Cisco Expo 2008

Changes in communications behavior in a Web 2.0 world

Impact on Unified Workspace

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Unified Communications & Telepresence
CCIE, CCIE Voice

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Welcome to the Human Network

…the platform for life's experiences

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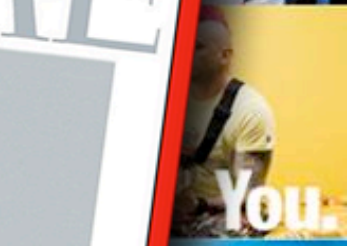
Time Magazine
Person of the Year 2006: **You.**



“Yes, you.
You control the Information Age.
Welcome to your world.”

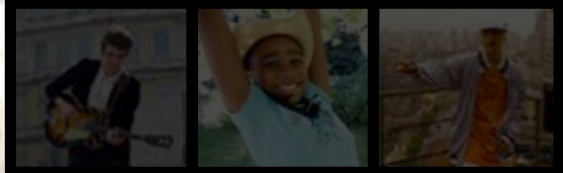
“For seizing the reins of the global media...
Founding and framing the new digital democracy...
Beating the pros at their own game”

Time Magazine’s “Person of the Year 2006: You”

Welcome the Millenials

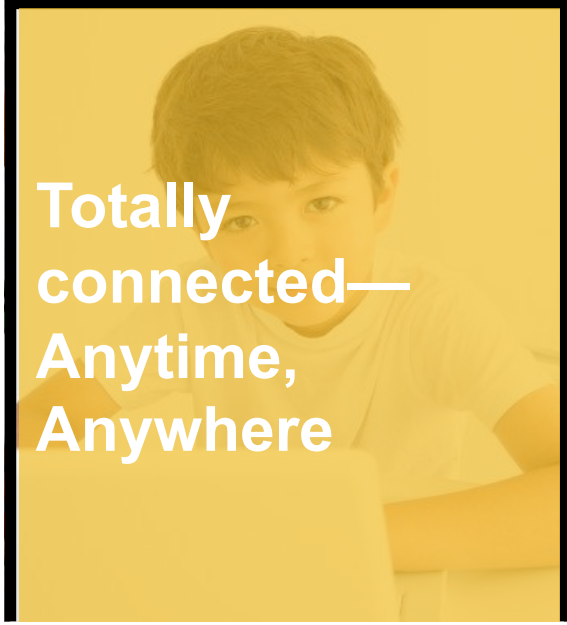
Real-Time Communicators

Social Networkers, Collaborators



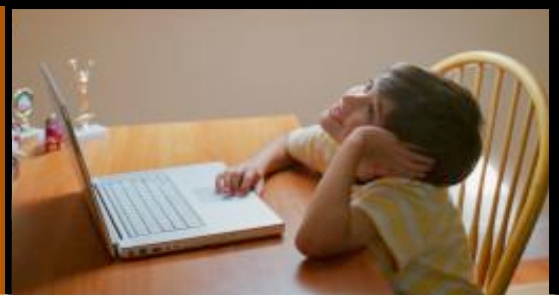
Largest new workforce since the baby boom

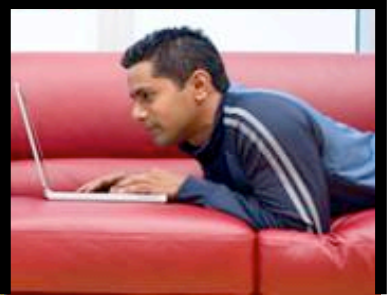
Multi-Cultural, Global



Totally connected—Anytime, Anywhere

The video generation





Three Themes Driving Business Transformation

Empowered User

- Grassroots innovation
- Personalization
- Consumer within

Real-time Information

- Virtual, secure, integrated
- Architecture of participation

Borderless Enterprise

- Agile business
- Anytime, anywhere
- Work @ home
- Global talent

…On Any Device

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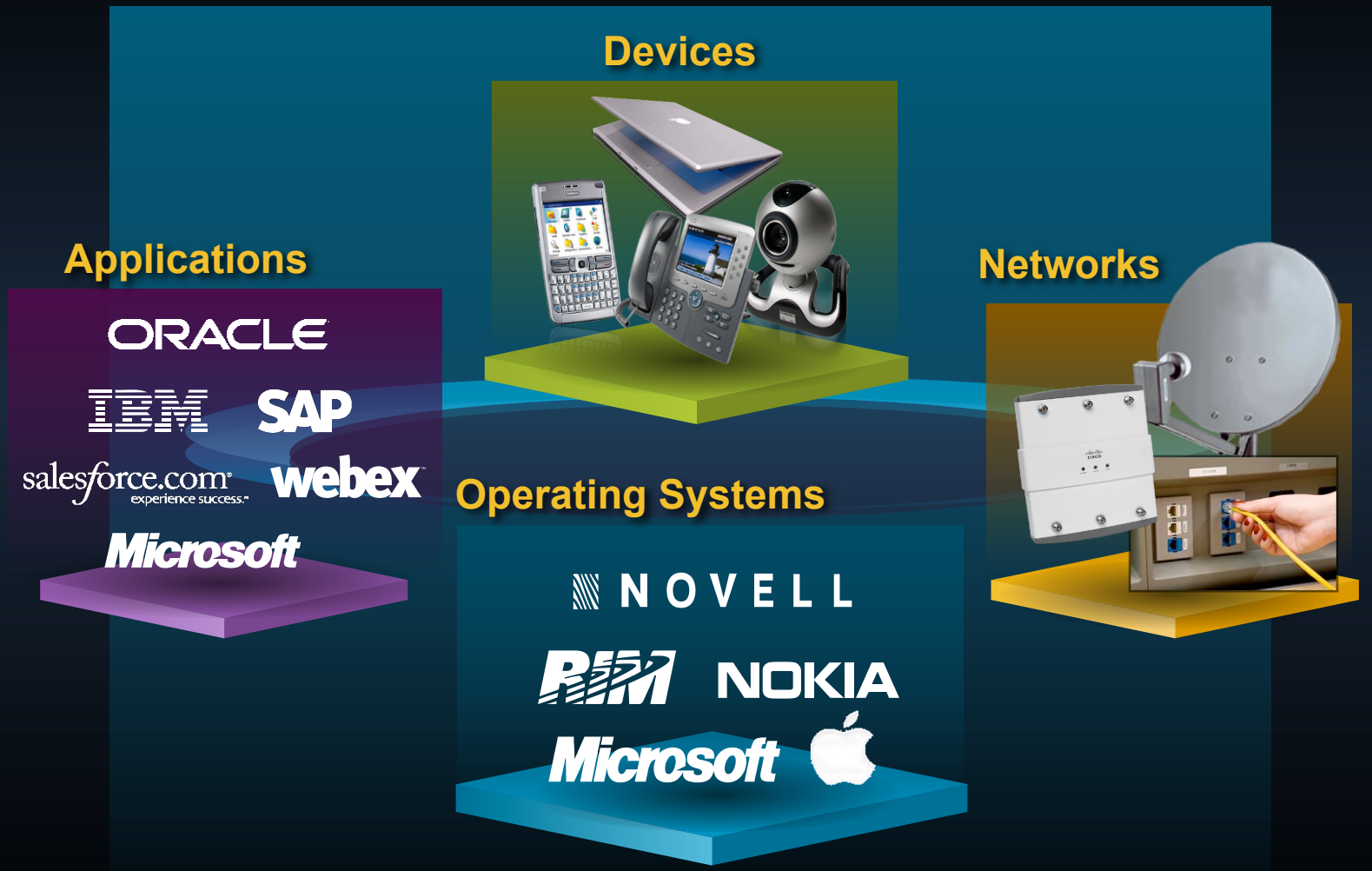
Cisco's Vision: The Unified Workspace



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Moving Beyond the “Desktop” to the “Workspace”

