

New: Unlocking the Full Potential of Collaboration

Introduction: Toward a More Collaborative Business

In a tough competitive environment, every business advantage matters. You are under more pressure than ever to help employees be more productive, drive innovation, and forge closer relationships with your customers and business partners.

But the workplace is changing. Today, employees are more interconnected than ever. People are collaborating all across the organization, and business processes are extending across nearly all organizational functions - and with external partners. According to a recent Corporate Executive Board (CEB) Enterprise Architecture Leadership Council survey, two-thirds of employees are doing more collaborative work than they were three years ago.

At the same time, the workplace is becoming more dispersed and mobile. Your employees are routinely working from home, on the road, and at customer sites. And they are looking for more freedom in how they work, using personal devices like smart phones, tablets, and laptops to stay connected. The Cisco Connected World Technology Report found that 32 percent of employees rely on more than one mobile data device during a typical workday.

Business like yours are also embracing innovative new IT models like cloud computing and virtualization. Cloud solutions can provide a more deployment flexibility, scale quickly to meet changing needs, help you simplify network management, and may lower your costs.

To meet these needs, businesses of all sizes and industries are embracing collaboration solutions. A collaborative environment brings everyone at your organization closer together by empowering people to work their way - anywhere, at any time, using the device or method that's right for them. It can help employees feel more connected and engaged, because they are constantly interacting with their peers and business partners. This keeps them involved and aligned with their company's priorities and culture.

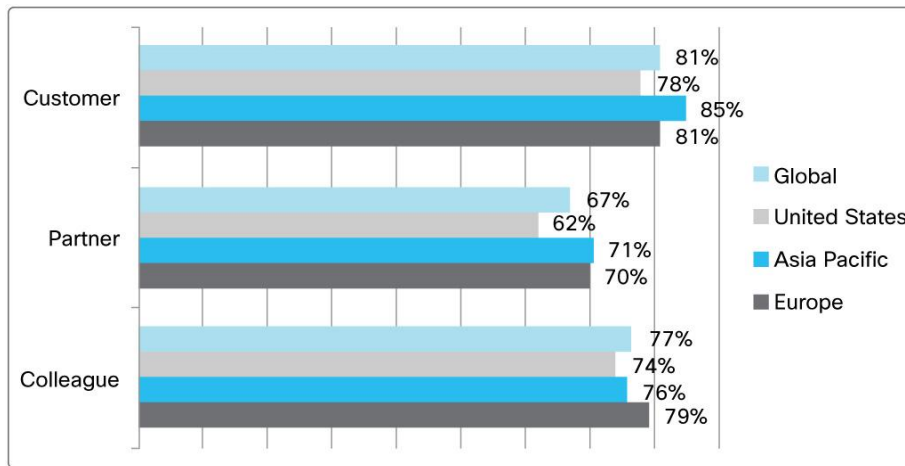
The result is a more agile, innovative, and profitable organization. It's all driven by people who can communicate more effectively, make decisions quickly, and build a lasting competitive advantage.

People Working Together Can Accomplish Extraordinary Things

Collaboration is fundamental to building a more engaged, efficient organization. It lets you tap into the full knowledge and expertise of your entire company, instantly bringing together employees, business partners, and customers, no matter where they are located or how they are working. You can make the most of every employee's experience and creativity, and extend it across your entire organization. In a recent survey by the Economist Intelligence Unit, 75 percent of business leaders surveyed believed that in-person collaboration is critical to business success (Figure 1), and has the potential to increase productivity by over 20 percent¹.

¹ "Power of In-Person", Economist Intelligence Unit

Figure 1. In-Person Communication Is Critical to Business Success



Empower, Engage, and Innovate with Collaboration

Collaboration lets you boost your employees' productivity by using the power of the intelligent network to bring people and information together faster. This makes decision cycles shorter, so your business is more agile and keeps ahead of the competition. It's perfect for a mobile workforce. Employees can stay connected and accessible on a smart phone, laptop, or tablet, whether they are working in a home office, a hotel lobby, or in an airport waiting area.

If your organization has employees working from different locations, collaboration lets you quickly assemble virtual teams for powerful, high-definition video conferencing or Web collaboration. People can work together face to face from different offices, branch offices, or sites halfway around the world. They can drive product development and bring new products and services to market more quickly.

A collaborative work environment can also engage employees better, by providing them with in-person experiences and better access to the resources and information they need while giving them the flexibility to work the way they want to. Studies have shown that a workforce that's truly engaged will not only be more productive, but more loyal and satisfied. According to research firm BlessingWhite, engaged employees tend to stay for what they give to an organization. And the disengaged stay for what they get from the organization².

