Increasing Business Complexities…

How can I do MORE WITH LESS?

How do I work better with MY PARTNERS AND SUPPLIERS?

How do I get to know my customers WITHOUT TRAVEL?

I want to use my iPhone FOR WORK.

I need to MOVE FASTER.

How do I BALANCE WORK WITH MY PERSONAL LIFE?

There’s TOO MUCH INFORMATION!
How do we communicate? 😊

When
- Progress meetings
- Expertise
- Multi-party
- Rich media sharing

Value
- Trust
- Stronger relationships

Interactivity

Video
- Voice
- Voice/Data
- IM

Email
- When
  - Quick, short messages
- Value
  - Instant, but no data-sharing

When
- Time insensitive messages
- Standard communications
- Data sharing
- Value
  - Ubiquitous, but slow and easily misunderstood

Voice
- Value
  - Data-sharing

Productivity

When
- Standard communications
- Multi party
- Data sharing
The Importance of Visual Interaction

A person remembers:

- 20% of What They Hear
- 30% of What They See
- 70% of What They See and Hear

Importance of Visual Traffic*

- 30% of brain's cortex devoted to vision, 8% for touch and 3% for hearing
- More than 60% of communication is non-verbal
- 52% of video advertisements lead to a response

Sources: Human Productivity Lab 2006
Pearn Kandola: The Psychology of Effective Business Communications in Geographically Dispersed Teams 2006
Status Quo?

• “We’ve been using phones for many years now. Can video communications deliver sufficient value to compel us towards change?”

• Why not BREAK FREE of the disadvantages of legacy technology and invest in the most NATURAL and EFFECTIVE means of human COMMUNICATION?
The business case for VIDEO:

<table>
<thead>
<tr>
<th>Benefit</th>
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<tbody>
<tr>
<td>Reduce Carbon Emission</td>
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<tr>
<td>Enrich Employee Work/Life Balance</td>
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<tr>
<td>Enhance Teleworking Capability</td>
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<tr>
<td>Improve Partner Performance and Interaction</td>
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<tr>
<td>Reduce Crisis Management Response Time</td>
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<td>Shorten Mergers and Acquisitions Cycle</td>
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<td>Improve Problem Resolution</td>
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<td>Accelerate Your Sales Cycle</td>
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<td>Shorten Time to Market</td>
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<tr>
<td>Improve access to Remote Experts</td>
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<td>Reduce Travel Costs</td>
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How long does it take for you to plan and hold a meeting?

Do you have to consider where you are to accept a meeting invitation?
Could video be your first choice when using expertise from another location than yours?
How often do you need to be there in person? Could one of five meetings be on video?
Cisco TelePresence is the key to successful collaboration
The new way of working puts people at the center…

do more with less

gain competitive advantage

transform the business and be greener
PARTICIPATE from whererever YOU are

Home
Office Desk
Meeting room
On the road
Industry

Telepresence
Cisco TelePresence
Redefining how we communicate
Cisco TelePresence
Without changing how we prefer to communicate
Telepresence
At the Heart of Cisco Collaboration
New Collaboration Experiences
With Cisco TelePresence
Cisco TelePresence
The Combined Endpoint Portfolio

Immersive
For dedicated rooms, the best environment for face-to-face virtual communications and collaboration

Multipurpose
An optimum telepresence experience for the widest range of existing conference rooms and environments

Personal
For telepresence experiences in personal office, at home for telecommuting applications, and while traveling

Solution Platforms
Core Cisco TelePresence components for Quick Set, customized deployments and vertical applications

All products remain in portfolio
Comprehensive integrated solutions
The Promise of TelePresence: New Experiences
What Next-Generation video conferencing means for YOU

Quality
- Natural communication
- High definition
- Face-to-face, in person experience
- Low latency
- Wideband audio

Simplicity
- One button to push
- Continuous presence
- Intuitive controls
- Integrated scheduling
- Ad hoc flexibility

Reliability
- Low TCO
- Standards based
- Investment protection
- Scalability

Collaboration
- Interoperability
- Webex, DMS, IPC, Customer Care integration
- Intercompany
- New experiences
- Doing more, better
**TANDBERG is now part of Cisco TelePresence**

Together, we provide you …

<table>
<thead>
<tr>
<th><strong>Investment Protection</strong></th>
<th>… combined with innovation so you can move forward</th>
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<tbody>
<tr>
<td><strong>Complete Portfolio and Architecture</strong></td>
<td>… to accelerate your use of video and collaboration</td>
</tr>
<tr>
<td><strong>Best Interoperability</strong></td>
<td>… for connecting to anyone, anywhere</td>
</tr>
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<td><strong>Best Experience</strong></td>
<td>… for collaboration and rich, worldwide services</td>
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<tr>
<td><strong>Best Partners</strong></td>
<td>… with continuity and richer capabilities</td>
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Some parting thoughts...

• VIDEO will do to telephony what TELEVISION did to radio.

• BREAK FREE of the disadvantages of legacy technology and invest in the most NATURAL and EFFECTIVE means of human COMMUNICATION.

• If everyone knew what video could do, EVERYONE would want it. 😊
FREE JABBER VIDEO FOR EVERYONE
Extend Your Telepresence Calling Circle

Have telepresence already? Invite others to use Jabber Video to join your telepresence meetings.
Is my system compatible?

To join a telepresence meeting, download Jabber Video now.
Jabber Video system requirements

Create invitation
Get Jabber Video

www.ciscojabbervideo.com
TelePresence Demo

Maciej Osiecki
Systems Engineer
TelePresence & Video Sales (Central Europe)
Thank you.