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You are muted. We will begin shortly.***

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US/Canada: +1.866.432.9903

United Kingdom: +44.20.8824.0117

India: +91.80.4350.1111

Germany: +49.619.6773.9002

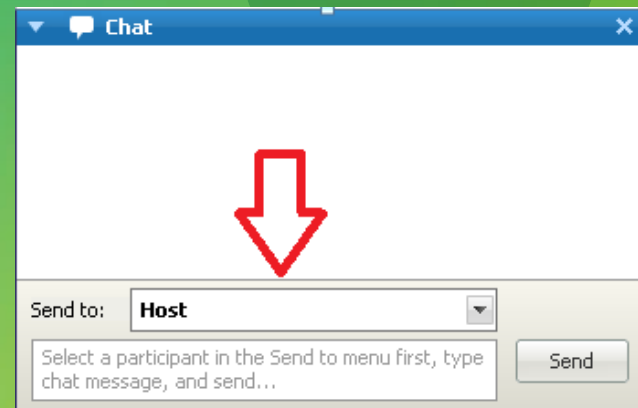
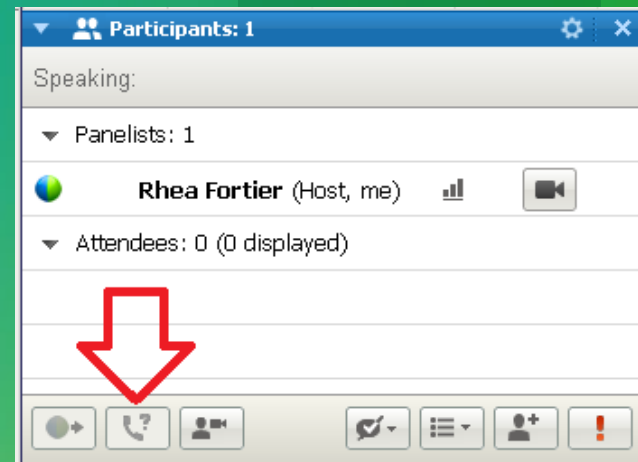
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## Chat Window

Please send a message to the Cisco WebEx Facilitator (Host) if you are experiencing any issues on the call.





# New Options for Deploying Cisco Collaboration Solutions

*Determine the Best Deployment  
Model for Your Business*

# Speakers

**Kanchan Mirani**

Cisco Product  
Manager



**James Riseman**

Cisco Product  
Manager



# Housekeeping Notes

- You will be **muted** throughout the webcast
- Type **questions** into the **Q&A Panel** in the bottom right hand corner of the Cisco WebEx Event Center console
- Use the **chat window** to report audio and viewing challenges
- Complete the **evaluation** at the end of webcast and receive a \$10 Amazon.com gift card
- Access this **presentation** and other **resources**:  
<http://communities.cisco.com/docs/DOC-31753>

# Agenda

Topic and Timeframe	Presenters
<b>8-8:05 a.m. PT:</b> Webcast logistics	Laura Douglas Collaboration Community Manager
<b>8:05-8:15 a.m. PT:</b> Cisco Collaboration Solutions Strategy and Deployment Options Introduction	Marcus Gallo Collaboration Solutions Marketing
<b>8:15-8:45 a.m. PT:</b> What's new? <ul style="list-style-type: none"><li>• Cisco Hosted Collaboration Solution enhancements</li><li>• Cisco WebEx Meetings Server (on premises web conferencing)</li></ul>	Kanchan Mirani (replacing Brian Blatnik)  James Riseman
<b>8:45 – 9:25 a.m. PT:</b> Considerations and use cases to help you determine the best deployment model for your business needs	
<b>9:25 – 9:30 a.m. PT:</b> Evaluation and resources to learn more	Laura Douglas

# Cisco Collaboration Strategy and Deployment Options Introduction



# POLL:

What unified communications and collaboration solutions have you deployed to-date (on premises and cloud)?

*Select all that apply ...*

- voice and voicemail
- video / telepresence
- web conferencing
- contact center
- instant messaging / presence
- none of the above

# Market Transitions

## The 'Workspace'

Video

Mobility

Cloud





# Collaboration Vision

The background of the slide features a dramatic sky with scattered white clouds against a deep blue backdrop. In the foreground, the silhouettes of two mountaineers are shown. The climber on the left is positioned lower, with a large backpack and a pickaxe resting on their shoulder. They are reaching their right hand out towards the right. The second climber is positioned higher up on the right side of the frame, also reaching their left hand out towards the first climber. The overall scene conveys a sense of teamwork and shared achievement in a challenging environment.

People working together can achieve extraordinary things.

We create the environments and experiences that put the extraordinary within reach.

# Collaboration: Empower, Engage, Innovate



**Mobile**



**Executive**



**Deskless**



**Contact  
Center**

**INTEGRATED COLLABORATION EXPERIENCE**

Unified Communications

Customer Collaboration



SERVICES

Collaboration Applications

Telepresence

CLOUD

ON PREMISE

CISCO COLLABORATION PORTFOLIO

# Putting the Extraordinary within Reach

## Best in Class

Video, Voice, Conferencing

## Comprehensive Architecture

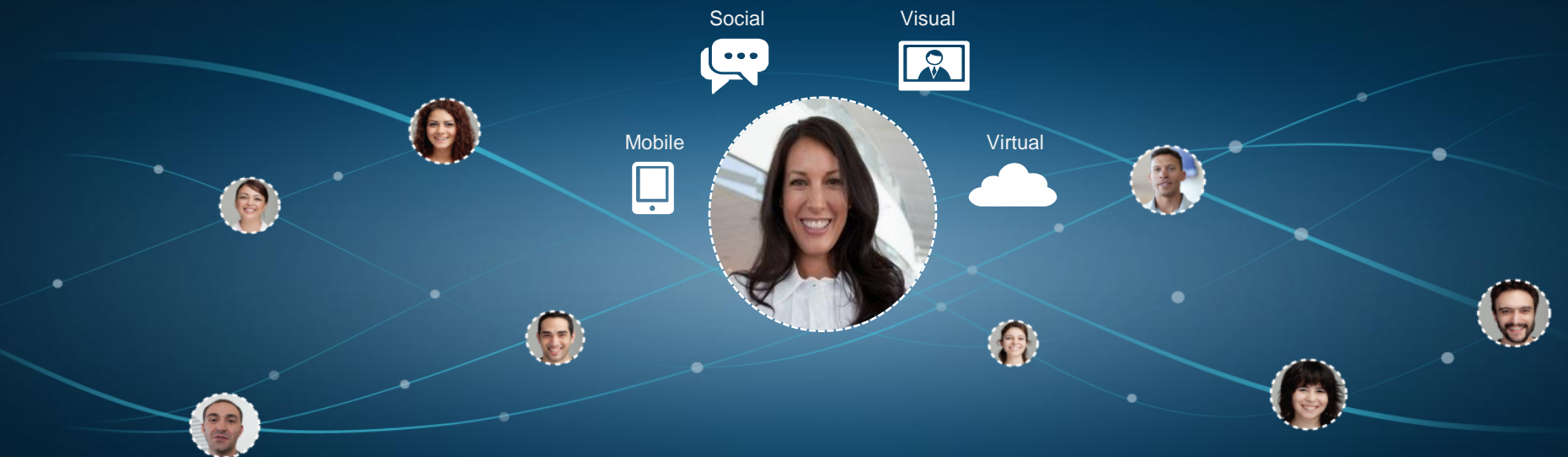
Secure, Scalable, Cloud-ready

## Open and Interoperable

Investment Protection

## Proven

200,000+ Global Customers



**INTEGRATED COLLABORATION EXPERIENCE  
BUILT ON AN INTELLIGENT NETWORK**

# Cisco Collaboration Deployment Options

## Delivering an Integrated Collaboration Experience

Private Cloud  
(on premises)

