

Cisco WebEx Meeting Server


- 웹회의 솔루션의 절대강자
구축형 웹엑스를 만나다

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Consulting System Engineer

2012년 11월

Collaboration Overview



A high-angle photograph of four people (three men and one woman) sitting around a light-colored wooden conference table. They are engaged in a meeting, with one man pointing at a laptop screen. On the table are several coffee cups, notebooks, and pens. A vertical stack of red bricks is superimposed over the table, acting as a visual separator between the text and the image.

“The power to
bring people together
at critical moments, is key to
aggregating and amplifying the
impact of employees”

Harvard Business Review

The New Collaborative Workspace

MOBILE
SOCIAL
VISUAL
VIRTUAL

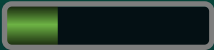


The New Collaboration Workspace

Location/Device Dependent



Productivity



Flexibility



Location Independent/ Device Dependent



Productivity



Flexibility



The New Collaborative workspace in the future

Location / Device / Application Independent



시스코 제품 포트폴리오

Unified Communications

Customer Collaboration



Collaboration Applications

CLOUD ON PREMISE

Telepresence

Unified Communications



Unified Communications

50 Millionth IP Phone



UCS / CUCM 9.0



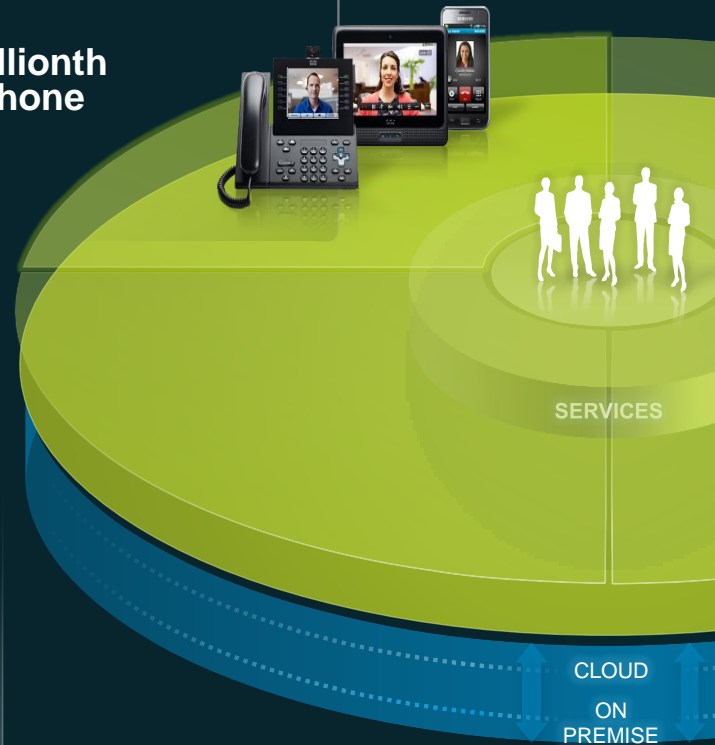
VXC 6215



SIP URI Dialing

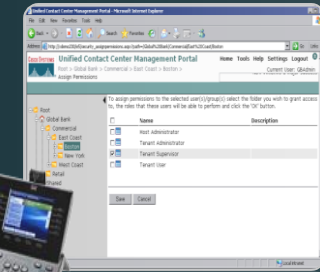


CUCM Services to 3rd party endpoints

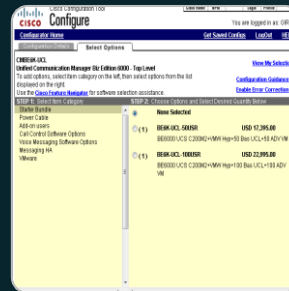


Customer Collaboration

Customer
Collaboration



Packaged
Contact Center
Enterprise



UCCX



Voice, Video, Email, IM, Social

Telepresence



WebEx
OneTouch



EX 60 / 90



Cisco TelePresence Conductor &
Server



TCS



SERVICES

CLOUD
ON
PREMISE

Telepresence



TX9000



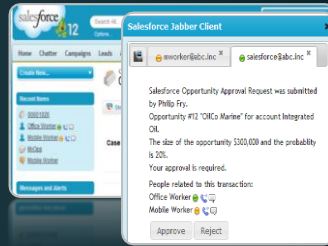
Collaboration Applications



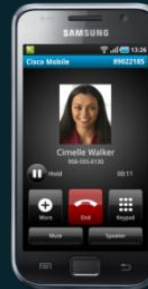
Jabber for Windows



Jabber for iPad



Jabber SDK



Jabber IM and Voice



Cisco WebEx Meeting Server



Cisco WebEx



