



Cisco Webex Teams:  
Collaborate.  
Innovate.  
From anywhere.

**Cisco** Webex

The more intuitive way to work.

# What's inside



The modern  
workplace is  
anywhere



Cultures of  
innovation only  
happen when you  
make them happen



Collaboration  
optimized



The best  
collaboration  
experience today  
and the future





WORK ANYWHERE

# The modern workplace is anywhere

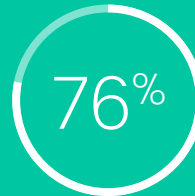
Think about the way you work today and how it has evolved. Chances are it's no longer 9 to 5, whether you're in banking, education, retail, healthcare, manufacturing, or any number of other industries.

It's not your father's office, where people were sequestered neatly in rows of desks. Today, co-workers mingle flexibly in pairs and groups, and those teams thrive on exchanging creative energy. They meet up in spaces designed specifically to encourage the cross-pollination of ideas. Their disruptive new concepts are where the next big growth opportunities are. The modern workplace is one where ongoing innovation is valued above all else.

And flexibility extends well beyond four walls. Contract workers, freelancers, stay-at-home parents, and the growing army of crowdsourced employees in co-working spaces are often spread across the entire planet. For them and for lots of millennials—who now expect a flexible work-from-anywhere experience—connecting digitally to the workplace is the new normal. To not let little things like hemispheres and time zones get in the way of good ideas, collaboration in real-time and in virtual work spaces is more important than ever.



People socialize 13% more often in innovative workplaces.<sup>1</sup>



Of millennials would take a pay cut of at least 3% to work for a company that offers flexible office hours.<sup>2</sup>

<sup>1</sup> GenslerOnWork: A Workplace Designed for the Innovation Economy., 2016.  
<sup>2</sup> CNBC: The new generation would take a pay cut for these job perks. May 2017.



# Reinvented workplaces without borders, reinvented workstyles in which digital has transformed screen time into the new face time:

Clearly, flexible work options are predicated on technology like video conferencing, real-time messaging and file sharing.

So, frictionless connectivity to teammates, partners, vendors, and customers in the office or anywhere else is essential. And engaging in a variety of ways from the device of your choice is the modern work-from-anywhere expectation. According to research conducted for the Harvard Business Review, the vast majority of high-performing companies allowed their employees to use personal technology, especially mobile devices, for work.



60% of high-performing companies allow workers to use BYO mobile devices.<sup>3</sup>

<sup>3</sup> Harvard Business Review: Tracking the Trends in Bringing Our Own Devices to Work. May 2016.





INNOVATE

# Cultures of innovation only happen when you make them happen

## **If you aren't taking risks, you aren't disrupting anything.**

That means business leaders need to place a premium on creating opportunities to share concepts and opinions, to brainstorm, envision and dream, no matter how small or radical those dreams might seem. By creating the right environment, you get a stream of ideas that might turn out to be the next Lyft, Airbnb, or Warby Parker.



“We tell employees that we want to be a company that continuously innovates. It cannot end. It has got to be in everything we do, which means that some of the things we are going to do are not going to work—and that is okay.”<sup>4</sup>

— David Ko, President and COO, Rally Health

## **Innovation needs to be a part of the company DNA.**

According to Tech at Bloomberg, “Warby Parker is constantly exploring new technologies to improve the customer experience, including the potential for developing an app that would allow vision screenings and other eye tests to be performed on a mobile device.”<sup>5</sup>



“We think a lot about being a disruptive company. The question is, How do you remain a disruptive company? How do you create a culture of innovation? The first way is actually asking for innovation. A lot of companies don't expect or ask their team members to come up with ideas, but we demand it.”

— Neil Blumenthal, Co-founder of Warby Parker

<sup>4</sup> PA Consulting Group, Innovation Matters: New Innovation Research. 2017

<sup>5</sup> “How Warby Parker Is Turning Affordable Eyewear into a Long-Lasting Legacy,” Tech at Bloomberg, December 2016.





For the next Lyft, Airbnb, or Warby Parker, innovation is only as meaningful as the ability to share and work on it as a team.

