

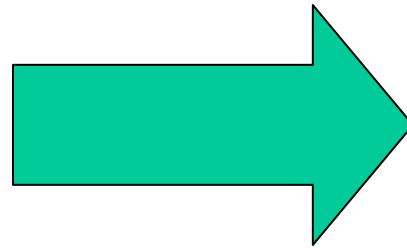
Technologies Enabling Cross Border Partnering

Min Zhu – President & CTO
WebEx Communications
Oct 7, 2004



Globalization

**Regional
Economy**



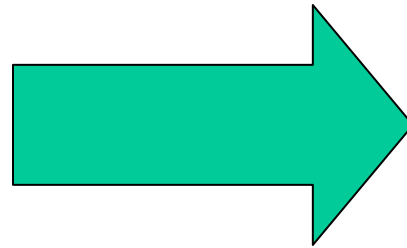
**Global
Economy**



We've got to start meeting like this."

Business Evolution

Enterprise



Extraprise



We've got to start meeting like this."

Extraprise - Partnering

- **Design**
- **Engineering**
- **Manufacturing**
- **Shipping – Logistics**
- **Marketing**
- **Selling**
- **Training**
- **Support**



We've got to start meeting like this."

Challenges of Partnering

- **Language**
- **Culture**
- **Coordination**
- **Collaboration**
- **Communication**



We've got to start meeting like this."

Challenges of Cross Border Partnering

- **Distance**
- **Time**



We've got to start meeting like this."

Technologies Enabling Cross Border Partnering Communications and Collaboration is the Key

- **Email**
- **FAX**
- **Telephone**
- **Video**



We've got to start meeting like this."

