



Cisco Collaboration Vision

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Agenda

- Market Trend
- Cisco Collaboration Vision
- Ihre Erwartungshaltung ?

I can't imagine my life without...

My Mobile Device



97%

The Internet



84%

A Car



64%

My Current Partner



43%

14 – 29 year old population

Source: BITKOM - Bundesverband Informationswirtschaft, Telekommunikation und neue Medien e.V. 2010

The Market is Changing New Disruptive Technologies



BYOD

850k Android device activations per day¹

4.6 iPhones sold per second,
4.2 births per second²



VIDEO

By 2015, video will be 90% of internet traffic³

By 2015, 1.2M minutes of video sent per second³



CLOUD

By 2015, 50% of CIOs expect majority of apps via cloud⁴

70% of enterprises using cloud technology⁵

- 1 Google, as quoted in TechCrunch, 9/5/2012
- 2 Apple, Jan. 2012 press release, CIA World Factbook 2012
- 3 Cisco VNI study, 2012
- 4 Garter, The Ten Most Strategic Planning Assumptions, 2011
- 5 State of the CIO 2011 Study, CIO Magazine

How Fast Are Things Changing?

1.3million Android activations **per day**

Android is the #1 mobile OS, two years ahead of predictions

(Google 2/2012; Gartner)

Of the 5.9 billion mobile cellular subscribers, over 2.5 billion access the Internet.

Mobile broadband subscriptions outnumber fixed broadband by 2:1

(ITU 10/2011)

In 2015, 90% of traffic on networks will be video

(Cisco VNI)

Users share 30 billion pieces of content and spend 700 billion minutes on Facebook, **each month**

(12/011)

Nearly 1/3 of the collaboration market will be hosted by 2013

(Gartner, IBSG)

15% of enterprise desktops and laptops will be managed under a hosted virtual desktop model by 2014

(Gartner)

Wie verändert sich Unternehmenskommunikation ?

Sieben Trends

Produktivität an jedem Ort durch Mobilität



Social Software for Enterprise



Flexibilität der Endgeräte



Verteilte Unternehmen



Zugriff auf KnowHow & Spezialisten



Einbindung von Kunden & Partnern



Video



Wie steigern wir Mitarbeiter Produktivität?

The power to **bring people together** at critical moments, is key to aggregating and amplifying the impact of employees.”

Harvard Business Review

Video Becomes Pervasive

In-person collaboration is imperative



75% of business leaders believe in-person collaboration is critical to business success and has the potential to increase productivity by over 20% (Economist study)

Economist Intelligence Unit

The Economist

Business videoconferencing will grow six fold between 2011-2015 (Cisco VNI)

Web-based videoconferencing was 56.3 percent of total business videoconferencing traffic in 2011. (Source Cisco VNI)

The Workplace Is Not a Place

Mobile

Secure access to information and people from any device, anywhere

Social

Find expertise and information; enable proactive customer interaction.

Visual

Enable high-quality interaction from anywhere, in real-time and offline

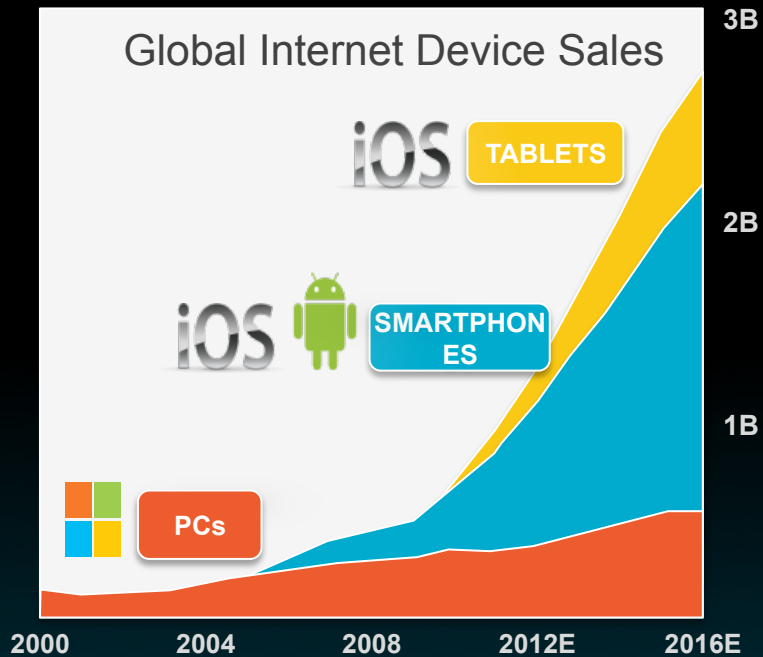
Virtual

Deliver agility and scale on demand; create rich media with VDI economics



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The Post PC Era has arrived



“We always want Skype to be first and best on Windows.”

-Steve Ballmer

May 28, 2012, NY Times



BYOD is good for Business, is BYOW (Windows)?

Post-PC World

Neue Möglichkeiten auf jeder Ebene - neue Herausforderungen für IT

PC World

Post-PC World

Applications



Google docs



Client OS



symbian OS



Server Architecture



CITRIX



Devices



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Limitierungen der IT Architektur heute

- Silos -

Mobile

Limitierte Unterstützung von Betriebssystemen



Social

Öffnung intern wie extern – Culture Change!



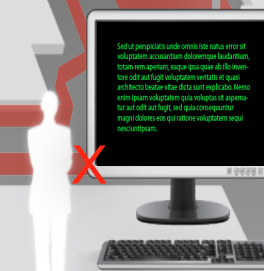
Video

Nicht interoperabel, Qualität nicht Business Class



Virtual

VDI vs Real time Communications



Die Zielarchitektur

Mobile

Any Device, Any Location, Any Content,
sichere, beste Userexperience



Social

Social Media nutzen
intern wie extern



Video

Die neue Sprache,
selbstverständlich und
verlässlich, überall.



Virtual

Agilität inkl. Video
und Sprache, BYOD



The New Collaborative Workspace



MOBILE



SOCIAL



VISUAL



VIRTUAL