



# Web2.0 Communication & Collaboration Tools In a Global Enterprise



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# What is Web 2.0?

*Empowered users creating, distributing, sharing and reusing content and applications*



Wikipedia Web 2.0 Mind Map

## Democratization of Web

- Consumers → producers
- Social networking and community
- Collaboration
- Personalization
- Mashups

# The Human Network

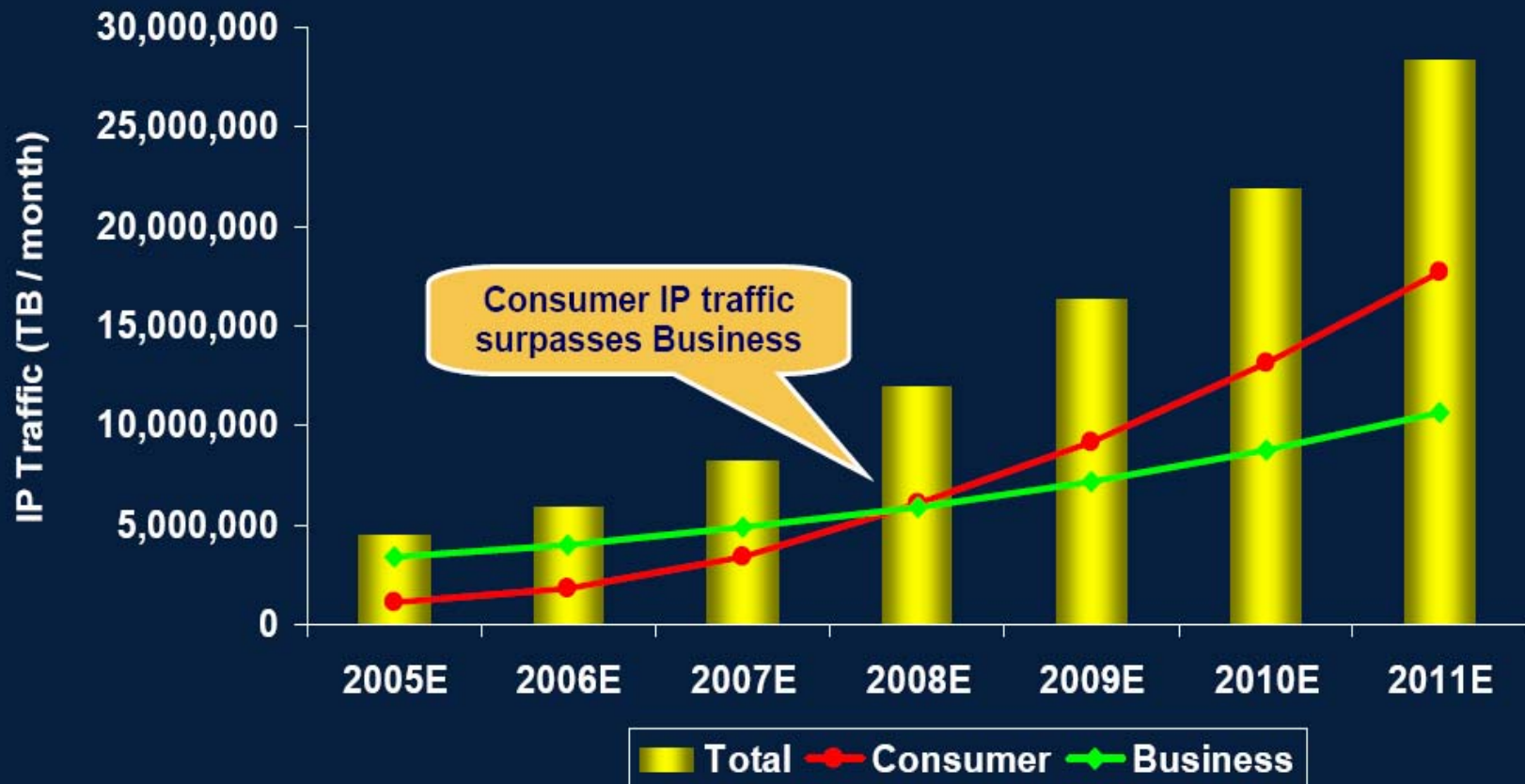


Connecting People

Consumer/Data Center

# Consumer Surpasses Business IP Traffic in 2008E – 58% IP Traffic CAGR, 2005-2011E

## Global IP Traffic

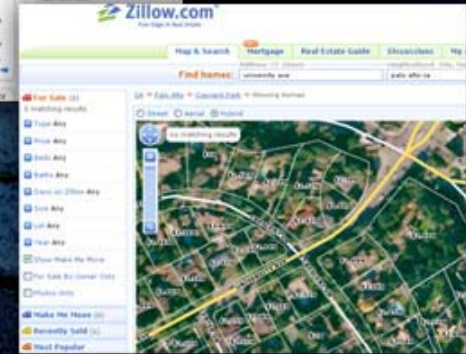


# Consumer Web 2.0 (Our new employees at Home)

Personalization



Mashups



Social Networking  
and Community



**Social Network**  
– Dates, Restaurants,  
Video, Cool Place to Live



Consumers → Producers

# Employer Web 1.0 (Our new employees at Work)

Others working  
on same strategic  
initiative

skype



facebook



flickr



Finding the  
right person at  
the right time

Finding the right  
information at the  
right time

What to  
do next

# Challenges

Information Overload

Email, Meetings,  
IM, Voicemail

Finding the Right Information

Expertise, Usability,  
Navigation, Publishing

Cross-functional Collaboration

Avoid Replication,  
Avoid Silos, Strategic Alignment

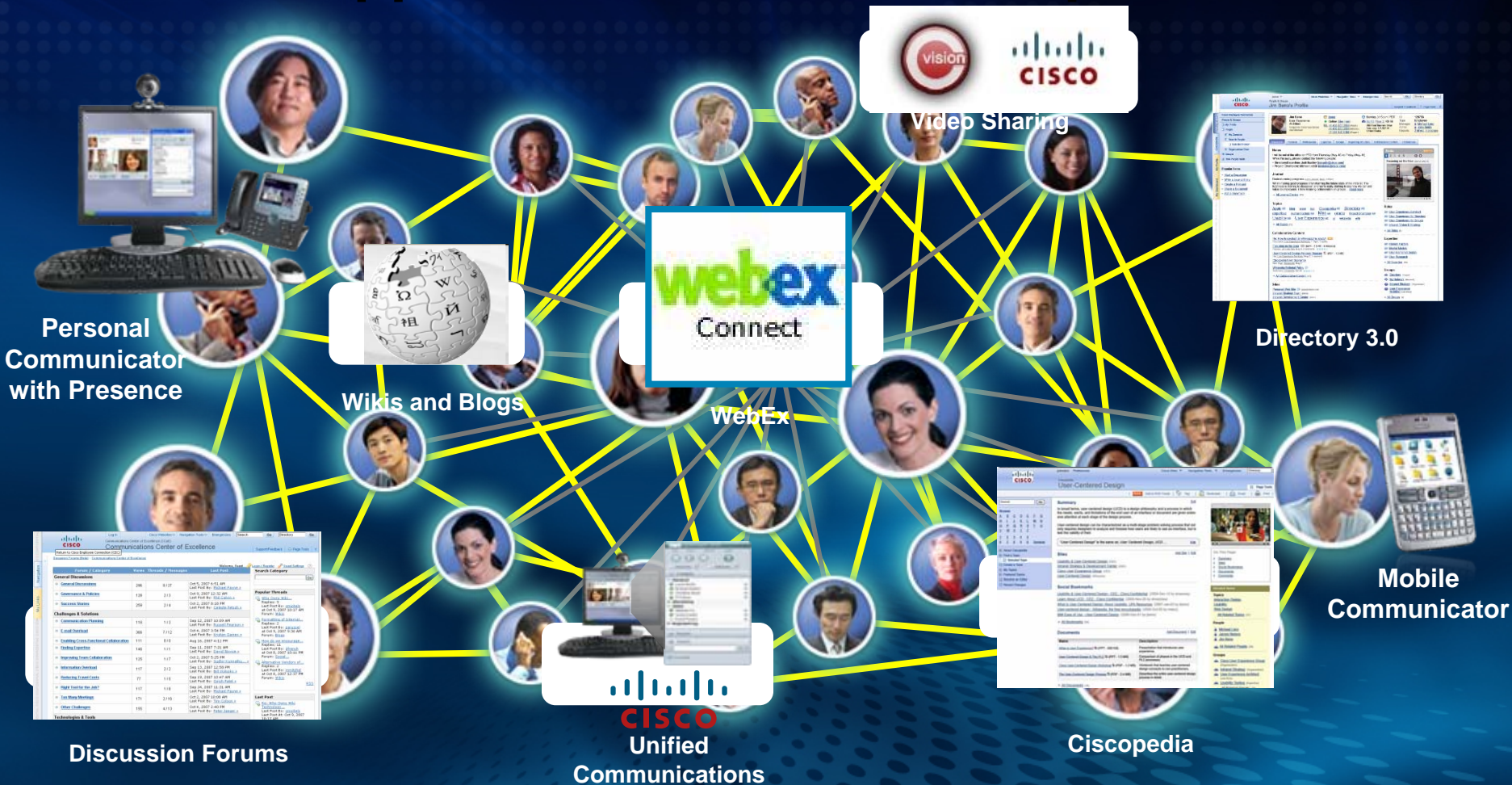
Global Workforce and Teams

Time Effectiveness,  
Collaboration,  
Reducing Travel Costs

Communications  
Delivery Effectiveness

Internal and External

# Today: Cisco employees are integrating Web 2.0 Applications into the workplace ...



**Driving Productivity, Growth and Innovation**  
**Connect, Communicate, Collaborate and Learn**



# Community Blogs

- 2000 Active Blogs