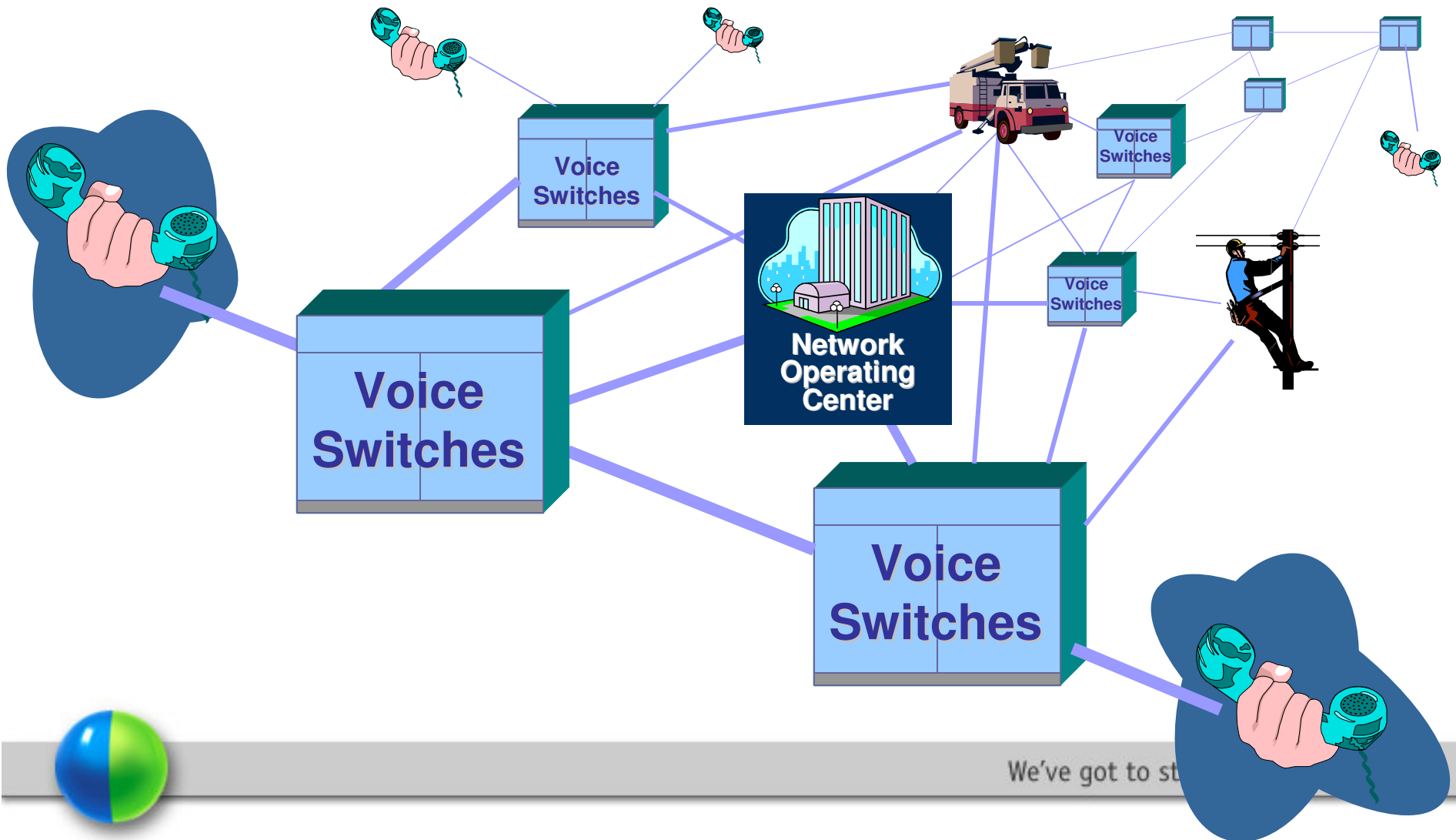
Email

- **Not real-time and interactive**
- **Not like having an in-person meeting**



We've got to start meeting like this."

Ubiquitous Real-Time Communications Network - Voice



We've got to st

Phone Communications Network

- **Ground up designed for**
 - Security
 - Reliability
 - Scalability
 - Quality
 - Global Reach



We've got to start meeting like this."

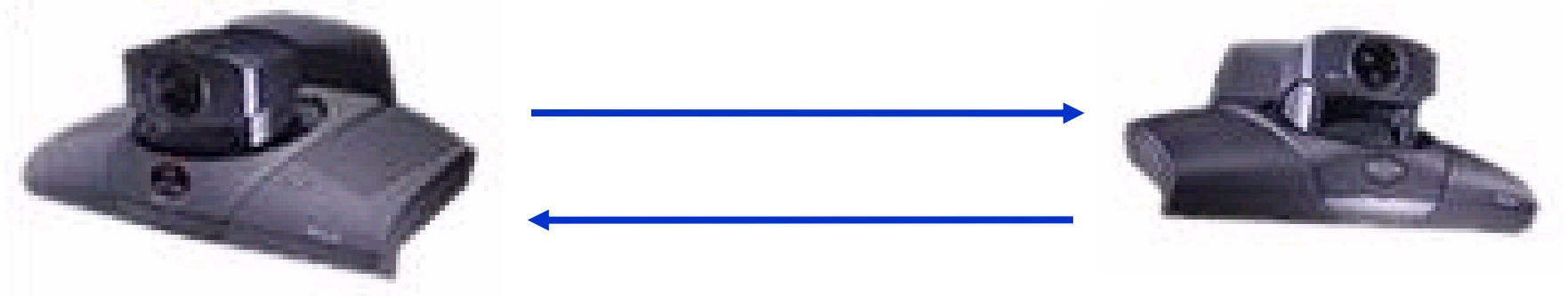
Telephone - Issues

- **Language**
- **Difficulty in dealing with specific pieces of information**
 - Design
 - Selling complex products – eg. Software
 - Training globally



We've got to start meeting like this."

Video



Video Conferencing Technology in End-Points



We've got to start meeting like this."

Video

- **No ubiquity – not like telephone**
- **Does not enable complex information sharing**
- **Not collaborative**



We've got to start meeting like this."

