Unified Communications Update

Joe Burton, VP and CTO, Voice Technology Group, Cisco

May 25th, 2010

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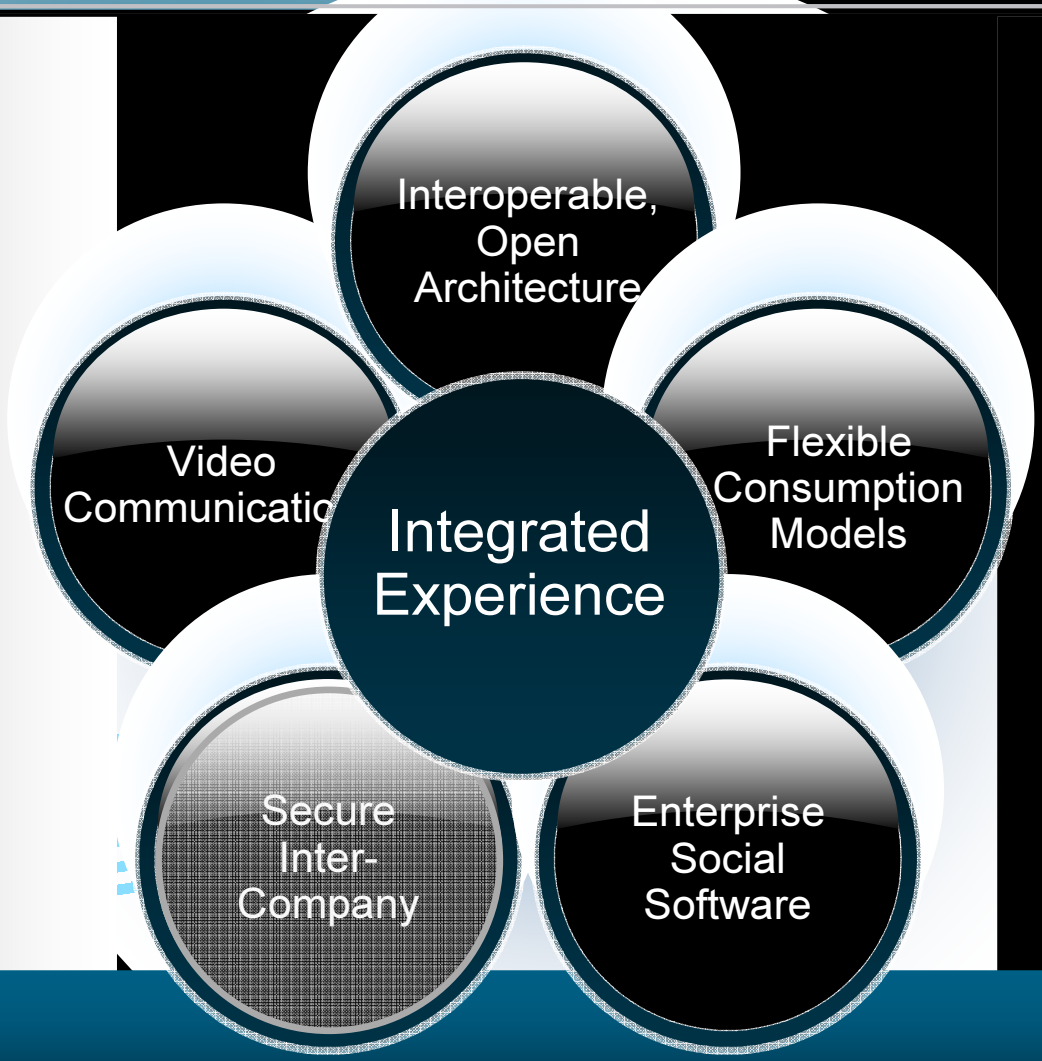
Collaboration: Cisco Strategic Direction



What Are We Discussing Today?

1. Session Management Edition
2. Intercompany Media Engine
3. Customer Collaboration

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Session Management

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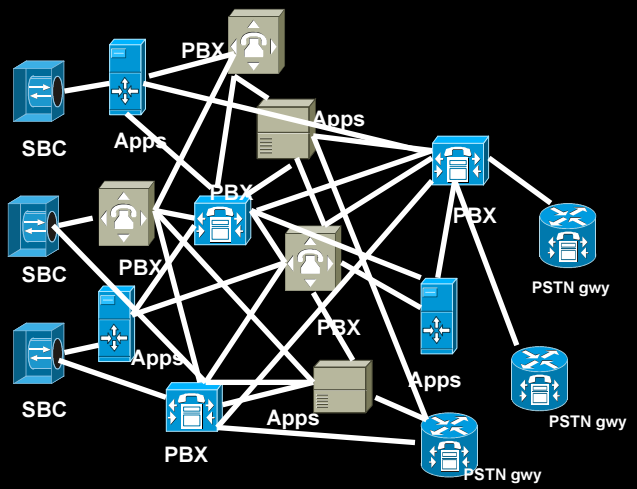
Today's Communications Network Challenges

