



Tech Update: Collaboration 2010

2-4. marts 2010

Morten Skanner, mskanner@cisco.com
Per Toft, ptoft@cisco.com

- Visse dele af præsentationen er udeladt i denne version.
- Kontakt Per Toft eller Morten Skanner hvis du ønsker den fulde præsentation.

Agenda

- Cisco Unified Communications Manager 8.0
- Mobility
- Nye IP telefoner - 8900/9900 serier
- Cisco Unified Presence 8.0
- Klienter
 - Client Services Framework
 - Cisco Unified Personal Communicator 8.0
 - Cisco UC Integration for MOC 8.0
- Cisco Conferencing
 - MeetingPlace - WebEx
 - TelePresence nyheder
- Cisco UC licensering

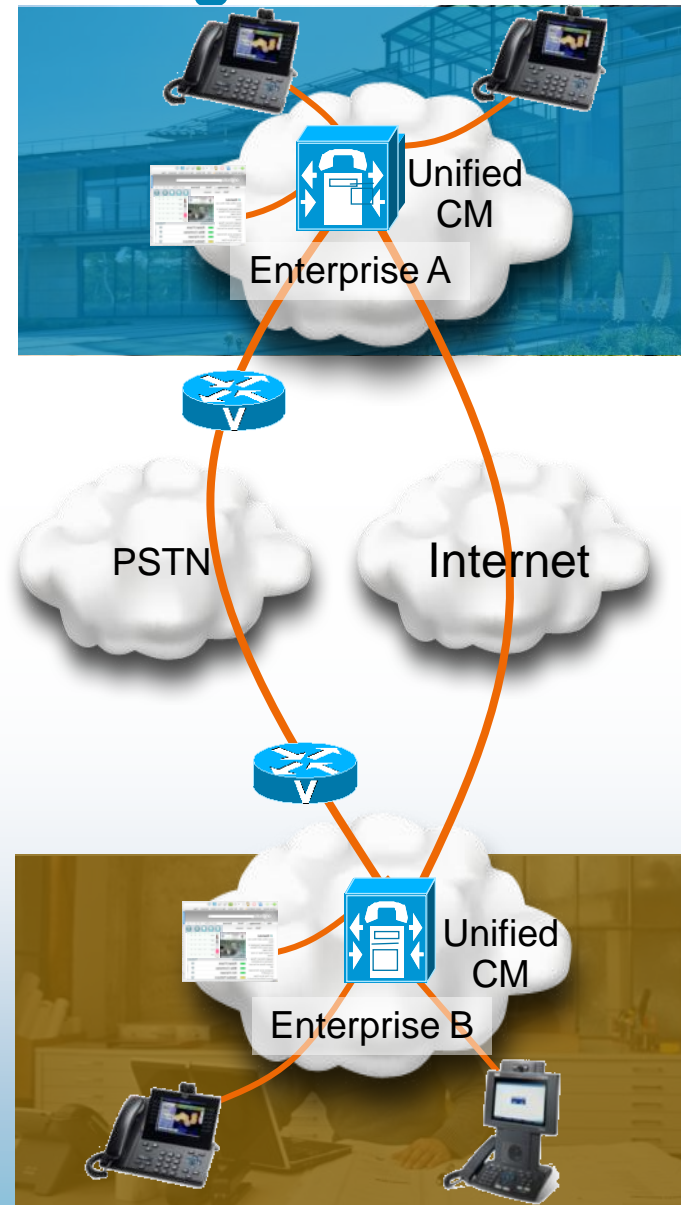


Cisco Unified Communications Manager Release 8.0

Cisco Intercompany Media Engine

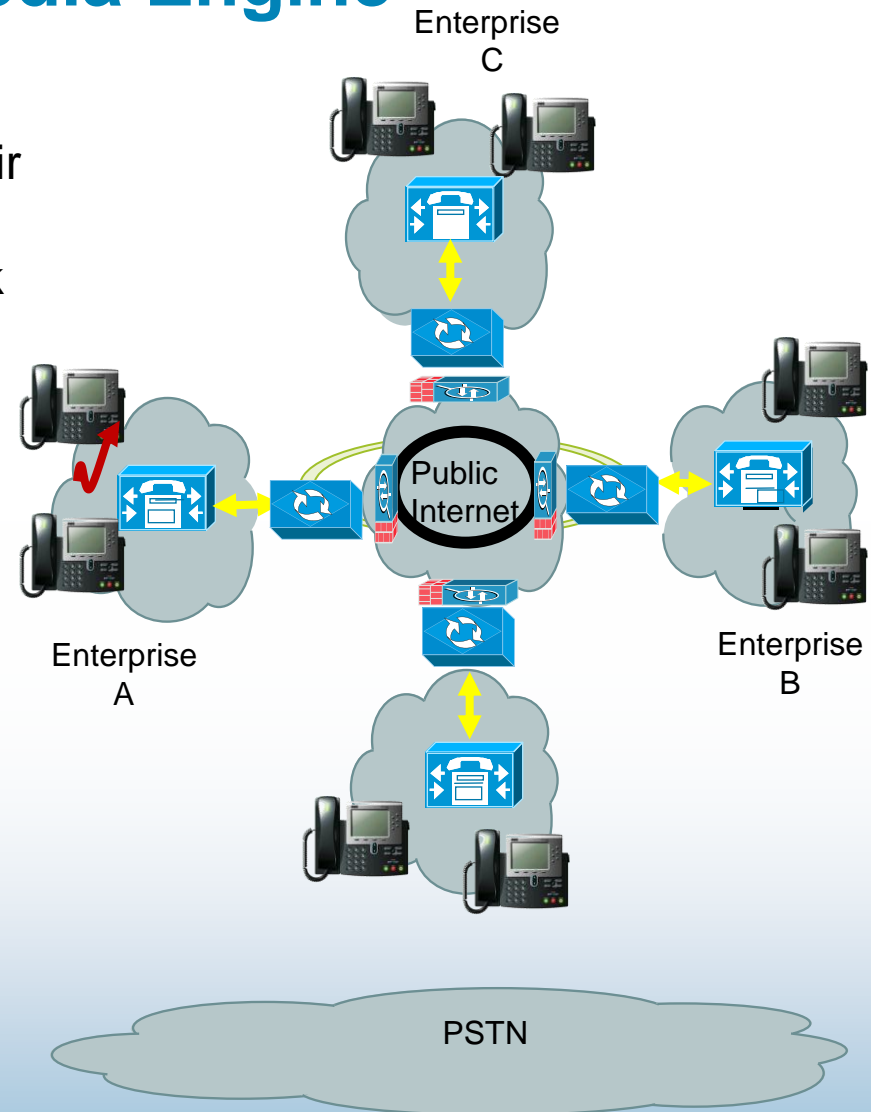
Extending UC Experience Between Organizations

- Cisco Intercompany Media Engine
 - Secure enterprise video telephony and high fidelity wideband audio across companies
 - Provide boundaryless communications to business partners
- Effortless for users and administrators
 - Easy to use: self-learning
 - Consistent user experience between organizations
- Secure, efficient network utilization with reduced costs
 - Efficient use of PSTN and SIP trunks
 - Certificate based authentication with remote enterprises
 - TLS based signaling between enterprises with SRTP media
 - Spam blocking



Cisco Intercompany Media Engine

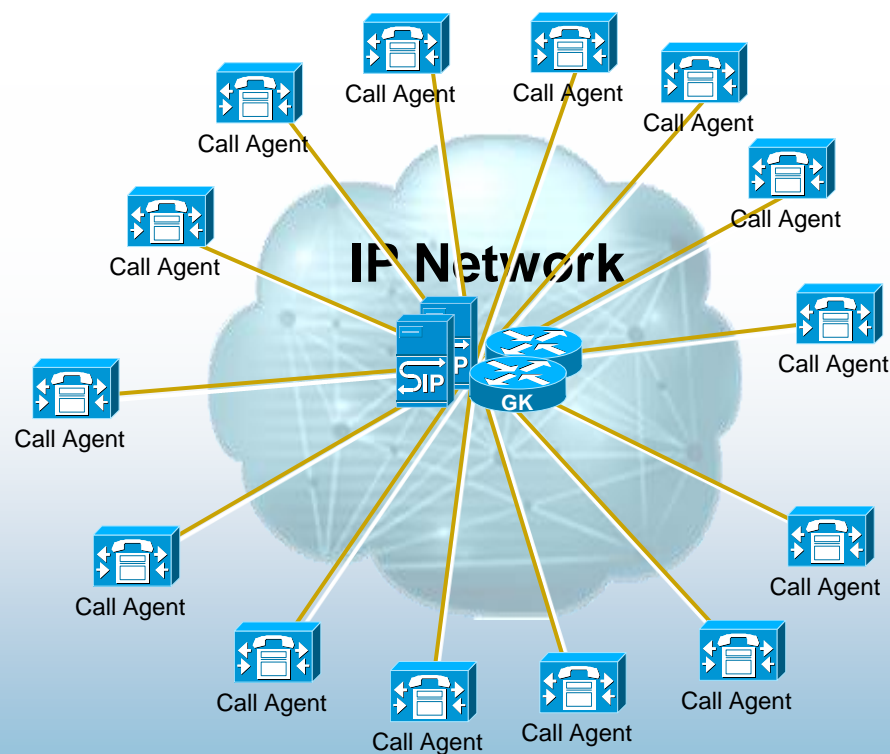
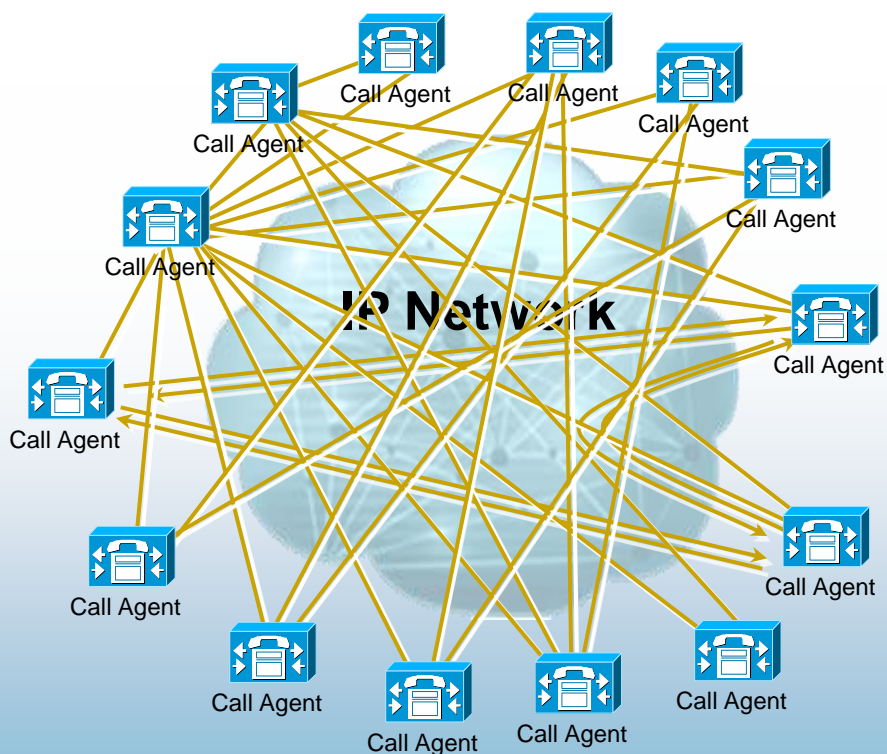
1. IME servers obtain DID patterns from their CUCM and join IME network
2. IME Servers publish DIDs to IME network
3. First Call is placed over PSTN
4. Both CUCMs send Voice Call Records (VCRs) to their IME Servers
5. The Originating IME Server verifies call with the Terminating IME Server
6. The Originating IME Server pushes learned SIP route to that DID to the originating CUCM
7. The Originating CUCM saves the route
8. When another call is placed to the same DID, the call now goes over the Internet as an IME call via the learned IME SIP route w/ UC capability



Service Advertisement Framework

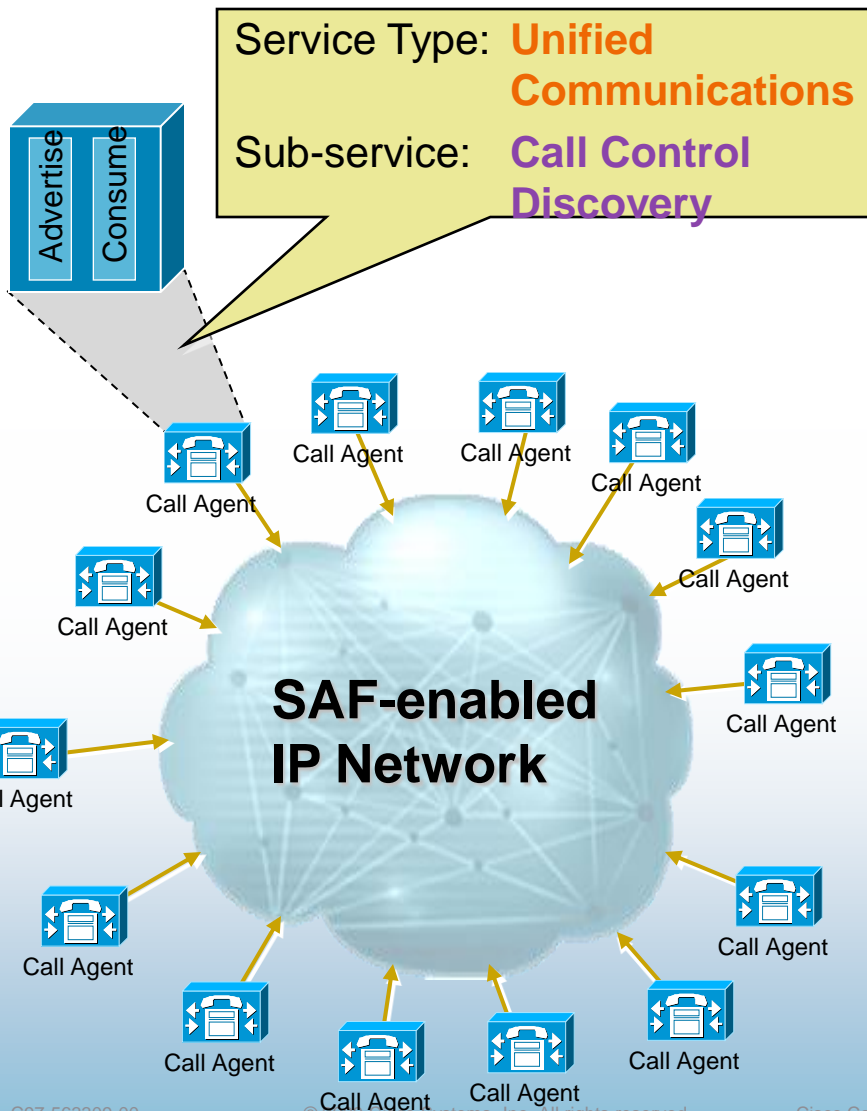
Limitations of Current UC Routing Approaches

- Configuration complexity, Speed of deployment
- High operational cost, TCO
- Availability, Business Continuity



