

Collaborazione a misura d'uomo

Esigenze diverse, obiettivi comuni

Gianluca Ferrè

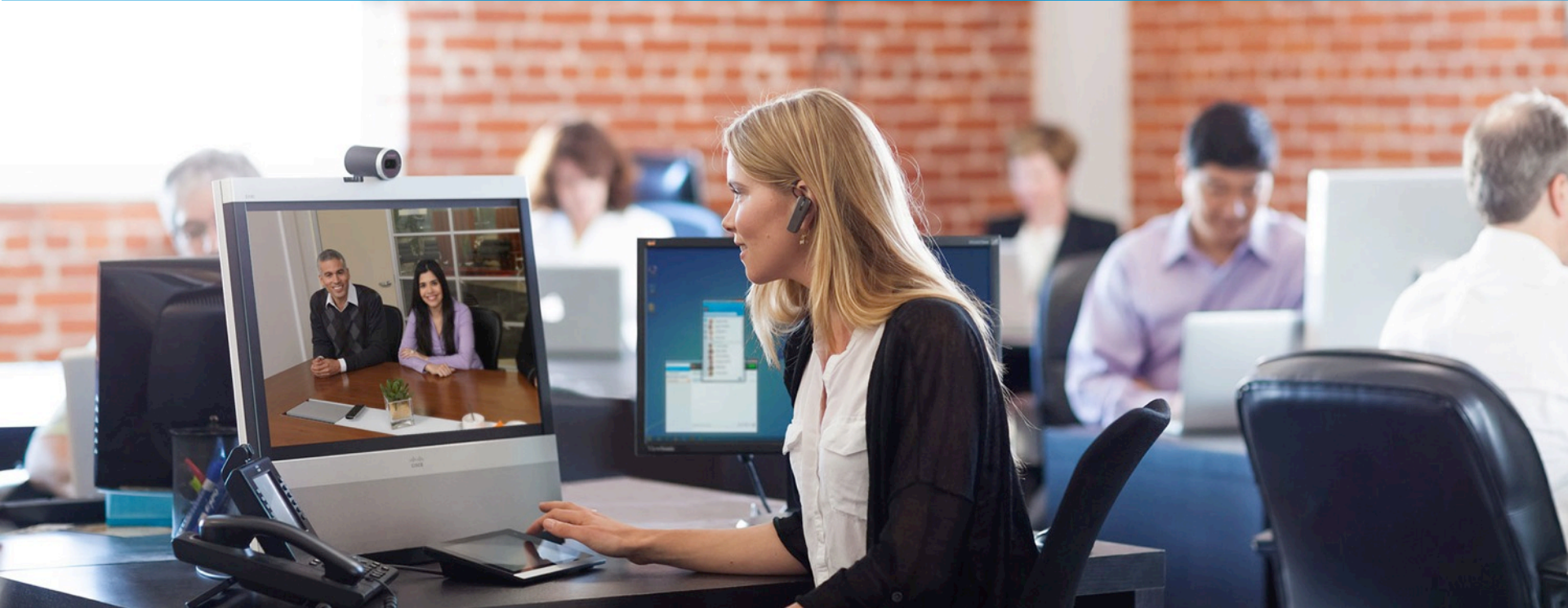
CTO Collaboration – EMEAR South

28 Maggio 2013



Collaboration:

The act of people working together to reach a common goal.



We believe people working together
can achieve extraordinary things.

- Connect people, not endpoints
- Conversations, not calls
- Familiar, intuitive, natural
- Seamless software & hardware integration
- Any media, any device to anyone at any time

We create the environments and experiences
that put the extraordinary within reach.



