Cisco Unified Communications Solution Overview and Benefits

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Agenda

Current Communications Environment

Cisco Unified Communications

Solution Overview amd Benefits

Communications Environment: What's Affecting the Way We Work?

Business In Transition

One Time Zone, Real Time

Working Moments

Speed & Continuity required to be competitive

Innovation is a key driver of business performance

Mobility and Uniformity of Experience

Green business practices becoming mainstream

Business Continuance

Cisco's UC Journey and Vision

The Journey From
VoIP to Unified Communications

Network Intelligence

User
Experience

Phase 3

Comm.

Virtualized Network
Services

Phase 2

Telephony

Convergence of Data, Voice
and Video

Phase 1

Over IP
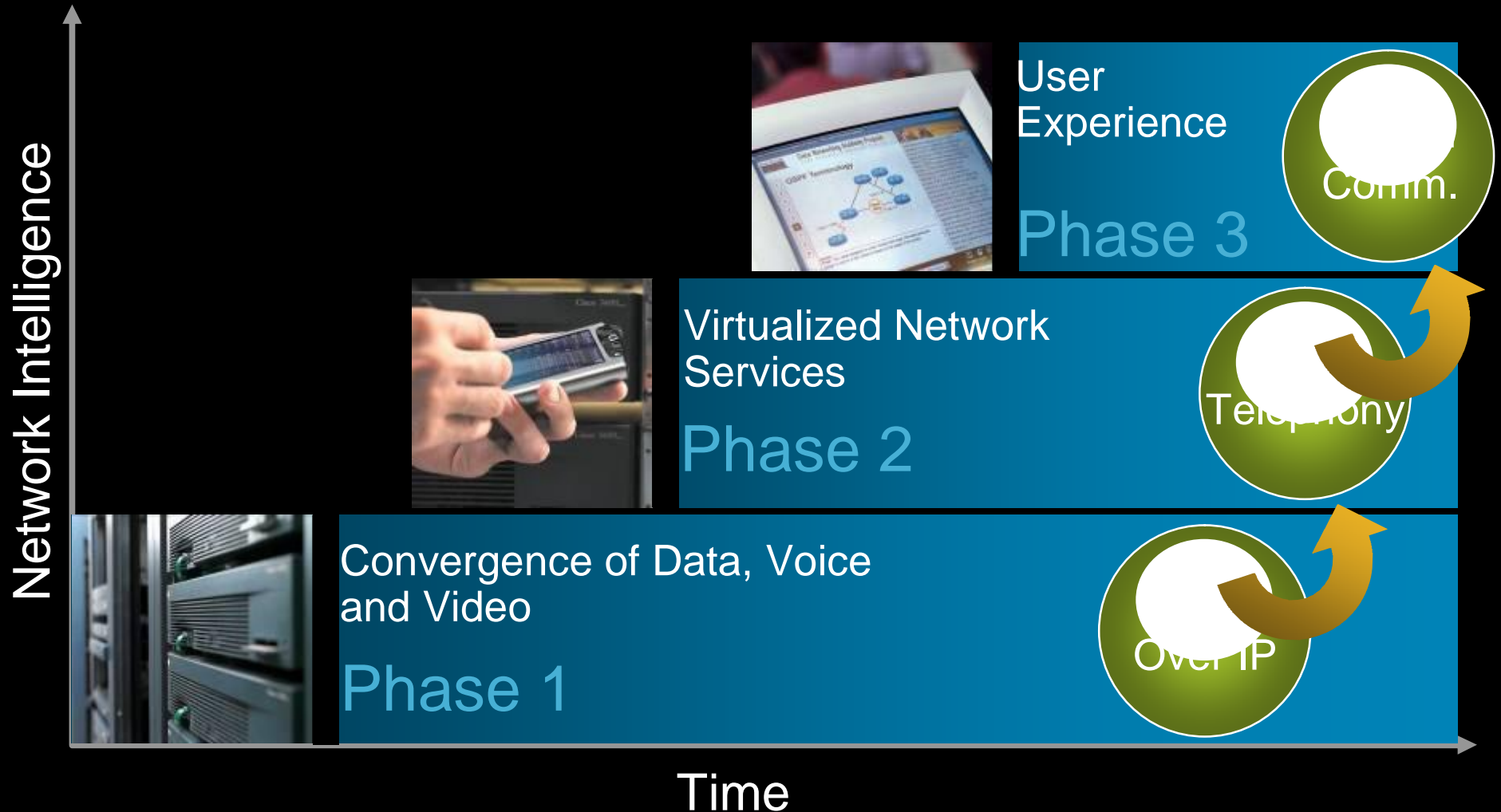
Time

Cisco Unified Communications

Changing the Nature of Work and the Way We Live

VISION

To empower people in the Human Network to collaborate effectively--anytime, anywhere, on any device

STRATEGY

Develop the network as the platform to unify the workspace and transform the business

Cisco Unified Communications

Enriching Collaboration and Creating the Empowered Workspace

Cisco Unified Communications

Key Enabling Technologies

Virtualization
Real-time session Management

Speech
Voice Access to Services

Mobility
Wired and Wireless

Presence
Intelligence in the Network

Video
Rich Media Collaboration

Policy
Identity and Preference

Cisco Unified Communications

Endpoints

Cisco Unified IP Phones	Wireless IP Phones	Unified IP Phone 7985	Unified Personal Communicator	IP Communicator	Dual Mode Phones

