



*TOMORROW
starts here.*

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Cisco Collaboration Enabling Workspace Transformation

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#clmel

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The Most Disruptive Force in IT...

The End User

The Employee Today

vs



The 21st Century Employee tethered to the 20th Century Cubicle

Agenda

- Flexible Working
- Collaboration Architecture
- Designing the Workplace
- Experiencing the Workplace
- Managing the Workplace
- Futures....





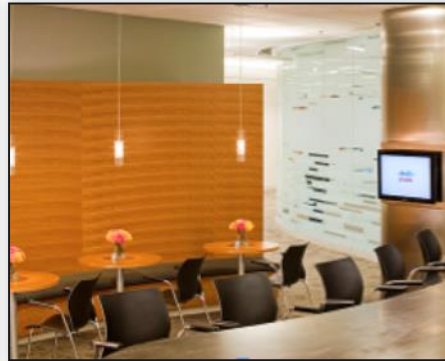
Flexible Working

Workplace Resources - Major Impact on Organisations

- Sub-optimised Real Estate utilisation (40% average occupancy)
- Lack of Adequate Multi-party Collaborative Spaces
- Ability to attract/retain current and future talent
- Gaps in innovation/responsiveness



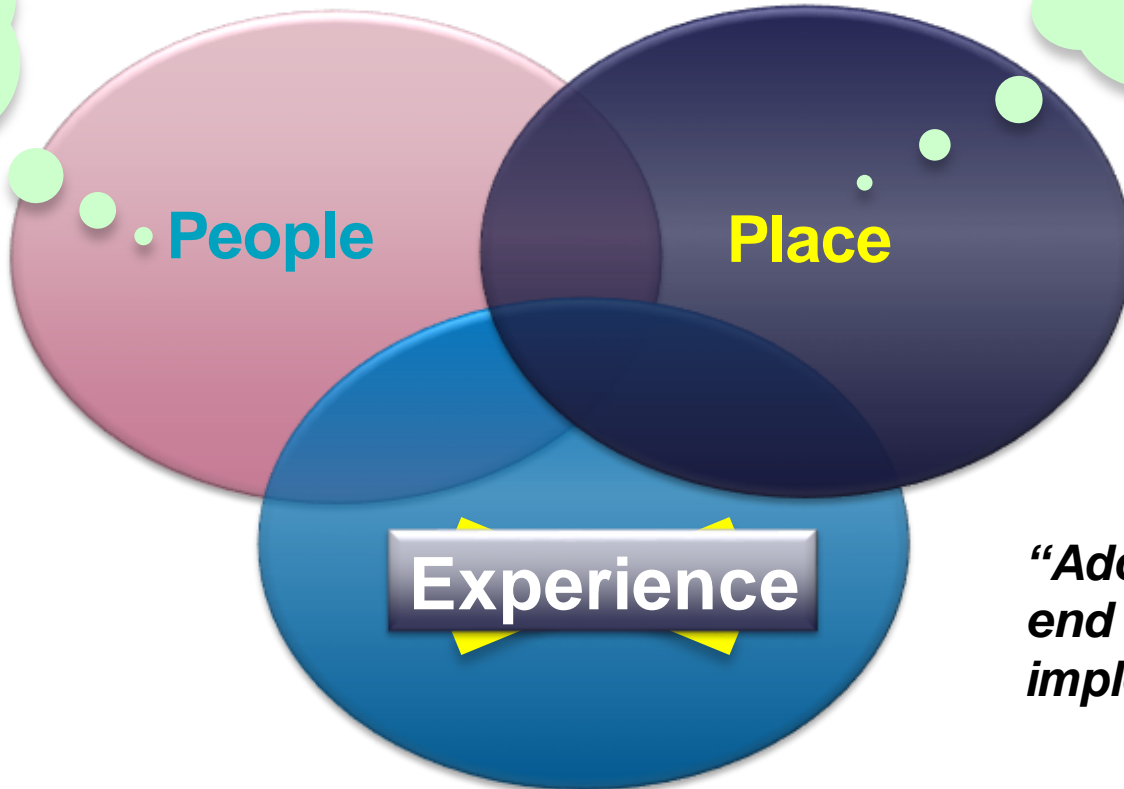
A New Design Paradigm - Activity-based Working (ABW)



Creating a variety of workspace experiences that are aligned to the activities being performed.

An Effective ABW Strategy Relies On....

- Change Management
- Cultural shift
- Leadership
- Work Styles
- Work Flow



- Real Estate Strategy
- Space Policy & Design
- Facilities

“Adoption is the end goal, NOT implementation !”

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Worker Roles and Styles – Cisco Examples

Workstation Anchored



Desk-bound, non-mobile employee who performs highly focused individual work; some team interaction

Remote Collaborator



Non-mobile employee who works frequently with remote colleagues, and frequently works from home

Campus Mobile



Internally mobile; Interacts cross-functionally in face-to-face scheduled meetings; Often in leadership roles

Neighbourhood Collaborator



Neighbourhood-based employee who is mobile within the group area; interacts with, coordinates and manages teams

Highly Mobile



Highly mobile; Travels extensively to customer and partner locations; frequently interacts with customers

Source: Cisco Work Profile Survey

The Workforce Needs More Flexibility



40%

of the workforce
will be mobile
by 2016



40%

of video users use
three or more devices
for video calling



94%

of business leaders
say cloud
collaboration enables
flexible work
environments

Smart+Connected Workplace Transformation

Work anywhere, access everywhere

Personalises
my workspace



Senses where
I am



Enhances my
productivity



Safeguards me
and my
information



Gives me
choice



Helps me
collaborate
better



Improves my
work life
balance



The Role of Technology in Workplace Transformation



To “connect the disconnected” and blend the physical and virtual workplaces.



To enable flexibility, personalisation and choice.



To improve management, control and visibility of workplace assets.



To enhance the experience of employees and guests.



The Office is Now Anywhere...



Collaboration and Remote Access are key...

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The Impact of Video Collaboration on Workplace Transformation



60%

boost in conversation performance & productivity

73%

Of meetings end faster

100%

Agree it accelerates decision making

Connecting The Virtual Workforce

Conferencing providing Productivity through Connectivity



Driving Results

- Full Engagement drives spontaneous innovation.
- Secure B2B Video, Voice and Web collaboration

Work from anywhere like you're in the office!



Driving Results

- Empowered mobile workers
- Adaptive experiences anywhere; connected as if in the office
- Seamlessly escalate IM to video to a video conference
- Work anywhere: partner and customer sites