Effective collaboration goes beyond simply individuals and teams. It creates a compounding effect that multiplies your return on investment all across the organization.

Empowering Workgroups to Spur Innovation

Innovation is an important part of keeping your competitive edge, and collaboration can help you drive new ideas and creativity. The boundaries of traditional business are expanding, and companies are increasingly working with partners, suppliers, and even customers to spark new ideas and bring new perspectives to projects. According to a recent study by IBM, 53 percent of CEOs in outperforming organizations partner exclusively for collaborative innovation³.

² "2013 Employee Engagement Report", BlessingWhite

³ IBM 2012 Global CEO Study

As you move toward more collaborative relationships with external people and groups, the intelligent network can help you break down the barriers of time and location. You can build more strategically-aligned organizations with the most knowledgeable, experienced people available. These nimble workgroups can help you speed up the development of new ideas to support new products, process improvements, and growth.

Engaging Customers and Employees to Drive Growth

In tough economic times, improving the way you interact with customers is crucial to driving growth. Collaboration can help you resolve issues faster, build customer loyalty, gain deeper insight into customers, and support more efficient contact centers. The intelligent network enables customers to connect to the person at your company who is most qualified to help them. Your customers can reach them quickly and consistently, whether in person, by phone, online, or through social media.

With collaboration, you can also apply a more strategic approach to evolving your customer service. So you can control costs, improve customer relationships, and create more interactive user experiences. It can support innovative new IT models such as cloud technology and other “as-a-service” models, available to your employees and business partners from anywhere.

Balancing Business and Operational Concerns

Although the benefits of collaboration are compelling, to be truly effective, a collaboration solution must not only address strategic business objectives, but also meet an organization’s IT requirements.

To harness this opportunity, your IT group needs to focus beyond simply delivering an individual application. You need to focus on providing an integrated collaboration experience that embraces mobility, video and cloud. A successful approach to collaboration should:

- **Expand beyond the desktop** by combining mobility with superior visual collaboration, within and beyond the organization. It should provide a consistently excellent experience across a variety of devices and applications.
- **Collaborate beyond corporate boundaries** by enabling collaboration with external partners, consultants and customers.
- **Mitigate security and compliance risks** with capabilities that meet the highest standards. Proven interoperability should also be top of mind, to help you protect your current investments and provide a migration path to new technologies.
- **Ensure interoperability with existing investments** with standards-based solutions and a converged data, voice and video network.
- **Support cost-effective deployment options** including cloud-based models, that meet your business needs and budget, while preserving a consistent end-user experience.
- **Be manageable**, with an efficient cost of ownership, both for initial setup and deployments as well as ongoing administration.

Unlocking the Full Potential of Cisco Collaboration

Cisco understands that a holistic approach is best for collaboration. We offer a complete portfolio of applications, solutions, and services that enable organizations to bring people together for seamless, secure collaboration (Figure 2). At the heart of Cisco’s collaboration solutions is an intelligent, converged voice, video and data network, backed by a world-class services and support organization, as well as comprehensive financing options through Cisco Capital.

Figure 2. A Complete Portfolio for Secure, Seamless Collaboration



We deliver this integrated collaboration experience through a comprehensive solution set across a range of employee types, use cases, and business functions - for organizations of all sizes.

Unified Communications: We offer a market-leading unified communications platform that can be delivered in the cloud, on premises, or via a combination of both. The solution delivers integrated voice, video, mobility, and presence services across IP phones and video endpoints, mobile and desktop devices, and web and business applications.

Customer Collaboration: Cisco Customer Collaboration products create the foundation for positive customer service - which is key to building a stronger business. It lets you engage more proactively with your customers, connecting people with the information, expertise, and support they need when and where they need it most.

Conferencing: Our conferencing solutions help you bring employees, customers, and partners together to collaborate from anywhere with integrated voice, video, and content sharing.

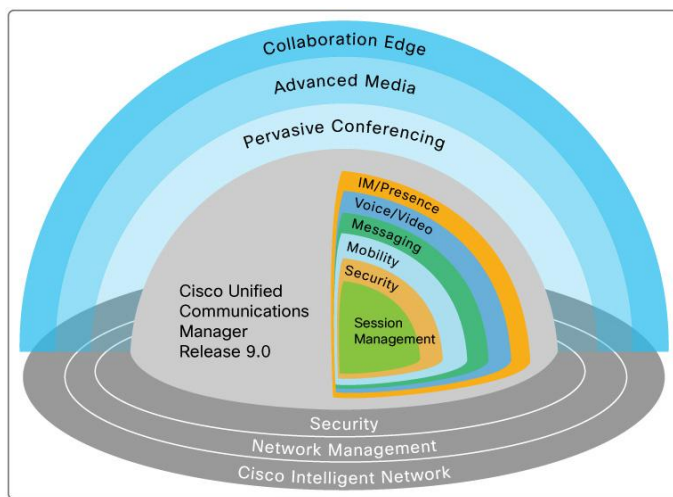
Collaboration Endpoints: To help your employees work their way, we offer a wide range of endpoints from IP phones and video conferencing to web, mobile, and desktop clients. Our endpoints provide a consistent user experience when you pair them with our unified communications, customer collaboration, and conferencing solutions.