While today's technology is designed to keep us connected 24/7, it can actually place people and information in silos.

In a world of BYO tech, app and device incompatibility can throw a wrench into communication, and the snags get compounded when trying to integrate them. As a result, instead of building stronger collaboration across teams, potentially valuable apps and services can create more complexity.

Work-from-anywhere innovators need a solution that starts with people, not technology. A solution focused on what it really takes to bring teams together in this new world of work. Technology designed to get technology out of the way. That integrates no matter what tools we use. That lets us connect, act and interact like the real people we are.





Hello

COLLABORATE

# Innovate and execute from anywhere, with Cisco Webex Teams

In a recent report from Gartner, Cisco was identified as a leader in five collaboration-based Gartner Magic Quadrants, including web conferencing and group video systems.

## Collaboration optimized

Now you can work better together, just like in person, on any device. With clear, crisp video meetings, everyone feels like they're sitting at the same table. Everyone can contribute to creating and shaping ideas on a digital whiteboard in the room, on their devices, or on their own time. Team members can stay connected and keep working together as easily as if they could stop by each other's desks, even if they're thousands of miles away.

How does the very best collaboration come together?  
With Cisco Webex Teams.

## It's time to make working together what it should be—intuitive.

Cisco Webex Teams enables teams to meet, create and communicate continuously on a single easy-to-use platform. Tools adapt, so teams don't have to. The same page? Everyone is on it, no matter what device or apps they like to use or where they are.

Innovation and work keep moving forward, even after a meeting ends. And everyone enjoys an exceptional experience safeguarded by enterprise-grade security no matter how big the business scales.

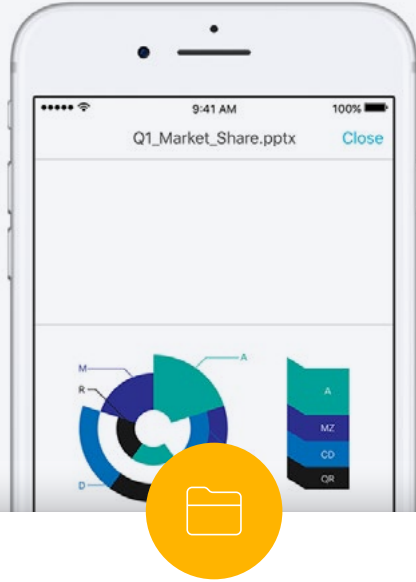


“We need to stop letting the concept of a ‘meeting’ determine how we connect and when. Collaboration happens on a continuum, not in discrete chunks dictated by someone reserving a room or writing an agenda. Meeting is part of an organic, ongoing connection between people. The best meetings never end.”

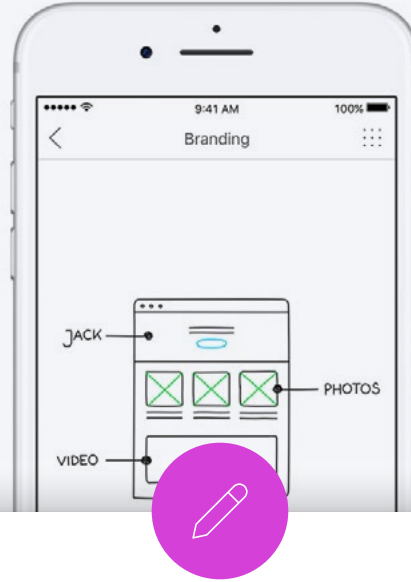
— Rowan Trollope, senior vice president and general manager, applications, Cisco



