Agenda

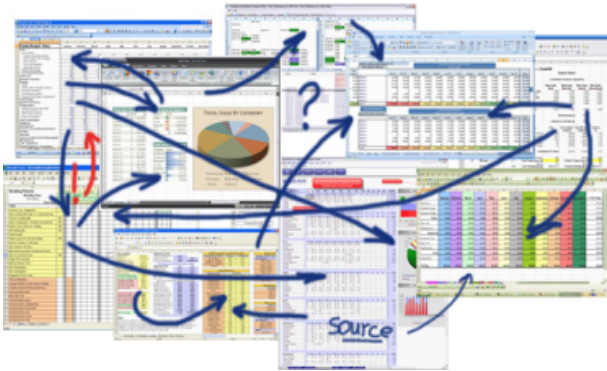Vyopta is now a Cisco SolutionsPlus partner that will drive the adoption and use of video collaboration.

- Vyopta value proposition

- Vyopta customers

- How Vyopta can help grow your accounts

- How to get started and learn more

Better User Experience, Still a Management Challenge

Complex environments

Fragmented and inaccurate data

- **Reactive support**

- **Performance issues**

- **Less adoption & ROI**

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Vyopta: Analytics to Accelerate Video

Comprehensive Cisco coverage
(infrastructure, endpoints, cloud, hosted, or on-premise)

Multi-vendor: single pane of glass
(e.g., Skype for Business, Polycom, Zoom, more)

Insights to improve user experience, adoption, and ROI

Easy to use and aligned with Flex

Results | Proactive, data driven decision-making that *drives 39% average yearly growth* with better performance.

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Over 1500 Global Enterprise Customers

Financial

VISA · WESTERN UNION · Cigna · TIAA CREF · AXA · Bloomberg · Swiss Re

Technology

EMC² · intuit · Adobe · Cognizant · workday · Gartner · Symantec · accenture · servicenow · BROADCOM

Government

U.S. Department of Veterans Affairs · FDA · UNITED STATES COURTS · NATIONAL INSTITUTES OF HEALTH · UNITED STATES FEDERAL RESERVE SYSTEM · DHA Defense Health Agency · FINRA

Healthcare & Education

Stanford University · HARVARD · UNIVERSITY of VIRGINIA HEALTH SYSTEM · SPECIALISTS ON CALL Stronger Hospitals – Better Lives · UAMS UNIVERSITY OF ARKANSAS FOR MEDICAL SCIENCES · AstraZeneca · abbvie · KAISER PERMANENTE

Other

COX · bp · UPS · Unilever · Stanley Black&Decker · COMCAST · vistaprint · vyopta

Vyopta drives more Cisco sales

Average Vyopta customer grows 39% YoY
by improving user experience and adoption.

Gain share and accelerate refresh cycles
With comprehensive legacy and competitive insights.

Easy to deploy at any customer, today
Cloud, on-premise, or hosted set up in a day or less; aligned with Flex.

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Next steps

Schedule a demo and learn more

Contact cisco@vyopta.com to set up a demo or ask a Spark question

Go to www.vyopta.com/cisco-demo to try our online demo.

View the ordering guide for pricing and selling info

Provide a Collaboration Assessment

No cost Collaboration Assessment, provides:

- Measure and benchmark KPIs for performance and quality
- Identify systemic call quality issues
- Benchmark adoption and utilization to similar companies
- Review potential security problems
- Identify long term trends to support data driven decision making
- Custom-built dashboards and alerts to automate collaboration insights

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Turn Video Collaboration
Into a Competitive Advantage

Comprehensive Analytics for Cisco Video Collaboration

On Premise, Cloud or Hosted

+

Vyopta's capabilities

| Skype for Business | Unified, Accurate Data | Business Intelligence | Room Reporting | Enterprise Benchmarks | Competitive Insights |

Vyopta's comprehensive Cisco monitoring/analytics

		TMS Provisioning Monitoring	Prime Provisioning Monitoring Analytics	ProPack Provisioning Monitoring Analytics	Vyopta Monitoring Analytics
Messaging	Spark Message			✓	✓
Calling	UCM + Phones + Endpoints + Jabber		✓		✓
	HCS + Endpoints + Jabber		✓		✓
	TP Infrastructure + Endpoints	✓	✓		✓
	Spark Calling + Endpoints			✓	✓
Meeting	Spark Meetings			✓	✓
	Meeting Server (CMS)				✓
	TP MCU	✓	✓		✓
	WebEx			✓	✓

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How Vyopta increases adoption

Improve user experience and efficiently support growth.

