



Cisco Expo
2008

Von Managed Services zu Connected Office 3.0



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Overview

Some of Top Trends for SMB, 2008 AMI Partners

1. The Consumerization of Business Solutions

Vendors are striving to build SMB applications that both are easy-to-use and highly functional. Established SMB vendors are upping their investments to make their solutions more accessible and simpler

2. Software-as-a-Service Chapter 2

The rise of SaaS is driven by the “Always-On” community, the transition from an IT to business value proposition and the success of the SaaS pioneer Salesforce.com

3. Turning the Integration Tide

SMBs often lack internal resources required to integrate business solutions. Thereby, pre-built integrated appliances and on-demand integrated services will give SMBs the ability use solutions and business processes without coding.

4. Transition to the Insight Economy

Due to the exponential growth of data and information and the need to get more value from the data, companies need to implement highly efficient Business Intelligence Software Solutions.

5. Upward Mobility

While the bulk of SMBs use mobile devices primarily for email, calendars and messaging, use is starting to extend to include applications and database access, such as inventory management and CRM

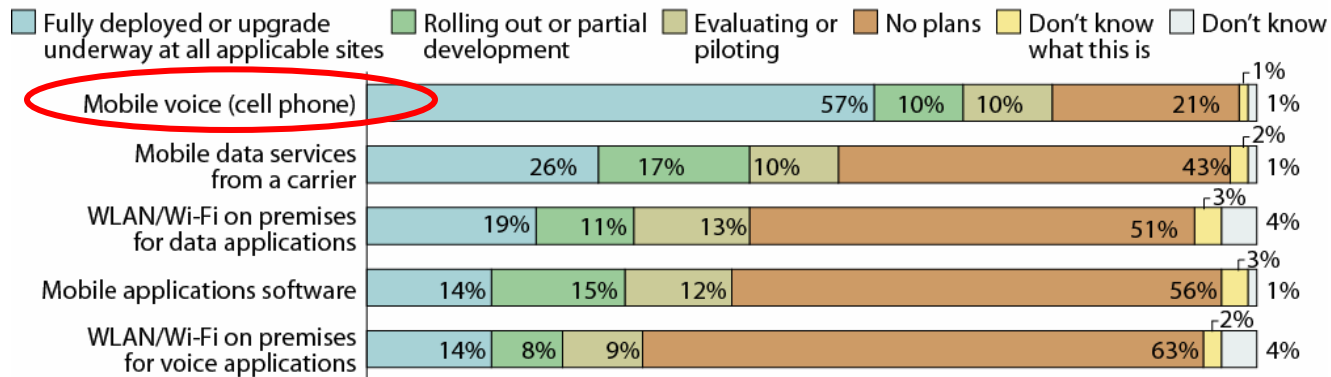
6. SMBs Catch the Web 2.0 Wave

While most SMBs have a hard time defining Web 2.0, they are beginning to incorporate different types of Web 2.0 solutions, including SaaS, marketplaces, blogs, social networking and other services into their businesses

