

Webex Calling Unleashed

Resilience, Scale, and the AI-Driven Future

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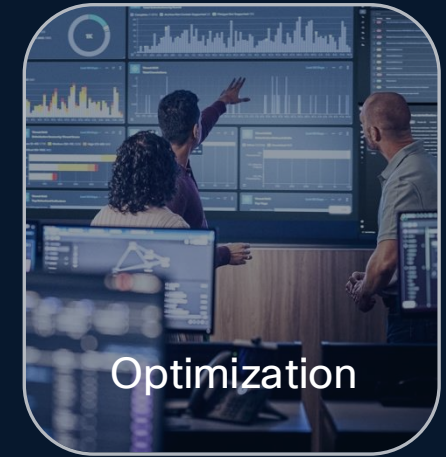
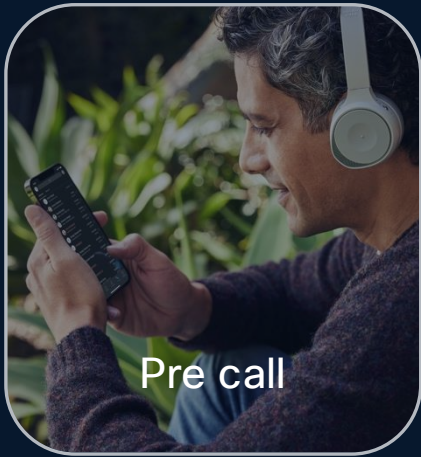
Agenda

1. **Introductions**
2. **AI that enhances the experience**
3. **Zero-Touch Provisioning**
4. **Cloud Survivability**
5. **Hybrid Deployments**
6. **Security built in**

AI that Enhances the Experience

Webex Intelligence

People and AI Working Side by Side Across the Caller Journey



AI Receptionist **NEW**

Caller Intent **NEW**

Translator Agent **NEW**

Ask AI Assistant **NEW**

Suggested Responses **NEW**

AI Assistant

Call Sentiment

Live Call Summaries

Topic Analytics **NEW**

Noise Removal Demo



AI Receptionist

Let AI Handle the Busywork.

Always-on, global AI-powered customer service that empowers employees to focus on high-value interactions.

Powered by Webex AI Agent

Training

Agent Goal

Instructions

Knowledge Base

Caller Interaction

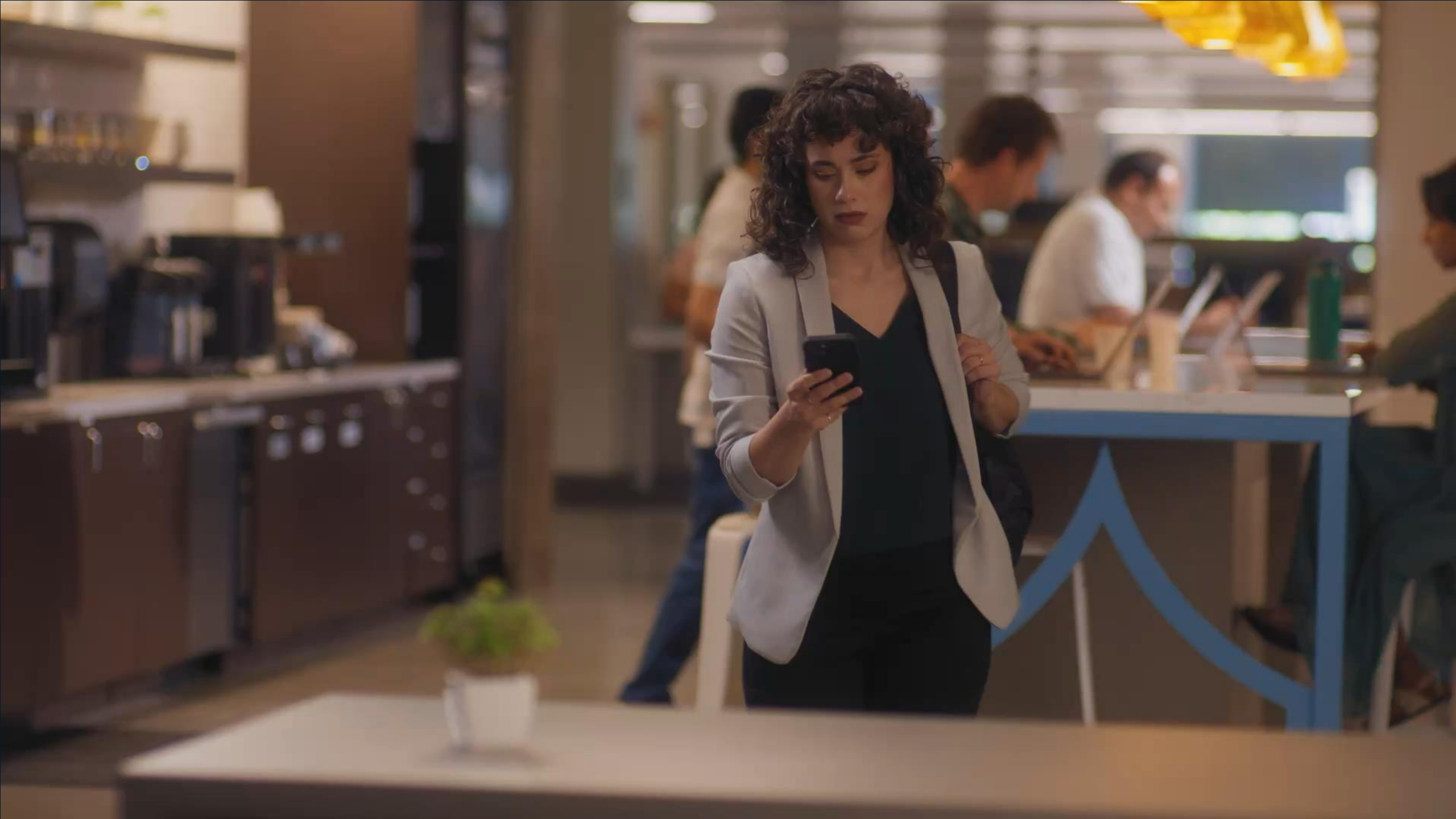
Welcome

Q&A

Scheduling

Call Transfers

Data Capture



AVAILABLE

AI Assistant for Calling

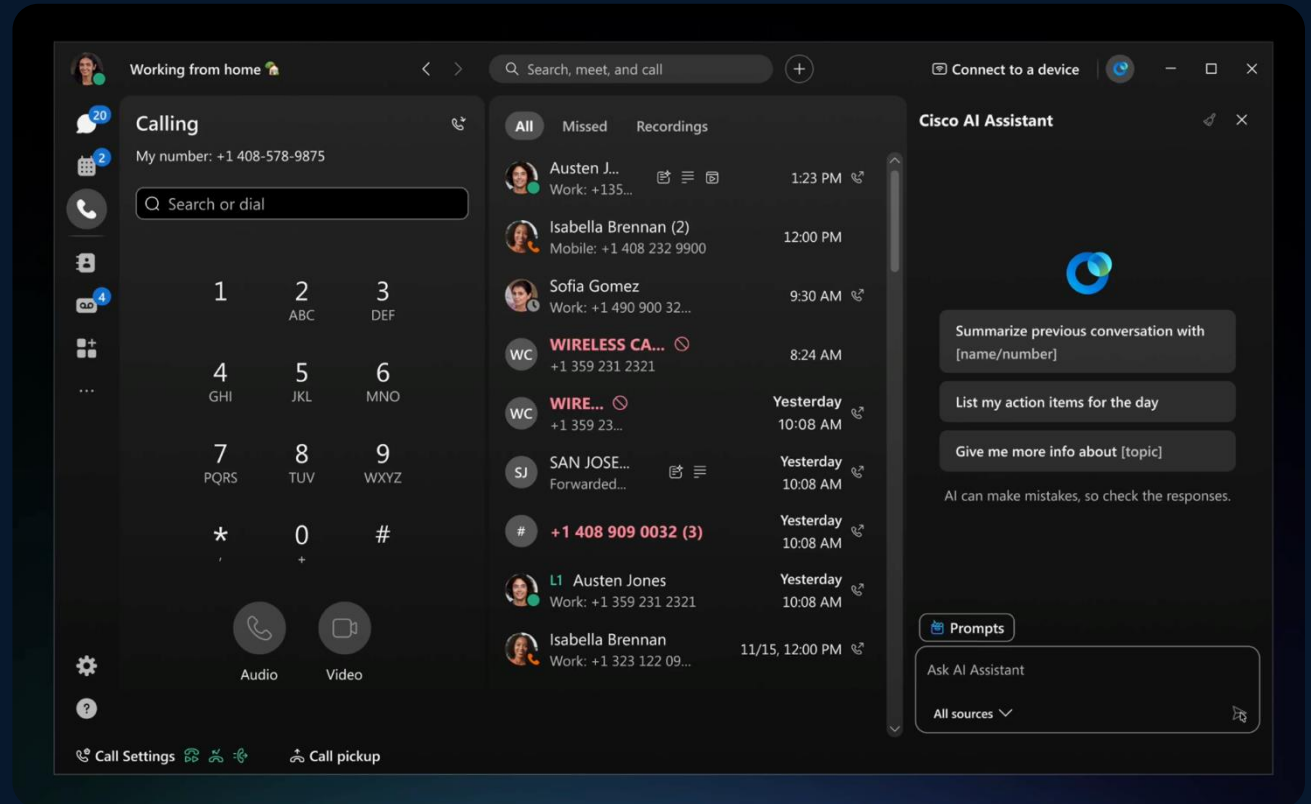
Never Take Notes Again.