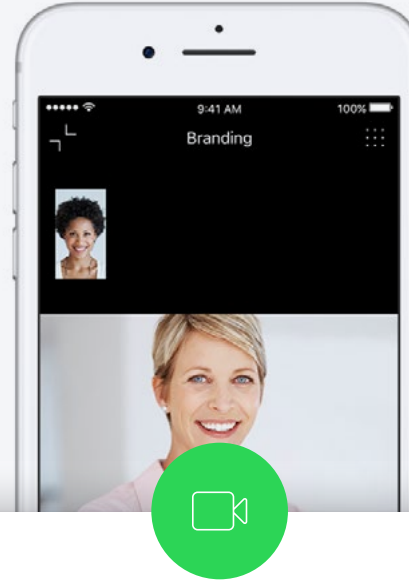
Files



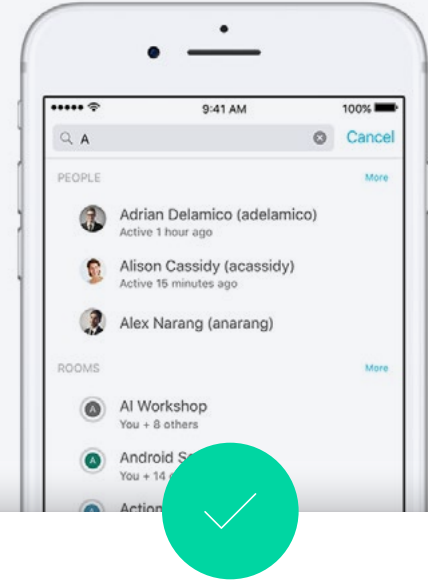
Whiteboard



Call



Tasks



Connect  
without  
compromise.

Now you can get serious work done on your mobile device just as you would in the office. Scheduling, screen sharing, and noise reduction work as smoothly on a smartphone as on an in-room system. Cisco Webex Teams lets you transition work from physical rooms to virtual spaces so you never lose sight of what's going on. From the car to the conference room, everyone enjoys the same consistent, no-compromises experience—by phone, browser, mobile, or award-winning Cisco desktop and meeting room devices.

Draw on whiteboards, share files, hold meetings, make video calls, share screens, and more. And ensure that your guests enjoy the same superb quality as your team members in the office. With Webex Teams, all apps and operating systems are welcome, including existing collaboration tools so you can maintain momentum.



# Flexibility to move business forward.

Give employees the choices they want while making purchase, deployment and management easy for IT.

From a single admin console to devices that activate and connect within minutes—and update automatically—Webex Teams frees IT to focus on other priorities. With prebuilt integrations, IT can easily bring existing calendars, schedulers and phone systems to Webex Teams. Users can get the files, notifications and documents they want without having to leave their Webex Team spaces.

And business decision makers can see real ROI, enhanced by a pay-as-you-go subscription model. Behind it all, the industry's most advanced security architecture provides end-to-end encryption to help keep data private—not even Cisco can read it. Cisco's global network supports powerful tools for compliance, even when guests are present.

The rich analytics that Cisco provides yield business insight as well as an exceptional experience at every scale.



# Cisco Webex Teams:

## A comprehensive collaboration experience

Cisco Webex Teams spaces  
One place for everything

Stay organized by creating a Cisco Webex Teams space for every project. Invite collaborators, message, share, and even start scheduled or impromptu meetings from within the space, providing high-quality video conferencing and advanced features such as whiteboarding.



### Meetings

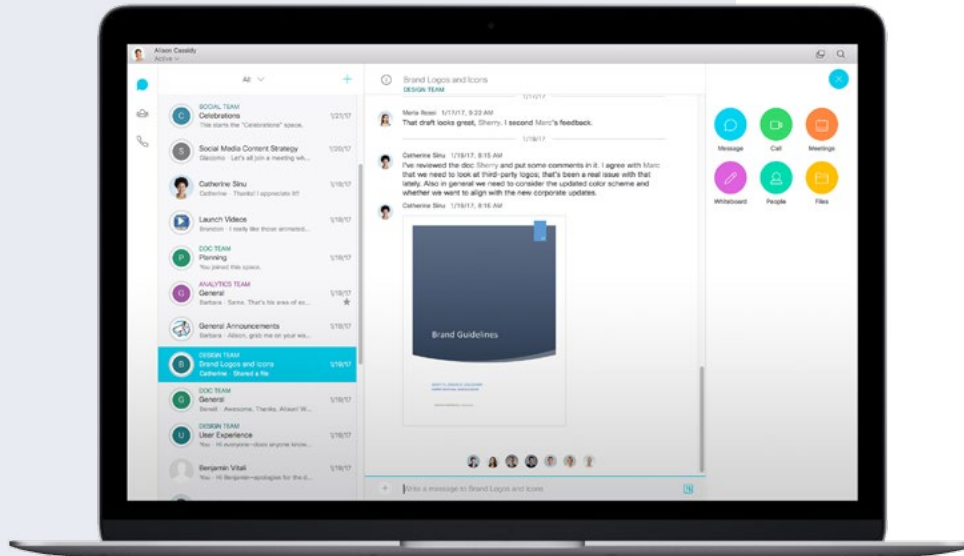
Make the most of your time.

