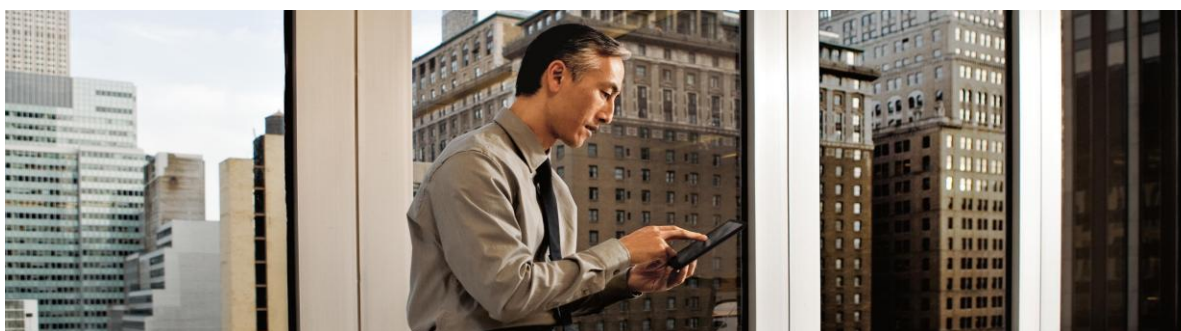# The Cisco Unified Workspace

A Work Your Way Strategy for Employees, IT Organizations, and Businesses

The Apple iPad started something.

While revolutionary in itself, it was also a tipping point for many industry trends that had been emerging over the last few years. Trends such as mobility, virtualization, video, collaboration, knowledge management, and cloud have come to the forefront as companies struggle with how to integrate iPads, tablets, and smartphones into their business and IT models. The fundamental definitions of words such as "work," "workspace," "office," "working hours," "customer service," and many others have begun to change. Consider the following statistics[1]:

- 41 percent of employees admitted to not adhering to IT policy because they need restricted programs and applications to "get their job done."
- 60 percent of employees believed it was unnecessary to be in the office to be productive.
- 66 percent of employees surveyed expected IT to allow them to use any device—personal or company issued—to access corporate networks, applications, and information anywhere at any time.
- For employees who can access corporate networks, applications, and information outside of the office, 45 percent of the respondents admitted working between two to three extra hours a day, and a quarter were putting in four hours or more.
- If local expertise is not available, only 30 percent of customer contacts are converted to eventual sales. Conversions exceed 80 percent when collaboration with an expert is available.[2]
- Cross-sales of products increase from 1.4 to 2.5 when a remote expert is available using video.[3]

For the CEO and CIO, these trends provide both opportunities and challenges:

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[1] Except where noted, statistics from Cisco Connected World Technology Report:
www.cisco.com/en/US/netsol/ns1120/index.html
[2] Cisco Internet Business Solutions Group, Cisco Remote Expert for Retail Banking Overview, 2012
http://www.cisco.com/web/strategy/docs/finance/remote_expert_retail_c22-663282_v3.pdf
[3] Cisco Internet Business Solutions Group, Cisco Remote Expert for Retail Banking Overview, 2012
http://www.cisco.com/web/strategy/docs/finance/remote_expert_retail_c22-663282_v3.pdf

- For CEOs looking to attract the best and brightest of the next-generation workforce, salary might no longer be the only consideration. These employees need to be mobile to achieve their maximum productivity.

- Employee-owned consumer devices such as iPads, smartphones, and tablets are making their way into the enterprise and placing a burden on IT for securely supporting different device types running different operating systems. Yet, if IT is successful in overcoming this hurdle, these devices can very effectively demonstrate the value that technology brings to the business.

- With more widespread mobility, there is a need to manage corporate governance for access to information and risk and compliance of a company's intellectual property.

- Business models are changing as companies enter new global markets. It is not economically feasible to have experts at every place you have customers. How to virtualize your company's expertise and scale it around the world is an emerging challenge. Knowledge management will be crucial to future growth.

