What is your GRAND DESIGN?
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Cisco is the Leader in Visual Collaboration

- $7.1B TAM for Mid-Market Collaboration
- 71% of Mid-Market non-UC
- 75%+ Execs: Collaboration = Critical

WW Enterprise Voice Market Share

- #1 in Enterprise Voice
- #1 in Web Conferencing
- #1 in Unified Messaging
- #1 in Audio Conferencing
- #1 in Telepresence
- 130K+ Customers (>100 users)
- 50,000,000+ phones
- 48% SOM WW IP Phones

Sources: Synergy Research, and Gartner
Note: Enterprise Voice excludes low-end KTS category
Architecture

- easy-to-use
- technology
- process & culture
- easy-to-deploy
- aesthetic
What are your use cases?

Basic Education  Post-graduate  Commercial Programs  Research  Operational
Some key characteristics

Basic education for students

Presence
• students (remote)
• students (onsite)
• lecturer (onsite)
• lecturer (remote)

Information access
• live vs. on-demand
• linear vs. non-linear
Some key characteristics

Post-graduate studies

Presence
• student (onsite)
• instructor (onsite)
• expert (remote)

Process
• iterative process
• need for information repository
• video-on-demand and transcription of spoken text
Some key characteristics

Commercial Programs

Presence
- students (onsite)
- lecturer (onsite)
- expert (remote)

Process
- iterative process
- time restricted
Some key characteristics

Research

Presence
• researcher (onsite)
• team (remote)
• expert (remote)

Process
• iterative process between organizations
• need for documentation
• high security requirements
Some key characteristics

Administration and operations

Presence
- staff (onsite)
- team (sometimes remote)
- experts (remote)

Process
- iterative process between organizations
- need for documentation
Challenges going forward

Technology
• will the chosen technology become/stay standard?
• will the development curve be aligned with objectives?
• will the chosen technology enable new ways of operating?

Organizational
• will the organization adopt the technology?
• how will new technology change the curriculum?
• how will new technology challenge current pedagogic?
• will funding model be in place 2-3 years from now?
• what solutions will ecosystem partners deploy?
Collaboration Platform

- Any device access
- Public access from/to secure SoMe
- Existing and new realtime Communication clients/apps
- Room based video conferencing
Environmental challenges affecting use cases

Cloud services
- departmental point-buying
- siloed solutions

Proprietary technology
- Skype, Facetime, Facebook

WebRTC / HTML5
- browser-based applications
- easy access to “university on-demand”

Enterprise social media
- Moodle, Sharepoint, Yammer, WebEx Social

Any device (BYOD)
- Battle of the mobile OS
- Create and consume from any device
Continuous dialogue with key stakeholders

Solution Development

Known development

“technical owners”
Q1 Q2 Q3 Q4
v.1.0 1.x 1.x 1.x 1.x

“business owners”
Q1 Q2 Q3 Q4
v.2.0 2.x 2.x 2.x 2.x

“technical owners”
Q1 Q2 Q3 Q4
v.3.0 3.x 3.x 3.x 3.x

unknown development

Technology Development

Regulatory Development

Operational Environment

time
What is your GRAND DESIGN?