



Fast and Cost-Effective Unified  
Communications for Your Business



**The success of your company depends on maintaining open lines of communication with customers and between personnel. Such information sharing may take many forms—through wired and mobile telephone calls, e-mails and Instant Messaging, and video conferencing. For this reason, organizations large and small are turning to “converged” networks that allow you to simultaneously use all these types of communication, whether data, voice, or video.**

Cisco® offers powerful solutions that help you to implement a converged network, empowering your employees and greatly improving customer service. The Cisco Unified Communications solution gives your company the infrastructure it needs to support immediate communication anywhere, at any time—with the security, reliability, and cost-effectiveness that small and medium-sized businesses (SMBs) need.

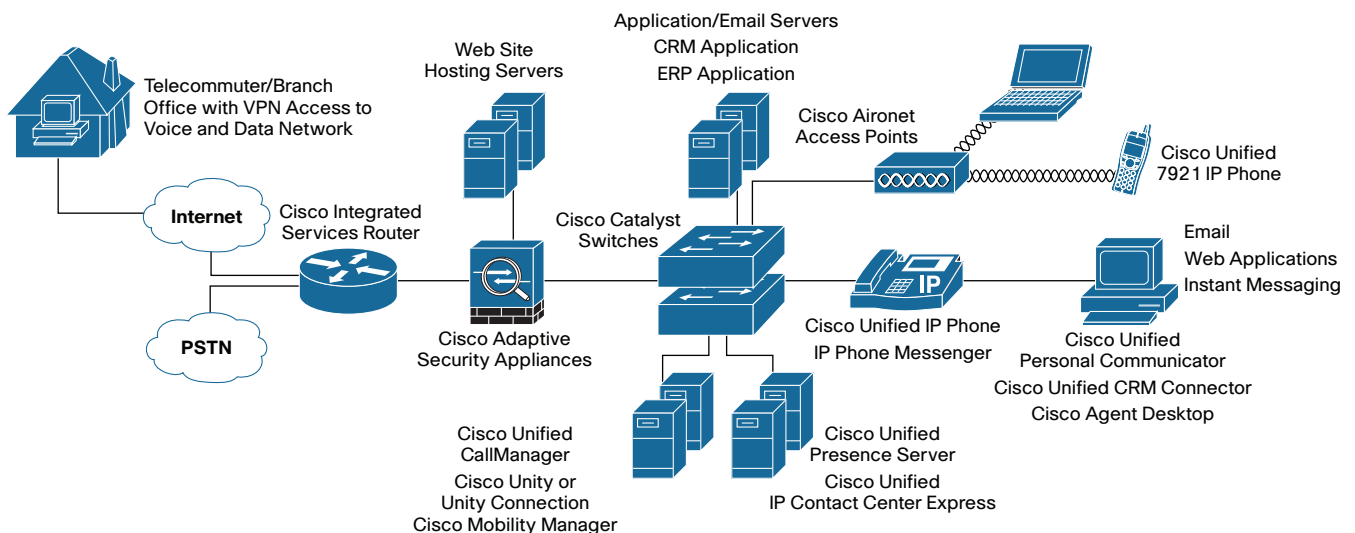


## The Benefits of Voice and Data on a Single Network

The Cisco Unified Communications solution combines voice and data systems into a single network, building a foundation for SMBs to enhance the way they do business. The technology supports wired and wireless phones, e-mail and fax, video conferencing, and call centers all on the same end-to-end network.

Figure 1 shows an example of a Cisco Unified Communications deployment. Remote branch offices use an IP network to connect to the Cisco Integrated Services Router, a powerful technology for the branch office. This in turn connects to the Cisco Catalyst® switch, which unites a selection of technologies such as telephones, contact centers, application and e-mail servers, wireless devices, and security devices to support your business.

Figure 1 Cisco Unified Communications Deployment



## Essential Call Services

“Call processing” is the basis for all the telephony services you are accustomed to using every day: dial tones, call transfer, hold, phone conferencing, call parking, and so on. Cisco Unified CallManager and Cisco Unified CallManager Express provide these basic features along with hundreds of others to help manage your phone usage.

Cisco Unified CallManager Express is a part of the router software called Cisco IOS® Software. Depending on the router you install, you can provide call processing for 24 to 240 IP-based phones or other devices. Cisco Unified CallManager is a larger solution that can scale to support up to 30,000 IP phones or devices in a single telephony network. Both solutions can also be networked together to create a fully integrated solution.

These solutions can be supported by a single server, or multiple servers. Generally, it is best to have at least two servers so that if there is a failure or outage, your phones and other systems will be automatically switched over to the backup system and can continue to work without interruption.

It is not always feasible to locate call processing at a remote site, however. To further protect your calls and data, Cisco has developed Cisco Unified Survivable Remote Site Telephony (SRST) as part of Cisco IOS Software. Cisco Unified SRST can take over call processing at a local site if needed. Cisco Unified CallManager Express can also act as the SRST solution; this provides more features and functionality for the end user during a failure.

