



Cisco WebEx[®] Meeting Center

Product Presentation

Why Cisco WebEx®?

Cisco WebEx is the easy, low-cost way to exchange ideas and information with anyone, anywhere—online.

The screenshot displays a Cisco WebEx Meeting Center window titled "International Sales Meeting". The main content area features a slide titled "Quarterly sales track for current fiscal year" with a subtitle "(in millions of dollars)". The slide contains a line graph showing sales from January to June. The first half (Jan-Mar) is labeled "Q1" and the second half (Apr-Jun) is labeled "Q2". The y-axis ranges from 0 to 140 million dollars. The graph shows a general upward trend with a dip in February. The StarBright logo is visible in the bottom right of the slide.

Month	Q1 Sales (Millions)	Q2 Sales (Millions)
Jan	25	
Feb	20	
Mar	50	
Apr		95
May		70
Jun		100

The meeting interface includes a top menu bar (File, Edit, Share, View, Audio, Participant, Meeting, Help), a toolbar with drawing tools, and a right-hand sidebar with "Participants", "Chat", and "Recorder" tabs. The "Participants" tab shows a grid of video thumbnails for Daniel Scott, Heather Hanson (Host), Jonah Feldman, Nicole Castro, Charlie James, Karin Acosta, Liz Parker-Owen, and Rajiv Deeptha. The bottom status bar shows "Full Screen", "75%", "View", "Cisco WebEx Meeting number: 345 554 474", and "Connected" status.

11,000,000

Participants in WebEx® Meetings Every Month

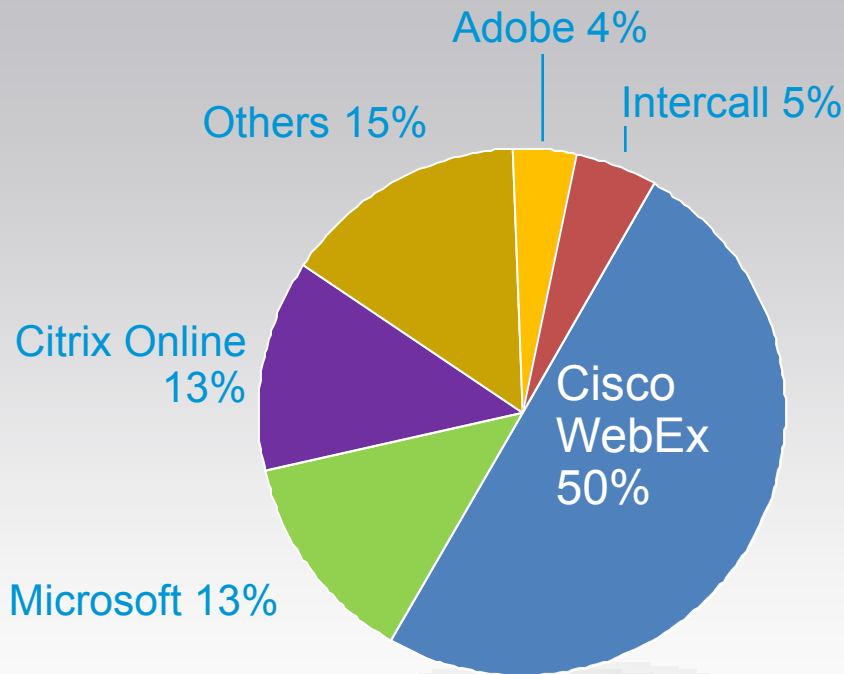
3,221,000

Registered Users

225,000

WebEx® Meetings on Average Day

Cisco WebEx[®] is the Market Share Leader for Global On-demand Web Conferencing



50%
Market Share

Cisco WebEx[®]
Leads The Market

Source: Frost & Sullivan, World Web Conferencing Hosted Services Market, August 2010, N7F6-64

Peace of Mind

Your Cisco WebEx® Meeting is Safe, Secure, and Seamless

Most secure

128-bit SSL and 256-bit AES encryption, SAS70 Type II audit completed and ISO27001 in progress

Most reliable

99.99% uptime with automatic failover to hot backup sites

Best performing

Cisco Collaboration Cloud designed for real-time collaboration with global data centers to deliver world-class performance

