

Project Workplace Overview

General Questions

- Q.** What problem is Project Workplace addressing for customers and partners?
- A.** Project Workplace educates and provides clear examples to new account managers and partners on how to share and sell the story of video in a way that is easy to understand without being an expert. It delivers a holistic approach to video use and installation, focusing on business values important to customers.
- Q.** How should we use Project Workplace within an account?
- A.** The tool provides an effective way to educate organizations in using video within their organization, including how to optimize a space for video collaboration that will support better user experiences, with information on lighting, sound, and using a whiteboard for video calls.
- Q.** How is R&D continuing to enhance the Project Workplace tool?
- A.** R&D is continuing to identify needs at customer sites through observation and interviews as well as by using testing labs as an integrated part of product development for the tool.

Sales Questions

- Q.** What customer segments does Project Workplace address?
- A.** Project Workplace has been used effectively with enterprise customers. In many cases these companies have their own video deployment groups that are adopting Project Workplace as their in-house room-design tool to support their video deployments.
- Q.** Can Project Workplace be used with midmarket and commercial customers?
- A.** Yes. It can be aligned as part of the Cisco[®] Business Edition 6000 approach of providing a complete collaboration solution for voice and video. The tool includes several examples of spaces for video that smaller organizations can use.
- Q.** What type of buyer can I target with Project Workplace?
- A.** Project Workplace can help start conversations with many types of buyers, including IT, workplace resources, marketing, HR, etc. The tool makes it easy for nontechnical video buyers to understand the benefits of video collaboration from different perspectives, thus moving the conversation away from just a product discussion.
- Q.** What does Project Workplace help customers achieve?
- A.** Project Workplace helps customers visualize and re-create video spaces quickly and correctly, with all corresponding technical requirements. It takes the guesswork out of deciding what products support effective video meetings within a space.
- Q.** How does this tool support seller enablement for partners?
- A.** It provides an active tutorial to help anyone selling video visualize and conceptualize how this technology works and how it interacts with the human factor. This provides a way to help guide conversations about business solutions.

- Q.** Why is Project Workplace an effective sales tool?
- A.** It enables anyone to sell video solutions. You do not need extensive knowledge about video collaboration to use Project Workplace. It helps start the conversation about using video and then becomes a guide to set up and implement an effective video space with graphical interfaces and blueprint designs available at the touch of a button for any customer to use.



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