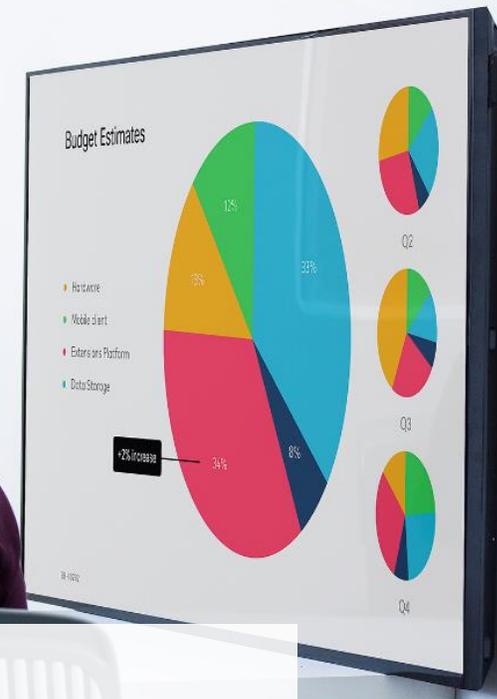


Cisco Next Generation Collaboration: The era of integration



Clarissa Vollmeier (WebexTeams_ID: cvollmei@cisco.com)
Lugano - September 19th, 2019

Agenda



The booming of Huddle Spaces



Collaboration ♥ Productivity



Cognitive Collaboration: the X Factor with Cisco



Are you ready for Cloud Calling?

Cisco collaboration strategic imperatives



Bridges,
not islands

Interoperability
inside and outside
our portfolio



Cloud first,
not cloud only

Supporting the
premises while
enabling easy
transitions to the
cloud



Win hearts
and minds

Making it easy
across all product
portfolios: Unified
client and one-
button to push for
meetings and calling



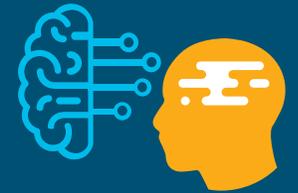
Simplify
everything

Simplifying the
buyers' journey
and making digital
capabilities easy
to acquire



Reliability
and security

End-to-end
security from
premises to cloud



Cognitive
collaboration

Seamless flow of
intelligent
information across
daily collaboration
experiences

Agenda



The booming of Huddle Spaces



Collaboration ♥ Productivity



Cognitive Collaboration: the X Factor with Cisco



Are you ready for Cloud Calling?

Goodbye offices, hello huddle spaces.



20 million huddle
spaces today
growing at
27% YoY

The rise of the huddle space



The workforce is more dispersed

60% of employees will be mobile by 2020, meaning more remote meetings are needed than ever

Source: IDC, 2015



Flexible work environments are growing

9 out of 10 people think open space environments increase the need for huddle spaces

Source: Dimensional Research, 2018



People need access to the right tools

46% of current huddle spaces have no audio or video capabilities

Source: Wainhouse – 2017

Huddle spaces need the right technology to support the way people work



Simple

Intuitive and easy to use

Small

Designed for a small space with up to people

Flexible

Support different ways of collaboration

Scalable

Easy to manage, deploy.

A huddle space for every interaction

Share content



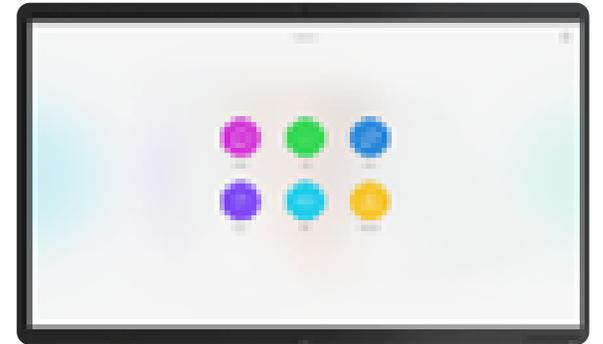
Webex Share

Communicate



Webex Room Kit Mini

Co-Create



Webex Board 55



One simple consistent experience



Meet

(Including any standards based meeting)



Workflow
Connected



Integrated
calendar



Wireless
sharing



Auto wakeup
& pairing

Cisco Webex Room Kit Mini

Simple

Auto wake-up
and connect

Best overview to
frame participants

Share content wired
or wirelessly

Small

Wide 120°
field of view

Directional beam-
forming mics

Flexible

Works on cloud
and on-premises

Works with any
meeting solution

Scalable

Diagnostics and
Analytics

Managed with
Webex Control Hub
or on-premises
(CUCM/TMS/CMS)

Agenda



The booming of Huddle Spaces



Collaboration ♥ Productivity



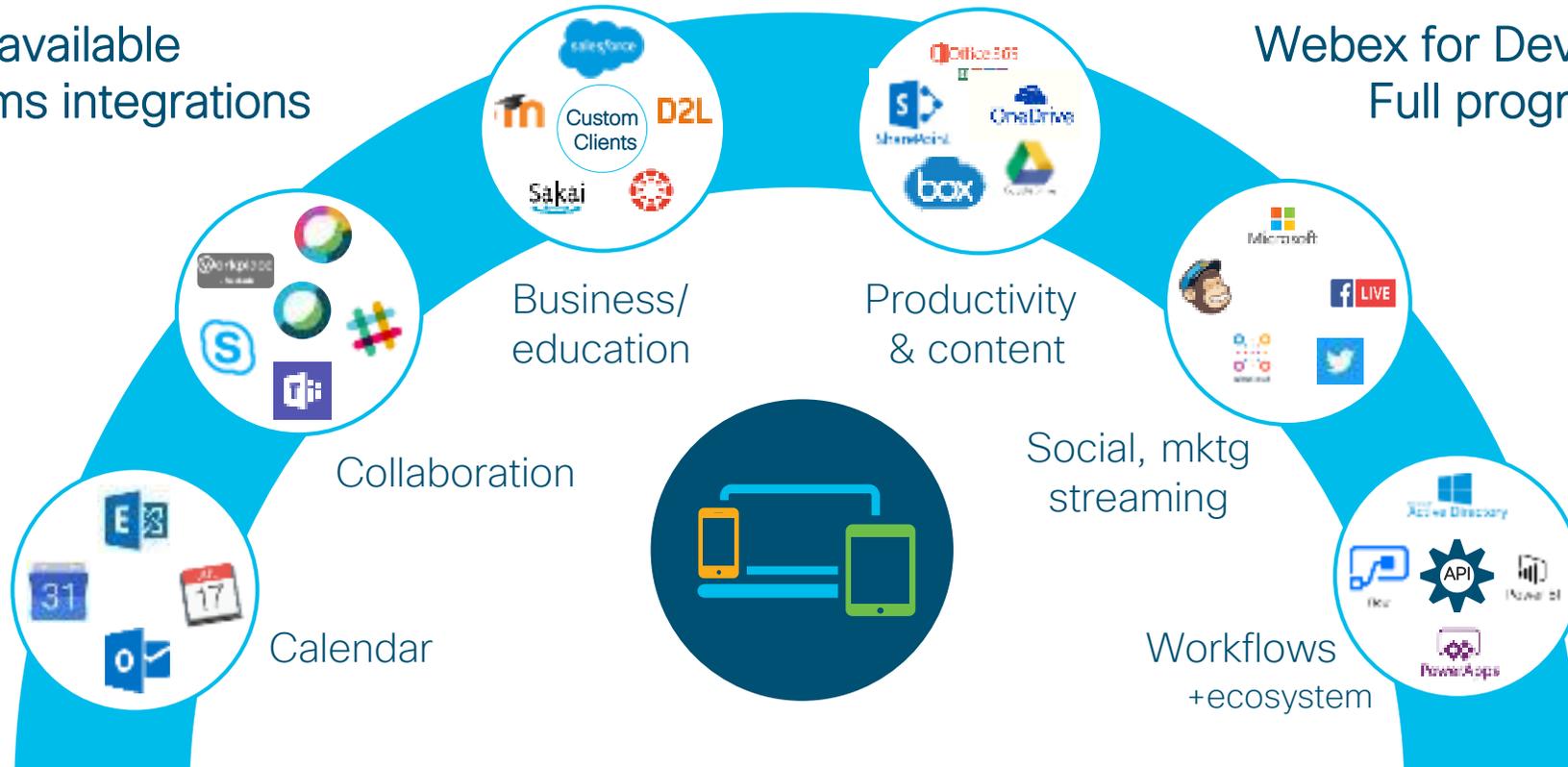
Cognitive Collaboration: the X Factor with Cisco



