



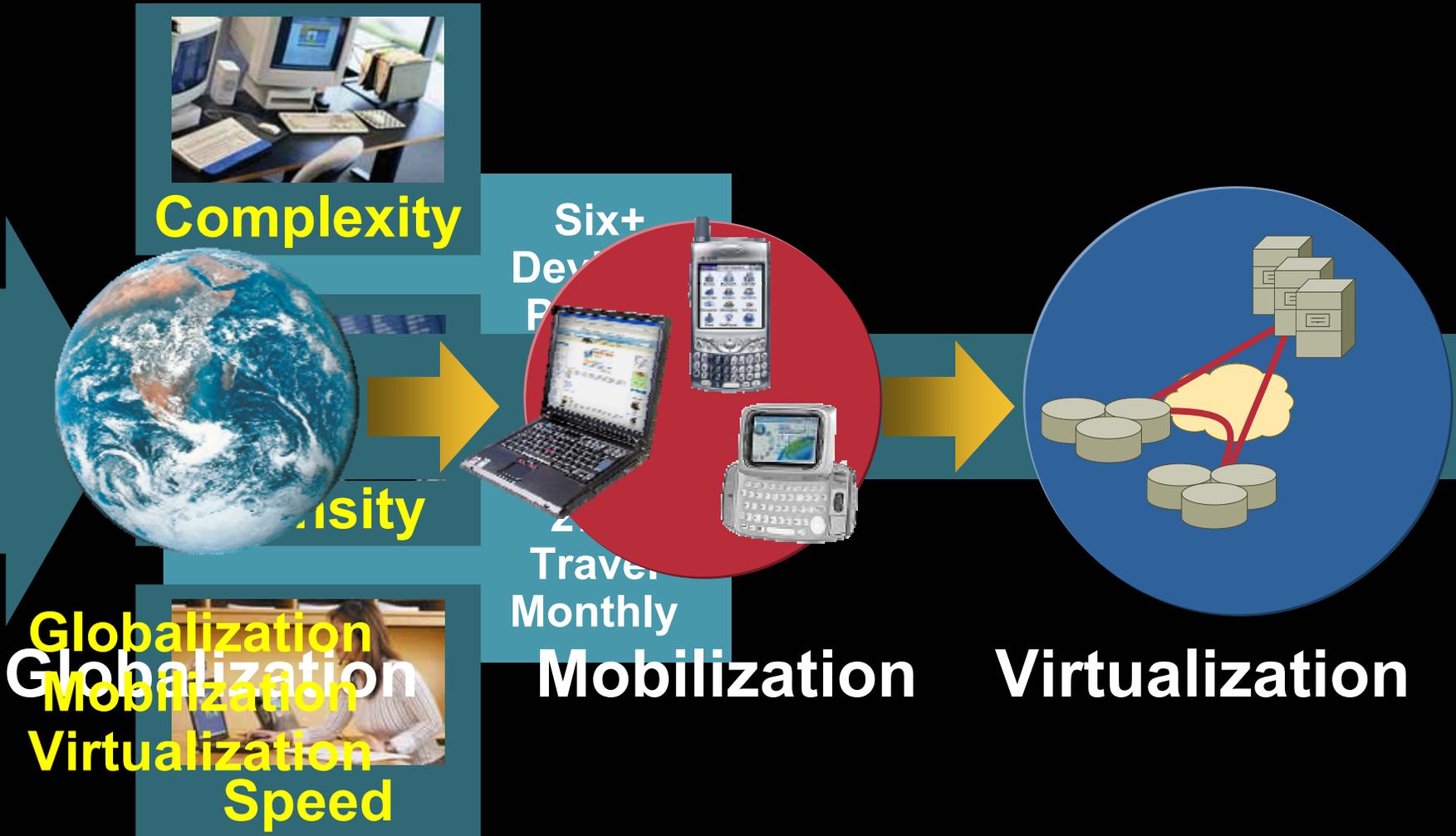
# Make a Successful Move From IP Communications to Unified Communications

