



## Cisco Smart Business Communications System Q&A

### Cisco Smart Business Communications System Overview

#### Q. What is the Cisco® Smart Business Communications System?

A. The Cisco Smart Business Communications System is a new affordable, complete system of voice, data, video, and wireless networking products for small and medium businesses (SMBs) that makes anytime anywhere secure access to information possible. It enables more effective and efficient ways of communicating with customers and employees. It is a purpose built business communications solution that is easy to deploy and use while allowing for business growth. It is complemented by award-winning support and easy financing and delivered through local partners.

#### Q. What Cisco hardware platforms are included in the Cisco Smart Business Communications Series?

A. The Cisco Smart Business Communications System portfolio includes the following:

- The Cisco UC500 Series is a new Unified Communications Appliance that includes robust voice and messaging features, PSTN and Internet connectivity, integrated network security and an optional integrated WLAN access point.
- The Cisco Catalyst Express 520 Series switch (Cisco CE520), the companion LAN switch for network expansion with Power over Ethernet ports for Cisco Unified IP Phones
- The Cisco Mobility Express Solution with the Cisco 521 Wireless Express Access Point and the Cisco 526 Wireless Express Mobility Controller
- Cisco Unified IP Phones –The full Cisco Unified IP Phone portfolio is supported, including the Cisco Unified IP Communicator and wireless IP Phones. Customers can choose the appropriate models bases on functional requirements.

### Cisco Unified Communications Hardware and Applications

#### Q. What Cisco Unified Communications Applications are included with the Cisco UC500 Series?

A. Call Processing with Cisco Unified Communications Manager Express (CME version 4.1), Integrated Messaging, Voicemail, and Automated Attendant functionality with Cisco Unity Express (CUE version 2.3) and all necessary licensing required to deploy a typical 8 or 16 user system are included in the price of the Cisco UC500 Series. Upcoming models to be released in the fall of 2007 will support up to 32 or 48 users.

### Outline of Question Topics

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- Security
- Wireless Mobility
- IP Phone Support
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### **Q. Can other Cisco Unified Communications Applications be supported?**

**A.** Yes, customers and partners can optionally choose to include additional Cisco applications such as **Cisco Unified CallConnector, Cisco MeetingPlace Express, and Arc Express Operator Console.**

### **Q. Can third party applications be used with the System?**

**A.** Yes, applications such as the Cisco CallConnectors for Microsoft Dynamics (CRM) and Salesforce.com can be used as business productivity tools. Additionally, Cisco will be working with third party application partners to provide productivity and business operations applications that can run on the system. The first offering is business operations applications from IPcelerate called IPcelerate Smartsuite. This offering will initially be available in North America and eventually in other regions. It will be sold through IPcelerate's distribution channel.

### **Q. What types of applications does IPcelerate provide?**

**A.** IPcelerate offers a suite of business operations applications that turn the phone into more than just a voice device, allowing users to run applications on the phone for purposes such as clocking in and clocking out for a work shift, waiting room status, and employee alerts. IPcelerate will offer a standard small office set of applications along with vertically focused applications which are initially vertically focused towards healthcare, retail, manufacturing, and legal markets.

## **System Configuration and Management**

### **Q. What system configuration and management tools are available?**

**A.** Cisco Smart Business Communications System provides new system configuration and management tools to increase partner efficiency and profitability, improve customer relationships and help create new partner service offerings. They include:

- **Cisco Smart Assist features** – Features that help enable plug and play functionality to reduce set up time and help optimize network settings.
- **Cisco Configuration Assistant** – Provides a single, intuitive configuration GUI for all Smart Business Communications System platforms and applications.
- **Cisco Monitor Manager and Cisco Monitor Director** – Provide monitoring and reporting tools for partners to proactively support their customer networks.

### **Q. What Cisco Smart Assist features are available?**

**A.** Cisco Smart Assist features help reduce the time it takes to set up the devices and applications in the network by enabling plug and play functionality and can help optimize network settings. Some initial Cisco Smart Assist features include:

- Default configurations to allow auto discovery of supported devices
- Private branch exchange (PBX) configuration on the Cisco UC500 Series

- Firewall activated with a default configuration
- Automatic assignment of phone extensions
- Password and VLAN synchronization for supported system devices

### **Q. What is the Cisco Configuration Assistant?**

**A.** The Cisco Configuration Assistant is a new PC based GUI that supports day-zero-to-day-two configuration of the platforms in the Cisco Smart Business Communications System. With it the system administrator can configure all the integrated Cisco Unified Communications applications, including call processing settings, Session Initiation Protocol (SIP) trunk configuration, and voice mail assignments, along with Internet connectivity, firewall and VPN security and wireless LAN configurations. The Cisco Configuration Assistant also features an interactive topology, front panel views and drag-and-drop Cisco IOS software upgrades.