Instant Summaries,
Notes, And Action
Items.

The screenshot shows a video call interface with a contact card for Matthew Baker. The card includes a circular profile picture of a man, his name "Matthew Baker", and a work phone number "+1 555-567-8900". Below the card is a text box containing a summary of a call: "le 478 affects the structure of my investment portfolio, including potential [unclear]ments needed to comply with the new tax regulations." At the bottom of the interface is a control bar with buttons for "Mute", "Start video", "Keypad", "AI Assistant", a camera icon, a screen share icon, a three-dot menu icon, and a red close button. A mouse cursor is pointing at the three-dot menu icon.

Context For Every Call

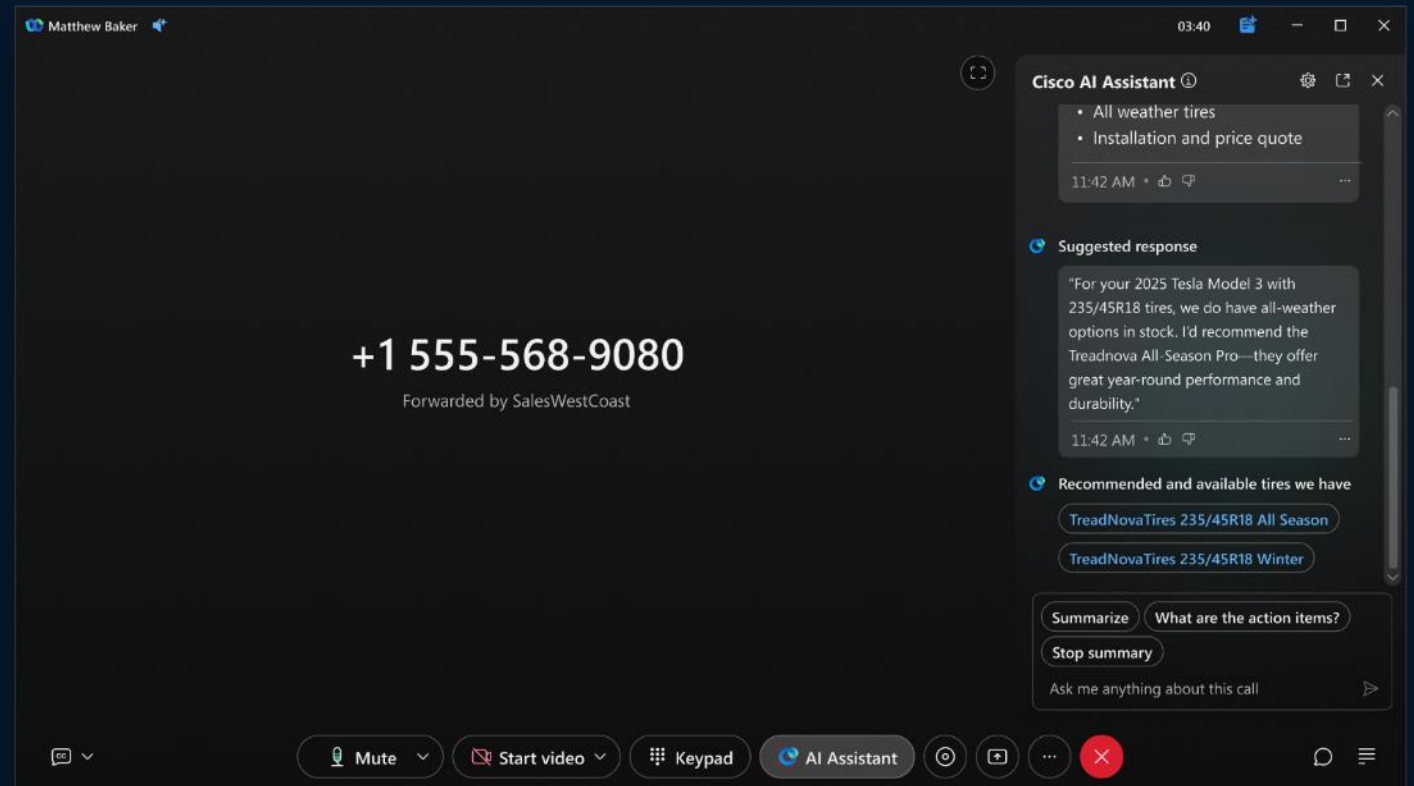
- Surfaces previous interactions, such as calls, messages and meetings so you can pick up where you left off
- Free form text box to allow users to ask the AI assistant any questions about user's previous conversations
- Allows integration with 3rd party services to seamlessly pull in information from multiple sources of data prevalent in the enterprise



AI Assistant: Suggested Responses

Help staff respond faster and more effectively with **real-time guidance**

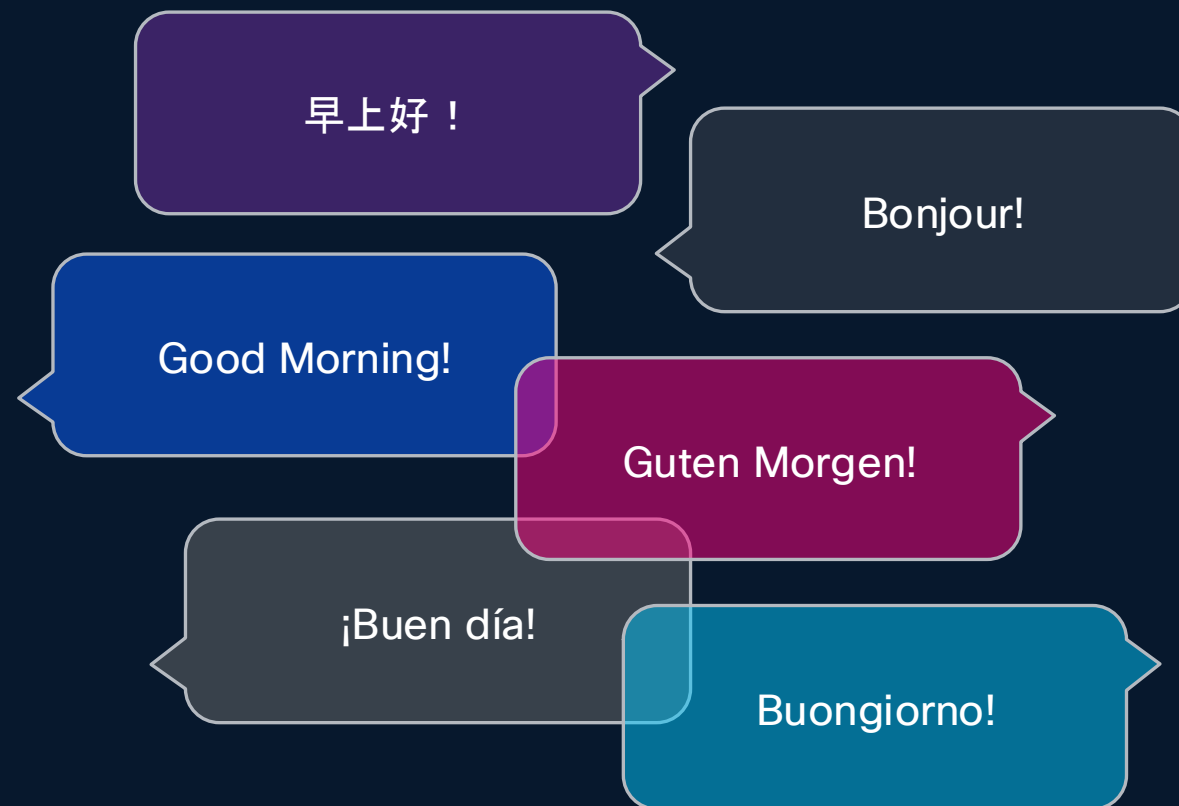
- Context-aware **AI-powered suggestions** appear in the Webex app based on the customer's questions
- Pulls answers from your **organization's knowledge base** and support content
- Equips staff with **timely, relevant information** to keep conversations efficient and on track



Translator Agent

Your Voice, Their Language.

Authentic Global Collaboration in every Webex Call.



English, French, German, Hindi, Italian, Japanese, Korean, Mandarin, Portuguese, and Spanish available at launch

Webex AI Canvas can help troubleshoot issues

AI Canvas

End-to-End Troubleshooting. Powered by AI.

AI-powered workspace with real-time telemetry, insights, collaboration, and root-cause resolution

The screenshot displays the Webex AI Canvas interface for a 'Webex Calling Issue'. The interface is divided into several panels:

- AI Canvas Chat:** A chat window on the left shows AI-generated insights. It states: "ThousandEyes hop-by-hop is in the canvas. Loss concentrates between Access → WAN (16.4% at hops 2-3). Issue is likely between the user's client device and the Meraki wireless endpoint. I can also pull Meraki SSID/AP QoS for this user's access point. OK?" A user named 'You' responds "Yes go ahead". The AI then provides a likely root cause: "Misconfigured Meraki QoS (RTP de-prioritized under load). Would you like me to propose a fix?"
- Recent poor quality calls:** A table listing recent calls with poor quality. The table has columns for Quality, Start time, End point, Duration (s), Audio Packet Lost (%), and Audio Latency (ms).

