Cisco Spark:
Redefining the where, when, and how of work

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Redefining the where,
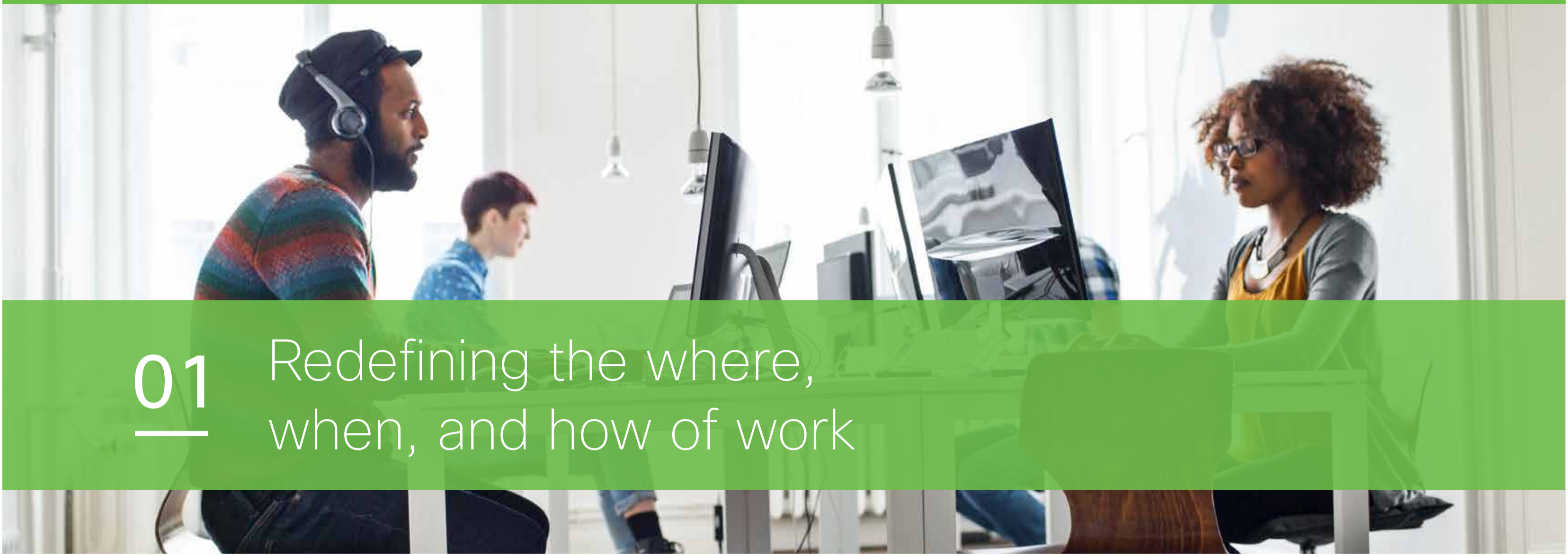when, and how of work

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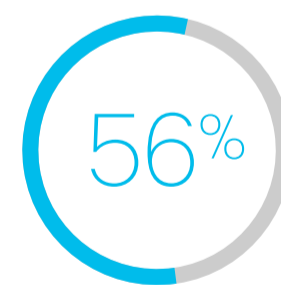for innovators

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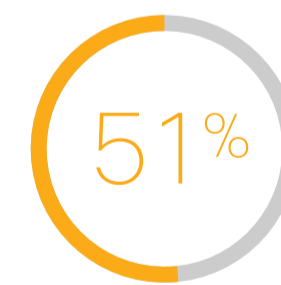
The best collaboration experience
for today and tomorrow

01 Redefining the where, when, and how of work

No matter the type of organization, digital transformation is driving big changes. Banks, schools, retailers, manufacturers, and even hospitals are reimagining how they can collectively accomplish more in response to fast-shifting business goals. Accenture refers to these workforces as "liquid," meaning that in order to drive change, they need to become agile at each and every level of their business.[1] It's not just changing what businesses do, it's changing how they do it.
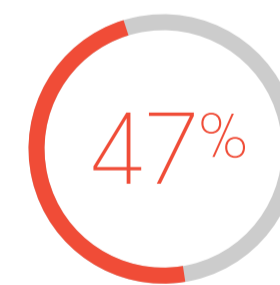
83% of HR leaders said employee experience is important for success.

56% are investing in more training.

51% are improving work spaces.

