Video Collaboration Studios

“Being **there** without leaving **here**”

Laurie Heltsley • Interop Las Vegas • April 2008

P&G

Procter & Gamble

- 300 brands sold in 160 countries
- 23 Billion Dollar Brands
- $75 Billion in NOS
- 140,000 employees in 80 countries
- Deep consumer understanding
- Focus on Innovation and Collaboration

Focus on Collaboration

"The better connected we are internally and externally, the better positioned we'll be to ensure we have the right people at the table -- at the right time -- in order to make the right decisions."

We need to set the expectation for collaboration, and enable it.

Let's make P&G the most collaborative company in the world."

- AG Lafley,
CEO and Chairman of the Board

Cisco TelePresence at P&G

- 40 CTS-3000 units installed in all four major geographies
- Marketed internally as “Video Collaboration Studios”
- Available to all meeting schedulers / administrators
- 4X utilization versus traditional video conferencing
- 1700 travel substitutions since October 2007

Value Proposition

Benefits

- Increase speed (decisions, business processes, etc.)
- “Scale” key individuals
- “Be **there** without leaving **here**”

Challenges

- Network readiness (bandwidth and maturity)
- Global commercial supply chain and logistics
- Organizational culture (and old tapes about VC)

Touching lives, improving life. P&G™