



Collaboration re-defined for Business

George Aprane , Collaboration SALES, ASEAN

12th Jan 2017

Capturing Digital Growth
Our Approach to Collaboration
Apple Partnership
What's New
Analysts
Summary

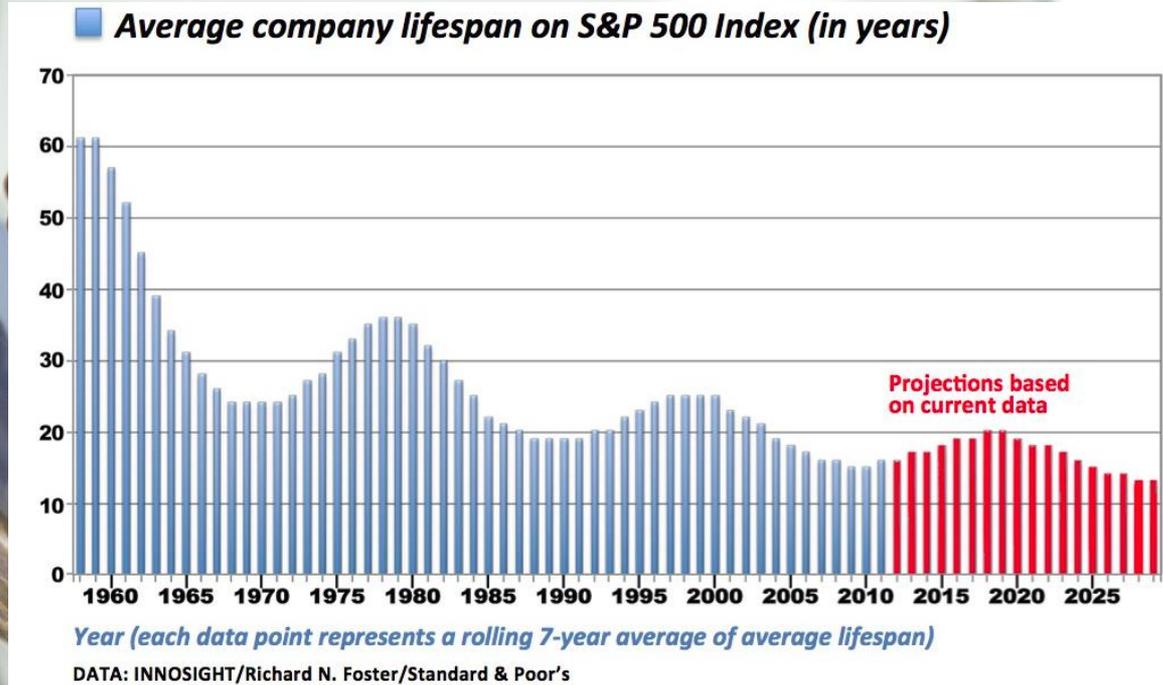


Digital Transformation moves IT to boardroom

2015
FORTUNE
500

2000: 48%

1955: 12%



impacted by digital disruptors



40%

of the top incumbents in the industries will be displaced by 2020

Governments and Enterprises are Digitizing in ASEAN...



Maybank's Fintech Startup Programme Garner Participation From 115 Tech Firms

DealStreetAsia: Malayan Banking Bhd's (Maybank) fintech startup programme, MaybankFintech has garnered participation of a total 115 technology startups, including 109 from the region since its launch at the end of May this year.

BSN offering virtual teller machines

Budget 2017: Gearing Towards a Digitized Malaysia

Home > Property News > The Digitization of Thailand's Real Estate: A Panel Discussion with Dot Property...
Property News | Uncategorised
The Digitization of Thailand's Real Estate: A Panel Discussion with Dot Property Group

INSIDE THAILAND **RSS**
Moving toward Digital Thailand
10 February 2016

The Bank of Thailand and Ministry of Finance latest Financial Sector Master Plan is expected to make real Digital Banking by 2020

Bank Central Asia Invests in Digital Consumer Experience
06-09-2016

JAKARTA, 8 June, 2016 – Sitecore®, the global leader in experience management software, has announced that Bank Central Asia www.bca.com



Singapore leads Asia anew in connectivity, economic digitization



GEN Y in ASEAN

GEN Y* is 30% of the population (born 1981 to 2000)

GEN Y* : Workforce the almost entire workforce in ASEAN

80% Phone penetration ; (+20% YoY growth)

