



NEWS RELEASE

# Can Your Business Compete? Accelerate Business Transformation With New Cisco Digital Solutions and Offers

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BERLIN, GERMANY -- (Marketwired) -- 02/17/16 -- **Cisco Live! Berlin** -- Digital disruption means getting to business outcomes faster. Cisco (NASDAQ: CSCO) can help customers transform their businesses and thrive in this 'new normal'. With new solutions enabling Customer Experience, Workforce Experience, and Digital Ceiling -- Cisco announces a suite of offers that are taking business models to a whole new level.

In this era of digitization, expectations are quickly on the rise. Businesses must stand out in a big way in order to gain a strategic edge with their customers -- and with their employees. To become a successful digital business, companies must answer these critical questions:

- *Are we using predictive insights and analytics to personalize the customer experience?*
- *Are we driving the very best in workforce efficiency and employee retention?*
- *Are we transforming business models to maximize value and optimize operations?*

Cisco's new digital solutions are based on validated designs and use cases. Orderable as one solution, they bring together hardware, software, and services. The software is designed to allow our 60-plus ecosystem partners the flexibility to extend functionality and value across the use cases -- without risk.

## ***Customer Experience Digital Capability: Three new offers***

The customer is king. Delivering a better experience, as well as measuring and optimizing on each customer interaction, is at the heart of these new offers. Capturing this information strengthens consumer relationships and captures loyalty. It also drives increased revenue across the entire customer journey.

**Virtual Expertise:** This solution brings easy, real-time interactions with experts. Anywhere -- on any device. From insurance claims on demand to remote access of health information -- consumers want it when they want it. Some of the key components of this business offer include *Unified Call Manager, Cisco Unified Contact Center, Cisco UCS Server, [and more.](#)*

**Mobile Experience:** Personalized and differentiated mobile experiences are at the center of this solution. Did you know that the majority of people that use mobile to research a purchase actually go on to *make* that purchase? Drive bigger net revenues and create long-term customer intimacy. Key components of this business offer include *Connected Mobile Experience, Enterprise Mobility Service Platform, [and more.](#)*

**Intelligent Branch:** Get the reward without the risk. This solution enables quick deployment of rich and secure services in the branch -- critical for the best customer experiences. Key components of this business offer include *Cisco 4000 Series Integrated Services Routers and Security Bundle, Catalyst 3850 Switches, UCS E-Servers, [and more.](#)*

### **Workforce Experience Digital Capability: One new offer**

Employees are the glue. Create a workplace that's collaborative and digitally innovative. It keeps your existing talent coming back -- and entices Millennials looking for a flexible space to hang their hat. Tailoring employee experiences to a bevy of different work styles fosters an environment that's key to retaining today's workforce.

**Workspace Productivity:** Improve productivity and cut costs. Using face-to-face collaboration and conferencing, this offer is made up of standardized room types that allow you to set to your preference and then roll out. Key components of this business offer are: *Cisco Video end-points, TelePresence Management Suite, and Cisco UCS Server.*

### **Digital Ceiling Framework: New Lighting Solutions from Digital Ceiling Partners**

Buildings just got personal. Cisco's [Digital Ceiling](#) enables the convergence of building systems including lighting, heating, cooling, sensors, and other actuators. All of these work together to increase efficiency, lower costs, and enable unique user experiences. The net-net: creation of buildings that are not only smart, but also connected, secure, and easy to manage.

- *Harness the power of the [partner community.](#)* With 15 partners and counting, these industry leaders have a collective wealth of expertise that extends across domains like lighting, building automation, enablers, and ISVs. Digital Ceiling users also can count on Cisco's world-class partner organization. By bringing everyone together and providing a Digital Ceiling framework, we enable open and secure communication, i.e., a new Information Exchange.
- *Access the Information Exchange.* This eases interoperability among devices, sensors and actuators. It enables more efficient communication over CoAP -- a standards-based IoT protocol.
- *Lighting.* Find new lighting solutions that run on the IP network from lighting industry leaders including Cree, Phillips, and more.
- *An optimized Cisco network.* This now includes enhanced switches that enable lighting and building automation to run on a converged IP network. Features like Perpetual Power over Ethernet (PoE), Fast Boot, Smart Install, and software for sensor integration (including motion, light, temperature, infrared, and humidity) are also included.

Note: The Cisco Digital Ceiling has use cases that integrate with both the Customer and Workforce Experiences -- all a part of the Cisco Digital Solutions portfolio.

**John Brigden, SVP Cisco, Software Group:** *"Companies that embrace digital transformation are driving significant market valuations. They recognize the value of competitive differentiation, and know how to identify and act on critical enablers of growth. Cisco's Customer and Workforce Experience solutions, as well as Digital Ceiling, are designed with that in mind. These customer-validated, digital solutions are created to help you drive revenue and deliver on those critical business outcomes."*

### **Outperform the Competition**

Embrace digitization and transform your organization faster with Cisco. We connect people, places and devices -- offering improved security, automation, and data insight. Enhance the customer experience, empower workforce innovation, and transform business processes. Cisco can help you achieve real business value and move you ahead of the pack.

### **PARTNER AND CUSTOMER QUOTES**

**Mark Goldman: Nationwide Building Society, Divisional Director - Central Distribution:** *"By partnering with Cisco, we have delivered a first-to-market pioneering technology solution in our Nationwide NOW service. It has transformed the way we engage with our customers across our branch network and underlines our commitment to supporting our branch presence by meeting the changing needs of our customers. We will continue to drive forward our digital agenda without losing sight of the value our customers place on face-to-face help and advice."*

**David K. Akridge: Mobile County Public Schools Executive Manager, Information Technology:** *"Mobile County Public Schools is working toward blending lighting with intuitive technology to personalize learning environments and deliver more value than we'd ever imagined. Beyond high performance energy efficiency, we now have the ability to tune the color of our lighting to create custom, comfortable classrooms."*

**Yasufumi Hirai: Rakuten, Inc., Executive Vice President, Representative Director, and CIO:** *"In order to maintain the agility of a small start-up, we designed an open workspace that encourages more communication and collaboration between our 12,000 employees across 28 countries. With Cisco, we are helping our employees be more productive in a cutting-edge work environment that also supports their personal well-being."*

**Michael Gresty: Rifiniti, CEO:** *"The digital transformation of the workplace now extends into the analytics of workplace efficiency and employee collaboration. The key to leveraging the emerging 'Internet of Everything' is implementing an 'analytics of things' that transforms unlimited data into actionable insights now."*

### **RESOURCES AND TOOLS**

#### **BLOGS**

[Tony Shakib, VP Vertical Solutions](#)  
[John Brigden, SVP Software Group](#)

#### **DIGITAL SOLUTIONS OVERVIEW**

[Digital Solutions Home](#)  
[Video: Digital Business Transformation](#)  
[Cree Press Release](#)

## **CUSTOMER EXPERIENCE**

[Customer Experience Home](#)

[Retail Infographic](#)

[Retail Value at Stake Infographic](#)

[Retail Video: Tesco's F&F](#)

[Retail Video: Retail Wonder](#)

[Hyatt Case Study](#)

[Financial Services Retail Banking Infographic](#)

[Video Banking to Drive Digital Sales: Whitepaper](#)

## **WORKFORCE EXPERIENCE**

[Workforce Experience Home](#)

[Office of Life Video](#)

## **DIGITAL CEILING**

[Digital Ceiling Home](#)

[Digital Ceiling Partner Community](#)

[Video: Digital Ceiling](#)

[CIPCO Case Study](#)

[EllisDon Case Study on Toronto](#)

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