



# Cisco Unified Communications

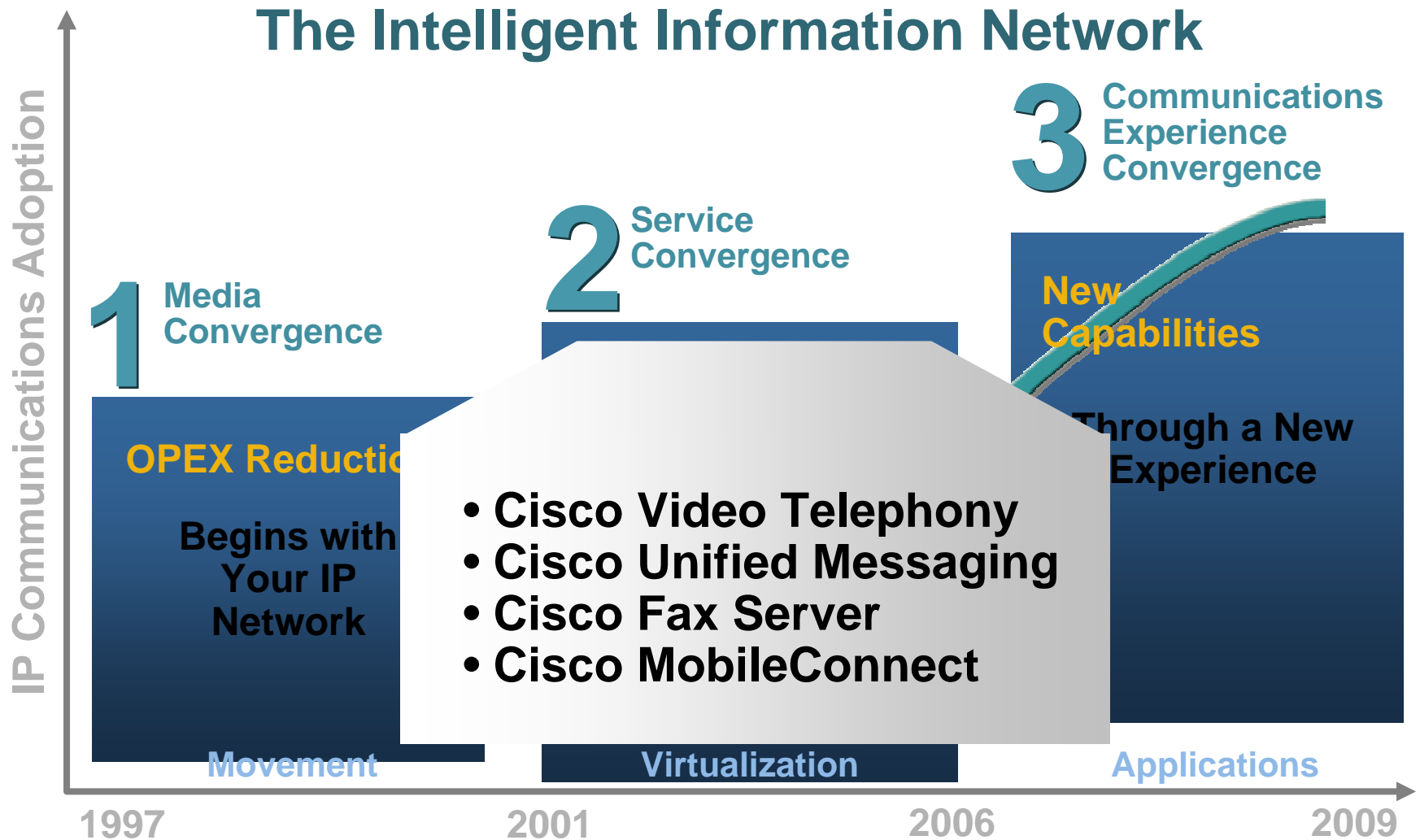
**Enabling smarter, more effective communications**

**Per Toft**

**Systems Engineer**

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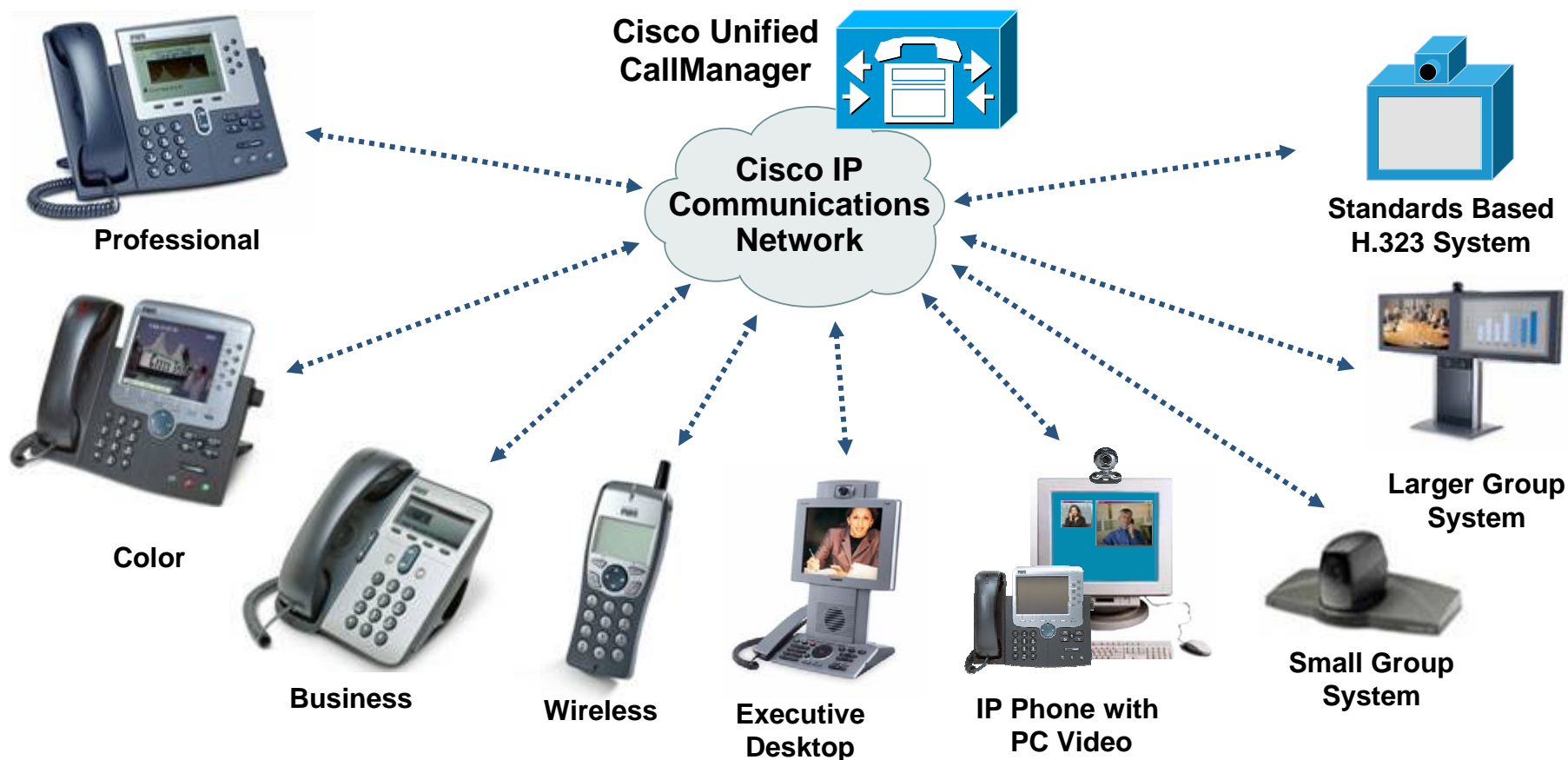
# Cisco IP Communications Evolution: Integrating People, Networks and Applications



# IP Video Telephony Delivery

## Many Choices, One Infrastructure

Enterprise-class IP telephony and video is delivered over a single Cisco Unified Communications infrastructure



