

Affordable, Simple, Scalable: Cisco Business Edition 6000

Agenda

- Today's Communications Challenges
- Cisco Business Edition 6000 Overview
- Cisco Business Edition 6000 9.0 Feature Roadmap
- Cisco Unified Provisioning Manager Business Edition 9.0
- Key Take Aways
- Additional Resources

Today's Communication Challenges

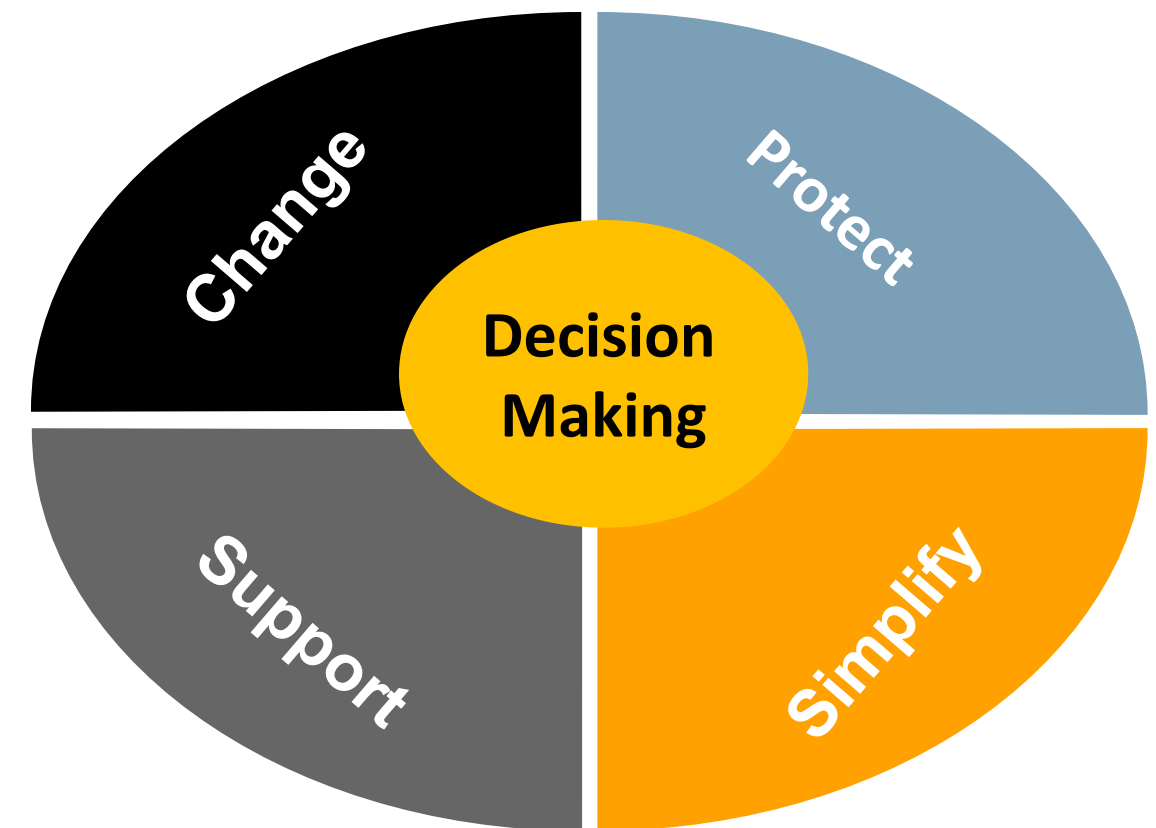


Are You Experiencing Any of These?



- Overwhelmed IT resources
- Hard to manage disparate voice and data networks
- Aging phone system with expensive maintenance and management costs
- Productivity enhancing applications and business process integration
- Accommodating changing consumer preferences and technology trends
- Scalability and investment protection

| Company Size # of Employees | Company IT Staff # of Full Time # of (Part Time) |
|--------------------------------|--|
| 100-250 | 3-12 (2-4) |
| 250-1,000 | 15-35 (5-10) |



Source: Analysys Mason, 2011

How Can Cisco Help?

Problem: Outdated Technologies.

- **Outdated.** Legacy communication systems – PBX/KTS - from unstable vendors, with no clear roadmap for innovation + imposed service contracts to help keep their lights on.
- **Expensive.** Costly operations and limited IT resources required to deliver basic dial tone and messaging functions, highest TCO.
- **Limiting.** Company has outgrown its proprietary system, need to upgrade to keep up with business demands, rip/replace with no investment protection.
- **Stuck.** Current vendor imposing/forcing costly, long term maintenance contracts to keep EOL system functioning, with no migration plans/strategy in sight.



Solution: Cisco UC/Collaboration.

- **Innovative.** Cisco's financial strength and ongoing investment in R&D to deliver solutions addressing the unique challenges faced by smaller businesses – sold, delivered, and serviced however and wherever a customer needs.
- **Affordable.** Priced for smaller budgets, integrated applications on a single platform through virtualization technology saves on CapEx and OpEx, lowest TCO/fastest ROI.
- **Simple.** Feature-rich, centralized architecture makes it easy to install, upgrade, back up, manage and maintain.
- **Scalable.** Smooth migration from outdated PBX/KTS technologies to IP/UC, with an interoperable, expandable platform to support business growth.
- **Choice.** Customer decides the right deployment option to support their short and long term business growth strategies.

