



VoiceCon San Francisco 2008



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Why Video



**A picture is a thousand words,
video is a million**

“In person” experience

64% of communication is non-verbal¹

**One third of the human cortex is
dedicated to vision²**

¹Kandola, Pearn "The Psychology of Effective Business Communications in Geographically Dispersed Teams", Cisco Systems, September 2006

²Vision Group Research, FMRIB, University of Oxford, UK

Business Video

Enabling process transformation



Collaboration

Accelerated
Decision Making



Safety and
Security

Protecting people
and assets



Customer
Intimacy

New Revenue
Streams



Knowledge
Transfer

Manage Complexity
And Scale

Media Ready Network

Video Communications

Mass
Collaboration

Team
Collaboration

In Person
Collaboration



Video Telephony &
Unified Personal
Communicator



Unified MeetingPlace



WebEx – On-demand

3200



3000



1000



500



TelePresence



Interoperability

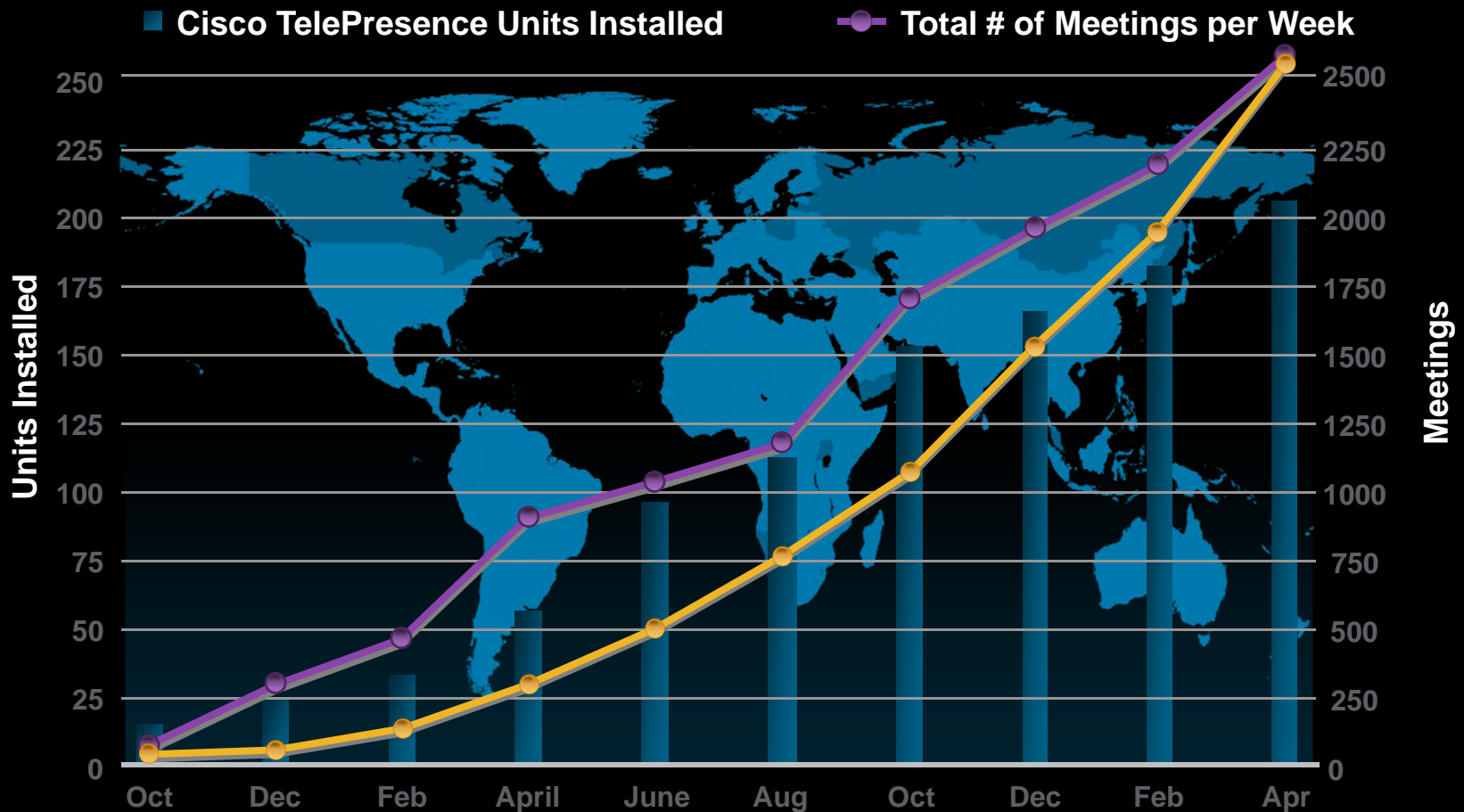


Multi-point



Inter-company

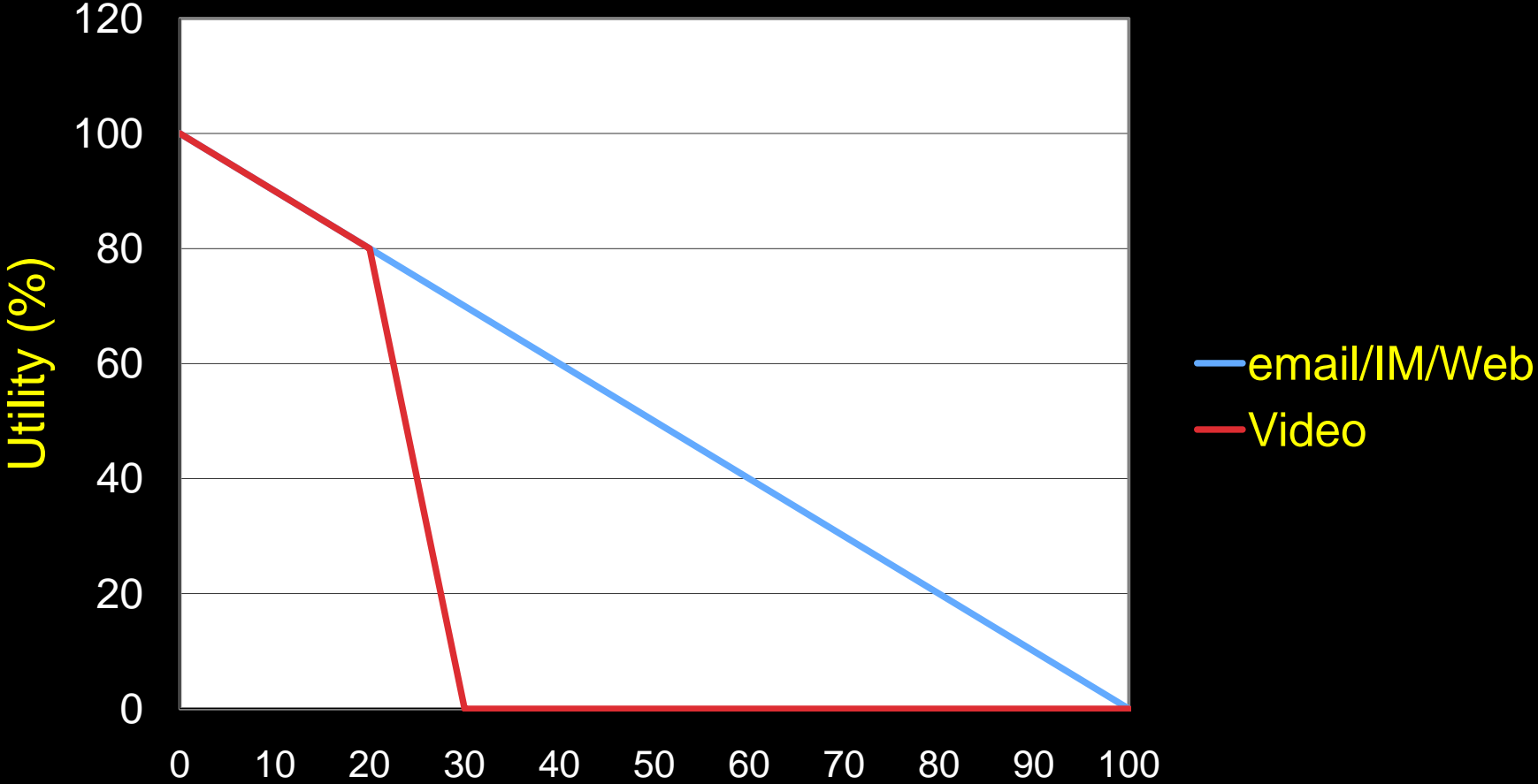
Cisco-on-Cisco TelePresence Transformation



