



**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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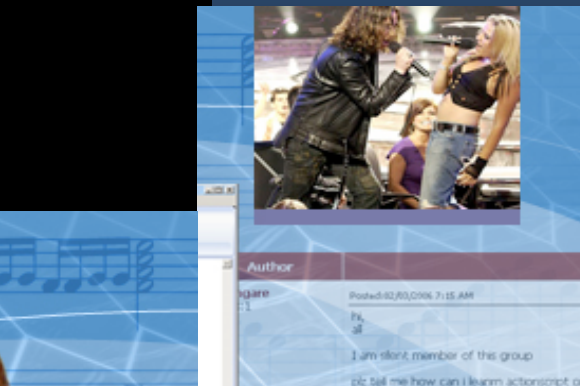
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# Welcome to the Human Network

Gaming

TV

Music



Blogs

Social  
Networking

*...the platform for life's experiences*

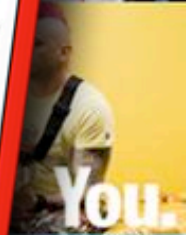


# Time Magazine Person of the Year 2006: You.

“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 Millennials



Real-Time Communicators



Social Networkers, Collaborators



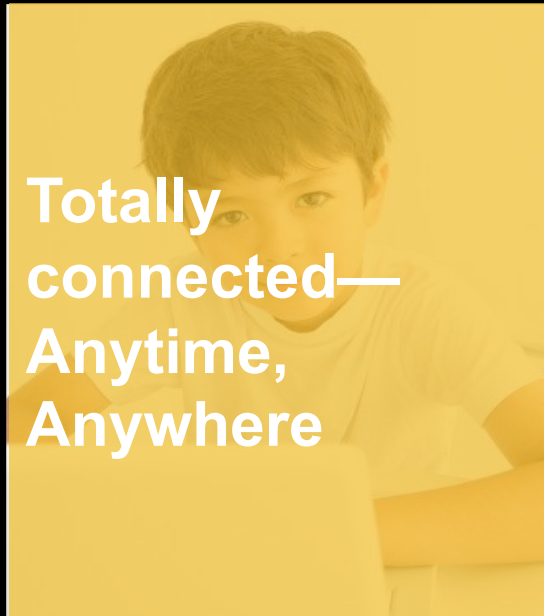
Largest new workforce since the baby boom



