

Why web conferencing? Why WebEx?

WebEx Communications, Inc.

3979 Freedom Circle,
Santa Clara, CA 95054 USA

Main: +1.408.435.7000
Sales: +1.877.509.3239

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Experiencing the power of web conferencing

The global economy requires new ways of doing business. It simply is not feasible to travel to all locations to meet prospects, customers, fellow executives, and colleagues. It's inefficient, too expensive, and hampers productivity. Today's companies are global operations, with distributed workforces, worldwide clients, and round-the-clock customer support. When the workday ends in one part of the world, it's just beginning on another continent. Increasingly, knowledge workers are trading cubicles at corporate headquarters for remote offices, mobile workplaces, and virtual rooms. Travel budgets continue to shrink, while the need to work collaboratively with global teams continues to amplify.

These new global realities can be challenging, but they also bring tremendous opportunities. A visionary IT and business leader can harness the latest trends and technologies to increase productivity, maximize efficiency, reduce cycle time, extend business reach, and improve communication.

One such technology is web conferencing, which offers organizations the power to reach people, share information, collaborate and stay connected with global, virtual teams—anytime, anywhere. The introduction of web conferencing has forever transformed the way organizations do business. Instead of costly and time-consuming travel, it's now possible to reach colleagues, customers, and partners instantly over the web. You can bring together people from across the hall, or across the globe, to attend training sessions, present at product reviews, or brainstorm new ideas. You can provide your customers with round-the-clock support from highly qualified experts who are now only a click away. And perhaps most importantly, you can help ensure that your company continues to operate even when weather, traffic, or natural or man-made disasters prevent you or your employees from getting safely to work. Web conferencing and web collaboration help you stay connected, stay in business, and stay on top of your game.

Using Cisco WebEx solutions for web conferencing and collaboration

Cisco® provides global, on-demand web conferencing with market-leading WebEx® applications. Cisco WebEx™ applications offer vision, knowledge, technology, and innovation, and provide a superior set of solutions tailored specifically for every area of your business. Whether you're orchestrating large online events, running marketing campaigns, generating leads, delivering interactive training, collaborating with remote colleagues, or providing live technical support, WebEx applications offer the right web conferencing solution to meet your needs. Built on the secure, redundant, available, and highly scalable Cisco WebEx Collaboration Cloud and delivered as Software-as-a-Service (SaaS), Cisco WebEx solutions provide real-time collaboration.

The Cisco Software-as-a-Service (SaaS) advantage

Cisco WebEx solutions are delivered as a service over the web. Cisco hosts, maintains, upgrades, and supports these applications on its own infrastructure. All you need to access WebEx is a browser and an Internet connection. SaaS delivery gives you the ability to build a full-

scale collaboration strategy with minimal IT investment, reducing the workload on your operations team, maximizing ROI, and lowering the cost of ownership. Make web collaboration part of your business strategy. Accelerate deployment and tap into the enterprise infrastructure of the WebEx Collaboration Cloud—with a predictable, consistent, pay-as-you-go subscription plan.

SaaS makes it easy to scale WebEx to as many sites, projects, or lines of business as necessary. Organizations can continue to build on collaboration success by expanding WebEx usage to other groups, divisions, and locations—without infrastructure investments. WebEx applications can accommodate the needs of any size company by scaling instantly to multiple sites and large numbers of users.

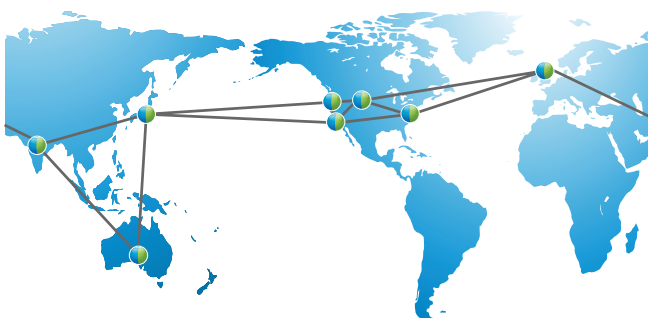
Deploy WebEx in weeks instead of months, pay as you go, grow usage as your organization grows—taking full advantage of innovative web collaboration best practices and industry-leading technology and expertise. Stretch your IT budget, reduce operating costs, and save time—with Cisco WebEx solutions.

