

Cisco TelePresence Solutions: In-Person Meetings Can Transform Business Processes

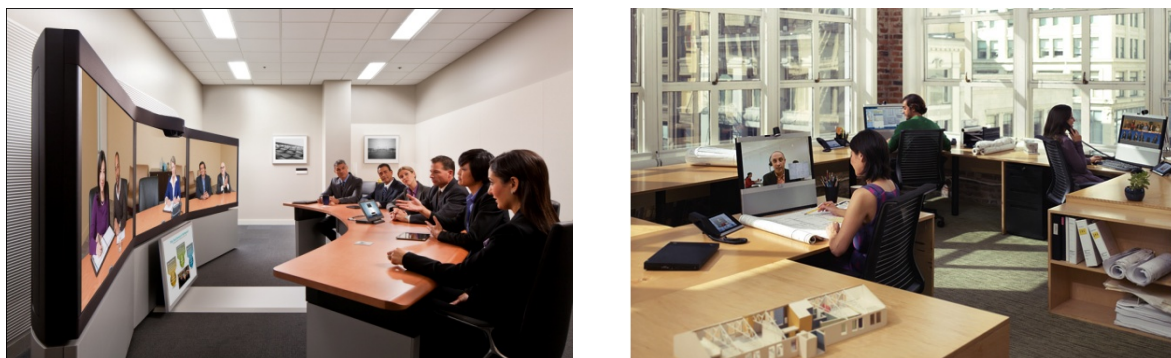
People affect your business and your competitive differentiation—and better innovation and faster troubleshooting happen when you bring people together. Now you can use the power of Cisco TelePresence® and in-person collaboration to transform business processes, internally and with partners, suppliers, vendors, and customers. Strategic companies of all sizes are using telepresence to:

- Make business-critical decisions faster
- Gather experts in real time for impromptu innovation
- Increase productivity with more collaboration and less travel
- Reinvent customer service models and accelerate sales cycles
- Unify supply chains and reduce time to market
- Train remote teams

Bring Telepresence to More People in More Places

Think beyond the boardroom. Companies of all sizes can streamline processes and increase sales with collaboration solutions. The broad Cisco TelePresence portfolio spans from video-enabled mobile phones and desktop systems for personal use to multiscreen, immersive solutions for large group meetings (Figure 1).

Figure 1. From the boardroom to the desktop, Cisco TelePresence solutions power the new way of working, where everyone, everywhere can be more productive through face-to-face collaboration.



Cisco TelePresence solutions deliver a more social, more visual, more virtual way to communicate and collaborate—with an experience so lifelike and natural that it feels like you are in the same room.

Cisco TelePresence Solutions Benefit Profitability

The Cisco TelePresence collaboration experience does more than build trust and relationships. It can help you:

- Speed decision making: You can bring talents, resources, and decision makers across different geographic regions and organizational areas together to synchronize and commit on business objectives and relevant execution blueprints.

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- Reduce travel expenses: Many customers cut business travel by 30 percent or more when implementing Cisco TelePresence solutions. Travel-related downtime is also eliminated. Typically, the cost of two international business trips will pay for a Cisco [TelePresence](#) solution.
 - Innovate across the value chain: You can see your partners and customers and communicate effectively to transform business processes and enjoy new levels of customer satisfaction and innovation.
 - Accelerate sales cycles: By bringing the right people together at the right time and sharing more face time, you can close sales faster.
 - Tap into expertise across the globe: No matter where people are, you can tap their resources to full advantage through Cisco TelePresence collaboration.

Solutions That Scale

Only Cisco provides the breadth of endpoints, deployment models, and interoperability to make telepresence for everyone a reality. Cisco delivers:

- The broadest range of telepresence endpoints, from personal to multiscreen, immersive solutions
- Solution platforms for custom, industry-specific deployments
- Comprehensive management software that belies the simple user interface and gives administrators a set of powerful tools
- Flexible deployment options, from on-premises installations to hosted service provider Exchange and cloud-based Cisco TelePresence-as-a-Service solutions
- Pricing options from initial payment to pay-as-you grow models

Cloud-Based Services and Solutions

The Cisco TelePresence cloud services and exchange solutions extend the Cisco TelePresence endpoints and infrastructure portfolio, enabling existing customers to scale their deployments more broadly and new customers to obtain the benefits of telepresence more rapidly within their organizations.

Cisco TelePresence cloud services and solutions are built to deliver flexible deployment and service models with highly scalable conferencing, advanced media solutions for interoperability, and the power to easily extend reach of video communities through secure intercompany and interprovider telepresence and options such as public telepresence suites.

- For enterprise organizations, managed and hosted telepresence services delivered by Cisco partners enable new service models and the ability to rapidly augment and scale existing premises-based deployments to reach a broader community of telepresence and video users.
- For service providers, Cisco offers scalable infrastructure, multitenant solution platforms, and validated architectures to deliver a range of managed and hosted telepresence services including advanced cloud-based services for multimedia conferencing, interoperability, and the ability to connect to organizations securely across enterprise and provider boundaries with network-based exchange solutions.
- For smaller organizations just getting started with video, the Cisco WebEx Telepresence service is a cloud-based subscription service for video calling that operates over an existing broadband connection.

Cisco TelePresence Exchange System allows solution providers to deliver a full suite of managed and hosted Cisco TelePresence services.