Collaboration Options Enhancing Workplace Transformation



Unified Communications



Connectivity and Federation



Multi-media Conferencing

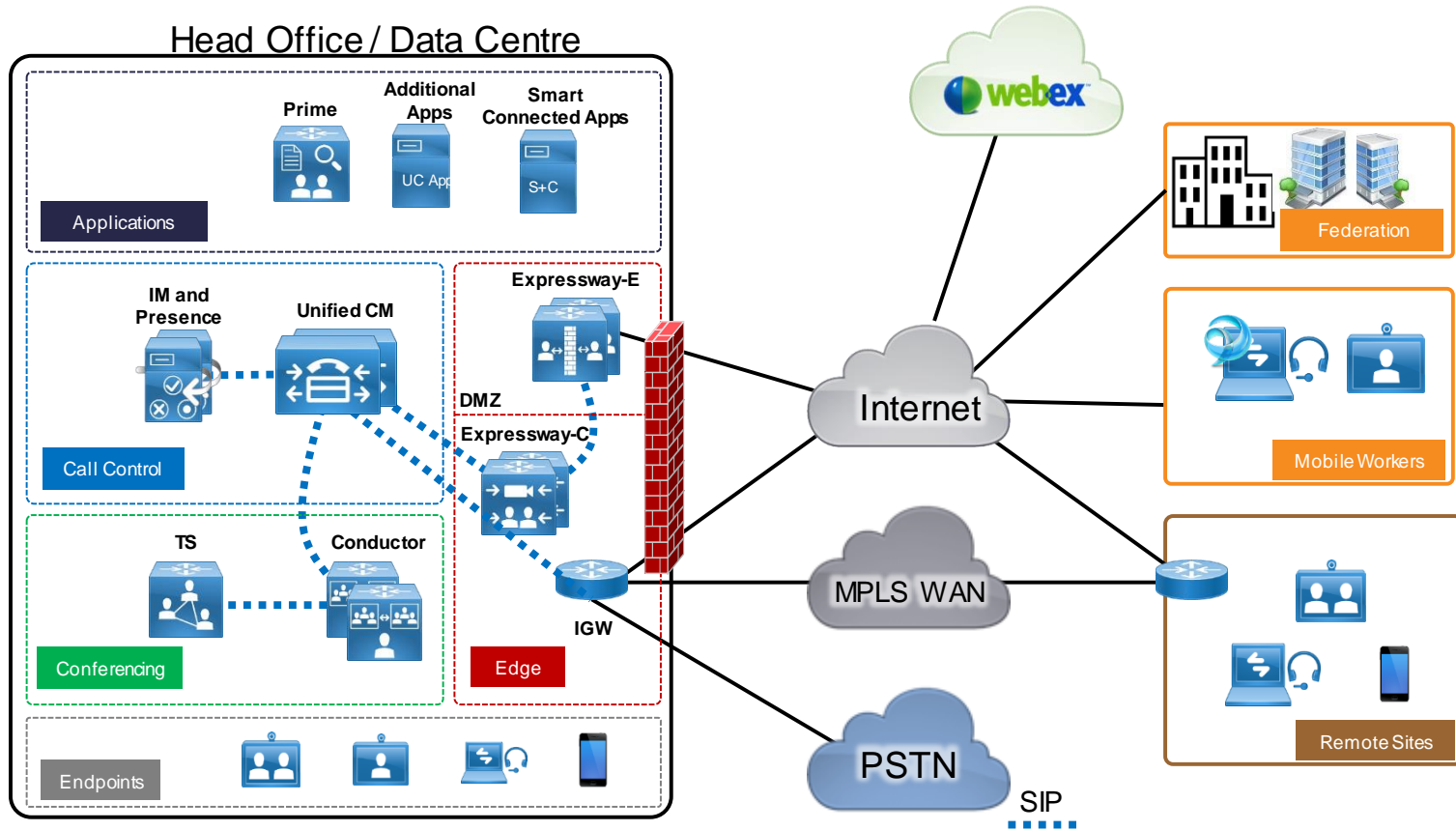


Collaboration Endpoints and Clients



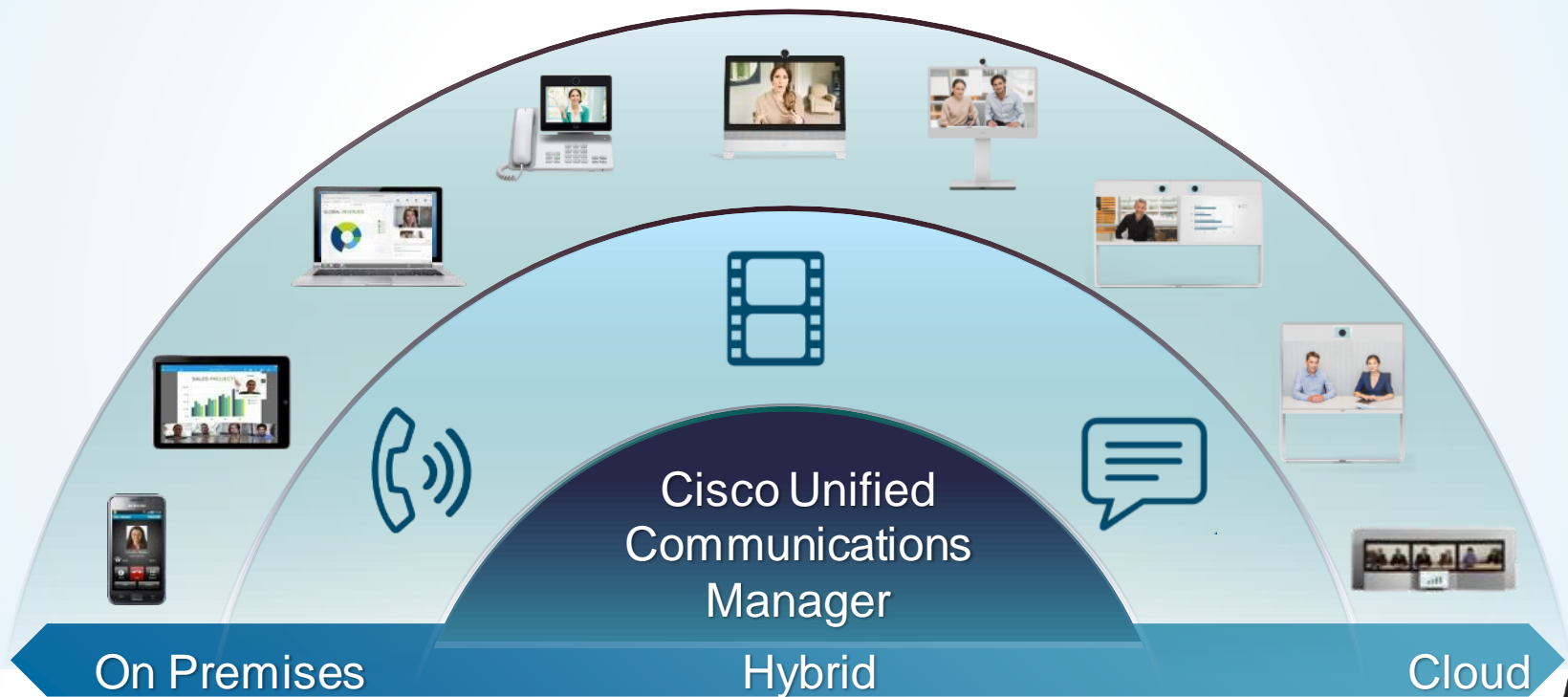
Collaboration Architecture

Collaboration Architecture

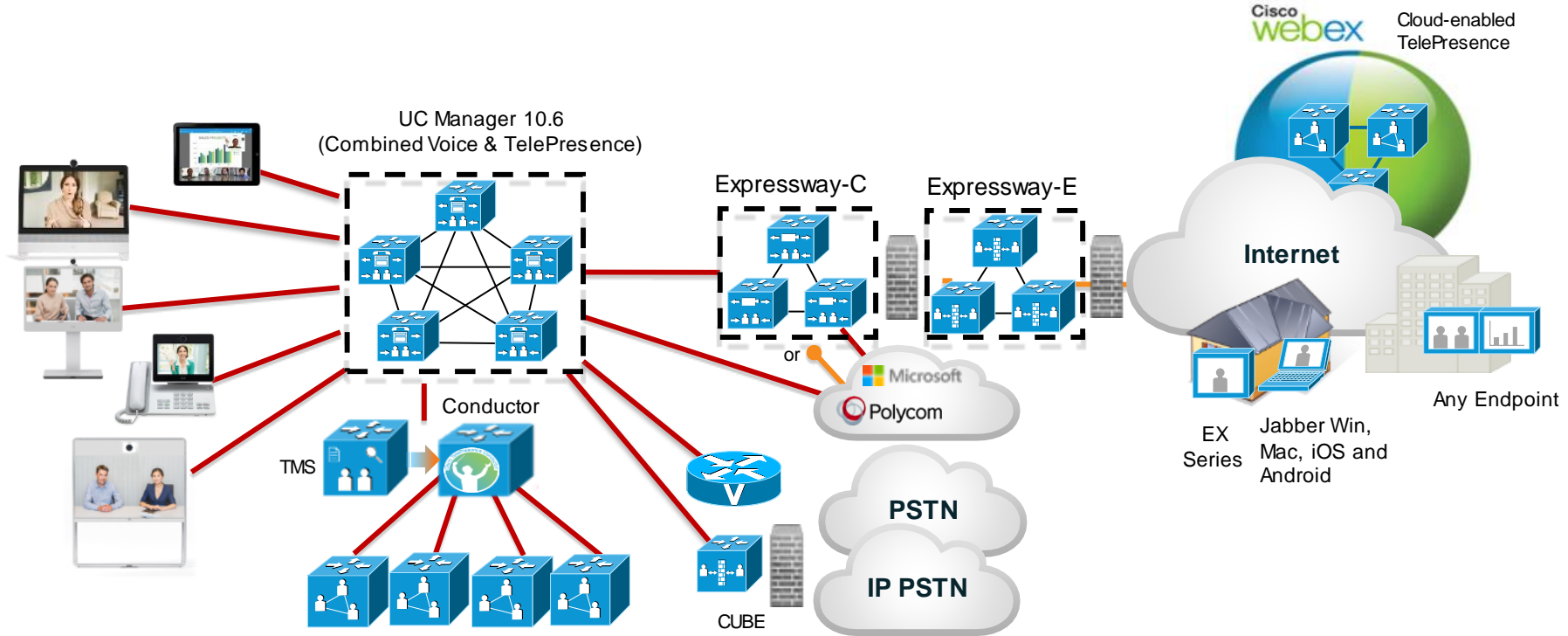


Cisco Unified Communications Manager

The Heart of Cisco Collaboration



Video Architecture

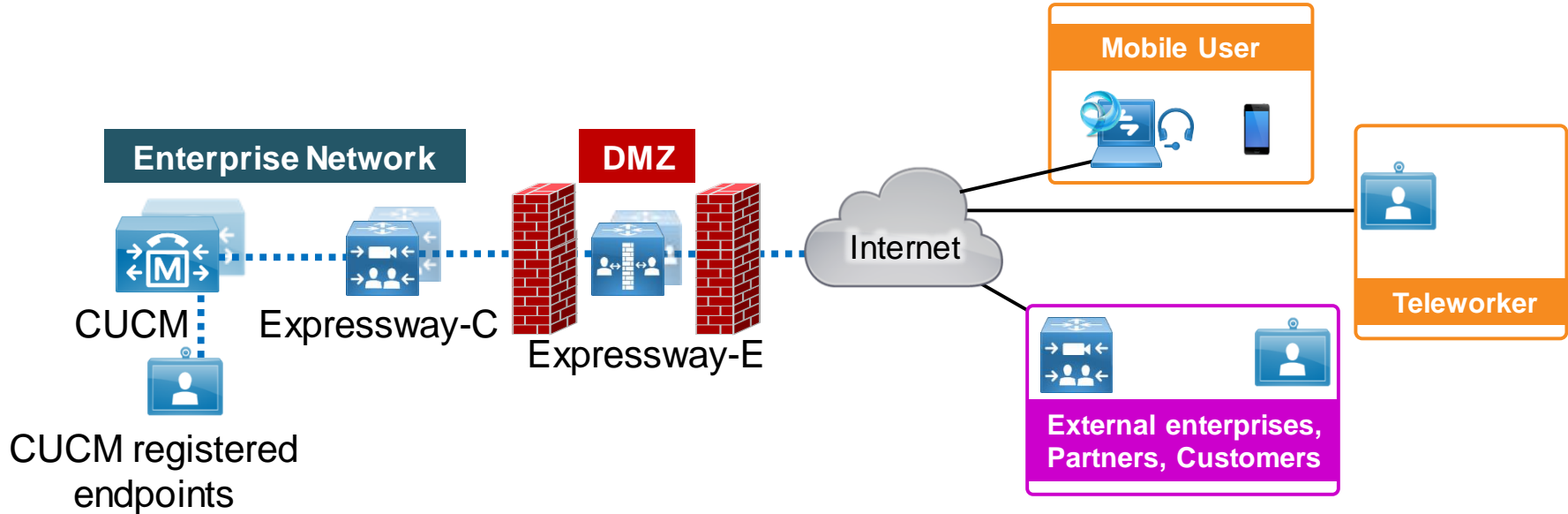


- SIP
- H.323
- SCCP, MGCP, ISDN

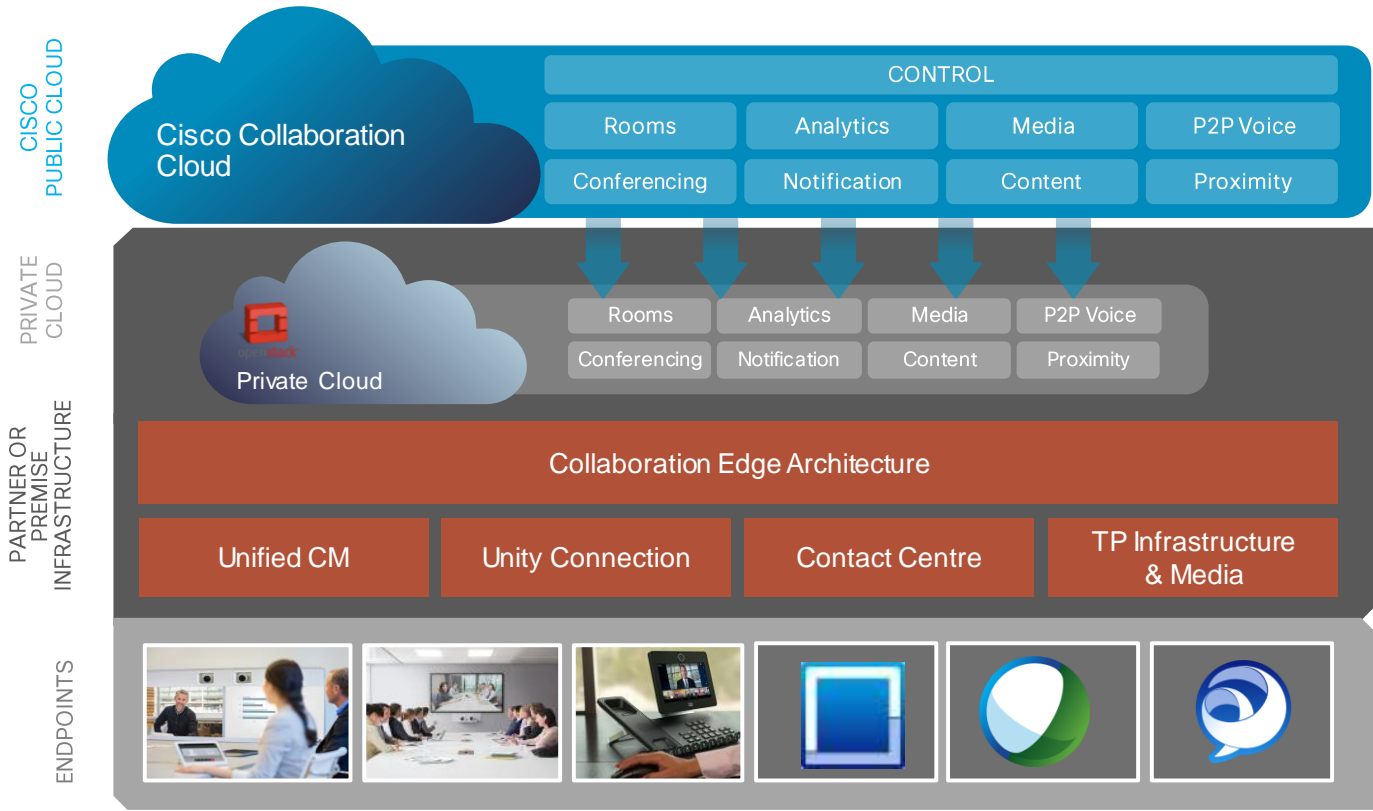
TS and/or MCU for ad hoc, rendezvous and scheduled

Edge - Remote Access Architecture

Unified CM with Expressway core and Expressway edge



Future Cloud and On-Prem Fused Collaboration Architecture





Designing the Workplace

Redesigning the Office Workspaces

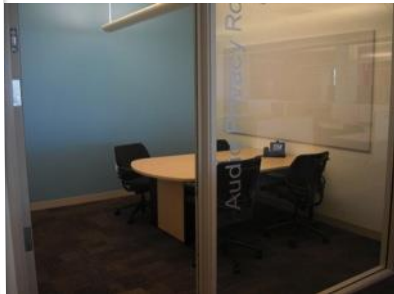


Workspace Types

Common Spaces



Personal Spaces

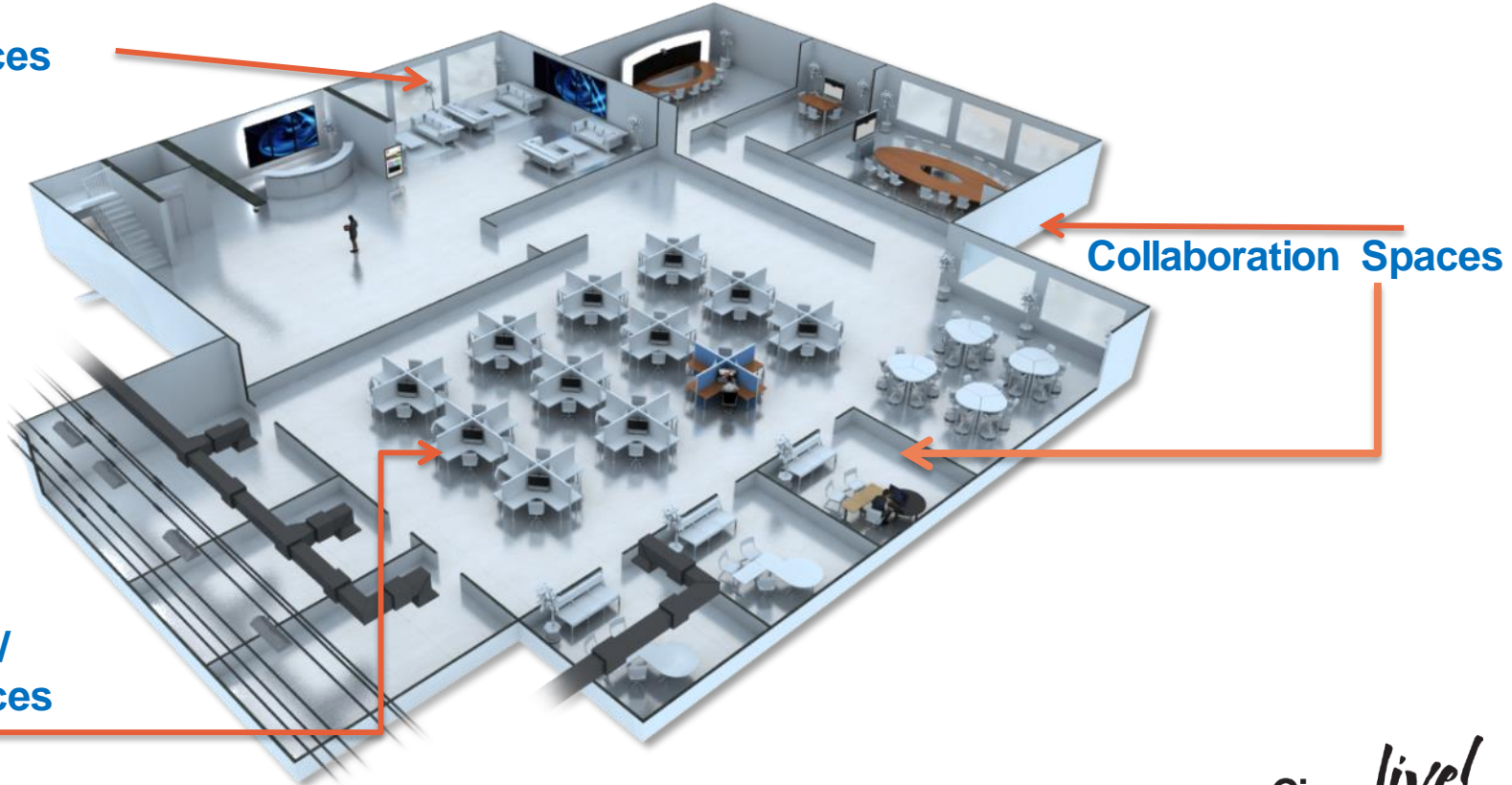


Collaboration Spaces



Redesigning the Office Workspaces

Common Spaces



Touch down /
focused spaces

Focused Spaces

Employees reserve personal workspaces best suited to different tasks, seamlessly shifting from touchdown areas to video privacy rooms



Flexible working

- Simple reservation (in advance or adhoc) via multiple end points e.g. web, kiosk, smartphone app etc.
- Workspace personalisation
- Tools to search and navigate to people, desks , rooms, office spaces etc.
- Integration with Jabber enhances employee collaboration
- Integration with building management systems (e.g. lighting, heating etc.) for space control and energy savings

Collaboration Spaces

Simplified with accelerated room scheduling and tighter integration with physical and virtual collaboration resources



Meeting room management

- Advance / Multi-Party / Ad-hoc room scheduling
- From multiple sources: web, kiosk, smartphone app, IP phone, Outlook
- Wayfinding enabled by signage, web, smartphone, app
- BMS integration for greater energy savings and in-room control
- AV integration for seamless Audio Visual element

Collaboration Enabled Rooms



Collaboration Enabled Rooms

An endpoint to fit every workspace



MX200 G2 – 42"



MX300 G2 – 55"



MX700 – 55"



MX800 – 70"



IX5000 – 70"