Quality	Start time	End point	Duration (s)	Audio Packet Lost (%)	Audio Latency (ms)
Poor	09-15-25 04:01 PM	Cisco Room Bar OS28.0.0.1	255	40.08	276.0
Poor	09-14-25 07:45 AM	Cisco Room Bar OS26.0.0.1	578	50.89	274.0
Poor	09-14-25 02:25 PM	Cisco Room Bar OS26.0.0.1	367	63.59	416.0
Poor	09-13-25 11:02 AM	Cisco Room Bar OS26.0.0.1	511	34.51	154.0
- Call sequence:** A timeline for a call between Rebecca White and John Smith, showing a period of poor quality between 04:00 and 04:08.
- Network performance analysis:** A diagram showing the network path from Client device to Meraki Wireless AP (16.4% loss), Meraki Gateway, and Internet.
- MCI-FRONT-OFFICE-CW91621 performance:** A performance summary for a specific call, showing a loss rate of 16.4% (up 2.3%) and wireless endpoint latency of 87ms (baseline <50ms).
- MCI-FRONT-OFFICE-CW91621 performance graph:** A line graph showing packet loss percentage over time (24:00 to 24:00), with a critical point at 16:00.

Your roadmap to AI-Powered calling

1

Elevate the Caller Journey

Provide 24/7, intelligent service that scales globally. Use the AI Receptionist and Translator Agent to ensure every caller is understood and assisted immediately, regardless of language or time zone.

2

Empower your users

Remove the "busywork" from every interaction. Use the AI Assistant and Suggested Responses to surface context, automate note-taking, and provide real-time guidance so your team can focus on high-value human connections.

3

Drive Operational Excellence

Gain end-to-end visibility with AI-powered insights. Utilize the AI Canvas and Topic Analytics to proactively troubleshoot issues, identify trends, and continuously optimize your calling environment.

Zero Touch Provisioning

Why Zero Touch Provisioning (ZTP)

Simply plug in the device(s) to get onboarded to a functional state.

- Done in **Bulk and Automated** where possible
- Preconfigure: **minimal manual interaction** at the device
- No need for IT staff at install location (Audio/Video or/and Network) in the process
-



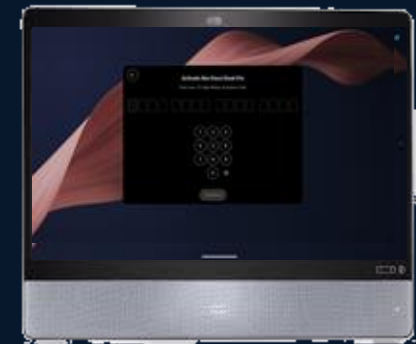
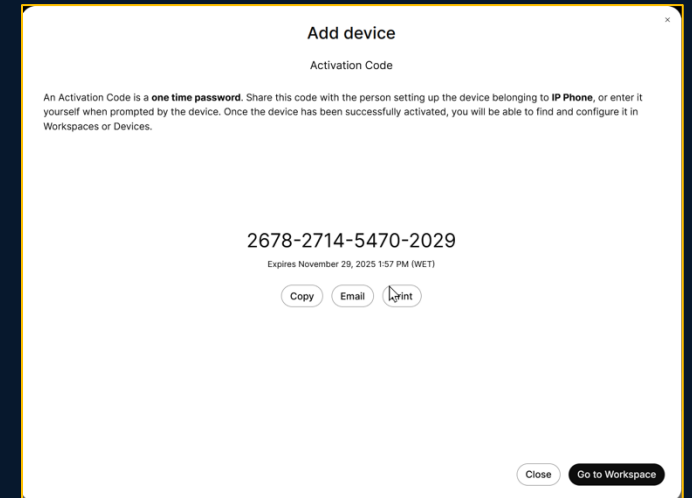
Zero Touch Activation

Zero Touch Activation (ZTA) for Cisco devices streamlines the deployment process by automating as much as possible the initial setup and configuration.

Traditionally the activation of a device is always done device by device with an activation code.

Device Activation should:

- Be possible in advance even before the device connect to the network
- It should be possible to activate multiple devices
- There shouldn't be a need to assign it to a specific workspace
-

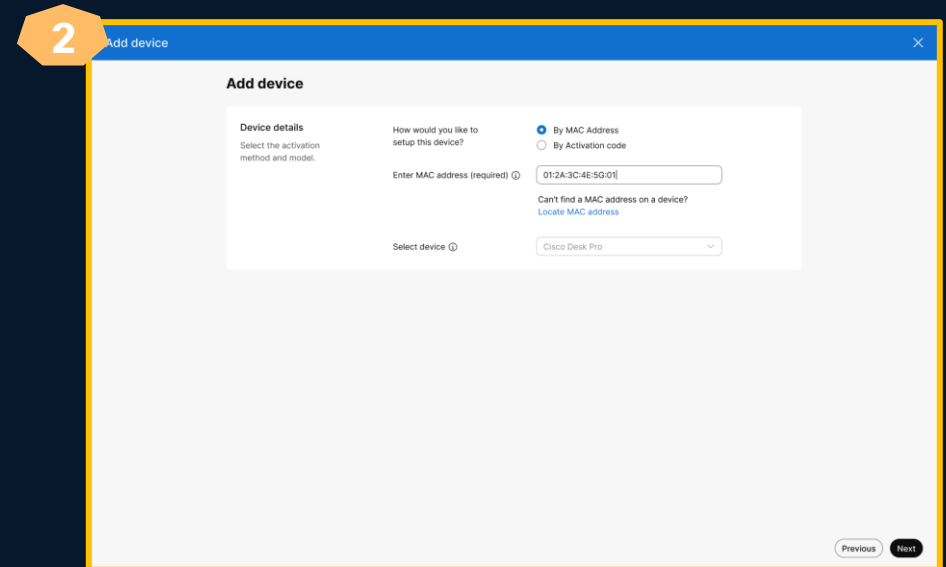
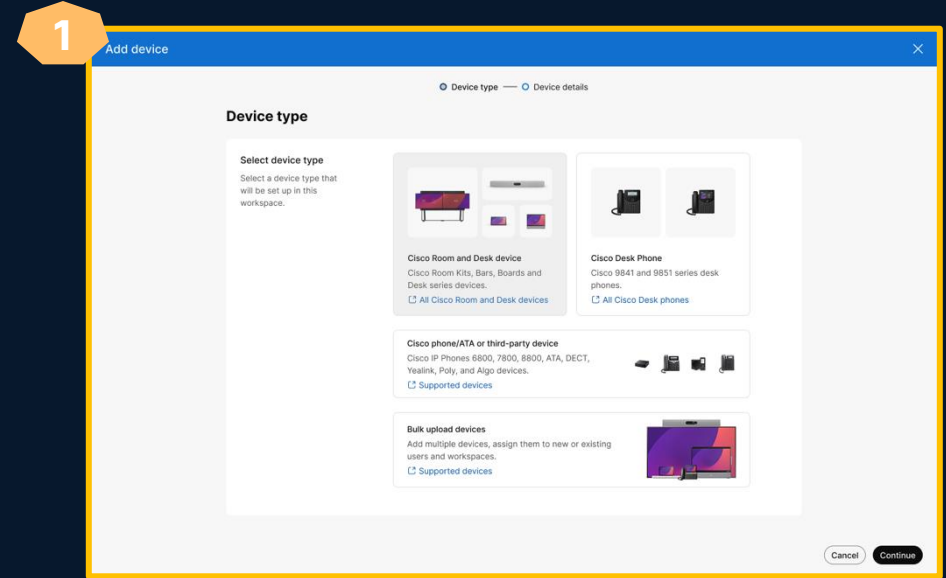


Zero Touch Activation

Adding One Device

Video Devices like IP Phone will have the capability of activating the device in advance by providing the MAC address.

MAC address are available to the customer after been shipped from Cisco.



Zero Touch Activation

Assigning to Workspace

When a device is added in advance it will not be assign to any workspace that task will came later in the Activation process.

1

Type	Product	Status	Platform	Belongs to	Action
Rooms & Desks	Cisco Webex Desk	N/A	Cisco	Unassigned...	
Rooms & Desks	Cisco Webex Board Pro	N/A	Cisco	Unassigned...	
Rooms & Desks	Cisco Webex Board Pro	N/A	Cisco	Unassigned...	
Rooms & Desks	Cisco Webex Desk Pro	Issues	Cisco	Peter Quill	
Accessories	Cisco 730	N/A	Cisco	James Rhodes	
Accessories	Cisco 730	N/A	Cisco	Steve Rogers	
Rooms & Desks	Cisco Webex Board Pro	N/A	Cisco	Unassigned...	
Rooms & Desks	Cisco Webex Desk Mini	N/A	Cisco	Unassigned...	
Accessories	Cisco Webex Room Navigator	N/A	Cisco		
Rooms & Desks	Cisco Webex DX80	Offline	Cisco		
Rooms & Desks	Cisco Webex Desk Mini	Online	Cisco		
Rooms & Desks	Cisco Webex Desk Mini	Online	Cisco	Sam Wilson	
Accessories	Cisco 730	Issues	Cisco	Thor Odinson	

2

Workspace type | Workspace details

Select a workspace type

What are you setting up for?

