
What is your
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DESIGN
?
cisco

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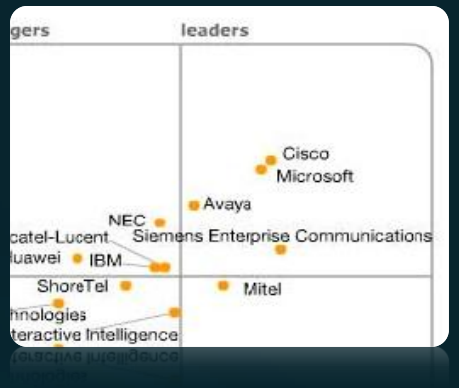
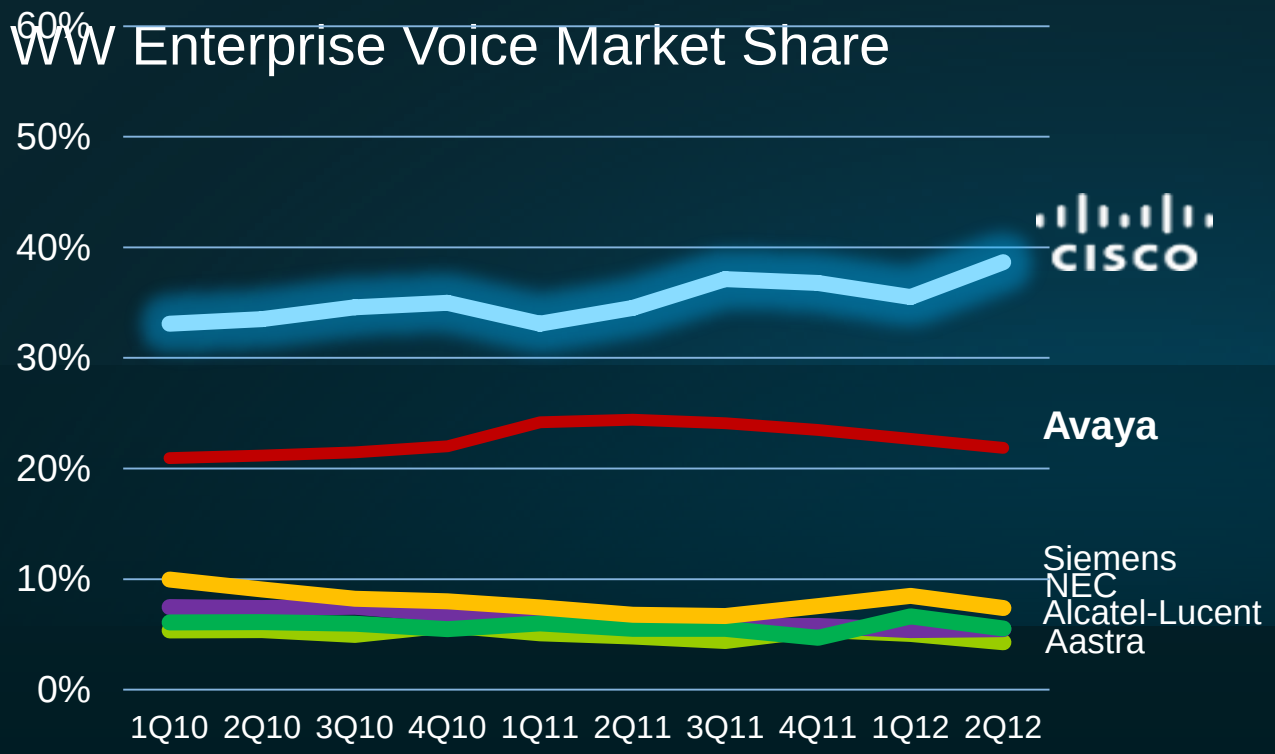
Cisco is the Leader in Visual Collaboration

- $7.1B TAM for Mid-Market Collaboration
- 71% of Mid-Market non-UC
- 75%+ Execs: Collaboration = Critical





- #1 in Enterprise Voice
- #1 in Web Conferencing
- #1 in Unified Messaging
- #1 in Audio Conferencing
- #1 in Telepresence
- 130K+ Customers (>100 users)
- 50,000,000+ phones
- 48% SOM WW IP Phones

Sources: Synergy Research, and Gartner
Note: Enterprise Voice excludes low-end KTS category

Architecture

- easy-to-use
- technology
- process&culture
- easy-to-deploy
- aesthetic

What are your use cases?