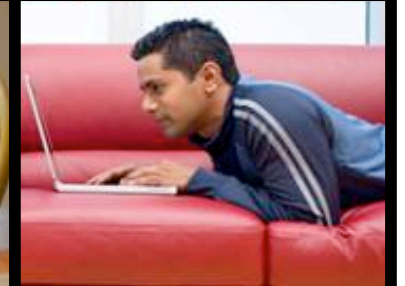
Multi-Cultural, Global



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

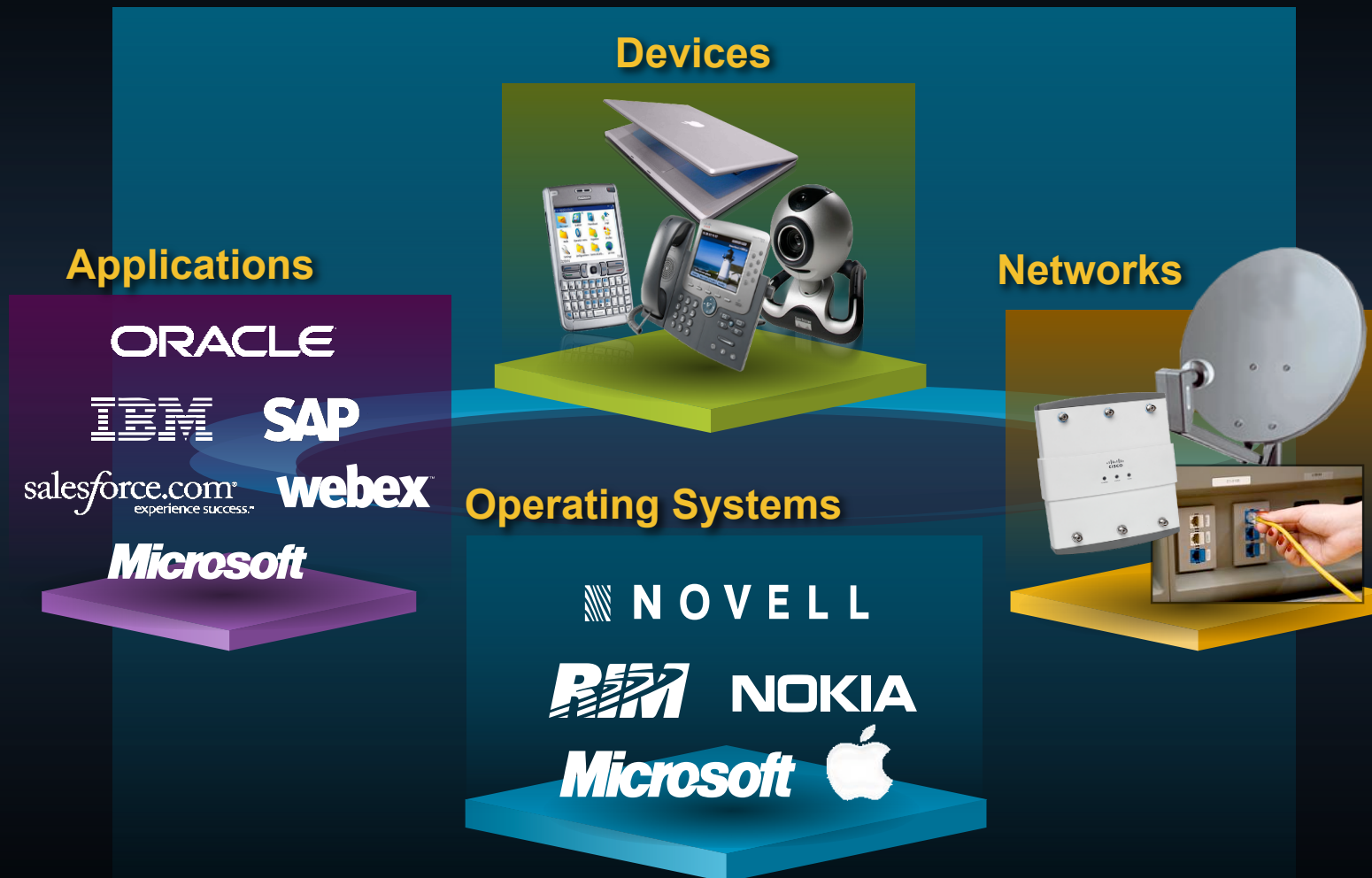


*The World is Your Office*





# Cisco's Vision: The Unified Workspace



# Moving Beyond the “Desktop” to the “Workspace”

Less Dependent on Email and Liberated from the Desktop



# The Workspace is Open

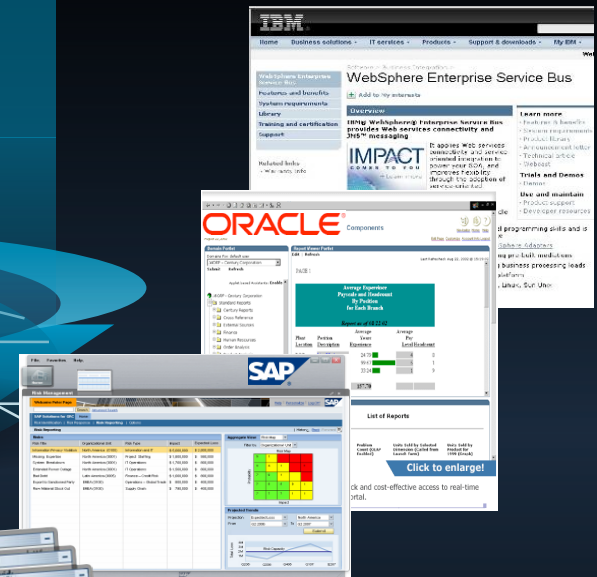