# What is IP Video Telephony?

*It's now just a phone call!*

- **Consistent user experience for voice and video**
- **Centralized configuration, management and call control for scalability**
- **Investment preservation for existing...**

IP telephony equipment

Data network and applications

Videoconferencing equipment



**Cisco Unified IP Phones  
with Video**



**Partner Videoconferencing  
Endpoints**

**Brings Value for Both Video and Phone Users**

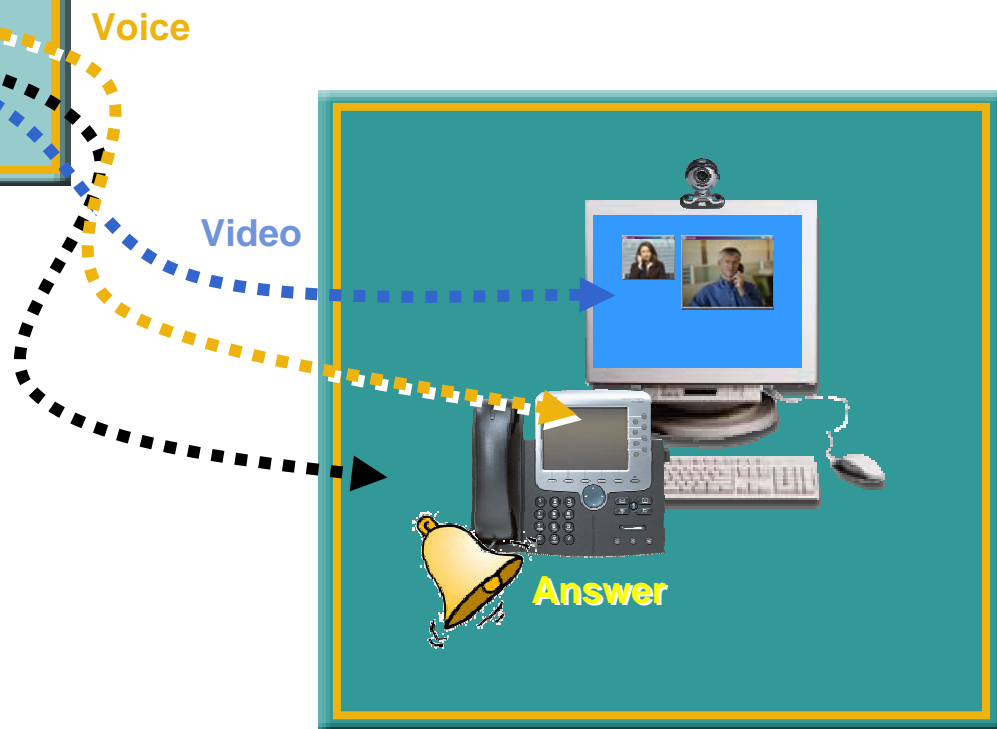
# Cisco Unified Video Advantage

## Initiating Voice/Video from Cisco Unified IP Phones



- Audio on the Phone
- Video on the PC (Cisco VT Camera)

- PC associates with phone
- Phone registers as a video capable phone



# Why Video Telephony?

- **Previous Videoconferencing Challenges**

- Difficult to use

- Separate dial plans

- Expensive

- Poor video quality

- **Cisco's Solution**

- Video call is now a phone call!

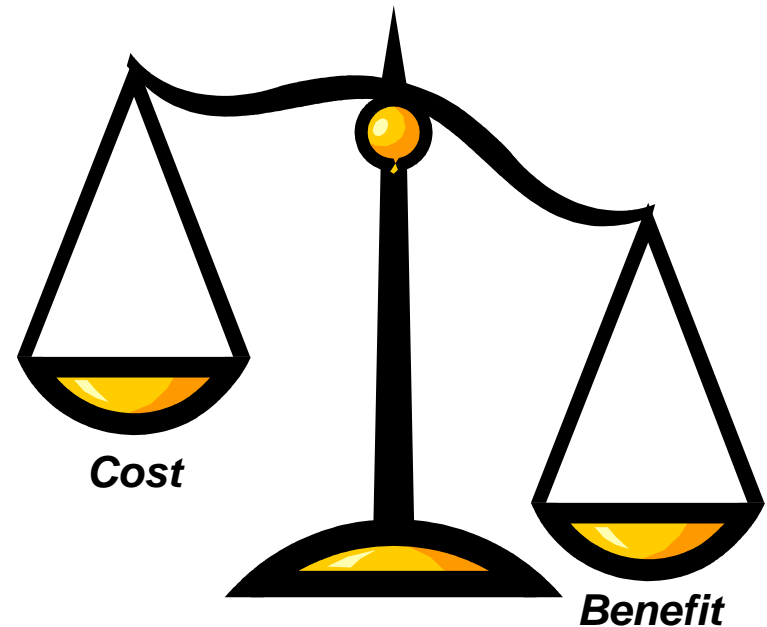
- Makes Video as easy to use as voice

- Makes Video as easy to deploy as voice

- Makes Video as easy to manage as voice

- Makes Video as cost effective as voice

- Preserves customers' investments in Cisco Unified CallManager, IP telephony equipment, data network, and H.323 videoconferencing equipment

