

What You Make Possible



Understanding Cisco Multi-channel and Remote Expert Solutions

BRKCCT-2661

Contents

- Overview of Cisco's Remote Expert
- Remote Expert Architecture
- Remote Expert Applications and Components



Remote Expert Addresses Key Challenges

Sales and Service Challenges

- **Lack of local experts** when, and where, required by customers leads to lost sales/revenue leakage
- **Delivering a personalised, easy-to-use, face-to-face experience** (audio alone is no longer good enough)
- Limited ability to scale **local expertise in real time**

How to Address the Challenges

- **Simplify Multi-Channel Delivery:** Identify, locate, and connect experts with customers for advisory services—whenever and wherever they are needed
- **Immersive Experience:** Provide high-quality audio and video for customer interactions—deliver a compelling customer experience
- **Virtualise the Workforce:** Create a virtual pool of experts, whether co-located in particular centres, dispersed within the branch network, or located at home—reduce lost sales opportunities

What is Cisco's Remote Expert?

A Solution that Connects a Customer to an Available Expert within the Enterprise via a High-Quality, High-Definition Video and Voice Connection

- Identifies, locates, and connects customers with experts for advisory services and complex, high-value transactions
- Creates a virtual pool of experts/specialists, whether co-located in particular centres or distributed within their enterprise footprint reducing lost sales opportunities
- Provides high-quality audio and video for customer interactions—delivering a compelling customer experience
- Maximises effectiveness and reach of experts
- Allows experts to conduct a complete business transaction including document sharing, printing, signatures and payment