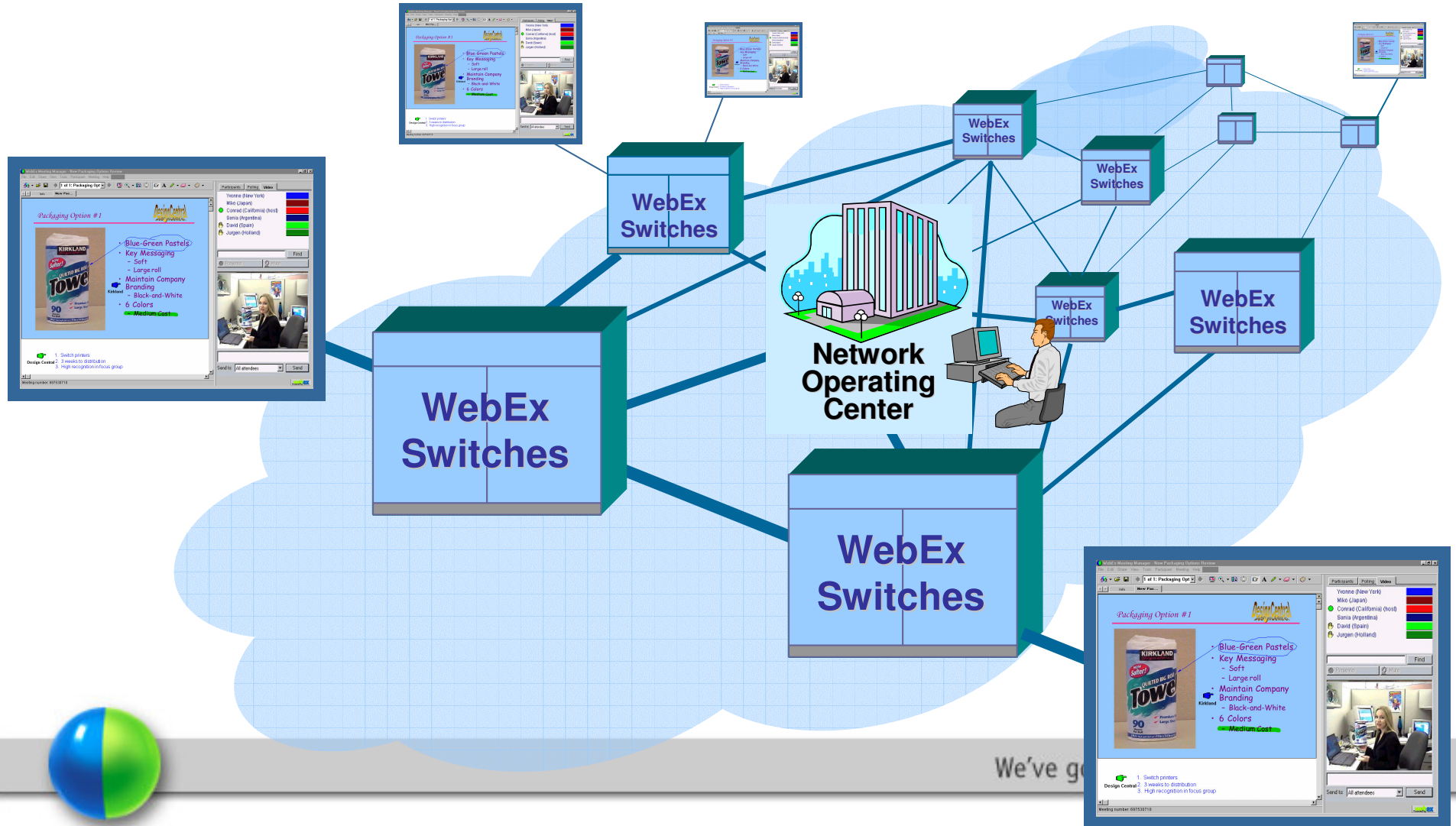
Web Changed Everything in Communications and Collaboration

- **Ubiquitous network**
- **Ubiquitous client**
- **Standard protocols**
- **Opportunity**
 - Real-time Web Meeting Applications
- **Challenges**
 - Technology - Multi-media, performance, security, delivery, global
 - Business – making it relevant to business context



We've got to start meeting like this."

