A global alliance for a changing world
It’s a changing world

The world is in a state of dramatic flux. It’s a world that demands new, smarter ways of doing business. And it’s awash in information, an incredibly rich resource that holds the key to fundamentally changing the way we work and live in entirely new, and perhaps unexpected, ways.

Thriving in this environment takes more than the familiar “better, faster, more agile and flexible” approach that has been the hallmark of business strategy in recent years. It takes a new mindset – a new world view, a new way of thinking about business and technology, what it can do for you and how it can empower you.

It’s about harnessing all the resources available to you–from people, to intellectual property, to money, to organizational capacity, to energy and much more–to work more intelligently, not just more efficiently or more profitably. Technology is the critical enabler that lets you break down barriers and put information, organizations, people and ideas together in new and unprecedented ways.

The long-standing global alliance between IBM and Cisco provides the basis for our exciting leadership role in this changing environment. This relationship enables us to have a real and lasting impact by creating the next generation of solutions for communicating and collaborating. We can help organizations like yours change the way the world works.

“We see pervasive connectivity, technology and boundless, universally available information having reached critical mass—a tipping point. Transformational changes are now possible. For example, today we can interact so easily and seamlessly via the network that the concept of “workplace” changes beyond recognition. We live in a time where true, collaborative teamwork and close personal interaction, facilitated by advanced technology, yield unprecedented productivity. IBM and Cisco are at the epicenter of these exciting changes.”

― John Chambers
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― Sam Palmisano
chairman and CEO, IBM

“Cisco’s strategy is a story based on change—the market transitions that affect our customers.”

― John Chambers
chairman and CEO, Cisco

“The world will continue to become smaller, flatter... and smarter. The question is, ‘What will we do with that?’”

― Sam Palmisano
chairman and CEO, IBM
The broad and deep relationship between IBM and Cisco goes far beyond product development to joint solution offerings and senior executive relationships. This enables us to deliver tightly coupled, integrated business solutions that provide ongoing benefits for our mutual clients. The combined power of IBM and Cisco and our shared understanding of the challenges you face better enable us to address your needs.

The defining characteristic of our alliance is its complementary nature; each of us has distinct strengths. IBM contributes significant industry-specific expertise in business processes and transformation, technology utilization, implementation and operational services. Cisco’s leadership in networking and IP communications combines with this IBM expertise to deliver solutions that help you transform where and how you work.

Our focus has been, and continues to be, helping organizations like yours connect, communicate and share critical data faster and more effectively. We make enhanced collaboration a reality across your business; our solutions strategy embraces a broad range of foundational services and products, industry-specific offerings, and cutting-edge business solutions. Through these solutions, we help make your organization run in a smoother, more transparent and integrated manner.

A key part of our strategy for helping you make better use of your resources and improve your competitiveness is Unified Communications and Collaboration, an integrated suite of voice, data and video offerings designed to provide richer collaboration, enhanced productivity and faster business decisions. Based on open standards, these solutions are designed to use existing IT and network investments to maximize the value of your IT infrastructure.

Unified Communications and Collaboration consists of three key offerings that incorporate both IBM and Cisco® technologies and expertise, drawing on the best from both companies.

**Real-time Collaboration**

Enabling your employees to reach each other according to their own needs and preferences—anytime, anywhere and on multiple communications devices—is essential to true collaboration. Our Real-time Collaboration solutions give individuals and groups the ability to detect one another’s presence on the network, making it easier for them to meet, communicate and collaborate, seamlessly and instantly. Through integration of voice, video, data and both wired and wireless communications, we enable a new way to work together across multiple channels and in multiple workspaces.
Contact Center

The idea of a virtual contact center—with access to many, dispersed customer-service resources through a single customer contact point—is nothing new. But to virtualize and integrate these resources so as to maintain the highest levels of customer service has been an elusive goal. That’s the challenge that the IP Contact Center addresses by connecting any agent who has a broadband IP connection, regardless of location, to all needed corporate resources and colleagues—seamlessly. It also offers new capabilities that both enhance the user experience and increase revenues, such as voice-driven self-service and on-premises kiosk technology.

Video Communications with Cisco TelePresence Conferencing

Businesses have always sought ways to reduce expenses while improving efficiencies and strengthening customer relationships. Today, however, a new business imperative is rapidly gaining traction in the marketplace: companies of all sizes are striving to meet green standards. Environmental responsibility has become a business differentiator that enhances the value of a company’s brand as well as its competitive position.

IBM and Cisco address these requirements by providing a video communication and collaboration experience so compelling that it has the potential to serve as a truly viable alternative to business travel. By combining Cisco TelePresence™ Conferencing, an ultra-high-definition video (life-sized, immersive 1080p images) coupled with high-quality audio and interactive elements, and IBM’s award-winning video communications services, it is possible to create an in-person meeting experience over any existing broadband IP network.

“We chose Cisco Unified Communications largely because of the IBM Cisco Alliance. The integration between our IBM Lotus® solutions and Cisco Unified Communications enhances collaboration and saves time.”

– Casey Cote
president, Meeting Consultants

Data Center: Laying the groundwork

Powerful business solutions like Unified Communications and Collaboration are inextricably linked to IT. Without a solid network foundation, the advanced capabilities that will transform the way you work cannot be fully realized. The data center environment is a vitally important area where our complementary strengths are at their best. Data center solutions are a traditional IBM strength, while the network—and the services that operate over the network—are Cisco’s core competency.

