

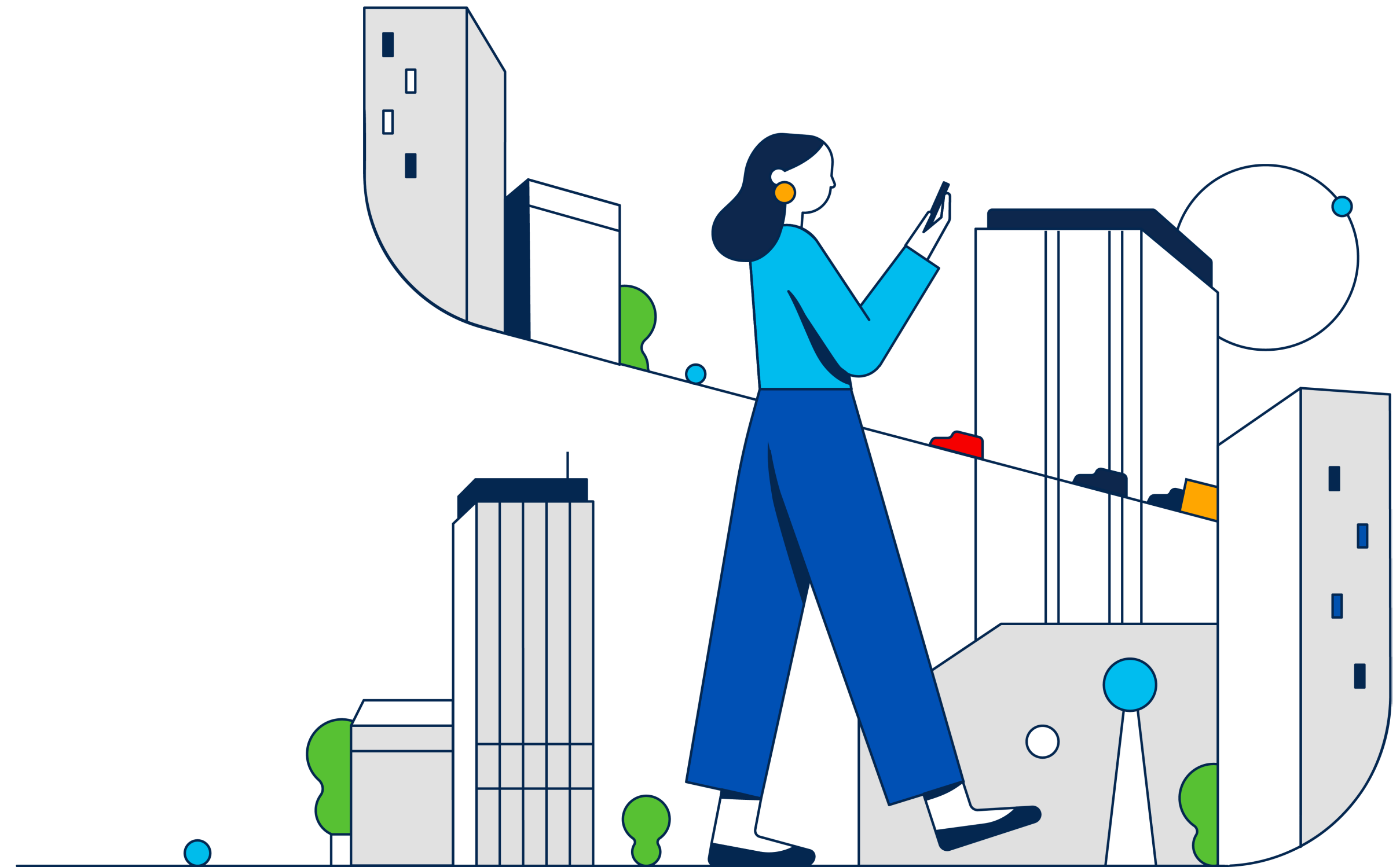


+



# Innovation continues to transform how the world works.

Creating the opportunity to combine the best of Apple and Cisco to deliver an unparalleled “work from anywhere” experience.