Technology Challenge – “MediaTone” Network for Live Multimedia Communications



Real Time Collaborative Applications Suite

The screenshot displays a WebEx Meeting Manager interface. The main window is titled "WebEx Meeting Manager - Sales Pipeline Review" and shows a presentation slide with a 3D bar chart. The y-axis is labeled "\$ Revenue" and the x-axis is labeled "Sales Forecast". The chart has four bars of increasing height, colored blue, green, red, and yellow. A red arrow points to the top of the yellow bar, and a yellow circle highlights the green bar. A "Drawing Tools" palette is visible in the bottom right of the presentation area.

On the right side, the "Participants" panel shows a list of 55 participants, including Chicago (Host), Praful Shaw, Boston, Dallas, New York, Raleigh, San Francisco, and Michigan. Below the list are controls for "Presenter" and "Mute".

The bottom of the window shows a taskbar with icons for Start, Microsoft Outlook, and WebEx Meeting Manager. The system tray indicates "Call connected.", "Connected", and "POWERED BY webEX". The time is 11:58 AM.



We've got to start meeting like this.TM

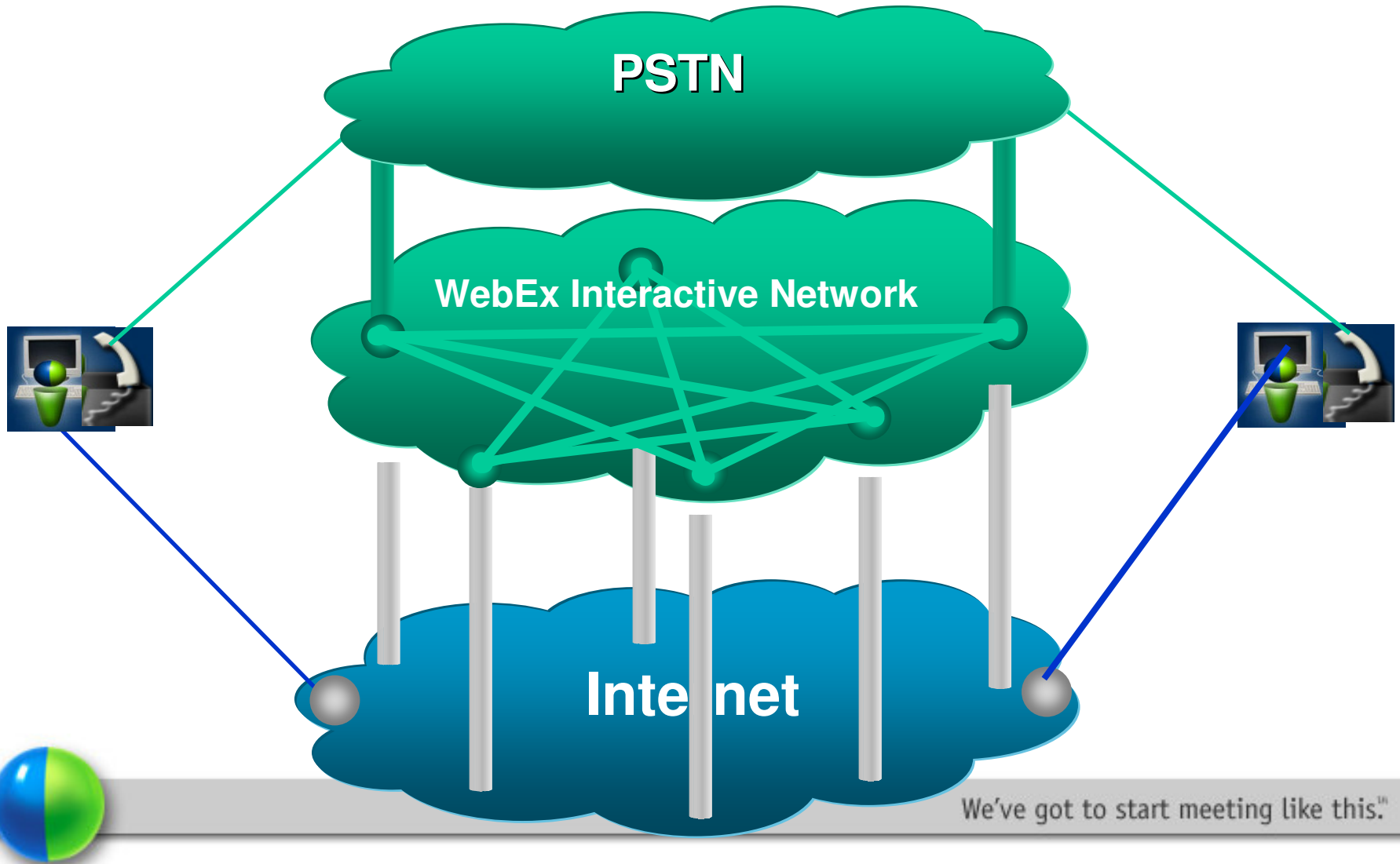
WebEx “MediaTone” Network for Multimedia Communications

