



Cisco Business Communications Solution

The **smarter**, **simpler**, more **secure** way to communicate.



Business Dialogue



A dialogue is about more than just talking. In business, it can take the form of a phone call, an email, an IM chat or a face-to-face meeting even when you're thousands of miles apart. In fact, how you communicate is fundamental to the way you run your office, shopfloor, retail outlet, and every part of your business.

That's why Cisco is now introducing its Business Communications Solution for growing businesses. By converging your traditional voice and data networks, it lets you communicate better, and do so much more. It enables you to effectively manage processes by breaking down distance barriers and overcoming the limitations of having separate networks that don't work together. It empowers you with new ways of running your business that save time, money and manpower. It makes your staff work faster and far more productively. Most of all, it's a solution designed specifically with the needs of growing businesses in mind – business that need to be smart, simple and secure.

The industry's first **smart, simple, secure,** integrated solution of communications products and services designed and priced for growing businesses

Now, for the first time, growing businesses like yours can take advantage of the power of converged voice, data and video communication. Cisco Business Communications Solution lets you do so much more than just talk over the phone. It lets you and your staff communicate, access information, and perform everyday tasks far more productively. Whatever business you're in – from manufacturing and logistics to retail and professional services – it makes available innovative applications that not only save you time and money, but also help your people work faster and smarter.

A **smarter** way to run your business

Being smart as a growing business means using technology to make your company work faster, more smoothly and cost-effectively. The rewards for communicating smarter are that you dramatically raise the productivity of your staff, respond to new opportunities faster, and improve your customers' perception of your company.

Converging your voice and data network with Cisco allows you to do just this. Cisco Business Communications Solution is specifically tailored and priced for the needs for growing businesses. It opens up new possibilities of how your business communicates, and enhances the responsiveness of staff to customers. It also provides smart software applications like Cisco MobilityManager. This productivity-enabling software seamlessly integrates the functions and usage of IP Phones with mobile phones to allow your employees to work more efficiently with a single business number and consolidated voice mail and message capabilities – whether they're in the office, at home or constantly on the move. By transforming how you communicate, it considerably improves the way your business operates as a whole.



Simplifying the way you manage communications



Your business communicates in many different ways – through phone calls, emails, faxes, text messages and more. With traditional voice and data networks working separately from each other, all these forms of communication inevitably become difficult, time-consuming and costly to manage. As a growing business, however, you need to keep things simple in order to stay efficient and profitable.

Cisco Business Communications Solution simplifies almost every aspect of business communication. To begin with, it's easy to install, easy to manage and easy to maintain. If you are deploying an Office Communications for less than 240 employees, you can start your network with the SMB solution package consisting of the following three components: a Cisco Catalyst Express 500 switch, a Cisco Integrated Services Router with Call Manager Express, and Cisco IP Phones.

Once you get started, life gets even simpler. With data and voice communications consolidated onto a single network, Cisco Business Communications Solution lets you reduce the number of devices you need to purchase, maintain and manage – dramatically reducing operating and upgrade costs.

A system with Cisco CallManager Express can be converted to a highly available, robust voice gateway at a remote site in a centralised Cisco CallManager deployment architecture. This flexibility helps ensure full and risk-free investment protection to successful businesses that might outgrow the system capacity of 240 users.

Stay productive and **secure** with Cisco Business Communications Solution

Security is no longer a word confined to large, multinational enterprises. Today's growing businesses also realise that they too need to protect their networks against all the threats that exist today. Converging your voice and data networks with Cisco gives you the best of both worlds: a single network that is highly productive and accessible, with Cisco-class security and encryption technology built-in, from the endpoints to the core.

Cisco Business Communications Solution extends the concept of a Self-Defending Network to voice, data and video communications of growing businesses. Embedded in every component of the infrastructure and software application are security features that intelligently and proactively work with each other and talk to each other. In doing so, it ensures that the entire network can protect itself from both internal and external threats, now and in the future.

The result is that your company benefits from smarter, simpler communications, as well more cost-effective and productive ways operating – without compromising on security.



Smart, Simple, and Secure Communications for all business sizes

Deploy a solution designed to help you gain operational efficiencies, enhance customer relationships, control costs, and rapidly respond to changing business needs.

The Cisco Business Communications Solution is the industry's first smart, simple, and secure communications solution designed and priced for small- to medium-sized businesses. It uniquely offers integrated IP Communications, switching, security, wireless, and routing products with service, support and financing options tailored for the needs of small- to medium-sized businesses.

For Organisations with 20 to 250 Employees

For growing businesses, the Cisco Business Communications Solution is based on the IP Communications Express Solution, which provides software-based call processing, voice mail and auto-attendant features, centralised management and configuration tools, and scalable switching and routing technologies to support the functions you need for your organisation. For resellers, the configuration tool and additional options simplify the ability to serve customers.

Components of the product portfolio include:

- Call Processing and Messaging: Cisco CallManager Express and Cisco Unity Express
- Routing and Switching: Cisco Catalyst Express, Cisco 2800 Integrated Services Routers and Cisco 3800 Integrated Services Routers
- Management and Configuration: Cisco Network and Cisco IP Communications Quote Builder Tool and Cisco IP Communications Express Quick Configuration Tool

For Organisations with up to 1,500 Employees

For companies with up to 1,500 employees, Cisco Business Communications Solution provides a comprehensive portfolio of elements for messaging, customer contact centers, collaboration tools, and system management. The solution allows many options for LAN switching, including the Catalyst switching portfolio.

New additions to the product portfolio include:

- Integrated Messaging and Voice Mail: Cisco Unity, Cisco Unity Connection
- Single-Number Reach: Mobile Connect functionality with Cisco Mobility Manager
- Voice and Web Conferencing: Cisco Meeting Place Express
- Contact Centers: Cisco IPCC Express
- Monitoring and Management: CiscoWorks IP Communications Operations Manager, CiscoWorks IP Communications Service Monitor, and Cisco Voice Provisioning Tool
- Switching Support: Cisco Catalyst 2960





For Organisations of All Sizes

The Cisco Business Communications Solution includes several endpoints and phones to meet a variety of needs, including products to enable connectivity to and smooth migration from existing analog telephony devices, as well as applications to enhance customer care and business productivity. New additions to the product portfolio include:

- Cisco Wireless IP Phone 7920: increased security, faster roaming, higher voice quality, and XML application compatibility
- Cisco IP Phone 7941G and Cisco IP Phone 7961G: higher resolution displays for XML applications
- Cisco IP Phone 7985G: integrated video endpoint for video collaboration
- Cisco VG224 Series Gateways: legacy analog device support
- Cisco Communications Connector: for converged Microsoft CRM and IP communications applications

Tailored Service and Support Programs

Cisco SMB Support Assistant is a technical support program for organisations with fewer than 250 employees. It is designed to help you control costs, ensure operational efficiency, and protect network investments. The program features a simple-to-use portal and client, 8x5 Cisco technical support, and next-day equipment replacement options.



Larger organisations can take advantage of Cisco SMARTnet support including 24-hour Cisco technical support and multiple equipment-replacement options. The Cisco Lifecycle Services approach helps you to effectively prepare, plan, design, implement, operate, and optimise your IP Communications solution.

For more information and product details, visit www.cisco.com/go/ap/businessdialogue, or contact your Cisco channel representative.



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Printed in Singapore (10/05) Company registration number: 199508520K