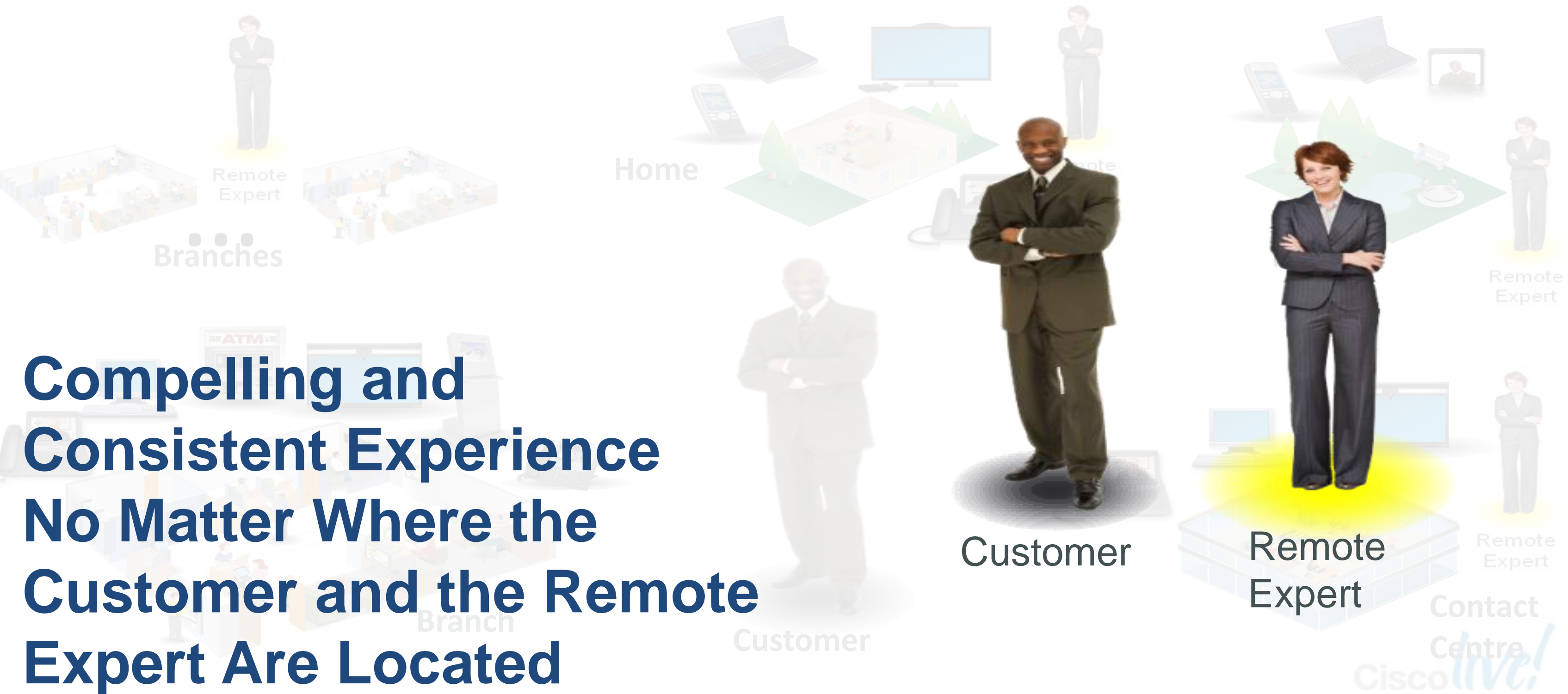


See a **LIVE DEMO** of Remote Expert in the World of Solutions

Cisco *live!*

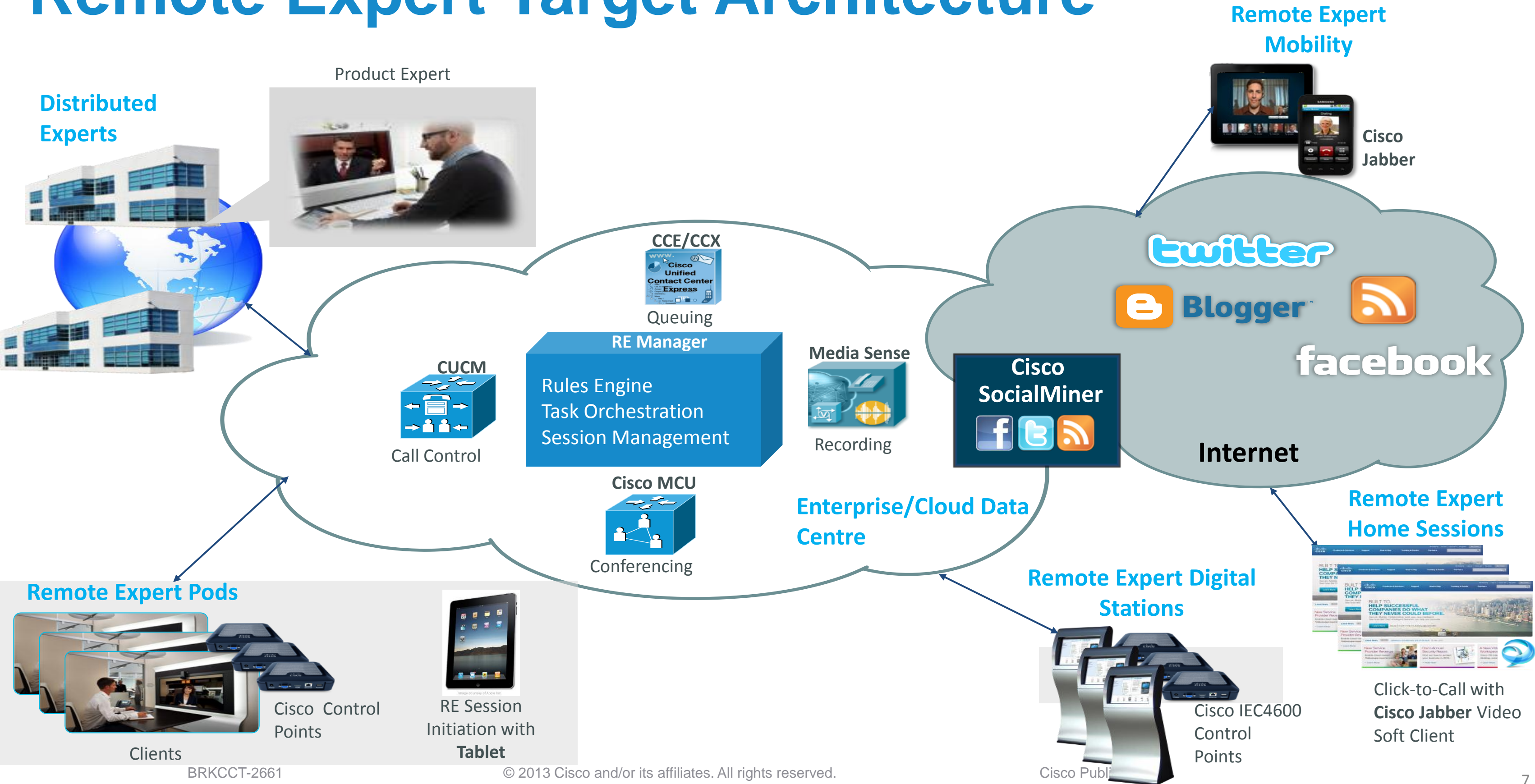
Cisco's Vision for Remote Expert

Connect Customers to Experts Regardless of Location

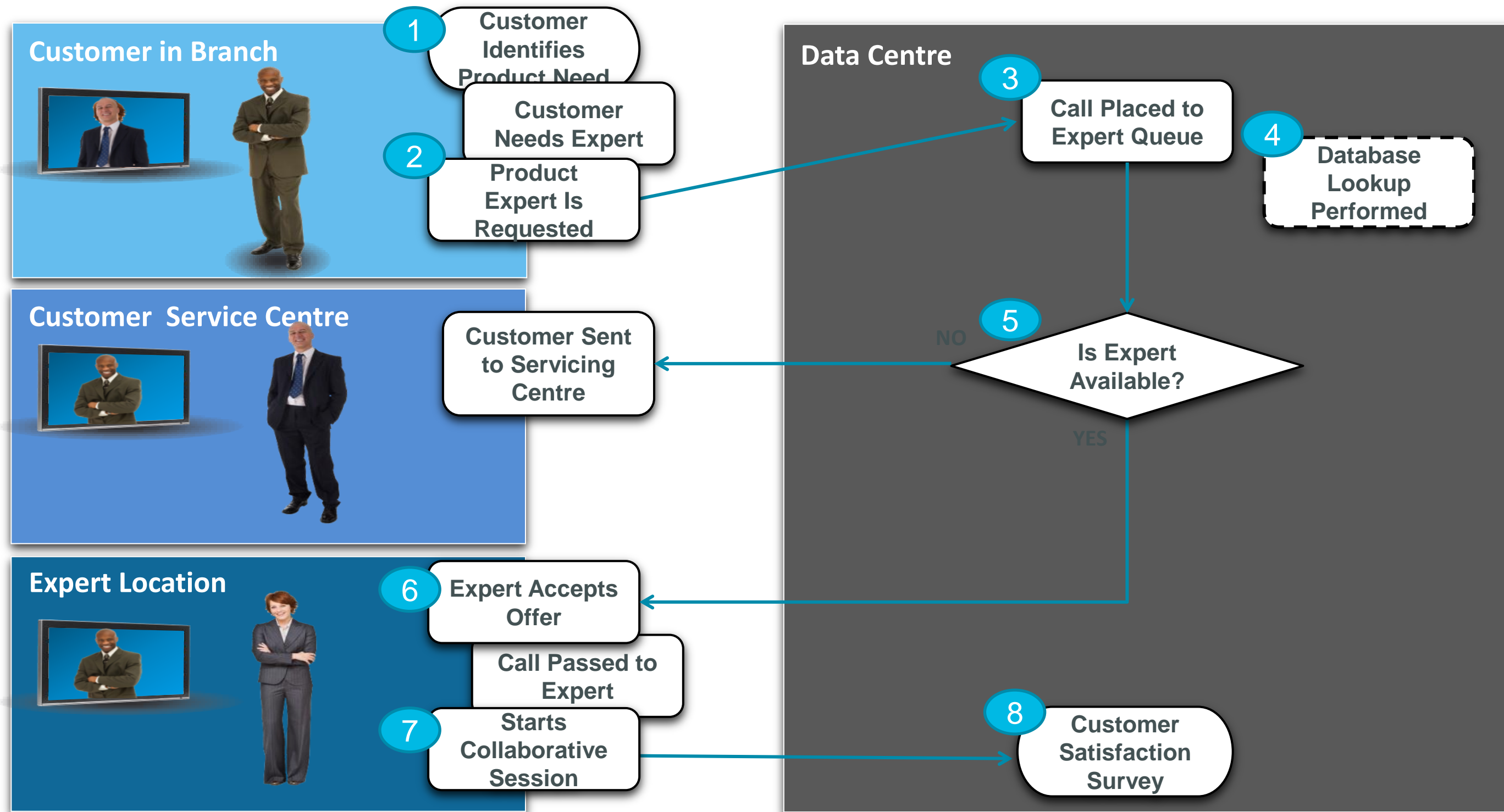


**Compelling and Consistent Experience
No Matter Where the Customer and the Remote Expert Are Located**

Remote Expert Target Architecture



Current Remote Expert Work Flow



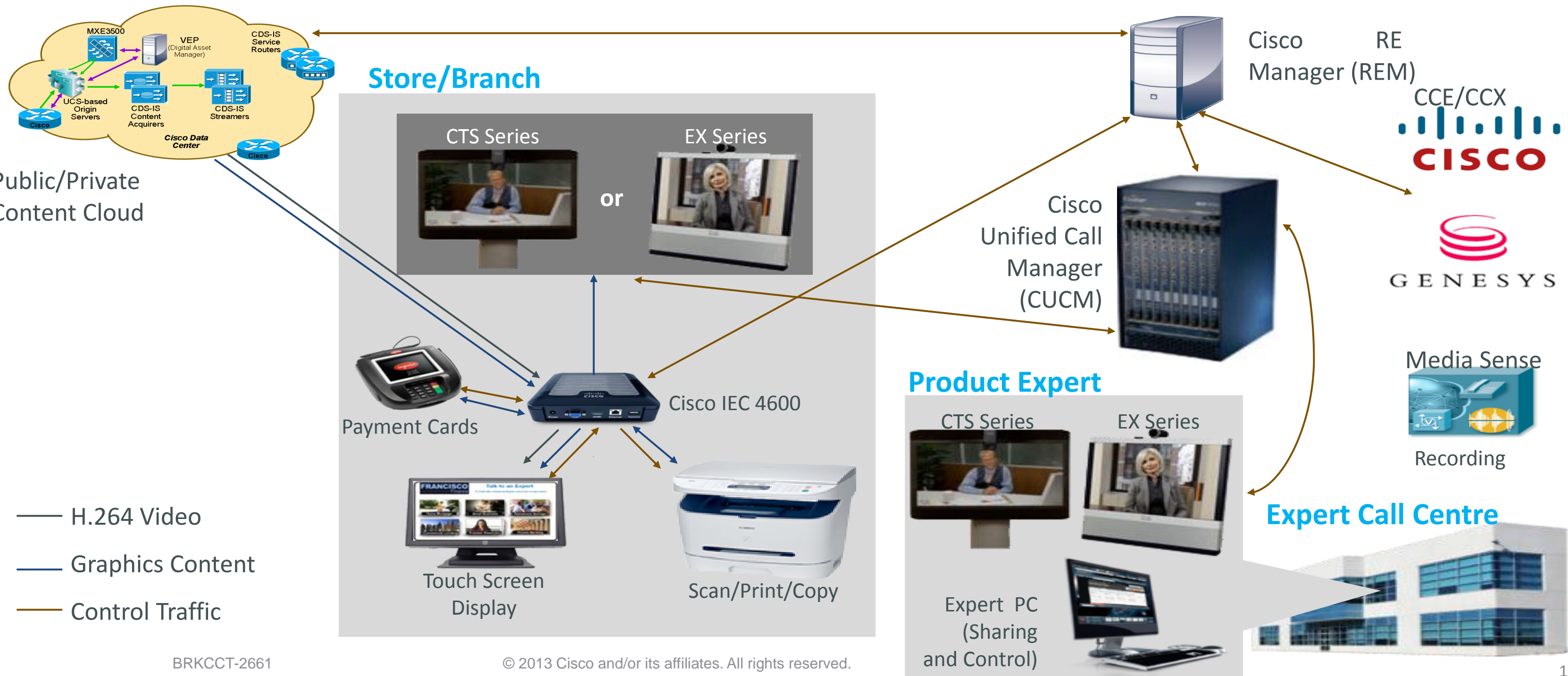
Agenda

- Overview of Cisco's Remote Expert
- [Remote Expert Architecture](#)
- Remote Expert Applications and Components



