

# Emerging Trends in Mobility

Chris Chamberlin

Director of Mobility Product Management

Unified Communications Business Unit



# Agenda

1. Cisco's Relevance

2. Today's Technologies

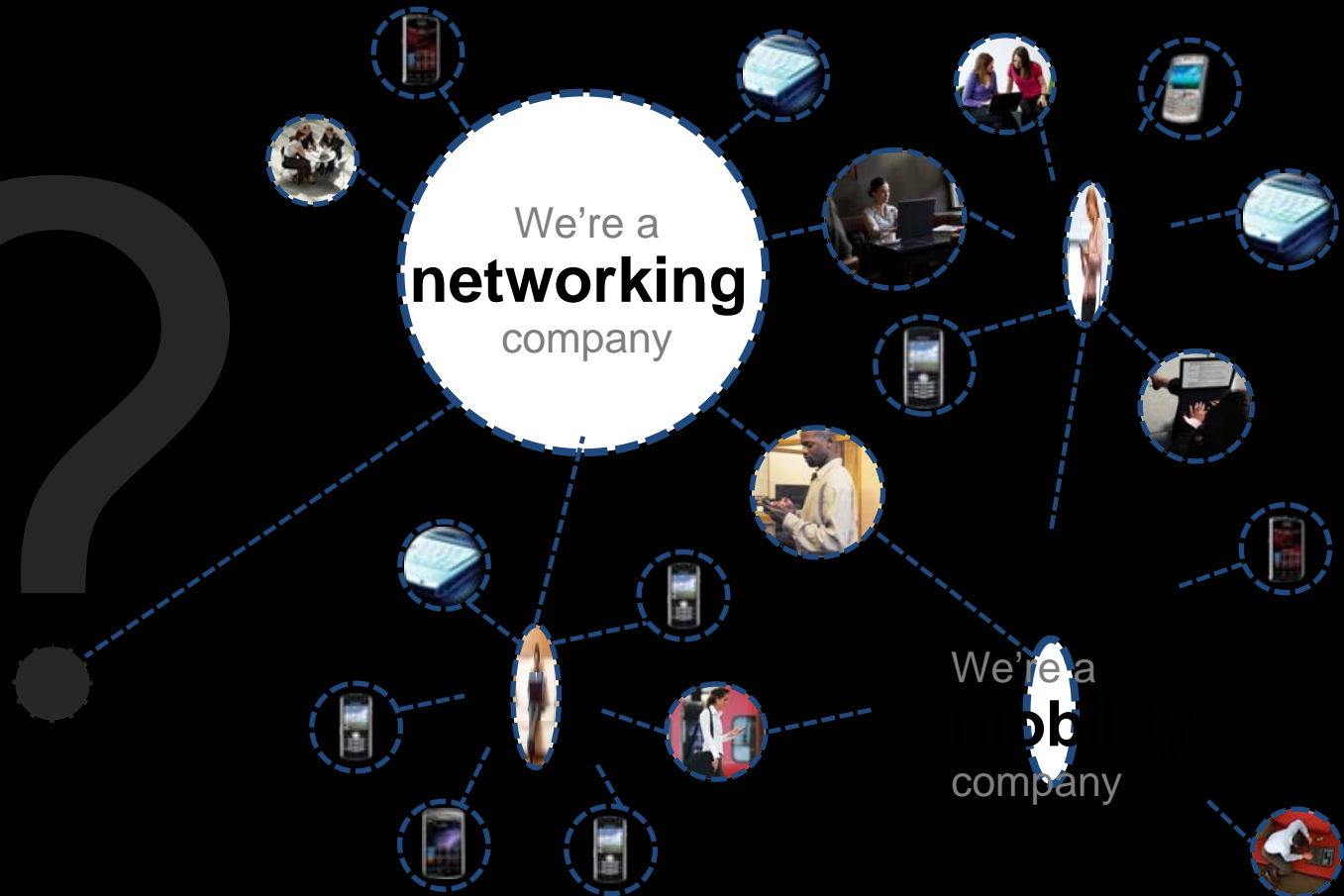
3. Market Transitions

4. Demonstration

5. What to Expect...

# Cisco's Relevance?

Why  
Cisco



# Mobile Calls Anchored in the Network





# Mobile Devices as Extensions of the Enterprise Network



Cisco Unified Wireless  
IP Phones

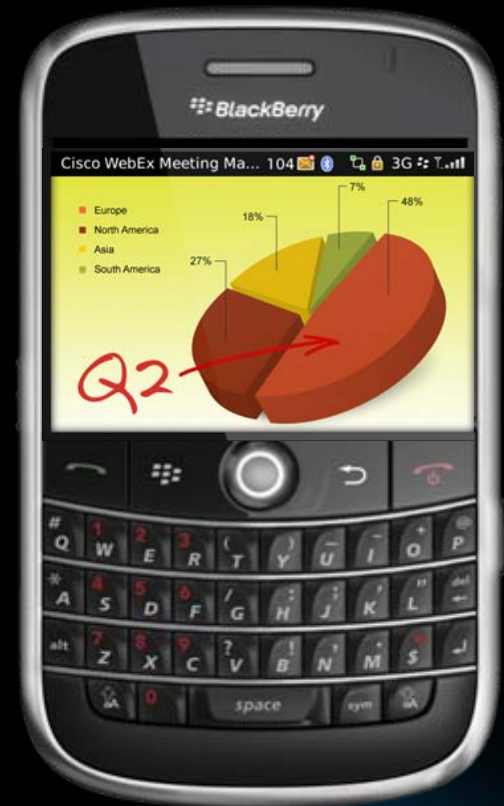


Dual-Mode  
Smartphones

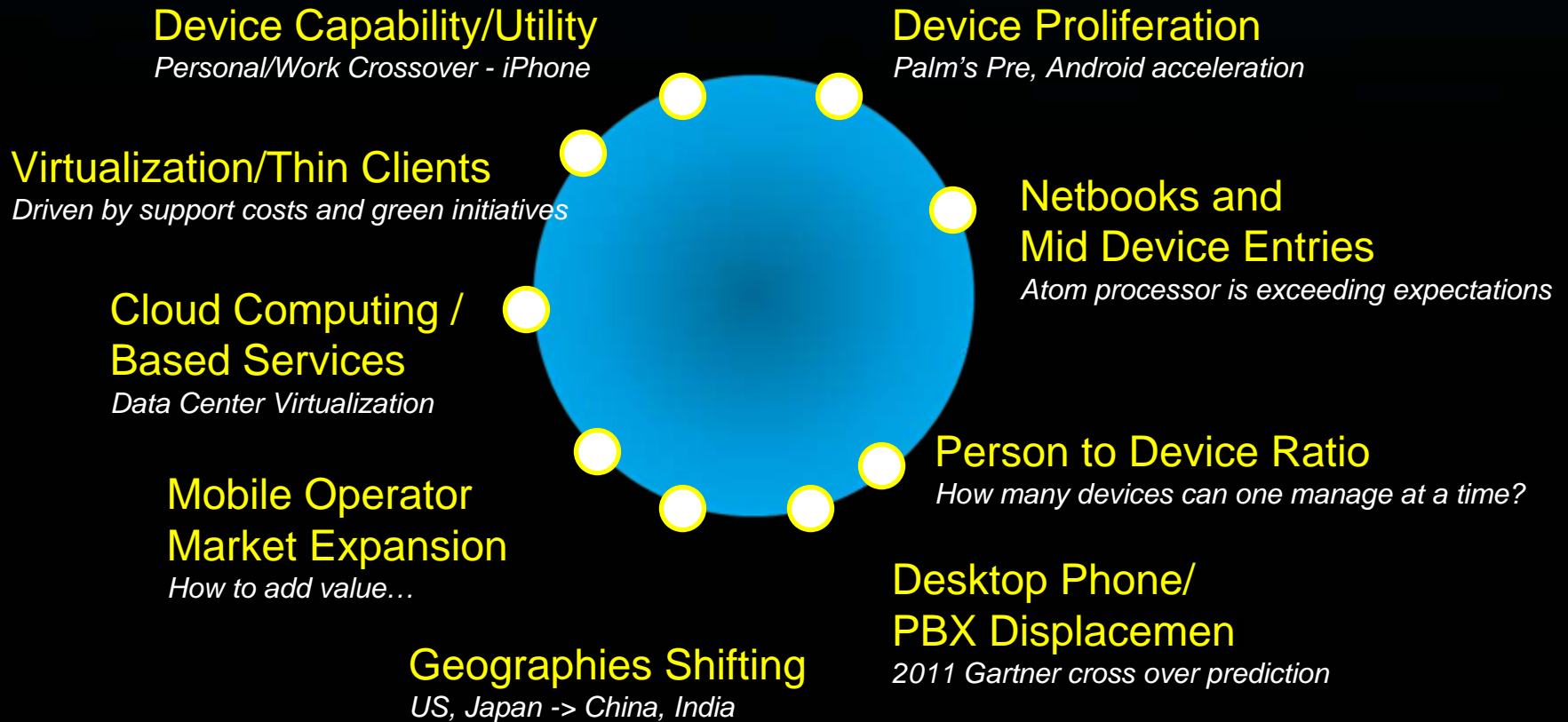


Cisco Unified Mobile  
Communicator

# Collaboration as a Network Service for Mobile Devices



# Market Transitions becoming more Visible In The Last 6-12 Months





# Three Horizons For Collaboration

Intra-Company



Inter-Company



Boundaryless



Defined Workgroups

TO

Relevant Communities



# Three Horizons For Collaboration

Intra-Company



Inter-Company



Boundaryless



Working With Associates

TO

Working With Anyone

# Three Horizons For Collaboration

Intra-Company



Inter-Company



Boundaryless



Collaborating During  
The “Work Day”

TO

Collaborating When  
You Need To



# Three Horizons For Collaboration

Intra-Company



Inter-Company



Boundaryless



In Person

TO

Virtually In Person

# DEMONSTRATION



# What to Expect...

- **One Device with Many Purposes**
- **Leveraging of Native Interfaces**
- **User Experience key to Adoption**
- **Applications Variety will Differentiate**
- **Services Based Infrastructure**
- **Ecosystem Collaboration**



**CISCO**