Are you ready for Cloud Calling?

Build Bridges, not Islands

120+ available
Webex Teams integrations



Webex for Developers:
Full program

Open and interoperable

Integrations & bots

API/SDK

Workflow connectors

Custom full development

Cisco + Microsoft



Cisco's Power of Collaboration + Microsoft Productivity Tools

Cisco Webex - One Meeting experience



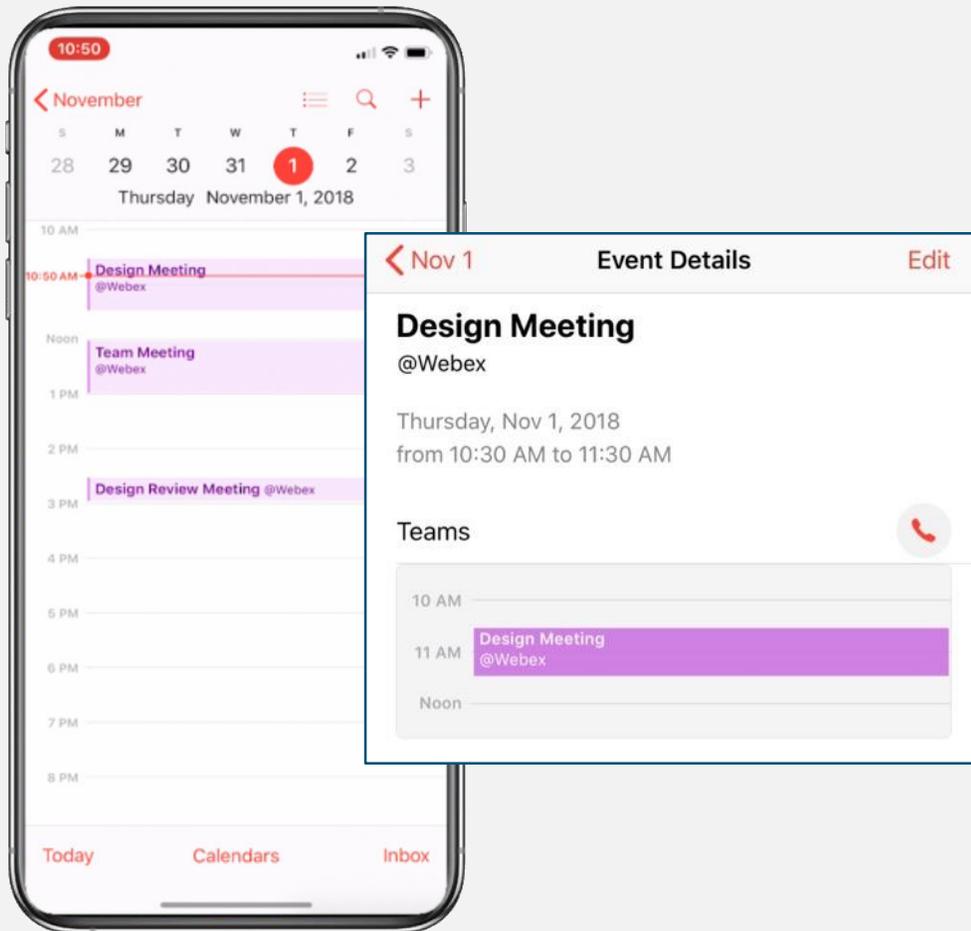
Simple schedule & join

Video & mobile first experience

Efficient management

Innovations

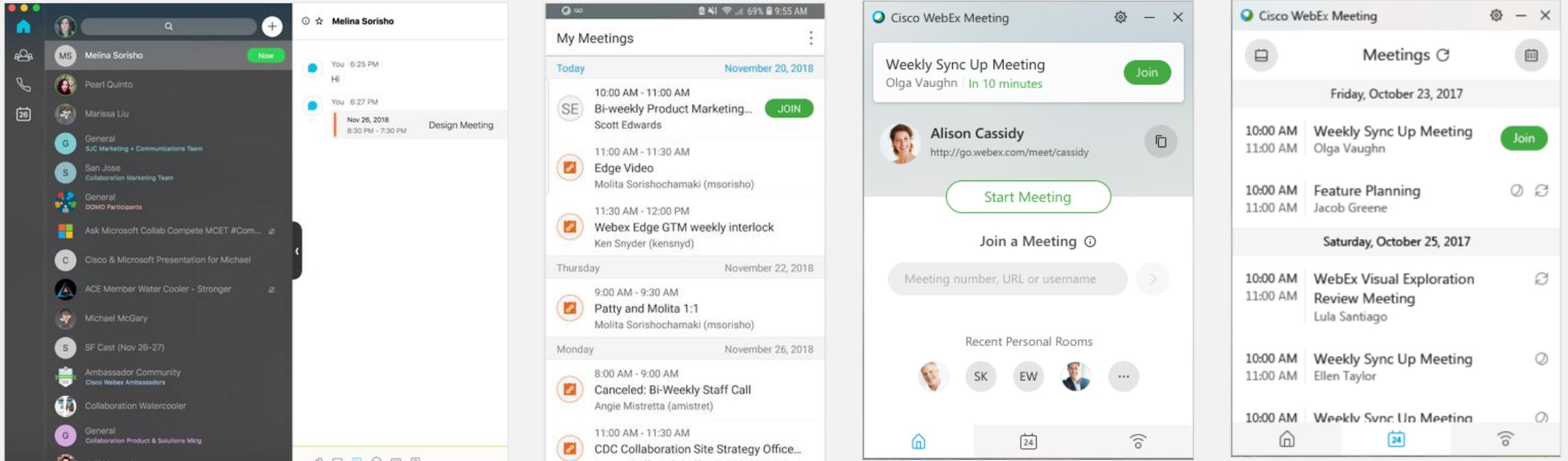
Calendar Integration Enables Simple scheduling