SMB Mobility

SMB Adoption Of Mobile Data And Voice Over Wi-Fi Is Gathering Steam

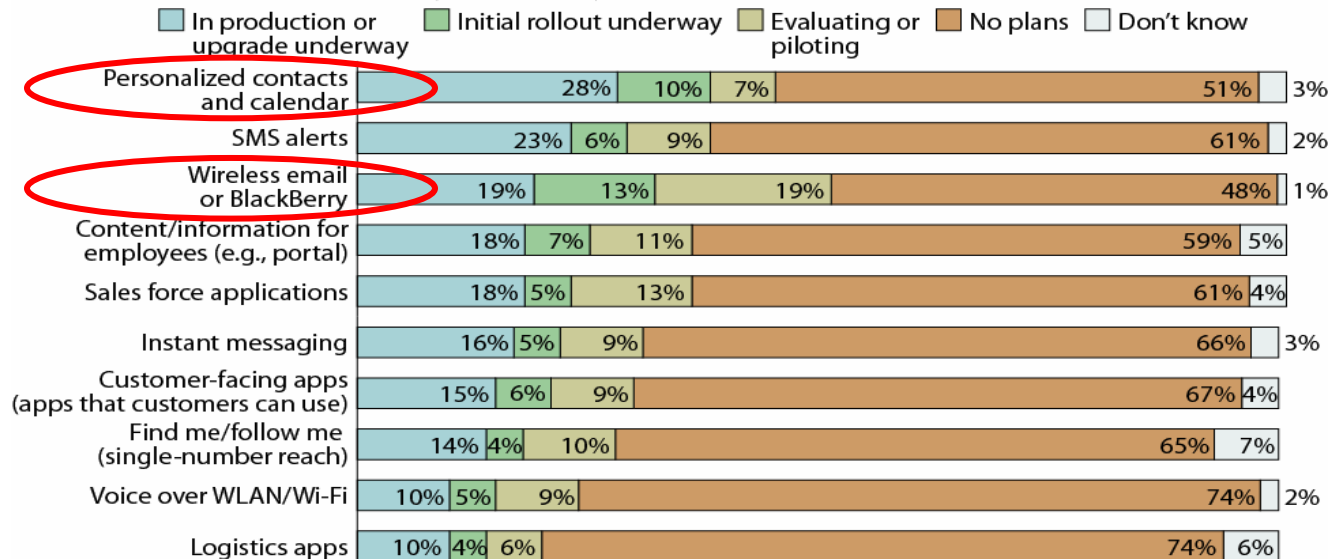
“At what stage is your company in the adoption of the following technologies?”



Base: 176 mobile technology and services decision-makers at European SMBs (percentages may not total 100 because of rounding)

Mobile Applications Adoption Is Growing

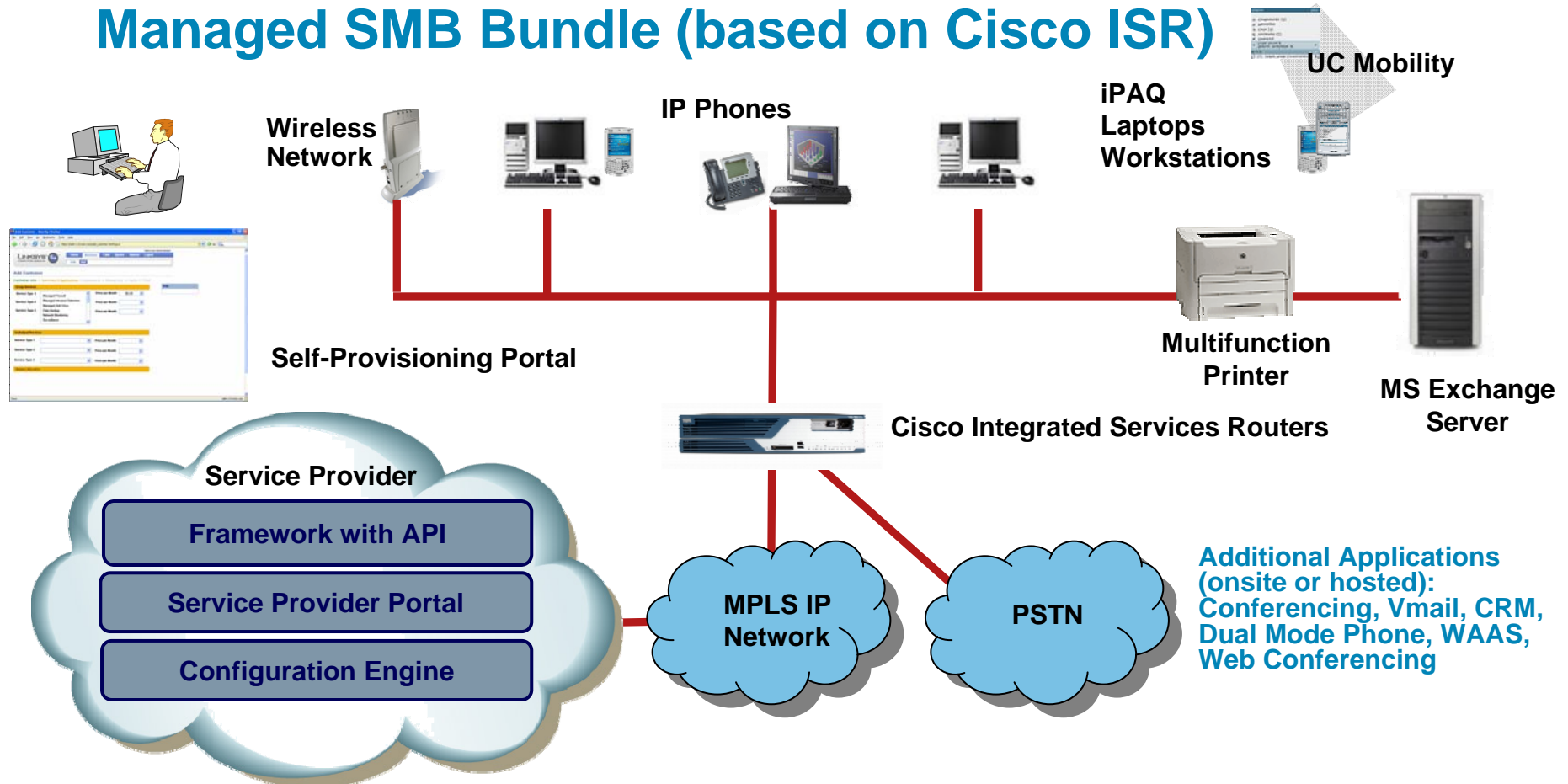
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Solutions Overview