- 8000 registered bloggers
- 12000 entries
- 3 x growth since 2008

The Platform - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://blogs.cisco.com/news>

**The Platform**  
Opinions and Insights from Cisco

**Join the Conversation**

- > The Platform
- Collaboration
- Data Center Networks
- DigiAll Consumer
- DigMediaRev
- Ecollibrium
- Healthcare Industry Insights
- High Tech Policy
- Innovation
- Mobility
- SP360: Service Provider
- Virtual Worlds
- Web Experience

**Cisco Featured Posts**

**Recent Posts**

- > [5 Predictions for the Future of Collaboration](#)
- > [Links by Cisco Routers](#)

**April 20, 2009**

**5 Predictions for the Future of Collaboration**

How many of you use Facebook? LinkedIn? Twitter? Do you believe that your ideas get stronger when you share them with others? Collaboration enables us to connect with experts and people with like-minded interests.

The tools we use to link people, information and communities are evolving at lightening speed. That's especially true in these turbulent economic times, as organizations aim to do more with less. Business leaders and IT decision-makers alike recognize that collaboration is a way to boost productivity and gain competitive advantage within tight budget constraints.

Given the rapid pace of change and our industry leadership, what is Cisco's vision for Collaboration?

Well in the spirit of Collaboration, I want to share my ideas with you! Throughout the week I will post my top "predictions" for the future of Collaboration. I am looking forward to hearing back from you, as we build this vision together.