# Collaboration

Enhanced voice calling  
and collaboration

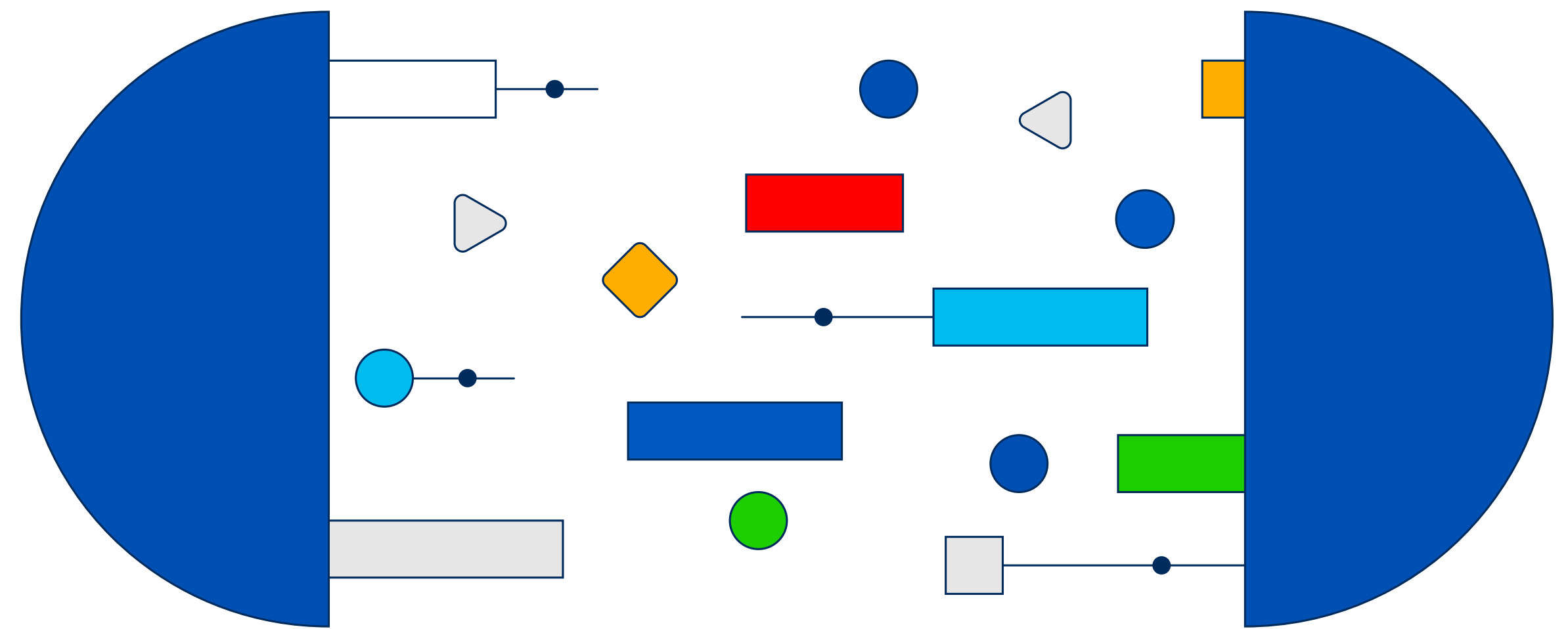
# Security

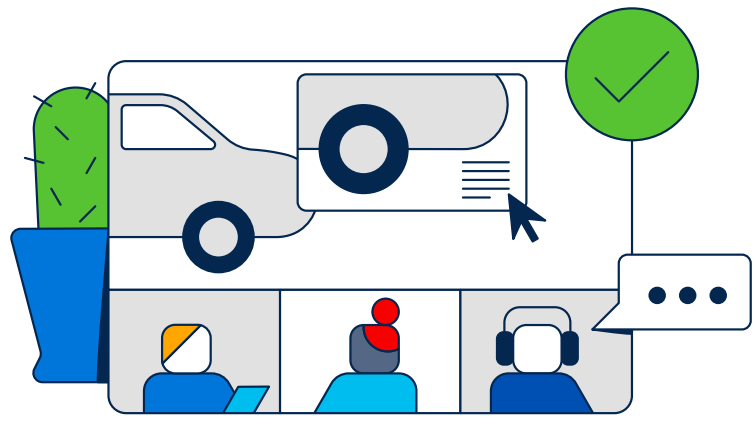
More visibility, control  
and privacy

# Networking

Prioritization of Apple traffic and  
improved analytics

# Collaboration



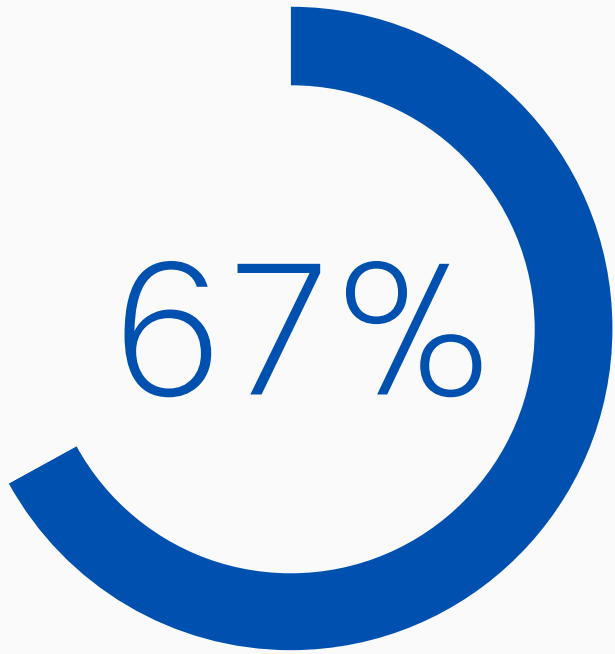


What is  
Mobile First Collaboration?

