



# Cisco Unified Communications *based on System Release 7.0*



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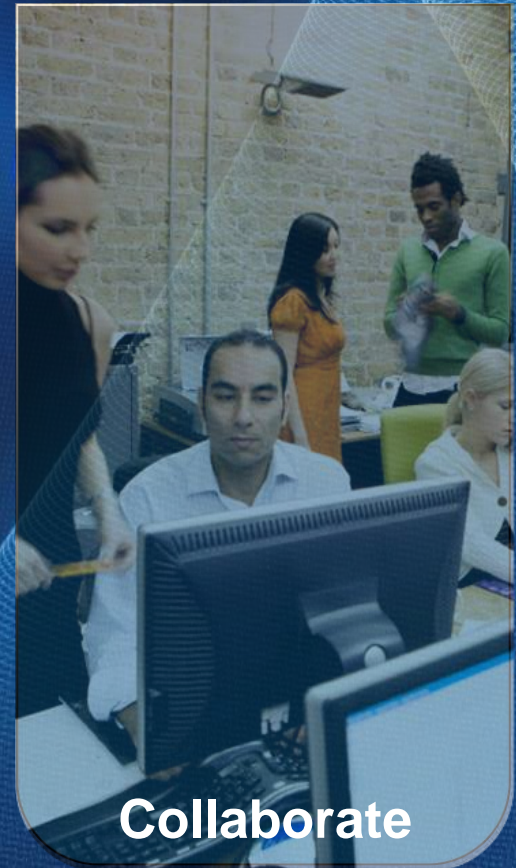
# Agenda

Why Cisco Unified Communications?

Cisco Unified Communications System Release 7.0

- Open Systems
- Enhanced User Experience
- Optimized TCO

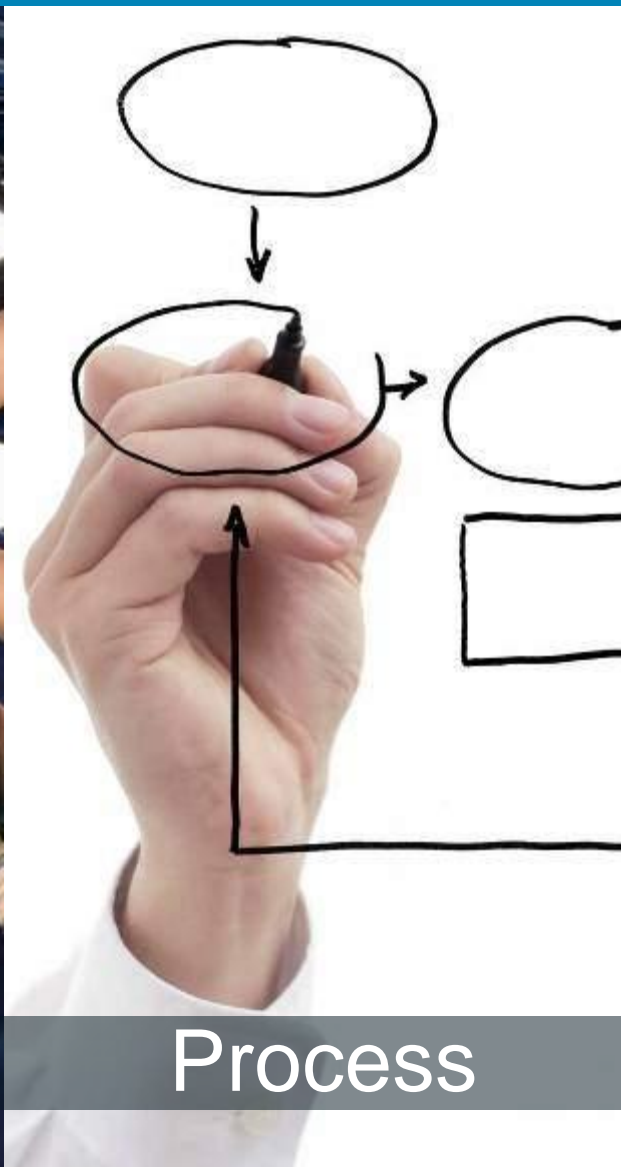




**The Network has Enabled it all**



Culture



Process



Technology

**Collaboration is the Platform for Business**

# Cisco Collaboration Portfolio



Unified Communications

Video

Web 2.0 Applications

Data Center Access Presence Mobility Security Policy Mgmt

# System Release 7.0



# Focusing on Customer Priorities

To empower people in the Human Network to collaborate effectively and elegantly — every time, everywhere, everyone's included