Integrate with Microsoft Exchange or Office 365 Calendar Service

- Simple scheduling using a keyword
@Webex, @Meet, @Webex:Space
- Supports native mobile device calendar
- View upcoming meetings in the Webex Meetings & Teams app
- **@Meet** provides for any Cisco Meeting deployment: on-prem or cloud based

Simple Join UX from Any Device

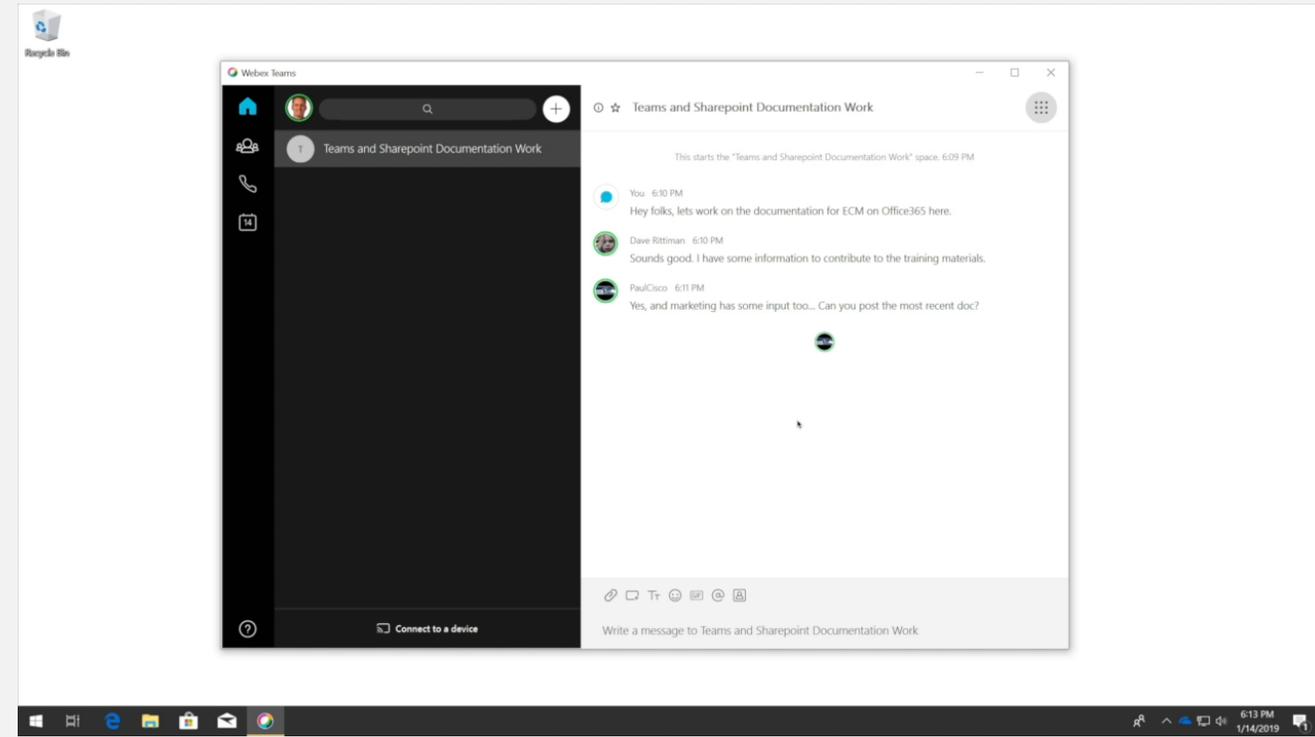
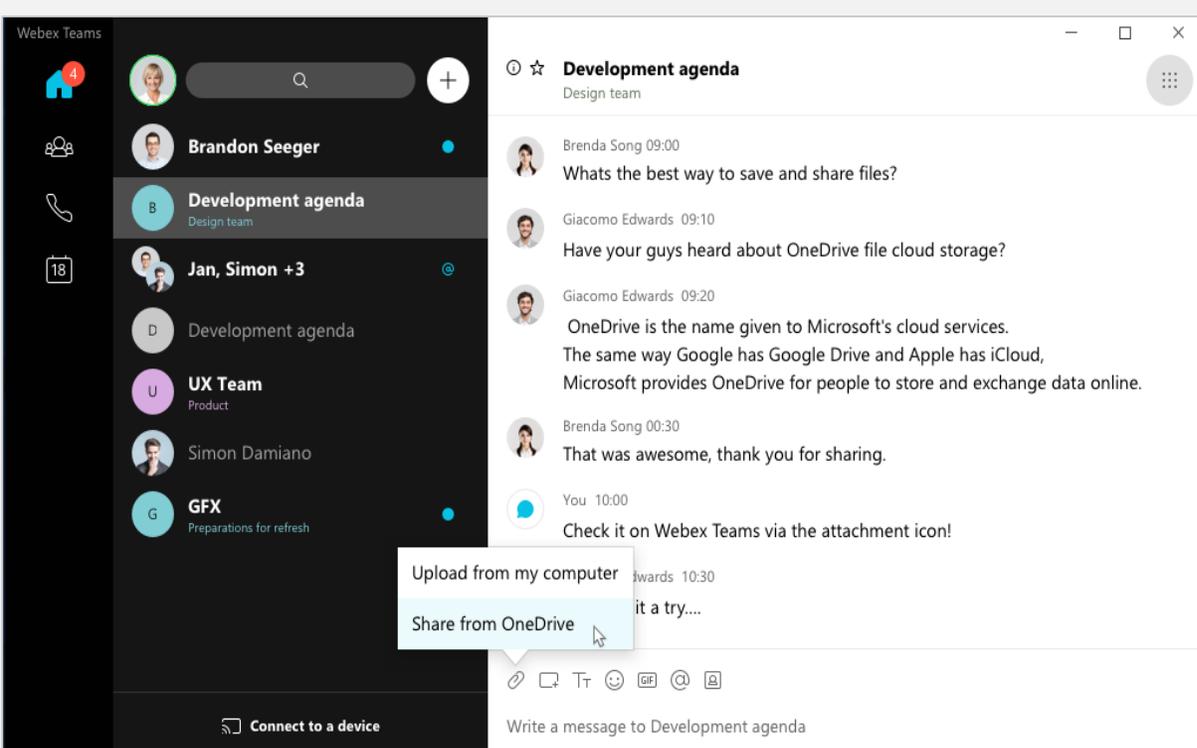