2004

2012

The workspace is changing

- 2012: 850 Million Smartphones & Tablets sold, 85% iOS & Android
- 2013: Mobile becomes most common form of Web-access
- IT Leaders Support BYOD
 - 76% view positively
 - 89% enable BYOD
- Top perceived benefits of BYOD: Productivity, Employee satisfaction, Costs

TABLETS

SMARTPHONES

PCs



2004

2012

Collaboration is Changing

Voice

Data

Video



Cloud

- **25%** of surveyed companies utilize hosted services; of non-users **47%** likely to use hosted services within the next 12 months (Frost and Sullivan)
- By 2016 over **50%** of all net new deployments of video infrastructure will be delivered from the cloud or on a software as a service (SaaS) basis (Gartner – Aug 2012)*
- **56%** of survey respondents currently use or plan to use collaboration via SaaS deployment model (Forrester)

- Business VC will grow 6 fold in 2011-2015 (Cisco VNI)
- Web-based VC was 56.3% of total business videoconferencing traffic in 2011 (Cisco VNI)
- Video to Exceed 68% of Mobile Data Traffic by 2017
- 72 hours of video are uploaded to YouTube every minute

STATOIL



Meeting Employee Expectations

VISION

STRATEGY

EXECUTION

Advanced



Enhanced



Basic



Built Around a Common Core: Quality and Control



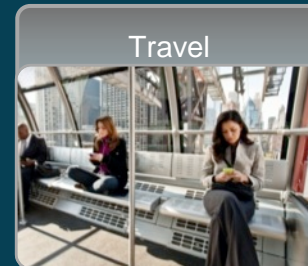
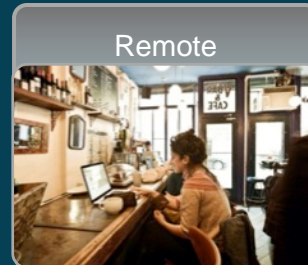
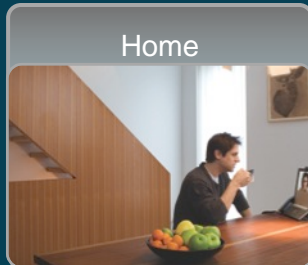
Delivering a Consistent Experience Anywhere, Any Content, on Any Device

Environments

Experience

Platform Services

Delivery Model



iOS



Apache



Medianet

The Best Experience on Any Platform



Desktop



Mobile



Virtualized



Web



A Camera and a Pane of Glass Available Everywhere With One User Experience on All Devices



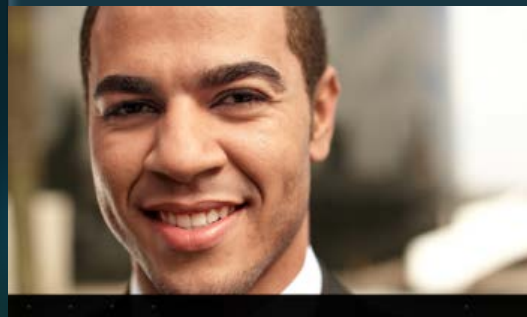
Web browsers will be another pane of glass: WebRTC

Cisco Desktop Collaboration Experience DX600 Series

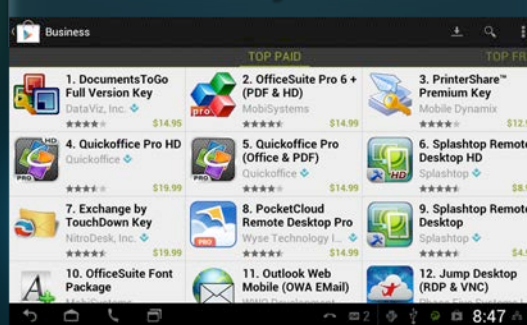


Personalization

Communications



Cloud Ready



Collaboration



Diverse Needs, Common Goals



Mobile Worker Project Manager

- Home, office, customer locations
- Smartphone, laptop, tablet



Information Worker Subject Matter Expert

- Office, typically 9-5
- Laptop, desktop IP phone, personal smartphone



Executive VP of Production

- Home, office, frequent travel
- Smartphone, laptop, tablet, desktop telepresence



Deskless Worker Plant Supervisor

- Shop floor, rotating shifts
- Virtual desktop on shared system, company-issue wireless IP phone and tablet



Contact Center Contact Center Agent

- Shared office space, rotating shifts
- Virtual desktop on shared system, desktop IP phone

