Cisco Packaged Collaboration Solutions: Empower. Engage. Innovate.

Solution Overview

More Empowered. More Engaged. More Innovative.

Collaboration promotes business. With access to the resources and information they need, employees are more engaged. And an engaged workforce is more productive, loyal, and satisfied. Whether it's between individuals, teams, with customers, or with partners, collaboration has to be easy to achieve these business results.

How do you create the right collaborative environment for your organization?

Benefits of Collaboration

Spark Innovation

Bringing people together often means collaborating inside and outside of the organization. They brainstorm new ideas. Multiple points of view spark new ideas and offer new perspectives. And collaboration accelerates decision making. At the same time, a collaborative environment allows employees to use their own tablets, smartphones, and other devices. Empowering employees to work the way they want positions your company for faster and greater success.

Encourage Growth

An effective collaboration environment allows you to get closer to customers. Accelerate problem solving, gain better understanding of customer needs, and respond quickly and consistently through the customer's channel of choice. Rich collaboration capabilities also allow you to create innovative services for customers to promote satisfaction and build loyalty. More—and better— interaction can stimulate sales and growth.

Increase Reach and Familiarity

Although in-person meetings can be most effective, sometimes travel is too expensive or time-consuming. Rich video and voice conferencing solutions bring the "in-person" experience effortlessly to every user, using any device, from any location through pervasive, secure conferencing. When it's easier to collaborate, people tend to meet more frequently, strengthening relationships and accelerating decision making.

Reduce Costs

Reducing travel costs through conferencing solutions is good. And you can also reduce network and communication infrastructure costs by converging capabilities onto a single network. One network-based environment for collaboration reduces equipment requirements, is easier to grow, reduces pressure on IT resources, and allows you to add new services when you're ready. You can also deploy collaboration as a cloud-based service, or a combination of both as a hybrid model, for additional flexibility and simple management.

We can help.
- Cisco has more than 200,000 unified communications customers worldwide.
- More than 95 percent of Fortune 500 companies now use Cisco® Collaboration Solutions to build competitive advantage.

According to a Cisco Connected World Technology Report, 32 percent of employees rely on more than one mobile data device during the workday.
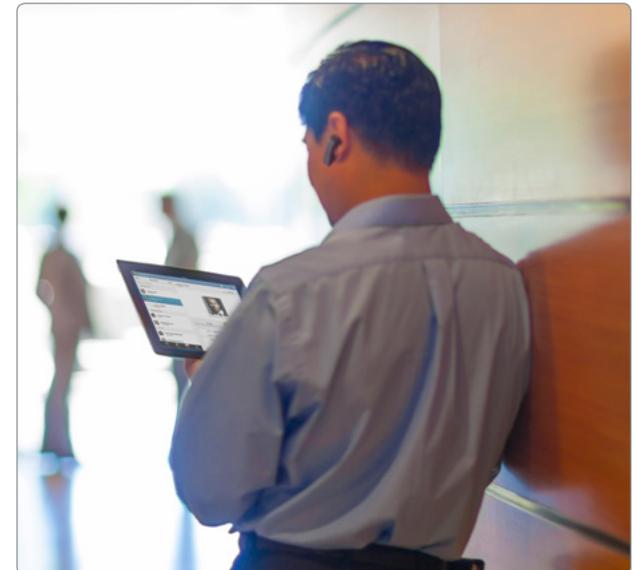
Matching Solutions to Your Goals

Cisco Packaged Collaboration Solutions are specifically designed for simplicity of deployment, management, and use. You can deliver enterprise-grade, secure communication services for all employees, devices, and locations. Choices of deployment models, applications, and endpoints let you tailor the exact solution to your needs. Cisco Collaboration can help you achieve your business goals more efficiently and quickly - improving customer satisfaction, controlling operational costs, increasing employee productivity, transforming workspaces, and more.

- **Affordability:** Customize the collaboration you need today with the built-in flexibility to adapt with growth and changing business needs. Studies have shown that Cisco Collaboration Solutions deliver the lowest total cost of ownership over 5 years than other competing solutions.
- **Simplicity:** Our solutions are designed to simplify deployment and operations from day one. One complete, turnkey solution requires less management time and fewer IT resources to set up, deploy, and maintain.
- **Flexibility:** Deploy your collaborative environment in the way that makes the most sense for your business. Cisco Collaboration Solutions are based on open standards to let you create the environment that's right for your business.
- **Essential services:** Let Cisco provide essential collaboration services with the ability to easily add videoconferencing, web conferencing, and customer interaction tools that can differentiate your business.
- **Advanced capabilities:** Respond to changing business needs, customer requirements, and new initiatives with advanced capabilities that are designed to grow and fit within your infrastructure.
- **Industry-leading capabilities:** Top industry analysts, such as Gartner and IDC have recognized Cisco as an IT leader. Cisco received a 'Strong Positive' rating—the highest possible rating given in Gartner's 2013 MarketScope for Unified Communications in small and midsized business markets.[1] Cisco also was positioned the furthest for completeness of vision and ability to execute in Gartner's 2013 Magic Quadrant for Corporate Telephony and positioned the furthest for ability to execute in Gartner's Magic Quadrant for Unified Communications. IDC also named Cisco the leader in its MarketScope: Worldwide Unified Communications and Collaboration 2013 Vendor Analysis.
- **Investment protection:** Add services as needed and upgrade easily to support new demands on your business. Cisco Collaboration Solutions protect your investment with flexible and scalable platforms that are open and interoperable.

> Industry-leading analysts recognize Cisco highly for its solutions in Web Conferencing, Corporate Telephony, Unified Communications, Enterprise Instant Messaging and Presence, Telepresence and Group Video Systems, and Contact Center Infrastructure. For details, please visit cisco.com/en/US/solutions/ns1007/analysts.html.

