



The bridge to possible

# AI-driven collaboration and customer experience



The bridge to possible

# Collaboration in the Age of AI

Pioneering the use of AI and emerging technology

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Cisco Fellow & VP

# Artificial Intelligence: Hype is driving urgency



Urgency to deploy AI / AI-powered technologies has increased in the past six months

\*61% say it has increased  
*SIGINIFICANTLY*

# The pressure is coming from everyone

**Board of  
Directors**

**Client-facing  
Team Members**

**Investors &  
Shareholders**

**Corp. Function  
Leaders & Team  
Members**

**CEO &  
Leadership Team**

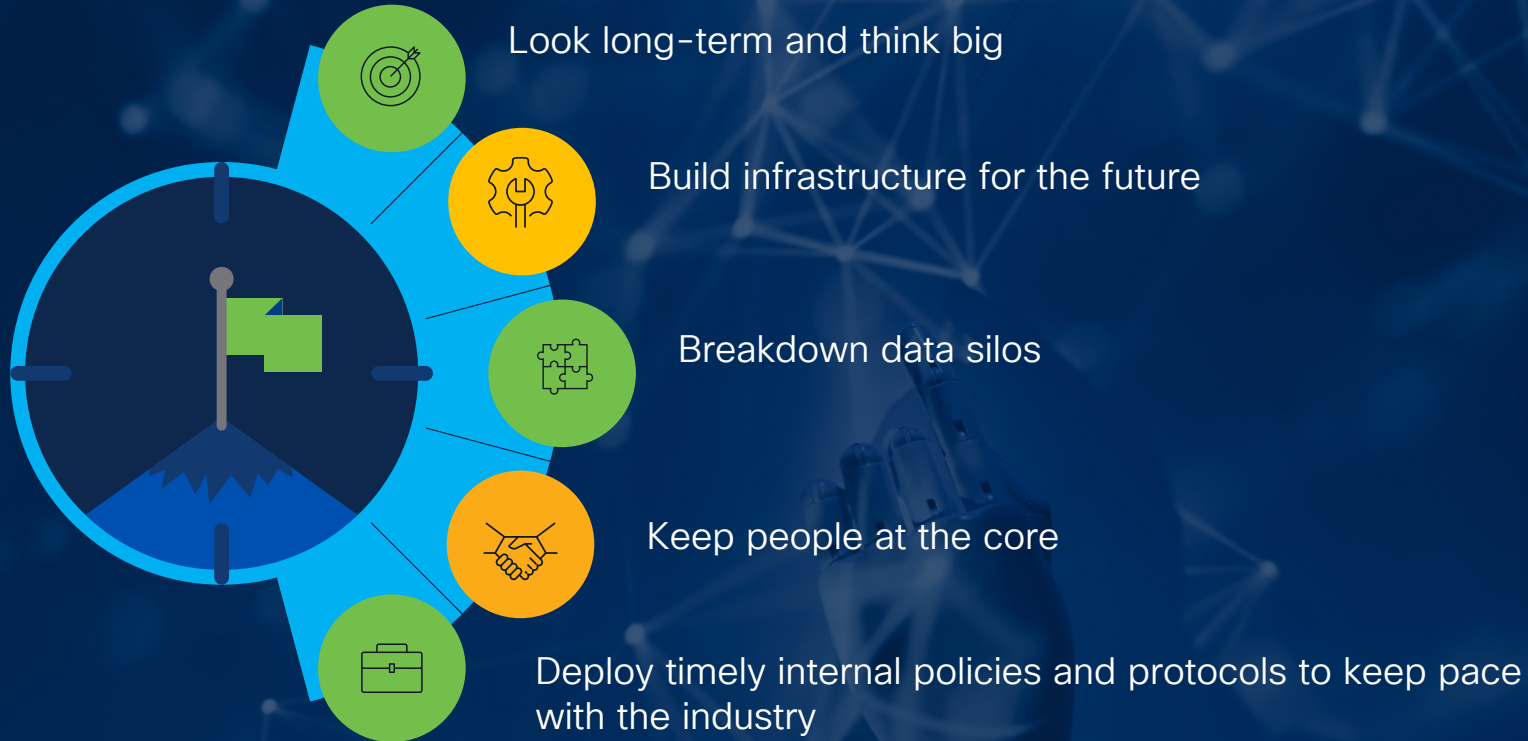
**Increased Hype  
Around AI**

**Fear of Being  
Left Behind**

**Middle Management &  
Business Unit Leaders**

**Revenue  
Opportunities**

# What can organizations do to boost AI Readiness?





# Generative AI

**Artificial Intelligence algorithms** which use the data they are **trained on to generate new content** including text, imaging, audio, video and synthetic data.

