



Cisco Unified
Communications
Changing the Conversation



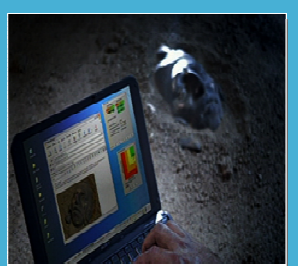
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Market Drivers



Cisco Vision



Business Impact



Solution Demo

A New Generation of Empowered End Users

BusinessWeek online

The Power of Us

Mass collaboration on the Internet is shaking up business



“The next generation of information workers will expect a highly visual, connected, contextual information workplace they can take anywhere.”

- Forrester

Welcome the Millennials



Social Networkers,
Collaborators



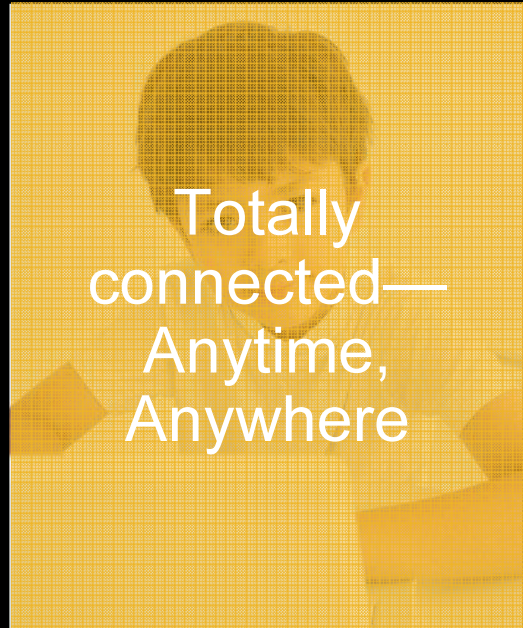
Real-Time
Communicators



Largest new
workforce since
the baby boom



Multi-Cultural,
Global



Totally
connected—
Anytime,
Anywhere

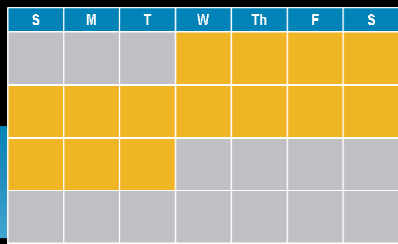


The video
generation



Productivity Barriers in a Global Digital Economy

**Collaboration Will Drive 30–50%
of Next Decade's Productivity**