**Prediction #1**

Collaboration Networks will be to Enterprises what Social Networks are to

Internet

start 4 5 3 I... N... 100% 11:35 AM

# Community Wikis

- 4000 Active Wikis
- 72000 registered wiki users
- 200,000 pages
- 8 x growth since 2008

The screenshot shows the Cisco Sales Engineers Community website. At the top, there is a navigation bar with the Cisco logo, user name 'jgrubb', and various utility links like 'Cisco Websites', 'Navigation Tools', 'Emergencies', 'Search', 'Go', and 'Directory'. Below this is the main header for the 'Sales Engineers Community' with a 'Support/Feedback' link and 'Page Tools'. A sidebar on the left contains navigation menus for 'Cisco Employee Connection', 'People & Groups', 'My Profile', 'Ciscopedia', 'My Profile', and 'My Dashboard'. The main content area features a 'Sales Engineers Community' overview card with 23 members and 5 new messages. Below this are tabs for 'Overview', 'Discussions', 'Journals', 'Links', 'Media', 'Files', 'Learning', 'Members', 'Expertise', and 'Settings'. The 'Discussions' section lists several topics with their respective authors and reply counts. The 'Journals' section features a recent entry about a customer visit in Dubai. The 'Links' section lists various resources. On the right, there is a 'Media' section with a video player titled 'Campus Networks: Loose Collection to Organized Hierarchy' and a 'Related Items' section with 'Ciscopedia Topics' like 'Worldwide Sales', 'Field Sales', and 'Consulting Engineer'.

# Wiki Support tool: Ciscopedia

- 100,000 pages
- 500,00 hits / mo

- A new wikipedia-like web platform to enable internal collaboration
- Incorporates core web 2.0 functionality and components

The screenshot displays the Ciscopedia interface for the article 'User-Centered Design'. The page includes a search bar, navigation menus, and a main content area with sections for Summary, Sites, Social Bookmarks, and Documents. A video player is embedded in the right sidebar, and a list of related items and people is also visible.

**Search:** [Search] [Go]

**Browse:** A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 Symbols

**Navigation:** About Ciscopedia, Find a Topic, Selected Topic, Create a Topic, My Topics, Featured Topics, Become an Editor, Recent Changes

**My Dashboard / My Links:** [Icons for various user actions]

**Summary:** In broad terms, user-centered design (UCD) is a design philosophy and a process in which the needs, wants, and limitations of the end user of an interface or document are given extensive attention at each stage of the design process.

**Sites:** Usability & User-Centered Design (CEC), Intranet Strategy & Development Center (CEC), Cisco User Experience Group (CEC), User-Centered Design (Wikipedia)

**Social Bookmarks:** Usability & User-Centered Design - CEC - Cisco Confidential (2006-Dec-12 by smeaney), Learn About UCD - CEC - Cisco Confidential (2006-Nov-25 by dmorshea), What is User-Centered Design: About Usability: UPA Resources (2007-Jan-02 by jbeno), User-centered design - Wikipedia, the free encyclopedia (2006-Oct-05 by mlenz), IBM Ease of Use - User-Centered Design (2006-Dec-01 by jbeno)

**Documents:** What is User Experience? (PPT - 680 KB), User-Centered Design & The PLC (PPT - 1.5 MB), Cisco User-Centered Design Workshop (PDF - 1.2 MB), The User-Centered Design Process (PDF - 2.4 MB)

**Video Definition:** Preview [Video Player]

**On This Page:** Summary, Sites, Social Bookmarks, Documents, Comments

**Related Items:** Interaction Design, Usability, Web Design, All Related Topics (11)

**People:** Michael Lenz, James Nieters, Jim Beno, All Related People (34)

**Groups:** Cisco User Experience Group (Organization), Intranet Strategy (Organization), User Experience Architect (Job Role), Usability Testing (Expertise), All Related Groups (12)

# Video Library: "C-Vision"

- 7000 Videos
- 23 x growth in one year
- 43000 downloads / mo

The screenshot shows the C-Vision video library interface. At the top, there is a navigation bar with the Cisco logo and a search bar. Below the navigation bar, there are tabs for "My", "Members", "Videos", "Audio", "Photos", "Articles", "Channels", "Teams", and "Log out". The main content area is titled "C-Vision" and features a "video channels" section with a list of channels such as "Cisco North America (259)", "Test (179)", "Personal (158)", "Training (132)", "Cisco Europe (113)", "Marketing (81)", "Cisco Emerging (34)", "Cisco Japan (29)", "Cisco APAC (20)", "HR (4)", and "IBSG (2)". There is also a "my videos" section with options like "Upload My Video", "My Videos", "My Favorites", "My Video Albums", and "My Video Comments". A "browse videos" section includes "Video Channel", "Recently Added", "Random", "Recently Viewed", "Top Rated", "Most Recommended", "Most Viewed", "Most Discussed", and "Most Favorite". The "video tags" section includes "Blend Cisco Collaboration" and "Expression Test". The main content area displays a grid of video thumbnails with titles, descriptions, and ratings. The titles include "TEST Decision Support Vision & Strategy", "Move 4 - Security Services", "The BT Minute...S 1:E4", "The BT Minute...S 1:E3", "The BT Minute...S 1:E2", "The BT Minute...", "Rasheed wallace magical shot", and "Green 5". Each video entry includes a thumbnail, a title, a description, a watch time, an added time, a source, a playing time, tags, and a star rating.

## C-Vision

Internal corporate YouTube-like functionality

Ability to create and upload video, audio and still photos files for business use

Integrated tag clouds and rating functionality

Search function via [vsearch.cisco.com](http://vsearch.cisco.com)

Potential future integration with new CEC search platform

# Virtual Meetings: Webex Meeting Center

- Over 500,000 meetings
- 180M minutes / quarter
- 9 x growth over last year

The screenshot shows a Microsoft Internet Explorer browser window displaying a WebEx meeting. The main content is a presentation slide titled "Cisco on Cisco: Customer Engagement Strategies". The slide features a globe icon labeled "Customers and Partners" and three key points: "1 → 1 EBCs, IT CEs, high-touch engagements", "1 → Many Industry events, conferences, workshops", and "Web Content CD distribution, newsletters, training, presentations, case studies, Cisco best practices". A video window in the top right corner shows four participants: Eric Laprelle, Brian, ylescoue, and Naomi Readings (who is muted). A "Participants" list at the bottom of the video window shows the host Robert Kuppens and other attendees. The browser address bar shows the URL: https://ciscosales.webex.com/mc0800l/meetingcenter/docshow/docframe.do?siteurl=ciscosales&Rnd=9471589.

