




Cisco und Web 2.0

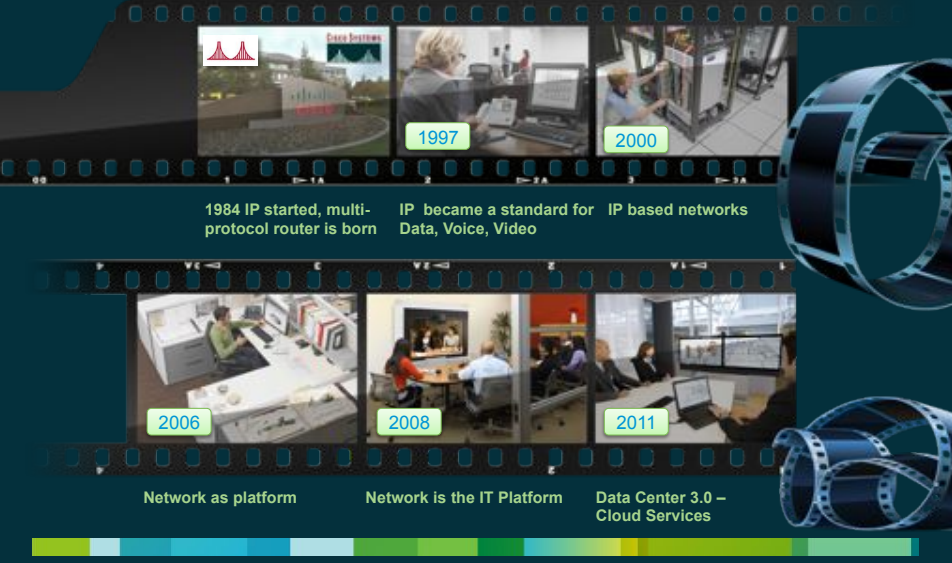
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05. Dezember 2011

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 Christoph Nienhaus
  Christoph Nienhaus

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1984 IP started, multi-protocol router is born

1997 IP became a standard for Data, Voice, Video

2000 IP based networks

2006 Network as platform

2008 Network is the IT Platform

2011 Data Center 3.0 – Cloud Services

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Cisco Vision

Changing the Way We Work, Live, Play, and Learn

... and Mission

Shape the future of the Internet by creating unprecedented value and opportunity for our customers, employees, investors and ecosystem partners

Work
Live
Play
Learn

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Daniel Goleman



"A common core of personal and social abilities has proven to be the key ingredient in people's success: emotional intelligence."

Daniel Goleman

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Emotions & Web 2.0



- Communication -> Emotions
- 64% of communication is non verbal¹
- The power of participation
- Video transports emotions
- Video creates a personal and real atmosphere



¹ Kandola, Pearn "The Psychology of Effective Business Communications in Geographically Dispersed Teams", September 2006

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The World of Video



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Our Strategy

Tools



Integrated Workplace



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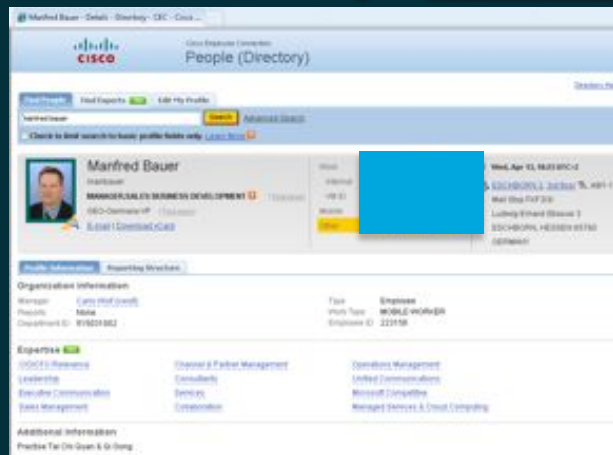
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Find & connect experts

Contacts & Knowledge



Directory 3.0



Knowledge Management

Knowledge



Wiki, Blog, Post



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Innovation – internal & external

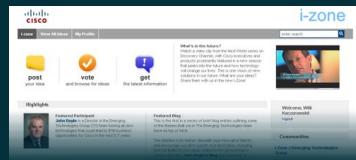
New ideas



Tools to manage

Cisco's i-zone

- Internal
- Employee's post their ideas
- Colleagues rate the proposals
- Innovation team propose to top mgmt.
- Final Board Decision Making
- Goal: get new ideas



Cisco's iPrize

- External
- Teams post their ideas
- Prize: 250 000 \$
- 2010: 2900 participants, 850 ideas
- Goal: create new solutions