Less Dependent on Email and Liberated from the Desktop

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The Workspace is Open

Systems

Devices

Applications

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Presence:
Intelligence in the Network

Sana-Klinikums Remscheid GmbH

84% Time spent trying to reach staff impacts patient care

66% Search more than one channel to reach staff

65% 20-60+ min / day just trying to reach staff

Forrester Research, 2006

Business Value

- Faster response to patient emergencies
- Locate key personnel…no overhead paging
- More time with patients and less time at desk

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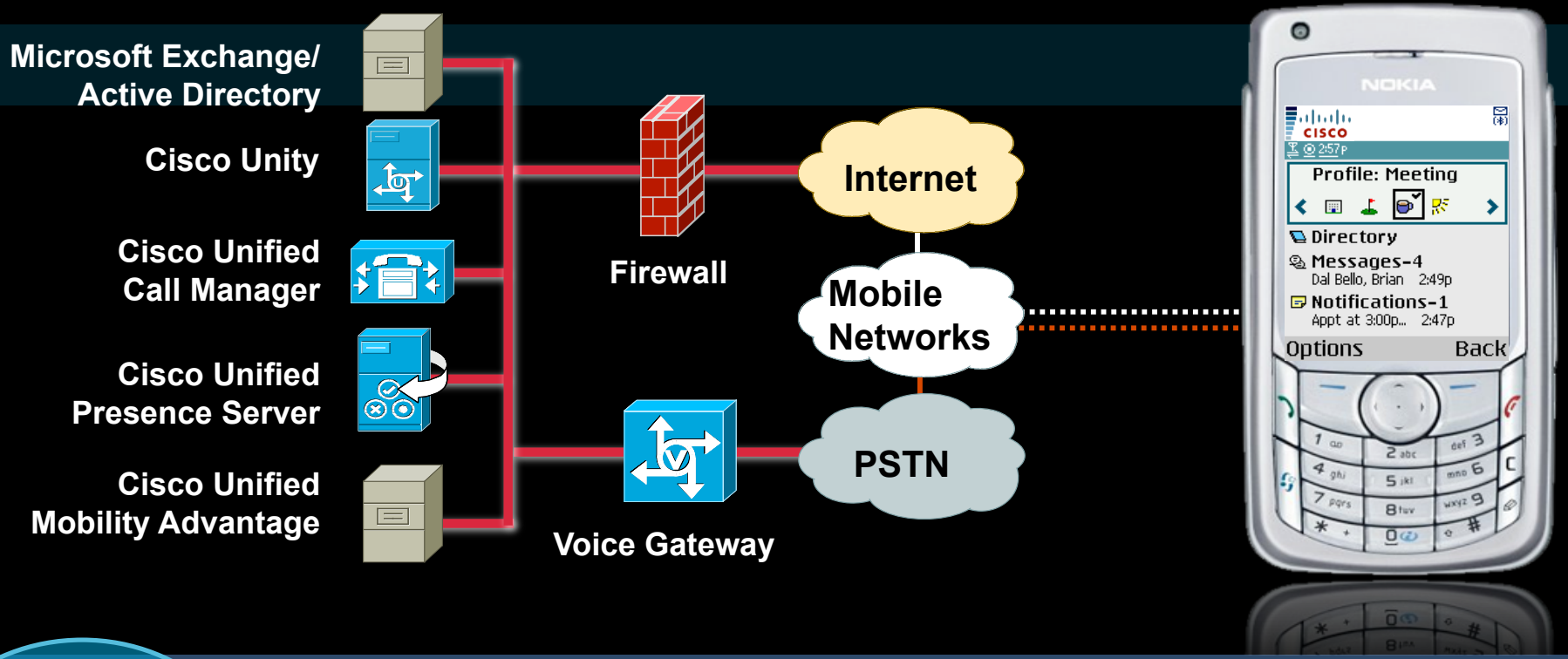
Mobility:
Faster Resolution for Insurance Claims



Business Value

- Better collaboration reduces time & risk exposure
- Leverage existing voice & back office assets
- Increased productivity for mobile workers

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User Experience
Vision & Principles

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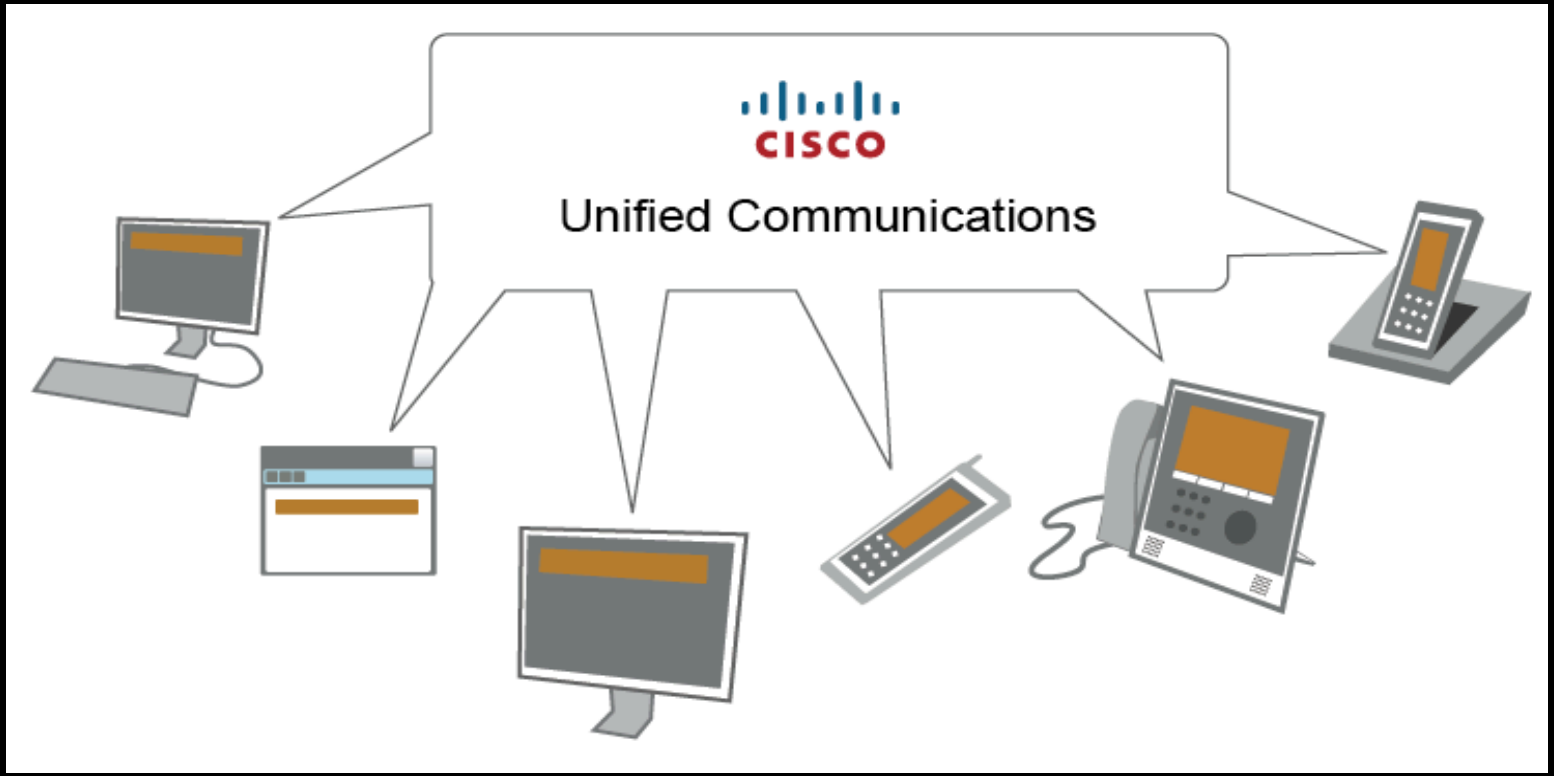
Communication Is Network-Centric

Clients are windows into a person's communication universe. Richness of the view depends on the capability of the access device.