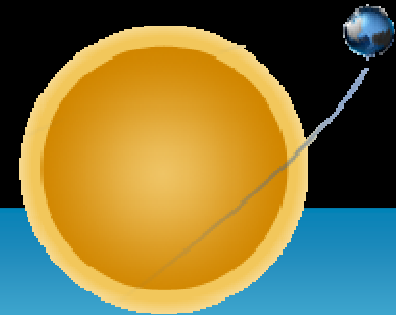
2 Weeks

Time it Takes to Build
Trust in the Electronic
Communication World



4 Times Longer

Time it Takes to
Communicate a
Message Electronically
vs. Face-to-face

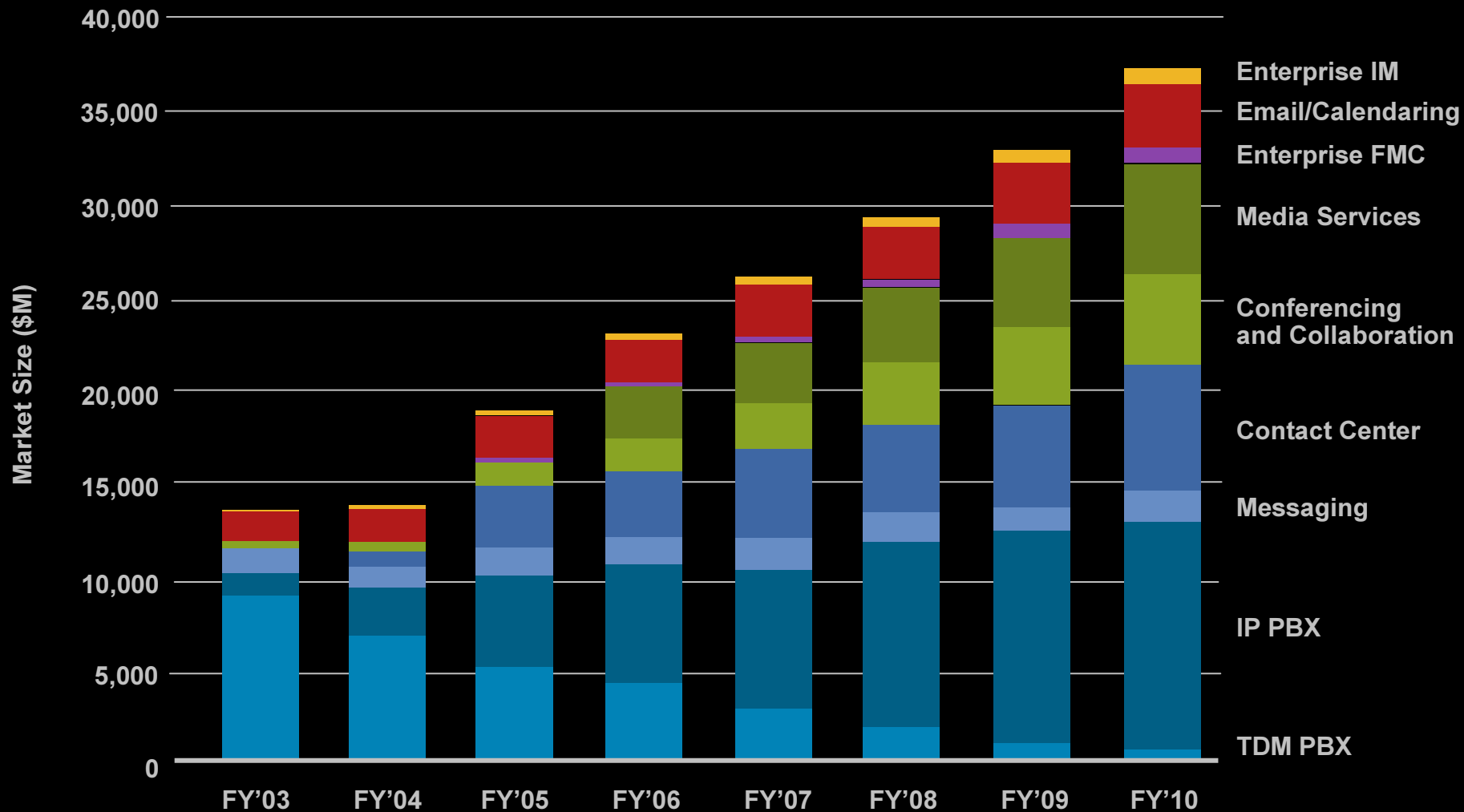


17 Weeks

Time Lag for Culturally
Diverse Teams to
Begin Outperforming
Single-culture Teams

Source: Pearn Kandola - *The Psychology of Effective Business Communications in Geographically Dispersed Teams* 2006

Defining the Unified Communications Market



Sources: Synergy, Gartner, Wainhouse, Datamonitor, Ovum, and Cisco

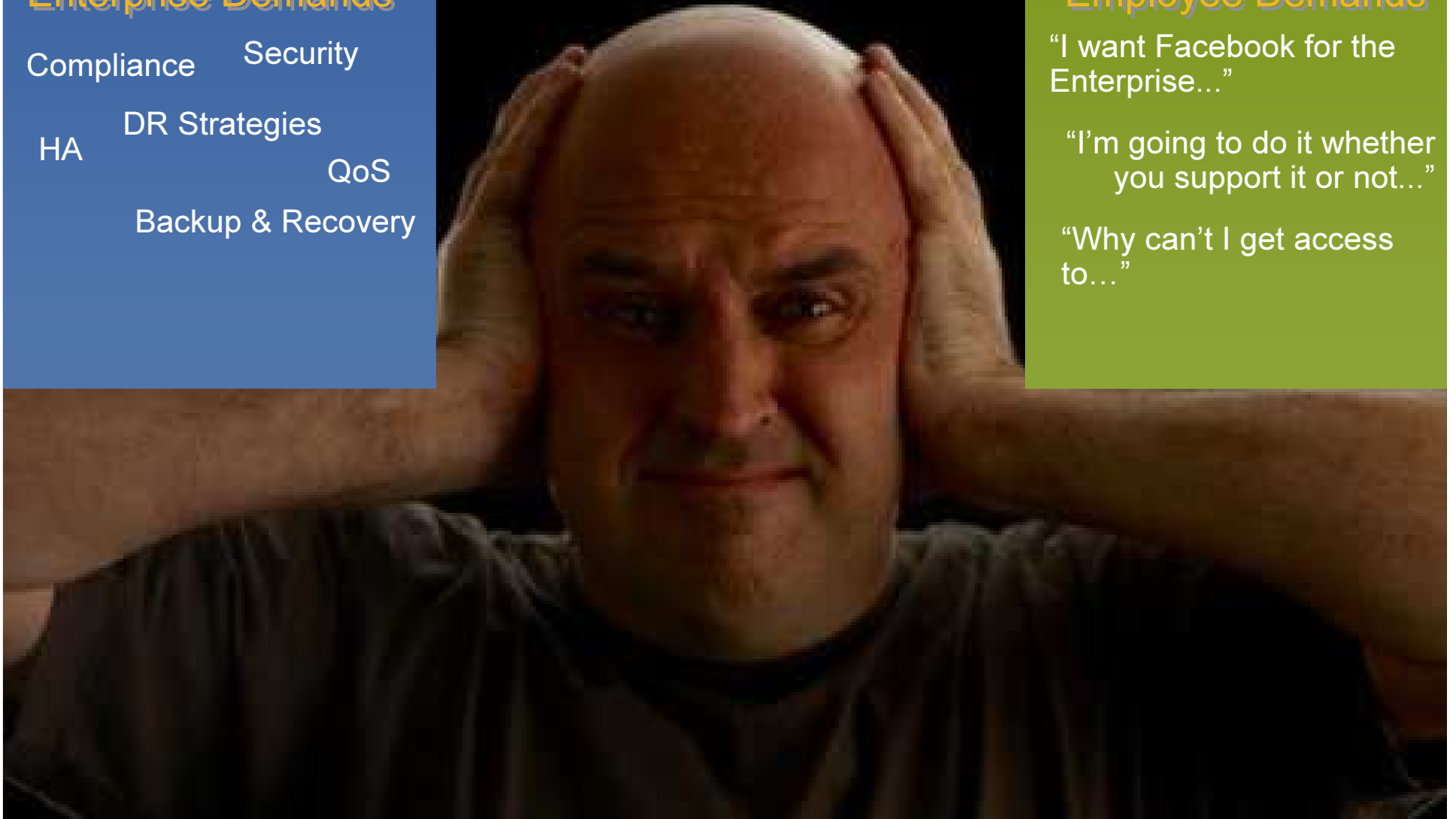
The IT Team is Caught in the Middle

Enterprise Demands

Compliance Security
HA DR Strategies QoS
Backup & Recovery

Employee Demands

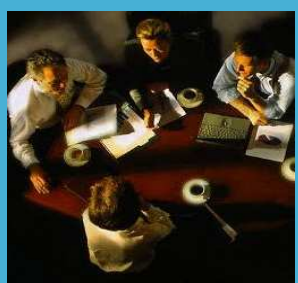
“I want Facebook for the Enterprise...”
“I’m going to do it whether you support it or not...”
“Why can’t I get access to...”