Applications

Cisco Unity Messaging	Unified MeetingPlace Conferencing	Unified Customer Contact	Unified Video Advantage	Unified Workspace Licensing	Unified CRM Connectors	Mobile Communicator

Services

Smart Business Communications Sys	Communications Manager Express	Cisco Unified Presence	Communications Manager Bus Edition	Communications Manager

Infrastructure

Routing	Switching	Voice Gateway	Messaging Gateway	QoS	Security	Session Border Control

UMG

Call Processing, Endpoints and Security

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Flexible Call Processing Options Offer Increasing Sophistication and Choices for Growth

Small-to-Medium Office or Branch

- All-in-One communication solution for small business
- Affordable call-processing system available inside Cisco access routers for small businesses and enterprise branch offices
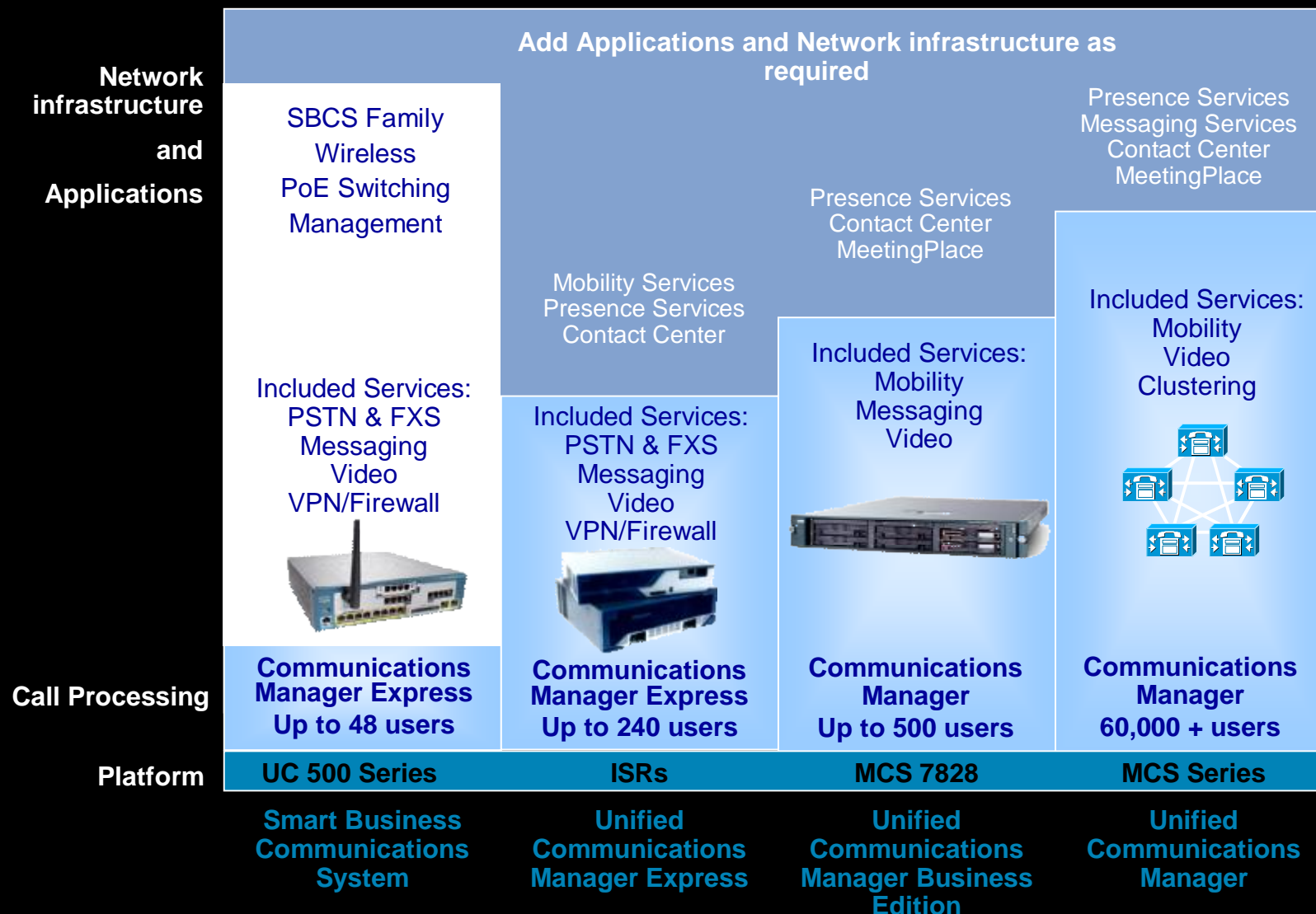
Mid-Market

- Complete communication solution with mobility and messaging
- Centralized IP telephony call-processing solution for greater than 500 employees
- Innovative and robust features

Enterprise

- Centralized IP telephony call-processing solution
- Meets any need—from telecommuters, mobile workers, and distributed offices to the largest enterprise
- Innovative and robust features