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Virtual Meetings

Save travel costs



Virtual Meetings

- Office, Smart Work Center, Virtual Office, Hotel, Mobile
- Telepresence or WebEx
- Presentation sharing, work together
- Simple set up via Outlook/Calendar
- IP based
- Recording available



webex



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Virtual Events

Save travel costs



Virtual Events



- Global Company Meeting
- All Hands
- Team-Events
- Platform for Plenum & Workshops
- Chats
- Document Sharing
- Virtual Plenum
- Telepresence integrated

Videos

Videos



Show & Share

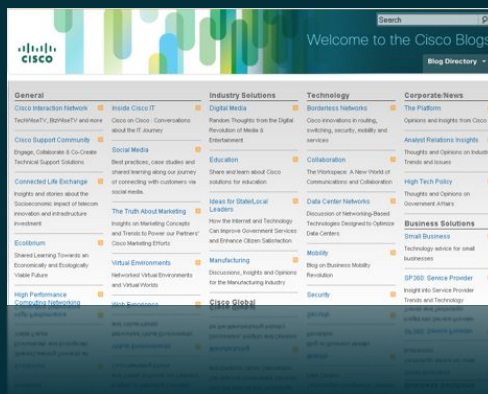
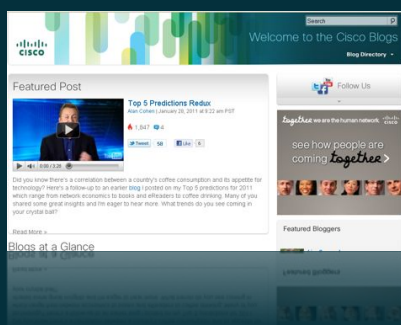