Collaboration Applications

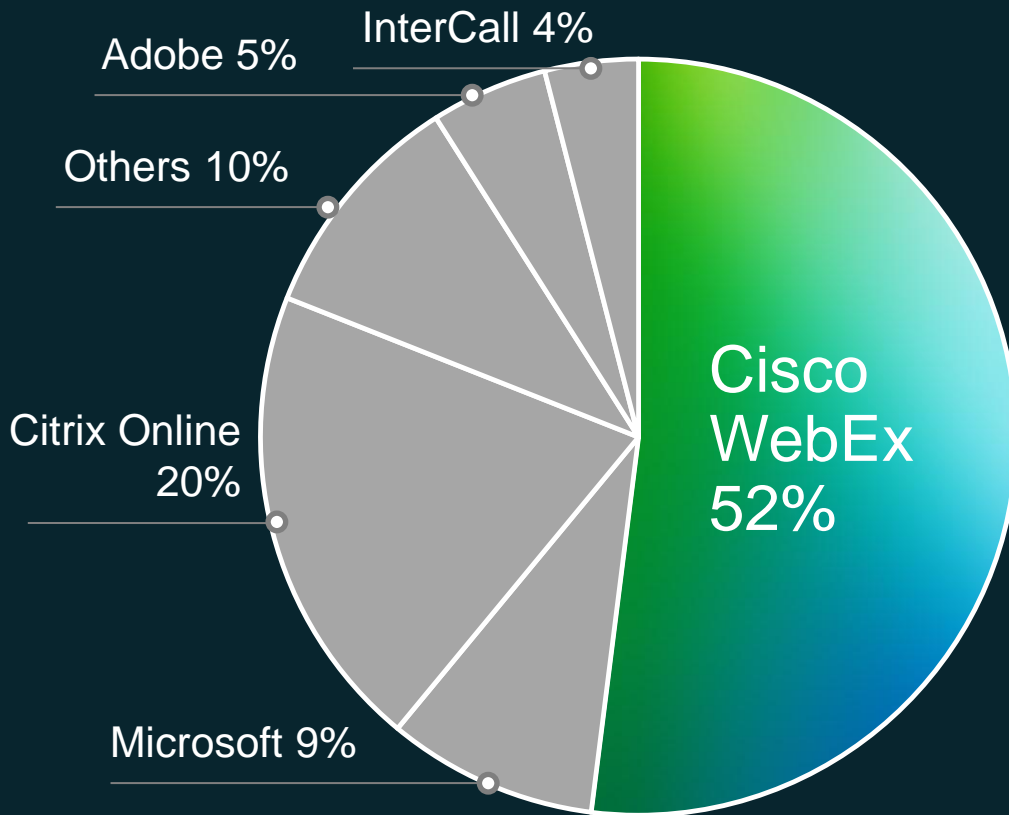
CLOUD ON PREMISE

CWMS Overview



웹회의 시장 점유율

Leader for Global SaaS Web Conferencing



52%
Market Share

Cisco WebEx
Leads the Market

Source: Synergy Research 2012

CWMS Overview

Organizations Looking for Private Cloud Options

Public Sector



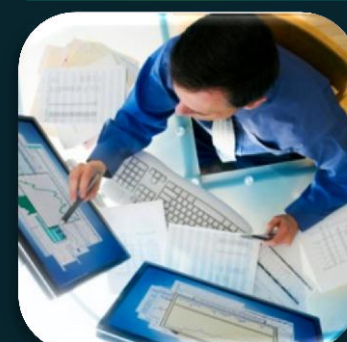
Data Privacy
Sensitive Customers



Emerging Markets



CapEx vs Opex



Cisco WebEx Meetings Server expands choices

Cisco WebEx Meetings Server is...



- 음성, 영상 및 웹 공유
- 안전한 보안
- 서버 가상화
- 구축형 (사설 클라우드)
- 단독형
- 시스코 UC 통합

CWMS Overview

Cisco WebEx Meeting Server

- **WebEx Meetings in Private Cloud**
Run in own datacenter with no Cloud linkage
- **All-in-One Conferencing Solution**
Incorporates audio, web and video in single solution
- **Same WebEx Meeting Center Experience**
Including great iPhone & iPad clients, and high-quality video
- **Software Based**
Designed for Cisco UCS Servers + VMware 5
- **Integrated with Cisco UC Suite**
Interoperates with Jabber*, CUCM. Sold on CUWL



* Jabber for Windows early 2013

CWMS User Features Overview

WebEx Meeting Center Experience

Built-In HQ 360p WebEx Video

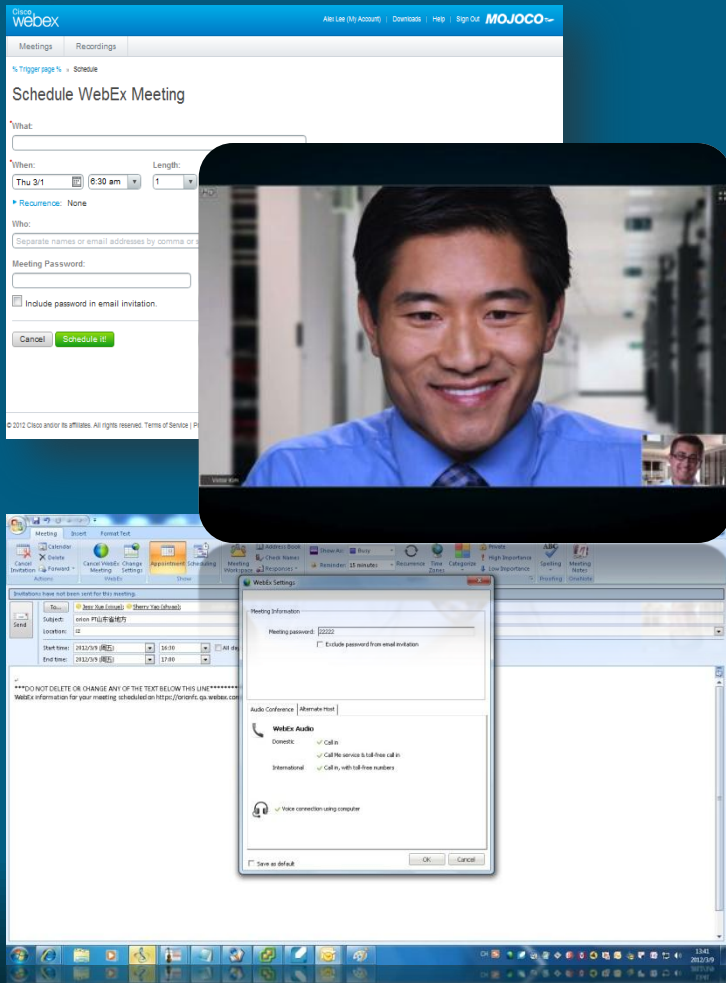
SIP Trunk Teleconferencing + PC-based Audio

Schedule Meetings from Web and MS Outlook

WebEx Meetings on iPad and iPhone

Recordings and Playback

Korean Language support



CWMS User Features

Windows and Mac PC

- Documents, applications, desktop sharing
- On-Demand record, edit, and playback
- Chat, polls, notes, annotation tools
- White boarding
- File transfer
- Integrated scheduling with Outlook 2007, 2010



CWMS User Features

Mobile Device – anytime anywhere

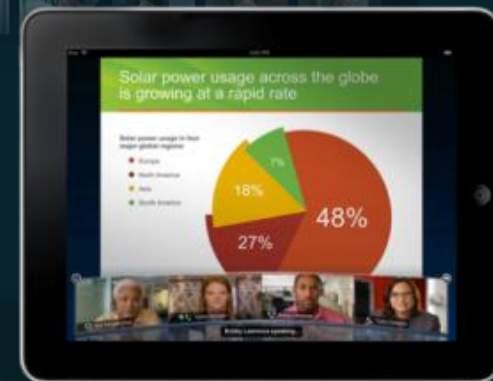
- Meeting clients for mobile devices
 - iPhone and iPad
 - Android: planned for 2H 2013
- Key features
 - Start, Join, Schedule and Attend meetings
 - Chat, Audio, Call Me, Calendar, Pass Presenter
 - Two-way video on iPad 2.0 and beyond
 - Voice over Wi-Fi on iPad