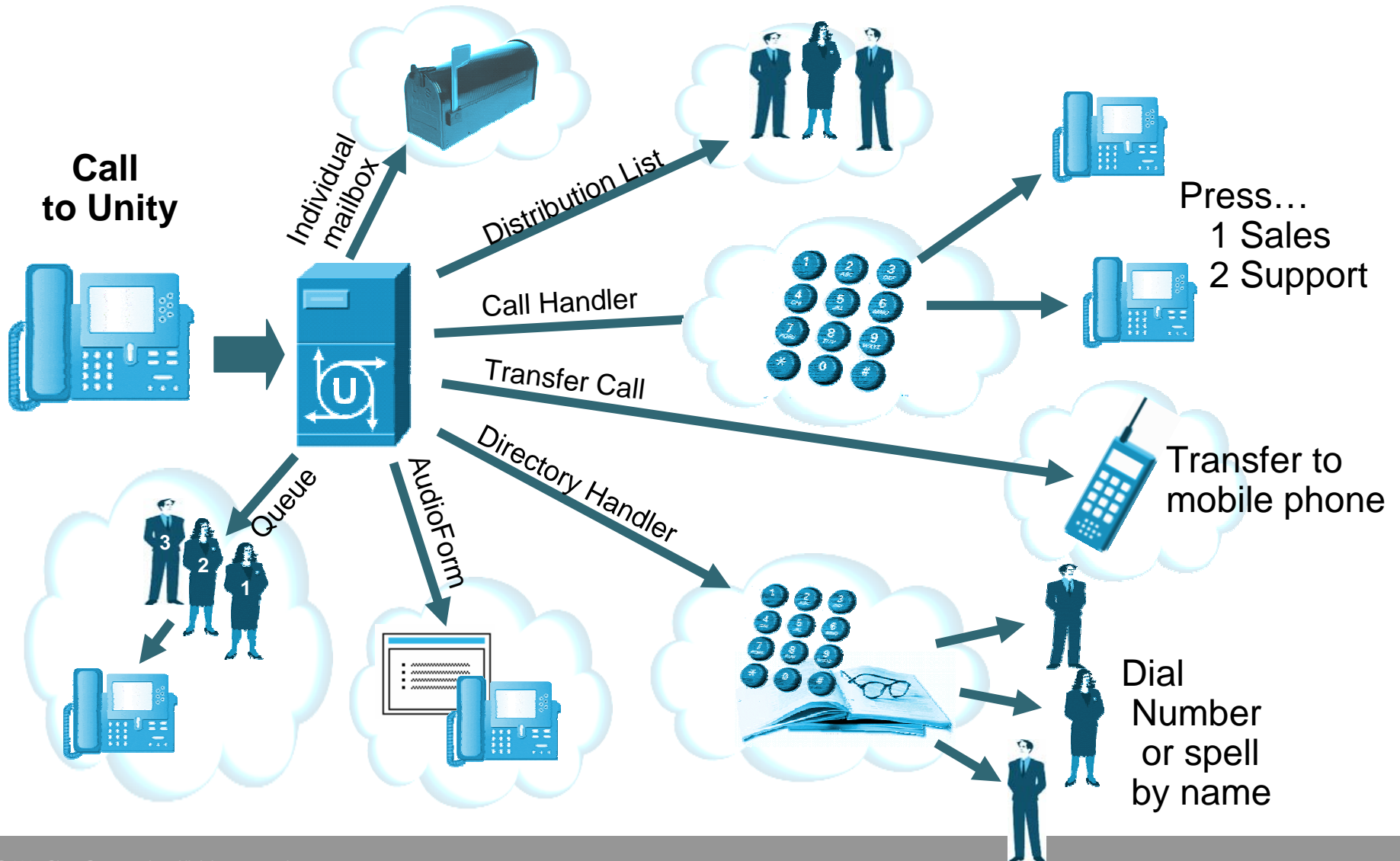


## Cost-Benefit Shift

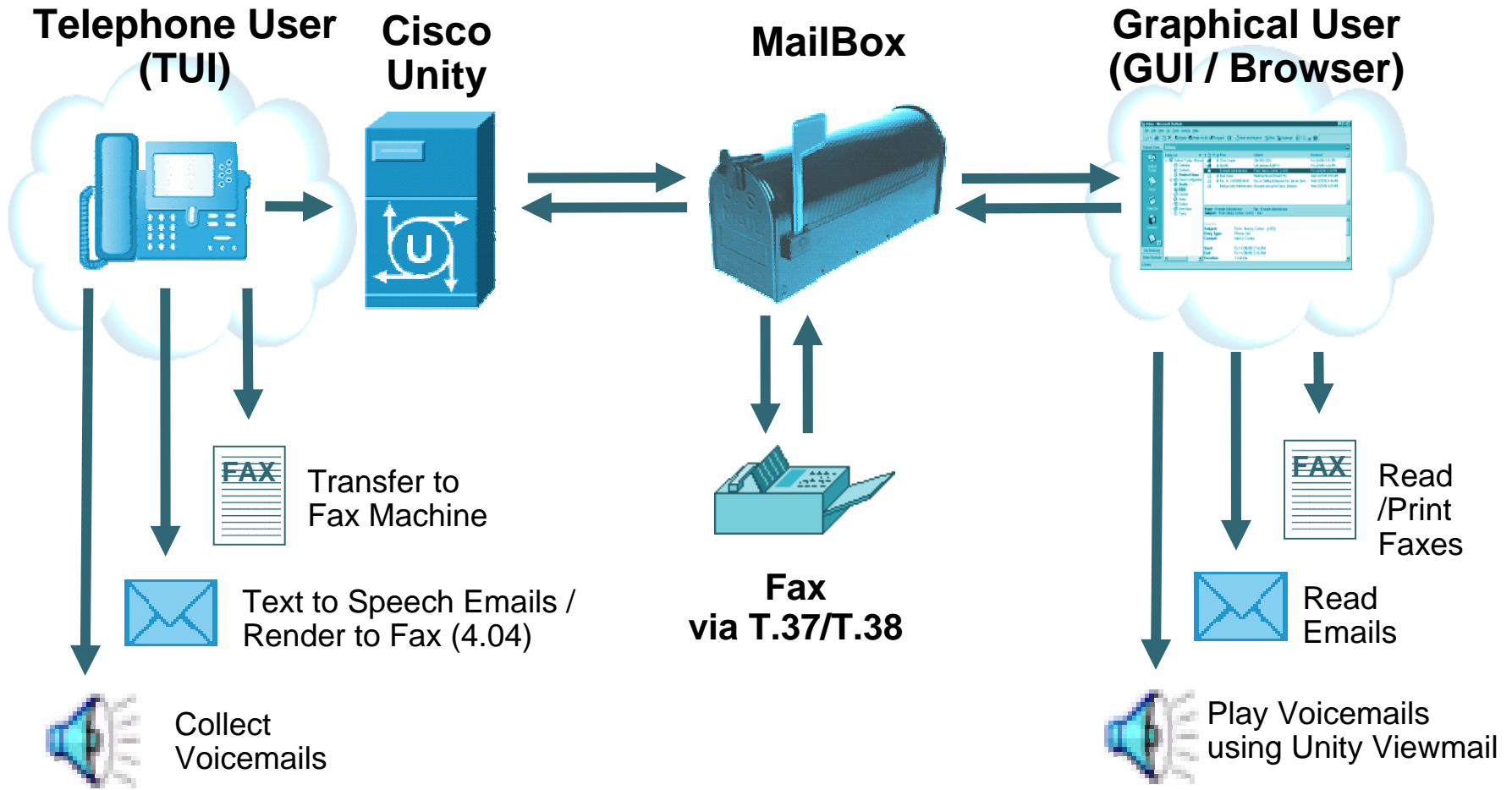
# What is Unified Messaging?



# Cisco Unity Voicemail Applications Call Handling



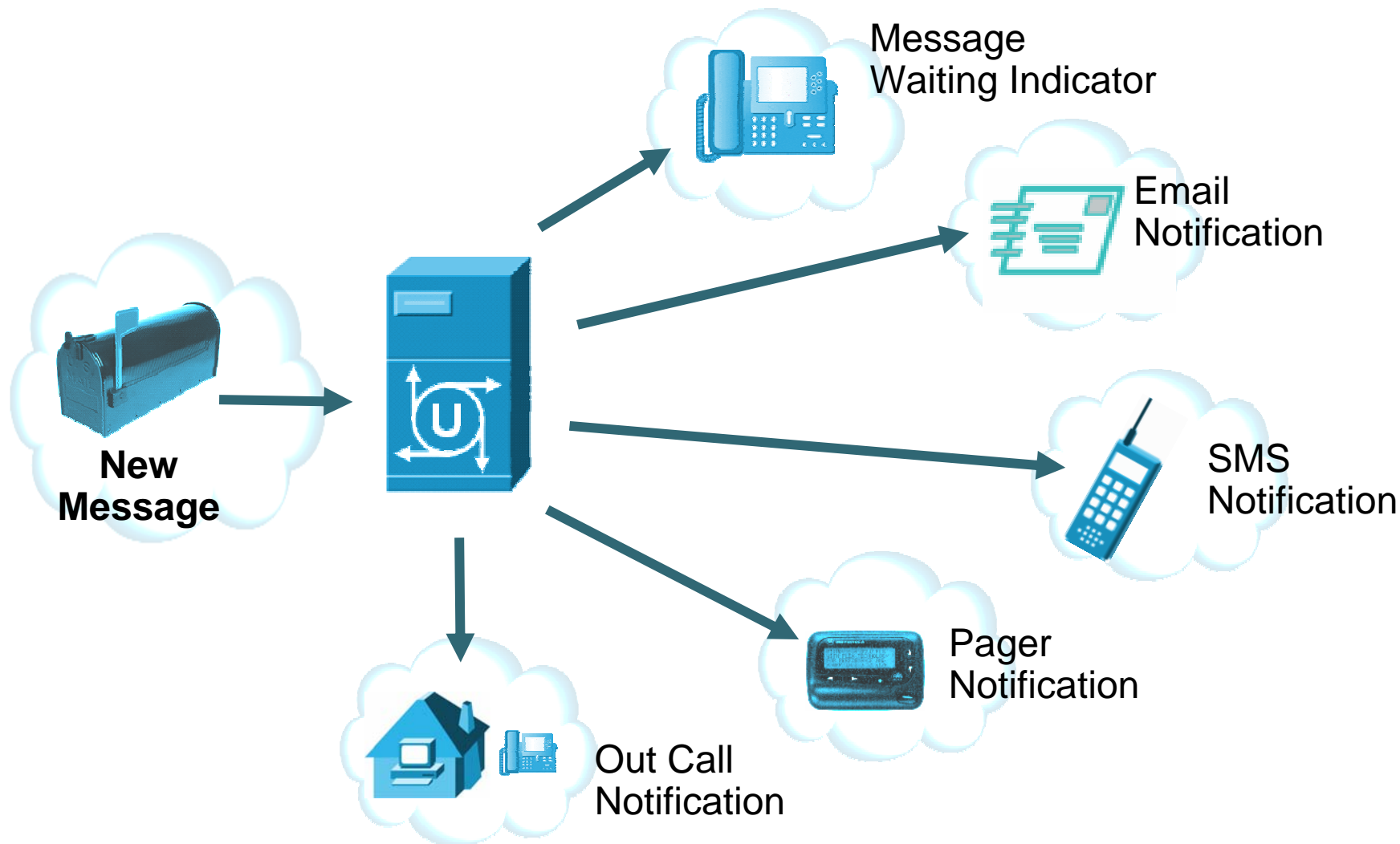
# Cisco Unity Unified Messaging Telephone and Graphical Interfaces