High PSTN Costs

- Expensive
- Limited Features

Network Complexities



- Redundant
- Complex
- Inefficient
- Expensive
- Inflexible

Users Demand New Collaboration Services

Enterprise apps

Mobility

Social networking

Web 2.0

- Mobile, dispersed workforce
- Users acclimated to social networking

Cisco Unified Border Element and Session Management Edition

- Bridging and extending the communications network to connect users, applications, and systems globally
- Value Proposition
  - Lower total cost of ownership
  - Reduce network complexity
  - Increase workforce productivity and business agility
    - Changing business process, workforce practices, and information use
  - Modernize infrastructure at your own pace

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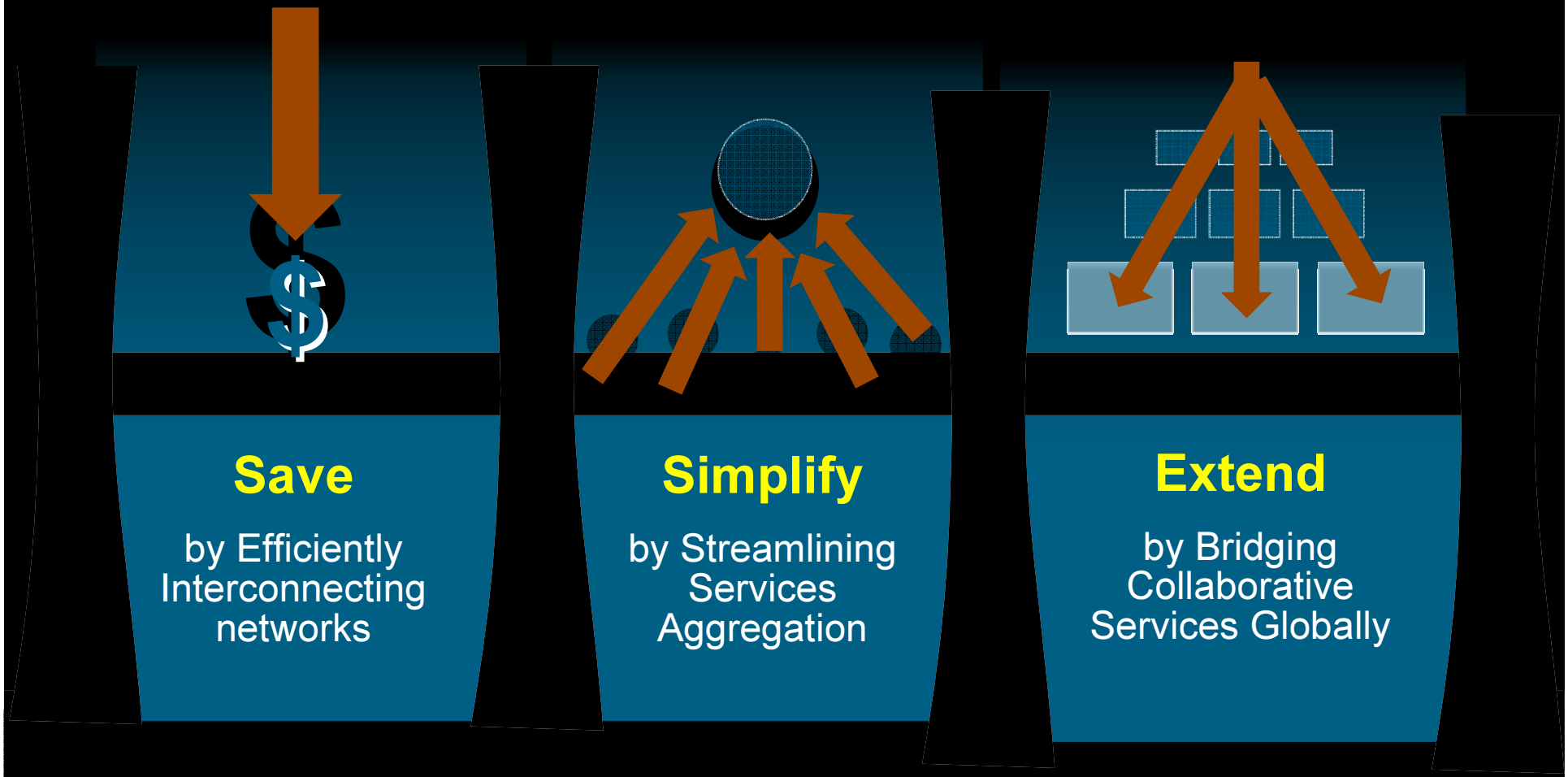
Three Simple Steps