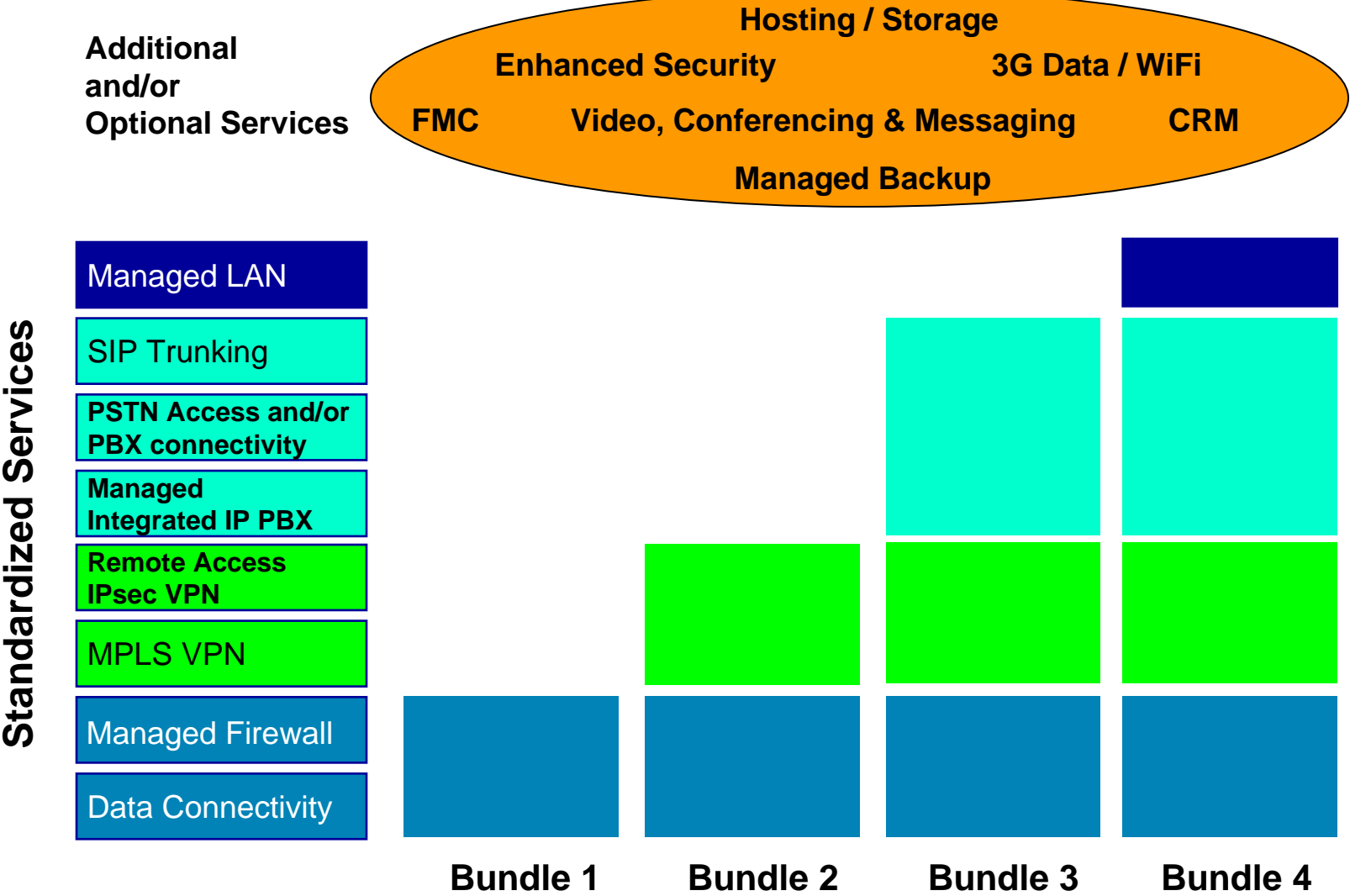
Managed SMB Bundle (based on Cisco ISR)



