

BIZTECH2.0 presents Cisco Collaboration Virtual Summit 2009

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Mumbai, Maharashtra, December 17, 2009 /[India PRwire](#)/ -- Building on the stupendous success of the first virtual enterprise technology event, with more than 3000 visitors attending the **Biztech2.0 Enterprise Tech Show** held earlier this year in April, Biztech2.com has successfully delivered another landmark event-the **Cisco Collaboration Virtual Summit 2009**, where industry-leader Cisco Systems launched it's latest collaboration initiatives in India through a unique and powerful merger of simultaneous online and on ground events, through Biztech2.com.

The Summit included on-ground events across Delhi, Bangalore and Mumbai on December 8, December 9 and December 11 respectively. Proceedings of the on-ground events were streamed LIVE on Biztech2.com's cutting-edge virtual event platform so that CIOs, IT Leaders, IT Managers and the academic community throughout India could watch global thought and business leaders reveal the very latest trends in Enterprise Collaboration solutions. Experts included Shalini Verma, from IDC Research Asia Pacific, Kara Wilson, VP-Marketing, Unified Communications, Cisco Systems and Benny Lee, Managing Director, Unified Communications & Collaboration, APAC, Cisco Systems. More than 1800 visitors attended the seven day virtual show and about 273 people attended the on-ground event across the three cities.

Commenting on the collaboration, Surya Mantha, CEO, Web18 said, "We are pleased to have partnered with an industry leader like Cisco. This successful combination of virtual and on-ground events underscores our commitment to deliver the very best both to our valued CIO and IT Manager audiences, and our industry partners such as Cisco, so that India Inc. can leverage the latest in enterprise technology at a time when using the right technology, and using it well, is critical to business success."

Ivor Soans, Managing Editor - Enterprise Technology, Network18, added, "Our next-gen virtual event platform and industry-leader position in Web video enabled us to create a unique, unmatched experience for CIOs, which included a virtual platform as well as on-ground physical events, so that CIOs and IT Managers from across India could learn more on how they could leverage Collaboration 2.0--which builds on earlier text- and voice-centric collaboration to include voice, video and context. The live video streaming leveraged our cutting-edge video technology and the end result was flawless and smooth even on systems using data cards to access the Net."

With the rise of social media and advanced networking applications, virtual technology-based marketing platforms are enabling opportunities that offline print, outdoor and broadcast platforms as well as 'traditional' online web-based experiences can't. This platform provides an opportunity to engage with audience in real time through high-impact event-based environments that are dynamic, controllable, and deliver increasingly high levels of ROI. Effective virtual experiences seamlessly integrate technology, brand messaging, content, information architecture, and interactive design into an informative and engaging event-one that enables thousands of different interactions based on each user's unique profile, knowledge and needs

According to a recent survey by Forrester Research, 7 of 10 firms are now investing in enterprise collaboration solutions. That's because businesses today are focused on improving interactions: the exchange of ideas and information between team members, customers, and partners. This is the future of work and the next frontier in productivity. According to McKinsey & Co., "Raising the productivity of employees whose jobs can't be automated is the next great performance challenge-and the stakes are high. Companies that get it right will build complex, talent-based competitive advantages that competitors won't be able to duplicate easily-if at all.

It is clear therefore that collaboration is now business-critical. CIOs are also very interested in the unique benefits of social networking but want these tools to be both timely and integrated into their actual business processes. Collaboration 2.0 ensures that CIOs can leverage these technology-enablers for their organizations and reduce cost at the same time.

Notes to Editor

About Biztech2.0

Biztech2.0, the business technology media label from Web18, is the widest-reach business technology media brand in India today, aimed at building and empowering a community of business technology decision makers. Biztech2.0 TV, the online, on-demand Enterprise Technology channel on BizTech2.com is a revolution in enterprise technology media in India, with never-before-seen case studies, features, interviews and more on cutting-edge Internet video.

Biztech2.0 delivers incisive business technology intelligence for decision makers in Indian businesses. In an age where technology is at the heart of business success, we empower decision makers with the knowledge they need to navigate the treacherous waters of business technology - we help them buy, select, implement and leverage business technology that will power their businesses to greater profits and growth.

Powered by an easy-to-use interface that's accessible both by content type and industry verticals, BizTech2.com features crisp and business-centred content, offering business technology decision-makers Latest News, Features, Case Studies, Interviews, Reviews, White Papers, Biztech2.0 TV and more.

At Biztech2.0, we leverage the immediacy and flexibility of the Web, the power and reach of the television medium and the interactivity of face-to-face events, both online and on-ground, all backed by a strong and experienced team of writers focused on business technology.

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