The Cisco WebEx Collaboration Cloud

Not all SaaS vendors are created equal. Using a real-time collaboration application that simply delivers sessions over the public Internet doesn't guarantee anywhere, anytime meeting access. Cisco WebEx solutions provide a unique technological advantage—a highly reliable, available, and scalable platform built from the ground up to support live web communication and collaboration—the Cisco WebEx Collaboration Cloud.

The WebEx Collaboration Cloud is designed to scale beyond peak, anticipated user load for continual, fault-tolerant service.

How does the WebEx Collaboration Cloud work? Think of the public Internet as a congested, unpredictable Interstate highway, while the WebEx Collaboration cloud is a smooth, newly paved dedicated freeway built specifically for safety, speed, and security. The WebEx Collaboration Cloud routes WebEx user data directly from data center to data center, using the Internet only as an on- and off-ramp, providing:

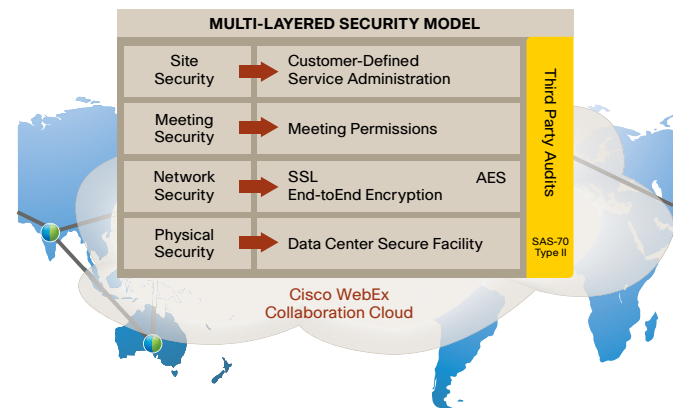


- Multi-layer security
- Intelligent routing based location, bandwidth, and availability
- Seamless global backup for data, audio, and video
- Global load balancing and automatic failover
- SAS-70 Type II audit

The Cisco WebEx Collaboration Cloud is a purpose-built, global, carrier-class information switching network that carries only WebEx user traffic. The Internet provides only the “first mile/last mile” connection to WebEx online meetings. Once that connection is made, the WebEx Collaboration Cloud manages synchronous real-time interaction, guaranteeing a fast, secure, and reliable online meeting experience.

Multi-layer security

IT and business managers evaluating online meeting solutions are likely to ask questions such as these: Is it secure? Can I trust the SaaS provider with my organization’s sensitive data? How is my information protected? How is security enforced? How can I be absolutely sure a web collaboration solution won’t compromise the integrity, privacy, and safety of my business and employees? The answers to these questions lie in the superior architecture, technology, standards, and best practices of Cisco WebEx solutions.



Always secure—Cisco WebEx solutions take advantage of the multi-layer security model.

At every level of its multilevel architecture, Cisco maintains the most stringent security standards available, relying on industry-approved technologies, best practices, and certifications. These measures provide highly reliable web collaboration services, assuring customers that their data is protected and their meeting experience is secure.

The foundation of this architecture begins with physical security. Cisco operates a worldwide network of WebEx data centers. These data centers are staffed 24 hours a day, seven days a week to provide logistical security, operational, and change management support.

Cisco manages in-meeting security using the latest data encryption and user authentication standards and technologies. Cisco WebEx solutions also offer multilevel enterprise security policies that site administrators can configure and enforce for individual users, groups, or an entire enterprise.

To augment stringent internal procedures, the WebEx Office of Security engages multiple independent third parties to conduct rigorous annual audits against internal policies, procedures, and applications. These audits are designed to validate mission-critical security requirements for both

commercial and government applications. You can find more information on Cisco WebEx security, third-party accreditations, and independent audits in the white paper [Security Overview of Cisco WebEx Solutions](#).