Global compatibility

Ten languages and cross-platform support: Windows, Mac, Linux, and Solaris—even mobile devices

Simple setup

Browser-based and firewall friendly

Cisco WebEx[®] is Available in Multiple Languages

Cisco Small Business

The image displays a Cisco WebEx meeting window with a presentation slide in the background. The slide features a line graph titled "Q1" showing sales data from March to June, and a pie chart. The text on the slide includes "k for current", "(in millions of dollars)", "80", "70", "60", "Mar", "Apr", "May", "Jun", "StarBright", and "* Data includes sales orders currently in process".

Overlaid on the meeting window are ten blue callout boxes, each containing a language name:

- Italian
- Portuguese
- German
- Korean
- Japanese
- Chinese (Simplified and Traditional)
- Spanish
- Swedish
- French
- English

Why Cisco WebEx® Meeting Center?

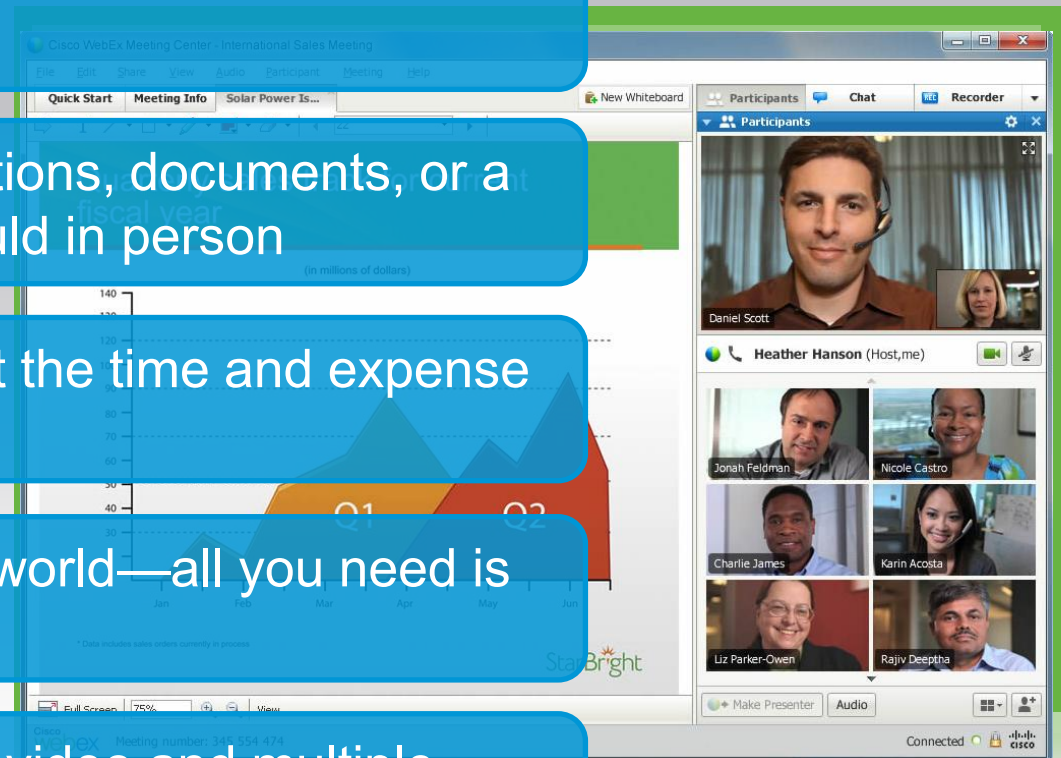
Accelerate decision-making and collaborate over the web in real time

Share applications, presentations, documents, or a PC desktop—just as you would in person

Bring people together without the time and expense of travel

Work with teams around the world—all you need is Internet access

Share streaming high-quality video and multiple webcams for more personal interactions



Cisco WebEx Meeting Center

Enables businesses to collaborate...