Existing workspace
Add a shared device to workspace

New workspace
Add a new workspace to your organization

Cancel

3

Workspace type | Workspace details

Select a workspace

Workspace details
What are you setting up for?

Location: HQ

Workspace: BFL-GYM-B55

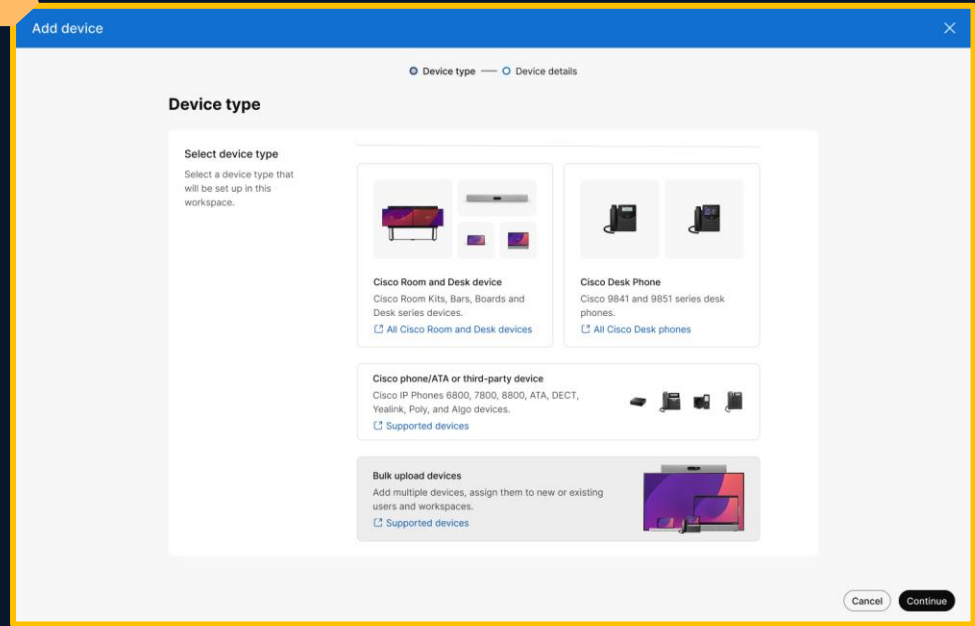
Previous Save

Zero Touch Activation

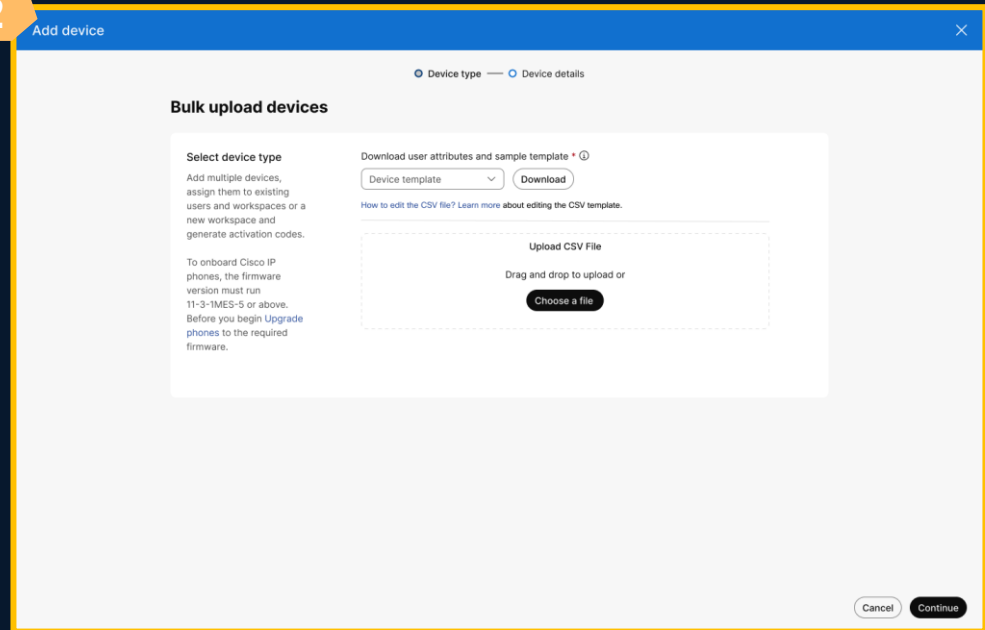
Bulk Add Devices

By importing a CSV with the MAC address and part number of the devices we can do Bulk operations, similar to IP Phone.

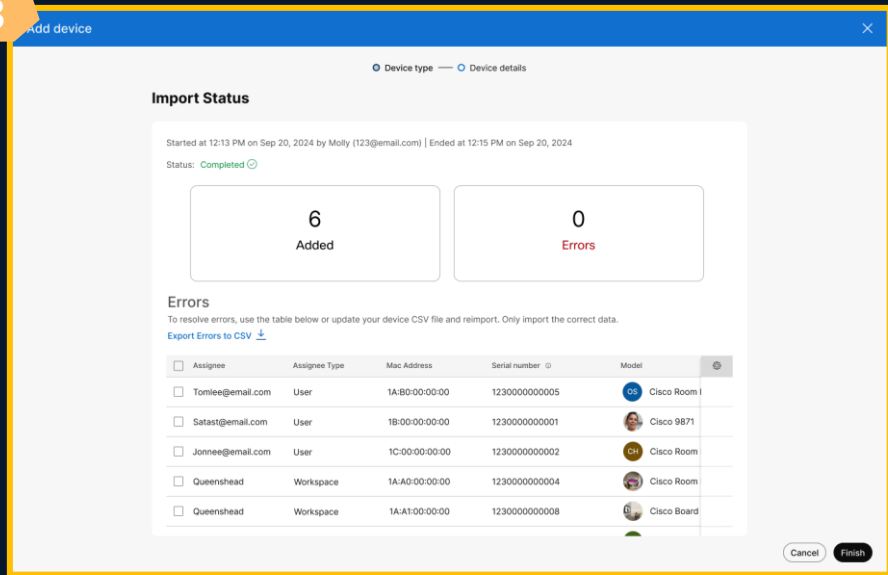
1



2



3



Your roadmap to seamless and secure deployments

1

Accelerate deployments

Transition from manual, device-by-device configuration to a "ship-and-plug" model. Utilize Zero Touch Activation to automate setup, supporting bulk operations via CSV imports to get devices into a functional state without on-site IT presence.

2

Enforce zero-touch security

Build security into the provisioning process from the start. Apply Zero Trust principles to ensure that only authorized devices and users can access network resources, effectively mitigating the risk of unauthorized access or data breaches during deployment.

3

Maximize operational efficiency

Reduce time-to-value by eliminating manual configuration tasks. Gain the ability to deploy collaboration devices—including IP phones and video endpoints—at scale, allowing your IT team to focus on high-value initiatives rather than routine hardware installation

Cloud Survivability

**Connectivity is the lifeblood of business,
what happens when the connection
drops?**

**Today, we are looking at how Webex
Calling ensures that even when the
unexpected happens, your business
keeps talking.**

