Cisco Integrated Collaboration Roadmap
Jan Thorsson
Integrated Collaboration
FY10 Status
We Heard You…
…Breaking Down Silos

- User experience
- Video
- Presence
- Recording
- Messaging
- Call control
- Management
- Mobility
Cisco Collaboration Portfolio

- IP Communications
- Mobile Applications
- Customer Care
- Telepresence
- Conferencing
- Messaging
- Enterprise Social Software
Cisco Strategic Direction…

…Staying the course

Integrated Experience

- Interoperable, Open Architecture
- Secure Inter-Company
- Flexible Consumption Models
- Pervasive Video
- Enterprise Social Software

Architectural Convergence
Integrated Experiences

- WebEx OneTouch TP
- Web Communicator in quad
- Quad-based customer care
- Portable UC stack for hard, soft, mobile clients
- Social software and video
- Mobility across applications (end user call control, conferencing, video)
- Video interoperability: TP server and TIP, MXE, and CTMS
User Experience: Design Archetypes
Completed by end 2010

1. Directory search
2. Contact list
3. Contact card
4. Joining an event
5. Sign in
6. Setting and displaying presence
7. Online chat
8. Video controls
9. Scheduling an event
10. Incoming message notification
11. Message acknowledgement
12. Visual voicemail
13. Setting and displaying permissions
Messaging and Presence: XMPP as a Standard

- Delivered in Connect and CUPC
- Projects in NMTG, SA
- Extended by solutions

### Data Routing
- One-to-one marketing
- Role-based routing
- Dynamic group chat
- Trading systems

### Monitoring and Management
- Set top boxes
- Digital home
- Grid computing
- Service delivery platform
- Sensors
- Supply chain

### Communications and Collaboration
- Online gaming
- Social networks
- Video and web conferencing
- Call routing
- VoIP
Network Management
1 Minute user provisioning

- Day 1 support for VTG releases
- New UI
- Critical component to each release
- Integral to HCS offering
- Key to reducing TCO
FY11: Pain Points Removal, Tablestakes, Capabilities
Collaboration Roadmap Categories

**Endpoints**
Voice, Video, Soft Clients, Mobile Clients, Web

**Applications**
Communications, Conferencing, Collaboration

**Services**
Session Management (Voice/Video), Presence, Mobility

**Infrastructure**
Medianet, United Fabric, Unified Computing
Collaboration Roadmap Categories

Endpoints
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Infrastructure
Medianet, United Fabric, Unified Computing
## Enterprise Medianet Roadmap Overview
### From Concept to Reality

#### Integrated, Seamless Solution

<table>
<thead>
<tr>
<th><strong>Borderless Network 3</strong></th>
<th><strong>Borderless Network 4</strong></th>
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<tbody>
<tr>
<td><strong>Medianet 2.1</strong></td>
<td><strong>Medianet 2.2</strong></td>
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<tr>
<td>Network auto-configuration</td>
<td>Media monitoring &amp; advanced troubleshooting</td>
<td>Usage accounting, auditing &amp; billing for charge back</td>
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<td>Device tracking via location management</td>
<td>Pre-deployment assessment</td>
<td>MSI proxy (Access) – medianet services for non-Cisco endpoints</td>
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<td>Video enabled CVO</td>
<td>Optimal use of bandwidth</td>
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<td>Plug &amp; Play</td>
<td>WebEx toll fraud detection, attendance restrictions DC selection based on location</td>
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<td>Cisco Developer Network for non-Cisco endpoints &amp; system management</td>
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<thead>
<tr>
<th><strong>Network Infrastructure Support</strong></th>
<th><strong>Application Support</strong></th>
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<tbody>
<tr>
<td>Cat3k, Cat4k, ISR-G1, ISR-G2</td>
<td>DMS, Physical Security, LMS</td>
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<td>WebEx (media monitoring) Tandberg E20, Physical Security &amp; Stadium Vision (Plug &amp; Play) EMSAM</td>
</tr>
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<td>Cat3k, Cat4k, C4, C5, ISR-G2, ISR-8xx, ASR1k Wireless</td>
<td>WebEx Tandberg &amp; UC Endpoints (Advanced troubleshooting &amp; usage billing, to be confirmed)</td>
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"Many of the products and features described herein remain in varying stages of development and will be offered on a when-and-if-available basis. This roadmap is subject to change at the sole discretion of Cisco, and Cisco will have no liability for delay in the delivery or failure to deliver any of the products or features set forth in this document."
## Collaboration Roadmap Categories

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Common Call Control Enables Video Everywhere
CUCM Core, VCS as TP Application Server

