

Public Cisco TelePresence



Pay as You Go for the Public Cisco TelePresence Experience

Success in today's fast-paced, global business environment requires close relationships with employees, partners, and customers. Until now, businesspeople and consumers had two options for meeting with people in other locations:

- Travel to get to the meeting or use traditional remote meeting solutions: Air travel is costly and takes time away from work and family.
- Meet with remote meeting solutions: Remote meetings lack the in-person experience because of their small images and limited sound quality. Although they are suitable for some interaction, these solutions do not offer a dynamic in-person meeting alternative for strategic meetings.

Public Cisco TelePresence® collaboration represents a compelling alternative for in-person conferencing by providing life-size, lifelike images and high-quality sound that rival an in-person experience. Now you can reserve public Cisco TelePresence rooms for an hourly fee from leading providers around the world, and enjoy the in-person meeting experience without an initial investment.

The Challenges of Collaborating Across Time and Distance

To excel in today's global business environment, companies need to accelerate innovation. Organizations need better collaboration methods to respond rapidly to situations that can affect revenue, customer service, or business continuity.

Collaboration across time and distance can be impeded by:

- **Scheduling difficulties:** Finding time for air travel is difficult, limiting the frequency of collaboration with remote customers, partners, or suppliers. More frequent interactions with the global supply chain help to strengthen relationships and enable your organization to respond more quickly to market opportunities and trends.
- **Cultural barriers:** Effective communications require awareness of subtext and context. Important cues such as body language and facial expressions cannot be conveyed by voice alone or with traditional video solutions.

Public Cisco TelePresence Services

When you and your co-workers, partners, or customers meet in a public Cisco TelePresence room anywhere in the world, you can interact with other participants as naturally as if you were meeting in person. More frequent collaboration helps to make your business more efficient and more effective.

A public Cisco TelePresence room experience has three signature characteristics:

- **Quality that rivals being there in person:** Public services that take advantage of Cisco TelePresence systems are designed to make you look and sound like you do in person. With very high-quality technologies and superior reliability, you can communicate and converse in real time, noticing every gesture, facial expression, and subtle voice inflection.
- **Simplicity:** You schedule all the global meeting rooms you need through one of the global partners offering services. At the appointed time, your meeting participants arrive at a convenient public Cisco TelePresence location and are shown to the reserved room. Participants just touch a button on the in-room phone to join the meeting.
- **Cost-effectiveness:** You pay an hourly rate for each meeting room based on the size: 1 or 2 participants, up to 6 participants, or up to 18 participants. Companies interested in owning their Cisco TelePresence equipment can try the technology before investing.



What Are the Benefits of Public Cisco TelePresence Collaboration?

- Accelerated innovation: Public Cisco TelePresence services connect people thousands of miles apart in multiple locations. They keep your time-sensitive business processes moving forward by providing alternatives to create greater agility in your business process and connecting disparate work teams. Effective communications when you need it helps you be more responsive, increases the speed of decision making, and accelerates time to market.
- Increased productivity and strengthened relationships: By meeting with your co-workers, customers, vendors, and partners in public Cisco TelePresence rooms in major business centers around the world, you can interact more frequently. Meet in London for breakfast, Boston for lunch, San Francisco in the afternoon, and Mumbai in the evening.
- Avoidance of travel costs, time, and environmental footprint: By reducing the need for travel, public Cisco TelePresence service reduces travel costs and loss of productivity from travel time and jet lag. It also supports environmental sustainability efforts by reducing carbon emissions.
- Improved communications: Public Cisco TelePresence collaboration reveals the subtleties conveyed by tone, facial expressions, and body language, and provides you with effective business tools to keep everyone engaged in the meeting, leading to clearer understanding.

Conclusion

Your executives, employees, partners, and customers need to be able to connect frequently and easily.

Public Cisco TelePresence services offered by leading providers around the world enable you to take advantage of an in-person Cisco TelePresence experience for an hourly fee. Highly engaging collaboration options, with less lead time and lower cost than ever before, can transform business processes and accelerate innovation.