Digivote



Market Drivers



Cisco Vision

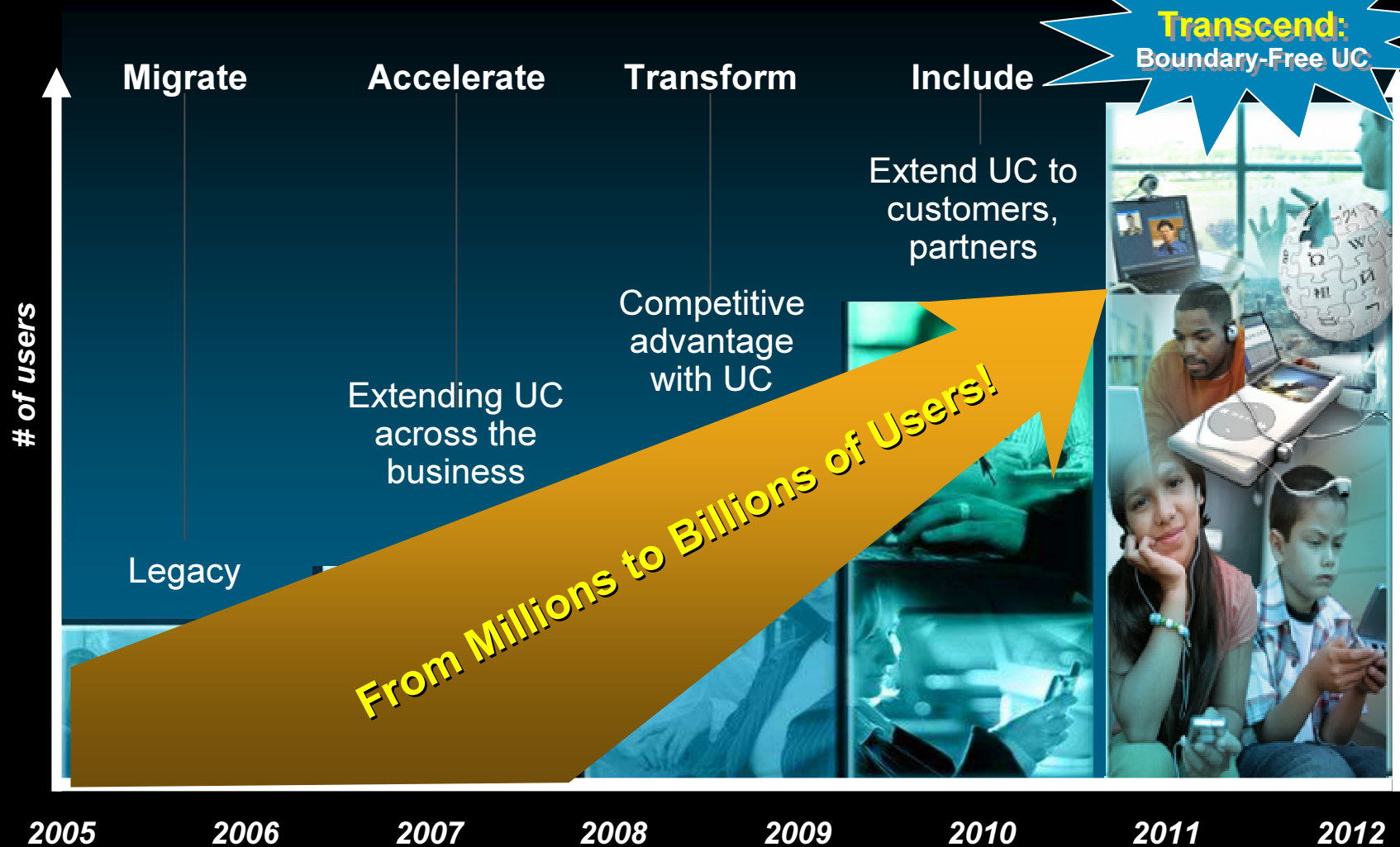


Business Impact



Solution Demo

5-Phase Plan for Unified Communications



Digivote

The Best of Both Worlds

Application

Delivery Model

Ubiquity, Speed, Flexibility

“Web 2.0” style innovation platform

Facebook stat: 5000 “custom apps” built by 80K developers in 7 weeks

Our Strategy: To bring together the pace of web-based innovations like WebEx and our proven strength in enterprise networking

The “ilities”---security, reliability, scalability, availability, etc.

Intelligent services built into the network

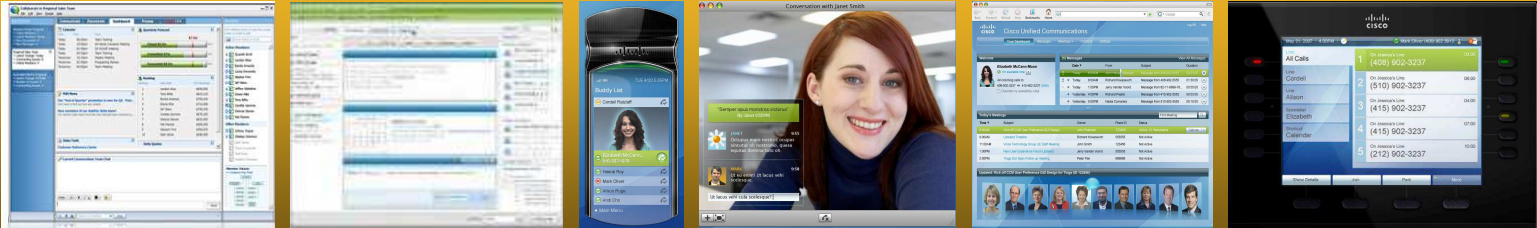
Example: Network Access Control (NAC)