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Add a Contact Once, Access It Anywhere

Actions and changes performed on one client should be reflected on all clients

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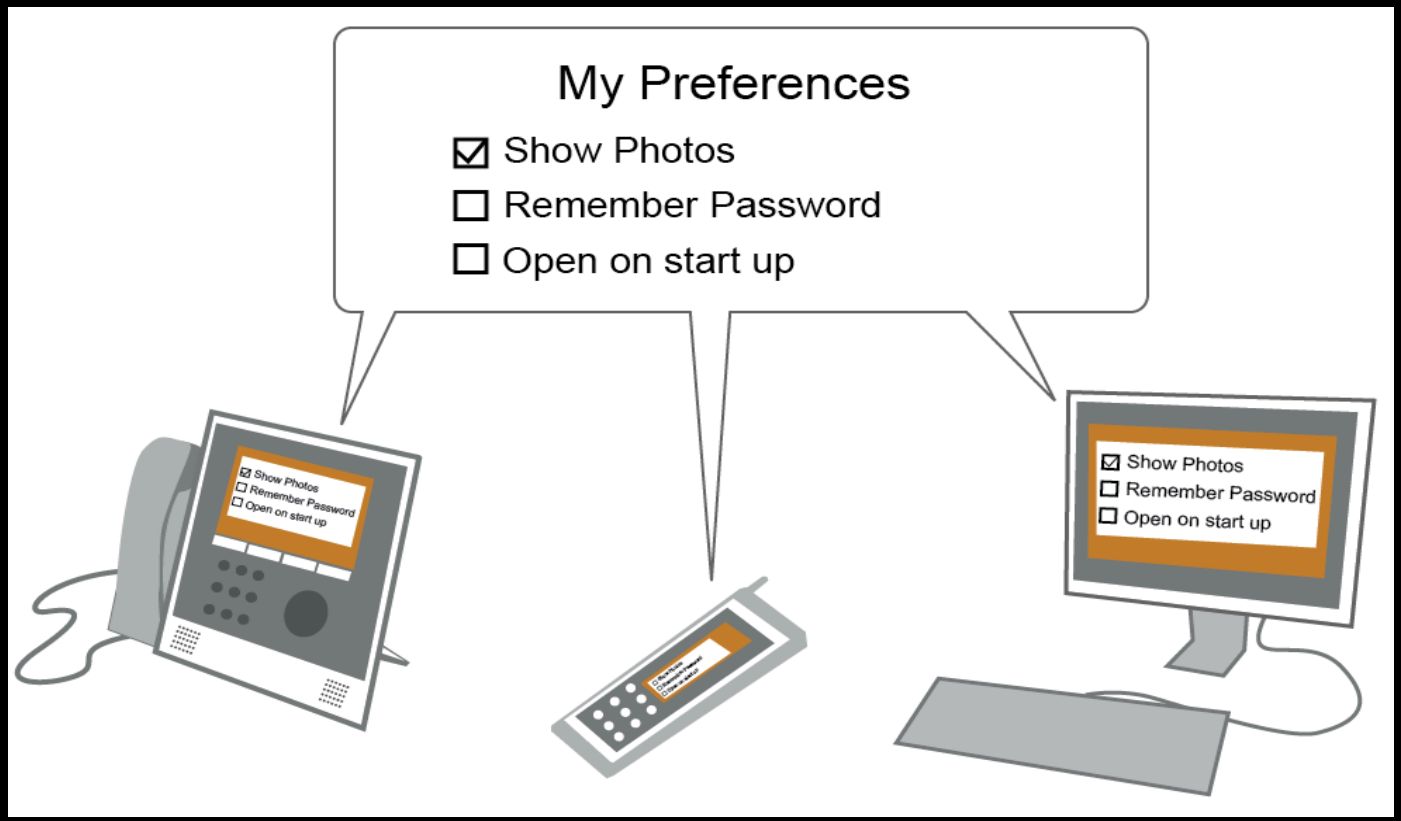
Preferences Are Shared Across Clients

Common data is shared and accessible across clients; unique data is accessed only from the clients that need it.



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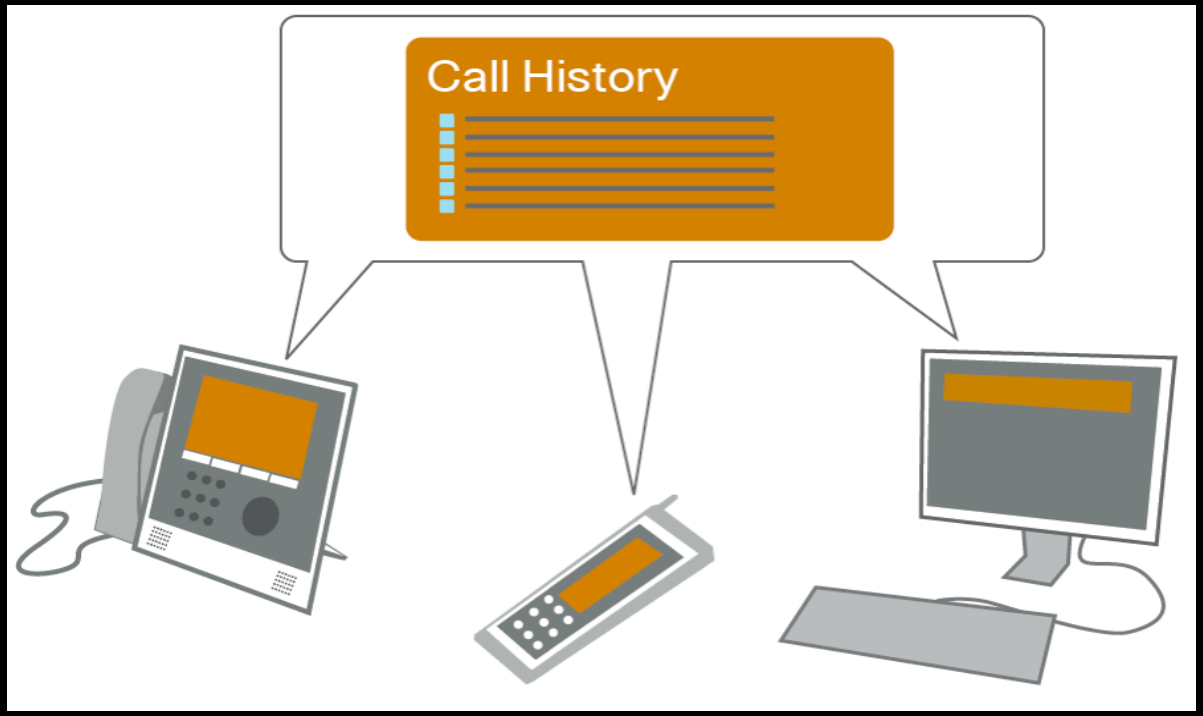
Event History Is Shared Across Devices

- All clients are aware of users' activities: past communications, active communications, future scheduled communications
- Call history, IM threads, voice messages, etc. are updated and consistent on every device



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Seamlessly Move Communications Between Devices

- Users can seamlessly switch active communications from one device to the other (e.g. desk phone to mobile)
- Switching from a rich device to a less richer device gracefully degrades functionality and experience and vice versa

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One-Button Operation

- Joining a meeting is as easy as clicking a button
- Directory information is cached to enable predictive text searches

