

Cisco Unified Communications: Collaborate Across Companies and Continents

With Cisco® Unified Communications System Release 8.0, Cisco introduces new features and solutions across the entire portfolio, which includes solutions for IP Communications, messaging, conferencing, customer care, and mobility. The new and enhanced functions enable collaboration anytime, anywhere—whether people are collaborating on a desktop, in an office, on a laptop in a hotel room, or on a mobile phone in a cab. Release 8.0 delivers customer value in four areas:

- Rich, trusted, business-to-business communications
- Extensive choice and interoperability in communications
- Flexible deployment models
- Compelling, integrated user and customer experiences

Figure 1. The Number of Mobile Workers Is Increasing



A Fundamentally Changed Business Environment

Doing more with less has become the business norm. Many agree that reduced budgets, reduced teams, and reduced travel are here to stay. This fiscally restricted environment is made even more challenging by four important business trends:

- **Global value chains:** Organizations need to more thoroughly integrate customers, suppliers, and partners into their business processes—regardless of where they are located.
- **An increasingly mobile and distributed workforce:** According to IDC, 62 percent of surveyed enterprises believe that the number of mobile employees will increase (Figure 1). When mobile workers do not have access to network services and are not easily reachable by the people who need them, the business effect can be significant, causing missed opportunities and missed revenue.
- **Information overload:** With 35 billion email messages sent daily, corporate files doubling every 3.5 years, and information coming in through voicemail, Instant Messaging (IM), wikis, blogs, discussion forums, and video, the world is on information overload.
- **Multivendor world:** People are coming to work with their own devices, collaborating outside a core set of communications and network services.

These trends have also become "the norm" and have created an incredibly complex business environment. These complexities can slow important business processes, reduce responsiveness to customers and market trends, and ultimately result in missed market opportunities.

Table 1. The Collaboration Effect: The More Unified Applications You Use, the Greater the Overall Productivity Benefit

Clients, IM, Presence	<ul style="list-style-type: none"> • Reach workers on first try—40% of users save up to 20 minutes daily • Escalate IM into phone conversations or Web conferences—more than 50% report saving up to 20 minutes daily
Mobile UC	<ul style="list-style-type: none"> • Enhanced productivity and reachability—almost 50% of users save 11-30 minutes daily with single number reach/voice mail and 33% save 11-20 minutes daily with Mobile UC clients
Conferencing & Collaboration	<ul style="list-style-type: none"> • Reduce travel costs—42% of users reduce travel by as much as 11-25% • Improve productivity—76% report increased productivity across geographies
Unified Messaging	<ul style="list-style-type: none"> • Manage email, fax and voice messages efficiently—50% of users save up to 20 minutes daily
Contact Center	<ul style="list-style-type: none"> • Improve first call resolution—41% of users report a 6-10% increase • Reduce response rates—33% report a 11-25% reduction

Source: Chadwick Martin Bailey, 2008

Delivering the Next Wave of Business Value

Enterprises around the world have seen significant productivity improvements and impressive return on investment (ROI) with Cisco Unified Communications, so it is not surprising that 85 percent of Fortune 500 companies rely on Cisco Unified Communications to build competitive advantage. Most of the unified communications productivity and ROI gains to date have been due to improved communications and collaboration within corporate boundaries. With Cisco Unified Communications System Release 8.0, these benefits can take place among customers, partners, and suppliers. Cisco Unified Communications 8.0 combines compelling user experiences with device, application, and deployment flexibility for business-to-business communications, making it possible for organizations to:

- **Collaborate with confidence across companies:** The Cisco Intercompany Media Engine enables secure, transparent communications between businesses. This new solution innovatively uses peer-to-peer technology to link users between separate organizations, initially enabling features such as business-to-business high-quality video and high definition voice with multiple levels of security. The Intercompany Media Engine enables effortless end-user operation for business to business communications, minimizing administrative overhead by automatically learning new routes, based on normal calling patterns. Once

recognized as members of an Intercompany Media Engine network, calls are connected via a world-wide peer-to-peer network using SIP trunking, maximizing network efficiency and reducing costs while enhancing the user experience