**Vickie McGovern**

**Director, Unified Communications Applications**

**Cisco Systems**

# Global Trends Driving Major Business Changes



Source: Sage Research, 2005

# Business Impact

## Increased Communication Demands



**Complexity**



**Intensity**



**Speed**

**Business Impact**

**52% Must Use Multiple Methods to Reach People**

**Results in Missed Deadlines 22% on Monthly Basis**

**36% Can't Reach Person on First Try**

Source: Sage Research, 2005

# Unified Communications: Open, Collaborative, Effective



# Enabling Unified Communications

## Virtualization

Any Time,  
Anywhere

## Mobility

Wired and  
Wireless

## Rich Media

Voice, Video, and  
Web Collaboration

## Presence

Intelligence in the  
Network

## Policy and Preference

Find Me, Follow  
Me, Hide Me

## Speech

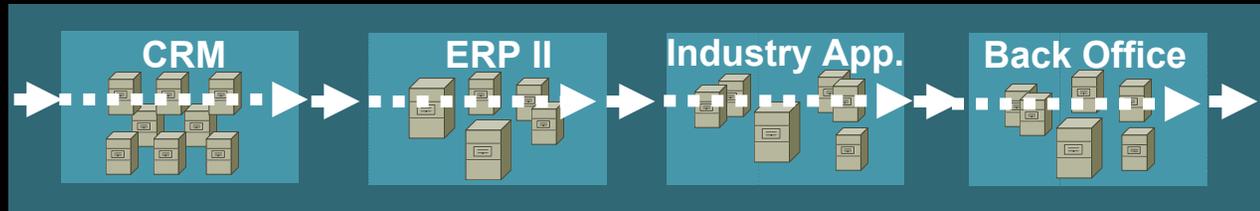
Simple Access  
to Services



# Communications Business Process Integration

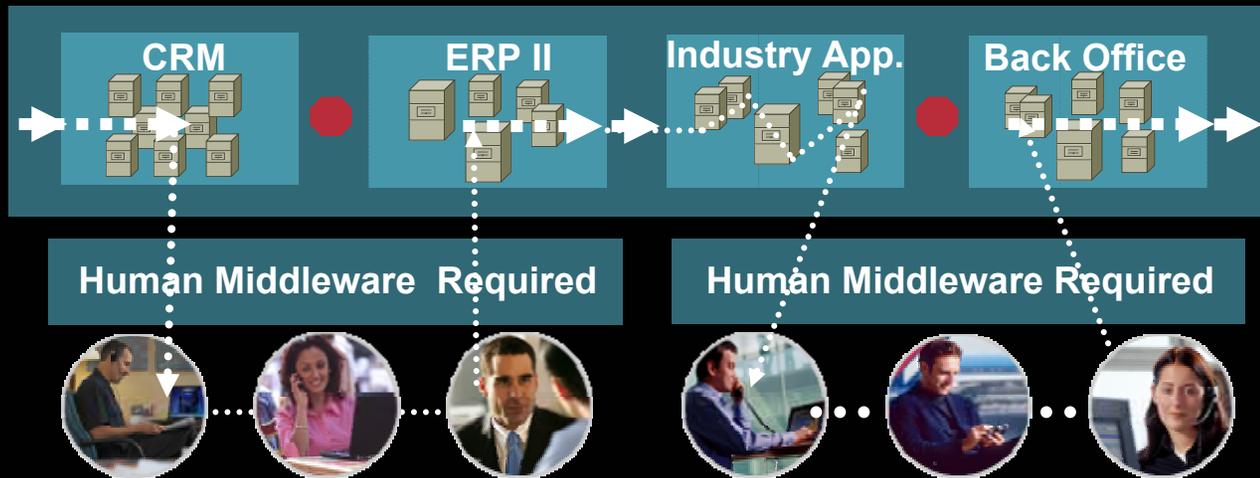
## 2000: The Vision

**Business Event**



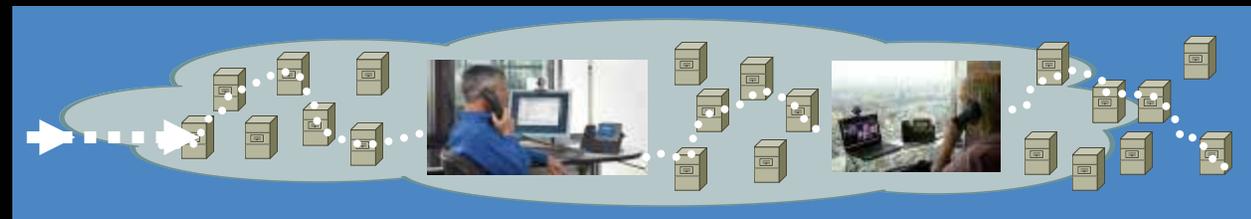