SAF and Unified Communications

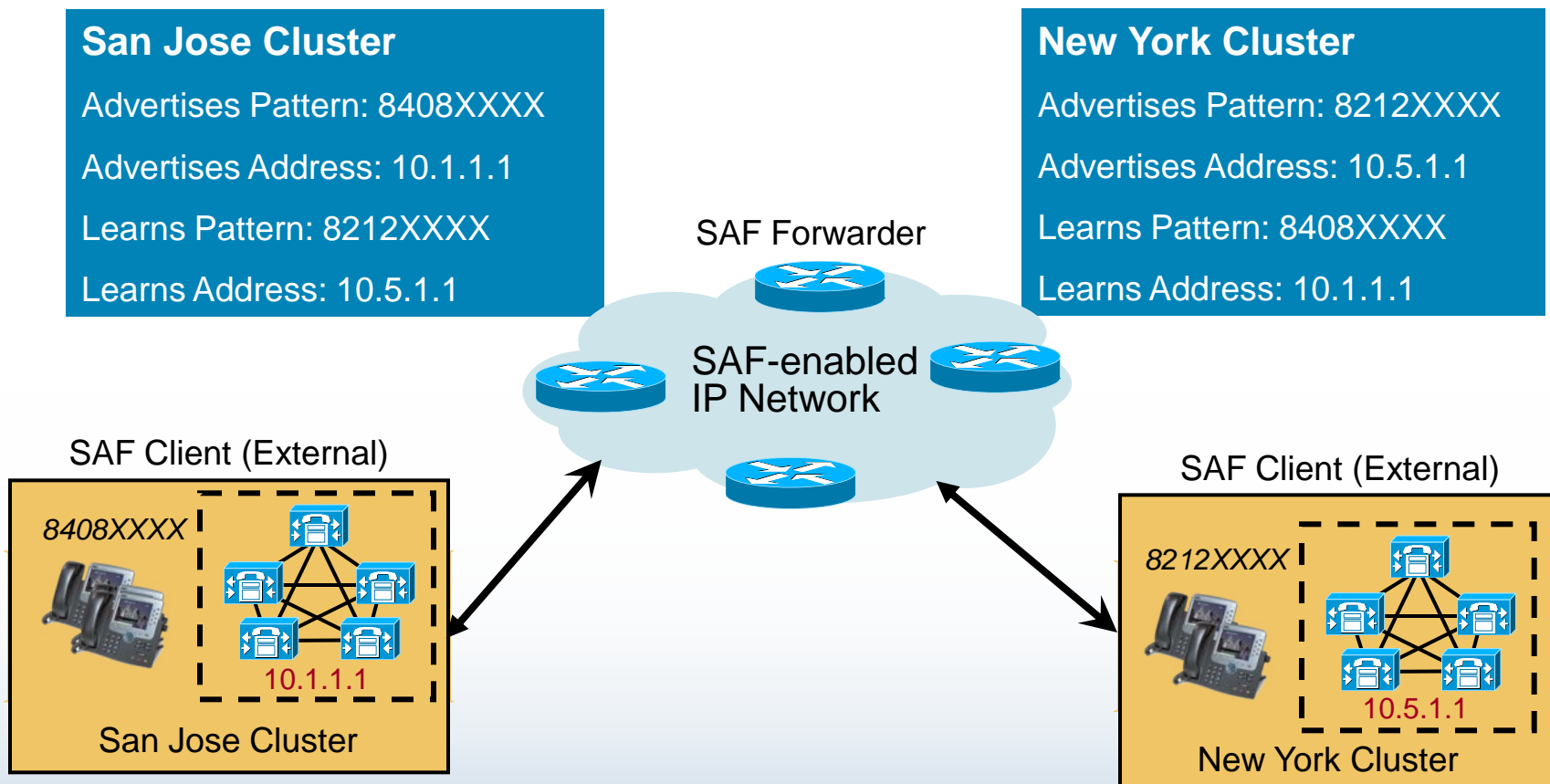
The Call Control Discovery (CCD) Service



- Unified CM awareness across network
 - Advertisement of DN & route plan
 - Auto discovery of advertisements
 - Interop with Gateways, Unified Border Element, Unified CME, Unified SRST.
- Benefits
 - Enables fast and easy UCM deployment
 - Dynamically adds/removes sites
 - Lower provisioning costs

SAF and Unified Communications

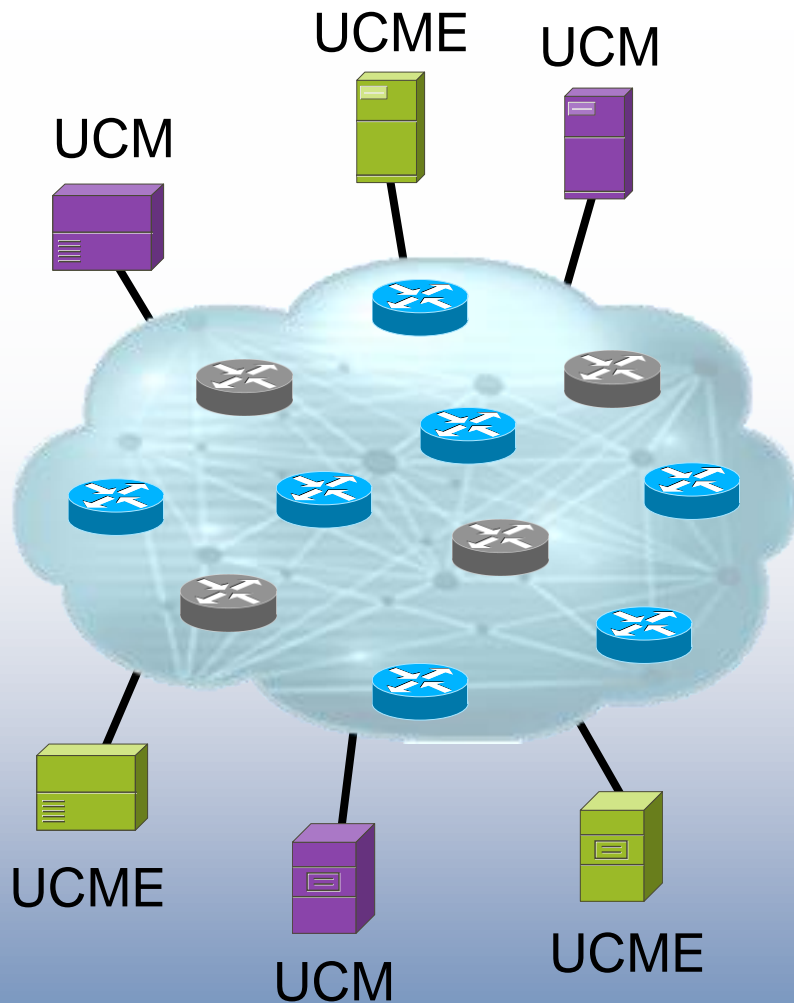
The Call Control Discovery (CCD) Service



SAF: The underlying infrastructure for capability information distribution

CCD: A service that uses SAF for distributing call routing information

Call Admission Control (CAC) Intercluster RSVP



- Provides RSVP based Call Admission control.
- Inter-cluster RSVP support for SIP trunk
- Uses SIP preconditions as defined by RFC3312 and RFC4032
- Communicate QoS status between UCMs over the SIP trunk.
- This mechanism can be used by other Call Control (eg UCM Express; CVP, CUBE, SME)

Extension Mobility Cross Cluster Cross Registration Model

- Phone in visiting cluster will register with home cluster of the user
- This approach provides high feature content
 - Most features act as they would for native extension Mobility
- The following features would natively be supported:

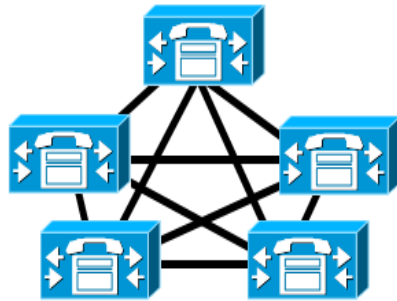
- shared line
- hunt lists
- transfer/conference / hold/call forward
- cellular mobility
- barge/cBarge
- iDivert
- Applications

- speed dials
- Services
- address book
- device labels
- line appearance management
- MWI

- voice mail
- do-not-disturb
- Monitoring
- Recording
- callback busy/NR
- MLPP

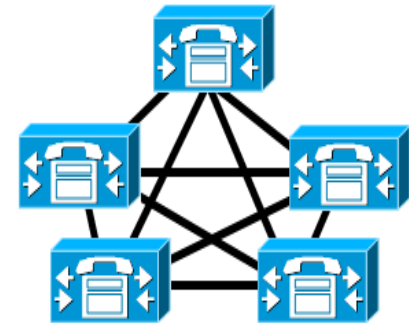
EMCC Home and Visiting Clusters

Home Cluster



User EM profile is configured on Home cluster

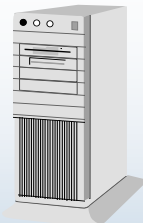
Visiting Cluster



Phone re-registers with users Home cluster.

CTI Applications on Home Cluster can control this phone

User logs into phone on Visiting cluster using Extension Mobility Username and PIN



iSAC audio codec

- **iSAC** (Internet Speech Audio Codec) is a proprietary wideband speech and audio codec with an adaptive bit rate from 10 to 32 kbps.
- Wideband audio (i.e. 16 kHz sampling rate, 8 kHz audio bandwidth)
- Robust to packet jitter (delay variation) and loss
- Low delay
- iSAC is also one of the codecs supported by popular IM and VoIP clients such as:



Lotus Sametime



LDAP Filtering

(Examples with AD schema)

- CUCM 7.x and prior Dirsync supports a single default hardcoded filter for every directory type supported – Active Directory, Sun Directory, OpenLDAP and ADAM
- In Cisco Unified Communications Manager v8.0, custom LDAP filters can be created through the CUCM Admin UI to associate it with **any** LDAP agreement
- Support unique search filters with no restriction on the number of filters that can be configured

Default LDAP Filter

```
(&(objectclass=user) (!(objectclass=Computer))  
(!(UserAccountControl:1.2.840.113556.1.4.803:=2)))
```

To select users from a specific department

```
(&(objectclass=user) (!(objectclass=Computer))  
(!(UserAccountControl:1.2.840.113556.1.4.803:=2))  
(department=Engineering) (department=Finance) )
```

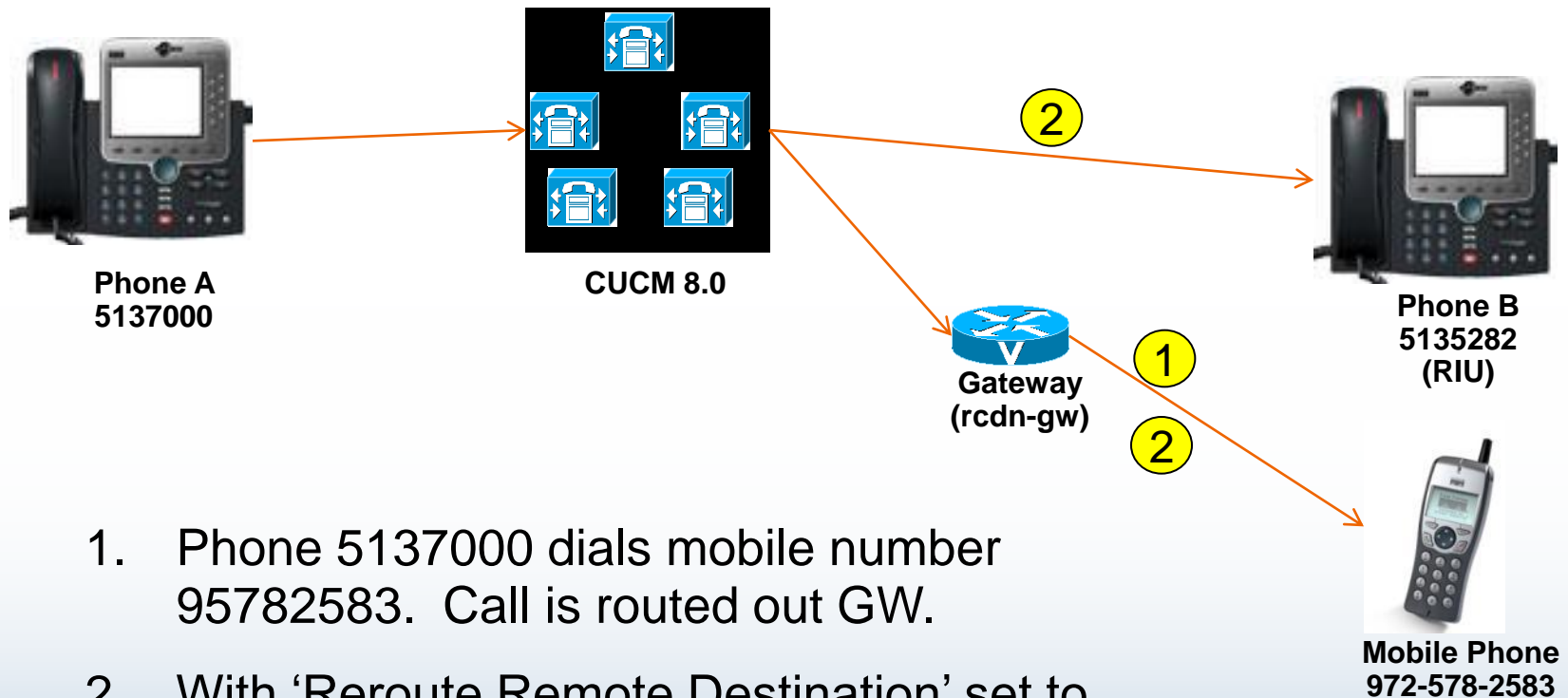
To select users with a phone number

```
(&(objectclass=user) (!(objectclass=Computer))  
(!(UserAccountControl:1.2.840.113556.1.4.803:=2))  
(telephonenumber=*) )
```

To select users from an area

```
(&(objectclass=user) (!(objectclass=Computer))  
(!(UserAccountControl:1.2.840.113556.1.4.803:=2))  
(telephonenumber=*) (co=United States) )
```

Reroute Remote Destination Calls to Enterprise Number Feature



1. Phone 5137000 dials mobile number 95782583. Call is routed out GW.
2. With 'Reroute Remote Destination' set to true, when same number is dialed, both Phone B and mobile device ring

HTTPS for Phone Services

- Previously, communication between Phones and Phone Services used HTTP
- This communication was over “clear text”
- Critical information vulnerable to exposure via packet capture
- Now support HTTPS
 - Hypertext Transfer Protocol Secure
 - Combination of HTTP with SSL/TLS
 - Encryption and secure identification of server
 - using port 8443 instead of 8080

HTTPS: Phone Services and Phones

- Phone Services that support HTTPS

1. Extension Mobility (EM)

2. Extension Mobility Cross Cluster (EMCC) →



3. Manager Assistant (IPMA)

4. IP Phone Services (CCMCIP)

5. Personal Directory (CCMPD)

6. Change Credentials →



- Supported phones: 7906, 7911, 7931, 7941, 7961, 7970, 7942, 7945, 7962, 7965, 7975

HTTPS for Phones Services: Changes to IP Phone Services

► Cisco Unified CM Administration ► Device ► Device Settings ► Phone Services ► Add New