- **Simple to use**
- **Designed for**
 - Security
 - Reliability
 - Scalability
 - Quality
 - Global Reach



We've got to start meeting like this.™

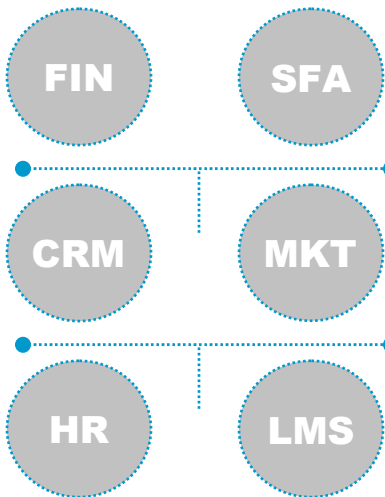
WebEx Network



We've got to start meeting like this.™

Business Challenge – Relevant Context

Company



Database Platforms
Oracle, DB2 etc.

↔ **Marketing** ↔

↔ **Sales** ↔

↔ **Training** ↔

↔ **Support** ↔

Real-Time Multimedia Delivery Network
WebEx Global MediaTone Network

Customers (External & Internal)



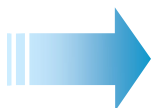
We've got to start meeting like this.™

WebEx : Web Meeting Applications

SUSPECTS



Learn about company's products with marketing experts & speakers.



Interested in talking with sales rep

PROSPECTS



New Service for Online Sales Calls.



Purchase Product

CUSTOMERS



Training to use the products or get certified.



Training

LOYAL CUSTOMERS



Supporting customers throughout customer lifecycle.