Employee

Enterprise Network

Collaboration 2.0 Architecture

The Workspace

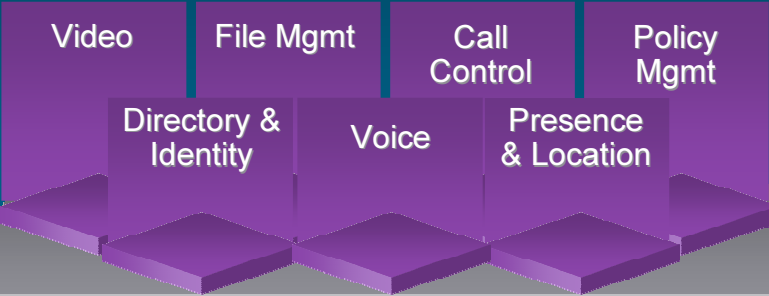


Collaborative Applications

Cisco Apps

Partner Apps

Customer Apps

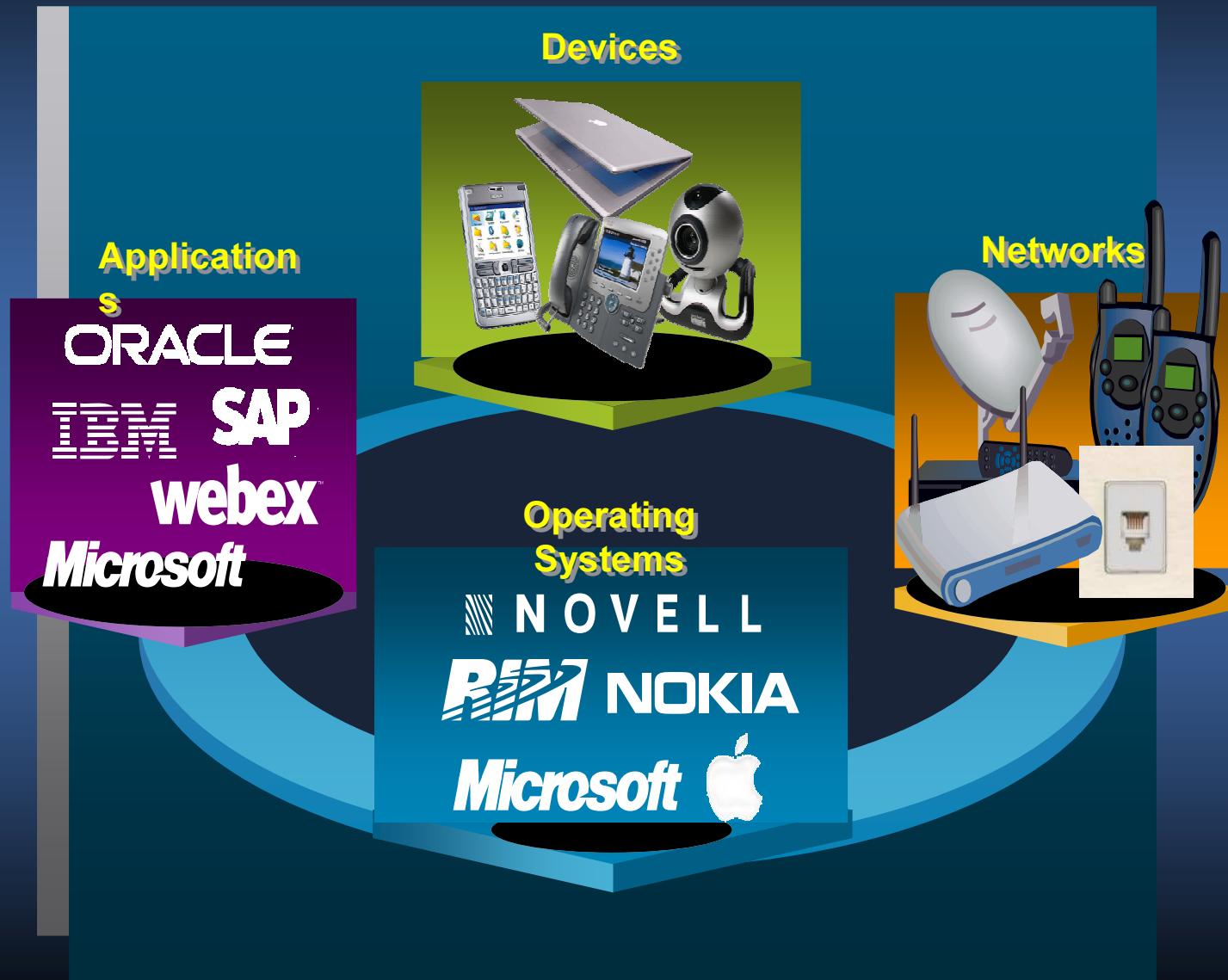


On-Premise

On-Demand

Global Delivery Network

Unified Communications Starts in the Workspace...