Current Remote Expert Solution

Release 1.8

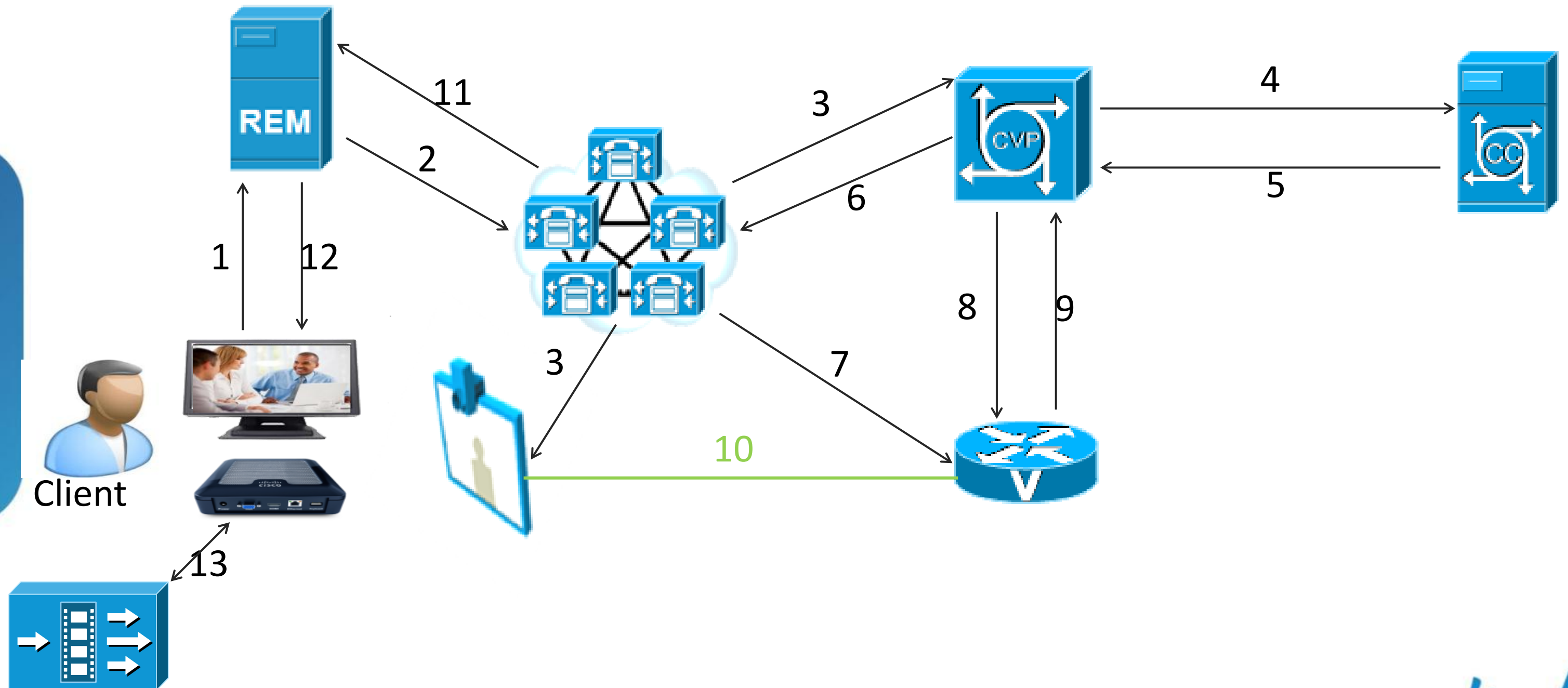


Key Technology Components and Software Releases for RE 1.8

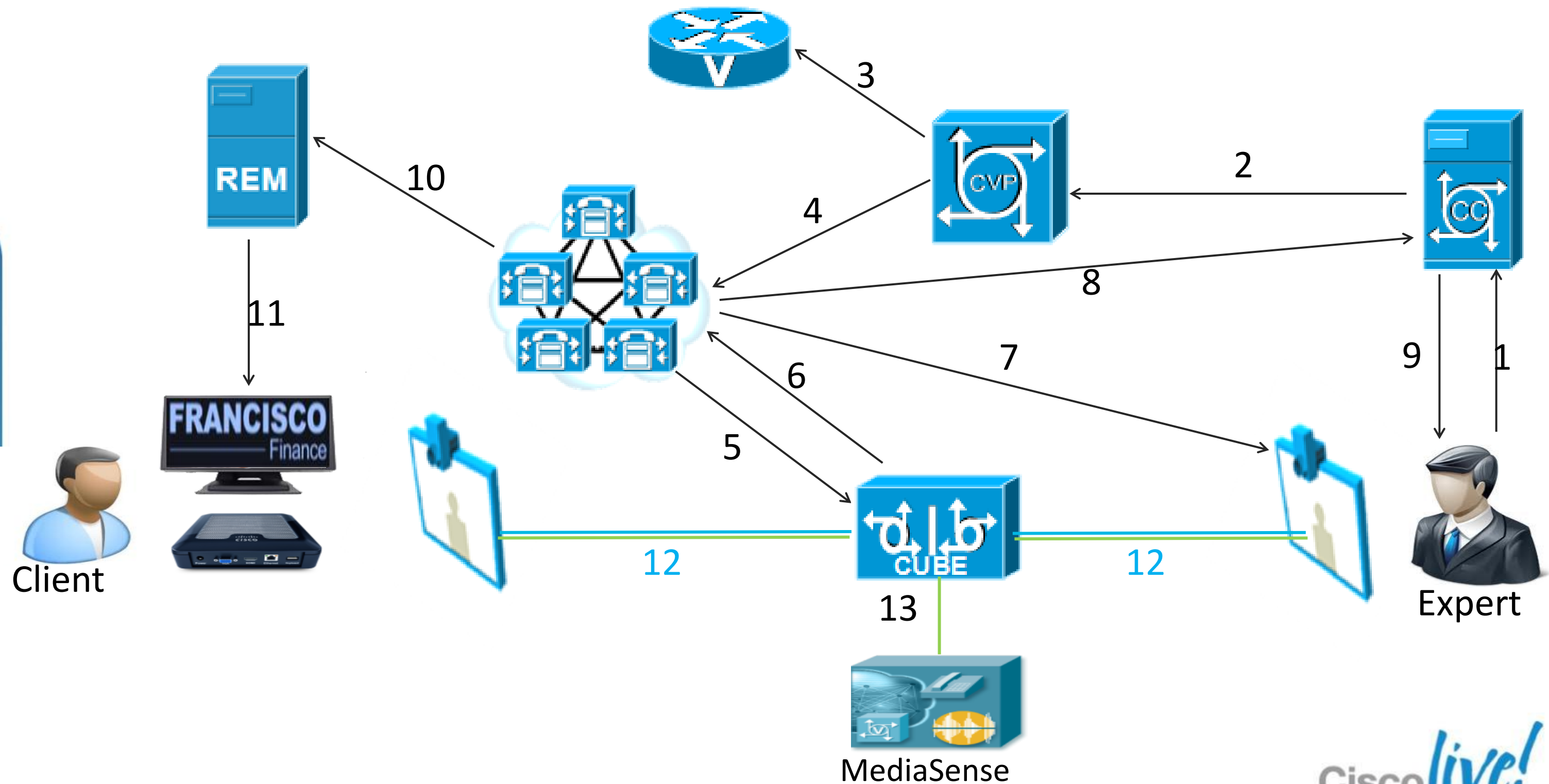
Component	Software Version
Unified Communications Manager	9.0
45XX MCU	4.3
Unified Contact Centre Express	9.0
Cisco TelePresence (CTS-500) Endpoint	1.9.2
Cisco TelePresence EX-Series Endpoint	TE6
IEC-4600	4.132.322
REM	1.8.0
Unified Contact Centre Enterprise	9.0
Customer Voice Portal	9.0
CUBE	15.2T
MediaSense	9.0
VXML Gateway	15.1T
Cisco Agent Desktop Software (Premium)	9.0



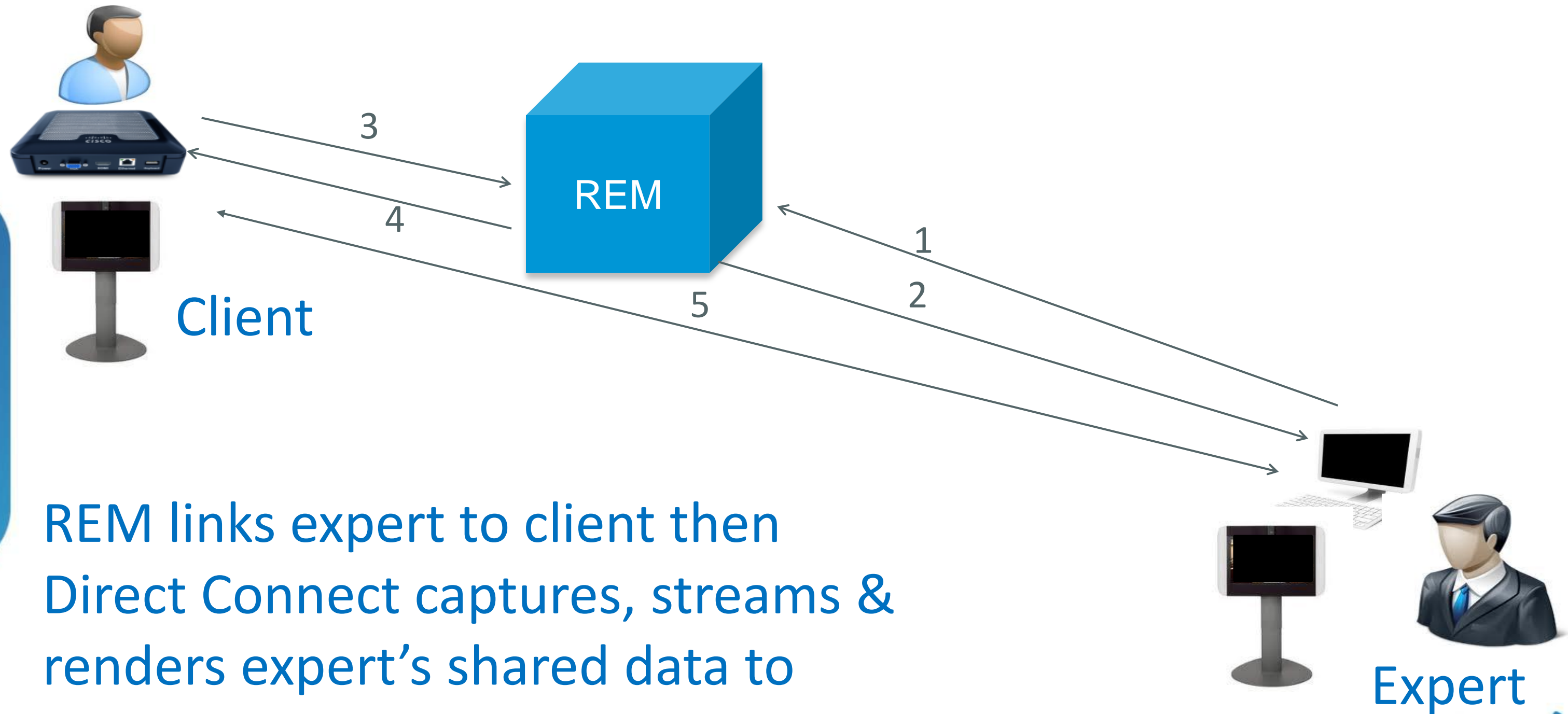
RE Call Flow - Client initiates a new session