**Cisco
Collaboration**

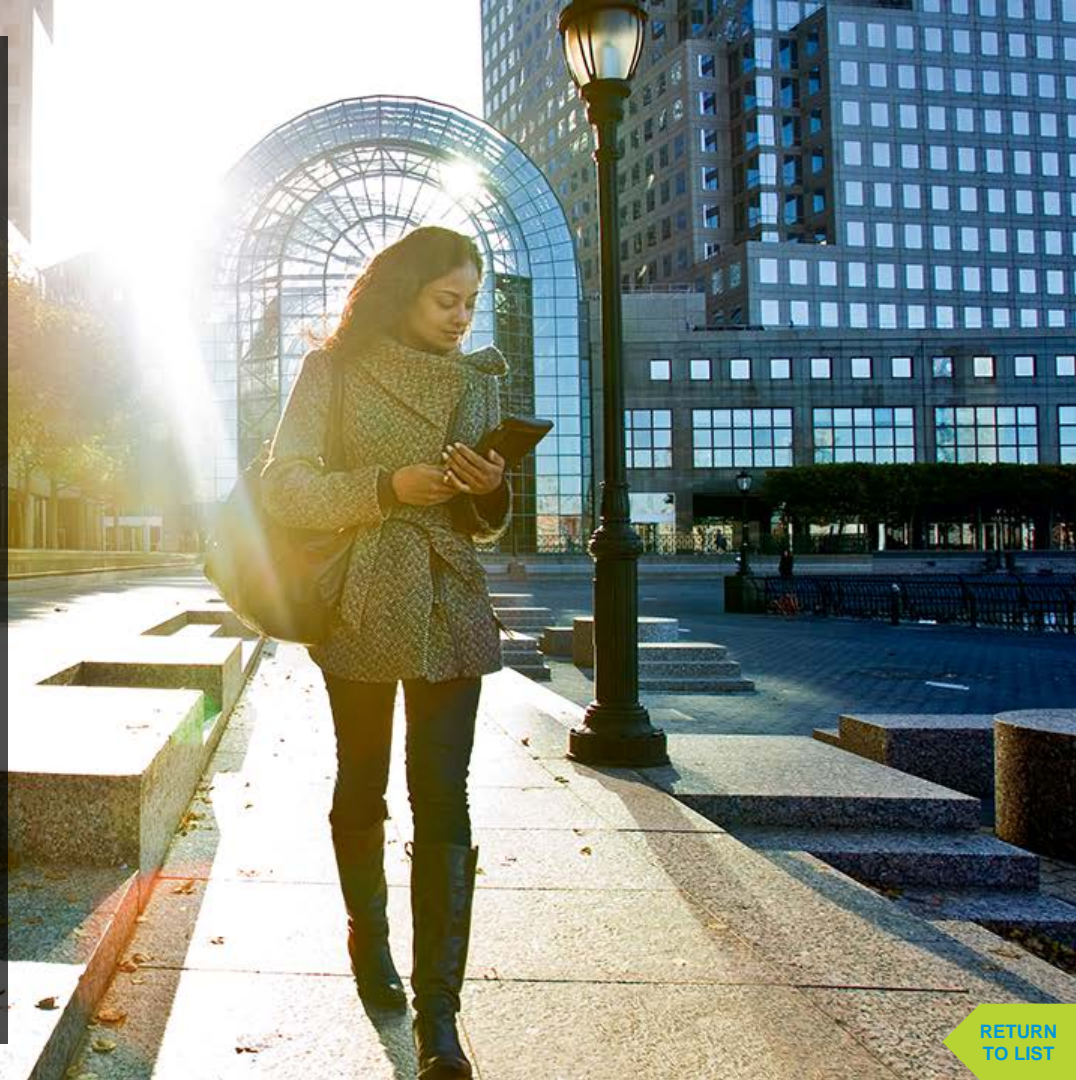
Better Collaboration for Mobile Workers

Be productive, regardless of location, using a cloud-based solution for collaboration

Access voice, video, messaging, conferencing, and social applications on any device

Collaborate with co-workers, partners, and customers from anywhere

Use multiple devices during the day with access to the same information and applications