Quiet Room



Small Room



Medium Room



Large Room



Training-/Board Room/
Auditoriums



Immersive Room



SX10



SX20



SX80

Touch Down Collaboration from the Desktop

Enabling every focused desk



8800



DX650



DX70



DX80



Project Workplace

cisco.com/go/projectworkplace

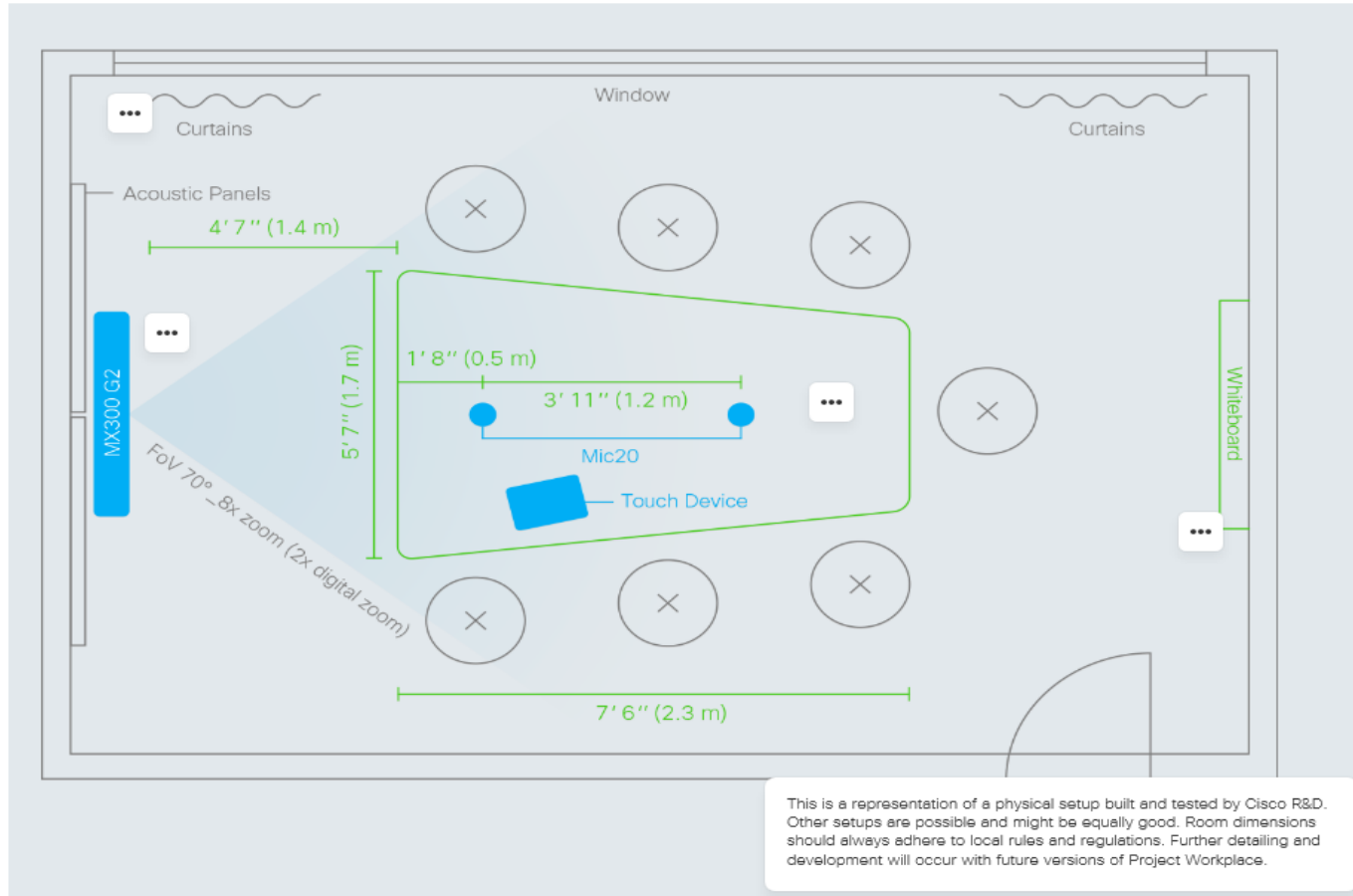


Optimising Workspace Design Through

Simple Representations of User Scenarios



Includes Blueprints for Room Layout and Equipment Positioning



Showcases Collaboration in Use



ademarks

Provides Best Practices Guidelines for Products, Acoustics and Whiteboard Use in a Collaboration Enabled Space



Products



1 Cisco TelePresence MX800*
The Cisco TelePresence MX800 is a single 70-inch video system designed to provide medium to large meeting spaces with advanced collaboration capabilities. The most innovative and flexible all-in-one video collaboration device on the market, it can be installed and connected in less than an hour. With the dual-camera option and Cisco's SpeakerTrack technology, the active speaker can be shown in full view.

*The new MX800 will be generally available soon. Please check with your Cisco representative for updates.

2 Cisco TelePresence Table Microphone 60*
This high-end tabletop microphone designed by Cisco offers a 360-degree pickup for scenarios where people may be situated around a table or throughout a meeting space.

*The new Microphone 60 will be generally available soon. Please check with your Cisco representative for updates.

3 Cisco TelePresence Touch 10
Cisco TelePresence Touch enables easy control of your meeting, from making a call to sharing content.

Products

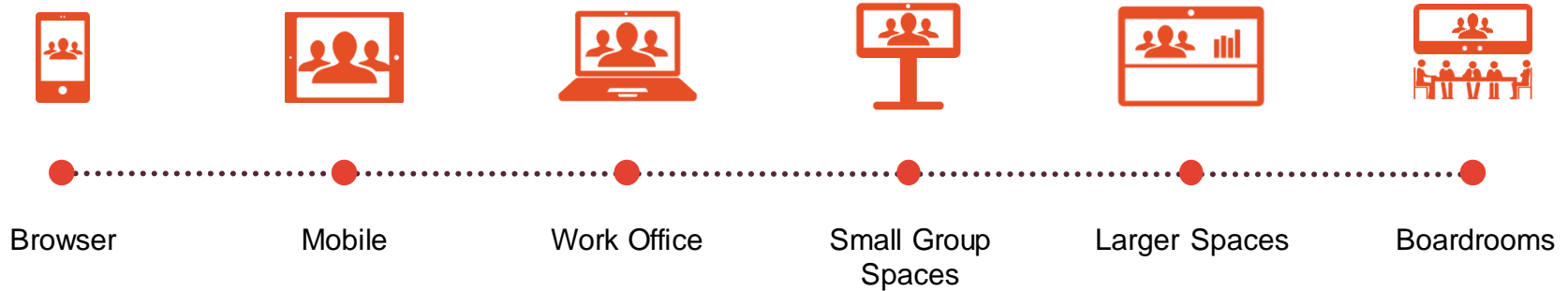
Product ID	Product	Preview
CTS-MX800S-2CAM-K9	Cisco TelePresence MX800 (dual camera)	1
	2 Cisco TelePresence Table Microphone 60	2
	Cisco TelePresence Touch 10	3
CTS-MIC-TABL60	Cisco TelePresence Table Microphone 60	





Experiencing the Workspaces

Move Seamlessly from the Browser to the Boardroom

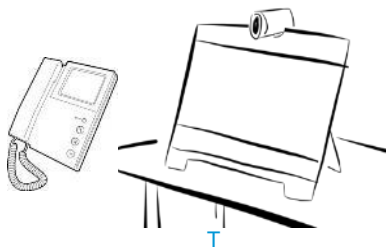


Bobs Morning ABW

1. Select space
2. Login to all apps
3. Use / Work
4. Logout
5. Move to next space
6. Login (with prefs / hist)

1. Select suitable space

Bob needs to do some focused work, his email, finish a report and return some phone calls



2. Login to all key capabilities

Bob needs to access email, IM, his calendar, voice / video for calls and join a webex



3. Including profile and history

Bob needs to return call he missed searches for the number in history, he also calls a frequent contact



4. Logout Out

Bob sees meeting reminder for team meeting so logs out out to move to multi-party video room as team members will join him



5. Move to meeting space

Bob and team join meeting and access meeting content



6. Move back to focused workspace

Bob now needs to finish those emails and the report and finds the space he used earlier occupied chooses new space and logs in



7. Login to all apps and history

Bob still needs to return a few calls so accesses history/ recents and contact favourites



Cisco Intelligent Proximity

– Embracing Mobile Devices for Richer Collaboration Experiences

Auto-sync contacts and call log from your mobile phone to your desk phone



Experience quality audio for mobile devices at the desk



View and share content wirelessly in the meeting room



Intelligent Proximity for Mobile Voice

Enhanced Desktop Experience



- Phone Book Access & Voice Path Re-direction



Intelligent Proximity for Content Sharing

Enhanced Meeting Room Experience

Planned
2H 2014



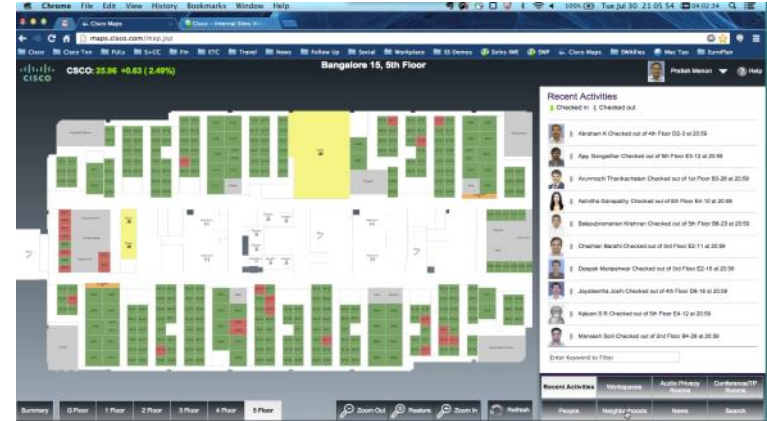
- Seamless iPhone/iPad pairing
- See content
- Go back
- Take snapshots
- "Cisco Proximity" iOS App available on Apple Store and Android App on Google Play



Enabling Flexibility

Workplace Management Tools

- Integrates digital signage, unified communication/video endpoints and building management systems
- Personalisation of workspace
- Improves meeting room experience, reduces energy consumption and increases meeting space efficiency
- Provides corporate real estate with critical analytics on occupancy and utilisation