- New Secure-Service URL field for HTTPS support

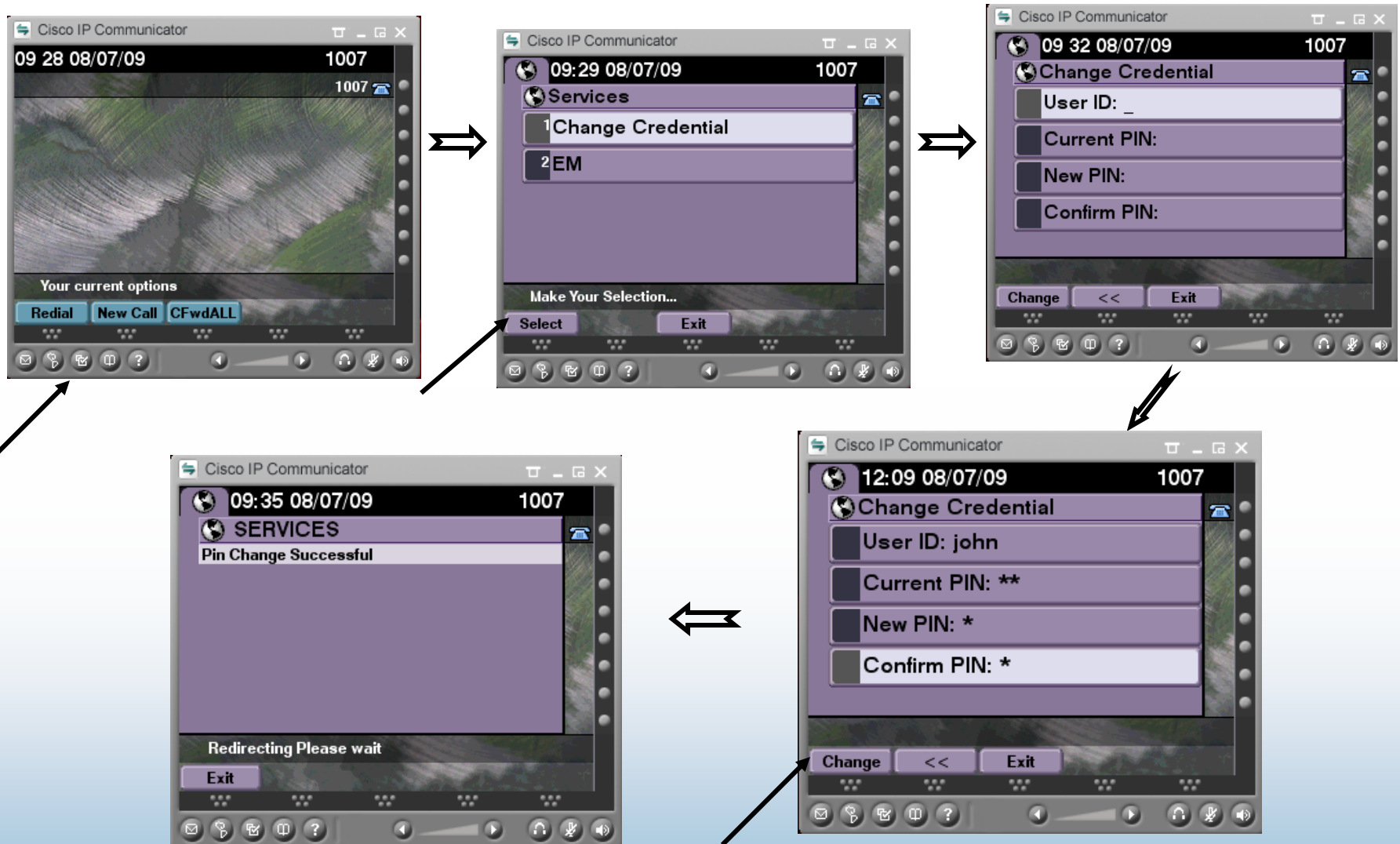
Service Information

Service Name*	<input type="text" value="EM"/>
ASCII Service Name*	<input type="text" value="EM"/>
Service Description	<input type="text" value="EM"/>
Service URL	<input "="" type="text" value="http://10.89.82.36:8080/emapp/EMAppServlet?device="/>
Secure-Service URL	<input "="" type="text" value="https://10.89.82.36:8080/emapp/EMAppServlet?device="/>
Service Category*	<input type="text" value="XML Service"/>
Service Type*	<input type="text" value="Standard IP Phone Service"/>
Service Vendor	<input type="text"/>
Service Version	<input type="text"/>

Enable
 Enterprise Subscription




Change Credential as a separate service




Change Credential at forced PIN change

- At EM login when user's PIN has expired (EMCC too)

Credential Configuration for userid (PIN)

 Save

Status

 Update successful

Credential Information

Locked by Administrator

User Cannot Change

User Must Change at Next Login

Does Not Expire

Reset Hack Count

Authentication Rule*

Time Last Changed

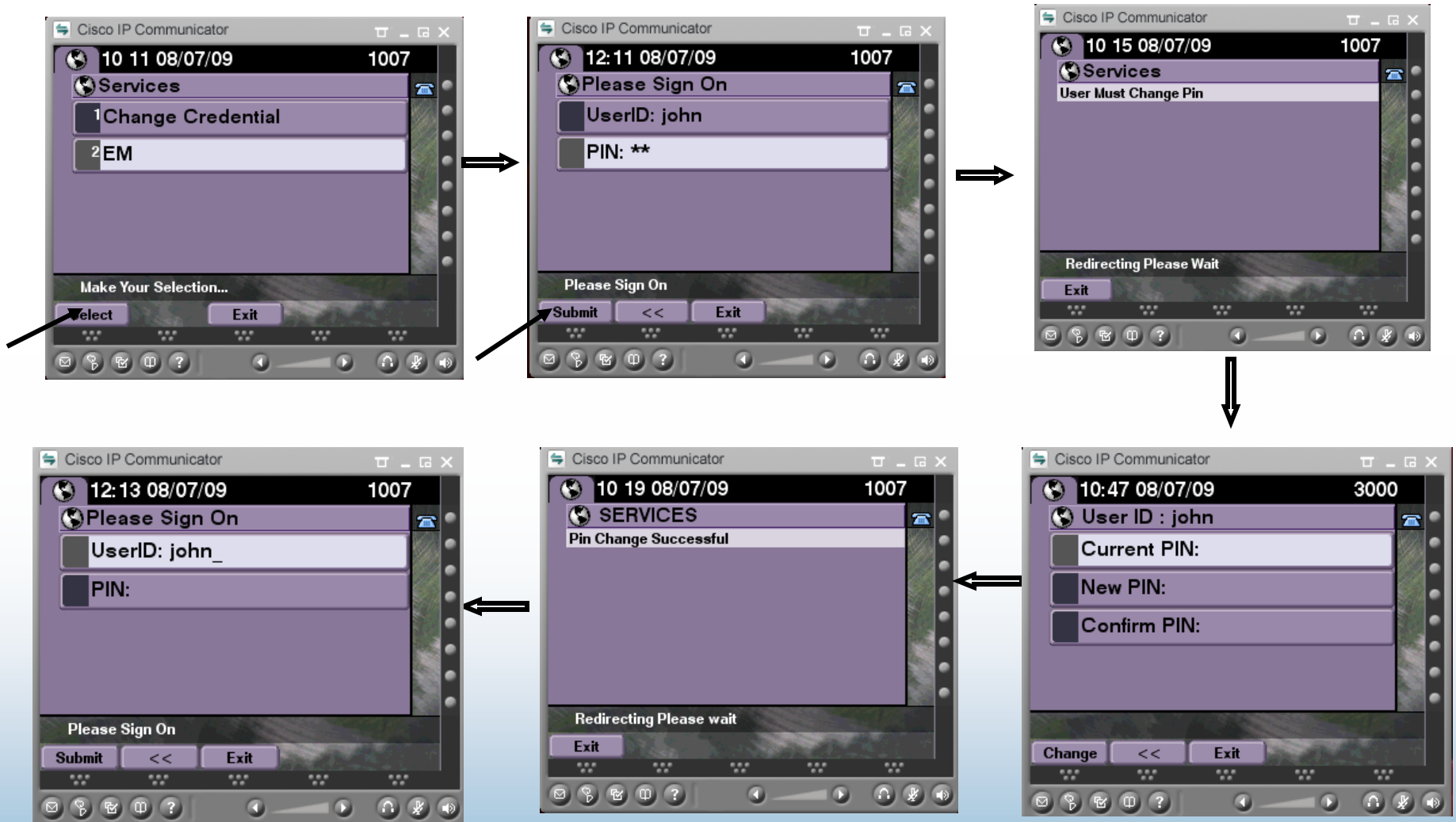
Failed Logon Attempts

Time of Last Failed Logon Attempt

Time Locked by Administrator

Time Locked Due to Failed Logon Attempts

Change Credential at EM Login



8.0 Platform and Virtualization Support

■ MCS 7800 Support

Continued support of most recent server models (7816/25/28-x3/x4, 7835/45-x2/x3) and select older models

MCS 7816/25/28-I5 (2HCY10, planned not committed)

SW-only options for both HP and IBM

■ Server Virtualization and Unified Computing System support

Based on market-leading VMware vSphere 4 (ESXi 4.0)

8.0(1)SU1 on VMware on UCS B200 M1 (April 2010)

8.0(2) on VMware on UCS C210 M1 (2HCY10, planned not committed)

8.5(1) on VMware on UCS C200 M1 (2HCY10, planned not committed)

■ Provides physical and virtual deployment options for Unified Communications Manager

■ Ensures performance, reliability, management and high availability



UCS B200 M1



UCS C210 M1



UCS C200 M1



MCS 7816/25/28-I5
(IBM x3250-M3)



MCS 7835/45-I3
(IBM x3650-M2)

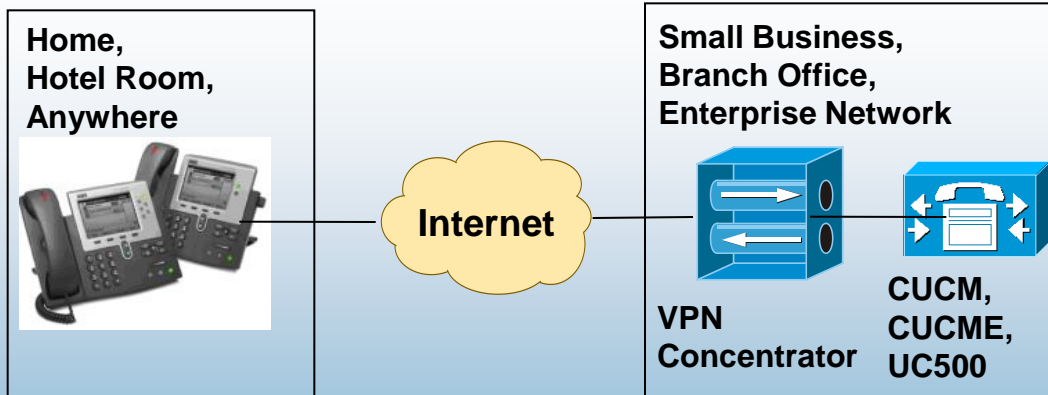
Benefits

- Deployment flexibility and customer platform choices
- Simplified support when Cisco provides HW and SW
- Improved TCO and operations with Virtualized UCS
 - Server Consolidation - reduce space, power, cooling, cabling and management requirements
 - UC scalability as needed
 - More effective business continuity and disaster recovery
 - Familiar data center management tools
 - Simpler installs, upgrades, backups with zero downtime

Cisco VPN Client for IP Phones

Adds another option for customers attempting to solve the remote teleworker problem, complementing Cisco's remote telecommuting offerings, the Enterprise Class Teleworker (ECT) and ASA Phone Proxy solutions, by providing customers with an alternative solution

- **Easy to Deploy** – All settings configured via CUCM administration
- **Easy to Use** – After configuring the phone within the Enterprise, user takes it home and plugs in into their broadband router for instant connectivity. No difficult menus to traverse.
- **Easy to Manage** – Phone can receive firmware updates and configuration changes remotely
- **Secure** – VPN tunnel only applies to voice and IP phone services. PC connected to PC port responsible for authenticating and establishing own tunnel with VPN client software

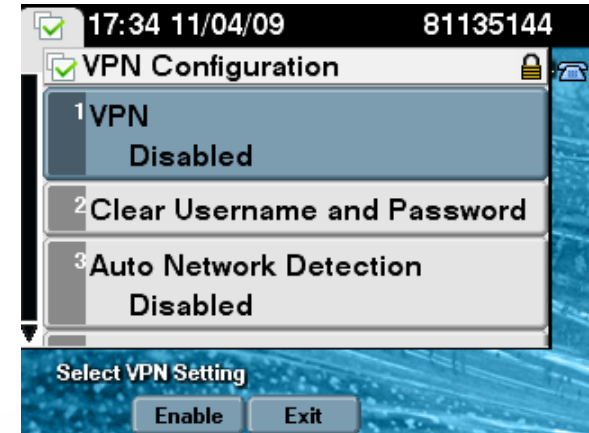
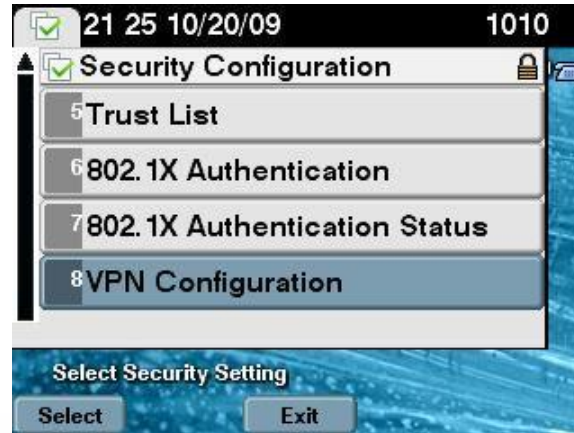


Cisco VPN Client	
Endpoint support	<ul style="list-style-type: none"> ▪ 7942G, 7945G, 7962G, 7965G, and 7975G SCCP Devices Only
Deployment mode	<ul style="list-style-type: none"> ▪ IP Phone Remote Access
Services secured	<ul style="list-style-type: none"> ▪ Voice ▪ Data (XML Phone Services)
Licenses	<ul style="list-style-type: none"> ▪ VPN Concentrator License ▪ IP Phone DLUs
VPN Concentrators	<ul style="list-style-type: none"> ▪ Cisco ASA 5500 Series ▪ Cisco ISR with IOS SSL VPN
Encryption Technology	<ul style="list-style-type: none"> ▪ Secure Socket Layer (SSL)
Deployment Considerations	<ul style="list-style-type: none"> ▪ No additional hardware needed at remote location other than IP Phone ▪ Concurrently running IP Phone Services Reduced When Enabled

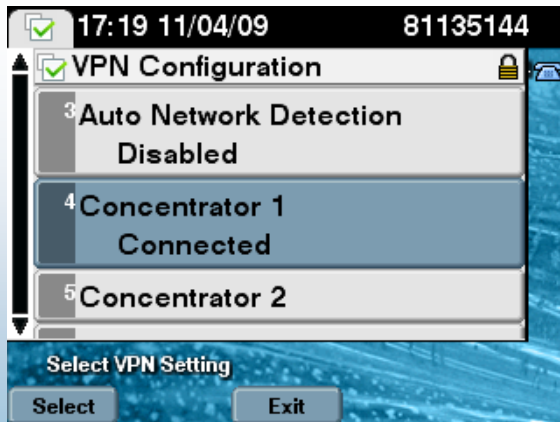
Teleworker Solution Positioning

	Cisco Virtual Office	Cisco ASA Phone Proxy	Cisco VPN Phone
Encryption Technology	Always-on VPN Tunnel	Native SRTP-TLS encryption	Embedded Cisco SSL VPN client
Endpoint support	<ul style="list-style-type: none"> All Cisco IP Phone Models Softphones on PC SCCP and SIP Firmware 	<ul style="list-style-type: none"> All SRTP-TLS capable endpoints (SCCP and SIP) Softphones (authenticated mode, CIPC VLAN Traversal) 	<ul style="list-style-type: none"> 7942G, 7945G, 7962G, 7965G, 7975G and 99xx/89xx Devices Only (2HCY2010) SCCP Firmware Only on 79xx Devices 9971 Wireless (2HCY2010)
Deployment modes	Teleworker/Remote Access <ul style="list-style-type: none"> Cisco 870, 880, 1800, and 1900 Series Routers 	<ul style="list-style-type: none"> Remote Access Internal campus - VLAN traversal for softphones 	<ul style="list-style-type: none"> IP Phone Remote Access
Services secured	<ul style="list-style-type: none"> Voice Video Data 	<ul style="list-style-type: none"> Voice Phone Service Traffic (HTTPS) 	<ul style="list-style-type: none"> Voice Video (99xx/89xx Models) Data (Phone Services Traffic)
Licenses	Multiple hardware/software licenses required for solution	UC Proxy License	ASA SSL VPN (Premium) License Phone License on ASA
Head-end termination	Various IOS based VPN gateways Supported	Cisco ASA 5500 Series	Cisco ASA 5500 Series at FCS IOS SSL VPN Planned
Deployment Considerations	VPN Headend VPN device at remote site	<ul style="list-style-type: none"> ASA Headend 	<ul style="list-style-type: none"> VPN Headend Cisco UC Manager 8.0 required
Positioning	<ul style="list-style-type: none"> Premier Teleworker Zero-touch Deployment Secures more than phones 	<ul style="list-style-type: none"> Casual/Mobile Teleworker Secures Phone Traffic Only Sell to UC IT Admin 	<ul style="list-style-type: none"> Casual/Mobile Teleworker Secures Phone Traffic Only Sell to Security IT Admin