Modern collaboration applications  
optimized for mobile devices

Enabling enhanced experiences and  
productivity from anywhere

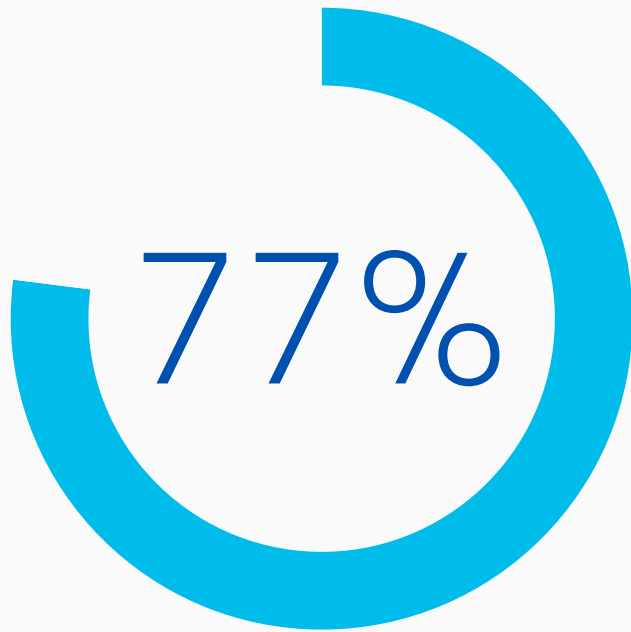
Hybrid is how  
the world works



Employers considering permanent or long-term WFH policies



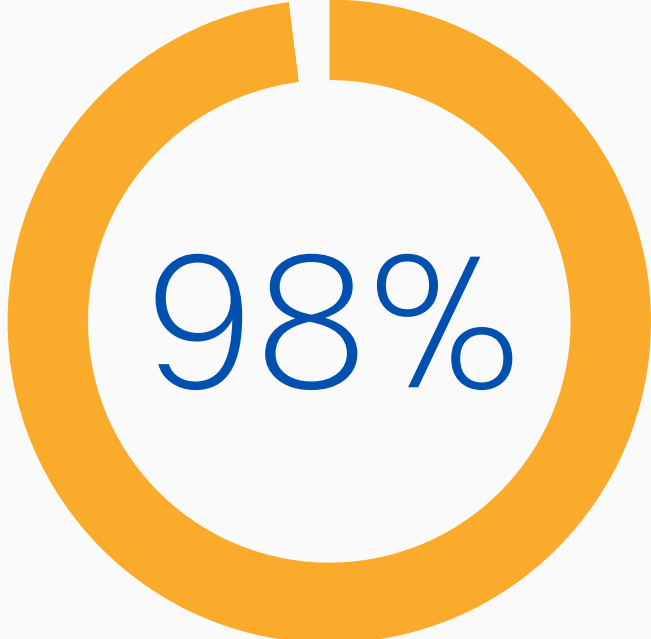
Organizations that will reduce and reimagine office real estate



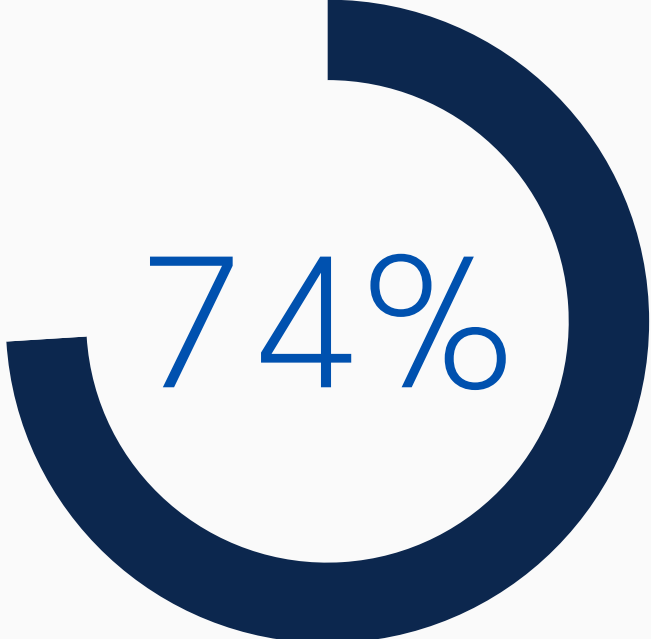
Employers who will embrace a flexible work style

Sources: 451 Research, 2020, Dimensional Research, 2020

# Moving to mobile



Meetings that include remote participants

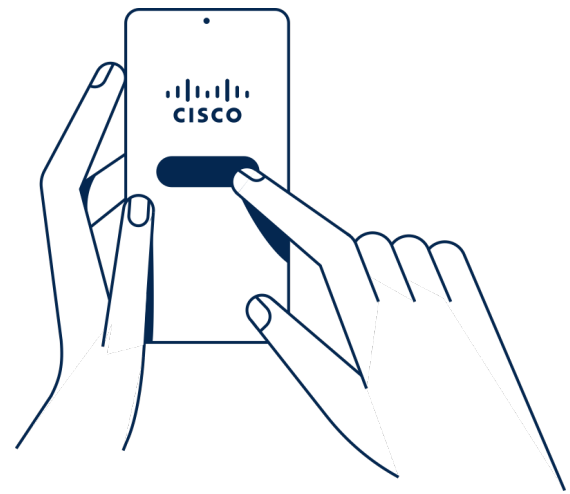


Organizations moving toward cloud-based unified communications

-74%

Decline in desk phone usage 2007-2020

Source: Dimensional Research, Gartner, Ofcom (UK)\*. UK data is intended as an illustration of the broader market



## Mobile First Collaboration why Apple and Cisco?

[Learn more >](#)

Native calling experience

Seamless collaboration

Network optimization

Secure endpoint for iOS

iOS design best practices



MUFG Bank



## Increased mobility transforms the workplace

MUFG replaced 35,000 fixed-line desk phones with iPhone to increase efficiency and mobility while lowering operating expenses.