Cisco Call Processing Portfolio

Network infrastructure and Applications

Add Applications and Network infrastructure as required

SBCS Family
Wireless
PoE Switching
Management

Included Services:
PSTN & FXS
Messaging
Video
VPN/Firewall

Mobility Services
Presence Services
Contact Center

Included Services:
PSTN & FXS
Messaging
Video
VPN/Firewall

Presence Services
Contact Center
MeetingPlace

Included Services:
Mobility
Messaging
Video

Presence Services
Messaging Services
Contact Center
MeetingPlace

Included Services:
Mobility
Video
Clustering

Communications Manager Express Up to 48 users	**Communications Manager Express Up to 240 users**	**Communications Manager Up to 500 users**	**Communications Manager 60,000 + users**

Call Processing

UC 500 Series	**ISRs**	**MCS 7828**	**MCS Series**

Platform

Smart Business Communications System	**Unified Communications Manager Express**	**Unified Communications Manager Business Edition**	**Unified Communications Manager**

Cisco Unified Communications Manager 6.X

§ Full-featured system set for all customers

§ Extensive protocol support for interoperability

  SIP, H.323, MGCP, and SCCP

§ Voice and Video telephony

Unified Communications Manager 6.0

§ DND, Intercom, Audio MWI

§ Secure conferencing

§ Silent monitoring and recording

§ Unified Cisco Unified Mobility

  Single number reach

§ Increased Resiliency

  Ensures key features access during outages

§ Cisco Unified Communications Manager 4.3

  Extends commitment to Windows OS

Cisco Unified CallManager

- **IP PBX with advanced telephony features**
- **Provides centralized management and call processing (one PBX - many sites)**
- **Ease of administration, automatic upgrades for IPPhones, easy to add new sites**
- **Toll bypass, VoIP support (H323, SIP) - connection to voice ISPs**
- **Remote management over HTTPS GUI, User WebGUI**
- **Videotelephony**
- **Presence capabilities (Directory, Call Logs)**
- **Embedded XML/CTI applications (Extension Mobility, Personal Address Book, Corporate directory, ManagerAssistant, WebDialer, Attendant Console)**
- **CTI(TAPI and JTAPI) and XML APIs for custom application development (customer directory, paging, screen pops, etc.)**

Cisco Unified CallManager

- Options for softphone, wireless (wifi), dual mode, video endpoints

- Supports SCCP and SIP endpoints

- Supports remote teleworkers (over VPN)

- Option for security signalling and media

- Investment protection (SIP support, SW upgrades)

PROVED RELIABLE

Cisco Unified Workspace Licensing

New, easy and affordable program for procurement of a broad range of Cisco Unified Communications applications and services, that helps organizations maximize the potential of unified communications. Workspace Licensing, inclusive of all client and server software, licensing, service and support, software subscription, facilitates consistent deployment of multiple applications to all users in their workspaces.

Cisco Unified Communications Manager Express 4.1
Simple, Affordable All-In-One Communications

§ Cost effective, converged data and voice solution inside Cisco Integrated Services Routers (ISR)

§ Collaborate More Effectively

   8 party ad-hoc and 32 party Meet Me Conferencing

   BLF/Line status for buttons and Directory of Missed Calls

   Easy to configure, deploy, and manage

§ SIP Features Enhance Openness

   SIP support for many Cisco Unified IP phones

   Music on hold and corporate directory

   Enhancing call transfer between sites

Cisco Unified Application Environment 2.4

§ Release of Cisco Unified Application Environment:

  Cisco Unified Application Server, Cisco Unified Media Engine, and Cisco Unified Application Designer

§ Improved Developer Access & Support

  Easy, inexpensive development & test

  Developer portal improves productivity

§ Added support for Cisco Unified Communications Manager 6.0, Cisco Unified Presence and Cisco Unified Communications Manager Express

§ Better tailored for small & mid-sized customers

Unified Communications 500 Series for Small Business

§ **Complete all-in-One** IP Communications solution which includes:

- Call Processing **- Cisco Unified Communications Manager Express**

- Voice Mail **- Cisco Unity Express Voice Mail**

- **Auto Attendant**

- Full portfolio of **Cisco Unified IP phones** to meet the Small Medium Business needs

- Full featured **Voice over IP capability** using H323 and SIP protocols

- System level Configuration and Management solution for day 0, 1 and 2 management

- Solution with Switching, VPN, Encryption, Cisco Data Routing, and optional Wireless LAN

8-16 User Desktop Models

32-48 Users Models

Cisco Communications Manager Express & Cisco Unity Express Messaging Included ü

§ **Cisco Unified Communications Manager Express 4.1 feature as a baseline**

  Extensive feature set with:

  PBX or Square mode dial-plan options

  Remote Tele-worker

  All Communications Manager supported phones

  Support for CRM and Cisco Unified CallConnector

§ **Cisco Unity Express (CUE 2.3 base)**

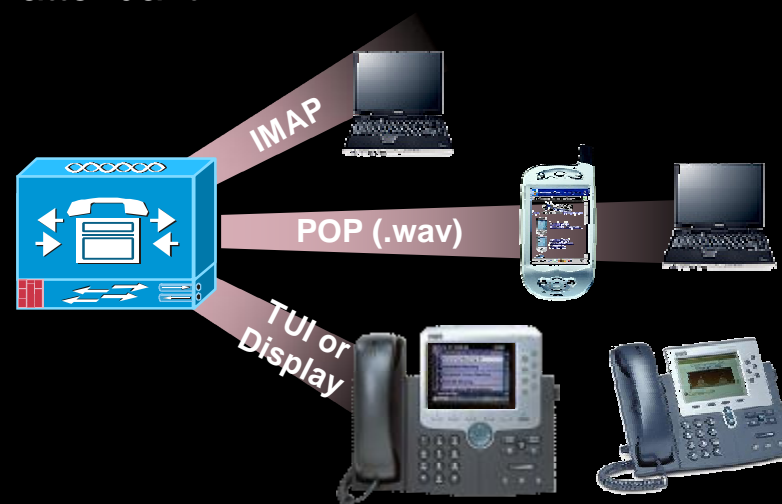 Comprehensive voice mail and automated attendant functionality