Site Survivability | Enhanced Survivability | Cloud Resilience

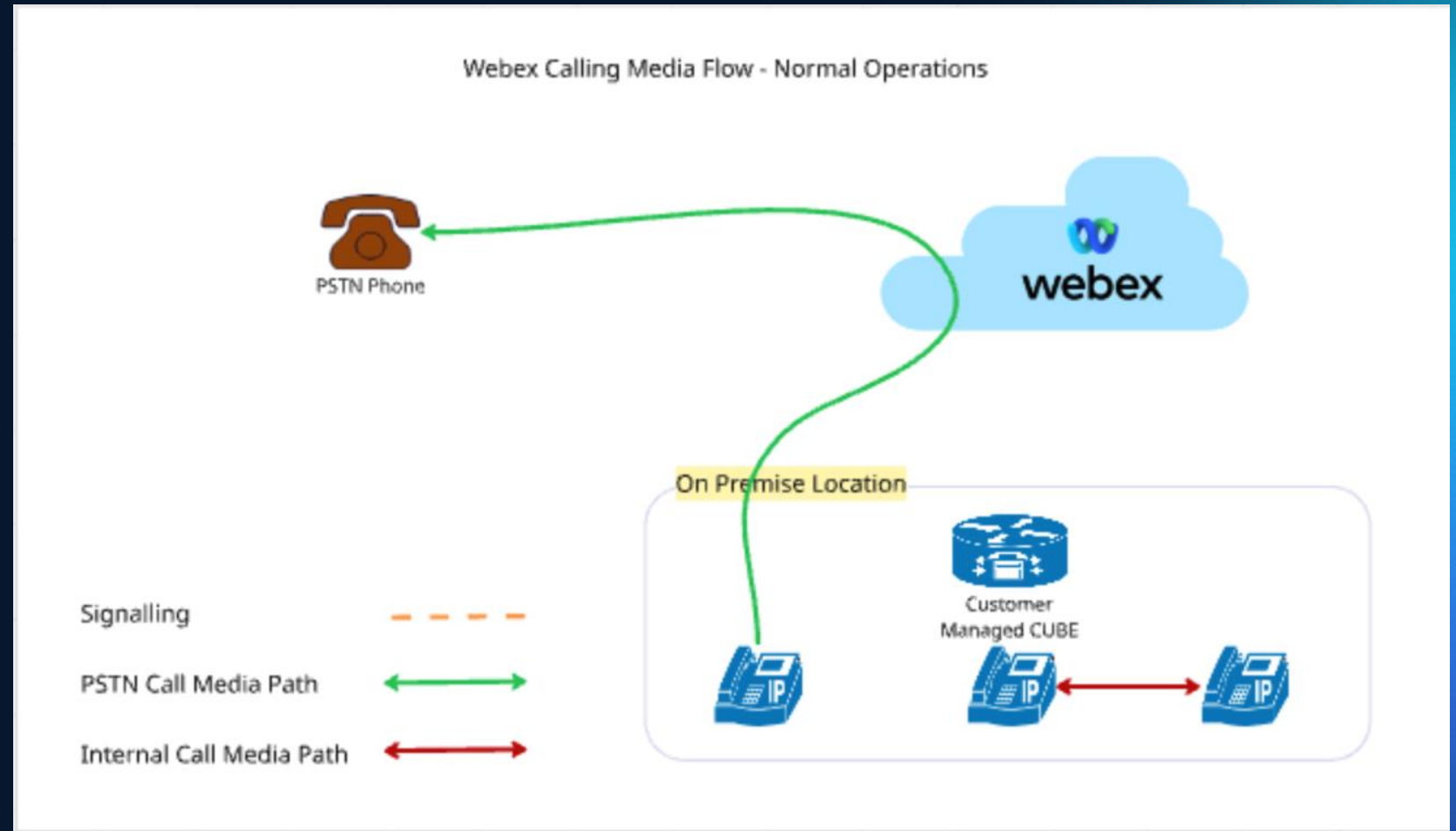
Site Survivability with Webex Calling

Normal Operations

PSTN can be directly connected to Cisco's Cloud using **Cloud Connect for Webex Calling** or **Cisco Calling Plan**

Signaling and Media for PSTN calls traverse the Cisco cloud

Media for on-premise calls stays on-premise



Site Survivability with Webex Calling

Failover Operations

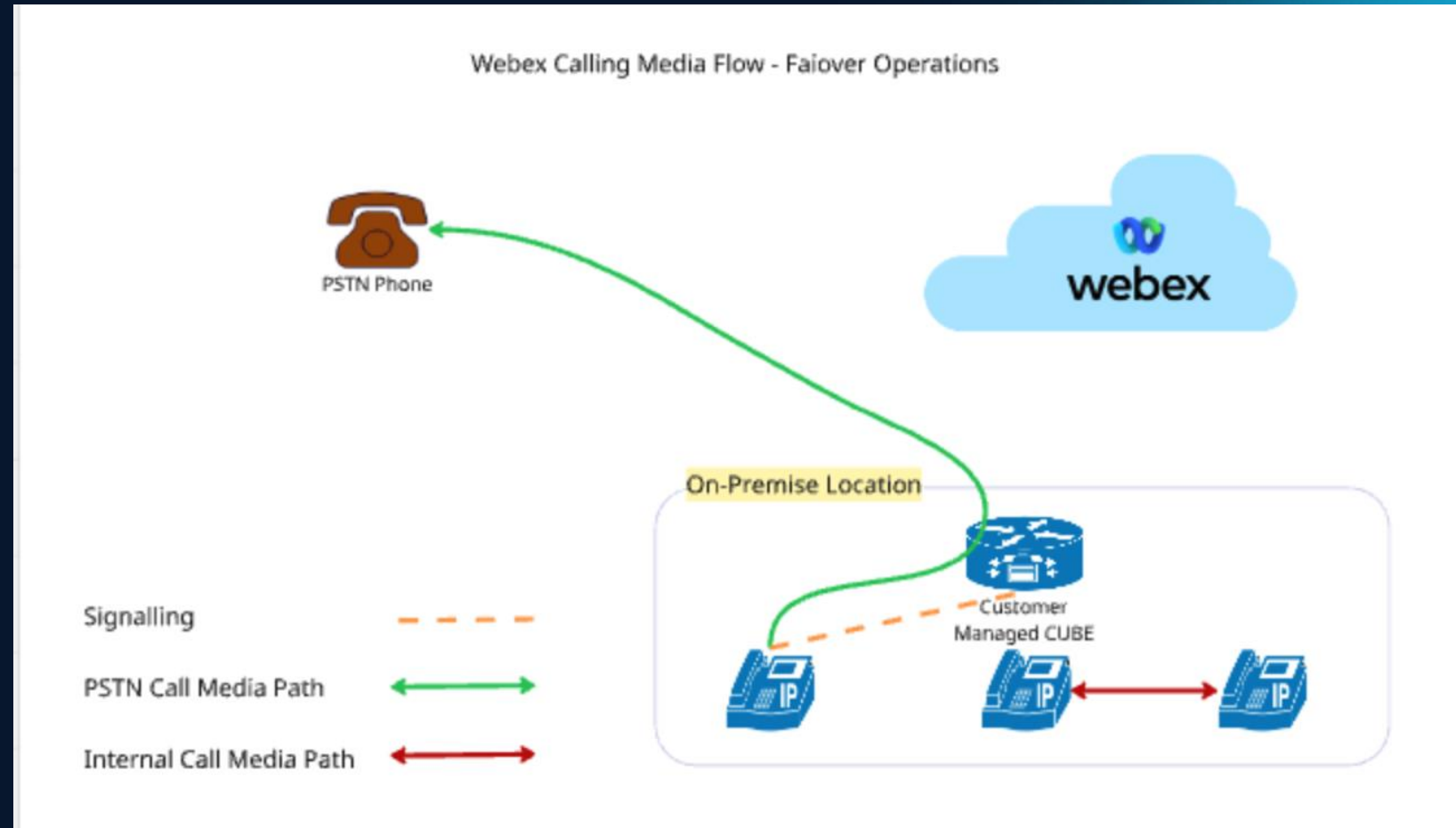
PSTN trunk terminated to on-premise CUBE

Signaling and Media for PSTN calls traverse the on-premise CUBE

Media for on-premise calls stays on-premise

Failover and failback automatic

Basic calling functionality preserved



Site Survivability with Webex Calling Dedicated Instance

Normal Operations

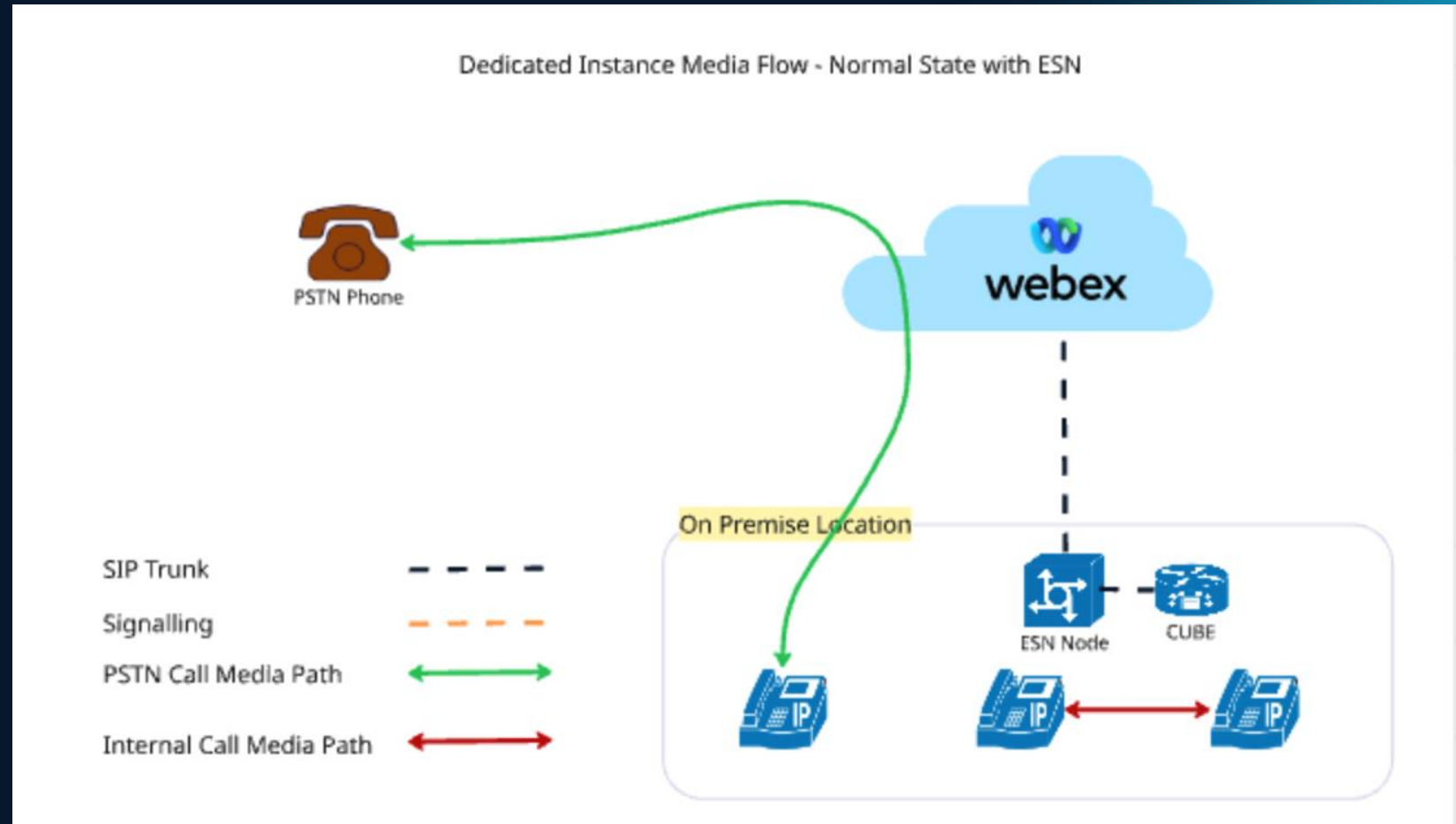
PSTN can be directly connected to Cisco's Cloud using **Cloud Connect for Webex Calling** or **Cisco Calling Plan**