Partner Hosted/  
Managed Cloud

Public SaaS Cloud

# What's New?

# Recent Announcements

# Cisco Hosted Collaboration Solutions (HCS) Enhancements



# Cisco HCS Evolution

## Delivering Application Breadth & Platform Depth

### Applications

#### Unified Communications



#### Customer Collaboration



#### Collaboration Applications



#### Telepresence



### Platform

#### Management Platform



- Service Fulfillment
- Service Assurance

#### Cloud Ready Virtualization Platform



#### Network Architecture



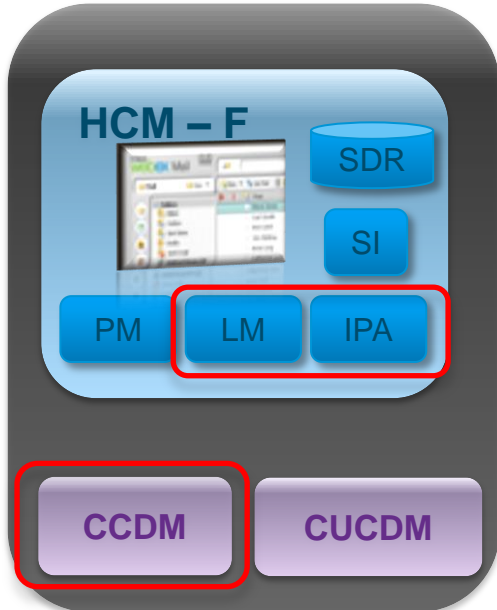


# HCS 9.0.1 architecture

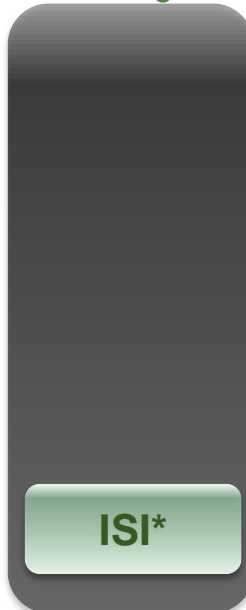
We're providing customers with greater choice of deployment models for more and more workloads

## Service Provider Systems (OSS/BSS, Ticketing, or other Northbound)

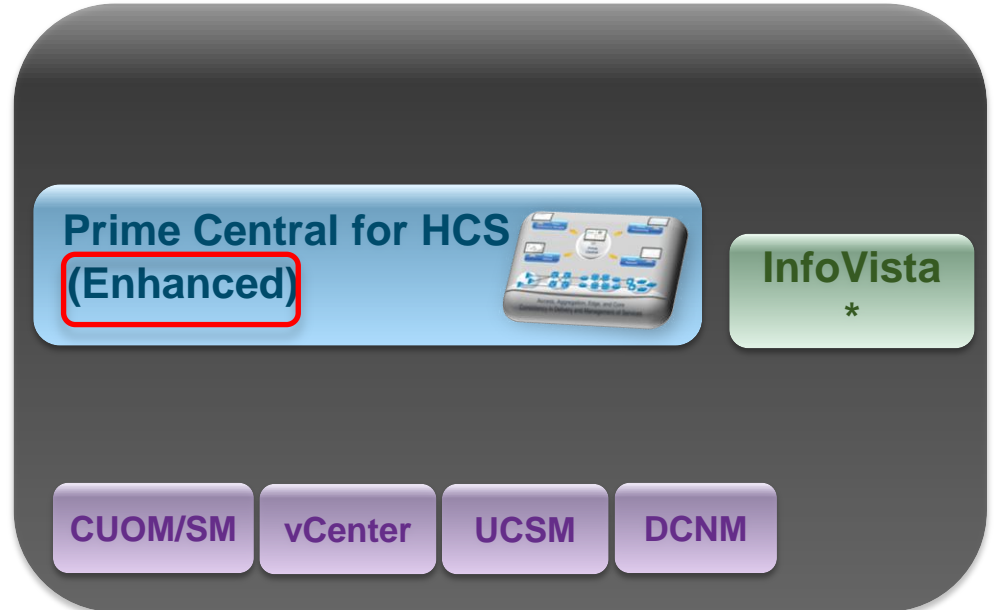
### Service Fulfillment



### Billing

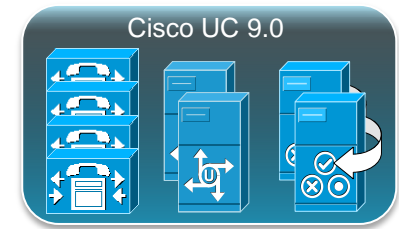


### Service Assurance



\*Reference sale

# Unified Communications



## What's New

Support for Cisco Unified Communications 9.0

## New features and Benefits

- **New features of Cisco Unified Communications Manager 9.0, Cisco Unity Connection 9.0**
- **Enterprise fixed mobile convergence with IMS VoLTE/4G**
- **Key supplementary services include:**
  - Ad-hoc multi-party conference
  - Call Transfer
  - Music-on-hold
  - Message Waiting Indicator
  - Call Waiting
  - Call Barring
  - Call Forwarding

# Enhanced Enterprise Mobility

## Fixed Mobile Convergence

### Unified Communications & Collaboration Applications



#### • Core Mobility Features

- Native Unified Mobility (SNR via both fixed and Mobile DN )
- Support for Jabber clients including dual-mode and Dial-via-office
- Clientless FMC via SIP trunking or via standard IMS integration

#### • Video

- 2-way video support over WiFi, 3G/4G (via VPN)
- Video support for SNR calls
- Video session handoff between mobile and desk phones

#### ▪ Single Number Reach Voice Mail

- A new cellular voicemail avoidance mechanism (via DTMF insertion) that provides one enterprise voicemail for Cisco mobility solutions