  Desktop Messaging (IMAP)

  VoiceView Express

  Automated Attendant

§ **Multi-site networking – CME and CUE**

§ **Cisco Unified Video Advantage**

IMAP

POP (.wav)

TUI or Display

Unified Communications 500 Series

Wi-Fi (optional)

2 x BRI

VIC Slot (field expansion)

FXS (4)

Music On Hold
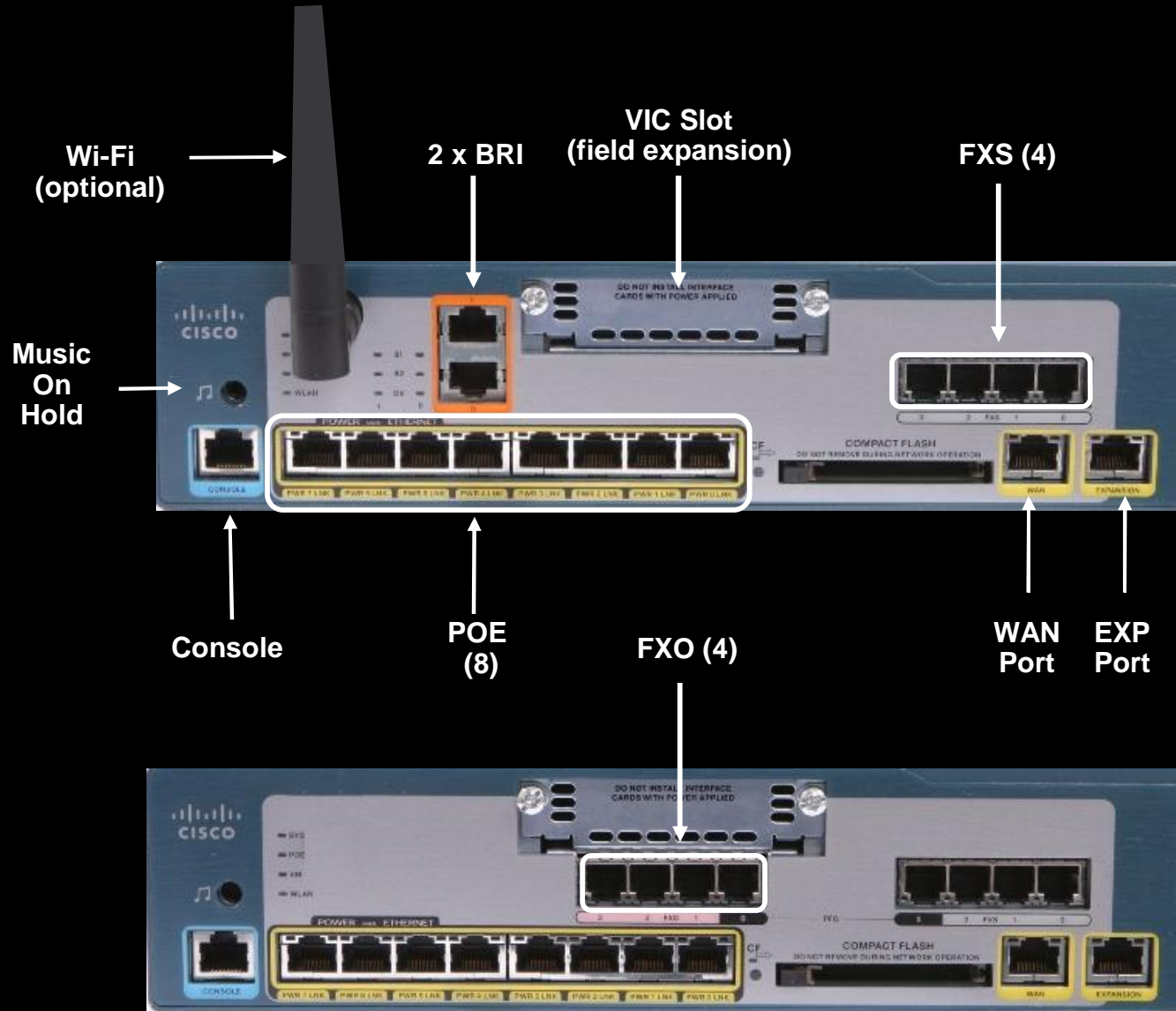
Expansion Modules:

- **VIC3-2FXS/DID**
- **VIC-4FXS/DID**
- **VIC3-4FXS/DID**
- **VIC2-2FXO**
- **VIC2-4FXO**
- **VIC2-2BRI-NT/TE**

Console

POE (8)

FXO (4)

WAN Port

EXP Port

10.5" wide, 11.05" deep, 1.5 RU tall (2.625")