Day in the Life of a Project Manager

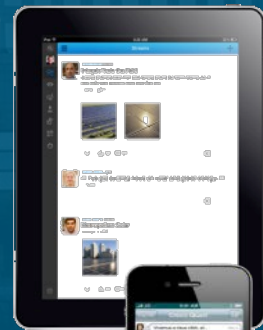
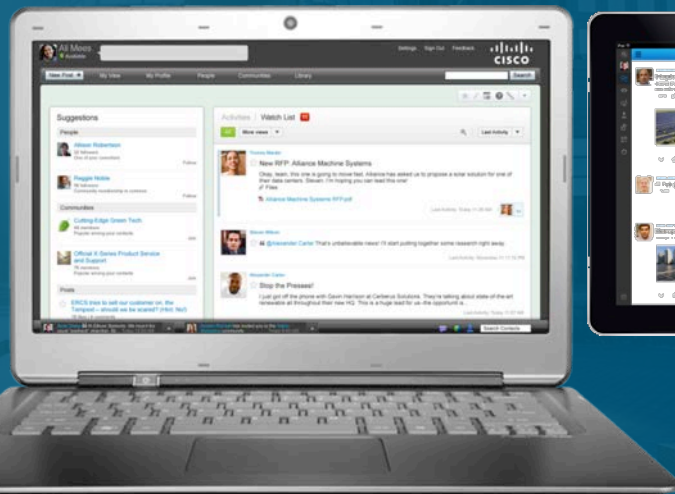
Starts day at home office
accessing team workspace
and planning tools



WebEx
Social



Jabber



Review team
updates and news

Travel to
Partner meeting

Locate
SME

Work remotely
from regional office

Attend
planning meeting

Receive plant alert,
update executive

8 AM

NOON

6 PM

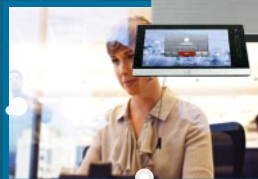
Day in the Life of a Project Manager



EX90



On way to office, receives call from partner who needs to check solution. Finds available SME who adds plant supervisor and finance leads to call.



DX650



Review team updates and news

Travel to Partner meeting

Locate SME

Work remotely from regional office

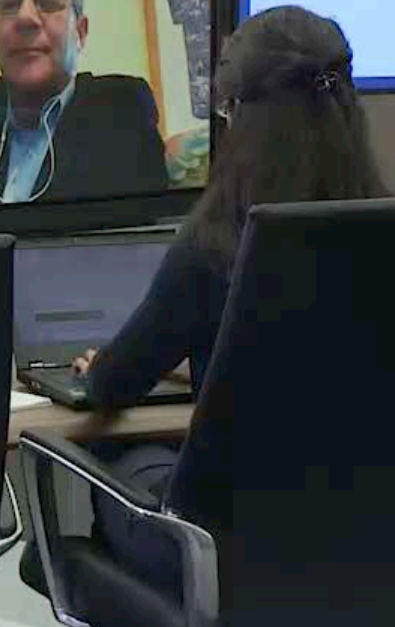
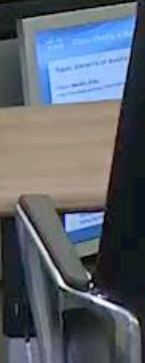
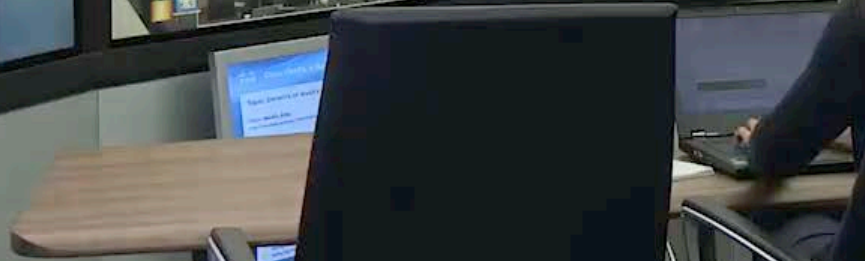
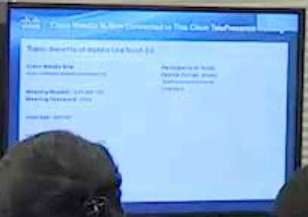
Attend planning meeting