> 3000 Blogs

Customer Communication



Cisco Blogs



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133.000 Friends in Facebook

Networking customer



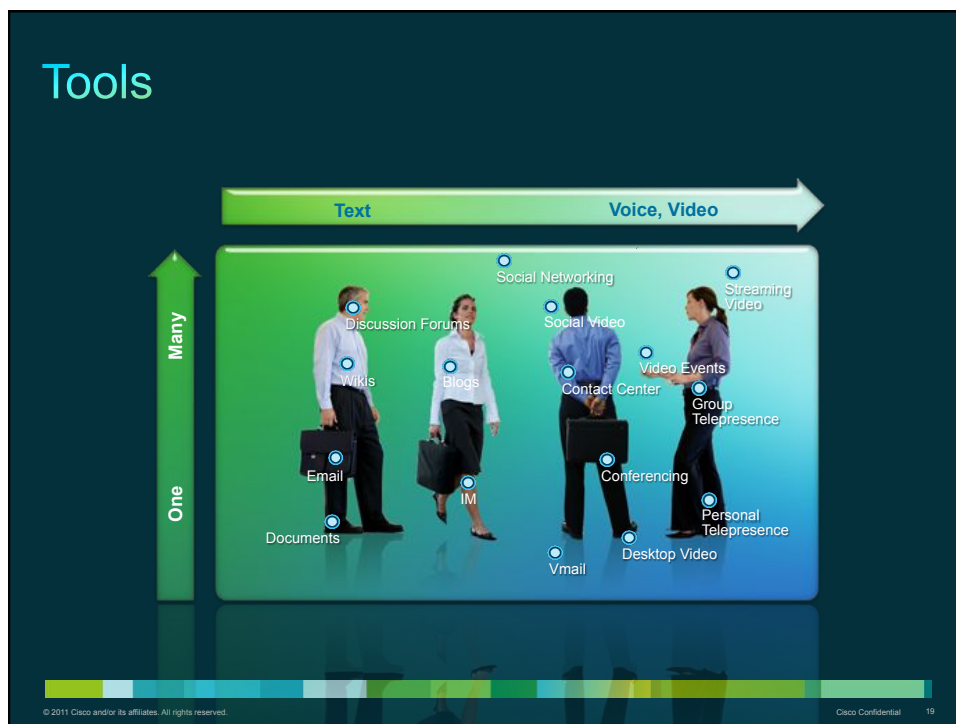
Social Networks



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Tools



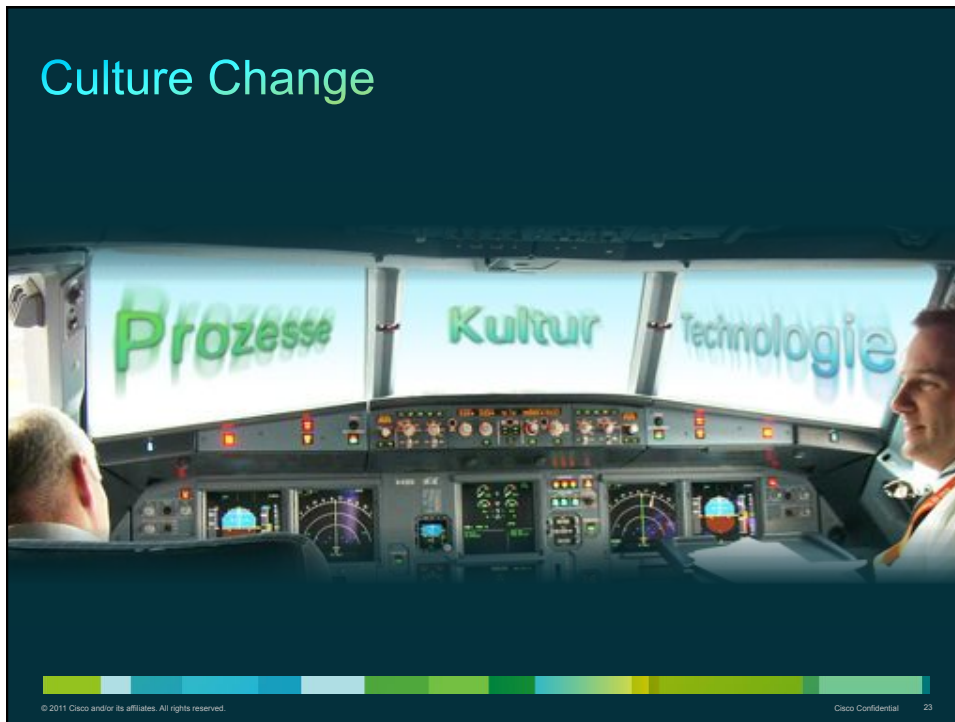
One Tool - Integrated Workforce Experience

The screenshot displays the Cisco Unified Communications Manager interface, which integrates various communication and collaboration tools. The interface is divided into several sections, each representing a different aspect of the workforce experience:

- Personal Dashboard:** Provides a central hub for user-specific information and actions.
- Tagging, individual rights mgmt.:** Allows for the management of user permissions and data tagging.
- Click to: Call, IM, Meet:** Offers quick access to core communication functions.
- Employees, Communities Information, Search:** Facilitates finding colleagues and community resources.
- Content Management:** Enables the organization and sharing of content.
- Guidance & Security:** Provides security features and guidance for users.
- Directory Profile:** Displays user profiles and contact information.
- Blogs, Wikis, Forums:** Supports collaborative content creation and sharing.
- Community Team Rooms:** Provides a space for team collaboration and discussion.
- Video:** Integrates video conferencing capabilities.
- Browser enabled Unified Communication:** Allows for seamless integration with web browsers.
- Mikro-Blogs:** Enables users to share short, frequent updates.

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Culture Change



Benefits Web 1.0



Source: Cisco IBSG, 2010

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Benefits Web 2.0



- cost reduction, time savings,
- revenue enhancement
- functional or process-specific initiatives
- collaboration becomes embedded in our business processes

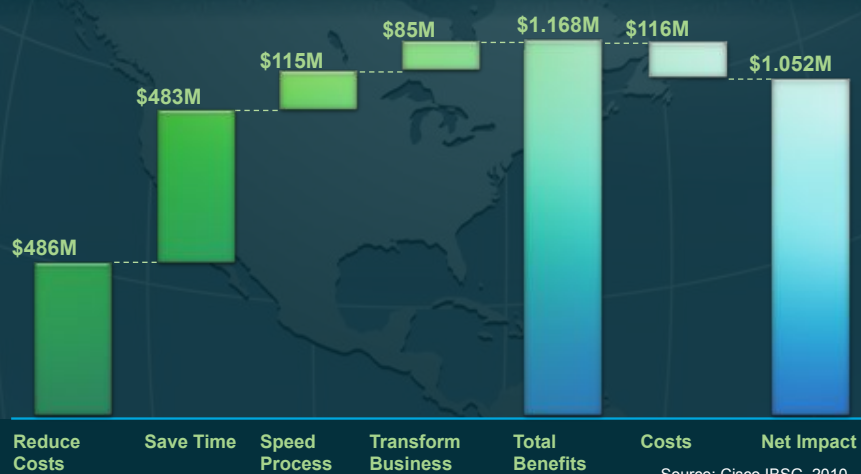
Source: Cisco IBSG, 2010

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Web 2.0 & Collaboration impact

Cisco FY09 Impact (\$ Million/Year)



Source: Cisco IBSG, 2010

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Next: Virtualization + One Workforce Environment for all devices

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Thank you.

