Introducing Video Services for the ISR Platforms

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Agenda

- **Technology Trends and Momentum for Services**
- **Cisco Integrated Services Router Portfolio**
- **Cisco Integrated Video Communications Portfolio**
- **Summary**

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Business & Technology Trends

- Businesses are moving toward converged networks for increased productivity, lower costs
- Business communications are becoming richer: audio, video, collaboration
- Pervasive security is mission-critical, as more data and applications move online
- Businesses of all sizes wish to deploy secure wireless to enhance mobility
- Web applications are enhancing access and productivity
- Management & service simplification – must be supported with existing staff

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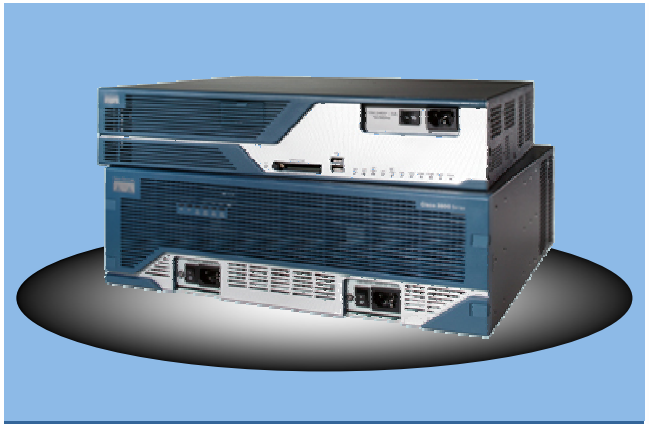
The Cisco Difference: The Value of A Systems Approach



PLATFORM INTEGRATION

- Ease of deployment
- Ease of management
- Ease of training, staffing
- Faster troubleshooting
- Reduced complexity
- Lower capital costs

Benefits of A Systems Approach:

Simplicity

Intelligence

Greater Productivity

Faster Profitability

Maximum Investment Protection

SERVICES INTEGRATION:

- Automation and intelligence
- End to end security
- Higher quality of service
- Faster time to productivity and profitability
- Efficient use of network bandwidth

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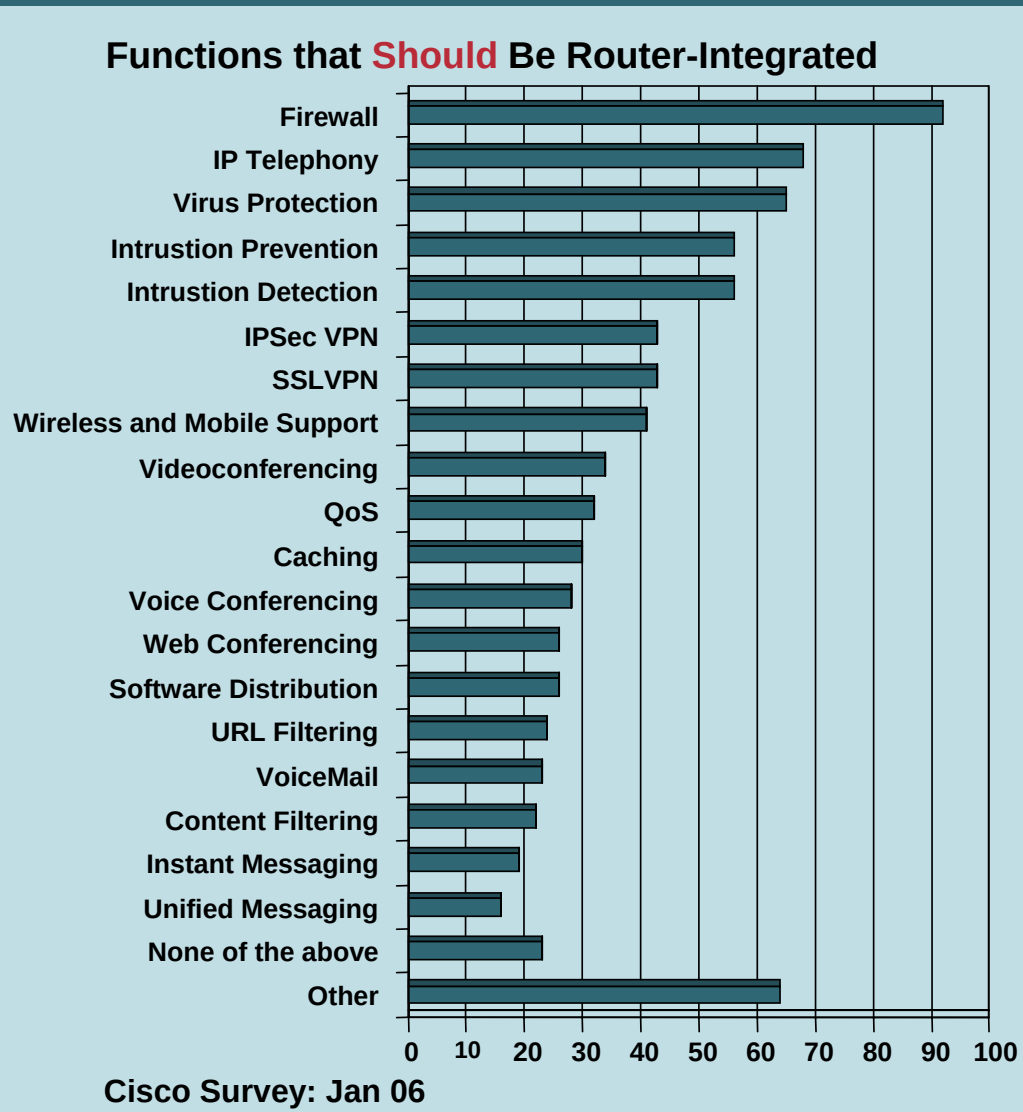
SMBs and Enterprises Prefer Integrated Services and Applications