Why Cisco?

The Leader in Collaboration

- #1 in Enterprise Voice
- #1 in Web Conferencing
- #1 in Unified Messaging
- #1 in Audio Conferencing
- #1 in TelePresence
- #2 in Contact Center
- More than 85% of the Fortune 500[®] are using Cisco Unified Communications
- 100,000+ Cisco Unified Communications customers worldwide
- Over 50 Million IP Phones shipped

What this Means for Your Growing Business

Cisco Systems - Trusted. Proven. Reliable. Available.

- Cisco has **millions of small/midsize customers**, and a solid, trusted reputation as the technology market leader
- Cisco's **portfolio** offers the largest breadth and depth of products and solutions **that address unique small/midsize business challenges**, packaged, sold, and delivered however and wherever a customer needs them
- Cisco's **years of experience in unified communications technology leadership**, provides small/midsize customers peace of mind
- Cisco has **skilled and knowledgeable partners, available in every corner of the globe** for sales, installation, and support 24/7, 365/66 days of the year
- Cisco's **financing is readily available**, removing barriers to deploying **technology to improve operations and accelerate business growth**



You Know Your Business.
We Know Communications.

Let's Work Together.



Cisco Business Edition 6000

Solution Overview



Cisco Business Edition 6000

Feature-rich, Enterprise-class Collaboration Solution Optimized for Midsize Businesses

- Large choice of devices
- Enhanced Desk Phone Features
- Unified Messaging
- Riche media Presence and IM
- Web conferencing
- Customer Care
- Consistent services whether employees work in the office or remotely
- Capacity for up to 1000 users, 100 contact center agents, and 50 sites

Business Edition 6000



Drives lower TCO, employee efficiency, and business transformation

Cisco Business Edition 6000

Collaboration in a virtualized environment

- TCO savings: server consolidation for reduced hardware footprint, power, and cooling
- Operational improvements: deployment flexibility. unified provisioning
- Availability: optional server redundancy and Survivable Branch (SRST)
- Increased agility and investment protection: rapid ROI, grows with the company

Unified CM

Unity Connection

Unified Presence

Unified Contact Center Express



Virtualization



Business Edition 6000
on Cisco UCS C200M server

Business Edition 6000

5 applications on
a single server



UCS C200M2 server

Delivers lower CapEx and OpEx, high availability, and increased agility

Cisco BE 6000

Choice of Procurement/Deployment


Base Configuration

A blue-bordered rounded rectangle containing an illustration of a server rack, three CD/DVD discs, and the VMware logo.

Unified CM +
Unity Connection +
Unified Provisioning Manager

User Connect License Bundle

Add on-premise IM, Presence, UC Clients

A blue-bordered rounded rectangle containing an illustration of a server rack, four CD/DVD discs, and the VMware logo.

Unified CM +
Unity Connection +
Unified Provisioning Manager
Unified Presence

Unified Workspace Bundle

- Attractive, low-entry point starter bundles
- Bundles include: Server, Application software, UC virtualization software and provisioning manager
- Maximum of 5 applications supported on the server
- Spare virtual machine can be used for UxAC, UCCX
- Add redundancy by purchasing second bundle

Cisco BE 6000

The Right Device for Each Interaction

IP Phones

Customer choice for the right user experience



From value-based business endpoints to advanced and collaborative media endpoints

From basic to high-quality, multi-media communications enhanced viewing, streamlined user experience.



Industry's broadest portfolio of endpoints

Cisco BE 6000

Integrated Mobility

Mobility



Get the flexibility to effectively work from anywhere, at anytime, on any device.

- Single business number reach, single voice mailbox
- Desktop pickup and Cell Phone pickup: seamlessly move calls between any mobile device and desktop phones
- Single mode Wi-Fi and Dual mode Smartphone (BYOD) support (Android, iPhone, Nokia, Blackberry)
- Extension Mobility
- Dial via office: Place mobile calls through Cisco Unified Communications Manager = cost savings
- IP Phone VPN client

Flexibility of Wired or Wireless: Anywhere, Anytime, Any device.

Cisco BE 6000

Rich Desktop Collaboration Experience



Jabber

Unifying presence, IM, voice, voice messaging, desktop sharing and conferencing capabilities securely into one client on your desktop, mobile, or tablet device.

Rich, Real-time Communications



One-one
One-to-few
Real-Time



All-in-one UC Application

- Presence and IM
- Voice, Video, voice messaging
- Desktop sharing, conferencing

Collaborate from Any Workspace

- PC, Mac, tablet, smart phone
- On-premises and Cloud
- Integration with Microsoft Office