Open  
Systems

User  
Experience

Improved  
Total Cost  
of Ownership  
(TCO)

# Key Messages

## Open Systems

### ▪ Open

- Applications development and interworking
- Presence, phone control and click-to-conference with IBM Lotus Sametime
- Simultaneous ringing and inter-domain federation with Microsoft

### ▪ Secure

- Protected deployment of remote phones, mobile communications, and presence architectures

### ▪ Mobile

- Rich call control and flexibility extending to mobile communications

## User Experience

### ▪ Quick

- Improved collaboration through easy access to buddies, messages from collaborative workspaces

### ▪ Flexible

- Services including call control, web meeting access, directory access, and WebEx in embedded web applications
- Spoken access to directories and web applications for self service

### ▪ Choice

- Integrated scheduling and Cisco Unified MeetingPlace voice from Cisco WebEx user interface

## Improved Total Cost of Ownership (TCO)

### ▪ Scalable

- Simplified deployment through increased scalability for messaging, presence and conferencing

### ▪ Efficient

- Administrative enhancements and standardization on appliance deployment environment

### ▪ Cost-Effective

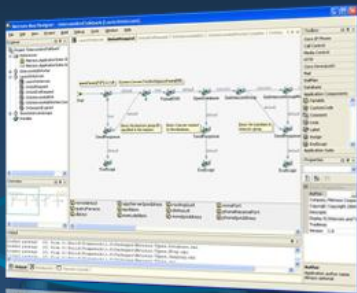
- Enhancements to Cisco Unified Workspace licensing enables applications to be deployed to more workspaces

# Leveraging Open Systems



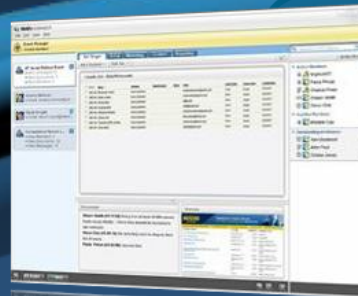
# Enabling Innovation and Transformation

On-Premises



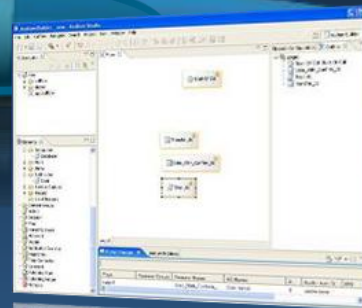
Cisco Unified  
Application  
Environment

On-Demand



WebEx Connect

Contact Center



Customer Voice  
Portal

Network-enabled  
Branch

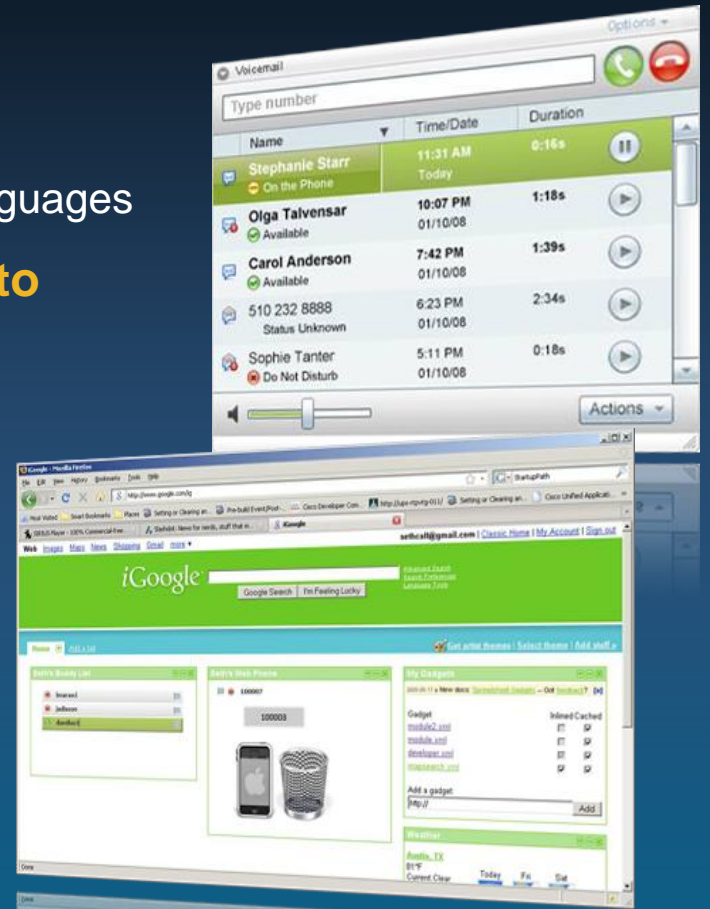


Application  
eXtension  
Platform

# Enabling Business Transformation

## Cisco Unified Application Environment 2.5

- **Open Architecture**
  - Open sourced core technology
  - Support for a variety of developer tools and languages
- **Easily embed Unified Communications into Web 2.0 applications**
- **New Unified Communications plug-ins**
  - Cisco Unity, Cisco Unity Connection
- **Rich portfolio of packaged applications**
  - Radianta, Gold Systems, McKesson, Workbrain, Litescape, ...