47% are giving more rewards.[2]

1. *Technology Vision 2017: Technology For People*, Accenture, 2017.
2. "The Employee Experience Is the Future of Work: 10 HR Trends for 2017," *Forbes*, Jan. 2017.
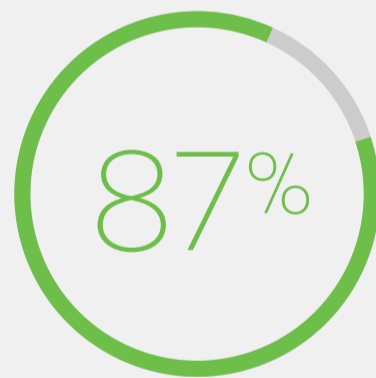
The workplace is wherever you are.

People want to work the way they live. As social channels and video communication become more prevalent in our personal lives, the desire to communicate the same way with coworkers, customers, and partners is natural. The view of the traditional office is changing. Rush hour is disappearing. Work-from-home policies are increasingly standard. The popularity of co-working spaces is on the rise. People increasingly expect that the workplace isn't somewhere you need to be—work can happen wherever you are.

While flexible work options are increasingly popular, remote workers can feel disconnected without the right tools. They need to easily connect with their peers, partners, vendors, and customers whether in the office or on the go. And they want the ability to engage in a variety of ways, from the device of their choice. Access to tools like video conferencing, real-time messaging, and file sharing is critical to maintaining that sense of "team" and professional comradery.

87%

of remote users feel more connected to their team and process when using video conferencing.[1]

1. "Analyst Report: Why videoconferencing is critical to business collaboration," Gigaom.

02 Building a culture for innovators

The secret to successful workplace transformation greatly depends on embracing flexibility and change. Advanced technology is freeing us up to reimagine what an office can look like—and what might take place within or around a borderless, wireless space. According to a 2015 global executive study by Deloitte and *MIT Sloan Management Review*, digitally maturing organizations are more comfortable taking risks than their less digitally mature peers. Comfort with risk and creating collaborative work styles are key drivers of innovation.[1] Consider the many innovative entrepreneurs who put a spin on traditional industry standards to create fresh new business models, including Lyft, Airbnb, and Warby Parker.
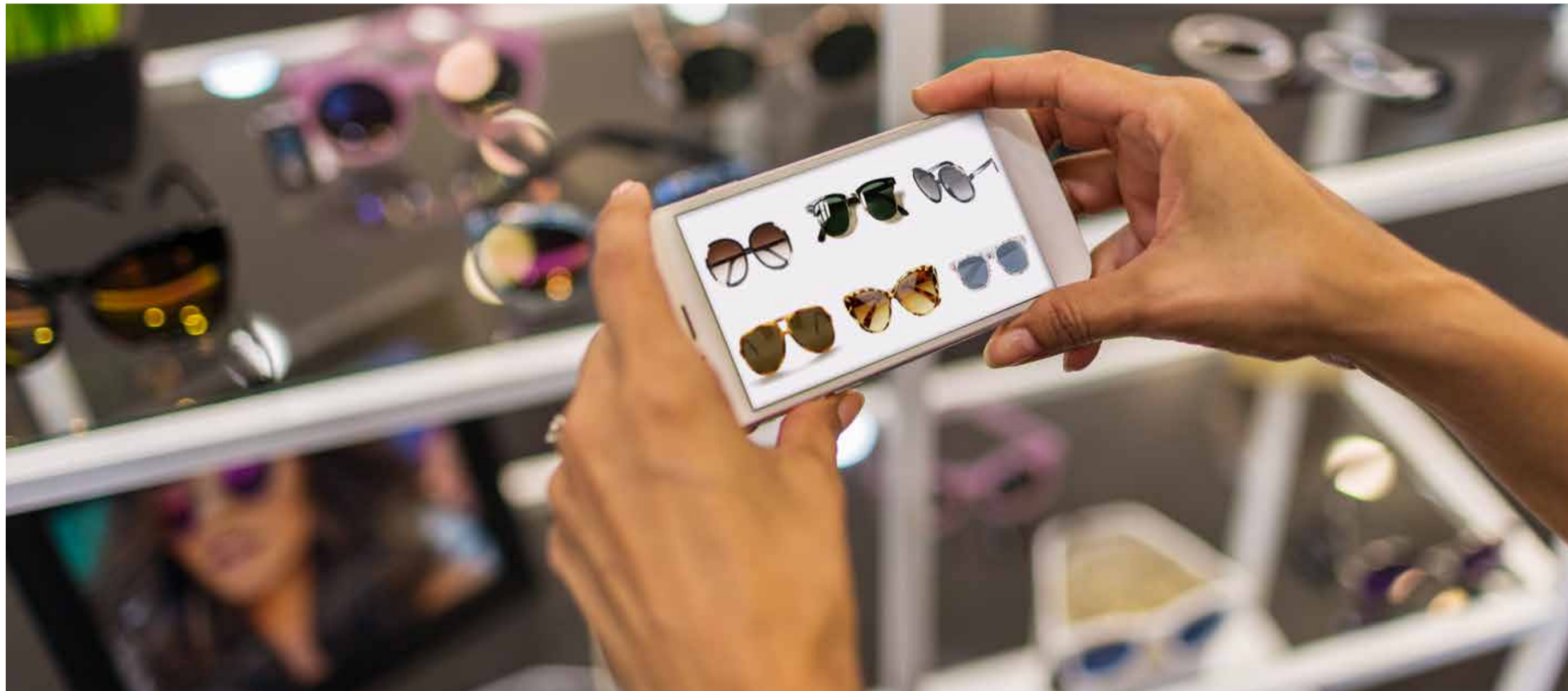
"Collaboration can turn into something more contextualized and more impactful in terms of the business. This new collaboration is going to be a differentiating factor for the competitiveness of your company going forward."[2]