Results:

- Annual savings of approximately \$10 million
- More flexible work environment



Enhancing the collaboration  
experience

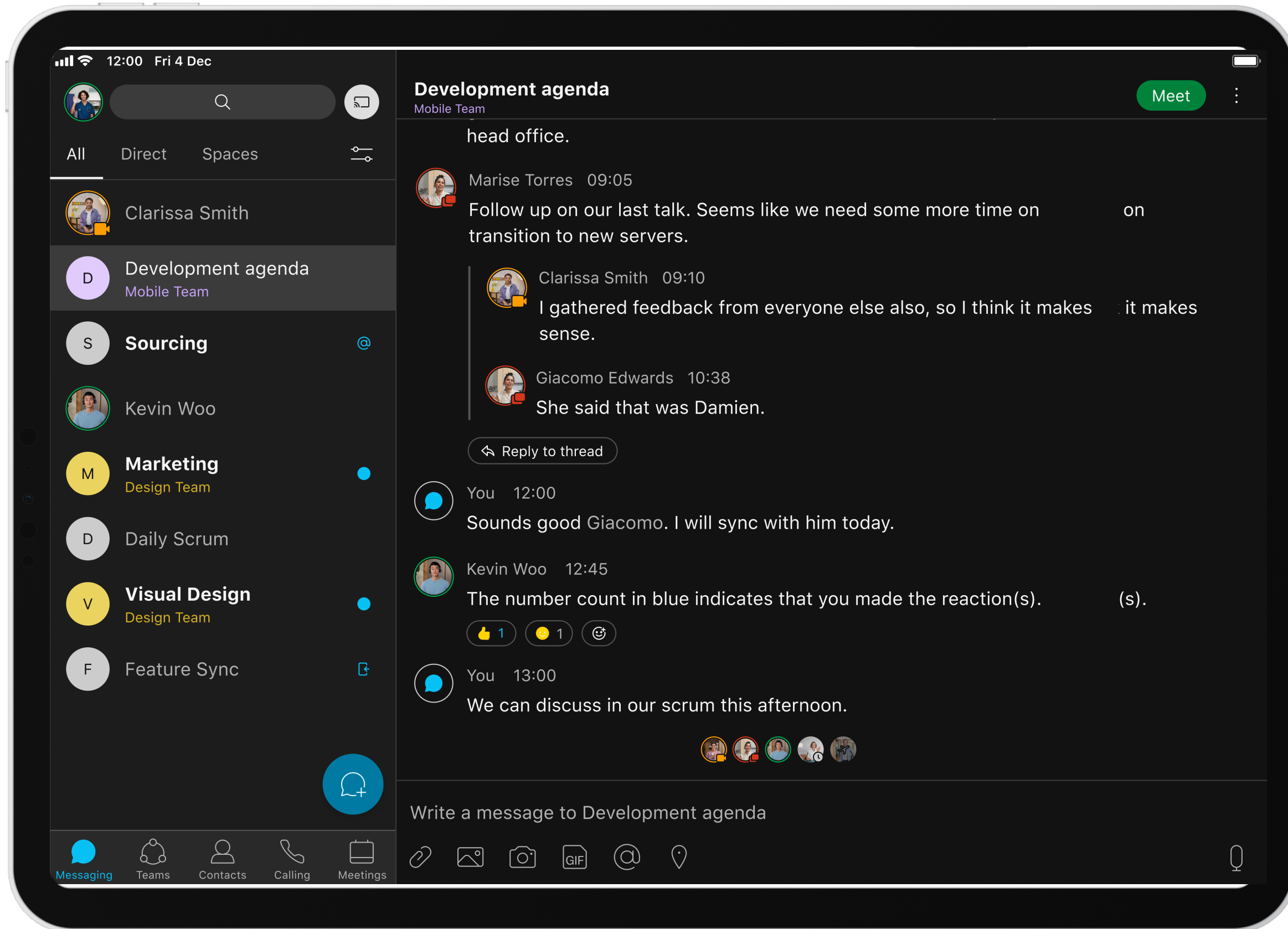
Webex and iPad

[Learn more >](#)