- More than 60% of the respondents preferred router-integrated services for their small offices and enterprise branch offices
- Converged data, security, voice, video and wireless enables customers to protect, optimize, grow their businesses
- Systems approach maximizes operating efficiencies:
  - More time for network planning, design
  - Improve network monitoring and troubleshooting
  - Offload voice and data staff
  - Leverage better pricing/packaging



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Integrated Services Routers Extends Integrated Services to Businesses of All Sizes

- Cisco redefines best in class routing with the industry's FIRST portfolio engineered for secure, wire-speed delivery of concurrent data, voice, video and wireless services
- Cisco's integrated systems approach to embedded services speeds application deployment and reduces operating costs and complexity
- Founded on more than 20 years of innovation and leadership—FIRST to embed security, voice, video and wireless services into a single routing system
- Integrated Services Routers provide customers with unparalleled services performance and investment protection

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Award-Winning Integrated Services Routers

Network Computing 2005 Well Connected Awards Product of the Year—Cisco Systems 2800 and 3800 Series
"…Cisco's new 3800 Series ISRs are products to "die" for this year … designed with security and Voice over IP, firewall, QoS, intrusion detection, and call processing all without compromising performance." Network Computing, April 2005

Network Magazine 2005 Innovations Awards Network Hardware Product Breakthrough Cisco Systems Integrated Services Routers
"The combination of routing, switching, firewalling, NAT, intrusion prevention, (NAC), and encryption capabilities, coupled with its ability to provide a host of telephony services and voicemail, makes the ISR our choice … " Network Magazine, May 2005

CRN 2005 Channel Champions Award in Routing and Switching
"For partners, the introduction of Cisco's Integrated Services Router platform … has been significant. "…very few vendors … are offering solutions that fundamentally change the way companies do business," said Ron Temske of Localis.
"But Cisco does." CRN, April 2005

Interop Tokyo 2005 Best of Show—Cisco Systems 1812W
"1812 W integrates various security features—such as firewall, VPN, IPS—into one box, with excellent cost performance. Designed to have the required features and price to meet Japanese users' needs, we see Cisco Japan's efforts and commitment to capture Japan market. Interop Tokyo, 2005

Windows IT Pro 2005 Readers Choice Awards Infrastructure Product of the Year—Cisco Systems 3800 Series Windows IT Pro, September 2005

2005 Frost & Sullivan Award for Market Leadership Award Cisco Systems Routers
For its role in the enterprise router market. Though Cisco has many competitors, they maintain their leadership, both through the development of new technology and products, and participation in standard's bodies and partnerships. Frost & Sullivan, January 2006

Product of the Year!