Easy to use Saves money Increases productivity New opportunities

Cisco WebEx® Meeting Center

Basic Features

Cisco Small Business

Presenting Documents

Deliver high-impact, media-rich content

Applications and Desktop Sharing

Make live changes

Demonstrate live navigation

High Quality Video

Meet just as if you were face-to-face

Active Speaker switching, Full-Screen video mode

Whiteboard

Replicate a dynamic, collaborative conference room

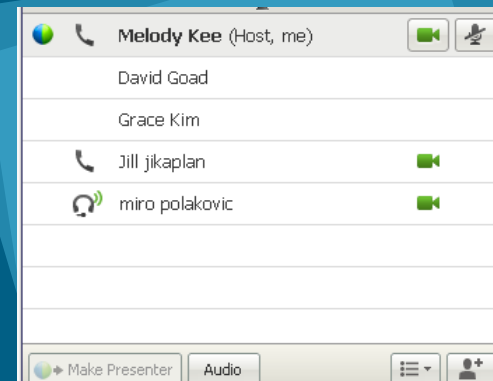
Annotation

Concise and clear communication

Cisco WebEx[®] Audio

- Enhanced by choice
 - Teleconference
 - Over regular phone network
 - Using regular telephone
 - Integrated Voice Over IP (Internet Protocol)
 - Audio communication through computer and internet connection
 - Mixed Mode Audio
 - Combines the power of both teleconference and VOIP into one
- Start to finish—a fully integrated experience
 - Self service with a single schedule
 - Online meetings with integrated audio
 - Global coverage