Basic Education

Post-graduate

Commercial Programs

Research

Operational

Some key characteristics

Basic education for students

Presence

- students (remote)
- students (onsite)
- lecturer (onsite)
- lecturer (remote)

Information access

- live vs. on-demand
- linear vs. non-linear

Some key characteristics

Post-graduate studies

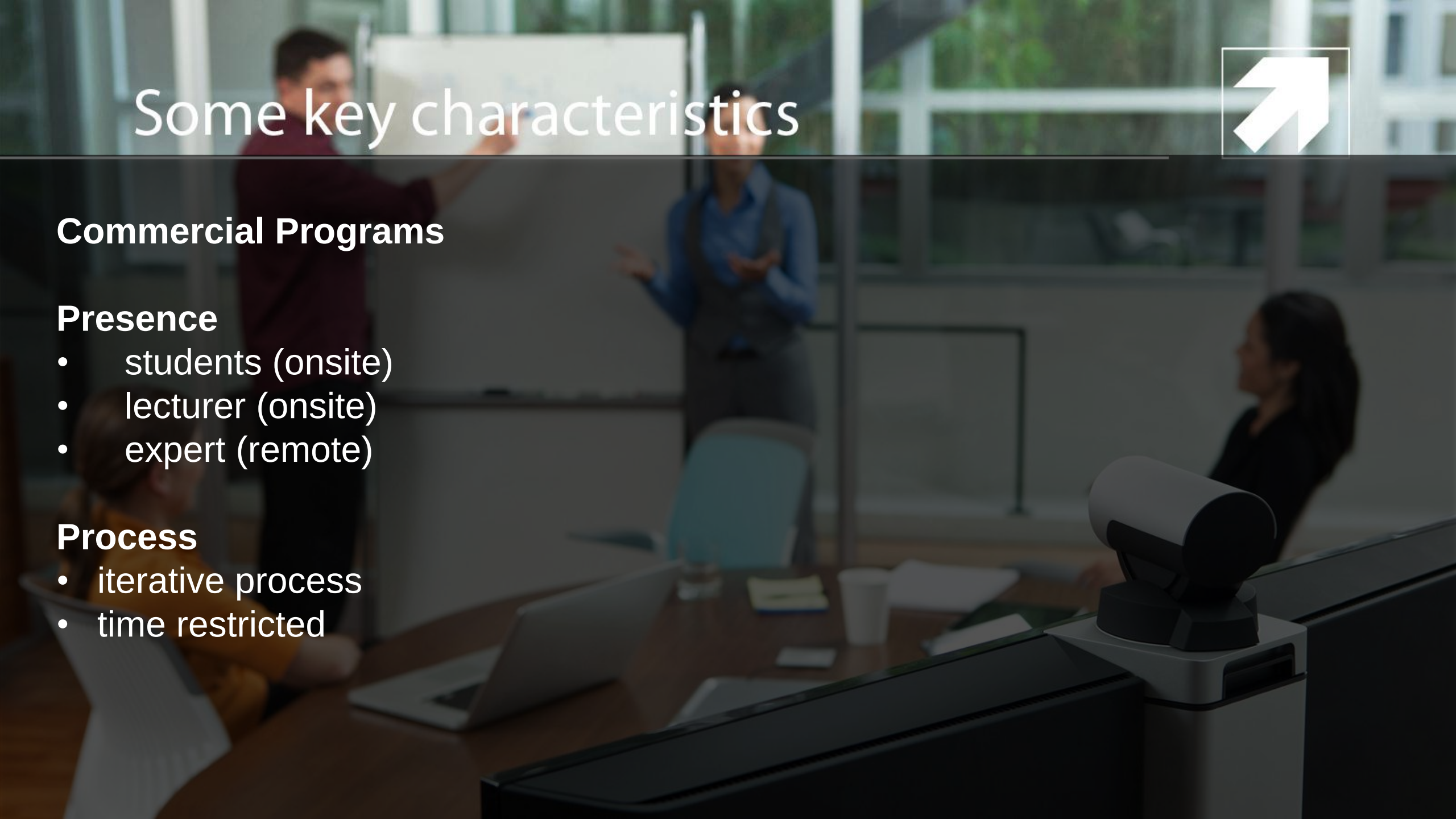
Presence

- student (onsite)
- instructor (onsite)
- expert (remote)

Process

- iterative process
- need for information repository
- video-on-demand and transcription of spoken text

Some key characteristics



Commercial Programs

Presence

- students (onsite)
- lecturer (onsite)
- expert (remote)

Process

- iterative process
- time restricted

Some key characteristics

Research

Presence

- researcher (onsite)
- team (remote)
- expert (remote)

