

# Collaboration Platform of the future: Was gewinnen wir?

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# People = Business Productivity

“The power to **bring people together** at critical moments, is key to aggregating and amplifying the impact of employees.” **Harvard Business Review**

“Raising the productivity  
of employees whose jobs  
can’t be automated  
is the next great  
performance challenge  
– and the stakes are high.”

McKinsey & Company, The 21st Century Organization

# How Do People Work?



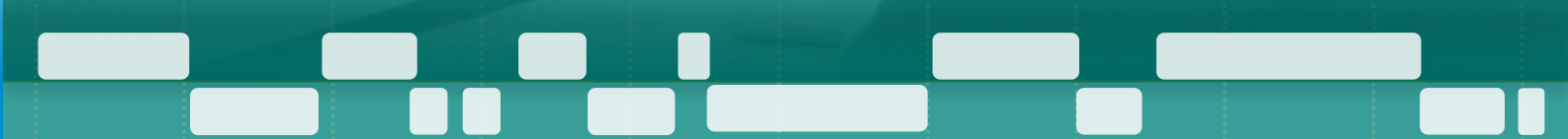
7 AM

12 PM

5 PM

ASync

Sync



# What's the Business Value?



## Productivity

- Productive and accessible mobile workers
- Effective virtual teams
- Interactive and engaged employees