- **Planning** – Managed standardized, scalable and up-sell capable solutions based on ISR
- **Zero Touch Deployment** - little on-site resources needed, automatic provisioning guarantees quick roll-out

- **Self-Provisioning Portal** – enables end user to provision service parameters
- **Monitoring** - proactive monitoring reduces meantime-to-repair and optimizes network maintenance
- **Troubleshooting** – Test and Diagnosis Tool automates operations workforce management processes

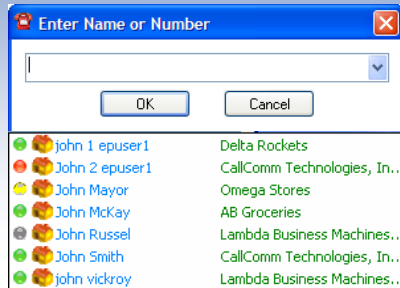
Examples for Managed Service bundles based on Cisco Integrated Service Routers



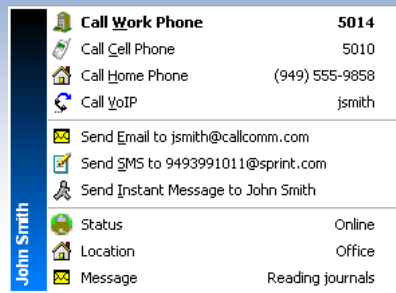
Cisco Unified CallConnector for Microsoft Office - Personal Productivity Enhancement



QuickSearch to Find Status/or Click to Dial



Click to Call Any Contact Number



Inbound Screen-Pop



Directory/Status of Users

Display Name	Comp...	Work	Cell
Adrienne Norbury	Cisco Systems	3013	555-67
Angela Gerber	Cisco Systems	3036	555-09
Amanda Scarfie	Cisco Systems	3027	555-49
Allison Whiffey	Cisco Systems	2030	555-25
Alizon Causton	Cisco Systems	2040	555-48
Alex Hartill	Cisco Syste		Call Work: 3042
Davis Beck	Cisco Syste		Call Cell: 555-4605
David Warner	Cisco Syste		Call Home: 555-1234
Danny Maar	Cisco Syste		Send
Cindy Lopez	Cisco Syste		Create SpeedDial
Ann McDonald	Cisco Syste		
John Russel	Cisco Syste		Hang Up
John McKay	Cisco Syste		Answer
Emma Cameron	Cisco Syste		Transfer
Elaine Senz	Cisco Syste		Conference
Dawn Russell	Cisco Syste		Pick up
Keith Whitehead	Cisco Syste		Park
Keith Lewis	Cisco Syste		Forward
Keith Buxton	Cisco Syste		Group Pickup
Kathryn Ford	Cisco Syste		Update
Karen George	Cisco Syste		New
Sarah Thompson	Cisco Syste		Delete
Peter Applebee	Cisco Syste		Delete All
Peter Allsop	Cisco Syste		
Mike Rogers	Cisco Syste		Refresh
Marie Williams	Cisco Systems	2045	555-90
Yvonne Fulton	Cisco Systems	3012	555-45
Vieri Gucci	Cisco Systems	6001	555-12
Toni Lambert	Cisco Systems	6004	555-87