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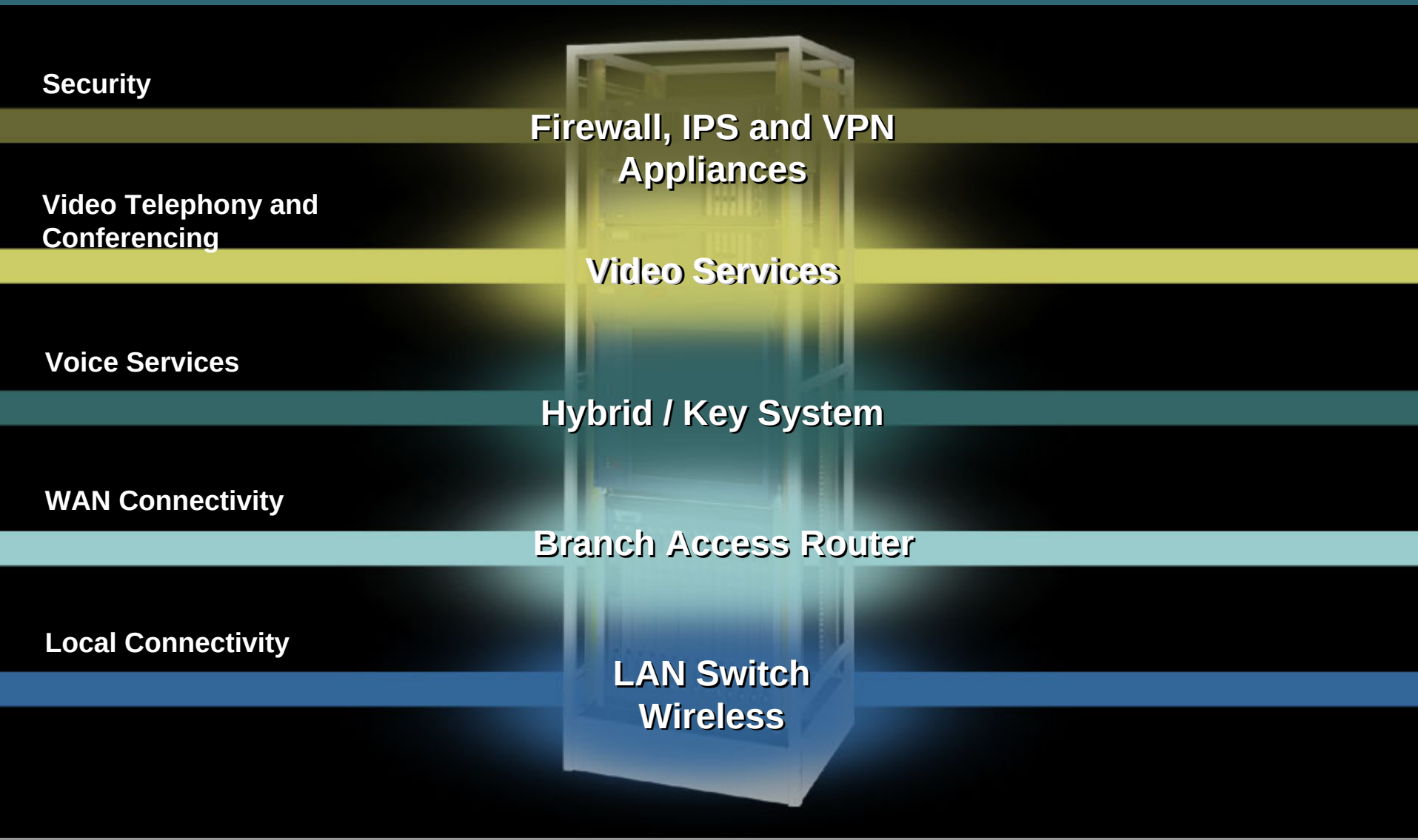
Traditional Business Solution: Separate Applications and Appliances



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New Option:
Integrated Solution for Advanced Services

Integrated Services Router

Embedded Security

Voice Ready

Video Integration

Integrated Wireless

Low Density L2 Switching

Network Analysis

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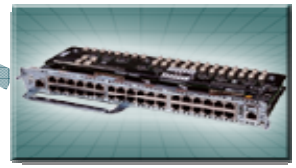
Building a Foundation to Support Future Requirements