CWMS User Features

HQ Video - A natural, face-to-face experience

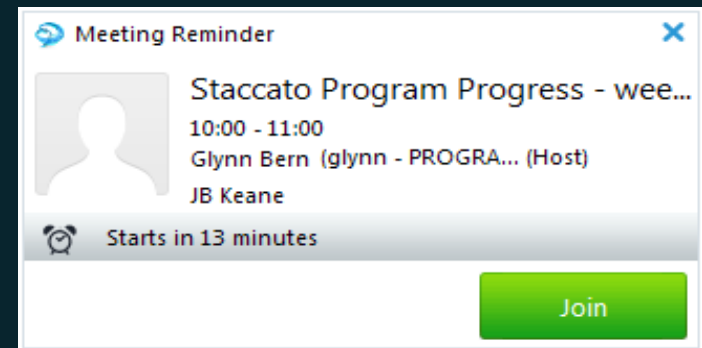
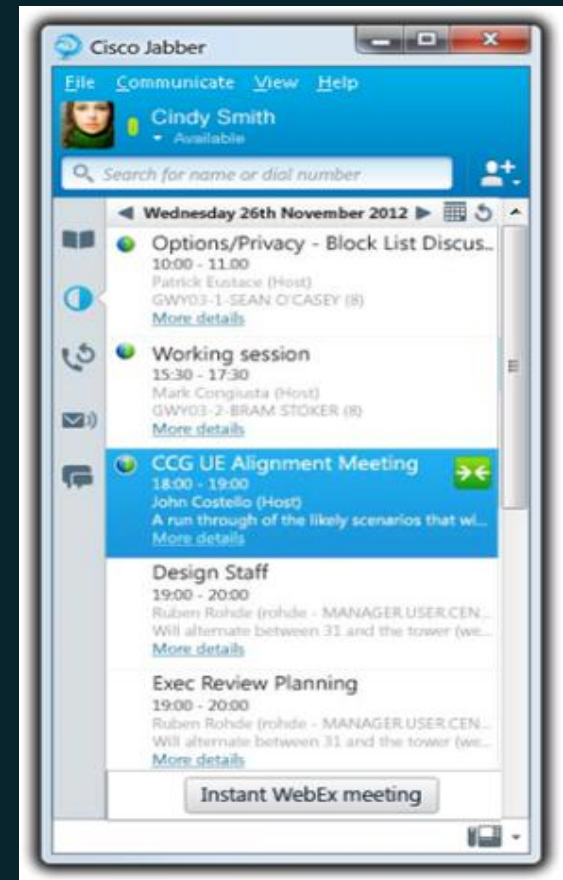
- Engaging video experience
 - High Quality (HQ) video: 360p resolution
 - High Definition (HD) video: planned for 2H 2013
 - Active speaker switching
 - Full-screen video
 - Share content and view video
- Mobile video experience on iPad and iPhone



CWMS User Features

Cisco Jabber WebEx Integration

- Target January CY 2013
 - Supports CWMS 1.X
 - Windows XP, Vista and Windows 7 only
 - No SSO (Single Sign On) support
 - Launch WebEx meeting from daily calendar
 - Launch an instant WebEx meeting
 - Remind me of my upcoming meetings
- Jabber for Mac, iPad and iPhone
 - Road-map for CWMS Phase II – formal commit planned later this year



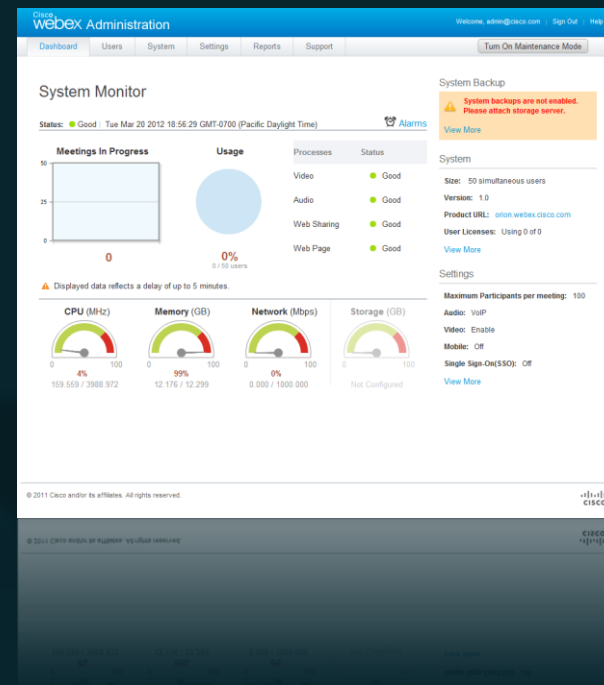
CWMS Admin Features Overview

Benefits

- Securely manage inter-company collaboration
- Ease of administration and system manageability
- Reduced total cost of ownership

Feature highlights

- Step-by-step guided install
- View system status at a glance
- Web based, real time system dashboard
- Easy user management—SSO, import users
- Pdf reports to track usage, licenses etc.



CWMS Admin Features Overview

Branding

Company Info

Branding

Meetings

Audio

Video

Mobile

Quality of Service

▸ Password Management

▸ Email

Downloads

▸ Security

You have gone full screen.

[Exit full screen \(F11\)](#)

Branding

Company Logo: ABCTEST

Upload a logo in PNG, JPEG, or GIF format. Maximum dimensions are 120x32 pixels. Maximum file size is 5MB.

