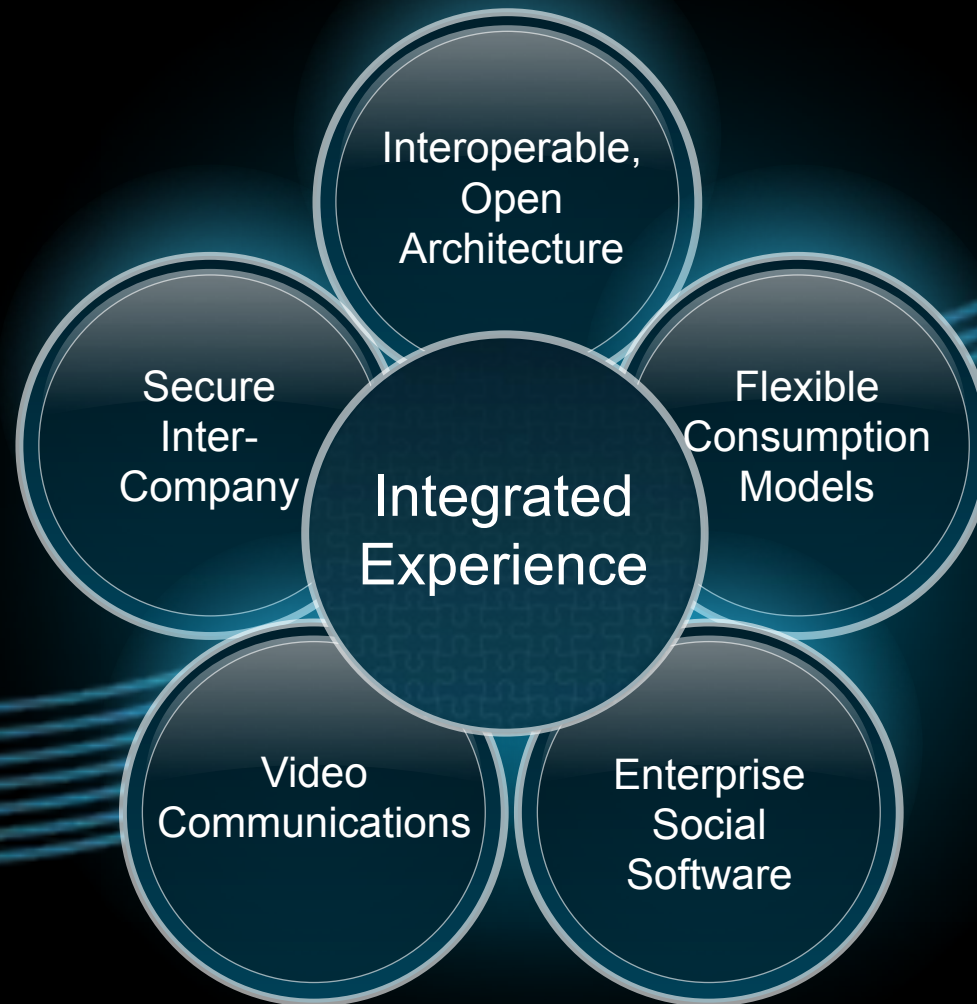




Re-Thinking The Collaborative Workspace



Collaboration: Cisco Strategic Direction



Cisco Collaboration Portfolio



IP
Communications



Mobile
Applications



Customer
Care



Telepresence



Conferencing



Messaging



Enterprise
Social Software

Today's News



- Cisco is evolving the collaborative workspace to help organizations manage today's business complexities
 - From static portals & intranets to an immersive Enterprise Collaboration Platform: **Cisco Quad**
 - From text-centric IM clients to real-time communications clients: **Cisco WebEx Connect IM 6.5**
 - Enabling real time presence throughout the customer's collaborative environment: **Cisco AJAX XMPP Libraries**
 - Pervasive video as part of the social software fabric: **Cisco Prosumer Video = Cisco Flip MinoPRO camera & Cisco FocalPoint**

Yesterday's Workspace Isn't Suited To Address Today's Business Challenges

Text & Document
Centric

Largely
Asynchronous

Tethered to
the Desktop

Silo'ed &
Un-integrated



The New Workspace: Collaborative, Integrated & Mobile



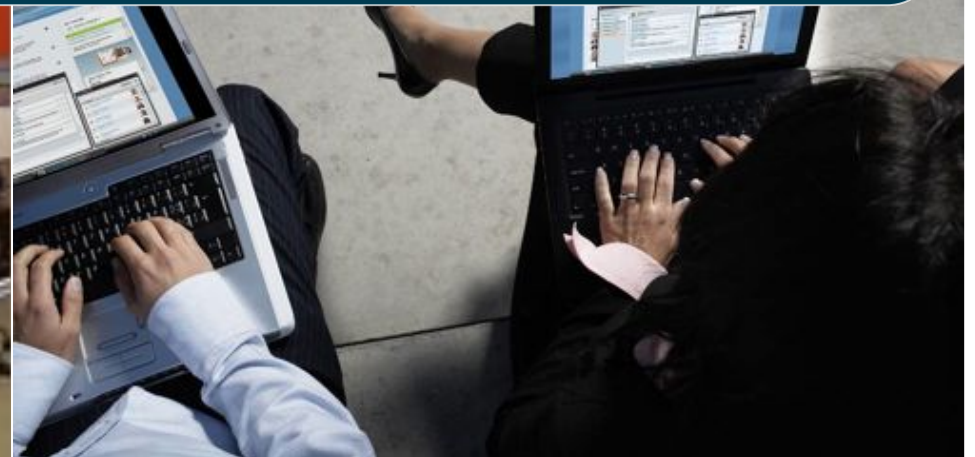
Contextual, User-Aware Environment

Any Content:
Data, Voice, Video

Real-Time &
Non-Real-Time

On Any Device

Integrated
Experience



Cisco Prosumer Video:

Communicate, Collaborate, and Document

Overview

- Builds on Flip Video success with enterprise-class online video sharing
- Cisco Flip MinoPRO: 16GB/4 hour recording time
- Cisco FocalPoint: Online Video Workspace
 - Fully hosted service
 - Simple co-branding and customer site URLs
 - Private and secure video management and storage

Benefits

- Personalize and deliver more effective organizational communications
- Improve team collaboration and save costs on training
- Enhance documentation with video for sharing sales techniques and documenting procedures or process



Cisco WebEx Connect IM 6.5:

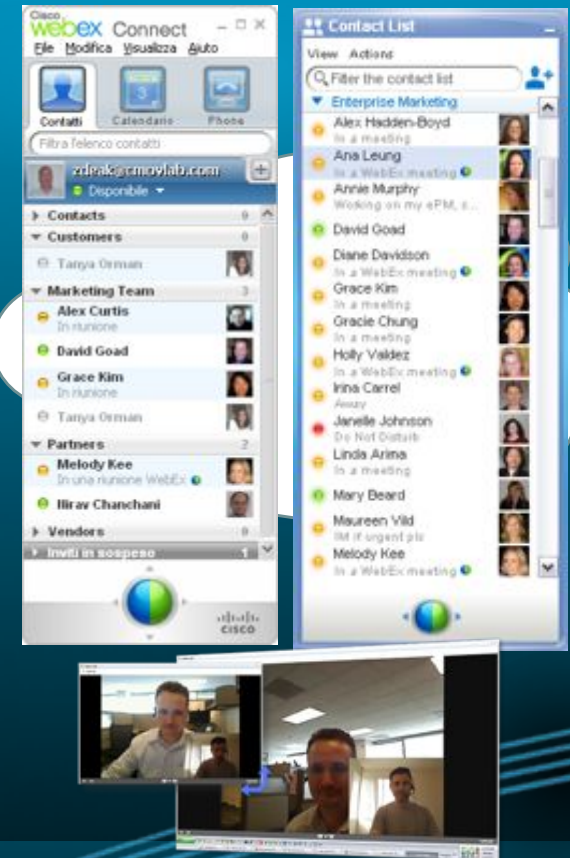
Delivery of UC and Collaboration Capabilities via SaaS

WebEx Connect IM 6.5 Enhancements

- Browser based IM client
- Server-side IM logging
- Windows desktop client localization in French, German, Italian, Japanese, Spanish, Simplified Chinese
- IT admin console and end user enhancements including VGA quality, scalable video sizing

Benefits

- Additional support for corporate compliance scenarios
- Enhanced user experience for global customers
- Access to contact lists, presence and chat from any computer with a web browser – regardless of the operating system



Cisco AJAX XMPP Library:

Contextual Presence Within Business Processes

Overview

- Enables customers to embed presence and messaging into web applications/portals
- Provides tools to developers including architectural guidance and code samples
- Powers Cisco WebEx Connect and Cisco Unified Presence
- Available at no additional cost through the Cisco Developer Network
- Used to presence-enable Cisco Quad

Benefits

- Enhances productivity and communication by Incorporating presence/messaging into customer business processes
- Promote re-use of code that's already written and tested
- Faster development time to presence-enabled applications
- Leverages XMPP as an open standard
- Developers do not need to be XMPP experts



Cisco Quad: Next Generation Enterprise Collaboration Platform

Overview

- Out-of-box enterprise social software
- Integrated rules-based policy management
- Unified content model: “Posts”, video as “first class citizen”
- Built-in integrations to UC, WebEx & leading content management systems
- Bundled with Cisco Show and Share
- Mobile applications for iPhone & iPad

Benefits

- Deliver social networking without the risk
- Save time & resources through pre-integrations with common IT infrastructure platforms
- Simplify content management
- Extend value of existing investments in collaboration & content management systems
- Meet the needs of the mobile and/or “deskless” workforce



Summary: Re-Thinking The Collaborative Workspace



- Cisco is evolving the collaborative workspace to help organizations manage today's business complexities
 - **Cisco Quad**: Limited availability in US, Canada, UK, Australia, New Zealand in July. Mobile apps for iPad & iPhone in August.
 - **Cisco WebEx Connect IM 6.5 & Cisco AJAX XMPP Libraries**: Available today in US/Canada. Available in UK, France, Italy, Germany, Spain, Japan, Australia by end of June.
 - **Cisco Prosumer Video**: Available and orderable in August in US, Canada UK, France, Germany, Australia, New Zealand, Mexico.

