

Introducing Project Game Changer

Have you heard about Project Game Changer? The Collaboration team at Cisco is on a mission to empower the modern workforce. As Rowan Trollope, SVP & GM Cisco Collaboration Technology Group, puts it, we are in the business of delivering “no compromise” collaboration into every room, on every desk and in every pocket. Our new Collaboration endpoints announced over the past several months exemplify both affordability and ease of use with a consistent user experience across the portfolio. To that end, Project Game Changer is focused on making this delightful video experience more available, starting first with Cisco employees.

Why is Video a Priority?

For the majority of us at Cisco, working with distributed teams is the norm. More than 33% of our workforce is based out of a location that is different from their managers. Telecommuting and working across time zones are simply realities of our modern workforce. Cisco Collaboration technology enables teams to do their best work and eliminates many of the challenges associated with being distributed. Our business class video enables you to work with anyone, anywhere in the world and to see and hear each other as if you are in the same room. This experience is designed to promote increased productivity and innovation. Despite these benefits, video collaboration still remains largely an untapped market opportunity as only one in twenty conference rooms worldwide is currently video-enabled.

"Collaborative workspaces—both physical and virtual—are critical to the future workplace. The key is to create both real and virtual environments where people (employees?) can come together in a high-trust, highly productive space."

- Rebecca Jacoby, SVP & CIO

What is Project Game Changer?

Project Game Changer is an initiative designed to give more of our employees access to the latest Cisco Collaboration endpoints. Cisco IT and Sales have joined forces to equip our global sales force with these latest endpoints, so that they can experience firsthand the power and value of our solutions.

Within FY15 and with the help of Cisco IT, 15,000 global sales force members will have their own Collaboration Desk endpoints (DX70 and DX80). And more than 1,300 (1100?) conference rooms throughout Cisco are about to get a face-lift with new room-based (MX) and immersive (IX) collaboration systems. The new video endpoints are being placed in field sales offices conference rooms and training rooms, Customer and Executive Briefing Centers, and Cisco Connected Workspaces worldwide.

By making video pervasive, Cisco IT and Sales are upgrading collaboration workspaces to help globally dispersed teams connect more effectively. Completion of the Project Game Changer roll-out will make Cisco the largest pervasive video collaboration deployment in the world. As we continue the Cisco tradition of leading by example, we are already beginning to see customers who are following suit with pervasive video roll-outs of their own. Since the project kicked off, we are seeing clear improvements in our video sales. In the Americas alone, we have seen a 15% Y/Y growth in video in the first half of FY15. (major point – move up, make more prominent)

What's That on Your Desk?



Don't be surprised if your neighbors get desktop envy when a DX Series endpoint shows up on your desk. The DX70 (14-inch screen) and DX80 (23-inch screen) are multi-utility touchscreen Collaboration devices that simplify the knowledge worker's desktop. They feature high definition video/audio conferencing and run Android OS, so you can use WebEx, Jabber IM, email sync, anti-virus protection and the Cisco e-store. The DX devices are wireless and, as needed, you can plug in a USB wideband audio handset, or use a Bluetooth or USB headset, keyboard, and mouse. The DX's can replace the desk phone and the DX80 display can be used as an external monitor for a PC/Mac via its HDMI input.

Video-Enabling Conference Rooms and Spaces



In FY15, Project GameChanger will also update more than 1,300 Cisco conference rooms with the latest collaboration tools through a combination of MX Series and IX Series systems. The new MX Series room-based endpoints offer a range of products to accommodate various room sizes from small to large. The MX Series, which includes the MX200 G2, MX300 G2, MX700 and MX800, offer advanced video features such as Cisco Proximity (avoid Cisco Proximity) to incorporate mobile devices, speaker tracking and high definition data sharing. More than 1200 MX Series endpoints will be deployed in FY15 worldwide. In addition, Project Game Changer will be rolling out more than 100 IX5000 systems to give Cisco employees the best immersive collaboration experience on the market. The easy deployment, much lower cost of ownership, and intuitive user experience of all of these products means that the ramp for users and IT staff alike will be almost seamless... and the results, invaluable.

Interested in learning more? Check out the Collaboration endpoints portfolio in action with [Project Workplace](#), an external on-line tool that provides a visual tour of how our endpoints can be used in various sized workspaces and scenarios. Blueprint and best practice guides are available to show the optimal setup and layout for a given space.