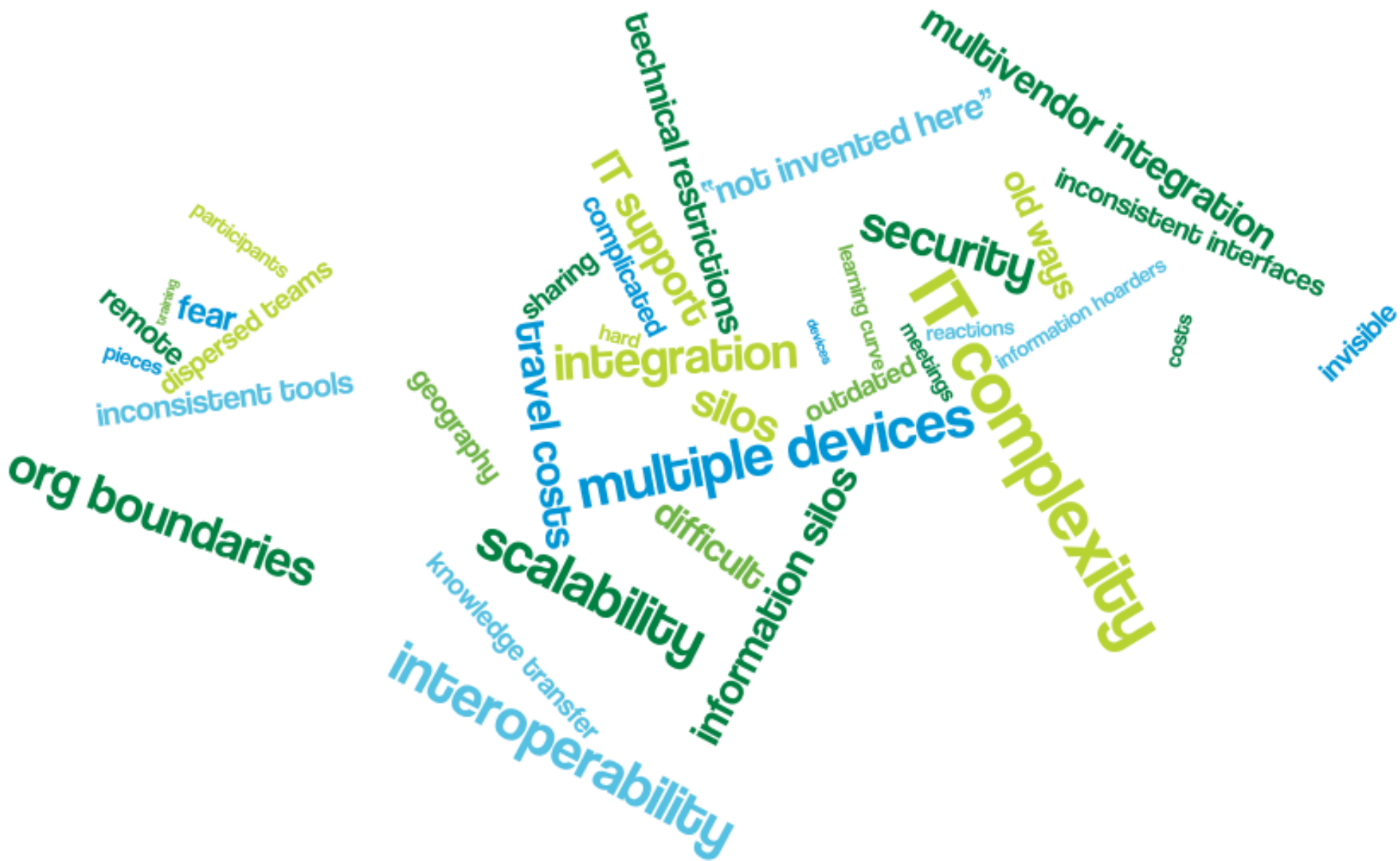
## Innovation

- Strategically aligned organization
- Flexible and innovative working options



## Growth

- Satisfied and loyal customers
- New and innovative IT models





# The Workplace Is Not a Place



## Mobile

Secure access to information and people from any device, anywhere.

## Social

Find expertise and information; enable proactive customer interaction.

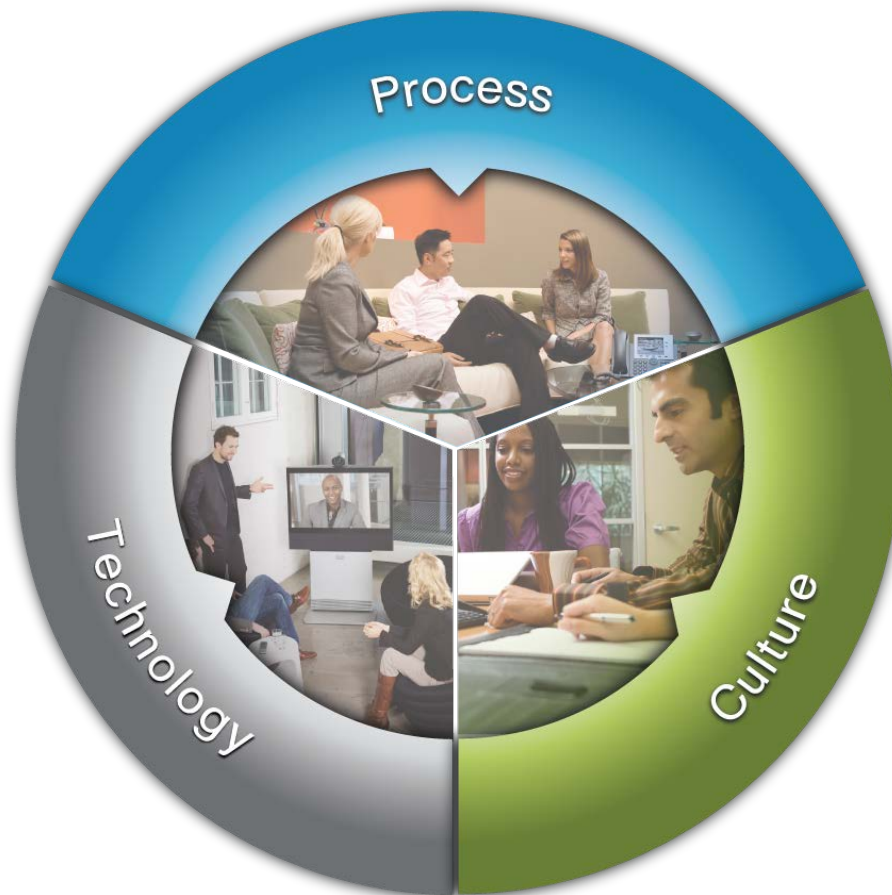
## Virtual

Deliver agility and scale on demand; create rich media with VDI economics.

## Visual

Enable high-quality interaction from anywhere, in real-time and offline.