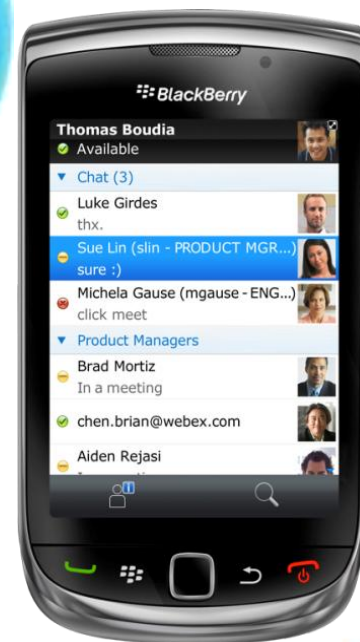
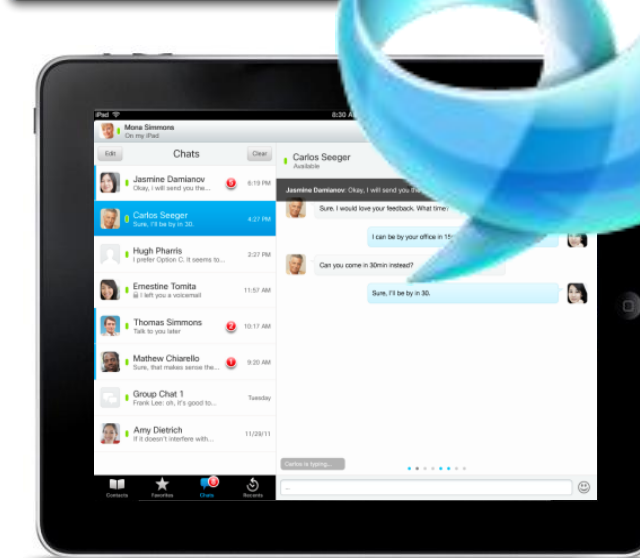
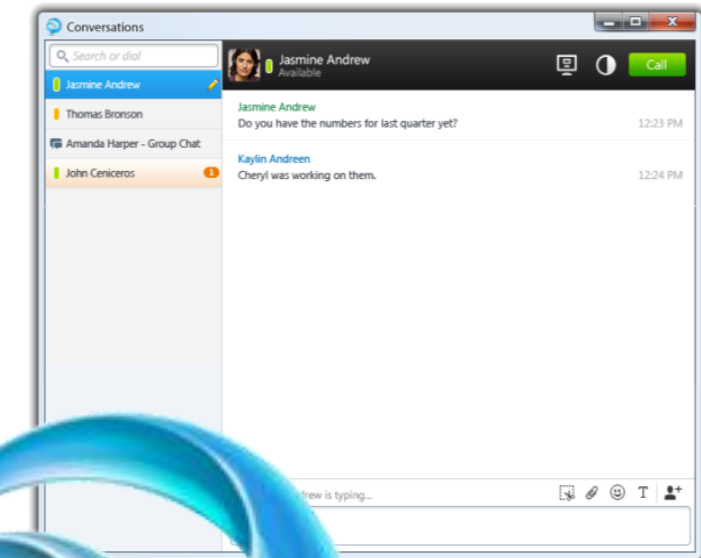
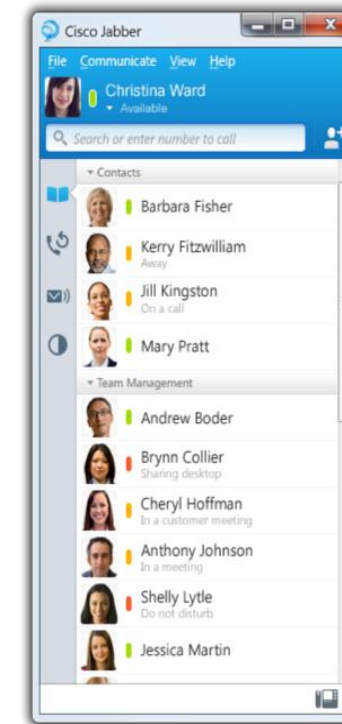
Best desktop collaboration experience with Public IM and Presence options

Cisco BE 6000

Now Available

Cisco Jabber for Everyone - Presence and IM

- IM and Presence available at no additional cost
 - ✓ Available for all users, not only those with a Cisco Unified IP Endpoint
 - ✓ Enables all “click-to-x” user experiences
- IM client licenses at no additional cost
 - ✓ Available for all users, any device - Mac, Windows, IOS, Android, Blackberry, Web with Jabber SDK
 - ✓ Included in BE 6000 top-level SKU for ease of ordering



Cisco BE 6000

Unified Messaging

Unity Connection

Voicemail, Integrated and/or Unified messaging



Messaging anywhere.
Robust functions.

Advanced messaging

- Access voicemail the way you work: **anytime, anywhere.**
- **The way you prefer:** whether from an IP phone, mobile phone, web browser, email client, or a desktop client.
- Respond quickly to colleagues and partners by using **speech recognition.**
- **Easily prioritize and manage messages,** access meetings on your calendar, and connect to colleagues by simply saying their names.
- Intelligently **route incoming calls using call transfer rules.**

Cisco BE 6000

Choice of Procurement/Deployment

Hunt Group



- Customer call is transferred to the next extension in the group until answered
- “lack of consistency required us to introduce a live person”

Attendant Console



- Customer call is answered by an attendant who directs the call with the help of a desktop GUI
- “we were losing sales from long hold times and frequent call transfers”

Contact Center



- IVR self-service for account status
- Screen pop and CRM integration for centralized customer info
- Integrated reports reveal opportunities to improve the customer experience

