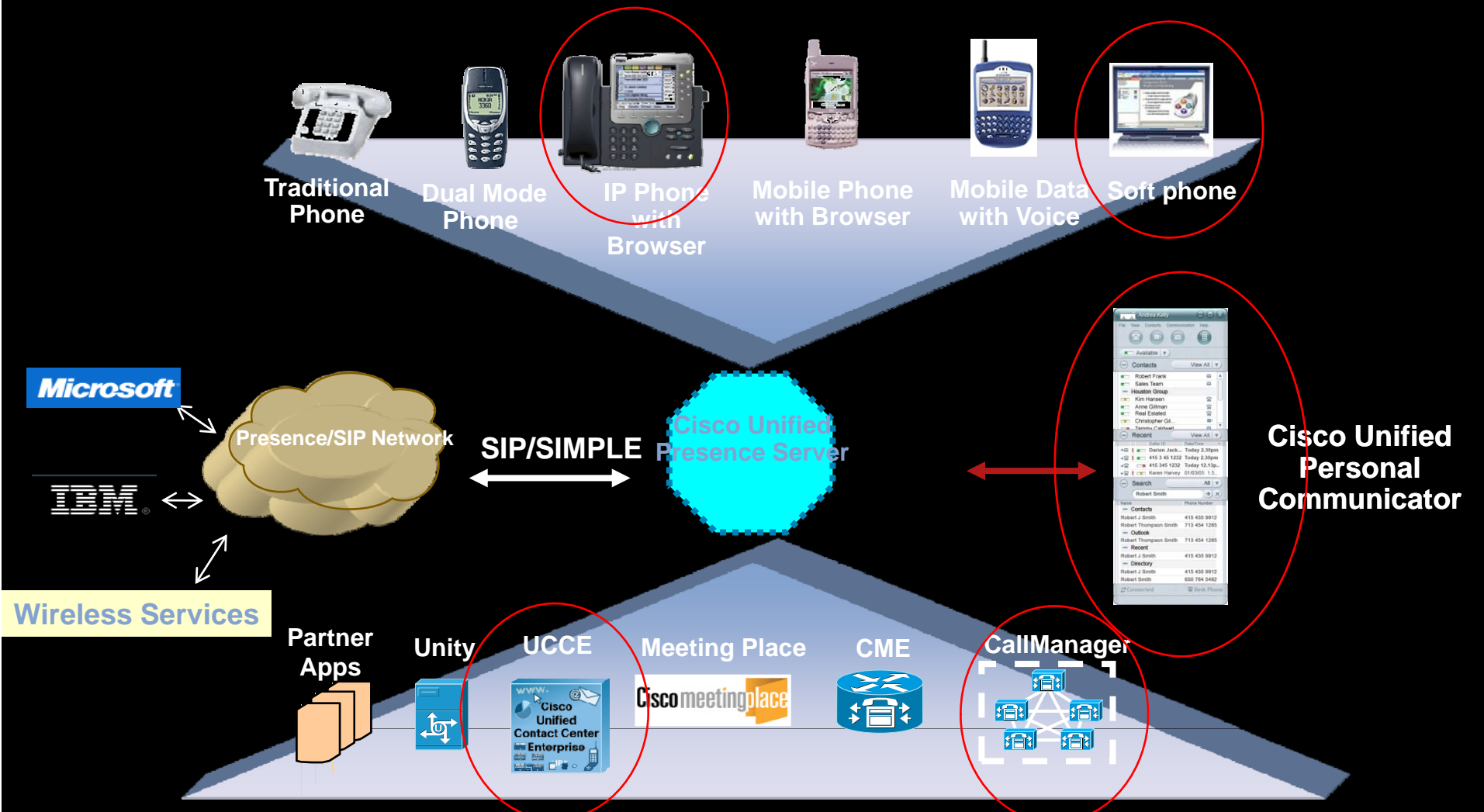
# Expert Advisor Call Flow



# Expert Advisor Call Flow



# Presence Services and Unified Communications



# Cisco Unified Communications with Microsoft

## 1. Cisco IP Telephony with Microsoft

Control your Cisco IP phone with your desktop IM client

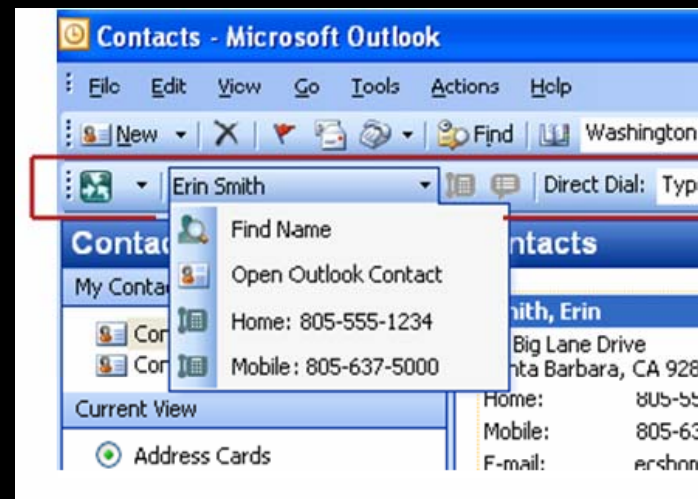
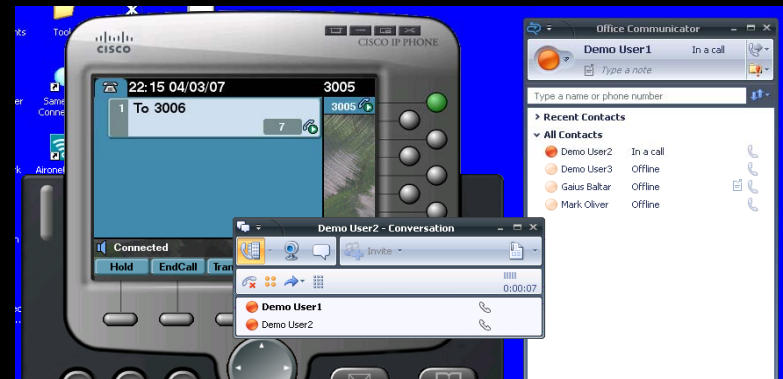
## 2. Cisco Presence with Microsoft

See if your colleagues are available using presence information inside your desktop IM client