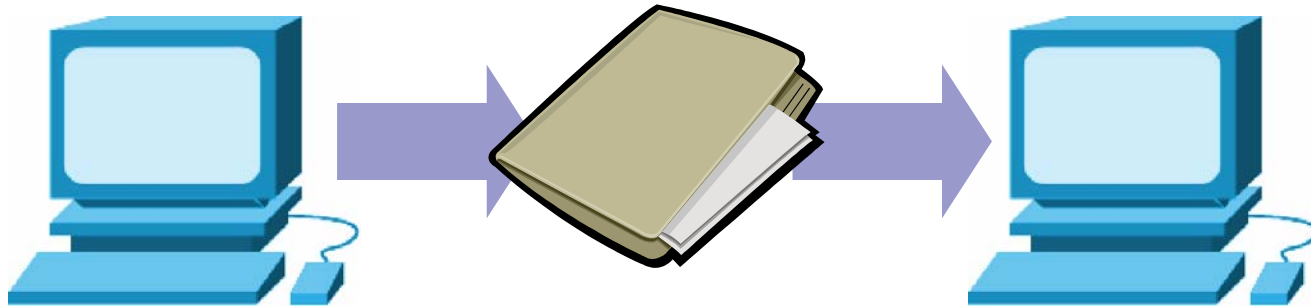
Solutions available for MS Exchange/Outlook, Lotus Domino/Notes and Groupwise

# Cisco Unity Voicemail Applications

## Message Notifications



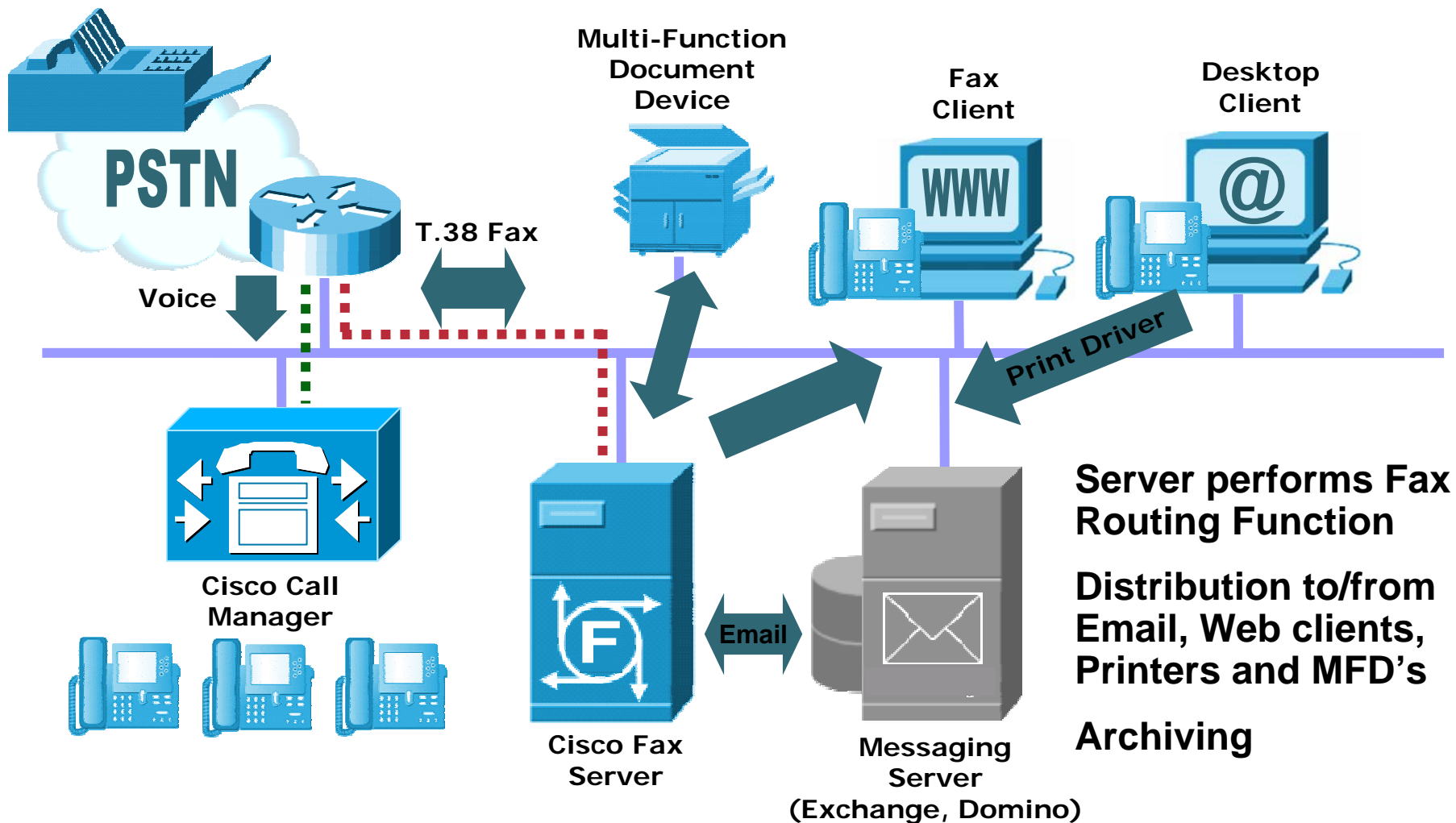
# Cisco Fax Server Description



**\*Application similar to e-mail servers which allow users, applications and devices to send and receive faxes without a walk to the fax machine.**

**\*An efficient and secure way to send and receive any document from virtually any application within an enterprise via fax, email, print devices, or over the Internet.**

# Cisco Fax Server Call Manager Deployment



# Cisco MeetingPlace Rich Media Conferencing

Meeting ID: 528376257  
Call: 1-800-280-1260

PERSONAL MEETING VIEW SHARE HELP

Slides Attachments **Participants**

Now Sharing:  
[Dave Bieselin](#)  
Now Speaking:  
[Dave Bieselin](#)

Status	Participant
<b>Main</b>	
	<a href="#">Dave Bieselin</a>
	<a href="#">Emil Wang</a>
	<a href="#">Rick McConnell</a>
<b>Breakout 1</b>	
	<a href="#">Stuart Taylor</a>
	<a href="#">Ted Tracy</a>

## Integrated Rich Media Conferencing

- User simply want to meet
  - Single integrated application
- IT prefers fewer applications
  - Lower support, fewer vendors
- Company wants to control costs
  - Aggregated volume pricing
  - Low On-net transport costs

12

Message:   
Send To: (All Users)

