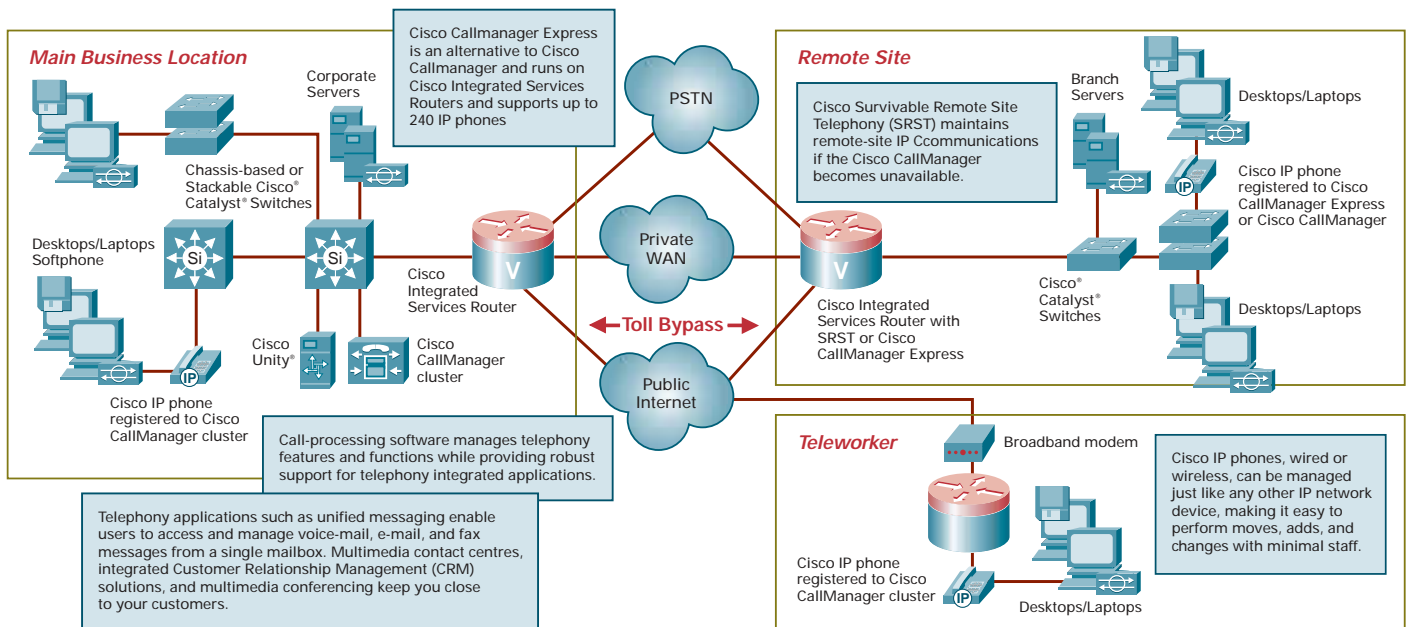


## SMB CLASS SOLUTIONS BLUEPRINT IP COMMUNICATIONS



### Business benefits

Cisco® SMB Class IP Communications solutions utilise Cisco Callmanager and Cisco Callmanager Express, enabling the integration of voice and data infrastructures on a single network allowing small and medium-sized businesses to reduce operating costs, enhance productivity and simplify systems management.

With a Cisco SMB Class IP Communications solution you can:

- Work transparently. You and your employees can establish a secure connection to your office and work virtually and transparently anywhere there is an Internet connection.
- Go remote. On the road, you can securely access all your office assets, send and receive e-mails and place phone calls using Cisco IP Communicator, right from your laptop.
- Power up your phones. With a single Cisco Systems® network for voice and data, you will enhance your productivity and consolidate equipment because you can access voice-mail, e-mail, and even inventory and sales reports from your desktop phone.
- Streamline operations. By simplifying your operations with Cisco IP Communications, you will get the freedom and flexibility to spend more time with your customers, your family, and still manage your growing business.
- Develop room to grow. You can choose the IP phone that works best for your needs. Whether it is simply making calls or having immediate access to critical business data, your Cisco solution will grow with your business.

**This reference blueprint provides an end-to-end integrated approach that provides suggested network architecture for a complete IP Communications solution.**

# SMB CLASS SOLUTIONS BLUEPRINT

## IP COMMUNICATIONS

- Help enable smooth moves. Unlike a private branch exchange (PBX) or dedicated phone system, every IP phone is portable. So moves, additions and changes do not require added time and expense or costly rewiring and reprogramming. Just plug your phone into the port and it is operational.

### Solution components

Cisco SMB Class IP Communications is a comprehensive, end-to-end solution built out of standards-based, fully integrated components that help enable companies protect their existing investments while adding new features and applications to their networks.

| Products and Technologies                      | Description  |
|--|--|
| Cisco CallManager<br>Cisco CallManager Express | Cisco CallManager call-processing software manages telephony features and functions while providing support for applications such as unified messaging, multimedia conferencing, collaborative contact centres, and interactive multimedia response systems.<br>Cisco offers two IP Cisco CallManager platforms for SMBs: <ul style="list-style-type: none"> <li>• Cisco CallManager, running on Cisco media convergence servers, scales to support thousands of phones at one or many locations.</li> <li>• Cisco CallManager Express with Cisco Unity™ Express, based on Cisco integrated services routers, is designed for small business offices with fewer than 240 users.</li> </ul> |
| Intelligent Cisco Catalyst® switches           | These versatile switches offer the right combination of security, performance and reliability for today's business needs. Available power-over-Ethernet (PoE) options also mean that it is easy to deploy new services in the future such as IP Communications and wireless mobility, which require the connection of IP phone or a wireless access point in addition to your standard computer.   |
| IP Phones                                      | Wired or wireless, Cisco IP phones connect to a converged IP network, helping enable users to place phone calls as quickly and easily as they would using a traditional phone. Cisco IP phones can be managed just like any other IP network device, making it easy to perform moves, additions and changes with minimal staff.  |
| Telephony applications                         | Innovative applications such as unified messaging help enable users to access and manage voice-mail, e-mail, and fax messages from a single mailbox. Multimedia contact centres, integrated Customer Relationship Management (CRM) solutions, and multimedia conferencing deliver streamlined communications, improved customer responsiveness, and increased employee productivity, resulting in improved competitive advantage.  |
| Management                                     | Cisco IP Communications solutions can be managed locally or remotely from any computer with connectivity to your network, enabling you to reduce your operational costs. Network management software provides support for IP applications, from basic connectivity, security and network management to more advanced services, for decreased operational costs.  |

For more information about improving your business communications, Cisco SMB Class IP Communications, and special program offers, please visit:  
<http://www.cisco.com/go/smb/ipc>



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