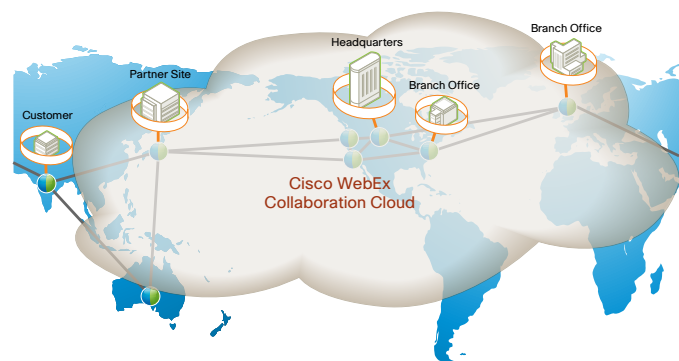
Enterprise-grade reliability and performance

Public Internet traffic doesn't take a defined—or direct—path. It can wind around the globe in any number of directions and there's no guarantee that it will ever reach its intended destination. Because it overlays the public Internet, the Cisco WebEx Collaboration Cloud optimizes performance, delivering real-time media traffic in the most efficient manner possible.

For any meeting, the WebEx Collaboration Cloud determines which point of presence has the lowest latency and offers the best performance. For example, the WebEx meeting client recognizes the location and routes traffic through the nearest data center for optimal performance, giving users the best possible audio, video, and data experience within the meeting.

Cisco also provides a backup site physically located in a geographically distant Cisco WebEx data center. In the unlikely event that a customer's primary site is unavailable, Cisco WebEx Global Site Backup (GSB) automatically and transparently switches all meeting activity to the backup site. Neither hosts nor meeting attendees know they're being redirected to a backup site and the meeting experience never changes. GSB also provides full availability during planned events, such as maintenance windows or services updates. This helps to ensure the highest service availability and makes it possible for WebEx services to operate continuously without affecting customer meeting activity. GSB provides real-time, two-way database synchronization between the primary site and the backup site, for redundancy and disaster recovery both before and during meetings.

WebEx collaboration solutions can become an important part of a company's business continuity plan. Using WebEx, organizations can continue to operate even when outside events, natural or man-made—including severe weather, major road closures, or other factors—prevent employees from getting to work or force offices to close. Avoid business interruptions by including WebEx solutions as part of a preparedness plan, making it possible to stay connected with employees and customers and continue business operations.



When it comes to the meeting experience, users rate performance among the most important factors. WebEx Global Server Load Balancing (GSLB) technology can quickly locate the least congested switch and re-route traffic in real time, minimizing delays. Using GSLB translates into faster screen updates and better synchronization between attendees, providing a better overall meeting experience.

Cisco also offers the ability to monitor the performance and availability of WebEx services with GlobalWatch—part of the WebEx Operational Support System. GlobalWatch monitors WebEx Collaboration Cloud activity remotely during live operation. Administrators can set performance thresholds and receive alerts at key trigger points, as well as analyze historical information to reveal usage trends.

Integrating WebEx applications into daily workflow

WebEx solutions make it easy to integrate web meetings into your organization's business processes. Schedule and start meetings from standard applications using seamless integration with Microsoft® Office applications, IM, email, and other enterprise business applications. For example, you can schedule a one-time or recurring meeting, start an instant session, and even invite attendees—all from your Microsoft Outlook® calendar. You can also set up a WebEx session as an add-on to in-person meetings, such as weekly staff updates. This enables people who are out of the office to see the documents and presentations that are shared during the meeting.

Or start an instant meeting from any Microsoft Office application—including Excel, PowerPoint or Word. It's easy to invite others to share a PowerPoint presentation or see exactly what's on a participant's screen for real-time collaboration and faster decisions-making.