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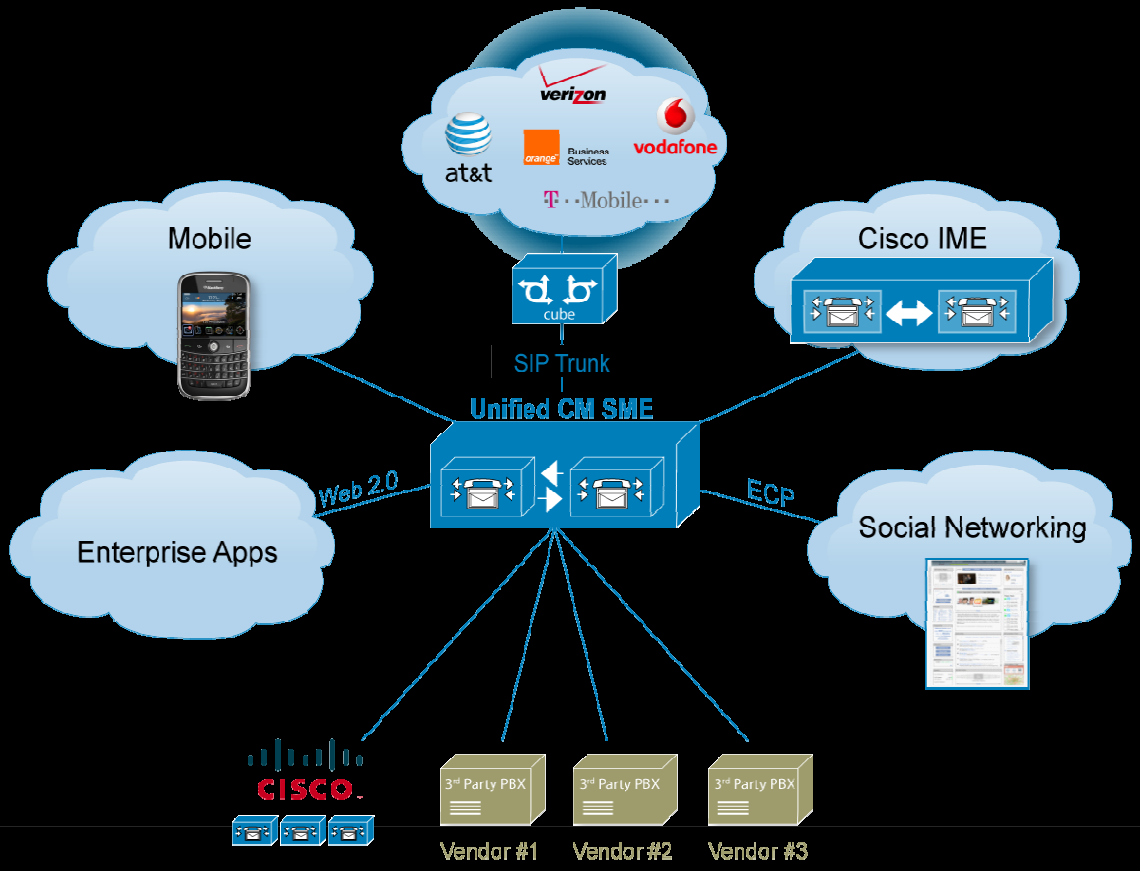
Step 1: Save Money by Efficiently Interconnecting Networks



- SIP Trunking
- Contact Center trunking
- Application interconnects
- Security
- Multifunction (WAN & SBC)
- Device consolidation
- Device re-use
- Noise Cancellation

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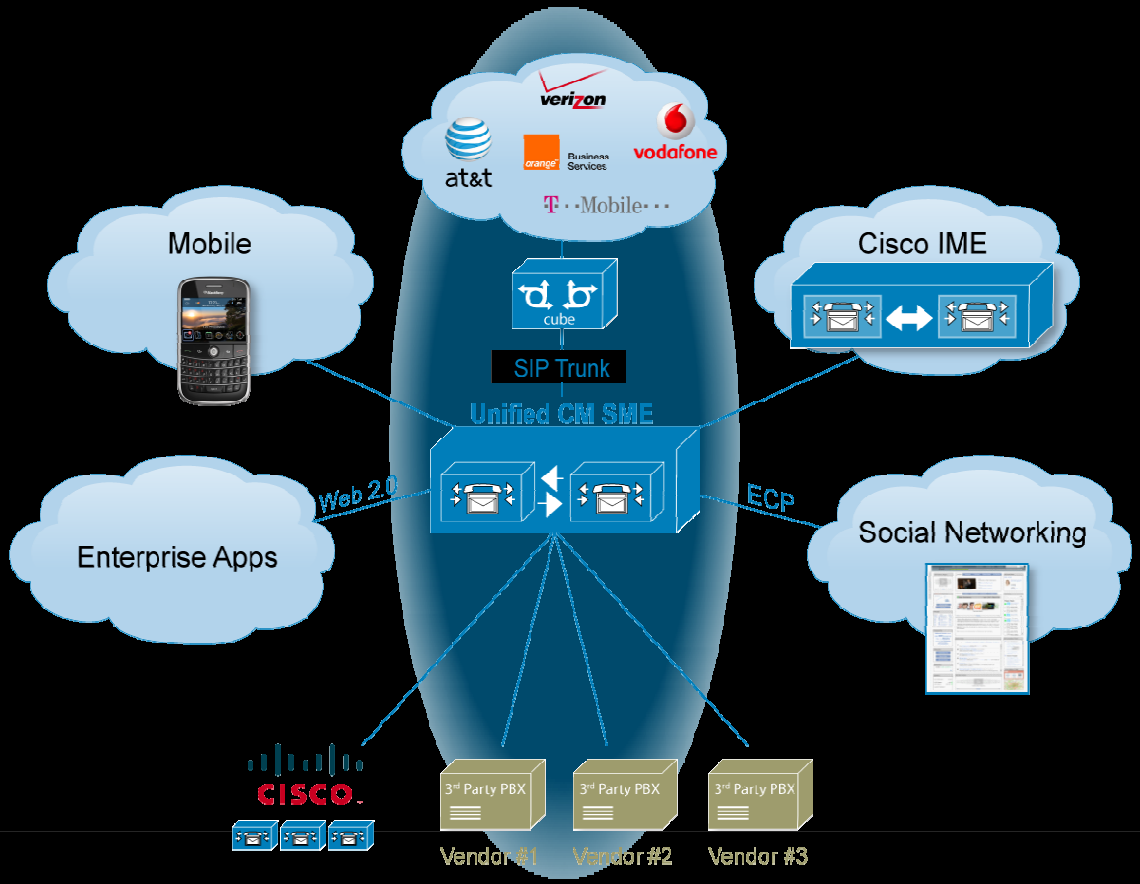
Step 2: Simplify by Streamlining Services Aggregation