# Delivering Investment Protection and Enhanced Collaboration with IBM and Microsoft

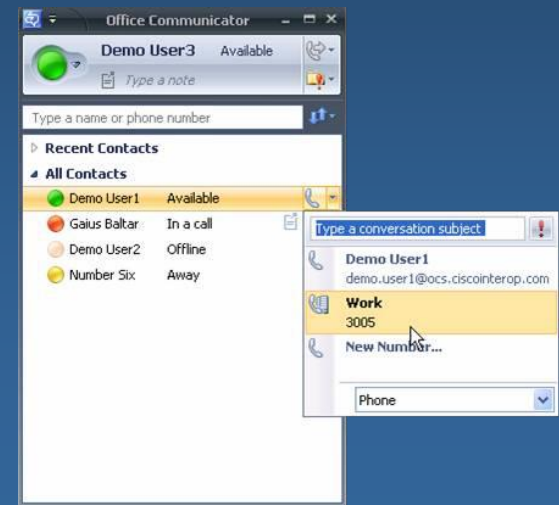
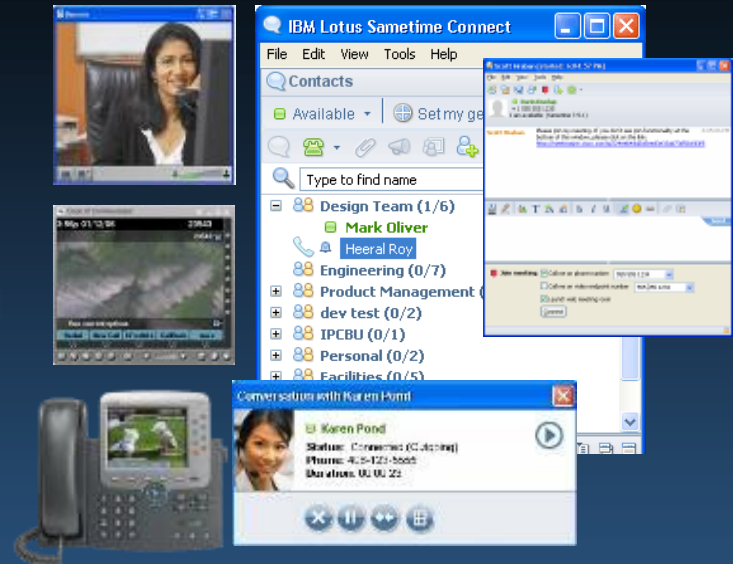
## Enabling Unified Communications for Sametime and MOC

### ■ IBM - New Lotus Sametime Plug-ins

- Cisco audio/video soft phone, hard phone control
- Phone Presence awareness
- Click-to-conference – voice, web & video
- Add Embedded Video in Sametime

### ■ Microsoft

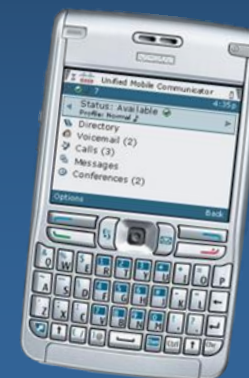
- Simultaneous Ring - Unified Communications Manager calls simultaneously ring on MOC client
- Business to business federation between MOC and Cisco Unified Personal Communicator
- Unified Mobile Communicator on Windows Mobile
- Click-to-Call from Office, IE, Outlook, SharePoint
- Add Embedded Video in MOC