Secure Unified Communications: Expertise In All Areas

UC

Security

Networking

Secure Unified Communications

Cisco Endpoints

**Cisco Unified IP Phone
7970G / 7971G-GE**

**Cisco Unified IP Phone
7960G / 7961G / 7961G-GE**

**Cisco Unified IP Phone
7940G / 7941G / 7941G-GE**

Multibutton

**Cisco Unified IP Phone
7931G**

Basic
**Cisco Unified IP Phone 7906G /
7911G**

Video

**Cisco Unified IP Phone
7985G**

**Cisco Unified Video
Advantage**
**Cisco Unified
Personal Communicator**

Cisco IP Communicator

**Cisco Unified Wireless
IP Phone 7920 / 7921G**

**Cisco Unified
Personal Communicator**

Take advantage of continuous development in endpoints plus custom and off the shelf IP phone applications

Presence, Mobility and Communications Clients

Intelligent, Effective Communications with Mobile Productivity

Cisco Unified Communications Applications

§ **Messaging**

Improving employee productivity and customer satisfaction

Cisco Unity

§ **Unified Communications Clients**

Powerful productivity tools

Cisco Unified Personal Communicator, Cisco Unified IP Communicator

§ **Rich-Media Conferencing and Collaboration**

Making remote meetings as natural as face-to-face interactions

Cisco Unified MeetingPlace, Unified MeetingPlace Express, Unified Videoconferencing, Cisco Unified Video Advantage

Cisco Unified Presence 6.0
Middleware for Presence Services and Unified Communications

§ **Enhanced user-based Presence**

   Infrastructure for Unified Personal Communicator

§ **Rapid Presence application development**

§ **Standard-based for functionality and choice**

   SIP/SIMPLE, Enterprise SIP Proxy

   Cisco Unified Presence 6.0
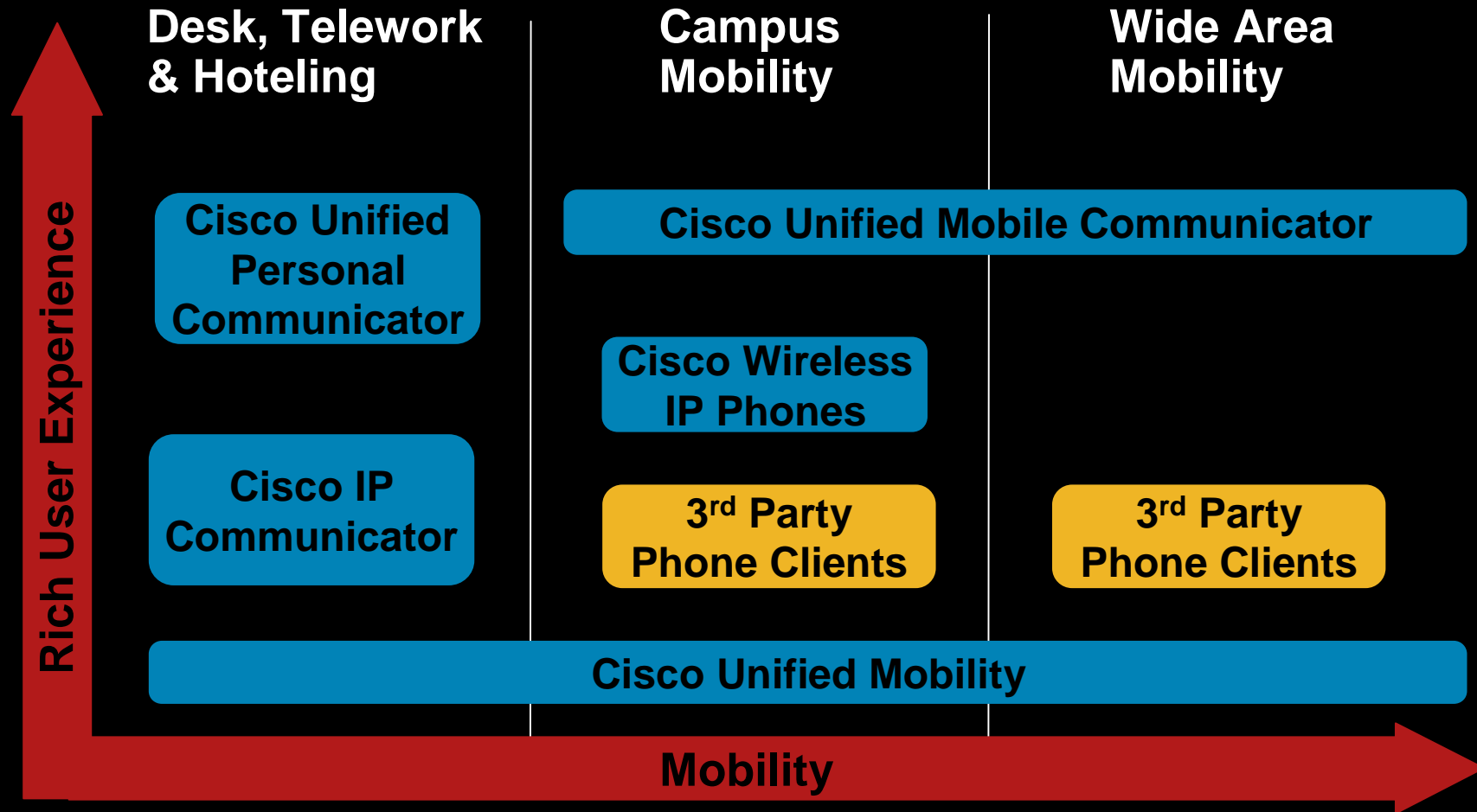
§ **Enhanced integrations**