Bring people together for continuous collaboration from anywhere, on any device, with Cisco Webex Teams meetings. Share ideas and get things done before, during, and after the meeting in one continuous work stream in your own virtual meeting room. Cisco Webex Teams meetings are powered by Cisco Webex®, the global leader in web and video conferencing. You can schedule and attend meetings for up to 200 participants within the Cisco Webex Teams app or via Microsoft Outlook. Or join smaller meetings on the fly. Start the conversation before the meeting begins and keep it going after it ends as you share files and notes and address action items in your Webex Teams space.



“You’re going to see us continue to drive a tremendous amount of innovation around connecting people.”

– Chuck Robbins, Chairman and CEO, Cisco

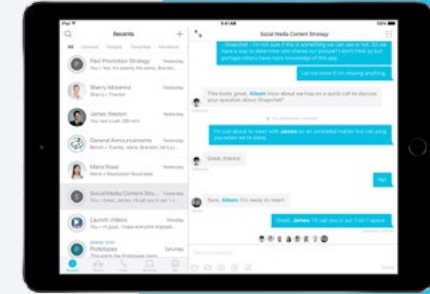




## Messaging

Get things done in real time.

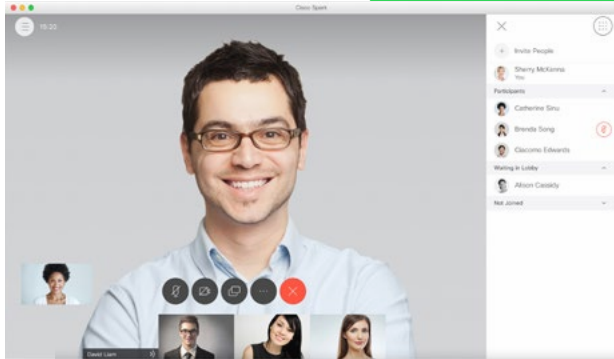
Always-on, secure team messaging and file sharing from any device makes it easy to share information and have real-time discussions that accelerate decision making. With Cisco Webex Teams, your messages and files live in the same space as where you start your meetings. You can also message privately with one person or start a group discussion.



## Calling

Reach anyone from anywhere.

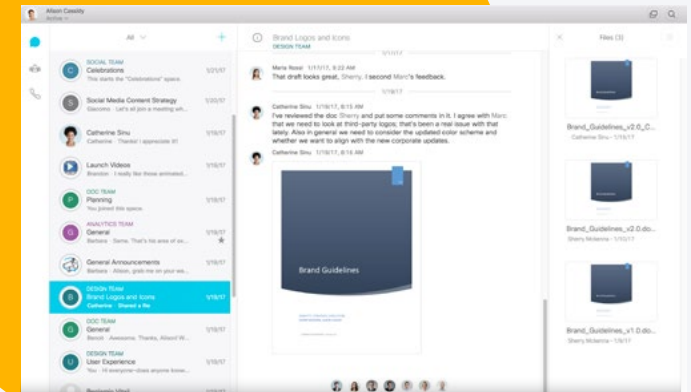
Any time on any device, conversations are easy. Cisco Webex Teams includes a cloud-based phone system—integrated business phone with HD voice and video calling for desktop and mobile. Answer and make calls anywhere using the Cisco Webex Teams app or your desk phone. Your contact list and call history are synced across your devices, and your voicemail is accessible from anywhere.



## File sharing

Make it easy to share. And find.

Securely share files and access them easily from any device. Team members can even review items and provide immediate feedback via Cisco Webex Teams messaging. Rather than tracking comments via multiple email responses, they are saved to one location in the Cisco Webex Teams space.



