Get back to Collaboration
Collaboration: smarter, nimbler, faster

Most organisations today are faced with a world that is changing rapidly and becoming less predictable. New competitors are entering their markets with new and compelling strategies, often groundbreaking in their industry.

These challenges have changed how people communicate. We are no longer bound by yesterday’s tight organisational structures. Communication within departments has now gone horizontal, across multiple functional areas, and even external, to partners and customers.

This new way of working – smaller teams, shorter time-cycles, faster decision-making processes, more far-flung team members – demands organisations that are truly agile and responsive and have better collaboration tools.

Cisco Collaboration started to revolutionize the world of business more than a decade ago. Bringing IP-telephony to customers was just the start. We subsequently launched video, contact-centre and cloud-based offerings.

And today we have an end-to-end offering, on your premises or in the cloud – the choice is yours.

From desktop to boardroom, you can pick the solution to match your needs and connect from anywhere, at any time, using any device.

Through our cloud-based offerings, you’ll get state-of-the-art web conferencing, video, voice, telepresence, instant messaging and contact centres – as well as Spark, our newly released team and project application that enables efficient teamwork on a social platform. All these are seamlessly interconnected.

Put simply, Cisco Collaboration can change your agenda, help you go digital and make your teams truly agile and responsive. So get back to Collaboration. Are you ready?

Marianne Calder
Head of Collaboration, EMEAR
Great experiences, greater effectiveness

Seamless experiences motivate people to go further, collaborate more and be more innovative. These experiences have the power to transform your workplace.
Exceptional connectivity
out and about

Being able to email with your smartphone is essential, and using it to connect to your office network is useful. But real effectiveness means having mobile access to business applications. The best business apps help teams create, view, edit and collaborate on project documents seamlessly in real time.

Give your people the tools they like

To truly boost engagement, let your employees use the tools they love, such as their own phones and laptops. Depending on your security protocols and business needs, you can provide a choice of devices or choose a bring-your-own-device (BYOD) policy. Cisco Spark and Cisco WebEx are simple, high-quality remote collaboration solutions that can work with BYOD.

Business applications help employees:

• Store project documents in a central location
• View and share information.
• Search content
• Edit and collaborate on project documents

It’s possible to give employees more access and improve security at the same time.

Spark innovation

Ideas happen when people come together, even when they’re apart. Virtual communication speeds understanding and decision-making. With Cisco Spark, virtual rooms let remote teams instantly share files and screens and talk face-to-face, via any device and on the move – enabling supremely powerful collaboration experiences.

88% of companies offer employees mobile devices to enhance productivity.

A global survey of 1300 managers indicated that 87% believe video has a significant and positive organisational impact.

87%


More money for the office party

Seamless virtual collaboration lets you maintain better, more personal relationships with your clients and stay in touch with remote experts at a moment’s notice, without costly travel or delays. You can also save on office space, recruiting and retraining.

Virtual collaboration saved one organisation 30% in management and infrastructure costs.

Get back to face-to-face

Working remotely often used to mean people were disconnected from others and disengaged from their work. That’s because they’re used to face-to-face, personal connections. But with Cisco, you can make remote collaboration human again.
Make it personal

Video conference participants can see each other’s expressions and body language, making meetings more personal and building trust.

See your family and friends more

Business travel can burn people out. Video lets employees stay connected in a dynamic work environment, without sacrificing work-life balance.

Make teamwork really work

Teams and team members in different offices can stay connected, making decisions in real time via conference. They can stay on track whether they’re mobile, at their desk, or in a team room, and add insights into day-to-day operations and new policies.

87% of remote users feel more connected when using video.

68% of HR professionals believe adopting a flexible, mobile work model delivers competitive advantage.

You can be everywhere with video.


Teach, learn and share

You can use video to record and stream key discussions or announcements, and create live events in virtual ‘town halls’. Or use it to make training more effective – and less expensive.

- Flatten hierarchies
- Train with more efficiency
- Share recorded insights
- Transform content to share ideas
Deliver exceptional customer experiences

Today’s customers want to be taken care of via a range of devices and channels. And this also gives you the chance to build more meaningful and lasting relationships with them.
In 2013, **66%** of global consumers switched brands or businesses due to poor customer service.

**82%** of those who switched said the brand could have done something to stop them.
Put your customers in control

Mobile devices let customers make calls while waiting in traffic, or quickly chat with online agents before a meeting. Companies need mobile strategies that allow for this interaction with consumers anywhere, anytime, on any device.

Seamless communication across all channels

Omnichannel means integrated voice, video, and web communications, social media and on-demand access to experts. Customers expect businesses to link their interactions across these channels for a continuous, high-quality experience.

Omnichannel communication

- It’s easier for customers to interact with businesses and organisations
- Persistent context and data as customers move between care channels
- Customer journeys are more personalised

Be more personal

Let your customers interact and collaborate with agents via your website or mobile apps. This can improve your customer experience, create personal connections, simplify complex transactions and help you resolve queries faster.

Customers want fast response times when contacting companies through social media. 42% expect a response within 60 minutes.

90% of consumers who started purchasing a product on a mobile phone switched to a laptop.

78% of consumers are more likely to be loyal to a company that provides real-time, one-to-one support at critical moments during their digital journey.

Get set up for collaboration

The trend towards personal collaboration is growing. Be ahead of it and set yourself up for success now.
Look for ease of use

When employees can install and use equipment without help from IT specialists, you know you have an easy-to-use product. This saves time and money, for obvious reasons. Cisco WebEx simplifies video-conferencing, enabling effective remote meetings, complete with screen-sharing, to take place.

Streamline setup with Cisco

- Touch control
- Super simple cabling
- WebEx integration
- Ten minutes from box to call

Make sure it works together

When deploying collaboration solutions, you need to get all the pieces working together: voice, video, web conferencing. This allows everyone to participate—even with existing tools.