## Systems



## Devices



## Applications





# 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

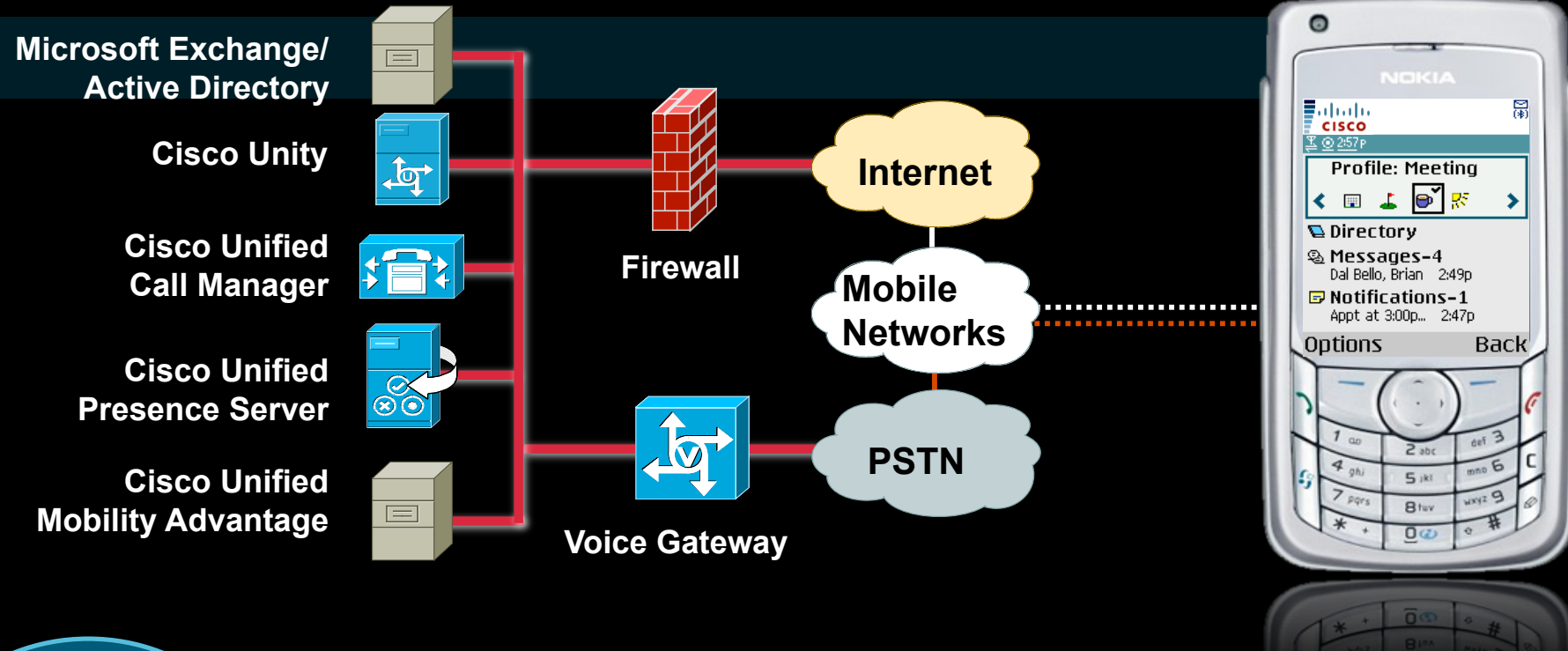


Forrester Research, 2006

**Business  
Value**

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

# 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

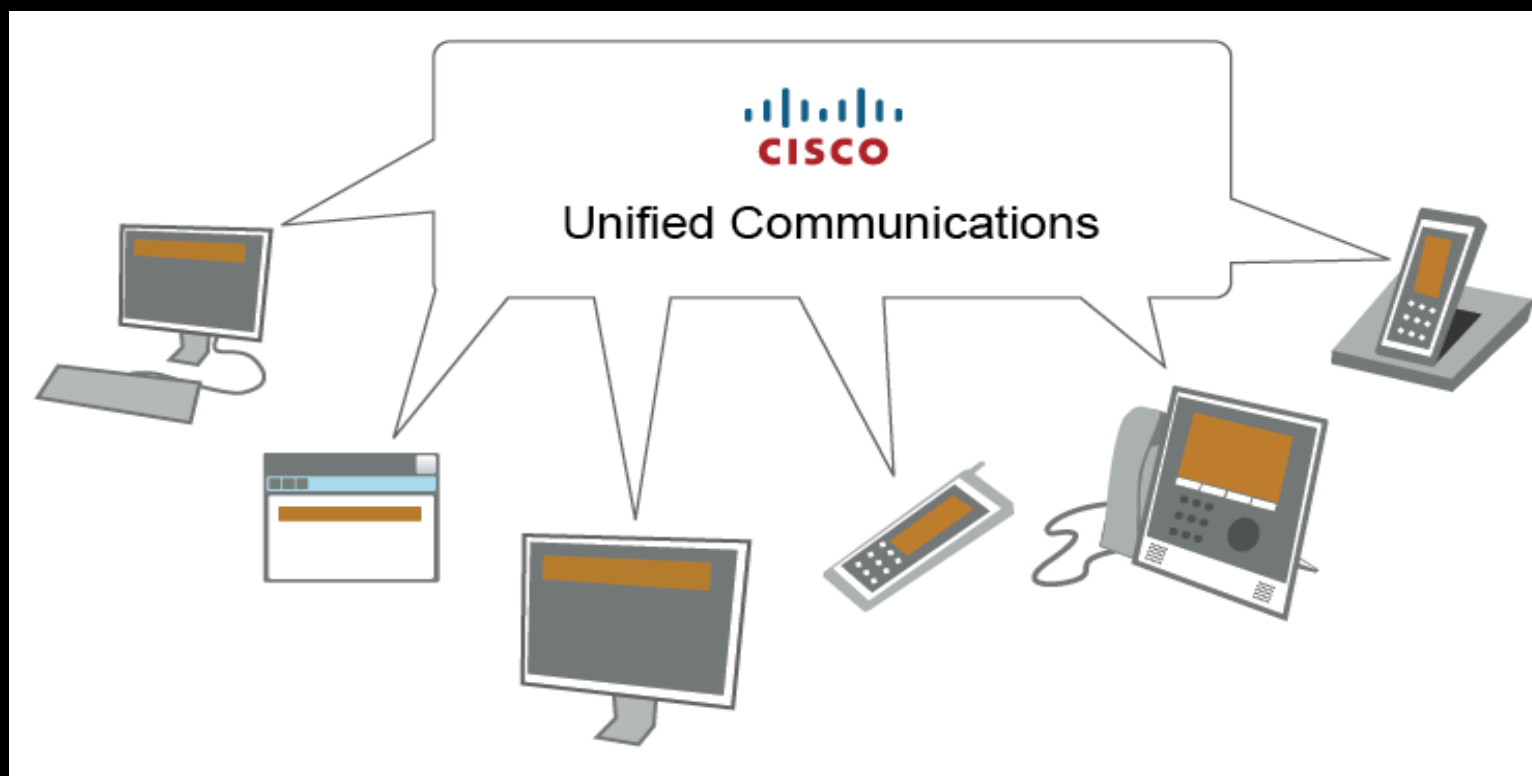
# User Experience Vision & Principles





# 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.



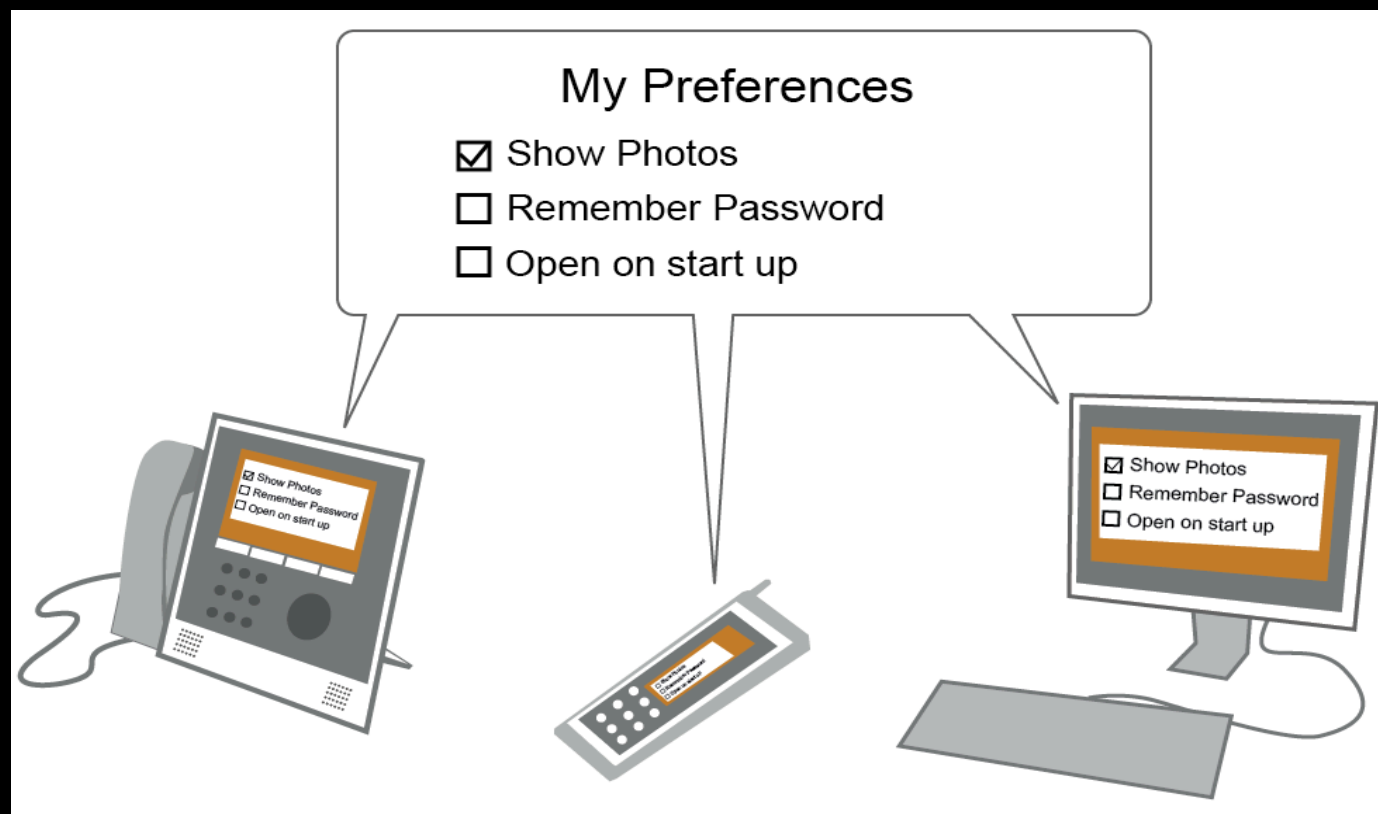
# Add a Contact Once, Access It Anywhere