## 2006: Current Reality

**Business Event**



## Near Term Future—Streamlined Business Processes

**Business Event**

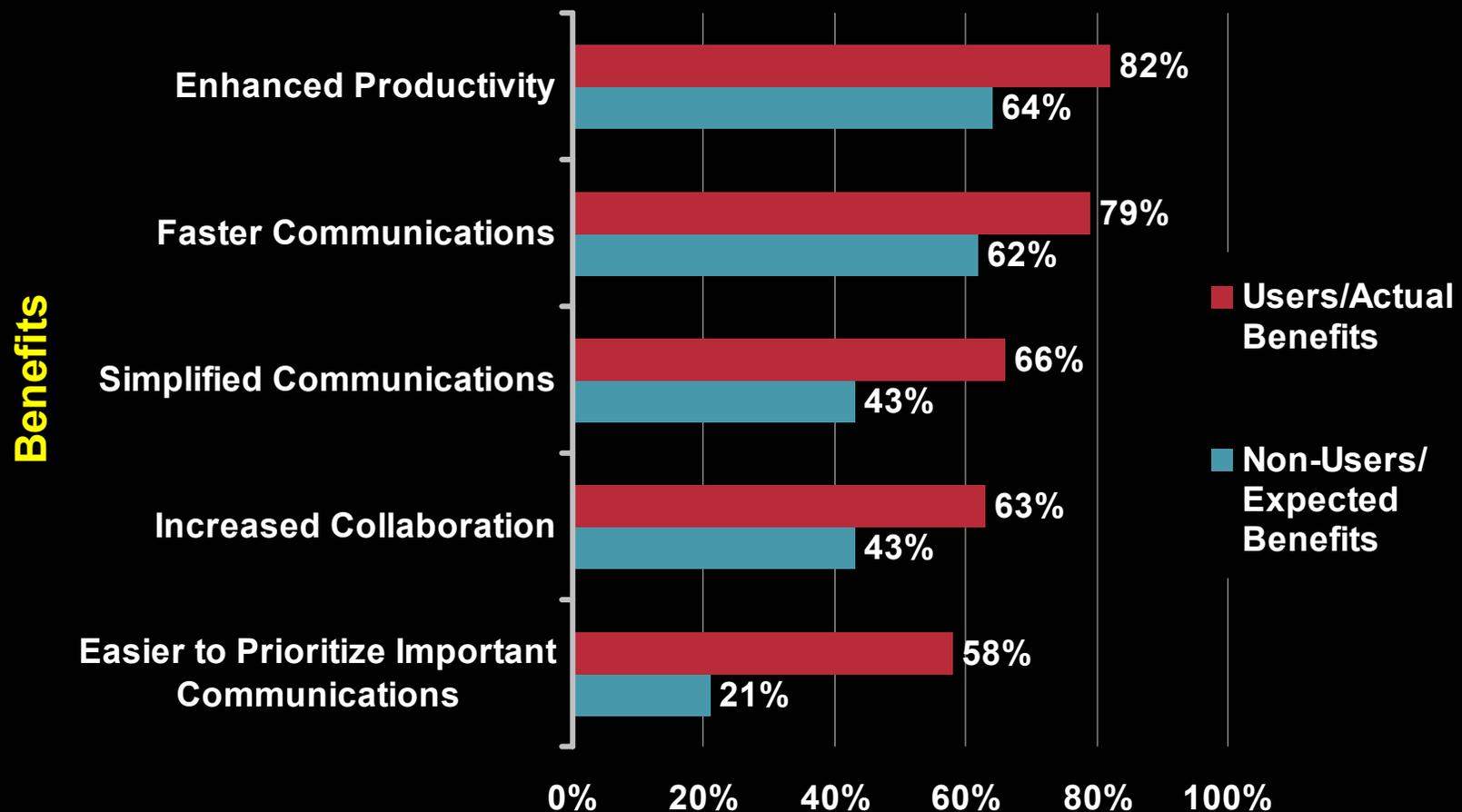


# Hype or Hope? The Real Benefits of Unified Communications



# Benefits of Unified Communications

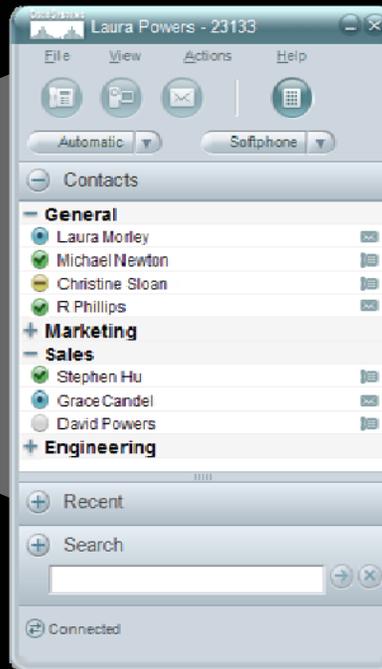
## Reality Exceeds Expectations



# Work Smarter and Faster



- Save **over 30 minutes per employee per day**, on average, as a result of being able to reach coworkers reliably on the first try



- Save **43 minutes per day** from being able to manage all emails, voicemails and faxes from a single inbox

# Virtual Meetings Anytime, Anywhere



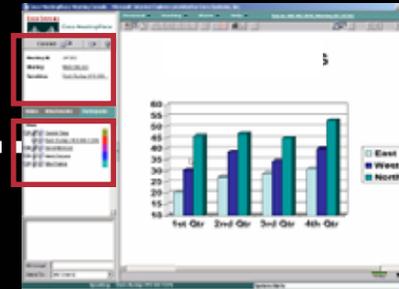
- On average, users realize time savings of **more than 51 minutes/day** by escalating IM chats into collaborative web conferencing sessions
- Setting up and attending from Outlook/Notes calendar... **saves nearly 30 minutes per meeting**
- **93% of users would conduct more web and video conferences if it was easier**



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# Business Efficiency and Effectiveness

## Cisco Unified MeetingPlace at Cisco



**Setup, Auto-Notify, Click to Attend, Collaborate, Manage**  
Cisco Unified MeetingPlace Voice and Web Conferencing Users

### Benefits:

- **Time efficiencies—calendar setup**  
76% of users saving between 30 minutes–2 hours/week
- **Meeting effectiveness—meeting management**  
79% claim this improves their ability to communicate

Source: Cisco MeetingPlace Survey—Dec 2004



# Cisco Unified MeetingPlace Efficiencies

## Meeting Organization



### Cisco Before

Separate Voice and Web Solutions  
No Integration with Group Scheduling

#### Organizing Meeting—Minutes per Activity

	Voice	Voice and Web
Identify Users		
Check Availability		
Schedule Voice	15.9	18.9
Schedule Web		
Add to Calendar		
Notify Participants		

### Cisco After

Integrated Voice and Web Conferencing  
Setup Integrated with Outlook Calendar

#### Organizing Meeting—Minutes per Activity

	Voice	Voice and Web
Identify Users		
Check Availability		
Schedule Voice	5.5	5.5
Schedule Web		
Add to Calendar		
Notify Participants		