- **Collaborate in real time between businesses:** Cisco Unified Presence 8.0 enables the real-time exchange of presence information and instant messages across organizational boundaries. It delivers native support for the leading presence and messaging standards (SIP/SIMPLE and XMPP) on the same appliance. This dual-protocol support expands the reach for IM and makes it possible to exchange presence information across a wide variety of Cisco or third-party clients and line-of-business, web, and social software applications.
- **Collaborate on your terms:** Cisco invests a quarter of its R&D dollars in interoperability, so enterprises that have standardized on a third-party Enterprise IM client can protect their investments and still take advantage of the same core unified communications and network services with Cisco Unified Communications. These real-time communications are available for Cisco Unified Personal Communicator, Cisco WebEx™ Connect IM, IBM Lotus Sametime, and Microsoft Office Communicator users. You can click-to-escalate instant messages into integrated voice, video, and web collaboration sessions. In addition, Cisco enables a mix of on-premises, hosted, and hybrid deployment models. With Cisco, you choose the right mix of communications endpoints, the deployment model, and the standards.
- **Collaborate with a compelling user experience:** In an era of information and communications overload, providing intuitive user experiences is critical to increasing productivity. That is why Cisco is introducing advanced collaborative media endpoints. These new IP phones enable interactive video directly from your desktop phone (Figure 2). The phones elevate and personalize communications and make it possible to cost-effectively scale video across the organization. Additionally, Cisco is also streamlining voicemail and unified messaging with visual voicemail. And Cisco is advancing customer care by making it possible to escalate customer calls to experts within—or outside—the organization.

Figure 2. New Collaborative Media Endpoints Bring Video to Your Desktop Phone.



Enable New Communications Experiences Across Global and Organizational Boundaries

Cisco Unified Communications System Release 8.0 helps companies handle communications complexity and information overload with a comprehensive portfolio of unified communications solutions that can provide individuals with up to 2 hours of additional productivity per day, according to research firm Chadwick Martin Bailey (Table 1). These industry-leading solutions include:

- **IP Communications:** Extend consistent communications services to employees, whether they work at the main campus, at branch offices, or remotely, and boost productivity with the number-one enterprise voice system, which incorporates a full suite of IP Communications solutions and endpoints. Cisco is expanding its industry-leading Unified IP Phone portfolio with advanced media and collaborative media endpoints that deliver "face-to-face" communications for faster decision making.

The new Cisco Unified IP Phone 8900 and 9900 Series phones have large, vibrant color displays, high-definition (HD) voice, and a deep-sleep power option that reduces energy consumption by up to 90 percent in off-hours. The phones also support interactive, high-performance business video—directly from the endpoint—with an optional Cisco Unified Video Camera. When you put advanced collaborative media endpoints on the desks of professionals throughout your organization, you will elevate and personalize communications while enabling more effective collaboration among geographically dispersed teams.

- **Messaging:** Communicate securely and effectively within and between companies using the market's leading unified messaging solutions. Exchange real-time presence information and enterprise instant messages across organizational boundaries with Cisco Unified Personal Communicator 8.0. Enable employees to access and deliver messages anywhere and on any device.
- **Customer Care:** Encourage true customer intimacy, satisfaction, and loyalty with industry-leading contact center solutions. Proactively connect customers with the information, expertise, and support they need—when and where they need it. Cisco is extending compelling user experiences to customer service with a new Courtesy Callback feature in Cisco Unified Customer Voice Portal 8.0. It allows customers seeking assistance to request an automatic callback when a customer service representative becomes available, rather than waiting in queue for the next available representative.
- **Conferencing:** Take advantage of the industry's most compelling and cost-effective on-premises and on-demand conferencing solutions. Offer your workforce advanced audio, web, and video conferencing capabilities that build productivity while helping you control costs.

Cisco Unified MeetingPlace® 8.0 and the new Cisco WebEx Node for MCS combine on-premises and cloud-based conferencing in a manner that lowers costs and improves performance and productivity by running internal conferencing traffic on site, while simultaneously running external web conferencing traffic over the global Cisco WebEx Collaboration cloud.