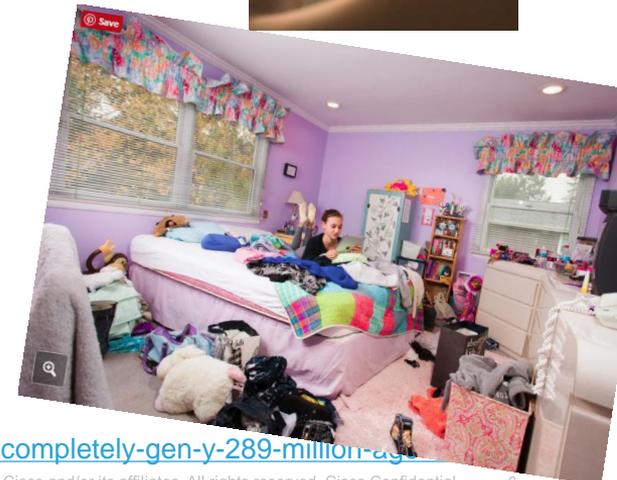
Social networking is the No.1 Internet activity

- Shares hobbies on social media as road to instant fame,
- seeks out exotic lifestyles, exercises more & eat less.
- Mobile First ; Insatiable need for on-demand services
- Preference for automated services over human assistance

Organizations are doing everything possible to be a “COOL” place to work !

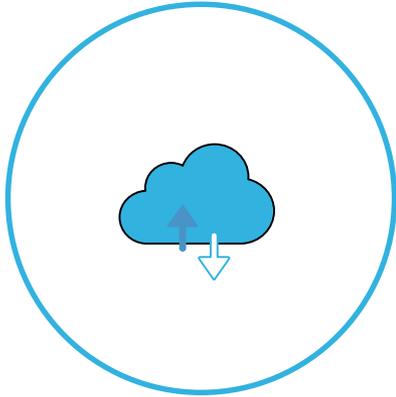
*<http://cdiasiabusiness.com/en/library/detail.html?p=299>

Frontier Strategy Group : <http://blog.frontierstrategygroup.com/2015/02/asean-fact-4-workforce-almost-completely-gen-y-289-million-aj>



*THERE'S
NEVER BEEN
A BETTER
TIME*

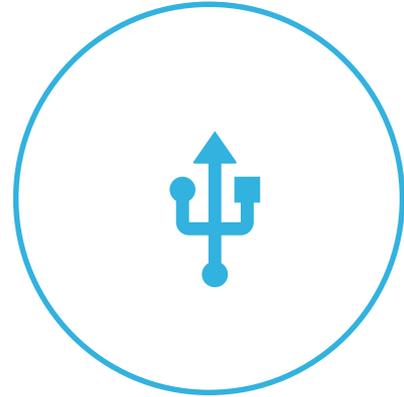
*TO ENABLE
COLLABORATION*



Promote open flow
of information

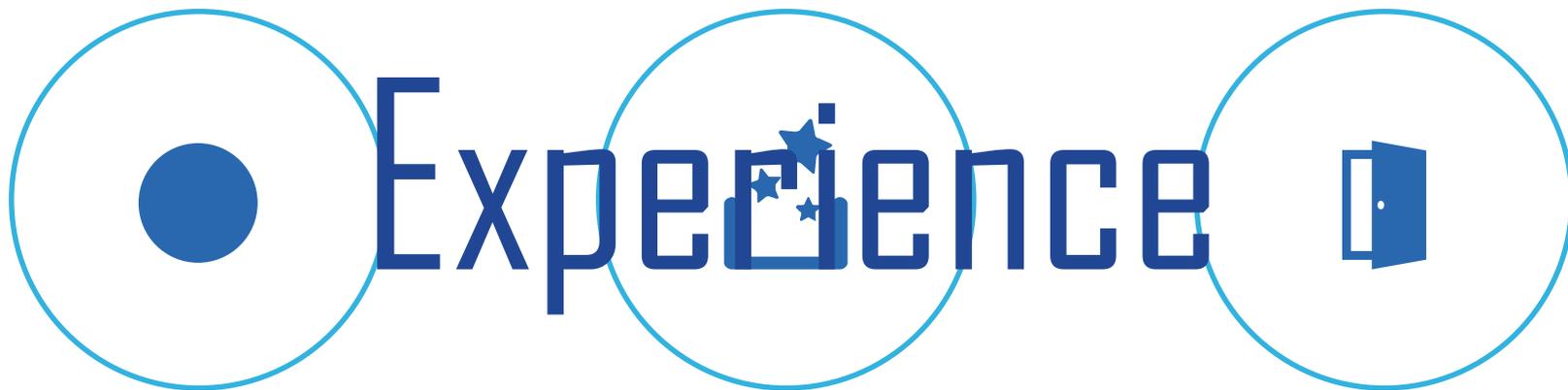


Agile
Encourage
experimentation



Function
as a network

Collaboration and Security



Simple

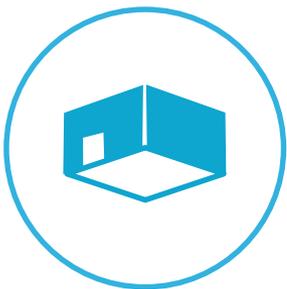
Magical

Open



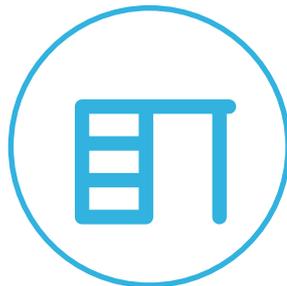
reddot award
product design

Every
Room



reddot award
product design

Every
Desk



Every
Pocket







Welcome to the world of trips.