## 3. Cisco Conferencing with Microsoft

Schedule and attend conferences from Microsoft Outlook

Leverage your Cisco audio conferencing investment and escalate from IM to an audio conference



# Cisco Unified Communications with Microsoft

## 4. Cisco Messaging with Microsoft

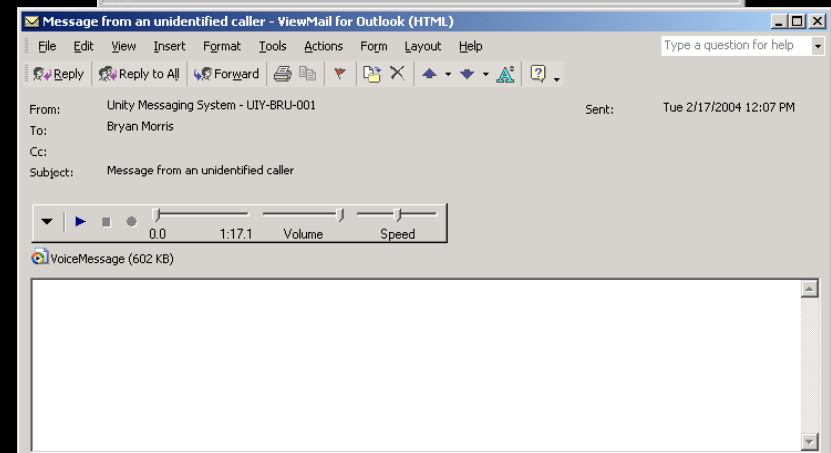
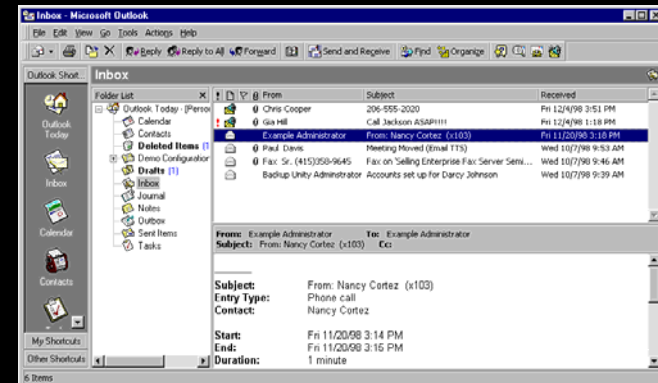
Listen to your Cisco Unity or Unity Connection voicemails in Microsoft Outlook

