Enabling Video Conferencing Solutions for Enterprise Communication
About Cisco Telepresence

- Cisco is No.1 in India with an Enterprise Videoconferencing Factory Revenue Market Share of 48%*
- Cisco Telepresence powers the new way of working, where everyone, everywhere can be more productive through face-to-face collaboration
- It’s the most dynamic way for dispersed teams to innovate, troubleshoot, and collaborate - and it is not just for boardrooms. What started as a means for cutting travel costs and saving time has become a crucial tool for creating a competitive advantage.
- The broad range of Cisco TelePresence Endpoints make In-Person experiences possible for businesses of all sizes, with solutions for everything from multiscreen, immersive group meetings to desktop systems and video-enabled phones for individuals
The Portfolio

- **Scaled Presence**: Enhanced personal presence in the office, home or on the road.
- **Team Innovation**: Face-to-face interactivity for stronger team execution.
- **Business Transformation**: In-person collaboration for strategic meetings.

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Telepresence
Telepresence End Points

- Personal Endpoints
- Multipurpose Endpoints
- Immersive Endpoints
Telepresence Solutions

- MCUs - Conference Bridges
- Management Suite
- VCS – Video Communication Server
- Recording Server
- Cisco TelePresence ISDN Link
SX20 - For the General Boardrooms

- Sleek and powerful Telepresence; it's not just about Videoconferencing
- High definition content sharing with both: 720p and 1080p** options
- Optional multi-party conferencing up to 4 party**
- Apt for various room sizes with option of 4X and 12X zoom
- Multimedia presentations can be shared at the touch of a button (NPP)
- One button to push start a meeting (OBTP)
- Dual Display option available for a collaborative experience**
- The most cost effective solution in the industry today
Who competes with SX20??

- HDX 6000
- HDX 7000
- HDX 8000

The only worthy competitor!!

- Passport
- Express
- Team
- Room

(Self)

- Edge 75/95
- C20/C40
# Lets compare...

<table>
<thead>
<tr>
<th>Specification</th>
<th>SX20</th>
<th>HDX6000</th>
<th>HDX7000</th>
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<tr>
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<td>High Definition</td>
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<td>Maximum Resolution</td>
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<td>4 Way Multisite VC</td>
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<td>Optional</td>
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<td>Optional</td>
<td>NA</td>
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<tr>
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<td>NA</td>
<td>NA</td>
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<tr>
<td>Video Frame Rate</td>
<td>60</td>
<td>30</td>
<td>30</td>
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<tr>
<td>HDMI Input/ Output Ports</td>
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<td>NA</td>
<td>NA</td>
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<tr>
<td>Bandwidth Scalability</td>
<td>Upto 6 Mbps</td>
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<tr>
<td>Technology Platform</td>
<td>Latest</td>
<td>at End of Life</td>
<td>at End of Life</td>
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While the HDX7000 is believed to be the run rate product of the industry, SX20 comes out far superior....
Simple Plug & Play

Connect all cables as illustrated.

**Caution:** Make sure all units are switched off when connecting or disconnecting devices.

1. Connect your primary display to the blue-colored HDMI socket. With the dual display option, connect the second display to the other HDMI output.

2. Connect one or two Cisco Table Mic 20 microphones to your codec.
   **Caution:** Do not connect any other devices to the microphone inputs.

3. Connect the codec to LAN/Ethernet.

4. Connect your camera (option A or B) to the codec.

5. Connect a PC (video and audio) to be able to share presentations (either locally or with remote participants).

Always use the provided Lite-On PA-1600-2A-LF power supply (Input: 2 A, 100-240 V, 50-60 Hz, Output: 5 V, 2 A, 12.0 V).
EX90 – For the Top Management

- The EX Series is an all-in-one tool that streamlines the desktop so you can fluidly move from individual work on your laptop, to a quick video call with a colleague, to problem-solving over shared spreadsheets.

- A high-quality screen with clear high-definition (HD) resolution enables a transparent, all-in-one device to work, meet, and collaborate (24" or 21.5").

- Video resolutions of 1080p30 and 720p60 bring the Cisco TelePresence experience to the desk.
The Cisco TelePresence Touch 8 user interface allows for simple control.

Collaboration is natural with transparent one-touch sharing of high-definition content and a built-in document camera.

A wideband handset is included; you can also add a headset input for privacy (wired or Bluetooth wireless).

The EX90 supports embedded MultiSite which brings together up to four locations into one call.