Figure 2.

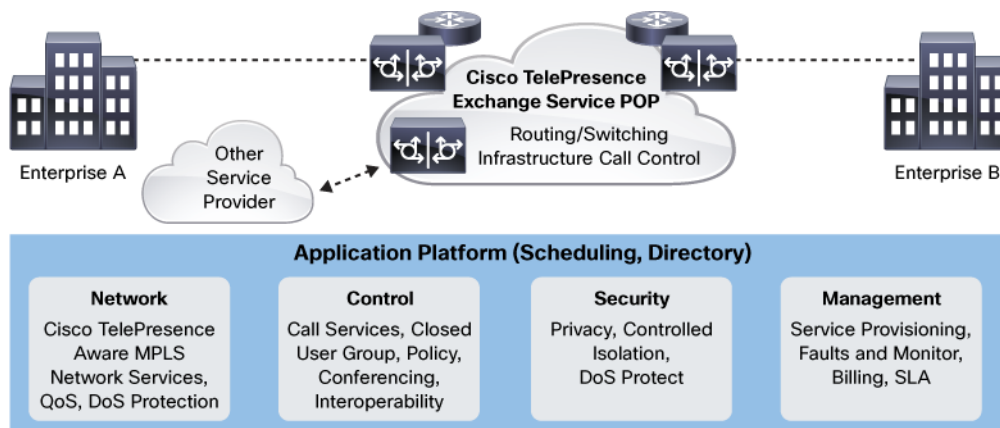


Table 1 shows the comprehensive portfolio of Cisco TelePresence solutions.

Table 1. Cisco TelePresence Product and Solution Portfolio

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| <p>Endpoints</p> <p>Immersive Endpoints</p> <ul style="list-style-type: none"> • Cisco TelePresence TX9000 Series • Cisco TelePresence TX1300 Series <p>Multipurpose Endpoints</p> <ul style="list-style-type: none"> • Cisco TelePresence System Profile Series • Cisco TelePresence MX Series <p>Personal Endpoints</p> <ul style="list-style-type: none"> • Cisco TelePresence EX Series • Cisco Jabber Video for TelePresence (Movi) • Cisco TelePresence System 500 • Cisco TelePresence System 1100 <p>Solutions Platform</p> <ul style="list-style-type: none"> • Cisco TelePresence Integrator C Series • Cisco TelePresence Quick Set Series | <p>Infrastructure</p> <p>Cisco TelePresence Conferencing</p> <ul style="list-style-type: none"> • Cisco TelePresence MSE 8000 Series • Cisco TelePresence Server • Cisco TelePresence MCU MSE Series • Cisco TelePresence Multipoint Switch • Cisco TelePresence MCU 5300 Series • Cisco TelePresence MCU 4500 Series • Cisco TelePresence MCU 4501 • Cisco TelePresence MCU 4200 Series • Cisco TelePresence ISDN Gateway • Cisco TelePresence Serial Gateway Series • Cisco TelePresence Advanced Media Gateway Series <p>Cisco TelePresence Applications</p> <ul style="list-style-type: none"> • Cisco TelePresence Conductor • Cisco TelePresence Video Communication Server <p>Cisco TelePresence Management</p> <ul style="list-style-type: none"> • Cisco TelePresence Management Suite • Cisco Prime Collaboration • Cisco TelePresence Manager • Cisco TelePresence MCU Conference Director <p>Cisco TelePresence Media Services Products</p> <ul style="list-style-type: none"> • Cisco MXE 3500 Series (Media Experience Engines) • Cisco TelePresence Content Server • Cisco TelePresence Recording Server | <p>Cloud Services and Solutions</p> <p>Managed and Hosted Services</p> <ul style="list-style-type: none"> • Cisco WebEx Telepresence <p>Service Provider Exchange Solutions</p> <ul style="list-style-type: none"> • Cisco TelePresence Exchange System <p>Peripherals and Accessories</p> <ul style="list-style-type: none"> • Cisco TelePresence ISDN Link • Cisco TelePresence PrecisionHD Cameras • Cisco TelePresence PrecisionHD USB Cameras • Cisco TelePresence Touch Screen |
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The Reassurance of Expertise

Whether you decide to do it yourself, combine on-premises deployment with a managed service, or completely outsource your telepresence deployment, the Cisco® service model gives you the most flexible options and the most control. Cisco Services can help you deliver on the benefits of telepresence and business video. From architectural blueprints to delivery and management, we can plan, build, and deliver a deployment that best meets your needs.

In addition, Cisco has developed a worldwide ecosystem of partners qualified to deliver and support telepresence, video collaboration experiences, and operational services. Our Cisco TelePresence partners have the depth of expertise to meet your unique telepresence and video services needs from business requirements and installation to ongoing management. The Cisco partner community possesses expertise in both video technology and network architecture, helping ensure that you can harness the greatest value from the solution you choose. In addition, Cisco Certified TelePresence Connection carriers can help you implement, operate, and scale, especially beyond the boundaries of your own organization.

Read more about how Cisco TelePresence technology can help you transform critical business processes at: <http://www.cisco.com/go/telepresence>.

Learn how Cisco TelePresence technology can be the foundation for your collaboration strategy at: <http://www.cisco.com/go/collaborationstrategies>.



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