



Cisco Business Communications Solution

It's not just a **smart** way to communicate. It's a smart way to do business.



Cisco Business Communications Solution – a smarter way to run your business.

Succeeding in business today depends a great deal on how your company communicates and operates. Here's your guide to both the hardware and software that make up Cisco Business Communications Solution, showing you how to make your company not just a growing business, but a smarter one too.

Communicating smarter with Cisco IP Phones



To see the difference Cisco IP Phones can make to your business, think of them not merely as phones, but as intelligent tools that help you communicate in numerous different ways, from voice and data to video and web conferencing. Designed to enhance business productivity, Cisco IP Phones address the specific needs of every part of your organisation, whether it's the reception, office desk, boardroom or retail shopfloor. Featuring pixel-based LCD displays and support for additional information services including Extensible Markup Language (XML), here are just some of their productivity enhancing capabilities:

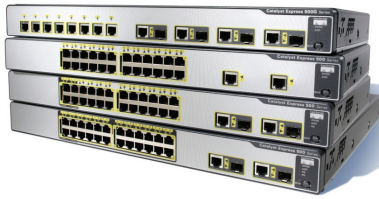
- **Greater mobility** Through Cisco Mobility Manager, Cisco IP Phones intelligently work in conjunction with your employees' mobile phones, so they stay productive, whether inside or outside the office. This seamless integration enables the use of a single number for both office and mobile calls, as well the ability to access the IP network from anywhere through a mobile phone.
- **Take your office wherever you go** With Cisco IP Communicator, a software application, you can also endow computers with the functionality of IP Phones, providing high-quality voice calls on the road, in the office or wherever there is access to the corporate network.
- **Video capabilities** Gone are the days when video communication was only associated with large enterprises with seemingly infinite IT resources. Featuring high-performance cameras, screens and speakers, Cisco IP Phones now empower growing businesses with the ability to hold meetings, presentations or face-to-face conversations even when thousands of miles apart.
- **Access to more information** Through a diverse range of XML applications, Cisco IP Phones offer fast, easy access to almost any information that matters to business, such as stock quotes, weather and traffic reports, warehouse inventory, and more.

From Cisco's versatile array of IP Phones, you are sure to find a model with the features and functions that meet your company's specific needs:

- Cisco IP Phone 7920, a wireless phone featuring increased security and faster roaming for better voice quality.
- Cisco IP Phones 7941G and 7961G, featuring new higher-resolution displays.
- Cisco IP Video Phone 7985G, a personal desktop video phone for rich, high-touch communications.



Cisco routers and switches – intelligently designed to boost productivity



What makes Cisco Business Communications Solution such a powerful asset for growing businesses is the intelligence with which the network infrastructure enables all forms of communication features to be seamlessly integrated.

Cisco Catalyst Express 500 Series Switch

- **Cisco class networking** Ideal for growing businesses, Cisco Catalyst Express 500 series runs an end-to-end Cisco network for up to 250 employees, providing high-performance networking that's also highly affordable.
- **Centralised management** One of the features included is Cisco Network Assistant. Optimised for businesses with up to 250 staff, this PC-based application allows for easy management and configuration to simplify deployment and on-going maintenance. Through a user-friendly GUI, users can apply common services such as configuration management, inventory reports, password synchronisation and Drag and Drop IOS® Upgrades.
- **Automatic prioritisation with Cisco Smartports Advisor** This feature enables the switch to automatically discover connected Cisco devices and suggest appropriate Smartport roles. This means that mission-critical tasks are prioritised, voice conversations are clear, and bandwidth-intensive video traffic will not impact other communications.
- **Power over Ethernet and Intelligent Power Management** IP Communications devices (including IP phones) require power to operate, but getting power from a wall socket is not always a viable option. Power over Ethernet enables the LAN switching infrastructure to provide power over an Ethernet cable to a powered device. This not only reduces the physical complexity of the network, but also provides significant power-consumption savings. The reason for this is the Cisco power detection and management technology which allows users to provision power based on the power the device actually needs. By providing a more precise allocation of power to devices, the Cisco Intelligent Power Management feature offers substantial savings in electrical costs and backup UPS and battery power systems. It also optimises port density, reducing the need for additional deployment of switches and power supplies.

Cisco Catalyst 3560, 3750 and 4500 Series Switches

These families of high-performance switches are designed for companies whose networks require superior resilience in a device that combines sophisticated quality of service (QoS), predictable performance, advanced security, and comprehensive management.

- **Integrated resiliency** This minimises network downtime, helping to ensure workforce productivity, profitability, and customer success.
- **Modular architecture** The smart, scalable design of Cisco switches extends the deployment life while reducing the cost of ownership by minimising recurring operational expenses.
- **Optimal control** Web-based management for the configuration and control of all ports allows for centralised management of critical network characteristics such as availability and responsiveness.
- **Future-proof** Cisco switches are designed with generous amounts of hardware resources to support future features. A simple Cisco IOS software upgrade means that upgrading features doesn't require you to upgrade the entire chassis.

Cisco Integrated Service Routers (ISR)

An essential component of the network infrastructure, the Cisco Integrated Services Router combines data, security, wireless networking, and voice and video services into a single, resilient platform that delivers secure, concurrent applications as fast as your business can operate.



- **More functionality, less cost** The ISR lets you take advantage of the same applications and technologies large enterprises use, but in a compact, easy-to-manage solution designed and priced specifically for growing businesses.
- **Wireless capabilities** Your staff's productivity won't be confined to their desks as the ISR's proven wireless networking means they can collaborate and access network applications anywhere in the workspace.
- **Embedded security** By building smart security features into the device, Cisco provides network-wide protection that is not only pervasive, but also intelligent and proactive enough to respond to new threats.
- **Activating new services** The ISR is designed to meet not only today's needs, but also tomorrow's. You use only the services you need now, and then activate more services in the future without incurring significant costs.

Cisco applications – smart solutions to boost productivity



You'll be amazed at how Cisco's diverse range of communication applications can improve the way your company works. It's not just about how you communicate. It's about how efficiently you operate.

- **Cisco CallManager Express** This software-based call-processing application is specifically tailored to growing businesses. It delivers a robust set of features commonly used by business users, thereby enabling deployment of a cost-effective, highly reliable, IP Communications solution for your office.
- **Cisco Mobility Manager** Provides a smarter way for employees to keep in touch with business – through their desk phones and mobile phones. Working seamlessly with Cisco CallManager, it intelligently manages, filters, routes, and places calls between a worker's IP phone and remote mobile phone.
- **Cisco Unity Express** Elevates the level of productivity and customer service through its built-in automated attendant and voice mail capabilities. With this application, calls can be answered 24 hours per day, 7 days a week, without the need for a dedicated operator.
- **MeetingPlace Express** This integrated voice and webconferencing solution improves productivity and collaboration by providing a smarter way to meet – from any place at any time with anyone. Just think of all the presentations, product demonstrations, and virtual meetings that can now take place with just a Cisco IP Phone and a web browser.
- **Unity Connection** Provides a far more intelligent way for employees to manage all their messages. It brings voice messages to your desktop email inbox and lets you control and respond to all messages with much greater speed and efficiency.



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