VPN Client on the IP Phone



Settings ► Security Configuration ► VPN Configuration





Mobility Update



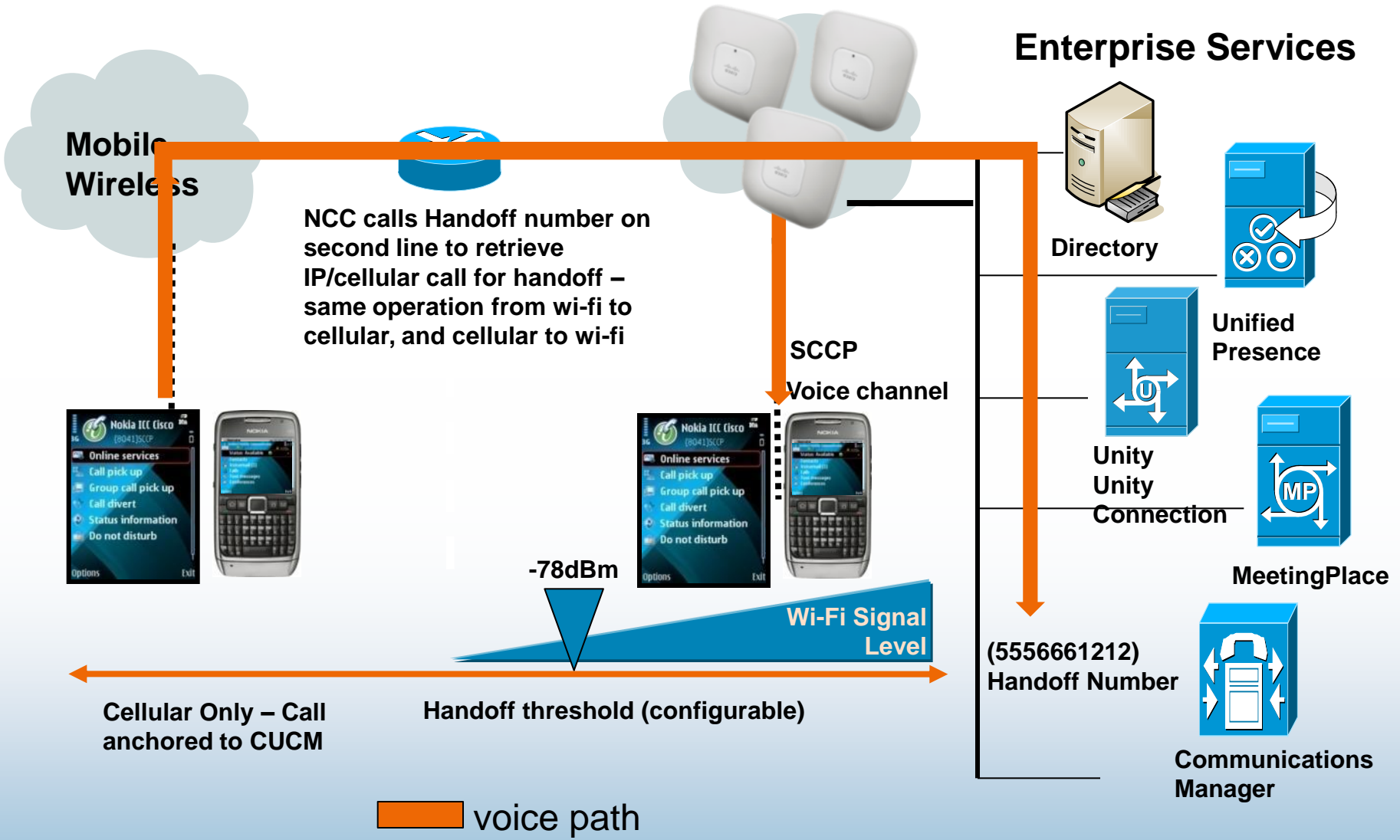
Cisco Nokia Call Connect 2.0



- Builds on 1.1.3 SCCP capabilities
- Automatic seamless handover between networks
- XML Application Support
- “+” prefix configuration
- Supported devices: E51, E52, E55, E61i, E63, E66, E71, E72, E75, E90
- Supported with CUMC v7

Not supported on the AT&T Nokia E71x
Auto-handoff only on E72, E75, E52, E55

How does handoff work?





Cisco Unified Mobile Communicator



- Cisco Unity and Unity Connection Visual Voicemail
- Mobile Presence
- Dial via Office
- Turn single number reach on / off
- Enterprise Call History from Cisco Unified Communications Manager
- Support with NCC 2.0
- Seamless auto-handoff (data)

New Integrations = NCCv2.0 + CUMCv7

Connect



Communicate



Collaborate



Seamless Handoff

- Single Number Reach -> WLAN
- Dial-via-Office -> WLAN
- WLAN -> Cellular
- CUMC data -> WLAN
- (Continuous Presence)

Cost Savings

- Dial-via-office
- Voice over WLAN
- Data over WLAN

Higher Productivity

- Corporate dialing
- Presence enabled directory
- Visual Voicemail

CUMC as mobile softphone (CUMC + NCC)

CUMC Dial-via-Office

CUMC can operate like VoIP client without QoS issues over 3G. Calls are routed back over the cellular network, but all calls are carried on the IP / CUCM based network. Remote corporate calling without need for VPN.

Nokia Call Connect VoWLAN

Dial VoIP over the WLAN using native Nokia interface.

Requires:

CUCM 7.1(3)** and higher

CUMC 7.0 client and higher

CUMA 7.0 server and higher

ASA (mobile licenses free)

Nokia Call Connect 2.0

(Integrations to Unity, CUP, MeetingPlace not required)

Features:

Call anchoring through CUCM

Cost savings – calls routed to mobile are inbound

Caller ID is corporate only

Centralized call logs (CDR)

Missed call log integration

Auto-handoff to wi-fi (with NCC)



Nokia Call Connect for Cisco

Nokia Call Connect 2.1 for Cisco

- VoWLAN and VoIP over 3G
- Automatic handover between networks
- DTMF Mid-Call Features
- XML Application Support
- Interoperable with Cisco Unified Mobile Communicator

Customer Benefits

- Reduce cellular costs with Dial via Office and VoWLAN
- Productivity-enhancing features



Cisco Unified Mobile Communicator – iPhone / BlackBerry

iPhone “Cisco Mobile”

- Dial via Office
- Visual business voicemail
- Mobile Connect on/off setting
- Cisco Unified MeetingPlace Meeting list with Call Me
- Directory Access
- VoWLAN (1H 2010)



BlackBerry

- Dial via Office
- Visual business voicemail
- Mobile Connect on/off setting
- Cisco Unified MeetingPlace Meeting list with Call Me
- Directory Access
- Presence



Customer Benefits

- Reduce cellular costs with Dial via Office and VoWLAN
- Place business calls from your iPhone, but appear as if you're calling from the office
- Avoid roaming charges and minimize disruptions by turning on and off Mobile Connect (SNR)

Cisco WebEx Meeting Center for iPhone v 1.3

Cisco WebEx Meeting Center for iPhone v1.3

- Meeting Handoff: transfer a live WebEx web meeting on the iPhone to a PC with a flick of a wrist
- Audio transfer from an iPhone to an IP phone supported with Single Number Reach
- Automatic Audio Rejoin - When audio is dropped during a meeting, the WebEx system will call back the user

Customer Benefits

- Collaborate anywhere, anytime, even on your iPhone
- Let the technology adapt to your environment, whether in motion or on desktop



Meeting Center on Nokia Smartphones



- Browser based access to meetings
 - View Presentations and Annotations
 - View Participant List
 - View Meeting Info
- Integrated audio and web conferencing on 3G or WiFi
 - Also supports integrated data on WiFi and audio on 2G
- Tested Nokia Smartphones
 - Nokia E71, Nokia E75, Nokia N97 and other E and N series phones



8900 & 9900 serie IP telefoner



Cisco Unified IP Phone Portfolio

At-A-Glance... 7900 is Alive and Well

9900 Series



Advanced Collaborative Media Endpoints

- Interactive video, HD voice, large color displays
- Wide array of endpoint applications
- USB connectivity, Wi-Fi and Gigabit Ethernet
- Energy-friendly

8900 Series



Advanced Professional Media Endpoints

- HD voice, large color displays
- Wide array of endpoint applications
- USB connectivity
- Energy-friendly

7900 Series



Advanced Business Endpoints

- Desktop, Conference Room and Wireless endpoints
- HD voice, Gigabit Ethernet
- Wide array of endpoint applications
- Energy-friendly

6900 Series



Business Voice Endpoints

- Traditional telephony-like User Experience
- Flexible communications: Full-duplex speakerphone
- Selected basic endpoint applications (XML)
- Energy-friendly

The Portfolio – 7900 is alive and well






We are thinning the portfolio.



Leaving a more concise portfolio for customers who have standardized on these models.



Cisco Unified IP Phone 6900 Series Overview

	6901	6911	6921	6941	6961
					
802.3af POE	Y	Y	Y	Y	Y
MWI Lightpipe	Y	Y	Y	Y	Y
Speakerphone		Y	Y	Y	Y
PC Port (Hardened)	None	10/100	10/100	10/100	10/100
Headset Jack			Y	Y	Y
Softkeys			Y	Y	Y
Lines	1	1	2	4	12
Display Size	None	None	396x81	396x162	396x81
Line Labeling			Hardcoded	LCD Labeled	Paper Labeled

FCS 22.04.2010

FCS 16.03.2010




Cisco Unified IP Phone 8900 & 9900 Series

Overview

8961

9951

9971

			
802.3at POE	Y	Y	Y
GigE Switchport	Y	Y	Y
USB	Y	Y	Y
Bluetooth		Y	Y
Wi-Fi			Y
SDIO			Y
Video Streaming	Y	Y	Y
2-way Video		Y	Y
Display Size	5" QVGA	5" VGA	5.6" VGA Touchscreen
Lines	Multi	Multi	Multi
Key Module	1 Color VGA	2 Color VGA	3 Color VGA

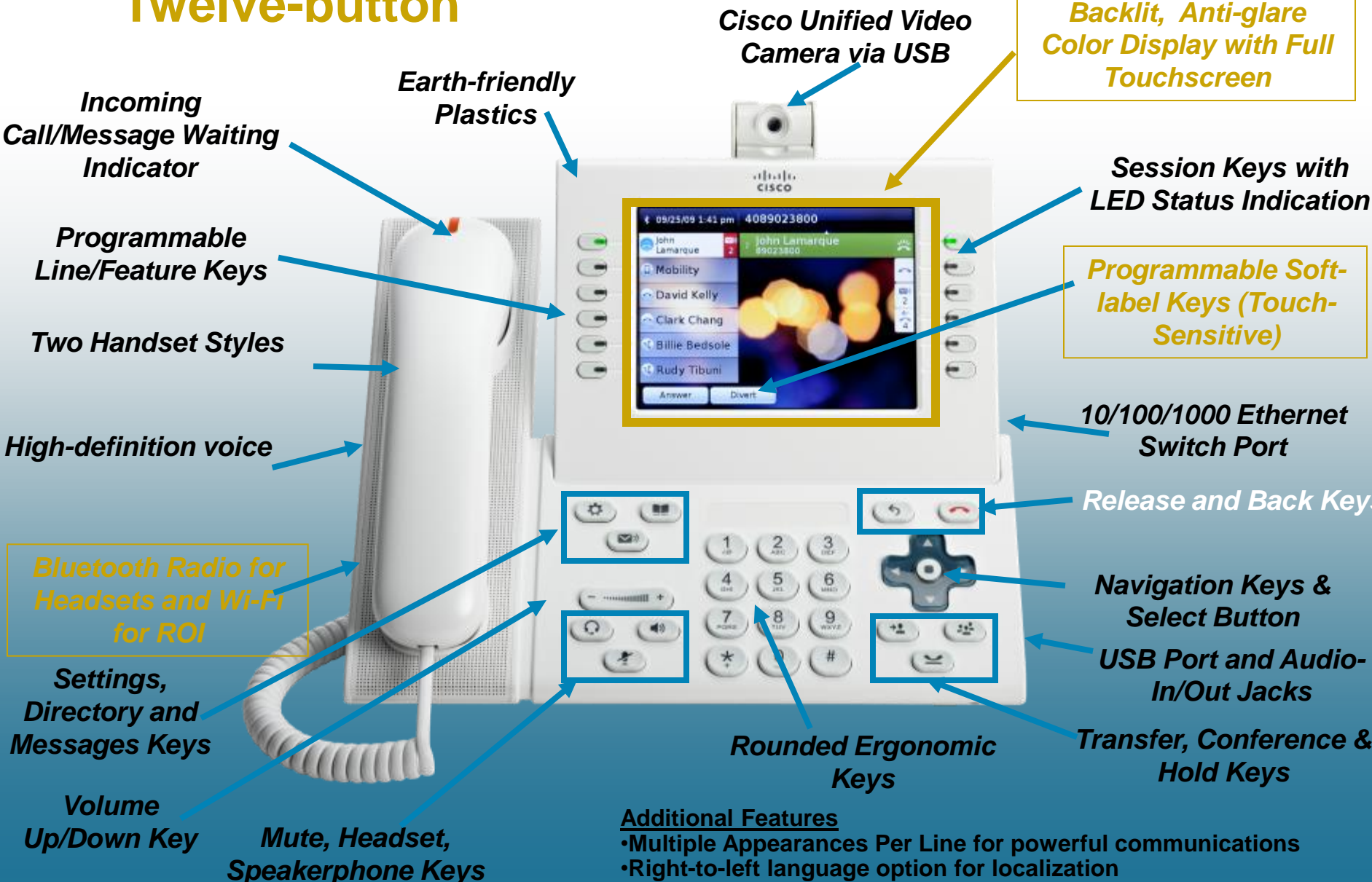


Reference:
7975G Handset =
7.4oz/210g

- XML, Java Midlet, Browser (Future) app environments

- Requires CUCM 7.1(3) or higher
- SRST 7.1 with 12.4(24)T but as TNP SIP Phone
- SRST 8.1 has full support

Cisco Unified IP Phone 9971 Twelve-button



5.6" diagonal, VGA, Backlit, Anti-glare Color Display with Full Touchscreen

Cisco Unified Video Camera via USB

Session Keys with LED Status Indication

Programmable Soft-label Keys (Touch-Sensitive)

10/100/1000 Ethernet Switch Port

Release and Back Keys

Navigation Keys & Select Button

USB Port and Audio-In/Out Jacks

Transfer, Conference & Hold Keys

Rounded Ergonomic Keys

Additional Features

- Multiple Appearances Per Line for powerful communications
- Right-to-left language option for localization
- Two Color Choices – Charcoal/Arctic White