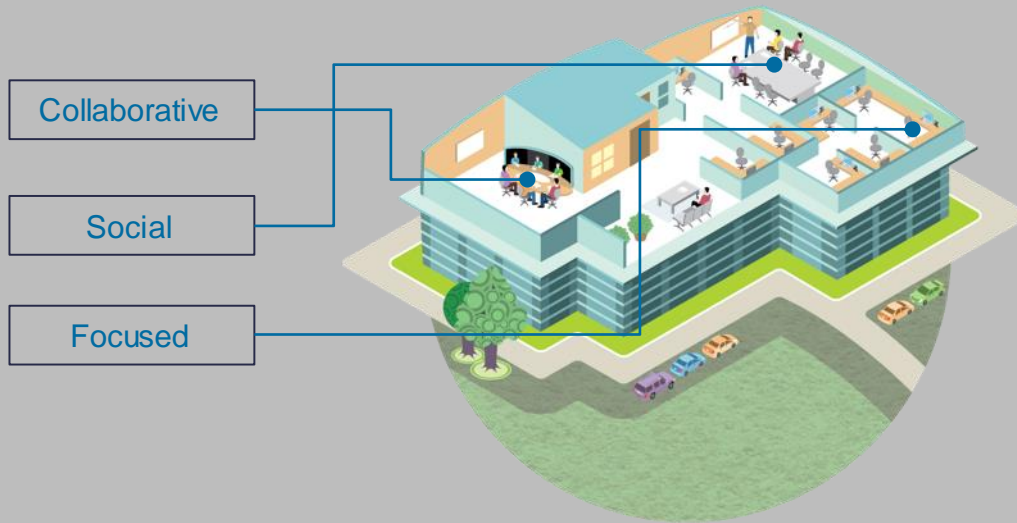


Cisco Smart+Connected Meeting Spaces/Personalised Spaces

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Smart+Connected Spaces

Bridging the gap between physical and digital Spaces



Find a colleague

Find a workstation

Auto extension mobility

Review reports

Quick video call

Schedule a WebEx

Find a meeting room

Room wakes up

Release room

Room goes to sleep

Smart+Connected Personal Spaces for Focus Work Areas

Search



- See which workspaces are available or in-use
- Quickly select from favorites
- Search by workspace type, equipment, etc.
- Make single reservation or booking over multiple days

Locate



- View neighbourhoods (zones) on floor plan
- Locate colleagues, searching by name/id to see where they are sitting
- View Jabber status of colleagues

Experience



Check-in via mobile/IP Phone:

- Digital and comfort settings take effect
- Calendar, RSS feeds etc. show on personal signage
- IP phone extension updates, personal signage displays pictures, calendar, RSS feeds etc.

Can also use IP phone to:

- Confirm / cancel / extend reservation
- Manage space resources
- View meeting and join webex with one-click

Administration

Internationalisation and localisation

Role-based access control

Reports and business intelligence

Smart+Connected Meeting Spaces for Collaboration

Schedule



- Multi-channel reservations
- Room configuration based on needs
- WebEx integration for one-click-launch
- MS Exchange integration for real-time visibility of rooms

Locate



- View your meetings via smartphone, kiosk etc.
- View ongoing meetings on wall-mounted digital displays
- Wayfinding to room from current location

Collaborate



- Use IP phone to:
- Confirm / cancel / extend meetings (also enabled via room display)
 - Control AV systems, temperature, lights and blinds
 - Launch WebEx meetings
 - Raise trouble tickets