■ Cisco Unified CallConnector Personal Suite

■ CallConnector (Toolbar) for Outlook or Internet Explorer

Tool bar for call control (dial, answer, transfer, park, pickup)

Personal + Corporate dialing directory

Screen pop on inbound call with CLID/Name from directory

Click to dial from toolbar or highlight number from any application

■ Add CallConnector Server for IP Phone Status

Display status of users within toolbar

Change own status using toolbar or SMS

Cisco Unified Communication Integration with Microsoft - available today

Cisco Unified Communications Manager

- Direct operation with Exchange Unified Messaging to bring voice mail, and e-mail into a single unified system
- Click-to-Dial functionality from Microsoft Office Communicator/Microsoft Live Communications Server 2005
- Outlook contact dialing support
- Microsoft Active Directory support

Cisco Unified Presence Server

- Click-to-Dial/Phone Monitoring interoperability with Microsoft Office Communicator/Microsoft LCS 2005 & OCS 2007

Cisco Unified MeetingPlace

- Integration with Outlook and Exchange calendar for scheduling meetings.
- Microsoft Active Directory support

Cisco Unified Mobile Communicator

- Active Directory integration
- Exchange integration for Visual Voicemail
- Outlook calendar integration for presence, etc.

Cisco Unity Messaging

- Integration with Microsoft Exchange/Microsoft Outlook
- Microsoft Active Directory support

Cisco Unified Communications Manager Express

- Call Connector (Toolbar) for Outlook or Internet Explorer, provides click to dial from Outlook contacts (personal or corporate directory) or highlight text from any application; inbound screen pop; quick search to find; presence features show user location, availability, phone status, etc.

Cisco Unified CRM Connector

- Integrates Cisco Unified Communication Manager Express, Cisco Unified Communication Manager, and Cisco Unified Contact Center Express with Microsoft Dynamics CRM 3.0

- Provides XML screen display and look-up services on Cisco Unified IP Phones plus Click-to-Dial, Screen Pops, Call Tracking, Call Information Capture, Customer Record Creation

Increasing Over Time...

Unified CallConnector (UCC) for Windows – Deployment Options

UCC PERSONAL

- Complete desk top control of telephony
- Toolbars & Contact-Apps in Windows IE and Outlook
- Screen-Pop w/ Caller ID from OL Directory
- Quick Directory look up and “click to dial”
- SMS & Email messaging

UCC PERSONAL + UCC SERVER

- All Features from UCC Client only plus....
- Provides Presence & Status for all users
- Provides Instant Messaging
- Shared corporate directory service
- Persistent Call Log for all users
- Central administration

UCC PERSONAL & UCC SERVER + **UCC MOBILITY**

- All Features from UCC Personal & Server plus.....
- **Single number reach**
 - Up to 4 alternative numbers dialed simultaneously
 - Mid-call features (transfer & conference) from cell phone
 - Remote dial out (DISA)
- **Single Voicemail Box**
- **User-Customizable Rules for Routing**
- **Integration with Presence**

Cisco Mobile Unified Communications Portfolio

- **Single Number Reach**
Unified CallConnector – Mobility Server, now integrated into CUCME and UC500
- **Voice over WLAN**
Cisco Unified 7921G
- **Single Mode Client**
Cisco Unified Mobile Communicator
- **Dual Mode Phone**
UC application access for Dual Mode Devices



SaaS: Cisco + WebEx

Cisco *Unified Communications Plus*

WebEx Extends Cisco Unified Communications with Hosted, On-Demand (SaaS) Collaborative Services



#1 in Unified Communications
– On-premises Focus



#1 in Collaborations Services
- On-Demand (SaaS) Focus

UC Applications & Endpoints

Asynchronous Collaboration,
Clients - *Team spaces, Partner apps*

Voice & Video Call Control,
Presence/IM

Real-time Collaboration –
Conferencing, Application-specific offerings, Presence/IM

IP Network – *Infrastructure services*

MediaTone Network – *Global, Real-time, Secure, Reliable*



The dominant force in business communication



TARIFFS AND CALLING

PHONES AND DEVICES

INTERNET AND EMAIL

BUSINESS SERVICES

CUSTOMER CARE

Complete Office

More information

Complete Office **saves you money** on **data and voice services, service support, IT specialists, and hardware. Fixed monthly fees** are based on the number of connected users; this number can change arbitrarily. **You only pay for ports that you use.** As part of the service, you can also use a **wireless LAN network.** No fees apply when you cancel the service.