[1] Gartner, MarketScope for Unified Communications for the SMB Market, North America, M. Fernandez, J. Lassman, 21 August 2013

Gartner MarketScope for Unified Communications for the SMB Market, Western Europe, M. Fernandez, J. Lassman, 16 September 2013

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A Business Case for Collaboration

Collaboration can improve business results across every department:

- Executives
  - Hold face-to-face management meetings with anyone, anywhere
  - Reach critical decision makers in person, on demand
  - Stream live briefings or record them for later viewing

- Sales and marketing teams
  - Build stronger, more personal customer relationships
  - Provide customers with access to centralized expertise
  - Link remote sales teams to headquarters

- Human resources
  - Interview faraway candidates face-to-face
  - Bring groups together for in-person training
  - Enhance telework programs

- R&D and product development
  - Get real-time feedback from suppliers and customers
  - Access remote experts in real time
  - Accelerate time to market

- Manufacturing
  - Hold quality control inspections across different locations
  - Provide experts for remote machinery repair
  - Coordinate shipments with suppliers

- Finance
  - Review strategies and make decisions
  - Meet with analysts
  - Participate in vendor negotiations

Cisco Midmarket Collaboration Solutions Portfolio

You can start at any point within the portfolio and move your collaboration journey along at a pace that matches your business needs and priorities. Because of Cisco's architectural approach, working with us to add capabilities offers higher value and simpler implementation than point solutions from individual vendors.

Mobility
Imagine breaking down the barriers between your computer and the rest of the world. Your virtual meetings and communications don't stop with your laptop. Mobility allows you to use WebEx® and Jabber® applications when mobile with your iOS and Android devices.
cisco.com/web/telepresence/economist-infographic.html

Telepresence
Next to a face-to-face meeting, video is the most natural way to communicate. Cisco TelePresence® use high-definition (HD) video to create the next best thing to collaborating in-person. Forty-five percent of decision makers strongly agree that video saves time, and thirty-five percent agree it saves money.

Web Conferencing
Need to share information with a colleague or customer? Web conferencing from Cisco makes it easy to participate and lead meetings with every co-worker, regardless of their location using screen sharing and video.

Customer Collaboration
Want to enhance customer satisfaction and loyalty? Increase revenue opportunities? Improve agent productivity? Cisco Unified Contact Center Solutions deliver a highly secure customer-interaction-management that helps you make—and keep—customers.

Third-Party Vendor Applications
Choose from more business solutions than ever before. The Cisco Developer Network encompasses a range of third-party partners that offer their own valuable solutions to enable you to fully customize and enhance your Cisco Collaboration solution.

IP and Video Endpoints
Staying connected with your employees, customers, and business partners is easy with Cisco's broad portfolio of exceptional IP and video endpoints. Our extensive range high-quality devices enable you to mix and match the exact endpoint to each user's specific need.

How Do I Deploy Collaboration?

You can deploy Cisco Collaboration Solutions in the way that best matches your business needs and preferences. You can implement solutions at your own locations. You can subscribe to a Cisco Powered cloud service. Or you can have a combination of both. Regardless which deployment option you prefer, you experience the same, high-quality Cisco Collaboration services and experiences across your organization.

Premise-Based Collaboration Solutions
Cisco's Business Edition Solutions deliver the simple and flexible communications capabilities that businesses need, delivered on centrally-managed, turnkey platforms. With Cisco Business Edition, you can quickly and easily empower your organization with complete communications and collaboration services to help accelerate business success today.

These purpose-built solutions are ideal for companies that prefer to own and manage their own communications system on-premise, while having the built-in ability to seamlessly integrate with cloud-based services anytime desired.

Cisco Business Edition platforms are simple to deploy, manage, maintain and use, delivering best-in-class collaboration cost-effectively, efficiently, and securely. Each platform provides premium voice, video, mobility, messaging, conferencing, instant messaging and presence, contact center, and more capabilities enabled by virtualization technology. By consolidating multiple collaboration applications in highly available platforms, Business Edition solutions enable businesses to quickly reduce total cost of ownership (TCO) and increase return on investment (ROI) through their flexible architecture that scales with business needs.

Cisco Powered Cloud Services
Businesses that are growing quickly or unpredictably appreciate the flexibility of cloud services. You can deploy Cisco Powered cloud services such as voice, video, voicemail and messaging, instant messaging (IM) and presence, contact center, and mobility to quickly relieve your staff from having to manage IT infrastructure, software, and solutions that are not core to your business. A subscription also enables you to minimize capital expenditures and make budgeting more predictable.

The Best of Both
You can easily combine deployment approaches, using a mix of on-premise and cloud collaboration from Cisco, Cisco partners, and other companies. For example, you can host Cisco Unified Contact Center Enterprise yourself and subscribe to a Cisco Powered cloud service for voice, voicemail, presence, and instant messaging. Or deploy a Cisco Business Edition on-premise solution, use a Cisco Powered cloud service for your contact center, integrate it with Salesforce.com so that employees can click to call, and also use Cisco WebEx® meetings and Cisco Cloud Web Security. The Forbes Insights: Collaborating in the Cloud research reveals how a cloud-based approach yields significant benefits for top business leaders. Learn more at: cisco.com/go/midmarket.

Solutions that Satisfy Our Customers

More than 200,000 customers worldwide, 75,000 of which are midsize companies, trust Cisco Collaboration solutions and award-winning 24-hour customer support and services for their businesses.

For more information about Cisco Collaboration Solutions, please visit cisco.com/go/collaboration.

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