Our combined services and products optimize data center utilization, responsiveness, access and resiliency through interoperability and integration. IBM and Cisco can propose a roadmap based on best practices and robust offerings that leads to resilient, secure, open solutions with a long lifespan.
Together, we're meeting the needs of industries like yours

We know that your needs are distinct and require technology partners who truly understand your industry, rather than providing “one-size-fits-all” solutions. You need partners with a proven track record of working together and deep familiarity with each other’s offerings. That’s what IBM and Cisco give you: enhanced value that is more than the sum of its parts.

Banking

Decades of experience in the financial sector give us the insight you need when charting a course for connectivity and communications. All of the banks in the Global Fortune 500 are IBM customers, and both IBM and Cisco have worked with hundreds of financial services organizations worldwide to develop sound networking strategies. Working with us, they have been able to transform the client banking experience by delivering high levels of system performance, reliability, availability and scalability through robust integrated multi-channel solutions.

Dexia Technology Services

Dexia, a provider of IT services to a major European bank, needed to consolidate its data centers. We combined four data centers into two, linked by a high-capacity, high-availability optical network. Because of the mission-critical nature of the data centers, it was essential to accomplish the consolidation with no interruption of service.

“Thanks to the help we got from IBM Global Technology Services, we’ve been able to deploy a reliable, flexible optical network. It’s the key enabler for reducing the number of data centers we maintain while improving overall value and capabilities.”

–Dexia Technology Services
Retail
The retail industry is focusing more and more on providing a high-quality, multichannel customer experience that includes brick-and-mortar stores, kiosks, Web sites and intelligent inventory and distribution centers, all seamlessly connected to one another. Making sure information is shared and communications are unimpeded throughout the entire network is essential and our long industry experience and robust technology let us help you do exactly that.

Mediamarket S.p.A.
We worked together to design, integrate and deploy a Cisco Unified Communications and Siebel CRM solution that unites all of Italian electronics and appliance retailer Mediamarket’s point-of-sale, virtualized contact center, and online shopping channels. By creating a platform for seamless interaction, Mediamarket can offer a smoother, more satisfying customer experience.

“Rapid growth had started to expose the limitations of a customized and siloed approach. Our contact center currently handles about 1.5 million calls a year, so we needed a solution with enterprise-grade scalability and the best technical expertise available on the Italian market: Cisco and IBM.”

– Maurizio Besurga
CIO, Mediamarket

Manufacturing and Automotive
Our targeted communications and collaboration expertise helps manufacturers enable secure information sharing and visibility throughout a highly responsive, demand-driven supply chain, increasing flexibility while protecting the security of intellectual property and network assets. IBM and Cisco solutions help manufacturers realize shorter development cycles, build and deliver products faster, and drive customer loyalty through better quality and increased responsiveness.

Energy and Utilities
The energy sector is facing multiple challenges, including aging infrastructure, strong growth in demand and lack of investment capital. All of these factors and more are driving energy companies to turn to advanced technology to keep power grids running efficiently. We’re at the forefront of this revolution, working together to make the Smart Grid a reality by helping to manage aging assets and increase visibility into the state of your grid.
**Public Sector**

The public sector is making use of our experience and technology to improve education, government and healthcare. Leaders in each of these areas have turned to us to build new operational models that can make high-quality education more accessible and affordable, enable government organizations to be more effective and accountable, and make healthcare delivery more efficient. For example, governments have engaged us to build public safety solutions that allow full inter-agency collaboration and systems interoperability in preparing for and managing through a crisis, while allowing them to maintain their day-to-day intra-agency standard operating procedures. We can scale these solutions to protect citizens in buildings, neighborhoods, cities, borders and transportation systems.

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**Municipality of Hørsholm, Denmark**

We deployed a unified IP telephony solution that links all of the municipality’s 40+ institutions together in a large, fiber-based telephony and data network that improves productivity and reduces cost.

“It is obvious that you need to think long and hard before switching technologies. However, IP technology is now such a mature technology, and IBM is so experienced at implementing Cisco’s telephony solutions, that we were convinced that it was the right thing to do for the Municipality of Hørsholm.”

—Michael Voel Jensen
IT manager, Municipality of Hørsholm

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**Work with us to prepare for tomorrow’s challenges**

There’s no question that business success in the years to come demands fundamental shifts in the way we work, the way we consume and the way we interact with one another. The positive changes we all hope to achieve are going to take not only concerted effort, but investment and a clear vision of what we can do…and what we must do.

IBM and Cisco will be a key part of these sweeping global changes, providing the technology foundation to interconnect governments, private and public organizations, systems, infrastructures, information—and most important—people. The IBM and Cisco Alliance has the clarity of vision, market understanding and stability to get things done—a capability enhanced by our many years of industry experience and our worldwide team of qualified professionals. We stand ready to help your organization grow and prosper in today’s fast-changing environment. Let us show you how.
For more information
To learn more about how IBM and Cisco can help you communicate, collaborate and meet new challenges, contact your IBM or Cisco representative, or visit us at:

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cisco.com/go/ibm