Cisco Collaboration

WIND TO YOUR BUSINESS

Marius Baczynski
Collaboration Sales Lead
South East Europe
COLLABORATION?...

- **WORK**: What we do for $$$ and/or pleasure 😊
- **TEAM**: A group of people united by a common goal.
- **COMMUNICATION**: Exchange of information.

**COLLABORATION**: Working together and exchanging information in order to achieve a common goal.
Business Becomes Social

65% of companies are deploying at least one enterprise social software tool.

People spend more time on Facebook than any other website.

Video Becomes Pervasive

One third of corporations say they are using video at least once per week.

By 2013, over 90% of network data traffic will be video.

The Rise of Cloud Computing

20% of professional PCs will be managed on hosted virtual desktop model by 2013.

90% of server workloads will be virtualized by 2013.

Explosion of Mobile Devices

Sales of smartphones and tablets will be greater than all PCs, including notebooks.

Android is the #1 OS for mobile platforms, with 500,000 new activations per day.
Transitioning to a Post-PC World

New choices available at every level of the traditional stack.

**PC World**

- Devices
  - Windows

- Client OS
  - Windows

- Applications
  - Office

- Server Architecture
  - Windows Server

**Post-PC World**

- Devices
- Client OS
- Applications
  - Google Docs
  - Salesforce
- Server Architecture
  - Linux
  - Azure
  - Citrix
  - Google
# Business Value of Collaboration

<table>
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<th><strong>Productivity</strong></th>
<th><strong>Innovation</strong></th>
<th><strong>Growth</strong></th>
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<tr>
<td>- Productive and accessible mobile workers</td>
<td>- Strategically aligned organization</td>
<td>- Satisfied and loyal customers</td>
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<td>- Effective virtual teams</td>
<td>- Flexible and innovative working options</td>
<td>- New and innovative IT models</td>
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Collaboration is not a product
It is an ARCHITECTURAL APPROACH

Any combination of end-user clients, devices, and applications from Cisco or third parties access this core.
Cisco Collaboration Portfolio

Unified Communications

Collaboration Applications

Customer Collaboration

TelePresence

Cloud on Premise

Services
Cisco Collaboration Applications

- **WebEx**
  - Virtual Meetings
  - Group
    - Real-time
  - One-one; One-to-few
    - Real-time

- **Jabber**
  - Rich, Real-Time Communications
  - Many-to-many
    - Real-time and asynchronous

- **Quad**
  - Social Collaboration
Broadest Range of Platforms, Browsers, and Devices

WebEx

Jabber

Quad
Cisco Jabber
Let users choose devices to deliver the best collaboration experience.

All-in-one UC Application
- Presence and IM
- Voice, video, voice messaging
- Desktop sharing, conferencing

Collaborate from Any Workspace
- PC, Mac, tablet, smart phone
- On-premises and Cloud
- Integration with Microsoft Office
Social Collaboration for The Enterprise

- Personalized, Integrated Experience
- Knowledge Sharing Made Easy: Create, Share & Monitor Information & Expertise Across Your Organization
- Collaborate Cross-Functionally In Virtual Communities
- Search for People, Information & Communities to Find Answers Faster
- Participate anytime, from anywhere via mobile apps for iPhone, iPad, Cius
What Does Your Meeting Process Look Like Today?
Designed for the Complete Meeting Lifecycle

http://meetings.webex.com
Cisco Conferencing Solutions

Meeting Center
Training Center
Event Center
Support Center

Audio Conferencing

Video Conferencing

Cisco Collaboration Cloud ↔ Enterprise Network
Cisco Cius: The Power to Collaborate
The first enterprise-grade mobile collaboration device

Integrated Collaboration
IM, voice, Web, social

Mobile TelePresence
High-quality, interoperable video anytime, anywhere

Workspace Virtualization
Local and virtual computing

Innovative App Ecosystem
For end users, developers, and IT

Seamless Mobility: Anytime, Anywhere Access

Security & Manageability: Integrated, Foundational, Layered

Service & Support: Lifecycle, Global
Cisco AppHQ: Power to Create

The first enterprise-grade, secure application center

Android Market

All available Android apps

Cisco AppHQ

Only apps scanned and validated by Cisco

Cisco AppHQ Manager

Your custom selected apps; IT tools for apps management & reporting

Industry First
Beyond the Boardroom and Desktop

Multipurpose

Cisco Video Endpoints

Third-Party Endpoints

Total Immersion
Cisco TelePresence MX300 and MX200
Team Telepresence for your everyday meetings
TelePresence Touch screen - So simple

- A glide of the finger to make and manage calls with Cisco TelePresence touch screen
- Intuitive control with clear, context-sensitive functions
Video across multiple platforms can join the same meeting
Jabber for Everyone

- Making available IM and Presence to Unified Communications Manager customers at no additional license cost
- IM and presence for all users, not only those with a Cisco IP Phone
- Cisco Unified Presence licenses at no additional cost for Unified CM (7.1+) customers
- Jabber IM client licenses at no additional cost for all users and any device PC, Mac, Tablet or smartphone
Cisco Jabber Video for TelePresence (Beta)
Free mobile video extends TelePresence to smaller partners or vendors

- Mobile video that is a free, simple download to your computer
- High quality video that uses the Jabber video solution and Callway backbone
- Easily accessible and complements existing TelePresence roll-outs
- Available as a Beta trial
How it works:

- On [http://www.ciscojabbervideo.com](http://www.ciscojabbervideo.com), users can create an account, download the client or send an invite to someone else.

- Sign up is simple – and takes under 5 minutes
  - Quick form to fill out
  - Create a new user login

- Cisco Free Client uses the Callway cloud and the video address will be [userID@jabber.com](mailto:userID@jabber.com)
“The power to bring people together at critical moments, is key to aggregating and amplifying the impact of employees”

Harvard Business Review
Thank you.