Now Speaking: Dave Bieselin System Alerts

**Complete voice, video & web conferencing functionality and control from a single interface.**

**Conference resources are booked and meeting attendees are invited through standard calendar invitation**

# Cisco MeetingPlace Rich Media Conferencing Experience

**As natural and effective as face-to-face meetings**

**Who's Sharing**  
**Who's Speaking**

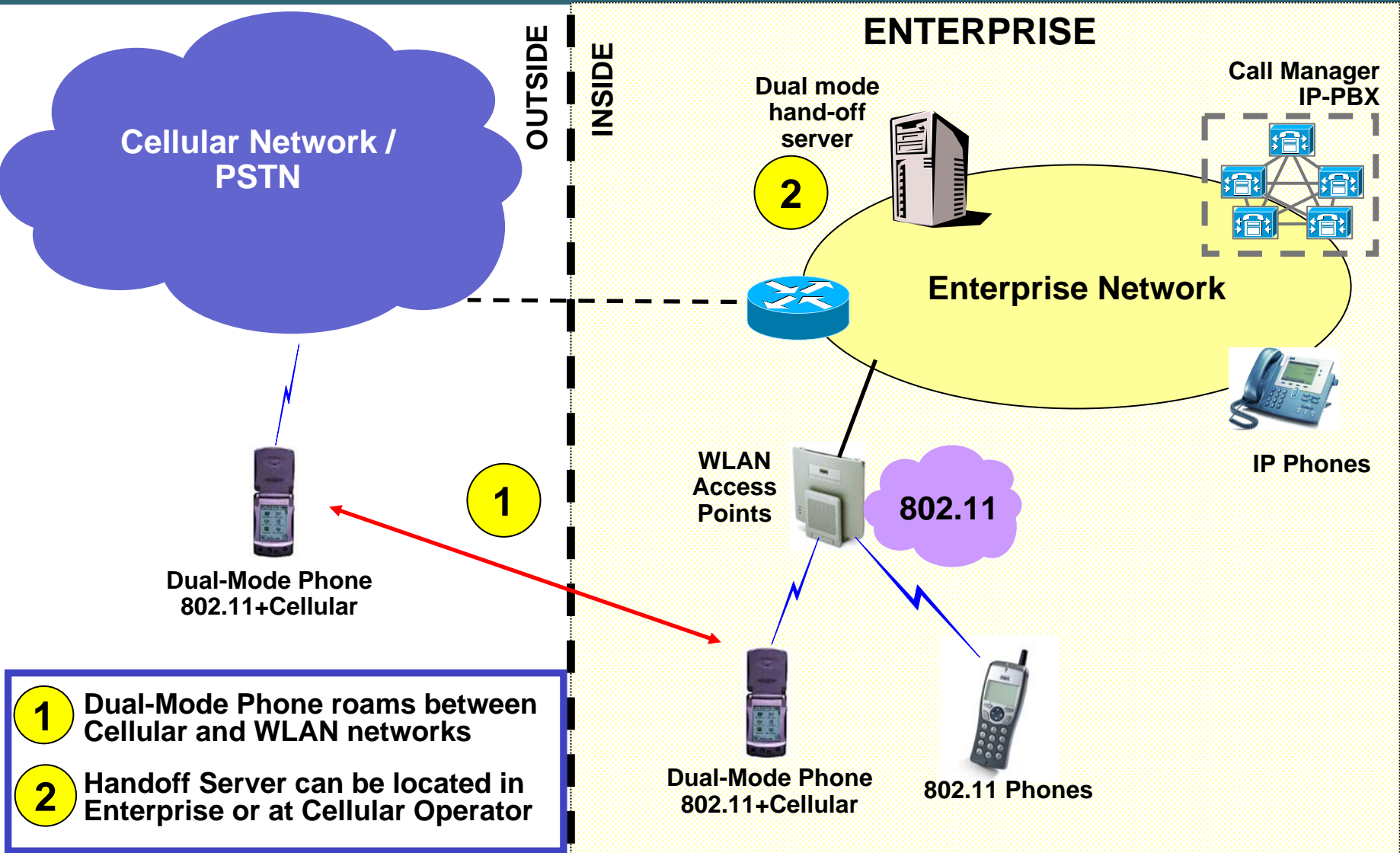
**Who's Attending**

The screenshot displays the Cisco MeetingPlace Meeting Console. The top section shows meeting details: Meeting ID: 247262, Sharing: Mario DeLeon, and Speaking: Darin Dunlap (415-555-...). Below this is a list of participants under the 'Main' tab, including Connie Tang, Darin Dunlap (415-555-1234), David Morrison, Mario DeLeon, and Mike Fratelli. The main content area shows a bar chart titled '2003 Results' comparing performance across four quarters (1st Qtr, 2nd Qtr, 3rd Qtr, 4th Qtr) for three regions: East (light blue), West (dark blue), and North (teal). The chart shows that the North region consistently has the highest values, followed by the West, and then the East. A video conference window in the top right corner shows four participants in a grid layout. The bottom status bar indicates 'Speaking: Darin Dunlap (415-555-1234)' and 'System Alerts'.

Quarter	East	West	North
1st Qtr	20	30	45
2nd Qtr	25	38	45
3rd Qtr	28	35	45
4th Qtr	30	40	55

**Complete voice, video and web  
conferencing capabilities and control**

# Cisco IPC Mobility Architecture: Dual Mode



# Nokia Dual Mode Solutions for the Enterprise

- **Nokia is developing an SCCP client on Nokia dual-mode E-Series devices**
- **Announced October 12, 2005**
- **In WLAN, operates as an IP Phone with Cisco CallManager features**
- **In public GSM network, operates as a GSM phone**
- **Solution first shown in NMC Nov. 2, 2005**
- **Devices shipping Q1, solution GA Q2/Q3**



