



Delivering the New Collaboration Experience

welcome to
the human network.  CISCO.

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

- Dispersed workforces: Up to 90 percent of employees now work outside corporate headquarters.¹
- Increased mobility: Thirty-four percent of the global workforce will be mobile information workers by 2012.²
- Cross-organizational teaming: Sixty two percent of employees regularly need to collaborate with people in different time zones and geographies.³
- Information overload: Knowledge workers spend between 15 and 30 percent of their time searching for information, and these searches are successful less than 50 percent of the time.⁴
- Proliferation of video: Large enterprises are experiencing an average growth rate of 70 percent per year in video traffic on their networks.⁵
- Social software at work: Fifty-seven percent of workers use social media for business purposes at least once per week - but 15 percent of them use a consumer tool instead of the corporate-sponsored tool.⁶
- New models for customer care: Millennials predominantly (50 to 70 percent) expect and prefer to use online approaches to customer service and basic transactions compared with traditional methods.⁷

Considering these dramatic trends, businesses need to look more closely at the way they empower their people to communicate and collaborate. 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 these people that provide the critical competitive edge.

Cisco believes that the next breakthrough levels of innovation and efficiency needed to thrive in the 21st century are unlikely to come from adding more traditional IT systems or "office tools", or by limiting a user's choice of applications or access to information.

Rather, we believe that competitive edge will come from the ability to **embrace** these new trends and engage dispersed communities of employees, partners, and customers to work more closely together, anytime, anywhere, in a more natural and integrated way. Businesses that can harness this power of participation and tap into the "tacit" knowledge that is not captured in traditional systems, but rather resides with individuals, will direct the next levels of competitive advantage and financial performance (Figure 1).

To achieve this transition, a new approach to collaboration technology is needed - one that provides a rich, contextual, interactive experience tailored to the needs of users regardless of their location, the device they are using, or the content they are accessing. And one that allows IT to support this new landscape by offering greater flexibility and choice while reducing complexity and cost.

¹ Nemertes Research 2007; Insight Research 2007

² Forrester Research 2009

³ Economist Intelligence Unit, 2009

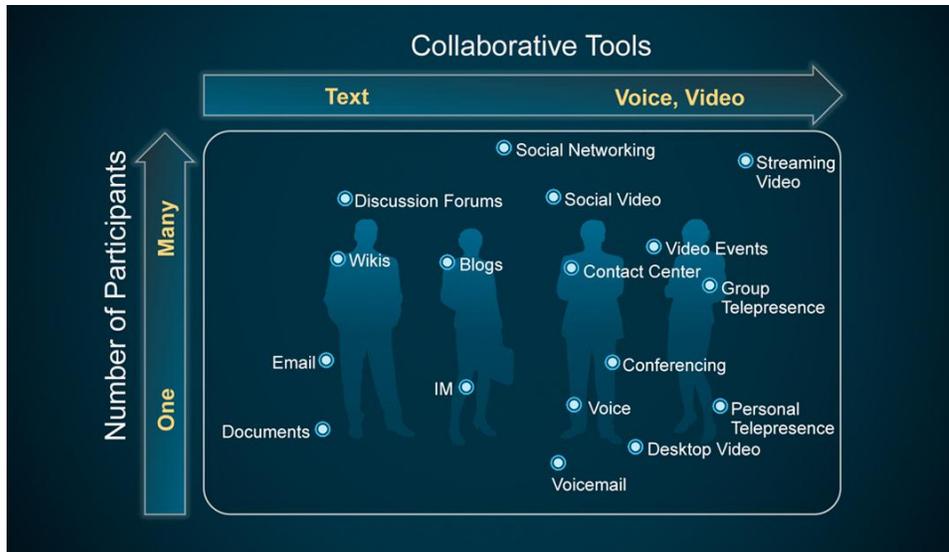
⁴ IDC Research, 2008

⁵ Cisco Enterprise Survey 2008

⁶ IDC Survey, 2010

⁷ Javelin Research study 2008

Figure 1. The Expanding Scope of Collaboration



“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

The Value of the New Collaboration Experience

This new approach to collaboration will provide a new level of freedom and flexibility in the way people connect, communicate, and participate in the business. By connecting distributed team members across organizations and time zones, collaboration technology enables companies to reduce and avoid costs, accelerate time to market, and transform entire industries.

We believe the business value of collaboration extends far beyond traditional notions of “office productivity” and document sharing. In fact, we see three different areas of ROI that collaboration can offer many businesses:

- **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 area that a business considers, and studies have shown 5-year ROI levels of 100 percent and payback periods of 21 to 40 months across multiple industries.⁸
- **Productivity ROI:** Increasing employee productivity is the next great performance challenge - and opportunity. Here, more effective collaboration can improve the product-development process or take time out of the sales cycle. A compounding effect accrues with greater participation across the organization, particularly where people interact in many-to-many relationships such as sales, marketing, and engineering.⁹

⁸ Salire Partners research, 2010

⁹ Frost & Sullivan study, 2009

- Strategic ROI: Strategic ROI is the most difficult to measure, but is perhaps the most transformative. Here companies can collaborate strategically to reinvent the concept of customer service, develop entirely new business models, or enter new markets with built-in competitive advantage. Early examples range from remote healthcare to virtual banking to entire “smart cities” prewired for collaboration such as New Songdo, Korea.¹⁰

“Collaboration will affect every industry. It will change service, sales, and business models. It will change the size, scope, and number of projects a company can take on. And it will change the speed of implementation.”