# Why Generative AI



Accelerate automation



Creativity and productivity  
for teams and individuals



Deliver seamless  
customer experiences



Unlock new use cases



Democratize access  
to technology

A person's hands are shown typing on a laptop keyboard. The background is a dark blue gradient with a digital data stream overlay consisting of binary code (0s and 1s) and glowing lines. The text is centered on the screen.

Everyone is talking about  
Generative AI, built on LLMs.



LLM



Language  
Intelligence

Text

Non-Verbal

# We also have to consider Real-time Media Models



Audio  
Intelligence



Video  
Intelligence



Language  
Intelligence



Audio  
Intelligence



Video  
Intelligence



LLM

RMM

Commercial

Our own

Select customer

Audio

Video

Gestures

# Years of AI innovation: From Machine Intelligence to Machine Learning

- Echo cancellation
- Media resilience
- Video motion detection

1990

- Spatial audio
- Mic beamforming
- Speaker triangulation

## Noise Detection

- Face recognition
- Proximity
- Virtual backgrounds

2017



## Noise Removal

- Optimize for my voice
- Optimize for all voices
- Noise removal for PSTN
- Ultrasound motion detection
- Gesture recognition

2020

## Noise removal 2.0

- **People Focus**
- ML Codec
- Super Res
- Cinematic Mode
- BRB

2022

2024

- Audio
- Video
- NLU
- Analytics



- Personal Insights
- Meeting action items and highlights
- Multi-lingual Webex Voice Assistant

## Transcriptions

## Translations

- Recommendation engines
- People Profiles
- Local commands

- Catch me up
- Tone Adjustment
- Agent Summaries
- Summarization

# Our Collaboration Strategy



Reimagining Workspaces  
Devices



Reimagining Work  
Webex Suite



Reimagining Customer Experience  
Contact Center

Artificial Intelligence (+AI Assistant)

# Our Strategy: Enabling everyone with purpose built AI



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Webex AI Assistant  
Conversational AI



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Audio & Speech  
Intelligence



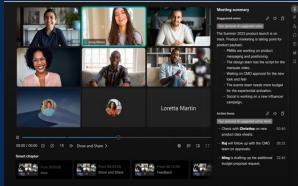
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Video and Camera  
Intelligence

