

Cisco Unified Workspace Licensing

The Challenge

Today's organizations must contend with increasingly complex communications environments featuring a wide array of communications methods. Globally dispersed employees, business partners, customers, and constituents communicate with one another through infinite combinations of wired, wireless, and mobile phones; voice messaging; email; fax; unified and mobile clients; and rich-media conferencing. Too often, however, these tools are not used as effectively as they could be. The results include information and device overload, lack of agility, and misdirected communications that delay decisions, slow down processes, turn customers away, and ultimately reduce productivity. Ineffective communications also results in missed revenue opportunities because businesses are not prepared to quickly react to market changes.

The Solution

Cisco® Unified Communications Solutions unify voice, video, data, and mobile applications on fixed and mobile networks, delivering a media-rich collaboration experience across business, government agency, and institutional workspaces. These applications use the network as the platform to enable easy collaboration every time, everywhere, so everyone's included.

Organizations can collaborate in real time using advanced unified communications applications from a unified, easy-to-use interface on a variety of devices — wired or wireless. This solution saves time and helps control costs, while improving productivity and competitiveness. In a study by Sage Research, 86 percent of companies using unified communications reported that productivity benefits have grown. More than 60 percent reported savings of 3 or more hours per week for each mobile worker. Such studies confirm that migrating to a unified communications system provides a substantial return on investment (ROI) and a reduced total cost of ownership (TCO).

Cisco Unified Communications can help your company efficiently access data on demand, effectively interact with virtual teams all over the world, and manage these interactions while mobile across different workspaces in real time. Every interaction is more valuable. Everyone is more efficient. All communications are more effective and secure. These capabilities allow you to excel in today's fast-paced world and give your business the agility it needs to continuously innovate and quickly adapt.

Unified communications is made even easier with Cisco Unified Workspace Licensing. Now your organization can flexibly meet its business needs by procuring a broad range of Cisco Unified Communications applications and services on a per-user basis. Cisco Unified Workspace Licensing is an easy-to-use, affordable offering that packages client and server software, licensing, service and support, and software subscription. It provides the opportunity to deliver the full suite of Cisco Unified Communications applications to all users in their workspaces — helping organizations maximize the potential of unified communications.

Cisco Unified Workspace Licensing is available in four versions:

- **Business Edition:** Built on the Cisco Unified Communications Manager Business Edition platform, this edition offers call control, voice messaging, unified clients, mobility, and presence in a package optimized to the needs of smaller businesses.
- **Entry Edition:** This edition provides basic dial tone and mobility features for businesses who do not need advanced unified communications capabilities.

- **Standard Edition:** Built on the reliable Cisco Unified Communications Manager platform, this edition includes call control, voice messaging, unified clients, mobility, and presence with the enterprise scalability to support your business as it grows.
- **Professional Edition:** This edition includes all features in Standard Edition, plus Cisco Unified Mobile Communicator client, audio, video and web conferencing, and other advanced capabilities.

Table 1 lists the applications included with Cisco Unified Workspace Licensing.

Table 1. Applications Included with Cisco Unified Workspace Licensing

| Function | Included in Cisco Unified Workspace Licensing | Business Edition | Entry Edition | Standard Edition | Professional Edition |
|---|---|--|---|--------------------------------------|--------------------------------------|
| Video conferencing | Cisco Unified MeetingPlace or Cisco Unified MeetingPlace Express | No | No | No | Yes |
| Web conferencing | Cisco Unified MeetingPlace or Cisco Unified MeetingPlace Express | No | No | No | Yes |
| Audio conferencing | Cisco Unified MeetingPlace or Cisco Unified MeetingPlace Express | No | No | No | Yes |
| Mobile phone client | Cisco Unified Mobile Communicator Client | No | No | No | Yes |
| Contact center | Cisco Unified Contact Center Express | No | No | No | Yes |
| Presence | Cisco Unified Presence Profile | Yes | No | Yes | Yes |
| Mobility (with simultaneous ring services) | Cisco Unified Mobility Profile | Yes | Yes | Yes | Yes |
| Soft client | Cisco Unified Personal Communicator or Cisco Unified IP Communicator with Cisco Unified Video Advantage | Yes | Yes, Cisco Unified IP Communicator only | Yes | Yes |
| Messaging | Cisco Unity [®] or Cisco Unity Connection | Yes, Cisco Unity Connection only | No | Yes | Yes |
| Phone and call control | License for one or unlimited number of Cisco IP phones per user | One | One | One | Unlimited |
| Call control | Starting platform | Cisco Unified Communications Manager Business Edition Workspace Bundle | Cisco Unified Communications Manager | Cisco Unified Communications Manager | Cisco Unified Communications Manager |
| User count | Supported user counts | 50–500 | 100+ | 100+ | 100+ |

Business Benefits

In addition to all of the ways Cisco Unified Communications can help you and your organization collaborate more efficiently, procuring these applications through Cisco Unified Workspace Licensing yields even further benefits, such as:

- Enables the value of unified workspace:
 - Improves organizational effectiveness by accelerating decision-making time, enhancing productivity and increasing mobility and collaboration
 - Provides a complete, media-rich unified communications experience to all users across their workspace
 - Takes full advantage of the value of your network investment by extending the power, security, and resilience of your network as a platform
- Cost-effectively delivers unified communications:
 - Reduces TCO through a consistent per-user price point
 - Offers workspace applications at a more affordable initial cost of acquisition

- Flexibly meets your business needs:
 - Simplifies the way you acquire and manage licensing, service, and support
 - Flexibly deploys applications to meet your evolving operational and business needs
 - Integrates with other line-of-business applications through an open platform

The Architecture Advantage

The Power of the Network as the Platform

Cisco Unified Communications Solutions use the network as the platform, adding security, resilience, scalability, and intelligence to voice, video, data, and mobility services on every device everywhere. Moreover, the network architecture is also self-optimizing, self-protecting, self-healing, and application-aware, meaning system resources are allocated to maximize employee productivity and prevent downtime.

Cisco also helps ensure that your organization has a clear migration path to an IP-based system and a smooth transition from — or coexistence with — older equipment, including time-division multiplexing (TDM)-based telephony systems. You can work closely with Cisco and our partners to plan for future growth, simplify technology adoption, improve deployment time, and reduce overall costs.

Flexible Financing

Cisco CapitalSM offers financing programs, including leasing options, to help companies acquire the Cisco technology they need today — without a major capital investment. With innovative, customized financing, your company can maximize cash flow, preserve capital budgets, gain tax advantages, reduce risk of obsolescence, and retain the flexibility to easily upgrade technologies as needs evolve.

Cisco Capital can provide a wide range of solutions ranging from traditional fair market value and operating leases to very aggressive, advanced-technology lease options. Bundles of advanced technologies with advanced services and ongoing maintenance provide one price point and one monthly lease payment. These leasing options can help your company quickly deploy technology — at the lowest cost of ownership possible.

Software Subscription, Services, and Partner Offerings

A 3-year Cisco Unified Communications Software Subscription contract is a requirement for organizations to take advantage of the favorable pricing available under Cisco Unified Workspace Licensing Entry Edition, Standard Edition, and Professional Edition. Cisco Unified Communications Software Subscription provides major software upgrades for the duration of the subscription term.

Cisco Unified Communications Essential Operate Service is also required for Cisco Unified Workspace Licensing, providing minor and maintenance releases and award-winning 24-hour Cisco Technical Assistance Center (TAC) support for all applications covered under Cisco Unified Workspace Licensing.

Cisco SMARTnet[®] support, the hardware support and replacement contract, is optional and separate from the Essential Operate Services. Cisco SMARTnet support is available for Cisco 7800 Series Media Convergence Servers, Cisco Unified MeetingPlace chassis, Cisco Unified IP Phones, and Cisco Unified Video Advantage cameras.

Cisco and our certified partners can help you deploy a secure, resilient Cisco Unified Communications Solution, meeting aggressive deployment schedules and accelerating business advantage. Our portfolio of services is based on proven methodologies for unifying voice, video, data, and mobile applications on fixed and mobile networks.

Our unique lifecycle approach to services defines the requisite activities at each phase of the solution lifecycle. Customized initial planning and design services focus on creating a solution that meets your business needs.

Remote management services simplify day-to-day operations, optimization services enhance solution performance as your business needs change, and award-winning technical support increases operational efficiency.

Cisco: The Leader in Business Communications

Cisco Unified Communications products allow organizations to tap the value of a converged IP network infrastructure, giving you more effective communication options and productivity-enhancing applications while reducing the high maintenance costs of managing separate voice and data infrastructures. With a decade of experience in IP convergence, Cisco is uniquely qualified to team with the telecom and data professionals in your organization to create an effective, nimble, and visionary technology solution.

Cisco Unified Communications can streamline your business processes and boost productivity, reliability, and competitiveness — all while minimizing security risk and enhancing your profitability. For more information about Cisco Unified Communications, visit <http://www.cisco.com/go/unified> or <http://www.cisco.com/go/unifiedcommunications>.

For More Information

More information about Cisco Unified Workspace Licensing is available at the following locations:

- Cisco Unified Workspace Licensing: <http://www.cisco.com/go/cuwl>
- Cisco Unified Communications applications: <http://www.cisco.com/go/ucapplications>
- Cisco Unified Communications Software Subscription: <http://www.cisco.com/go/ucss>

For more information about Cisco partners, visit: <http://www.cisco.com/en/US/partners/index.html>.

For more information about financing options, visit the Cisco Capital website at: <http://www.cisco.com/go/ciscocapital>.

For more information about Cisco Unified Communications Services, visit: <http://www.cisco.com/go/ucservices>.



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