All of these trends are radically redefining what we think of as the "traditional workspace." If work can be anywhere on any device and involve a wide-flung web of people and resources, clearly the traditional definition of "workspace" is rapidly becoming obsolete.

What Is a Workspace, and Why Is It Important?

If you asked most people to define their "workspace," you might receive answers such as "my desktop PC" or "my laptop." While this answer might have been sufficient as little as five years ago, it no longer is today. The new definition of "workspace" might be "the totality of all the things that make you efficient and productive." A desktop PC might be part of that, but it also includes a company's intellectual property, its internal websites and file servers, being able to have instant access to experts within the company, collaboration with coworkers, and having enough bandwidth and storage and processing power to do what needs to be done. It is everything that exists in the optimal working environment.

When employees are on the road or out of the office, they are not necessarily working in a peak productivity and performance environment. They might have email and some other amenities, but not everything they need to do their job efficiently. They have voice—but not the location and presence services they have come to take for granted in their office workspace. They have video—but it is not optimized, so trying to do videoconferencing or take a video-based training course might be a frustrating experience. If you have ever told a colleague, "I'll get back to you when I am in the office" while communicating from an airport, you have experienced that frustration firsthand.

To respond to the changing needs of business, IT, and workers, there is a need to create a complete, adaptable working environment to meet different work style needs, anywhere on any device. In fact, this need is so pervasive throughout different industries and organizations that it might require a redefinition of the word "workplace." At Cisco, we have been calling this collection of capabilities the "unified workspace."

The idea behind the unified workspace is to make all of these vital expertise and resources portable, so employees can take them (or at least access them) from wherever they are on whatever device they choose with an enhanced quality of experience. Some things they will access on the device itself—for example, the platform-independent versions of Cisco® collaboration applications such as WebEx® and Jabber®. (Suddenly, employees have location and presence awareness again—even while on the road.) Other resources will be accessed virtually—for example, a virtual desktop with full application and rich-media collaboration capabilities using the Cisco Virtualization Experience Infrastructure (VXI). The overall goal is to make it so employees don't have to

worry about where they are or what device they are using. Their workspace, everything that makes them efficient and productive, moves with them.

Transforming The Workspace

Cisco is helping to further redefine the workplace with the [Cisco Unified Workspace](#). The Cisco Unified Workspace enables a complete workspace lifecycle based on a portfolio of smart solutions. Cisco Smart Solutions are integrated offerings that combine market-leading Cisco and partner products and technologies, brought together into business-enabling configurations, which are then fully tested, documented, manageable, and supported by Cisco Services or Cisco partners.

At present, three Cisco Smart Solutions fall under the Cisco Unified Workspace definition. These are:

- **[Cisco Bring Your Own Device (BYOD) Smart Solution](#):** The Cisco BYOD Smart Solution transforms the workspace, providing end-to-end BYOD lifecycle management with secure data access and a more productive end-user and IT experience that meets the needs of a broad set of work styles and application needs. The solution secures data with unified policy, delivers uncompromised experience with powerful collaboration tools native to the device, and simplifies operations with proactive management.

- **[Cisco Virtualization Experience Infrastructure (VXI) Smart Solution](#):** The Cisco VXI Smart Solution increases business efficiency, productivity, and agility by delivering an exceptionally flexible and secure virtual workspace solution with uncompromised user experience anywhere, on any personal or company-issued device. VXI accelerates the successful adoption of data center–hosted VDI and the complete virtual workspace by offering an open, validated, and integrated virtual desktop, voice, and video solution.

- **[Cisco Remote Expert Smart Solution](#):** Cisco Remote Expert is an integrated solution that enables a virtual face-to-face consultation through immersive video and online form sharing at work or in the home by dynamically identifying and accessing the most appropriate subject matter expert from any location.