Customer Managed **Enhanced Survivability Node (ESN)** and SBC required

Signaling and Media for PSTN calls traverse the Cisco cloud

Media for on-premise calls stays on-premise

ESN not used



Site Survivability with Webex Calling Dedicated Instance

Failover Operations

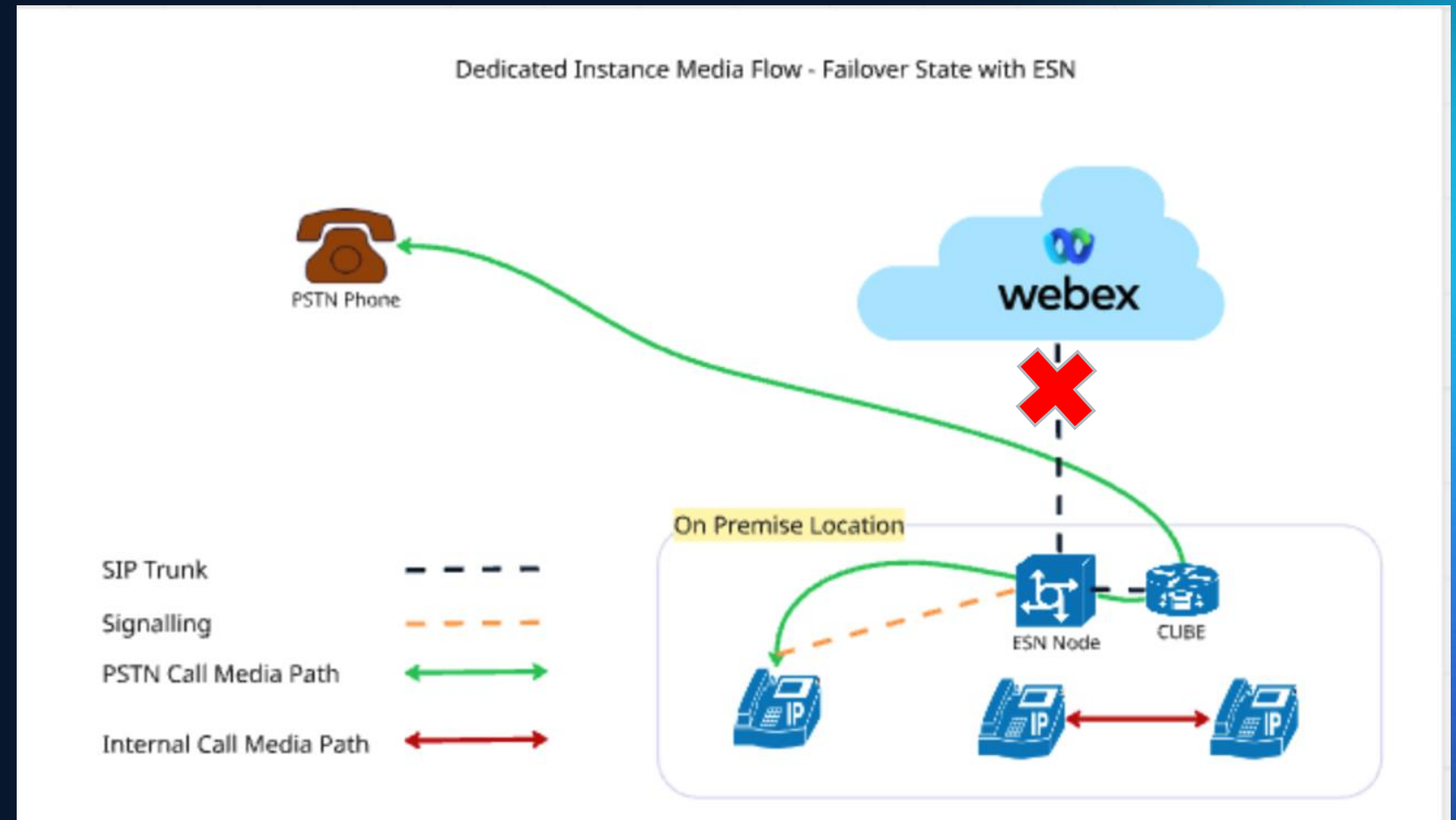
PSTN trunk terminated to on-premise CUBE

Signaling and Media for PSTN calls traverse the ESN and on-premise CUBE

Media for on-premise calls stays on-premise

Failover and failback automatic

Full calling functionality preserved



Your roadmap to resilient calling

1

Pick your PSTN

Decide what PSTN option works for you; Cisco Calling Plan, Cloud Connect for Webex Calling or On-Premise

2

Pick your Failover

Determine your failover requirements; Site Survivability or Enhanced Survivability Node

3

Always on communications

Cloud flexibility with on-premise piece of mind. Cisco's cloud solutions provide automatic failover and failback with service levels that meet your needs

Hybrid Deployments

Cisco Calling

Flexible Options for Customer Requirements



Premises

Cisco UCM

Enterprise Security.
Operational Control.
Sovereign by Design.



Hybrid (NEW)

Webex Calling Hybrid

On-Prem Control.
Cloud for Maximum Value.
Future Proof.

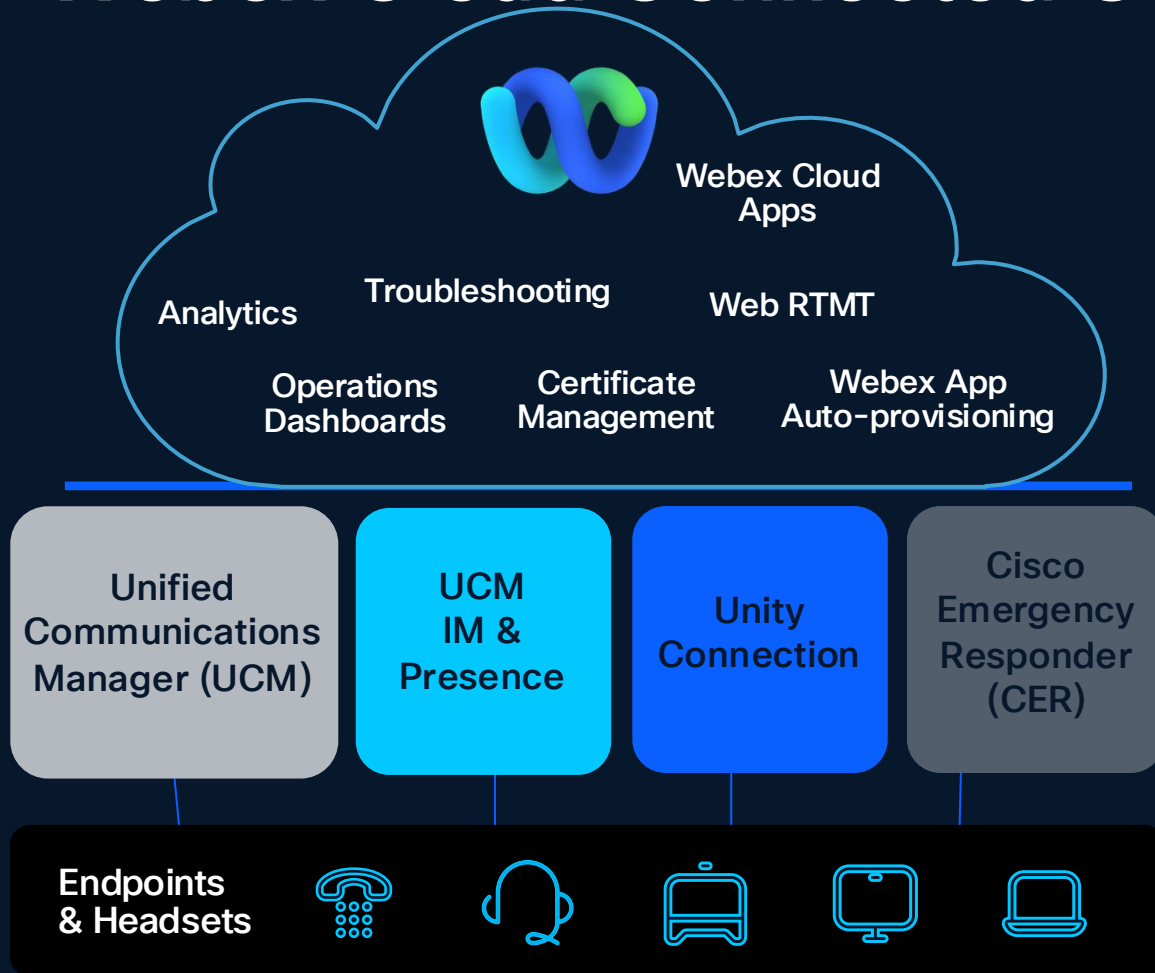


Cloud

Webex Calling

Cloud Innovation.
Regional Data Centers.
Sovereign Control.