— Monica Basso, research vice president, Gartner

1. "Strategy, not Technology, Drives Digital Transformation," *MIT Sloan Management Review*, 2015.
2. "Gartner Tells IT Executives How to Enable Enterprise Collaboration," CIO, May 13, 2014.

According to Tech at Bloomberg, "Warby Parker is constantly exploring new technologies to improve the customer experience, including the potential for developing an app that would allow vision screenings and other eye tests to be performed on a mobile device."[1]

Each of these examples shares a common desire to use technology to change traditional business models. Gartner encourages organizations to think more broadly and holistically about a digital workplace driven by mobile, social, and cloud-data technologies.[2]

1. "How Warby Parker Is Turning Affordable Eyewear into a Long-Lasting Legacy," Tech at Bloomberg, Dec. 16, 2016.
2. "Create a Digital Workplace Manifesto for Executives and Employees," Gartner, May 18, 2015.

What's possible when people learn how to collaborate rather than just communicate?

Organizations and their people are adapting and evolving in exciting new ways. Work from anywhere is becoming the new work from home. Many companies are opting to grow their remote workforce, cost-effectively expanding their teams and broadening their talent pool. They do so by relying on a variety of communication and collaboration tools to ensure that the work gets done no matter where employees are located. Technology-enabled productivity is the key.

And it's not just young startups that are finding clever ways to leverage collaboration technology. In respected universities, some professors are accelerating research by connecting with colleagues in disparate colleges without having to travel to meet in person. They can also offer face-to-face office hours from anywhere and bring in guest lecturers to give presentations virtually. San Jose State University uses video collaboration technologies to help students pitch ideas and get feedback on their work from leading advertising agencies in New York and London.

"Collaboration has enriched our program by opening the real world up to students. We're providing a wealth of opportunities by breaking down geographical barriers to actual industry experience."[1]

– John Delacruz, advertising professor,
San Jose State University

1. "Opening Up Higher Education with Collaboration Technology," Cisco.
http://www.cisco.com/c/dam/en/us/products/collateral/collaboration/meetings/sjsu-case-study.pdf

03 Collaboration at its best

Get more done, from anywhere, with Cisco Spark.

In a recent report from Gartner, Cisco was identified as a leader in five collaboration-focused Gartner Magic Quadrants, including web conferencing and group video systems.[1]

A long-standing industry leader in the unified communications and collaboration space, Cisco is helping organizations realize the promise of seamless, fluid communication. The company's culture of innovation now brings you Cisco Spark™, an app-centric cloud-based service that provides a complete collaboration suite for teams to create, meet, message, call, whiteboard, and share—whether they're together or apart.

1. "Cisco Collaboration a Leader in 5 Gartner Magic Quadrant Reports," Cisco Blog, Feb. 2017.
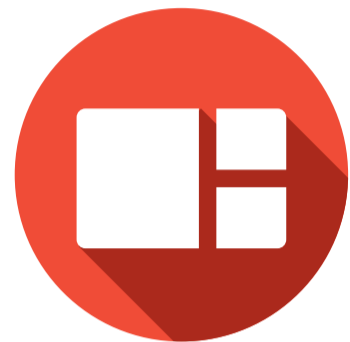
Cisco Spark sets a new standard for modern workforce collaboration in one continuous work stream that allows teams to engage more freely when, where, and how they need. A meeting is no longer just a specific period of time with a distinctive start and finish. Cisco Spark allows the conversation to continue before, during, and after the meeting.