Cisco BE 6000

Low Entry Point for Growing Call Centers

Now Available

Cisco Unified Contact Center Express

- Ease of ordering with single, top-level SKU Single, includes appliance/OS entitlement
- Discounted 5, 10, 25 agent seat license bundles (Enhanced or Premium configurations)
- Available with both UCL and UWL bundles

| Option Name | Price |
|---|---------------|
| None Selected | |
| (1) BE6K-UCL-50USR BE6000 UCS C200M2+VMW Hyp+50 Bas UCL+50 ADV VM | USD 17,395.00 |
| (1) BE6K-UCL-100USR BE6000 UCS C200M2+VMW Hyp+100 Bas UCL+100 ADV VM | USD 22,995.00 |
| None Selected | |
| (1) CCX-85-5E Entitlement for CCX 8.5 5 Seat Enhanced Bundle | USD 2,995.00 |
| (1) CCX-85-10E CCX 8.5 10 Enhanced Seat Bundle | USD 7,895.00 |
| (1) CCX-85-10P CCX 8.5 10 Premium Seat Bundle | USD 13,095.00 |
| (1) CCX-85-25E CCX 8.5 25 Seat Enhanced Bundle | USD 22,395.00 |
| (1) CCX-85-25P CCX 8.5 25 Premium Seat Bundle | USD 34,495.00 |



Cisco BE 6000

Cisco Emergency Responder



- Automatically tracks IP phone location
- Provides emergency call routing instructions
- Identifies caller location to LECs and PSAPs
- Eliminates administration for IP phone relocation
- Supports emergency callback
- Alerts customer security personnel to emergency calls in progress
- Logs emergency calls and location record changes
- BE6000 integrates with CER on a separate MCS or UCS server

Cisco BE 6000

Simplified Management

Now
Embedded

Cisco Unified Provisioning Manager



Cisco Unified Provisioning Manager

- Streamlined - single interface for managing subscriber MACS and speeding infrastructure setup and configuration
- Unified - one interface, single sign-on
- Simplified - business-process and user-oriented
- Rapid - 1 minute or less for service activation
- Accurate - manual and duplicate entry errors reduction
- Role-based - delegated access for customer MACS

Cisco Business Edition 6000 9.0

Feature Roadmap



Cisco BE 6000

Release 9.0 Feature Roadmap



Within the next 6 months:

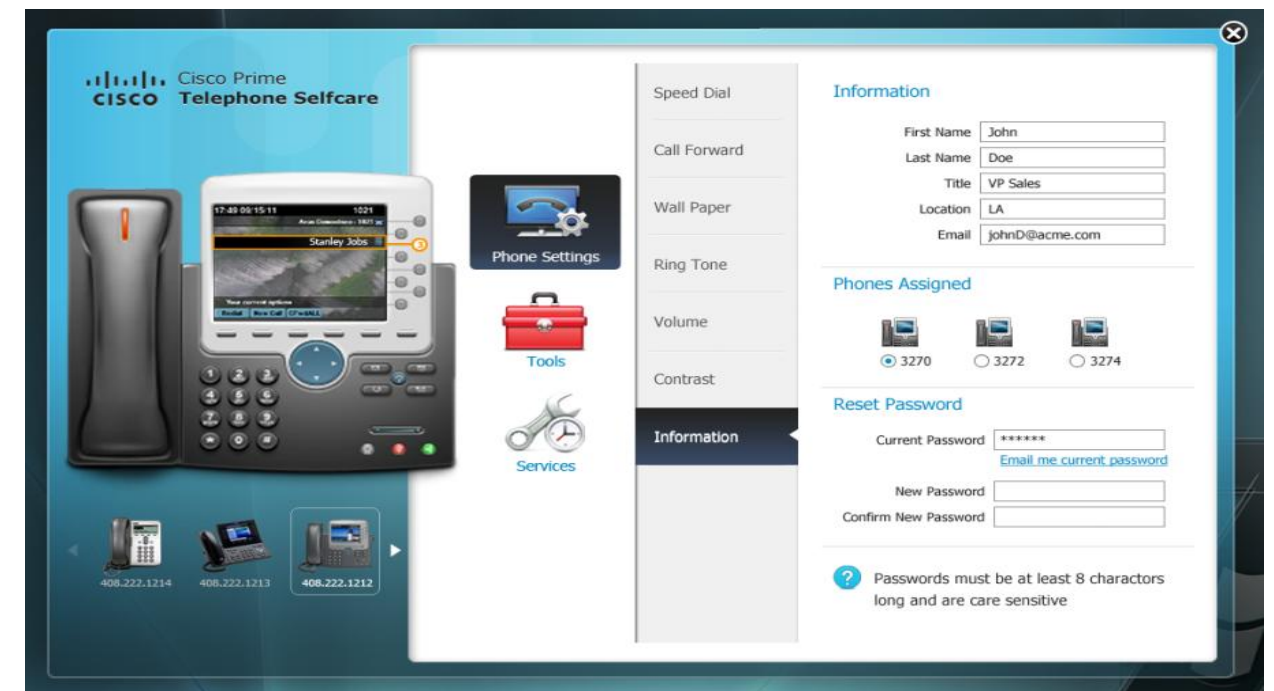
- Turn-key Appliance
- Intelligent Vmail/Email Notification
- Native Call Queuing
- Unified Provisioning Manager Business Edition 9.0
- Enterprise License Manager (ELM)
- Emergency Responder (CER) co-residency
- Migration Bundle (Can be used for CME, BE 5000, UCXXX, UCM -> BE 6000)
- Enhanced video interoperability and B2B
 - ✓ Communication Server (VCS) co-residency and commercial bundle