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



# Preferences Are Shared Across Clients

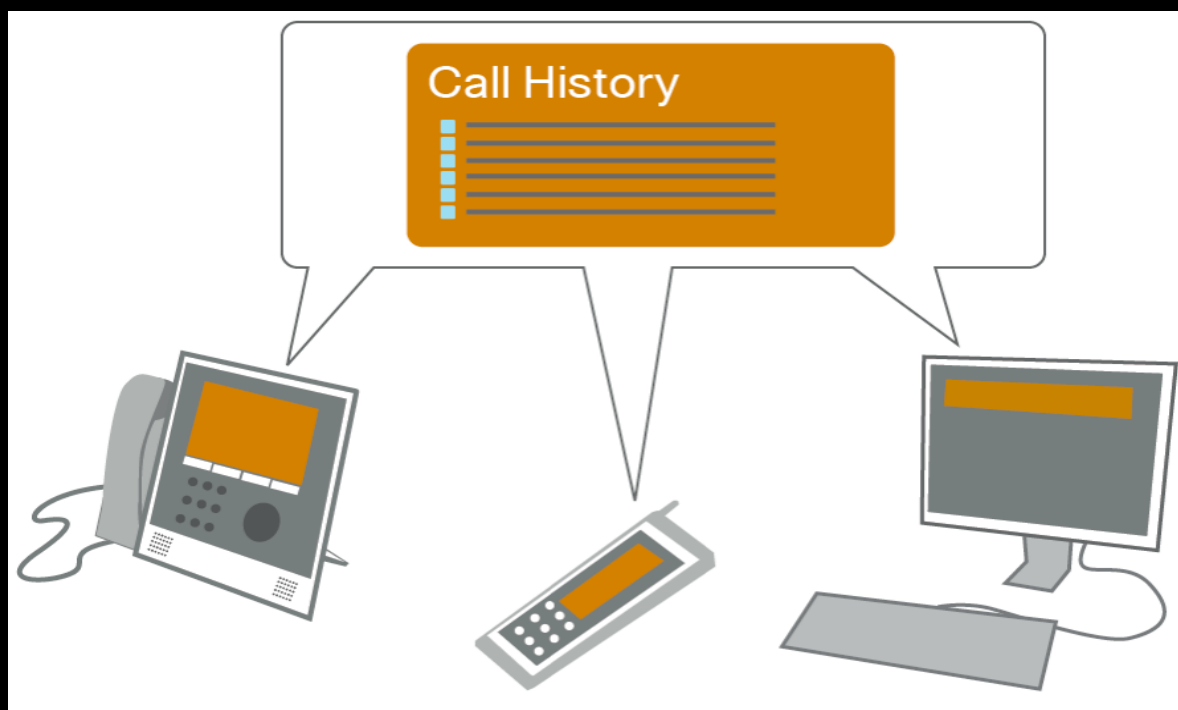
Common data is shared and accessible across clients; unique data is accessed only from the clients that need it.





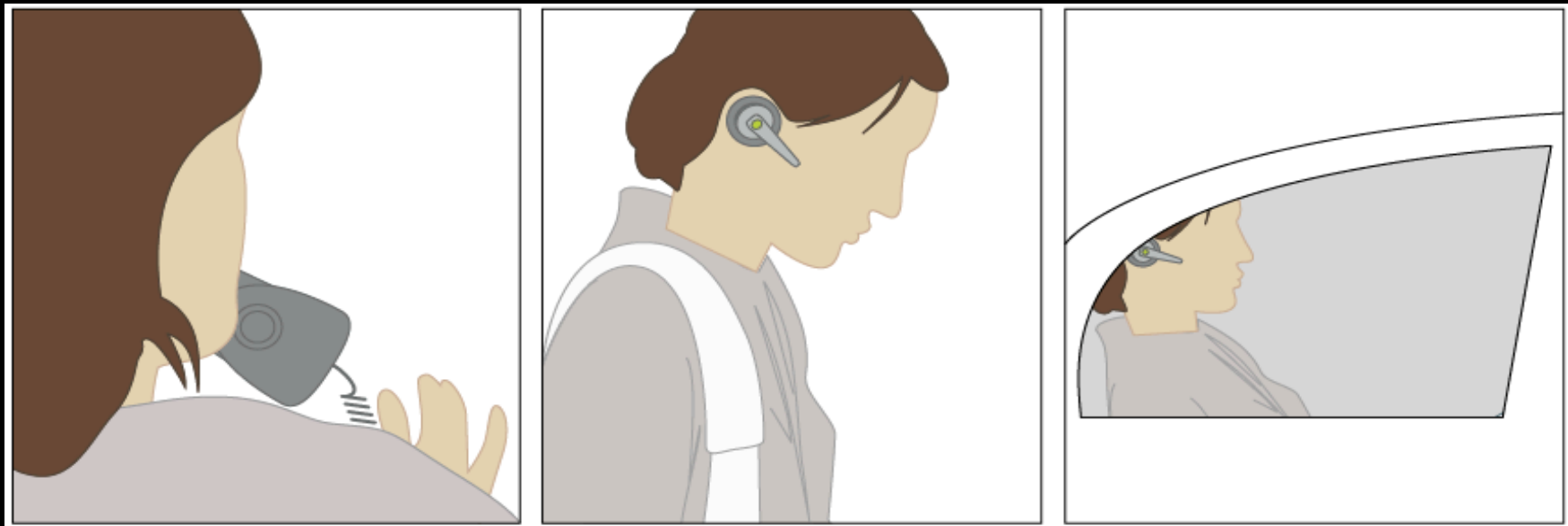
# Event History Is Shared Across Devices

- 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



# 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



# One-Button Operation

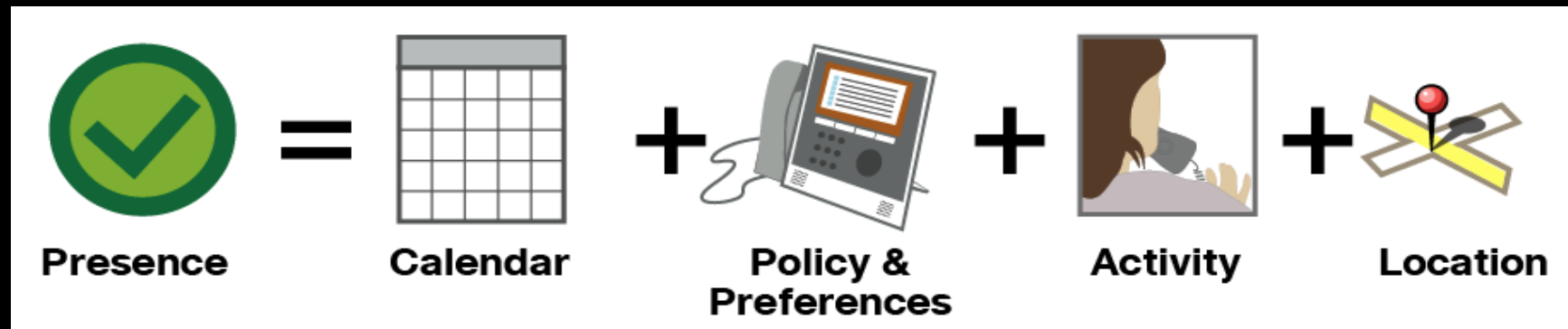
- Joining a meeting is as easy as clicking a button
- Directory information is cached to enable predictive text searches