E60

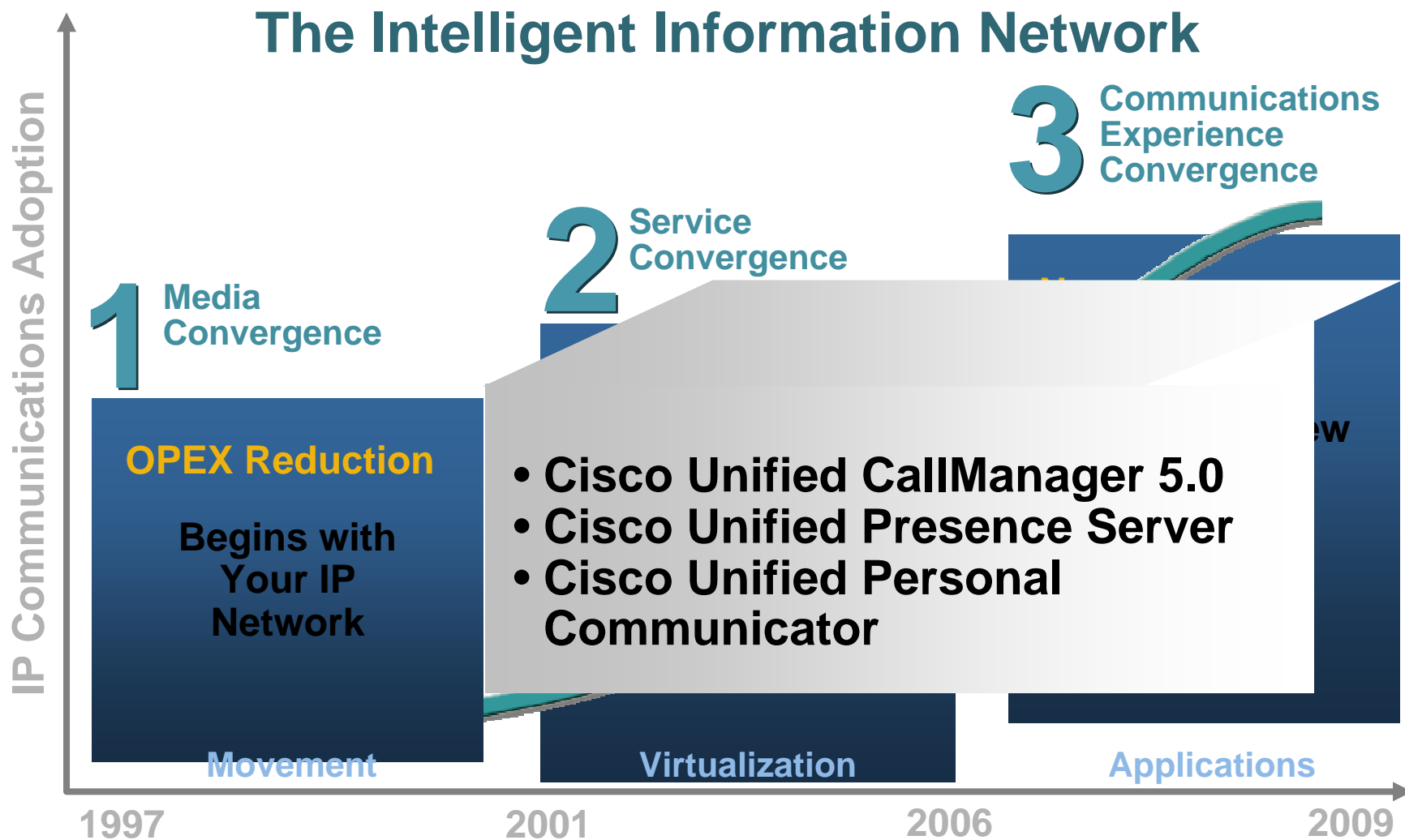


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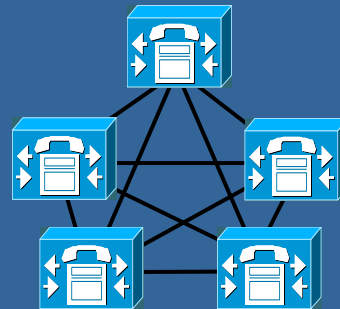
E70

# Cisco IP Communications Evolution: Integrating People, Networks and Applications



# Cisco Unified CallManager 5.0 Themes

- **Appliance model**  
Improved installation and upgrades
- **Administration**  
Enhancements  
Licensing compliance and simplification
- **Expanding SIP portfolio**  
SIP line side  
Enhanced networking  
Presence
- **Japanese, Chinese, and Korean Character Set Support**
- **Enhancements**



The screenshot shows the Cisco CallManager Administration web interface in Microsoft Internet Explorer. The browser address bar shows the URL <https://10.89.242.9:8443/ccadmin/phoneFindList.do>. The page title is "Find and List Phones - Microsoft Internet Explorer provided by Cisco Systems, Inc.". The navigation bar includes "Cisco CallManager Administration" and "Logged in as: CCMAdministrator". The main content area is titled "Find and List Phones" and shows search options and results.

**Search Options**  
Find Phone where: Device Name begins with [ ] Find Search Within Results  
(device.name begins with any)




**Search Results**

Device Name(Line)	Description	Device Pool	Device Protocol	Status	IP Address	Copy	Copy w/Lines
SEP00036BE78991	SEP00036BE78991	Default	SIP	Registered with 10.89.242.9	10.16.20.11	📄	📄
SEP0003E32A2AE	Auto 1000	Default	SCCP	Registered with 10.89.242.9	10.16.20.2	📄	📄
SEP000F23F9890A	SEP000F23F9890A	Default	SCCP	Registered with 10.89.242.9	10.88.15.217	📄	📄
SEP00112045E4F7	SEP00112045E4F7	Default	SIP	Unknown	Unknown	📄	📄
SEP0011215A1B44	SEP0011215A1B44	Default	SCCP	Unknown	Unknown	📄	📄
SEP003094C3AFF6	SEP003094C3AFF6	Default	SIP	Registered with 10.89.242.9	10.88.15.159	📄	📄
SEP003094C3BDAC	Auto 1004	Default	SCCP	Registered with 10.89.242.9	10.88.15.223	📄	📄
SEP003094C3D532	Auto 1002	Default	SCCP	Registered with 10.89.242.9	10.88.15.224	📄	📄

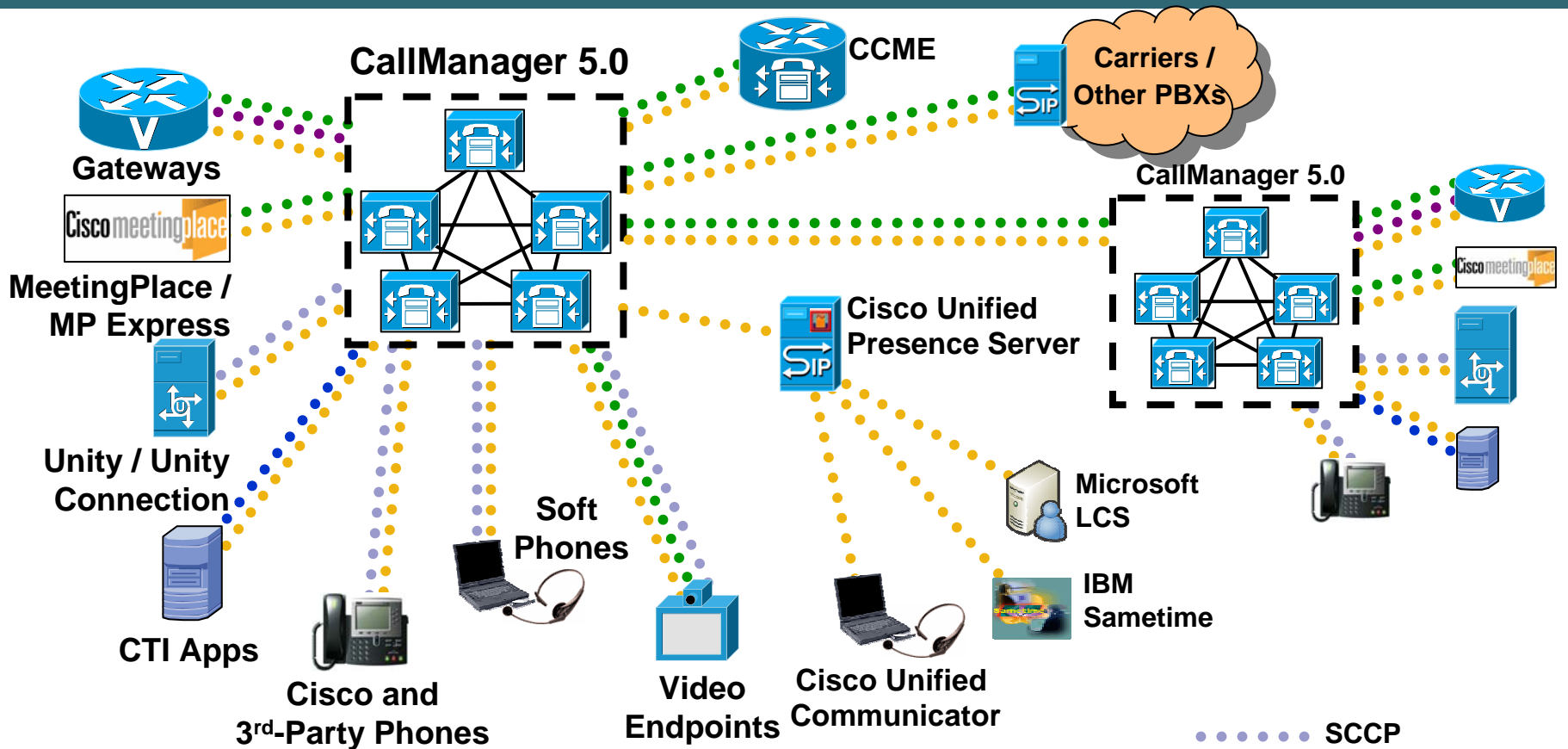
Buttons: Add New, Select All, Clear All, Delete Selected, Reset Selected. Rows per Page: 50

# Cisco Unified CallManager 5.0 Presence Features

- **Speed-dial buttons**
- **Call history logs**
- **Directory**

Icon	Description	Status
	SpeedDial	Unknown
	Presence & SpeedDial	Busy
	Presence & SpeedDial	Idle