Privacy Statement:

Terms of Service:

These links will appear in the footer of web pages. [Learn More.](#)

Custom Footer Text:

100 characters left

This text will appear in the footer of end-user and administrator emails. [Learn More.](#)

Header Background Color:

Turn off default background color

This will effect all browser bars and emails. [Learn More.](#)

Support Contact Information

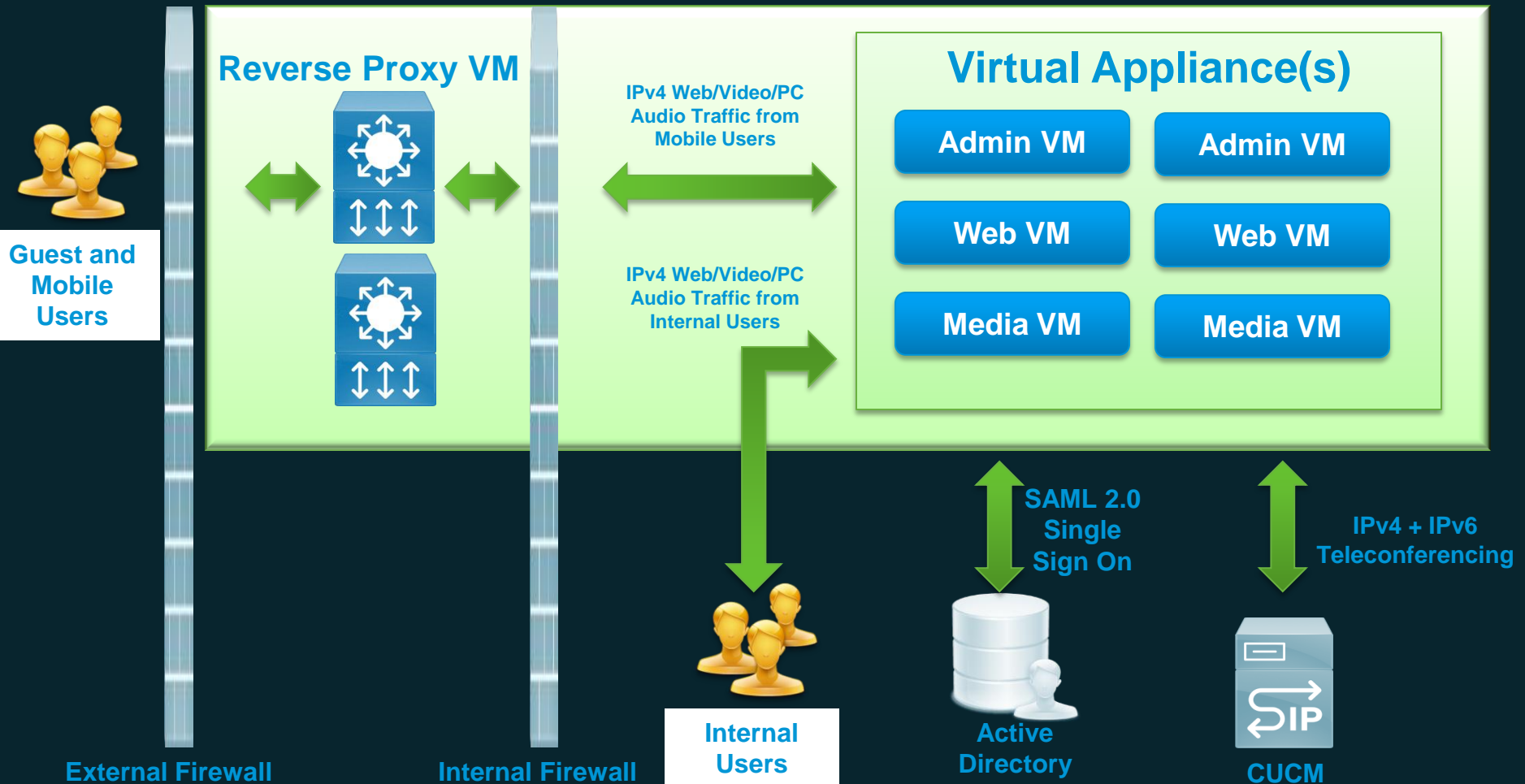
Support Contact URL:

Enter a URL where end users can get support information.
This will appear in the footer of all end-user facing web pages and emails. [Learn More.](#)