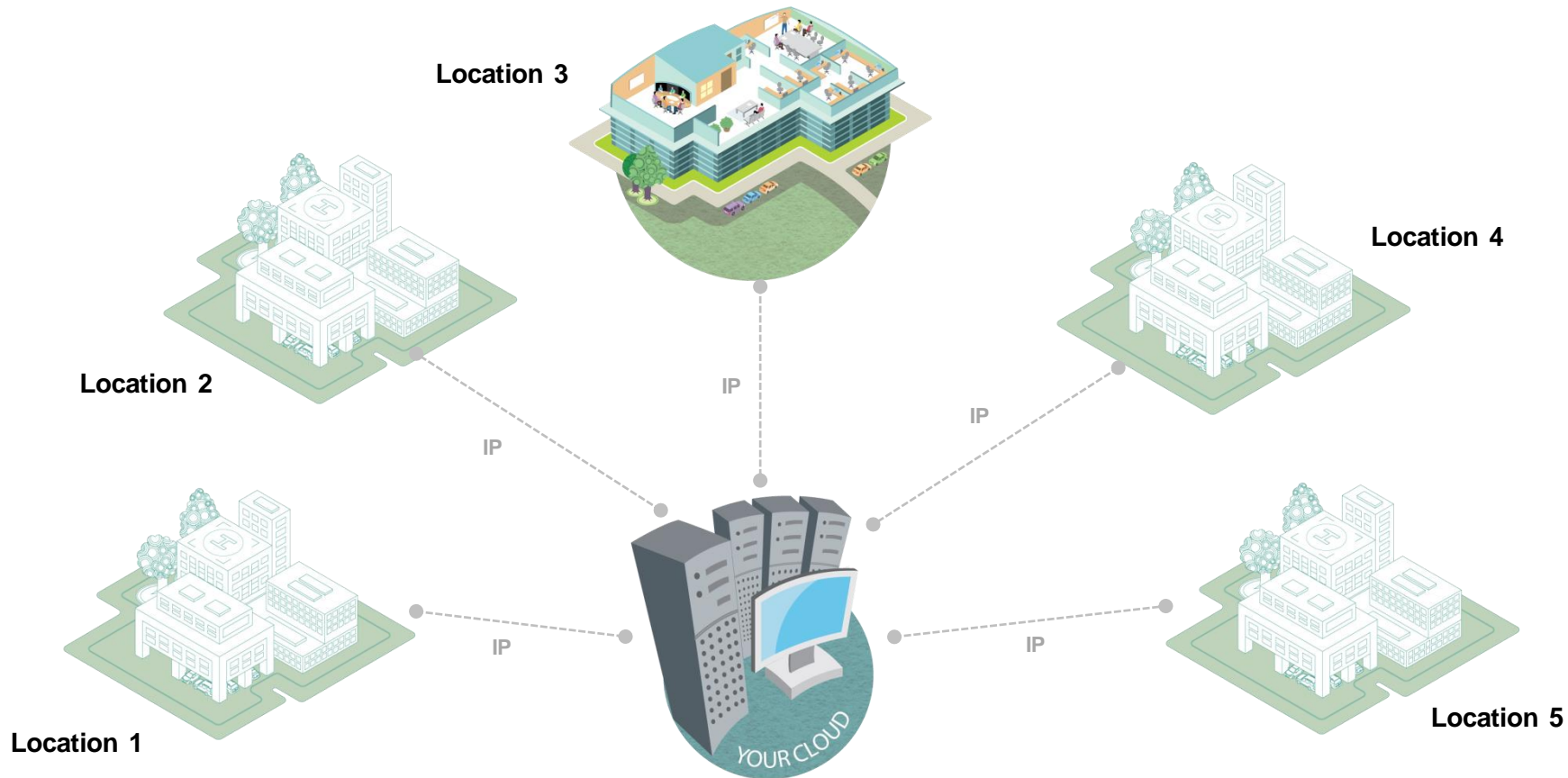
Dynamic room configuration

Wayfinding administration

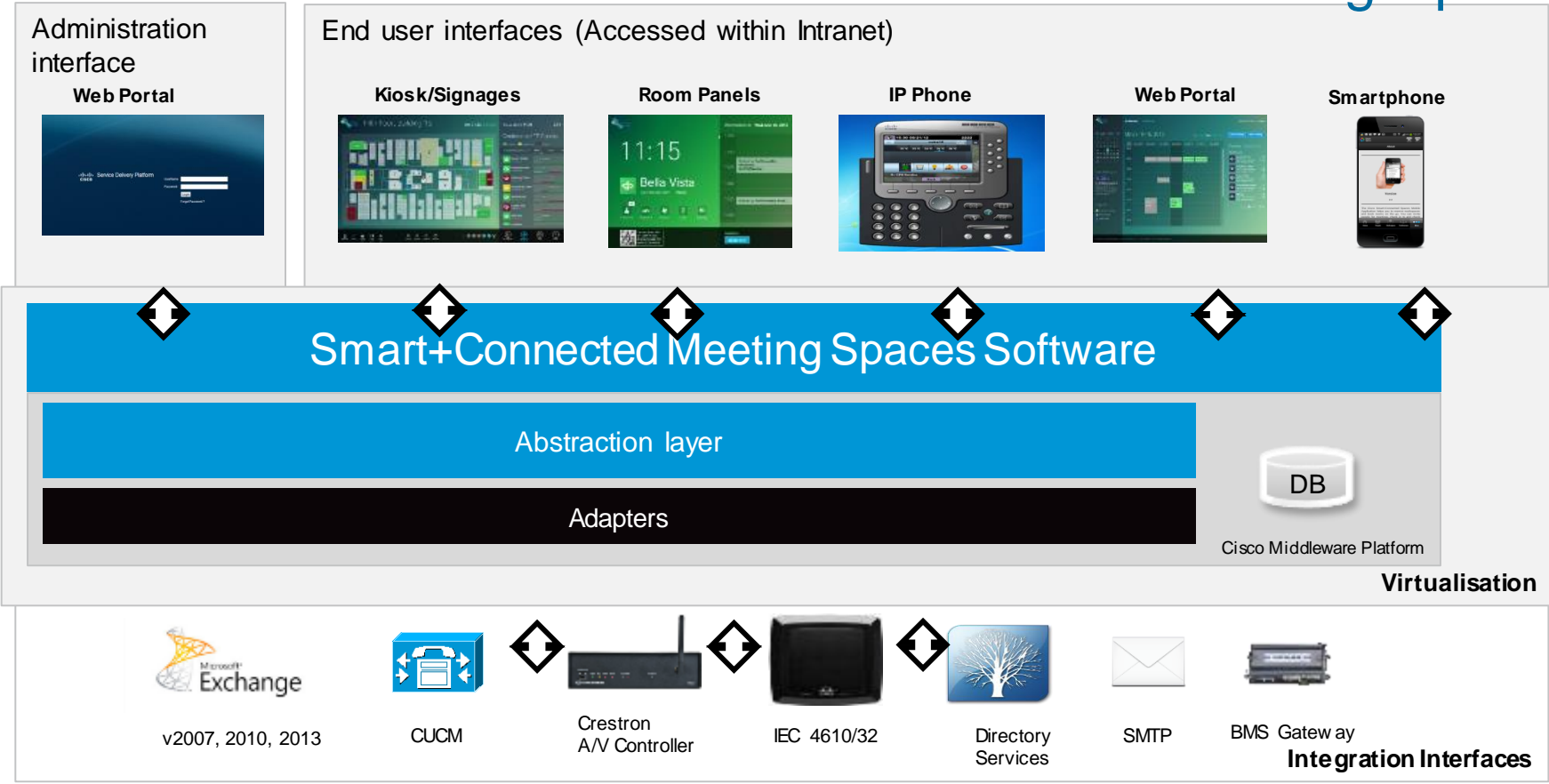
Role based access control

Utilisation and no-show reports

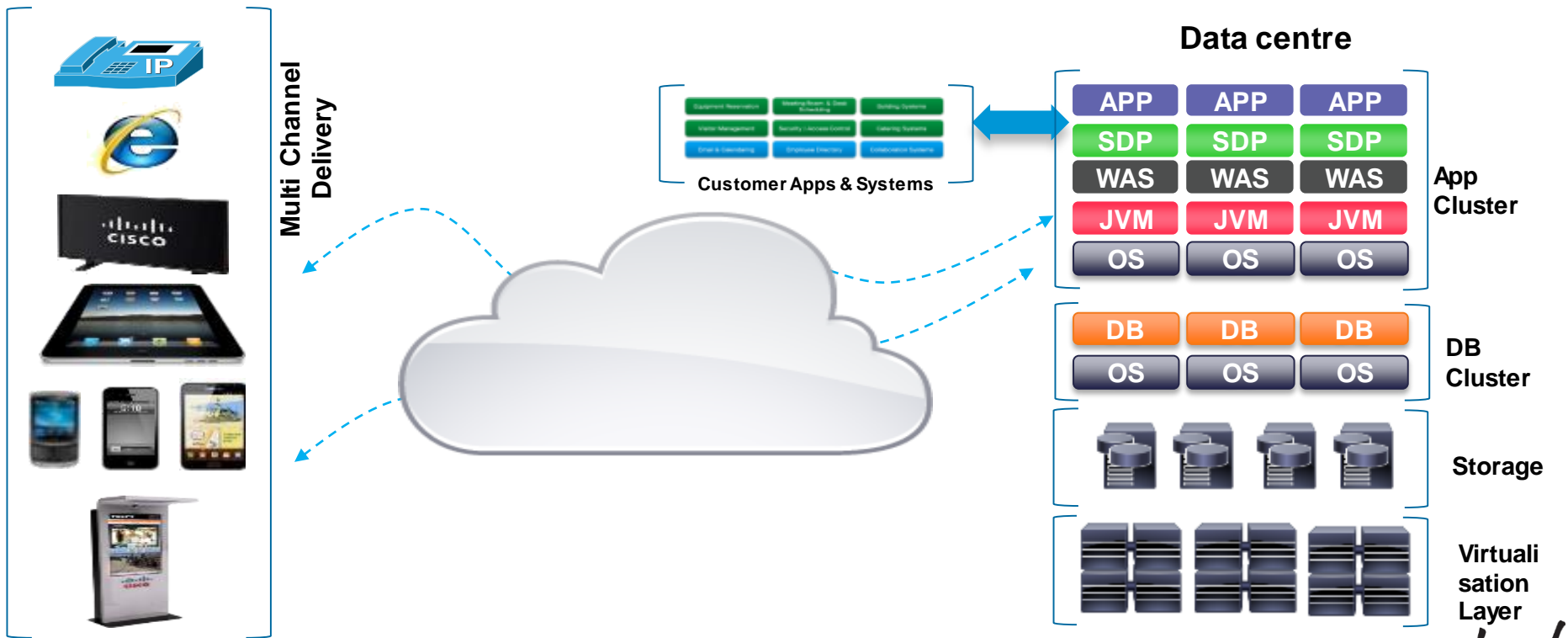
SCMS Can Be Deployed Over The Cloud To Address Your Locations Globally



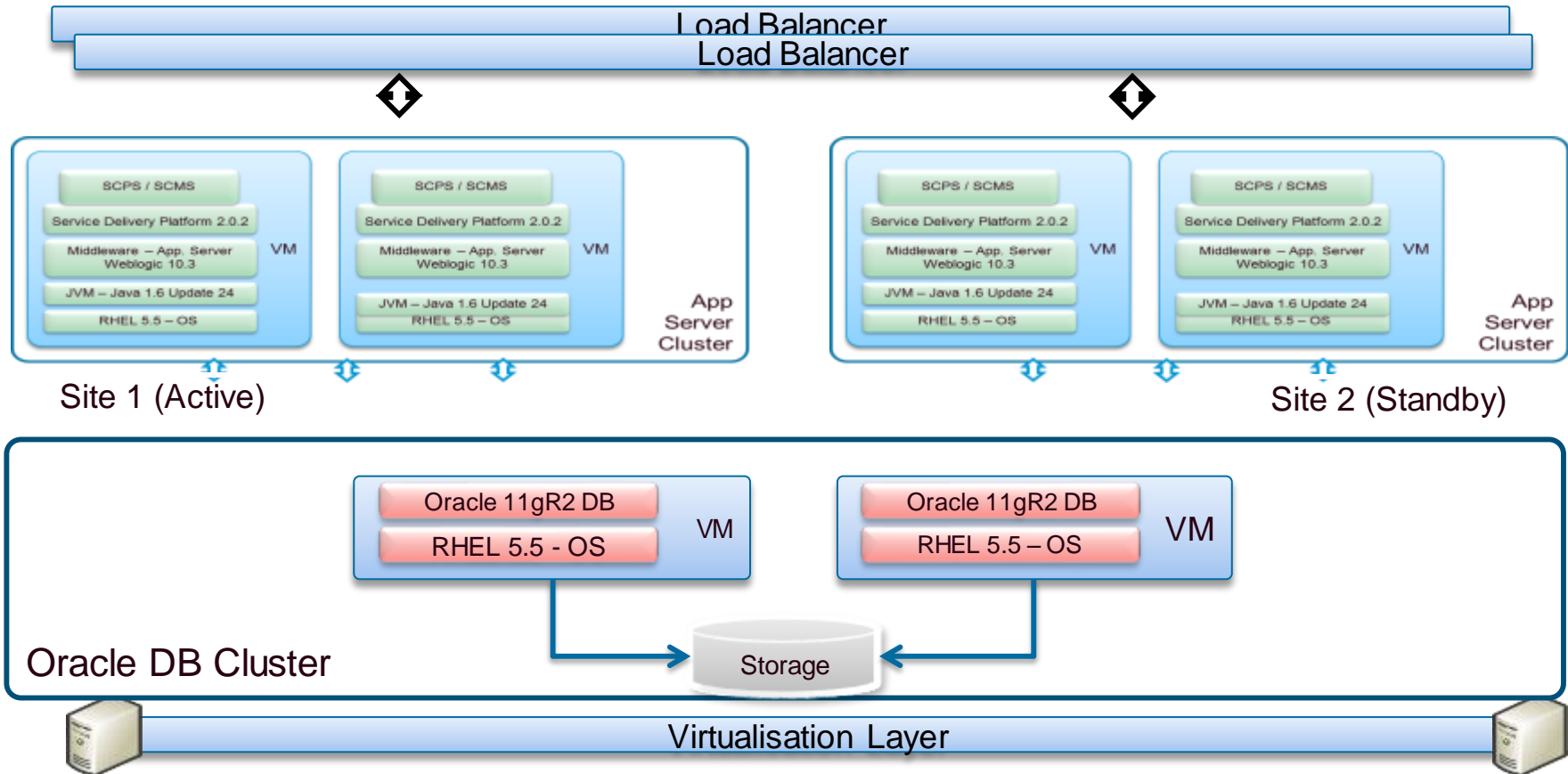
Solution Architecture for Cisco Smart+Connected Meeting Spaces