### Potential Savings<sup>1</sup>

- Time—17,955 Hours/Month
- Cost—\$2,030,644 /Month

Time Savings—12,914 Hours/Month  
Cost Savings—\$1,459,230 /Month

Source: Cisco MeetingPlace Survey—Dec 2004

<sup>1</sup>Based on 55,000 Voice and Web Conferences per Month and \$113 per Hour Burdened Salary

# Unified Communications Industry Research



# Unified Communications Industry Study

## Forrester Research

### Objective:

- Discover where communications impede processes
- Determine how Unified Communications could improve performance

### Major Findings

- Traditional communications capabilities are silo'd
- Bottlenecks occur in virtually all industries
- Unified Communications transforms interactions

# Retail Out-of-Stock (OOS) Scenario

- **Going out of stock (OOS) on a promotional item has negative financial and customer satisfaction consequences**
- **OOSs resolution is an urgent, communications intensive process**

Multiple internal and external parties are involved

OOS commitments and penalties heighten urgency

Resolving OOSs take store managers away from core job

## Without Unified Communications



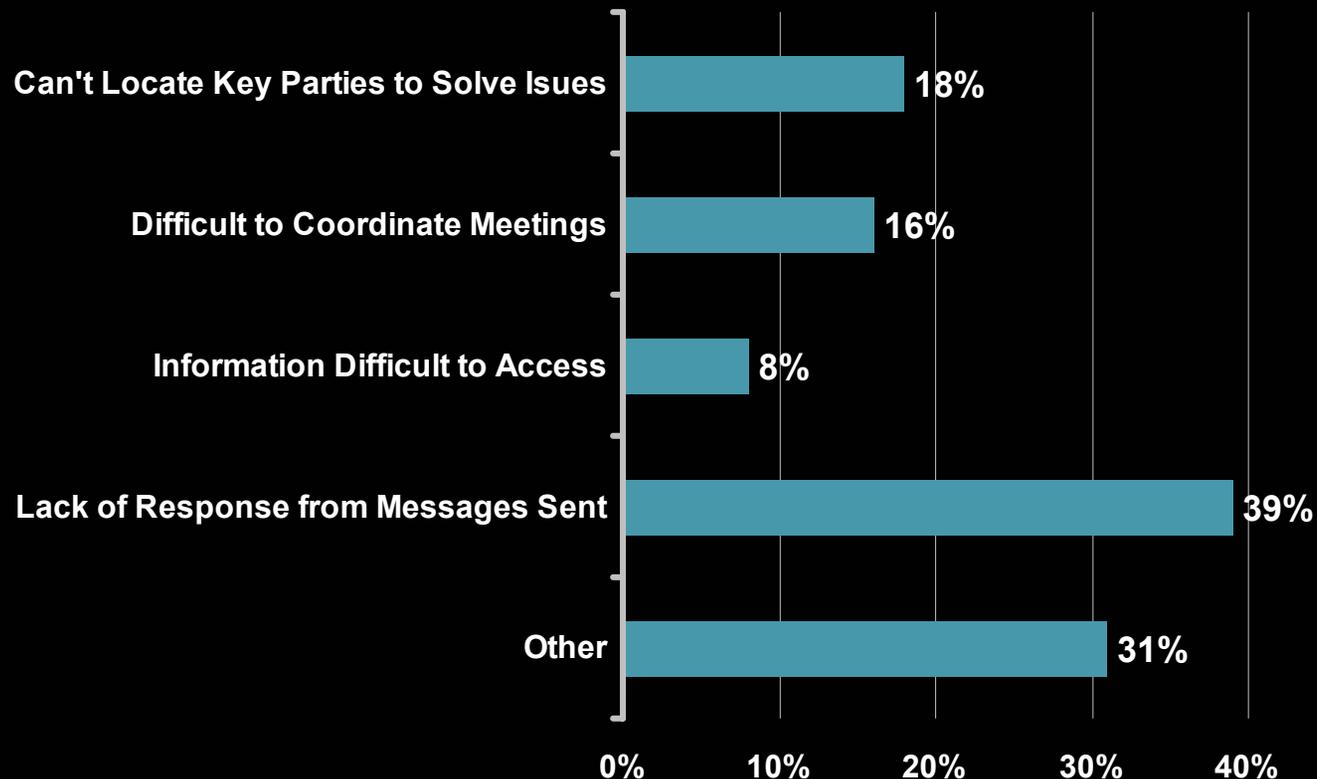
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A Commissioned Study Completed by Forrester on Behalf of Cisco, February 2006