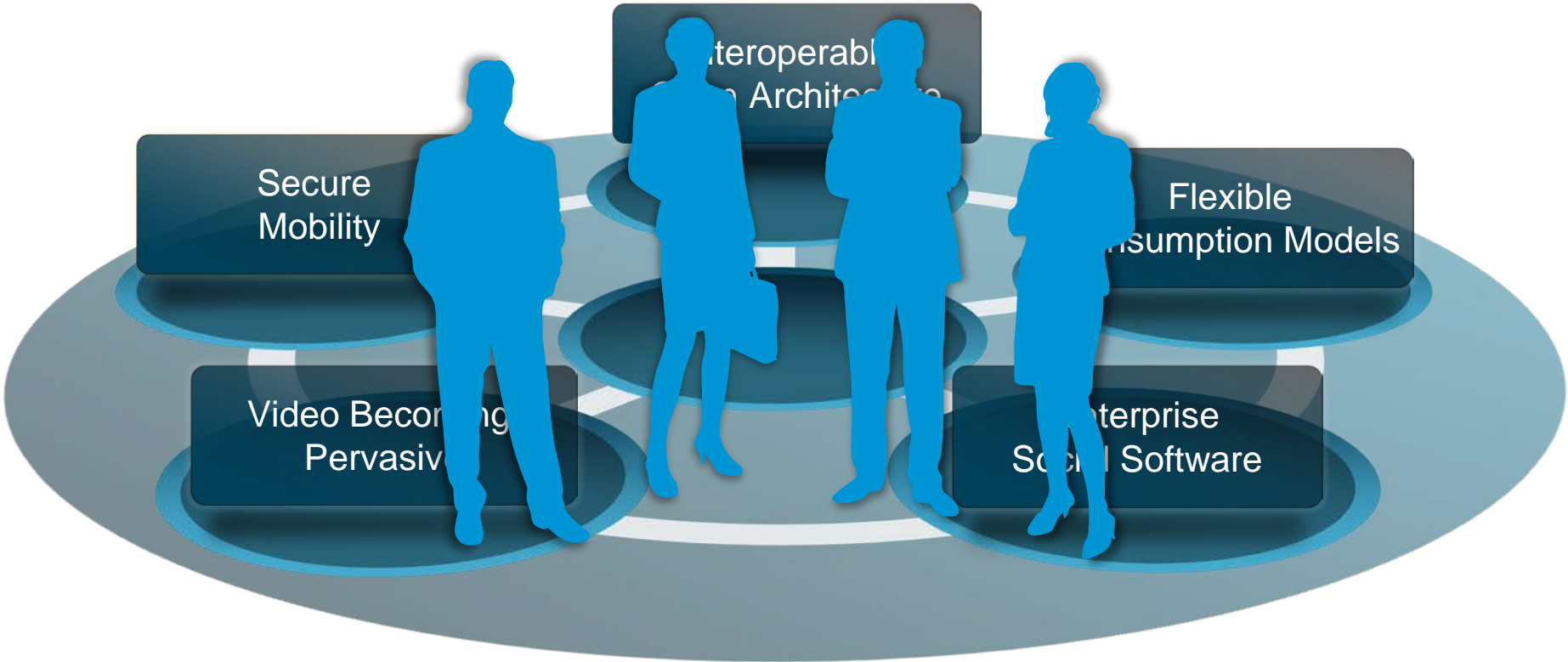
# Process, Culture, Technology



Collaboration isn't just about technology. We're using collaboration to change the way we work.— *John Chambers*