### **Q. What are the Cisco Monitor Manager and Cisco Monitor Director?**

**A.** The Cisco Monitor Manager and Cisco Monitor Director work together to give Cisco partners tools to monitoring and obtain reports for their customers. The Cisco Monitor Manager which runs on a PC at the customer site, pulls performance data from Cisco devices and applications. The Cisco Monitor Director runs on a PC at the partner site and gathers data from the customer sites to provide a network view, alerts, and reports for multiple customers. Together these tools offer proactive monitoring and reporting, allowing Cisco partners to support their customers with monthly monitoring services.

## **LAN Switching**

### **Q. What is the Cisco Catalyst Express 520-8PC-K9 Switch?**

**A.** The Cisco Catalyst® Express 520-8PC-K9 Switch is a fixed-configuration, managed Ethernet switch that provides 8 ports of 10/100 Power over Ethernet (PoE) optimized for integration with the Cisco Smart Business Communications System. The Cisco Catalyst Express 520-8PC-K9 is designed for ease of deployment and ships with a predefined software configuration to work immediately with the Cisco Unified Communications 500 Series.

## **Security**

### **Q. What Security functionality is available for Cisco Smart Business Communications System?**

**A.** The Cisco UC500 Series has integrated firewall functionality and supports IP security (IPSec) and Secure Sockets layer (SSL) Virtual Private Networks (VPNs). This provides a one-box solution for both telephony and highly secure data access. In subsequent phases additional security solutions will be offered as part of the Cisco Smart Business Communications System.

### **Q. What deployments scenarios would use the VPN capabilities?**

**A.** VPN support can be used to connect a teleworker, which could be the business owner, using a Cisco 871 Integrated Services Router (ISR) with an IP Phone for a secure, data and voice access. VPN clients can also be used for the business owner or key

employees who need to connect to business applications while away from the office using a Cisco Unified IP Communicator soft-phone and a VPN client. For a small business with a few locations, VPN capabilities could connect the small remote offices with the main site of the business. While the Cisco UC500 has support for VPNs, it does not have all the Enterprise branch office features found in ISRs such as Survivable Remote Site Telephony (SRST) so partners should consider which solution is best based on customer requirements. Additionally, employees that travel or need to connect remotely can use VPNs to connect a laptop back to the main office to access resources.

## Wireless Mobility Offering

### Q. How does the Cisco Smart Business Communications System provide wireless mobility?

A. Several wireless options are available based on the office size, number of users, and type of applications being used.

1. The Cisco UC500 Series has an option for an **integrated access point** to provide basic WLAN coverage in a small office space. This integrated access point is capable of Wireless Voice in a very small office that gets sufficient coverage from one access point.
2. As part of the **Cisco Mobility Express Solution**, customers can deploy a **standalone architecture**. Cisco 521 Wireless Express Access Point can be added to the system to extend wireless coverage up to three access points. Two access points can be added with the integrated AP in the Cisco UC500 Series or customers may choose to use three external Access Points which provide the flexibility to place wireless coverage where needed. The Cisco Configuration Assistant can configure up to three access points.
3. For wireless networks requiring more than three access points Cisco offers the **controller-based architecture of the Cisco Mobility Express Solution**. In this architecture, the Cisco 526 Wireless Express Mobility Controller is then added to provide advanced wireless features. The controller can support up to six access points and there can be up to two controllers per network. This configuration supports voice over wireless LAN with Fast Secure Roaming, secure guest access, as well as Radio Resource Management in which the controller constantly adjusts the radio settings of the access points to help ensure optimum coverage and bandwidth.

All scenarios use the Cisco Configuration Assistant to manage the components of the Cisco Smart Business Communications System mobility offering.

## IP Phone Support

### Q. What Cisco Unified IP Phones are supported?

A. All Cisco Unified IP Phones are can be used by the Cisco Smart Business Communications System. This includes desktop models as well as the software-based Cisco IP Communicator.

### Q. Which Cisco phones are likely to be used for typical Cisco Smart Business Communications System deployments?

A. The following phones will be common choices for small business customers:

- Cisco Unified IP Phone 7906G – Entry price point and functionality for PBX configurations
- Cisco Unified IP Phone 7931G – Entry phone for Key System configurations
- Cisco Unified IP Phone 7940G/7941G – A more advanced phone with larger screen and more soft keys
- Cisco Unified IP Phone 7971G – Recommended when running IPcelerate or other 3rd party applications since the color and touch screens enhance the user interface

### Q. Can I use third-party SIP phones?

A. The Cisco Smart Business Communication System is capable of working with third-party phones; however third-party phones have not yet gone through proper testing for official support.

### Q. Can I use analog phones?

A. Yes, the Cisco UC500 Series includes four FXS ports that can be used for fax machines or analog phones. An expansion slot can be used to expand this to eight analog station ports.