   Microsoft Live Communication Server

   IBM SameTime

§ **Unified Application Environment support**

Cisco Mobile Solution Portfolio

Rich User Experience →

Desk, Telework & Hoteling	Campus Mobility	Wide Area Mobility

Cisco Unified Personal Communicator

Cisco Unified Mobile Communicator

Cisco Wireless IP Phones

Cisco IP Communicator

3rd Party Phone Clients

3rd Party Phone Clients

Cisco Unified Mobility

Mobility →

Increase Productivity – Anytime, Anywhere, on Any Device: Unified Communication Clients

Cisco Unified CallConnector

Cisco Unified Personal Communicator for Mac

Cisco Unified Personal Communicator

Cisco Unified Mobile Communicator

Key Benefits ➤

- Access productivity enhancing applications from a single, unified interface
- Accelerate decision-making and collaboration using IM, presence, video, click to call, and web conferencing
- Save on travel and exchange ideas "face-to-face" using video
- Increase effectiveness of remote and mobile workers

Cisco Unified Mobile Communicator

§ Intuitive, common user experience across different mobile handsets

§ Extends unified communications to mobile phones and smartphones

- Integrated directories

- Presence

- Office voicemail notification and playback

- Call logs

- Unified MeetingPlace conference notifications

§ Support for BlackBerry, Windows Mobile, Symbian OS and BREW handsets (phased)

§ Multiple mobile operators and network support

Cisco Unified Personal Communicator 1.2
Powerful communication tools in a single, easy-to-use application

§ Increase productivity and reduce phone tag with presence indicators

§ Escalate communication methods for more effective interactions

> IM, Voice, Video, Web Conferencing

§ Intuitive user interface for Mac and PC

New with Cisco Unified Personal Communicator 1.2

§ Collaborate with instant messaging

§ Expand access with Outlook toolbar

§ Take control of Your "Reachability"

§ Ready for the Enterprise

> Scale to 5,000 users
>
> Unified MeetingPlace and Cisco Unity Support

Cisco IP Communicator & Unified Video Advantage

Cisco IP Communicator

- § Delivers advanced Cisco Unified IP Phone telephony capabilities
- § Provides access to phone extensions and services outside the office

Cisco Unified Video Advantage

- § Adds cost-effective video to Cisco Unified IP phones
- § Familiar user experience for voice and video

Cisco Unified CallConnector
Application Integration for Unified Communications Manager Express
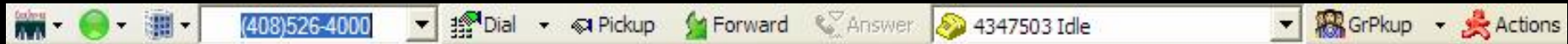
§ Cisco Unified CallConnector Toolbar for Outlook or Internet Explorer

- Tool bar for call control
  - Dial, answer, transfer, park, pickup
- Personal + Corporate dialing directory
- Screen pop on inbound call
- Click to dial from toolbar or application

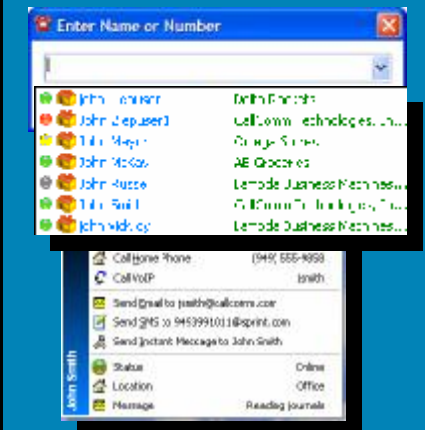§ Add Cisco Unified CallConnector Server for IP Phone status

- Display status/Presence within toolbar
- Change own status

Directory/Status of Users

Quick Search to Find Status/or Click to Dial

Inbound Screen-Pop

Rich-media Conferencing and Unified Messaging

Make Remote Meetings as Natural as Face-to-face Interactions:

Impromptu conferencing to "In-person" solution options

Capabilities – Richness of User Experience

Key Benefits ❯

- Speed projects and make decisions faster with virtual meetings
- Increase sales, support, meeting, and training effectiveness
- Recognize conferencing savings (lower transport and travel expenses) and significantly improve ROI

Cisco Unified MeetingPlace Express 2.0

§ Unified voice, video and Web conferencing

  Standards-based—H.323, SIP

§ For midsized organizations - 20 to 200 concurrent users

§ Simple setup and attend - Outlook, Web, CUPC, phone

§ Simple to deploy and manage

  Single-server, Linux-based software

Flexible, secure Web conferencing with internal/external deployment

Add conferencing to Cisco Unified Communications for cost savings and productivity

On-network for:

§ **Cost savings**

§ **Security**

§ **Application integration**

Cisco Unified Videoconferencing 5.5
High Performance, Flexible Solution for Multiparty Video

§ **High-performance for an optimized experience for all attendees**

§ **Multi-protocol solution for broad ineroperability**

§ **Interoperability between high definition (HD) and standard definition (SD) endpoints**

§ **Firewall friendly desktop video and streaming**

Complete Unified Communications Video infrastructure

Traditional Videoconferencing (SD and HD)