UC Manager Cluster

Video Application Servers
- H.323 Gatekeeper
- H.323-to-SIP GW
- SIP Grooming

Advanced Conferencing Services
- Expressway
- B2B
- Firewall Traversal

Third Party/H.323 Video Endpoints

Distributed Conferencing Services

B2B and Remote Worker
Tandberg Integration: Endpoints and Call Control

- TelePresence
- Now
- Video Endpoints on Communications Manager
- Early 2011
- Common Video Engine for Soft Clients
- Mid 2011
- More Endpoint Support
- End 2011
- First Call Control Integration
- End 2011
From: Duplicated Video Services

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<th>Physical Security</th>
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MULTIPLE PRODUCTS REQUIRE THE SAME SET OF SERVICES
Cisco Pulse Search and Analytics Platform
New Experiences Across Apps

- Show and Share
- Third Party (i.e., SharePoint)
- Quad
- Email/RSS

Cisco Pulse

OpenSocial

- People Search
- Video Search
- Video Aggregation
- Content Recommendations
- Social Network Analytics
- Tag Aggregation
CIUS launch video

Tags in this Video:
1. CIUS
2. telepresence
3. surveillance
4. media player
5. digital media
6. rich media
7. unified communications

Speakers in this Video:
- Carl Wiese
- Jim Grubb
- Speaker B
- Speaker C
- Unknown audio

Pulse Suggested Resources:
- CIUS Launch Video (1:45)
- CIUS at Cisco Live (4:42)
- Telepresence 3000 at... (3:39)
- International Webex L... (13:56)

Related Documents:
- Cisco Outdoor Wireless Bus...
- Acropolis Mission 2012 MXABU
- Tandberg GIC Summary Aug...
- MXABU Integration Task Pl...

Rating: ★★★★★ (94 ratings) | Views: 16670 | Added: Thu, Jul 8, 2010 - 10:08:57 AM

Commentary (3)

ANONYMOUS_USER Thu, Jul 8, 2010 - 10:11:12 AM

Learn more about CIUS at the IWE product page:
(copied paste URL)
# Collaboration Roadmap Categories

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Next-Generation Conferencing Architecture
Scale, Resilience, Interop and Flexibility

Call Control/Conference Control

Cisco UC Manager

VCS Conference Factory

Scheduling and Management

Media Distribution

Hybrid Media Nodes

Switching-Only Media Nodes

Medianet

QoS, CAC, Reporting, Diagnostics
Conferencing: Private Cloud WebEx
Orion 1.0

- 100% on-premise web meetings
- WebEx user experience
- HQ video + mobility apps
- On-premise audio meetings
- MeetingPlace migration path
- Virtualized software
- Projected FCS: early 2012
Clients
Converging Connect and CUPC

- Convergence on CSF: Commonly developed by CSG and VTG now
- Convergence on UE: “Reboot” project in CSG well aligned with Kubrik/VTG UE
- Common release on Mac Q3
- Windows: Progressive alignment starting in Q1 FY12
- CSF support by CME/CUCM/SRST end CY11
- Best SaaS client, best enterprise client
Extend the Availability, Accessibility and Utilization of Existing UC Investments

Cisco Quad

- Cisco IP Communicator
- Cisco Show and Share
- Unity Connection Voicemail
- Cisco Unified Presence 8.0 and Later
- WebEx Conferencing
- Cisco UC Manager 7.0 and later
- Cisco IP Endpoints
- Cisco IP Contact Center
- Cisco TelePresence
- Client Services Framework
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## Mobility

### Threat and Opportunity: Broad Device Support

- **Cius:** Highly mobile, differentiated - video, VDI
- **RIM:** MVS available, co-marketing
- **Nokia:** Complete UC / Wifi integration
- **iPhone:** Merging CUMC and Cisco Mobile
- **Android:** Releasing on Samsung Galaxy, Sony Ericsson first, Moto Droid X
- **Webex apps on iPhone, iPad, BB, Galaxy Tab**
- **IPICS and Quad for iPhone**
The Cisco Video Immersion Curve
The Right Endpoint for the Right Interaction

Beyond the room… many participants

Enhancing voice

Enhanced presence office and home

Tactical meeting environment

Strategic meeting environment

Video Enabled Web

Video Enabled Voice

Personal

Multipurpose

Telepresence

Immersive
Desktop Virtualization
In the Game Now – VXI End to End Strategy

- Phase 1: Citrix/RDP/PCoIP support—backpack/tower: Spring 11
- Phase 2: Thin client with real time media: Fall 11
- Cius VDI support (Citrix, VMWare, Wyse)
- Power by phone or POE
- Seamless user experience
Cisco Endpoint Strategy
A New Generation Of Cisco Desktops