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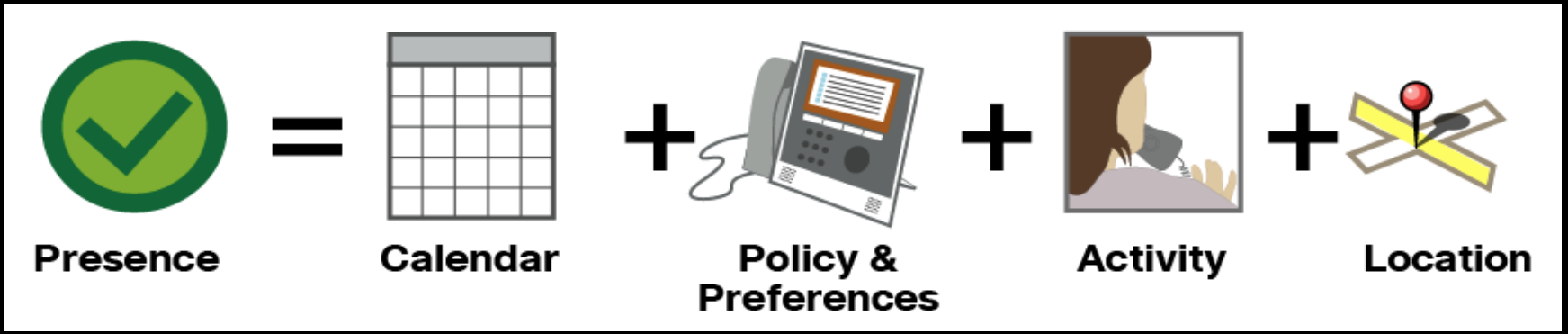
Presence Should Be Automatically Derived Whenever Possible

Because most people don’t manually set their presence status,it should be automatically derived from sensors in the system whenever possible.



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Accommodate External Users

Communicating with external users (e.g., customers, vendors, the pizza guy) should be as easy as communicating with internal Unified Communication users.

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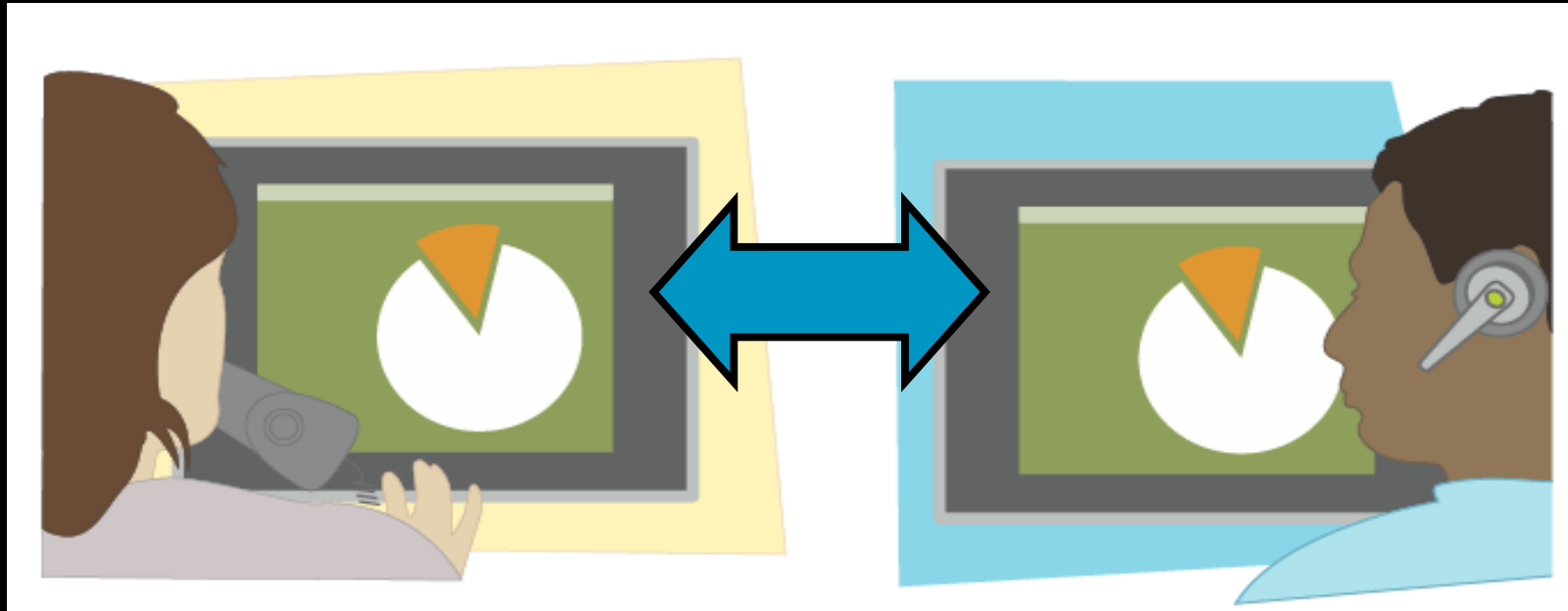
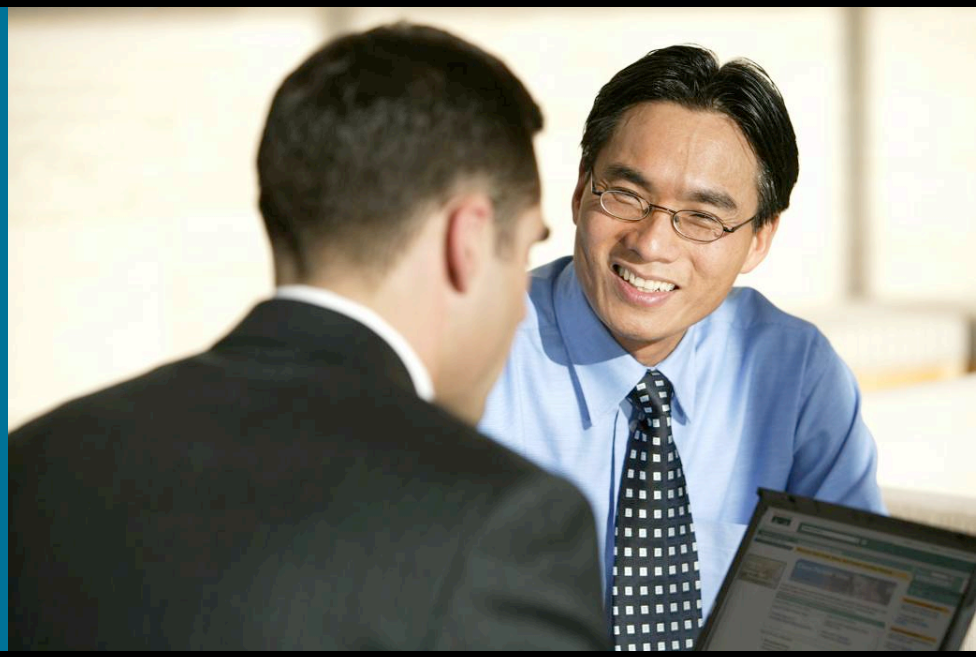
Move People From Email to More Efficient Synchronous Communications

- Helps create shared context faster
- Fewer misunderstandings
- Faster responses
- Fewer emails and to-do items
- Consistent with demographic trends
- Alternative to current email-centric approach



Cisco Unified Communication Solution



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Unified Communication Component Mapping

