



The New Collaboration Experience

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Today's Business Complexities

Trends

Global Value Chains
Consumerisation
Information Overload
Workforce Mobility



Human Impact

Harder to Build Trust
Difficult to Know Who
the Right Expert Is
Information Sharing Among
Companies Difficult



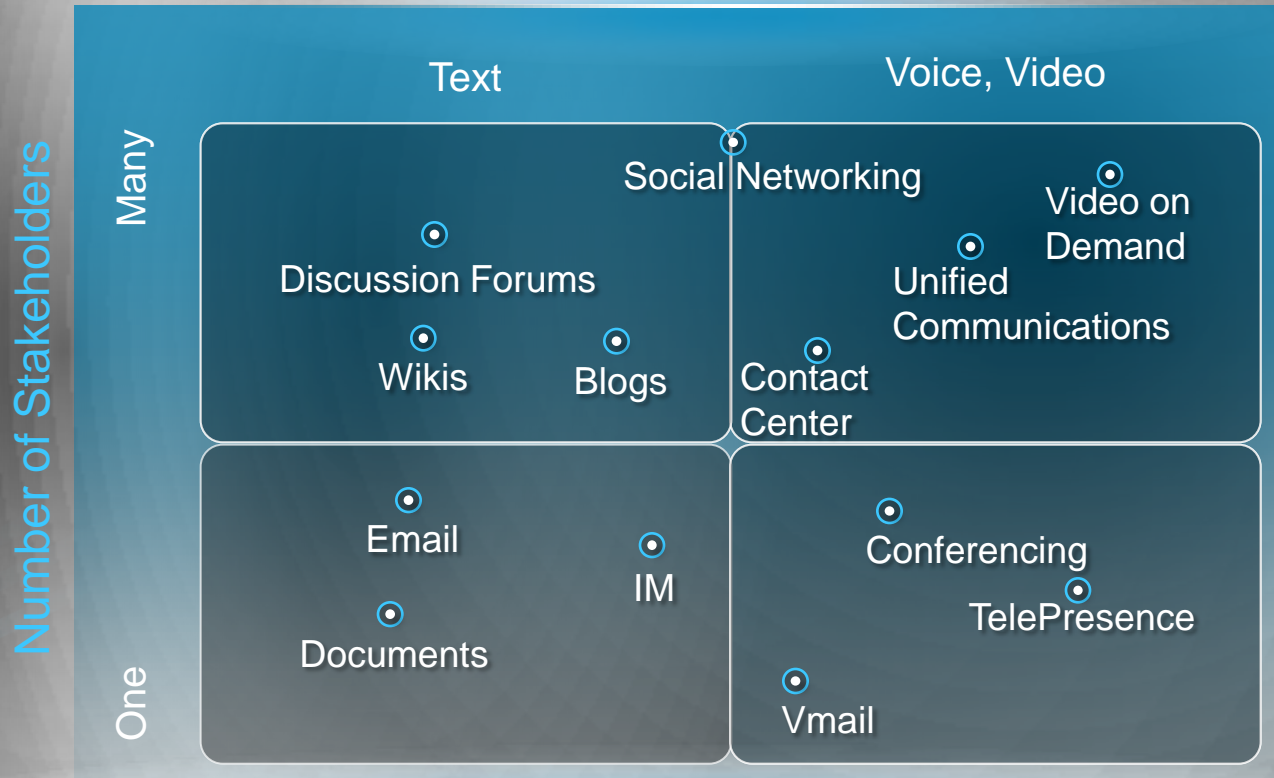
Business Impact

Missed Opportunities, Market
Transitions
Customer Response
Higher Costs



Changing the Way We Work

Collaborative Tools



“Raising the productivity of employees whose jobs can't be automated is the next great performance challenge—and the stakes are high.”

McKinsey & Company, The 21st Century Organization

Essential Elements of Collaboration

Not So Long Ago...

Primarily single source

Largely asynchronous

Inside my organization

Static and pre-defined networks

You find information, people

Inside the firewall, walled off

Information

People

Communities

Context

Security

Today...