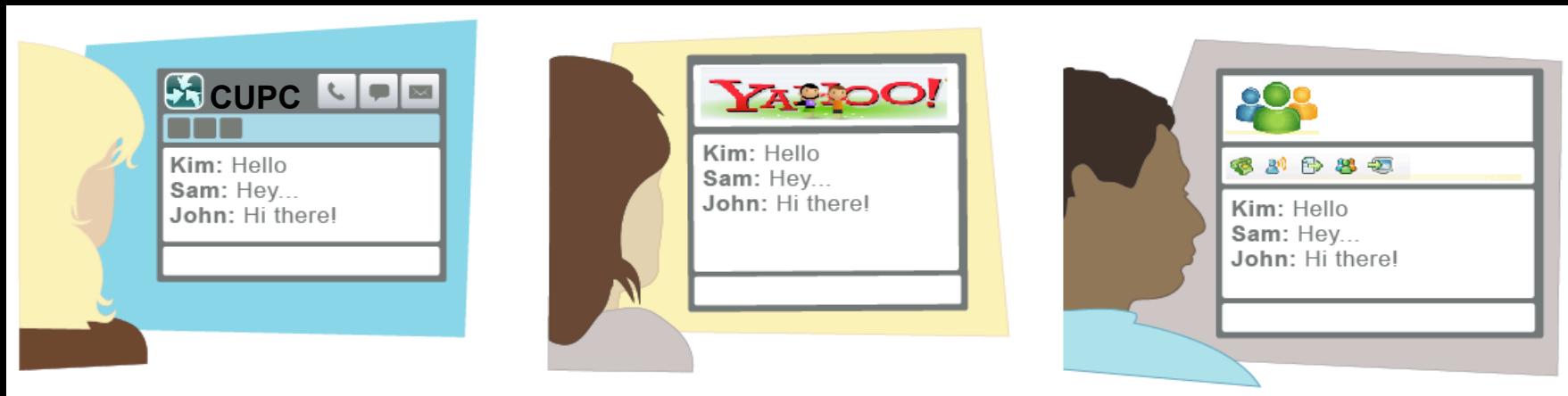
# Presence Should Be Automatically Derived Whenever Possible

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



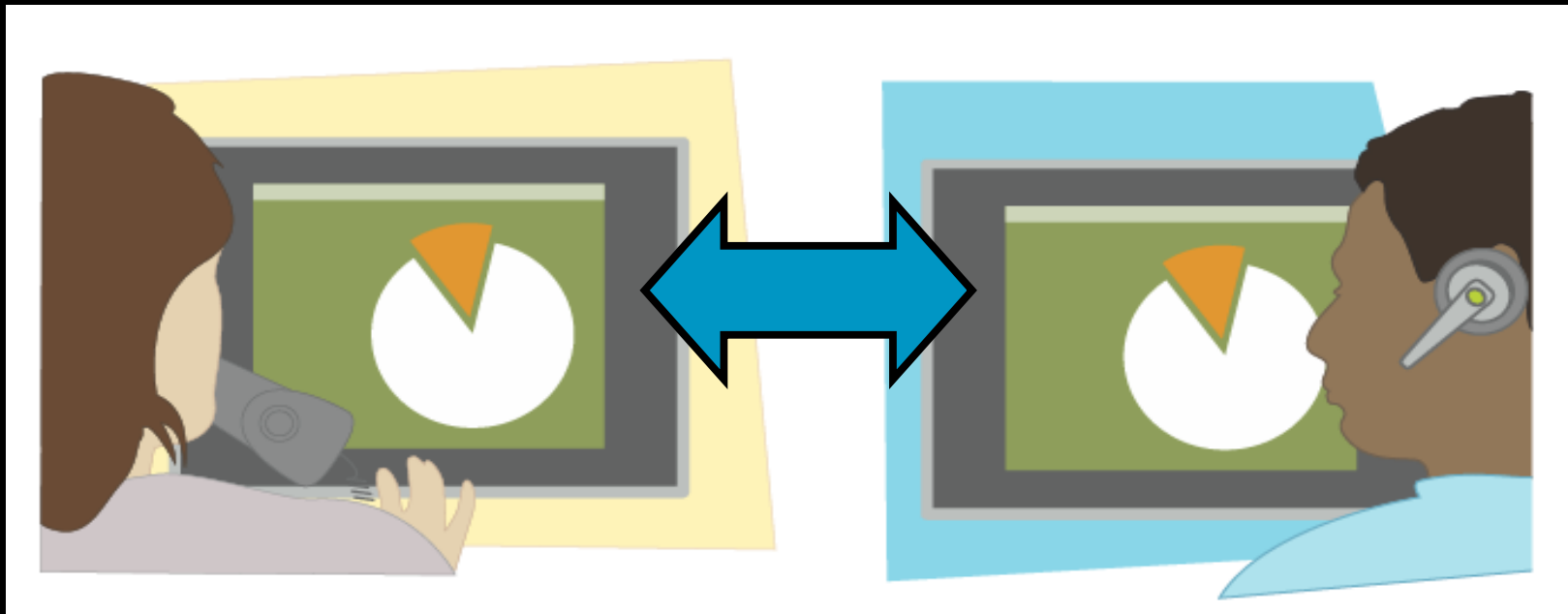
# Accommodate External Users

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



# 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





# 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



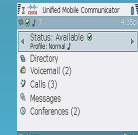
Unified Video Advantage



Unified Personal Communicator



IP Communicator



Mobile Communicator

## Services



Smart Business Communications Sys



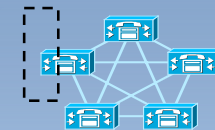
UC Manager Express



Cisco Unified Presence



UC Manager Bus Edition



UC Manager

## Infrastructure



Routing



Switching



Availability



Management



QoS



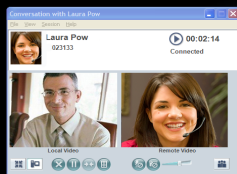
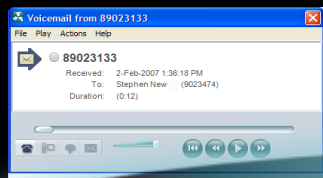
Security



Administration

# A New Way to Communicate: Cisco Unified Personal Communicator

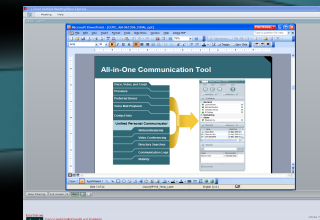
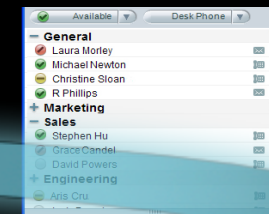
## Cisco Unity Visual Voice Mail



