



Collaborating in the Cloud

Winter 2013

It's a Post-PC World

- Traditional “office software” approaches can’t meet the needs of today’s business users
- Cloud-based applications and smart mobile devices support the new way teams work



Check email via
a tablet at home



Join a conference call from
a smartphone on the road



Videoconference on a laptop
or a desktop PC
in the office

Chances Are, You're Already Using the Cloud



Consumers already use
cloud-based services for music,
storage, and social media



Business users are accessing applications
like customer relationship management
and other transactional applications

How Can Cloud Help Your Business?

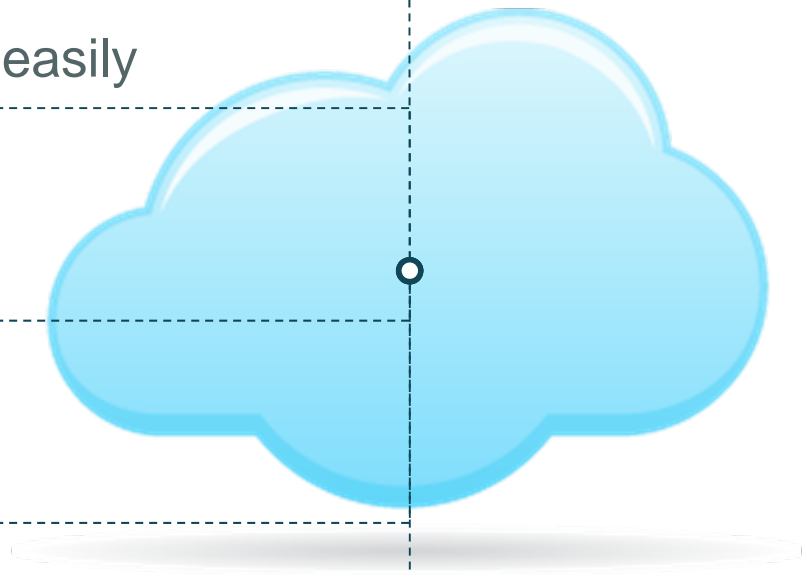
Increases productivity and intelligence sharing

Distributed teams can work together more easily

Mobile workers can feel as connected as they are in the office

Individuals and companies of any size can join with almost no IT investment

Facilitate collaboration beyond the boundary of your organization



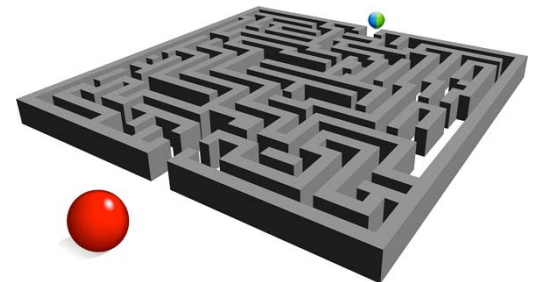
Collaboration Benefits

- Increases productivity and spurs innovation
- Improves business agility
- Allows users to connect with people any time, anywhere
- Helps your company to compete effectively and scale globally
- Gives employees the freedom to work in the ways that best meet their objectives and working styles
- Enables applications to be delivered rapidly and people to communicate and connect across corporate boundaries



Challenges of Cloud Collaboration

- Delivering collaboration tools to potentially thousands of global users simultaneously
- Poor audio or video quality
- Limited support for mobile devices
- Security



Evaluating the Cloud: What's the Right Solution for You



Evaluating Cloud Collaboration: 8 Areas to Consider



High
Availability/Resilience



Scalability



Performance



Security



User Productivity



Offline
Productivity



Investment
Protection



Vendor Maturity
and Vision

Availability & Performance

- High availability/resilience

Multiple redundancy, account backup, ad hoc availability, IT operations

- Scalability

Proven in operation, large meetings, global load balancing, efficient routing, core/edge separation

- Performance

High-speed network, optimized switching, scalable video, minimized bandwidth use, local connection



Security & Productivity

- Security

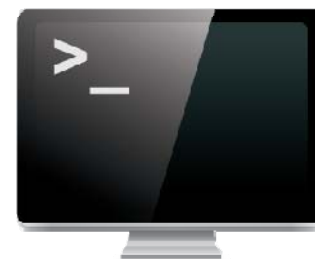
Multilayer security model, no realtime data is held, multi-tenant isolation, separation of duties, third-party audits

- User Productivity

Intuitive interface, full mobile experience, choice of devices, enterprise social networking, minimal imposition on the user

- Offline Productivity

Shared workspaces, recordings



Risk-free Choice

- Investment Protection

Open standards support, Voice over IP, Office applications, low cost of entry

- Vendor Maturity and Vision

A market-leading portfolio of communications and collaboration solutions designed for the new workspace

A consistent productive end-user experience across multiple devices

Sophisticated network-based protocols

Integrated enterprise-class social infrastructure

Proven integrations with Office suite for user productivity



The Cisco Approach



Cisco WebEx

- Cisco designed its cloud-based collaboration service to meet the needs of the business from the outset
- WebEx is optimized for real-time and asynchronous interaction on a global scale



Designed for the Enterprise

- High ROI interactions
- Global coverage
- “Always on” availability
- Comprehensive security
- Works with existing collaboration and business application investments
- Multiple device/OS support
- Easy to implement and manage
- Opex versus capex expense



Designed for the User

- Productive experience
- Native mobility
- Cross company collaboration
- Multiple device/OS support
- Easy to use, share, and adopt
- Improves efficiencies
- Reduced travel (fewer costs)



Designed for IT & Developers

- Low-impact integration
- Operational control
- Easy to implement and manage
- Reduces costs
- Interoperable with existing collaboration and business application investments
- Multiple device/OS support
- Scalable, secure, and reliable



With Cisco, you get....

2

billion WebEx
meeting minutes
each month

32

million month
participants

231

countries and
territories

7

million WebEx
meetings per
month

26

million people join
WebEx meetings
each month

2nd

largest SaaS
operation worldwide

6.4

million registered
WebEx users

Learn more

- [Collaborating in the Cloud:
Why It Is Important, and What to Look for When Evaluating
a Cloud-Based Collaboration Solution](#)