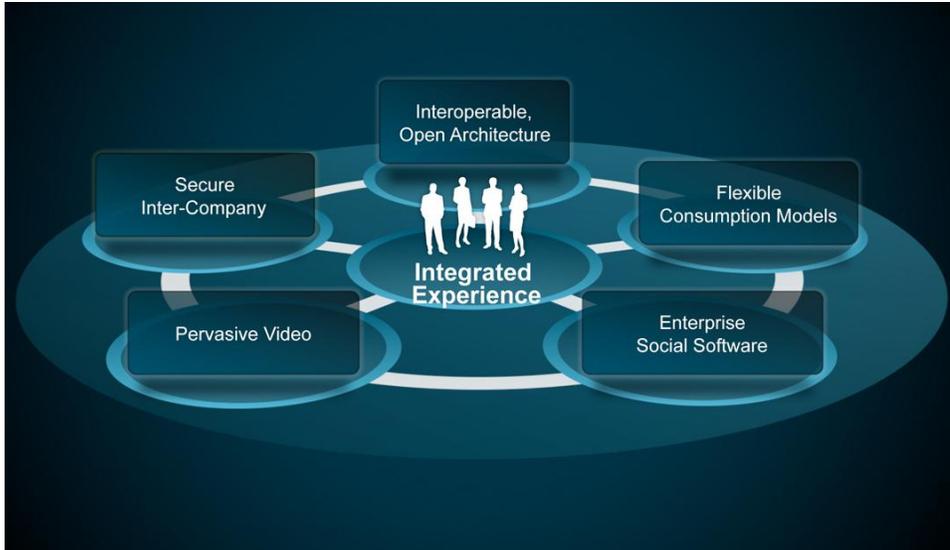
— John Chambers, CEO, Cisco

Cisco’s Approach to Collaboration

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

Cisco is making strategic investments in six critical technology areas that we believe will encourage the adoption of next-generation collaboration in the enterprise - all built on an integrated network-based architecture specifically designed to support the new model (Figure 2).

Figure 2. Cisco’s Strategic Direction for Collaboration



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

And above all it should provide an **integrated experience** that facilitates greater participation, productivity, and value - whether it be to the customer in a retail store, the mobile salesman, the office project manager, the customer service representative, or the patient consulting remotely with a doctor.

¹⁰ Cisco ROI paper, 2010

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 is committed to enabling people to collaborate anywhere, on any device, accessing any type of content with the proper policy controls. As an example, Cisco is the only major collaboration vendor to offer solutions on Android, Apple, RIM, Symbian, Windows, and Linux platforms.
- New collaborative workspace: Rapid changes in the consumer market are accelerating advancement in the tools that let people work together more effectively. Cisco is converging social, mobile, video, and virtual communications capabilities to shape the new collaboration experience. Cisco enables a virtual workspace for people to collaborate more by providing them with the broadest choice of communication options based on preference, location, and device. We can help organizations source the best talent and perform as a single cohesive unit across organizational and geographic boundaries.
- 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 the most comprehensive portfolio of video- and voice-centric collaboration applications available to enable people-centric collaboration.
- Integrated end-to-end experience: Participation depends on the quality of the experience - as anyone who has tired of waiting for an online video to “buffer” or hosted a multilocation web conference can attest. Maintaining a high-quality, rich experience regardless of the location, device, or content being accessed requires intelligent infrastructure. Only Cisco delivers a combination of both software and hardware designed to deliver the experiences that most effectively bring people together.
- Shared services architecture: For IT, the ability to deliver collaboration from a set of shared services rather than multiple siloed applications allows IT to cut through today’s overly complex and costly infrastructure, provide greater user choice and responsiveness, and select new hosting options such as cloud or hybrid models as needed.

Cisco Collaboration Solutions

Cisco offers one of the most comprehensive portfolios of collaboration solutions in the industry, with market leadership in almost all categories. You can choose from a wide range of “best-in-class” choices, and you can deploy the solutions in any order, at a pace that matches your business objectives. In addition, the architecture on which they are built allows investment in one area to create a foundation to build on for future needs.

Cisco’s 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”, and flexible deployment options offer a variety of choices for hosting on premises, in the cloud, or a with a blend of the two depending on your needs (Figure 3).

Figure 3. Cisco Collaboration Portfolio



- Collaboration applications: Accelerate decision making by helping employees, customers, and partners quickly find, access, and share relevant business information using secure, collaborative software applications, automated expertise, and media locators.
- Customer collaboration: Promote true customer intimacy, satisfaction, and loyalty with customer collaboration solutions that apply a diverse range of collaboration technologies that enable businesses to escape from the largely reactive mode of traditional call centers to embrace a much more proactive engagement model with their customers.
- Unified communications: Extend consistent communications services to employees - whether at the main campus, at branch offices, or remotely - by taking advantage of the industry's most popular and comprehensive enterprise communications system and suite of endpoints.
- Telepresence: Allow people to meet, share content, create high-quality video recordings and events, consult with experts, and deliver personalized services in an immersive, face-to-face environment that interoperates with other Cisco and third-party solutions.

Collaborate with the Best

Cisco® Collaboration Solutions improve team and customer experiences across organizational and geographic boundaries. These solutions can help you use technology to foster a culture of collaboration that capitalizes on the evolving mobile, social, visual, and virtual aspects of the workplace by providing the essential elements of effective, natural interaction. You can engage employees, partners, and customers more closely, and dynamically form global teams of experts with access to the most relevant information. You also can make better decisions faster and increase customer and market responsiveness. The Cisco Collaboration Portfolio, along with services from Cisco and our partners, delivers an integrated architecture to maximize your IT investments.

For More Information

For more information about Cisco Collaboration Solutions, contact your Cisco representative or visit:

<http://www.cisco.com/go/collaboration>.



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