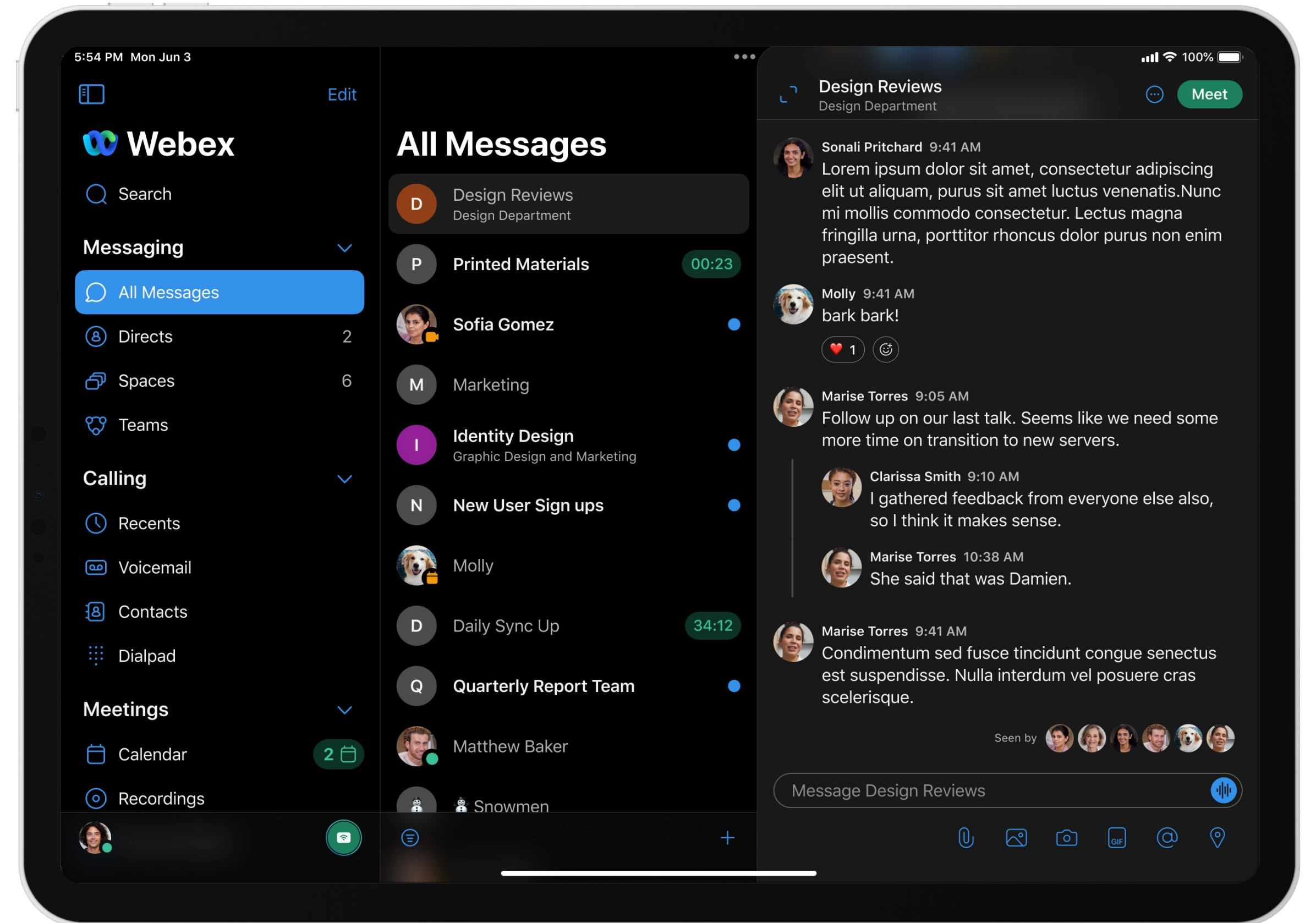
Cisco-developed based on Apple best  
practices for Webex on iPad

