

Accelerate transformation  
with smarter collaboration.





The world of work is evolving, and companies need to adapt swiftly to stay competitive. Businesses need human-centered solutions to help them thrive, engage employees, and manage all work styles.

Successful transformation enables choice and personalization to connect **work style, workflow, and workspace** with unified experiences that are easy to use and intelligent.





# More productivity and increased satisfaction

True transformation comes from people, and Cisco enables a human-centric approach to the future of the workplace. It puts people in the center, connecting and enabling greater employee engagement to attract and retain skilled workers, optimize assets, reduce costs, and deliver compelling customer experiences. Cisco can even help you:

- Increase employee engagement and productivity.
- Better attract and retain top talent.
- Enhance well-being for employees.
- Improve the customer experience.
- Create an environmentally sustainable workspace.
- Optimize real estate and reduce cost.

**Connect your workspace, workflow, and work style to enhance employee and customer experiences.**



**\$1.2 trillion** was spent on digital transformation in 2019.<sup>1</sup>

Yet **only 16 percent** say they see gains.<sup>2</sup>





Transform your workspace  
with better collaboration.





People have transformed the way they work together, and they need more shared spaces with more technology available to them to fit their needs and usage style.



**93 percent of users**, IT professionals, and facility managers surveyed state that open-office environments need more huddle spaces.<sup>3</sup>

**70 percent of users** cite office background noise as a top distraction, especially in open-plan workspaces.<sup>4</sup>

**30 to 40 percent of spaces** in an office are underutilized on any given work day.<sup>5</sup>

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At Cisco, we enable collaborative workspaces that support the way people work today and accommodate the way they want to work in the future.



# Innovation for better collaboration.

Collaboration has become more intuitive with technology, and Cisco offers a single, unified experience so customers get one experience for end users and IT. Familiar, consistent, easy-to-use experiences, including cognitive features, reduce friction and allow users to be more productive—even in open workspaces.



## Deploy products that transform workspaces and support more modern work styles.



Smart headsets, workstations, and meeting room devices transform workspaces to be more productive and deliver the flexibility required to support modern work styles. This allows open spaces, huddle rooms, and multipurpose spaces to adapt as needs change. And it's all integrated and managed from a single pane of glass.

“Our global real estate costs decreased by 26 percent from 2012 to 2017—despite a 7 percent increase in the workforce.”

— Alan McGinty, Senior Director,  
Cisco Global Workspace Innovation Group



# Isn't it time your organization considered the reduced costs and business benefits enabled by Cisco Webex Meetings and Webex Devices?

Discover the ROI



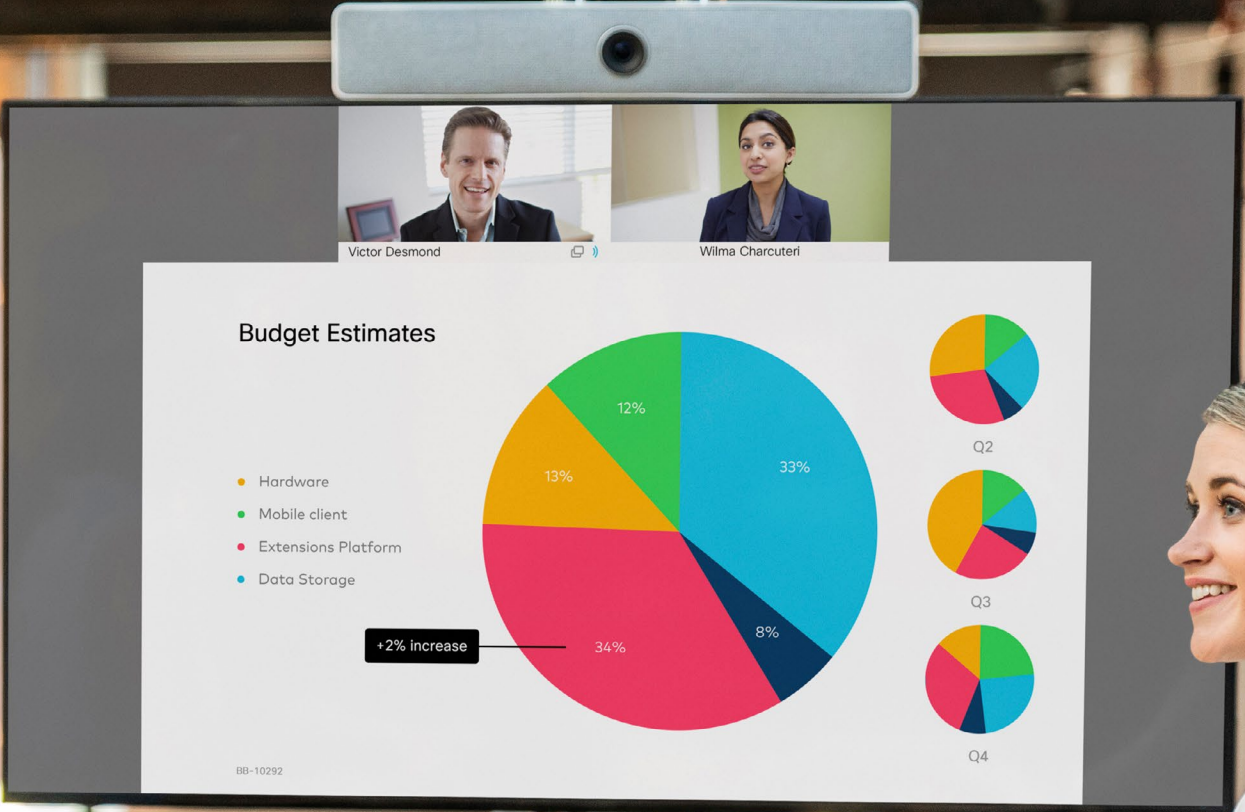
Create different types of spaces to support changing work styles. Measure value in terms of engagement, productivity, environmental sustainability, and real estate costs.