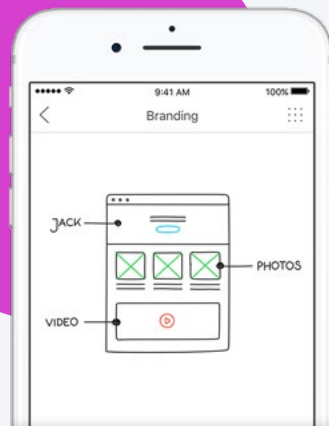




go all in

**Accelerating decision making for a PR firm** — How does a global public relations and marketing communications firm cut design review and approval time by 50 percent? See how Golin uses Cisco Webex Teams to speed up decision making and become more nimble.

[View the case study](#)



## Whiteboarding

Engage your team.

With multiparty whiteboarding functionality, team members can capture ideas as they draw simultaneously within the Cisco Webex Teams app and on the Cisco Webex Board. Users have ultimate flexibility and location choice with the ability to use either their mouse or touchscreens. The whiteboard files and content live in the Cisco Webex Teams space, and the drawings can be saved for later or added to after the meeting.

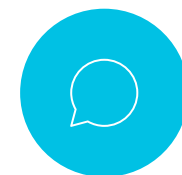
## Cisco Webex Board

Intuitive design.

Cisco Webex Board makes it easier than ever to engage as a team and get things done. Cisco Webex Board is an optional device that enhances the Cisco Webex Teams experience by better enabling meeting rooms to provide a continuous workflow between physical and virtual spaces.

With Cisco Webex Teams proximity, Cisco Webex Board recognizes the Cisco Webex Teams users in the room and automatically connects them—eliminating the need for cables. The touch-based, all-in-one collaboration device combines wireless presentation, digital whiteboarding, and video conferencing. Users can draw simultaneously with their mouse or touchscreens, from any Cisco Webex Teams app and on the Cisco Webex Board, for ultimate flexibility and location choice.

Files and content live in team spaces, and the drawings can be saved for future discussions within that dedicated space. All of this fluidity is matched by highly secure, end-to-end encryption.



# Collaboration Services for a More Intuitive Way to Work

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## Advise & Implement

### Collaboration Services for Webex Team

Helps validate use cases and evaluate Webex Teams in a pilot deployment, as well as support full roll out across the enterprise.

### Collaboration Services for Webex Meetings

Provides a fully managed process to design, develop, and implement an integrated Webex conferencing solution.

### Collaboration Strategy & Roadmap Services

Helps you embark on the Collaboration Journey towards embracing Cisco Collaboration vision and strategy. Provide action plan & recommendations to align activities tied to People, Process & Technology to achieve identified business outcomes with their collaboration investment.

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## Manage

### Managed Services for Collaboration

Cisco manages your collaboration solution infrastructure with continuous monitoring and management to help you provide a consistent, high-level collaboration experience for your end users so you can focus on the business.

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## Optimization

### Business Critical Services for Collaboration

The next generation of optimization services combine our unrivaled engineering expertise with integrated analytics and automation to enable you to predict opportunities, preempt risks, and navigate pivotal technology transitions.

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## Technical

### Software Support for Collaboration

Rapidly onboard and adopt new technologies and fast-track the full benefits of your Cisco software solutions to accelerate your business objectives with Software Support.

### Solution Support for Collaboration

Cisco Solution Support helps you innovate with confidence, focus on your business, and maintain solution reliability by providing centralized support across your multivendor environment. Our solution-level experts are accountable for issue management no matter where it resides for faster resolution.

