



Why Cisco Devices are the perfect fit



The Solution

Whether you're working from home or the office, Cisco video devices are the gateway to great collaboration experiences. They are purpose built to help teams collaborate and create together in real time, no matter how far the distance. From local wireless sharing and high-quality video conferencing to intelligent, connected workspaces, Cisco video devices offer rich collaboration experiences to support the needs of your workforce as it evolves.

- Desk Devices
- Digital Whiteboards
- Room Devices
- Ceiling and Table Microphones

From the desk to the board room and everywhere in between, Cisco has one of the most robust collaboration device line ups in the industry.

Target Audience

Job Function	Title	Key Message
IT	• CIO • Director, IT Operations	Lead with a "secure, easily managed & scalable solution."
Facilities	• CFO • VP, of Operations • Controller, IT Systems	Lead with "cost savings, efficiency, and modernization in the Hybrid Work world."
Operations	• Head of Operations • Director of Operations	Lead with "Enabling Hybrid Work".
Real-Estate	• VP, of Real Estate • VP, Workplace	Lead with "enabling employees to return to the office".



Feature	Selling Point	Differentiation
Frames	Capture the room in the best possible way	Use AI to maintain the context of the meeting room
Speaker Track	Deliver a more immersive meeting with correct Speaker views	Industry leading Speaker Tracking capabilities with non-intrusive camera
Extended Speaker Track	Ful-fill rooms of any size with the same automated experiences	A fully automated system to enable capturing of the deepest meeting rooms
Meeting Zone	Utilise the device in your way, open space or glass walled without distraction	Help focus the meeting in the right way by only framing area's of interest in the discussions
Cross-View	Deliver a seamless meeting experience regardless of cross-room conversations using additional camera automated view switching	Being able to extend the conversation across the table to the far end gives a more natural flow to the conversation whilst ensuring that the remote participants are equally engaged
Control Hub	Manage your collaboration estate in a single management plane, from telephony, devices & users	In addition to simple intuitive management, the platform provides actionable insights into the physical environment & adoption of the technology
Room OS	A dedicated purpose built operating system to deliver a secure high quality meeting experience, whilst allowing the flex-ability to join any meeting platform. Also allowing for integrations to simply meeting rooms	RoomOS is designed to help you join meeting regardless of the platform offering simple intuitive buttons, leveraging all the OS power regardless
Security	Secure appliances ensure an easy to manage, reliably secure experience	Security is foundational to the development of our products & video is no different
Nvidia Powered	A powerful AI chip to deliver next gen meeting room experiences & ensure security in their delivery with room to expand	Locally processed AI deliver a more powerful & capable audio & visual experience across all meeting platform
Thousand Eyes Integration	Take visibility to the next level with Thousand Eyes Integrated to the solution to ensure you always know what is going on with the quality of your video estate	Unparalleled visibility into the call's quality helps to identify, isolate & troubleshoot issues by quickly gaining access to the right data
Sustainability	A high percentage of recycled plastics are used in the products backed by trade-in programs. Even the packaging has undergone a re-design to ensure maximum sustainability criteria is met	Devices are developed from the ground up with sustainability in mind at every stage of the development lifecycle & beyond, as the typical lifespan for a product is between 3-5years, whilst providing insight into the devices power consumption

55%+



of CIOs are prioritizing investments by adding more rooms and upgrading existing ones.