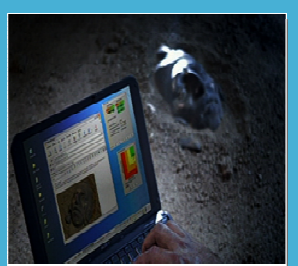




Market Drivers



Cisco Vision

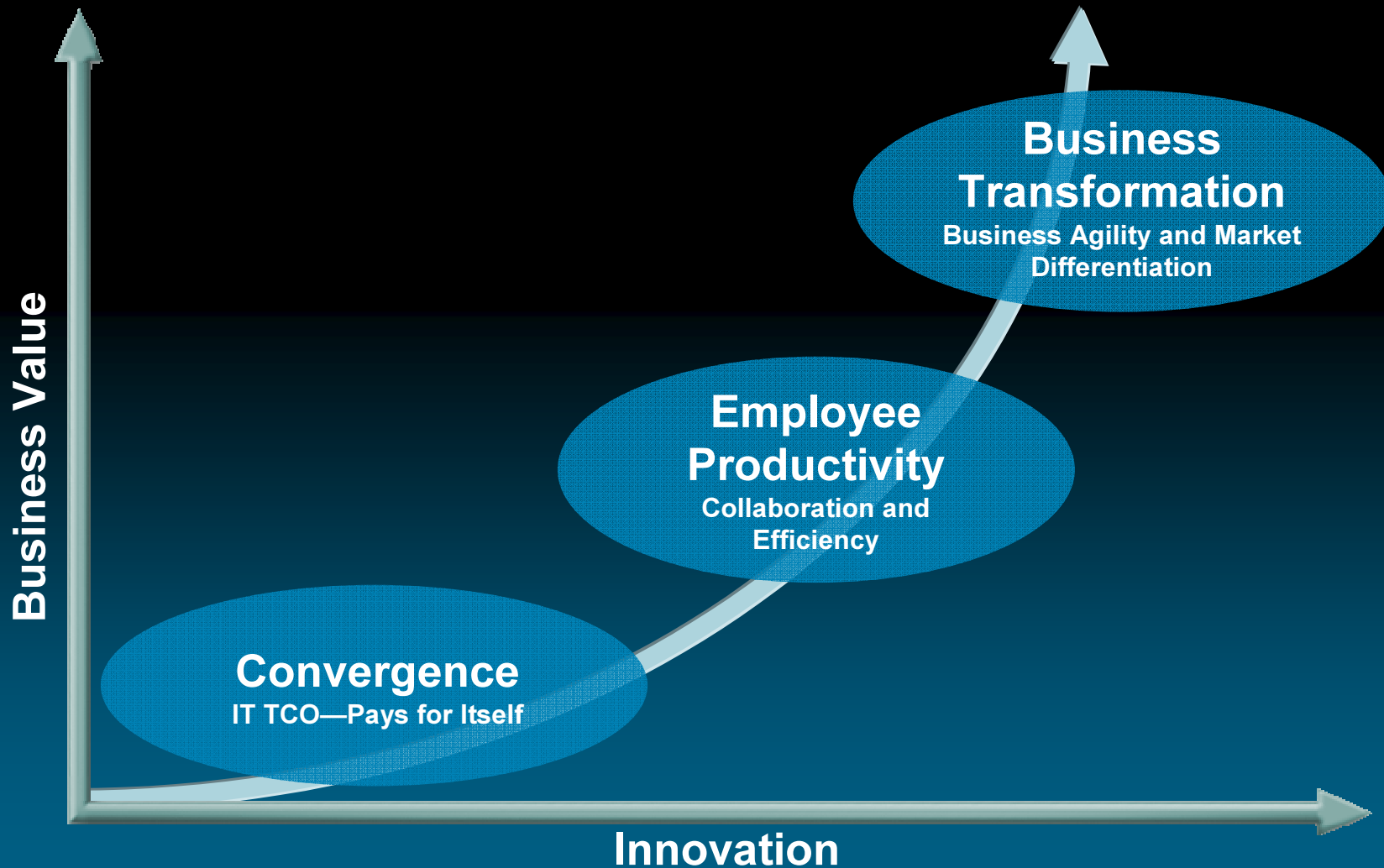


Business Impact



Solution Demo

Changing the Conversation — Audience Specific



Norbotten County Council

Business Overview and Challenge

- 8,000 Employees serve 25% of Sweden
- Centralise 35 PBX's onto one platform.
- Deliver consistent service to all users
- 5 Hospitals, 33 health centres and 44 dental centres

Solution

- 7500 IP Phones integrated into Paging system
- Unified Communications Manager
- Cisco Unified Contact Centre

Benefits

- Consistent service and information for every user independent of location
- Simplifying administration
- Reduced cost
- Ability to add sites rapidly
- Reduced number of devices for doctors

Norbotten County Council



Cisco Unified Communications

Stopping Revenue Leakage - Virtual Sales Experts

1

Customer in branch

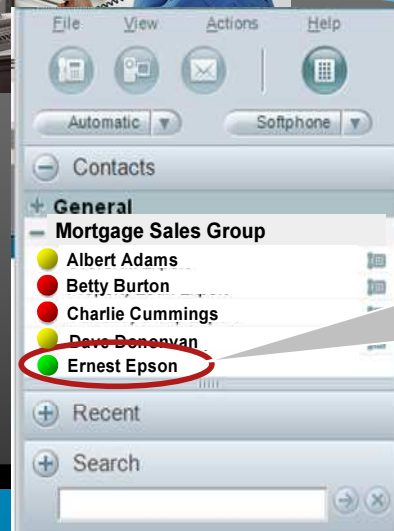


I need an Interest only Mortgage: can you assist me?

Inquiry outside Banker's area of expertise/ comfort

2

Look for an available Mortgage specialist



3

One Click to Video-call, if needed...

One more click to Screen Sharing



Business Value

- Stop 10-25% lead leakage
- Capture 7-9% additional revenue from Hispanic mortgage market
- \$160MM/yr revenue impact!