## 5. Cisco Contact Center with Microsoft

Integrate your Microsoft CRM solution with your Cisco IPT or Contact Center systems

## 6. Cisco Network with Microsoft

Leverage your Cisco network investment to deliver high quality real-time communications

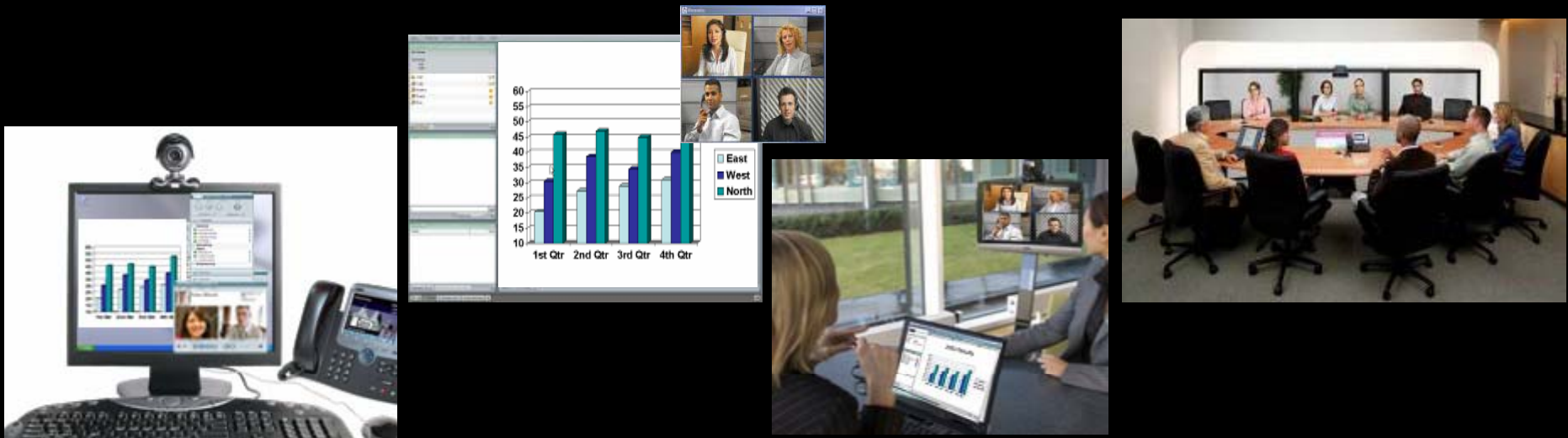


# Virtualisation



# 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

# Cisco TelePresence Meeting

## High Impact Collaboration



### Key Benefits



- Simple, exceptional, “in person” experience
- Helping Cisco cut 1B miles of annual air travel by 20%
- Reduce overall company carbon emissions by 10%
- 1080P Hi Definition

# Cisco Unified Communications



## MOBILITY

anytime, anywhere, any device



## COLLABORATION

discussion, sharing, etc.



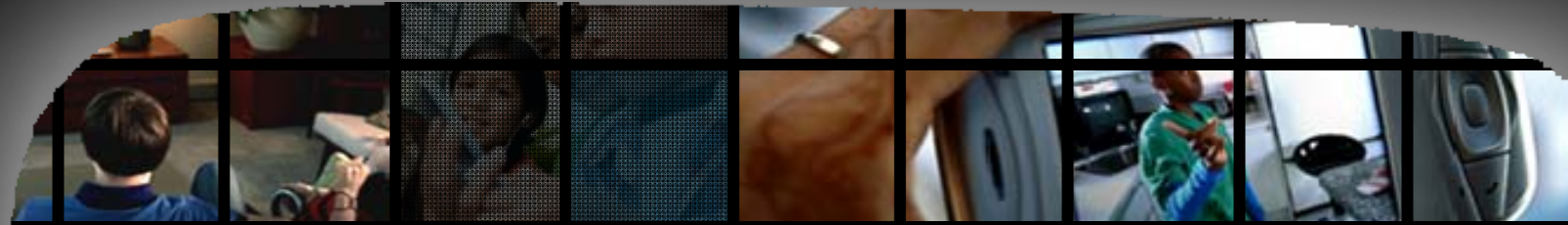
## PRESENCE

availability, reaching out and connect



## VIRTUALISATION

extend your boundaries



Welcome to  
the Human Network.