"We need to stop letting the concept of a 'meeting' determine how we connect and when. Collaboration happens on a continuum, not in discrete chunks dictated by someone reserving a room or writing an agenda. Meeting is part of an organic, ongoing connection between people. The best meetings never end."[1]

— Rowan Trollope, senior vice president and general manager, IoT and applications, Cisco

1. "The best meeting never ends." Cisco Blog, Jan. 2017

Cisco Spark: A comprehensive collaboration experience

Cisco Spark spaces
One place for everything

Stay organized by creating a Cisco Spark space for every project. You can invite collaborators, message, share, and even start scheduled or impromptu meetings from within the space, providing high-quality video conferencing and advanced features such as whiteboarding.

"Cisco Spark is a new definition of the workplace. It truly connects people and makes collaboration more efficient and human."

Christian Martin, General Manager Cisco Switzerland

Meetings
Make the most of your time.

Bring people together for continuous collaboration from anywhere, on any device, with Cisco Spark meetings. Share ideas and get things done before, during, and after the meeting in one continuous work stream in your own virtual meeting room. Cisco Spark meetings are powered by Cisco WebEx®, the global leader in web and video conferencing. You can schedule and attend meetings for up to 200 participants within the Cisco Spark app or via Microsoft Outlook. Or join smaller meetings on the fly. Start the conversation before the meeting begins and keep it going after it ends as you share files and notes and address action items.

1. "17 Things CEO Chuck Robbins Said About Cloud, Cisco's Future Technology Bets and The Channel's Monster Infrastructure Modernization Opportunity," CRN, Nov. 3, 2016.

Messaging
Get things done in real time.

Cisco Spark's always-on, secure team messaging and file sharing from any device make it easy to share information and have real-time discussions that accelerate decision making. Your messages and files live in the same space as where you start your meetings, and you can message privately with one person or start a group discussion.
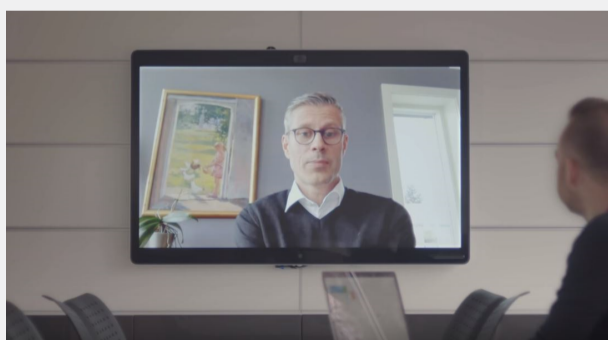
Calling
Reach anyone from anywhere.

Call from any device in the same space where your meetings, files, and conversations live. Cisco Spark includes HD voice and video calling for desktop and mobile. Answer and make calls anywhere using the Cisco Spark app or your desk phone. Your contact list and call history are synced across devices. In non-US markets, call functionality is offered uniquely as a hybrid service, connecting Cisco call control with Cisco Spark in the cloud for an integrated user experience.

Making the construction industry smarter

For Norwegian company CoBuilder, Cisco Spark " makes you smile- it just works!" . Gone are the login issues, connection drop-outs, poor sound and vision. Everything happened much quicker, eradicating endless meetings, multiple emails, texts and phone calls.
Read and watch how CoBuilder uses Cisco Spark.

File sharing
Make it easy to share. And find.

Securely share files and access them easily from any device. Team members can even review items and provide immediate feedback via Cisco Spark messaging. Rather than tracking comments via multiple email responses, they are saved to one location in the Cisco Spark space.

Whiteboarding
Engage your team.

With multiparty whiteboarding within the Cisco Spark app, team members can capture ideas as they draw simultaneously from any Cisco Spark app and on the Cisco Spark Board. With the ability to use either their mouse or touchscreens, users have ultimate flexibility and location choice. The whiteboard files and content live in the Cisco Spark space, and the drawings can be saved for later or added to after the meeting.

