



Emerging Trends in Mobility

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Agenda

The background of the slide is an aerial night view of a city, with numerous lights from buildings and streets creating a dense pattern of yellow and white dots. Several starburst light effects are scattered across the dark blue sky above the city.

1. Cisco's Relevance

2. Today's Technologies

3. Market Transitions

4. Demonstration

5. What to Expect...

Cisco's Relevance?

Why
Cisco



Mobile Calls Anchored in the Network



Mobile Devices as Extensions of the Enterprise Network



Cisco Unified Wireless IP Phones

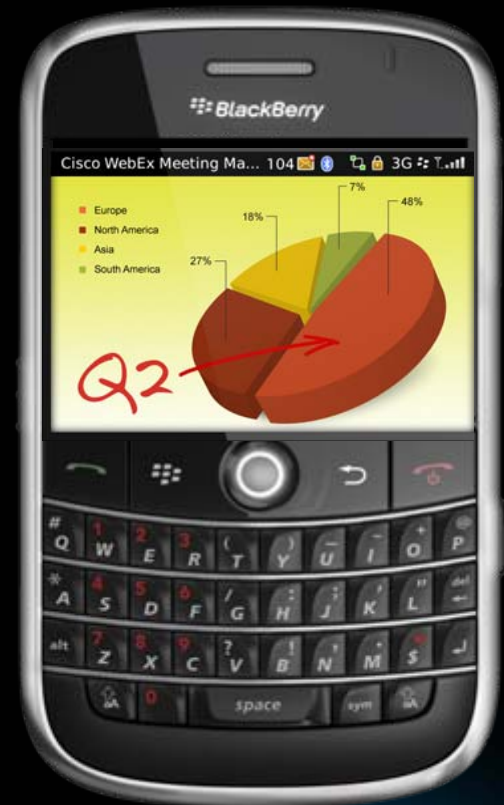


Dual-Mode Smartphones

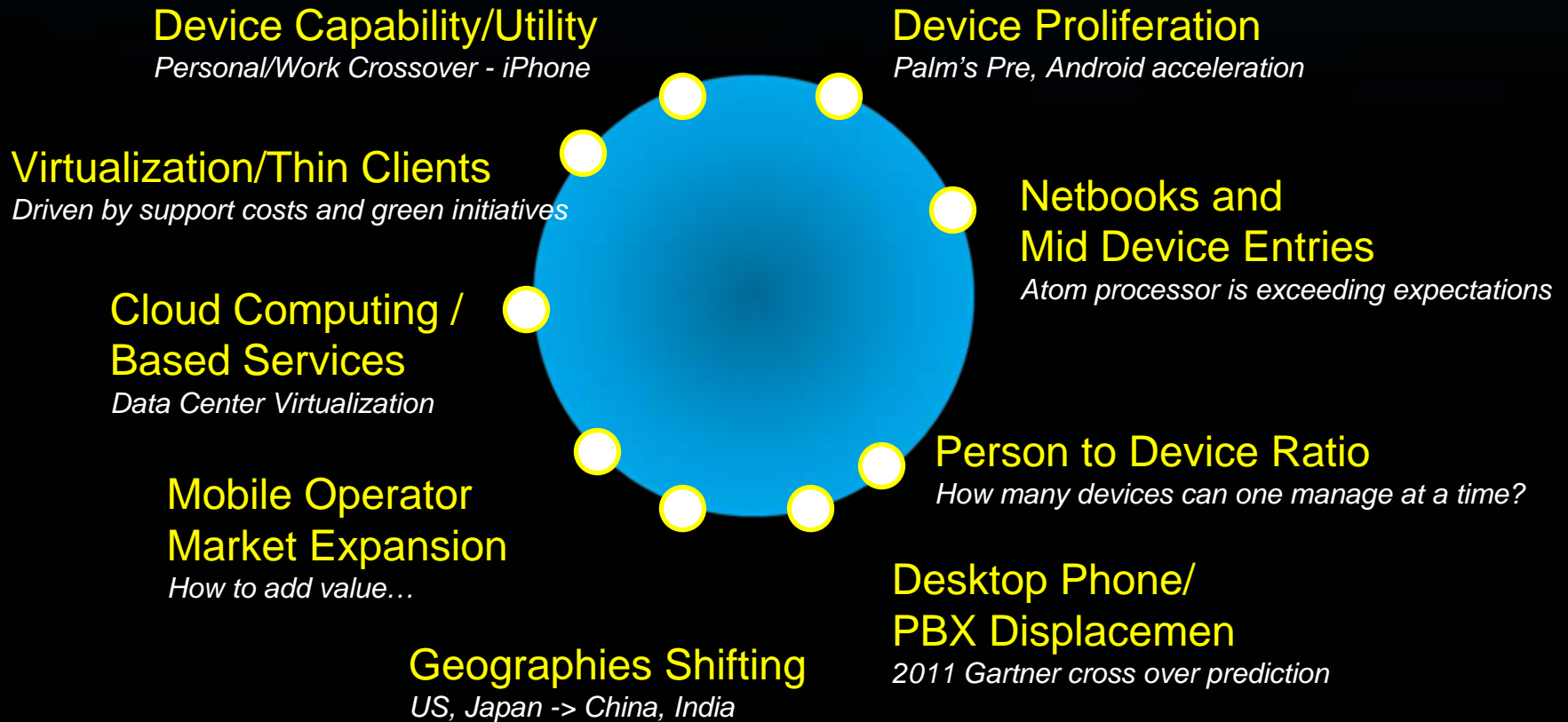


Cisco Unified Mobile Communicator

Collaboration as a Network Service for Mobile Devices



Market Transitions becoming more Visible In The Last 6-12 Months



Three Horizons For Collaboration

Intra-Company



Inter-Company



Boundaryless



Defined Workgroups

TO

Relevant Communities

Three Horizons For Collaboration

Intra-Company



Inter-Company



Boundaryless



Working With Associates

TO

Working With Anyone

Three Horizons For Collaboration

Intra-Company



Inter-Company



Boundaryless



Collaborating During
The “Work Day”

TO

Collaborating When
You Need To

Three Horizons For Collaboration

Intra-Company



Inter-Company



Boundaryless



In Person

TO

Virtually In Person

DEMONSTRATION

What to Expect...

- **One Device with Many Purposes**
- **Leveraging of Native Interfaces**
- **User Experience key to Adoption**
- **Applications Variety will Differentiate**
- **Services Based Infrastructure**
- **Ecosystem Collaboration**



CISCO