Incoming Call/Message Waiting Indicator

Earth-friendly Plastics

Programmable Line/Feature Keys

Two Handset Styles

High-definition voice

Bluetooth Radio for Headsets and Wi-Fi for ROI

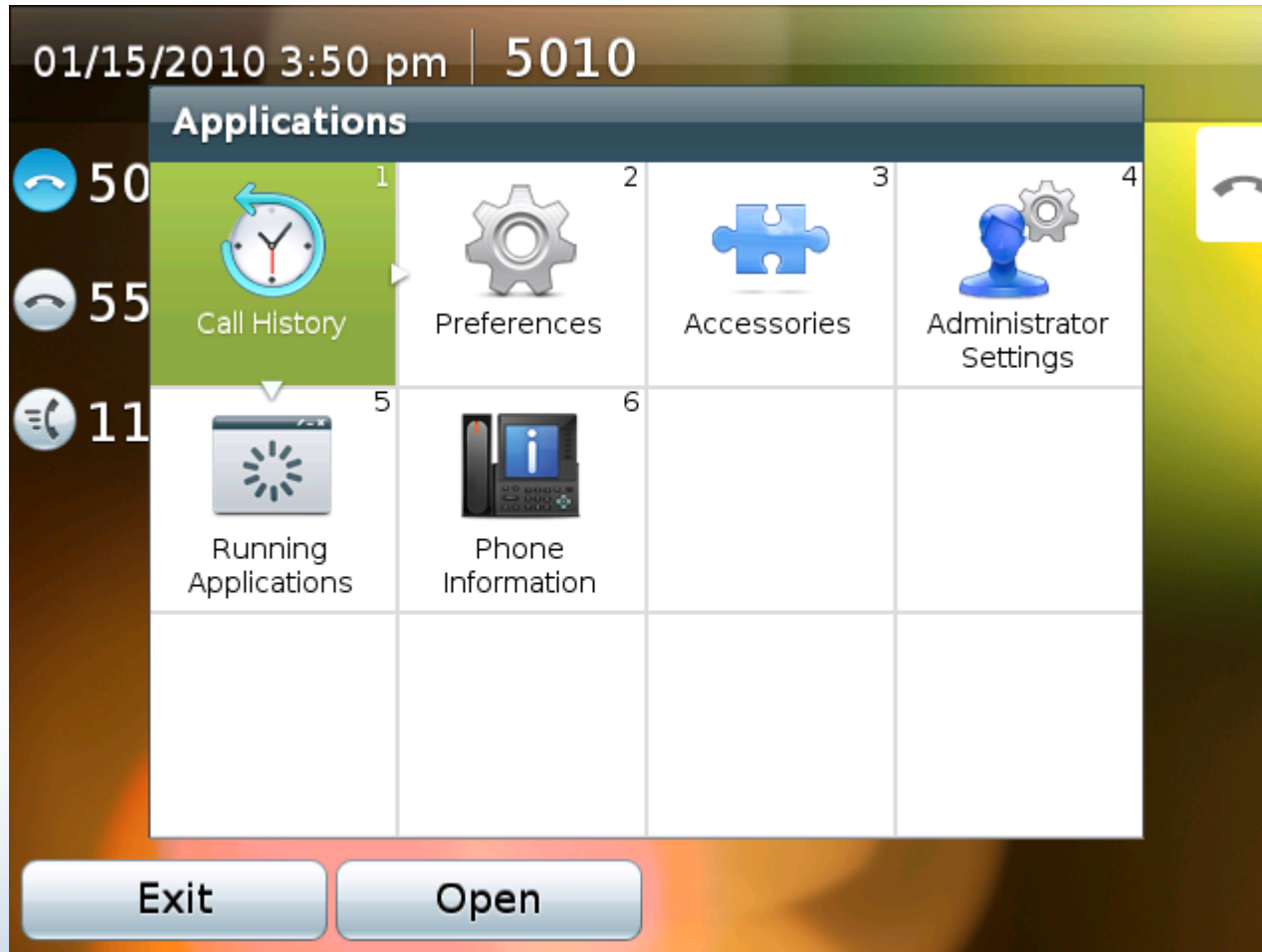
Settings, Directory and Messages Keys

Volume Up/Down Key

Mute, Headset, Speakerphone Keys


Cisco Unified IP Phone 8900/9900

Get Use to the New User Experience



Simplified when Compared with the 7900 Experience



- Access this screen by pushing the Applications Button 
- Access call history, preferences, accessories, and Administrator settings
- New future applications and services are accessible here

Cisco Unified IP Phone 8900/9900

Call History – User Experience

01/16/2010 11:26 am | 5010

Call History: All Calls

Enter a number

5010		5010	11:25 am	←
Job		5016	11:24 am	↔
Ka	Jessica Jenson	5010	11:23 am	←
Jes		5016	11:23 am	↔
Jess	Jessica Jenson	5015	11:14 am	↔

37

Exit Missed Calls Clear List



- Toggle between missed calls and all calls
- This screen is invoked when missed calls are viewed
- This screen can also be invoked by pressing Application button



Cisco Unified Video Camera Personalizing Communications

Transforming Collaboration with Video

- Supported on IP Phone 9971 and 9951
- Enhances IT investment when ready to adopt video
- Integrates directly into ergonomic design
- USB connection for easy plug-n-play
- High-performance H.264 standard interactive video
- 2.0 megapixel camera
- Resolution:
 - Up to 24fps VGA resolution
 - Up to 30 fps CIF/SIF
- Digital controls for Pan/Zoom and Tilt
- Video Mute
- Choice of color options



Requires 9.0(2) firmware – Available CY 1H 2010

Cisco Unified IP Color Key Expansion Module

Easy Expansion and Investment Protection

Add Scalability and Responsiveness

- 36 programmable line/feature keys per module
- 18 physical keys
 - Page 2 key for additional 18 keys
- Graphical, backlit color LCD display with LCD labels
 - 480 x 272 pixel
- Tri-color LED's for call state indication
- Deep-sleep option for power savings
- Wall-mountable
- Power
 - 802.3at inline power
 - 802.3af requires local power cube 4



Earth-friendly Enhancements Continuing Cisco's Ongoing Focus

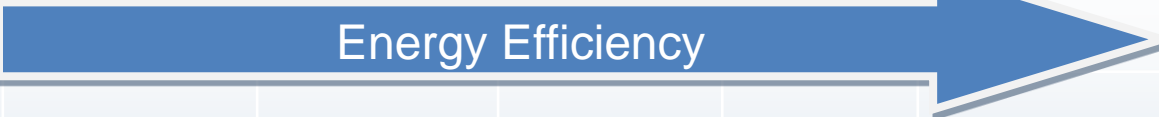


- Reduced power consumption
 - “Deep sleep” administrative option
 - ASIC components
- Reground & recyclable plastics
- Reduction of Hazardous Substances (RoHS) compliant



Power consumption

- 6900/8900/9900: No Legacy Pre-Standard PoE support
 - Requires 802.3af or 802.3at
- CDP will intelligently negotiate a lower power value for resource budgeting
- EnergyWise supported in 9.1(1) release in Cisco 6900/8900/9900 phones
 - EnergyWise will not work without PoE
- “Power Save” is turning off backlight LCD
- “Power Save Plus” mode allows user to power phones up with a push of a button

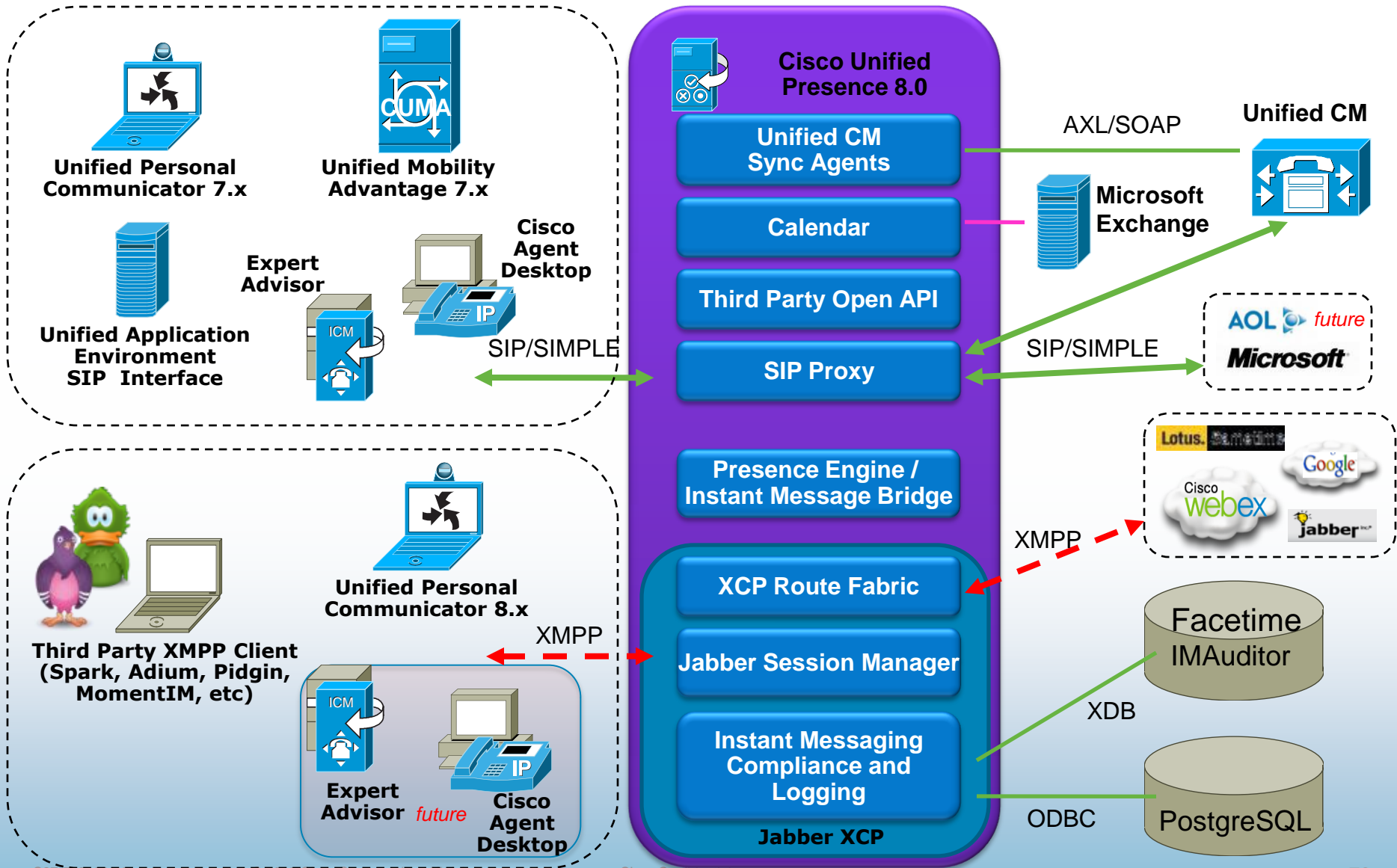
Cisco Unified IP Phone Model	802.3AF Classification / Maximum Watts	Reported CDP (W) for Budgeting PoE	Actual Power when Idle (W)*	Power Save mode*	Power Save Plus mode
					
6921	Class 2 (7.0W)	6.3	2.3	1.9	Less than 1 Watt
6941	Class 2 (7.0W)	6.3	2.3	1.9	Less than 1 Watt
6961	Class 2 (7.0W)	6.3	2.3	1.9	Less than 1 Watt
8961	Class 4 (15.40W)	9.6	6.1	5.1	1 Watt
9951	Class 4 (15.40W)	11.4	6.3	5.5	1 Watt
9971	Class 4 (15.40W)	12.3	6.5	5.6	1 Watt

*Power numbers are being rerun by engineering and subject to change

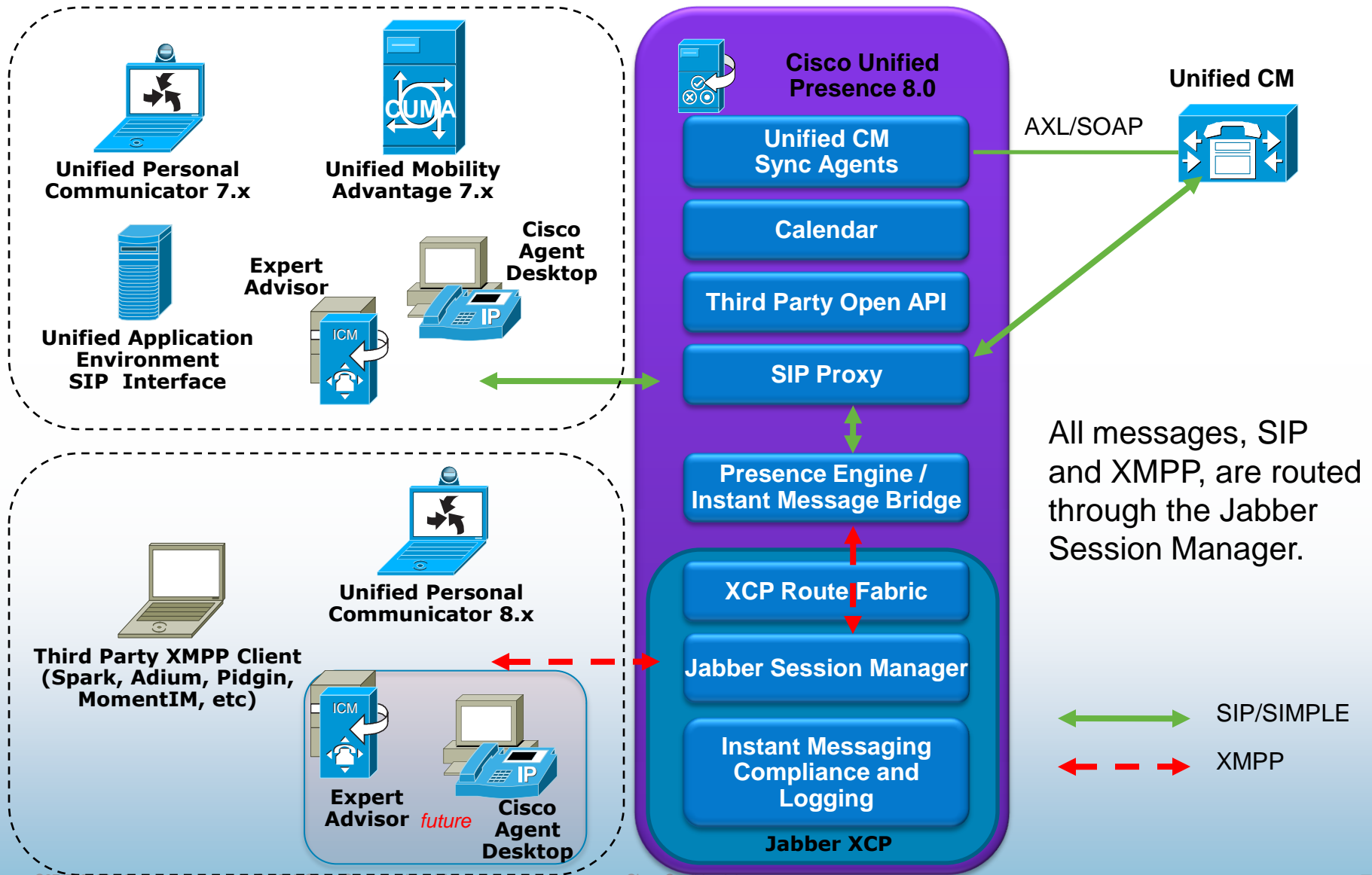


Cisco Unified Presence 8.0

Cisco Unified Presence 8.0 Architecture



SIP and XMPP Client Interoperability



Collaboration Architecture for Clients

Webex Connect



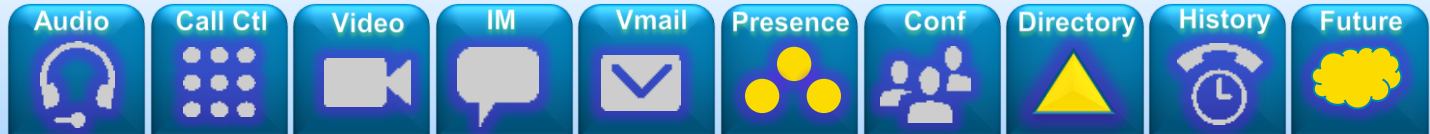
Cisco Unified Personal Communicator



3rd Party EIM (Sametime & MOC)