Webex Cloud Connected UC



A suite of Webex® cloud services that provide enhanced business and operational insights to improve administrative productivity

For customers who:

- Want the centralized administrative workflow experience of the cloud, while keeping their UC services on-premises
- Need a single global view to manage on-premises UC, along with any Webex cloud, or hybrid services
- Desire efficient, cloud-based admin services (delivered by partner) for an on-premises CUCM deployment
- Simplify cloud migration journey from on-prem to hybrid to cloud

Webex Cloud-Connected UC (cont'd) – Key Features

Service Management

Changes to these settings will take a short time to take effect.

Analytics	<input checked="" type="checkbox"/>	Enabled
Directory Service	<input checked="" type="checkbox"/>	Enabled
Certificate Management	<input checked="" type="checkbox"/>	Enabled
Operational Metrics	<input checked="" type="checkbox"/>	Enabled
Webex app Provisioning for Unified CM Calling	<input type="checkbox"/>	Disabled
Deployment Insights	<input checked="" type="checkbox"/>	Enabled
Borderless CTI	<input checked="" type="checkbox"/>	Enabled
Rich Presence	<input checked="" type="checkbox"/>	Enabled

- Analytics**
(call quality, traffic analysis, trunk usage, device usage)
- Directory Service**
(UCM to WxIdentity for AzureAD etc.)
- Certificate Management**
(central view/distribute across apps/clusters)
- Ops Dashboard with WebRTMT**
(near-real-time view in CH not thick-client of last hour's call status & audio quality for top 5 UCM clusters)
- Troubleshooting**
(CX CSA integration for SDL logs in CH) Also requires Webex Serviceability Connector
- Touchless WxApp (auto-)provisioning**
(enduser self-provision via just login to WxApp with UCM calling)
- "Migration" to Webex**
(understand Jabber usage, enable wizards under CH->Migration)
- Borderless CTI**
(enduser controls IP phone via WxApp CTI over MRA not VPN)
- Rich Presence**
(UCM-registered in-call phone status synced to WxApp presence)

CCUC Analytics – Service Experience

Call audio quality

KPI's for total calls, then calls that were good/poor/acceptable

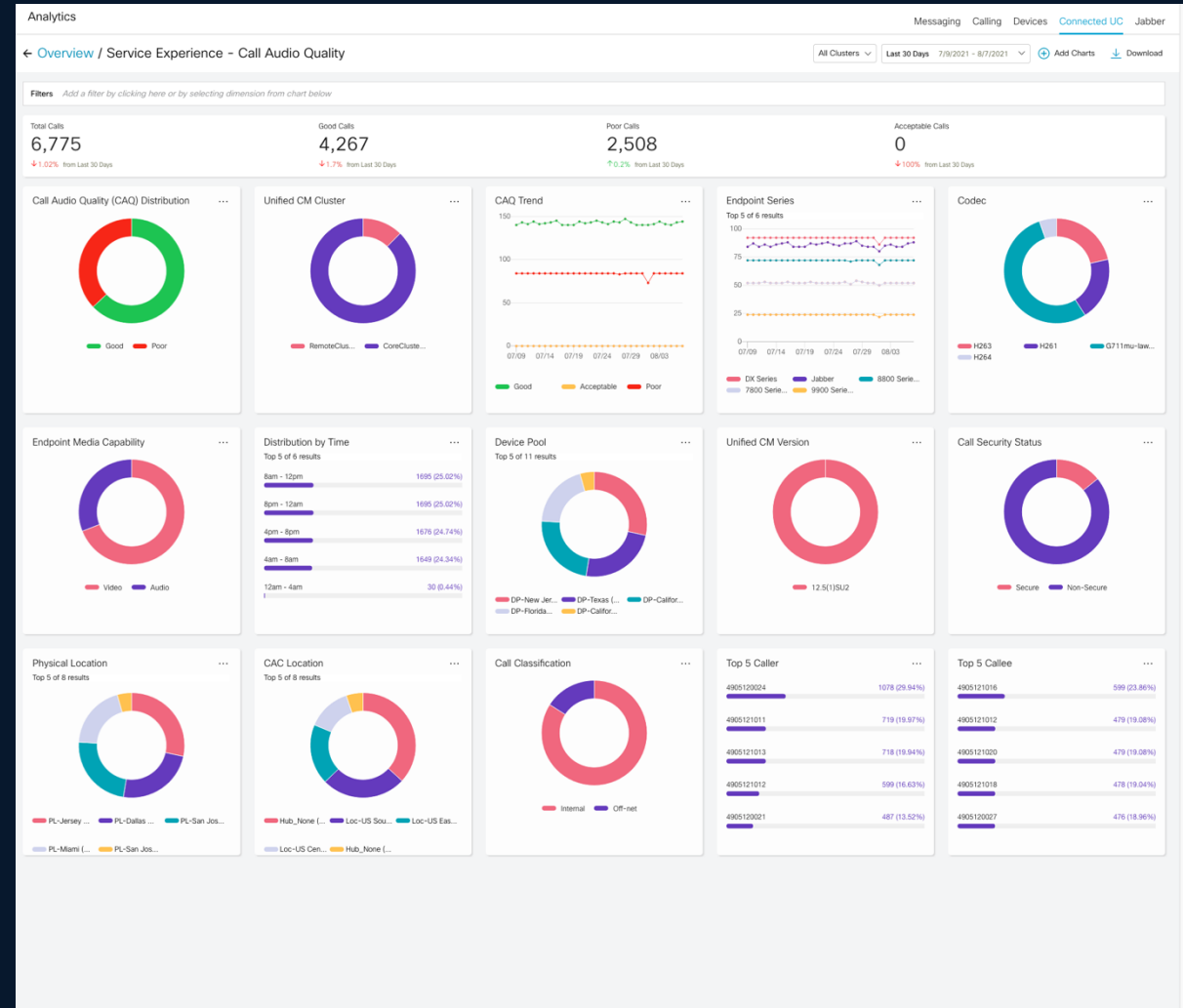
- Call Audio Grading is based on:
 - 1) Severely Concealed Seconds Ratio (SCS / Duration of Call)
 - 2) SCS information is available from CMR
 - 3) Thereby, only those calls which have a CMR will be graded for Call Audio Quality

Interactive charts and graphs

- Call audio quality trends, endpoint media, type of endpoints and headsets, Cisco® UCM cluster, distribution of calls over time, device pools, physical location, etc.

"Filters" to guide admin on a particular aspect – all charts and graphs update accordingly

Ability to download CSV: snapshot of the entire data set, or of the filtered data view



Webex Calling Hybrid

Premises Continuity. Cloud Innovation.



AI cloud innovation

Customer Assist [AVAILABLE NOW](#)
AI Receptionist ¹
AI Assistant ²



Cloud administration

Control Hub [AVAILABLE NOW](#)
Cloud Telemetry [AVAILABLE NOW](#)
Real-time Analytics ¹



Cloud trunking

Cloud PSTN [AVAILABLE NOW](#)
Cisco Calling Plans ¹
Third party Integrations [AVAILABLE NOW](#)

¹ H1 CY2026

² H2 CY2026

Your roadmap to hybrid deployment

1

Unify your environment

Bridge your existing on-premises clusters with the cloud to gain immediate, centralized visibility, simplified troubleshooting, and automated administrative workflows.

2

Configure cloud services

Whether you choose Webex Calling, Dedicated Instance or both, you can now mix and match services to meet your specific business requirements and security mandates

3

Calling where you need it

Empower your workforce with cloud-powered features and seamless survivability, ensuring your users have a consistent, high-quality experience regardless of their location