Endpoints

Cisco Unified IP Phones

Wireless IP Phones

Unified IP Phone 7985

Unified Personal Communicator

IP Communicator

Mobile Phones

Applications

Cisco Unity Messaging

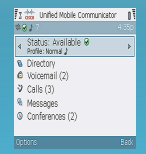
Unified MeetingPlace Conferencing

Unified Customer Contact

Unified Video Advantage

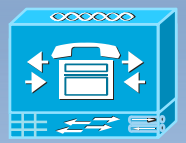
Unified Personal Communicator

IP Communicator



Mobile Communicator

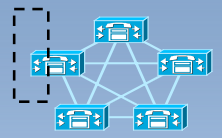
Services


Smart Business Communications Sys

UC Manager Express

Cisco Unified Presence

UC Manager Bus Edition


UC Manager

Infrastructure

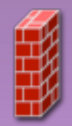
Routing

Switching

Availability

Management

QoS


Security

Administration

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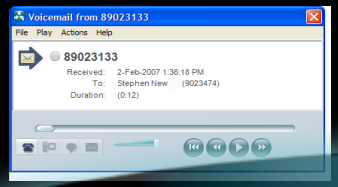
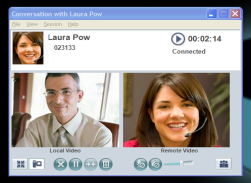
A New Way to Communicate: Cisco Unified Personal Communicator

Cisco Unity
Visual Voice Mail

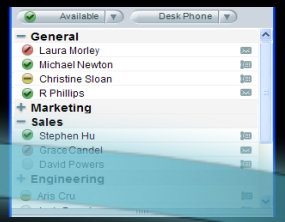


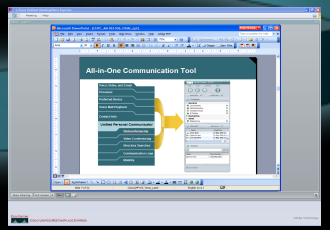


Video

Cisco Unified Communications Manager
IP Communications System

Cisco Unified Presence
Presence & IM services





Cisco Unified MeetingPlace
Web conferencing

Key Benefits

- Access powerful productivity enhancing applications from a single, unified interface
- Accelerate decision-making and collaboration using IM, presence, video, click to call, and web conferencing
- Save on travel and exchange ideas “face-to-face” using video
- Increase effectiveness of remote and mobile workers

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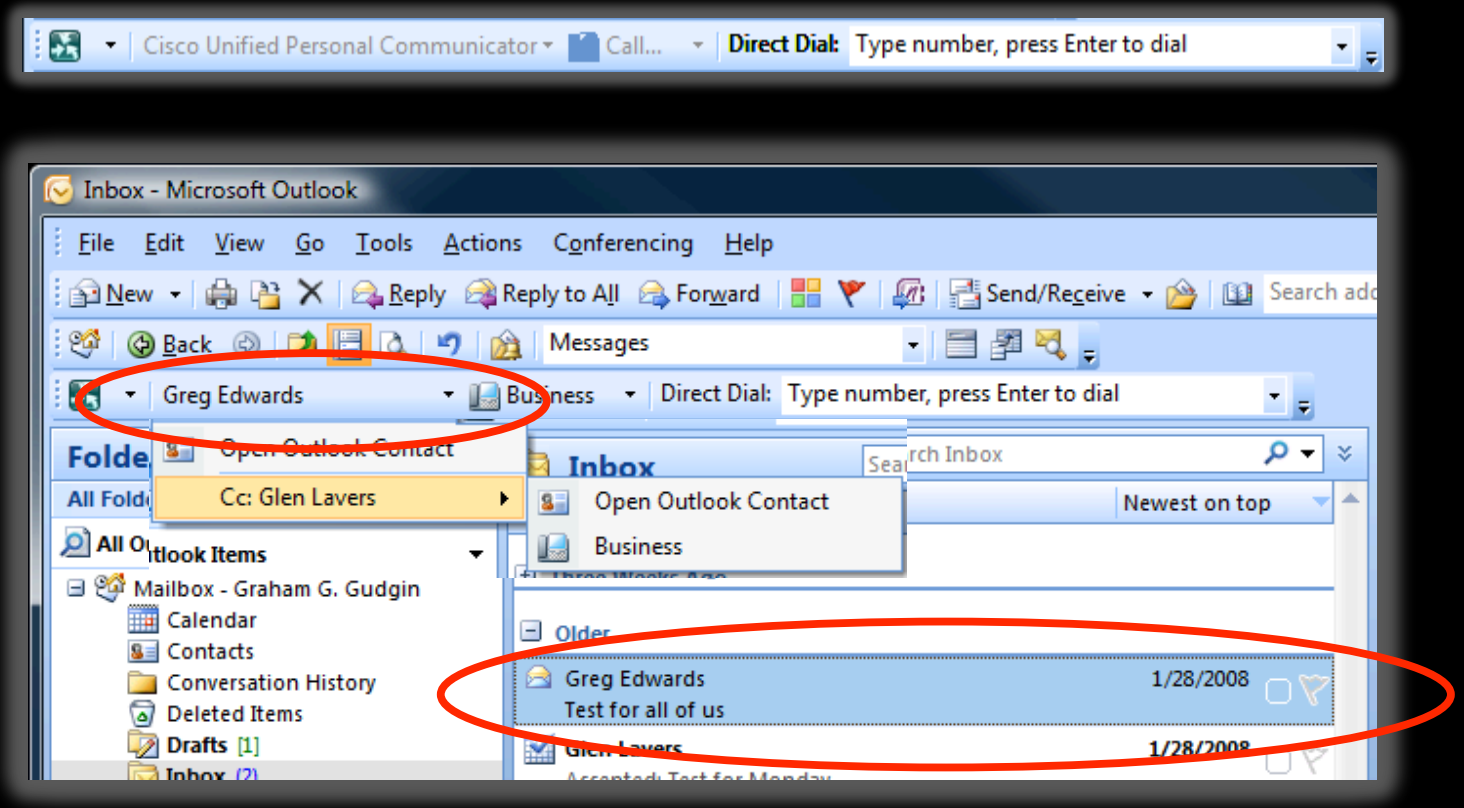
Cisco Unified Communication
Open communications and integrations…

Desktop Integrations
Cisco Unified Personal Communicator Toolbar



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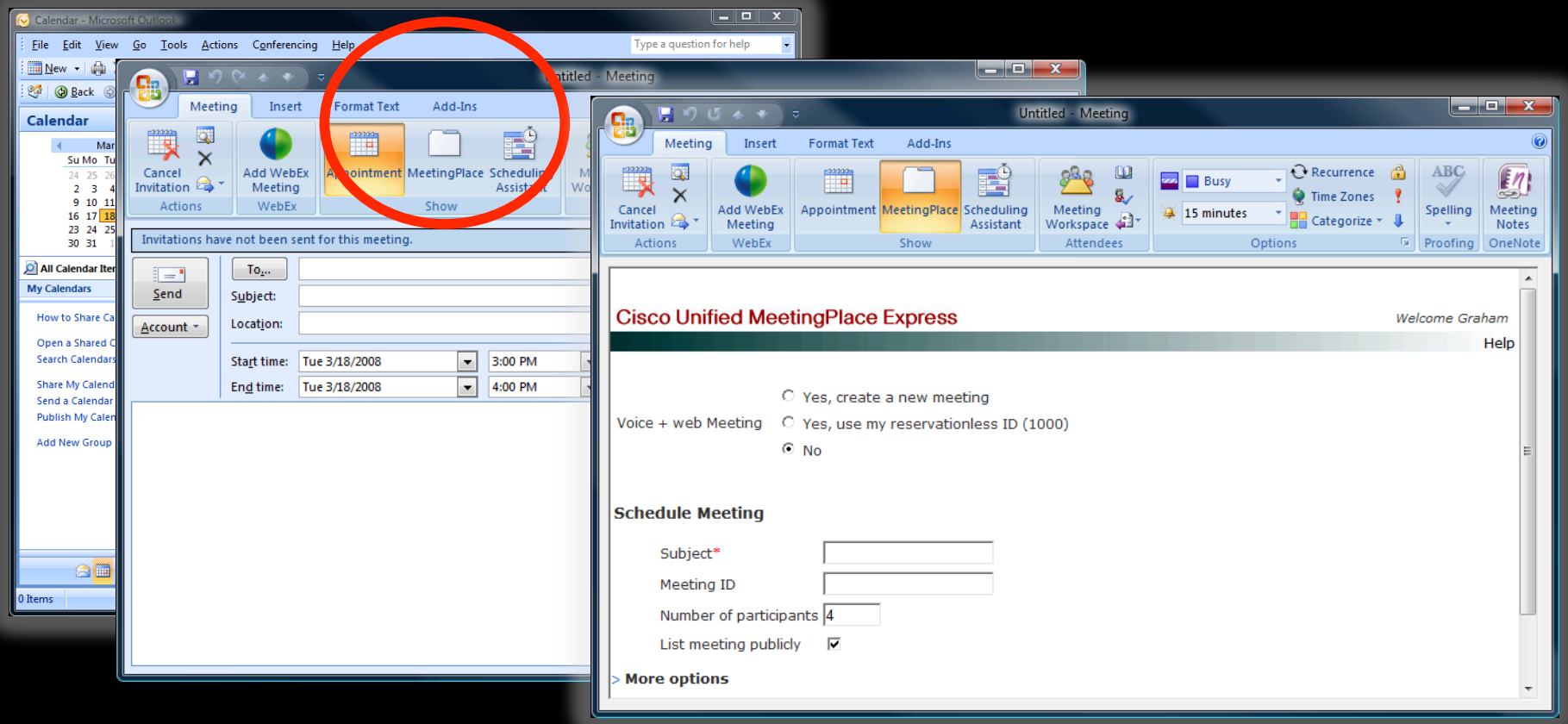
Cisco Unified Communication
Open communications and integrations…