Cisco BE 6000

Release 9.0 Feature Spotlight

Turn-key Appliance

- Pre-configured Cisco UCS server (RAID 10, Battery Cache) at factory
- Factory-loaded VMware and license
- Pre-loaded images of core applications
 - ✓ Unified Provisioning Manager
 - ✓ Unified Communications Manager
 - ✓ Unified Presence
 - ✓ Unity Connection
- Simplified initial configuration and phone deployment through UPM BE



Cisco UCS C220 Appliance

Cisco BE 6000

Release 9.0 Feature Spotlight

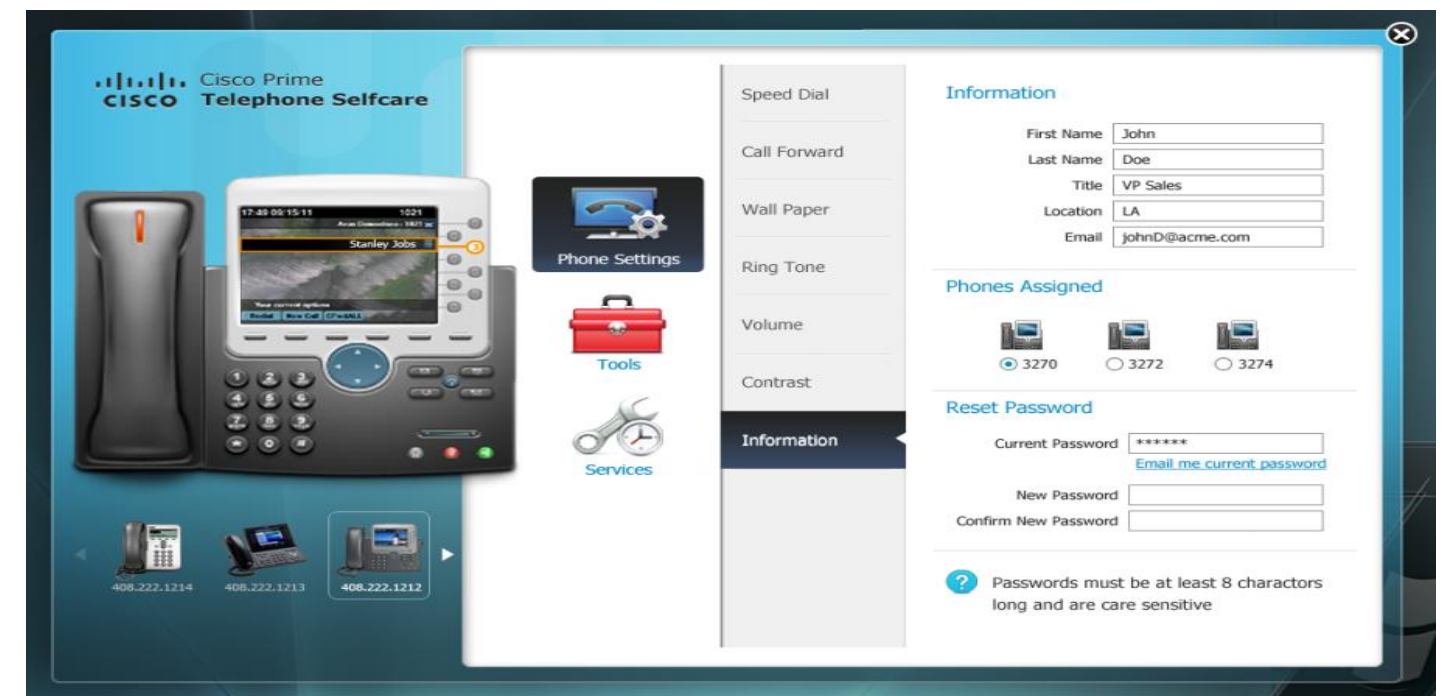
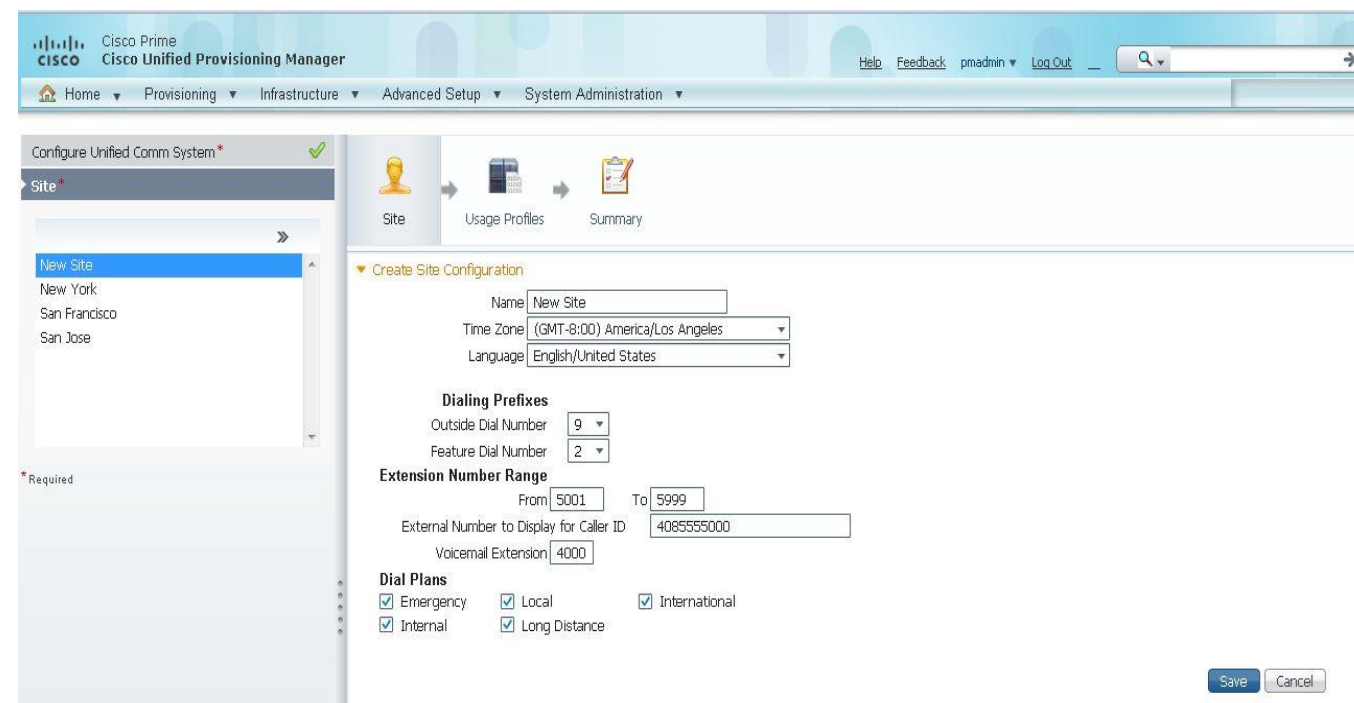
Single Screen Subscriber management