Internal and External Users Join from Webex Meetings App, Webex Teams App, Any Webex or Standards-Based Devices (H.323 and SIP), and even Skype for Business

Microsoft Office 365

Native integration for file storage and sharing tools in Webex Teams

Share and Co-Edit Content Stored in OneDrive or SharePoint Online in Webex Teams



How to Maximize Microsoft and Cisco Investments



Sync AD & Azure AD users & rooms to Webex Identity

View all your meetings

Schedule Meetings from Microsoft Outlook

Upload documents from SharePoint Online and OneDrive to Webex Teams' spaces

Use Office 365 as storage for Webex Teams' spaces

View & co-edit documents in Webex Teams

Webex Teams Messaging Add-in for Office 365

Webex Teams embedded PowerApps

Consume Webex Teams content from MS Flow

Join Webex Meetings: Microsoft Teams Skype for Business

Schedule Webex Meetings: Microsoft Teams

Agenda



The booming of Huddle Spaces



Collaboration ♥ Productivity



Cognitive Collaboration: the X Factor with Cisco



Are you ready for Cloud Calling?

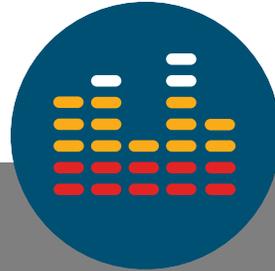
Defining Cognitive Collaboration

AI and machine learning in collaborative environments



Relationship Intelligence

People Profiles
Company Information
Advisories
Meeting Insights,
Outcomes and
Actions



Audio & Speech Technologies

Meeting Transcription
Noise Detection
Speech Integration



Multi-modal Bots & Assistants

Collaboration Assistants
Care Assistants
Transcription Interaction



Computer Vision

Face, Gesture and
Object Recognition
Name Labels
Room Interpretation
Know who said what
(Fac Rec + Voicea)

Intelligent Framing

Auto-detects people in



Selects best framing



Detects person speaking



Selects best framing for speaker

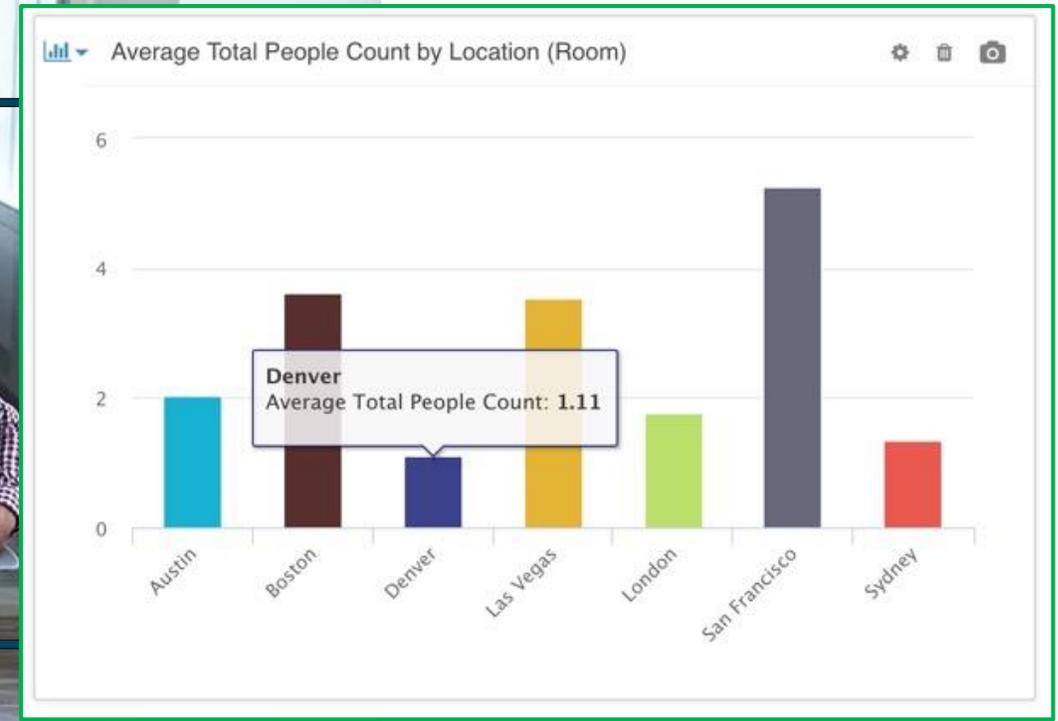


Real world insight natively delivered

Audio distance: 1.90 Quality: 0.58 Far end: 0

F: 0.0% T: 86.4% U: 0.0% N: 0.0% S: 235

People count: 2



© 2019 Cisco and/or its affiliates. All rights reserved. Cisco Confidential
Room utilization analytics across all spaces, even if technology is not being used

People Tag inside Webex



John

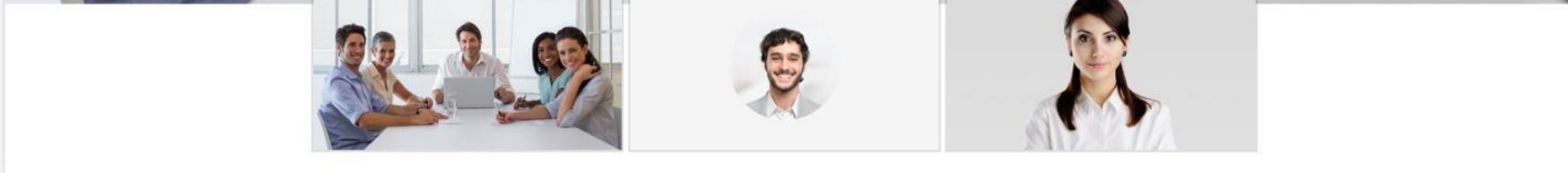
Alicia

Addy

Rui

Andre

Dyan



+ Add people

In Meeting

- Barbara German
You
- Team Room
- Simon Jones
- Brandon Seeger
- Catherine Sinu
- Laurel Anders
- Maria Rossi
- Brenda Song
Left the room
- Giacomo Drago

People Insight

The image displays two views of the Cisco Webex Meetings interface. The left view shows a 'Participants' list with the following entries:

- Alison Cassidy (Me)
- Adrian Delamico (Host)
- Catherine Sinu
- Elizabeth Wu
- David Liam

The right view shows a detailed profile for Catherine Sinu, including her name, title, company, and professional history.