Cisco Unified Videoconferencing 7.0 is a new, high-performance video conferencing solution designed for high-definition environments. It enables advanced video in Cisco WebEx meetings and HD interoperability with standards-based video endpoints for Cisco TelePresence™ conferencing.

- **Mobility:** Increase mobile employee productivity and responsiveness to customers—while controlling mobile costs—by making mobile devices extensions of your enterprise network. The latest version of Cisco Unified Mobile Communicator now supports both Blackberry devices and iPhones, in addition to previously supported Nokia devices. Ordering and fulfillment is simplified for Nokia users because Nokia Call Connect 2.0 for Cisco is now bundled with Cisco Unified Mobile Communicator. All of these smartphones allow organizations to extend the enterprise telephony environment to mobile workers, providing productivity-boosting, cost-saving features such as visual voicemail, Dial Via Office, corporate directory and call-log access, and presence (Figure 3).

Figure 3. Exchange Presence and Instant Messages Across Organizational Boundaries with Cisco Unified Personal Communicator 8.0



Committed to Interoperability

Cisco's industry-leading system uses the pervasive reach of an intelligent network so that rich, secure collaboration can go wherever the network goes. Because the Cisco network is open and standards-based, it:

- Enables transparent interoperability and deep integration with other industry-leading solutions: Cisco provides multivendor support for mobility, presence, and other applications from third parties such as Microsoft and IBM.
- Gives customers access to a robust ecosystem of third-party solutions: Hundreds of technology development partners deliver thousands of integrated applications.
- Enables quick and easy development of customized applications: Cisco provides a rich portfolio of applications and development tools that simplify the integration of network services and advanced unified communications capabilities with other business applications.
- Allows customers to choose the right mix of communications endpoints: Cisco Unified Communications 8.0 supports a variety of fixed, mobile, and software-based communications devices from Cisco and other vendors.

Connect, Communicate, and Collaborate with the Best

Cisco began developing IP Communications solutions in 1997, and has provided IP Communications services and applications longer than any other vendor. Today, Cisco has more than 100,000 unified communications customers, Cisco Unified Communications is the number-one enterprise voice system, and Cisco is the leader in most major unified communications and collaboration categories. Cisco Unified Communications offers:

- **A broad and comprehensive portfolio:** Cisco Unified Communications includes IP Communications, messaging, conferencing, customer care, and mobility.
- **Flexible deployment options for business-to-business collaboration:** Companies can use on-premises, on-demand, and hybrid deployment models.

- **Superior ease of use:** Users can click-to-locate, click-to-communicate, click-to-escalate, and click-to-collaborate.
- **The lowest total cost of ownership (TCO):** Cisco is the only company that delivers a unified communications infrastructure on its own. Organizations that use a single, primary vendor for IP telephony have a 43-percent lower network cost of ownership, according to research firm Chadwick Martin Bailey.
- **Exceptional agility, resiliency, and quality of experience:** Cisco provides an optimal user experience and transparent escalation of media across collaboration clients.

The products, solutions, and features that make up Cisco Unified Communications System Release 8.0 are critical to taking advantage of collaboration, which experts predict will be the next productivity frontier. Cisco Collaboration Solutions work in tandem with Cisco Unified Communications to:

- **Accelerate team performance** by uniting presence, security, and session services, enabling people to instantly create ad hoc teams with multiple decision makers in multiple locations across multiple networks
- **Deliver team results** by helping individuals find relevant information faster through automatic content tagging across all information sources, including blogs, wikis, podcasts, and video
- **Increase video usability** by making video as easy to publish, tag, and search as text is today

This solution overview represents a mere snapshot of Cisco's complete solution. When taken as a whole, the products, solutions, and features that make up Cisco Unified Communications System Release 8.0 are robust and essential to taking advantage of collaboration as a platform for business success.

For More Information

For more information, visit <http://www.cisco.com/go/unified> or contact your local Cisco representative or partner.

Find out how other businesses are using Cisco Unified Communications to build business advantage by visiting: http://www.cisco.com/en/US/products/sw/voicesw/products_category_customer_case_studies.html.

Learn about the benefits of deploying unified communications on a Cisco Integrated Network at: http://www.cisco.com/en/US/prod/collateral/voicesw/ps6882/solution_overview_c22-484573.html.



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