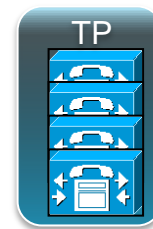
#### ▪ Advanced UC features

- Hunt Group Logout
- TLS/SRTP

#### ▪ Simplified Provisioning

- Multi-level configuration support for mobile devices

# Telepresence



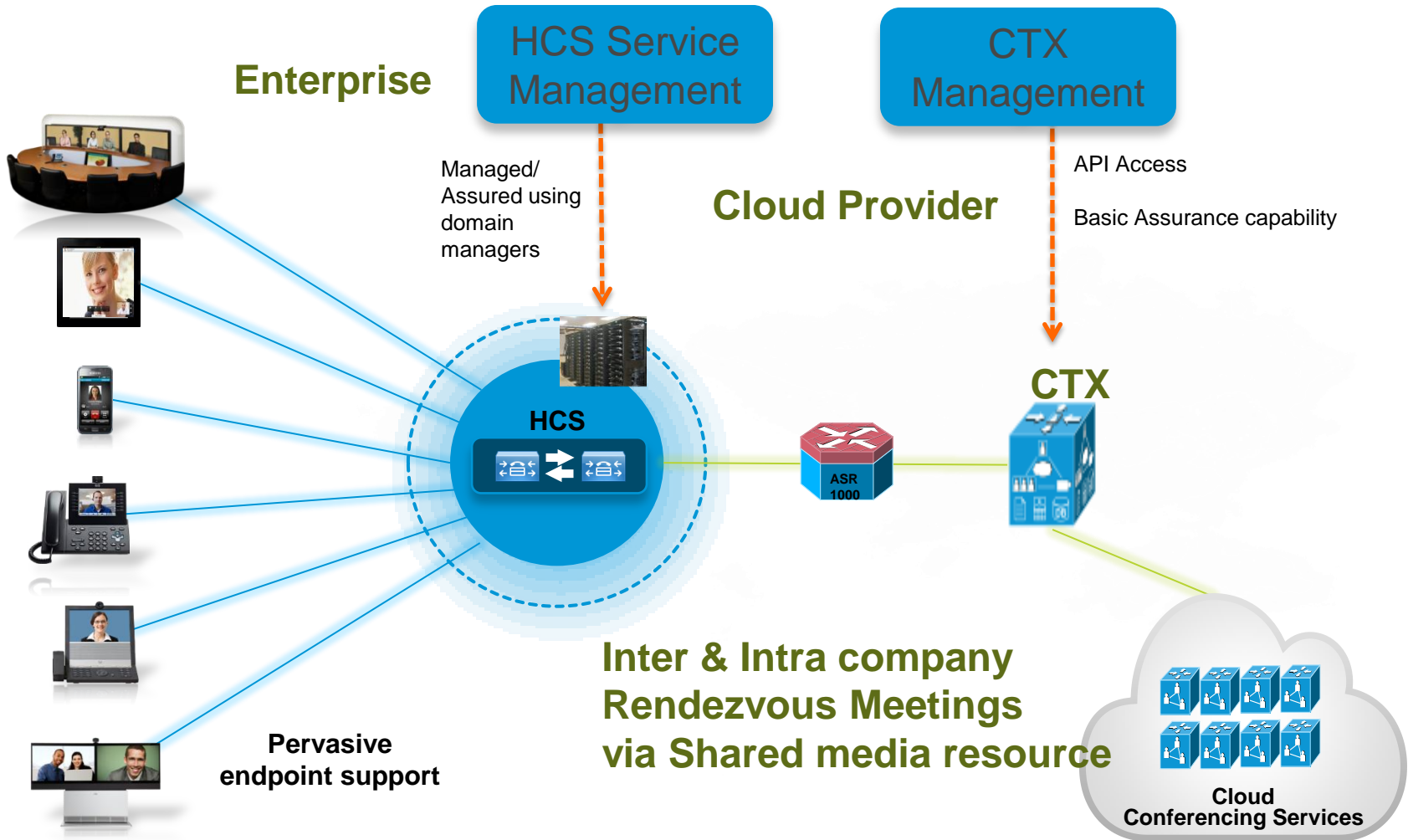
## What's New

Integration with Cisco TelePresence Exchange (CTX)

## New features and benefits

- Ability to share conferencing resources across customers
- Support for entire portfolio of Cisco TelePresence endpoints with an integrated voice and video dial plan. No need for a video overlay network.
- Rendezvous video conferencing
- Intercompany calling

# Cisco HCS and CTX





# Customer Collaboration

## What's New

Expanded Contact Center Offering

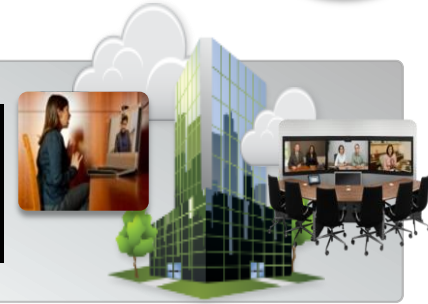
## New Features and Benefits

- **Extension & expansion of HCS for Contact Center:**
  - **Outbound Dialing**
  - **Outbound IVR**
  - **Precision Routing**
  - **Finesse Desktop**
- **Contact Center Domain Manager**

# Cisco HCS Delivers Application Breadth and Platform Depth

Available  
Q4CY12

Telepresence



Customer Collaboration



Unified Communications

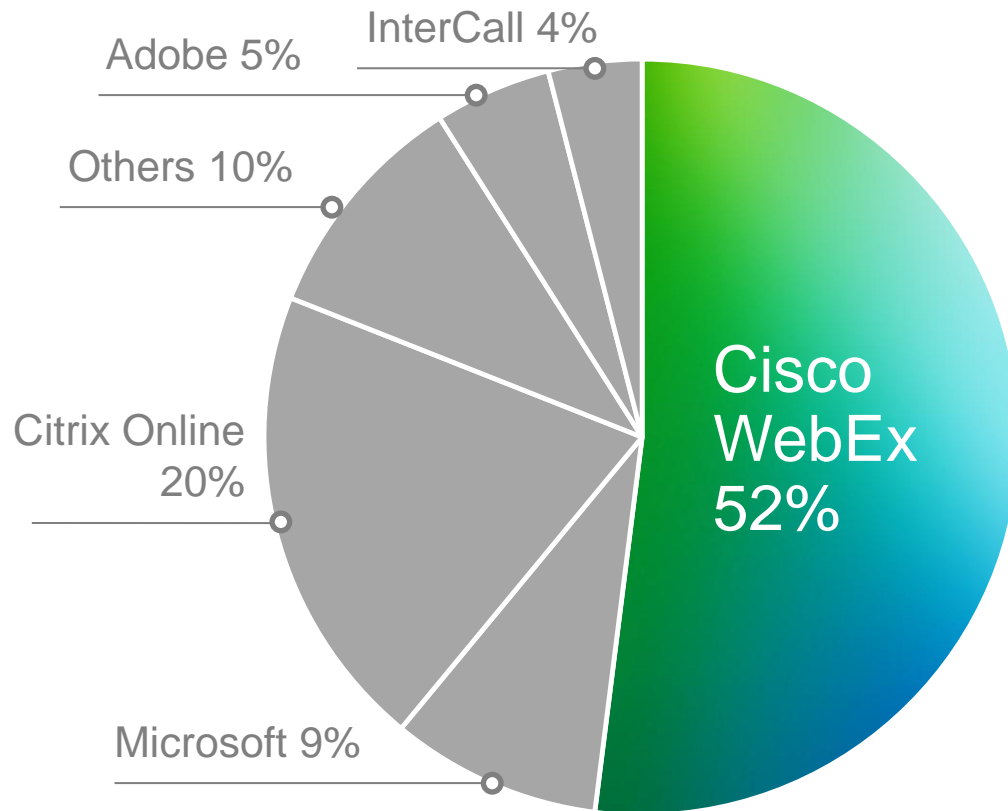


# Cisco WebEx Meetings Server Introduction





# WebEx Market Share Leader for Global SaaS Web Conferencing



**52%**  
**Market Share**

Cisco WebEx  
Leads the Market

Source: Synergy Research 2012

# The Power of Meetings to Collaborate

## Cisco WebEx:

- 6 million registered hosts worldwide
- 7.6 million WebEx meetings run each month
- 26 million meeting attendees each month
- 1.5+ billion meeting minutes per month
- 1.8+ million mobile client downloads



A photograph of three business professionals in a server room. A woman in a white shirt and dark pants is holding a laptop and pointing at the screen. Two men, one in a white shirt and one in a dark suit, are looking at the laptop. They are standing in a hallway lined with server racks. The lighting is blue and white.