Ease of phone deployment

Initial Site Setup

End user self-care

Cisco Unified Provisioning Manager
Business Edition 9.0



Cisco BE 6000

Release 9.0 Feature Spotlight

Available
August 2012

Native Call Queuing

- Ability to hold hunt pilot callers in queue while they wait for an agent to become available
- For each hunt pilot, callers can be routed to configurable secondary destinations
- Agents can be part of multiple hunt pilots where queuing is enabled
- 2 different options for announcements are available:
 - ✓ Initial announcement
 - ✓ Periodic announcement
- New serviceability counters in RTMT folder “Cisco Hunt Pilots” to monitor queue performance

“Thank you for calling”

“Please hold a moment”

“Your call will be answered in the order in which it was received”



**Cisco Unified CM
Subscriber**

Embedded Video communication Server

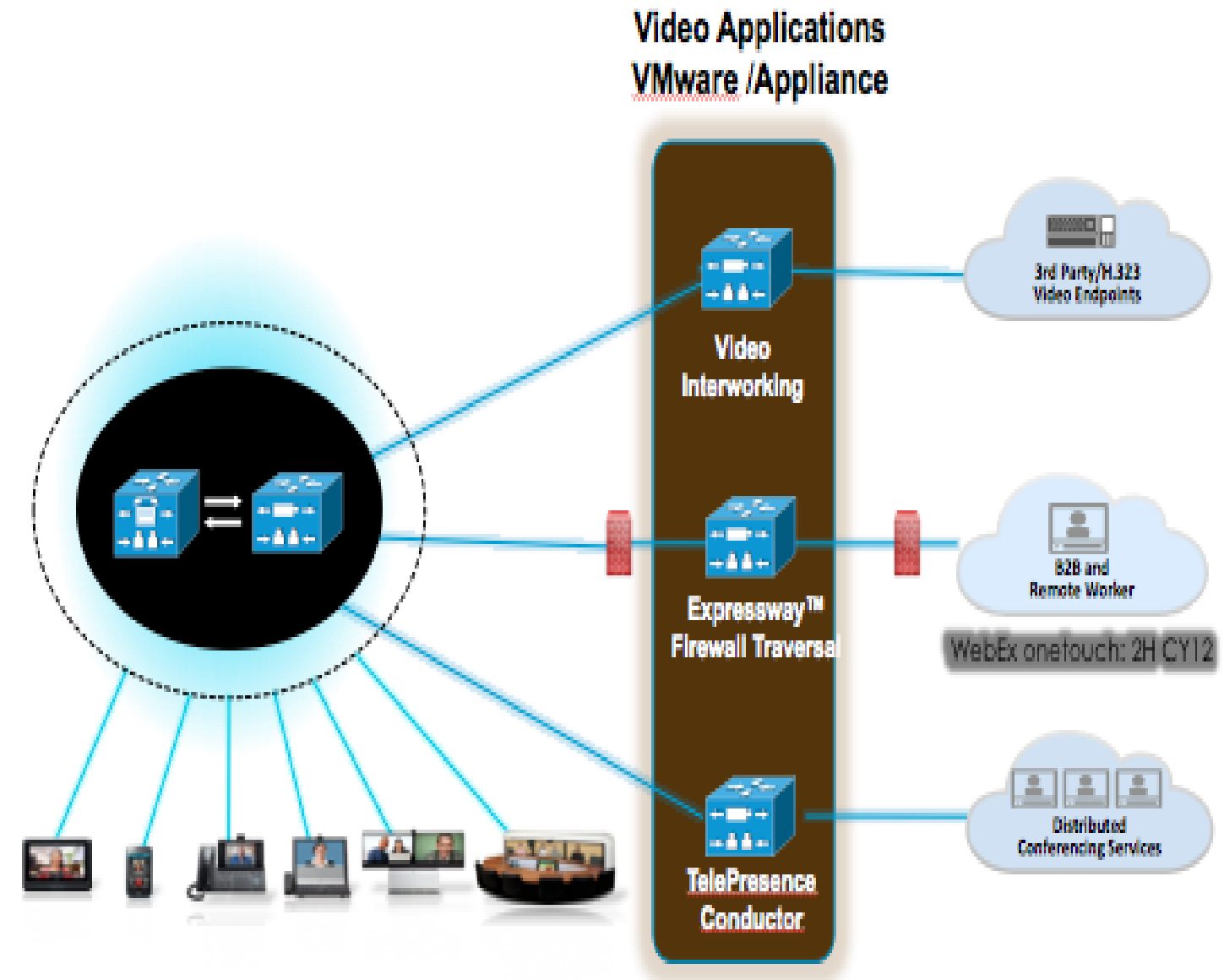
Release 9.0 Feature Spotlight

Promotional Offer

- Virtualized VCS (VCS-VM) bundles at no cost
- License for 10 non-traversal, 5 traversal calls included
- Flexible deployment options, co-resident application (instead of UCCX), or as secondary/separate server

Customer Value

- Enables cost-effective migrations for legacy video customers
- Extends video beyond firewall



Cisco Unified Provisioning Manager Business Edition 9.0

Management Demonstration

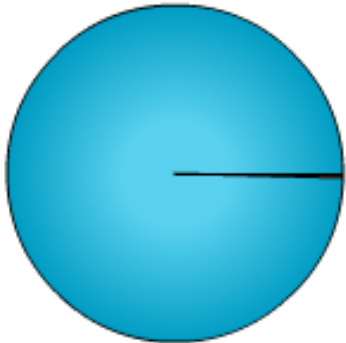


Cisco UPM BE 9.0

Home Screen

Unified Provisioning Manager Capacity

Voice Terminals (Phones)



Legend: ■ Licensed, ■ Used

| Processor | Licensed(#) | Used(#) |
|-----------------------------|-------------|---------|
| Call Processor | 750 | 1 |
| Voice Terminals (Phones) | 1000 | 4 |
| Unified Message Processors | 750 | 1 |
| Unified Presence Processors | 10 | 1 |

Pending Order Status

| Orders | Status | Domain | Subscriber | Date |
|-------------------|--------|--------|------------|------|
| No data available | | | | |