**Cisco on Cisco:**  
**Customer Engagement Strategies**

**Customers and Partners**

- 1 → 1**  
EBCs, IT CEs, high-touch engagements
- 1 → Many**  
Industry events, conferences, workshops
- Web Content**  
CD distribution, newsletters, training, presentations, case studies, Cisco best practices

**Video**

Send Video Options

Eric Laprelle Brian

ylescoue NOT SENDING Naomi Readings

**Participants**

Name	Tools
Robert Kuppens (Host)	
Antonio Del Grosso	
Brian	
Call-in User_1	
Call-in User_2	
Call-in User_3	
Didier Dhaenens	
Eric Laprelle	

Raise Hand Mute

IT "Giving Back" These engagements create opportunities to learn from customers. Lessons are brought back into the organization, creating value add for IT.

# Information sharing Webex Connect

- 67,000 Team spaces
- 31,000 users to date
- 240,000 docs shared
- 31 x growth since last year

# Virtual Meetings: Telepresence

- 460 rooms at Cisco
- In 156 cities
- 290,000 meetings
- 54,000 avoided travel
- \$219M travel cost saved (est).
- 5 x growth Y/Y



# Integrating UC with Applications: Finding Sales Support Expertise, Reducing Sales Cycle Time

- Sales tool links to wiki based self-help tools to answer questions
- Next step: IM discussion forum with online SEs
- Last step: Find list of possible experts, presence and map shows availability
- Click to bring them into call, video, Webex

Keywords: cuae

18 records found.

Keyword	Average Rating	Your rating of Jerry
CUCM	★★★★★	★★★★★
CUMA	★★★★★	★★★★★
UNITY	★★★★★	★★★★★
IPhones	★★★★★	★★★★★
Unified Communications	★★★★★	★★★★★
Voice	★★★★★	★★★★★
Gateway	★★★★★	★★★★★
Collaboration	★★★★★	★★★★★
Microsoft	★★★★★	★★★★★
VMWare	★★★★★	★★★★★
Apple	★★★★★	★★★★★

Map | Satellite | Hybrid

**Jerry de Boer**  
Consulting Systems Engineer  
★★★★★

jeboer cse amsterdam noord-holland netherlands 555036429, cucm, cuma, unity, iphones, unified communications, voice, gateway, collaboration, microsoft, vmware, apple, mac, cuae, callmanager, communication manager, mobility, voice security, msft, presence, im, uc500, web2.0, webex, connect, dutch, english, german.

GPS Enabled - updated 2008-10-28 05:10:54

Mike McCarten (mmccarte)  
RE: Welcome to NEW  
Map data ©2008 Tele Atlas, Google, GeoEye, AeroGRID, IGN, SIA, ENR, etc. All rights reserved. Do not represent or warrant the accuracy of these data. Use these data only for general informational purposes and not for any critical or dangerous applications.



# Personalized and Relevant Integrated Workspace

The screenshot displays the Cisco Connect desktop application. The interface is divided into several sections:

- Welcome:** Shows the user's profile, Jim Grubb, who is available. Options to "Accept all calls" and "Allow incoming IMs" are visible.
- Contacts:** Lists contact groups: Demo Team, Media Team, and Boating Club.
- Cisco Directory:** Includes a search bar and a filter set to "Expert".
- Calendar:** A list of events including "John's Demo" at 8:30am, "Directory 3.0" at 11:00am (marked as "Next"), "Video Integration" at 11:30am, "Kick-Off Wiki Build" at 1:00pm, "Content Follow-up" at 2:00pm, "Cisco Demo Connect..." at 2:30pm, and "Corporate Software S..." at 3:00pm.
- Messages:** A table of messages with columns for Subject, Name, Received, and Duration. The messages include:

Subject	Name	Received	Duration
Demo next month	Sean Curtis	8:34am	0:1
CCOE Follow-up	Mike Mitchell	7:10am	1:1
Confirm travel arr...	Corporate Travel	12:23am	1:3
No Message	(408) 340-6203	03/04	2:34
Dinner this weekend	Mike Scott	03/04	0:18
Content Review	Matt Wong	03/04	1:21
Boat Repair	(510) 707-4854	03/04	1:35
- Workspaces:** Displays various project workspaces such as "Vision State", "Summit Experience", "API", "Multi-Platform Release", and "Skywalker Pr".
- RSS Feeds:** A section for RSS feeds with a "Subject" column and a feed titled "APIs Fuse Corporate Services".
- People and Groups:** A sidebar menu with sections for "People" (listing Michele Banta, Chuck Stucki, Bob Czerwinski) and "Groups" (listing TelePresence Syst..., Selling TelePresen..., IT TelePresence).
- Video Call:** A window titled "Conversation with 1-408-902-3133" showing a video call with Jim Beno. The call duration is 00:01:17 and the status is "Connected".

The Windows taskbar at the bottom shows the Start button, the Cisco Connect application icon, and the system tray with the time 9:57 PM and the date 3-21-04.

Roadmap: [www.in.cisco.com/cisco/ccoe](http://www.in.cisco.com/cisco/ccoe)

# And ... What is Web 3.0?

*Given that there is no standard definition as yet ....*

**A much larger data repository ...**

**That is “user aware” and “context aware”**

## **User Aware**

- Knows your identity
- Knows your history
- Knows your preferences, interests, values, choices
- Knows what you know, and don't know

## **Context aware**

- Knows where you are
- Knows what is around you
- Knows the best way to contact you and connect to you at any time

## **Requires:**

**Semantic web of data relationships**

**Wideband Ubiquitous Network**

**Cheap ubiquitous storage and processing**

# Cloud Computing

IT resources and services that are abstracted from the underlying infrastructure and provided “on-demand” and “at scale” in a multi-tenant environment.

Applications can be hosted and data stored wherever it makes sense: in your data center(s), partners’ data centers, or service providers’ data centers.