**Attendees in over
200 countries can
communicate in real time**



Cisco WebEx® Integrated High-Quality Video

Cisco Small Business

- Pervasive Video Experience

 - High Quality resolution – 360p

 - Active Speaker switching

 - Full-Screen video mode

 - Active Speaker window when in App/Desktop Sharing Mode

- Convenient and user friendly

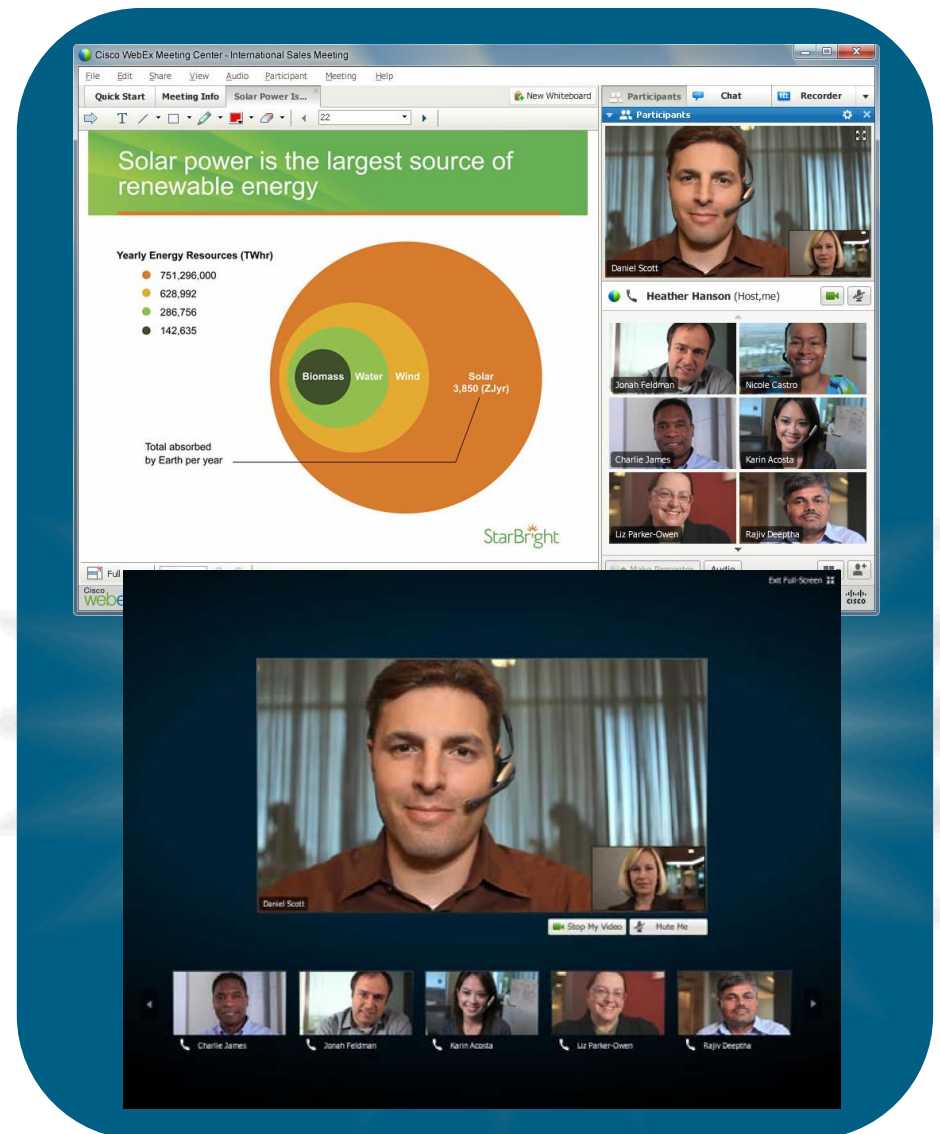
 - Fast and easy setup

 - Automatic configuration

 - Simple controls

 - High capacity

 - Display flexibility



Cisco WebEx® Productivity Tools for Windows

Cisco Small Business

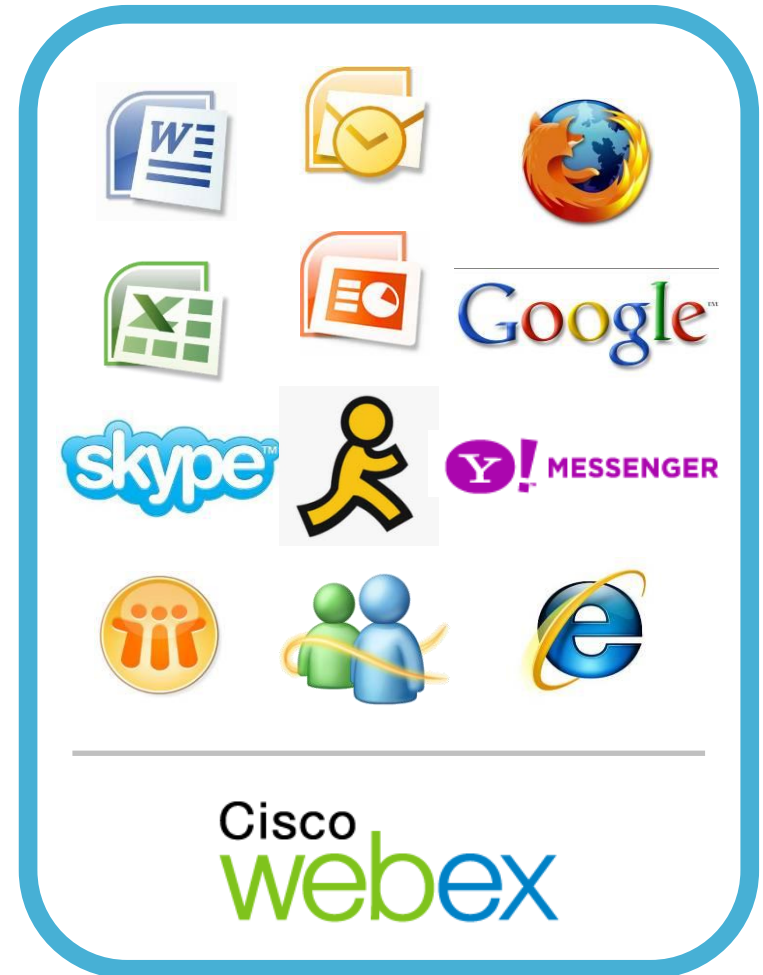
- Instantly start and schedule meetings, and invite participants