Technology Partners
- Wyse
- DevonIT
- IGEL
- Technology partner endpoints
- Display protocol agnostic

Cisco Zero Client
- Initial Offering for VDI in Campus/Branch
- Enterprise tablet
- Backpack and stand-alone form factors
- Adjunct to desk phone
- POE

Cisco Thin Client
- New Endpoint Options with Improved Media Support
- Embedded OS
- Display protocol agnostic
- Integrated VDI client software
- Integrated UC
- Local media sharing

Cisco Powered Endpoint
- Cisco UC Software on Third Party Endpoints
- Cisco enhanced VDI with rich media support for third-party endpoints
Flexible Consumption Models
Flexible Deployment Models
Collaboration Delivery Options: Customer Choice

Private Cloud
- Enterprise >10,000 employees
- On Premise

Hosted Private Cloud
- Enterprise >10,000 employees
- Dedicated, Managed

Virtual Private Cloud
- Enterprise >1,000 employees
- Shared hardware, dedicated VMs

SaaS Cloud
- Enterprise >10 employees
- Multi-tenant software
Cisco’s SP Hosted Collaboration Solution Partners Can Monetize Our Entire Portfolio

Service Provider Hosted Virtualized Applications

<table>
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<th>Voice and Video</th>
<th>Unified Messaging</th>
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Offering
- Voice
- Voicemail and Integrated Messaging
- Presence and IM
- Mobility
- Conferencing, Customer Care, Telepresence, Enterprise Social Software

Revenue per User
Cisco’s SP Hosted Collaboration Solution
A $ Billion Opportunity Starting Now

Service Provider Hosted Virtualized Applications

Voice and Video
Unified Messaging
Presence and IM
Mobility

Conferencing, Customer Care, Telepresence, Enterprise Social Software

Available Q1FY11

Revenue per User

Mobility
Presence and IM
Voicemail and Integrated Messaging
Voice

Offering

[Image of Cisco's SP Hosted Collaboration Solution with various functionalities and offerings]
# Integrated Collaboration Roadmap

Driving The Future Of Collaboration

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<tr>
<th>FY11 Integration</th>
<th>FY12 Architecture Delivery</th>
<th>FY131 Next Gen Collaboration</th>
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<tr>
<td>Comprehensive Consolidated Endpoint Portfolio—Optimized for Video</td>
<td>Desktop Virtualization</td>
<td>Web as Primary Interface</td>
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<td><strong>Applications</strong></td>
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<tr>
<td>New Collaboration Applications</td>
<td>Common Tech Stack—First Delivery</td>
<td>Content Finds You</td>
</tr>
<tr>
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<td><strong>Applications</strong></td>
<td><strong>Services</strong></td>
</tr>
<tr>
<td>Cisco Server Platform</td>
<td>MedianetVideo Services</td>
<td>Any to Any Transcoding</td>
</tr>
<tr>
<td></td>
<td>Enhanced Network Value</td>
<td>Seamless SaaS Architecture</td>
</tr>
</tbody>
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A Glimpse into the Future
New Collaboration Experiences
Integrated – Simple - Irresistible

- Telephony and Video
- Conferencing
- Messaging
- Enterprise Social Software
- Customer Care
Cisco Workspace Applications
Complete Collaboration for Any Endpoint

Enterprise Collaboration Platform

- Messaging
- Meetings
- Voice
- Video
- Email

AVAILABLE THROUGH A RANGE OF CISCO AND THIRD PARTY ENDPOINTS

LICENSING – DEPLOYMENT MODELS - ARCHITECTURE
Defining Possible New Experiences

- Getting the basics right
- Join meeting and identify participants
- Mobile virtualization
- Dynamic content presentation, in context
- Meeting room reservation/localization
- Business process, mobility integration
- Video collaboration on and offline
Getting the Basics Right

Getting a Meeting Started on Time with the Right Resources and No Human Assistance…

- Unifying directory between different devices/services
  Lookup your cell phone and dial from a deskphone…
- Single provisioning/sign-on…
- Licensing/pricing…
New Collaboration Experiences

Video

Enterprise Video Lifecycle

- Capture with a Flip
- Upload on FocalPoint
- Share with Quad
- Consume in Show and Share
- Insert video comments back
- Recognize people and call with video
New Collaboration Experiences
Cloud

Hide the Delivery Model from the End-User, Get Closer to Partners, Suppliers

- Start on IM
- Escalate to video
- Reach partner through IME
- Conference in other partners by touching your contacts in a 3D visual directory
New Collaboration Experiences
Apps and Devices

Seamless Flow of Work, Enriching Experience as You Go

- Start on Webex
- Move to deskphone
- Call a Home TP
- Escalate to video