The immediate Opportunity



Industry Leading
Conferencing Solutions



Award Winning
Video Devices

40% of the TAM and growing at 8% YoY

Apple Partnership



iOS dramatically
better on Cisco
networks



Enterprise voice
integration with
iPhone



Seamless
collaboration for
mobile workers

What' New



One Meeting



Cisco Spark Flex Plan

One price

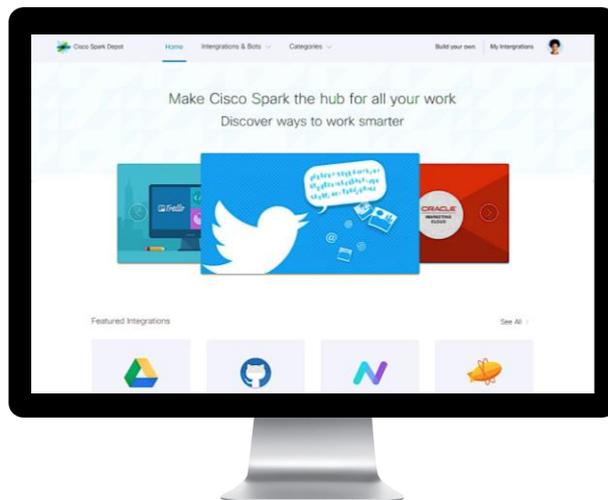
One plan

The entire collaboration
software suite



Cisco Spark Depot

depot.ciscopark.com



Featured Integrations:

pagerduty



servicenow



Partial List of Spark Integrations

 **SmartSheet**
The Smartsheet bot sends you notifications whenever there is a change in yo... > [More](#)

 **Taskbot**
With Taskbot each room has a personal assistant to track to-do items. > [More](#)

 **To-do bot**
A simple and powerful to-do list within Cisco Spark > [More](#)

 **unfurl**
Ever wish you could show a preview of a link you just shared in Spark. Now... > [More](#)

 **Weather**
Want to know what's the weather like in your city? Ping me the name of the ... > [More](#)

 **Wiki**
A Basic search bot that will search results with a few keywords that you in... > [More](#)

 **Dictionary**
Stuck at a word? look no further! > [More](#)
[Productivity](#)

 **Email2Spark**
Quickly pivot your conversations from legacy email to a more collaborative ... > [More](#)
[Productivity](#)

 **GifBot**
Bot integration between the ever popular Giphy GIF platform and Spark > [More](#)
[Social](#)

 **Altocloud Customer Journey Analytics**
Customer journey intelligence to identify and engage with your most importa... > [More](#)
[Customer Relations](#)

 **Local Measure**
Manage your workflows and deliver exceptional service > [More](#)
[Customer Relations](#) [Social](#) [Marketing](#)

 **MailChimp**
MailChimp is an online email marketing solution to manage subscribers, send... > [More](#)
[Customer Relations](#) [Marketing](#)

 **Gupshup proxy bot**
An ideal dev or a QA tool for testing different bots on Cisco Spark > [More](#)
[Developer Tools](#) [Enterprise](#)

 **LEGAL BUTLER**
Your digital legal assistant > [More](#)
[Productivity](#)

 **Le LunchChef - voilà!**
Never miss a lunch rendez-vous again! > [More](#)
[Social](#) [Productivity](#)

 **Salesforce Alerts**
Salesforce, the Customer Success Platform and world's #1 CRM company, empow... > [More](#)
[Customer Relations](#) [Enterprise](#)

 **Sameroom**
Share Spark rooms with rooms in 21 other platforms (Slack, Skype, Jabber, e... > [More](#)
[Customer Relations](#) [Enterprise](#)

 **Spark Care Assistant**
Care Assistant Onboarding allows you to create your own Care Assistant to p... > [More](#)
[Customer Relations](#) [Marketing](#)

 **MemeBot**
Build custom memes, search by keyword, or roll the dice for a random meme -... > [More](#)

 **OnPage Service Bot**
Secure Messaging System - Flexible, Convenient, and ... > [More](#)

 **Pegg**
Pegg is a smart assistant who helps manage your business administration tas... > [More](#)

 **UserVoice**
UserVoice develops product feedback management software. > [More](#)

 **Zendesk**
Zendesk is a cloud-based customer support platform. > [More](#)
[Customer Relations](#)

 **ZOOM Analytics Spark Bot Service**
Push contact center analytics to Spark—where teams can review, discuss, & t... > [More](#)

Messaging Platforms as the browsers of tomorrow

Analysts Feedback

In Summary

- Digitization conversation increase our relevancy
- Partnering is the Key. +20% YoY in Tier 2 business!

Use it, Know it and Win with it