Our solutions are designed to work smoothly with your existing network equipment. They offer interoperability through industry-standards-based protocols and open APIs that are extensible and interoperable. And they can be delivered on premises, from the cloud, or fused together to offer the best of both worlds. Our collaboration portfolio is supported by Cisco and partner services to help customers gain fast time to value.

Anchored by a Seamless Approach to Collaboration

Cisco Unified Communications Manager (CM) Release 10.0 is the foundation that enables all of these collaboration experiences, so you can consistently deliver the right collaboration experience to the right endpoint (Figure 3). Cisco Unified CM provides session and call control for video, voice, messaging, mobility, instant messaging, and presence.

Figure 3. Cisco Unified CM: A Foundation for Collaboration



Why Migrate to the Latest Version of Cisco Unified Communications Manager?

Cisco Unified CM lets you take advantage of today's most advanced collaboration features, and is easier to manage and use than ever. It delivers:

- **Improved video management** features, such as video on hold
- **Self-provisioning** to help employees set up their phones and other collaboration devices to get started fast
- **Enhanced Jabber features** to let employees securely work together to share voice, video, messaging, and content
- **Smooth, fast business-to-business collaboration** over mixed devices and systems that is as easy as a phone call
- **Simpler management and licensing** across multiple unified communications clusters and applications using a single tool
- **Dynamic network-based call recording**, that lets you to record any call regardless of device

The latest release of this unified communications call control platform lets you unleash the full potential of collaboration today. And it helps you set the stage for new services and applications as your business needs change in the future.


Natural Communication Wherever and However It's Needed

Cisco Unified CM lets you dramatically improve productivity with comprehensive unified communications that help workers communicate and work more effectively. It integrates smoothly with your existing business processes and applications, and is designed to seamlessly connect people using the device or medium that they prefer.

With Cisco Collaboration solutions, people can communicate naturally using the Web, voice, video, or IM sessions. And they can smoothly migrate from one method to another, regardless of how and where they are working.

For example, an employee could send an IM to a colleague in another office to ask if she has a moment for a short conference. If additional people are needed to resolve a problem, their short chat could escalate into an ad hoc five-

person video conference, or a WebEx session bringing in experts from multiple sites. Cisco Unified CM is the enabling platform that lets you assemble effective virtual teams from any location.



The latest release of Cisco Unified CM gives you even more powerful features to help you manage the video experience, such as video on hold. For example, in a contact center environment, a caller could be shown and instructional or entertaining video when they call in and wait in a queue.

A major Cisco customer, Toyota Motor Corporation, was seeking to improve its competitiveness, but was hampered by slow, paper-based business processes. Knowledge workers' time was tied up in unproductive activities, slowing time to market and sapping productivity.

Working closely with Cisco, Toyota deployed a collaborative Cisco Unified Communications environment featuring WebEx online conferencing. The tool makes it easy for the organization to share information between divisions, and collaborate with external partners as well. WebEx has enabled Toyota to increase knowledge-worker productivity 18 percent by enhancing communications and collaboration among widely dispersed teams.

Work Together to Foster New Ideas

The Cisco Collaboration solution enables you to become more agile and innovative by extending secure communication beyond traditional boundaries to external partners, consultants, and customers.

The latest release of Cisco Unified Communications is designed to deliver collaboration outside of an organization's boundaries to include anyone, anywhere, on any device, using any workload. It delivers easier remote and mobile worker collaboration with simpler security and enhancements to Cisco Jabber that let employees quickly work together to share voice, video, messaging, and content. And if you're doing business-to-business collaboration, working together with multiple vendor devices and systems is as easy as a phone call - with no pre-arrangements required.

One Cisco customer, BMO Financial Group, a leading financial services organization, needed to provide its customers more control over how and when they could access the organization's services, including financial experts and advice. To meet these needs, BMO deployed a free video conferencing system based on the Cisco Collaboration solution. The solution enables more than 12 million customers to meet with remote experts via video in more than 120 branches, offices, and call centers across Canada and the U.S.