CWMS Architecture

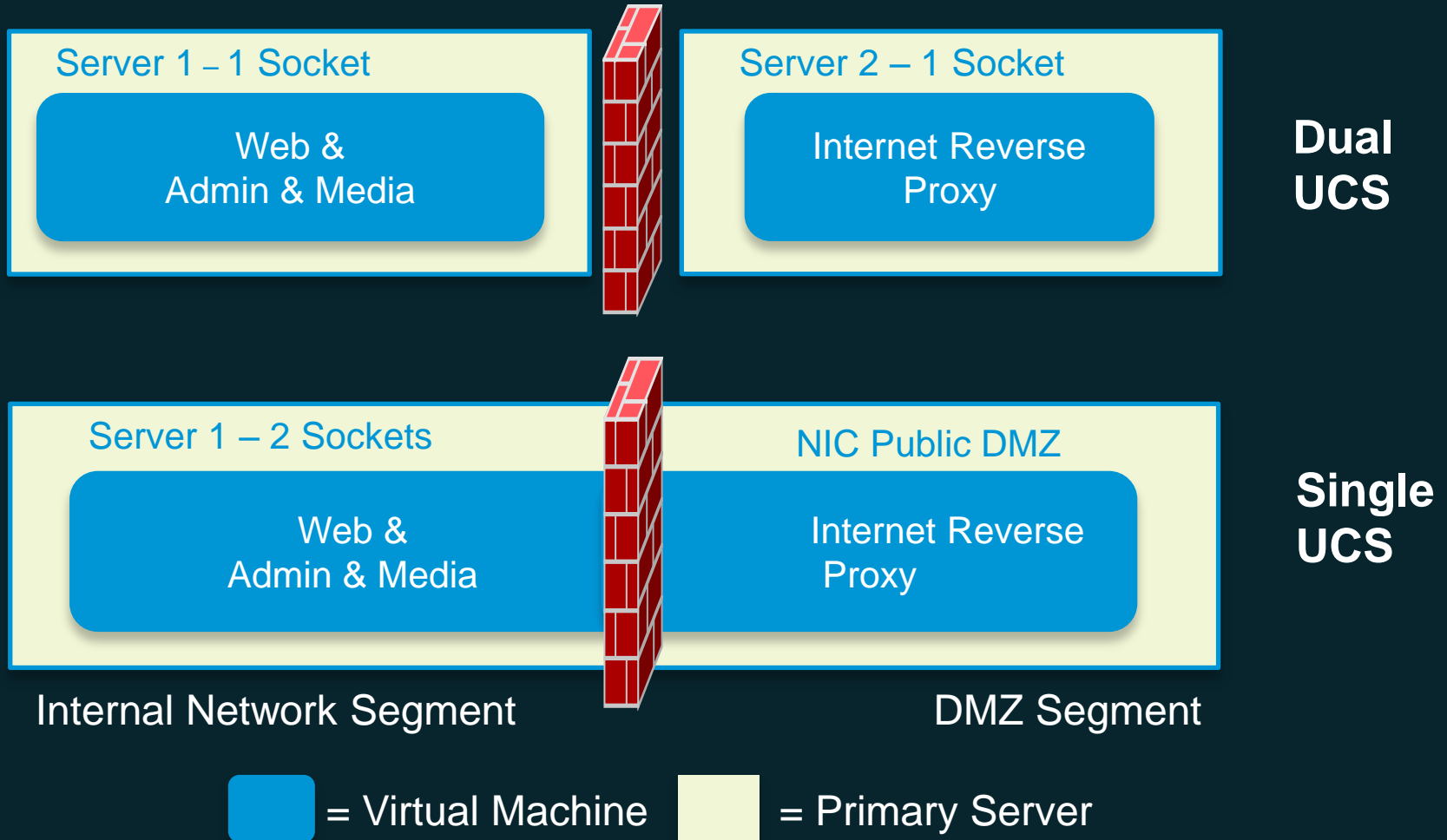


CWMS Architecture Components



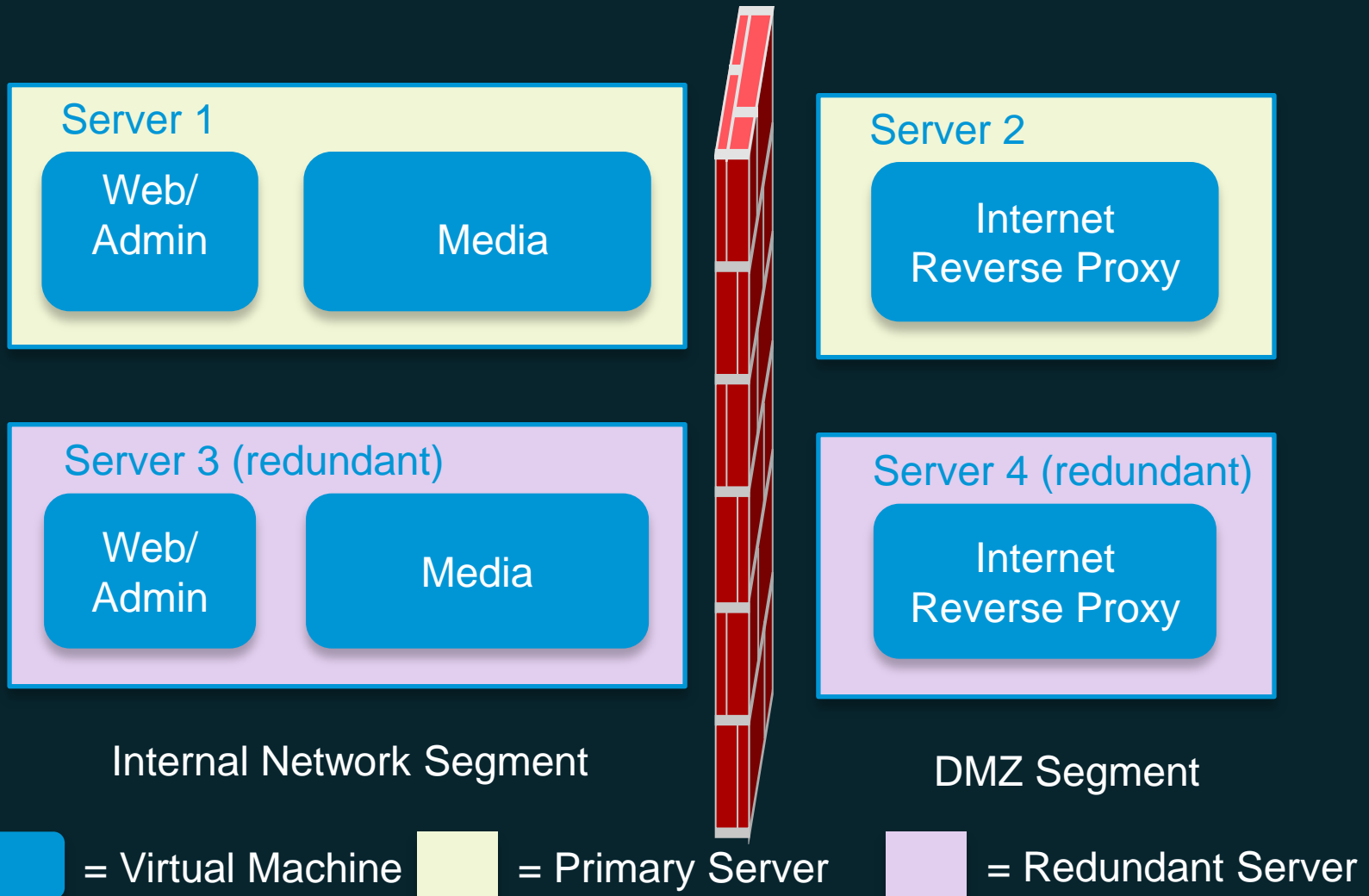
CWMS Architecture

Non-HA Single (Dual Homed Server) or Dual UCS Servers



CWMS Architecture

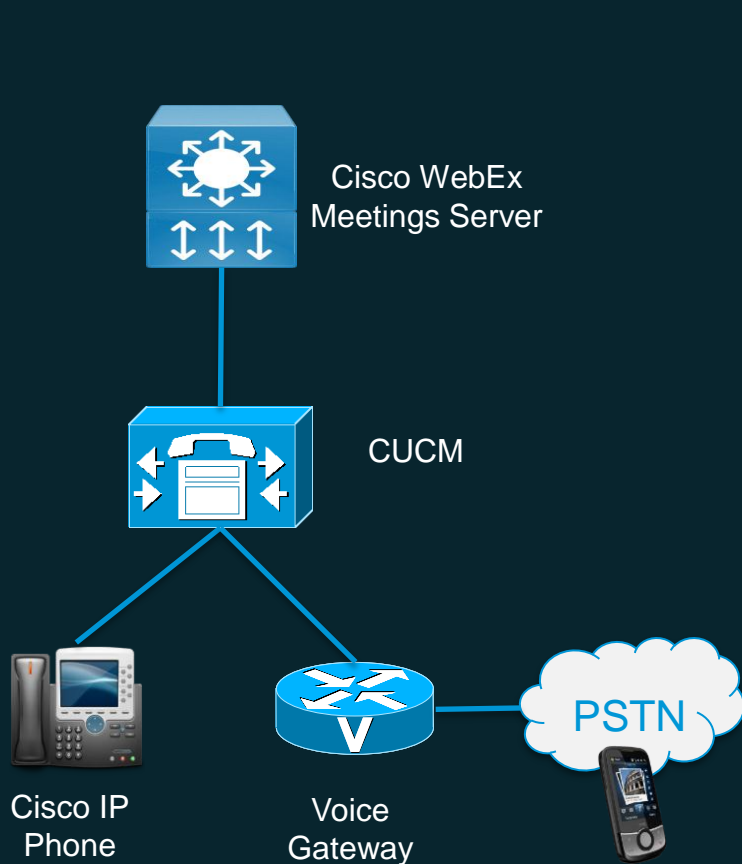
HA Redundant Single DC with 4 UCS C220



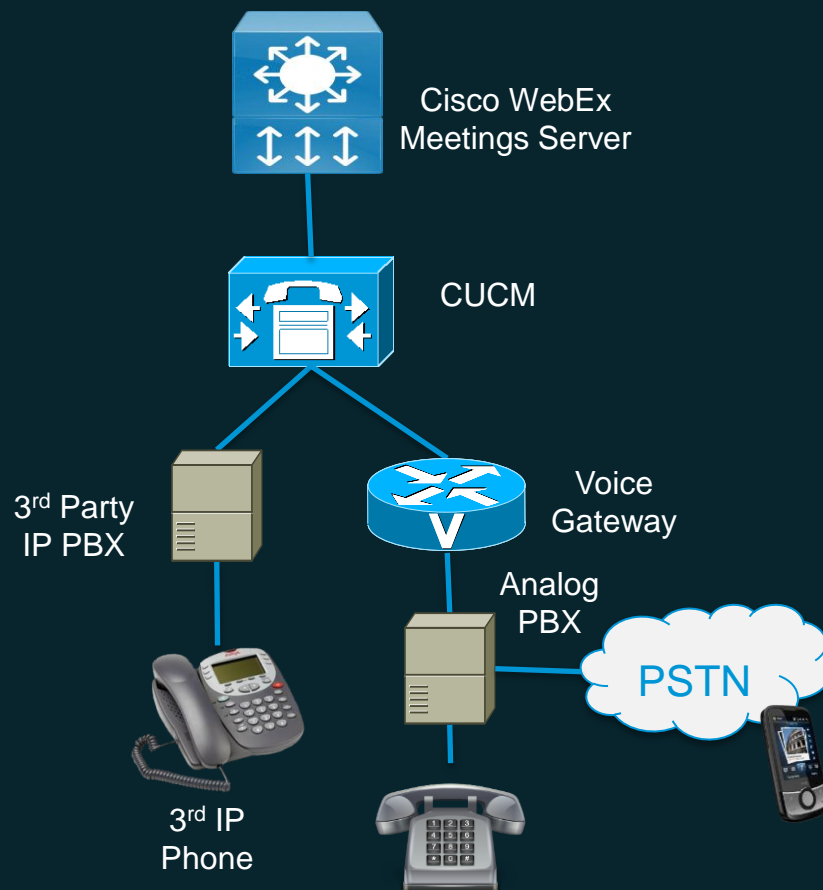
CWMS Architecture

기존 전화 시스템과의 연동

Cisco IP Telephony를
구축한 기업



3rd party 음성 시스템을
구축한 기업