Process

- iterative process between organizations
- need for documentation
- high security requirements

Some key characteristics

Administration and operations

Presence

- staff (onsite)
- team (sometimes remote)
- experts (remote)

Process

- iterative process between organizations
- need for documentation

Challenges going forward

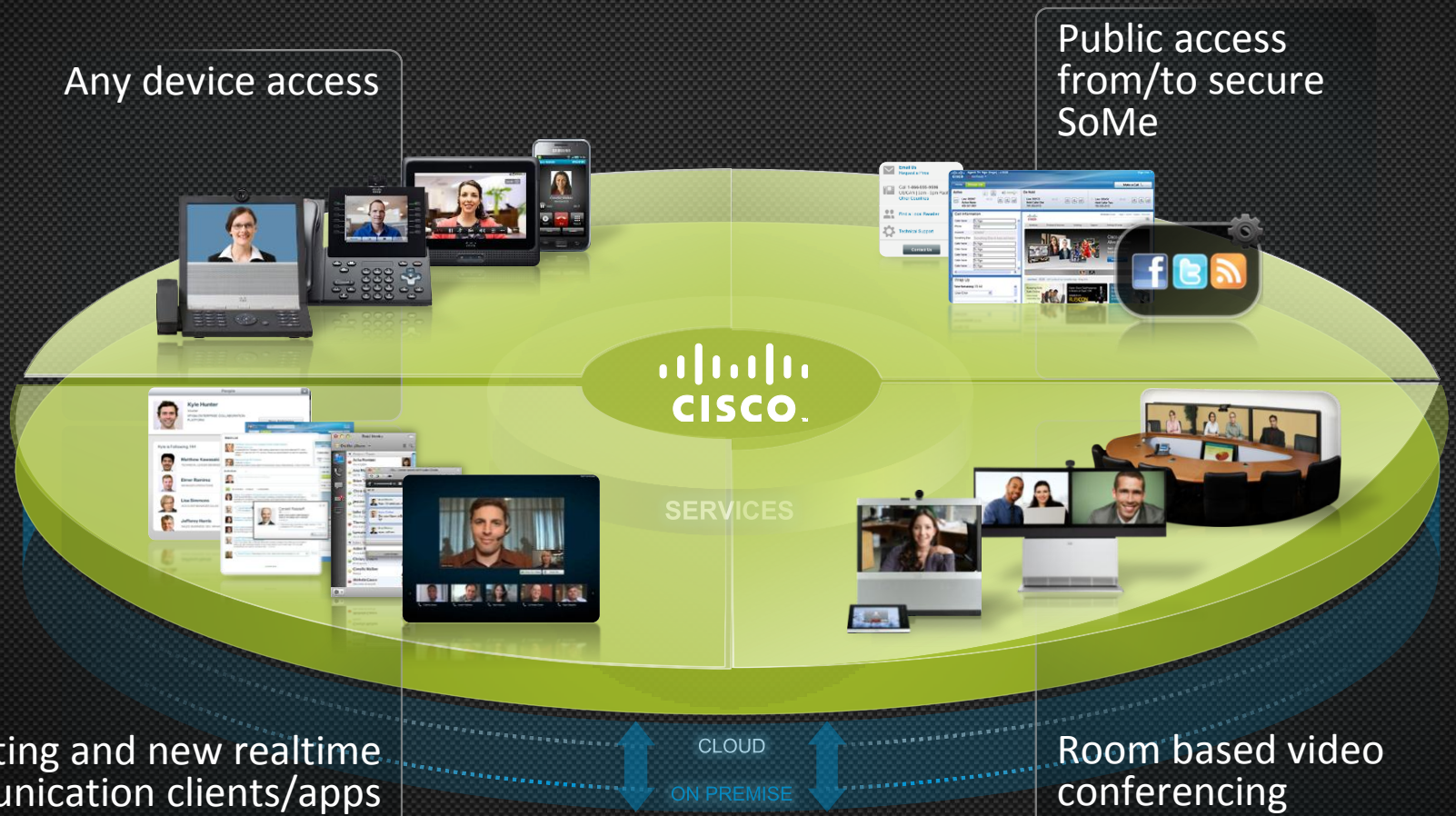
Technology

- will the chosen technology become/stay standard?
- will the development curve be aligned with objectives?
- will the chosen technology enable new ways of operating?

Organizational

- will the organization adopt the technology?
- how will new technology change the curriculum?
- how will new technology challenge current pedagogic?
- will funding model be in place 2-3 years from now?
- what solutions will ecosystem partners deploy?