### Q. Can I use a Cisco Analog Telephone Adapter to support additional analog phones?

A. Yes.

## Timelines

### Q. When are the products available?

A. There will be multiple phases in announcing and releasing Cisco Smart Business Communications System products.

The first release of products will be orderable May of 2007 and first customer shipments (FCS) will be June 2007. This will include the 8 and 16 user models of the Cisco UC500 Series, the Cisco CE520 switch, the Cisco 521 Wireless Express access point and the Cisco 526 Mobility Express Controller. The Cisco Configuration Assistant will be available at the time of FCS and the Cisco Monitor Manager and Cisco Monitor Director will also be available.

The second release of products will be in the fall of 2007. This will expand the offering to include the Cisco UC500 Series 32 and 48 user models. The line of Cisco CE500 switches will be expanded to include rackmount models with higher port densities to support the 32 and 48 user models of the Cisco UC500 Series. Finally, new releases of Cisco Configuration Assistant and Cisco Monitor Manager and Cisco Monitor Director will be included in the fall.

## Target Markets

### Q. Who is Cisco Smart Business Communications System targeted towards?

A. The initial release of the Cisco Smart Business Communications System is targeted toward small and medium-size businesses (SMB) that have locations with fewer than 16 voice users. A second release in the fall of 2007 will support up to 50 users.

### Q. How does Cisco define the SMB market?

A. Cisco defines SMBs as businesses with fewer than 250 employees. The SMB market comprises small offices or home offices (SOHO), small businesses, and medium-size businesses in all industries, with differing views on the relevance of IT. As such, the criteria for purchasing decisions and buying behavior vary greatly in this segment.

### Q. Will Cisco Smart Business Communications System be available globally?

A. Yes, the Cisco Smart Business Communications System is a global offering with localization efforts in the Cisco Unified Communications applications on the Cisco Unified Communications 500 Series for Small Business (voicemail and phones) as well as on the Cisco Configuration Assistant.

### Q. Which Cisco Partners will sell Cisco Smart Business Communications System?

A. There are three categories of partners. One is existing Cisco partners that are currently certified to sell Cisco Communications Manager Express. They now have an easy to sell and deploy solution for small and medium business customers. The second are new partners that have previously sold traditional Key Systems and low end PBX Systems. They will now have an offering from Cisco for Small and Medium Business customers. A new certification and training process will be developed for these new VARs that previously have not sold Cisco IP Telephony or data networking. The third is partner category is Service Providers. They will use the Cisco Smart Business Communications System as Customer Premises Equipment (CPE) and use a managed SIP trunk for voice and data access.

### Q. Can I sell this set of products to the small office of my enterprise customer?

A. The Cisco Smart Business Communications System is designed for the SMB and is an ideal solution for the customer who has a few sites. It is recommended to lead your Enterprise customer down the Cisco ISR path for routing and voice (CME, SRST and CUE), the Cisco Catalyst 3560 or 3750 series path for switching, and for wireless, the Cisco Unified Wireless solutions including the Cisco Aironet Access Points, Wireless LAN Controllers, and Wireless LAN Control System (WCS).

## Service and Support

### Q. What Cisco Support Services are available for the Cisco Smart Business Communications System?

A. Cisco SMARTnet will be provided for all products in the Cisco Smart Business Communications System portfolio.

### Q. What does SMARTnet provide?

A. Cisco SMARTnet gives businesses and IT staff direct, anytime access to Cisco engineers and experts and award-winning online service tools to help ensure the fast, expert response and accountability they require to resolve mission-critical network issues. Cisco SMARTnet provides:

- Around-the-clock (24x7), global access to the Cisco Technical Assistance Center (TAC)
- Access to Cisco.com's extensive knowledgebase and productivity tools
- Next-business-day advance, hardware replacement (premium options available for business-critical devices, such as under-two-hour replacement and installation and configuration service)
- Ongoing operating system software updates and upgrades
- Major Cisco Unified Communications Manager Express and Unity Express Software updates in protocol, security, bandwidth, and feature improvements

### Q. What type of product warranty do the products offer?

A. The Cisco UC500 Series, CE520, Mobility Express AP521, and Mobility Express Wireless LAN Controller 526 all provide at least a 1 year limited warranty.

## Positioning the Cisco Smart Business Communications System with the Cisco SMB Portfolio

### Q. Where does the Cisco Smart Business Communications System fit within the Cisco SMB product portfolio?

A. The Cisco Smart Business Communications System offering is targeted at small and medium businesses that need a simple, secure, and complete business communications system. Many Cisco products like our routers, switches and access points are already ideal SMB products and will continue to be available to those partners and customers that need them.

## More Information

### Q. Where can I get more information?

A. Each product component has additional detailed product information at the Cisco Smart Business Communications System Website, [www.cisco.com/go/sbcs](http://www.cisco.com/go/sbcs).