Desktop Integrations
Cisco Unified MeetingPlace, MeetingPlace Express and Cisco WebEx



Automatically Updates MeetingPlace If You Reschedule, Modify or Cancel the Meeting in Calendar

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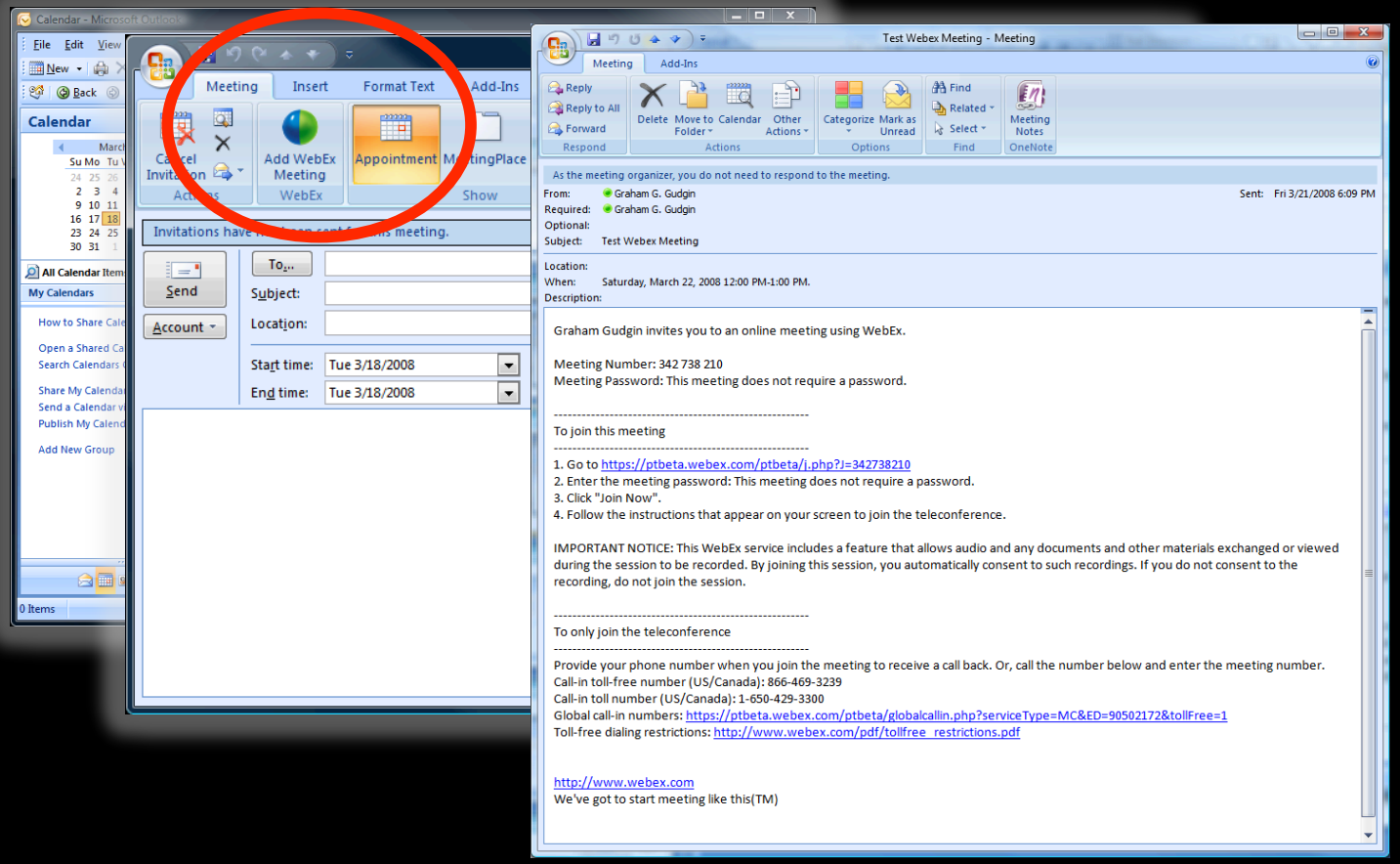
Cisco Unified Communication
Open communications and integrations…

Desktop Integrations
Cisco Unified MeetingPlace, MeetingPlace Express and Cisco WebEx



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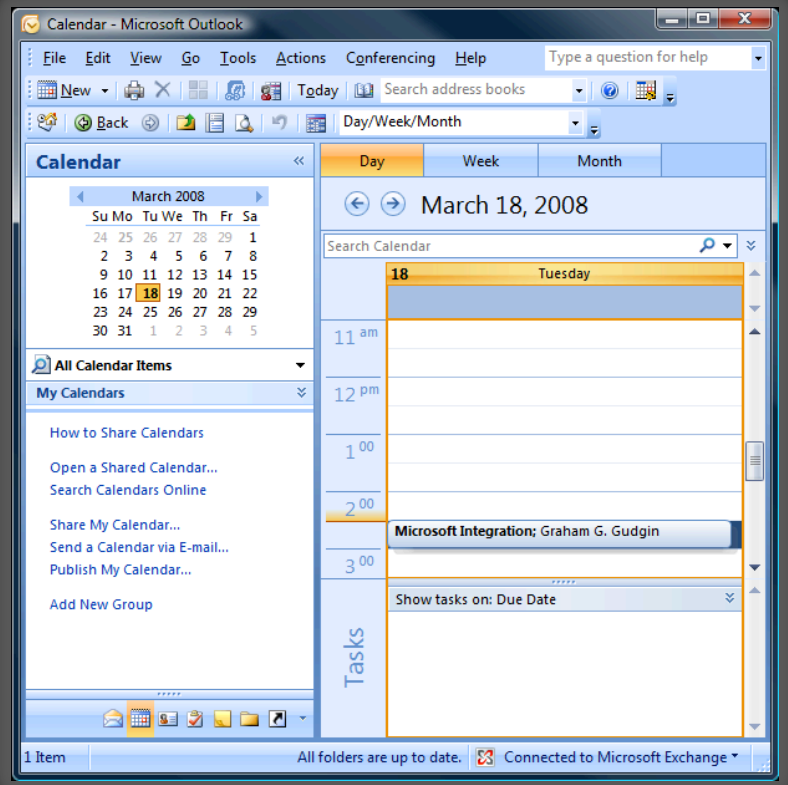
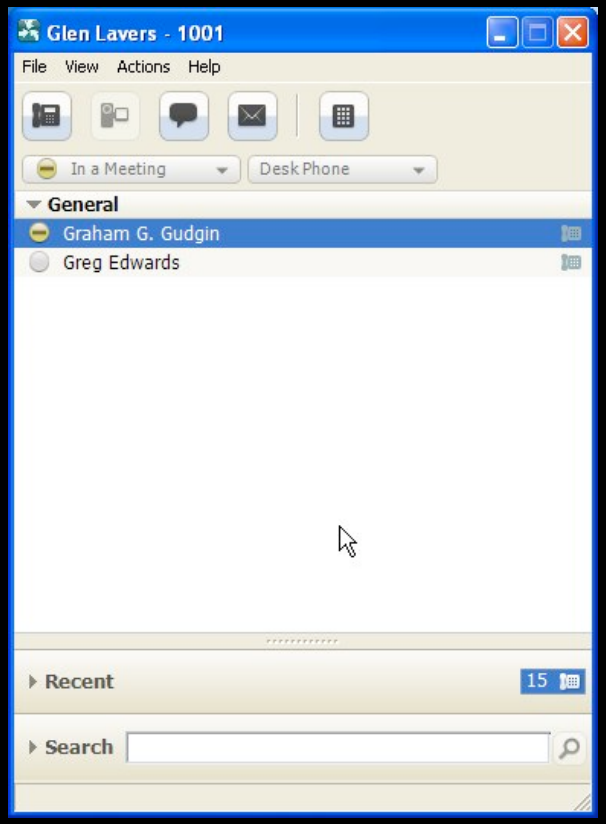
Cisco Unified Communication
Open communications and integrations…