Multiparty Video Telephony

Rich-media Conferencing

Multi-location for Cisco TelePresence

Cisco TelePresence Meeting:
High Impact Collaboration

Business Value

§ Simple, exceptional, "in-person" experience

§ Helping Cisco cut 1B miles of annual air travel by 20%

§ Reduce overall company carbon emissions by 10%

§ Better customer service, improved quality of life

Cisco Unity Messaging Benefits

Flexible Deployment Options

- Unified messaging (voice, email & fax)
- Unified messaging (Exchange only)
- Voice messaging
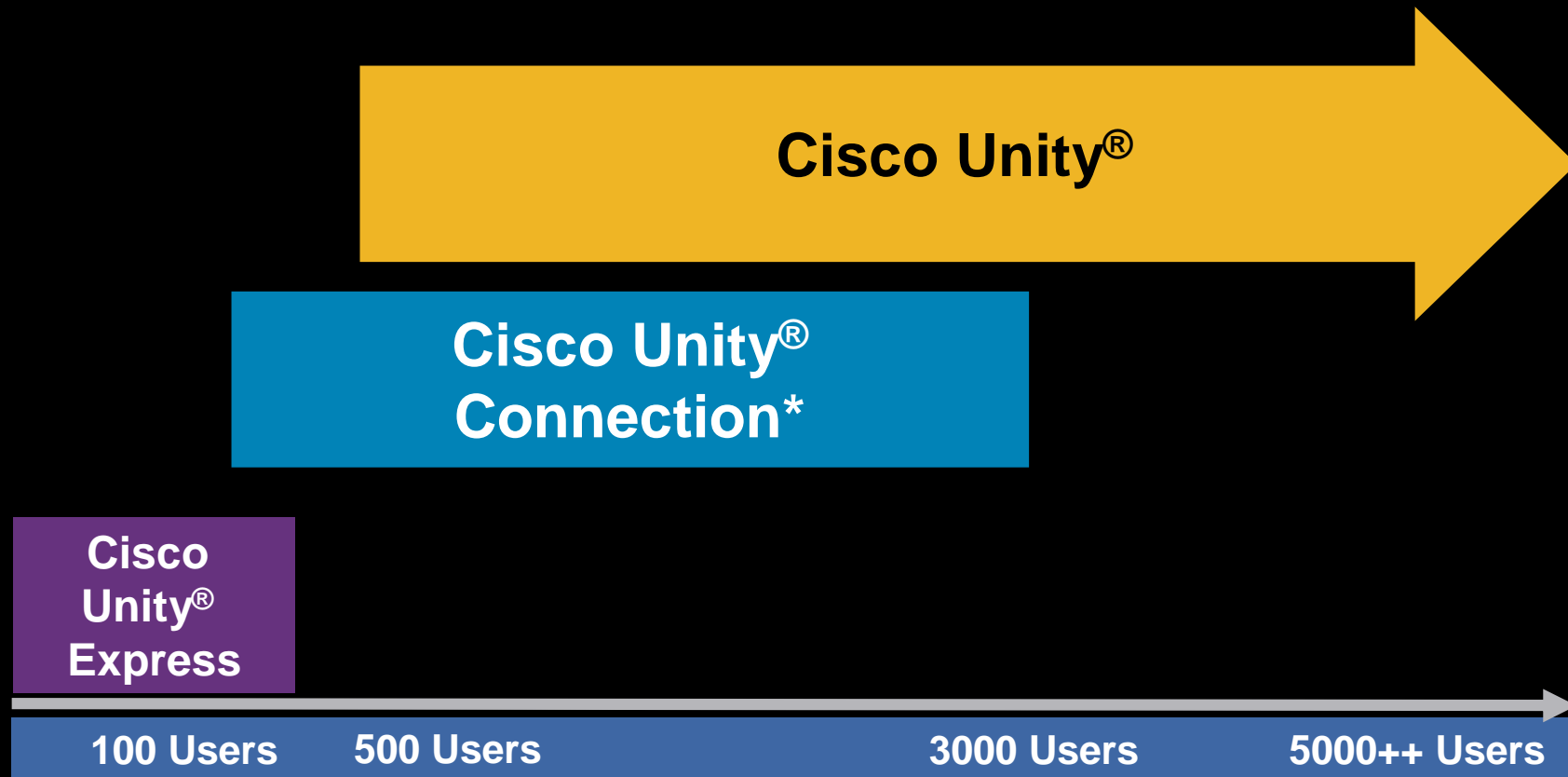
Productivity Enhancing Features

- Alternate device recognition
- Speech recognition
- Advanced personalization options
- Intelligent call transfer rules

Powerful Migration Tools

- Interoperability with traditional TDM/PBXs
- Interoperability with traditional voicemail systems
- Custom key mapping

Cisco Unity Messaging Portfolio

Cisco Unity®

Cisco Unity® Connection*

Cisco Unity® Express

| 100 Users | 500 Users | | 3000 Users | 5000++ Users |

* Available as a single server solution with Cisco Unified Communications Manager 6.0— called Cisco Unified Communications Manager, Business Edition supporting up to 500 users