# Cisco WebEx Meetings Server is...

A secure, fully virtualized, private cloud (on premises) conferencing solution that combines audio, video and web to reduce conferencing costs and extend your Cisco UC investment

# Cisco WebEx Meetings Server

## An Entirely New WebEx Deployment Model

- WebEx meetings in a private cloud  
Installed in your datacenter
- All-in-one conferencing solution  
Incorporates audio, web and video in a single solution
- Same great WebEx user experience  
WebEx clients for PC, Mac, iPhone, and iPad;  
high quality video; sharing, annotation, and collaboration tools; recording and playback etc.
- Software based  
Designed for Cisco UCS Servers + VMware 5
- Integrates with Cisco UC suite  
Extends Cisco Unified Communications Manager to conferencing, and meeting escalation from Jabber\*. Part of CUWL Pro.



# Cisco WebEx Meetings Server (CWMS) Details



# WebEx User Experience

## Industry-Leading Web Conferencing Solution

- Comprehensive conferencing solution that includes audio, web and video
- Rich set of real-time collaboration tools and features, as found in Cisco WebEx Meeting Center

Document, applications, and desktop sharing

Annotation and collaboration tools

Integrated audio—participant list, active talker, video switching, etc.

Host controls—effectively manage meetings

Recording and Playback

Scheduling integration with Outlook 2007 and 2010

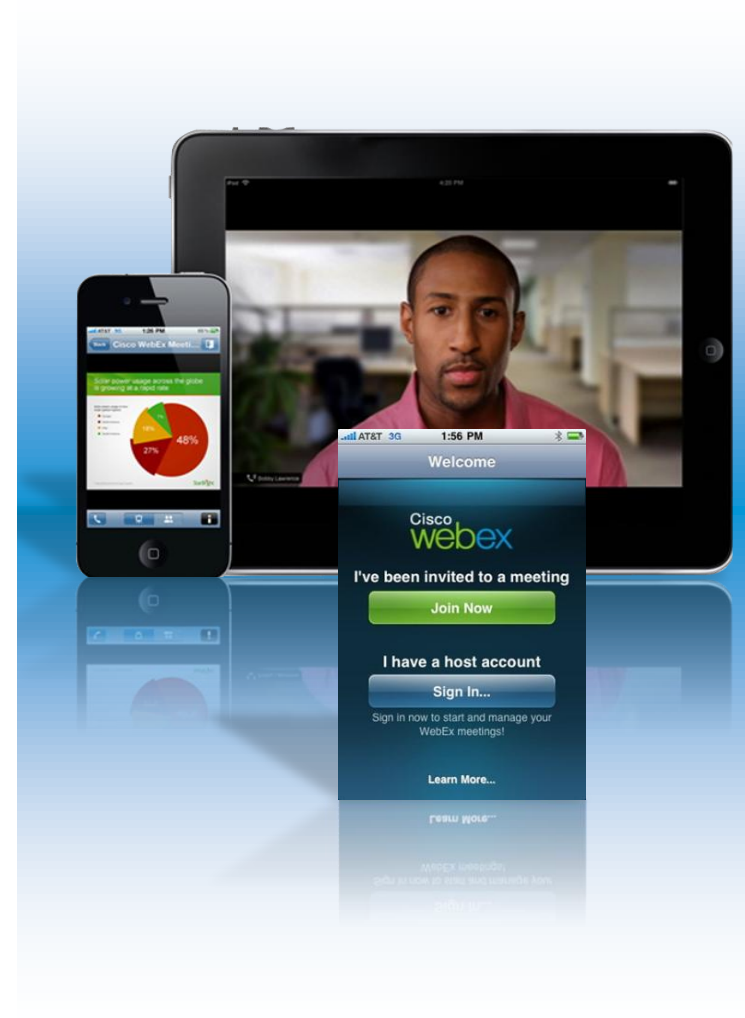
Consistent, cross-platform experience on Windows, Mac, Smartphones and tablets



# Mobile Device Support

## Anywhere, anytime collaboration

- Meeting clients for mobile devices
  - iPhone and iPad
  - Android: planned for 2H 2013
- Key features
  - Start, Join, Schedule and Attend meetings
  - Chat, Audio, Call Me, Calendar, Pass Presenter
  - Two-way video on iPad 2.0 and beyond
  - Voice over Wi-Fi on iPad



# High-Quality Video

## A natural, face-to-face experience

- Engaging video experience
  - High Quality (HQ) video: 360p resolution
  - High Definition (HD) video: planned for 2H 2013
  - Active speaker switching
  - Full-screen video
  - Share content and view video
- Mobile video experience on iPad and iPhone





# Audio Conferencing Features

## Integrate with Cisco Unified Communications Infrastructure

- SIP Trunk link between Cisco WebEx Meetings Server and Cisco Unified Communications Manager

Built on top of Cisco Unified Communications Manager 7.1, 8.6, 9.0

Call-In and Call-Me Teleconferencing

Mute / Unmute / Eject / Restrict Access

Join WebEx Meeting on Teleconference only (approximates an audio-only meeting)

VoIP audio support, join directly from PC using headset – no phone required

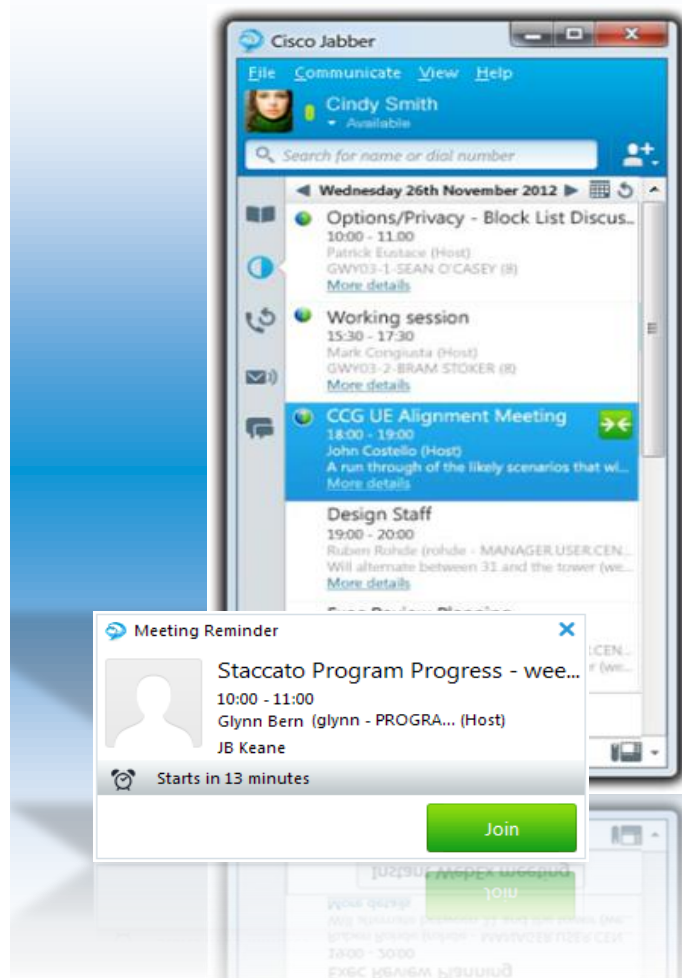
Hybrid Audio support – PSTN and VoIP in same meeting

