

Cisco Unity Unified Messaging Version 4.0 for the Cisco ICS 7750 Integrated Communication System

The Cisco ICS 7750 Integrated Communication System brings the benefits of converged IP services to midmarket businesses and enterprise branch offices. The Cisco ICS 7750 is a versatile IP telephony and services solution that helps businesses harness the power of the Internet through converged applications and allows them to anticipate and respond to customer needs more efficiently.

Call processing, voice applications, and multiservice IP routing are integrated within the system chassis to deliver true convergence while enhancing system manageability. The modular system architecture enables the expansion of call processing, routing capacity, and IP services to deliver system availability and scalability. The Cisco ICS 7750 gives customers the flexibility to choose the optimal configuration for their business environments and allows them to increase profitability through improved customer interaction.

Cisco Unity™ Unified Messaging Version 4.0 for the Cisco ICS 7750 brings integrated, best-in-class unified messaging to the Cisco ICS 7750. As the premier Cisco Unified Communications solution for enterprise and midmarket customers, Cisco

Unity delivers powerful unified messaging (e-mail, voice, and fax messages managed from one mailbox) and intelligent voice messaging to improve communications, boost productivity, and enhance customer service capabilities across your organization. Cisco Unity Unified Messaging Version 4.0 for the Cisco ICS 7750 tightly integrates with Microsoft Exchange 5.5 and 2000 or Lotus Domino groupware environments.

The Cisco Unity solution can also reduce your operational expenses. Because a single IP network is used for both voice and data, the Cisco Unity solution is less expensive to deploy than traditional time-division multiplexing (TDM) communications solutions. Cisco Unity Unified Messaging for the Cisco ICS 7750 shares the same directory as the data network; therefore, subscriber moves, adds, and changes are made once, eliminating redundant system administration tasks. Studies show that a typical move, add, or change to a user account costs between \$75 and \$100.

Figure 1:
Cisco SPE 310 Systems
Processing Engine with
Cisco Unity Unified
Messaging





Eliminating duplicate administration for separate voice and e-mail systems can quickly recoup the cost of the entire system. All messages are housed in the same message store, essentially reducing backup costs by as much as 50 percent.

Benefits of Integrated Unified Messaging

Because Cisco Unity Unified Messaging is integrated within the Cisco ICS 7750 chassis, it takes advantage of the inherent versatility and availability of the Cisco ICS 7750 system. It not only scales from 25 to 500 mailboxes but also provides optional networking that enables the system to connect to other Cisco Unity locations via LAN or WAN or the Internet. Also, when deployed in an Exchange infrastructure, Cisco Unity for the Cisco ICS 7750 offers several networking options to legacy voice-mail sites using the Voice Profile for Internet Mail (VPIM) protocol or Audio Messaging Interchange Specification (AMIS) protocol or via the Cisco Unity Bridge that provides an advanced message interchange with Avaya Octel voice-mail systems.

Cisco Unity Unified Messaging for the Cisco ICS 7750 is loaded on a Cisco SPE 310 System Processing Engine blade within the Cisco ICS 7750 system (Figure 1), while voice messages are stored within the customer's Microsoft Exchange or Lotus Domino infrastructure. This integration allows Cisco Unity Unified Messaging to take advantage of Cisco ICS 7750 system-monitoring, fault-management, and redundant-power capabilities. It also provides full interoperability with Cisco AVVID (Architecture for Voice, Video and Integrated Data) solutions. An inherent part of Cisco AVVID is the seamless interoperability between Cisco Unity Unified Messaging and Cisco CallManager. Because Cisco Unity Unified Messaging for the Cisco ICS 7750 can register and participate in multiple Cisco CallManager clusters, it can provide seamless voice-mail availability in the unlikely event of a Cisco CallManager cluster failure.

Scalable and Versatile Unified Messaging for Midmarket Companies

Cisco Unity Unified Messaging for the Cisco ICS 7750 scales from 25 to 500 subscribers and provides ample sessions or ports levels (from 16 to 32) for supporting unified messaging or automated attendant functionality. Capacity upgrades do not require additional hardware because key codes are used to activate the number of subscriber mailboxes and sessions as well as to maintain networking functions. Cisco Unity Voice Messaging to Cisco Unity Unified Messaging upgrade packages are available for existing Cisco ICS 7750 customers with Cisco Unity Voice Messaging software.

To enable messaging between multiple customer locations, Cisco Unity Unified Messaging for the Cisco ICS 7750 offers several options. For customers with multiple locations using Cisco Unity Unified Messaging, the digital networking feature is available for networking Cisco Unity Voice Messaging or Cisco Unity Unified Messaging locations (supported in Exchange and Lotus environments). For Exchange-based customers that have sites with legacy voice-mail messaging systems, VPIM and AMIS networking or the Cisco Unity Bridge options are available. Cisco Unity Bridge provides a tightly integrated analog networking solution for Octel 250 and 350 voice-messaging systems. Each of these options allows subscribers to simply reply to messages from anywhere on the voice-mail network using a single keystroke. The Cisco Unity broadcast feature allows voice messages to be delivered to many Cisco Unity subscribers with a few keystrokes.

