



Delivering a New Collaboration Experience for the Public Sector

welcome to
the human network.



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In a world where public sector employees are geographically dispersed, where budgets have been reduced, and where information overload is considered normal, effective collaboration has now become critical.

Departments, agencies, school districts, and campuses across the nation are meeting these challenges with Cisco® Collaboration Solutions for the Public Sector. Implement them to help you:

- Quickly form teams across organizational boundaries and share the most relevant information
- Use the network to prepare the workforce of the future and fuel economic growth
- Address the new global economy by improving access to community services and educational opportunities

With these solutions, you can connect communities, improve educational outcomes, and help people thrive.

The World Is on “Information Overload”



Every Day
35 billion emails are sent



Every 18 Months
The amount of information worldwide doubles



Every 3.5 Years
The number of computer files doubles

The New Normal

The recent economic downturn has resulted in a financial landscape that is fundamentally changed. Doing more with less is the new norm. Reduced teams, reduced budgets, and reduced travel are the new economic realities. In addition to this restricted fiscal environment, four trends are making nearly every task more difficult for government officials and educators. And more, they are forcing organizations to change the way they operate:

- **Expanding chain of activities:** Today, government agencies and educational institutions of every size work with outside suppliers, partners, or contractors. Working together, efficiently and effectively across organizational boundaries and time zones, poses real challenges.
- **Information overload:** Web 2.0 tools such as video portals, podcasts, blogs, wikis, and discussion forums are changing the way in which information is created, published, managed, and consumed. Never before have we had such massive amounts of data to manage. Never before has it been so difficult for people to process and prioritize information.
- **Mobile users:** Advances in technology—and the need to work and study outside normal hours and locations—fosters an increasingly mobile and distributed group of users, including both public sector employees and the citizens they serve. Knowing who to contact as well as when, where, and how to reach them is critical to success.
- **The consumerization of IT:** A flood of new devices and applications are entering the IT environment for the public sector, as employees elect to merge consumer-based tools with standardized communications. IT professionals now face unprecedented challenges in deciding whether to support these tools—a decision that impacts individual privacy, policy, and security.

Without intervention, these trends can have a dramatic impact on public sector operations: slowing key processes, reducing responsiveness to citizen concerns, and causing missed opportunities to improve services to communities and educational outcomes for students.

Mobile Employees Are On the Rise



62%
of surveyed organizations believe that the number of mobile employees will increase.

IDC
Enterprise Communication 2.0

70%
of surveyed institutions are investing in collaboration solutions.

Forrester Research
Enterprise and SMB Software Survey
North America and Europe, Q4 2008

The New Imperative for Collaboration

According to a recent survey by Forrester Research, 7 of 10 organizations are now investing in enterprise collaboration solutions. And public sector entities are taking notice. There is a reason for this interest. In the past, IT investments centered on improving the efficiency of fact-based transactions. But today's conditions require a new focus on improving the exchange of ideas and information between public sector organizations and the communities they serve. This is the future of public service and the next frontier in productivity.

According to McKinsey & Company, "Raising the productivity of employees whose jobs can't be automated is the next great performance challenge—and the stakes are high. Companies that get it right will build complex, talent-based competitive advantages that competitors won't be able to duplicate easily—if at all." It is clear that collaboration is now business critical. But enabling effective collaboration between teams, communities, and individuals who are on the move, geographically dispersed, and struggling to keep up with an influx of information is definitely a growing challenge.

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— McKinsey & Company, *The 21st Century Organization*






Looking at Collaboration with New Eyes

Technology-enhanced collaboration is not new. But traditional text- and voice-centric forms of collaboration cannot, by themselves, address today's challenges.

Cisco believes that to thrive in this new environment, the scope of collaboration must be broadened. It must combine document- and text-centric collaboration—such as email, instant messaging, team workspaces, and conferencing—with voice, video, and context in a way that matches the individual's needs and the situation. In other words, collaboration must evolve and expand in five distinct areas:

- **Information:** Collaboration must build upon single-threaded, asynchronous communications, adding multithreaded communications that take place in real time over a wide range of devices, applications, and mediums.
- **People:** Collaboration must extend beyond organizational boundaries in the public sector to include people and teams throughout extended chains of suppliers and contractors in the private sector.
- **Communities:** Networks must evolve from static, predefined connections to dynamic connections that enable the ad hoc and flexible creation of teams.
- **Context:** Instead of the model in which you find information and people, the need for relevant, real-time information is moving us toward a model in which these things find you. It's all about context: the right time, the right people, the right resource. It's just as important for the public sector as it is for private sector.
- **Security:** The traditional exclusive firewall security models must shift to security models that are selectively inclusive of authorized people outside the organization.