Native UI/UX and iPadOS features

Universal Webex One migration



Before



After



Before

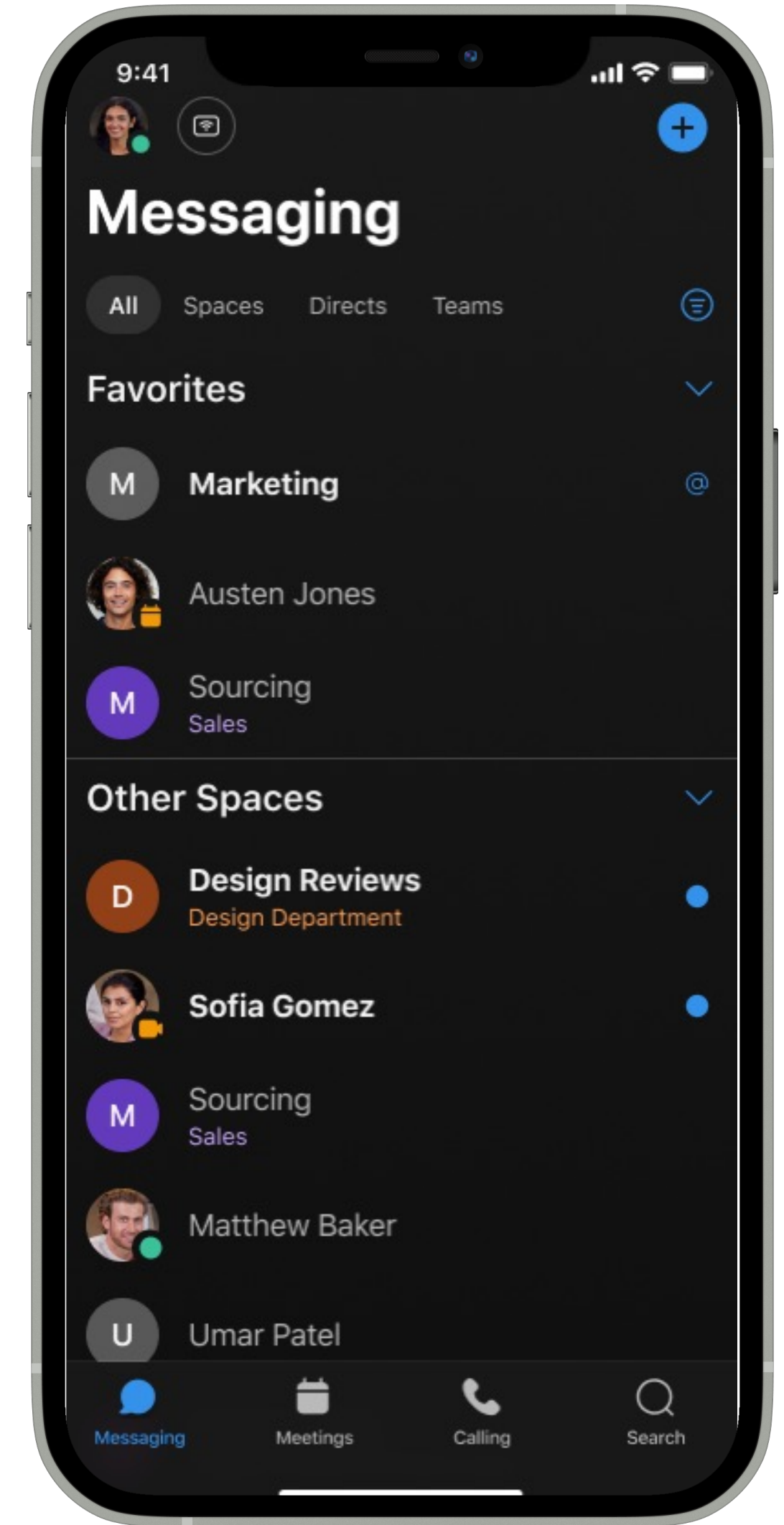
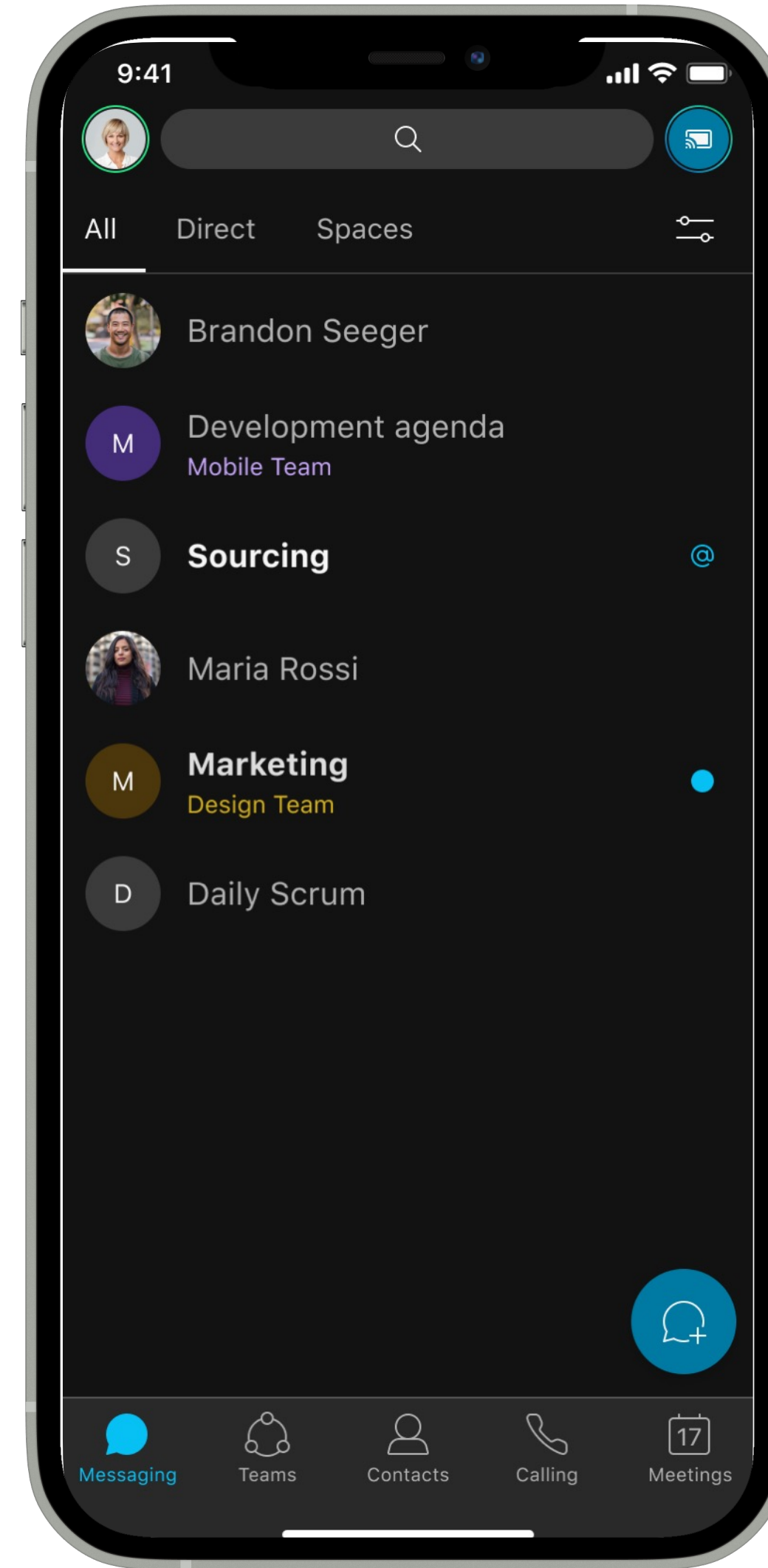


After



Before & After

Meetings



Before & After

Messaging

Apple AirPlay is now part of the Webex experience.

Simple sharing experiences you know, on the devices you love.

[Learn more >](#)



## Webex. Now Available on CarPlay

Hybrid Work with Webex Meetings for Apple CarPlay.