Both versions of Complete Office - basic and extended - provide **service support with a guaranteed period of time** within which a device exchange or the restoration of a functional solution will take place. This period is a maximum of 24 hours from the time a fault has been reported - it can be reduced to two hours in Prague. We also offer you **devices** (router, switch, PBX branch exchanges, and IP phones) and regular **upgrades** for them, and the option of getting a **wireless LAN connection.**

Basic Service

Advanced Services

IP Phones

Rent Cisco HW (router/switch)

Managed IP Telephony

7970G

WiFi 7920G

Wireless Network (Wi-Fi)

Remote Access

7960G

Softphone

Managed Firewall

Managed LAN

7940G

IP Camera

Secure VPN

IPS, IDS

7912G

BT Communications Complete Unified Communications for SMB business



BT Business and Cisco Brave a Unified Communications Sell to SMEs

Type: Competitive Intelligence Report
Analyst: S. O'Boyle, D. Kehoe
Report Date: January 24, 2008
Module: Business Telecom Services - Europe - UK/Ireland

Current Perspective: Positive/Neutral
Vendor Importance: High
Market Impact: Low/Moderate

■ Summary

Event Summary

January 23, 2008 – BT has launched Communications Complete in conjunction with Cisco to deliver unified communications to small businesses. The solution is built around Cisco UC500 system with advanced IP telephony, unified messaging and presence applications. This can also be integrated with other existing BT services, including BT Office Anywhere, BT Business Email and BT Broadband Voice alongside MS Outlook, providing a roadmap to more sophisticated collaboration.

Analytical Summary

- Current Perspective: Slightly positive on BT Business' Communications Complete solution, a Unified Communications solution aimed at small businesses. While this is a bold step to drive the market forward, convincing small businesses of the benefits and then delivering on the promises could prove very challenging for BT and Cisco to pull off.
- Vendor Importance: High to BT Business, because at the core of BT's strategy is to become the total ICT provider for small businesses in the UK and Unified Communications is a solution that touches many layers of ICT. If customers buy into the promise of Unified Comms – they need a provider to bring all the pieces together and make it work - the collaborative applications, IM, mobile integration, email, calendaring, Outlook integration, broadband, SIP trunking etc. BT believes it owns all the pieces and can drive sales of all its other services – BT broadband, Office Anywhere, IT Manager etc. when customers are ready for the next steps.