RE Call Flow - Expert accepts a new session

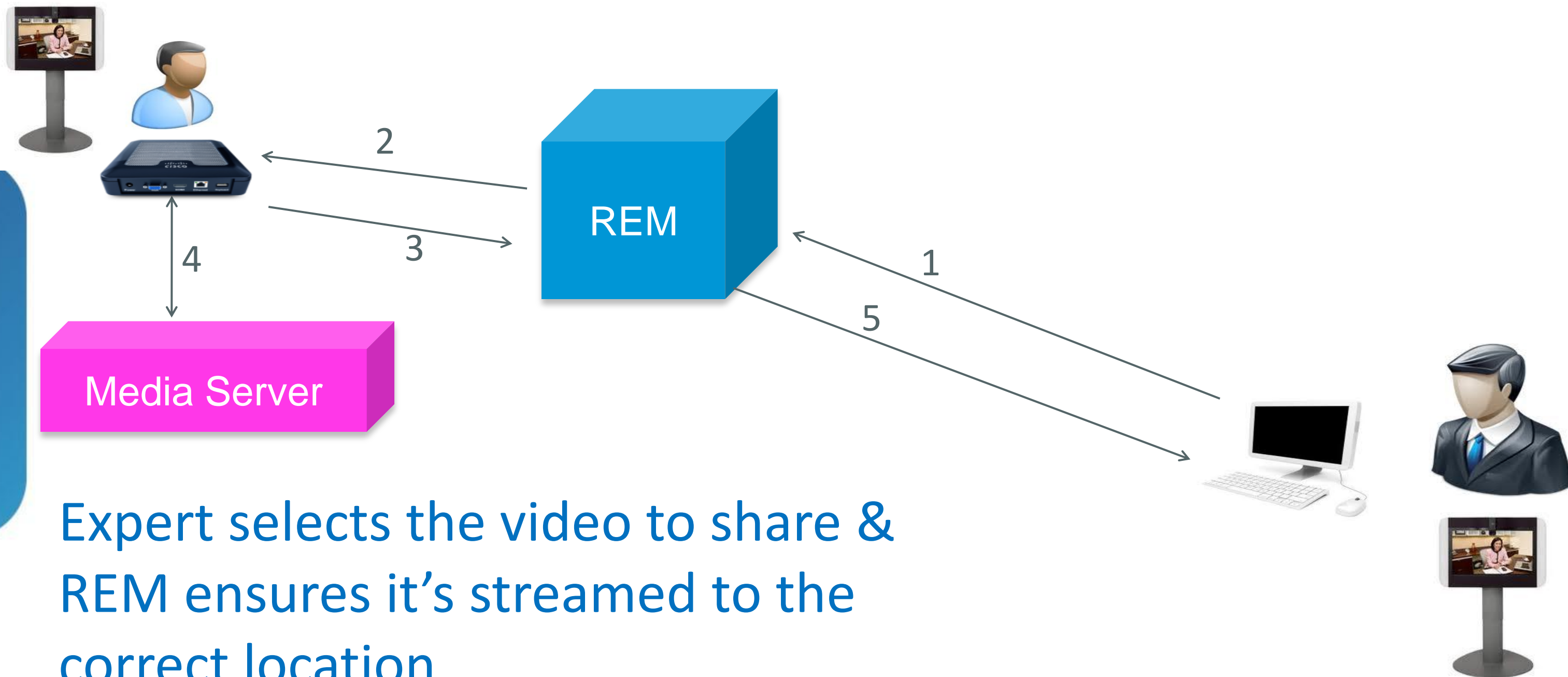


RE Call Flow - Data Sharing



REM links expert to client then Direct Connect captures, streams & renders expert's shared data to client

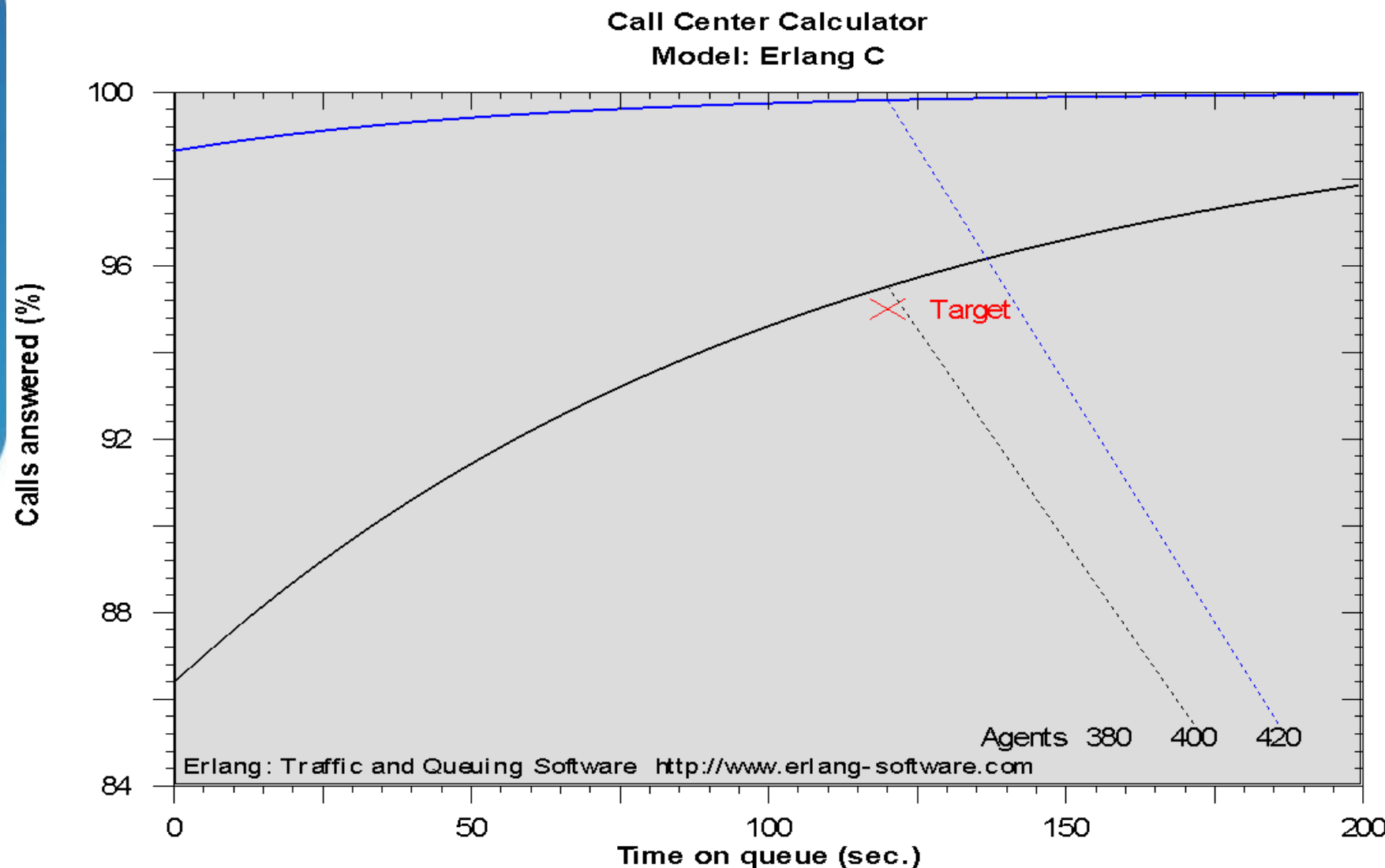
RE Call Flow - Expert Shares a Video



Expert selects the video to share & REM ensures it's streamed to the correct location

Scaling Remote Expert

- 25% of client pods initiating calls during the busy hour yielding 500 busy hour call attempts (BHCA)
- Average wait time of less than 2 minutes in queue
- An Expert's average time per client is 45 minutes