# Cloud Computing – Service Categories

## Software as a Service:

Applications services delivered over the network on a subscription basis



## Platform as a Service:

Software development frameworks and components delivered over the network on a pay-as-you-go basis

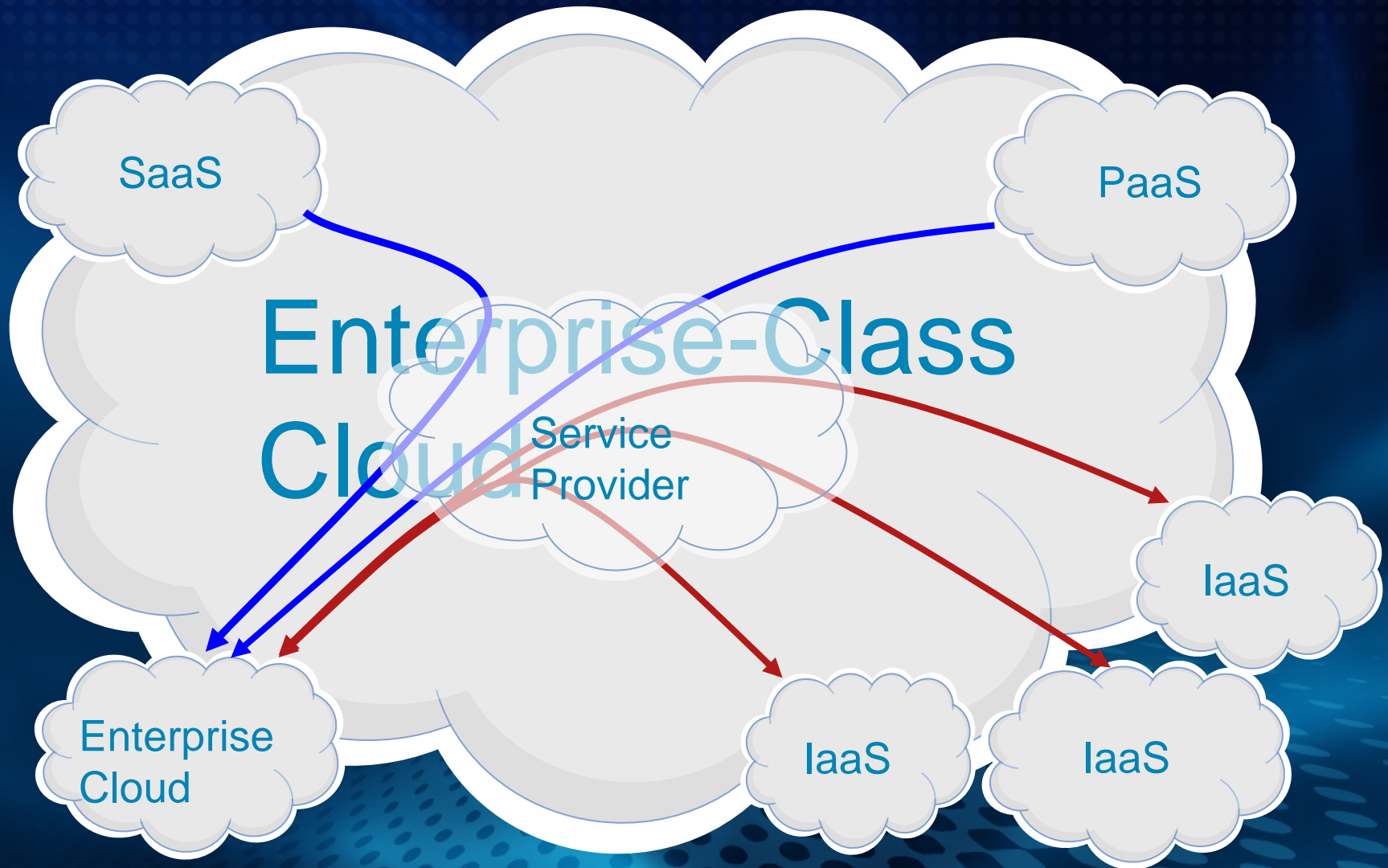


## Infrastructure as a Service:

Compute, network and storage delivered over the network on a pay-as-you-go basis



# Cloudy Forecast



# In Summary: Data Center 3.0 Evolution Path

Location  
Freedom

HW  
Freedom

Provisioning  
Freedom

Business Process  
Freedom

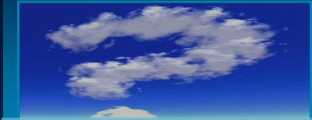
Consolidation

Virtualization

Automation

Utility

Market



Unified Fabric

Unified Computing

Enterprise-Class Clouds

Inter-Cloud

Data Center Networking

For more Cisco IT information:  
[www.cisco.com/go/ciscoit](http://www.cisco.com/go/ciscoit)



**Suggested Reading for Sci Fi fans:**  
**Vernor Vinge: Rainbows End**

# Blogs at Cisco: 2X

	February	December	
Active Blogs	756	1,867	
Registered Bloggers	2,870	7,281	
Published Blog Entries	3,296	10,558	
Total Comments	2,588	7,975	