Support

Convergence

Web Meeting Applications



Communications

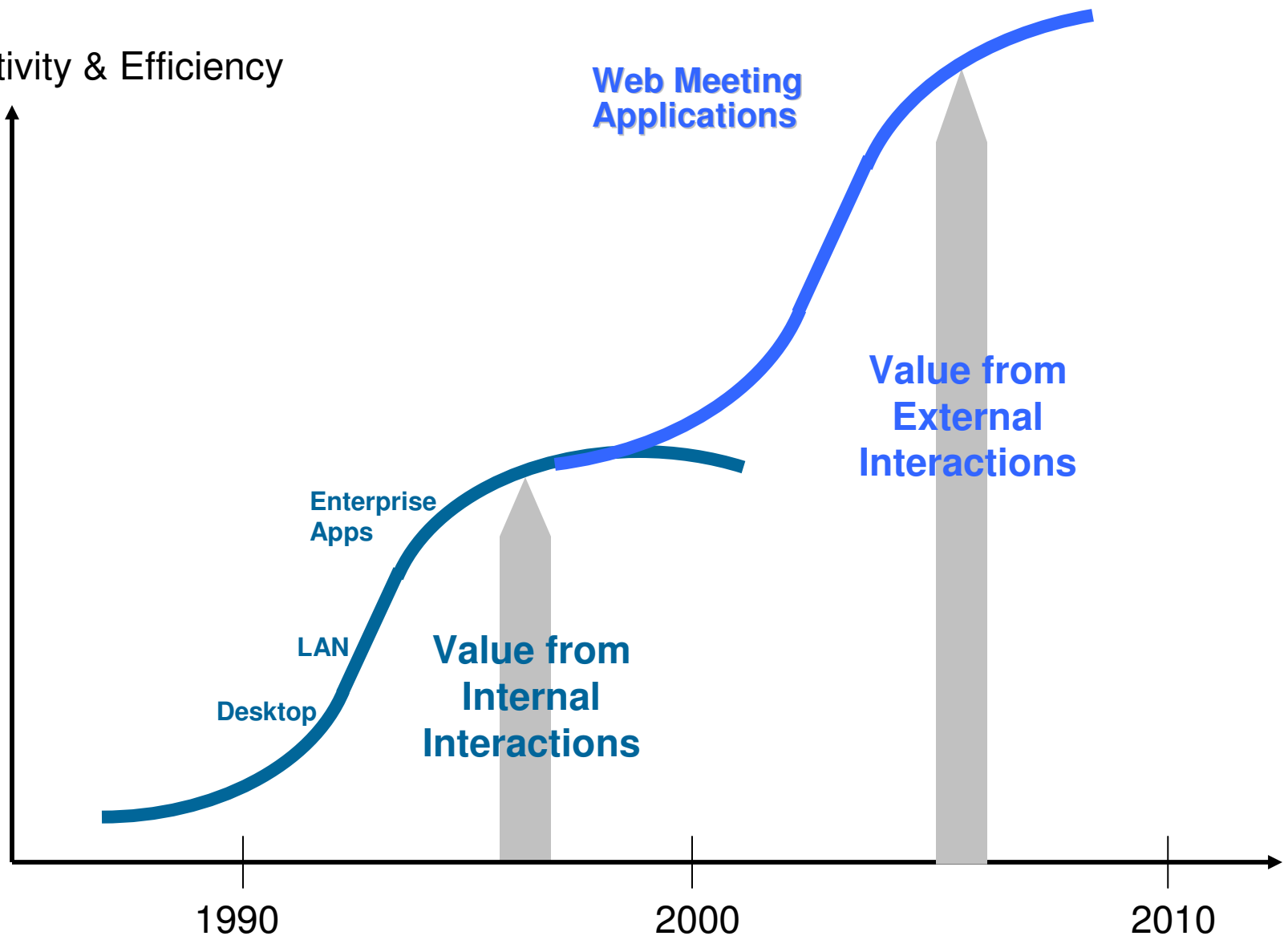
Applications



We've got to start meeting like this."