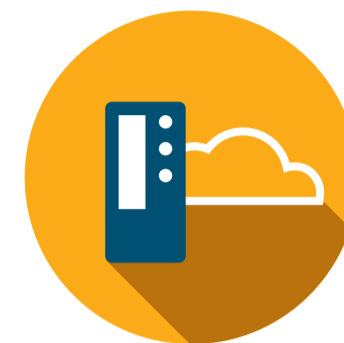### Sparking Innovation in the Fashion World

Del Brenta, an Italian-based high fashion manufacturer, creates heels, wedges, platforms, and other footwear for some of the most prestigious design houses in the world. In an industry that moves at the speed of light, Del Brenta needed collaboration solutions that could help them keep up with ever-changing trends. Find out how Cisco Spark helped Del Brenta transform their business to keep pace with the fashion industry.

Cisco Spark Board
Intuitive design

Cisco Spark Board makes it easier than ever to engage as a team and get things done. Cisco Spark Board enhances the Cisco Spark experience by better enabling meeting rooms to provide a continuous workflow between physical and virtual spaces. With Cisco Spark proximity, Cisco Spark Board recognizes the Cisco Spark users in the room and automatically connects them—eliminating the need for cables. The touch-based, all-in-one collaboration device combines wireless presentation, digital whiteboarding, and video conferencing. Users can draw simultaneously with their mouse or touchscreens, from any Cisco Spark app and on the Cisco Spark Board, for ultimate flexibility and location choice. Files and content live in team spaces, and the drawings can be saved for future discussions within that dedicated space. All of this fluidity is matched by highly secure, end-to-end encryption.
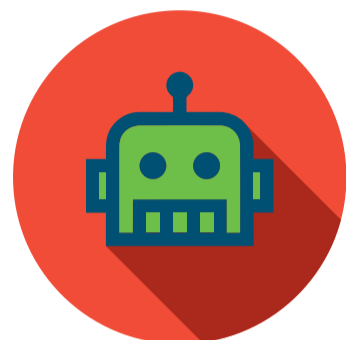
Cisco Spark Hybrid Media Services
Ensuring great experiences across the board

A simple, secure way to connect on-premises and cloud services, delivering superior audio, video, and content sharing

Cisco Spark Hybrid Media Services gives you industry-leading media experiences by providing a local instance of the media processing for lower latency and Internet bandwidth savings. It provides a better use of resources and a high-quality experience for users by running Cisco Spark from a local Hybrid Media node installed on a Cisco UCS® server in your network.

Security and Compliance

Industry-leading end-to-end encryption helps ensure that messages and data are always secure. Security teams can meet information security policies while having access for legal and compliance needs.

Cisco Spark Depot
Work smarter and faster.

Cisco Spark Depot is an ever-growing catalog of integrations and bots that can be added to Cisco Spark to accelerate business outcomes for users and businesses of all sizes.

Messaging and bots represent the next movement in communications technology. Cisco Spark Depot is your hub to discover integrations and bots to customize your Cisco Spark experience. You can take advantage of off-the-shelf integrations and bots within the platform, or you can create your own custom solutions with Cisco Spark for Developers.

See integrations and bots that accelerate business outcomes here: https://depot.ciscospark.com.

Cisco Spark for Developers
Extend the Cisco Spark experience.

Cisco Spark for Developers provides powerful, open APIs so developers can create innovative and useful apps that extend the value of Cisco Spark. No other solution brings together so many facets of collaboration into a single unified platform, and this creates many opportunities for developers. Our software development kits are available in common languages and platforms to speed up development, and more are on the way.

Cisco Spark Flex Plan
How do you need to work?

One easy plan that's customized for all your collaboration needs:

The Cisco Spark Flex Plan allows you to choose the right subscription for your business, simplifying purchasing, enhancing flexibility, and streamlining budgets. There are two options available, and both include technical support.

- Employee-count subscriptions that give meeting, messaging, and calling services to all employees

- Shared meeting subscriptions for room and desk devices, to help you get started with video meetings