- Centralized SIP trunking
- Simplified global dial plan
- Improved interoperability
- Eased migration from TDM to UC

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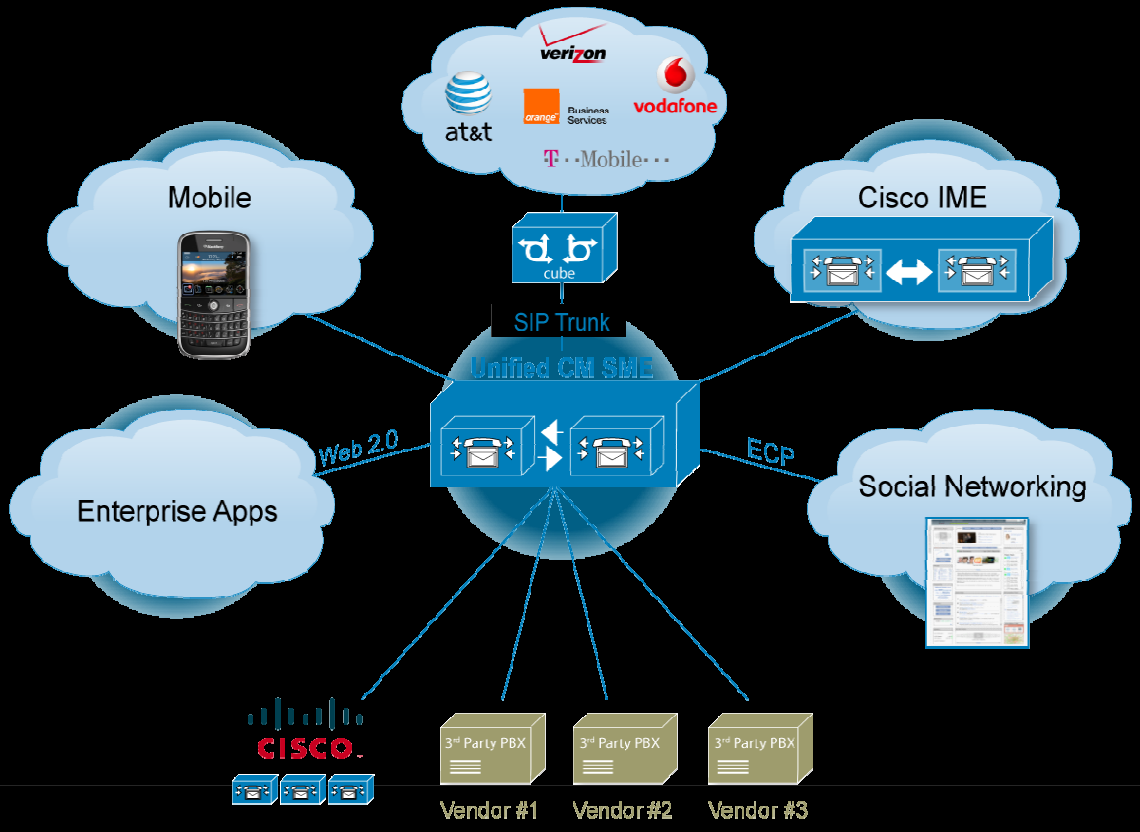
Step 3: Extend Rich Collaboration Applications



- Applications deployed centrally and used globally
- Multivendor PBXs can use centrally deployed applications
- Rich collaborative applications deployed at the network core
- TelePresence, Noise cancellation
- B2B Collaboration