# Retail OOS Resolution

## The Need for Unified Communications

**Q: What Communication Bottlenecks Occur when Trying to Meet Demand For Promotional Products? (% Answering Yes)**

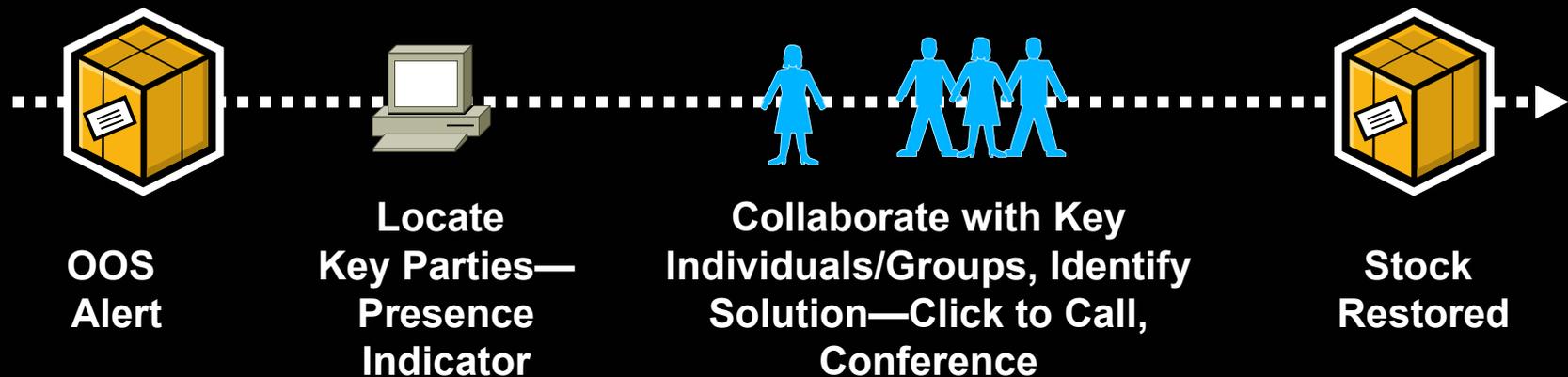


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# Unified Communications Improves OOS Resolution

With Unified Communications:



## Business Impact of Unified Communications

- Reduced OOSs would **improve customer satisfaction (82%)**
- Store manager would **spend more time with customers (23%) and become more productive in other duties (53%)**
- Increase sales (fewer OOSs) and reduced costs (e.g. penalty avoidance, lower turnover)

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A Commissioned Study Completed by Forrester on Behalf of Cisco, February 2006

# Healthcare/Survey of Nurses Impact of Communications

**65%** → **20–60+ Min/Day**  
**Just Trying to Reach Staff**

**66%+** → **Search More than**  
**One Channel to Reach Staff**

**84%** → **Time Spent Trying to**  
**Reach Staff Imp**

**Effective**  
**Communication**

“Every minute engage  
in tracking and locating  
others **reduces a nurse’s**  
**availability for patient.**”

—Forrester



**Patient Time,**  
**Time on**  
**the Activities...**  
**Increasing Staff**

Source: Forrester, Feb 2006

# In Summary: Unified Communications

- Traditional communications solutions do not meet evolving business needs
- **Cisco Unified Communications** will help you to boost productivity through solutions that enable to **communicate more effectively** and **streamline business processes**
- Unified communications can be realized by **most industries** and can be **applied to multiple existing processes**



# Q and A



# CISCO SYSTEMS