Security

Security Innovations in Webex

Enhanced E2E Encryption

Feature-Rich Interactions

Webex Compliance Hub



Deepfake Detection



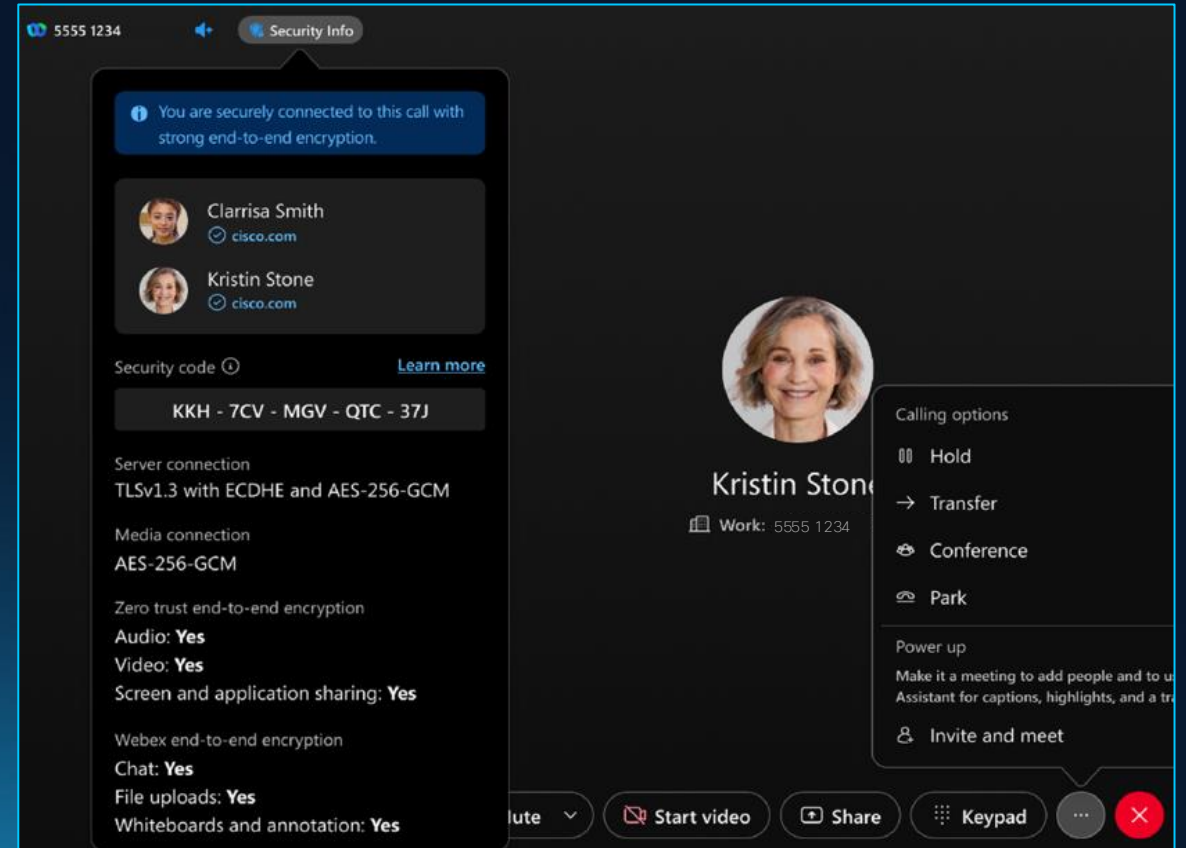
Agentic Ops

Cisco AI Canvas

End-to-End Encrypted Calling

Empower users with **Secure, Encrypted** calling, protecting your organization's Privacy without affecting Productivity

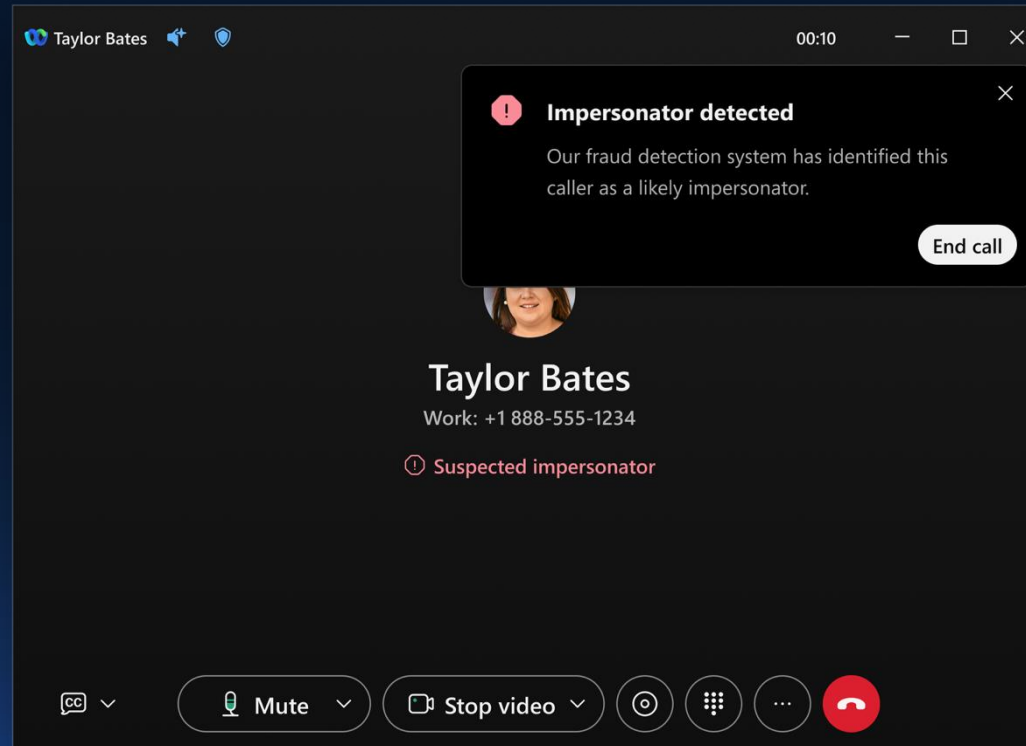
- Flexible support for both "Webex Calling numbers" and "Call on Webex" calls
- Proven Zero Trust Architecture – leverages the same Zero-Trust Technology used in Webex Meetings
- Intelligent security negotiations: Calls automatically adapt from secure E2E encryption to secure media using SRTP when mid call features are enabled during a 1:1 call
- Supported on Webex App – Desktop and Mobile
- Roadmap – Expand encryption support to Cisco 9800 phones



Webex Calling Integration with Pindrop

Secure enterprise workflows from Deepfake and AI generated voice

- **Real-Time Detection:** Pindrop identifies deepfakes and synthetic media on all inbound calls as they happen, closing security gaps left by traditional Caller ID and reactive reviews.
- **Speech Analysis:** By analyzing human vocal nuances like rhythm and breathing, the system generates a risk score to distinguish between a live person and an artificial voice.



- **Seamless Integration & User Alerts:** Risk scores are immediately displayed on Webex apps or Cisco desk phones, and the system integrates with CRM databases to provide real-time security insights and streamline investigations
- **Supported Products*** – Pindrop Protect and/or Pindrop Passport with Pindrop Pulse as add-on, Pindrop is a S+ partner

* Future updates will include partners like GetReal

Webex AI Canvas can help troubleshoot issues

AI Canvas

End-to-End Troubleshooting. Powered by AI.

AI-powered workspace with real-time telemetry, insights, collaboration, and root-cause resolution

The screenshot displays the Webex AI Canvas interface for a 'Webex Calling Issue'. The interface is divided into several panels:

- AI Canvas Chat Panel:** Contains AI-generated insights. It states: "ThousandEyes hop-by-hop is in the canvas. Loss concentrates between Access → WAN (16.4% at hops 2-3). Issue is likely between the user's client device and the Meraki wireless endpoint. I can also pull Meraki SSID/AP QoS for this user's access point. OK?" It includes a user response: "You: Yes go ahead" and a button to "Yes propose a fix". A disclaimer at the bottom reads: "AI Canvas can make mistakes. Verify responses."
- Recent poor quality calls table:** Lists recent calls with poor quality. The table has columns: Quality, Start time, End point, Duration (s), Audio Packet Lost (%), and Audio Latency (ms).

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Poor	09-14-25 02:25 PM	Cisco Room Bar OS26.0.0.1	367	63.59	416.0
Poor	09-13-25 11:02 AM	Cisco Room Bar OS26.0.0.1	511	34.51	154.0
- Call sequence - Rebecca White → John Smith:** A timeline showing the call sequence between Rebecca White and John Smith, with a red bar indicating a period of poor quality.
- Issue summary:** Provides a description: "John Smith had 4 poor calls (Sep 26-28) on Cisco Room ce1133.1.0. Calls show heavy packet loss and elevated delay, explaining choppy audio." It includes buttons for "Generate report", "View activity", and "Share".
- Network performance analysis:** A diagram showing the network path: Client device → Meraki Wireless AP (16.4% loss) → Meraki Gateway → Internet.
- MCI-FRONT-OFFICE-CW91621 performance:** A performance overview for a specific user, showing a loss rate of 16.4% (up 2.3%) and metrics for wireless endpoint latency (87ms) and jitter (15ms).
- MCI-FRONT-OFFICE-CW91621 performance graph:** A line graph showing packet loss percentage over time (24:00 to 24:00). A red dot marks a critical point at approximately 16:00 with a loss rate of about 16.4%.

Your roadmap to secure calling

1

Secure your foundation

Implement a proven Zero Trust Architecture with End-to-End Encryption across all calling endpoints, ensuring user privacy and data integrity without compromising productivity.

2

Defend against threats

Leverage real-time Pindrop integration to identify deepfakes and synthetic media, providing immediate risk scores for every inbound call to protect your organization from voice fraud.

3

Optimize intelligence

Utilize AI Canvas for automated, end-to-end troubleshooting and root-cause resolution, turning complex security telemetry into actionable insights and streamlined administrative workflows.

Webex Calling Unleashed

The Future of Your Communications

- **Elevate with AI:** Transform the caller journey. Use AI to automate routine tasks, provide real-time insights, and ensure every interaction is understood, regardless of language or complexity.
- **Scale with Zero-Touch:** Move to a "ship-and-plug" model. Dramatically reduce deployment time and IT overhead by automating device provisioning at scale.
- **Ensure Unmatched Resilience:** Business never stops. Protect your operations with cloud-first survivability, ensuring your team stays connected even when the unexpected happens.
- **Bridge to the Cloud (Hybrid):** Maximize your existing on-premises investments while gaining the agility, analytics, and innovation of the Webex Cloud.
- **Security by Design:** Defend your organization with a proven Zero Trust architecture, end-to-end encryption, and real-time deepfake detection.



