



Demonstration Reference Guide

Australia and New Zealand Customer Briefing Centre
April 2011



Architectures

Collaboration

- Customer Care
- Conferencing
- Enterprise Social Software
- IP Communications
- Messaging
- Mobile Applications
- TelePresence

Borderless Networks

- Wireless
- Physical Security
- Network Management and Automation
- Connected Real Estate and Energy Management
- Digital Media Suite

Data Centre and Virtualisation

- Unified Computing System
- Cisco Unified Communications on Unified Computing System (UC on UCS)

Integrated Solutions

Verticals

- Healthcare
- Hospitality
- Education

Virtual Demonstrations

- Virtual Unified Communications
- Virtual Business Video
- Virtual Sports and Entertainment



2 Demonstrations

Collaboration

The Cisco Collaboration portfolio gives employees, customers and partners ways to instantly contact each other, interact, and conduct business – through the communications channels they prefer.

CONFERENCEING		
Cisco Webex	<p>Webex conferencing between:</p> <ul style="list-style-type: none"> • Desktop PC • iPad • Smart phone <p>Integration with room-based Telepresence conferencing systems:</p> <ul style="list-style-type: none"> • CTS1300 • CTS1000 <p>Features:</p> <ul style="list-style-type: none"> • Active presence (film strip) • Desktop and document sharing • Productivity tools (one click meetings) 	

ENTERPRISE SOCIAL SOFTWARE		
Cisco QUAD	<p>Cisco QUAD interface.</p> <ul style="list-style-type: none"> • MyView demonstrating email, calendar, tag clouds and directory function, watch list and blogging functionality. • Communities and document sharing functionality. • Integration with Cisco UC. 	Cisco ECP Alpha
Cisco PULSE	Cisco PULSE interface and user experience	collaborate.cisco.com



ENTERPRISE SOCIAL SOFTWARE

Cisco Show & Share	Demonstration includes personalized interface, video view, search, commenting, tagging, transcripts, slides and file download.	Version 5.2.2
Prosumer Video – Cisco Flip Camera	<ul style="list-style-type: none"> • Flip video camera and software interface • Capture and playback of video on camera and PC 	MXE 3600
Media Exchange Engine (MXE)	<ul style="list-style-type: none"> • Watch-folder functionality • Format conversion • Transrating • Playback on DMP, iPhone 	

IP VOICE

Cisco IP Phones	<p>Models available to view:</p> <ul style="list-style-type: none"> • 6900 Series • 7900 Series (inc. 7921 wireless phone) • 8900 Series • 9900 Series • SPA Series 	Version 8.0
Cisco Unified Communications Manager	<p>Advanced features:</p> <ul style="list-style-type: none"> • Extension Mobility • Single Number Reach <p>Administration interface can also be demonstrated.</p>	



MESSAGING

<p>Cisco Unified Personal Communicator (CUPC)</p>	<ul style="list-style-type: none"> • Presence • Photo directory • Instant Messaging • Voicemail • Call, chat and voicemail history • Voice and Video capabilities <ul style="list-style-type: none"> ○ Desk phone or soft phone audio ○ Point to point and multipoint ad-hoc video ○ Integration with Cisco Telepresence • Integration to: <ul style="list-style-type: none"> ○ Microsoft Exchange ○ Microsoft Outlook 2010 ○ Microsoft Office 2010 	<p>Version 8.0</p>
<p>Cisco Unified Communications Integration for Microsoft Lync (CUCILYNC)</p>	<ul style="list-style-type: none"> • Desk phone or soft phone for audio • Call history • Voicemail integration • Email integration 	
<p>Cisco Unity Express</p>	<ul style="list-style-type: none"> • Unified messaging • Visual voicemail • Mobile access options (Cisco Mobile) • Integration with: <ul style="list-style-type: none"> ○ Cisco Unified Personal Communicator ○ Cisco Unified Communications Integration for Microsoft Lync (CUCILYNC) ○ Exchange 2010 	<p>Version 8.0</p>



CUSTOMER CARE

Cisco Unified Contact Centre Express	<ul style="list-style-type: none"> • Agent Desktop Interface • Supervisor Desktop Interface • Work Force Management • Quality Management • Historical Reporting 	Version 8.0 with Premium licensing. Data Sheet explaining UCCX licensing models
ARC Reception Console	Attendant operator desktop interface showcasing CUCM integration, this demonstration uses either mouse or ARC keyboard and a 7900 Series phone with double sidecar.	