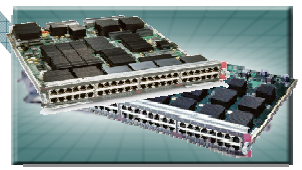
Advanced Security Software/ Modules

Video Services

Voice Services



Density, Scalability, High Availability



Incremental Port Functionality & Performance

Future-Proof Investment

Integrated intelligent network that adapts, scales and performs

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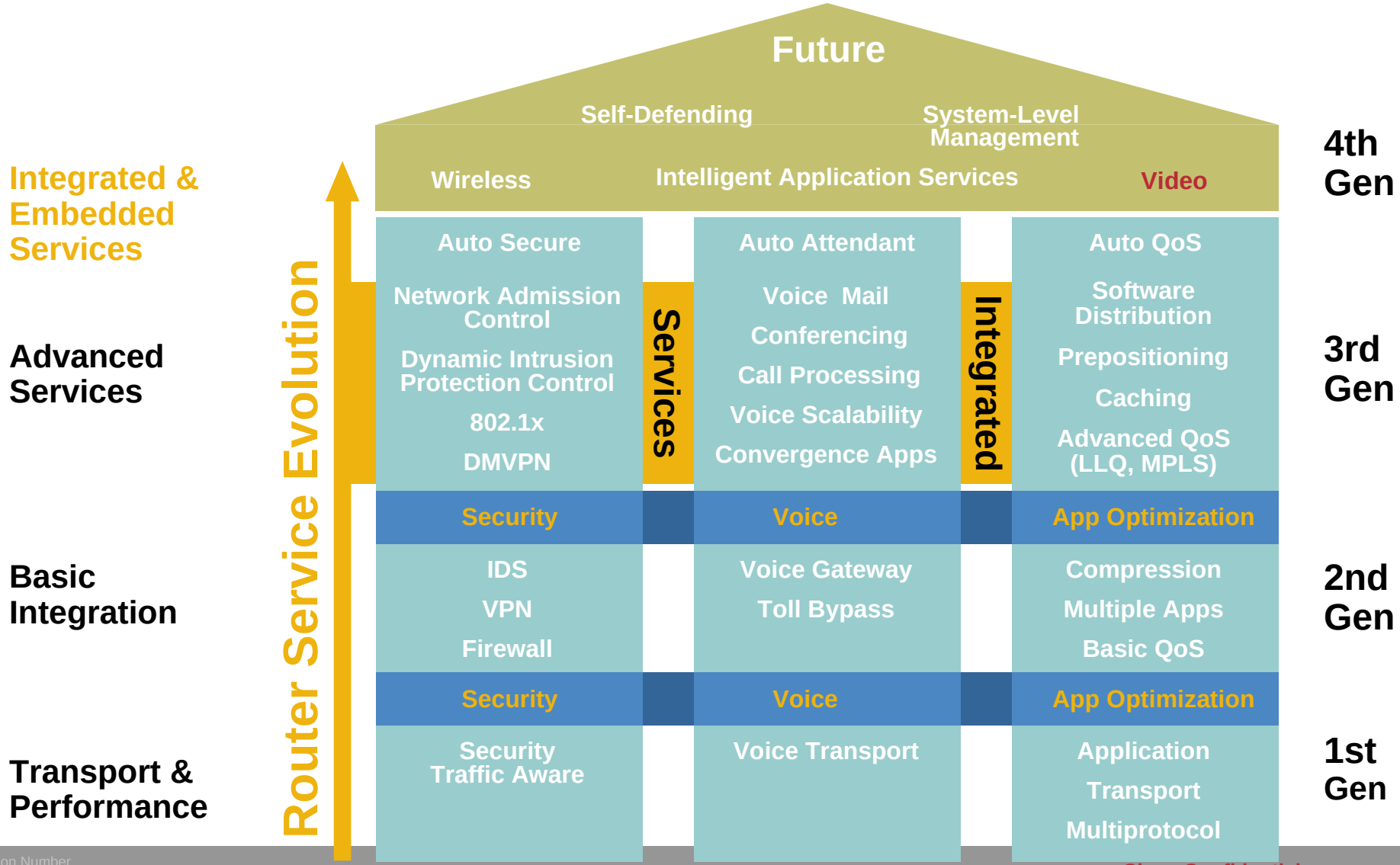
Cisco Evolution: Transport & Performance to Integrated & Embedded Concurrent Services



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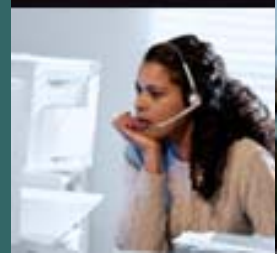
CISCO INTEGRATED SERVICES ROUTER PORTFOLIO



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Cisco's Integrated Services Routers

Secure, Concurrent Services!

Up to… 5X service density, 7X performance, 4X memory!

Embedded security, tightly integrated with voice

Integrated Services Routers

Backward compatibility with existing router modules for solid investment protection

Wireless LAN available on all models

Plus headroom to grow!