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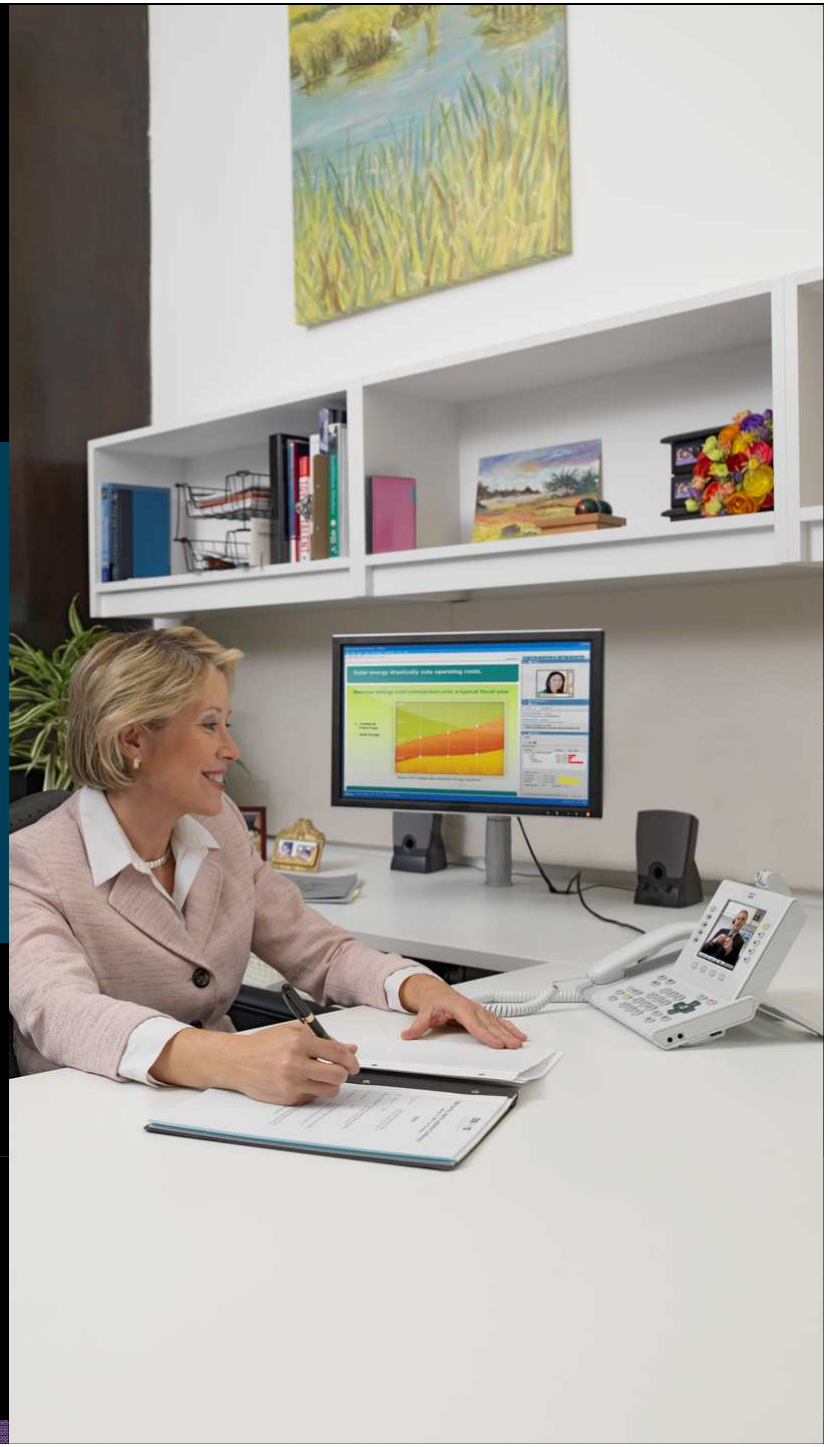
Intercompany Media Engine



