



Cisco TelePresence

To excel in today's fast-moving, global business environment, you have to interact and collaborate with co-workers, partners, and customers all over the world at a moment's notice. You need to continuously innovate and transform your business model to maintain your edge—and you need to plan ahead to respond rapidly to unexpected issues that impact business continuity.

At the same time, much of business is done based on the quality of the relationships you have with those you interact with most.

To build and maintain these critical relationships, you often need to travel, translating to lost time and reduced productivity—not to mention valuable time spent away from home and family.

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

Although today's meeting and collaboration tools represent a significant productivity boost, most users will admit these tools are still no substitute for being there "in person." A study indicates that about 55 percent of communications is nonverbal, and yet most collaborative tools cannot provide you the level of clarity and interaction that you get face to face¹. In addition, many of these tools are not simple to use or reliable when it matters most.

How do you turn this challenging situation into an opportunity?

Introducing Cisco TelePresence: Now, Being Here Is Being There

Cisco® TelePresence is an innovative new technology that combines rich audio, high-definition video, and interactive elements to deliver a unique, "in-person" experience—over the network. It is designed to bring users closer to the important people, places, and events in their personal and professional lives.

¹ Mehrabian, A., *Silent messages*, 1971.

The first application, the Cisco TelePresence Meeting solution, creates a live, face-to-face meeting experience, empowering users to interact and collaborate like never before.

The Cisco TelePresence Meeting is purpose-built to be a completely different meeting experience, taking interaction and collaboration to a new level. Because it feels like everyone is in the same room, remote interactions are just as natural and effective as in-person communication, simplifying and accelerating information sharing throughout your organization—thereby impacting your top and bottom lines.

Use the Reach of the Network to Extend Your Reach

With its unique capabilities, the Cisco TelePresence Meeting solution drives changes in your business model, empowering teams to connect to their co-workers, partners, and customers—instantly—and with high impact. Imagine bringing more resources into an account for sales or support, and extending your reach and relationships without ever leaving your office.

Cisco TelePresence lets you improve productivity and responsiveness by focusing on more interactions with the right resource at the right time. It speeds time to market and enables faster decision making. At the same time, you can improve quality of life by giving employees back valuable time and, more importantly, control over their time with solutions that are as high-performance as they are.

Body Language Is Business Language—Regardless Of Location

Critical to delivering this experience are breakthrough innovations in delivering very high-quality audio and ultra high-definition video at very low latency with limited bandwidth utilization, in addition to the meeting environment itself. The Cisco TelePresence Meeting solution delivers true life-size images, ultra-high-definition video (both 720p and 1080p), and spatial audio, which creates the dynamics of voices coming directly from the participants. This scenario creates a “room within a room” environment that makes users feel as if they are at the same table with people in remote locations. In addition to direct eye contact, the full-duplex, near-zero latency allows users to communicate in real time, catching every comment and every nuance of the conversation. Every expression, every gesture is now clearly visible, whether you are meeting across town or across time zones.

In addition, the Cisco TelePresence Meeting solution is designed to take advantage of the tools you use every day. It is integrated to both your enterprise groupware and unified communications system, so scheduling a Cisco TelePresence Meeting is as simple as sending a calendar invitation. When it is time for your meeting, this information is displayed on the phone in the meeting room. Users select their meeting from the display to launch the call. It is that simple, whether you are meeting with one site or many. No more IT support needed to initiate a call. No more coming in early before a meeting to make sure it works. Finally, you can focus on your meeting—not the technology. And your IT team can get back to doing strategic projects instead of basic operational tasks.

And of course the Cisco TelePresence Meeting solution is built upon the intelligent Cisco Service-Oriented Network Architecture (SONA), which includes not only innovative services, but also the security and reliability one would expect from Cisco Systems®. Cisco specializes in real-time collaborative communications applications such as voice and video that use quality of service, security, and high availability supported pervasively within a converged network, not running on top of it. Cisco TelePresence can also be deployed and scaled quickly, with a low total cost of ownership, allowing you to enjoy immediate productivity gains. Organizations can depend on Cisco

TelePresence, not just as a tool, but as a strategic communications solution delivered with the quality, simplicity and reliability of a telephone call.

It's All About the Experience

Part of the Cisco Unified Communications collaboration portfolio, the Cisco TelePresence Meeting is a comprehensive solution, consisting of room systems, a high-definition multipoint video switching platform, the Cisco TelePresence Manager software, business-to-business connectivity, and lifecycle services to plan, deploy, and maintain the experience.

The Cisco TelePresence Meeting solution offers different room systems for different applications. The Cisco TelePresence 3000 enables a meeting for 6 people per room, creating a “virtual table” for 12 participants. This setup is ideal for group meetings and small team interactions. Meanwhile, the Cisco TelePresence 1000 is a unique design, enabling a small meeting for 2 per room or up to 4 at the virtual table, and is designed to be used in small-footprint spaces, such as executive offices, hotel lobbies, bank branches, or doctors’ offices—anywhere a one-on-one or small group conversation is desired.



Within your meeting, Cisco TelePresence offers the ability to add audio and Web collaboration capabilities for even greater effect. You can conference in remote participants from their mobile phones, and can share documents over the network, simply by plugging in your PC.