Desktop Integrations
Cisco Unified Presence integration with Microsoft Exchange Calendar





Server based integration status update without desktop client running, does not require update of desktop client software

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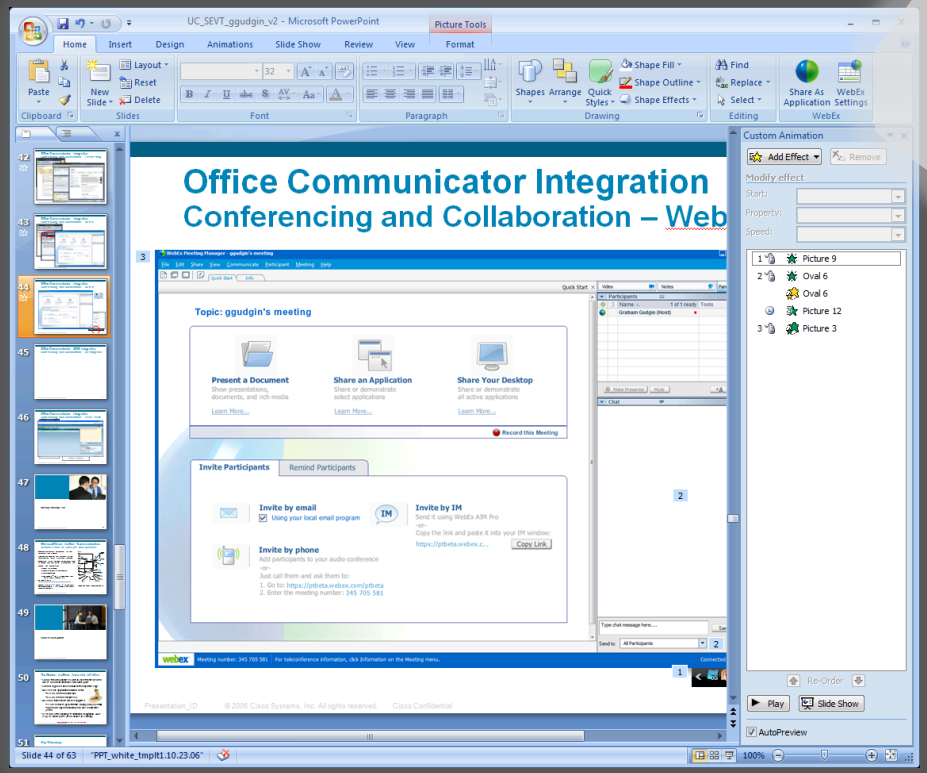
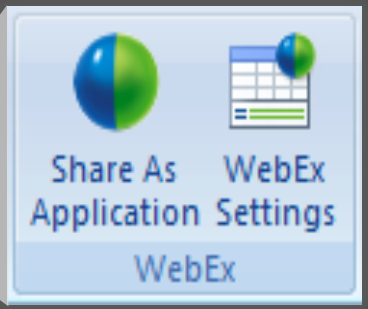
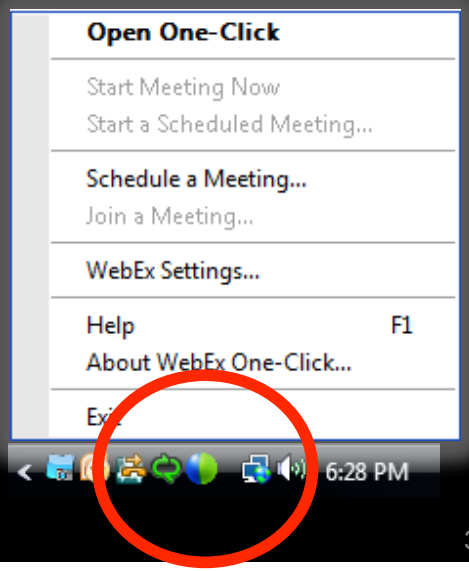
Cisco Unified Communication
Open communications and integrations…

Desktop Integrations
Cisco WebEx application integration, example Microsoft PowerPoint & Microsoft Office Communicator







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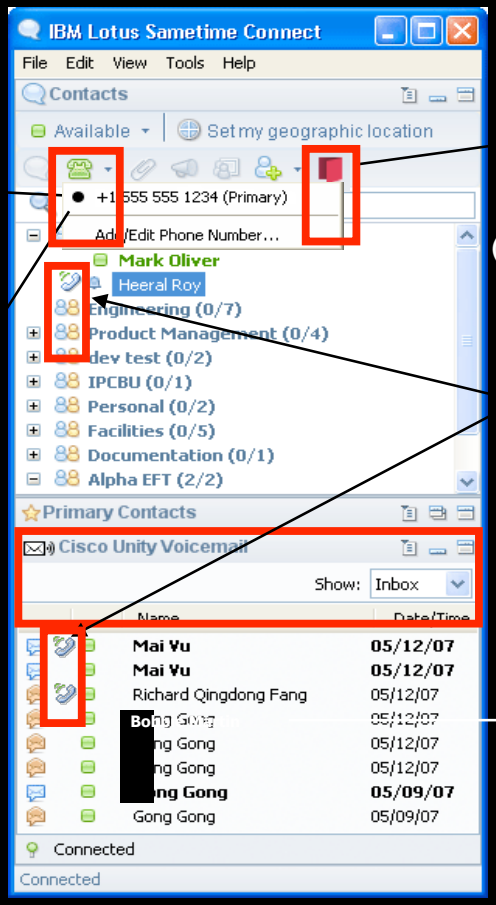
Cisco Unified Communication with IBM Lotus Sametime … Coming soon!