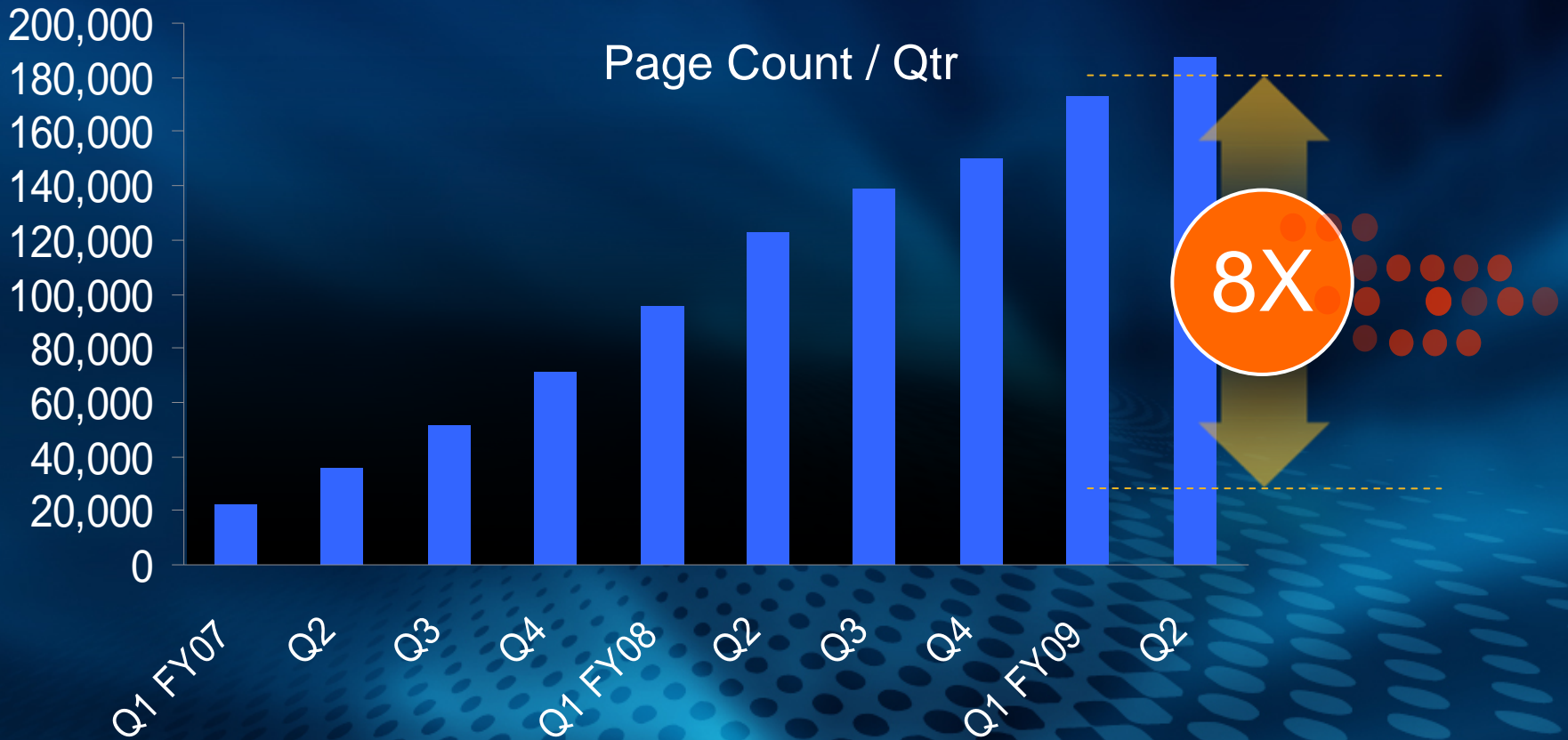
**BLOGG**



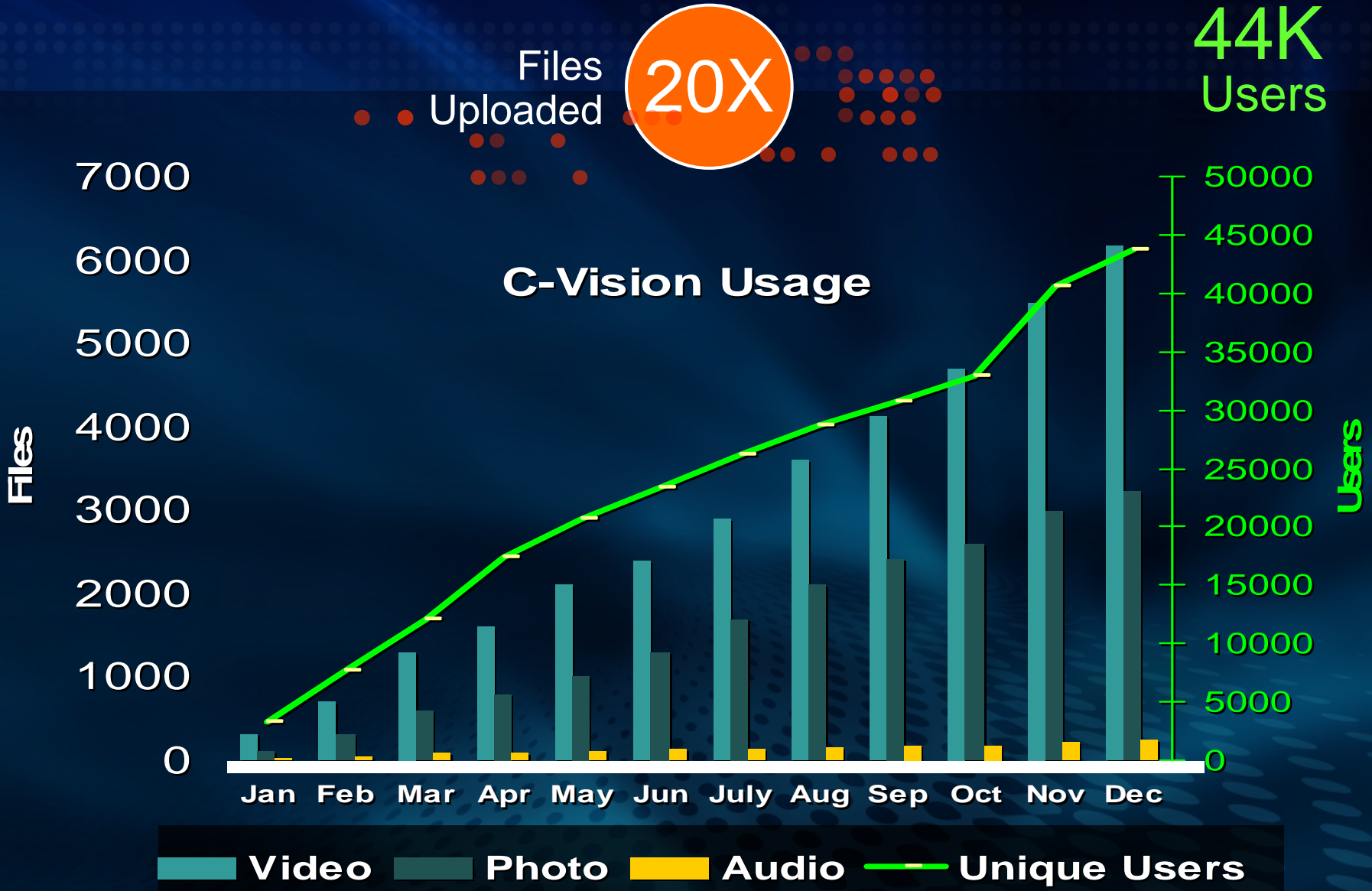
# Wikis at Cisco

Viral Adoption

71,269 accounts + 15K editors  
3,629 spaces (sub-areas) + 360/Qtr  
187,280 pages + 18K/Qtr