Open APIs and compliance with leading standards easily meet custom integration demands. Integrate Cisco WebEx services with key corporate applications, giving users the flexibility to launch WebEx meetings directly from popular business applications, such as an LMS or intranet portal. Or link WebEx to CRM applications, including salesforce.com, and invite others to join a session directly from that application.

Building an effective collaboration strategy using Cisco WebEx web collaboration solutions

Why do over 10 million people count on Cisco WebEx collaboration each month to communicate and collaborate online? Because WebEx solutions help increase productivity, accelerate growth, support faster decision-making, and make it easier for global employees and virtual teams to get things done. WebEx offers an enterprise-grade web meeting solution for secure interactions across the entire enterprise—including specialized applications for webcasts, eLearning programs, and attended and unattended technical support. Every WebEx application works across multiple operating systems, platforms, and devices—connecting users anywhere, whether they're on Windows, Mac, Linux, Unix, Solaris, or a smartphone.

Meeting online with Cisco WebEx Meeting Center

Deliver presentations, share applications, update spreadsheets, or share anything on your screen with remote colleagues or virtual project teams. Meet online with customers, partners, and suppliers as easily as if you were face-to-face. Schedule meetings in advance or start an instant online meeting and invite people to join you by email, text message, or IM.



Use Cisco WebEx™ Meeting Center to get answers instantly, and skip frustrating back-and-forth phone calls and emails. Review project plans and activities, discuss progress, make changes, resolve issues, brainstorm and share ideas, or hold individual or small group training sessions—all in real time. Or take advantage of WebEx meetings as a powerful sales tool to reach more customers faster, cross geographic boundaries, and deliver compelling, visual presentations of your products or services. WebEx Meeting Center includes these powerful features:

- **Document, application, and desktop sharing.** Show documents, applications, and your desktop to remote participants in real time. Pass control to participants so they can share their desktops or annotate yours. Collaborate on content as you annotate and enlarge documents or graphics. Switch between different sharing modes without transitions or distractions. No need to upload files to a server.
- **Rich multimedia experience.** Engage your audience by incorporating PowerPoint, Flash animations, and audio and video in your presentations.
- **Integrated audio and voice over IP (VoIP).** Offer a rich meeting experience with Cisco WebEx integrated phone conferencing. Choose toll or toll-free options with call-in or call-back. Or give participants the option to join the teleconference from their computers using integrated VoIP.
- **Video conferencing.** Give your attendees a real-time visual reference. Simulate face-to-face meetings with participants from multiple locations using multi-point video.
- **Meeting recording, editing, and playback.** Record meetings and applications for future reference, training, or demos.
- **Polls and surveys.** Measure session effectiveness and gather feedback for future sessions.

- **Desktop integration tools.** Initiate meetings instantly from Microsoft Office, Microsoft Outlook, IBM® Lotus Notes®, and a variety of instant messaging solutions, including Cisco WebEx™ Connect.
- **Cisco WebEx One-Click meeting access.** Start a meeting and invite participants instantly from your desktop, taskbar, or favorite applications.
- **Easy meeting invites.** Send meeting invitations and reminders using an automated phone call, text message, email from your local client or IM, including Cisco WebEx Connect and other instant messengers.

Creating comprehensive eLearning programs with Cisco WebEx Training Center

Cisco WebEx™ Training Center makes it easy to provide both live and on-demand training sessions for your employees, customers, partners, or students. Offer remote learners an engaging, high-touch learning experience—without breaking your budget.

Count on WebEx Training Center Online Classroom for great results—whether you're training 10 employees or hundreds of students across a virtual campus. Get everyone up to speed fast—and keep them current.

- Share documents, demonstrate software, and sketch ideas on a whiteboard.
- Promote active learning by using breakout sessions.
- Connect online learners with remote computers, applications, and simulations before, during, or after live training sessions to reinforce learning with hands-on activities.
- Boost interaction with threaded Q&A showing questions and related responses.
- Simplify session registration and easily track attendance.
- Assess comprehension, measure proficiency, and share correct answers within a session. Use web-based test libraries for pre- and post-session training.
- Create revenue-generating programs with self-service registration and payments.
- Extend learning technology investments by integrating with LMS.