softphone plug-in

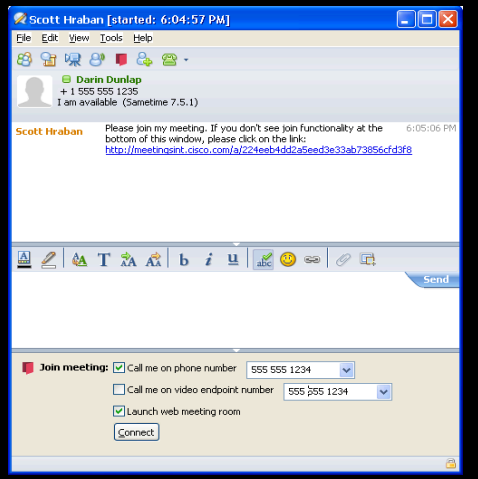
phone control plug-in

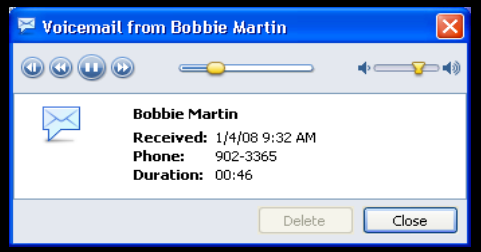


click to conf plug-in (MeetingPlace)

phone presence plug-in

voicemail plug-in





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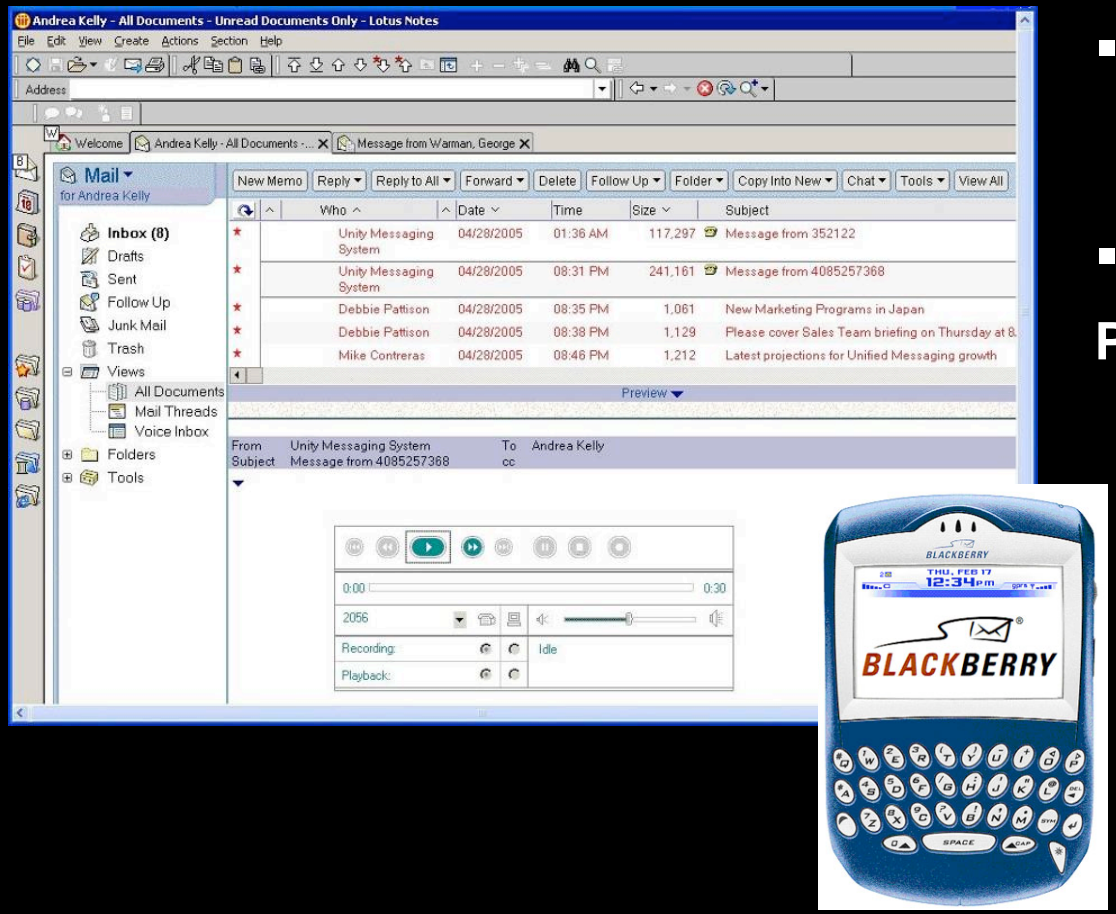
Cisco Unified Communication
Open communications and integrations….

Desktop & Server Integration
Cisco Unity Unified Messaging for Lotus Domino



- **Seamless integration into Lotus Notes/Domino environments**
- **Blackberry integration**

Productivity for End Users

- **Leverages what users already know**
- **Compose e-mail, voice, and fax, from a single interface**
- **Flexible, mixed-media messaging - forward voice with text, text with voice**

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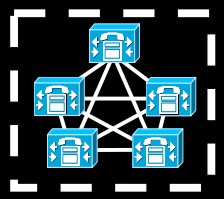
Cisco Unified Communication
Open communications and integrations….

Mobility Services



Cisco Unified Communications Manager
- User Mobility Services
- Device Mobility Services
- Single Number Reach

Cisco Unified Mobility Advantage
Presence, IM and application services
Utilized by Cisco Unified Mobile Communicator

Cisco Unified Mobile Devices
802.11 Cisco Unified 7912 Phone
3rd party SCCP or SIP endpoints

Cisco Unified IP Phones
Extension Mobility & Application Services (Unity & Meetingplace)

Cisco Unified Mobile Communicator
- Consistent services and user experience
- Platform independent Symbian, RIM, Windows Mobile (coming soon…)

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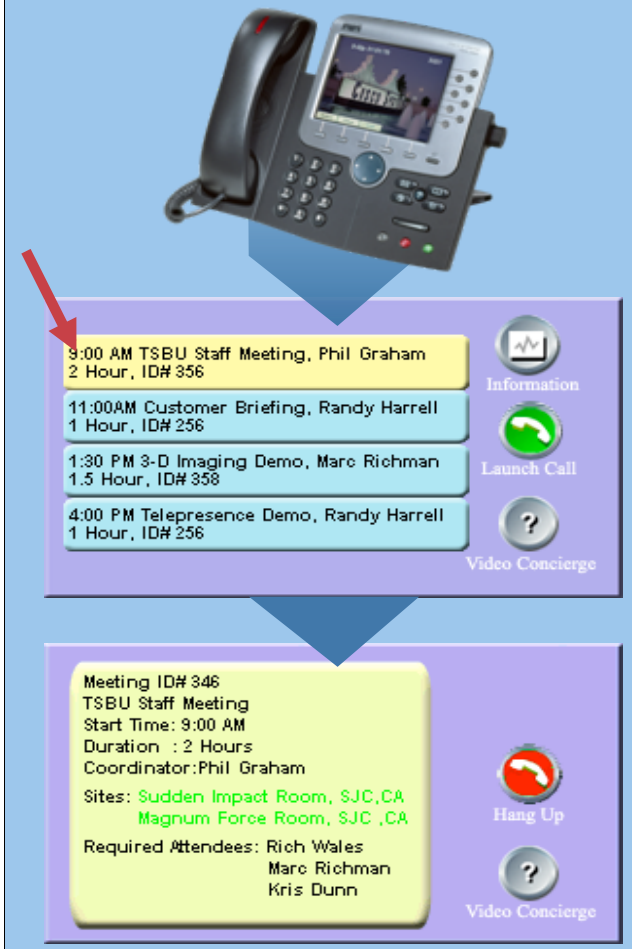
Cisco Unified Communication
Extending the Workspace to new frontiers…



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Cisco Unified Communication
Key takeaways …

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Cisco Unified Communication Key takeaways…

- Interaction and communication between individuals is changing
- Cisco Unified Communication enables an individual to seamlessly communicate with one or many parties
- Cisco's solution offers a flexible and dynamic communication environment providing communication services independent of location, or device type – enable the user the have the most feature rich communication experience
- Open interfaces allow for integration of the Cisco Unified Communication platform in business processes and existing and future application environments
- Standards based architecture provides customers with the freedom of choice to pick and choose the right components to support business goals initiatives

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