Start meetings in 15 seconds or less with Cisco WebEx® One-Click

Schedule meetings right from your Microsoft Outlook or Lotus Notes calendar

- Automatic installation and seamless integration

Select applications can also be installed by site administrators or customers



Cisco WebEx Meetings Mobile App

Enabling effective collaboration anywhere at any time

NEW

NEW

NEW

NEW

NEW

NEW

Downloadable on iPhone, iPad and BlackBerry

Preinstalled on Samsung Omnia Pro 4

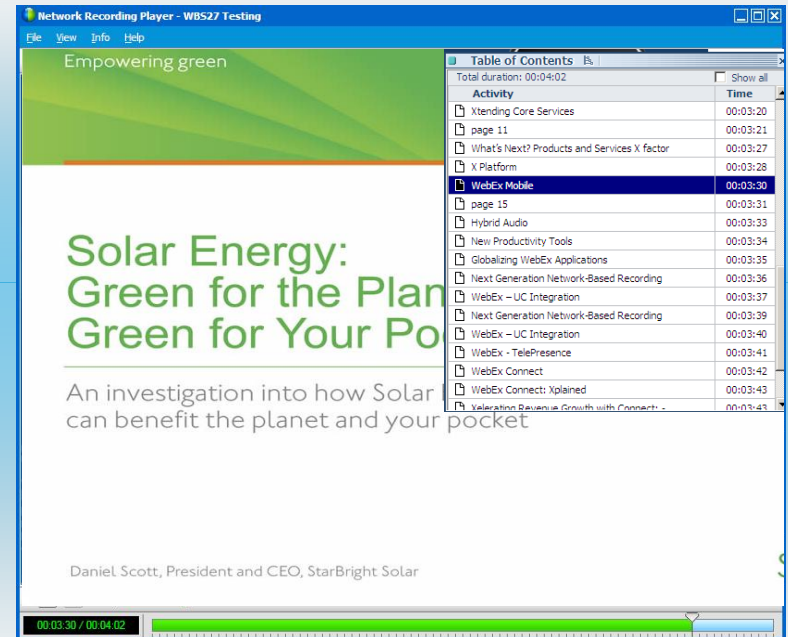
On Mobile Browsers: Symbian, Windows Mobile, Android