Cisco Unified Client Services Framework



Cisco Unified Infrastructure Services



Collaboration Architecture for Clients

Cisco Unified Personal Communicator

Webex Connect

Single end to end, on-premise UC solution with seamless User Experience
Builds on Unified Presence, Unified CM, and Client Services Framework

Third Party EIM (Netime & MOC)



Cisco Unified Client Services Framework



Cisco Unified Infrastructure Services



Unified Personal Communicator 8.0 Highlights

- Based on Cisco Unified Client Services Framework technology
 - Rich and Full integration with Cisco UC
 - Integrated voice, video, web collaboration, visual VM and presence
 - Standards-based wideband audio & high-definition video
 - Click 2 Call functionality from MS office
- Jabber XMPP based technology
 - Enhanced Presence & Enterprise IM
 - Point to Point, Group Chat, Persistent Chat
 - Offline IM capabilities
 - Client / Server Side logging & compliance
 - Business to business Presence & IM federation
- Enhanced user experience - “New Unified” UI design
- Supports Windows XP, Vista, Windows 7



Early UI prototype – subject to change

Cisco Unified Personal Communicator 8.0

PC Requirements & Server Components

PC Requirements

Windows XP

32-bit native client

Windows Vista

32-bit native client
WoW 64-bit support*

Windows 7

32-bit client
WoW 64-bit support*

*WOW 64-bit does not support deskphone video (Roadmap)

Required Server Components

Cisco Unified Communications Manager



8.0
7.1
7.0
6.1(4)

Cisco Unified Presence



8.0

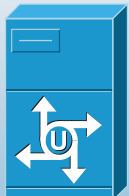
LDAP v3



Active Directory 2003
Active Directory 2008
Open LDAP 2.4

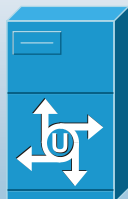
Optional Server Components

Cisco Unity



8.0
7.0

Cisco Unity Connection



8.0
7.1
7.0

Cisco Unified MeetingPlace



8.0**
7.0

Cisco Unified MeetingPlace Express



2.0
2.0 VT**

Cisco Unified Video Conferencing



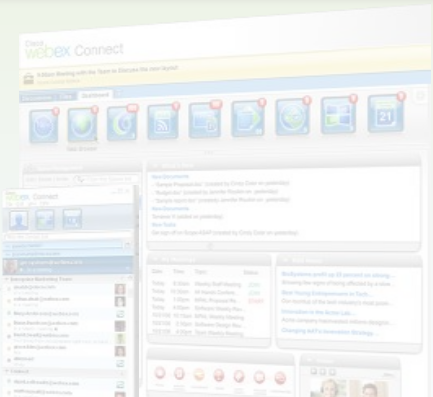
3500 Series**
5.7 & 5.6
5000 Series**
7.1 & 7.0

** Supports multi-point video.

Collaboration Architecture for Clients

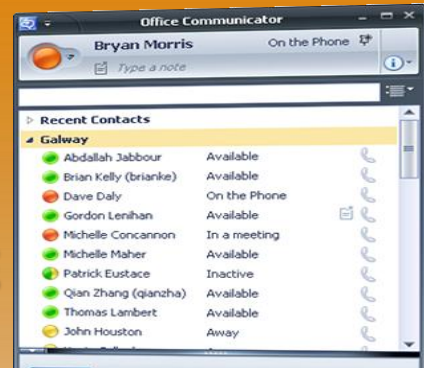
3rd Party Integrations
Cisco UC Integration for Microsoft Office Communicator

Webex Connect



Co

Market-leading Microsoft integration
Focus on native UE
Single call control solutions - TCO & UE
Cisco enterprise-grade Voice & Video



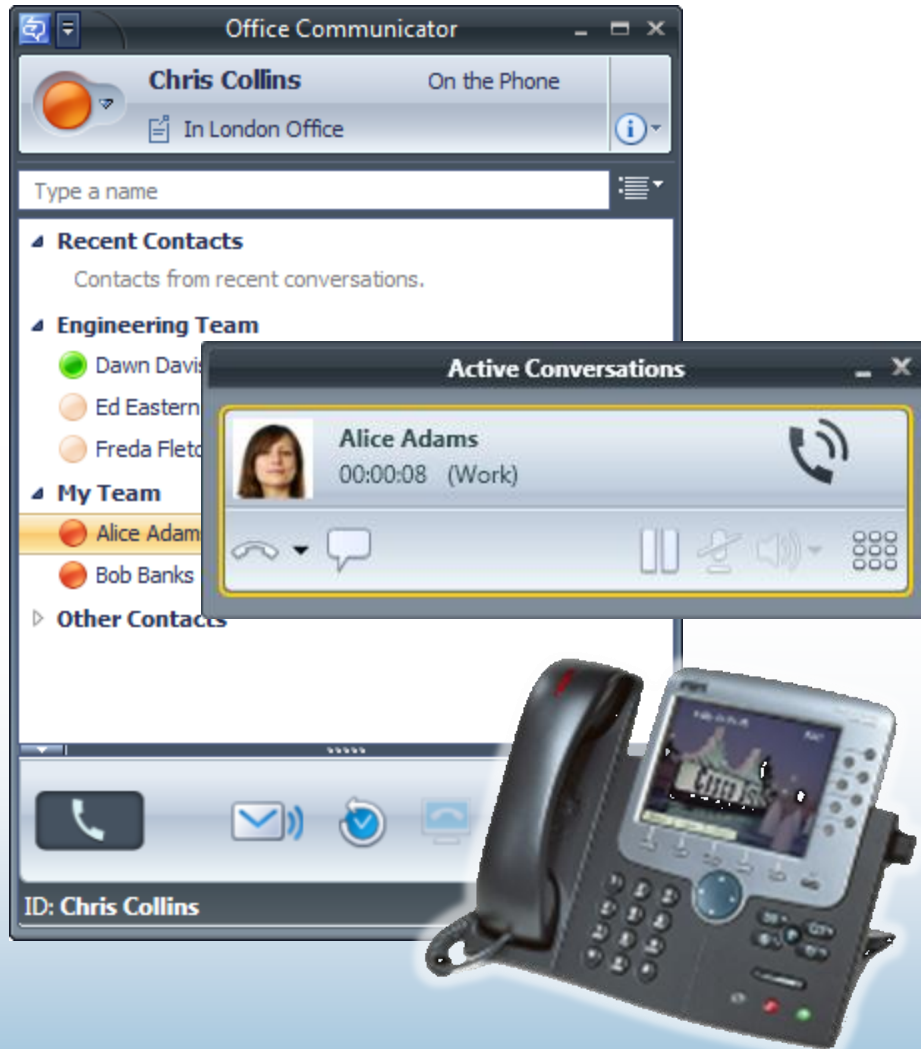
Cisco Unified Client Services Framework

Audio	Call Ctl	Video	IM	Vmail	Presence	Conf	Directory	History	Future
-------	----------	-------	----	-------	----------	------	-----------	---------	--------

Cisco Unified Infrastructure Services

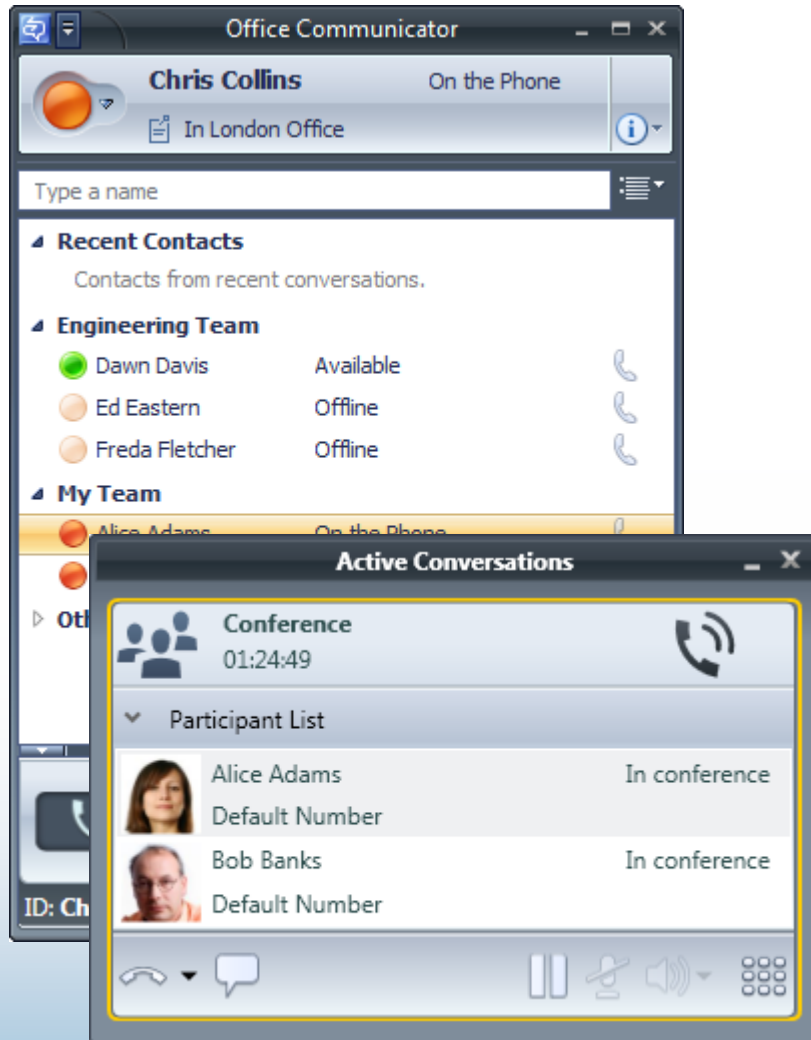
Call Control	Data Store	Presence Services	Calling History	Conferencing Services	Messaging
--------------	------------	-------------------	-----------------	-----------------------	-----------

Introducing the Cisco UC Integration™ for Microsoft Office Communicator



- Designed for customers with Microsoft OCS based IM solution.
- Seamless collaboration with Cisco UC & Microsoft instant messaging (IM)
- Extends proven Cisco UC services to Microsoft Office Communicator with a single easy-to-manage communications platform

Cisco UC Integration™ for Microsoft Office Communicator 7.1



- Fully integrated soft phone
- Control desk phone
- Cisco IP Phone like audio quality and call control
- Phone presence displayed in Microsoft Office Communicator
- Inbound call notification & divert
- Click to call from Office, browsers
- Client call history
- Voicemail MWI & access

Cisco UC Integration™ for Microsoft Office Communicator 8.0

Standards-based multi-media collaboration directly from MOC

New Capabilities

- Standards-based wide-band audio & high-definition video
- Integrated voice, video, & web collaboration
- Visual Voicemail

Benefits

- Native to Microsoft Office Communicator rich multi-media collaboration experience
- Easier-to-manage single call control architecture
- Investment Protection & Lower TCO
- Easier-to-implement alternative relative to dual call control solution
- Bundled with CUWL Standard, Business Edition, & Professional



Cisco Unified Communications Integration™ for MOC Feature Overview (New to 8.0)

- **Integrated Video in Softphone & Deskphone modes including VGA & 720p (HD)**
- **Adhoc Video Conferencing**
- **Full Screen Video**
- **Seamless C2C Video integration, adherence to CUCIMOC video preferences**
- **Visual Voicemail: message count, filtering & local PC playback**
- **Secure voice message playback**
- **Collaboration: Click to adhoc conference from MOC Contact List & IM Roster (Flash / WebEx web share)**
- **Various User Interface Enhancements** (Communication Pane, Conversation Window)
- **Microsoft Office Ribbon click to call integration**
- Single line selection for multi line devices
- SRST: Failover, login, advanced call control features, softphone mode
- New iSAC Audio codec, Advanced call statistics
- Support for Separate LDAP Credentials, Secure LDAP (available in 7.0(3))
- Windows 7 Support

Cisco UC Integration™ for Microsoft Office Communicator In Summary, UC Integration 8.0 delivers..

- ... the ability to extend proven attributes of Cisco UC directly to the desktop
- ... combines Microsoft IM and Presence with Cisco high definition video and wide band audio based on a proven Cisco Call control platform.
- ... allows integration to BOTH Cisco on-prem or Cisco SAAS based collaboration
- ... protects your investment in existing desktop applications
- ... removes the complexity and higher total cost of ownership of dual call control solutions



Cisco UC Click to Call Widget

Enable Web applications for Click to Call

John Costello - Details - Directory - CEC - Cisco Confidential - Windows Internet Explorer

http://wwwin-tools.cisco.com/dir/details/jocostel

File Edit View Favorites Tools Help

John Costello - Details - Directory - CEC - Cisco Confid...

Cisco Employee Connection | Cisco Sites and NavTools | Emergencies Search Go Directory Go

CISCO People (Directory)

Find People Find Experts **NEW** Edit My Profile

john costello Search Advanced Search

Check to limit search to basic profile fields only. [Learn More](#) ?

