

Cisco TelePresence Experience for Everyone, Everywhere

Expanding Your Reach with Public Cisco TelePresence Offerings

Introduction

Public Cisco TelePresence® collaboration represents a new alternative for face-to-face collaboration by providing life-size, lifelike images and Hi-Fi audio that rival an in-person experience. Public Cisco TelePresence collaboration allows customers to reserve rooms for an hourly fee, enjoying the in-person meeting experience without an initial capital investment.

The strength of the public telepresence offering lies in its accessibility to anyone on a pay-per-use basis. The value of the service is enhanced greatly by the increased footprint of public telepresence locations across the world, enabling greater in-person collaboration. Public Cisco TelePresence collaboration extends the reach of enterprises to meet with their partners and customers worldwide, leading to improved productivity and higher cost savings due to reduced travel requirements.

This document provides an overview of the solution to partners that are interested in offering Public Cisco TelePresence experiences.

Why Public Cisco Telepresence Collaboration?

Customers need to stay in touch with colleagues, prospects, customers, suppliers, and partners around the world on a daily basis. The means we use to communicate with people in other locations affects costs and quality of life (Figure 1).

The Cisco TelePresence offering represents the ultimate remote collaboration experience with the widest adoption worldwide, from Fortune 1000 multinationals to mid-tier companies to higher education centers of excellence. Organizations involved in supply chains or interested in gaining closer customer contact can take advantage of public rooms to connect with companies that have their own Cisco TelePresence rooms. Companies that have invested in Cisco TelePresence deployments can immediately scale those deployments to include other locations and participants.

Cisco TelePresence technology powers the new way of working where everyone, everywhere can be more productive through face-to-face collaboration. The strength of the public Cisco TelePresence experience lies in its broadening availability around the world.

Figure 1. Cisco TelePresence Collaboration Creates a Lifelike, In-Person Meeting Experience



Meeting participants need only travel as far as the nearest Cisco TelePresence meeting room in their company or a public Cisco TelePresence facility to experience the power of the “in-person” meeting.

How Does It Work?

Delivering a public telepresence service requires partnerships between service providers, location providers, and equipment providers. Service provider partners provide the network, access to a Cisco TelePresence Exchange System, connectivity, and managed services. Room provider partners provide the facility, onsite staff, and other business support. Either partner can be responsible for applications such as scheduling, payment processing, and marketing, and sales efforts.

Table 1 depicts the different components of the public telepresence solution model.

Table 1. Public Cisco Telepresence Solution Components

Site	<ul style="list-style-type: none">• Facility and room preparation• Onsite staff and operations
Technology	<ul style="list-style-type: none">• Cisco TelePresence systems• Design and implementation
Infrastructure	<ul style="list-style-type: none">• Network (bandwidth and hosting)• Cisco TelePresence Exchange System (Exchange System) connectivity• Application services (scheduling and billing)
Support	<ul style="list-style-type: none">• Remote assistance (service desk and technical support)• Premium service options• Field or onsite support
Program	<ul style="list-style-type: none">• Program guidelines, materials, and training• Marketing and sales

How Can Partners Provide a Public Telepresence Service?

Service provider partners can work with location providers and offer public Cisco TelePresence experiences with connectivity and managed support. Service providers should reach out to their account teams for information about building a public telepresence offering on top of their Exchange System service.

Location providers can deliver the Public Cisco TelePresence experience with premium facilities and onsite services in hotels and office complexes worldwide. Location provider partners should reach out to their telepresence service providers for details about offering Public Cisco TelePresence experiences.

Partner Benefits

Benefits for Service Providers

- Revenue generation: By offering Public Cisco TelePresence experiences on top of the Exchange System service, service providers benefit from additional revenue-generating options.
- Strong Exchange System network: Users are looking to connect with other public, private, and enterprise locations around the world, and Public Cisco TelePresence collaboration makes the Exchange System network more compelling because of the increased footprint.
- Customer satisfaction and loyalty: Users want access to public telepresence, and providing such a service increases customer satisfaction and loyalty.

Benefits for Location Providers

- Revenue generation: Public Cisco TelePresence collaboration creates add-on revenue for location providers in the form of telepresence room rentals, dining and catering services, and hotel room bookings.
- Benefits to guests: Offering Public Cisco TelePresence experiences leads to increased collaboration flexibility for customers, enhancing customer satisfaction and loyalty.
- Innovative service: Public Cisco TelePresence collaboration is an innovative service and a strong business differentiator that can help attract and retain new customers.

Why Cisco?

Cisco TelePresence collaboration is the leading solution in the telepresence and video market today. The meeting experience is unparalleled with life-size, lifelike images with high-definition (HD) video and spatial audio, leading to an in-person meeting experience. Also, Cisco TelePresence endpoints and infrastructure enable interoperability between Cisco and other companies' video endpoints, protecting investments and helping ensure global scalability.

The Public Cisco TelePresence experience is a proven model that has worked smoothly in partnership with service providers and location providers. Partners continue to provide the service today with a large global footprint. Customers have had hundreds of successful public telepresence meetings, they have enhanced their productivity, and they have reduced their travel costs.

Cisco provides best practice guidelines to service and location providers that are interested in offering the public telepresence solution to their customers. Providers can incorporate shared learning experiences when devising their go-to-market strategies for Public Cisco TelePresence offerings.

Conclusion

Public Cisco TelePresence offerings represent an excellent opportunity for service providers and location providers to partner and deliver transformational services to their customers. In addition to being a strong business differentiator, Public Cisco TelePresence offerings amount to revenue-generating services that provide greater flexibility to your customers' collaboration needs, thus increasing customer satisfaction and loyalty.

For more information, please visit <http://www.ciscotelepresencesuites.com>.




Americas Headquarters
Cisco Systems, Inc.
San Jose, CA

Asia Pacific Headquarters
Cisco Systems (USA) Pte. Ltd.
Singapore

Europe Headquarters
Cisco Systems International BV Amsterdam,
The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

 Cisco and the Cisco logo are trademarks or registered trademarks of Cisco and/or its affiliates in the U.S. and other countries. To view a list of Cisco trademarks, go to this URL: www.cisco.com/go/trademarks. Third party trademarks mentioned are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (1110R)