# How Is Cisco Improving Collaboration?



**Anywhere**

**Any Device**

**Any Content**

# Cisco Collaboration Portfolio



# Cisco Collaboration Applications



Virtual Meetings



Group  
Real-time



Rich, Real-Time  
Communications



One-one;  
One-to-few  
Real-time



Social Collaboration



Many-to-many  
Real-time and  
asynchronous

# The Places People “Live” at Work

**Social**



**Content / Documents**



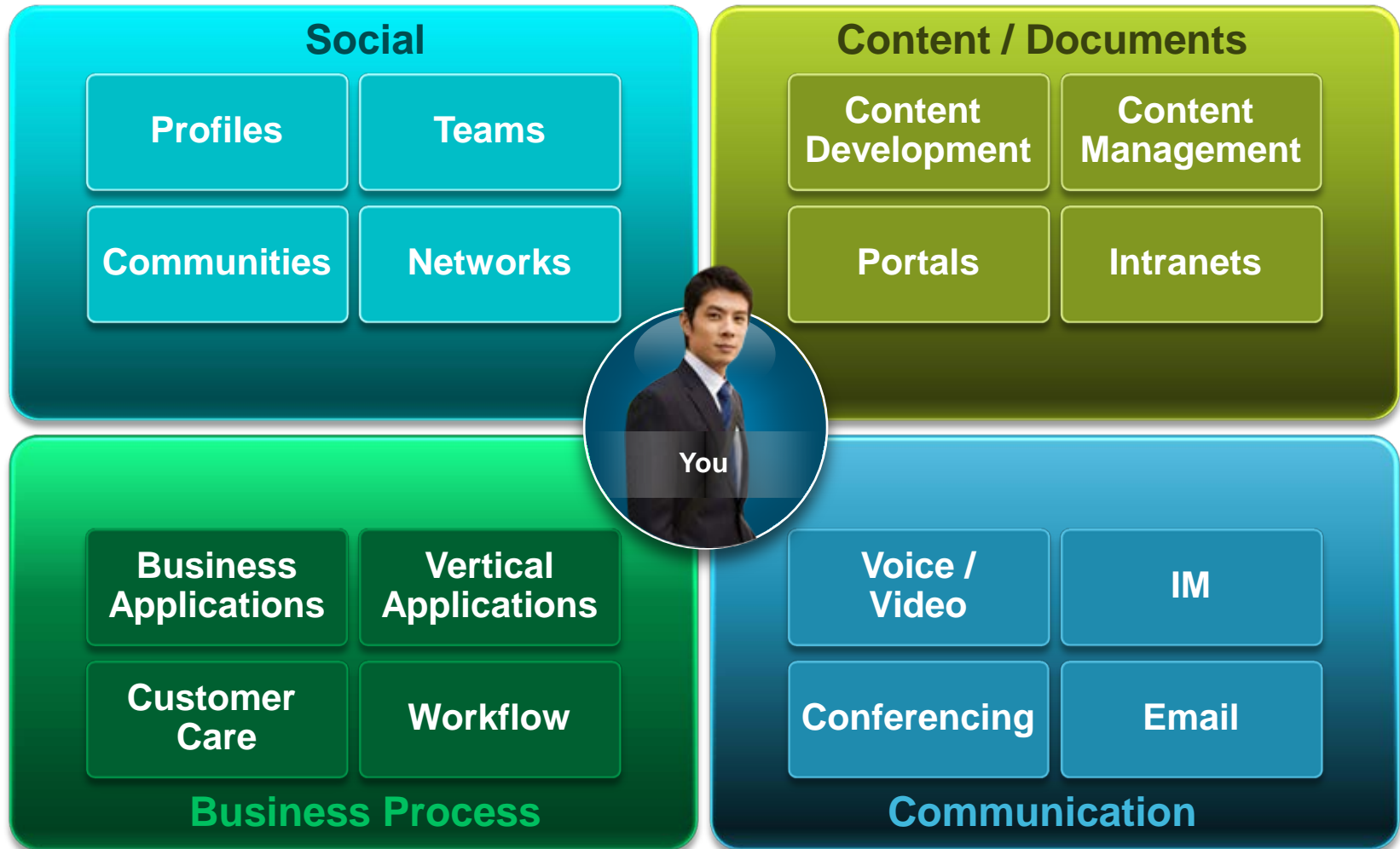
**Business Process**



**Communication**

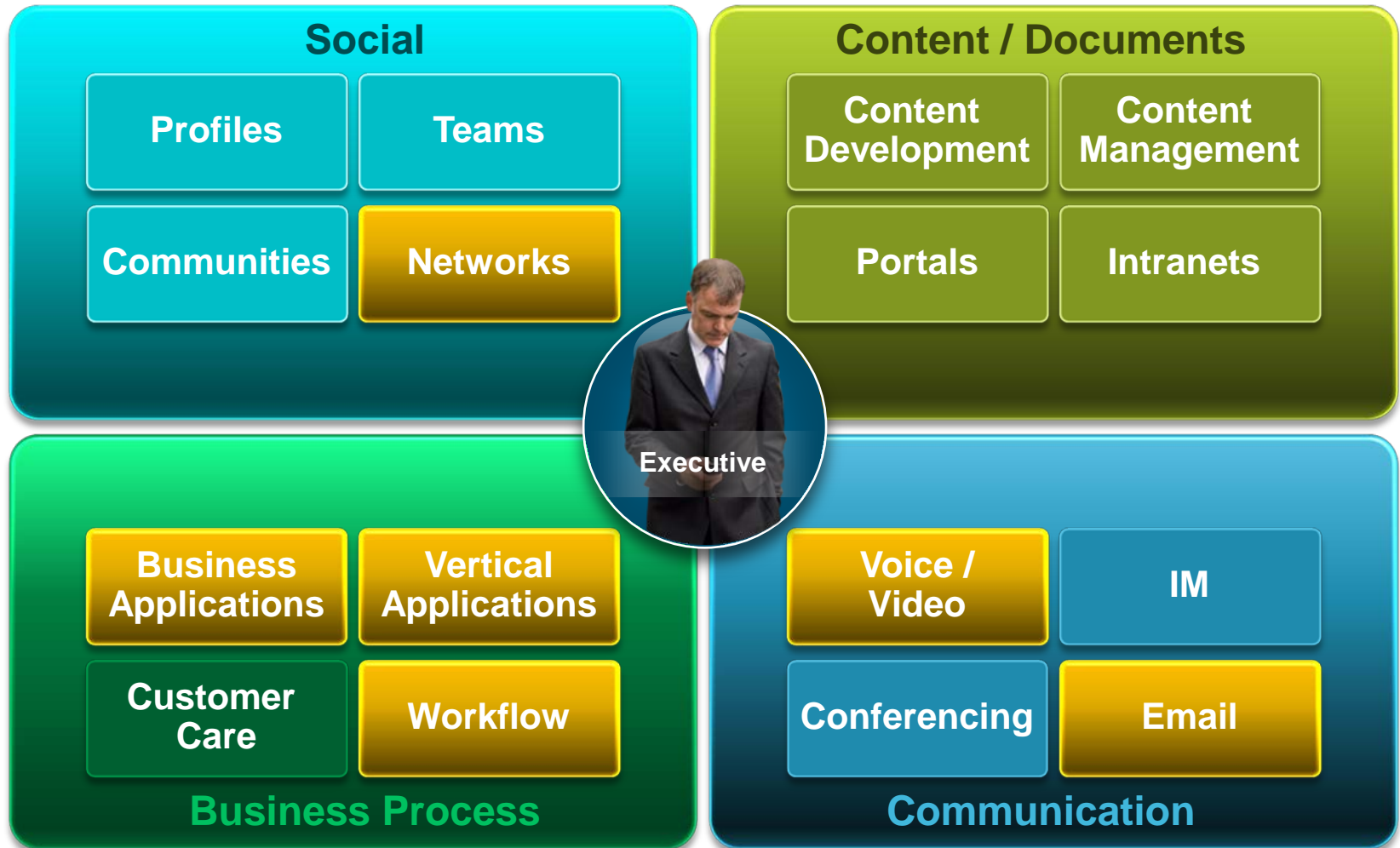


# The Places People “Live” at Work





# The Places People “Live” at Work





# Cisco Social

## A Comprehensive Collaboration Platform

Personal Dashboard

Social Tagging

Click to: Call, IM, Meet

People, Communities, Information, Search

Content Management

Policy and Security

The screenshot displays the Cisco Social user interface for Darrin Simmons. The top navigation bar includes 'New Post', 'My View', 'My Profile', 'People', 'Communities', and 'My Library'. A search bar is located on the right. The main content area is divided into several sections: 'Watch List' with a list of posts (e.g., 'Alpha / EFT meeting Minutes', 'TME Responsibilities', 'Pricing models', 'ECP Policy', 'ECP PM Team Meeting 1/5'), 'My Calendar' showing events for Wednesday, January 13 (e.g., 'Weekly ECP Architecture Review', 'FW: EFT Pipeline Review'), and a 'Weekly ECP Architecture Review' section. A 'Contacts' pop-up window is open, listing several contacts (e.g., Leon Baranovsky, Farsheed Tari, Nithya Vijayakumar) with their availability status. A 