IPv6 Support for teleconferencing



# Cisco WebEx Meetings Server + Jabber / Cisco Unified Presence Integration

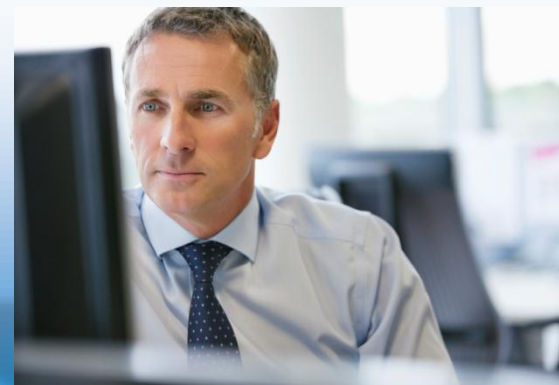
- Jabber for Windows – targeted for January 2013
  - Display scheduled WebEx meetings in Jabber “Meetings Tab”
  - Start /Join WebEx meeting from Jabber “Meetings Tab”
  - Start instant WebEx meeting from Jabber Client
  - Escalate IM Session to a full WebEx meeting
  - Launch WebEx meeting from daily calendar
  - Meeting Reminders
- Jabber for Mac, iPad and iPhone
  - Planned for 2H 2013



# Secure

## Designed for Customers with High Security Requirements

- Behind the firewall installation
- 100% 128 and 256 Bit SSL encrypted online meetings
- Industry-standard 2048 Bit encryption keys
- Wild-card and SAN SSL certificate support
- Optional TLS/SRTP SIP teleconferencing encryption
- Hardened 'Virtual Appliance' with SE/Linux extensions
- FIPS 140-2 Level 1 compliant



# Manageable

## Designed for Next Generation Private Clouds

- Virtualized
  - Designed for VMware 5.0
  - Rapid 'Virtual Appliance' Install
  - Runs on Cisco UCS Servers
    - UCS C-220 for smaller systems (50 and 250 Users)
    - UCS C-460 for larger ones (800 and 2,000 Users)
- Simplified system capacity model
  - 50 → 250 → 800 → 2,000 concurrent user configurations
  - Each 'port' supports all features across the single port
    - No need to reserve certain ports for video, some for audio etc.
  - 500–40,000\* employee companies

\* Can deploy separate systems to serve more users



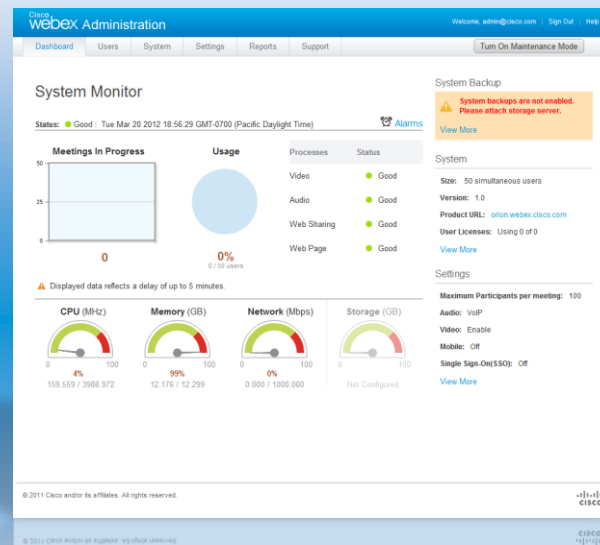
# Advanced Administration

## Benefits

- Securely manage inter-company collaboration
- Ease of administration and system manageability
- Reduced total cost of ownership

## Feature highlights

- Step-by-step guided install
- View system status at a glance
- Web based, real time system dashboard
- Easy user management—SSO, import users
- PDF reports to track usage, licenses etc.



# Localized

## Designed for customers worldwide

- Support for 13 Languages

English (with Audio Prompts in US English and UK English)

Simplified and Traditional Chinese

Japanese

Korean

German

French (France)

Italian

Dutch\*

Spanish (Spain)\*

Spanish (Latin America)

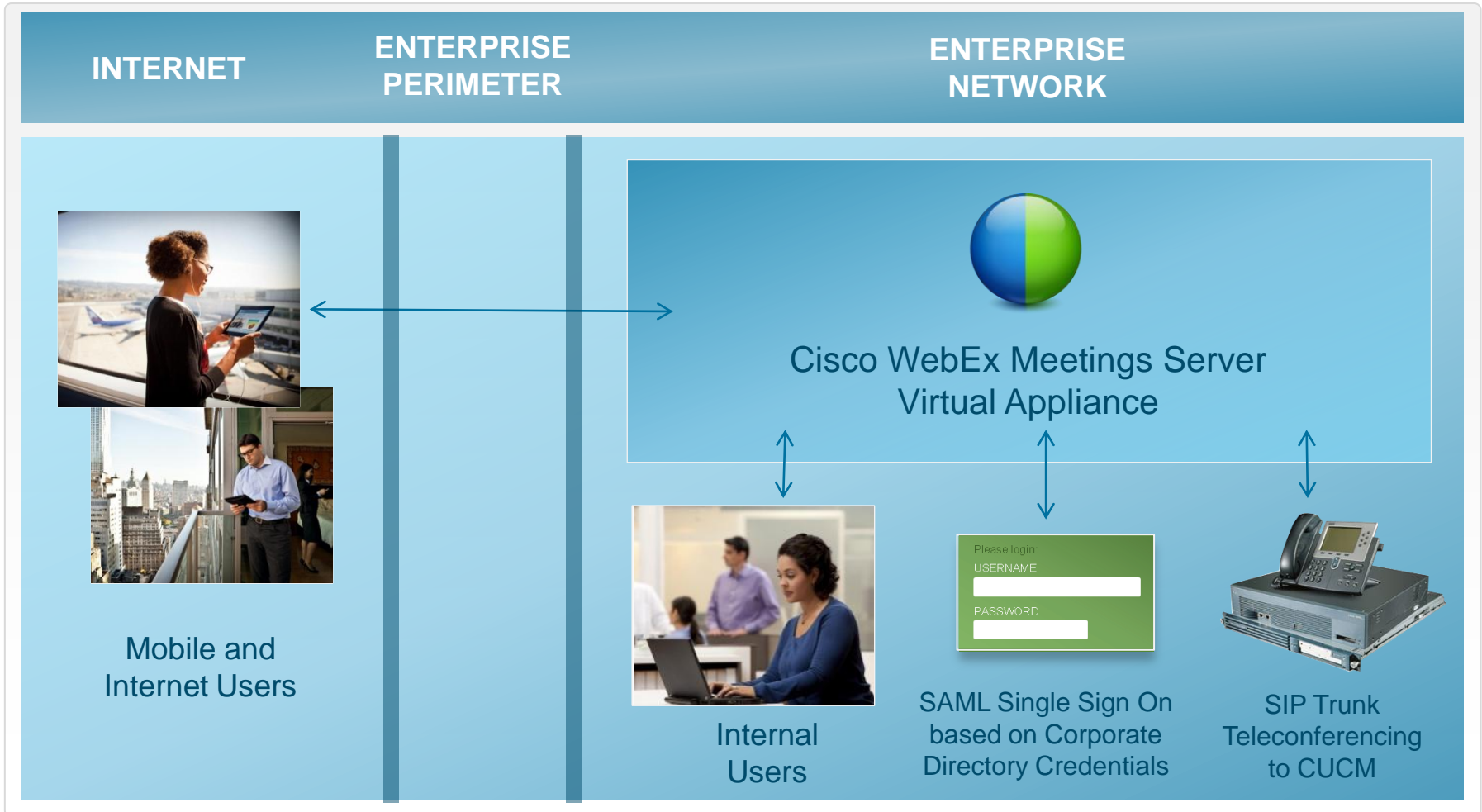
Portuguese (Brazil)

Russian\*

\* These languages supported on Windows only. Mac road-mapped but not committed.