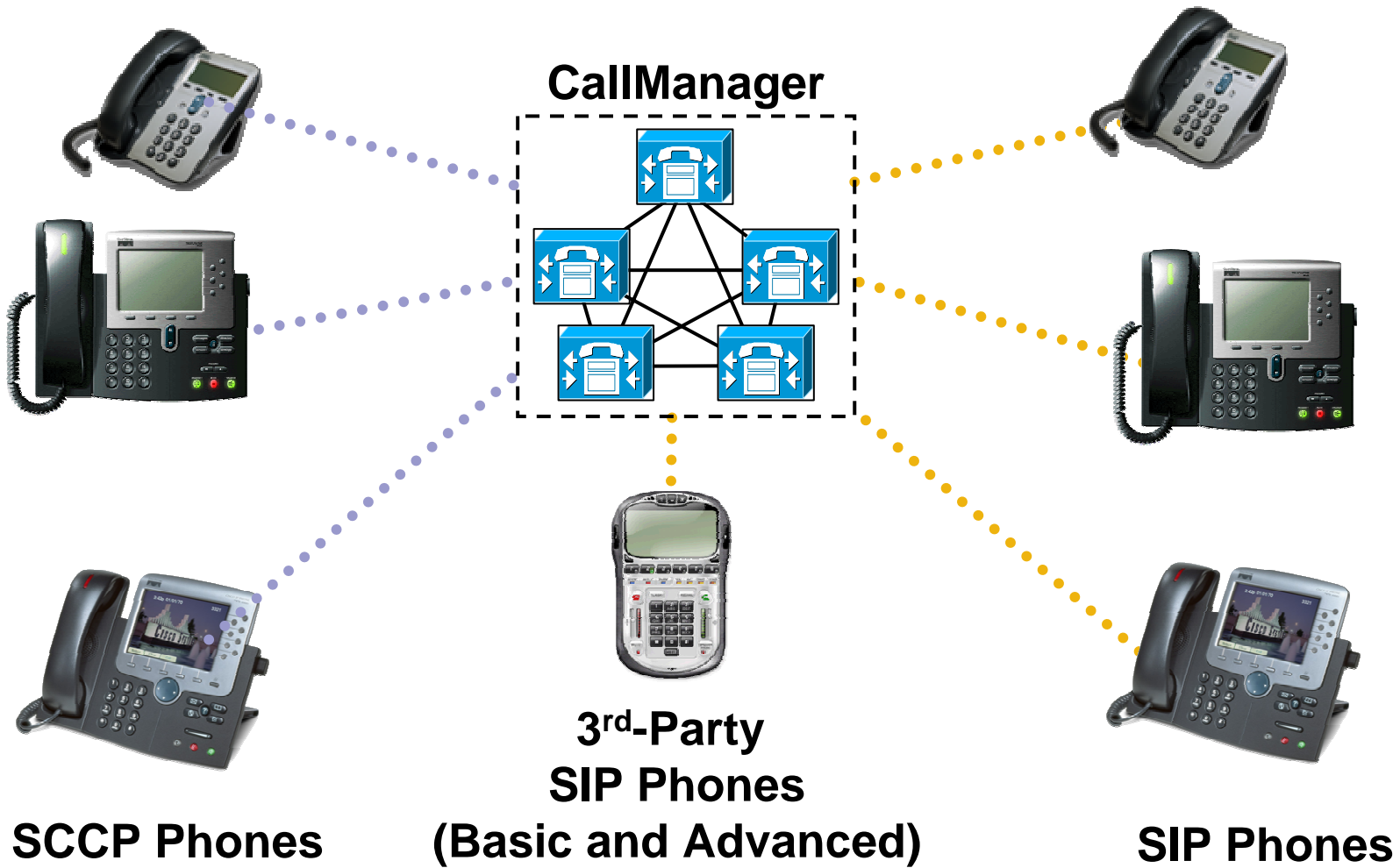
# Cisco SIP Enterprise Solution CallManager 5.0



*CallManager 5.0 integrates rich, native SIP and SIMPLE support on both line-side and trunk-side interfaces (for both audio and video calls) with integrated presence on phones and applications; KPML and RFC 2833 support for DTMF; TLS and Digest Authentication for security; seamless protocol inter-working between SIP, H.323, MGCP, SCCP, TAPI/JTAPI; RSVP support for topology-aware Call Admission Control, and much more...*

- SCCP
- MGCP
- H.323
- CTI
- SIP/SIMPLE/KPML

# Seamless Support for SCCP and SIP



# Cisco Unified Presence Server : Middleware for Presence Services and Unified Comms



Microsoft

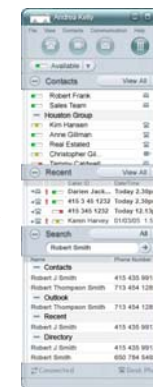
IBM

Presence/SIP Network

SIP/SIMPLE  
CSTA

Cisco Unified Presence Server

Cisco Unified Personal Communicator



Wireless Services

Partner Apps

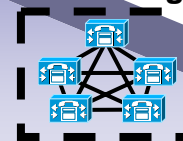
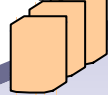
Unity

IPCC

Meeting Place

CME

CallManager



# Cisco Unified Presence Server: IP Phone Messenger

- **Unified Client users see other user's IP phone's on/off hook states**
- **Users can send or reply to messages from their IP Phones using predefined templates or composing text messages**
- **Users can call back IM senders by hitting 1 button.**
- **Implements presence enabled contact list on the phone**
- **Will also integrate with other IM clients and presence sources beyond UPS 1.0**



# Introducing... A New Unified Communications Desktop Client

Powerful communication tools in a single, easy-to-use desktop software application



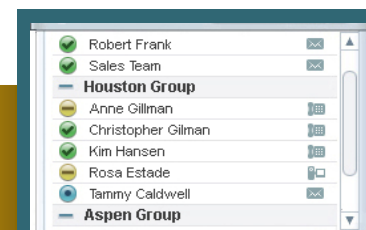
**Cisco Unified CallManager 5.0**  
IP Communications System



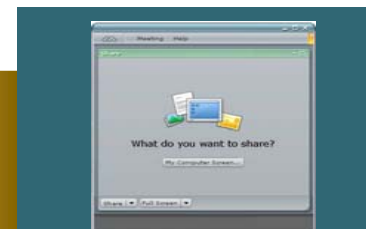
**Cisco Unity Connection 1.1**  
Intelligent Voice Messaging



- Adaptive User Interface
- Presence-enabled
- Call, Collaborate, Escalate
- Desktop Video Calling