[Learn more >](#)



Georgia Department  
of Public Health



## Leading the telehealth revolution

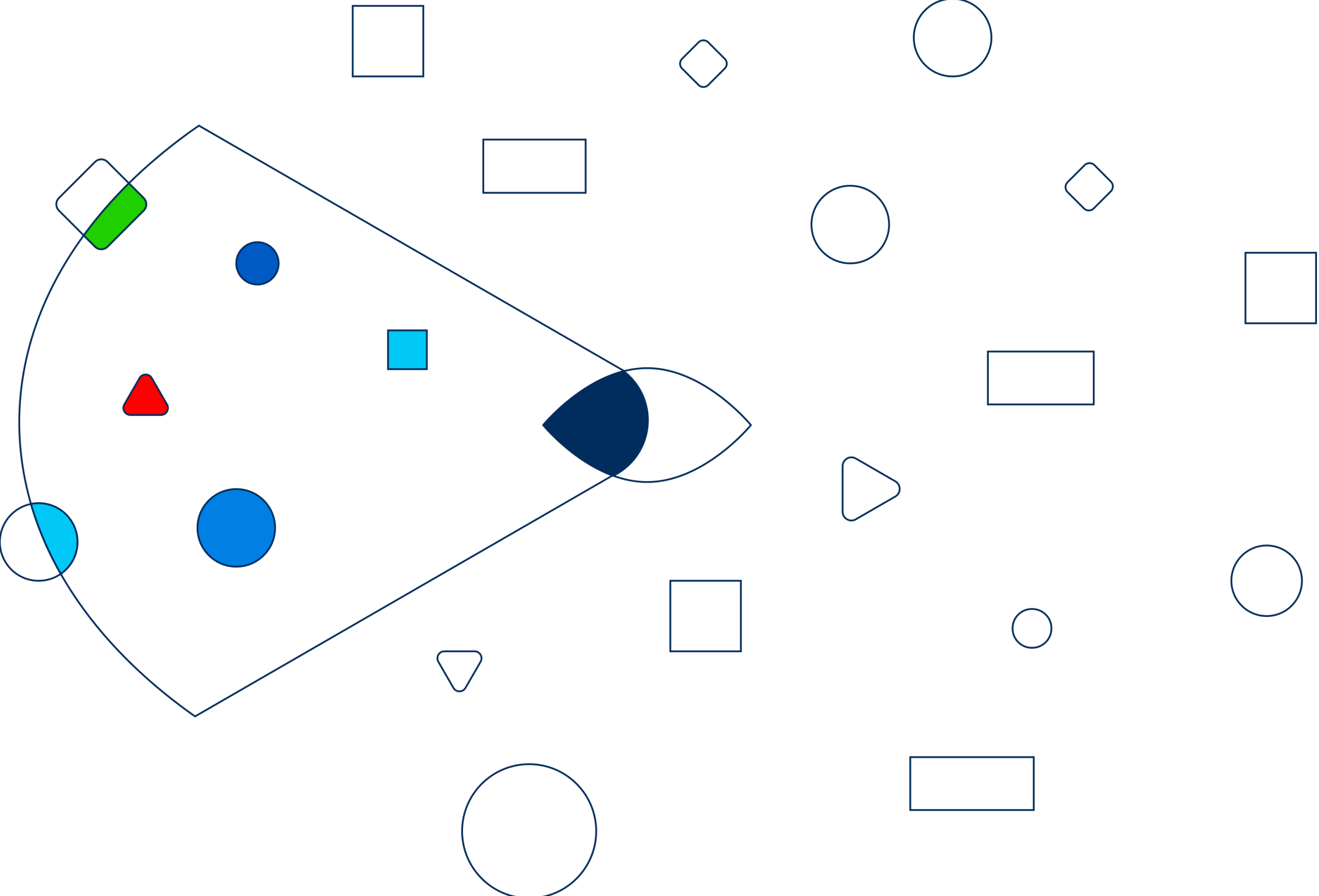
Increased demand for remote access to healthcare inspired the launch of one of the most ambitious telehealth initiatives in the United States.

Results:

- High-quality interaction with Webex by Cisco optimized for iPad and Mac
- Increased scale with hybrid cloud



# Security





Keeping pace with  
security threats

Growing need for on-device visibility

Rise in malicious threats requires greater  
IT control

Greater need to protect workers using  
unsecured Wi-Fi

Security Connector for iOS  
Unmatched visibility and  
control for pervasive  
security

[Learn more >](#)