MOBILE

Webex Mobile	<ul style="list-style-type: none"> • Webex on iPhone app • Webex on Blackberry app 	
Cisco Mobile 8	<ul style="list-style-type: none"> • Access to corporate directory • Access to corporate visual voicemail • Handoff between wifi and gsm network 	Version 8
Cisco CIUS	Prototype unit only. The unit is suitable for demonstrating: <ul style="list-style-type: none"> • Form factor and look/feel of CIUS • Video calls over wireless to other video endpoints (including 9900 series phones) • Interface and browsing 	

TELEPRESENCE

Cisco Telepresence	Endpoints available for demonstration: <ul style="list-style-type: none"> • E20 • EX90 • Profile 52 • Movi Client • CUPC Client • CTS 500 • CTS 1000 	
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TELEPRESENCE

	<ul style="list-style-type: none"> • CTS 1300 • CTS 3010 (requires advance booking) 	
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Borderless Networks

Borderless Networks connect anyone, anywhere, at any time, using any device to any resource—securely, reliably, and seamlessly. These demonstrations address this next-generation architecture and its business value.

WIRELESS

Cisco Wireless Control System (WCS)	<ul style="list-style-type: none"> • WCS administration interface 	
Location Services	<ul style="list-style-type: none"> • RFID Tracking • Asset tracking • Heat map 	

Physical Security

Cisco IPICS	<ul style="list-style-type: none"> • Communication between ad-hoc and predetermined groups, containing: <ul style="list-style-type: none"> ○ Client for Cisco IP phone ○ Walkie talkies on two different bands ○ Mobile phone ○ Push to talk client on tablet pc 	
Access Control	<ul style="list-style-type: none"> • Endpoints for door access • IP security cameras, models: <ul style="list-style-type: none"> ○ 	
Administration interfaces	<ul style="list-style-type: none"> • Video Surveillance Operations Manager • Physical Access Manager • Physical Access Gateway 	



Physical Security		
Singlewire	<ul style="list-style-type: none"> Singlewire over IP phone and IP speaker endpoints 	

Network Management Solutions		
CiscoWorks LMS	<ul style="list-style-type: none"> Administration interface 	Version 7 hosted in Singapore CBC lab

Connected Real Estate and Energy Management		
EnergyWise	<ul style="list-style-type: none"> Orchestrator dashboard Orchestrator administration interface 	
Greensync	<ul style="list-style-type: none"> Greensync dashboard for DMS displays Monitors usage on level 10 and level 13 of North Sydney building 	
Demand Response Automation Server	<ul style="list-style-type: none"> Acuacom Demand Response Automation Server integration with Cisco Network Building Mediator 	
Personalised Virtual Office and Cisco Mediator	<ul style="list-style-type: none"> Cisco Network Building Mediator 	

Digital Media Suite		
Digital Media Endpoints	<ul style="list-style-type: none"> 4400 Series Digital Media Players Cisco LCD Screens – 40 and 52 inch Cast Enterprise TV 	
Media Exchange Engine (MXE)	<ul style="list-style-type: none"> Watch-folder functionality Format conversion Transrating Playback on Digital Media Player, iPhone 	MXE 3600



Digital Media Suite		
Administration	<ul style="list-style-type: none"> Digital Media Manager Interface 	Version 5.2

SMB		
UC500 Setup	<ul style="list-style-type: none"> UC 540 running 7900 and SPA series IP phones Smart CallConnector Cisco Unified IP Communicator Cisco Unified Video Advantage Integration and video monitoring using IP Cameras (PVC300, PVC2300, WVC2300) 	

Data Centre and Virtualisation

By bringing network, compute, storage, and virtualization platforms closer together, Cisco Data Center aligns IT resources to business needs and delivers significant benefits. These solutions include network, storage, security, and Layer 4-7 application services to extend the benefits of Data Center Business Advantage to the branch and desktop.