Whether you are meeting with one party or many, the Cisco TelePresence Meeting solution can scale to meet your needs. The high-definition video switch handles more than two locations per call with the same “one button to push” ease as a point-to-point call.

In addition to the system hardware, Cisco TelePresence includes a suite of software solutions. The Cisco TelePresence Manager interfaces with your enterprise groupware to enable scheduling with your calendar. It also pushes this information to the phone, and enables you to push a single button to launch calls.

Cisco also integrates existing management, provisioning, and deployment tools to lower operational costs and improve resiliency. Using the Cisco Unified Communications Management Suite, businesses can actively monitor video elements in the network to discover potential problems, maintain quality and user satisfaction, and help minimize service downtime.

And because Cisco is the leading provider of IP networks, the company is uniquely qualified to provide organizations with intelligent, business-to-business connectivity, enabling you to connect to co-workers, customers, and partners securely and efficiently over a global IP network, all with the

same “one-button-to-push” ease of use.

To be more responsive to ever-changing business climates, organizations also need to be able adapt quickly. That is why Cisco TelePresence is built on open standards. Cisco uses these standards to integrate existing applications, such as your company’s investments in groupware applications, and maximize your flexibility in the future.

Cisco TelePresence Experience Certification

To ensure the highest-quality experience and repeatability for users, Cisco has created a full certification process for all Cisco TelePresence rooms deployed in a customer location. Much like the experience you have when attending a movie theater where sound and picture quality standards deliver a unique experience, Cisco TelePresence Experience certification provides the same quality experience for your meeting whether it is internal to the company or with a customer. The Cisco TelePresence Experience certification process pays attention to every detail including acoustics, lighting, color, and network design so that customers can expect a Cisco TelePresence Experience every time.

Delivering the Experience

Critical to delivering the innovative Cisco TelePresence Experience in your organization are integrated lifecycle services. Designed specifically for multisite organizations, these services deliver the Cisco TelePresence Experience and accelerate the successful deployment of a high-quality, reliable “in-person” meeting experience. Initial prepare, plan, and design services prepare your network and organization to deliver the expected consistent quality level of the Cisco TelePresence Meeting solution. Operate services provide peace of mind for your IT staff and reduce risk of downtime by providing critical day two maintenance support. These services use the proven Cisco Lifecycle Services approach to deliver on a Cisco TelePresence Experience certified solution.

Cisco works with a select group of partners to deliver the highest-quality CiscoTelePresence Experience. Cisco certified Advanced Technology Partners (ATPs) and service providers with the Cisco Powered Network designation can help ensure that organizations assess business needs, design the right solution, and facilitate implementation and maintenance to help ensure network availability. Cisco ATPs are uniquely qualified and trained to help you implement a Cisco TelePresence Meeting solution. Service providers with the Cisco Powered Network designation can expertly implement and manage a Cisco TelePresence Certified Network Connection.

The Cisco TelePresence ATP program builds upon a foundation of Cisco award-winning specializations to deliver the training and tools ATP partners need to meet the rigorous requirements of business-critical communications. Cisco recognizes ATP partners for their knowledge and expertise in designing, installing, integrating, and supporting comprehensive, real-time meeting solutions.

Cisco service provider partners offer an intelligent IP next-generation network to support a Cisco TelePresence Experience. A Cisco Certified TelePresence Network Connection meets the highest standards and ensures the network intelligence required to support Cisco TelePresence. This tight integration between technology and the network allows service providers to deliver proven and superior quality, reliability, simplicity, and intelligence to the enterprise.

A Cisco Certified TelePresence Network Connection provides continual assurance that the network maintains its level of quality, conforms to industry and regulatory standards, and meets or exceeds Cisco TelePresence requirements for operational excellence. Network performance does not lie

solely with a static service-level agreement. Best practices based on current industry and accepted standards for network management, including staff, processes, and tools, are annually audited by a third party to ensure the service provider is committed to offering the best service possible.

Innovative Financing Makes It Easy

To help companies acquire the Cisco TelePresence Meeting solution they need today without a major capital investment, Cisco Systems Capital[®] Corporation offers a variety of financing programs, including leasing options. Innovative, customized financing helps maximize cash flow, preserve capital budgets, gain tax advantages, reduce risk of obsolescence, and retain the flexibility to easily upgrade technologies as needs evolve. Your complete Cisco TelePresence Meeting solution, including all products, services, subscriptions, and maintenance, can be bundled in one lease to provide one price point and one monthly lease payment. These leasing options help customers quickly deploy technology—at the lowest cost of ownership possible.

Go Anywhere the Network Goes

Using the network as a platform, Cisco is connecting people in new ways to improve their overall communications experience. The Cisco TelePresence Meeting solution is a proof point of the improved quality of interactions that are possible over the network, making them personal, richer, and more valuable to all those involved. It is also a prime example of Cisco innovation, building upon services in the network for connectivity, security, and reliability, while integration to the unified communications system and enterprise applications delivers ease of use for customers. Only Cisco and its partners can combine all these elements to create a live, face-to-face meeting experience that empowers users to interact and collaborate like never before, increasing productivity, driving business transformation, and creating real, sustainable competitive advantage. And of course, this is only the first step. The vision for Cisco TelePresence is to expand to provide “virtual experiences” in many environments, from business into the home. Soon, you will be able to go anywhere the network goes.



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