AI will be pervasive in every aspect  
of the Webex Platform

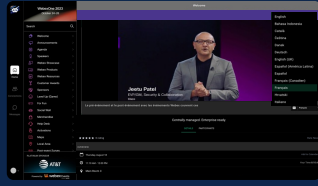


# AI Innovation in Collaboration



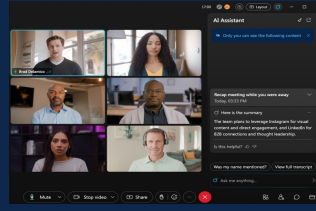
AI Assistant

Personalized meeting summaries



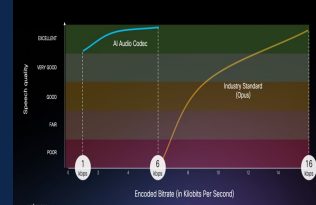
AI Assistant

Real-time Translations in Events

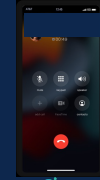


AI Assistant

Real-time Catch up on missed part of meetings

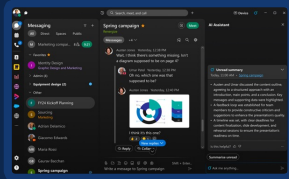


Webex AI Codec



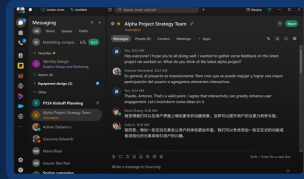
AI Assistant

HD Voice & PSTN Noise Removal



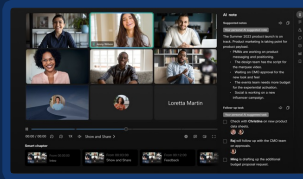
AI Assistant

Personalized message summaries



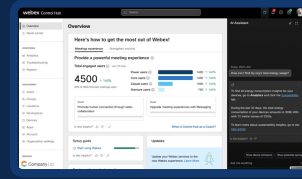
AI Assistant