Cisco Unified Computing System		
UCS Management and Administration	<ul style="list-style-type: none"> Embedded device management through UCS manager Dynamic provisioning with service profiles VN Link virtualization support Stateless migration including server failover 	



Integrated Solutions

Verticals

Healthcare		
Cisco Nurse Call Integration	<ul style="list-style-type: none"> • Austco Nurse Call integration • Location services and wireless Access Points tied in to Nurse Call system • Wireless IP phones such as 7921 utilised as a paging service 	UC 8.0
Cisco Unified Locator	<ul style="list-style-type: none"> • CUAE application using XML on IP phone • Integration with Nuance voice recognition engine • Integration with Mobility Services Engine • RFID tracking using 7921, RFID tags and MSE • Tracking of assets and resources 	
Hospitality		
Cisco IP Phone Applications	<ul style="list-style-type: none"> • FCS Solutions Hospitality app • Check out, view bill, order room service, staff login, room makeup service etc 	
Paging Service	<ul style="list-style-type: none"> • Integration with CUCM to page Valet, Room Service etc. on 7921 IP phone. 	
Education		
PhoneTop Application	PhoneTop running on 7975 Series IP Phone: <ul style="list-style-type: none"> • Roll call • Visitor pass system • Announcements service 	



Virtual Demonstrations

Virtual Collaboration		
Clients	<ul style="list-style-type: none"> • IP Communicator • Personal Communicator • WebEx Connect • UC Mobile Communicator 	
Conferencing	<ul style="list-style-type: none"> • MeetingPlace Audio for on premises solution • IPVideo Conferencing • WebEx conferencing solution 	
Customer Care	<ul style="list-style-type: none"> • Unified Contact Center Enterprise • Unified Contact Center Express 	
Messaging	<ul style="list-style-type: none"> • Unified Messaging Using Outlook and Unity • Speech Connect Unity Connection • Cisco Mail 	
Mobile Collaboration	<ul style="list-style-type: none"> • Wireless • Webex mtg on iPhone, Blackberry, etc application • Mobile Communicator • Mobile Devices • Cisco Mobile Connect (SNR) 	
IP Communications	<ul style="list-style-type: none"> • Extension Mobility • UC Mgr • MSFT/IBM Interop • IP Phone Endpoints • CUAE • Cisco Virtual Office 	



Virtual Business Video		
Cisco Digital Media Suite	<ul style="list-style-type: none"> • Digital Media Players • Enterprise TV • Integration with iPhone app • IP Camera integration 	
Cisco Physical Security	<ul style="list-style-type: none"> • IP Cameras and VSOM interface 	
MXE	<ul style="list-style-type: none"> • Transrating, format conversion and watermarking 	

Virtual Borderless Networks		
Network Security	<ul style="list-style-type: none"> • Cisco Security Monitoring, Analysis and Response System (CS-MARS) • Ironport S Series Web Security • Ironport C-Series • Network Admission Control 	

Virtual Sports and Entertainment		
Cisco Connected Stadium Vision	<ul style="list-style-type: none"> • Digital Media Encoders • Digital Media Manager • Digital Media Players • Cisco LCDs • iApps 	
Interactive Luxury Suites	<ul style="list-style-type: none"> • Telepresence • Unified Communications 	
Safety and Security	<ul style="list-style-type: none"> • Cisco Physical Security 	
Interactive Fan Experience	<ul style="list-style-type: none"> • RFID • Cisco Unified Wireless 	



Virtual Sports and Entertainment

Connected Stadium Network

- Digital Media Manager
- Cisco Unified Communications
- iApps