'Notifications' pop-up window is also visible, showing messages like 'ECP Alpha Oracle Migration Is Completed, Please Do Sanity' and 'Joseph Test wants to be your friend.' The bottom of the screen shows a chat window with a message from Nithya Vijayakumar.

Directory Profile

Blogs, Wikis, Forums

Community Team Space

Video

UC-Enabled Browser

Micro-Blogging

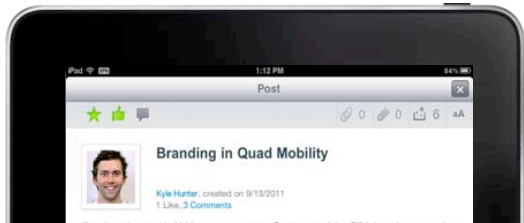
# Cisco Social

## A Comprehensive Collaboration Platform

The screenshot displays the Cisco Social web interface. At the top, a navigation bar includes the user profile 'Cornell Johnson' (Available), 'Home', 'My Library', 'People', 'Communities', and a search icon. The main content area is divided into three columns:

- Calendar:** Shows a calendar for November 2011. The 15th is highlighted. Below the calendar, it lists events for Wednesday, November 15, 2011: 'Quad UE Weekly...' at 10:00 AM and 'Townhall Monthly Meeting' at 1:00 PM.
- Streams:** Features a 'Share an update' box and a list of activity streams. The first stream is by David Gonzales: '10 Brilliant Sustainable Shipping Container Homes'. The second is by Sally Johnson: 'Just got back from this year TED conference. Posted some new materials and photos.' Below this is a TED logo and a video thumbnail.
- Suggestions:** Lists suggestions for people to follow (Bill Whitaker, Karen Warrior) and communities to join (Project Tree Frog, Community Sandwich).

At the bottom right, a 'Conversations' window is open, showing a chat with Jasmine Damianov and Ernest Jacobs. The chat history includes messages like 'Hey, can I ask you a question?' and 'Fire away!'.