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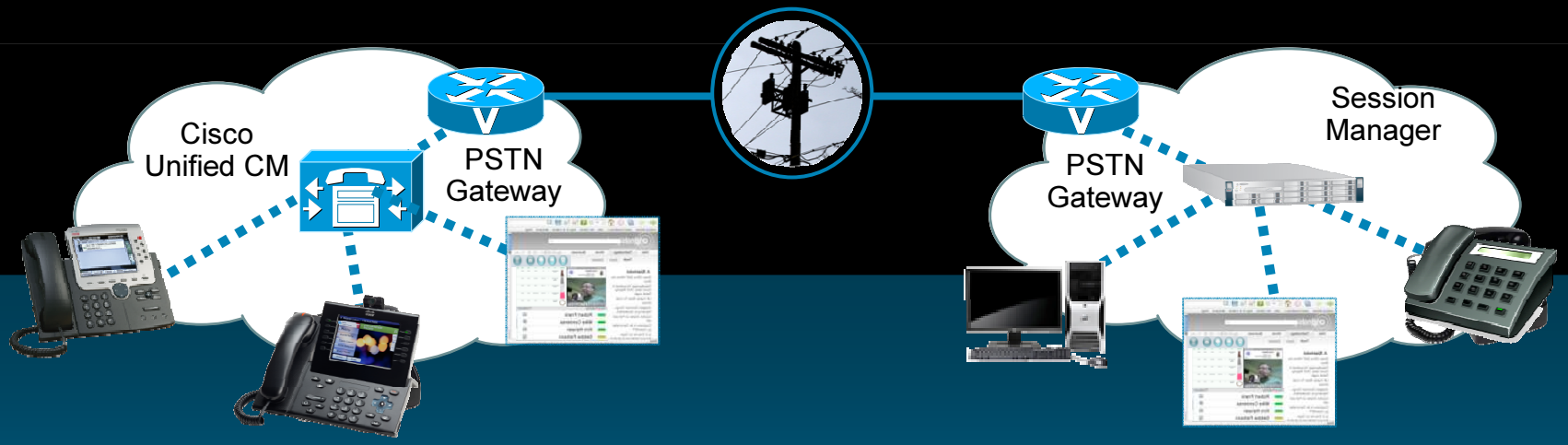
Current State for UC: Islands of Productivity Interconnected by the PSTN

Company A

Inside the Organization:

- Voice
- Video
- Wideband Audio
- Rich Caller ID
- Presence
- Alert on Available

Current State for UC: Islands of Productivity Interconnected by the PSTN



Between Organizations:

- Video
- Voice **ONLY**
- Wideband Audio
- Rich Caller ID
- Presence
- Alert on Available

Cisco Intercompany Media Engine

The Cisco Intercompany Media Engine (IME) represents the first time that companies can dynamically conduct secure, high-quality, voice and video telephone calls across the internet - using their existing telephone numbers - without the need to re-provision or replace currently deployed infrastructure.

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Cisco Intercompany Media Engine

Intercompany Boundary-Less Communications Among Business Partners and Customers

- Submitted to IETF: Accelerating business value through standardization
- Enterprise video telephony and high fidelity wideband audio across companies
- Enables innovative collaboration capabilities and applications to be shared among partners
- Secure, efficient network utilization with reduced costs
  - Utilizes SIP and PSTN coexistence
  - Multiple levels of security plus voice spam blocking
  - Whitelisting and blacklisting of registered numbers
- Effortless for users and administrators
  - Easy to use: Self learning
  - Consistent user experience

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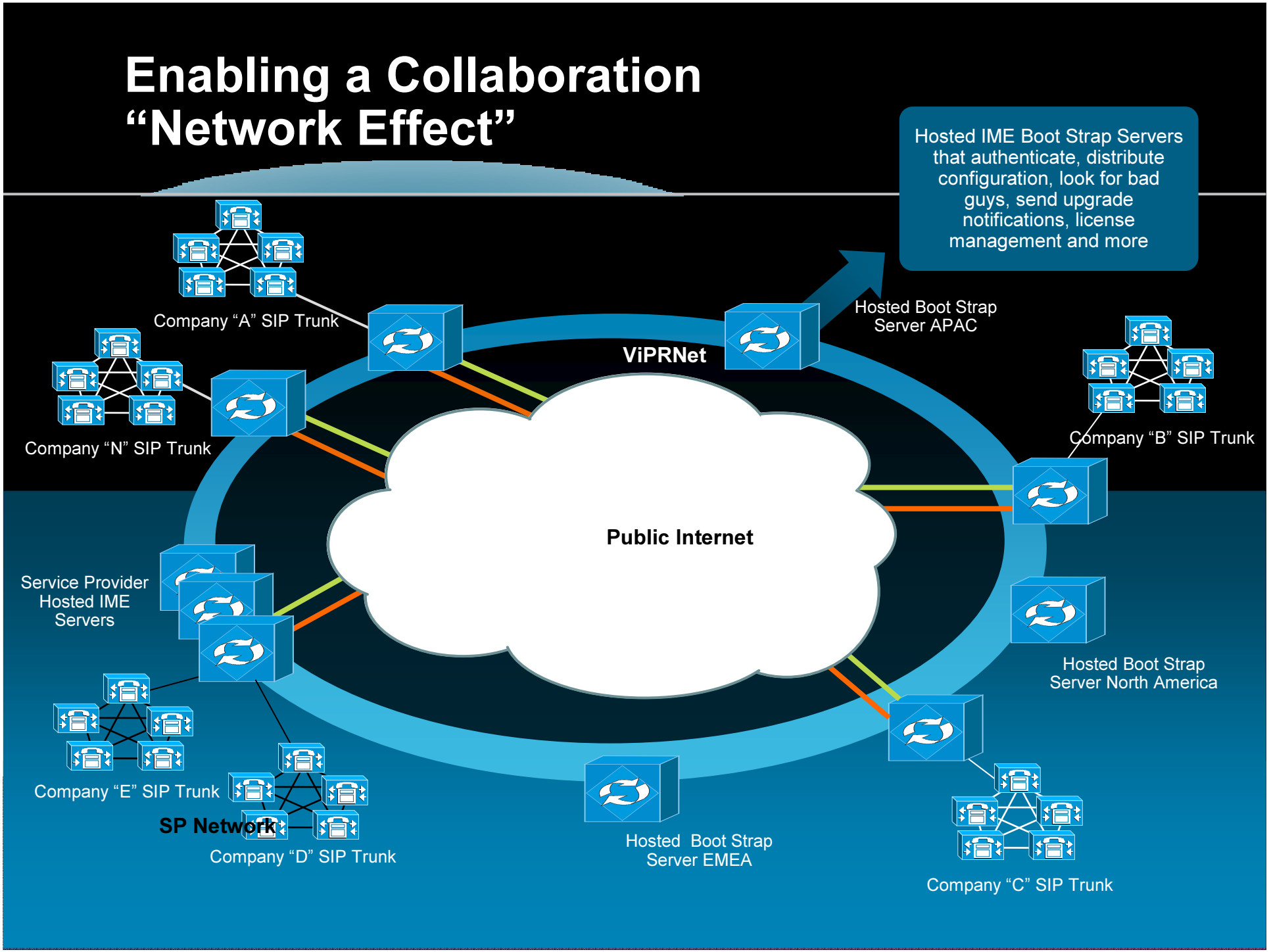
Enabling a Collaboration "Network Effect"