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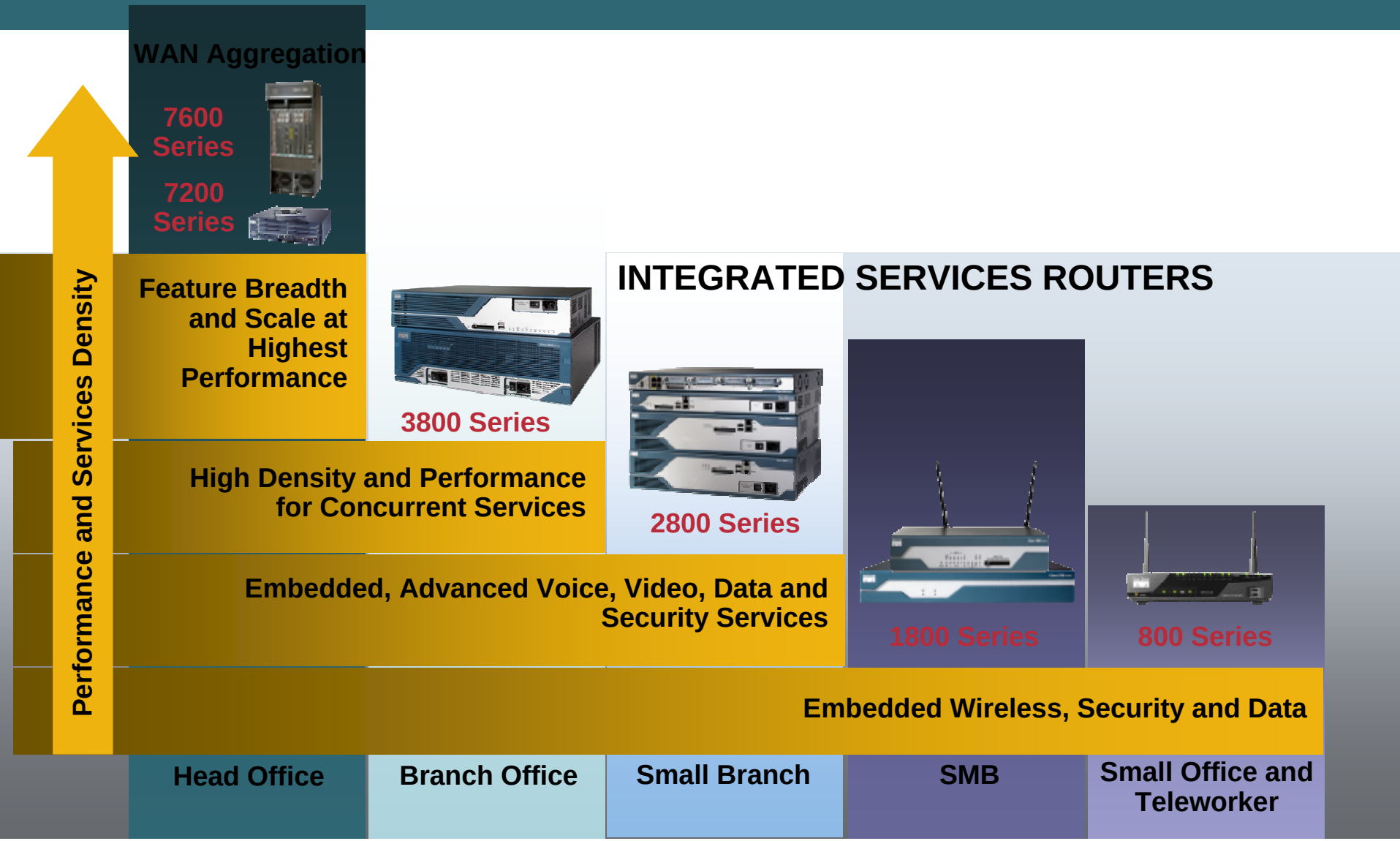
Extending the Integrated Services Router Portfolio
New Models Ideal for Small Business and Small Offices



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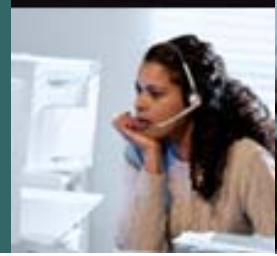
VIDEO SERVICES



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Usage Models are Changing

Distinctions in User Behavior and Technologies are Rapidly Blurring

- Point-to-point ⟷ Multipoint
- Voice-only ⟷ Rich-media
- Phone ⟷ PC/PDA
- Wired ⟷ Wireless
- Non-real time ⟷ Real time
- Scheduled ⟷ Ad hoc