Deep network monitoring with AMP

Effectively block malicious sites and apps  
with Umbrella

Umbrella coverage extended to all  
managed, unsupervised iOS devices

Giga School



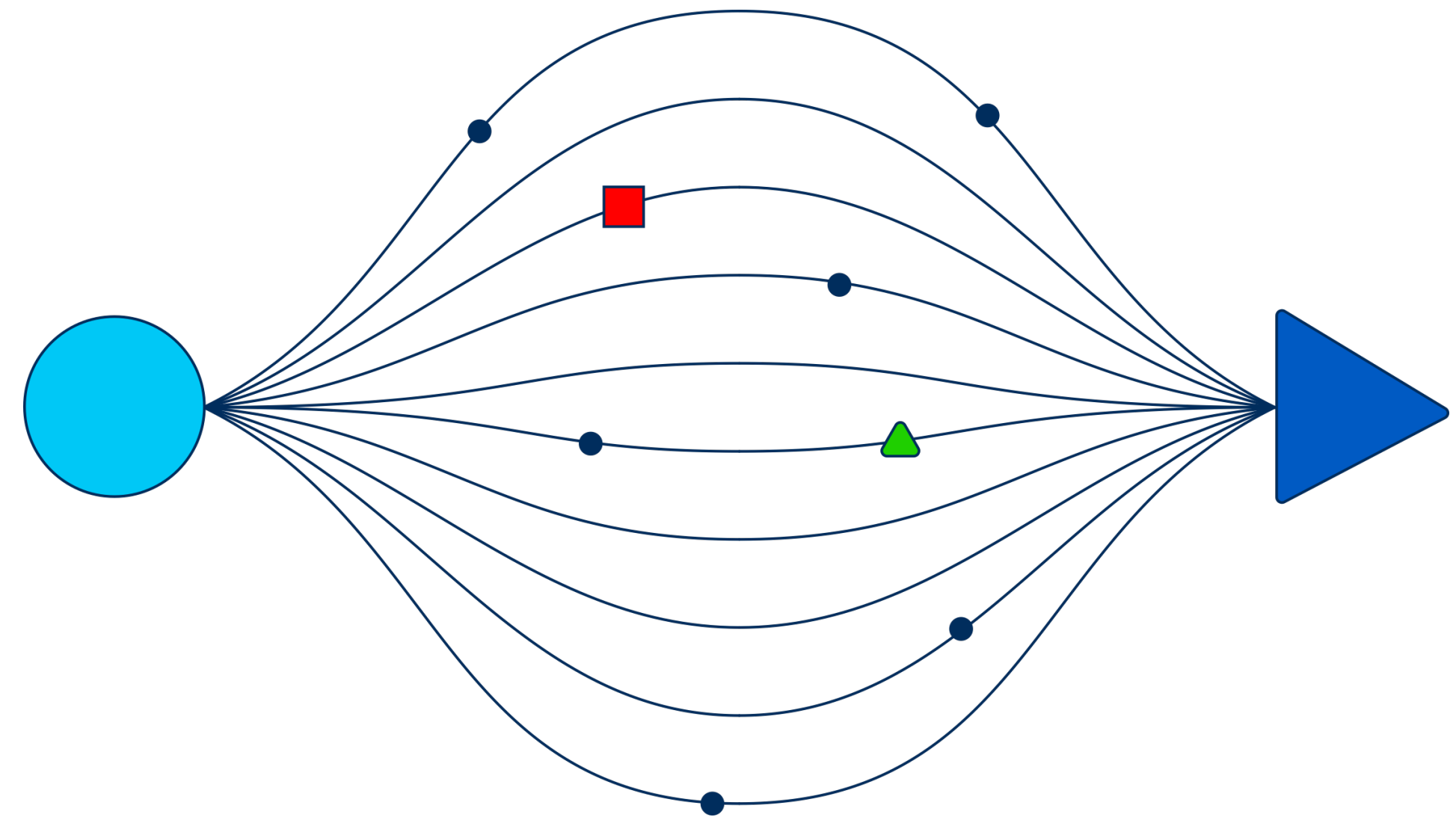
## Education innovation improves engagement and security

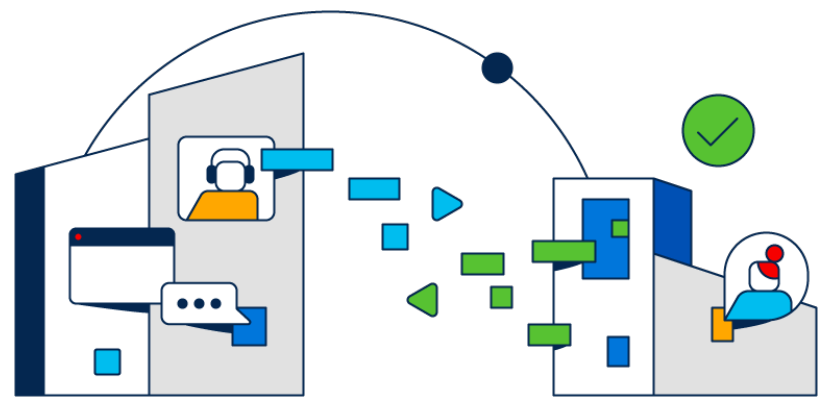
Japan's Giga School initiative, aimed at improving student access to digital tools, got a big boost by introducing Apple iPad with Webex by Cisco.

### Results:

- Improved student Wi-Fi access and engagement
- Integrated network security

# Networking





Greater utilization requires  
better networks

More efficiency and reliability

Improved visibility and analytics

Prioritization for business-critical apps

Fastlane+  
Accelerating business-  
critical apps

[Learn more >](#)

Developed to optimize Cisco and Apple devices on Wi-Fi 6 networks

Dynamic scheduling of network resources for apps running on Apple devices

Enhanced experience with latency-sensitive apps like Webex and FaceTime

Norfolk Southern



[Learn more >](#)

## Storied railroad leads innovation

This transportation leader transformed its Atlanta campus with smart building solutions and improved segmentation between its IT and OT networks.

### Results:

- Safer, more connected buildings
- Enhanced network security
- Streamlined operations
- Improved wireless performance





Bringing all it all together  
Education Partner Program

Incorporates all three architectures

Hybrid learning platform with Webex and  
Apple products

Asynchronous learning and communication  
with Webex messaging



Accelerate mobility with enhanced Collaboration, Security, and Networking.

## Global Partner Organization

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Thank you.