Case Study: City of Maastricht, Netherlands

Dual Mode Solution with Nokia

Business Overview and Challenge

- Communications Infrastructure for new Government building
- Implement Mobile working
- Limited desk space



Solution

- 900 Nokia e Series Dual Mode Phones
- Nokia Intellisync Call Connect
- Cisco Unified Communications Manager
- Unified Wireless Infrastructure



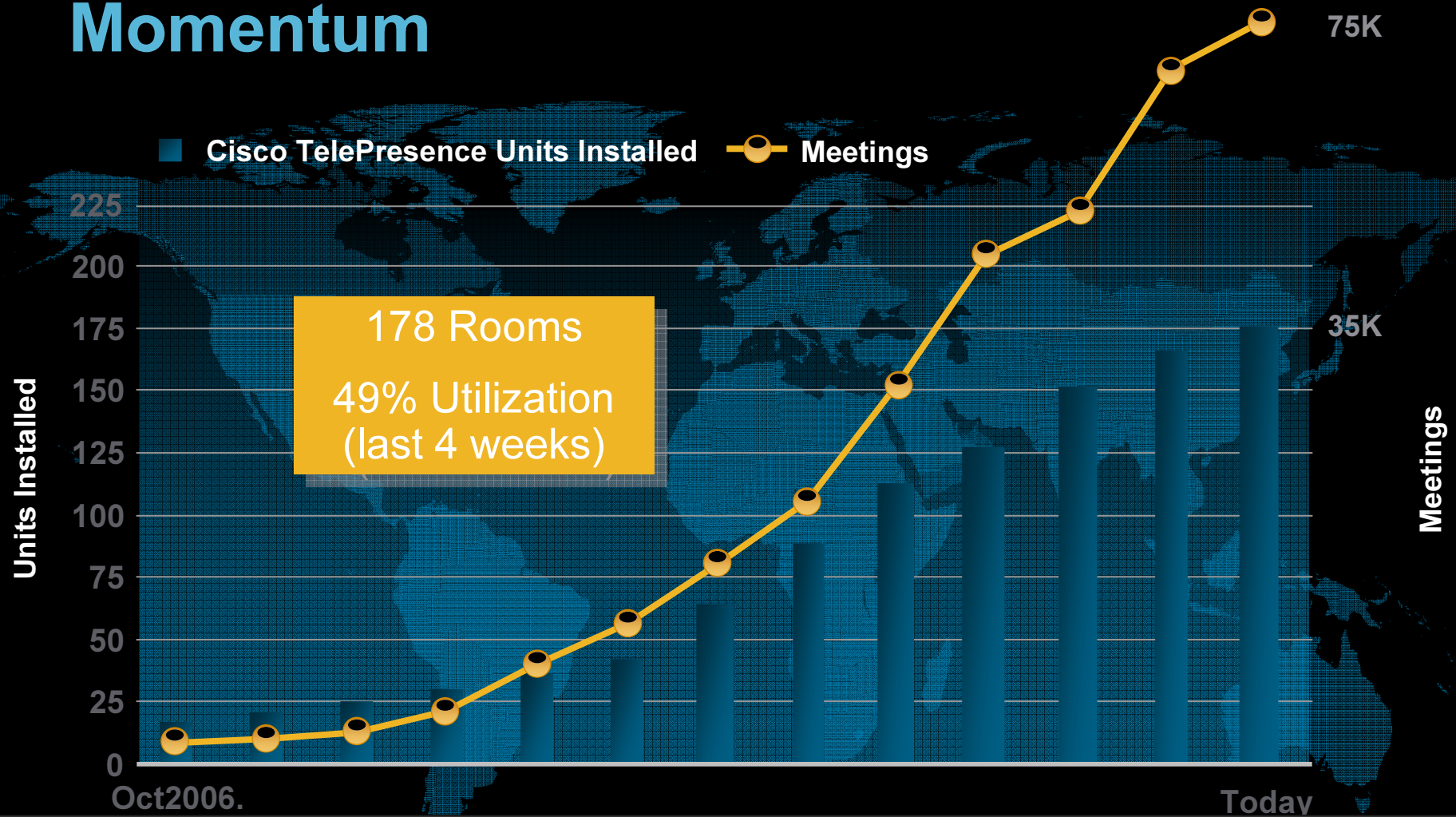
Benefits

- Improved Citizen Response
- Improved employee collaboration
- Reduced office space

TelePresence



Cisco-on-Cisco TelePresence Momentum



Benefits

>49% Utilisation of Cisco TelePresence

Greater Interactions Internally and Externally, Faster Decision-Making, Better Collaboration, Work-Life Balance, and Positive Green Impact

