MEZZANINE
—WHERE TEAMS AND DATA MEET TO GET WORK DONE

THE MEZZANINE + CISCO DIFFERENCE

Mezzanine + Cisco video solutions place content at the forefront of your meetings. Cisco video is a great tool to connect teams, and Mezzanine connects teams to all of their work. Mezzanine enables multiple, concurrent pieces of content to be shared, manipulated, created, and captured across distance. When best-in-class communication and collaboration tools bring teams together, they come to conclusions and decisions more quickly, with more confidence. There are three primary integrations between Mezzanine and Cisco Meeting solutions including room systems, Cisco Webex Boards, and Cisco Webex Teams:

1. ROOM SYSTEMS
Cisco SX, MX, and Webex Room Series are all supported. API integration automates standard call functions including dialing, answering, and content sharing so teams can easily connect and get to work.

2. CISCO WEBEX BOARDS
Webex Boards can be used as a Mezzanine display to expand the visual workspace and to enable real-time annotation of Mezzanine content.

3. WEBEX TEAMS
Connect your physical and digital workspaces by sharing content between Mezzanine and your Webex Teams Space.
THE CHALLENGE AND THE OPPORTUNITY

The last few years have seen an explosion in huddle rooms and activity-based spaces for collaboration. Most offerings in this space are variations of digital whiteboards focused on ideation and brainstorming.

Customers who believe installing an ideation board “checks the box” for collaboration are only addressing a subset of their needs. Ideation creates options to help understand a problem and imagine potential solutions, but it is just one step in a process. Putting ideas into action and delivering business value requires narrowing possibilities and processing information and data.

Only Mezzanine + Cisco video solutions fully deliver on the collaboration needs of your customers. Teams can easily connect, see, and share all the information they need, all at once. They have the ideal environment to visualize their ideas when ideating. When they need to evaluate their options and make decisions, seeing content side-by-side makes it easy to compare and cross-reference multiple sources, from any location.

A COMPLETE COLLABORATION SOLUTION

Mezzanine seamlessly integrates with Cisco video solutions to provide a complete solution. It brings all your collaboration tools – video conferencing, content sharing, applications, and physical and digital whiteboards – under one umbrella to enable a complete spectrum of group work.

Connect: Video endpoints can easily integrate with Mezzanine to support content-centric collaboration. Video of remote colleagues can be viewed alongside multiple live video sources and uploaded content.

Share: Multiple Mezzanine locations can connect and share the same workspace for multi-site collaboration. Everything shared and seen in one room is synchronized with other rooms, even rooms of different sizes.

Create: Webex Boards can be used as a Mezzanine display and select digital whiteboards can share their content to Mezzanine via wired or wireless screen sharing. Live video of physical whiteboards can also be shared so teams can see each other ideating or annotating their work. Personal devices also enable annotation over any shared content to get the entire team engaged and participating.

Manipulate: All team members can manipulate how Mezzanine content is presented. Size and position live video streams and uploaded imagery for maximum effect and efficiency. Cluster items together, or spread them out, to identify points of similarity and contrast.

Capture: Mezzanine screen captures make sure good ideas don’t get lost. Meeting content can be downloaded to reference or distribute after the meeting.
# CUSTOMER NEEDS

The following scenarios will help you to work with customers and identify opportunities well suited for Mezzanine:

<table>
<thead>
<tr>
<th>1. IMPROVING TEAM PRODUCTIVITY</th>
<th>2. DATA-DRIVEN DECISION MAKING</th>
</tr>
</thead>
<tbody>
<tr>
<td>3. MULTI-SITE COLLABORATION</td>
<td>4. IMMERSIVE CUSTOMER ENGAGEMENT</td>
</tr>
</tbody>
</table>

## 1. IMPROVING TEAM PRODUCTIVITY

**Why is this important to your customers?**

Team productivity is about more than meeting efficiency, it’s about employee engagement and empowering teams to solve problems with speed and confidence to out pace the competition.

**Why is Mezzanine the right solution?**

- Multi-stream collaboration encourages active participation and accelerates a team's ability to process information.
- Simultaneous content sharing means sharing can support the conversation and not interrupt it.
- Concurrent interaction enables new, parallel workflows, to increase team performance.

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## 2. DATA-DRIVEN DECISIONS

**Why is this important to your customers?**

From Moneyball to Wall Street, marketing analytics to IoT, data is driving digital business forward. Unfortunately, this deluge of data has outstripped our ability to make sense of it. We need collaboration tools that help teams visualize and navigate the abundance of data now available.