Video



## Cisco Unified Presence Presence & IM services



## Cisco Unified MeetingPlace Web conferencing

## Cisco Unified Communications Manager IP Communications System

### Key Benefits

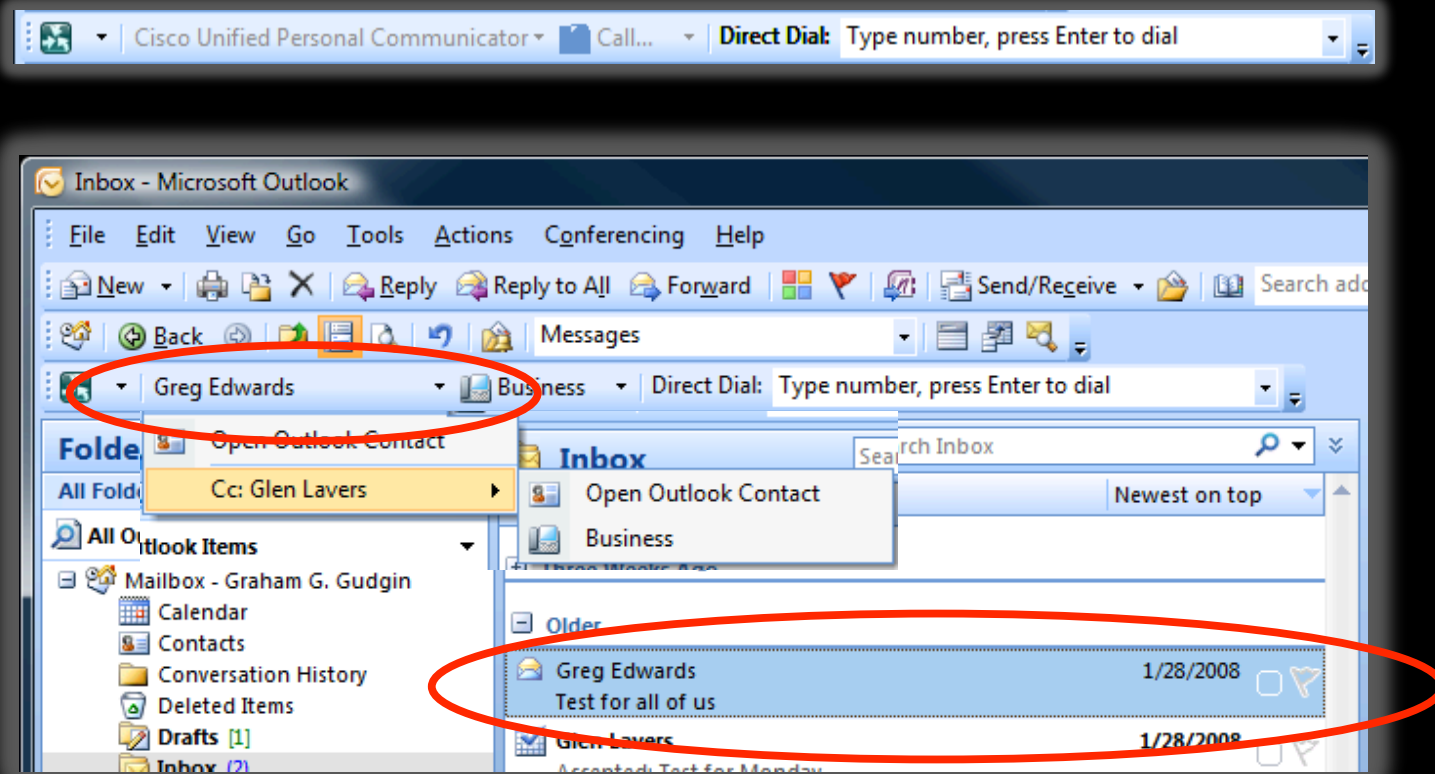


- Access powerful productivity enhancing applications from a single, unified interface
- Accelerate decision-making and collaboration using IM, presence, video, click to call, and web conferencing
- Save on travel and exchange ideas “face-to-face” using video
- Increase effectiveness of remote and mobile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

# Cisco Unified Communication Open communications and integrations...

## Desktop Integrations

### Cisco Unified Personal Communicator Toolbar



# Cisco Unified Communication Open communications and integrations...

## Desktop Integrations

## Cisco Unified MeetingPlace, MeetingPlace Express and Cisco WebEx

The screenshot displays the Microsoft Outlook interface with two overlapping windows. The background window is the 'Calendar - Microsoft Outlook' window, showing a calendar view for March. The foreground window is the 'Untitled - Meeting' window, which is the Cisco Unified MeetingPlace Express interface. The 'Meeting' tab in the foreground window is active, and the 'MeetingPlace' button in the 'Add-Ins' group is highlighted with a red circle. The MeetingPlace Express interface shows a 'Schedule Meeting' section with fields for Subject, Meeting ID, Number of participants (set to 4), and List meeting publicly (checked). The interface also includes options for 'Yes, create a new meeting' and 'Yes, use my reservationless ID (1000)'. The background window shows the 'Meeting' tab in the Outlook ribbon, with the 'MeetingPlace' button in the 'Add-Ins' group highlighted by a red circle.

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

# Cisco Unified Communication Open communications and integrations...

## Desktop Integrations

## Cisco Unified MeetingPlace, MeetingPlace Express and Cisco WebEx

The screenshot displays two windows from Microsoft Outlook. The left window shows the 'Calendar' view with a red circle highlighting the 'Meeting' tab and the 'Add WebEx Meeting' button. The right window shows the 'Test WebEx Meeting - Meeting' details. The meeting information is as follows:

- From:** Graham G. Gudgin
- Required:** Graham G. Gudgin
- Optional:**
- Subject:** Test WebEx Meeting
- Location:** Saturday, March 22, 2008 12:00 PM-1:00 PM.
- Description:**

Graham Gudgin invites you to an online meeting using WebEx.

Meeting Number: 342 738 210  
Meeting Password: This meeting does not require a password.

To join this meeting

  - Go to <https://ptbeta.webex.com/ptbeta/j.php?j=342738210>
  - Enter the meeting password: This meeting does not require a password.
  - Click "Join Now".
  - Follow the instructions that appear on your screen to join the teleconference.

IMPORTANT NOTICE: This WebEx service includes a feature that allows audio and any documents and other materials exchanged or viewed during the session to be recorded. By joining this session, you automatically consent to such recordings. If you do not consent to the recording, do not join the session.

To only join the teleconference

Provide your phone number when you join the meeting to receive a call back. Or, call the number below and enter the meeting number.

Call-in toll-free number (US/Canada): 866-469-3239  
Call-in toll number (US/Canada): 1-650-429-3300  
Global call-in numbers: <https://ptbeta.webex.com/ptbeta/globalcallin.php?serviceType=MC&ED=90502172&tollFree=1>  
Toll-free dialing restrictions: [http://www.webex.com/pdf/tollfree\\_restrictions.pdf](http://www.webex.com/pdf/tollfree_restrictions.pdf)