Receive plant alert, update executive

8 AM

NOON

6 PM



Better Collaboration for Deskless Workers

Promote interactive collaboration anywhere by connecting tools and devices

Minimize costs by providing virtual desktop access from multiple locations and devices

Integrate business workflows with collaboration tools to streamline processes

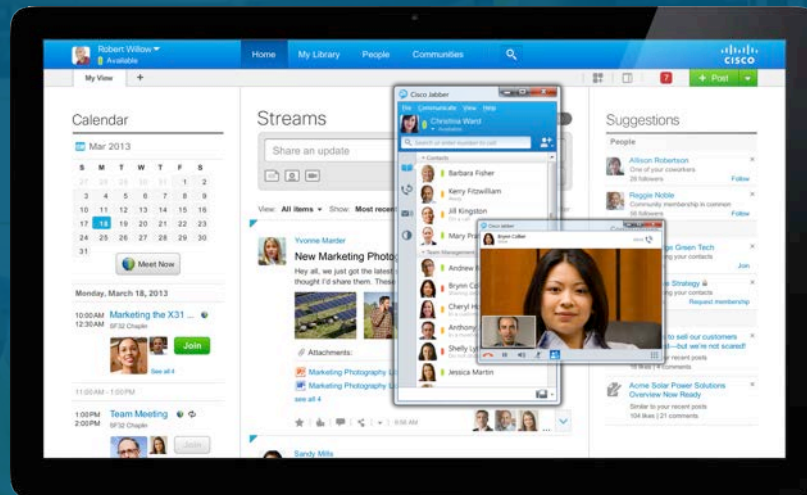
Provide easy access to experts through directories and presence



Day in the Life of a Plant Supervisor



Goes to kiosk upon arrival at work, accesses virtual desktop to clock in, check messages, and get day's schedule



Log into kiosk	Complete online training at shared desktop	Work in warehouse	Join call to expedite customer order	Expedite order with external partners	Alert call center when order is complete	Post shift report, turn in phone and tablet	Receive thank you on personal phone
----------------	--	-------------------	--------------------------------------	---------------------------------------	--	---	-------------------------------------

8 AM

NOON

6 PM

Day in the Life of a **Factory Supervisor**

Checks out wireless IP phone and rugged tablet, uses throughout the day to access and enter information



Cisco IP
Phones

Smartphones

Log into kiosk Complete online training at shared desktop **Work in warehouse** Join call to expedite customer order Expedite order with external partners Alert call center when order is complete Post shift report, turn in phone and tablet Receive thank you on personal phone

8 AM

NOON

6 PM

Day in the Life of a **Factory Supervisor**

Brought into call about priority order, works with project manager, finance, and SME to identify escalation plan



WebEx Meetings

Log into kiosk	Complete online training at shared desktop	Work in warehouse	Join call to expedite customer order	Expedite order with external partners	Alert call center when order is complete	Post shift report, turn in phone and tablet	Receive thank you on personal phone
----------------	--	-------------------	---	---------------------------------------	--	---	-------------------------------------

8 AM

NOON

6 PM

From the Boardroom to the Browser

3.8 Million
WebEx Mobile
Meetings Clients
Downloaded

9.0 Million
Registered
WebEx Meeting
Hosts
Worldwide

39.6+ Million
WebEx Meeting
Attendees
per Month

**Cisco
Collaboration**

[RETURN
TO LIST](#)



“ As the largest industrial company in Italy, **ENI** leads oil and gas operations in over 70 countries. Video is critical to helping our employees collaborate and manage these mining and distribution practices globally.

We believe the **simplified TelePresence and WebEx** experience will help us easily extend important meetings outside of our organization to our large community of partners and suppliers.

We can improve our **B2B** communications by scaling our meetings to **any user**, to participate from their endpoint of choice including a video endpoint, PC, mobile phone or tablet.”

Gabriele Chiesa

Manager, Telecommunication Architecture & Development
ENI

Thank you.