Cisco WebEx[®] Network Based Recording

Record and save to network



Access and play on network



Record one time Edit recording Play back many times

Key Takeaways

Interact

With anyone, anywhere, anytime on any device

Conduct

Business more efficiently

Share

Applications, presentations and documents

Engage

Just like your face-to-face

Collaborate

With anyone around the world

Maximize

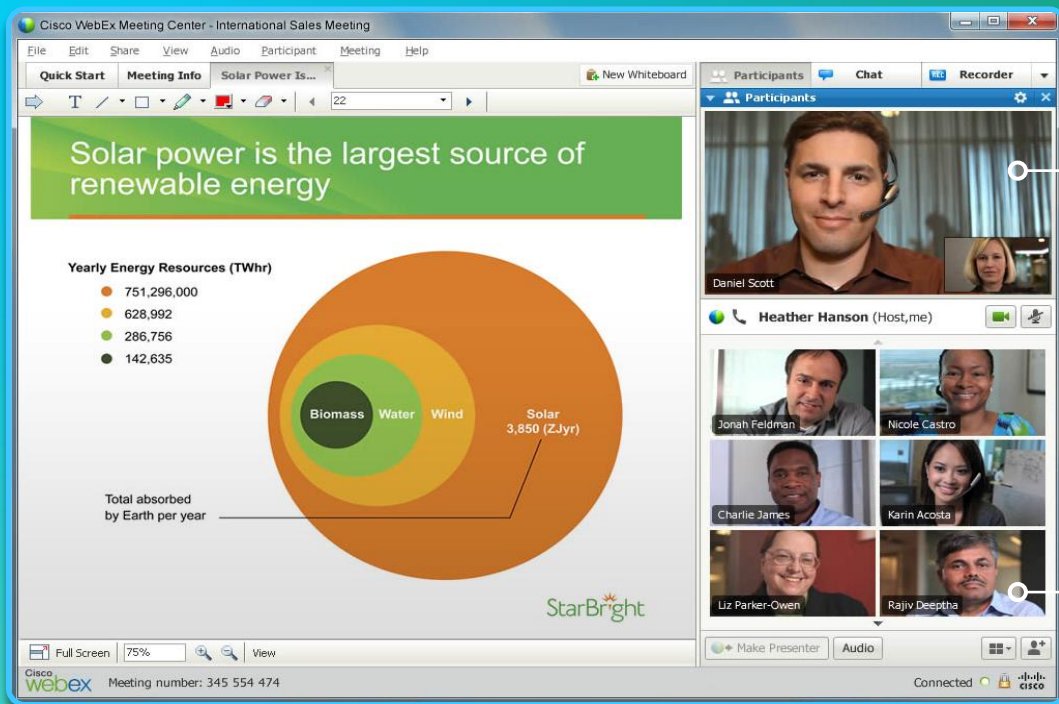
Resources by reducing travel

For
Small
Business



Selling Cisco WebEx[®] Meeting Center

***** For Partners Only *****



Starting March 21, 2011:

Cisco Select and Premier Certified Partners will be able to sell Cisco WebEx Meeting Center to small business customers

Specialization:

Small Business Specialization, Express Foundation, or higher required

**WebEx Meeting Center
on Cisco Wholesale Price List**

For
Small
Business



Cisco WebEx Meeting Center

Customer Value Proposition

Cisco WebEx Meeting Center is the easy way to exchange ideas and information with anyone, anywhere—online.

- Finish projects faster by interacting with anyone, anywhere, any time on any device
- Deliver presentations, share applications, update spreadsheets—share anything on your desktop like you would in person
- Collaborate over the web in real time with remote employees, customers, and suppliers—all you need is Internet access
- Bring people together without the time and expense of travel
- Share streaming high-quality video and multiple webcams for more personal interactions

Why Sell WebEx Meeting Center?

Improve your profitability

- Sell with every Unified Communications 300 and 500 Series system – incremental revenue and margin with every voice sale
- Tap into your existing Unified Communications customer base to uncover new revenue opportunities
- Use WebEx as a conversation starter to attract new customers
- Develop recurring revenue streams with yearly renewals
- Earn 5% PDF rebates

Deliver improved collaboration capabilities to your customers

- Open up new conversations with small business customers, getting them to think beyond just a phone system
- Show how web conferencing can help them get more done without leaving the office, and make meetings more productive—all while driving business growth

WebEx Meeting Center

Small Business Offer Details

Offer	<ul style="list-style-type: none"> ▪ 12-month prepaid named host subscription ▪ Named host offer—host accounts are individualized and may not be shared or used by anyone other than the one employee to whom the host account is assigned ▪ Hosts can hold an unlimited number of meetings with up to 25 participants per meeting ▪ One meeting per named host is allowed at any time
Licenses	<ul style="list-style-type: none"> ▪ Minimum purchase: 2 annual subscription licenses ▪ Mid-year additions: Monthly SKUs are available (1/2/3/4/5/6/7/8/9/10/11 month SKUs)
Capacity	<ul style="list-style-type: none"> ▪ Up to 25 meeting attendees
Storage	<ul style="list-style-type: none"> ▪ 1GB storage included
Audio	<ul style="list-style-type: none"> ▪ Audio package with integrated phone conferencing and free VoIP OR free VoIP only, except where prohibited by law
Tech Support	<ul style="list-style-type: none"> ▪ 24x7x365 technical support provided worldwide directly to customers ▪ Primary support in English ▪ Support in Spanish, French, German, Italian, Chinese, and Korean available during regular business hours
Availability	<ul style="list-style-type: none"> ▪ Available globally except mainland China, and other export-controlled countries
Channel Specialization	<ul style="list-style-type: none"> ▪ Small Business Specialization, Express Foundation, or higher required to sell

Annual Subscriptions

- WebEx Meeting Center is sold as a prepaid annual subscription; minimum purchase of two named hosts is required
- Priced to provide good partner profitability when selling in alignment with the current webex.com price of \$39 per month
- Includes audio package with integrated phone conferencing and free VoIP or free VoIP only, except where prohibited—sell the SKU with the audio package appropriate for your country:

US & Canada:

Select SKU with US Toll + VoIP audio package, L-WBX-MC-SB-US=

Europe:

Select SKU with VoIP Only audio package, L-WBX-MC-SB-EU=

Emerging, APAC, Japan:

Select SKU with VoIP Only audio package, L-WBX-MC-SB-APAC=

India:

Select SKU with No VoIP, L-WBX-MC-SB-IND=

WebEx Meeting Center SKUs: Annual Subscriptions

Part Number	Description
Annual Subscriptions	
L-WBX-MC-SB-US=	WebEx Meeting Center – Small Business Annual Subscription (US Toll + VoIP – North America Only)
L-WBX-MC-SB-EU=	WebEx Meeting Center – Small Business Annual Subscription (VoIP Only – Europe)
L-WBX-MC-SB-APAC=	WebEx Meeting Center – Small Business Annual Subscription (VoIP Only – Asia Pacific, Emerging Markets, Japan)
L-WBX-MC-SB-IND=	WebEx Meeting Center – Small Business Annual Subscription (No VoIP – India Only)

Note: Minimum purchase of two annual subscriptions required. US Toll limit 10,000 minutes per month per host.

Mid-Year Additions

- All subscriptions within a business must end on the same date
- For mid-year additions to existing contracts, monthly SKUs are available
- Sell the SKU equal to the number of months left on your customer's annual subscription
 - L-WBX-MC-SB-MNTH1= is one month left until annual subscription renewal
 - L-WBX-MC-SB-MNTH2= is two months left until annual subscription renewal
 - And so on...
- Priced to provide good partner profitability when selling in alignment with the current webex.com price of \$49 per month

WebEx Meeting Center SKUs:

Mid-Year Additions

Part Number	Description
Mid-Year Additions to Existing Contracts	
L-WBX-MC-SB-MNTH1=	WebEx Meeting Center – Small Business SKU for 1 month until annual subscription renewal
L-WBX-MC-SB-MNTH2=	WebEx Meeting Center – Small Business SKU for 2 months until annual subscription renewal
L-WBX-MC-SB-MNTH3=	WebEx Meeting Center – Small Business SKU for 3 months until annual subscription renewal
L-WBX-MC-SB-MNTH4=	WebEx Meeting Center – Small Business SKU for 4 months until annual subscription renewal
L-WBX-MC-SB-MNTH5=	WebEx Meeting Center – Small Business SKU for 5 months until annual subscription renewal
L-WBX-MC-SB-MNTH6=	WebEx Meeting Center – Small Business SKU for 6 months until annual subscription renewal
L-WBX-MC-SB-MNTH7=	WebEx Meeting Center – Small Business SKU for 7 months until annual subscription renewal
L-WBX-MC-SB-MNTH8=	WebEx Meeting Center – Small Business SKU for 8 months until annual subscription renewal
L-WBX-MC-SB-MNTH9=	WebEx Meeting Center – Small Business SKU for 9 months until annual subscription renewal
L-WBX-MC-SB-MNT10=	WebEx Meeting Center – Small Business SKU for 10 months until annual subscription renewal
L-WBX-MC-SB-MNT11=	WebEx Meeting Center – Small Business SKU for 11 months until annual subscription renewal

Example: How Mid-Year Additions Work

January
Year 1

October
Year 1

January
Year 2

Customer is a 50-person business in the US.

The customer wants five licenses for sales department, to help close deals faster.

Partner sells five annual subscriptions, SKU:
L-WBX-MC-SB-US=

Sales department loves WebEx Meeting Center!

Now the two-person customer service team wants it to help provide faster support.

With three months left on original subscription, Partner sells two of the three-month SKU:
L-WBX-MC-SB-MNTH3=

In Year 2, all seven licenses are on the same schedule.

The customer renews seven licenses as annual subscriptions.

Partner sells seven annual subscriptions, SKU:
L-WBX-MC-SB-US=

Next Steps

- Start selling WebEx Meeting Center with every UC300 and UC500 sale!
- Resources available at www.cisco.com/go/sbwebex, including:
 - At-A-Glance
 - Competitive – GoToMeeting/GoToWebinar
 - Competitive – Microsoft Live Meeting
 - Copy Blocks
 - Partner Q&A
 - Product Overview
 - Product Presentation
 - WebEx Meeting Center Getting Started Guide



Thank you.

