



# Cisco Business Communications Solution

**Simplifying** the way your business communicates and operates.



# Simplifying the way you manage communications.

Your business communicates in many different ways – through phone calls, emails, faxes, text messages and many 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.

## Easy-to-use Cisco IP Phones



All Cisco IP Phones are as easy to get started with as any traditional phone, and require minimal technical training to manage and use. In addition, users can move their phones from one location in the office to another by simply plugging in the phone to the new Ethernet port. There are no wiring changes or configuration changes required with CallManager or CallManager Express IP-PBX. The phone connects to the IP-PBX automatically from the new location.

**Easy to use** Intuitive features include direct access to messages via menu keys, direct dial-back function for fast return of calls, calling number display, plus call waiting, call forwarding and many other useful functions.

**Intuitive Displays** User-friendly, Pixel-based LCD displays make accessing and using information services through Extensible Mark-up Language (XML) far easier.

**Power over Ethernet (PoE)** There's no need for a separate power cord as all the power you need comes through the Ethernet cable. Fewer wires mean fewer complications.

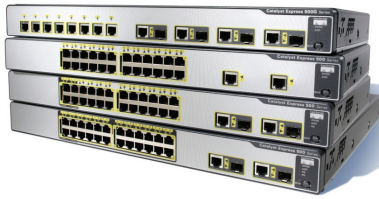
**Hassle-free moves, adds and changes** Physical changes to the workplace used to require weeks – even months – of careful planning. With Cisco IP Phones, you just plug in your phone to wherever you need it.

**Video conferencing made easy** Cisco IP Phones combine video, camera, LCD screen, speaker and keypad functions all into one phone, so video conferences and calls are as simple as making voice calls.

**Convenient enhancements** Over-the-air firmware upgrades can be made using Trivial File Transfer Protocol (TFTP).



## Reducing complexity and costs with Cisco infrastructure



With Cisco Business Communications Solution, the infrastructure you need to converge your voice and data networks is surprisingly simple: a Cisco Integrated Services Router and a Cisco Catalyst Switch. Tailored for the needs of growing businesses, these products are highly affordable, and are simple to install with the Power over Ethernet (PoE) capability. They are also easy to manage and maintain – and as your company grows, you can scale up according to your requirements.

### Cisco Catalyst Express 500 Series Switches

- **Easy and affordable to own** This affordable family of switches is optimised for data, wireless, and voice capabilities
- **Easy to deploy and manage** Power over Ethernet capability lets you power the device simply by connecting it to the network.
- **Quick problem detection** Integrated intelligence within the switch helps you detect problems before they impact your business, make life easier for your administrators.
- **Highly scalable** As your business grows, you can scale up easily according to your specific requirements.

### Cisco Catalyst 3560, 3750, and 4500 Series Switches

If your company has LAN access or branch-office environments, these families of switches combine 10/100/1000 and PoE configurations for maximum productivity and investment protection. In doing so, they allow for the seamless deployment of IP telephony and other rich business applications.

- **Deployment of services** You can deploy network-wide intelligent services such as advanced quality of service (QoS), rate limiting, access control lists (ACLs), multicast management, and high-performance IP routing.
- **Easy installation** These families of fixed-configuration, enterprise-class switches include IEEE 802.3af and Cisco prestandard PoE functionality in Fast Ethernet and Gigabit Ethernet configurations.
- **Cisco StackWise technology** This improves LAN operating efficiency by combining ease of use and the highest resiliency available for stackable switches.

## Cisco Integrated Services Routers (ISR)



- **Reducing complexity with a single router** Cisco Integrated Services Routers combine security, voice gateway, call processing, voice mail, automated attendant, and conferencing capabilities all in one device. It means you don't have to deploy several different appliances, so you reduce the cost and complexity of routing.
- **Concurrent services** Cisco ISRs can run multiple concurrent services at wire speed with no loss of speed or performance.
- **Integrate as you grow** Several slots are available to add connectivity and services, allowing you to easily enhance the device as your business needs require.
- **Tailored for growing businesses** Cisco Integrated Services Routers provide the appropriate-sized solution to meet the most demanding business environments while providing the performance and architecture for services available today and in the future.

## Cisco applications – user-friendly solutions that let you do more



Cisco's suite of communication software tools let you maximise the productivity of your business while minimising hassle for both your administrators and staff. These include:

**Cisco CallManager Express** Delivers all the call-processing and IP telephony features you need in the most cost-effective way, through just a single router.

**Cisco Unity Express** Dramatically simplifies network management by providing a centralised solution for local storage and processing of voice mail, as well as enabling automated attendant services.

**Cisco Mobility Manager** For staff who are constantly on the move, life just got a lot easier. This solution consolidates all their business calls with a single enterprise IP phone number, so they are reachable wherever they happen to be working – whether on their mobile phone or on their desk phone.

**Meeting Place Express** No longer will distance be an obstacle to meetings and presentations. This solution utilises webconferencing technologies to provide simple, powerful voice and web collaboration functions for anytime, anywhere meetings.

**Unity Connection** Combining integrated messaging, speech recognition and call routing rules into an easy-to-manage system, this brings voice messages to your desktop email inbox and lets you control all messages far more conveniently.



**Corporate Headquarters**  
Cisco Systems, Inc.  
170 West Tasman Drive  
San Jose, CA 95134-1706  
USA

www.cisco.com  
Tel: 408 526-4000  
800 553-NETS (6387)  
Fax: 408 526-4100

**European Headquarters**  
Cisco Systems International BV  
Haarlerbergpark  
Haarlerbergweg 13-19  
1101 CH Amsterdam  
The Netherlands

www-europe.cisco.com  
Tel: 31 0 20 357 1000  
Fax: 31 0 20 357 1100

**Americas Headquarters**  
Cisco Systems, Inc.  
170 West Tasman Drive  
San Jose, CA 95134-1706  
USA

www.cisco.com  
Tel: 408 526-7660  
Fax: 408 527-0883

**Asia Pacific Headquarters**  
Cisco Systems (USA) Pte Ltd  
Capital Tower  
168 Robinson Road  
#22-01 to #29-01  
Singapore 068912

www.cisco.com  
Tel: +65 6317 7777  
Fax: +65 6317 7799

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