Catherine Sinu
Senior Director of Cisco Cloud Collaboration at
[Cisco Systems Inc](#)

BIO (branchbase)
Larry founded and leads Cisco Emerge, a team focused on advancing the future of work. Emerge explores new technologies to create experiences that change how teams work. The Emerge team has created experimental products in areas such... [more](#)

CURRENT POSITION

	Cisco Systems Inc Senior Director of Cisco Cloud Collab 2014 - Present
	Primer.AI Advisor 2018 - Present

PAST POSITIONS

	Symantec Corporation Director of Research 2010 - 2014
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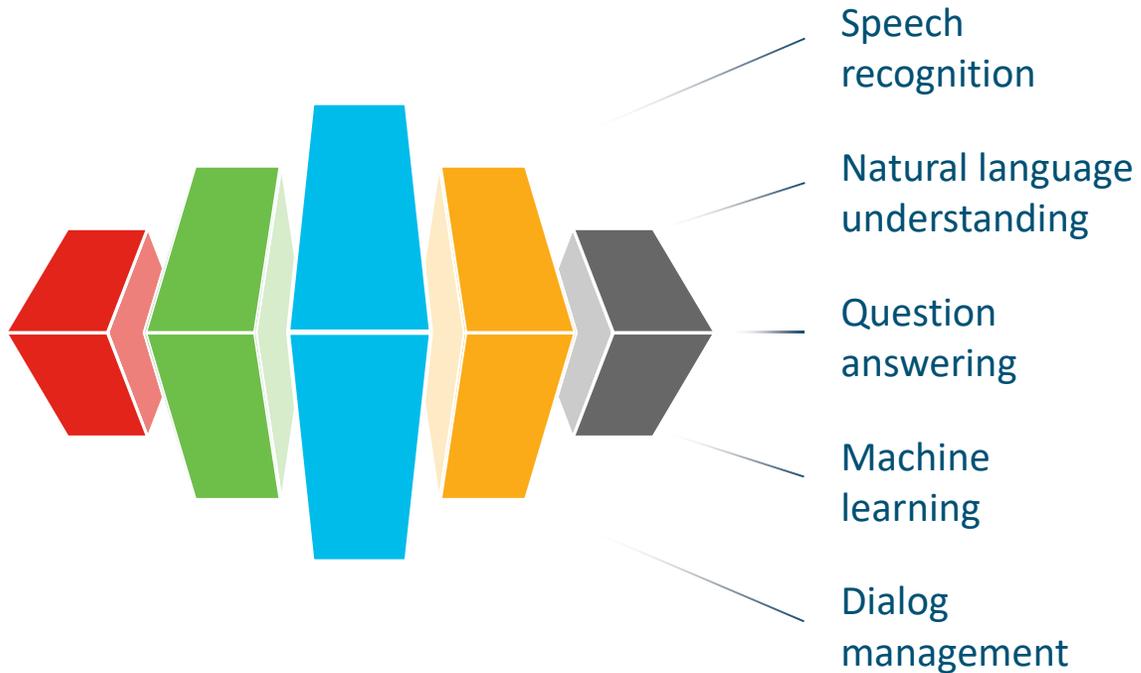
The interface also shows a video feed of Catherine Sinu, a meeting toolbar with icons for mute, video, screen share, chat, and more, and a bottom status bar with the time 06:00 PM on 28/02/2018.

"Ok Webex, join the meeting"



Intelligent assistants come to work

Webex Assistant



“OK Webex”



Built on MindMeld Workbench, a leading Conversational AI Platform

AI enhances complex teamwork

Over 60% of respondents thought their teams would be more productive with a virtual assistant:

Coordinating schedules

Simplifying meeting attendance

Note taking

Collecting relevant information to inform meeting strategy

AI will deliver:

More time for high value tasks

51%

More creativity

35%

More satisfaction from work

30%

Stronger team commitment

27%



The Value of Voicea

Recent
Acquisition

Turning Talk into Action



Gartner

**Cool
Vendor**

Market-leading, real-time solution that provides meeting transcription, voice search, meeting highlights, and automatically capturing and initiating action items, all while preserving the highest data privacy and security standards

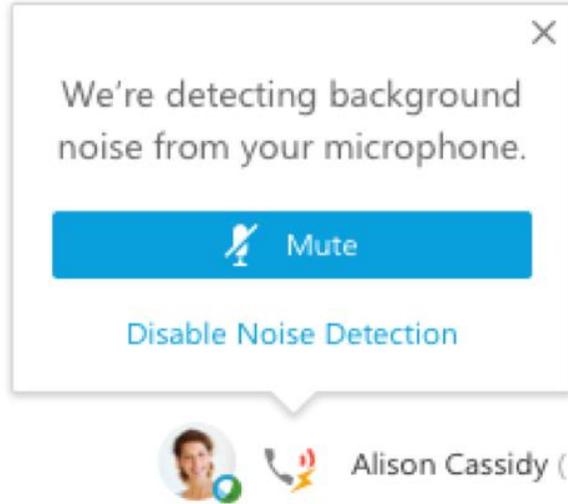
Meetings become a treasure trove of digital meeting notes.

Not just transcribed, but

- Notes highlighted
- Made searchable
- Action items brought to the forefront

Turn a block of text into a conversation inbox of insightful and relevant information.

Noise detection / suppression in meetings



Detect and classify non-human noises

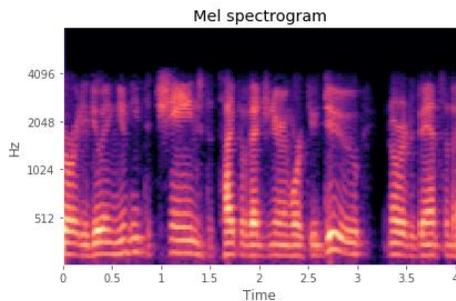
Alert message: "Noise detected"

Alert message with "The noise sounds like keyboard"

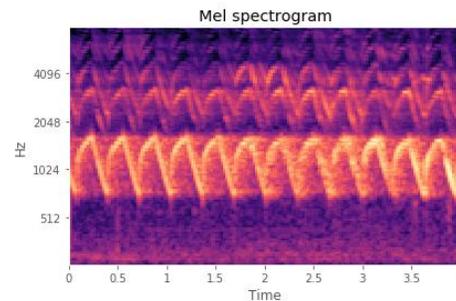
Allow user to ignore certain type of noise

Auto mute when noise is detected

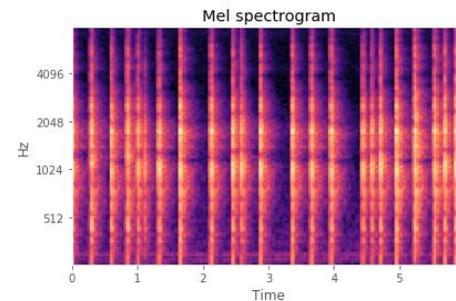
Voice



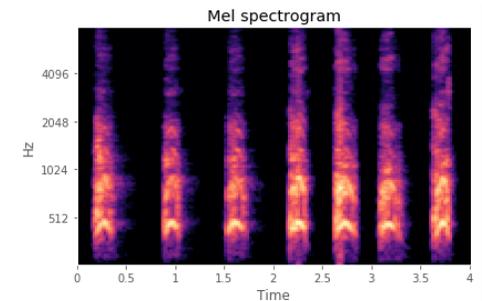
Siren



Tapping



Dog



Intelligent Proximity



Agenda



The booming of Huddle Spaces



Collaboration ♥ Productivity



Cognitive Collaboration: the X Factor with Cisco



Are you ready for Cloud Calling?

