

Why WebEx?

Discover the benefits of real-time
web collaboration in your organization

Cisco WebEx LLC

3979 Freedom Circle,
Santa Clara, CA 95054 USA

Main: +1.408.435.7000
Sales: +1.877.509.3239

www.webex.com

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Executive summary

Web conferencing is changing the way we work. You no longer need to travel halfway around the world to meet with an important business partner or present at a seminar. You can connect with people instantly over the web. Web conferencing gives you the power to hold interactive meetings, conduct engaging events, deliver live sales presentations, implement remote learning programs, provide round-the-clock customer support—enhancing virtually every facet of your business by increasing productivity and efficiency while improving overall communication.

Cisco® provides global, on-demand web conferencing with market-leading WebEx® applications. Cisco WebEx™ solutions help to increase productivity and improve communication across the entire enterprise, and offer specialized applications for webcasts, eLearning programs, and attended and unattended technical support.

- **Cisco WebEx Meeting Center:** Meet online, collaborate with remote colleagues, customers, or partners and deliver presentations—as easily as if you were face-to-face.
- **Cisco WebEx Training Center:** Provide live or on-demand training sessions for employees, customers, partners, or students. Offer remote learners an engaging, high-touch learning experience—without breaking your budget.
- **Cisco WebEx Event Center®:** Present compelling, live online events to prospects, customers, employees, or media anywhere in the world.
- **Cisco WebEx Support Center:** Deliver instant, personalized remote support to users—inside or outside your company—regardless of location. Shorten call times, increase first call resolution, minimize expensive onsite service visits, and reduce overall support costs.

Powering real-time web collaboration with advanced Cisco WebEx technologies

Maximizing ROI: WebEx solutions are delivered as Software-as-a-Service (SaaS) over the web. Cisco hosts these collaboration applications on its own infrastructure. All you need to access WebEx is a browser and an Internet connection. SaaS delivery gives you the ability to build a full-scale collaboration strategy with minimal IT investment, reducing the workload on your operations team, maximizing ROI, and lowering the cost of ownership.

The Cisco WebEx Collaboration Cloud was purpose-built for real-time web collaboration. It overlays the public Internet, but unlike the Internet, the WebEx Collaboration Cloud provides a fast, direct route for all your data, without storing it on intermediate servers. The dedicated Cisco network connects users to the WebEx Collaboration Cloud in a single hop and then links everyone together in real time. The result is a high-performance, high-quality experience that includes:

- Automatic failover, load balancing, and redundancy to ensure uptime and performance.
- Direct, reliable, and flexible meeting solutions that easily reach users behind firewalls.

- Support for all common operating systems and platforms: Microsoft® Windows,® Apple® Mac,® Linux,® Unix, Sun™ Solaris,™ and smartphones.
- A highly secure meeting experience over an externally audited network designed to keep data private.

Redefining mobility: You may be out of the office but you can use your 3G or WiFi supported smartphone, including iPhone, BlackBerry or Nokia, to participate in WebEx meetings. Native 3G and WiFi support provide the same access to data and audio that you experience from your computer.

Keeping data secure: WebEx applications employ leading, industry-approved technologies, policies, and standards to protect session data, and help to ensure ultimate security and data integrity. WebEx applies a broad array of multi-level enterprise security measures, including site and physical security, end-to-end data encryption, user authentication, and network security.

Maximizing performance: To help optimize performance on campus-based enterprise networks, Cisco has introduced the Cisco WebEx Node for ASR 1000—a shared port adapter for the Cisco ASR 1000 Router Series. The WebEx Node helps large enterprises reduce WAN bandwidth usage by up to 90 percent, resulting in lower WAN costs and reduced firewall load. The WebEx Node is a hardware module for the Cisco ASR 1000 that runs behind a company firewall and optimizes bandwidth to enable faster performance in an enterprise environment for WebEx web conferencing.

Integrating with popular desktop and productivity applications:

Seamless integration with Microsoft Outlook® and other Microsoft Office applications, instant messaging applications (IM), email, and other enterprise software, means it's easy to start a meeting from the applications your organization uses the most. Or integrate WebEx services with key corporate applications, such as Learning Management Systems (LMS) or Customer Relationship Management (CRM), and make web collaboration part of your day-to-day operations.

Integrating with Cisco Unified Communications and Collaboration products:

The WebEx services portfolio is a key component of the Cisco vision for unified communications and collaboration. Cisco delivers a robust set of collaboration solutions to a variety of endpoints: desktops, laptops, mobile devices, phones, smartphones, or IP phones. These solutions are delivered through a variety of deployment options—on-demand, on-premise, and combined on-demand and on-premise—providing flexibility for organizations to choose the best operational model.

- Offer users a unified meeting experience that includes single sign-on and a single point of control by combining WebEx Meeting Center with Cisco Unified MeetingPlace.®
- Get advanced video capabilities by integrating WebEx Meeting Center with Cisco Unified Videoconferencing.
- Initiate a WebEx meeting directly from a Cisco Unified™ IP Phone with WebEx Meeting Center and Cisco Unified IP Phone integration.

Web conferencing is essential in today's world to increase productivity, reduce time-to-market, save travel dollars, and improve communications.

More than 10 million people in more than 150 countries participate in WebEx meetings every month. And this number continues to grow as businesses become more global, the workforce continues to become more distributed, and the global economy demands innovative, high-touch solutions that can be implemented quickly and cost-effectively. Organizations of all types and sizes use WebEx—including 90 percent of Fortune 500 companies, as well as thousands of small businesses around the world.

Cisco provides a variety of WebEx services optimized to streamline specific business processes—training, marketing and sales, support, and general project and program management. Together with other Cisco collaboration products and services, such as Cisco Telepresence™ and Cisco Unified IP Phones, WebEx solutions offer companies around the world with a better way to get work done—faster, less expensively, from any place, at any time, for any purpose.

For more information:

To learn more about Cisco WebEx collaboration solutions, visit:
<http://www.webex.com>

To try WebEx free, visit:
http://www.webex.com/go/free_trial

For Cisco WebEx customer success stories, visit:
http://www.webex.com/go/success_stories

For details on WebEx security, visit:
http://www.webex.com/go/Security_Overview

For details on mobile integration and the most current list of supported smartphones and other devices, visit:
<http://www.webex.com/mobile>

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Learn more about Cisco WebEx solutions.

Request a consultation with a solution specialist by email at sales@webex.com.
Or visit us online at www.webex.com.