Translate messages & adjust tone

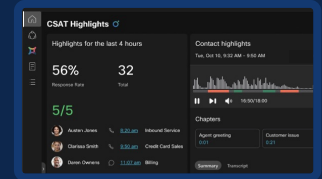


AI Assistant

Meeting Chapters and Highlight Reels



Get the most out of Webex with AI Assistant for Control Hub



Network Insights with Meraki Integration



Room Kit EQX



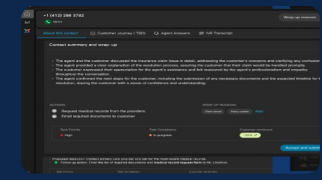
Cinematic Meetings



Video super-resolution



Campfire



AI Assistant

Call summaries and transcripts



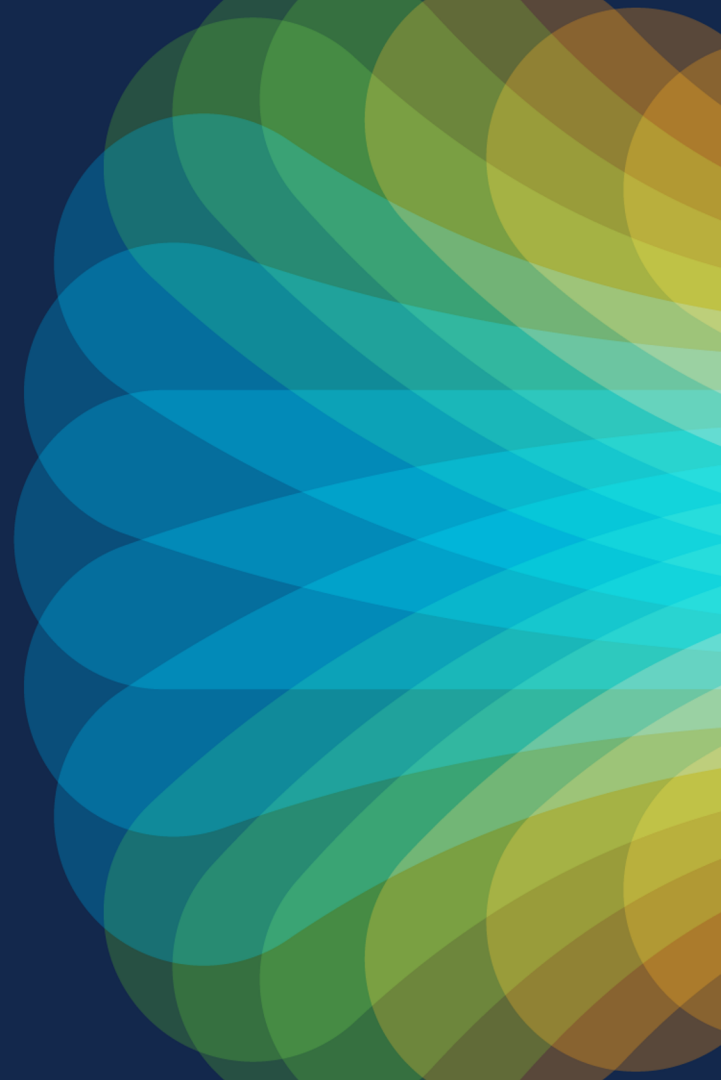


Collaboration devices  
with RoomOS



AI/ML  
Chipset

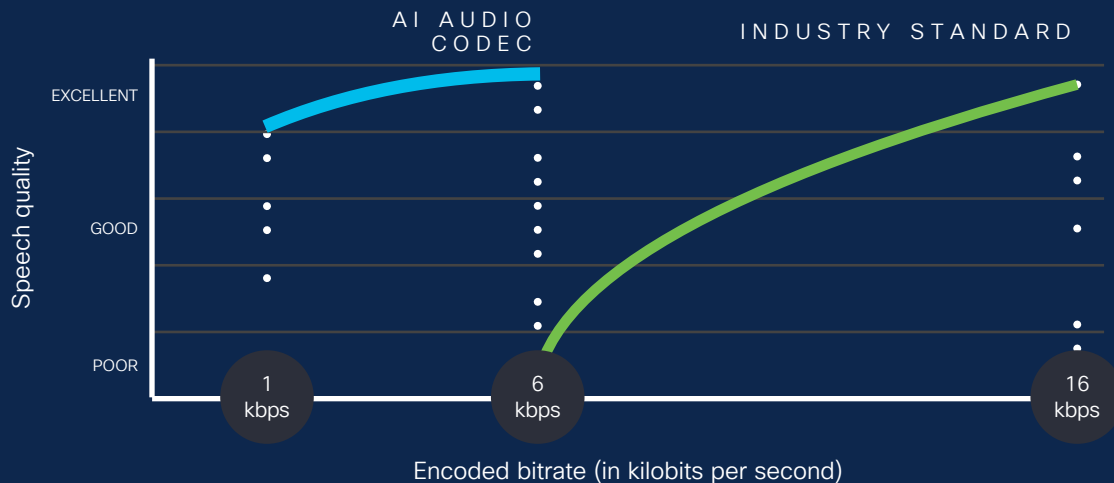
# Audio AI: Speech Intelligence



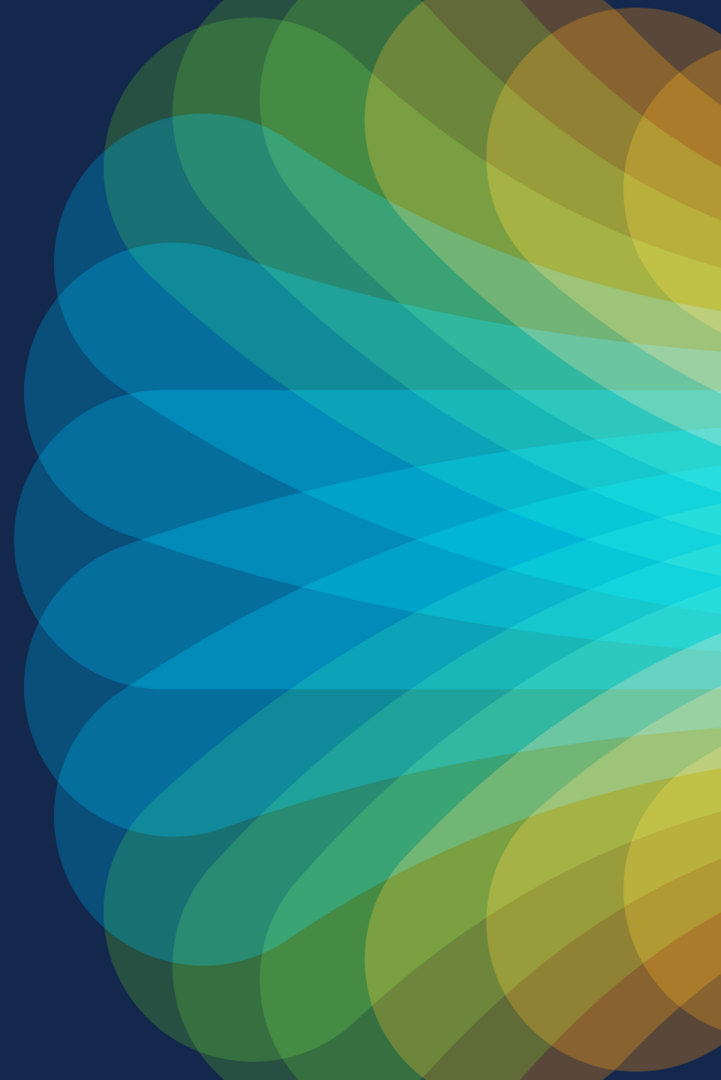


# AI Codec

Optimal quality  
audio at a fraction  
of the bandwidth  
(works really well in lossy network  
environments)