Cisco Calling portfolio overview



Unified Communications Manager (UCM)

- All business sizes
- On premises
- Feature-rich



Cisco Webex® UC-One¹

- SMB and basic UC
- Multi-tenant cloud
- Service provider-led and branded



Cisco Webex® Calling

- Mid-market and large enterprises
- Multi-tenant cloud
- Proven cloud PBX



Unified Communications Manager (UCM) Cloud

- Complex migrations
- Large enterprises and gov't agencies
- UCM/Jabber® features

New Webex Teams unified and modular client experience supports all platforms

Broad portfolio | All customer segments | Flexible deployment and migration

1. Working name for new simplified SMB bundle to replace UC-One brand, based on the Webex services delivered and branded by Cisco service provider channel partners

Cisco Webex Calling



Your secure phone system in the cloud. All the benefits of a traditional office phone system with essential collaboration tools, without the headaches of managing it.

Webex Calling



Cisco transforms enterprise communications **again** with **new Webex[®] Calling**

New solution provides a feature-rich cloud PBX integrated with Webex Teams™ for business calling, meetings, team collaboration

- Webex Calling is now powered by the proven Cisco[®] Cloud Calling Platform used by over **20 million** users worldwide
- Organizations can now buy a **fully featured, enterprise-ready** cloud PBX with confidence
- Webex Calling is available from Cisco's network of more than 2000 collaboration channel partners **worldwide**
- Cloud calling represents a **\$22B** market opportunity by 2022, with the highest growth in the **100+** user segment
- Webex Calling is available in the Cisco Collaboration Flex Plan, enabling customers and their channel partners to plan a **successful** transition to the cloud

Complete, integrated UCaaS functionality

Webex Calling

- Fully featured PBX functionality
- Seamless Webex Teams and Webex Meetings Integration
- Apps, open SIP, and Cisco integrated device support
- Webex Teams centered experience
- Full PSTN connectivity
- Unique, native mobile integration
- Secure, redundant, carrier grade global cloud

Webex Teams

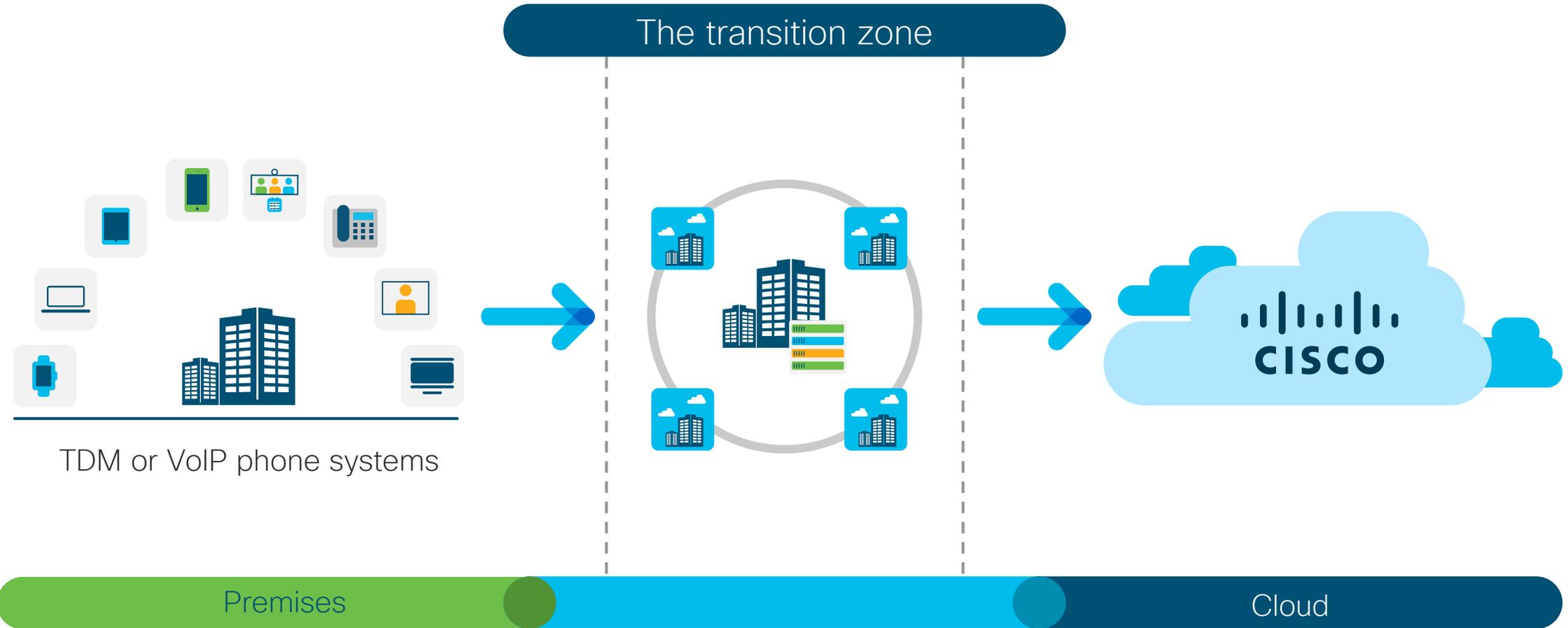
- Secure group messaging
- Persistent team spaces
- Native file sharing with option to use Microsoft OneDrive/ SharePoint
- White boarding in the app and on the Webex Board
- Rich integrations: Microsoft, Google, Salesforce , Asana, Jira, Trello, ServiceNow...
- Video meetings on any device with interop to SIP and Skype for Business users

Webex Meetings

- World's leading meetings service
- Award winning Webex video devices
- Secure, redundant, managed, QoS optimized global network
- Leading mobile experience: customizable video views, native screen sharing, hands-free joining
- Intelligence: Webex Assistant, People Insights, one-push/ pairing join
- Rich integrations: Google, MSFT, Slack, LMS, Ford cars, etc.

Common Identity, Calendar, UX, Management, Licensing, Ordering ...