# High-Level System Architecture



Optimized for 100% Secure, behind-the-firewall VPN-less Access that integrates with your Corporate User Management and UC Infrastructure

# Determine the Best Deployment Model for Your Business Needs





# Cisco Collaboration Deployment Options

## Delivering an Integrated Collaboration Experience

Private Cloud  
(on premises)

Partner Hosted/  
Managed Cloud

Public SaaS Cloud

# Considerations for Choosing Deployment Options At-A-Glance

## Financial Drivers



- OpEx vs. CapEx
- Consolidate & centralize IT
- Leverage depreciated infrastructure
- Mitigate technology obsolescence risk

## Flexibility vs. Control



- Scale up and down with business needs
- Faster deployment and accessibility
- Regulatory compliance
- Need for control

## Globalization



- Global acceleration
- Worldwide collaboration
- Standard services for all employees
- Country Internet/ Public Cloud restrictions

## Strategic Advantage



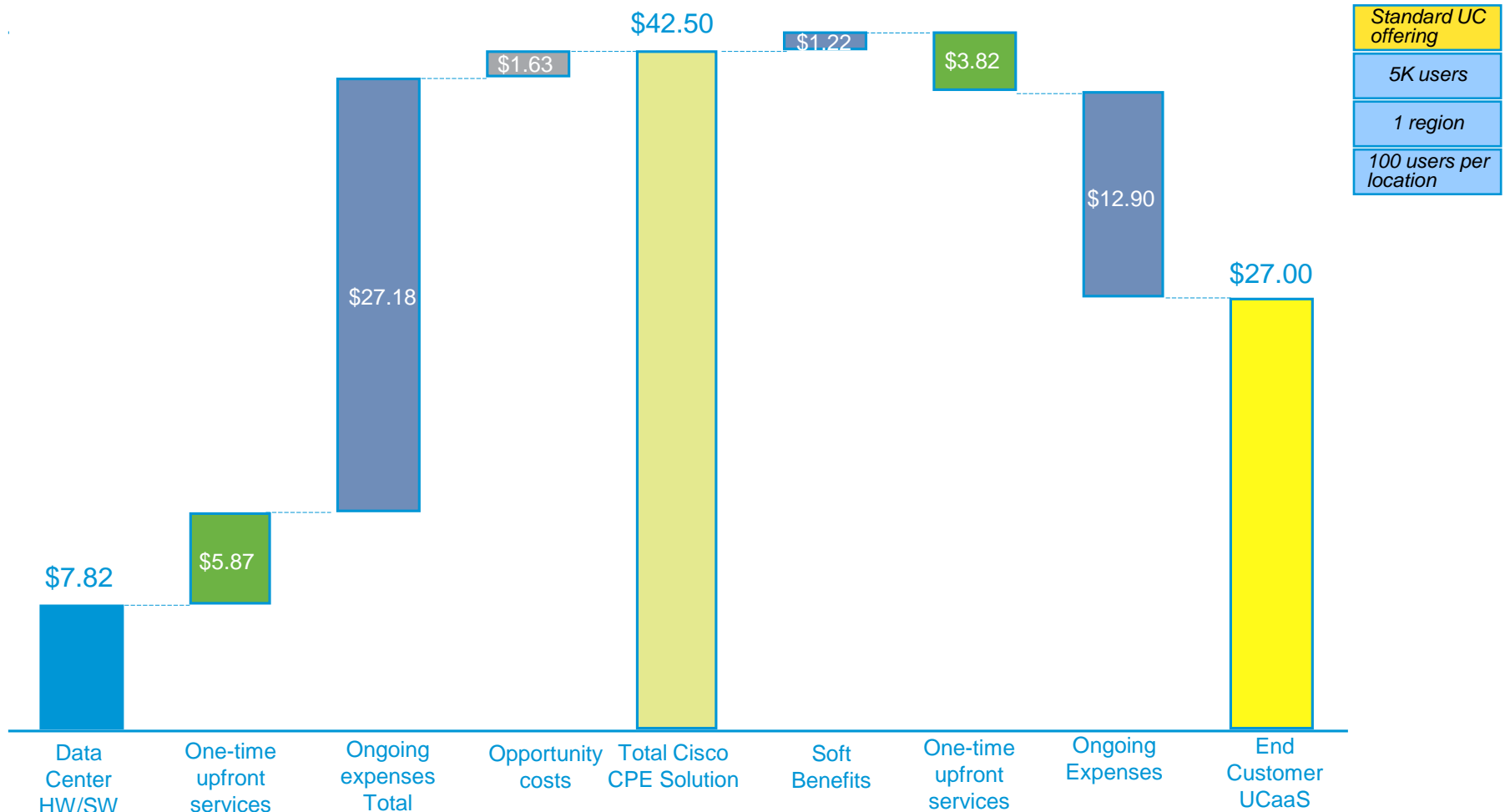
- Core vs. context
- Acceleration of business strategy
- Proven capabilities

# Financial Drivers

- Operational Expense (OpEx) vs. Capital Expense (CapEx)
- Consolidate and centralize IT
- Leverage depreciated infrastructure
- Mitigate technology obsolescence risk