# Video AI: Computer Vision

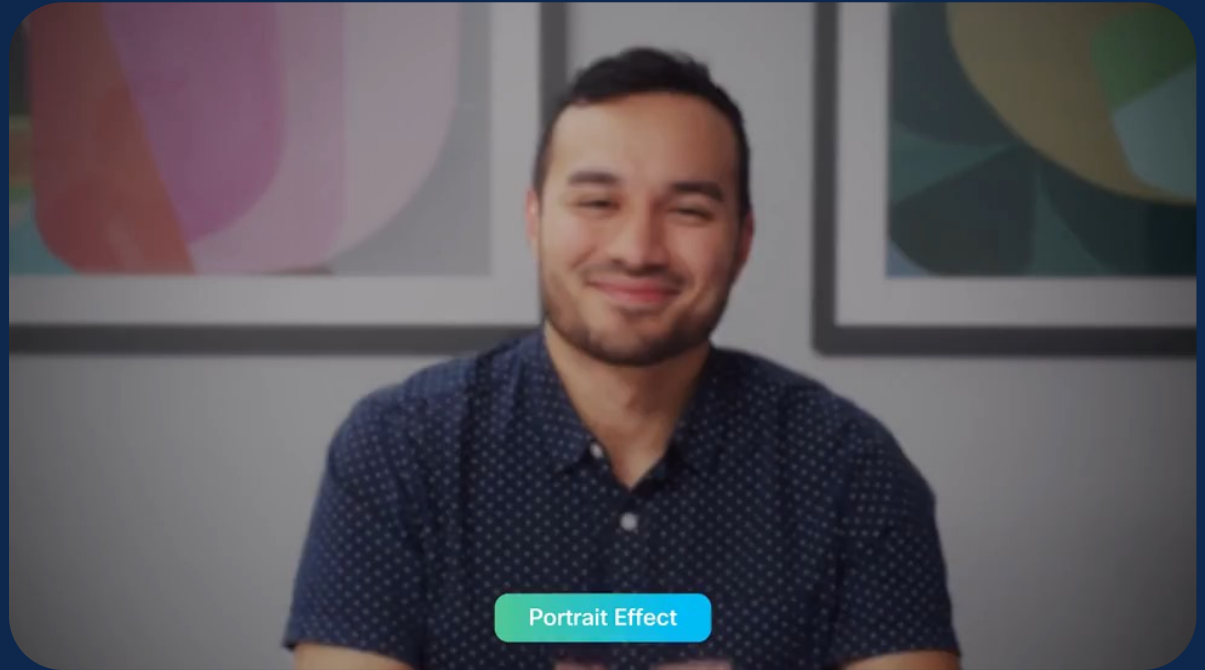


# Gestures and face detection in action



# Portrait effect

Draw individuals into the foreground of videos, adding depth and sharpness and highlighting features without compromising diversity