Smart Connected Workplace Technology Architecture



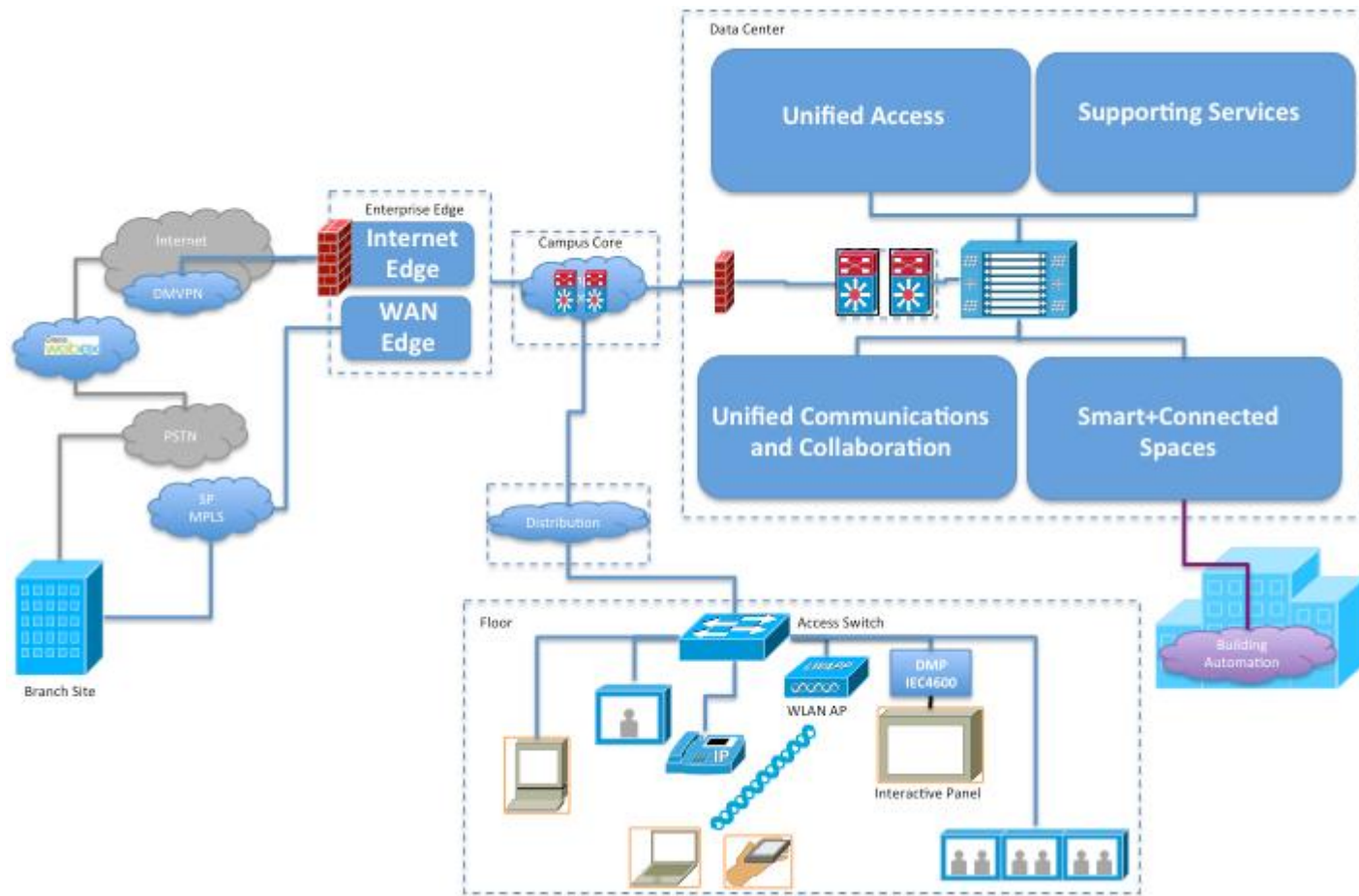
Solution Deployment Architecture – Clustered (DR)



In the Workplace of the Future... a Variety of Different Facility and IT Systems Need to be in Synchrony



Workspace Transformation Overall Architecture





Managing the Workplace

Reporting and Visibility



Utilisation reports

- Global / City / Building / Floor / Room
- By departments
- By meeting type

Usage reports

- By source of booking, check-in

No-show reports

- Number of no-shows
- User/Departments

Advanced Analytics

Leverage standard BI tools viz. Pentaho, BusinessObjects etc. plugged into Smart Spaces to deliver the following

- Custom/Ad-hoc reports
- Interactive dashboards
- Data visualisation(s)

Understanding Utilisation

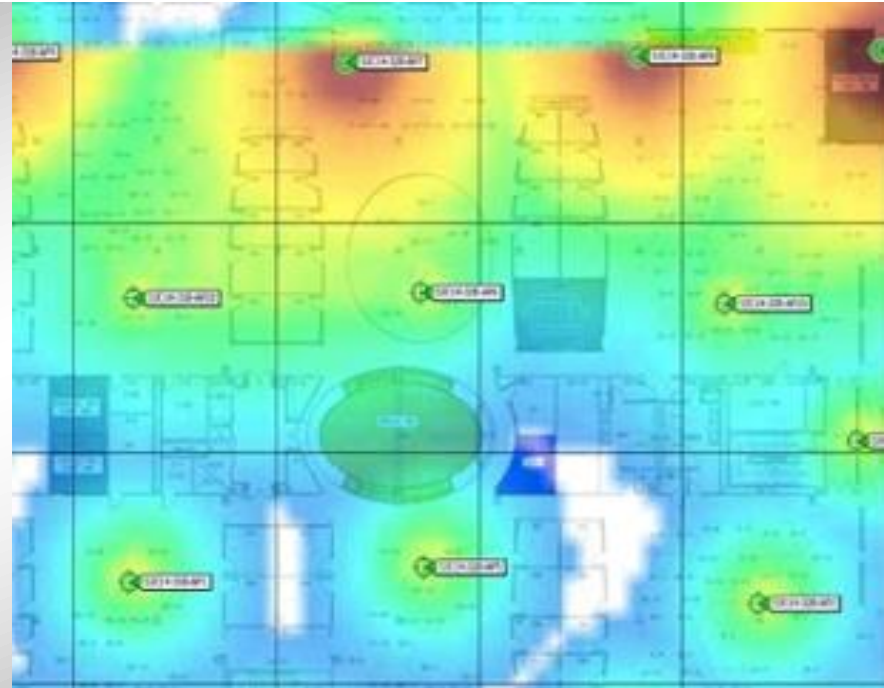
Understand employee behaviours while in the workplace:

- Usage of various workspaces
- Utilisation vs Occupancy
- View common dwell areas
- Measure footfall and common paths

Provide insights on guest experiences

Real-time and historical reporting on workspace utilisation

Measure effectiveness of workplace design



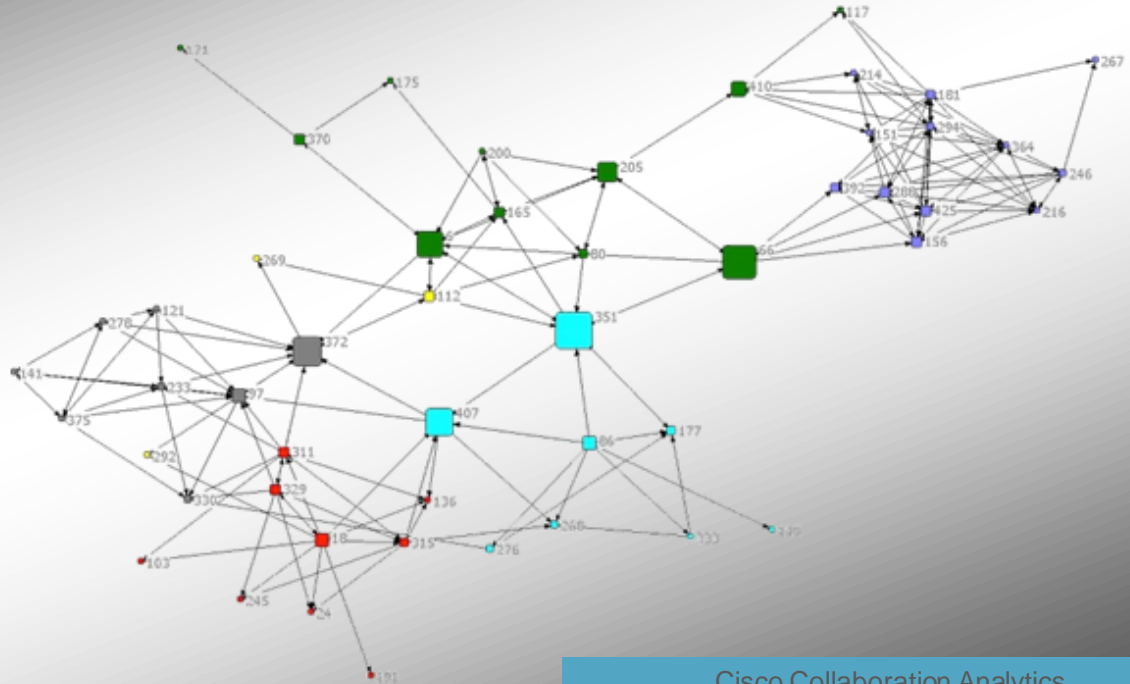
Cisco Location-Based Analytics

Understanding Employee Relationships

Measure how collaboration creates connections

Provide insights on how employees connect, communicate, and collaborate

Provides the insight needed to understand and measure effectiveness of relationships



Cisco Collaboration Analytics



Where We Are Going....