Smart Solutions do not exist in isolation, but can be deployed concurrently on a common technology framework, providing cumulative business and IT benefits. The Cisco VXI Smart Solution offers a "virtual" delivery model for the unified workspace, where applications, communications, and data reside securely in the enterprise data center or cloud. Meanwhile the Cisco BYOD Smart Solution offers a "native" delivery model, where applications, data, and communications stacks reside on the physical endpoints themselves. Indeed, in many cases customers need to address a range of use cases that cross both delivery models, meaning they will often deploy a combination of Cisco BYOD and Cisco VXI—a deployment often referred to as "hybrid mode." In this way customers can cover a greater number of use cases and support a broader set of work styles, while deriving greater value from their investment in the common technology framework. And, of course, the Cisco Remote Expert Smart Solution provides a better experience if it is built upon the foundation of Cisco BYOD or VXI.

The fact that Cisco Smart Solutions follow a phased solutions roadmap built on a common stack and are fully documented and tested helps keep IT costs down, provides greater IT relevance to the business, and enables significant investment protection. One of the most compelling aspects of the Cisco Unified Workspace strategy is that future Cisco Smart Solutions that address emerging use cases can be rolled out on the same framework, with only incremental cost and effort. The technology framework is illustrated in Figure 1.

Figure 1.   Technology Framework for Smart Solutions
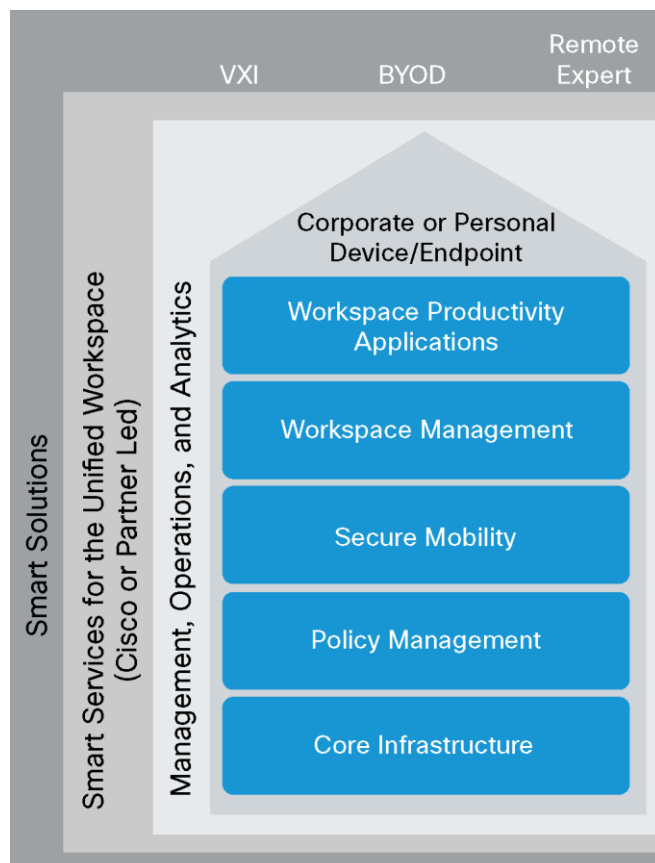
As customers start plotting actual products into this technology stack framework, they will see that many of the same products turn up for each solution. This means that they are getting increasing value out of their network, data center, and collaboration infrastructures and greater investment protection aligned with emerging user, IT, and business priorities.

The Cisco Unified Workspace is part of "work your way," the Cisco vision for the enterprise. Working your way empowers Cisco customers to unify their resources and people through an intelligent network platform to foster profitable growth and increased productivity.

Cisco Unified Workspace Benefits

The Cisco Unified Workspace provides benefits throughout an organization.

- The CEO gets a more collaborative and productive workforce, a platform upon which the CEO can enable business innovation and build increasing value for only incremental cost.
- The IT organization gets a model for meeting new business demands with lower risk, improved ROI, and investment protection. The pretested, well-documented, and preintegrated solutions allow IT to deploy more quickly with less risk and address some of their biggest challenges such as worker and device onboarding, policy and intellectual property protection, and shadow IT.

- Employees get to be informed and productive wherever they are, with familiar, optimized, and consistent applications and services on the multiple devices of their choosing.

All of this is made possible through Cisco Smart Solutions built on a common technology framework based on an intelligent network platform that forms the foundation for the Cisco Unified Workspace.

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