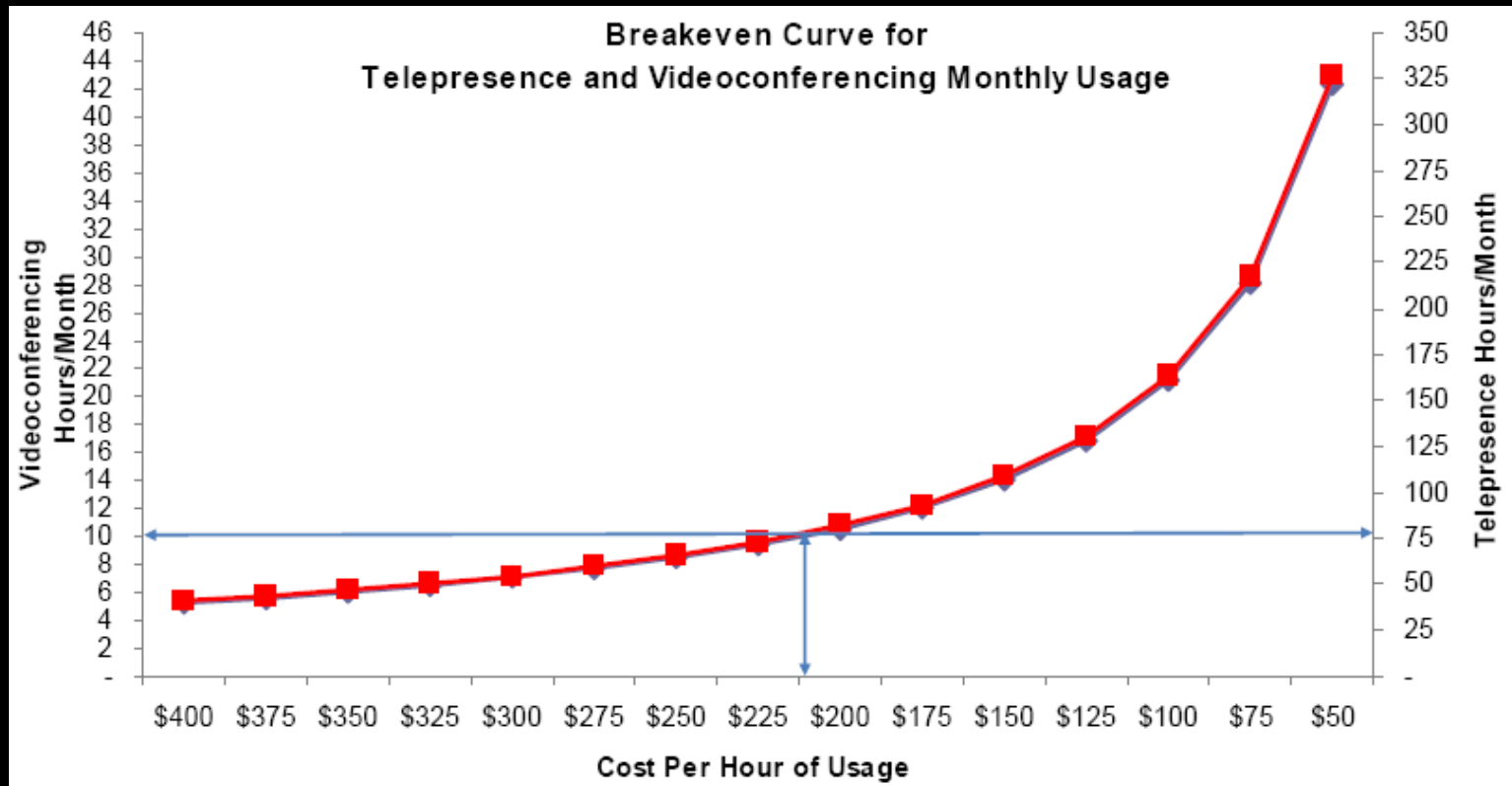
Key Metrics

165K meetings LTD, +3K/week; \$280M in travel savings; 0 hours of end user training, 0 hours of in-room IT support

Utility vs Network Degradation



Relative Cost of TelePresence— Low per-hour costs vs. videoconferencing



Higher TelePresence usage rates due to simplicity and high-quality experience

3 Pragmatic suggestions for Video deployment

1. The *reason* to buy is business transformation

Travel savings is *how* you pay for it

2. Not all video is created equal

Experience matters!

3. Value is more important than cost

Metcalfe's law drives value – Usability, Intercompany