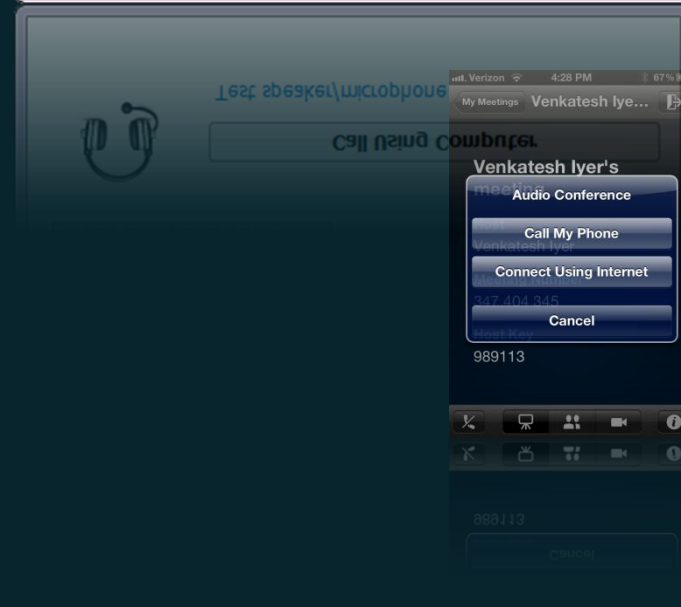


CWMS Architecture

Audio Conferencing

SIP Trunk Teleconferencing

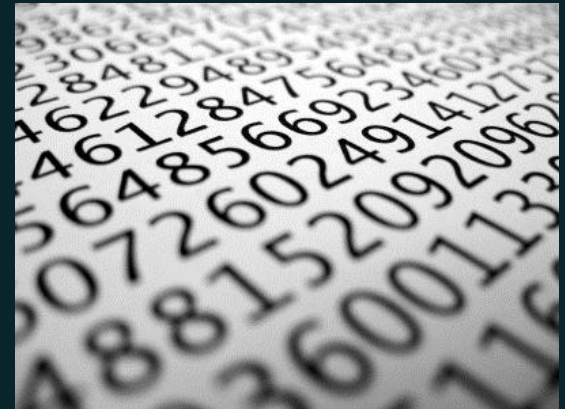
- Fully integrated audio solution
 - CUCM 7.1, 8.6 or 9.0
 - Similar User Experience as WebEx Audio
 - Call-In and Call-Me Teleconferencing
 - Control Audio from Meeting Center
 - Optional TLS/SRTP Encryption
-
- **Web-based Audio (“VoIP”)**
 - Join audio meeting directly from PC / iPad
 - Talk and hear with Teleconference users



