



Cisco Unified Applications Environment: Click-to-Collaborate Services

Integrating Unified Communications with
Business Applications



A Cisco on Cisco Case Study: Inside Cisco IT

Overview

- Challenge

Create reusable collaboration services for use in business applications

- Solution

Click-to-Collaborate services built with the Cisco Unified Application Environment and other platforms

- Results

Simpler application development and improved employee productivity

- Next Steps

Support more applications with more services

Challenge

Reusable Collaboration Services

- Increase value from Unified Communications investment
- Implement collaboration features in more business applications
- How to best create application services and promote their use by Cisco developers



Solution

Standard Application Services

- Click-to-Collaborate Services:
 - Click-to-Call
 - Click-to-IM
 - Click-to-Email
 - Click-to-Meet
 - Click-to-Schedule Meeting
- Presence Service for users and applications
- Hovercard: Employee profile in a pop-up window



Solution

Cisco Collaboration Platforms

Application services built upon these platforms:

- Cisco Unified Applications Environment
- Cisco WebEx Connect
- Cisco Unified Communications Manager
- Cisco WebEx Meeting Center
- Cisco Unified Presence Server
- APIs:
 - Cisco Jabberwerx API for Click-to-IM
 - Cisco WebEx XML API for Click-to-Meet



Solution

Example Business Applications

- Partner Deal Registration: portal for Cisco channel partners
- Find an Expert: Real-time access to available support engineers
- Birds-Eye View: Hovercard shows employee space assignments on a floor-plan display



Results

Benefits for Developers & Users

- Simple, fast, consistent implementation of collaboration services in diverse applications
- Set of Click-to-Collaborate features that simplify collaboration for users
- Fewer manual steps and reduced potential for human error in business tasks
- Reduced transaction time for resolving a support case, initiating an order, or closing a sales deal



Next Steps

More Applications

- Applications for more business groups:

Human Resources

Engineering

Finance

Training

Information Security

Contact Centers

- New features:

Click-to-IM to reach external users

Click-to-Conference to connect multiple parties

Cisco TelePresence and desktop video calls

Mobile phone services



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