Incoming Call Rate

Calls per hour: 500

Agent Occupied Per Call

... with caller (sec): 1800

... on paperwork (sec): 900

... Total (sec): 2700

Calls Answered

Target (%): 95

Actual (%): 95.5

Within (sec): 120

Agents

... occupied on calls: 250

... occupied on paperwork: 125

... idle: 25

... Total Required: 400

Lines

Target lost calls (%): 1

Actual lost calls (%): 0.965

Incoming lines required: 307

Queue

Ave. queue length (calls): 2.04

Ave. queue delay (sec): 14.7

Agenda

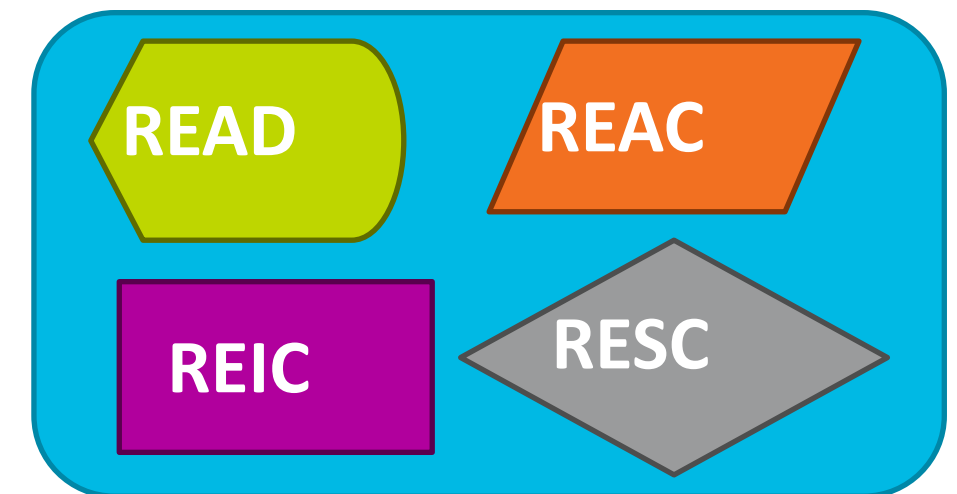
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Remote Expert Manager (REM)

Remote Expert's Orchestration Engine

- Provides control and management for every RE session
- Orchestrates all expert/client interactions in the branch/store via the Cisco IEC 4610 control point embedded in every RE client-side pod
- Interfaces with external applications and servers
- REM key functional components include:
 - RE Administrator Console (REAC)
 - RE Agent Desktop (READ)
 - RE Interactive applications Controller (REIC)
 - RE Session Controller (RESC)



REM Functional Components (1 of 2)

RE Administrator Console (REAC)



REAC

- Web-based management interface to add, verify and update all necessary configurations that are needed for normal operation of REM platform

RE Agent Desktop (READ)



READ

- Web-based application for experts
- Provides CRM, note taking, video streaming, application sharing and printing capabilities to experts

REM Functional Components (2 of 2)

RE Interactive Applications Controller (REIC)



REIC

- Uses Flash/Flex and HTML+Javascript to render graphics, fonts and video on the touch screen located in client-side pod
- Renders desktop apps shared by the expert
- Relays client touch inputs & facilitates client control of expert's shared application

RE Session Controller (RESC)

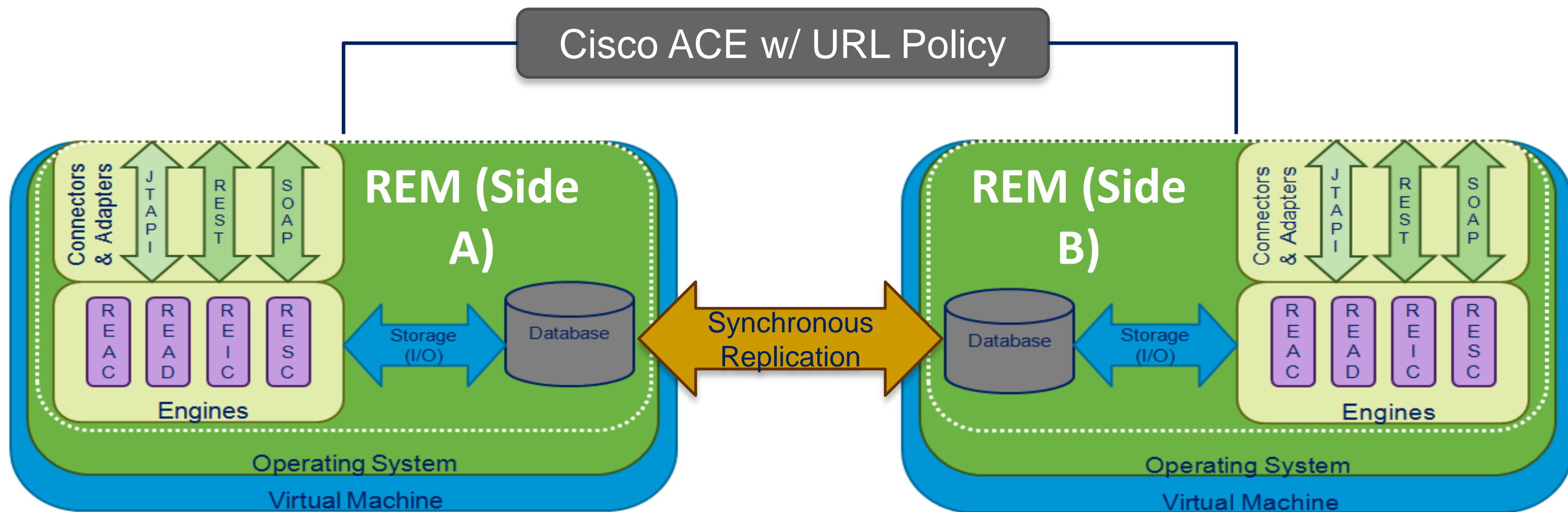


RESC

- Includes Web-services interfaces to initiate and terminate RE sessions and data sharing sessions, trigger client-side printing and control video streaming
- Uses JTAPI to initiate, monitor, control and terminate calls

Remote Expert Manager (REM)

1.8 Software Architecture



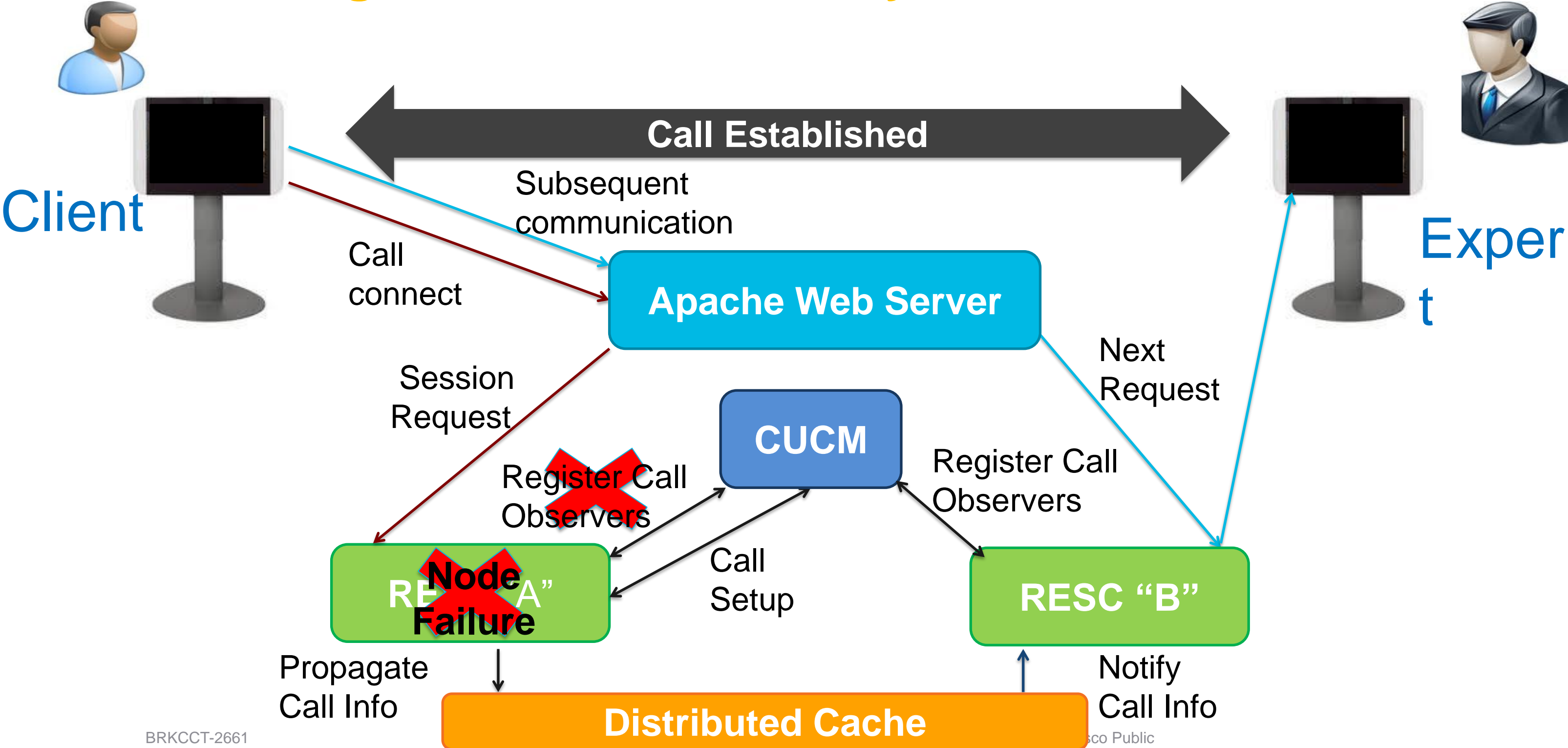
- RE Administrator Console (REAC)
- RE Agent Desktop (READ)
- RE Interactive applications Controller (REIC)
- RE Session Controller (RESC)