Basic interoperability standards:

- Call initiation
- Content sharing
- Call quality
- Call security

Use cutting-edge features

Cisco collaboration innovations

- First to offer H.265 endpoints for bandwidth savings
- Intelligent proximity for content sharing and contact syncing
- Intelligent views give everyone a front-row seat
- Intelligent audio adapts to your environment
- SpeakerTrack puts the active speaker on screen
- BYOD friendly for easy sharing from any device

By 2018, 55% of all Internet traffic will be video.


Making a video call should be just as easy as making a phone call.

Cisco won six prestigious Red Dot product design awards in 2014.
Pick the right endpoints

Getting collaboration right means understanding how people work and choosing the right endpoint for them. For the best solution, look at your needs, growth strategy and user profiles.

- Software based for mobile employees
- Room based for meeting-intensive groups
- Shared or multiuse endpoints for deskless workers
- Multipurpose solutions for video, file sharing, and presenting

Minimise cost

Every video collaboration product Cisco has released since March 2014 has offered more features and a better user experience, at a lower price than its predecessors.

Provide solutions your people can trust

Understand internal and external support services, and only work with vendors that have proven experience of delivering end-to-end collaboration solutions.

“This is not a game between one endpoint OR the other; it is about knowing when to use one endpoint AND when it is better to use another.”

More features and 20% to 40% less cost.

75% of global business leaders are deploying video collaboration tools.

Add network performance to user experience

Cisco Collaboration is underpinned by our unified computing platform, which assures quality, performance and system capacity – supporting thousands of devices simultaneously if needed.
Choose the right infrastructure

New trends like BYOD, video collaboration and cloud-based applications can be a lot for a network to handle. That’s why your company needs a robust infrastructure that can support these innovations, with a scalable solution that can grow with your business.

- Scaling business-quality video conferencing
- Private and public cloud access
- Sophisticated productivity and collaboration apps
- Security management across multiple locations and device types

Secure your digital space

As cloud computing, social media and mobility develop, so security threats also grow. That’s why today’s workplaces need security that will protect the network at every level.

**Improve network security**

- Create a holistic security policy
- Secure your WAN
- Increase traffic visibility
- Automate policy enforcement
Our customers speak for us

The final word, as always, comes from our customers. Read how Cisco Collaboration has boosted performance and opened up new possibilities.

Great Ormond Street Hospital

Great Ormond Street Hospital (GOSH) is an international centre of excellence dedicated to pediatric healthcare and research into childhood illnesses. Operating from a single site in central London, it treats over 192,000 children a year. The hospital needed to stabilise and improve their network and transform clinical systems with improved communications and video.

Mark Large, IT director of GOSH said: “Cisco® Network Architecture Blueprint for the NHS gave us everything we needed: a resilient, ultra-fast, multimedia network with 10 Gbps in the core and 1 Gbps at the edge. Our Service Level Agreement (SLA) guarantees four nines (99.99%) availability, but we’ve actually achieved greater than six nines (99.9999%). With Cisco, we got a trusted advisor and an end-to-end architecture that works together and delivers on its promises.”

Bauer

Operating globally, BAUER builds irrigation and wastewater machinery. Previously, workers in its Austrian and German core businesses communicated the old-fashioned way: via telephone and occasionally simple video tools. Mostly they met in person, spending hours travelling in cars or trains. They needed to get up to date, improve teamwork and productivity, and make the business more agile.

Bauer installed a cloud-based collaboration system, put video endpoints in five sites and made it easy to hold virtual meetings. Andreas Schitter, chief finance officer (CFO) at BAUER said, “You don’t need to spend six hours in a car to attend a meeting. When people get together the discussion is interactive and effective. Travel costs have dropped by 50%.” The company has calculated a 30% increase in productivity due to reduced travel. Schitter also added: “Getting to market 10% faster is an advantage over our competitors.”

Ferrero

Ferrero is known worldwide for its luxury chocolates, including brands such as Ferrero Rocher, Raffaello, and Mon Chéri. The Italian company has operations across 46 countries, including 21 production sites, and also commercialises other top-selling confectionary and chocolate products through brands such as Kinder, Nutella, and Tic Tac. Their management has increasingly seen IT collaboration tools as a way to improve worker efficiency, offset travel costs, and support moves toward a more mobile workforce.

Ferrero has implemented a Cisco® network serving around 60,000 users globally, Cisco Collaboration applications such as Cisco Jabber and Cisco WebEx, as well as Cisco FlexPod data centre infrastructure. Their middle and eastern Europe IT director Martin Flegenheimer said: “Cisco is a market leader, and we always adopt industry-standard technologies. It was product reliability that led us to choose Cisco. The network is the basis for all our IT business.”

Tryg Insurance

Tryg operates in Denmark, Norway and Sweden and is the second-largest general insurer in the Nordic region, with 3,600 employees. Tryg provides peace of mind for 2.7 million customers through a wide range of consumer and business insurance products. But with 1,250 agents handling more than 850,000 claims, Tryg needed a contact centre that would enable employees to work, engage and communicate effectively and intensively.

With Cisco’s agile and reliable Contact Centre Enterprise solution, Tryg is now able to focus on first-call resolution, as well as retaining and winning new customers. Tryg has implemented voice and chat, and plans to implement other customer contact channels, reports Stefan Laursen, Head of Development, Tryg Insurance Denmark.
Get back to collaboration with Cisco

Cisco Collaboration combines voice, video, meeting and messaging solutions that give you the power to get more done. That means personal and effective communication with colleagues and customers, in the office or on the move. Now you can get back to face-to-face, real conversations and collaboration that really works.

Find out more