Device Sync Status

Show

| Device Name | Device Type | Infrastructure Sync | | |
|--------------------|------------------|---------------------|----------------------------|--------|
| | | Status | Last Completion Date | Status |
| SYSTEM-CUC | Unity Connection | Completed | 08-Jun-2012 17:20:43 -0800 | |
| SYSTEM-CUCM | Unified CM | Completed | 08-Jun-2012 17:21:12 -0800 | |
| SYSTEM-CUP | Unified Presence | Completed | 08-Jun-2012 17:20:37 -0800 | |

Deployment Details

Show

| Domain Name | Subscriber | Service Area | Last Sync Completion Date |
|---------------|------------|--------------|---------------------------|
| SYSTEM | 4 | 4 | |

“Subscriber” refers to how many users are in the system

Cisco UPM BE 9.0

Initial Site Setup – Define Devices

The screenshot displays the 'Configure System' page in Cisco UPM BE 9.0. The page is titled 'Configure System' and contains several sections for configuring different services:

- Unified Communications Manager:** IP Address: 172.20.4.77, Account Name: ccmadministrator, Password: [Redacted], Test Access button.
- Unity Connection:** IP Address: 10.77.208.34, Account Name: UCAdministrator, Password: [Redacted], Test Access button.
- Unified Presence:** IP Address: 172.0.0.12, Account Name: administrator, Password: [Redacted], Test Access button.
- LDAP (Optional):** Server Type: LDAP, IP Address: [Redacted], Backup IP Address: [Redacted], Admin Distinguished Name: [Redacted], Search Base: [Redacted], Port: [Redacted], Password: [Redacted], Use SSL checkbox, Test Access button.

At the bottom of the page, there are buttons for 'Cancel', 'Save', and 'New Site >'. The left sidebar shows 'Configure Unified Comm System*' and 'Site*' with a green checkmark. The top navigation bar includes 'Home', 'Provisioning', 'Infrastructure', 'Advanced Setup', and 'System Administration'. The top right corner has a search bar and user information 'padmin' with a 'Log Out' link.