Multiple sources, multiple devices,
multiple applications

Non real-time and real time, interactive

Dispersed teams,
outside my organization

Dynamic teams

Right time, right people, right resource

Inclusive,
selective, fluid



Collaboration: Transforming Front-Line Services



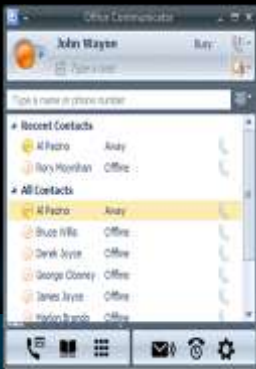
Reducing travel and improving productivity

Cisco IP Telephony, XML applications, Unity voicemail on Blackberrys, video telephony, video conferencing



Saving £200k/yr to re-invest
Eliminated 30 hours/wk travel time in each area → more time on beat
Improved disaster recovery

Collaboration: Transforming Back-Office Productivity



New Ways of Working, New Ways to Provide Service

Cisco IP Telephony, CC Enterprise, CUCiMOC, TelePresence



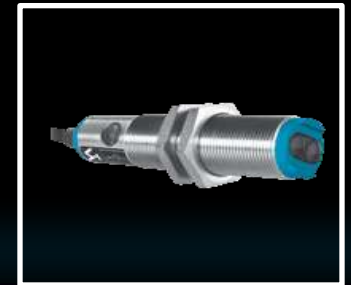
£300k/yr flexible working savings
£680k/yr telephony savings
£5.7m/yr increased productivity
Branch & CC service levels up

Collaboration: Transforming Global Communications



**Connecting Right People,
Right Information, Right Time**

Cisco IPT, Unity, CC Express,
Personal Communicator, SNR,
Click-to-Call, Presence,
MeetingPlace



20 min/day savings for sales
\$70k/year travel savings
\$30m increased sales productivity
\$15m increased partner productivity

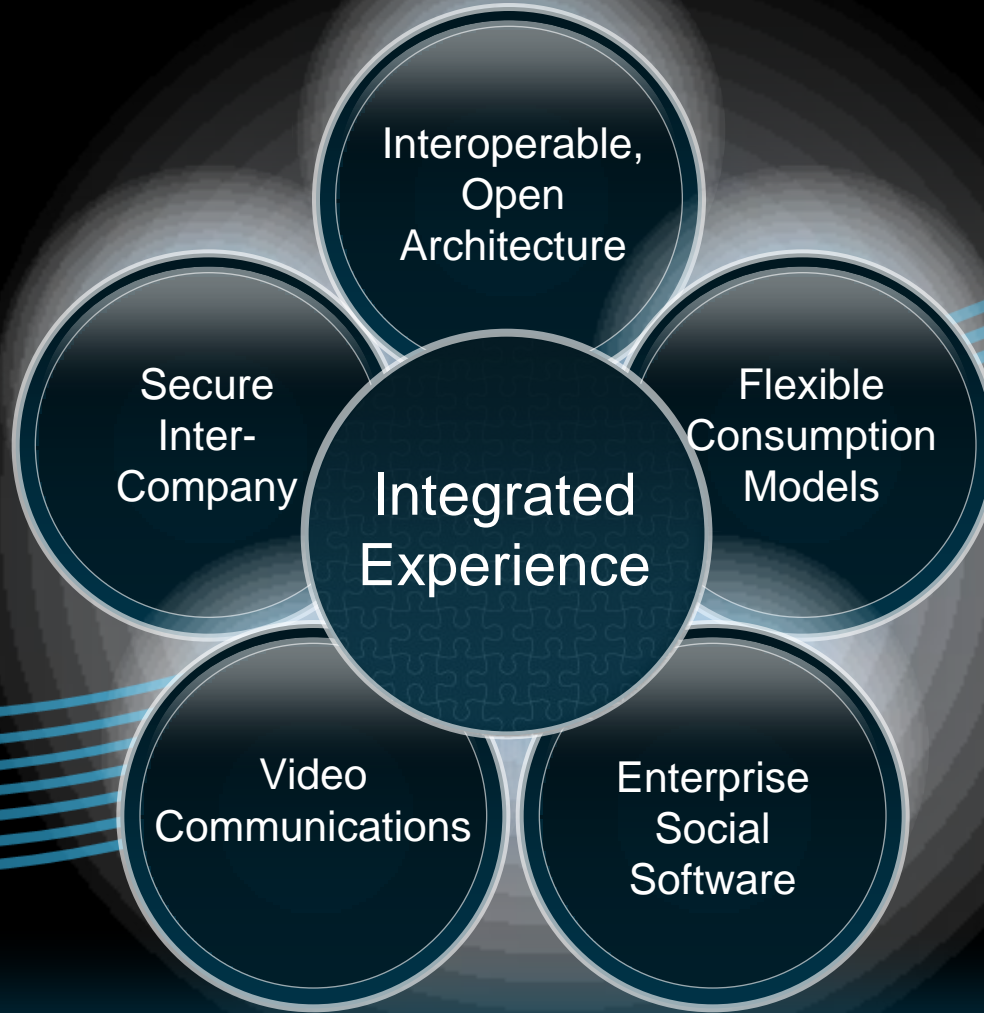
Collaboration Is...