The journey to the Cloud



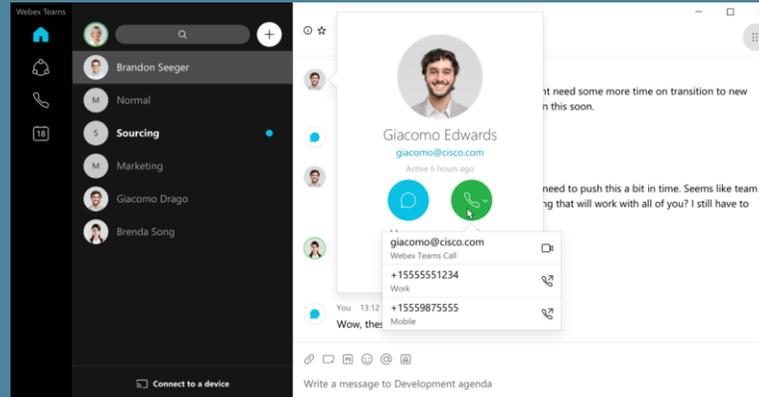
Current calling user experience options



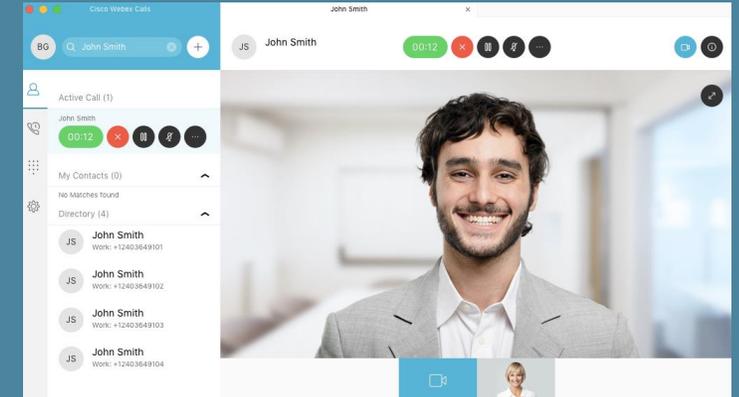
Integrated Devices
across the Cisco suite



Webex Teams
with Click-to-Call

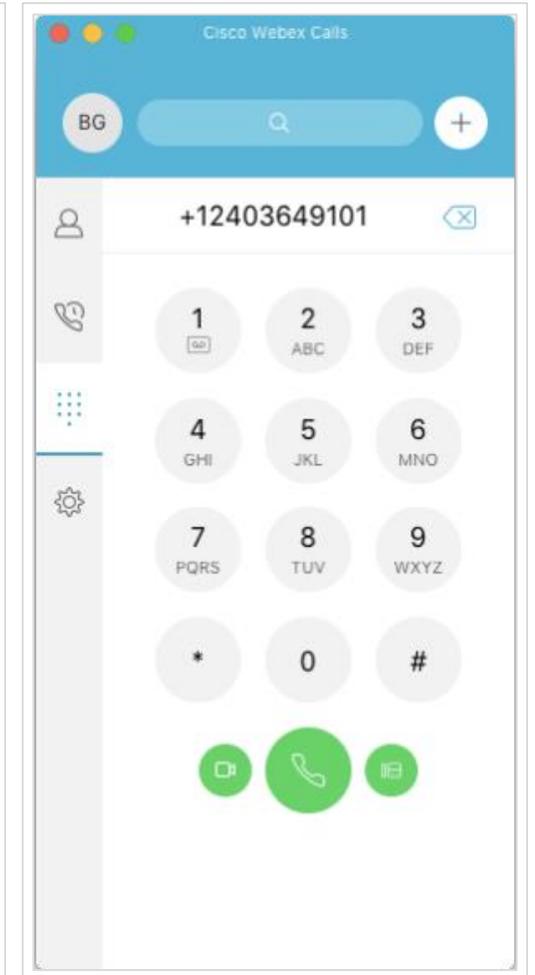
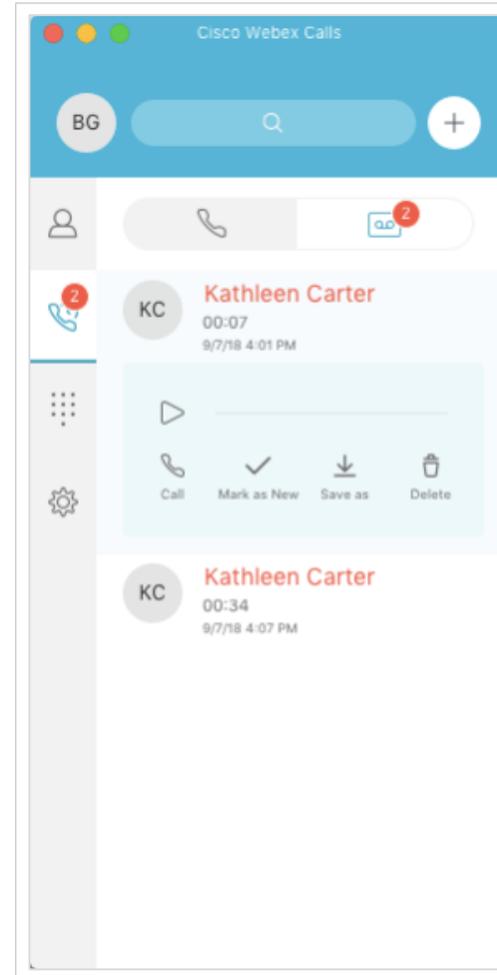
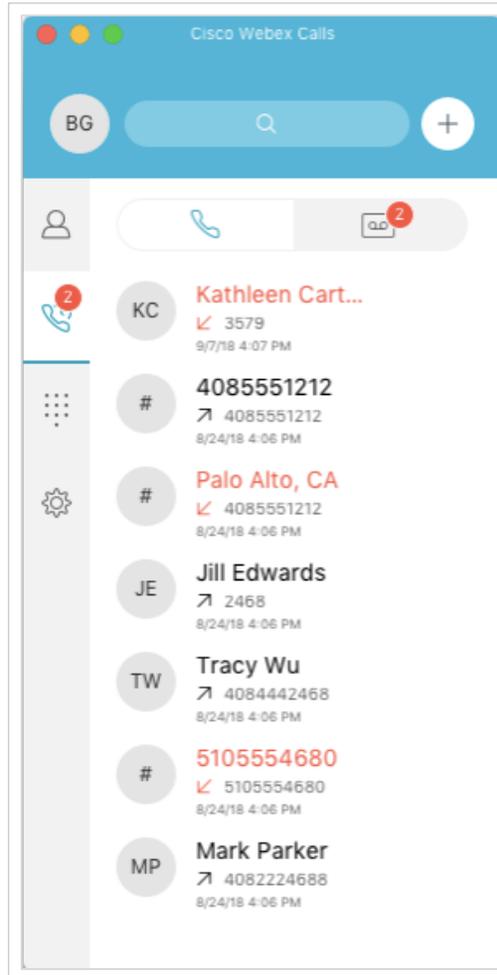
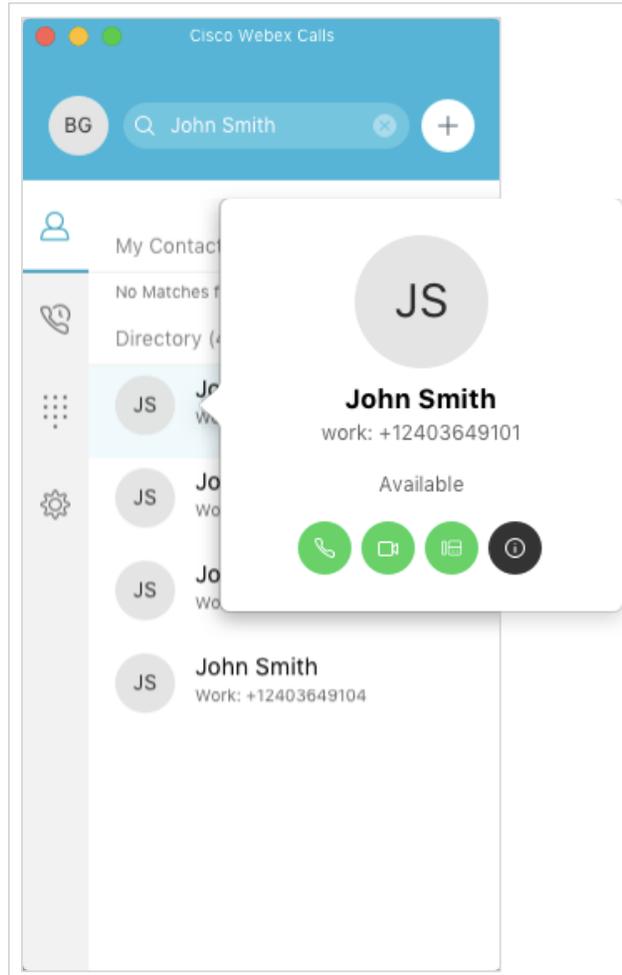


