

## Cisco TelePresence Solutions Overview



To excel in today's fast-moving, global business environment, you have to interact and collaborate with colleagues, partners, and customers around the globe at a moment's notice. You must continuously innovate to maintain an edge—and you need the ability to respond rapidly and holistically to concerns that affect business continuity.

At the same time, you need to conduct your business to enhance the quality of your relationships. To build and maintain these critical relationships, you often need to meet face-to-face, possibly costing time and reducing productivity—not to mention time spent away from home and family.

Sometimes it feels like you have to be everywhere at once.

Although today's collaboration tools represent a significant productivity boost, most users find that they are still no substitute for being there "in person". Although most communications are nonverbal, many tools cannot give you the level of clarity and interaction that you get face-to-face. In addition, many are neither simple-to-use nor reliable when it matters most.

How do you turn this challenging situation into an opportunity?

### **Cisco TelePresence Meetings: Now, Being Here Is Being There**

The Cisco TelePresence<sup>®</sup> solution creates a live, "face-to-face" experience over the network—empowering you to interact and collaborate with others like never before. As a breakthrough technology for remote collaboration, the solution integrates advanced audio, high-definition video, and interactive elements with the power of the underlying network to deliver an immersive in-person experience.

The Cisco TelePresence solution is designed to take interaction and collaboration to a new level. Because it feels like everyone is in the same room, interactions are just as natural and effective as in-person communication. This solution simplifies and accelerates information sharing throughout your organization, and allows you to scale yourself, your teams, and your business in new ways.

## **Transforming Your Business with Cisco TelePresence Technology**

With its innovative capabilities, the Cisco TelePresence solution can accelerate changes in your business model, empowering teams to connect to their co-workers, partners, and customers instantly. Imagine bringing more resources into an account for sales or support, and extending your presence and relationships without ever leaving your office.

The Cisco TelePresence solution lets you improve productivity and responsiveness by focusing on more interactions with the right resource at the right time. It speeds time to market, facilitates faster decision making, and builds customer intimacy. It offers business-continuity options, and can help your business become more “green.” At the same time, you can improve employees’ quality of life by giving them back valuable time and, more importantly, control over their time.

### **Body Language Is Business Language**

Critical to delivering the Cisco TelePresence experience are three key principles: quality that is as good as being there, a system that is extremely simple-to-use, and an architecture that uses existing services to provide a low total cost of ownership.

Designed to deliver an immersive “in-person” experience, the Cisco TelePresence technology incorporates high-quality spatial audio and life-like video at low latency in a specially tuned environment. The full-duplex, near-zero latency allows you to communicate in real time, catching every comment and every nuance of the conversation. The industry-leading, 1080p high-definition video makes every expression and every gesture clearly visible, whether you are meeting across town or across time zones. You can now collaborate, not compromise.

Simple to use, Cisco TelePresence is designed to take advantage of the tools you use every day. It is integrated with both enterprise groupware and unified communications, so scheduling a Cisco TelePresence meeting is as simple as booking a meeting. Whether you are meeting with one or many sites, the simple and intuitive user interface eliminates the need for staff, training, or manuals so that you can focus on the business opportunity—not the technology. And thanks to the simplicity and reliability of this solution, you can focus your IT resources on strategic projects instead of operational tasks.

The Cisco TelePresence solution uses the intelligent network architecture, with innovative services and integrated security—and industry-leading reliability. Cisco specializes in real-time collaborative communications applications that support quality of service, security, and high availability within a converged network, not running on top of it. You can deploy and scale the application quickly, with a low total cost of ownership, for immediate productivity gains. Your organization can depend on this solution as a strategic communications platform that provides an in-person experience with the quality, simplicity, and reliability of a telephone call.

### **A Comprehensive Solution: It Is All About the Experience**

The Cisco TelePresence solution integrates room endpoint systems, collaboration tools, a multipoint switching platform, management software, intercompany connectivity, and lifecycle services to help plan, deliver, and maintain the experience.

The solution offers a portfolio of endpoints for various applications. The Cisco TelePresence 500 is optimized for a user in a private office, supporting remote one-on-one meetings and large, multipoint Cisco TelePresence calls.