BT Communications Complete

UC500 Shared Features

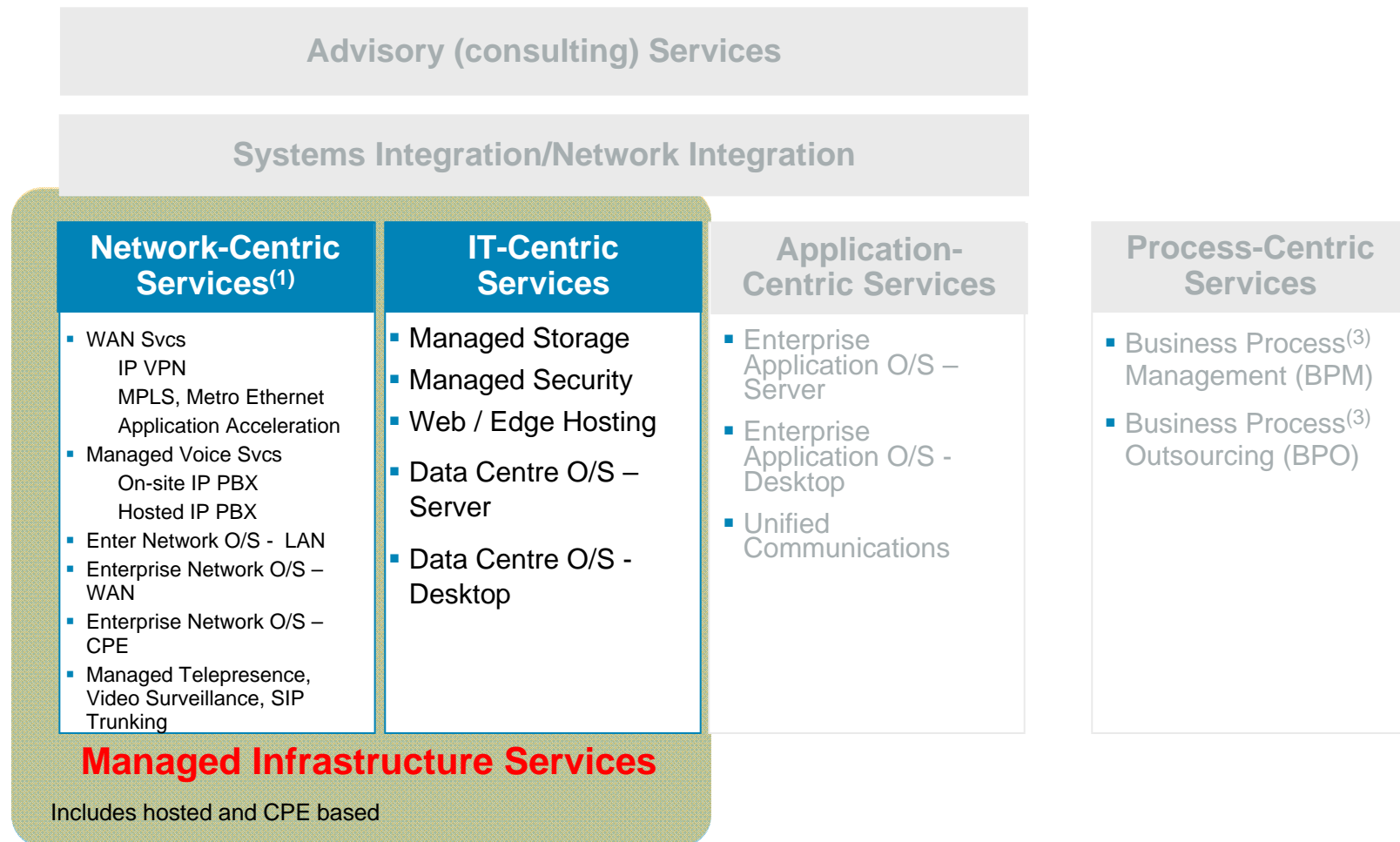
- Integrated Voice, Data and Video
- Switching, with Power over Ethernet options
- Full range of IP Phones supported
- Fax/analog phone support
- ISDN2/30 and analog trunking options
- SIP Trunking/VoIP
- DDI: Direct inbound dialing
- ACD: Automatic Call Distribution
- Ad hoc and Meet Me Conference Calls
- Music on Hold input jack socket
- Integrated Voice Messaging
- Auto Attendant
- Simple PC based configuration and management
- Embedded QoS intelligence that prioritises voice, video or data
- Security (Firewall, Encryption and VPN) built-in
- Quick Dial and screen pop-ups for Microsoft Outlook, Internet Explorer and Microsoft Powerpoint
- Quick Search to find contacts and to displays all contact numbers / methods and location/availability
- Quick Message provides instant messaging
- Quick Presence displays availability, location, and notes for contacts
- The package offers an HTC S620 Smartphone with Microsoft Office® Applications integrated on it

BT Communications Complete

What else is included?

- **BT Business Total Broadband Network – from £58.50/month. What you get:**
- Download speed up to 8Mb with unlimited usage.
- 250 BT Openzone Wi-Fi minutes every month for the 12 month or 24 month
- Internet access control management facility
- For companies with 5-20 users: reassurance of business continuity through SLA guarantees covering internet connectivity, email and website availability
- In-built business-grade firewall for network protection
- Inclusive wireless VoIP-enabled broadband to share your internet connection around the office
- Inclusive Internet Security Pack Basic for all your PCs, providing anti-virus protection and personal firewall
- Business Essentials pack includes 10 email addresses and 20Mb of web space

Outlook from present to future: IT & Network Merge into Infrastructure



(1) Network-Centric Services – focus on IP-based services only

(3)BPM/BPO typically include – HR, Payroll, CRM, Procurement, Finance & Accounting