The Five Essential Elements of Collaboration

	From	To
 Information	Primarily Single-Threaded <ul style="list-style-type: none"> • Mediums: email, voicemail, documents • Devices: computer, desk phone • Largely asynchronous 	Multi-Threaded <ul style="list-style-type: none"> • Mediums: email, voicemail, documents, conferencing, social networks, team spaces, IM, RSS, texting, wikis, blogs, podcasts, video • Devices: laptop, desk phone, smart / mobile phone • Real time, all the time
 People	From inside my organization	Value and Supply Chains
 Communities	Static and pre-defined networks	Dynamic teams
 Context	You find information, people	They find you. Right time, right people, right resource
 Security	Exclusive	Value and Supply Chains

Cisco Collaboration Solutions

Cisco Collaboration Solutions address the complexities of today's workplace and the needs of the public. They improve and accelerate interactions among people, enabling teams to form more quickly, and helping people access relevant information in real time. Cisco Collaboration can have a demonstrable impact on the effectiveness of key processes that depend on connecting multiple decision makers in multiple locations, across multiple networks.

Cisco's open and interoperable approach allows you to integrate existing and new collaboration technologies. Collaboration Solutions for the Public Sector can be deployed:

- On premises, within departments, agencies, and classrooms, while working with existing infrastructure
- On demand, using hosted Software as a Service (SaaS)
- Through blended approaches that work together seamlessly

Solutions can be deployed in any order, at a pace that matches your particular objectives. Cisco Collaboration Solutions for the Public Sector include:

- **Conferencing:** Take advantage of a wide range of voice, video, and web offerings with on-premises and on-demand conferencing solutions. Extend the reach of government employees and educators with advanced audio, web, and video conferencing capabilities that are compelling, productive, and cost-effective.
- **User care:** Promote satisfaction with IP contact center solutions that proactively connect users with the information, expertise, and support they need at the times and places they need it.
- **Social software:** Accelerate decision making by helping employees and the public quickly find, access, and share relevant information using secure, collaborative software applications, automated expertise, and media locators.
- **IP communications:** Boost productivity with the most popular voice system, which includes a full suite of IP communications solutions and advanced media and collaborative meeting endpoints. Extend consistent communications services to employees, citizens, teachers, and students wherever they are located.
- **Messaging:** View real-time presence information from standards-based presence systems. Communicate within and between organizations using enterprise instant messaging (IM) from the cloud or on your premises. Evolve your email solution with hosted email that's highly secure, economical, integrated into your desktop environment, and ready for your future collaboration environment. Use leading unified messaging solutions that enable users to access and deliver messages anywhere using email, IM, and voicemail. Enhance flexibility with on-premises, SaaS, and blended deployment models.

- **Mobile applications:** Increase mobile employee productivity and responsiveness to the public, while controlling mobile costs, by making mobile devices extensions of the network. Leverage the power of 3G networks to attend web conferences on mobile devices.
- **Cisco TelePresence:** Enliven organizational processes and better respond to the needs of the public. Cisco TelePresence solutions create live, face-to-face experiences that enhance communications, speed decision making, reduce costs, plus provide a shared teaching resource and a training tool for educators. Now people can meet, share content, create high-quality video recordings and events, consult with experts, and deliver personalized services, all using the power of the immersive, in-person Cisco TelePresence experience.

The New Collaboration Experience

With Cisco Collaboration Solutions, you will enjoy a new level of freedom and flexibility in the way people connect, communicate, and collaborate. Cisco Collaboration Solutions deliver experiences that:

- **Build trust and accelerate decisions with rich, real-time Interactions:** Users enjoy an array of collaboration capabilities that build on today's capabilities, but also include highly secure, inter-agency and intra-agency collaboration services such as IP communications, web conferencing, and Cisco TelePresence.
- **Connect the right people with the right information:** Cisco Collaboration Solutions provide enhanced presence information, so people know the best way to reach colleagues, whether through IM, email, voicemail, IP phone, mobile phone, or video. Presence can be extended across the enterprise and across the cloud to any collaborative workspace or business process through open protocols. Presence can be extended between agencies, even those with different IM and presence systems. Through session management, Cisco Collaboration Solutions enable people to collaborate without interruption as they move between devices and locations. And network-based services extend collaboration to any person, device, or application that touches the network.
- **Accelerate team performance:** Pervasive, easy-to-use capabilities are required to truly improve and accelerate team performance. Cisco Collaboration Solutions offer applications with the same ease of use, speed, and ubiquity that Web 2.0 applications offer consumers, but do so with enterprise-grade security, availability, quality of service, and reliability. To address the challenge of knowing who has the expertise you need, Cisco Collaboration Solutions use network-based tagging, a network-based service with access to all content flowing through the network, so it delivers a cross-application view of "who you know, what you know, and the information you value." This information is available in text, video, and audio, which can now be transcribed, searched, indexed, and tagged.
- **Collaborate with confidence across departments, agencies, school districts, and campuses:** Cisco Collaboration Solutions extend processes beyond firewalls, making it possible to confidently and seamlessly initiate collaboration between distant colleagues and the public with rich, reliable, and highly secure collaboration experiences. Cisco provides strong assurance for secure collaboration within and across organizations through innovative collaboration architecture.
- **Make the most of IT investments:** Cisco invests one-fourth of its research budget to ensure that Cisco Collaboration Solutions are interoperable with other industry-leading solutions. This interoperability, whether with existing communications solutions or with a wide range of operating systems, mobile devices, business applications, and other third-party solutions, gives you the flexibility to choose which collaboration tools you use.

"Collaboration will affect every industry. It will change service, sales, and business models. It will change the size, scope, and number of projects an organization can take on. And it will change the speed of implementation."

— John Chambers, Chairman and CEO

The New Collaborative Model

The ability to instantly connect people, information, and teams can do more than maximize productivity. It can change the nature of how you work and transform the way you serve your citizens, students, and educators. By creating a culture of collaboration, you can:

- **Send ideas instead of people:** The United States Postal Service uses web and voice conferencing to conduct training without traveling. Part of their Strategic Transformation Plan 2006-2010 was to identify ways to reduce travel expenses associated with the training of mail carriers and postmasters, and web conferencing has enabled them to reduce these annual costs by US \$10 million.
- **Improve responsiveness to citizens:** The City and County of Honolulu, the 13th largest municipality in the United States, has implemented unified communications, video, and business continuity solutions to support innovative services. They have simplified citizen communications with government, improved services in their tax office, and created a robust backup and recovery facility to ensure that services are always available.
- **Prepare students for the global economy:** The University of South Carolina's Moore School of Business uses Cisco TelePresence to bring people together from anywhere around the world in a live learning and meeting environment. "At the Moore School, we now have the technological capability to bring the world closer together and make this happen in real time," says Moore School Dean, Hildy Teegen.
- **Make education more accessible:** Madison Area Technical College deploys Cisco Unified Communications and TelePresence to deliver superior customer service and collaboration opportunities to students, faculty and staff. According to Roger Price, vice president of infrastructure services, "there are people out there who would love to get an MATC education, but they just haven't been able to reach us. Now they can."
- **Implement 21st century learning tools:** Fontana Unified School District (USD) augments its traditional brick-and-mortar facilities with virtual learning so that students now connect with educators in ways never before possible. "TelePresence is so easy to use that it was a 'no-brainer' to move forward with it, because if you can use a phone you can use TelePresence," says Randy Bassett, chief technology officer for Fontana USD.

Collaboration Will Fundamentally Change the Way We Work and Learn



Collaborate with the Best

Cisco has provided IP communications services and applications to more than 100,000 customers and more than 85 percent of Fortune 500 companies. Extending this leadership, Cisco has aggressively expanded its collaboration portfolio through R&D innovation and acquisition. Its collaboration portfolio now includes Cisco WebEx, with more than 20 million hosted meetings per month. And today, Cisco TelePresence delivers face-to-face meetings at more than 2000 installations. With our most recent innovations in collaboration application software, Cisco's end-to-end collaboration system gives you the flexibility to deploy the right mix of collaboration services on premises and on demand.

Cisco's approach to collaboration can help you both better serve the public and improve educational outcomes, while reducing capital expenditures. With Cisco Collaboration Solutions, you can provide rich collaboration experiences, connect the right people with the right information, and get the most value from your IT investments.

As a collaboration pioneer, Cisco has used collaboration to change the way we work. By serving as our own laboratory, Cisco has mitigated much of your risk associated with deploying and using this technology. Cisco, along with its extensive set of partners, is well prepared to lead you through your collaboration journey, and can help you maximize your own benefits from collaboration. Accelerate team and customer interactions with Cisco Collaboration Solutions.



For More Information

For more information on Cisco Collaboration Solutions for the Public Sector, contact your Cisco representative or visit: http://www.cisco.com/go/collaboration_experience



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