Source: Cisco, Morgan Stanley, REIT CIO Survey, 2023

85%



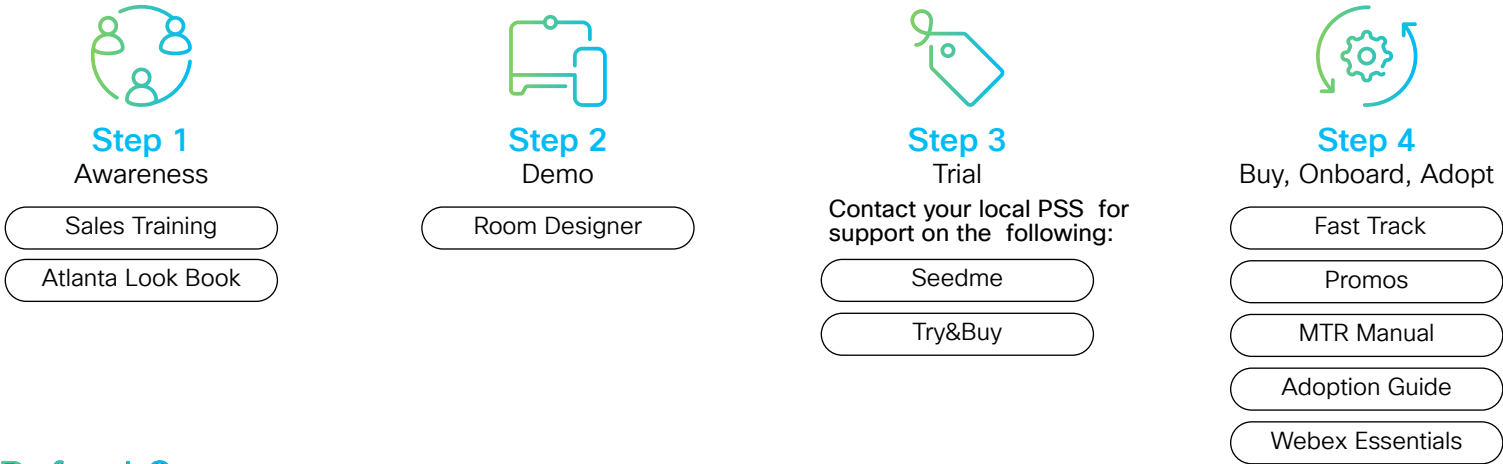
of organizations support two or more meeting platforms.

Source: Cisco Collaboration Devices Decision-Maker Survey, 2021

Cisco Collaboration Devices Conversation Guide

Ask	Listen For	Position
How many old meeting rooms do you have to refresh?	If High -> listen for experience & description of size If Low -> Ask about utilisation & trends of people coming into office	A variety of new expectations that users have on returning to office which require new ways to engage
How utilised are your meeting rooms?	Lack of visibility or insight into how they are use	Insight & actionable data provided by the devices inside of Control Hub
Do you have any challenges around managing your conferencing systems?	Disparate pieces & solutions not working together & manual intervention necessary	Pro-active alerting & un-parralled visibility into the meeting room environment, delivered globally
How many meeting platforms do you use?	Multiple -> Zoom / Google / MSFT / Webex Single -> Query if lower amount of other platforms	A multi-platform capability of Cisco Devices to accommodate multiple platforms
What feedback do your end users give you on their meeting room experience	Poor & disparate experience, lack of intelligence, poor audio / video experiences, wasted time trying to start calls	A consistent interface & experience delivered by our solutions which simply work out the box
Are you a Microsoft Teams house?	If yes -> Did you know Cisco have certified solutions? If no -> How do you deliver a consistent experience across the meeting platforms	Yes -> Position Cisco certified devices as a consistent experience No -> Position Cisco devices in a multi-vendor interop world

Leading with Cisco Collaboration Devices



Why Refresh?

	End of Support Devices	Desk Family	Room Family
Security patches	✗	✓	✓
Control Hub	✗	✓	✓
• Analytics: people count	✗	✓	✓
• Insights: adoption	✗	✓	✓
• Workplace Insights	✗	✓	✓
• Sustainability & Environmental data	✗	✓	✓
• Manageability	✗	✓	✓
• Remote Access	✗	✓	✓
• Software Management	✗	✓	✓
• Smart Diagnostics	✗	✓	✓
• Peripheral support	✗	✓	✓
Power consumption	✗	✓	✓
AI – Audio & Visual	✗	✓	✓
Thousand Eyes Integration	✗	✓	✓
Spaces	✗	✓	✓
Interoperability & choice	✗	✓	✓
Co-creation experiences	✗	✓	✓
Portfolio to support all working styles	✗	✓	✓
MTR	✗	✓	✓

Contact your local PSS for Virtual CX Demos and other demo support.

Resources