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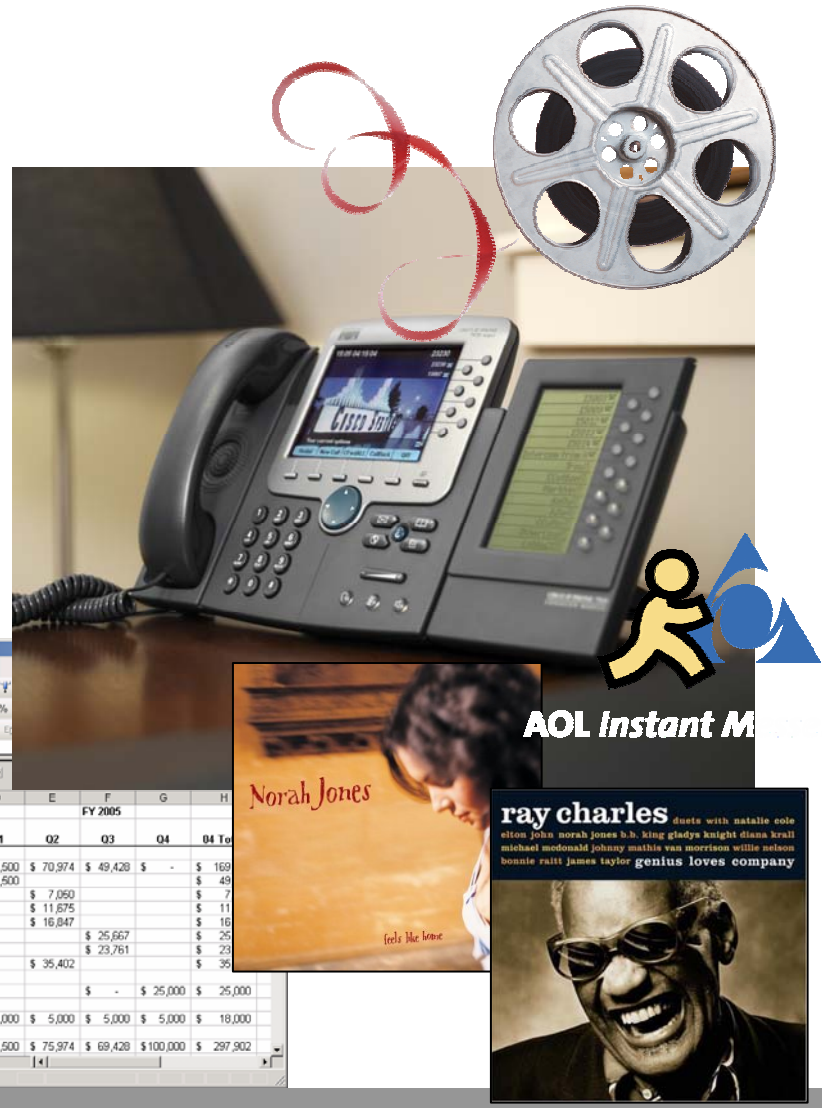
More than Voice….

Rich Media

Enriching communication through integration of voice, video and data collaboration

- **Wide band audio**
- **Data/web collaboration**
- **Video**
- **Instant messaging**
- **Conferencing**



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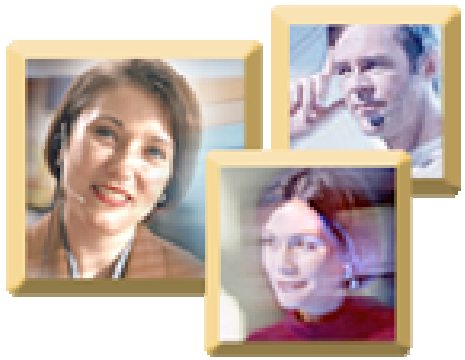
Benefits and Applications of Video

Research by Shalleck-Klein 1998

- A person's impact depends
  55% on body language

  38% on how it is said

  7% on what is said”



Benefits of Video

- 5x retention if seen and heard
- Reduces costs and inconvenience of travel
- Focuses attention on matter being discussed
- Speeds decision making
- Bridges language and cultural barriers
- Increase productivity

Applications

- Ad-hoc meetings
- Scheduled Team meetings
- Distance learning
- Customer service - Video Agents
- Telemedicine - Remote Consultation
- Human resources - Remote interviews
- “Virtual” experts, Executive Comm.

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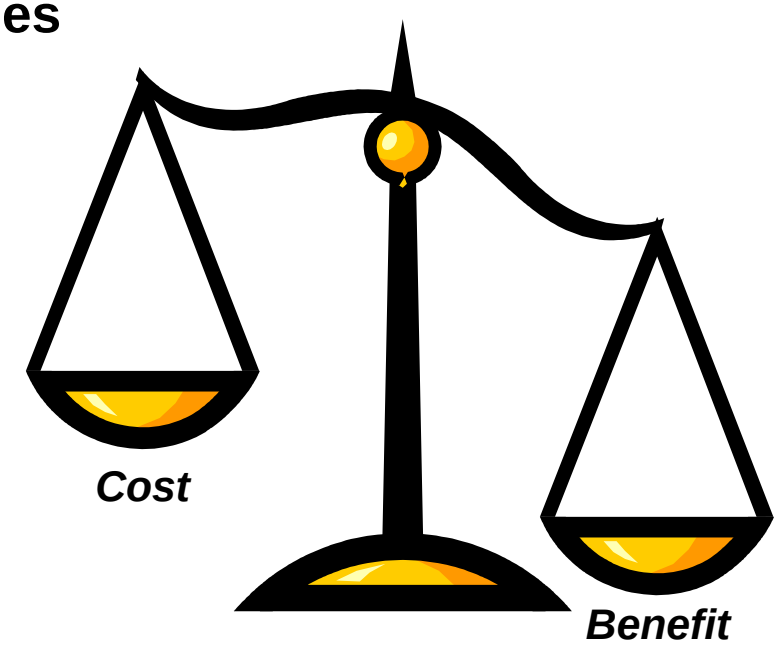
Why Video Telephony Now?