REM High Availability (HA) Highlights

- Automatic failover management mechanism, no manual intervention
- No downtime in case of component application failures
- No Application downtime in case of server hardware failure
- Graceful management of active sessions, no session disruption

RE Session Failover Mechanism

Ensuring Session Survivability

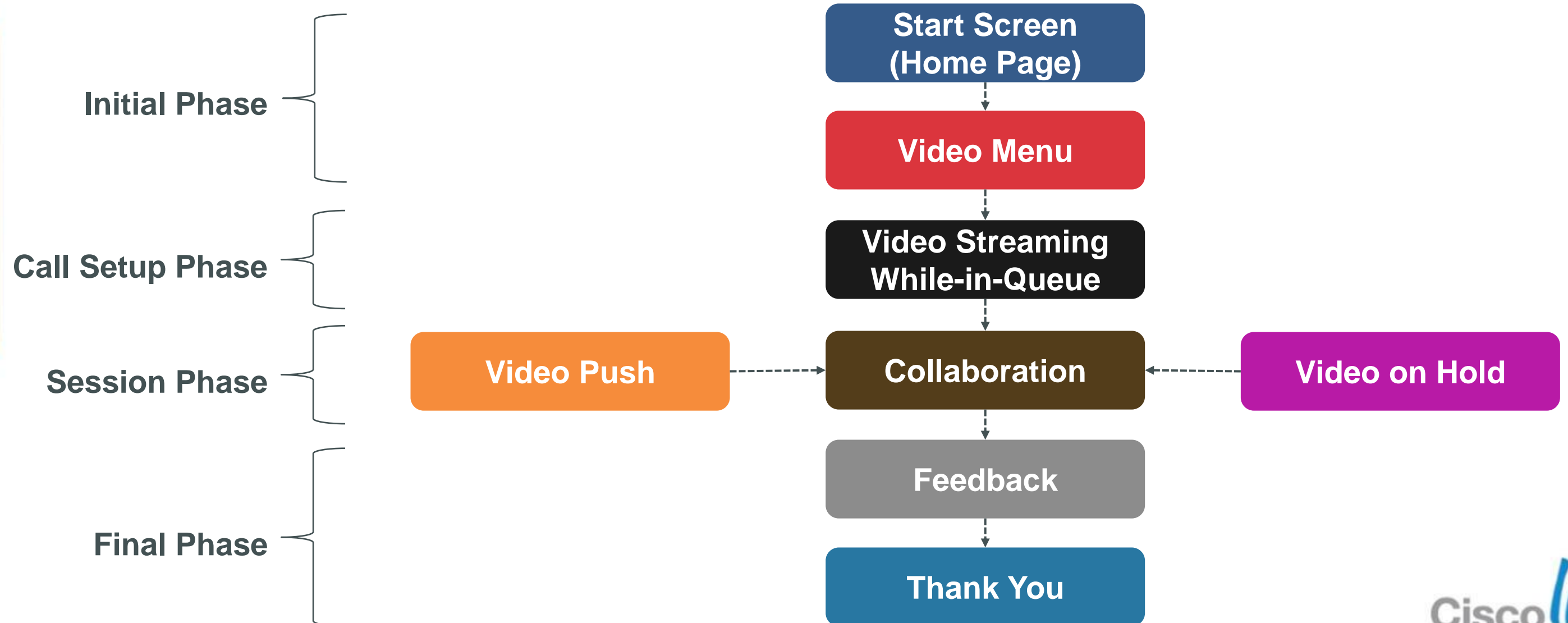


Key Points of Session Failover

- Java Telephony API (JTAPI) Call observers registered by each RESC engine
 - If one RESC fails, the other active RESC engine can continue
 - Both RESC engines receive all call notifications
- Only one of the RESC engines processes a notification

Tailoring Remote Expert to Your Brand

- Customer graphic, font and messaging selections are applied to existing Remote Expert work flows to brand the experience while speeding integration time
- Offered as an consultative service or outsourced engagement



Customising Remote Expert's Welcome Screen

- Welcome screen displayed on RE pod's touch screen
- Support for any image and font permitted by WebKit including Flash 10.2 graphics/animations
- Default banking example shown here



Supported Content Formats

Reference Slide

Content Type	Supported Formats
Video	H.264, H.263++, MPEG4, MPEG2, WMV1/2, MJPEG
Video Containers	AVI, MOV, MP4, MPG, MPEG-2/TS, WMV
Audio/Voice	AAC-LC/LD/HE, AC3, MP3, WMA, G.711, G.729ab, AMR
Web	HTML5 (early support), HTML4/CSS3, Flash 11, JRE 1.6.0_24 (Version 6 update 24)
Graphics	PDF, text, JPEG, PNG, GIF, SVG, BMP

Remote Expert Agent Desktop

Provides Collaboration Tools to Experts

- Integrates with Cisco Agent Desktop (CAD) & Finesse
 - Loaded inside CAD's built-in browser window

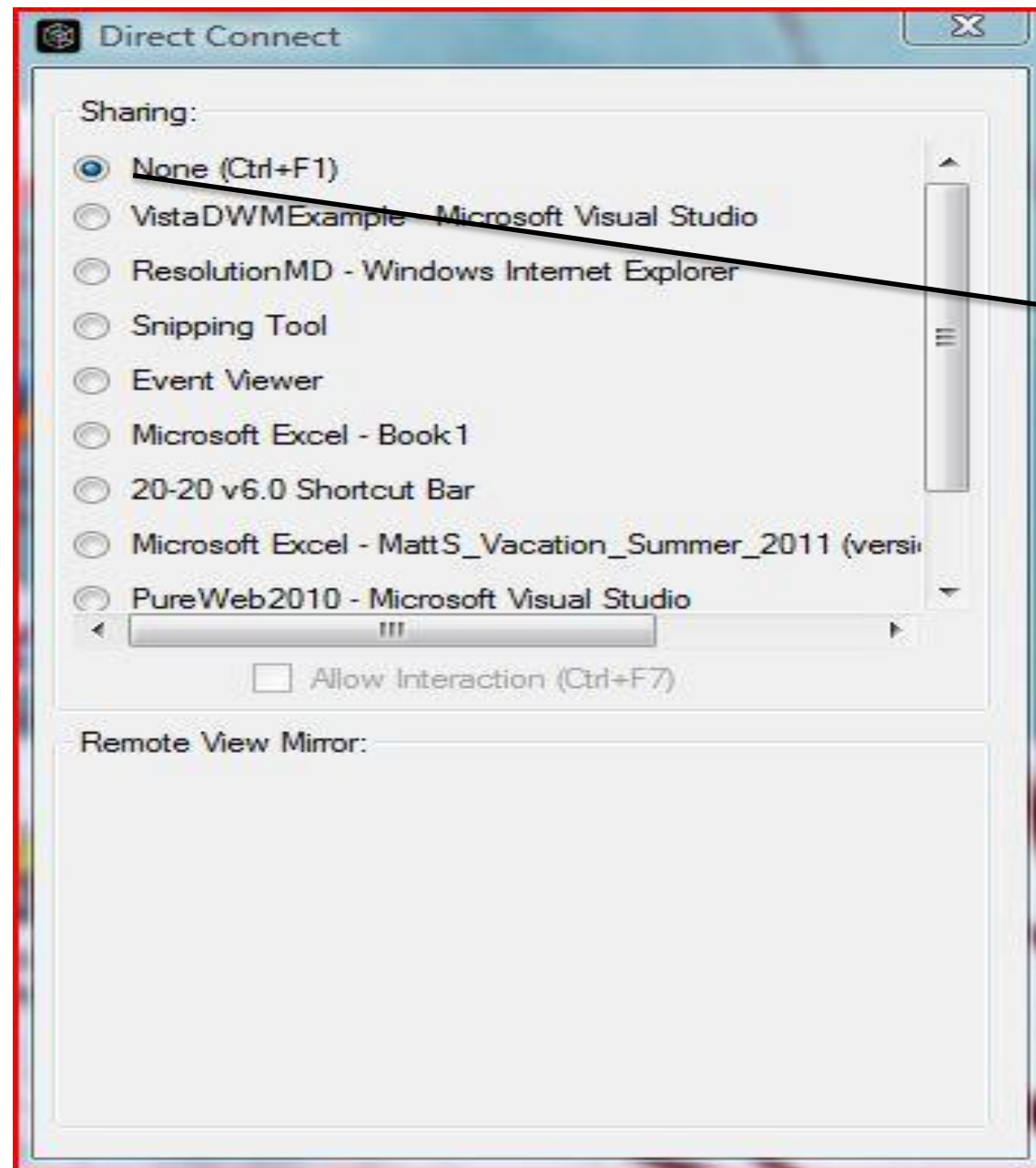
The screenshot displays the Remote Agent Desktop interface, titled "Remote Agent Desktop, sscagent2" and "Remote Expert Management System, Version 1.0". The interface is divided into several sections:

- Customer:** Shows a search for "Joe Customer" and a list of notes. A callout bubble points to the notes table, labeled "Customer Notes and Transactions".
- Document:** Shows a filter and a list of documents. A callout bubble points to the document list, labeled "Document Sharing and Printing to RE Pod".
- Video:** Shows a filter and a list of videos. A callout bubble points to the video list, labeled "Video Sharing to RE Pod".