Post

### Branding in Quad Mobility



Kyle Hunter, created on 9/13/2011  
1 Like, 3 Comments

If you haven't tweeted with him yet, you may want to follow him to a whole new level. We selected him by the way, he's one of the people on Fortune's lists.

THE NUMBERS  
4,976 Friends  
361 @-day entries  
5,664 following  
5,673 followers  
8,989 following  
3,236 followers

IT'S WHO YOU KNOW, NOT WHAT THAT'S RESPONSIBLE FOR THE BIG THINGS IN YOUR PROFESSIONAL LIFE.

### Microblog



@Lisa Chang @ Matthew Kawasaki  
Loved your presentation today! How do you think semantic technologies like #rdf and #sparql will disrupt the enterprise in the near future?

My presenting Quad TOI right now@...  
Venkatesh Jayaraman

Requirements planning for Suggeste...  
Lawrence Liu

Activities

Matthew Kawasaki said  
Just arrived in NYC for interlop 2011, looking forward to our conversation on community...

Lisa Simmons edited  
Bandy and GT issues 1...

Matthew Kawasaki @ Peter Binkus are follow...

Andria Baker edited  
Quad Open Security, Design...

Check Queue

My Profile  
My Library  
My Library  
My Library  
My Library

# Collaboration Platform of the future: Was gewinnen wir?

- Put People into the Center
- Create a more Flexible and Collaborative Virtual Workspace
- Speed innovation, decision-making and problem resolution
- Scale knowledge and expertise for talent development and operational continuity
- Collaboration is a competitive differentiator.







Experience

Matters

# Vielen Dank !



# Social - Integral Part of the Cisco Collaboration Portfolio