Delivering online events with Cisco WebEx Event Center

Deliver compelling, live online events to prospects, customers, employees, or media anywhere in the world with Cisco WebEx™ Event Center. No travel. Generate leads by engaging prospects in compelling webcasts. Update field sales reps and other employees with all-hands meetings. Build profitable relationships with partners and customers by offering targeted webcasts. Extend your reach by recording events for instant online access by any number of viewers.

- Host and manage multimedia events for up to 3000 attendees.
- Increase attendance by using automatic invites, confirmations, reminders, and follow-ups with personalized templates.

- Customize registration by using registration questions and assigning answer-based lead scores.
- Automate registrant approval and customize filters for attendance control.
- Create reports on registration and attendance and identify your most effective sources for event registration.
- Engage multiple panelists and remote presenters from anywhere. Provide private practice rooms.
- Engage in Q&A privately or with all attendees. Chat with panelists or attendees during the event. Hold audience interest with polling, chat, and annotation.
- Track attendee interest using the attention indicator tool.

Solving technical support issues faster with Cisco WebEx Support Center

Deliver instant, personalized remote support to users—inside or outside your company—regardless of location. Use Cisco WebEx™ Support Center Remote Support to decrease call times, increase first call resolution, minimize costly onsite service visits, and reduce support costs overall. View and control desktops or applications to diagnose and solve problems in real time. Resolve and close support cases faster and provide clients with a quality support experience.

Use WebEx Remote Support for internal IT support to maximize company uptime by supporting users anywhere, or for customer support to meet service level agreements and increase customer satisfaction.

- View or control a customer's desktop or applications, or let them view or control yours. Co-browse through a browser window when a session starts.
- Make it easy for customers to initiate a session with a button on your website, product, or email signature. Automatically route to a Technical Support Representative's (TSR) queue or a customized request form.
- Start a session from email or the Cisco WebEx One-Click desktop client.
- Give customers the option to request a callback and show them the estimated wait time. The TSR and customer can join an audio conference after receiving an immediate callback from WebEx.
- Drag and drop files to and from a customer's system to patch or update.
- Sign on to a customer's machine as an administrator.
- Measure help desk and support statistics including agent activity, number of sessions, session time, and session feedback.

Staying connected to Cisco WebEx meetings using your smartphone

No need to be out of touch when travelling or away from a computer. Join WebEx meetings from iPhone, BlackBerry, Nokia, or Windows Mobile smartphones, and stay connected to important meetings whether you're

working from a remote office or walking through an airport. See who's joined a meeting and view shared presentations, applications, or documents. Native 3G and WiFi support provides fast same-time data and audio. Increase the productivity and collaboration experience of mobile and remote users across your organization with Cisco WebEx Meeting Center for smartphones. Cisco is working continuously to broaden the number of supported mobile devices and operating systems. For the current list of supported smartphones, visit www.webex.com/mobile.



Combining forces: Cisco + WebEx = the integration advantage

The WebEx SaaS technology and services portfolio is a key component of the Cisco vision for unified communications and collaboration. Cisco delivers a robust set of collaboration solutions to a variety of endpoints—desktops, laptops, mobile devices, phones, smartphones, or IP phones—through on-demand, on-premise, and combined on-demand and on-premise deployment options. This provides great flexibility for organizations to choose the best collaboration solutions and deployment options.

Each deployment option has its advantages, and most organizations find it beneficial to use both. Cisco has addressed this opportunity by combining WebEx meeting applications with Cisco Unified MeetingPlace® on-premise audio conferencing to provide a unified user experience that includes single sign-on and a single point of setup, attendance, and meeting control. Cisco has also integrated WebEx solutions with Cisco Unified videoconferencing and Cisco Unified™ IP Phones to enhance the in-meeting video experience and simplify the transition from phone calls to web collaboration.