John Costello
jocostel
Product Manager ? (Find more)
Unified Communications Galway Prod Mktg

Work	+353 91 88 8888		Preferred
Internal	88888888		
VM ID	88888888		
Mobile	+353888888888		

Tue, Oct 27, 13:46 UTC+0

A simple HTML addition enabled a UC integrated Corporate directory

`Call`

Cisco Click to Call

Dial:

88888888

OK Cancel



MeetingPlace - WebEx update

Cisco Strategy

Next Generation Integrated Conferencing

Strategy

- Leverage **both cloud and premises-based conferencing** assets for optimal user experience and operational efficiency
- Deliver a rich, optimized experience on a **full spectrum of devices**
- Universal yet **secure and accessible inside and outside the firewall**

Key Tactics

- Move to a **single integrated user experience** based on the Cisco **WebEx application interface**
- Deliver **next-generation distributed, cascaded conferencing architecture** for data, voice and video
- Offer customers **flexible deployment options** that optimize user experience, time-to-value, TCO and IT control



Status for WebEx & MeetingPlace

- WebEx is our lead web conferencing offering
 - Leverages cloud and on-premise assets
- Cisco will continue to offer on-premises web conferencing software
 - MeetingPlace 7.0
 - MeetingPlace 8.1
- MeetingPlace 8.0 WebEx is released Q1 2010
 - Audio and video conferencing
 - Integrated with WebEx SaaS & WebEx Node for MCS

*Continue selling Unified MeetingPlace 7 or 8
with confidence*

Cisco WebEx Meeting Applications



Cisco WebEx Collaboration Cloud

Multi-layered Security Model

8 Global Data Centers

Intelligent Routing based on Location, Bandwidth and availability

SAS70 Type II Compliant Audited against ISO 17799

Seamless Global Backup for Data, Audio and Video

Enterprise Policy Control

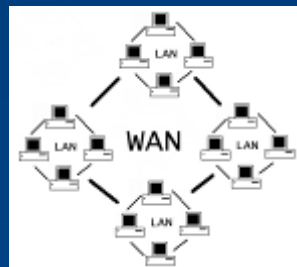
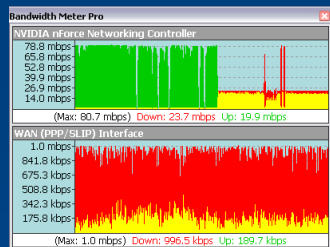
99.99+% Uptime

Global Load Balancing

Enterprise Network Challenges

Bandwidth

Web meetings strain WAN, proxies and firewalls

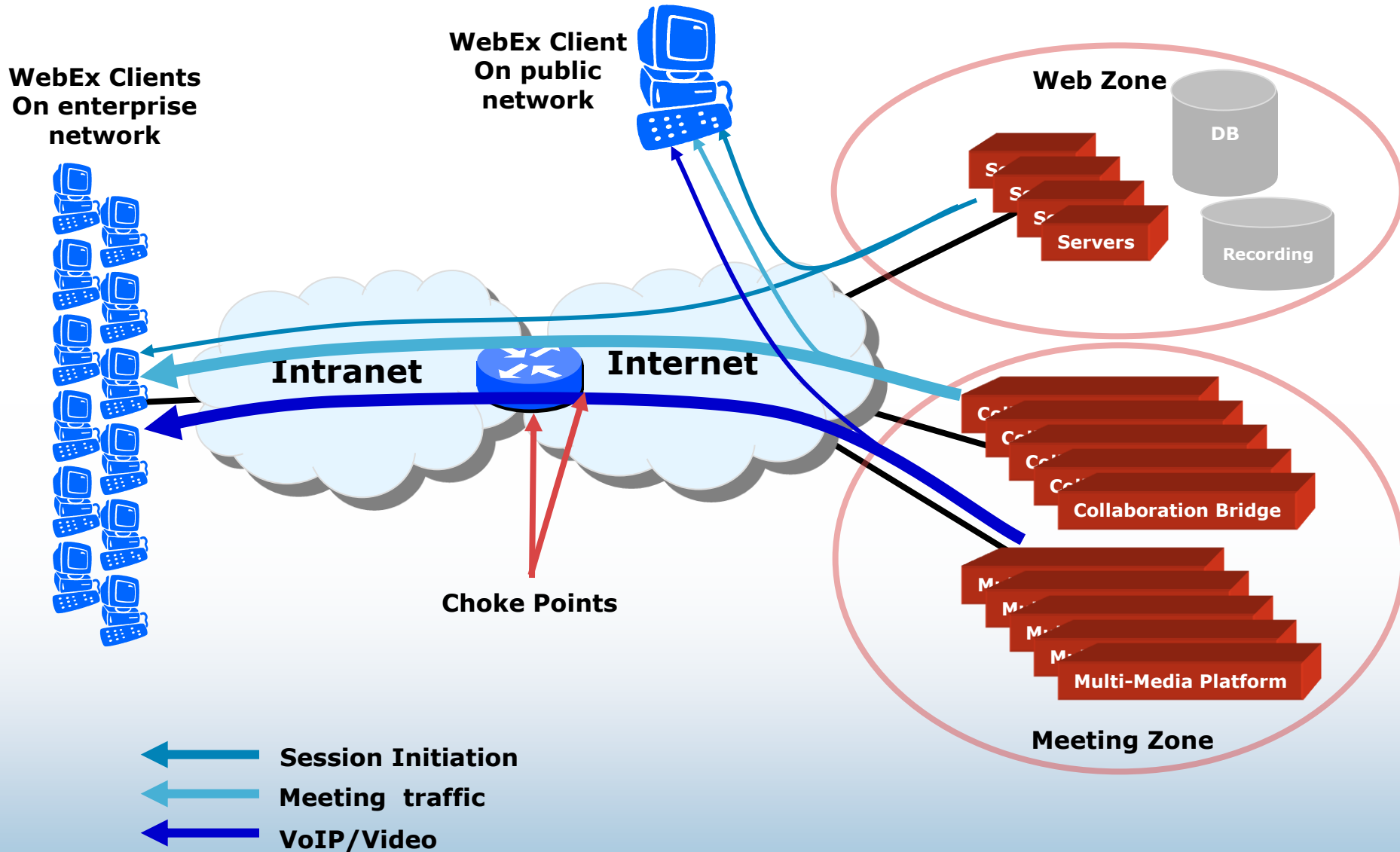


Performance

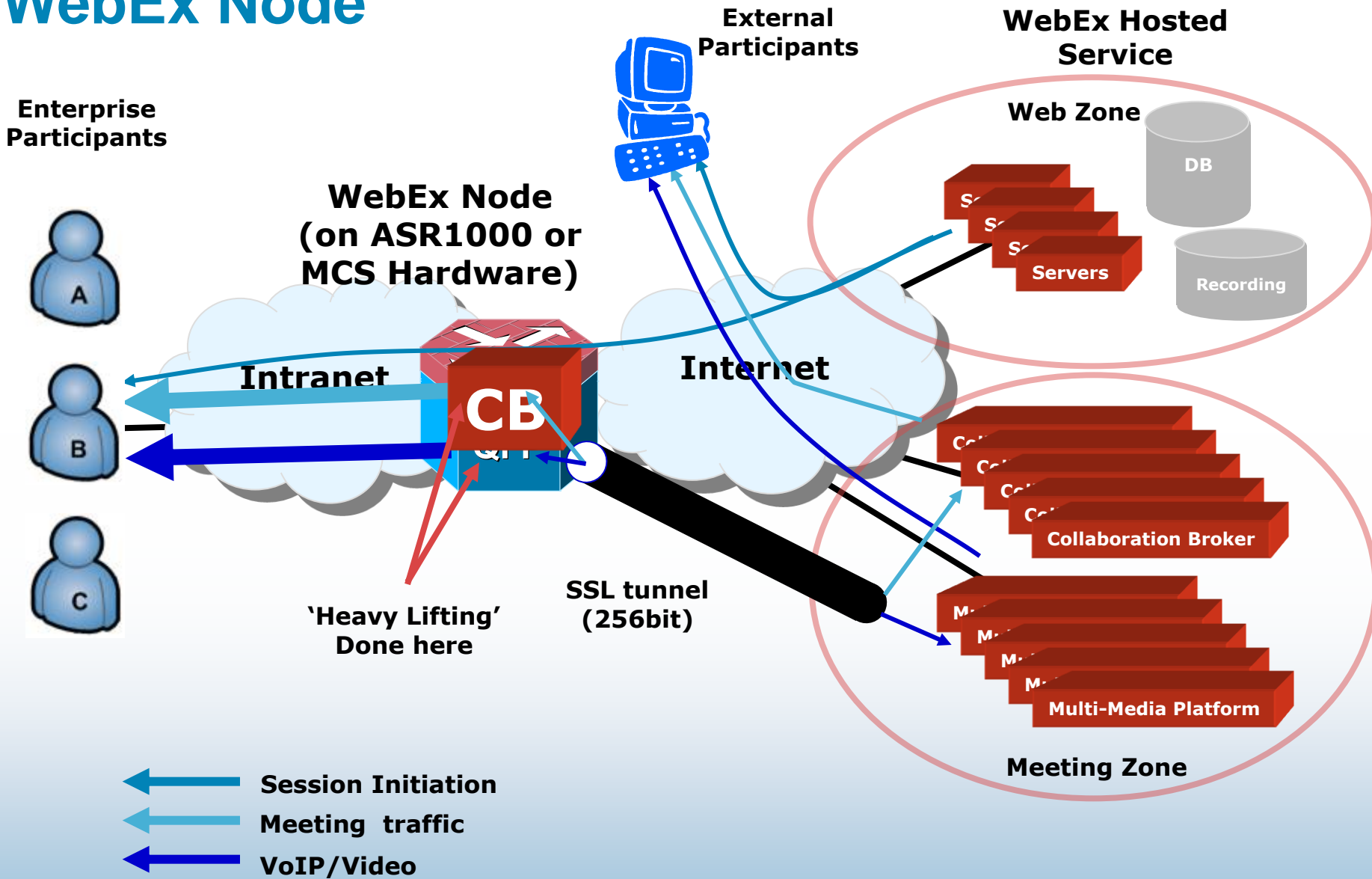
Narrow WAN pipe degrades user experience with large simultaneous video/audio



Existing WebEx Deployment Model



WebEx Node



WebEx Node



What is it?

- There are two different types of WebEx On premises offerings
 1. WebEx Node for ASR-1000
 - Used with standalone WebEx accounts
 - Used with MeetingPlace Type II setup (WebEx scheduling)
 2. WebEx Node for MCS
 - Used with MeetingPlace 8 only
 - Released March 2010 with UC 8

Key Benefits of MeetingPlace Integration with WebEx Node

Data Security

Option for scheduling database, in meeting web conference, recording all kept on premises

User Experience

Identical user experience for on premises and SaaS web conferences

Federation

Dynamic web conference overflow to SaaS service

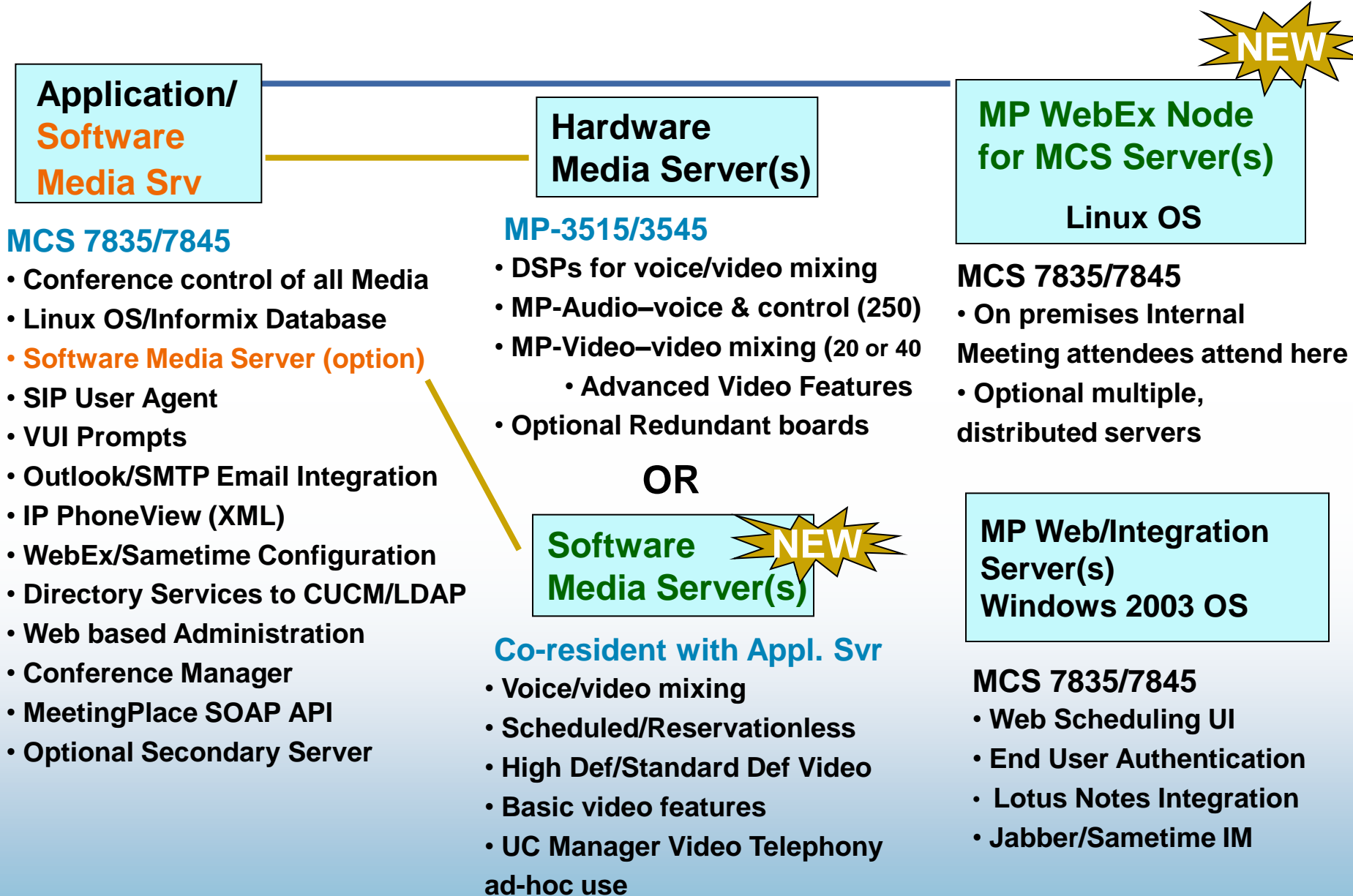
Roadmap for audio and video federation

MeetingPlace 8 Highlights



- 3 Deployment Models to meet customers needs
 - Consistent End User Experience for WebEx conferencing
 - WebEx Node for MCS on premises for all Internal meeting attendees
- WebEx Enterprise Support: Meeting, Event & Training Centers all supported with WebEx Scheduling
- MeetingPlace Express & MPE-VT now “merged” with MeetingPlace 8
- New Software Media Server (SMS) for both Scheduled and Ad-hoc (like MPE & MPE-VT together)
- Higher Capacities Audio, Video, WebEx
- New Cisco 8.x Client – CUPC, CUCiMOC, new IP Phones
- MeetingPlace 8 with IBM Sametime Web provides all on premises solution

Cisco Unified MeetingPlace 8.0 Components



MeetingPlace 8 - 3 Deployment Models

1.MeetingPlace Scheduling & WebEx Node for MCS

NEW

2.WebEx Scheduling/Web SaaS & MeetingPlace Audio/Video

**3.WebEx Scheduling/ WebEx Node for MCS & MeetingPlace
Audio/Video**

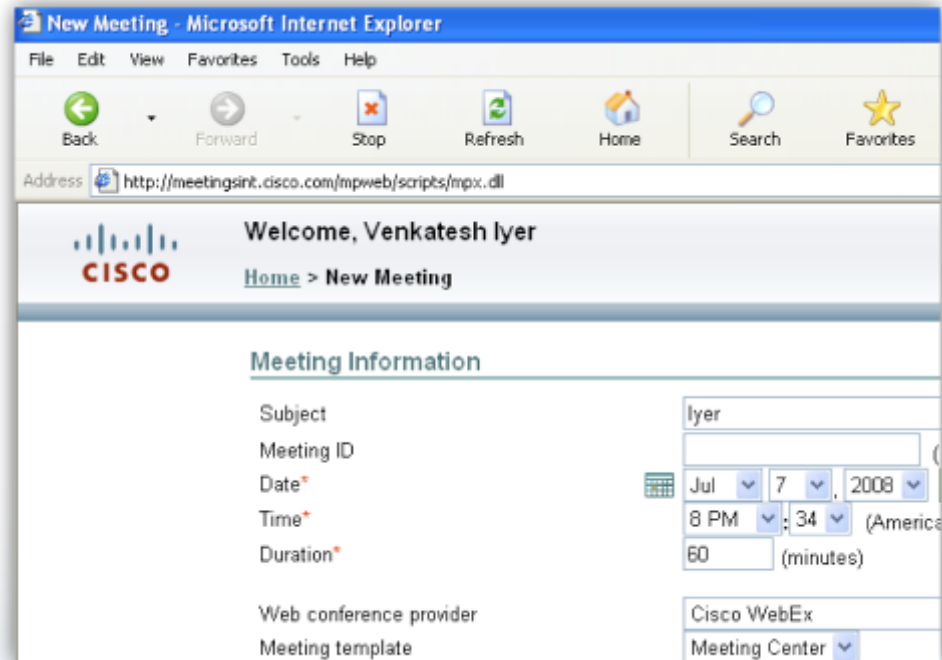
NEW

*All Deployment types can use either New Software Media Server OR
Hardware Media Server (MP-3515/3545) based on customer requirements
for Audio and Video*