Manage large-scale deployments centrally and make data-driven decisions.

- IT can use real-time performance, visibility, and diagnostics to quickly triage high-priority issues or identify trends and proactively adjust resources.
- Managers can optimize real estate costs, workspaces, and ROI by viewing space utilization and people count.

Watch more





Connect workflows and break down information silos.

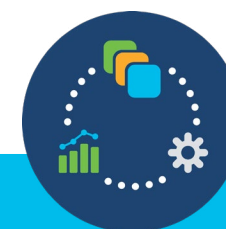




Siloed apps and information cause friction, slow productivity, and produce a patchwork of disconnection resulting in poor customer experiences. What should be an empowering and frictionless transition turns out to be a complex migration process with new choices to make, new technology to use, and new skills to learn. This creates disjointed, disconnected customer journeys.



34 apps are in use by the average software-as-a-service (SaaS)-enabled knowledge worker.<sup>6</sup>



The average enterprise still uses over 900 disparate applications.<sup>7</sup>

With Cisco, connect work teams, break down information silos, and enable workflows with more unified communications (UC) capabilities. Additionally, foster better team collaboration and deliver more connected customer experiences.





Companies with great employee experiences see **25 percent increased profits and 2x the customer satisfaction and innovation.**<sup>8</sup>

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Make your customer experience **competitive** by delivering proactive, contextual customer experiences.

[Watch more](#)



## Transform employee engagement and customer experiences.

Collaboration is happening faster than ever, and a single, unified experience enables real-time workflows to accelerate your decision-making process.

Integrate existing workflows, like Microsoft Office 365, Microsoft Teams, Google productivity suite (G Suite), Salesforce.com, Trello, ServiceNow, and hundreds of other enterprise workflow apps. The Cisco Webex® single-platform approach helps enable workflows and allows users to access all their tools from one unified app.



## Chapter 3: Work style



Connect flexible work styles  
inside and outside the office.





Today's CIOs are striving to provide a modern and unified experience for their employees across one single calling, messaging, and meetings platform so they can improve employee productivity. Cisco delivers on this promise across any work style with a single admin experience to enable greater employee engagement and to better attract talent and retain skilled workers.

## Remote work as the norm

4.7 million employees work from home at least half the time.<sup>9</sup>

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## Changing office patterns

Fortune 1000 companies around the globe are entirely revamping their space around the fact that employees are already mobile. Studies repeatedly show that desks are vacant 50 to 60 percent of the time.<sup>9</sup>





Create consistent experiences wherever work happens for users and IT.

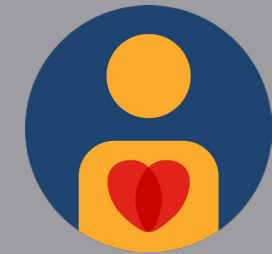


Team members have secure, easy, familiar, and intuitive access to each and every tool from the computing device they are using.

IT has a single pane of glass that streamlines administration and makes it simple to access and manage everything from one place.



# Collaboration is more personalized.



## A unified app experience that:

Meets work-style needs to collaborate, communicate, and co-create with experiences that are modular, personalized, and configurable.