Dual display capability (HDMI out) is also available on the EX90 to enable a second display that can be dedicated to content.
Cisco Jabber (via VCS) for the Basic User

- Jabber delivers a collaborative experience from your preferred device that boosts your productivity, whether you are mobile or at your desk
- Instantly Interact with IM and Presence
- Enjoy Business-Class IP Voice and Video Telephony
- Get a complete collaboration experience for your iPad
- Communicate From Microsoft Office
- Get Mobile Collaboration-Anywhere on Any Device
- Communicate from Within Web Applications

Across all Devices
Immersive Platform – For the Corporate Boardroom

- Delivers 3 very high quality simultaneous video streams and a HD, full-motion content-sharing stream for superior video and content collaboration
- Three large HD screens offer life-size, life-like remote meeting participation with state-of-the-art cameras clustered together deliver optimal eye contact and a continuous whole-room experience with no field-of-view overlap.
- An ultra-thin light reflector provides high-quality facial lighting for reduced glare with flexible deployment options
- Designed with software and component stability in mind to ensure enterprise-grade reliability.
The Cisco TelePresence® Video Communication Server

- Simplifies session management and control of telepresence conferences
- Provides flexible and extensible conferencing applications, enabling organizations to benefit from increased employee productivity and enhanced communication with partners and customers
- Interworks seamlessly with Cisco® Unified Communications Manager (Cisco UCM), bringing rich telepresence services to organizations with Cisco UCM
- Also offers interoperability with third-party unified communications, IP telephony networks, and voice over IP (VoIP) systems.

Cisco VCS can be deployed as the Cisco TelePresence VCS Control for use within an enterprise and as the Cisco TelePresence VCS Expressway for external communication.
The Cisco TelePresence® Management Suite

- Facilitates minimal end user configuration, allowing organizations to fully embrace remote working and mobility trends
- Centralized video portal with FindMe™ for VCS users provides an enhanced user experience
- Lesser IT administration complexity
- Integration with Microsoft Exchange 2010 drives TP user adoption and acceptance for TP conference and resource scheduling
- Automated phone book services and software updates
- One-Button-To-push (OBTp) allows users to join conferences quickly

Cisco TMs, lets you analyze and better understand usage patterns and return on investment (ROI), making the most of your telepresence investment.
MCU(Bridge) for MultiParty Video Conferencing

- Is standards-based and compatible with all major vendors’ endpoints
- Is highly configurable and field upgradable
- Offers a broad range of HD MCU entry points for customers
- Is software-selectable between HD or SD video ports
- Provides an upgradable unit with growth capacity using software port licenses
- Continuous presence for users on every port
- Easy-to-use, versatile management interface
- More than 50 custom layouts
- Video resolutions up to 1080p, at 30 frames per second (fps)
- A low-risk, cost-effective solution for HD multipoint video conferencing
Cisco TelePresence Recording Server

Transform Cisco TelePresence into a high-definition recording studio using the Cisco TP Recording Server. With its intuitive user interface, you can create and deliver high-quality video for compelling internal or external multimedia communications, such as organizational updates, training, or crisis management.

- High-definition recording: Records in H.264 1080p for playback on any Cisco TelePresence system
- Standard-definition recording: Records in standard definition for playback on standard browser-based video players such as Adobe Flash or Apple QuickTime
- Onscreen prompting: Helps you maintain eye contact with your intended audience
- Auto-collaboration support: Records videos with full PC data such as presentations or documents
- Easy-to-use controls: incorporated into the Cisco TelePresence IP Phone interface
Cisco TelePresence ISDN Link

- A compact appliance for in-room ISDN and external network connectivity supporting Cisco TelePresence EX, MX, SX, and C Series endpoints
- Provides direct connectivity to ISDN or external networks (V.35) for individual telepresence endpoints without the need for additional gateways or other infrastructure
- Easy setup and configuration directly through the endpoint’s web interface (for endpoints with advanced support)
Why promote Cisco???

- Cisco is No.1 in India with an Enterprise Videoconferencing Factory Revenue Market Share of 48%*
- All the Videoconferencing products come from the legacy of Tandberg which was acquired by Cisco a couple of years back
- Superior & extensive portfolio, unmatched by anyone else, with new products that offer an unbeatable value proposition
- Uncluttered market, as of date no one except Syntel Channel Partners have access to resell within the Voice Industry
- Better prices and better trade margins backed with the promise of brand Cisco for superiority and Syntel for service
Value add from Syntel

- **Huge Investments:**
  - Demo Setup @ HO + All Area Offices
  - All Cisco high level Certifications for enabling sales & technical support. Syntel will in turn certify its regional distributors (mandatory) for taking this product to market.
  - Stock & sell – All time material availability

- **Strong Technical support backbone**

- **Lucrative AMC structure for partners**

- **Partner support**
  - Demo setup @ subsidized rates
  - Product support – Technical & Marketing
  - Best prices in Industry
  - Case locking system
A Lifetime Opportunity….

…leverage it NOW!!