



# Accelerating the Pace of Business: Cisco TelePresence





“TelePresence allows us to build relationships globally, which accelerates productivity through innovation and a broader access to talent. This creates a competitive advantage that is even more enduring than the dramatic reduction in travel cost.”

—Rebecca Jacoby, CIO, Cisco

## The World Is Flat...and Moving Fast

To excel in today's fast-paced, global business environment, you must continuously innovate and transform your business model—and you need a plan to respond rapidly to unexpected situations that affect business continuity.

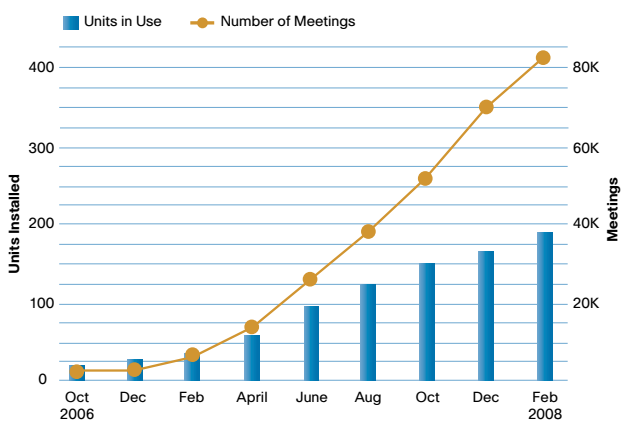
Relationships and effective communications are critical to success, determining how competitive and responsive you can be, how quickly you can make decisions, and how fast you can get to market. They can even play a role in your level of environmental responsibility.

## Meeting Face-to-Face Is Competitive Advantage

Cisco® TelePresence can help. It delivers a unique, “in person” experience with remote participants—you can interact and collaborate with others like never before, moving faster and more effectively. Cisco TelePresence interactions use industry-leading video, audio and environmental to create real-time, live, in person communications.

Join the many companies reaping the benefits of faster decision making and accelerated time to market—made possible by Cisco TelePresence. In a global marketplace, your executives and employees need to be able to connect immediately, and your experts must be able to interface with customers, solve problems, and focus on global concerns.

The Network Effect: More Units, Higher Usage





Span the globe every day: Be in Moscow for breakfast, Paris for lunch, New York in the afternoon, LA and Singapore in the evening.

Cisco TelePresence connects people thousands of miles apart in dozens of locations, bringing you together with one simple connection. For companies with locations, partners, or customers spread globally, the solution helps keep time-sensitive processes moving ahead, presenting a cost-effective and time-saving alternative to travel.

### Body Language Is Business Language

Communicating across language and cultural boundaries can be challenging, and being in person gives you optimum benefits. Cisco TelePresence allows you to meet “in person” with customers, vendors, and partners at the touch of a button, so you can be more effective and more available than ever before.

With the rapid speed of business today, the quality of the experience is vital. Your customers and business partners expect understanding, but real understanding involves subtext and context. More than 60 percent of communications is nonverbal, and Cisco TelePresence delivers subtleties of communication in tone, facial expressions, and body language, leading to greater connection and understanding.

### Be Green with Better Quality of Life

By reducing the need for travel, Cisco TelePresence can help boost productivity and your company’s environmental sustainability efforts: less travel means a smaller carbon footprint. And reducing travel also gives your employees control over more of their valuable time, improving their quality of life.

### Using Cisco TelePresence

The Cisco TelePresence experience embodies three important principles: quality as good as being there, simplicity of use, and a low total cost of ownership.

Cisco TelePresence was designed to make you look and sound like you do in person. With very high-quality audio and high-definition video at low latency and an optimized meeting environment, you can communicate and converse in real time, catching every comment, gesture, expression, and nuance of the conversation.

Cisco TelePresence was designed to take advantage of the tools you use every day, integrating with enterprise groupware and unified communications, so scheduling and starting meetings are extremely easy. There is no need for staff, training, menus, or manuals.

With dial-tone reliability and global connectivity, Cisco TelePresence provides far greater ROI than traditional video communications. You can “be” anywhere in the world at the touch of a button.

## Go Anywhere the Network Goes, at the Speed of Light

Cisco TelePresence delivers rich, interpersonal interactions over the network. And it is just one way that Cisco continues to innovate, integrating valuable applications that empower users to collaborate like never before. Increased productivity, accelerated business transformations, and real, sustainable competitive advantages are just a few of the benefits gained with Cisco and the network.

## Delivering the Cisco TelePresence Experience

Cisco offers you an advanced system, combined with a robust group of partners, so your enterprise can scale globally and benefit from an exceptional meeting experience. Our select partners quickly and effectively deliver the high-quality Cisco TelePresence experience and operational services, from installation to ongoing management. Cisco Certified Advanced Technology Partners (ATPs) and Cisco Certified TelePresence Connection carriers can help you implement, operate, and scale.




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