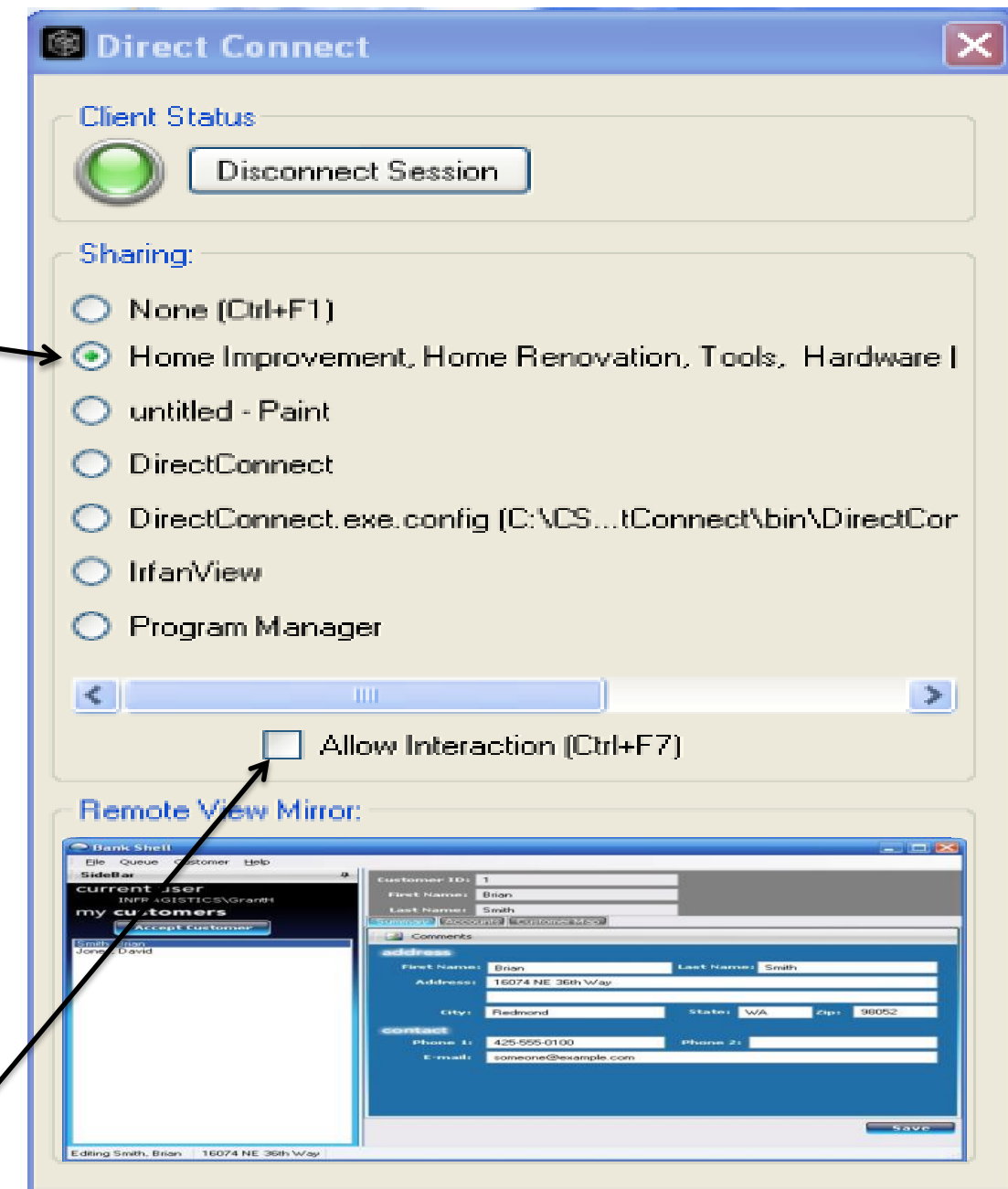
The interface also includes a "Document Preview" section showing a kitchen image and a "Video Preview" section showing a bathroom video. A "Streaming Videos" table is visible on the right side of the video section.

Expert's Application Sharing Tool

Once in – simply select what you want to share



One click
Sharing



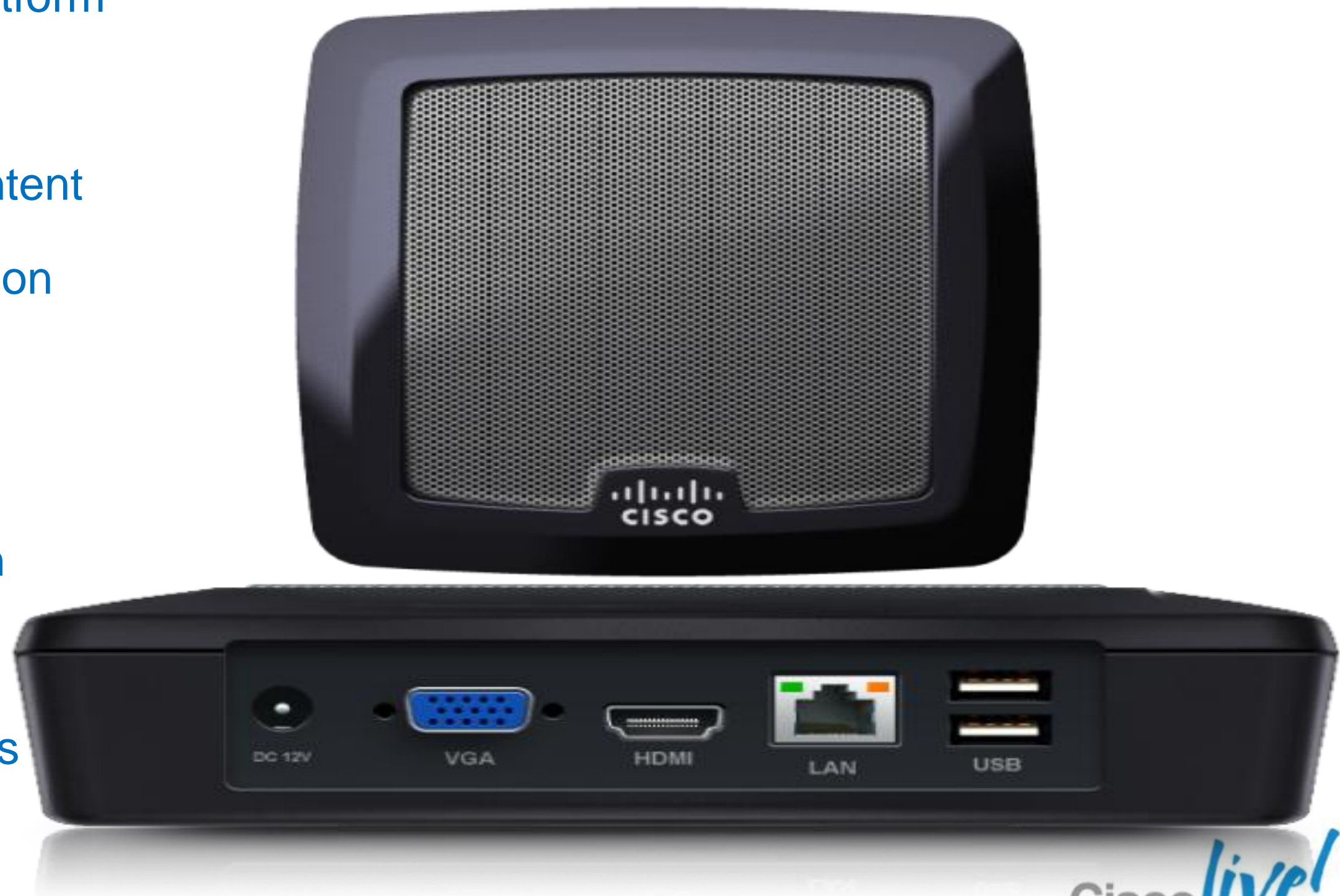
Can allow them to
Interact with you

The Expert's View of Sharing

The screenshot displays a Windows XP desktop environment. In the foreground, a window titled "Bank Shell" is open, showing a sidebar with "current user" (INFRAGISTICS\Granth) and "my customers". A list of customers includes "Smith, Brian" and "Jones, David". An "Accept Customer" button is visible. The main area shows a form for editing a customer record for Brian Smith, with fields for Customer ID (1), First Name (Brian), Last Name (Smith), Address (16074 NE 36th Way), City (Redmond), State (WA), Zip (98052), Phone 1 (425-555-0100), and E-mail (someone@example.com). A "Save" button is at the bottom right. In the background, a "Direct Connect" window is open, showing a "Client Status" section with a green indicator and a "Disconnect Session" button, and a "Sharing" section with radio buttons for "None (Ctrl+F1)", "untitled - Paint", "DirectConnect", "DirectConnect.exe.config (C:\VCS...tConnec", "IrfanView", "Home Improvement, Home Renovation, To", and "Program Manager". The "Remote View Mirror" section shows a thumbnail of the "Bank Shell" window. The taskbar at the bottom shows the Start button, several open applications (Home I..., DirectC..., Tomcat, Direct C..., untitled..., IrfanView), and the system tray with the time 9:47 AM.