Webex Calling Soft
Client App



Converging to a unified integrated Webex Teams experience

Webex Calling app for mobile



Webex Calling global availability



36 supported markets around the globe



Commercially governed in one of 5 supported currencies



Customer UX/UI provided in any one of 7 languages



Partner support services provided in any one of 6 languages

1. Planned for 2019
2. Europe minus Albania, Belarus, Bosnia and Herzegovina, Gibraltar, Iceland, Moldova, Republic of North Macedonia, Russia, Serbia and Montenegro, Turkey, Turkmenistan, and Ukraine

Delivered globally



- Three regional platforms – NA, EMEA, and APAC
- Offer services to multinational customers from a single region
- Secure data and traffic within chosen region

Data center committed expansion:

- Geo-redundant DC in Japan (2Q-CY2019)
- Data center in Canada (1Q-CY2019)

Data center considered expansion:

- Second data center in EU (Amsterdam, CY2019)
- Second data center in U.K. (CY2019)

Webex Calling service availability target

99.99%

For call
processing availability
4 nines: Equates to less
than 5 minutes of service
unavailability every month

Any Questions?



Useful Links

- Our Meeting Devices: <https://projectworkplace.cisco.com/#/en-us>
- Huddle Spaces: <https://collaborate.cisco.com/huddle/index.html> (including ROI calculation)
- Cisco Webex: <https://www.webex.com/>
- Team Collaboration Comparison: <https://www.cisco.com/c/en/us/solutions/collaboration/team-collaboration-competitive-comparison.html>
- Customer Reference: <https://www.cisco.com/c/en/us/about/case-studies-customer-success-stories.html>
- Quick Classes: <https://help.webex.com/landing/onlineclasses>
- Adoption Toolkit: <https://community.cisco.com/t5/collaboration-voice-and-video/webex-adoption-toolkits/tap/3745425>
- Cisco Flex Plan: <https://www.cisco.com/c/en/us/products/unified-communications/collaboration-flex-plan/index.html>
- Stay current with the Cisco Webex Announce Bot Fabian: add him on Teams [fabian@webex.bot](https://www.cisco.com/c/en/us/products/unified-communications/collaboration-flex-plan/index.html)

Stay current with the Cisco Webex Announce Bot: **Fabian**



Hi, I'm Fabian!
Send me a message on Cisco Webex
Teams at

fabian@webex.bot

I'll keep you notified of all the latest and
greatest that Cisco Webex has to offer.



Gartner Magic Quadrant Leadership

Meeting Solutions – September 2019

Magic Quadrant

Figure 1. Magic Quadrant for Meeting Solutions



Unified Communications as a Service – July 2019

Figure 1. Magic Quadrant for Unified Communications as a Service, Worldwide



Voicea Announcement – Executive Summary

- Cisco has acquired Voicea*, a privately held voice-focused Artificial Intelligence (AI) technology company based in Mountain View, CA. Voicea is the creator of a market-leading real-time solution that provides actionable insights into team meetings. These advanced capabilities include meeting transcription, voice search, meeting highlights, and automatically capturing and initiating action items. All of this while preserving the highest data privacy and security standards. Now teams can have efficient meetings by turning talk into action.
- Today businesses will rise and fall by the strength of the teams that fuel their agility. Now more than ever, team ecosystems and workflows are complex, traversing internal and external workers, different time zones, applications, and workplaces. Teams today demand simple, intelligent and secure collaboration solutions that integrate seamlessly with a myriad of third-party applications and enable automated business workflows to improve productivity and the team experience. And organizations today want their meetings and their teams to be more productive, but to do it in a way that adds data privacy for management of sensitive meeting/company information.
- In March 2019, Cisco unveiled its vision on how tools and technologies are collectively forming a new approach to work and productivity called [Cognitive Collaboration](#). This new approach slipstreams intelligence and context throughout all collaboration experiences.
- With Voicea technology, Cisco will enhance its Webex portfolio with a powerful transcription service that blends AI and Automated Speech Recognition (ASR) to unlock the power of collaboration, like meetings and calls. With Voicea, meetings become a treasure trove of digital meeting notes. Meetings can not only be transcribed, but highlighted, made searchable, and bring action items to the forefront. Attendees and non-attendees can quickly gather the most relevant information from these digital notes and insights, turning a block of text into an inbox of insightful/relevant information.
- This acquisition reflects Cisco's vision of Cognitive Collaboration, interoperability, and workplace transformation through combining the power of AI, ML, software, hardware, and the network to remove friction and get work done faster and smarter.
- This AI/Cognitive Collaboration solution unlocks the power of data within business conversations across Cisco's voice assets. This will allow businesses to discover information from past conversations, create more actionable meetings, improve productivity, and enhance the team experience all in a highly secure Cisco certified environment that adds data privacy for management of sensitive meeting/company information.
- The Voicea business has joined the Collaboration Webex business, led by Sri Srinivasan, Senior Vice President and General Manager

*Rizio Inc. is doing business as Voicea