# Real Time Media AI Models



Original video  
at 1080p



Downscaled to 270p  
through the network



Super resolution  
to 1080p

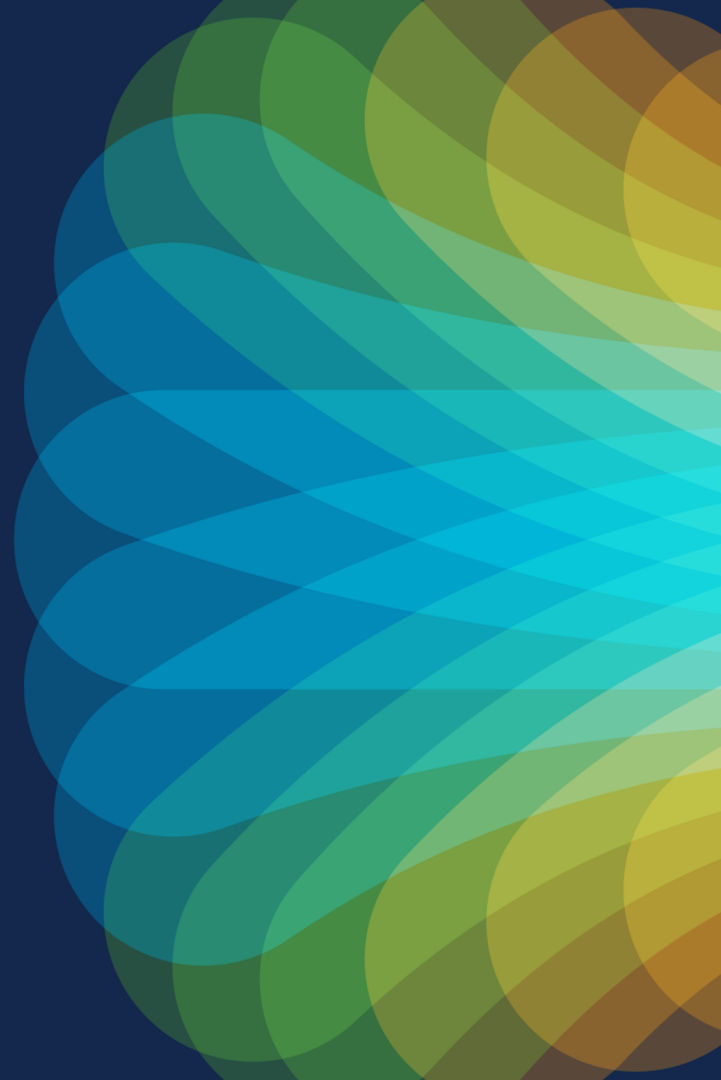


Video super resolution

Be right back



# Language AI: AI Assistant



# AI Assistant

Webex Suite

Cisco Devices

Webex Contact Center

