



C-Scape Program  
at **Cisco** *live!*

# Empower, Engage, Innovate

## The Collaboration Equation

Andre Smit,

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*TOMORROW starts here.*



#1



Technology

## Technology Centric Approach to Collaboration

#2



Experience



# Cisco Collaboration Strategy



**Experience  
Centric**



**Cloud  
Connected**




**Value  
Extended**

C-Scape Program  
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# Making Collaboration Simple



# Making Collaboration Simple



Great Experiences  
For Every Conference  
Room

Endpoint and Camera  
Innovations

Great Experiences  
on Any Screen

Intelligent Proximity

Great Experiences  
for Any Deployment

Packaged Collaboration  
Solutions and Cloud  
Enhancements

# From the Boardroom to the Browser



Browser / mobile

Home Office

Work Office

Small Group Spaces

Larger Spaces

Boardrooms



# Collaborate : Meeting Room Innovation

- 93 % of meeting rooms not video enabled
- Enterprise quality experience at an SMB friendly price points
- Transforms meeting rooms into a video collaboration hubs
- Giving everybody a front-row seat
- Industry-first support of H.265 lays foundation for future bandwidth efficiencies





# Making Every Screen Count with Intelligent Proximity

- Extend the video collaboration experience to any device
- Smart system-based device pairing connects participants instantly to the meeting
- View shared materials, save slides, and review previously shared content from any mobile device



# Cloud Enhancements: Big Benefits for Smaller Companies

- Improved experiences for Remote, Home and Teleworkers through the cloud - No VPN Required
- Reduced operational costs for providers serving smaller contact centers and voicemail customers



# Turnkey Platforms for Companies Big and Small

**Solutions are Complete, Affordable, Simple, and Packaged:**

- Cisco Business Edition 6000 for Midmarket **Enhanced!**
- Cisco Business Edition 7000 for Enterprise **New! (1000+)**
- Preloaded core communications and advanced collaboration application options on virtualized UCS servers



Cisco  
Business  
Edition 6000  
for Midmarket



Cisco Business  
Edition 7000  
for Enterprise



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# Market Direction: Browser Rendered, Mobile Centric, Cloud Delivered

Chrome #1 browser



WebEx top mobile download



Google Apps 50% share by 2020



# Cisco + Google Differentiators



- Integrated best-in-class capabilities
- Browser-based web services
- Consistent experience across mobile devices
- Fast deployment and upgrades
- Reduced cost, greater flexibility





Thank you.