CWMS Architecture

Scalability for Commercial and Enterprise customers

- 50-2,000 Concurrent User Systems
 - Companies with 500 – 40,000 Employees
 - For larger companies, deploy multiple standalone systems
- Up to 100 Users in single meeting
 - SaaS Events Center direct order option for customers who need support for very large meetings
 - 99% of meetings under 25 users (WebEx statistics)
- Four out-of-the-box deployment options
 - 50 → 250 → 800 → 2,000 Concurrent Users
 - UCS C220 for 50 and 250 Concurrent Users
 - UCS C460 for larger ones
 - UCS with same and greater spec automatically support



Why Cisco



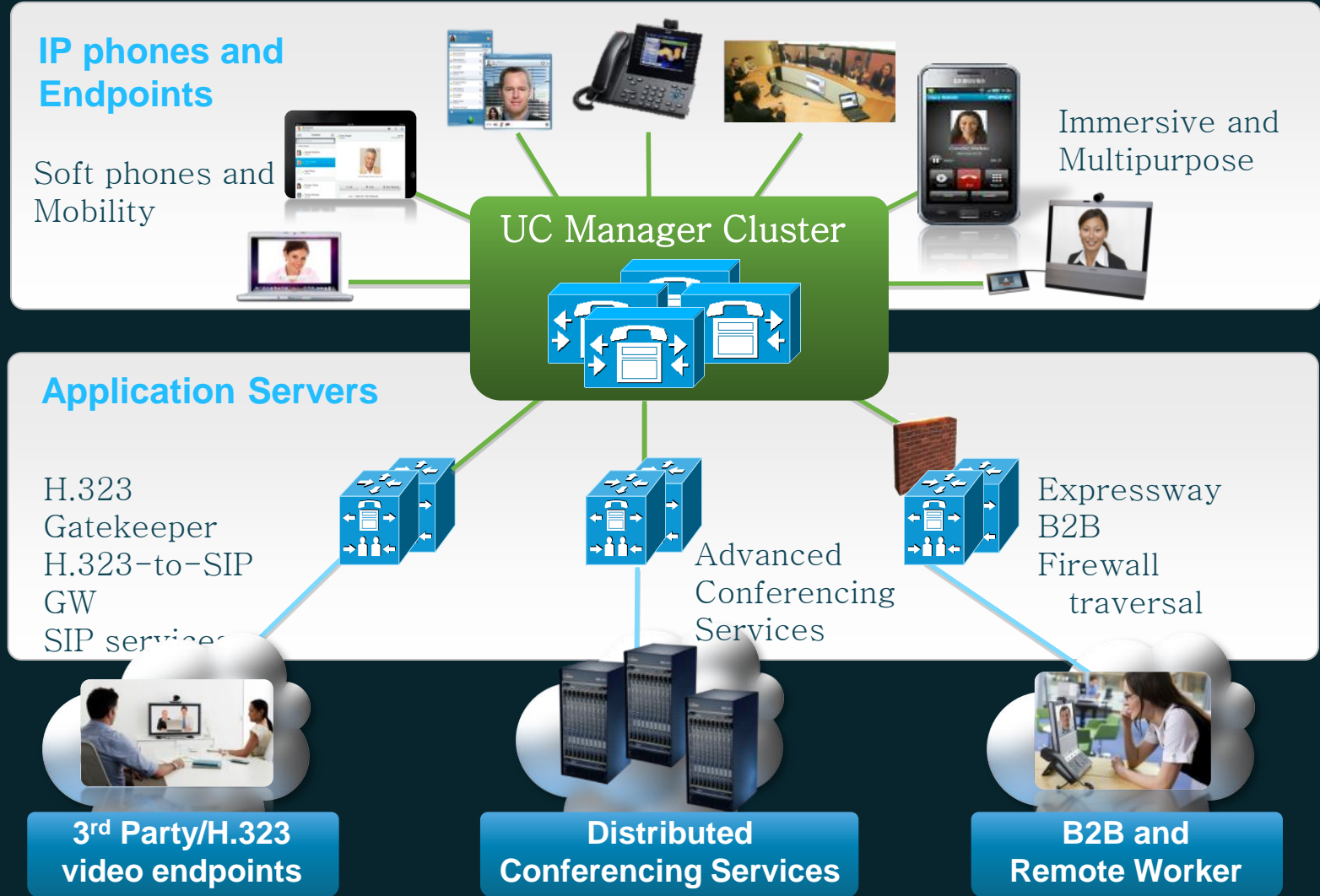
Uniting applications and endpoints

Native Interop from the phone to Codec

From the Desktop to the Boardroom



Single Call Control Architecture



Same user experience across the platform



Cisco Jabber

음성 및 영상 통화
- SIP -

프레즌스 및 채팅
- XMPP -

다자간 협업

음성 사서함

Unified Communications Manager

- Unified Presence
- WebEx Connect Service (SaaS)

- WebEx (SaaS)
- MeetingPlace

Unity Connection

The 6 points of Cisco Collaboration Strategy

1

Focus on **User Experience** across all solutions

2

End to end Solution – **On-premise** and **On-Demand**

3

Seamless **Interoperability** with IP Phones, Mobility, Virtual and Social

4

Standards Based Interoperability (SIP, SIP/SIMPLE, XMPP)

