

Ava Robotics Case Study:

Better Customer Connections
at Cisco IXC Dubai



About Cisco IXC, Dubai

Cisco's Innovation and Experience Center (IXC) in Dubai, United Arab Emirates, offers a tantalizing view of the future. Visitors can experience Cisco and third-party solutions applied to real-world scenarios across a wide range of use cases. Launched in 2017, the facility is a hub for innovation, fostering and showcasing technologies that improve business outcomes in meaningful ways.

The Dubai IXC, part of a global network of Cisco Innovation Centers, serves all of the Middle East and

Africa. Traveling to Dubai from South Africa or Nigeria, for instance, can be cost-prohibitive as well as time-consuming. That left Cisco with a conundrum: How could current and prospective customers experience the IXC without physically going there?

Cisco's initial solution — traditional video conferencing — proved to be insufficient, according to Haya Alzeer, innovation engineer at Cisco Dubai.



Innovation and Utility

“At the IXC, we highlight technologies that can demonstrate innovation across all major industries and verticals,” Alzeer says. “Given that, we try to present the many steps in a customer’s journey — for example, a patient’s journey in a hospital, an employee’s journey in the office or a guest’s journey in a hotel. Upon learning about Ava Robotics and how the person who is connected remotely can move around, we became interested.”

Cisco started using the Ava Telepresence robot about six months after opening the IXC. Alzeer says the initial deployment went smoothly and the Ava team has since delivered superb technical support while also collaborating with Cisco to address specific work cases.

When current or prospective customers cannot come to Dubai, they can instead take a live virtual tour using Ava. Remote participants simply go to a local Cisco office and join the conference via a Webex Meeting or Webex device. Interested parties attending Cisco Live, Cisco Connect and other Cisco-hosted training and education events can also take advantage of this opportunity without even leaving the event.

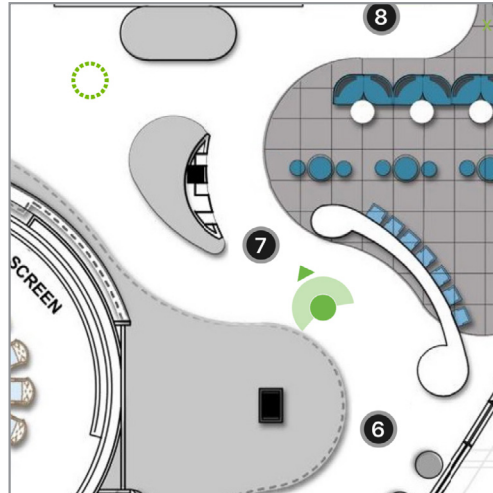
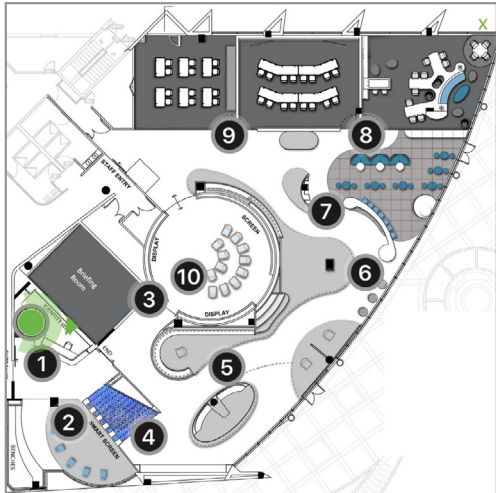


Intuitive, Easy to Use

Once remote users are connected, a host at the IXC guides them around the facility, conversing with them and answering questions along the way. Tours usually include multiple stops, which feature demonstrations of technologies for end users in various industries.

Remote users can choose a destination in the IXC, and Ava automatically takes them there — no steering necessary. Advanced mapping technologies and built-in collision avoidance make navigation safe and trouble-free. High-quality video, a tilt-and-zoom camera

and other capabilities combine to provide a comprehensive view of the surroundings. It's a far more immersive experience than the typical video conferencing session.



Users can simply select where they want to go from a list or map (as seen above), and Ava will safely navigate by itself

"Look" and "Move" controls are available, along with HD video conferencing compatible with Webex.

Better Customer Connections

“With Ava, you’re able to teleport to the IXC from anywhere. There’s a real ‘wow’ factor in that,” Alzeer notes. “Making it easy to experience the IXC without having to travel is very impressive for our customers and has been a very effective tool for our internal local teams.” While Ava isn’t quite the same as being there in person, Cisco has found that it’s definitely the next best thing.

“When we first opened the IXC, we offered virtual tours only as a last resort,” says Osama Al-Zoubi, chief technology officer, Cisco Middle East and Asia. “But now we tell our salespeople, ‘You don’t need to bring your customers here; you can just use Ava.’ More and more, we’re encouraging our people to choose virtual site visits with Ava. We’re used to it. And we trust it because it’s effective and reliable.”

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— **Osama Al-Zoubi**, CTO, Cisco MEA





▶ No matter what your company's size, Ava can enable remote users to collaborate effectively with your teams and conduct lifelike site visits. To learn how we can help you bring people together more seamlessly, please visit www.avarobotics.com/telepresence