Incorporating Cisco Unified Videoconferencing with WebEx Meeting Center

Cisco Unified videoconferencing provides a reliable, versatile, and easy-to-manage network infrastructure for video conferencing. It incorporates advanced conference setup and attendance functions, in-conference controls, and the ability to manage and monitor all video network elements for an optimal visual communications experience.

The integration of WebEx Meeting Center with Cisco Unified videoconferencing expands the range of video devices available in WebEx Meeting Center to include standards-based devices, including video clients, room systems, and Cisco TelePresence.™ This integration boosts the WebEx

video experience by increasing the number of viewable video attendees, enhancing the video resolution, and adding video controls.



Cisco Unified Videoconferencing enables advanced video capabilities for WebEx Meeting Center.

By extending advanced video capabilities to remote users, Cisco helps organizations further reduce travel and work more effectively with geographically distributed colleagues, customers, and partners.

Launching web meetings instantly from Cisco Unified IP Phones

WebEx Meeting Center and Cisco Unified IP phone integration enables users to start a WebEx meeting directly from a Cisco Unified IP Phone. Touching a button on the phone console escalates a traditional phone call into a real-time collaboration session, making it easy to share applications or demonstrate a product. For example, show prospects quotes right on their screen and answer questions instantly, instead of exchanging back-and-forth emails. Or switch into collaboration mode to explain product functionality to a marketing agency, show how a product works, or even share presentations and product collateral—all in real time, all while talking on the phone.



It's easy to start, join, or invite additional attendees to a WebEx meeting—right from a Cisco Unified IP phone.

Combining WebEx meetings and Cisco IP telephony can improve productivity by adding instant web collaboration to phone calls, helping

employees integrate web conferencing into their daily operations. By promoting a more efficient, highly interactive, and collaborative workflow, organizations may also realize a faster return on investment for both Cisco and WebEx solutions.

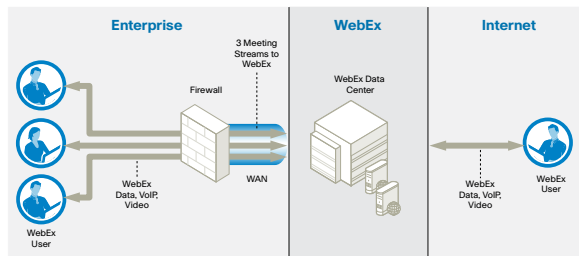
Accelerating enterprise network performance with the Cisco WebEx Node for ASR 1000

Cisco WebEx online meeting solutions can meet the needs of any size or type of organization—from small businesses conducting one-on-one sales presentations to large, distributed, multinational corporations running thousands of meetings and events. To better serve large enterprise customers, Cisco has introduced the Cisco WebEx Node for ASR 1000—a shared port adapter for the Cisco ASR 1000 Router Series that helps large enterprises reduce WebEx WAN bandwidth usage by up to 90 percent, resulting in lower WAN costs and reduced firewall load.

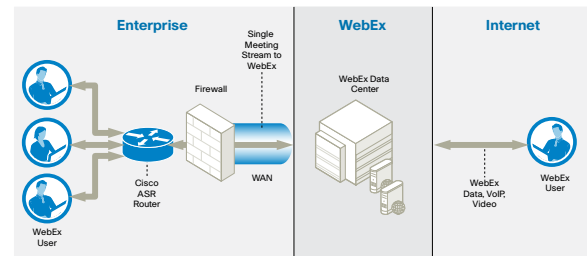
The WebEx Node is a hardware module, or blade, for the Cisco ASR 1000 that runs WebEx software that extends Cisco WebEx Collaboration Cloud capabilities onto a campus-based enterprise network. As a module for the ASR 1000, the WebEx Node runs behind the corporate firewall, offloading WebEx traffic from the WAN, firewall, and proxy servers—blending best-in-class capabilities of both SaaS and on-premise solutions.

Using the WebEx Node is particularly effective for high levels of concurrent WebEx usage on an enterprise network.