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## Training

### CCNA Certification

Develop and advance your collaboration and video skills in line with the convergence of voice, video, data and mobile applications, with the job-role focused training and certification program

### CCNP Certification

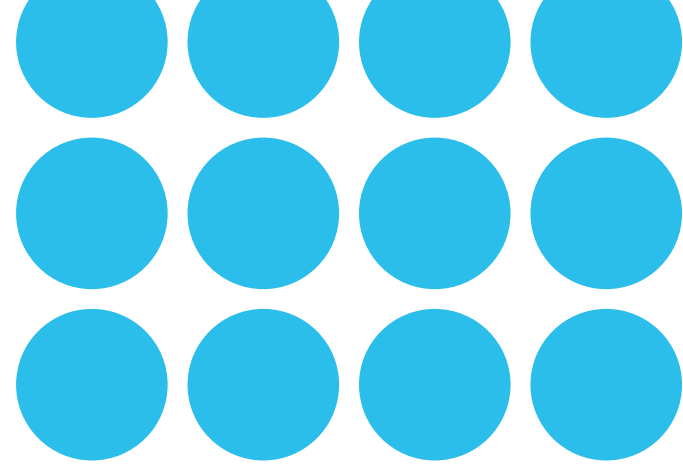
Develop advanced collaboration skills designing, deploying, configuring, and troubleshooting Cisco Collaboration and Unified communications applications, devices and networks with this certification program.

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# Cisco Webex App Hub

Work smarter and faster.

Cisco Webex App Hub is an ever-growing catalog of integrations and bots that can be added to Cisco Webex Teams to accelerate business outcomes for users and businesses of all sizes. Messaging and bots represent the next movement in communications technology. Cisco Webex App Hub is your hub to discover integrations and bots to customize your Cisco Webex Teams experience. You can take advantage of off-the-shelf integrations and bots within the platform, or you can create your own custom solutions with Cisco Webex for Developers.



## Cisco Webex for Developers

Extend the Cisco Webex  
Teams experience.

Cisco Webex for Developers provides powerful, open APIs so developers can create innovative and useful apps that extend the value of Cisco Webex Teams. No other solution brings together so many facets of collaboration into a single unified platform, and this creates many opportunities for developers. Our software development kits are available in common languages and platforms to speed up development, and more are on the way.







# Cisco Collaboration Flex Plan

How do you need to work?

One easy plan that's customized for all your collaboration needs:

The Cisco Collaboration Flex Plan allows you to choose the right subscription for your business, simplifying purchasing, enhancing flexibility, and streamlining budgets. There are two options available, and both include technical support.

- Employee-count subscriptions that give meeting, messaging, and calling services to all employees
- Shared meeting subscriptions for room and desk devices, to help you get started with video meetings

Cisco Webex Teams now comes with every Cisco Webex Meetings subscription. Before, during, and after the meeting, they work better together.



THE FUTURE





Of Fortune 500  
companies are  
using video-  
enabled Cisco  
collaboration  
solutions.

# The best collaboration experience for today and the future

Technology's role in the marketplace is to support and inspire big ideas and cultures of innovation. Cisco is committed to leading the collaboration revolution—now and into the future. Digital transformation will continue to drive new ways of working. Cisco will remain at the forefront of future breakthroughs, with a vision that extends beyond in-house innovations—because the best ideas can come from anywhere.

No matter who is included or how many teams are working at once, they all get the same level of performance and security they need to focus, stay engaged, get inspired and innovate, without having to slow down or think twice. Collaboration, yes. Compromise, no.

Cisco Webex is the most widely trusted and  
adopted meeting service on the market.

27+

million meetings  
hosted a month

5+

billion global  
meeting minutes  
a month

113+

million meeting  
attendees  
a month

19

Red Dot  
design awards





## Remembering an innovator

In 2015, Cisco partnered with the University of New South Wales in the U.K. to virtually transport the late and renowned physicist and cosmologist, Stephen Hawking, via hologram to the Sydney Opera House to deliver a guest lecture. Ann Mossop, Head of Talks and Ideas at the Sydney Opera House, described the lecture as a technological Australian first.

[https://mashable.com/2015/04/25/stephen-hawking-hologram/#\\_jrezEEMyiqp](https://mashable.com/2015/04/25/stephen-hawking-hologram/#_jrezEEMyiqp)  
<https://gblogs.cisco.com/uki/cisco-telepresence-live-streams-stephen-hawking-hologram-in-vision-of-the-future/>





# Cisco Webex Teams

Create here. Pick it up there. Share it anywhere.

Don't just talk about innovation—make it happen.

[Try Webex Teams today](#)