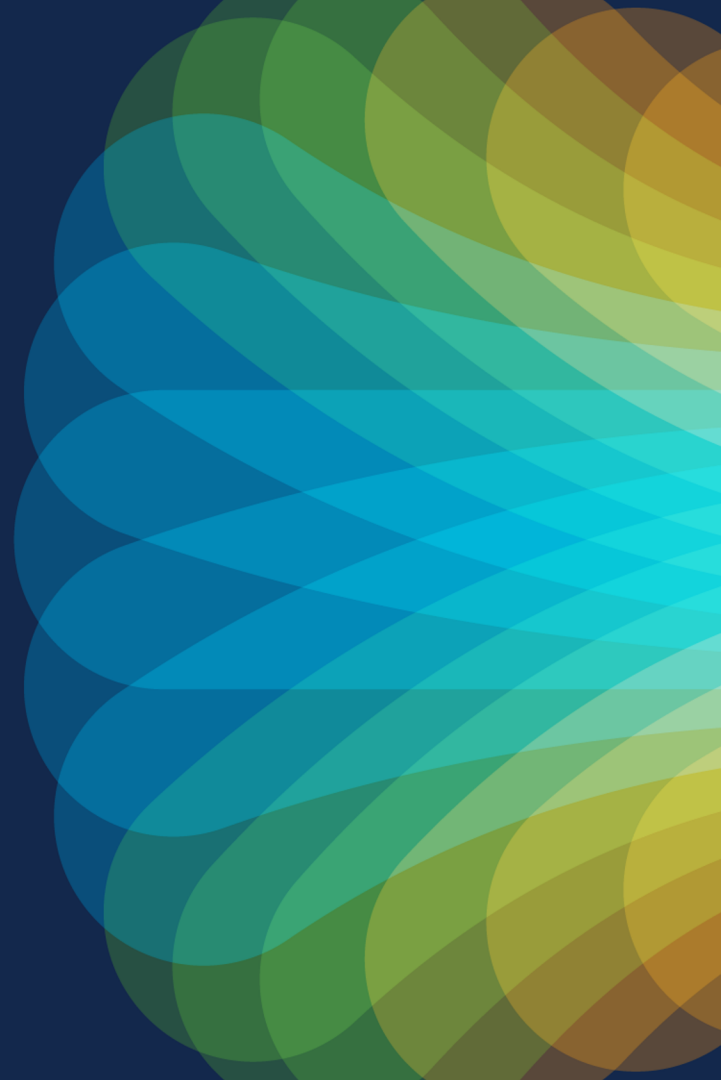
Webex Connect

Webex Control Hub

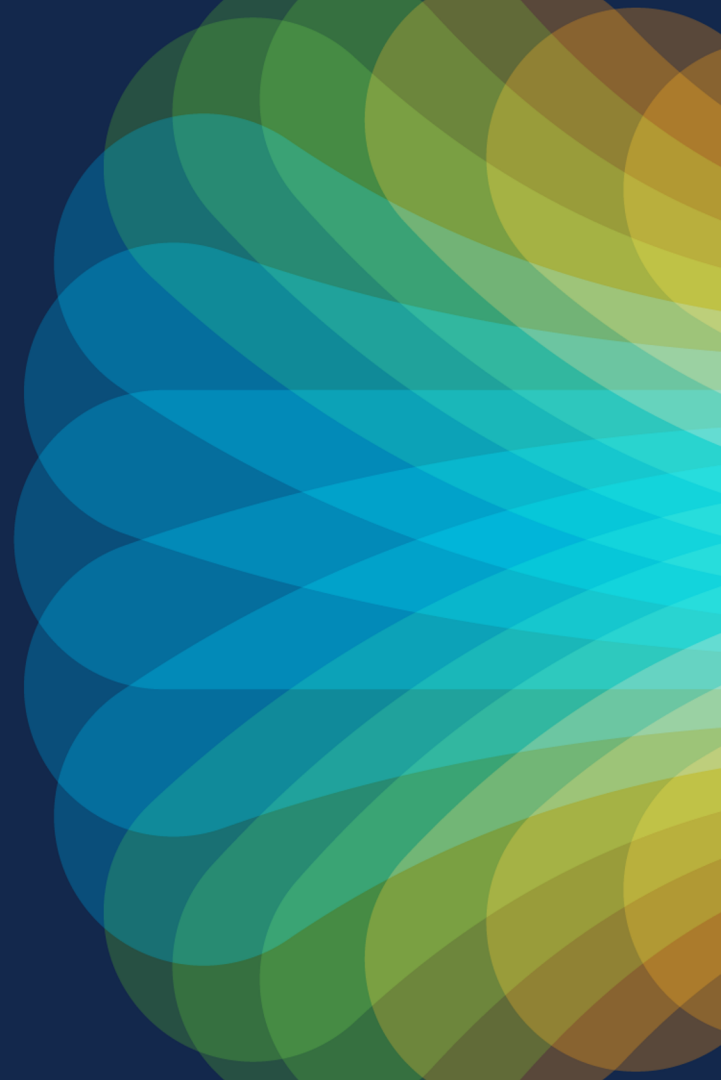
AVAILABLE ACROSS THE  
WEBEX ECOSYSTEM

# Generative AI Collaboration Demos:

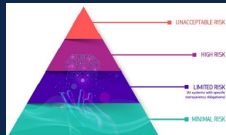
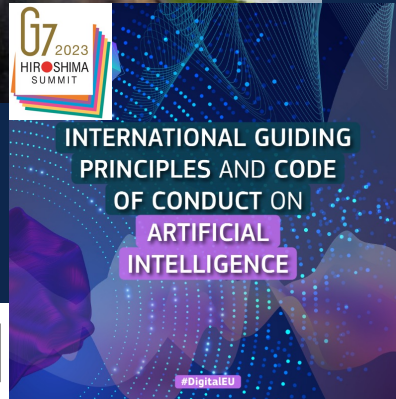
- Catch me up
- Adjust Tone
- Slido AI
- Chapters
- Summarization