Opportunity – Global Partnering Productivity

Productivity & Efficiency



Web Meeting Applications

Value from External Interactions

Enterprise Apps

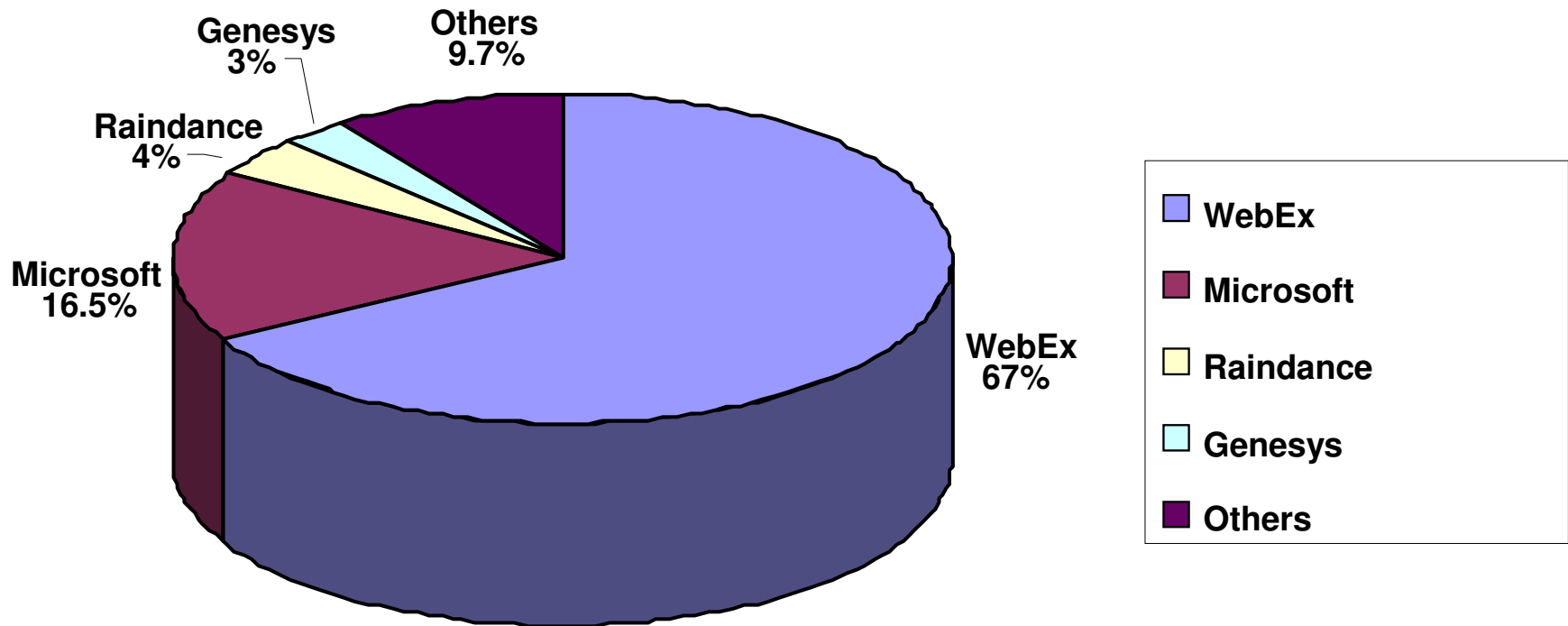
Value from Internal Interactions

1990

2000

2010

Web Conferencing Services Market Share

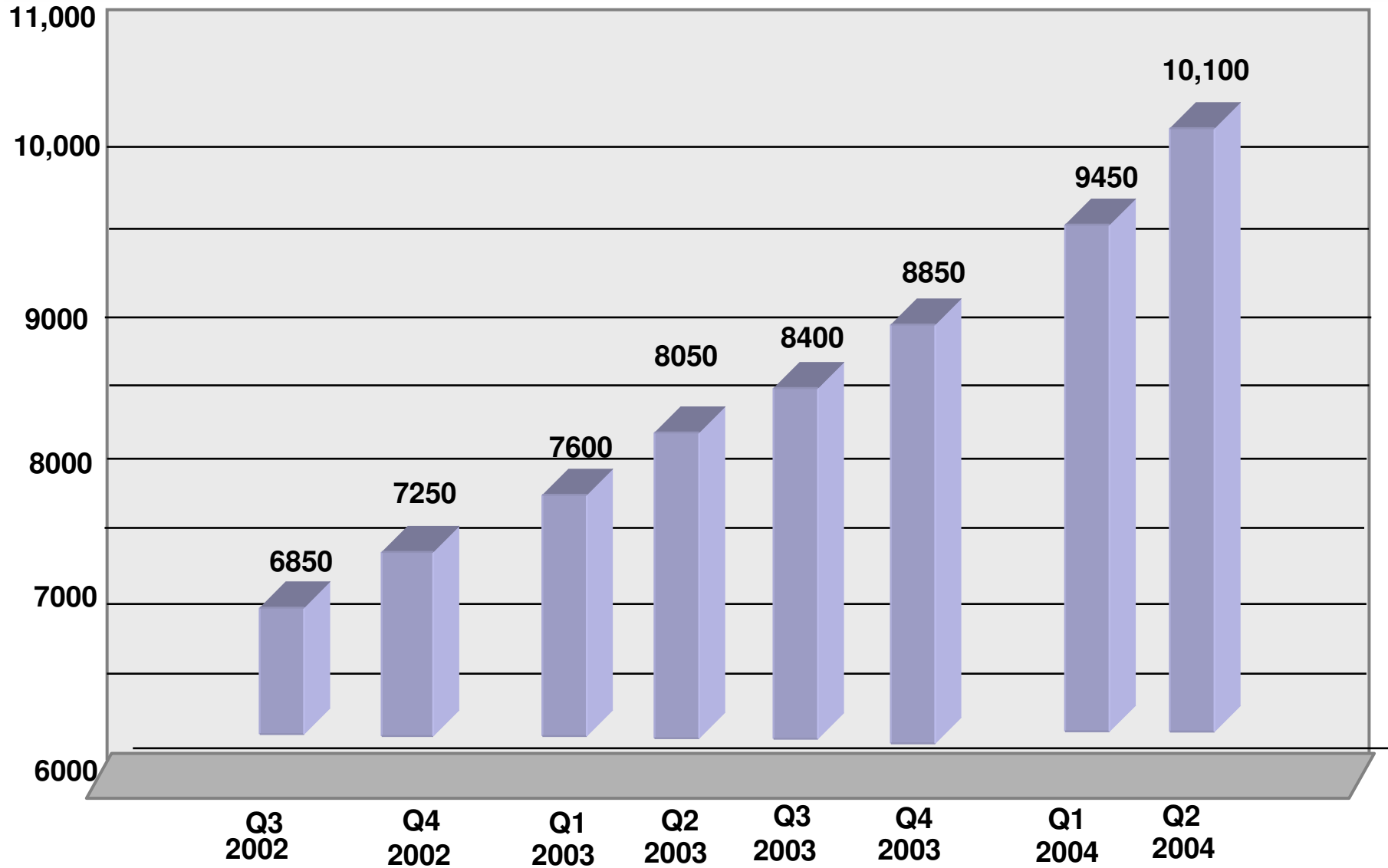


Source: Frost & Sullivan April 2004