BMO also employs interactive video to drive more effective internal collaboration. Using Cisco TelePresence, the global organization can pull together meetings with experts and stakeholders in spontaneously, without the time and expense involved in travel. The solution enables BMO to accelerate decisions, build trust, and collaborate effectively face to face at a moment's notice.

Integrating Companies for Growth

Business growth can pose serious challenges for any organization. Mergers and acquisitions can be especially difficult, requiring IT teams to bring together different workforces, working at multiple locations, using a variety of platforms and processes.

Using a collaboration solution powered by Cisco Unified CM, you can consolidate communications under a scalable, flexible platform that provides a consistent experience throughout the entire company. The standards-based solution helps ensure interoperability with your existing investments, and provides a migration path to new technologies. Designed for cost-effective deployment, the solution can also support new business models such as virtualization and cloud technology.

For example, Republic Services, Inc. utilized Cisco Collaboration to efficiently integrate acquired companies and enable employees at 348 companies to work together more effectively. The waste collection and recycling company had tripled its size and revenues in just a few years, and needed a way to streamline communication among its many regional organizations.

Cisco collaboration tools were key to helping Republic Services complete 36 IT integration projects on time and under budget, to save \$190 million through synergies. Employees throughout its locations can collaborate with Cisco Unified IP Phones, Cisco WebEx and TelePresence for video conferencing, and Cisco WebEx Connect for IM sessions. Mobile employees can use WebEx Connect on their smart phones and other devices. Cisco Unified CM provides a centralized management platform that can support the company's growing array of services.

Manageable and Interoperable

Cisco Unified CM Release 10.0 was designed to enable organizations to realize the attractive business benefits of network collaboration - without compromising their IT priorities. The solution offers flexibility to work smoothly with your existing business processes, applications, and services, together with the scalability to grow and evolve as your needs change.

Cisco Unified CM Release 10.0 is designed to be easier to use than ever. It includes powerful tools that help users self-provision their phones and other collaboration devices, so they can get started fast. And it features a simplified, user-centric licensing approach. That means you can easily manage licensing across multiple unified communications clusters and applications, using a single tool. Licensing is based on the way people work, and the tools they need, to help organizations quickly choose the approach that's right for them. For example, a remote worker might need access to VPN features that an office employee would not require. With simplified licensing, you can tailor a solution with "a la carte" options to align perfectly with your employee's business needs.

To help you deliver a consistent user experience, the current release of Cisco Unified CM also provides Jabber feature parity, with video support for all network endpoints. To facilitate seamless connectivity between wired and wireless communication devices, Cisco Unified CM also offers fixed mobile convergence using standards-based IP multimedia subsystem (IMS) technology.

Cisco Unified CM is designed to work smoothly with other networks, devices, and services. The solution features expanded video endpoint support, as well as call admission control (CAC) to support improved bandwidth and management. It also includes integrated IM and Presence, to help you deliver a full range of collaboration options under one simple, cost-effective management platform.

To help you get the most from their existing technology, Cisco Unified CM offers full investment protection, with support for incremental add-ons, without forcing people to change the way they work. Simplified administration makes it easy to support device moves, adds, and changes, and built-in assisted services like one-button recording help your employees save time and work more productively.

Conclusion

It's clear that effective collaboration can dramatically transform organizations of all sizes, to drive improved productivity, innovation, and growth. Cisco offers the complete architectural approach to collaboration you need to give employees the freedom to work and collaborate. Our solutions let you empower employees to work their way - where, when, and how they want - without limits. They help you engage your employees with the right collaboration tools. So they can stay more connected with their customers, colleagues, and business partners. And we help you innovate, by bringing together the right teams to develop new products, solutions, and processes.

The global leader in networking, Cisco offers the most comprehensive, best-in-class collaboration portfolio and flexible delivery model offerings in the market. This complete portfolio is built on open standards to preserve your existing investments, while offering ease of management across your environment. Our entire portfolio is backed by robust professional services and technical support from Cisco together with our partners. So you'll be able to speed deployment time, reduce disruptions, improve stability, security and performance, and realize greater scalability. Most importantly, you'll get the most value out of your technology investment.

Just as the right Cisco products and services can help ensure success, Cisco Capital offers financing options that best fit your organization. Visit <http://www.ciscocapital.com/> for available financing solutions and to identify your local Cisco Capital representative.

By deploying a Cisco solution built around Cisco Unified CM Release 10.0, you can bring out the full potential of your network. And you can build a foundation to grow on as your business changes and evolves in the future.




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