www.cisco.com/go/ciscosparkflexplan

04 The best collaboration experience for today and tomorrow

Cisco is committed to leading the collaboration revolution—both today and tomorrow. The role of technology in the marketplace is to support and inspire big ideas and innovation. Digital transformation is going to continue to drive new ways of working, and Cisco will remain a driving force, with a vision that extends beyond in-house innovations—because the best ideas can come from anywhere. In addition to creating new,
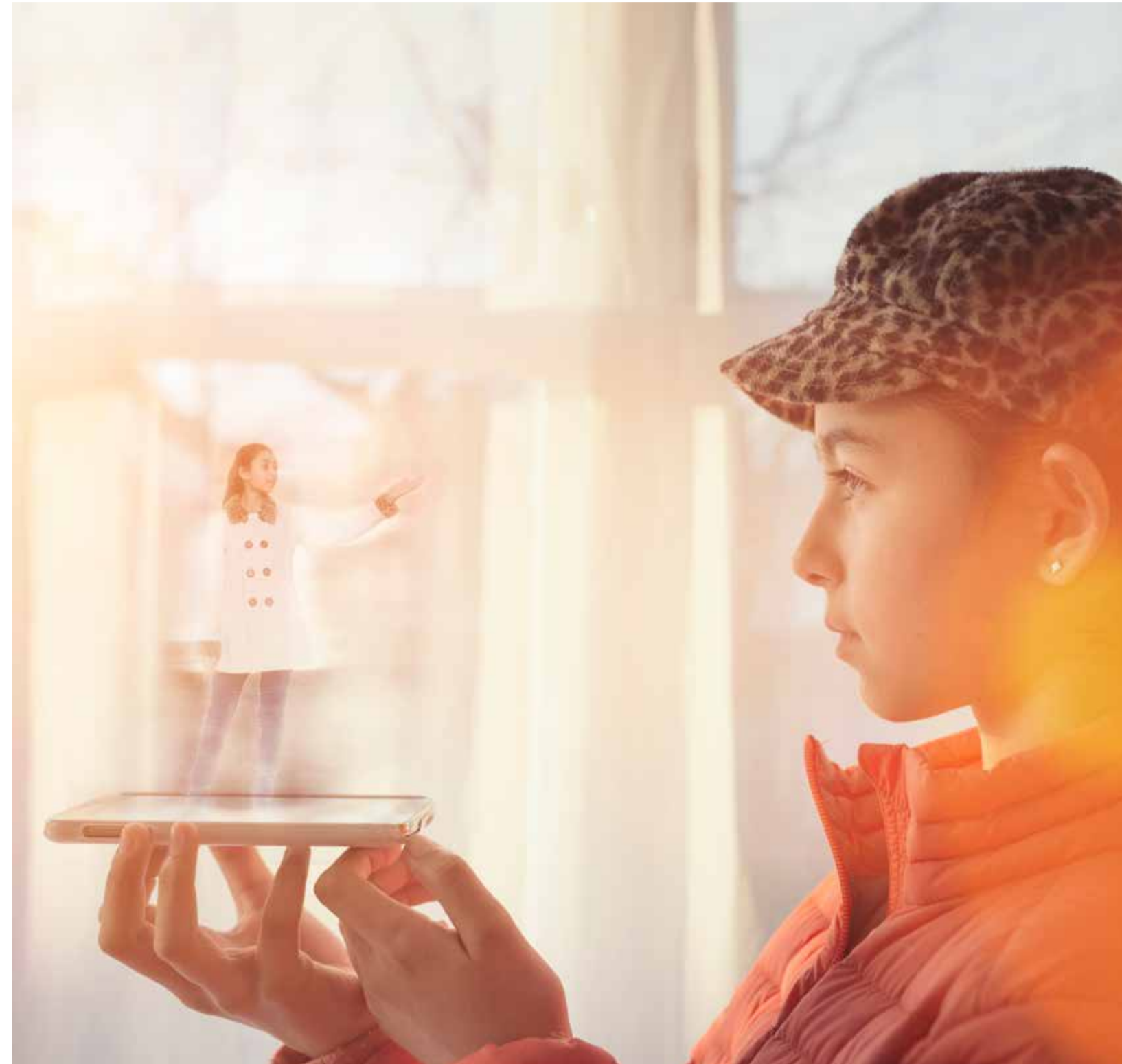
Cisco-developed services like Cisco Spark, or new devices including Cisco Spark Board, Cisco has also invested $2.1 billion in startups around the world and another $150 million in the Cisco Spark Ecosystem. And Cisco Spark for Developers helps developers inside and outside of Cisco bring their ideas to life—incubating great ideas so they become great applications and integrations.

In 2015, Cisco partnered with the University of New South Wales in the U.K. to virtually transport renowned physicist and cosmologist Stephen Hawking via hologram to the Sydney Opera House to deliver a guest lecture. Ann Mossop, Head of Talks and Ideas at the Sydney Opera House, described the lecture as a technological Australian first.

This notion of fostering innovation is nothing new. Cisco's own research and development efforts stretch the boundaries of technology and collaboration. With that come amazing opportunities to inspire groundbreaking experiences that will help shape the future of collaboration and allow people to connect in ways they've never experienced before.

Find out how Cisco Spark can
help you take the "work"
out of teamwork.

Try Cisco Spark today