[Learn more](#)

## Cognitive features that:

Facilitate smarter ways to work, integrating context and intelligence across all interactions.

[Learn more](#)

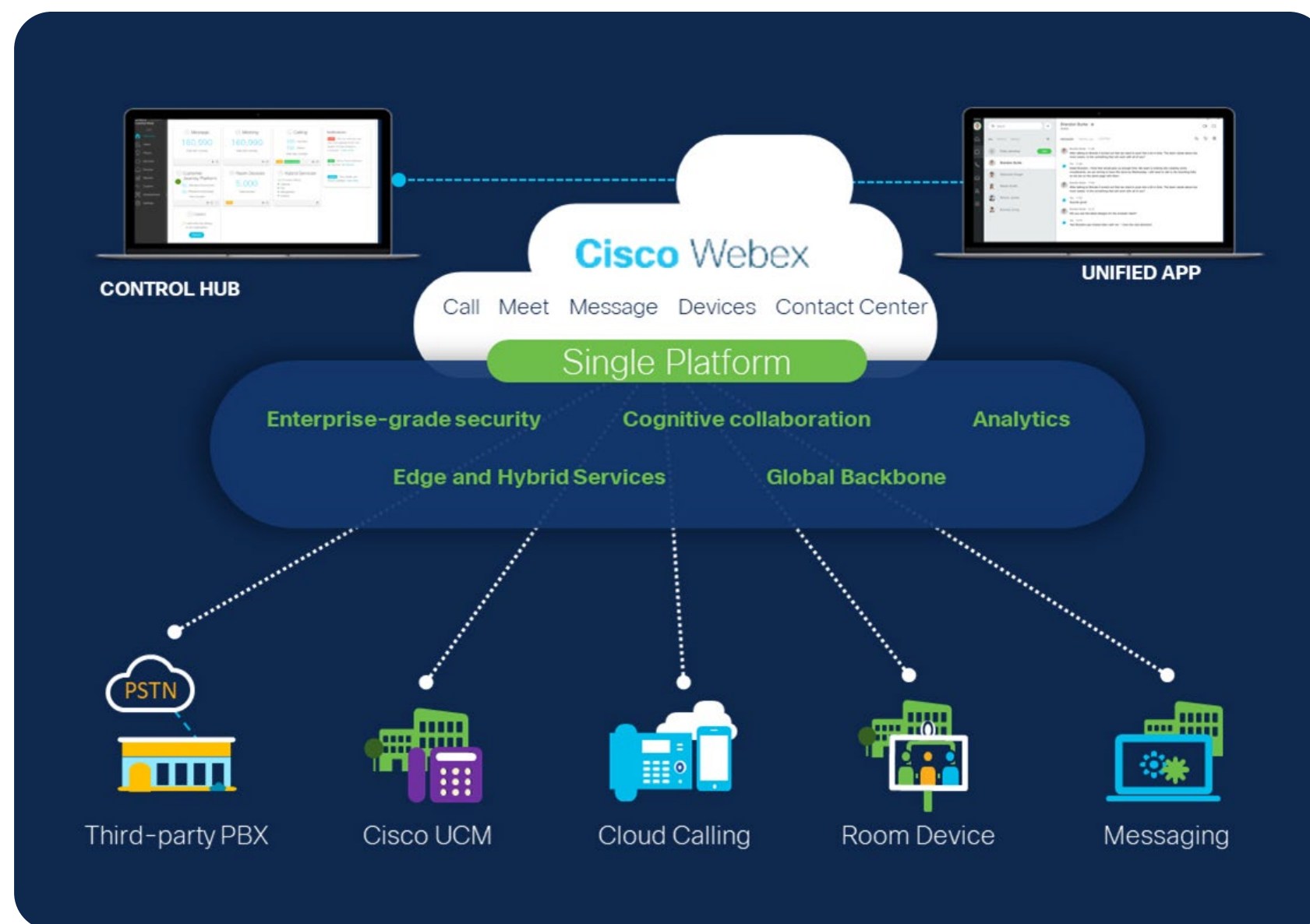


# The Cisco Webex Single Platform Advantage for the future of work



The Single Platform Advantage of Cisco Webex gives organizations a flexible migration path to cloud services by adding value to existing on-premises investments.

Additionally, Webex® allows instant global scaling, enterprise-grade security, cognitive intelligence, and unified modern experiences so IT and users can transform their workspace without disrupting business.





# The Cisco Webex Single Platform Advantage



## Unified UC workloads

Calls, meetings, messaging, and device all controlled from one unified app.



## Enterprise-grade security

A 360-degree approach to secure your business with true end-to-end encryption, antimalware, data-loss protection, and enterprise content management.