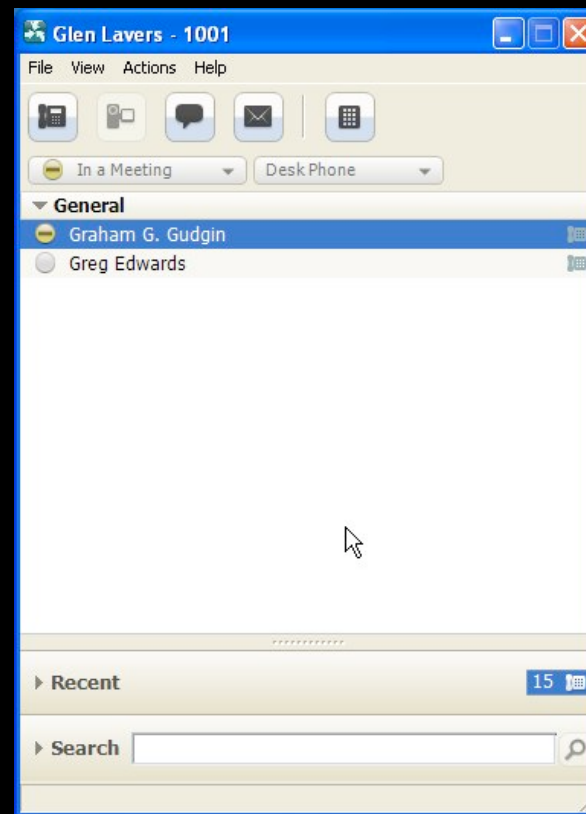
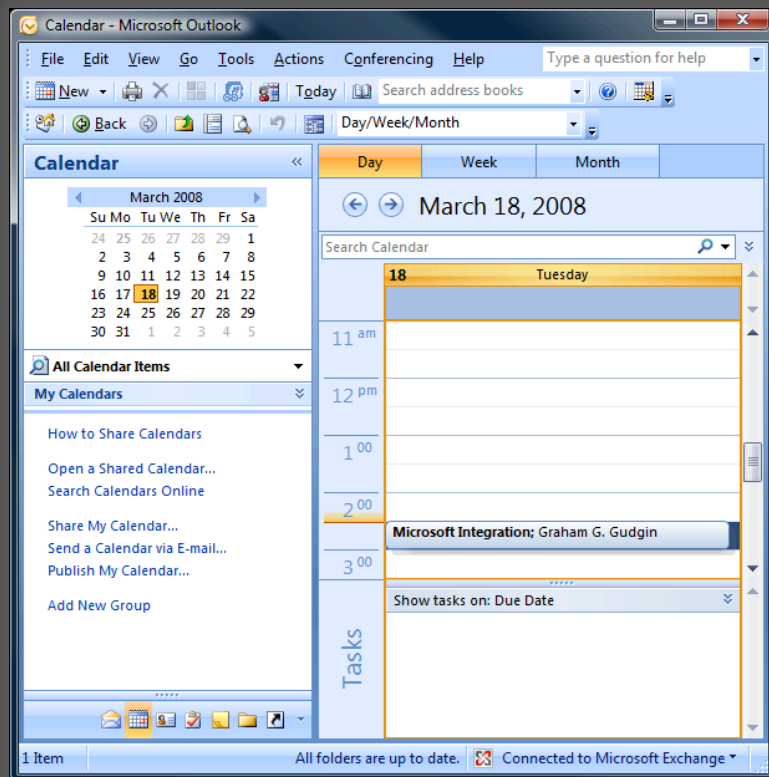
<http://www.webex.com>  
We've got to start meeting like this(TM)



# Cisco Unified Communication Open communications and integrations...

## Desktop Integrations

## Cisco Unified Presence integration with Microsoft Exchange Calendar

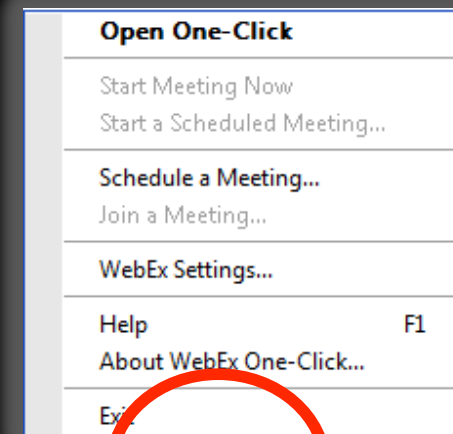
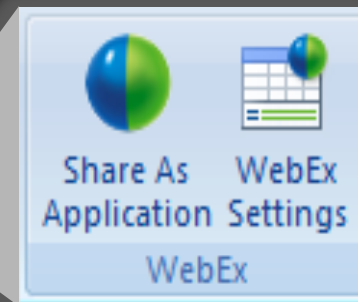
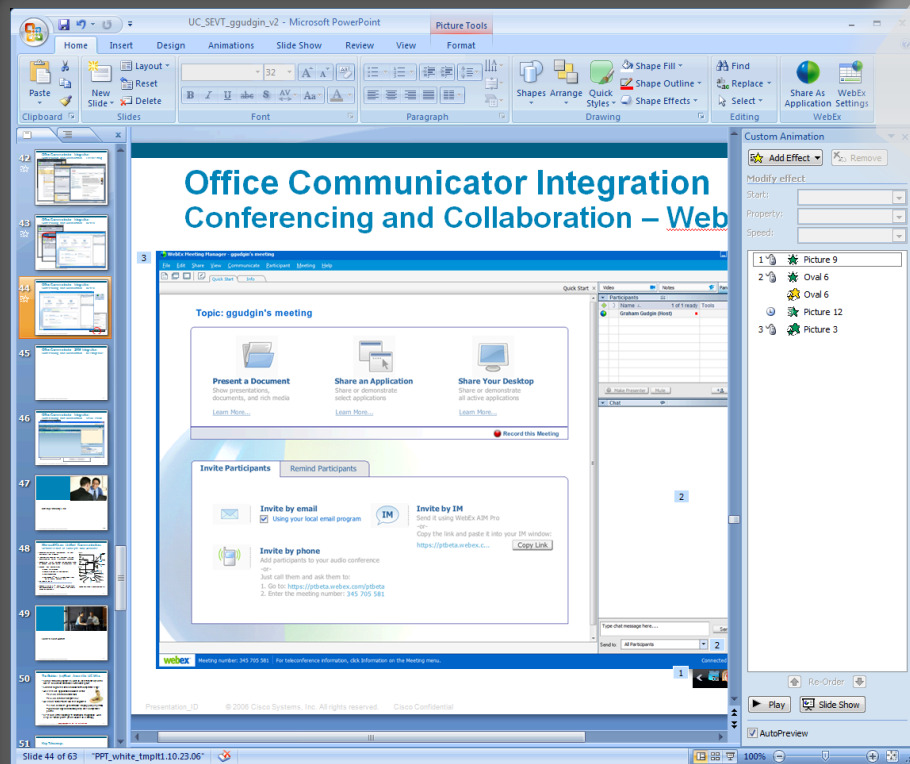


**Server based integration status update without desktop client running,  
does not require update of desktop client software**