Equal Parts Process, Culture and Technology

- From command and control to collaboration and teamwork
- Nov 2008 realigned **\$500M in 90 days**
- TelePresence
 - 430K Meetings
 - 47% Utilisation
 - **\$346M travel savings**



Strategic Direction



Collaboration Technologies



IP
Communications



Mobile
Applications



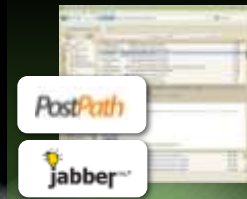
Customer
Care



Telepresence



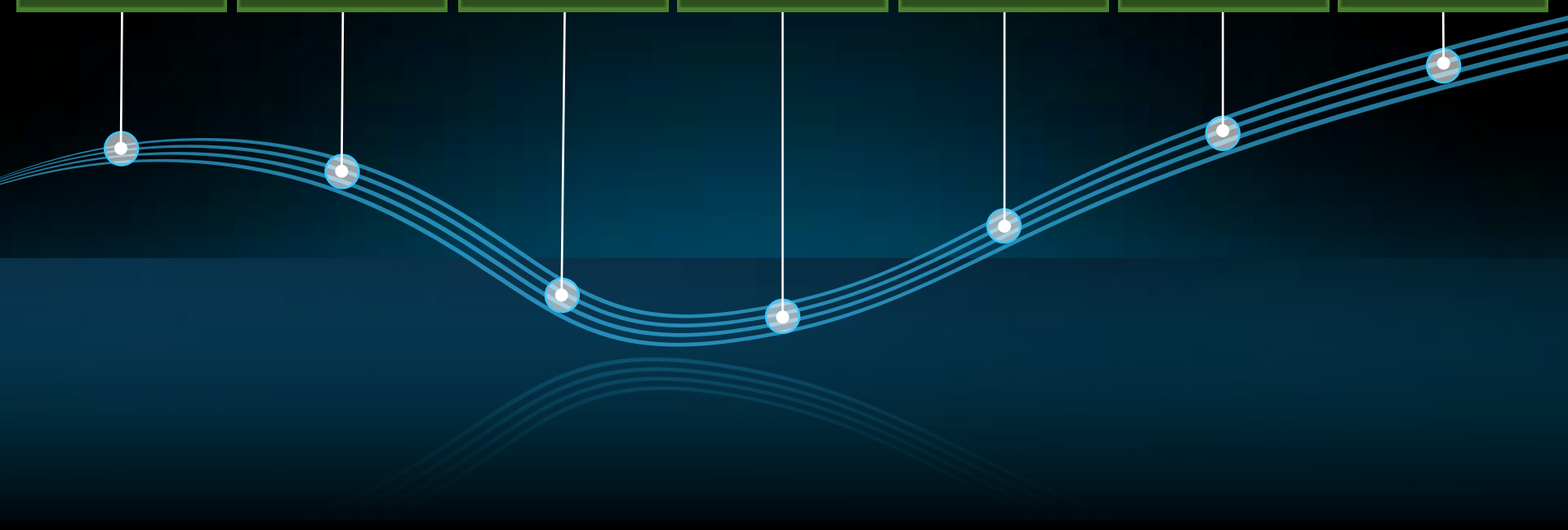
Conferencing



Messaging



Enterprise
Social Software



Delivering the Architectural Foundation

Collaboration Now and in the Future

Communication
and Collaboration
Applications

Collaboration
Services

Infrastructure

On-Premise

Hybrid

SaaS



Enterprise Collaboration Platform

Cisco Enters the Enterprise Social Software Market

Use social tools and pervasive collaboration applications to dynamically form teams based on expertise and relevance, regardless of location