- **Previous Videoconferencing Challenges**
  - **Difficult to use**
  - **Separate dial plans**
  - **Expensive**
  - **Poor video quality**
- **Cisco's Solution**
  - **Video call is now a phone call!**
  - **Makes Video as easy to use as voice**
  - **Makes Video as easy to deploy as voice**
  - **Makes Video as easy to manage as voice**
  - **Makes Video as cost effective as voice**
  - **Preserves customers' investments in CallManager, CallManager Express, IP telephony equipment, data network, and H.323 videoconferencing equipment**



Cost-Benefit Shift

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Video Services for the Cisco ISR Platforms

Video calls are now as easy as voice calls with Cisco Unified Communications

- **Unified CallManager Express with Video integration**
  - **Simplified desktop video with Cisco Unified Video Advantage**
  - **Utilize new Cisco 7985 Desktop Video IP Phone**
  - **Third party Video Conferencing System Interoperability**
- **Survivable Remote Site Video Telephony**
  - **Video enabled survivability utilizing existing ISDN voice interfaces and infrastructure**
  - **Extend your internal video solution to external parties over ISDN**
- **Video Session Border Controller**
  - **Enhance your internal video conference solution with fine granularity control over Qos/BW control**
  - **Securely extend your communications solution with business to business video calling**

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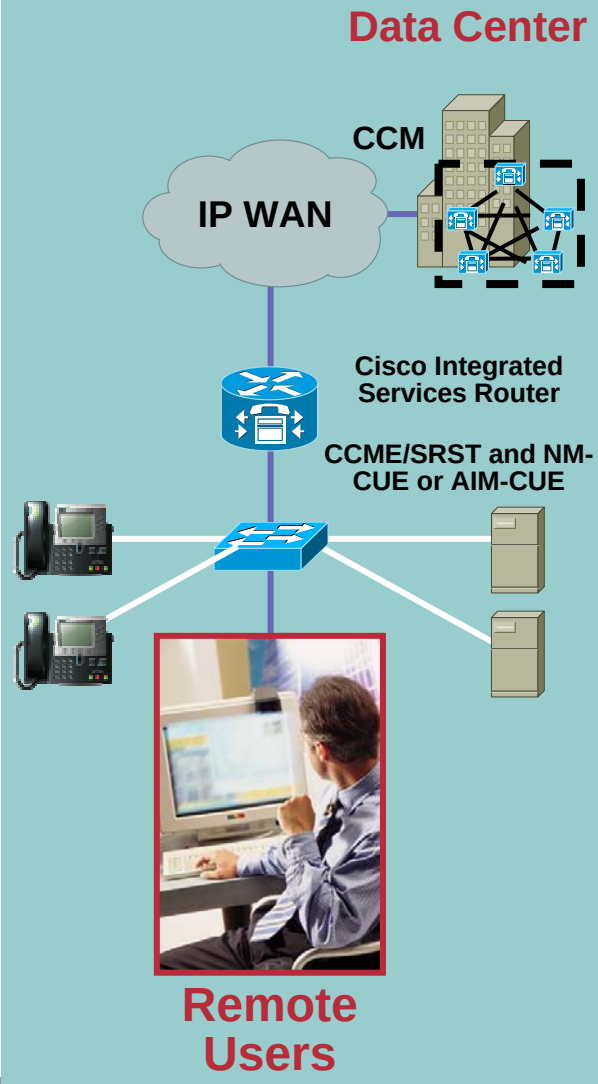
Unified Communications for the Enterprise Branch, Commercial and Small Office

Affordable and robust IP Video Communications for enterprise branches and small to medium sized businesses

Solution: **Cisco CallManager Express (CCME) with and SRST with CallManager**

- **Localized video call processing with Cisco CallManager Express (CCME)!**
- **“Failover” localized video call processing with Cisco Survivable Remote Site Video Telephony (SRST) and the Integrated Video Gateway!**
- **Etherswitch® Module for Line Powering IP Phones**
- **Centralized DSP resources for voice and video connectivity**