The Cisco TelePresence System 1000 is designed for up to two people in a conference room (Figure 1). The Cisco TelePresence System 3000 allows 6 people per room for group meetings and team interactions, and the Cisco TelePresence System 3200 supports large room venues with 18 participants per room.

**Figure 1.** Cisco TelePresence System 1000



Cisco TelePresence Auto Collaborate makes in-meeting information sharing easy. This innovative technology allows meeting participants in all rooms to instantly share information or visual objects with others by simply plugging in a device such as a laptop computer or a high-definition document camera.

Whether you are meeting with one person or many, the solution can scale to meet your needs, with support for up to 48 locations in a single call with the same ease of scheduling and call launch. Innovative Cisco voice-activated switching displays active speakers by site or by individual segment (per screen) while the meeting experience and system performance is maintained regardless of the size of the meeting.

The Cisco TelePresence application interfaces with enterprise groupware such as Microsoft Exchange and Lotus Notes to enable scheduling from your calendar. It distributes this information to the in-room IP phone, so you can simply push a single button to launch calls. Cisco TelePresence Manager also generates reports on room use as well as other usage metrics.

The Cisco TelePresence solution provides comprehensive security through media and signaling encryption for point-to-point and -multipoint calls. Built-in encryption maintains the immersive meeting experience without adding discernable latency.

Integration with unified communications enables easy call launch and telephony features such as hold, mute, and conference as well as applications such as Cisco® Unified Contact Center. Cisco TelePresence Expert on Demand combines any Cisco TelePresence end unit with Cisco Unified Contact Center, offering a powerful contact center application so organizations can scale employees' expertise to provide instant in-person customer service.

To create a holistic collaboration experience, Cisco offers interoperability with video conferencing, Cisco WebEx® meeting applications, and other forms of video communications applications. That is why Cisco TelePresence is built on open standards such as H.323. Now you can incorporate existing investments while realizing the benefits of the Cisco TelePresence solution.

As the leading provider of IP networks globally, Cisco is uniquely qualified to deliver secure intercompany Cisco TelePresence connectivity over your existing enterprise and service provider IP networks. With multipoint intercompany services, you can effortlessly and securely communicate with your colleagues, customers, and partners in other Cisco TelePresence locations.

To ensure the highest-quality experience for users, Cisco provides full certification for all Cisco TelePresence rooms, including acoustics, lighting, wall color, and network design. Cisco design and certification means the same high-quality experience for your meeting every time, anywhere.

### **Delivering the Experience with Cisco Services**

Critical to delivering the innovative Cisco TelePresence experience are integrated lifecycle services from Cisco and our certified partners. Designed specifically for multisite organizations, these services accelerate a successful deployment and deliver the Cisco Telepresence experience.

Comprehensive services prepare your network and organization to deliver the expected consistent quality level of a Cisco Telepresence meeting. When your Cisco TelePresence deployment is running, operate services provide continued Cisco Telepresence experience in addition to peace of mind for your IT staff by increasing availability with critical day-2 maintenance support, remote monitoring and management, as well as remote assistance. These services use a proven lifecycle services approach to deliver the Cisco Telepresence experience. For more information, visit: <http://www.cisco.com/go/telepresenceservices>.

### **Innovative Financing Makes It Easy**

To help companies implement the Cisco TelePresence application without a major capital investment, Cisco Capital<sup>SM</sup> offers a variety of financing programs. Innovative, customized financing can help maximize cash flow, preserve capital budgets, gain tax advantages, reduce risk of obsolescence, and retain the flexibility to easily upgrade technologies as your needs evolve. You can bundle the Cisco TelePresence solution, including all products, services, subscriptions, and maintenance, in one lease to provide one price point and one monthly lease payment.

### **Go Anywhere the Network Goes**

Using the network as a platform, Cisco is connecting people in new ways. The Cisco TelePresence solution demonstrates the quality of collaboration possible over the network, making interactions personal, richer, and more valuable. This solution represents the best of Cisco innovation, building upon network services for connectivity, security, and reliability. Only Cisco and our partners can combine all these elements to allow you to increase productivity and create real, sustainable competitive advantage. Go anywhere the network goes.



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