From Contact Centers to Customer Collaboration

- **Collaboration Agent Desktop**
- **Media Capture and Processing**
- **Social Media Customer Care**

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Customer Collaboration

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Customer Collaboration Innovation

Virtual Contact Routing and Reporting

Social Customer Engagement

Presence

Collaboration Agent Desktop

Media Capture and Processing

Multichannel

Video-enabled Customer Care

Enterprise Experts

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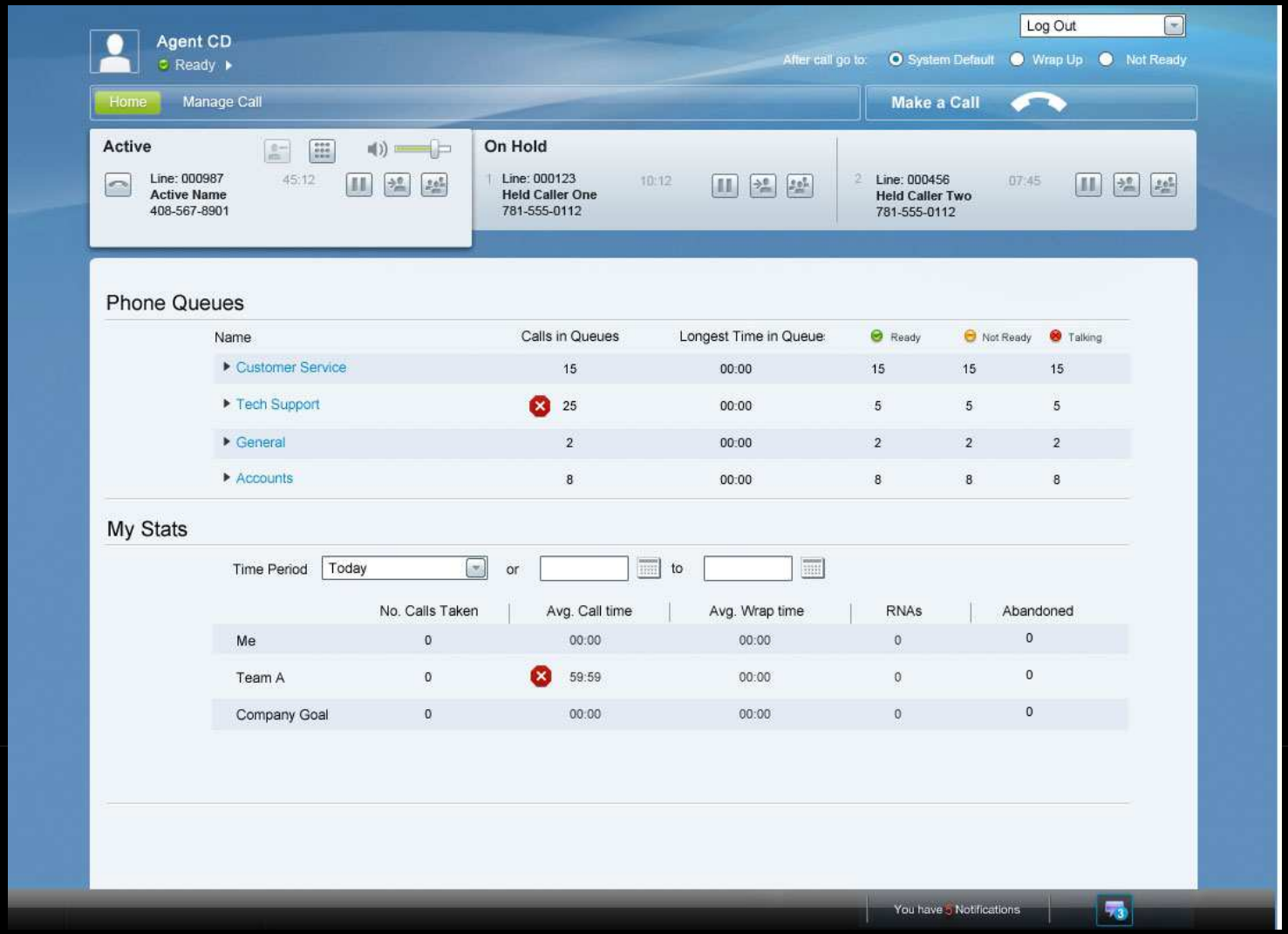
Collaboration Agent Desktop