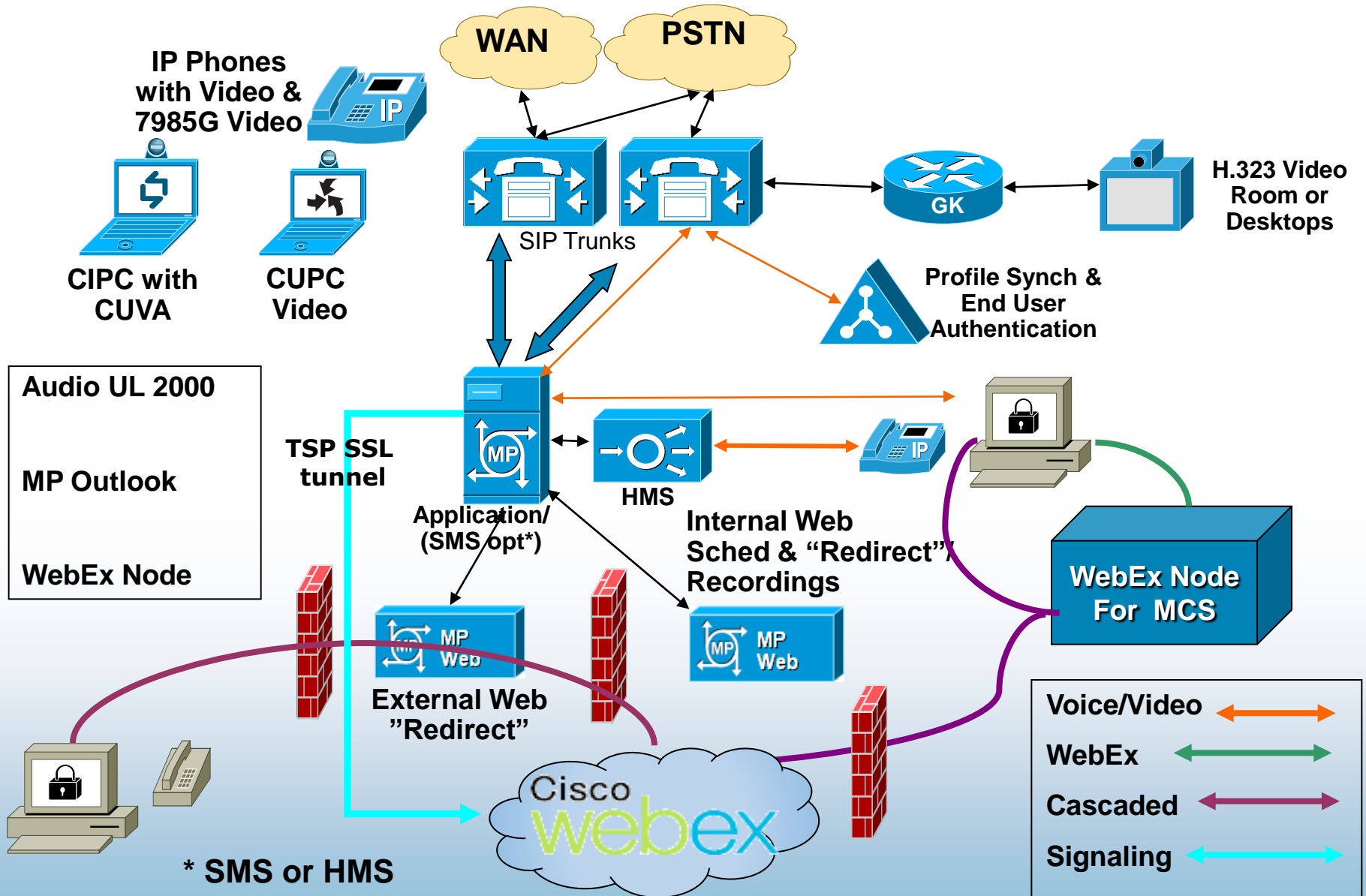
WebEx Integrations

- Schedule from MeetingPlace

- Schedule and attend meetings from MeetingPlace Web Portal, Outlook plugin
- Audio meetings scheduled on MeetingPlace
- Notifications from MeetingPlace
- Single Sign On Authentication by MeetingPlace
- Web meetings on WebEx Meeting Center (on demand)
- In session features from web conference: E.g. “Who’s talking,” Mute, Un-mute
- Record audio and web meetings stored on premises



1. MeetingPlace Scheduling - WebEx Node



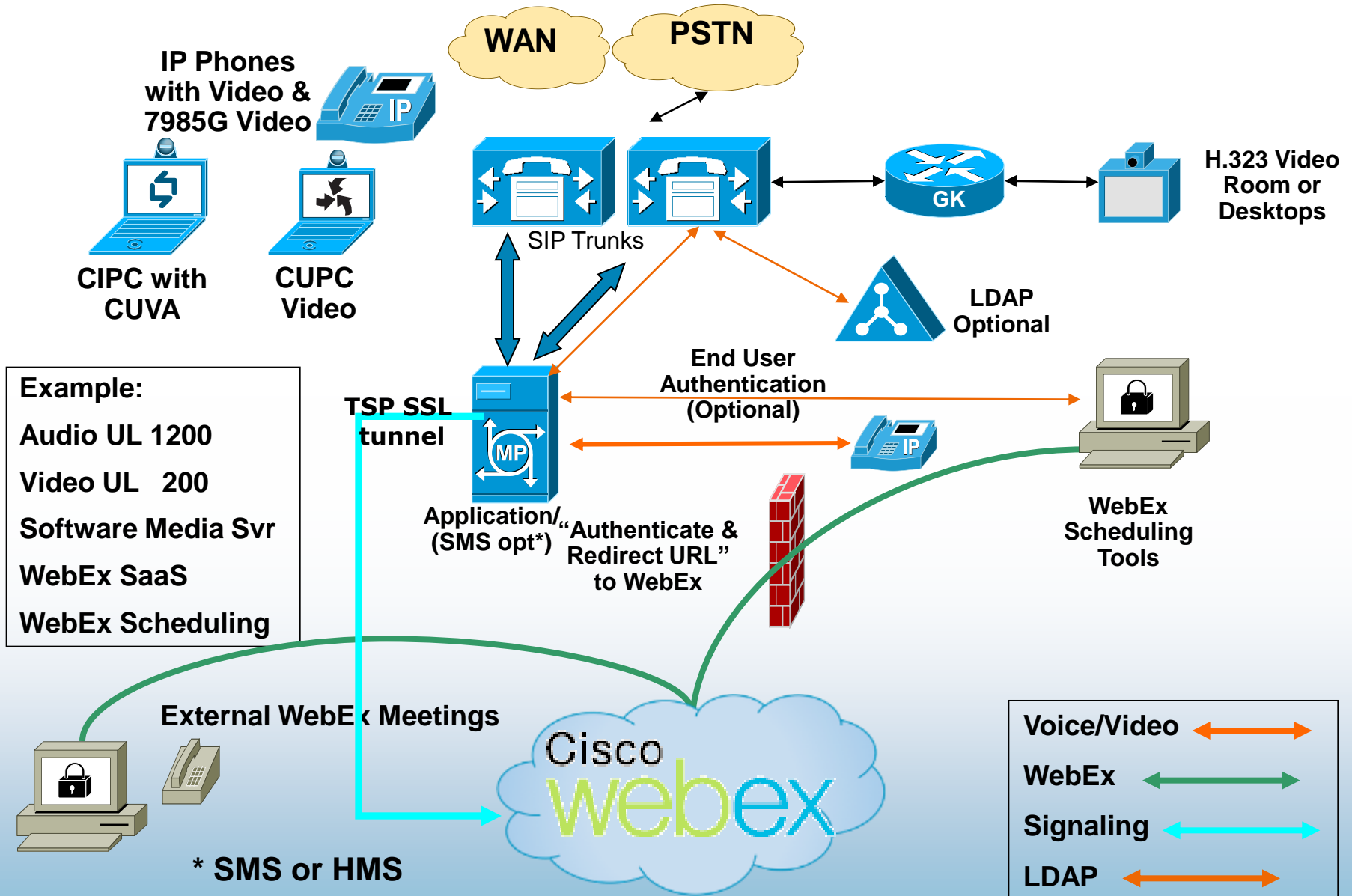
WebEx Integrations

Schedule from WebEx

- Schedule and attend meetings from WebEx.com
- Works with all WebEx Productivity Tools (WebEx Connect, iPhone, etc)
 - Citrix is now supported with PT
- Single Sign-on with MeetingPlace (optional)
- Reservationless audio meetings on MeetingPlace only
- Enterprise Edition: Web meetings on WebEx Meeting Center, Event or Training Center
- In session controls from web conference E.g. “Who’s talking,” Mute, Un-mute
- Record audio and web meetings stored on WebEx Cloud (NBR)

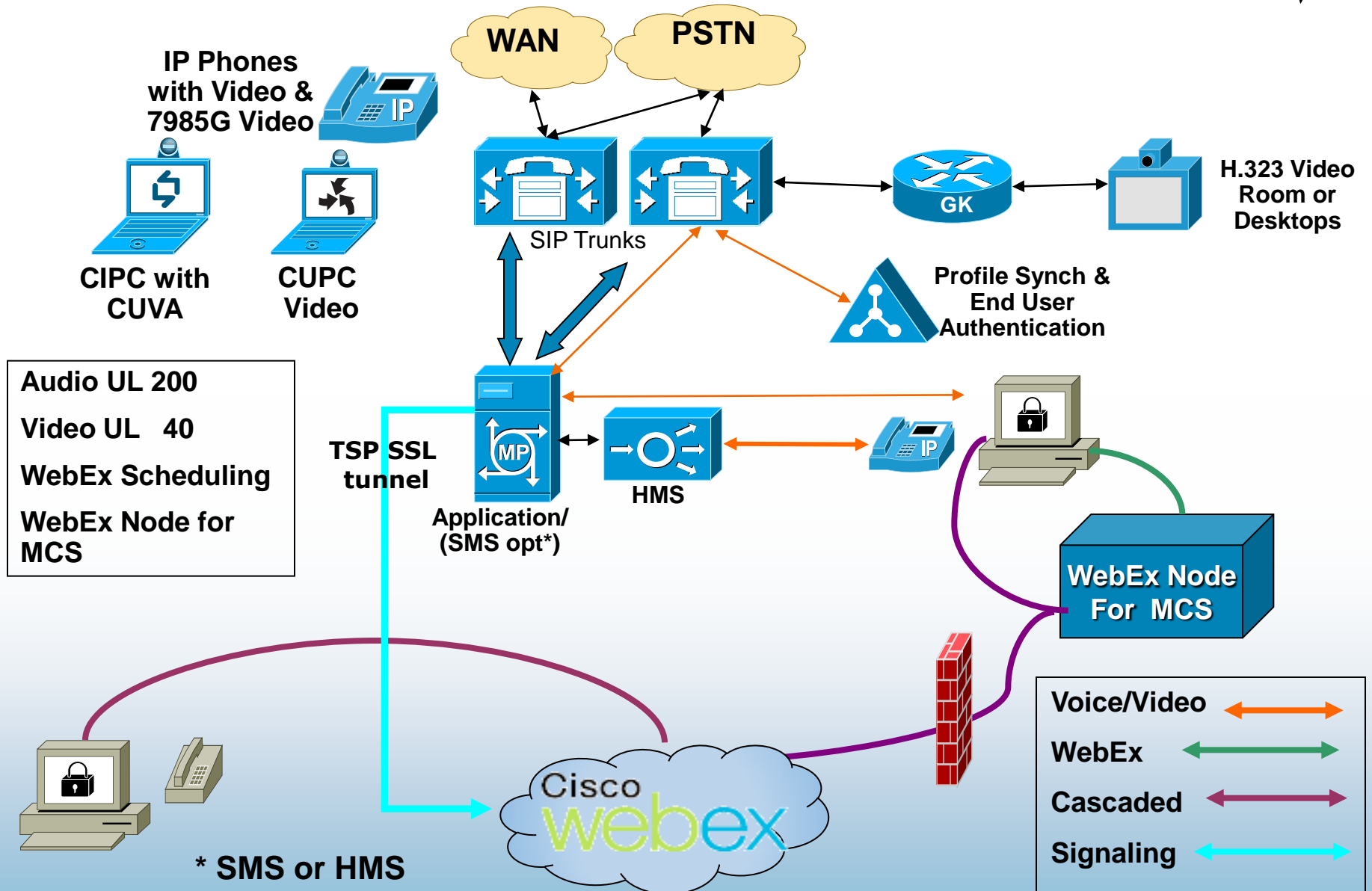


2. WebEx Scheduling/WebEx SaaS MP Voice/Video (same as MP 7 Type II)



Example:
 Audio UL 1200
 Video UL 200
 Software Media Svr
 WebEx SaaS
 WebEx Scheduling

3. WebEx Scheduling - WebEx Node for MCS



Summery Conferencing

Deliver a compelling, productive and cost-effective web conferencing experience that leverages a wide variety of end-points and audio and video conferencing options

- **Cisco WebEx** – SaaS web conferencing
- **Cisco Unified MeetingPlace 8.0**
 - Offering on-premise audio and video conferencing
 - Scheduling from MeetingPlace or WebEx UI with WebEx Node for MCS
 - Or scheduling from WebEx UI with WebEx (SaaS)
- **Cisco Unified MeetingPlace 7.0**
 - for customers who require an entirely on-premises audio and web solution
- **Cisco Unified Videoconferencing**
 - For customers who requires video device interoperability



TelePresence update

Cisco TelePresence

Introducing the CTS 3010 and CTS 3210

- Updates to the award-winning CTS 3000 and CTS 3200 endpoints
- New 40" LCD for data sharing
- New light shroud and diffuser
- 40% Faster Install time
- 25% more energy efficient
- More serviceable



Any-to-any Cisco TelePresence HD Interoperability

HD Video Conferencing Interoperability and Media processing

▪ Customer Benefits

Gives customers choice for HD interoperability

Leverage existing HD VC investments

Enabling more endpoints to participate in immersive collaboration

Future-proof for other video any-to-any capabilities

Expanding the universe of endpoints to connect to other video-enabled devices like mobile devices, DMS etc.

Any-to-any live video sharing

Transcription allows for further reach of video content



Cisco TelePresence Recording Studio

Simple, High Quality Video Recording

Captures Audio, Video, and Data



Distribute Content by Email



Web or TelePresence Playback



Publish to DMS for Broad Distribution



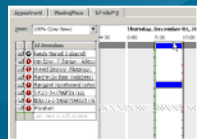
Pause or Stop



Press Record



Schedule in Groupware



- Simple: One-button-to-push
- High-quality: Recording at 1080p
- Medianet application integration
- User-driven creation and distribution
- Any to Any: Streaming to Web



Web



Digital Signs



Cisco TelePresence Room



Smart Phone



Cisco Unified Communications licensing

Cisco User Connect Licencing intro
Cisco Unified Workspace Licensing update

What is User Connect Licensing (UCL)?

- A **user-based** licensing for Cisco UC & Collaboration products
 - To quote you will only need to know the **number of users** and **public space devices**
 - No need to specify server software, DLUs, ports, options, etc.; these will convert to a single User Connect License
 - Can be **combined with CUWL** – no mixed cluster restriction!
 - Licensing price impact on IP telephony, mobility, conferencing, presence, clients and messaging
- Cisco Unified Communications Essential Operate Service (ESW) - consistent, neutral pricing across portfolio of Cisco UC applications
- Customers can migrate from old licensing to UCL + CUWL
- Introduced in a 3 month phased rollout
 - UCL will be available when UC 8 release ships on **March 2, 2010**
 - Valid from CUCM 7.1(5)+

Key Take-aways



- A simplified Cisco Unified Communications licensing model provides customers with a comprehensive and consistent way of licensing their UC products
- UCL makes it easier for customers and partners to do business with Cisco
- Enhancements to CUWL makes it an even more attractive, valuable investment for new and existing customers



CISCO