**Why is Mezzanine the right solution?**

- See content side-by-side to compare and cross-reference multiple datasets simultaneously.
- Bring in up to 10 live video sources into a meeting so real-time data and applications are accessible instead of presenting with static slides.
- Comfortably view, manipulate, and capture data visualizations, live applications, and dashboards across multiple screens so everyone gets the big picture.

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See how Mezzanine is driving team productivity and innovation forward at Fujitsu: [www.oblong.com/blog/posts/driving-innovation-fujitsu](http://www.oblong.com/blog/posts/driving-innovation-fujitsu)

Learn how Stevens Institute leverages Mezzanine to bring multiple streams of data into the classroom to train the next generation of data-driven decision-makers: [www.oblong.com/blog/posts/flip-ping-script-stevens-institute](http://www.oblong.com/blog/posts/flip-ping-script-stevens-institute)
3. MULTI-SITE COLLABORATION

Why is this important to your customers?

Today’s workforce is distributed across different geographies and different locations within the same campus. More and more employees are working from home or out of the office for days at a time. These distributed teams need to perform as well as they would if they were face-to-face.

Why is Mezzanine the right solution?

- Different locations and remote workers all share the same visual workspace. Everything shared and seen in one location is in-sync with other locations so everyone gets on the same page and performs like they’re all in the same room.
- Teams can connect quickly and easily with Cisco Webex and Webex Teams.
- Remote workers have an equal seat at the table as in-room participants. They can share, manipulate, and capture content to control the experience and steer the conversation when situations demand.

Discover how Holder Construction uses Mezzanine to unite a distributed team and compress a five-week effort into a five-hour effort: www.oblong.com/blog/posts/maximizing-productivity-distributed-teams-holder-construction

4. IMMERSIVE CUSTOMER ENGAGEMENT

Why is this important to your customers?

Whether it’s a briefing room, a pitch room, or a general meeting space hosting visitors, you want to make a statement and enable deeper levels of engagement than just plugging in and presenting slides.

Why is Mezzanine the right solution?

- Nothing delivers a wow factor like placing content anywhere in a room, from anywhere in a room, with the power of gestures. It’s Minority Report for meeting rooms.
- When you combine multiple inputs with multiple screens, you have new ways to explore and present content.
- Tell your story by seamlessly integrating graphics and connected devices, not just slides.

Experience how PwC creates next-generation immersive environments for innovation and engagement with Mezzanine: www.oblong.com/blog/posts/changing-meeting-paradigm-pwc
PARTNER OPPORTUNITIES

Given the unique ways Mezzanine works with Cisco to combine technologies into a unified user experience, there are multiple avenues for partners to engage with customers and add value.

Support Existing or New Video Conferencing Infrastructure — Increase revenue by wrapping Mezzanine around existing Cisco room systems or design new build-outs for customers looking for collaboration solutions that deliver on increasing team productivity and accelerating data-driven decision-making.

UC and Services Integration — Integration with Cisco Webex and Webex Teams extends Mezzanine’s value beyond meetings and provides repeatable and sustainable opportunities with your accounts.

Flexible Deployment Options — There is a Mezzanine for every space. Mezzanine options start with the 200 series, which brings multi-stream collaboration to dual-screen rooms. For large spaces, the 600 series offers six screens across two walls for more immersive meetings and presentations. Flexible screen layouts give you the freedom to design the visual experience around the space and not have the screen locations dictate the space design.

Installation and Support — Increase your professional services revenue and stickiness with your accounts by installing and supporting Mezzanine solutions. Over 90% of Mezzanine implementations include our partners’ managed service solutions.

Differentiate from Your Competitors and Deliver on Collaboration — From old newsrooms that ran on paper, to modern situation rooms that run on pixels, teams under pressure rely on the same technique. They spread out all their information to see it side-by-side. It’s the best way to evaluate options and make decisions. Now teams can easily visualize, compare, and cross-reference their content and data from different locations. This is only possible with multi-stream and concurrent collaboration.

HOW DO WE GET STARTED?

Oblong has a national footprint of sales staff and sales engineers to collaborate with you on business opportunities and customer needs. Contact us to discuss POCs or customer events for live product demonstrations. Virtual demonstrations through video conferencing are also an option.

You and your customers are welcome to visit us at any of our regional offices. Invite customers from different locations to join us at the same time — nothing is more exhilarating and proves the value of Mezzanine more than a multi-site demonstration.

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