Benchmarking

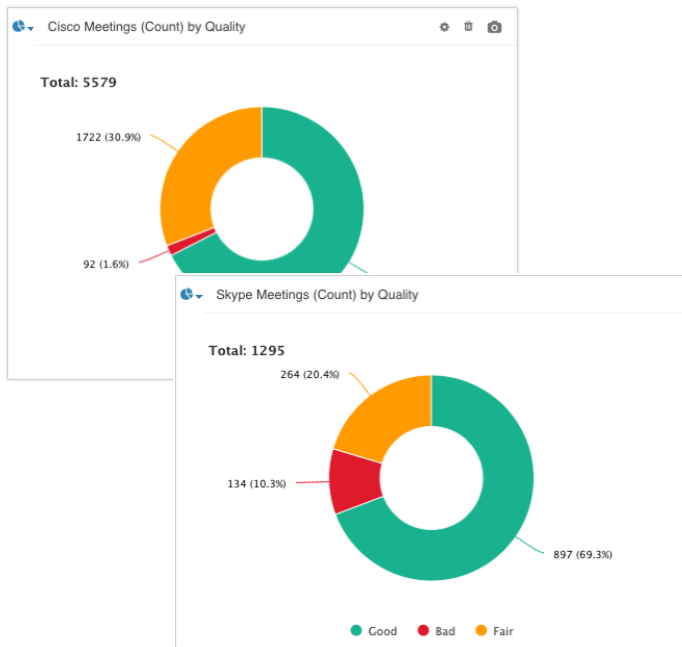| Custom Business Reports	Automate business intelligence

Performance Analytics.

Proactive Troubleshooting

Case Study: Abbvie small team able to support 5x growth, invest in 500+ endpoints, and saved over $3M in travel per year.

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How Vyopta Helps Sell More Cisco: Competition

Gain share and upgrade customers from legacy or competitive platforms

Cisco Meetings (Count) by Quality

Total: 5579

1722 (30.9%)

92 (1.6%)

Skype Meetings (Count) by Quality

Total: 1295

264 (20.4%)

134 (10.3%)

897 (69.3%)

● Good ● Bad ● Fair

Comprehensive UC Support | **Refresh endpoints & upgrade easily**

Skype & Polycom insights

Room Reporting NEW! | **Including People Count**

Case Study: U.S. Senate used Vyopta to make decisions to stay with Cisco over Skype for Business room systems

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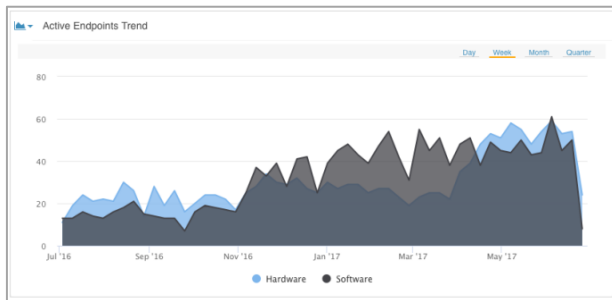
Analytics and KPIs to help Abbvie 5x Adoption

abbvie

3169699 ▲561%
Video Participant Minutes

86374 ▲444%
Meetings (Count)

2446 ▲328%
Active Endpoints (Count)

Active Endpoints Trend

Challenge

- All Cisco: ~300 Legacy Endpoints across 25 countries

- Split from Abbott labs in 2013 - 28K employees with outdated infrastructure and network

- Goal to "collaborate like a startup" = *huge upgrade task*

Solution and Results

- Saved *$3M in travel and 85K hours in productivity* (2016)

- *Grew to 800 endpoints and 12K software users*
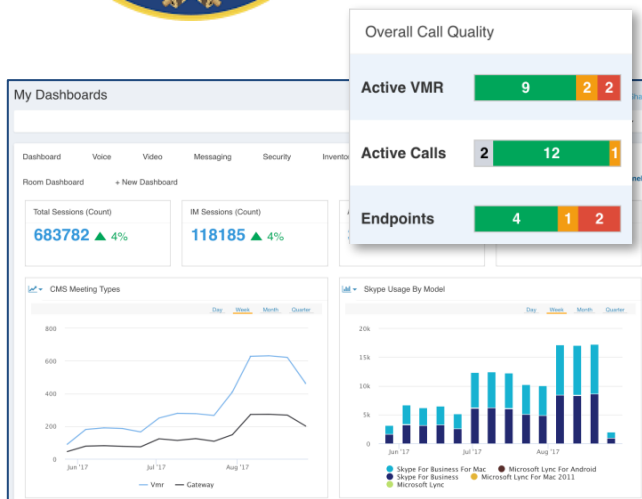
- Small team (4) able to move quickly - like a startup!