# Cisco Unified Communication Open communications and integrations...

## Desktop Integrations

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



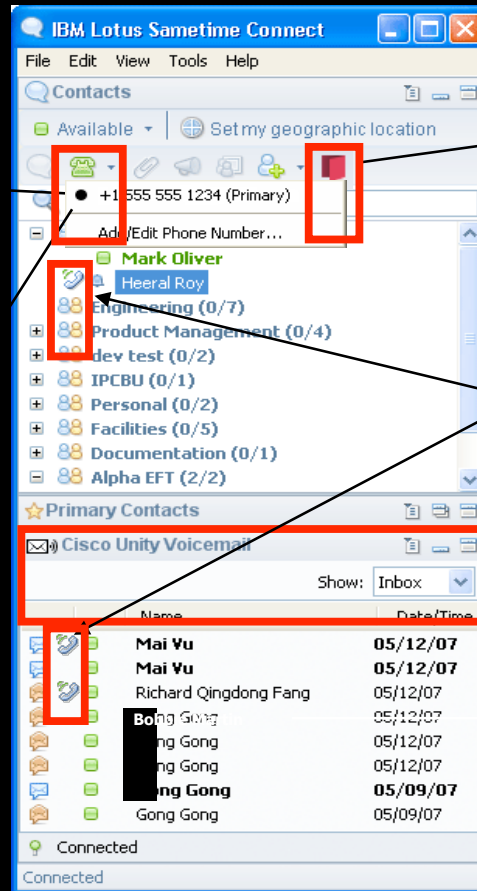
# Cisco Unified Communication with IBM Lotus Sametime ... Coming soon!



softphone  
plug-in



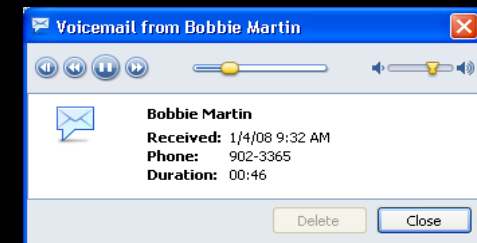
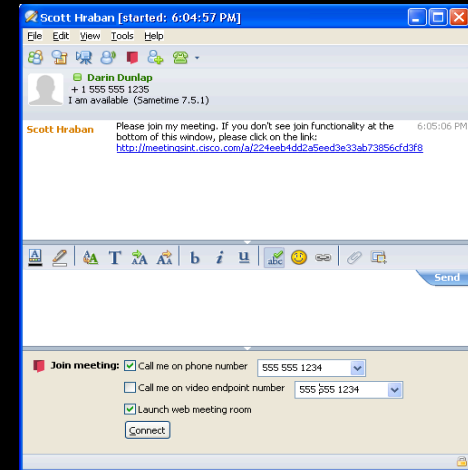
phone  
control  
plug-in



click to conf  
plug-in  
(MeetingPlace)

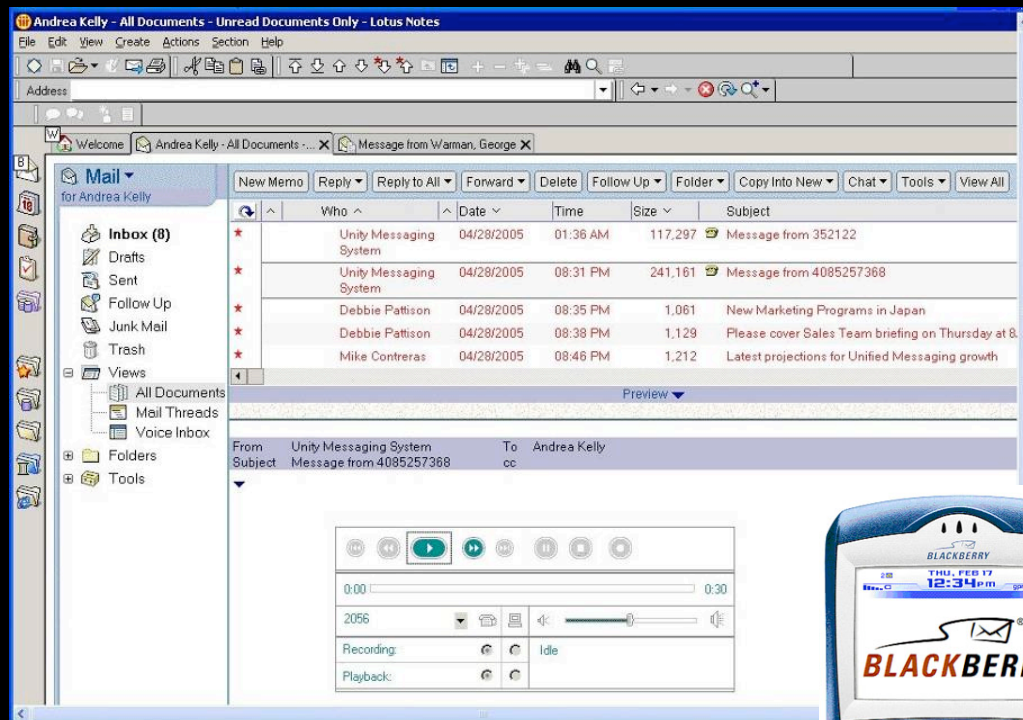
phone  
presence  
plug-in

voicemail  
plug-in



# Cisco Unified Communication Open communications and integrations....

## Desktop & Server Integration Cisco Unity Unified Messaging for Lotus Domino



- Seamless integration into Lotus Notes/Domino environments

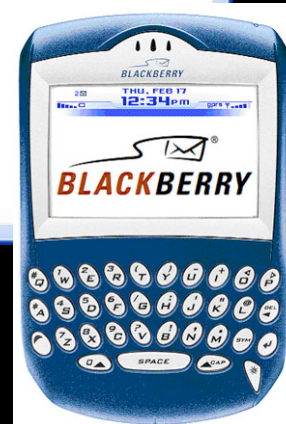
- Blackberry integration

## Productivity for End Users

Leverages what users already know

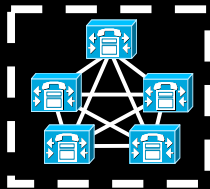
Compose e-mail, voice, and fax, from a single interface

Flexible, mixed-media messaging - forward voice with text, text with voice



# 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  
3<sup>rd</sup> 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...)





# Cisco Unified Communication Extending the Workspace to new frontiers...



- 9:00 AM TSBU Staff Meeting, Phil Graham  
2 Hour, ID# 356
- 11:00AM Customer Briefing, Randy Harrell  
1 Hour, ID# 256
- 1:30 PM 3-D Imaging Demo, Marc Richman  
1.5 Hour, ID# 358
- 4:00 PM Telepresence Demo, Randy Harrell  
1 Hour, ID# 256

Information

Launch Call

Video Concierge

Meeting ID# 346  
TSBU Staff Meeting  
Start Time: 9:00 AM  
Duration : 2 Hours  
Coordinator: Phil Graham  
Sites: **Sudden Impact Room, SJC, CA**  
**Magnum Force Room, SJC ,CA**  
Required Attendees: Rich Wales  
Marc Richman  
Kris Dunn

Hang Up

Video Concierge



# Cisco Unified Communication Key takeaways ...



# 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 to 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