# AI – Regulatory, Risks and Mitigation

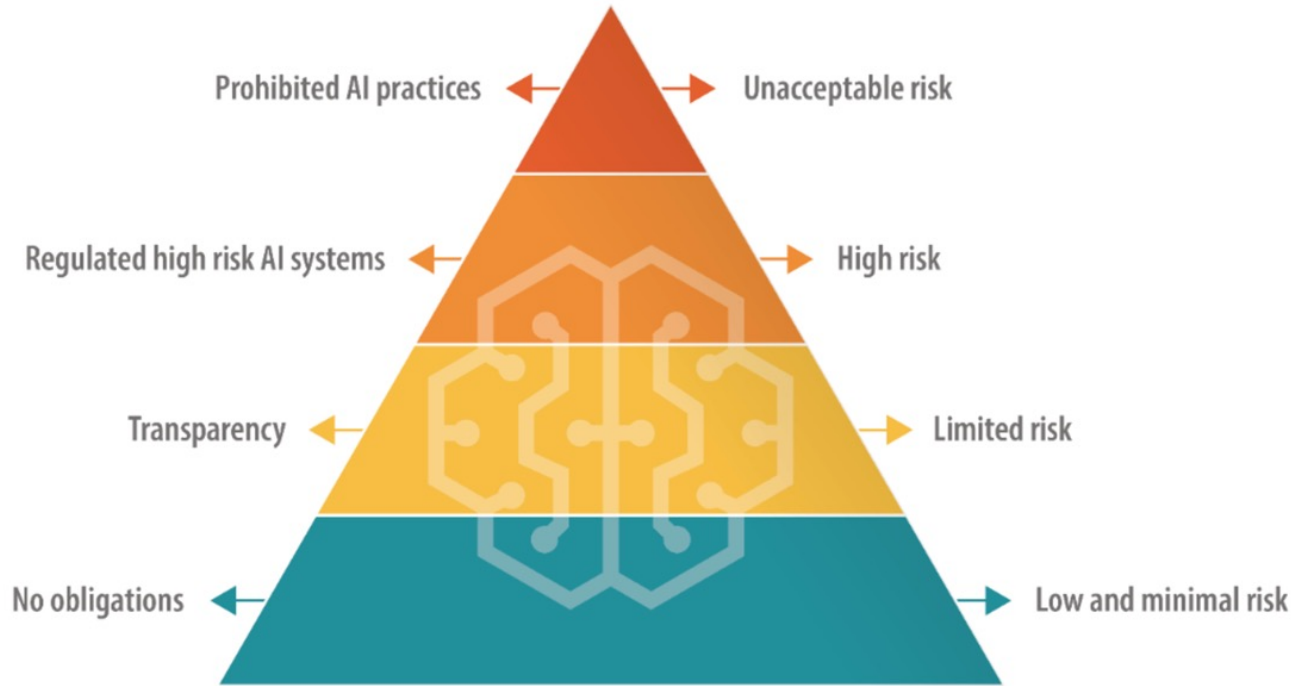


# Key Global AI Initiatives to Watch



High-level Advisory Body on Artificial Intelligence

# EU AI Act: Risk-based, Prescriptive

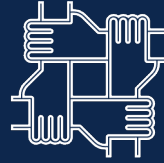


Data source: [European Commission](https://digital-strategy.ec.europa.eu/en/policies/regulatory-framework-ai).

# Cisco's Responsible AI Principles



Transparency



Fairness



Accountability



Privacy



Security



Reliability

# Cisco's Responsible AI Framework

- Operationalizes our principles throughout the company



Governance  
& oversight



Incident  
management



External  
engagement



Industry  
leadership



Controls



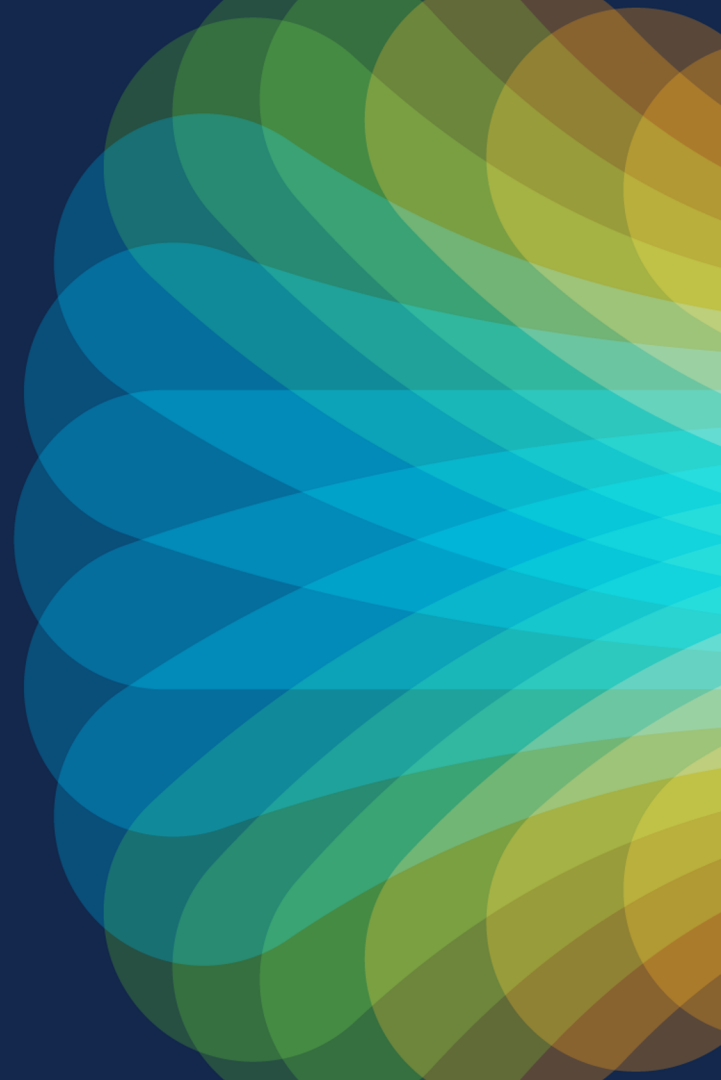


The bridge to possible

# Thank you

CISCO *Connect*

#CiscoConnect



The Cisco Connect logo features the word "CISCO" in a bold, black, sans-serif font, followed by the word "Connect" in a black, cursive script font.

CISCO *Connect*

The text "Let's go" is displayed in a large, dark blue, sans-serif font. The apostrophe in "Let's" is a light blue color. The background behind the text is a vibrant, multi-colored geometric pattern of overlapping triangles and lines, transitioning from red and orange on the left to blue and green on the right, with a bright white light source on the right side.

Let's go

#CiscoConnect