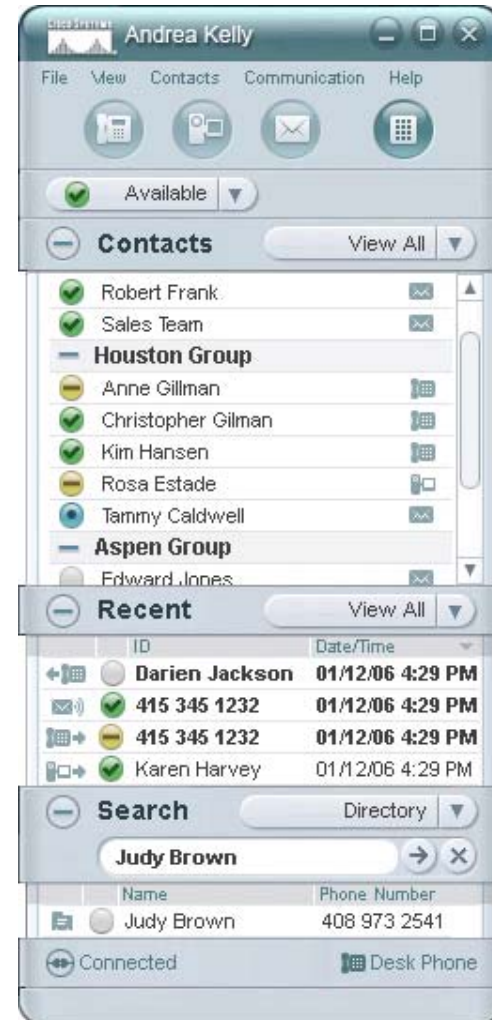
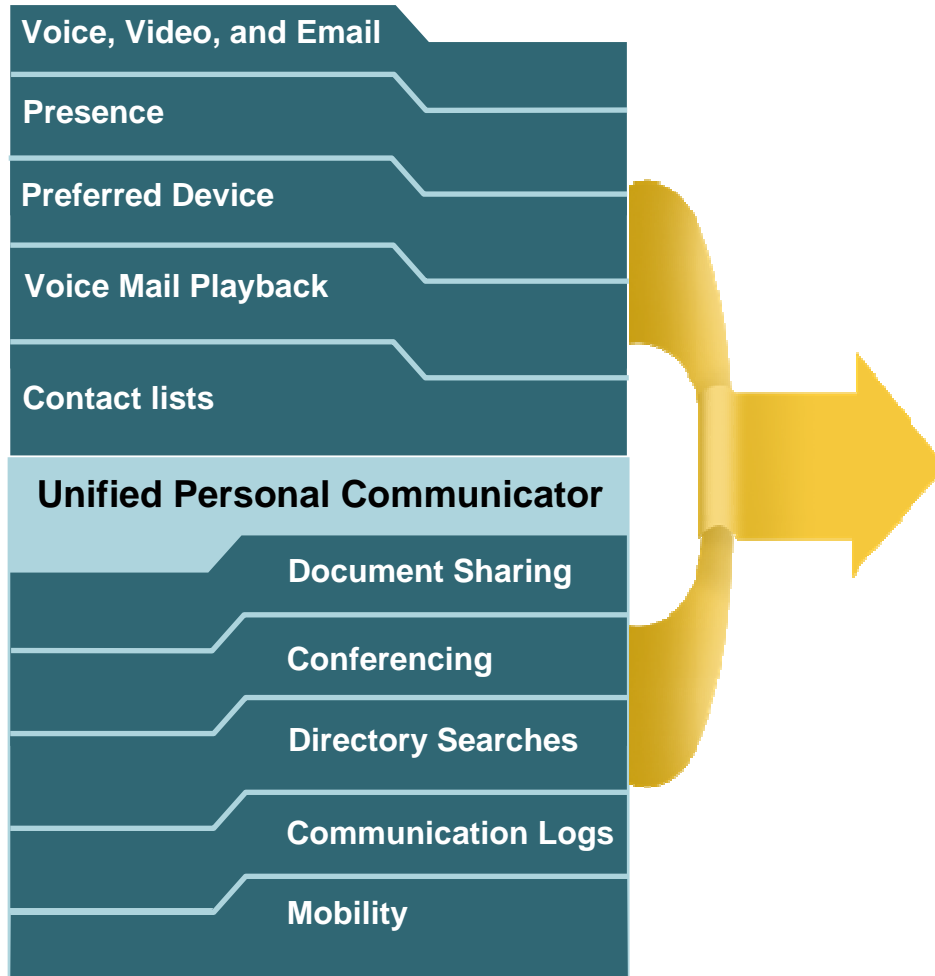
**Cisco Unified Presence Server**  
Presence State, Services



**Cisco Unified MeetingPlace Express**  
Web Conferencing

## Cisco Unified Personal Communicator

# All-in-One Communication Tool



# Cisco Unified Personal Communicator

Seamlessly integrates a wide variety of communication applications and services into a **single, rich media interface**, helping workers communicate more effectively



## Advantages

- **Access powerful productivity enhancing applications**
  - Streamline communications
  - Ease training curve
- **Leverage presence indicators**
  - Increase productivity
  - Reduce phone tag
  - Speed problem resolution
- **Use video to exchange ideas “face-to-face”**
- **Escalate communication methods for more effective interactions**
  - Voice, Video, Web Conferencing
- **Communicate anywhere, anytime**

# Know How to Reach Others Quickly

## Improve “Communication Connection Success Rates”

- Quickly determine who is available and who’s not with dynamic presence information
- Know each user’s preferred method of contact – voice, video, or email.
- Make yourself available or not
- Customize your availability information (vacation, lunch, in a meeting)

## Presence and Context

Leverage dynamic presence information in the network



- Reduce communication delays
- Enhance productivity

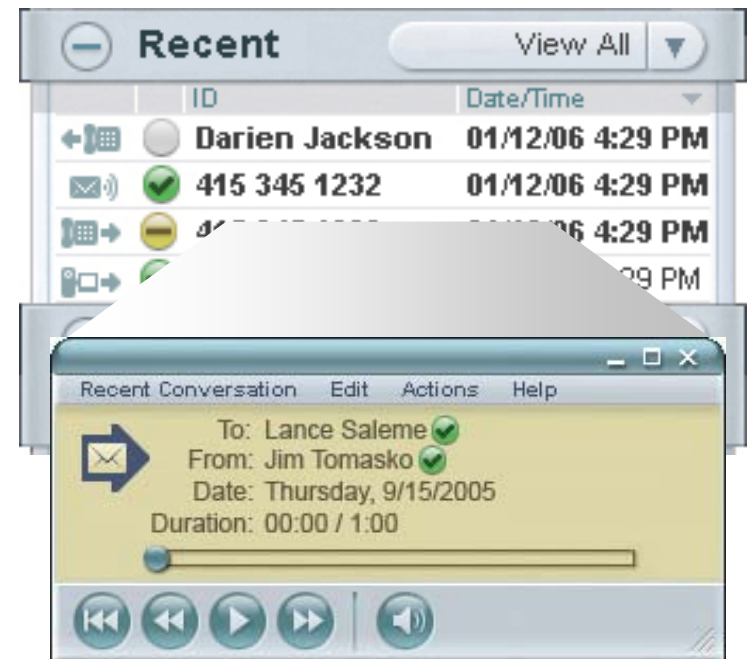
# Streamline Communications with Powerful Call Management Capabilities

- **Directory Search**  
Corporate and personal contacts
- **Click-to-Call**  
Use the fully integrated softphone or your Cisco IP Phone
- **Integrated keypad dialer**
- **Ad hoc conferencing**  
Voice, video and Web conferencing
- **Media Escalation**  
Add video telephony or document sharing
- **Pop-up notifications**  
CLID/Name, call type, call options



# View Recent Communications Activities and Respond Faster

- **See who called and when**  
Name/CLID, Date/Time, media type
- **View voice messages onscreen**  
Sort, delete, and simply click-to-play
- **View communications history**  
Inbound/outbound calls  
Missed calls  
Voice messages



# Face-to-Face Communications with Integrated Video Softphone



- **Provide consistent user experience for voice and video**
  - Click-to-call
  - Single number for voice and video
  - Automatic codec, format and bit rate negotiation
- **Support multi-party ad hoc conferencing**
- **Enhance productivity and the quality of communications**
- **Save on travel expenses by reducing the need for in-person meetings**
- **Bridge language and cultural barriers**
- **Focus attention on the matters being discussed**
- **Improve teamwork for geographically dispersed employees**

**Business meetings**  
**Human resources - Remote interviews**

**Education – long distance learning**  
**Telemedicine - Remote Consultation**

# Virtual Meetings Anywhere, Anytime

- **Collaborate more effectively with Web conferencing**
  - Improve operational effectiveness
  - Speed decision-making
- **Share documents and presentations with customers and co-workers**
  - Overcome geographic boundaries
  - Scale content to interface automatically
- **Leverage proven, on-net Solution for Costs Savings and Security**
  - Use Cisco Unified MeetingPlace Express to eliminate outsourced Web conferencing services



**Enhance Meetings and Improve Productivity**

# Take Your Office With You!

## Stay productive no matter where you are

- All the same services you have in the office
  - Place/receive calls
  - Access contact lists and directories
  - View and play voicemails
  - Video and Web conferencing
- Reduce or eliminate
  - Long distance and calling card fees
  - Cell phone charges
- Work anywhere you have access to your corporate network



# More info

- **Cisco Unified Communication:**

[www.cisco.com/go/unified](http://www.cisco.com/go/unified)

- **Cisco Unified Communications Flash demo:**

[http://www.cisco.com/cdc\\_content\\_elements/flash/cisco\\_uni\\_comm\\_3tab\\_web/flash.html](http://www.cisco.com/cdc_content_elements/flash/cisco_uni_comm_3tab_web/flash.html)

- **The Next Step in Communications (Video)**

<http://tools.cisco.com/cmnl/jsp/index.jsp?id=49669>

# Spørgsmål?



# CISCO SYSTEMS