Cisco Unity
Unified Messaging

§ Productivity enhancing features

§ Extensive End-User Personalization options

§ Secure messaging

§ Powerful migration tools

Cisco Unity 5.0

§ Speech Access

§ Personalization options

§ Enhanced Interrupted Session Recovery

§ Listen to and answer messages being recorded

§ Secure Messaging enhancements

Cisco Unity Connection 2.0
Unified Messaging for midsized organizations

§ Simple to install, configure, and manage

§ Productivity enhancing features

§ Powerful migration tools

Cisco Unity Connection 2.0

§ Single Server Solution with Cisco Unified Communications Manager 6.0

§ Increased Security with Port to Linux VOS

§ Enhanced Openness with VPIM networking

§ Speech Recognition enhancements

Cisco Unity Express 3.0

Cost-effective unified messaging and auto-attendant services

Visual voicemail capabilities let users view voice messages on Unified IP Phones and listen to them in any order

Release 3.0 Enhancements:

§ Introduces Interactive Voice Response (IVR) capabilities for efficient call routing and an improved customer experience

§ Supports fax messages

§ Simplified and comprehensive GUI to define and customize the automated attendant call flow
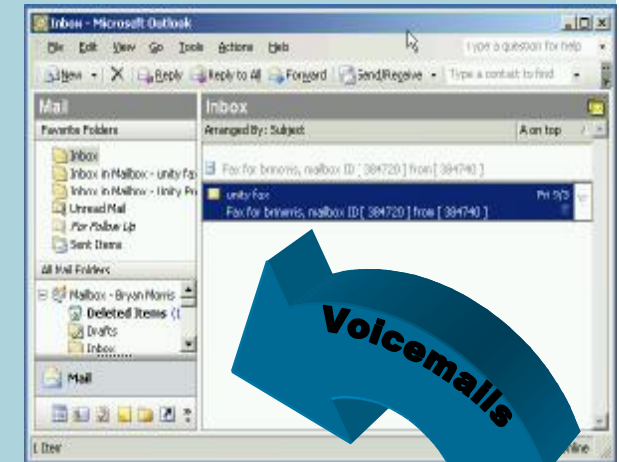
Contact Center Solutions

Advance to the Next Phase of Customer Care: Customer Interaction Network

§ Create unique customer-centric experiences

§ Make customer-service agents more efficient and productive

§ Enhance customer service and reduce contact center cost with powerful self-service solutions

§ Enable a new generation of customer interaction applications and increased flexibility of deployment

§ Extend your workforce with expert agents and remote agents

Key Benefits ❯

Companies using virtual contact centers increase productivity by 15 percent and save an estimated one million dollars per 100 call center agents. In addition, annual agent turnover decreases, falling from 60 percent to only 5 percent.

Source: AMR Research

Cisco Unified Contact Center Portfolio

Target Markets	Cisco Unified Contact Center Solutions			
	Self-Service		**Assisted-Service**	
	Legacy CC	IP CC	Legacy CC	IP CC
Service Provider	Cisco Unified Customer Voice Portal		Cisco Unified ICM Hosted	Cisco Unified Contact Center Hosted
Enterprise			Cisco Unified ICM Enterprise	Cisco Unified Contact Center Enterprise
SMB	-	Cisco Unified IP-IVR	-	Cisco Unified Contact Center Express

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Cisco Unified Contact Center Express

§ Contact center in a box

  Fully unified ACD, CTI and IVR

§ Entire solution on one server

§ Virtual contact center

Unified Contact Center Express 5.0

§ Key highlights

  – Multichannel, Cisco Unified E-Mail Interaction Manager and Cisco Unified Web Interaction Manager

  – Workforce Optimization

  – Blended Inbound/Outbound dialing

  – Third-party CRM connectors

  – Cisco Unified Communications Manager Express support

  – Cisco Agent Desktop enhancements

The Cisco Advantage

0à 13 Million Phones In 6 Years

§ Over 13 Million Cisco IP Phones Sold

§ More than 48,000 Cisco Unified Communications customers worldwide

§ Over 200 customers with over 5,000 Cisco Unified IP Phones

§ Over 85 customers with over 10,000 Cisco Unified IP Phones

§ Over 25 customers with over 25,000 Cisco Unified IP Phones

§ More than 70% of the Fortune 500® are using Cisco Unified Communications

All numbers through Apr-07

Chart y-axis: 12,000,000 / 10,000,000 / 8,000,000 / 6,000,000 / 4,000,000 / 2,000,000 / -

Chart x-axis: Q1 CY00, Q2 CY00, Q3 CY00, Q4 CY00, Q1 CY01, Q2 CY01, Q3 CY01, Q4 CY01, Q1 CY02, Q2 CY02, Q3 CY02, Q4 CY02, Q1 CY03, Q2 CY03, Q3 CY03, Q4 CY03, Q1 CY04, Q2 CY04, Q3 CY04, Q4 CY04, Q1 CY05, Q2 CY05, Q3 CY05, Q4 CY05, Q1 CY06, Q2 CY06, Q3 CY06, Q4 CY06, Q1 CY07

World Class Industry Leadership and Award Winning Solutions

Best UC Portfolio

Most Secure Large and Mid-size IP-PBX

In Summary: How Can a Cisco Unified Communications Solution Help Your Business?

§ Enhance the way every department within your organization does business

§ Enable effective interactions with virtual teams all over the world

§ Work on-the-go in real-time...as if you were everywhere at once.

§ Make everyone more efficient and highly productive

§ Reduce costs; improve TCO

§ Continuously innovate and quickly adapt to changes increasing business agility

Welcome to
the Human Network.