Watch the Customer Testimonial

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US Senate used Vyopta data to expand Cisco vs. Skype

Challenge

- Large, complex multi-vendor environment (Cisco, Skype, other)

- Numerous call quality complaints

- Making capacity investments with limited, inaccurate data

Solution and Results

- Live, real-time call visibility solved quality issues immediately

- Data showed interoperability key issue: *Deployed CMS*

- Reversed planned expansion of Skype Rooms - data showed superior Cisco performance: **expanded Cisco investment**

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Appendix

Vyopta Supported Platforms

Cisco Infrastructure	Supported Versions
Collaboration Meeting Server (CMS)	Acano 1.7 - CMS 2.0.0 or above
Unified Communications Manager (UCM)	10.5 or above
WebEx	28 or above
TelePresence Conductor	3.1 or above
TelePresence Management Server (TMS)	13.2 or above
TelePresence Server (TPS)	3.1 or above
Codian Bridges (MCU)	4.1 or above
Expressway Core & Edge	8.5 or above
Video Communication Server (VCS)	7.2 or above
Unified Border Element (CUBE)*	TBD
ISDN Gateway	2.1 or above

Cisco Endpoints/Software	Supported
JabberUC	All
JabberMovi	All
Spark	All
TP Endpoints (C, DX, E, EX, IX, MX, SX, TX, Spark Room)	TC 7.1 to CE 9

Other Platforms

Microsoft Skype for Business
Polycom infrastructure and endpoints
Zoom
Vidyo
Pexip
BlueJeans

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Pricing Information

We target 3-5% of overall collaboration investment, aligned with value metric for Flex.

Total Vyopta Annual Subscription
① + ② + ③

=

$25
/month / Video HW Endpoint (EP)
①

+

$.50
/month/ Individual Software License (ISL)
②

+

$.15
/month/Voice HW Endpoint (Phone)
③

Deal Size	Deployment	Annual subscription
Small <1000 Knowledge Workers	25 EP, 800 ISL, 1000 Phones	$14,995
Medium ~10000 Knowledge Workers	100 Endpoints (Rooms), 10K ISL, 20,000 Phones	$125,695
Large 20K Knowledge Workers	250 Endpoints (Rooms) 20K ISL, 25K Phones	$239,695*

3- and 5-year pricing also available. Contact your Vyopta Sales Director for larger deal pricing

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Vyopta Architecture - Cloud Based Deployments

Fast, Comprehensive Data

Simple deployment in < ½ a day

Efficient, secure transport

Collect from ~ 100 interfaces today

Live and historical data

Cloud Intelligence

Cleaned and normalized data

Combine your business info

Secure, long-term storage

Largest UC Data Set

Integrated Insights

Monitoring and Alerts

Reporting and Analytics

Business Insights and Benchmarks

Security and compliance tools

Note: Vyopta can also support on premise deployments when required.

Vyopta Spark Offering

Our support for Spark and the entire Cisco collaboration support means we can help clients successfully transition to cloud, hybrid, or hosted deployments *today.*

We support some components of Spark, and we are committed to being first to market with a full solution as APIs are made available. Our core capability of merging data from multiple platforms gives us a big advantage over any competitors.

	Today	Near Term	TBD*
Vyopta	**Room Kit monitoring** **Spark Report Delivery** **WebEx analytics**	**Messaging**	**Calling** **Quality/Performance** **SparkBoard Monitoring**
ControlHub ProPack	**Messaging**	**Unknown**	**Unknown**

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Vyopta features fill gaps

Key Functionality	Vyopta	Cisco Prime	Cisco TMS	ControlHub
Provisioning	-	✓	✓	✓
Call Scheduling & Management	-	-	✓	
Performance/Usage Monitoring, Reporting and Analytics	✓	✓	✓	✓
Monitoring, Troubleshooting & Alerts (quality/status)	✓	✓	✓	✓
Infrastructure Licensing / Utilization / ROI Analytics	✓	-	-	
Room Scheduling, Usage, and Occupancy* Reporting	✓	-	-	
CMS Support + Cisco Room Series Devices	✓	-	-	
WebEx + CMR Support	✓	-	-	✓
Spark Support	✓	-	-	✓
Custom Data Integration and Automated Report Distribution	✓	-	-	
Secure, long term storage of data for seasonal and YoY comparison	✓	-	-	
Other integrations: Microsoft, Polycom, Zoom, BlueJeans and others	✓	-	-	

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New CMS Features

1. CMS Cascaded Meetings

Customer Challenges	Solution
When a CMS meeting is hosted in clustered environments, CMS CDR services creates multiple instances of the same meeting. Technically, the CDR service is reporting correctly as multiple meeting spaces are instantiated in each of the CMS servers.	Vyopta creates accurate meeting metrics by merging the duplicated meetings into a single best meeting.

2.   CMA Clients

Customer Challenges	Solution
CMS customers would like to compare CMA clients usage together with other desktop technologies such as Jabber.	Vyopta constructed CMA clients adoption based on call activities.

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Vyopta Cloud Architecture

vAnalytics™ Product Architecture

Reports and Analytics

Cloud Platforms (*Zoom, WebEx*)

Management Systems (*TMS, RPRM, CUCM, Vidyo*)

Call Control / Gateway (*CUCM, VCS, DMA, Skype, Vidyo*)

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Unified Cloud Platform
Performance - Adoption - ROI

AES 256 BIT

Vyopta (VM) Data Collector

Bridging (*MCU, TPS, CMS, Pexip, Zoom, Vidyo*)

On-Premise Infrastructure

Monitoring and Alerts

Software (*Skype, Spark, Jabber, Movi, Vidyo, Zoom,)*

Endpoints (*Cisco TP Devices, Spark, Polycom*)

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