Collaboration Platform



Environmental challenges affecting uses cases

Cloud services

- departmental point-buying
- siloed solutions

Proprietary technology

- Skype, Facetime, Facebook

WebRTC / HTML5

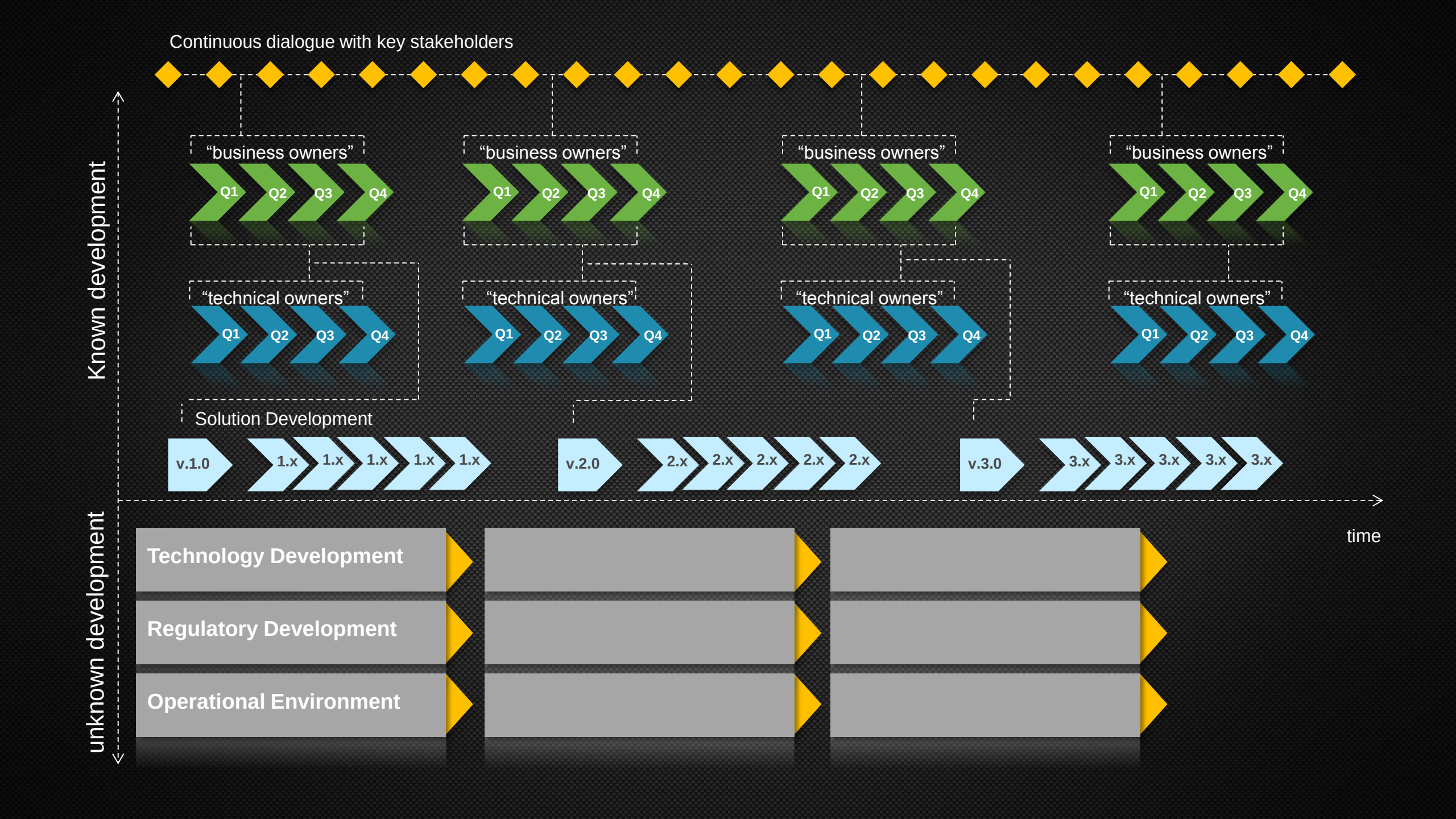
- browser-based applications
- easy access to “university on-demand”

Enterprise social media

- Moodle, Sharepoint, Yammer, WebEx Social

Any device (BYOD)

- Battle of the mobile OS
- Create and consume from any device


Continuous dialogue with key stakeholders
Known development
unknown development
time
“business owners”
Q1
Q2
Q3
Q4
“technical owners”
Solution Development
v.1.0
1.x
v.2.0
2.x
v.3.0
3.x
Technology Development
Regulatory Development
Operational Environment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