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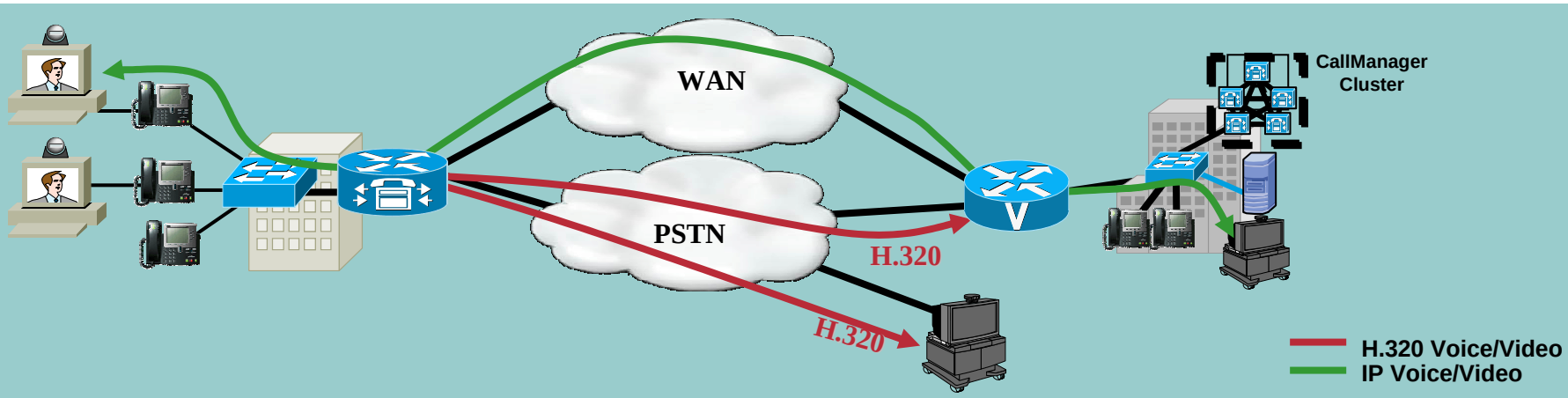
Unified Video Gateway for Survivable Remote Site Video Telephony

- **Video gateway capabilities built into Integrated Services Routers existing ISDN voice interfaces**
- **Utilizes existing DSP technology to allow for no additional capex to enable Video gateway functionality on your Integrated services router**
- **Provides simplified architecture for next generation combined voice and video networks allows for a single gateway for both voice and video services**

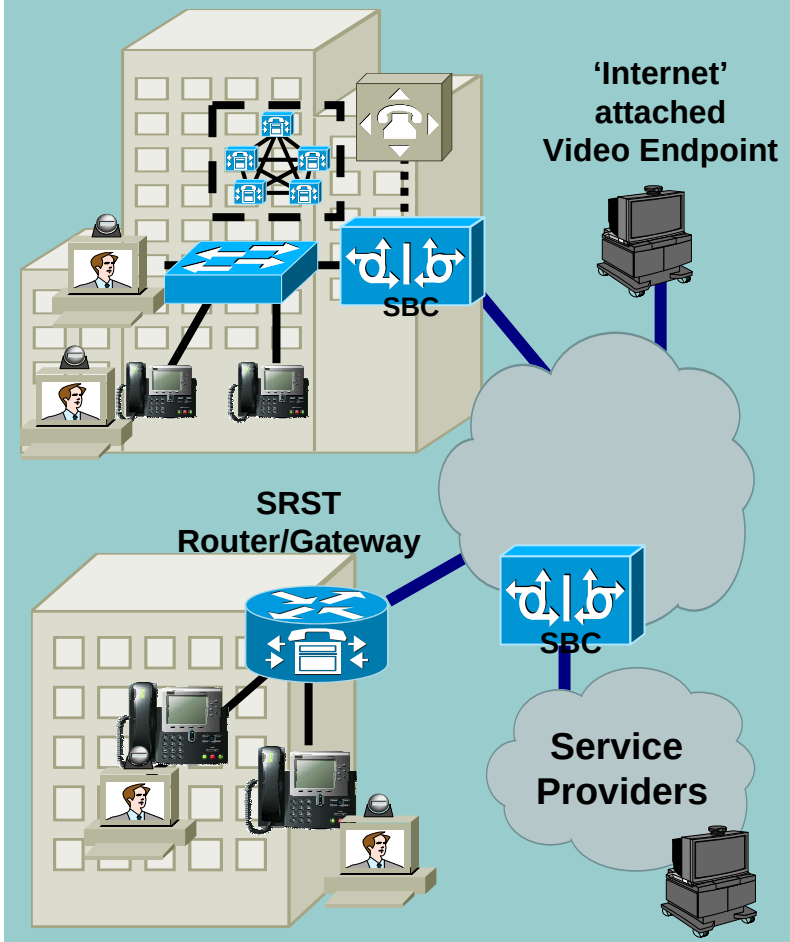


Video Services with the Cisco Session Border Controller

Extend the Unified Communications network edge with secure IP based business to business rich media communications

Solution: Video Service with the Cisco Session Border Controller

- **Extend video telephony services to business partners, vendors, and customers with Internet video calling**
- **Seamlessly integrate with trunking Service Providers**
- **Gain fine control over video traffic within your network**



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Conclusion

- **The Integrated Services Routers provide a video services platform for your current and future business needs:**
  - **Best in class routing**
  - **Integrated IP Video telephony**
  - **Secure, data, voice, video services at wire speed**
  - **Secure IP based Business to Business Rich Media Communications**
  - **More value, headroom for growth**
- **Industry and technology leadership**
- **Maximum investment protection**
- **Comprehensive support and services, global partnerships**

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