Why Converge?
Connie Tang | Director, Product Management
Why Converge the Network?

• Ensure reliable *communications*

  Provision reliability and redundancy without unnecessary *duplication*  
  PoE, Battery Backup, QoS, Security Policy enforcement, Management tools, Maintenance  
  Upgrade to network is an upgrade to all applications – Data, Voice, Video, IM/P, …  
  Data, Voice, Video infrastructure budgets can be combined

Provide common access port administration

  Accommodate different endpoints
  Enforce Security Trust boundaries
  Replicable, consistent administration to mitigate risks
Why Converge the Network?
Easily Enable UC Applications on the Network

IP Communications
Mobile Applications
Customer Care
Telepresence
Conferencing
Messaging
Enterprise Social Software
Why Converge Applications?
Leverage Core Services Across Applications

Communication and Collaboration Applications
- Conferencing
- Customer Care
- Enterprise Social Software
- IP Communications
- Messaging
- Mobile Applications
- Telepresence

Collaboration Services
- Presence
- Session Mgmt
- Content Mgmt
- Location
- Client Frameworks
- Tagging
- Policy and Security Management

Infrastructure
- Virtual Machines
- Network
- Storage

On-Premise Hybrid SaaS
What’s the Business Value?

**Productivity**
- Productive and accessible mobile workers
- Effective virtual teams
- Interactive and engaged employees

**Innovation**
- Strategically aligned organization
- Flexible and innovative working options

**Growth**
- Satisfied and loyal customers
- New and innovative IT models
Proof of Impact

Productivity

10% Increase in Productivity Using Voice Ordering App

Innovation

3x Average Success Rate Treating Stroke Patients

Growth

25% Growth Year-Over-Year for Past 4 Years

Supply Chain of Ideas for Envisioning and Delivering New Products

8 out of 10 Callers Use Video Customer Support
Why Converge?
Support Next-Generation Capabilities

- 850K Android activations per day
  - Android is the #1 mobile OS, two years ahead of predictions
    (Google 2/2012; Gartner)

- Of the 5.9 billion mobile cellular subscribers, over 2.5 billion access the Internet.
  - Mobile broadband subscriptions outnumber fixed broadband by 2:1
    (ITU 10/2011)

- In 2015, 90% of traffic on networks will be video
  (Cisco VNI)

- Users share 30 billion pieces of content and spend 700 billion minutes on Facebook, each month
  (12/011)

- Nearly 1/3 of the collaboration market will be hosted by 2013
  (Gartner, IBSG)

- 15% of enterprise desktops and laptops will be managed under a hosted virtual desktop model by 2014
  (Gartner)
People = Business Productivity

“The power to bring people together at critical moments, is key to aggregating and amplifying the impact of employees.”

Harvard Business Review
Thank you.