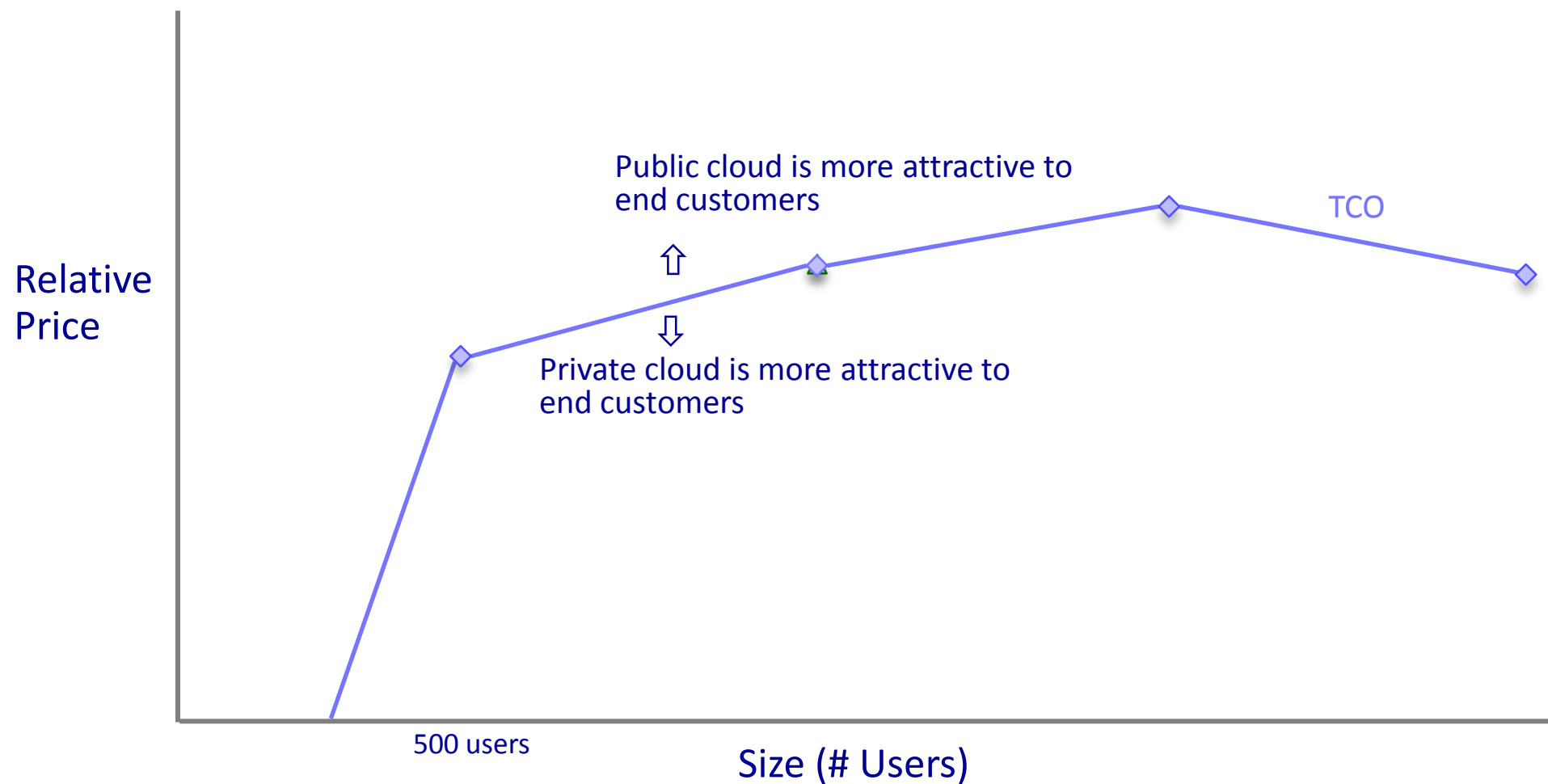


# Different Deployment Models Have Different TCO Characteristics



Note: Assumes 4-year system life and 7% cost of capital; assumes 75% of 5K users purchase small business/express versions of HW/SW infrastructure  
 Source: Wainhouse Research; Cisco internal data; Bain expert interviews; Bain Analysis

# TCO for Private Cloud vs. Public Cloud: Public Cloud More Attractive at Smaller End



Study for Web Conferencing Customers

# Flexibility vs. Control

- Scale up and down with business needs
- Faster deployment and accessibility
- Regulatory compliance
- Need for control



# Globalization

- Global acceleration
- Worldwide collaboration
- Standard services for all employees
- Country Internet/ Public Cloud restrictions



# Strategic Advantage

- Core vs. context
- Acceleration of business strategy
- Proven capabilities





# POLL: What are your key concerns when determining your deployment model?

*Select all that apply ...*

- Security / control of solution and data
- Compliance to government or industry regulations / mandates / standards
- Budgeting and cost structure to deploy solution (CapEx vs OpEx)
- Cost and availability of management resources (people, knowledge, systems)
- Performance considerations and scope / reach of solution (can your corporate network infrastructure support your goals?)
- Integration with internal apps (ability to integrate to other components and solutions you use)
- Reliability and access to 'external' resources (reliability or geographical restrictions of public internet access etc.)
- Other

# Determine the Best Deployment Model

What if my business needs vary across my organization?



Can I mix deployment options?

# Determine the Best Deployment Model

**Private Cloud**  
**(on premises)**

**100%**

**Partner Hosted /  
Managed**

0%

**Public SaaS  
Cloud**

0%

**Owned / Customized / Controlled Environment**

# Determine the Best Deployment Model

**Private Cloud**  
**(on premises)**

**80%**

**Partner Hosted /**  
**Managed**

0%

**Public SaaS**  
**Cloud**

20%

**Introduce Application Flexibility**

# Determine the Best Deployment Model

**Private Cloud**  

---

**(on premises)**  
20%

**Partner Hosted /**  

---

**Managed**  
20%

**Public SaaS**  

---

**Cloud**  
60%

**Balance Flexibility and Control**

# Determine the Best Deployment Model

**Private Cloud**  
**(on premises)**  
20%

**Partner Hosted /  
Managed**

**80%**

**Public SaaS**  
**Cloud** 0%

**Tailored Service**

# Determine the Best Deployment Model

Private Cloud  
(on premises)

0%

Partner Hosted /  
Managed

0%

Public SaaS  
Cloud

100%

**IT and Business Agility**

# Use Cases





# Case Study #1: Cisco WebEx Meetings Server

## End User Customer

European Defense & Aeronautic Company

## Cisco Partner

UC Specialized Partner

### Business Challenges

- Need modern web conferencing and communication system that complies with strict security and privacy standards
- **Leverage their Cisco UCM investment**
- Replicate SaaS WebEx user experience
- Needs integration with IM/presence system for full communications
- Find a responsive IT partner

### Customer Requirements

- **Cisco WebEx Meetings Server**
- **Jabber (CUP)**
- **Leverages Cisco UCM**
- **Support for major European languages**
- **Ability to pilot**

### Customer Situation

- **Voice and collaboration are becoming more strategic** to their business
- Needs to upgrade their collaboration and communications infrastructure to chat and conferencing
- Has existing Cisco IPT and UCM infrastructure
- **Has strong IT and security skills in-house, but needs help with specific communications and conferencing implementations.** Wants to work with both Cisco and selected partner

# Case Study #2: Cisco WebEx Meetings Server

## End User Customer

Large Canadian Bank

## Cisco Partner

TBD (initially Cisco Advanced Services)

### Business Challenges

- Need modern web conferencing and communication system that complies with financial data security regulations and expectations
- **Leverage their Cisco UCM investment**
- **Benefit from MeetingPlace migration program**
- Support mobile access

### Customer Requirements

- **Cisco WebEx Meetings Server**
- **Leverages Cisco UCM**
- **Initial support for iPhone and iPad; Android support soon thereafter**

### Customer Situation

- **Voice and collaboration are becoming more strategic** to their business
- Has existing Cisco IPT and UCM infrastructure
- Looking to upgrade capabilities from MeetingPlace
- **Has strong IT and security skills in-house, but needs help with specific communications and conferencing implementations.** Will initially work with Cisco Advanced Services

# Case Study #3: Cisco Hosted Collaboration Solution (HCS)

## End User Customer

North American global professional services company

## Cisco Partner

US wireless + wireline service provider with Cisco-based HCS service in market

## Business Challenges

- Need **improved communications and collaboration options**
- **Consolidate disparate systems** across their infrastructure
- Need to **reduce capital expenditures** and **improve flexibility** with no equipment ownership
- Get out of **support and management**