We've got to start meeting like this.™

Subscription Customers

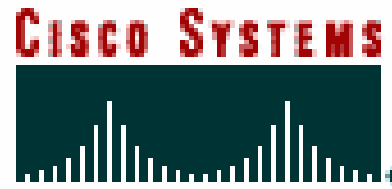
Sustained Growth



Selected Customers

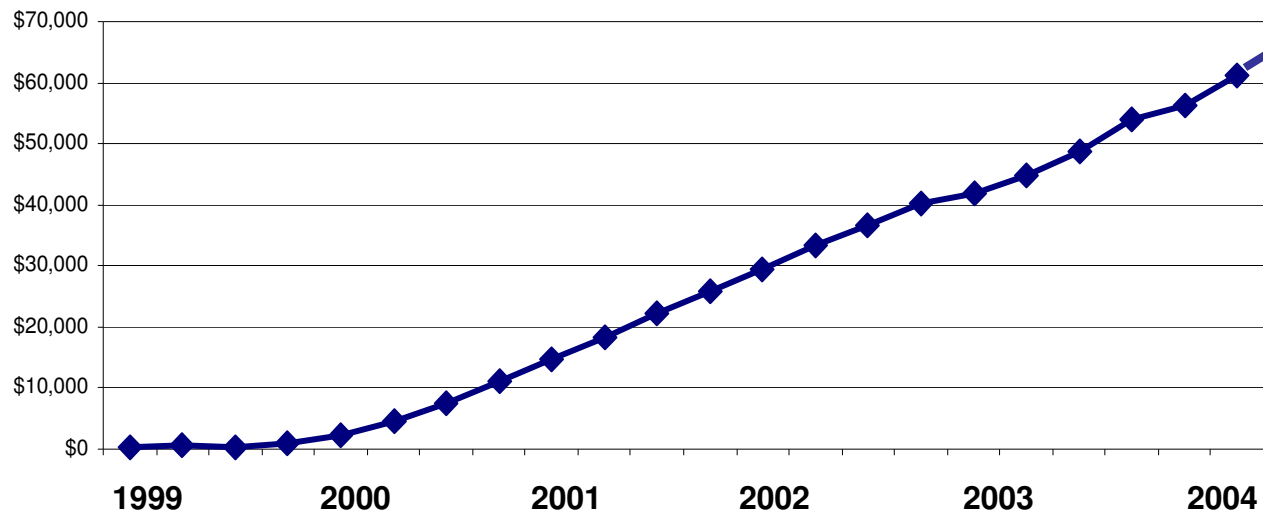


We bring good things to life.



WebEx Growth

Quarterly Revenue (\$000s)



Phase I: Launch

Phase II: Market Leader

**Phase III:
Expanding
the Opportunity**



We've got to start meeting like this.™