WebEx without Node for ASR 1000



WebEx with Node for ASR 1000



The WebEx Collaboration Cloud and the WebEx Node for ASR 1000 series work together seamlessly to form a high-performance distributed collaboration switch fabric. The WebEx Node manages capacity automatically, routing overflow meeting participants to additional nodes—either on the corporate network or over the WebEx Collaboration Cloud. Meeting attendees outside of the enterprise firewall can still join directly through the WebEx Collaboration Cloud.

The WebEx Node is not a replacement for SaaS, nor is it a substitute for an on-premise web and audio conferencing solution. It is a shared port adapter that plugs into the Cisco ASR 1000 to optimize WebEx performance on enterprise networks.

Summary: Why WebEx?

Running a business has never been easy. It takes courage, inspiration, innovation, and creative thinking to take products to market, find a competitive edge, manage operations, and build and retain the best workforce. Whether you're the company CEO, IT manager, or a line of business (LOB) manager, you're constantly on the hunt for the best tools to increase productivity, reach more customers, and ensure business continuity—even when events are beyond your control. And most importantly, you're always on the lookout for new strategies that help you remain competitive and grow your business while reducing costs and controlling expenses.

Web conferencing helps organizations of all types and sizes connect with people anytime, anywhere. In today's world of distributed teams, mobile workforces, global operations, and round-the-clock demands, the power of web conferencing can boost productivity, broaden reach, and take business to new heights. Thousands of companies trust their online meetings to WebEx. Cisco offers a full range of specialized WebEx solutions for online meetings including sales, marketing, eLearning, general project management, and technical support. WebEx solutions are software delivered as a service (SaaS), so there's no need to purchase servers or manage maintenance and support.

- Get started quickly, with no large upfront investment. Keep meetings private and secure with exceptional security.
- Use WebEx with all common operating systems and platforms: Windows, Mac, Linux, Unix, Solaris, and 3G and WiFi-supported smartphones.
- Manage costs with an affordable, predictable monthly fee.

Count on the superior performance and unmatched reliability required for business-critical communications. The Cisco WebEx Collaboration cloud delivers:

- Superior fault tolerance for guaranteed highest meeting quality and performance.
- Enterprise-grade security—from strict physical site security to tough data encryption standards.
- Global Site Backup for an uninterrupted meeting experience and business continuity planning.
- Integration with the Cisco WebEx Node for ASR 1000 to maximize performance in an enterprise environment.

WebEx technology is a key component of the Cisco unified communications and collaboration strategy. This strategy comprises a variety of solutions and implementation models, giving organizations the flexibility to select the best. Cisco offers tight integrations between WebEx meeting applications and Cisco on-premise audio conferencing, videoconferencing, and IP phones—with plans for additional integrations. Discover web collaboration with Cisco and WebEx solutions, and open the door to increased productivity, efficiency, and communication.

For more information:

To learn more about Cisco WebEx collaboration solutions, visit:

<http://www.webex.com>

To try WebEx free, visit: http://www.webex.com/go/free_trial

For Cisco WebEx customer success stories, visit: http://www.webex.com/go/success_stories

For details on WebEx security, visit: http://www.webex.com/go/Security_Overview

For details on mobile integration and the most current list of supported smartphones and other devices, visit: <http://www.webex.com/mobile>

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Worldwide sales offices:

Americas & Canada

Tel: +1.877.509.3239

AmericasInfo@webex.com

Australia

Tel: 1800 493 239

AsiaPaInfo@webex.com

China (Hong Kong)

Tel: +852 8100 9802

hongkonginfo@webex.com

Europe, Middle East & Africa

Tel: +31 (0)20 4108 700

europa@webex.com

New Zealand

Tel: 0508 555 607

AsiaPaInfo@webex.com

India

Tel: +91-080-22286377,

17030 9800

indiasales@webex.com

United Kingdom

Tel: 0800 389 9772

europa@webex.com

China

Tel: +86 800 819 3239

chinainfo@webex.com

Japan

Tel: +81-3-6434-6044

JapanInfo@webex.com