Single page/single login for device set up

Cisco UPM BE 9.0

Initial Site Setup – Collect Site/Dial Plan

The screenshot displays the Cisco Prime Cisco Unified Provisioning Manager interface. The top navigation bar includes the Cisco logo, user name 'padmin', and links for Help, Feedback, and Log Out. The main menu shows 'Home', 'Provisioning', 'Infrastructure', 'Advanced Setup', and 'System Administration'. The left sidebar indicates the current configuration path: 'Configure Unified Comm System*' > 'Site*'. A list of sites is shown, with 'New Site' selected. The main content area is titled 'Create Site Configuration' and contains the following fields:

- Name: New Site
- Time Zone: (GMT-8:00) America/Los Angeles
- Language: English/United States
- Dialing Prefixes**
 - Outside Dial Number: 9
 - Feature Dial Number: 2
- Extension Number Range**
 - From: 5001 To: 5999
 - External Number to Display for Caller ID: 4085555000
 - Voicemail Extension: 4000
- Dial Plans**
 - Emergency
 - Internal
 - Local
 - Long Distance
 - International

At the bottom right, there are 'Save' and 'Cancel' buttons. A blue callout bubble on the left contains the text 'Out-of-the box dial plans' pointing to the 'Extension Number Range' section.

Cisco UPM BE 9.0

Initial Site Setup – User Profiles

Configure Unified Comm System* ✓

Site*

»

US_KY ✓

US_MV ✓

US_NY ✓

US_SJ ✓

Site → Usage Profiles

New Profile Copy Profile

| | Name | Last Modified By | Date Modified |
|----------------------------------|-----------|------------------|---------------|
| <input type="radio"/> | Executive | admin | 08 June 2012 |
| <input checked="" type="radio"/> | Manager | admin | 08 June 2012 |

Name

For LDAP Import, assign users with matching to this Usage Profile. ?

Dial Plan

Emergency Internal International

Local Long Distance

Services

Allow users to manage their own services (Self-Care)

Phone Selection

Click to select a default phone.

Line

Voicemail

with Unified Messaging

Mobility

Extension Mobility

Remote Destination Profile

Presence

9971 ✓ 8945 7960

Auto provision LDAP users

Usage profiles define services/dial plans/phones enabled for specific types of users

Cisco UPM BE 9.0

Simplified Day 2 MACs

Single screen user/service provisioning

The screenshot shows the Cisco Prime Unified Provisioning Manager interface. The top navigation bar includes 'Home', 'Deployment', 'User Management', 'Reports', and 'System Administration'. The main content area is divided into 'Users' and 'Phones' tabs. Under the 'Users' tab, there is a table of 'All Users' with columns for ID, User Name, Phone Number, Extension, Status, and Last Updated. Two users are listed: 'bwhuang' and 'davehorn'. Below the table, there is a 'General Information' section for the selected user 'davehorn', showing details like First Name (Dave), Last Name (Horn), Associated Site (NA_NY), Usage Profile (Director), Phone Number (12125271201), and User Status (Active). At the bottom, there is a 'Service Information' section with three entries: 'Phone 1 - 207883137001', 'Line 1 - 12125271201 - Dave Horn', and 'Voice Mail 1 - davehorn'. A blue callout box points to the 'Add Presence', 'Add Shared Line', and 'Add Line on Shared Phone' options in the table's context menu.

| ID | User Name | Phone Number | Extension | Status | Last Updated |
|----------|--------------|--------------|-------------|--------|---------------------------------|
| bwhuang | Beiwen Huang | 12125271200 | 12125271200 | Active | COMPLETE 2012-05-16 14:12:05 |
| davehorn | Dave Horn | 12125271201 | 12125271201 | Active | COMPLETE 2012-05-16 14:17:58 |

General Information

ID davehorn
First Name Dave
Last Name Horn
Associated Site NA_NY
Usage Profile Director
Phone Number 12125271201
Extension 12125271201
User Status Active

Service Information

- Phone 1 - 207883137001 (This phone is configured with dummy MAC Address)
- Line 1 - 12125271201 - Dave Horn
- Voice Mail 1 - davehorn

Cisco UPM BE 9.0

End-user Self-Care

End-user phone provisioning

The screenshot displays the Cisco Prime Telephone Selfcare web interface. On the left, there is a navigation menu with icons for Phone Settings, Line Settings, and User Settings. The main content area is titled "MAC Address" and contains a message: "Existing MAC Address is a MAC placeholder, please change." Below this is a text input field labeled "Enter a valid MAC Address" with the value "207883137000". At the bottom right of the main area are buttons for "Refresh", "Cancel", and "Save". On the left side of the interface, there is a large image of a Cisco IP phone and a list of phone numbers: "207883137000" and "201205141101". A "Close" button is located at the bottom left of the interface.

Single portal for end-user preference settings – speed dials, SNR, DND, etc.

Cisco BE 6000 and UPM BE 9.0

Key Take Aways

Purpose-built, Advanced UC for Midsize Companies

Affordable Solution, Lowers TCO / Speeds ROI

Simple to Install, Deploy, Manage, Administer, Upgrade

Enhanced UC and Innovative Collaboration Features Roadmap

Scalable Solution Grows with Business Strategy / Direction

Affordable. Simple. Scalable.

Additional Resources

- cisco.com/go/midmarket < Cisco Small and Midsize Solutions
- cisco.com/go/be6000 < Cisco Business Edition 6000
- cisco.com/en/US/products/sw/netmgmtsw < Cisco Unified Provisioning Manager
- cisco.com/go/srnd < Cisco Validated Design Zone
- cisco.com/cug < Cisco Collaboration User Group
- communities.cisco.com/community/technology/collaboration/product/uc
< Cisco Unified Communications Community
- be6000@cisco.com < Contact Us

BUILT FOR
THE HUMAN
NETWORK