5

Market leading **Integrations** with Microsoft and Applications System

6

Web 2.0 centric **Open Solutions** and APIs

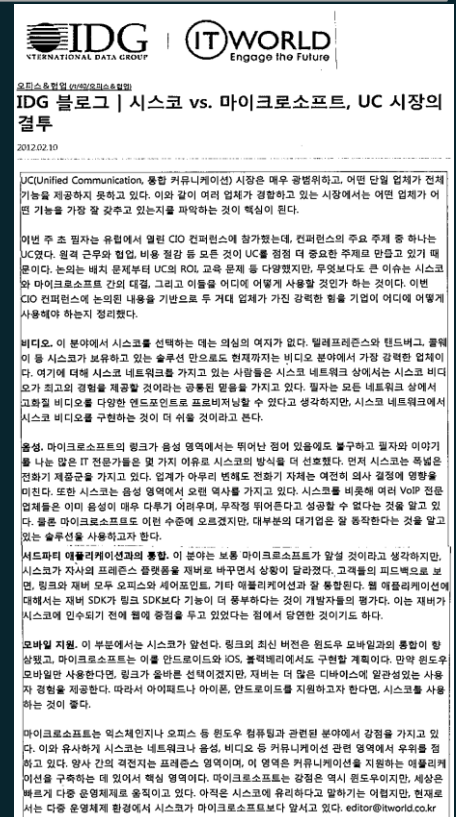
CIO Conference에서의 평가

시스코 대 MSFT

IDG 블로그 | 시스코 vs. 마이크로소프트, UC 시장의 결투 (2012. 2.10.)

지난 2월 유럽에서 열린 CIO 컨퍼런스에서 주요 주제중 하나로 논의된 UC에 대해 참가자들의 평가를 정리하였다. 마이크로소프트는 윈도우 컴퓨팅 관련 분야에서 강점, 시스코는 커뮤니케이션 영역에서 우위. 다중 운영체제 환경에서 시스코가 마이크로소프트보다 앞서고 있다.

- 비디오
시스코는 가장 강력한 업체로, 최고의 사용자 경험제공
- 음성
시스코는 다양한 제품군 및 VoIP의 오랜 역사를 보유
대부분의 기업은 시장에서 증명된 솔루션을 사용을 원함
- 이메일
마이크로소프트가 시장을 독점, 시스코는 솔루션없음
- 윈도우용 프레즌스
대부분의 사용자는 재버와 링크 간의 차이를 발견하지 못함
- 비윈도우용 프레즌스
재버는 비윈도우 단말에서도 매우 안정적이고 풍부한 기능 제공
- 서드파티 애플리케이션과의 통합
마이크로소프트가 앞설 것이라는 통설을 뒤집고, 링크와 재버 모두 오피스와 셰어포인트, 기타 애플리케이션과 잘 통합. 웹 분야는 재버 SDK가 링크 SDK보다 기능이 풍부
- 모바일
링크는 윈도우 모바일만 지원하고, 재버는 안드로이드, iOS, 블랙베리등 더 많은 디바이스에 일관성있는 사용자 환경 제공



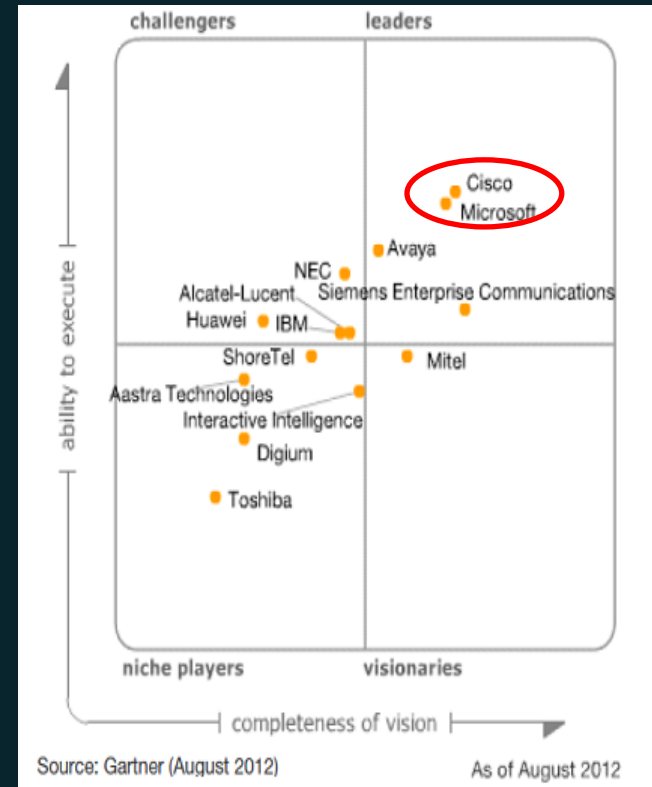
가트너(Gartner)의 UC 마켓 평가

시스코 대 MSFT

Gartner| Magic Quadrant for Unified Communications(Aug of 2012)

2012년 8월 Gartner의 Magic Quadrant for UC(Industry Analyst Research Highlight)에 따르면, 2011년 이후 Cisco가 UC 시장에서 MS와 경쟁에서 리더쉽을 확보하여 우위를 차지하고 있습니다.

- **통합된 UC 환경 제공**
IOS, Android등 OS에 관계없이 음성, 비디오, 웹컨퍼런싱, 콜 센터등 통합 환경 제공
- **내부/파트너 조직상의 강점**
강력한 글로벌 파트너십, SI Gold Partner, Channel, 마케팅에서 강점
- **구축형 / 클라우드 모델 강점**
구축형 뿐만 아니라 HCS(Hosted Collaboration Service)라는 클라우드 모델 강점
- **MS의 음성 및 비디오의 한계**
다수의 지점의 음성 환경 구성 시 어려움과 경쟁사에 비해서 비디오 기술의 한계
- **Multiple Partnership으로 인한 문제**
설치 이후 문제 발생시 음성, 게이트웨이, 서버, 비디오등 단일 파트너가 아닌 다양한 파트너로 인한 고객 대응 및 해결 시간의 지연



Collaboration is Equal Parts Process, Culture, and Technology



Collaboration isn't just about technology.
We're using collaboration to change the way we work.

- John Chambers, CEO of Cisco

A man in a grey suit, light purple shirt, and patterned tie is smiling and looking down at a black smartphone he is holding. The background is a blurred office environment with other people. A large, faint rainbow-like lens flare is visible behind the text on the right side of the image.

Win The
WORKSPACE
With Cisco

Thank you.