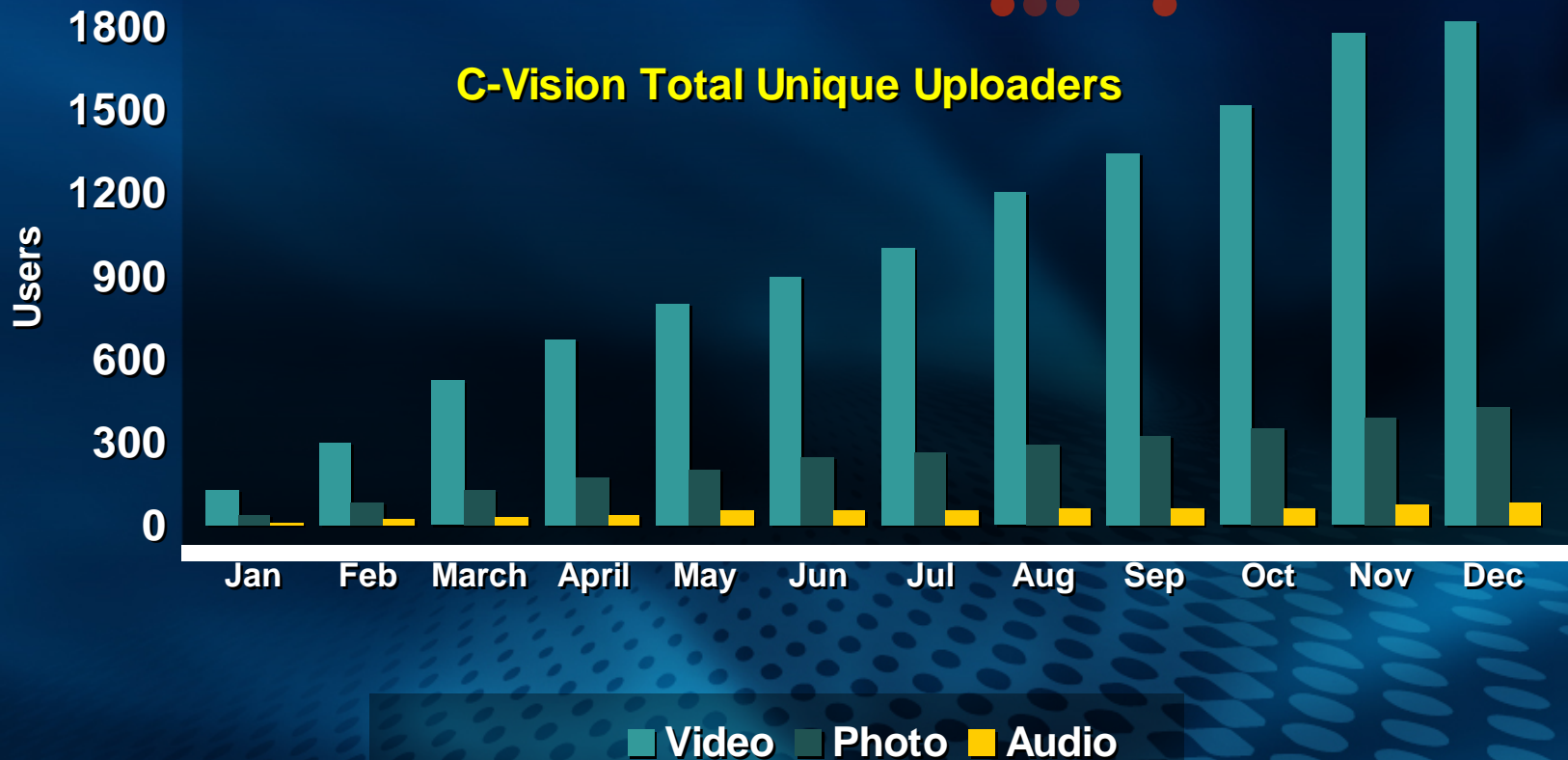
# “YouTube” at Cisco: C-Vision



# “YouTube” at Cisco: C-Vision

Publishers

14X



# Discussion Forums at Cisco: 10X

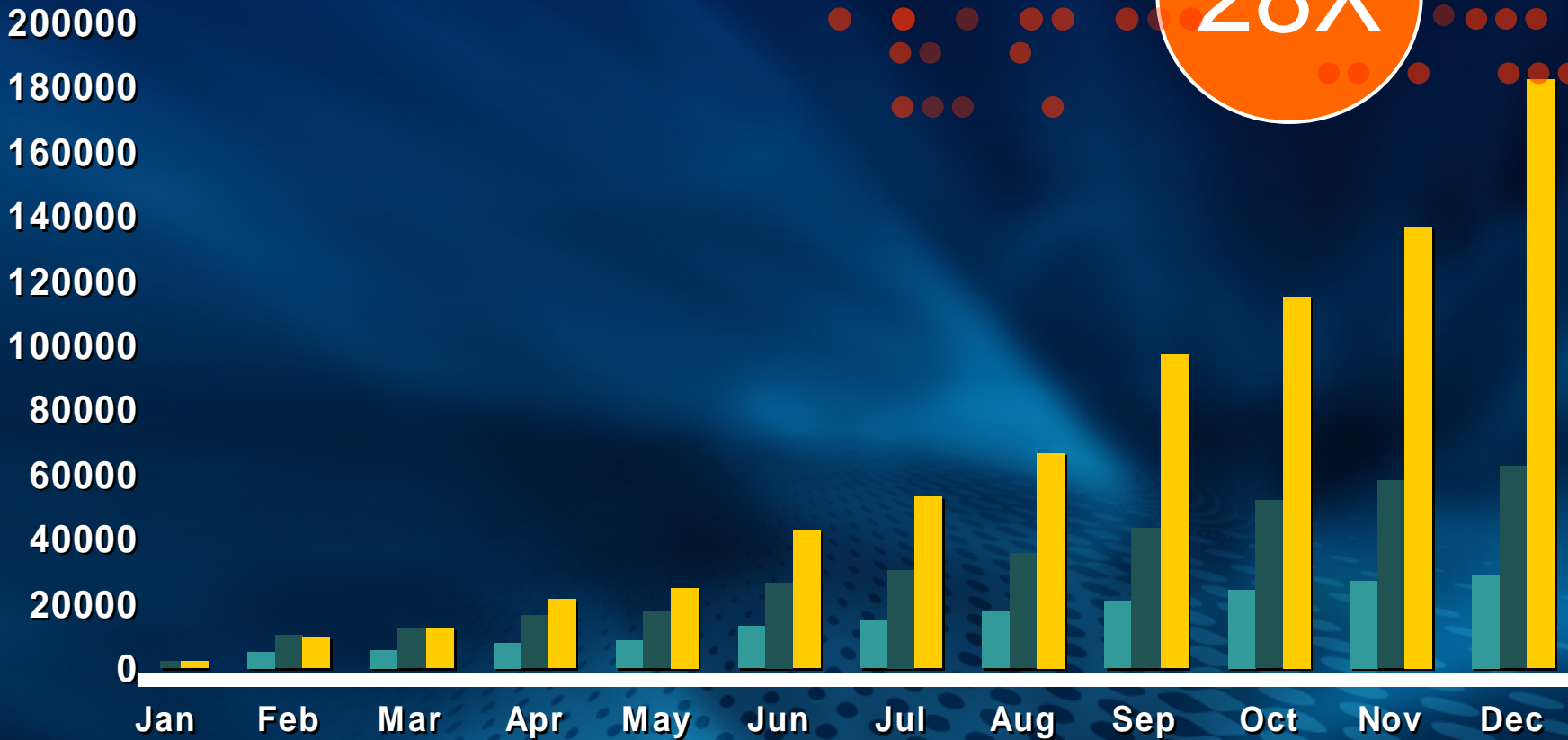
	January	December
Categories	157	1194
Forums	312	2,675
Threads	1,059	12,802
Messages	3,058	39,250