Personal dashboard

Directory profile

Social & network-based auto-tagging

Blogs, wikis, forums

Click to: call, IM, meet

Community team space

People, communities, information, search

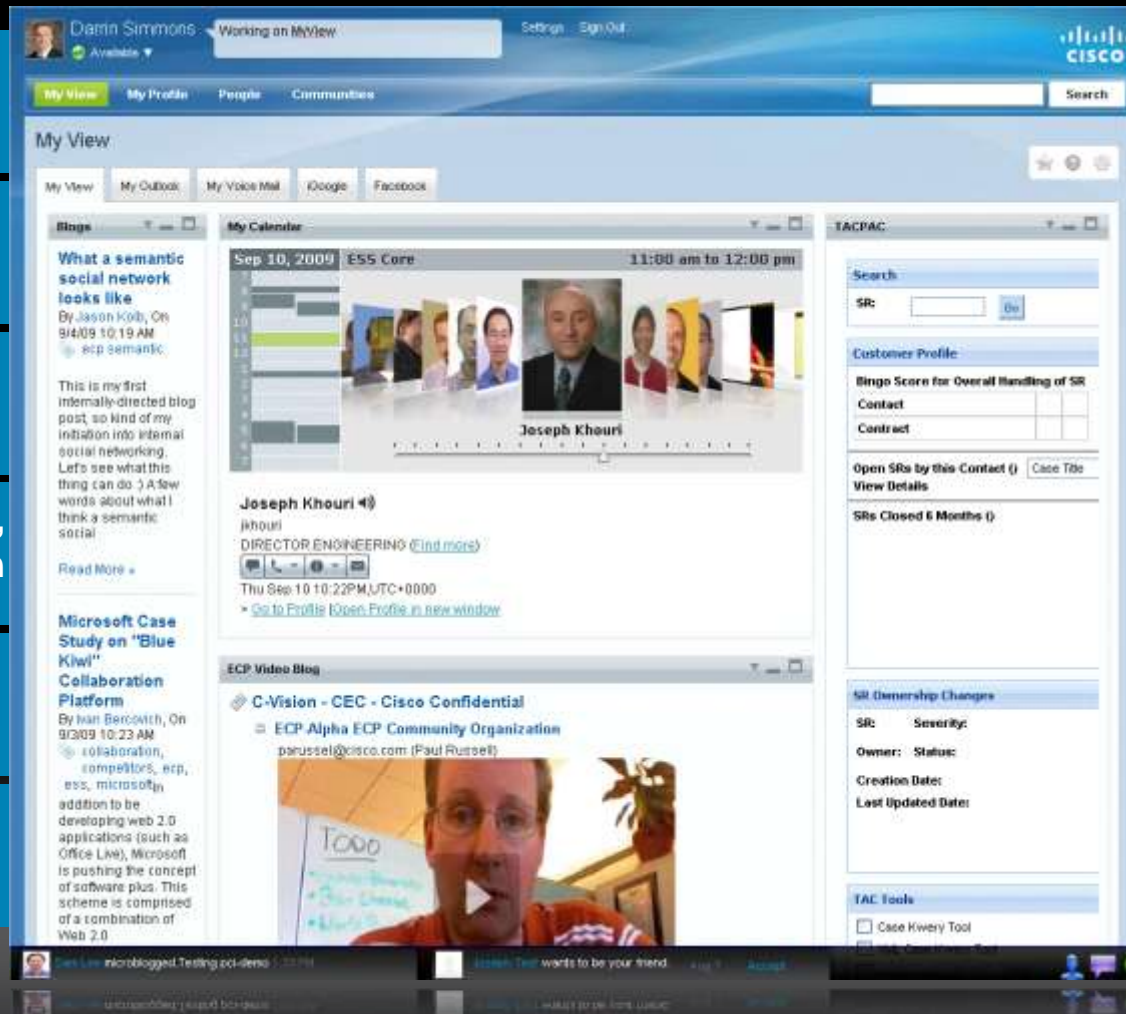
Video

Content management

UC-enabled browser

Policy and Security

Micro-blogging



Enabling Trusted Business-to-Business Collaboration

Secure Collaboration Across Organizations

- Secure Intercompany
- Voice and Video
- Presence and IM
 - XMPP and SIP Simple
- TelePresence
- Conferencing
- email



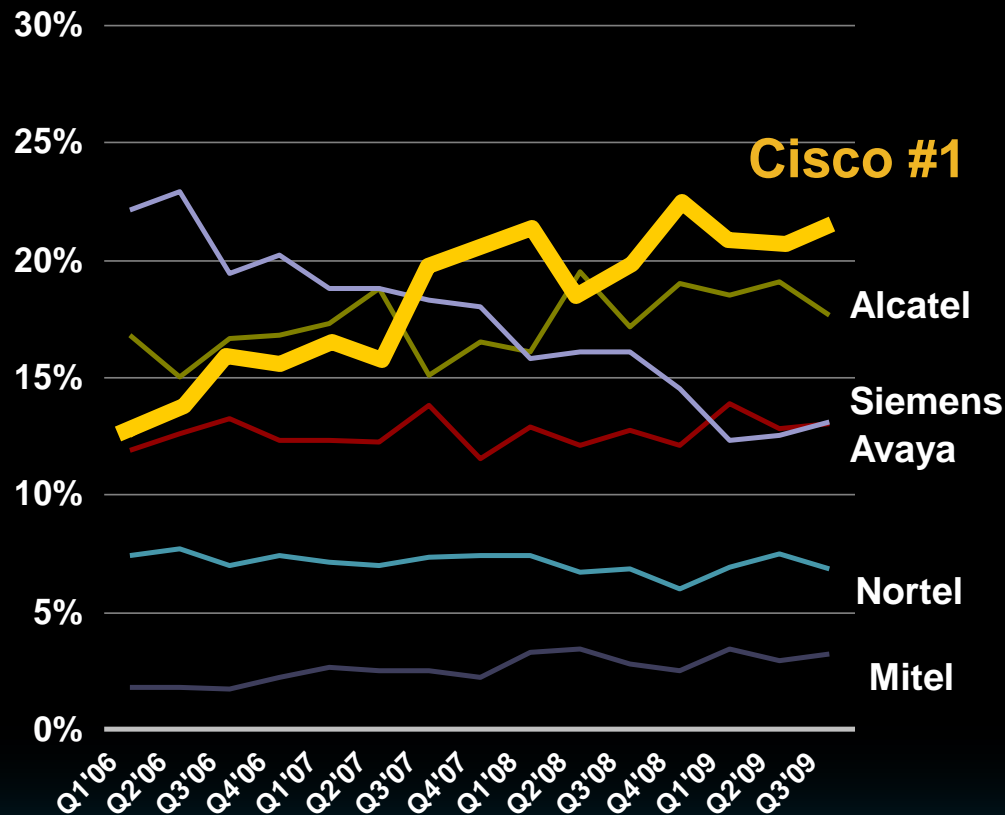
Secure
Inter-Company

Collaboration Applications Moving to Smartphones



Cisco Market Leadership

Western Europe Enterprise Voice Market Share



The European Leader in Collaboration

- #1 in Enterprise Voice
- #1 in Collaborative Apps
- #1 in IP Contact Center
- #1 in Web Conferencing
- #1 in TelePresence
- #2 in Audio Conferencing
- #2 in Messaging (UM/VM)
- #3 in Instant Messaging

Sources: Synergy Research, Frost & Sullivan, Gartner Dataquest, IDC, Intellicom, Cisco

Summary



Business and User
requirements changing

Intercompany

Move to Cloud

Interoperability

Presence