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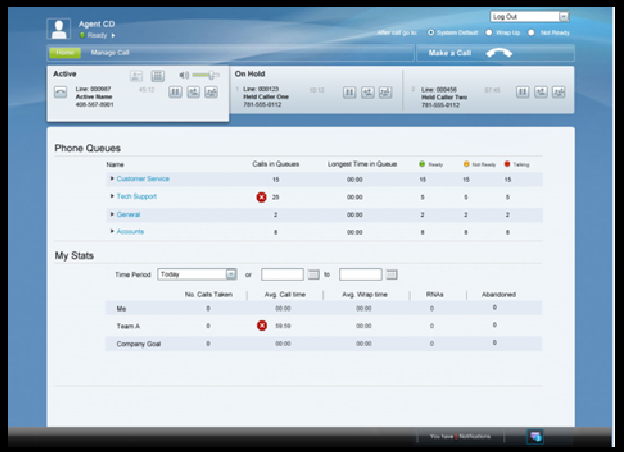
Collaboration Desktop for Agents
Optimizing the Agent Experience

Overview

- Web 2.0 SDK for Unified Contact Center Enterprise and Express
- Thin Client Agent Desktop built using industry standards



Features

- Open Source to lower the cost of customization
- Compliant with OpenSocial Gadget standard
- Web SDK is common to CCE and CCX – apps using the SDK will work on either platform
- Chat and Presence via Cisco Unified Presence
- Seamless integration with Cisco Media Capture Platform , Cisco Unified Intelligence Center, and Customer Collaboration Platform, and Cisco Quad

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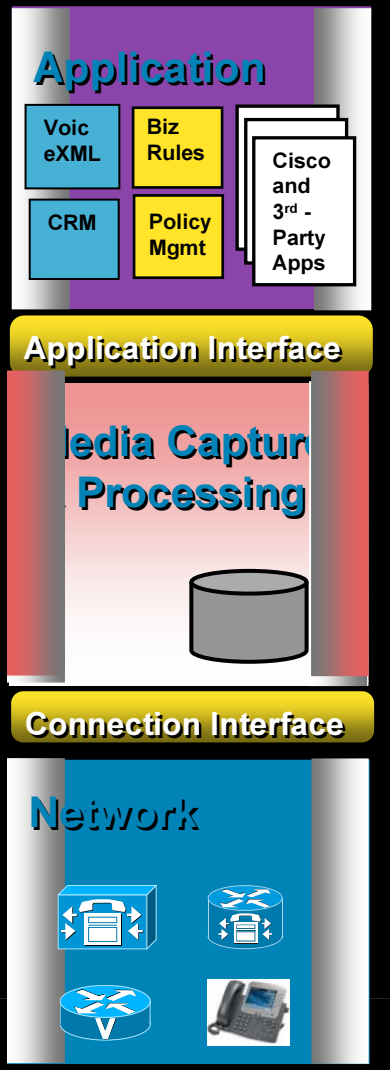
Network Media Capture

- Ubiquitous Recording (Audio, Video, Screen)
- Web 2.0 Client Application APIs
- Load Balancing and High availability
- Real-time recording controls
- Network-based Media Forking
- SAN Integration



Network Media Capture (Recording)

Social Customer Engagement

1. Capture
2. Analyze & Prioritize
3. Communication Workflow
4. Assign & Engage

Customer

Customer Care Agent

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Social Media Customer Care

Overview

- Enable proactive customer service by queuing and assigning customer posts to appropriate staff
- Complement brand monitoring dashboards

Features

- Social media campaign management
- Route and queue contacts to experts
- Social Screen Pop
- Conversation history for social media and traditional care channels
- Social media care metrics
- Optional Integration with full suite of Cisco Collaboration Tools: Quad, Show and Share, Pulse

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Summary

Business today requires a new collaborative workplace

Cisco is enabling new collaboration experiences that connect people, information, and teams with context…

- **Within and between companies**
- **Within and between devices, applications, networks**

Cisco's open, interoperable architecture enables customers to accelerate team performance and innovation, while maximizing IT Investments and consumption models

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