### Feature-Rich Voicemail

Cisco offers you several different options for voicemail. These include:

- **Cisco Unity® Express**—Integrated voicemail and auto attendant services for small businesses, including VoiceView Express, which allows users to visually navigate voice messages using their telephone display
- **Cisco Unity Connection**—Voice messaging, unified messaging, speech-recognition capabilities, and call-routing rules for midsized organizations with up to 3000 users
- **Cisco Unity Unified Messaging**—Unified messaging (e-mail, voice, and fax messages sent to one inbox) and intelligent voice messaging for larger organizations

Cisco voicemail solutions include both basic and advanced features that will help your employees be more flexible and productive. The integrated voicemail functionality allows users to pick up voicemail by phone or on their PDA or laptop. Finally, unified messaging delivers voicemail and even faxes as e-mail using Microsoft Exchange or IBM Lotus Notes.

Another powerful capability is that of “presence,” which shows each employee’s availability, location, and contact information to colleagues online. For example, sales associates who are out of the office can change their presence status to “offline” and provide alternative contact information, allowing colleagues to reach them quickly and simply. This not only increases efficiency and helps users reach the right resource the first time, but also creates a more flexible and personal communication flow directly controlled by its users. Users can also dial contacts directly from the screen by clicking on a number—far faster than manually dialing each number. This feature also displays the contact details of incoming calls, allowing users to answer or redirect them, and is enhanced with a Quick Messaging tool that sends short messages to fellow employees.

### Full Video Conferencing

Businesses are seeing the benefits of integrating video into their telephony solution and with Cisco solutions, this is as easy as making a phone call. Instead of traveling to remote offices, you can have face-to-face conversations with your colleagues. This Cisco Unified CallManager feature supports not just point-to-point video calls but full video conferencing.

Even more powerful is Cisco Unified MeetingPlace Express, which takes video conferencing to the next level. Its rich media conferencing integrates data, voice, and video, and participants can share their information on an easy-to-use joint Web interface. It is even possible for external partners or consultants to join the video conference.

## Powerful Contact Centers

Business is all about serving your customers more efficiently and effectively, and Cisco helps your company become more customer-focused and responsive with its comprehensive contact center solutions. Ranging from basic functionality to advanced systems, Cisco Unified Contact Center Express scales up to 300 agents, while Cisco Unified Contact Center can scale into the thousands. These powerful, flexible solutions allow your customers to contact you by phone, but also by such channels as Web chats, HTTP triggers (allowing customers to use your Website to contact a live agent to step them through the site), fax-back, and integrated voicemail.

Customers will be more satisfied using this technology because they can reach the resource they need faster. The presence capabilities are especially useful in the contact center application to keep personnel available to customers. You can also rapidly assemble a phone or video conference by simply dragging and dropping a contact on your screen.

## Cost Containment

Cost containment is a top concern for most businesses. Your investment in Cisco Unified Communications helps you to address high-priority cost-containment issues such as reducing telecom bills, reducing management costs for your voice network, and improving employee productivity. With Cisco Unified Communications you can implement cost-saving technologies such as toll bypass, while reducing the cost of moves, adds, and changes. The ability to manage your voice and communications network from any location also allows you to control your IT support costs.

## Operational Efficiency

Improving the operational efficiency of your business is an ongoing process. In many cases, operational efficiency involves improving employee access to business-critical data and information, using technology to help your business scale to meet increasing demands, and improving

your business processes. Cisco Unified Communications enable your employees to conduct business any place, any time, using audio, video, and other channels to maintain business continuity when you need it most, regardless of where your employees are located.

## Customer Responsiveness

Poor customer responsiveness can compromise the success of your business, while excelling gives you a competitive edge. Employees must be easy to reach and have multiple ways to stay connected and respond to customers. Customers need to quickly and easily reach the employee who can best help them, regardless of geographic location.

Cisco MobilityManager gives users the ability to redirect incoming IP calls to up to four different designated client devices—routing calls from the enterprise IP PBX to existing cellular phones or IP phones.

## Your Next Step

To help you learn how to make the most of this solution, Cisco has developed the [Smart Business Roadmap](#). This guide demonstrates how to take full advantage of a converged network infrastructure and the technologies it supports. Through a layered, step-by-step process, you can build upon your network foundation to implement Cisco Unified Communications and other solutions to meet your business requirements.

The powerful Cisco Unified Communications suite provides your business with all the tools for productive, flexible, high-quality voice and data communications. With these advanced technologies, your company can present itself as a major player no matter what its size. To take advantage of Cisco Unified Communications solutions, please visit:

[www.cisco.com/go/smb](http://www.cisco.com/go/smb)



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