Interactive Experience Client (IEC) 4600

- Stateless Web OS platform
- Linux OS
- Repurposing Web content
- Touch screen integration
- Kinetic scrolling
- Web clipping
- Web client automation
- Portrait or landscape
- Support for peripherals



Cisco IEC 4600 Series (1 of 2)

Its Role in Remote Expert



- Interactive Experience Client (IEC) 4610 is the client-side control point in the Remote Expert Solution
- IEC 4610 is a small (size of a paperback)
 - Silent, fan-less mini-computer
 - Weighs around three pounds
 - Low power - consumes on average 13W
- Uses traditional and web applications to provide user interface, peripheral control and event orchestration

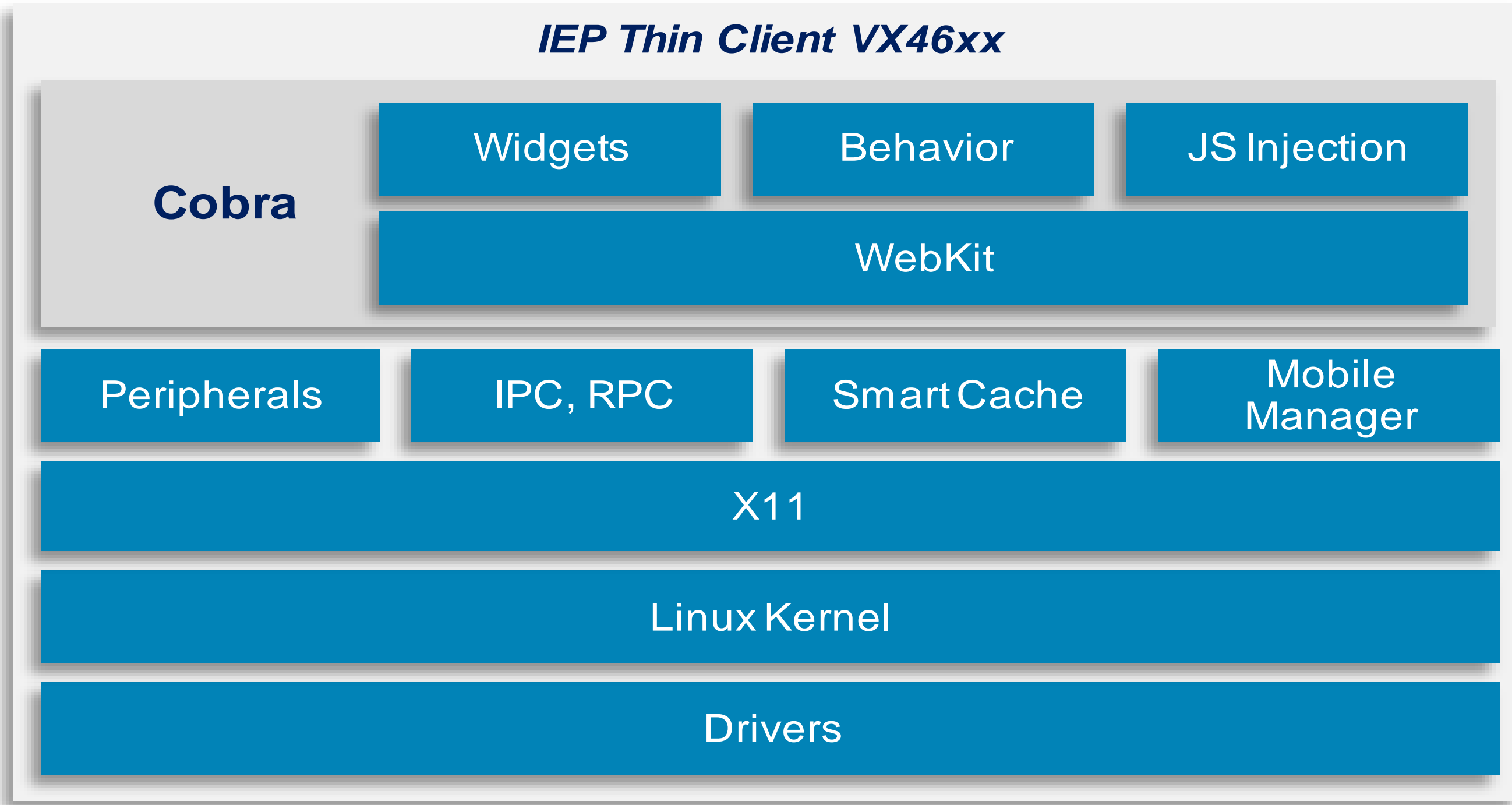
Cisco IEC 4600 Series (2 of 2)

Its Role in Remote Expert



- The 4610 interfaces with the all RE Client-side components
- Uses two independent, stateless browsers to display interactive content
- REM loads a control application onto the IEC 4610 at boot

IEC4600 Series Thin Client Architecture



Cisco Remote Expert Solution Roadmap

Remote Expert 1.8 (Available today)

- Scale: 2000 client endpoints plus 400 expert endpoints
- CTS or Tandberg endpoints in any location/combination
- Audio recording
- Wet signature capture & printing
- REM High Availability
- Customer Pod device monitoring
- In-Pod RE Session termination
- RE Session Re-direct

Cisco Remote Expert Solution Roadmap

Remote Expert (Future) (1/2)

- Scale: Enterprise scale— Several thousand clients and agents
- Phase 1.8 features plus:
- Knowledge Worker Routing—RE calls to workers outside contact centre
- Self-Service RE Kiosk
- Integration with Video Teller ATM
- Session customisation
- Video recording

Cisco Remote Expert Solution Roadmap

Remote Expert (Future) (2/2)

- Jabber video client support for RE sessions via Web
- Tablet client-side support
- Video On-Hold & In-Queue using TP monitor
- Social Miner integration—Schedule and initiate RE sessions based on Social Media comments and posts
- Intelligent call routing based on agent's audio/ video capability
- Consumer video - GW (Google, FaceTime, Skype)
- Full video reporting
- Hosted Service Deployment Option
- Application Developers Environment

Remote Expert Services Overview



Plan

- Assessment (Business Video, Unified Communications and Contact Centre)
- Remote Expert Whole Offer-Level Design
- Strategy and Planning
- Business Transformation
- XaaS Discovery and Planning



Trans



Build

- Whole Offer-Level Deployment (Cisco and Third-Party)
- Technology Migration
- Whole Offer Validation
- XaaS Transition



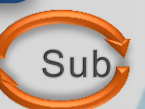
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Run

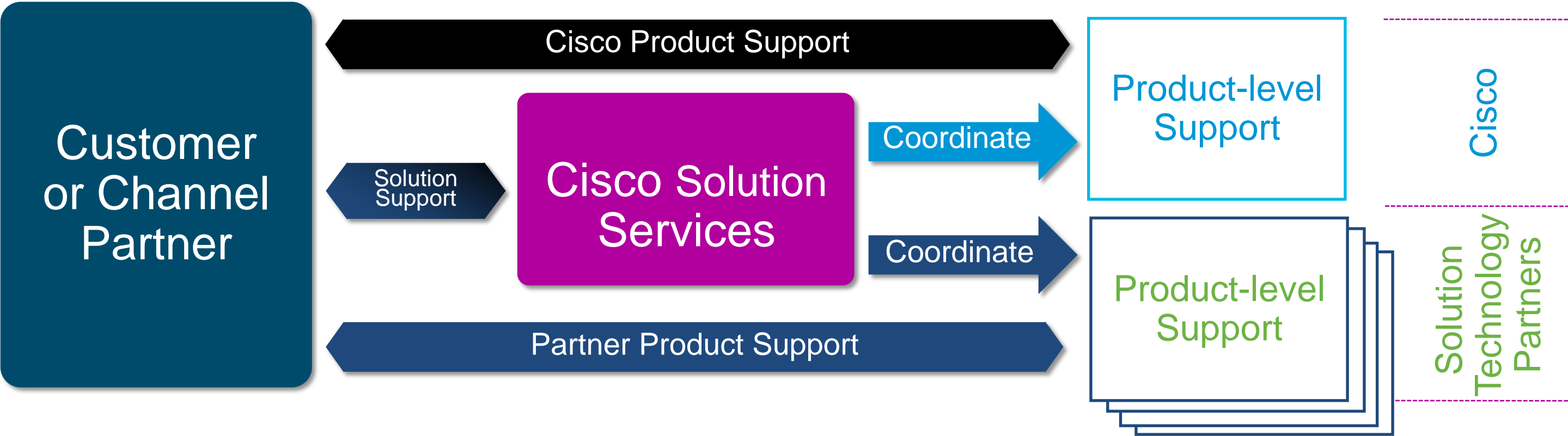
- Optimisation
- Infrastructure Management
- Application and IT Management
- Software Applications
- Day-2 Support

Allied Services for Remote Expert Solution-Level Support



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Remote Expert Solution Support Model



Summary

Cisco Remote Expert:

1. Connects your company's distributed, skilled experts to your clients
2. Provides an "in-person" like experience
3. Provides the tools to complete a business transaction including payment and signatures
4. Customises to meet the goals of your enterprise

Q & A



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