\$100M Cost Savings, 27Tons of CO2 saved



Market Drivers



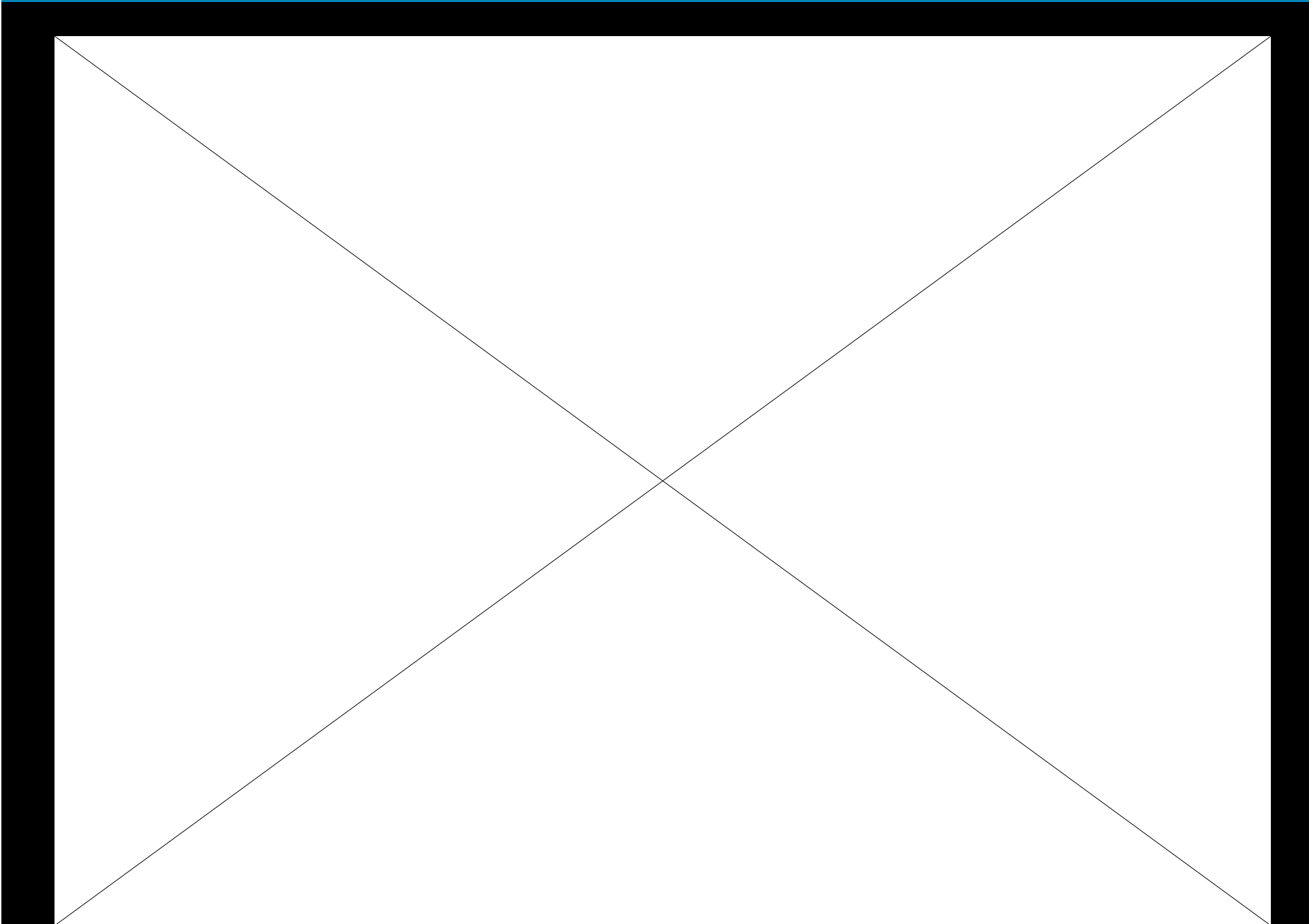
Cisco Vision



Business Impact



Solution Demo



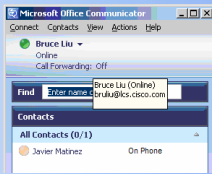
Mobile Unified Personal Communicator Demo

- Client for Smart and Feature Phones
- Symbian, BREW, Windows Mobile, RIM
- Corporate Directory and Voicemail
- Meeting Place Notifications
- Least cost routing
- Presence

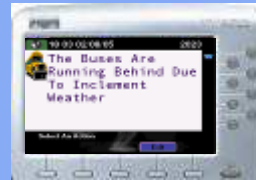


The Cisco Unified Communications System

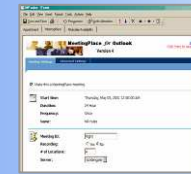
3RD Party Applications



Microsoft LCS



Vertical apps.



Microsoft Outlook/Lotus Notes



MOC / Sametime

Applications



Mobility



Unity Unified Messaging



Unified Meeting Place conferencing



Unified Presence Server



TelePresence



Unified Personal Communicator



Unified Contact Centre

Endpoints



Unified IP phones



Unified IP Communicator

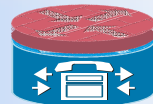


Nokia Dual-Mode

Call Control



UC500 Series



Unified Communications Manager Express



Unified Communications Manager Business

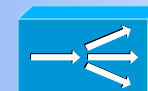
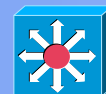


