

Collaborate with Confidence

Cisco® Collaboration Solutions can help you address today's business challenges and build competitive advantage by:

- Transforming business interactions with real-time voice and video communications
- Quickly forming dynamic teams to make better decisions, faster, regardless of location
- Increasing customer responsiveness with instant access to company experts
- Securely connecting, communicating, and collaborating across traditional corporate boundaries

Challenges Faced by Businesses Today

The nature of work is changing rapidly. Multiple trends are causing a profound transition in the way that people interact and do business, including:

- More mobile, dispersed workforces
- An explosion in content and devices
- More cross-organizational teaming and processes
- Proliferation of video communications
- Social software being used at work

People are typically a business's most important asset, and they account for its largest costs. In the information economy it is increasingly the knowledge and expertise of a company's employees that provides the critical competitive edge.

The next breakthrough levels of innovation and efficiency are unlikely to come from adding more traditional IT systems or "office tools", but rather from **embracing** these new trends, actively engaging employees, partners and customers to work more closely together, anytime, anywhere, in a more natural and integrated way (Figure 1).

Figure 1. The Expanding Scope of Collaboration



Cisco's Approach to Collaboration

Technology-enhanced collaboration is not new. But traditional text and voice-centric forms of collaboration cannot, by themselves, address today's challenges.

True collaboration must embrace richer forms of communication such as **video**, harness the power of **social software** tools within the enterprise, provide freedom of choice in **device and location**, allow **secure** collaboration both inside and **outside the firewall**, and offer complete **flexibility of deployment** between on-premises and cloud-based deployment models.

And above all it should provide an **integrated experience** that puts the person back in the center, facilitating greater participation, productivity, and value—whether it be for the customer in a retail store, the mobile salesman, the office project manager, or the patient consulting remotely with a doctor.

Why Cisco?

- **Any to any:** In business as in the consumer world, the value of collaboration increases with the number of participants it can touch—people, devices, applications, and organizations. And the most pervasive, open, and accessible medium to connect these varied resources is the network. Cisco allows people to collaborate anywhere, on any device, accessing any type of content with the proper policy controls.
- **People-centric:** The effectiveness of collaboration increases dramatically when people can see and interact with each other "face-to-face", even if separated by distance or time. By embracing the unique power of video to improve human communication and build trust, the organization can bridge these gaps in a way that traditional document-centric tools cannot. Cisco offers a broad portfolio of video- and voice-centric collaboration applications designed to enable people-centric collaboration.
- **Integrated end-to-end experience:** Participation depends on the quality of the interaction. Maintaining a compelling experience regardless of the location, device, or content being accessed requires intelligent infrastructure. Only Cisco delivers a combination of purpose-built software and hardware backed by thousands of hours of user testing to deliver the optimal experiences that most effectively bring people together.

Start at Any Point, Grow at Any Pace

Cisco offers one of the most comprehensive portfolios of collaboration solutions in the industry, offering "best-in-class" choices that can be deployed in any order, at a pace that matches your business objectives (Figure 2, Table 1). And because they are built on a purpose-built architecture, investment in one area lays down a foundation for future needs

Our open and interoperable approach allows you to integrate existing and new collaboration technologies on a mix-and-match basis while removing the risk of “lock-in”, as well as flexible deployment options for hosting on premises, in the cloud, or with a blend of the two.

Figure 2. Cisco Collaboration Portfolio



- **Conferencing:** Extend the reach of your workforce with advanced audio, web, and video conferencing.
- **Customer care:** Proactively connect customers with the information, expertise, and support they need—when and where they need it.
- **Enterprise social software:** Accelerate decision making by helping employees, customers, and partners quickly and securely find, access, and share relevant business information, whether text, graphics, or video.
- **IP communications:** Extend consistent communications services to employees, whether they work at the main campus, at branch offices, or remotely.
- **Messaging:** Communicate within and between companies using presence, enterprise IM, and voicemail. Evolve messaging with secure hosted email or unified messaging that delivers a bridge to next-generation, web-based collaboration.

- **Mobile applications:** Increase mobile employee productivity and responsiveness to customers by making mobile devices extensions of the collaboration experience.
- **Telepresence:** Take advantage of many rich, face-to-face experiences that invigorate business processes and create true customer intimacy.

Build Competitive Advantage and Business Value

With Cisco Collaboration Solutions, organizations can improve interactions, encourage innovation, and make better decisions faster by enabling people to connect, communicate, and collaborate like never before. Collaboration can deliver a return on investment (ROI) in three areas:

- **Operational ROI:** Collaboration enables you to change the way you operate by cutting or avoiding travel, infrastructure, energy, and office-space costs. This area is the most accessible, and typically the first, that a business considers, often yielding the highest short-term returns.
- **Productivity ROI:** Increasing employee productivity is the next great performance challenge—and opportunity. Here, more effective collaboration can streamline the product-development process, bring a product to market more quickly, or take time out of the sales cycle. A compounding effect accrues with greater participation across the organization.
- **Strategic ROI:** Strategic ROI is the hardest to measure, but perhaps the most transformative. Here collaboration can be used to completely reinvent the concept of customer service, develop new business models, or enter new markets with built-in competitive advantage.

Table 1. Cisco Collaboration Portfolio Categories*

Conferencing	<ul style="list-style-type: none"> • Software as a service (SaaS)-based, on premises, or hybrid • Video, audio, and web meetings • Training, support, and event solutions
Customer care	<ul style="list-style-type: none"> • Contact center routing and queuing • Voice self-service • Social media customer care
Enterprise social software	<ul style="list-style-type: none"> • Enterprise collaboration platform • Social video sharing • Prosumer video capture
Messaging	<ul style="list-style-type: none"> • Voice and unified messaging • Enterprise instant messaging • SaaS-based email
Telepresence	<ul style="list-style-type: none"> • Immersive, multipurpose, and personal endpoints • Scalable, interoperable infrastructure • Secure intercompany services
IP communications	<ul style="list-style-type: none"> • IP telephony • Communications endpoints and applications • Hosted unified communications
Mobile applications	<ul style="list-style-type: none"> • Unified mobile applications • Cisco WebEx™ meeting applications for smartphones • Business tablet and wireless IP phones
Collaboration infrastructure	<ul style="list-style-type: none"> • Media transformation and analytics • Session management, presence, and location • Scheduling and directory services

Collaborate with the Best

Cisco brings together network-based, integrated collaboration solutions based on open standards. These solutions, as well as professional services from Cisco and our partners, help promote business growth, innovation, and productivity. They also help accelerate team performance, protect investments, and simplify the process of finding the right people and information.

Let us help you enable a new collaboration experience in your organization with Cisco Collaboration Solutions. Please visit http://www.cisco.com/go/collaboration_experience.

* Local availability may vary; please check with your Cisco representative.