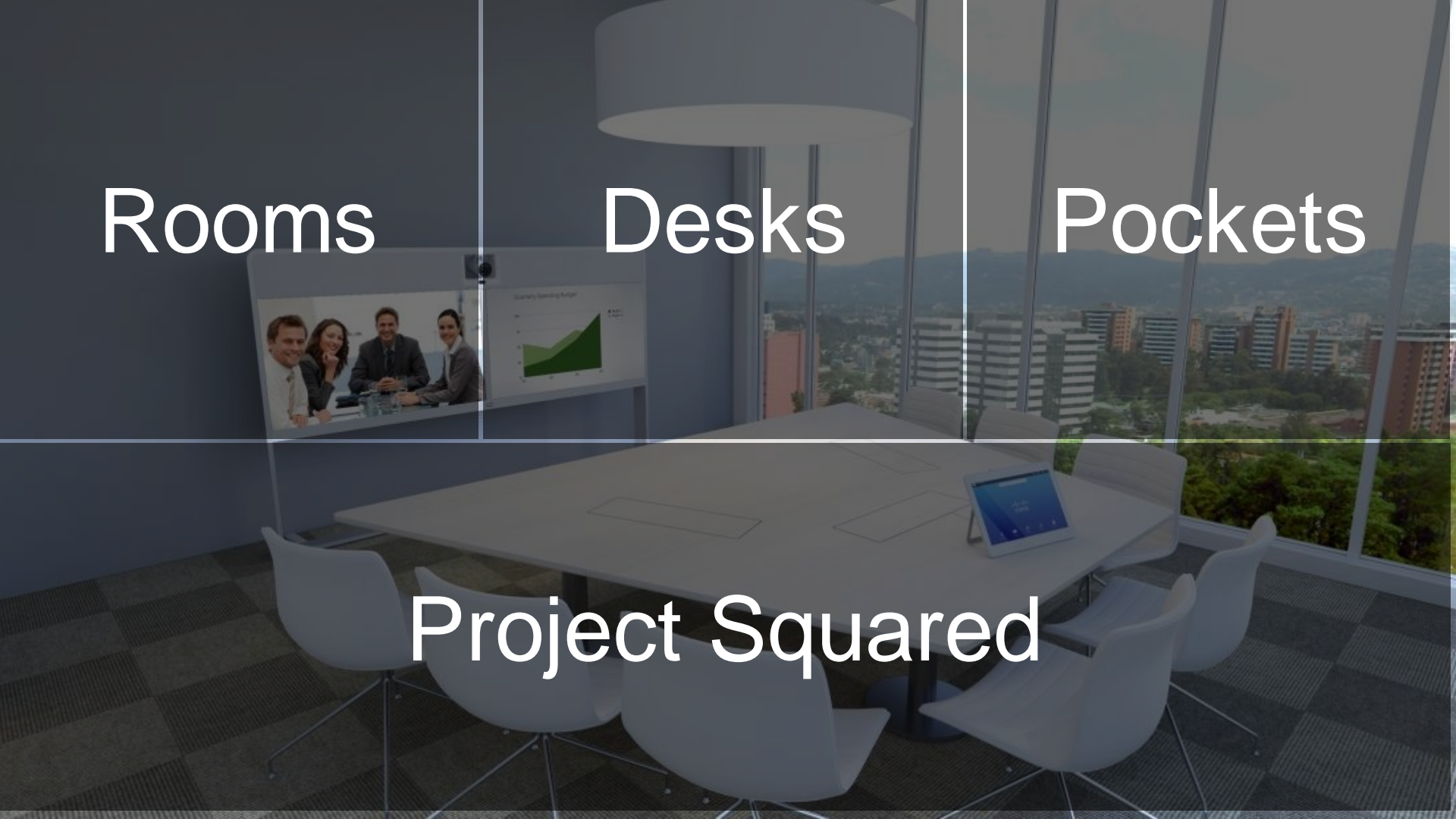
Cisco *live!*

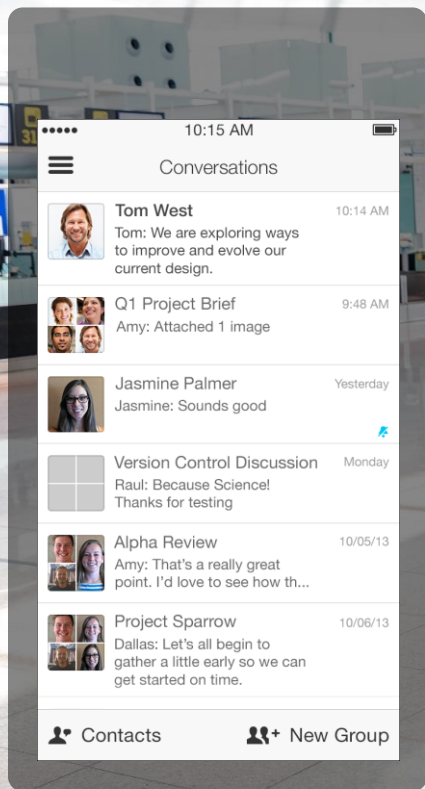
Rooms

Desks

Pockets

Project Squared







This Is How We Worked.



Screens

Whiteboards

Physical Room

Tasks

Notes

Decisions

Documents

People

Video

Calendar

Phones /
Connections

What We Did Here Will Be Done..

Welcome to the place
where your team works



Rooms

Screens /
Sharing

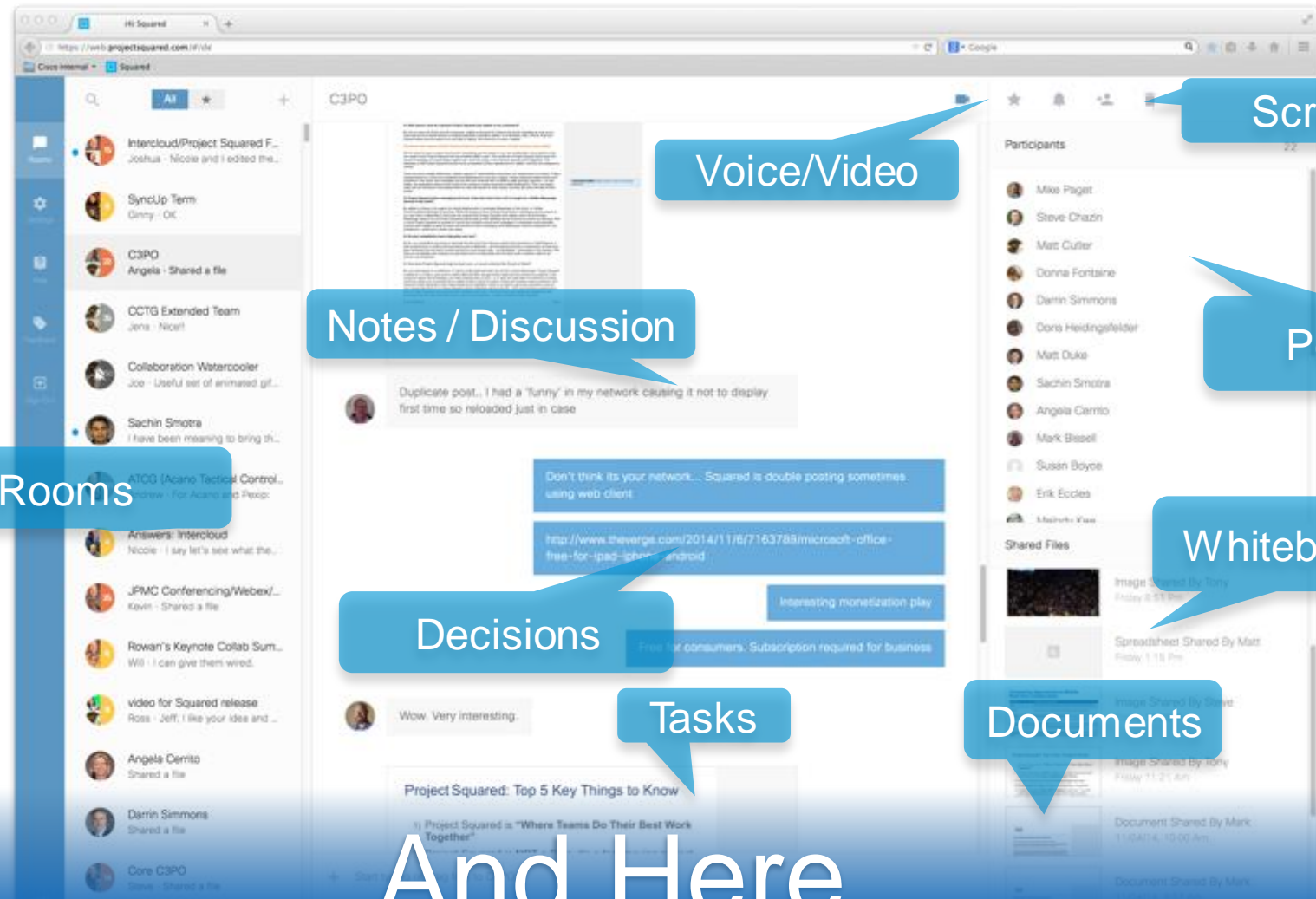
Voice/Video

Notes /
Discussion

People

Documents

Here...



Screens

Voice/Video

Notes / Discussion

People

Rooms

Whiteboards

Decisions

Tasks

Documents

And Here...



A New Type of **Solution** – Agile Users

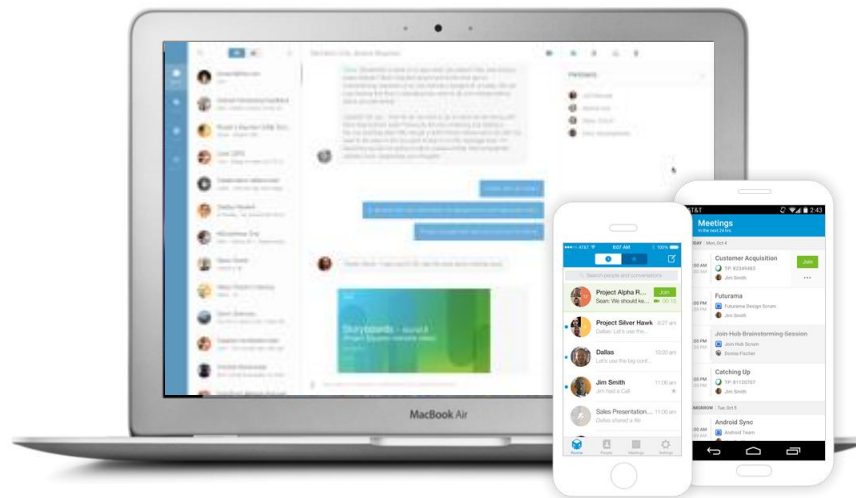
- **Rooms for Everyone:** Provides a place for teams to meet and share, securely.
- **Agile Worker Empowered:** People work with anyone, anywhere on any device.
- **Makes Existing tools Better:** Enhances the tools people already depend on.
- **Platform Designed for Users & IT:** Consumer ease of use with IT manageability and control built in.

Feedback Driven



Project
Squared

Where teams do their best work, together.



Delivered by the new Cisco Collaboration Cloud

Workplace Transformation

Where to start – Where are you ?

Real Estate Driven

Real Estate expansion – New Building

Real Estate Consolidation

Innovation Refresh

Merger & Acquisition Integration

Collaboration Driven

“Collaborating from Home” initiative

Video Pilot – e.g. Executive Team (Should extend across multiple locations)

Or Activity Based Working Pilot

Branch Transformation – Remote Reception/Kiosk

Remote Expert – support from the core, extend to the edge

Conference Room Re-mediation

Workplace Transformation Summary

Collaborative Workplace



- Simplify room and space scheduling
- Locate people, spaces, and resources with dynamic wayfinding
- Gain savings by reducing real estate to headcount ratio

User Centric Design



- Enhance employee productivity
- Increase adoption of workplace tools
- Enable location-based services

Efficiencies and Effectiveness



- Reduce energy consumption
- Increase Collaboration Spaces
- Provide Connectivity internally and Externally
- Leverage Cloud Capabilities



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