Unified Communications Manager



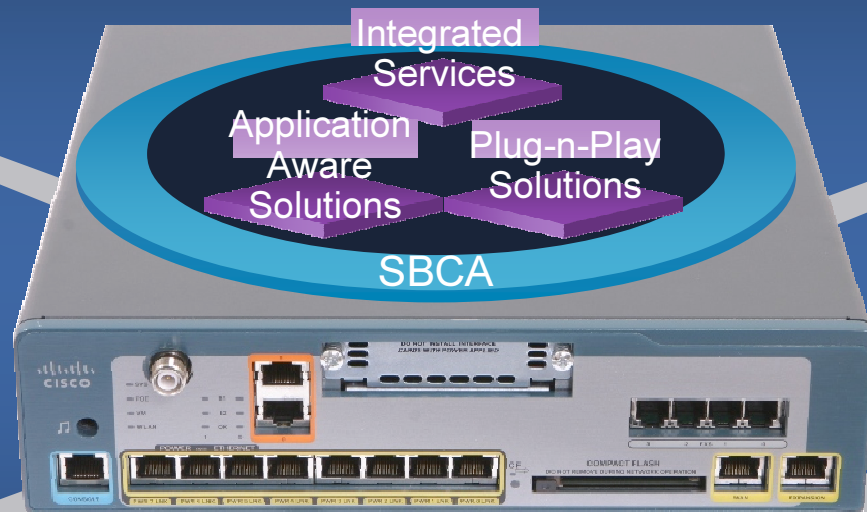
HUCS

Infrastructure



Smart Business Communications Architecture Packaging UC for the SMB

Smart Business Communications System

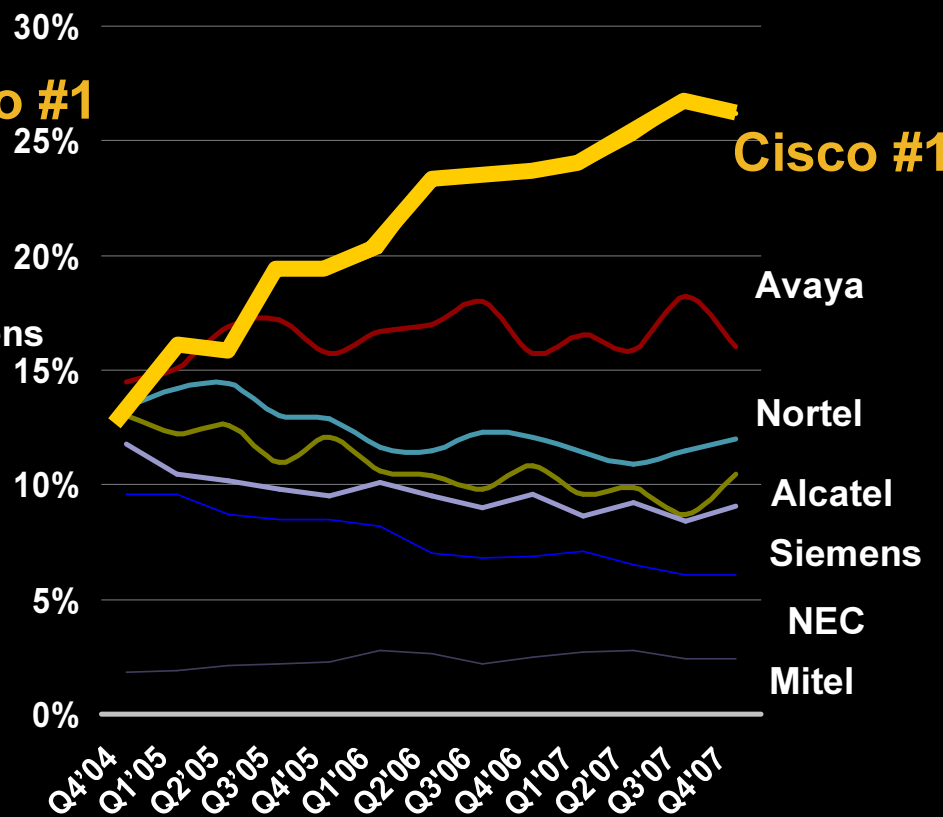
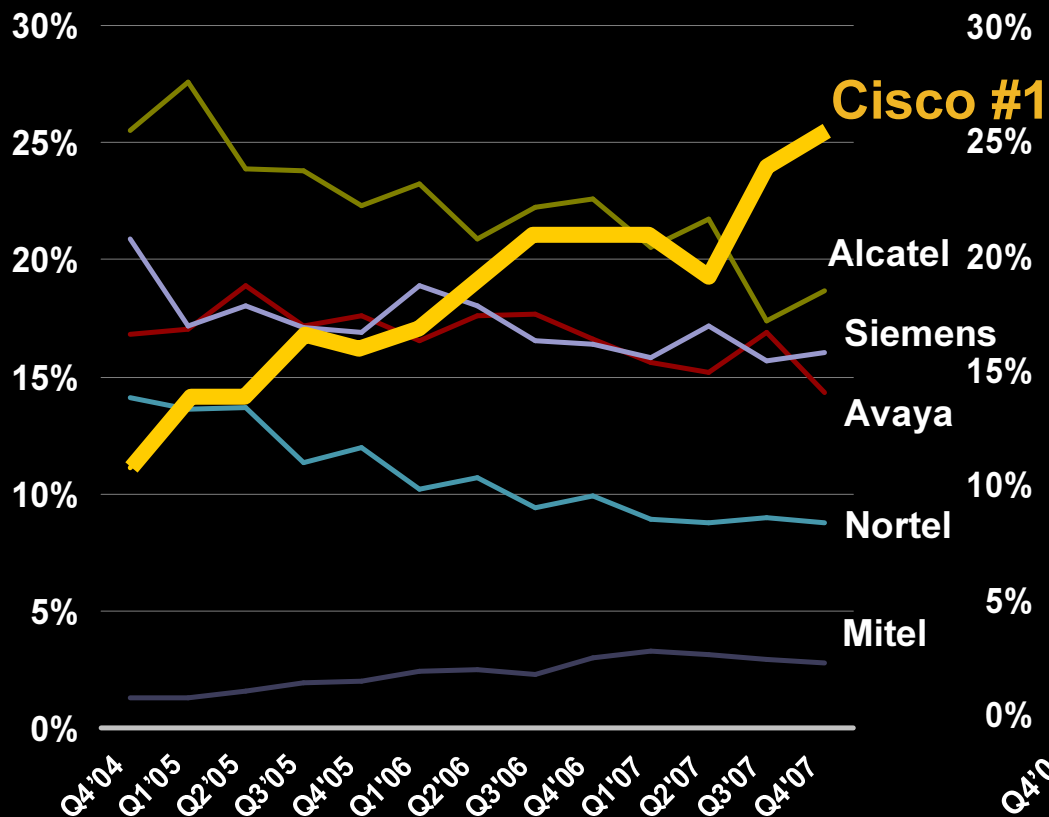


Unified Communications
Routing, Switching
Wireless
Security
Video

Cisco Momentum in Unified Communications

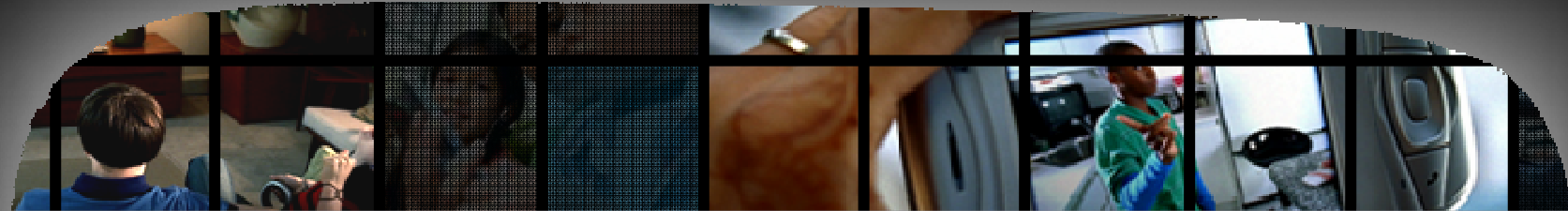
WE Voice Market Share

WW Voice Market Share



Voice Equipment Revenue





Welcome to
the Human Network.