## Customer Requirements

- **Contact Center**
- Platform that would enable **agility and speed** to deployment
- **Ability to pilot**

## Customer Situation

- **Global customer moving to an outsourced IT business model**
- Voice and collaboration are **strategic, not core**, to their business
- **Lack internal resources or skill-set** to plan, design, implement, and manage an enterprise VoIP solution

# Case Study #4: Cisco Hosted Collaboration Solution (HCS)

## End User Customer

Major European consumer packaged goods company with sites and employees worldwide

## Cisco Partner

European service provider with Cisco-based HCS service in market

## Business Challenges

- Existing traditional telephony system was inconsistent with many management problems given standard PBX was not covered by maintenance contract

## Customer Requirements

- Flexible solution with clear price per person
- No strong CapEx requirement with smaller base
- Want collaboration features like IM, presence, and video/WebEx in second phase
- Integrate into current system and ability to do future integration should they decide to change messaging platform
- Global support
- High availability
- Control of architecture and when their systems would be upgraded

## Customer Situation

- RFP for managed IP telephony offering. Wanted to move to managed services to get better alignment between what they used and what they spent in “as a Service” model

# Case Study #5: Cisco Hosted Collaboration Solution (HCS)

## End User Customer

US-based global media and entertainment company

## Cisco Partner

US wireline + wireless service provider with Cisco-based HCS service in market

## Business Challenges

- Need to **support itinerant and mobile workers** with communications services
- To keep the best staff and partners that are key to their business, customer needs **to provide attractive facilities with ease of use and best services** to maintain competitive edge
- Customer **did not want to continue to invest in a legacy infrastructure**

## Customer Requirements

- Turn up and turn down services **rapidly and at scale for short term workers**
- **Mobility services** for the branch facilities

## Customer Situation

- End of Life legacy infrastructure, annual maintenance renewal coming up, and upgrade required
- Reduction of IT staff and budgets, with business leadership **direction to outsource more IT functions and services**

# Case Study #6: Cisco Hosted Collaboration Solution (HCS)

## End User Customer

Large US state government

## Business Requirements

- Project to drive efficiencies and cost savings by consolidating services across the state
- Overall project involved statewide MPLS network upgrade and centralized UC services
- Centralized UC system will ultimately support 120K users across 60 state departments

## Customer Situation

- Some departments must retain some administrative control of their environment, other departments can be consolidated into a shared environment

# Next Steps



# Evaluate Webcast and Receive \$10 Amazon.com Gift Card

**How did we do?** Complete the evaluation as you exit

**Explore New Options for Deploying Cisco UC, WebEx, TelePresence, and Contact Center Solutions**

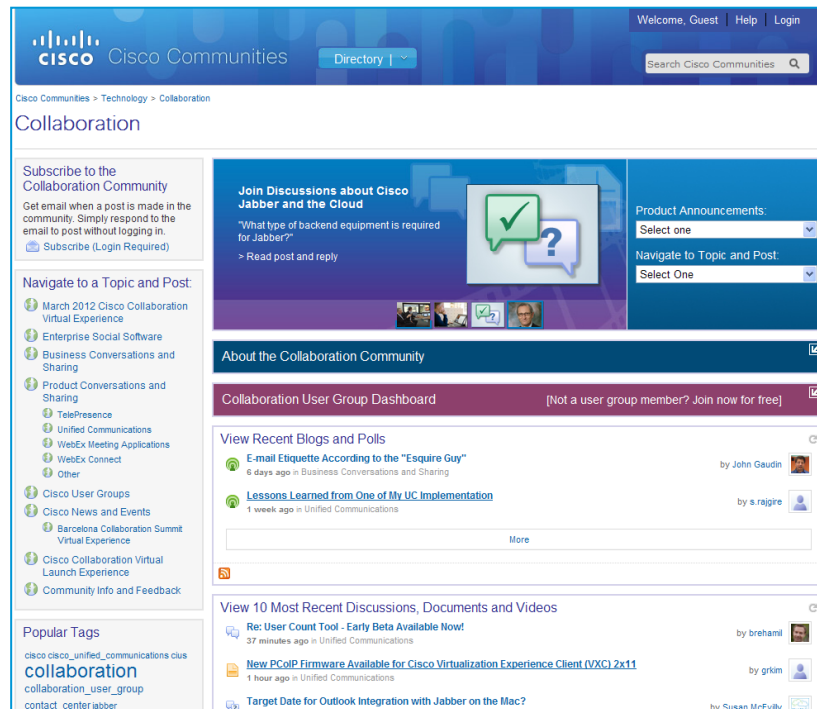
Evaluation Questions	Answers				
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. This webcast provided me a better understanding of deployment options for Cisco Collaboration Solutions and considerations for choosing the best deployment model for my business needs. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. This webcast was valuable and a good use of my time. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. The speakers clearly presented the information. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I am a: *	<input type="radio"/> Cisco customer <input type="radio"/> Prospective Cisco customer <input type="radio"/> Cisco partner <input type="radio"/> Other				
5. Will you attend another webcast of similar style and format in the future?	<input type="text"/>				
6. Are you more likely to buy Cisco products as a result of viewing this webcast?	<input type="text"/>				
7. What did you like best about the webcast?	<input type="text"/>				
8. How could we have improved this webcast?	<input type="text"/>				
9. To be eligible for amazon.com gift card: Enter in the first/last name and email address you specified in your webcast registration form:	<input type="text"/>				



# Next Steps

Access links to resources  
<http://communities.cisco.com/docs/DOC-31753>:

- webcast replay
- Q&A (posted by Dec 1)
- presentation
- online resources
- engage with peers and other experts through community



The screenshot displays the Cisco Communities website interface. At the top, there is a navigation bar with the Cisco logo, the text "Cisco Communities", a "Directory" dropdown menu, and a search box labeled "Search Cisco Communities". Below the navigation bar, the page title is "Collaboration". The main content area is divided into several sections:

- Subscribe to the Collaboration Community:** A section encouraging users to get email notifications for new posts.
- Join Discussions about Cisco Jabber and the Cloud:** A featured discussion with a poll question: "What type of backend equipment is required for Jabber?".
- Product Announcements:** A section with a "Select one" dropdown menu.
- Navigate to a Topic and Post:** A list of recent posts and topics, including "March 2012 Cisco Collaboration Virtual Experience", "Enterprise Social Software", "Business Conversations and Sharing", "Product Conversations and Sharing", "Cisco User Groups", "Cisco News and Events", "Cisco Collaboration Virtual Launch Experience", and "Community Info and Feedback".
- Popular Tags:** A list of tags such as "cisco\_cisco\_unified\_communications\_cius", "collaboration", "collaboration\_user\_group", and "contact\_center\_jabber".
- About the Collaboration Community:** A section with a "Join now for free" button.
- View Recent Blogs and Polls:** A list of recent blog posts and polls, including "E-mail Etiquette According to the 'Esquire Guy'", "Lessons Learned from One of My UC Implementation", "Re: User Count Tool - Early Beta Available Now!", "New PCoP Firmware Available for Cisco Virtualization Experience Client (VXC) 2x11", and "Target Date for Outlook Integration with Jabber on the Mac?".

[www.cisco.com/go/joinconversation](http://www.cisco.com/go/joinconversation)

Thank you.