Cisco Unity Unified Messaging for the Cisco ICS 7750 is localized to meet the needs of customers worldwide. Localized versions are available in multiple languages, including Brazilian Portuguese, Danish, Dutch, four dialects of English (Australian, New Zealand, United Kingdom, and United States), French, German, Italian, Japanese,



Korean, two dialects of Chinese (Mainland Mandarin and Taiwan Mandarin), Norwegian, two dialects of Spanish (Colombian and European), and Swedish. In addition, depending on the language, these versions feature everything from system prompts and subscriber conversation to the browser-based administration consoles and product documentation in the language of your choice.

Available Upgrade Packages

Cisco Unity Unified Messaging v4.0 for the Cisco ICS 7750 is available in six different packages. Additional options are also available (Table 1).

Table 1 Base Packages and Additional Options

Base Packages	Additional Options
16 sessions (or ports) and 25 mailboxes	For 5- and 25-user packages: Unified messaging user upgrades
16 sessions and 50 mailboxes	For 1 to 50 users: Visual messaging interface
16 sessions and 100 mailboxes	Digital networking
16 sessions and 200 mailboxes	AMIS networking (when deployed in an Exchange infrastructure)
32 sessions and 350 mailboxes	VPIM networking (when deployed in an Exchange infrastructure)
32 sessions and 500 mailboxes	Multiple languages

The 25- to 200-seat packages include two sessions of RealSpeak Text to Speech, whereas the 350- and 500-user packages include four sessions of RealSpeak.

Additional Benefits

In addition to providing unified-messaging and automated-attendant functions, Cisco Unity Unified Messaging for the Cisco ICS 7750 includes ActiveAssistant, a dynamic personal Web administration tool that allows subscribers to customize personal settings from Internet Explorer 5.5 or higher. Subscribers can quickly and easily establish or change personal settings such as security codes, set up time-sensitive greetings and personal distribution lists, and enjoy many other personal-setting options. ActiveAssistant reduces the workload for system administrators by giving subscribers the flexibility to customize Cisco Unity to meet changing demands in their work environments.

With Cisco Unity v4.0, a visual messaging interface (VMI) option is available that allows users to access their voice messages on a desktop PC or through Internet Explorer (v5.5 or higher). An advantage of VMI is that regardless of what groupware environment is deployed, a customer can have a dedicated voice-mail inbox that delivers unified messaging capability to non-Microsoft Exchange network environments (such as Novell GroupWise). Remote workers can minimize toll charges by using their PCs to listen and respond to voice messages without calling into the voice-mail system.

Also, Cisco Unity Voice Messaging for the Cisco ICS 7750 provides the Simple Mail Transfer Protocol (SMTP) capability that allows voice-mail users to receive e-mail notification that they have received voice messages and need to call into the Cisco Unity system to retrieve them.



Cisco Unity Unified Messaging Features

Table 2 lists the features included in Cisco Unity Unified Messaging for the Cisco ICS 7750.

Table 2 Features and Benefits

Features	Benefits
VMI	A browser-based message access console (supported on Internet Explorer 5.5 or higher)—provides a dedicated voice-mail inbox that delivers unified messaging capability regardless of the groupware environment; Cisco Unity Voice Messaging for Cisco ICS 7750 supports up to 50 VMI users
Cisco Unity Bridge	An optional advanced message interchange with legacy Avaya Octel voice-mail system—unlocks proprietary networking to enable open, standards-based IP telephony migration
Fully localized in U.S. English, French, and German	Includes system prompts, browser-based administration interface, and product documentation
Localized telephone system prompts	Available in multiple languages, including Brazilian Portuguese, Danish, Dutch, four dialects of English (Australian, New Zealand, United Kingdom, and United States), French, German, Italian, Japanese, Korean, two dialects of Chinese (Mainland Mandarin and Taiwan Mandarin), Norwegian, two dialects of Spanish (Colombian and European), and Swedish
E-mail, voice, and fax messages organized in single in-box	Provides centralized communications control
Voice and fax messages accessible from a desktop PC, laptop computer with modem using the Internet, or any touch-tone telephone	Provides centralized communications control for home-based telecommuters or mobile workers
Text to speech	Module reads e-mail messages to you over the telephone in clear, spoken English
Ability to send voice and fax messages to anyone who can receive Internet e-mail	Provides centralized communications control for home-based telecommuters or mobile workers
Compound messaging capability	Provides the option to combine different media (for example, attach a Word file to a voice message) in a single message
VCR-style interface	Play, rewind, pause, or fast forward messages with a few mouse clicks
Forward faxes to any fax machine from a touch-tone telephone	Flexibility for the mobile worker
ActiveAssistant	Browser-based personal administrator makes it easy to customize message notification options, allowing subscribers to respond to messages as quickly as they'd like.
Save voice and fax messages along with e-mail in public or personal Microsoft Exchange or Outlook folders	Provides a complete record of your communications

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Cisco Service and Support solutions are designed to ensure customer success. Delivered directly or through an ecosystem of best-in-class service partners, Cisco Service and Support offerings provide presales network audit planning, design consulting, network implementation, operational support, and network optimization.

Cisco Advanced Services enable you to plan, design, build, implement, and optimize your solution for rapid deployment and increased system stability and availability.

Cisco Technical Support Services provide the maintenance and troubleshooting you need to keep your solution operational.

By purchasing service and support with the Cisco ICS 7750 Integrated Communication System, customers can confidently deploy a converged network architecture using Cisco experience, expertise, and resources.



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