Registered Users	2,582	27,710
Groups	41	131



# Collaborative Workspace... WebEx at Cisco

User Growth Rate

28X

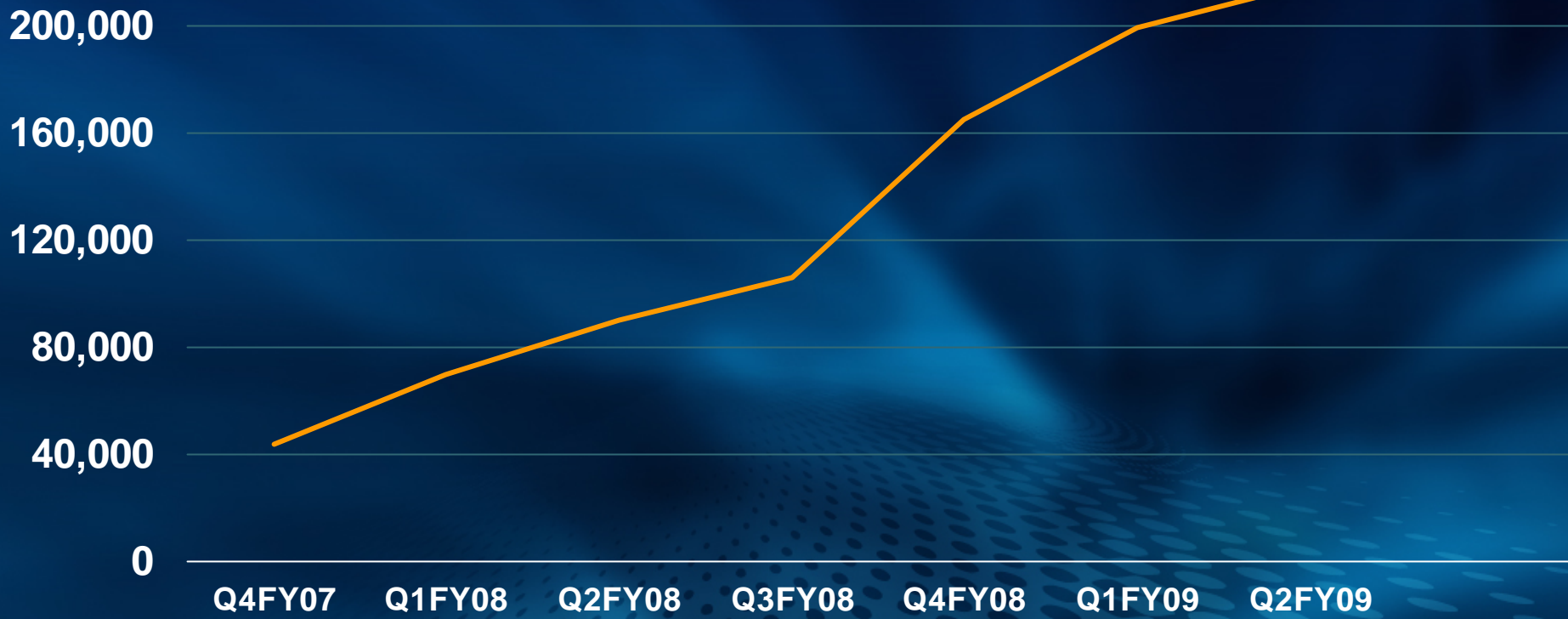


Users Spaces Documents

# TelePresence at Cisco

Number of Meetings

5X



— TelePresence Meetings

# New Business / Communication Models...