## Cognitive collaboration

Facilitates smarter ways to work by integrating context and intelligence across all interactions.



## Analytics to manage by insight

Unified management, diagnostics, and analytics that facilitate, provision, administer, and manage Cisco Webex services for calling, meeting, team collaboration, contact center, devices, and API via a single pane of glass.



## Edge and hybrid services

Adds value to your current collaboration investment, unifying collaboration workloads and enablement.



## Open and extensible

Opens API integration with leading enterprise workflow apps to enable frictionless collaboration.



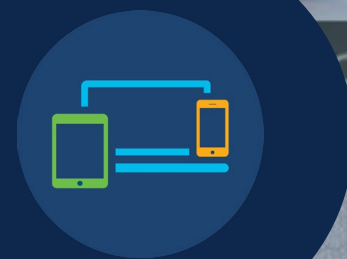
## Global backbone

Utilizes a global network built for business and real-time media.





## 5 key questions for every IT manager





## 1 Are we able to have a global view of our deployment to ensure enterprise class security and performance?

### The app experience

With Cisco, a single pane of glass provides customers with greater administrative control and enterprise-grade security and compliance. Now IT can centrally configure and modularize, manage, secure and scale, and create meaningful experiences for global workforces.

## 2 How can we maximize our existing investment and avoid a rip-and-replace approach?

### Edge and hybrid services

Cisco edge and hybrid services link with current solutions and provide flexible pathways to the cloud for enterprise and midmarket UC solutions to modernize the workspace in an affordable per-user and per-device subscription model.

Optimize use of current cloud, on-premises, or hybrid resources without disrupting business operations or user experiences across meetings, teams, calling, and devices.





### 3 Will we be able to measure user adoption and service performance to provide proactive solutions to achieve our strategy?

#### Analytics and diagnostics to manage by insight

Utilize data and information on how services are being used, instant views on key performance indicators to manage the enterprise, diagnostics to rapidly identify issues and take action, and the ability to manage by insight. This sensor data is leveraged to understand how spaces are being used or understand agent performance in the contact center.

### 4 How can we use artificial intelligence (AI) to work smarter and more effectively?

#### Cognitive collaboration

Cognitive intelligence integrates context and information across every interaction to create enriched collaboration experiences across all team interactions.

### 5 How can we simplify user tools to allow them to collaborate more efficiently?

#### One unified modern experience for end users and IT

Only the Webex platform integrates calls, messages, meetings, and contact center into one cognitively enabled communication stack. Now companies can utilize integrated video, voice, and data in just one supported product to connect and empower everyday workflows.



Transition to the cloud with ease.

IT management can preserve its existing Cisco and third-party PBX investments while taking advantage of Webex cloud applications and centralized management and analytics services.

[Learn more](#)



Conclusion: The Cisco solution



# Get started with a single-platform approach.

Only the Cisco Webex single platform has the proven scale, security, and features to optimize and accelerate the outcomes of workspace transformation for today's multisite, midmarket, and large enterprises.

**To learn how a unified framework can transform your productivity and workflow, contact your Cisco representative today.**



# Resources to help you get started



**Cisco Webex connects work styles, workflows, and workspaces.** Using a combination of software and hardware on a single platform that integrates calling, meeting, messaging, devices, contact center, and APIs, Webex enables organizations to collaborate, communicate, co-create, and deliver amazing customer experiences in new and smarter ways wherever work happens.

1. [Businesses Will Spend Nearly \\$1.2 Trillion on Digital Transformation This Year as They Seek an Edge in the Digital Economy, According to a New IDC Spending Guide](#), IDC, April 24, 2019.
2. [Unlocking Success in Digital Transformations](#), McKinsey & Company, October 2018.
3. [Rise of the Huddle Space](#), Dimensional Research, November 2018.
4. [Udemy In Depth: 2018 Workplace Distraction Report](#), Udemy for Business, 2018.
5. [Occupancy Planning Annual Report](#), JLL, 2017.
6. [Why 70% of the Largest SaaS Companies Have App Stores](#), Reforge, September 2018.
7. [Connectivity Benchmark Report](#), MuleSoft, 2020.
8. [Building Business Value with Employee Experience](#), MIT CISR research briefing, June 2017.
9. [Telecommuting Trend Data](#), Global Workplace Analytics, August 16, 2019.



Unified communications and cloud calling



Meeting and conferencing



Collaboration devices



Team collaboration



Cisco Contact Center



Management, analytics, and diagnostics



Application integrations



Cognitive collaboration