# Consistent Experience at the Desk and on the Move

## Cisco Unified Mobile Communicator 7.0

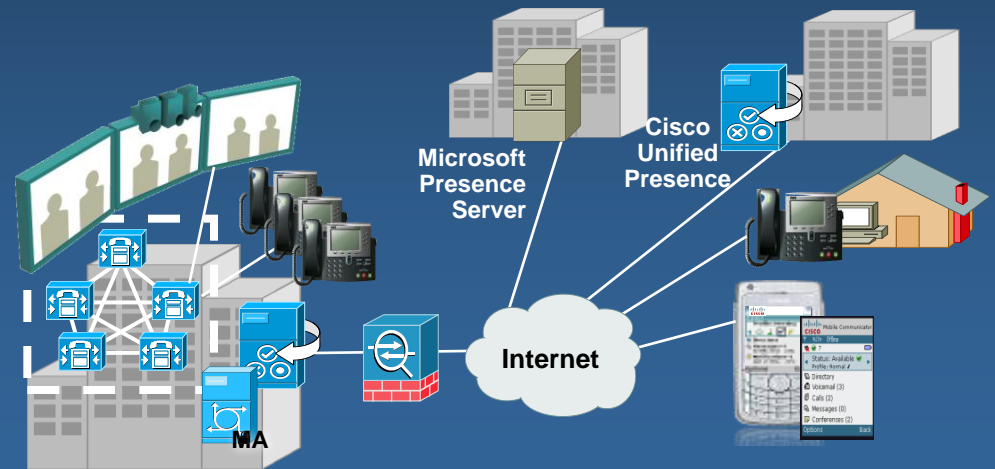
- **Broadened Smart Phone and mobile OS support**
- **Mobile Presence Status with Cisco Unified Presence**
- **Dial via Office**
- **Turn Single Number Reach (SNR) On/Off**
- **Visual Voicemail**
  - Cisco Unity Secure messaging, Cisco Unity Connection
- **Cisco ASA as a Proxy Server**



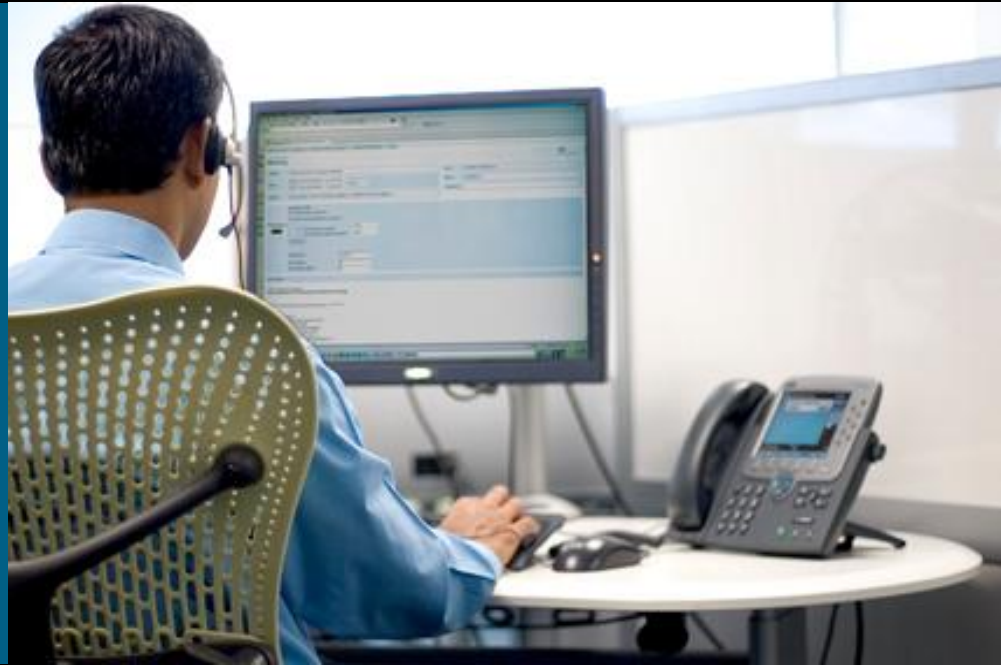
# Simplified and Secure Deployment of Remote Phones, Clients, Presence Architectures

Cisco Adaptive Security Appliance (ASA) 8.0(4) provides a single support architecture for simplifying and securing the deployment of remote phones, clients, and presence architectures

- Secures communications between Cisco and Microsoft presence servers for efficient collaboration between organizations
- Simplifies and secures deployment of remote IP phones and softphones without additional VPN devices
- Secures traffic between Cisco Unified Mobile Communicator software and Cisco Unified Mobility Advantage server
- New IPS signatures inspect inbound traffic to stop known attacks against UC call-control and application servers



# Enhancing the User Experience



# Cisco Conferencing & Collaboration

## Addressing Multiple Usage & Deployment Scenarios

Ad-hoc  
collaboration

Cisco Unified  
Personal  
Communicator

Everyday Meetings  
(Project, Customer, Training)

Cisco Unified MeetingPlace,  
Unified Videoconferencing,  
WebEx

Face to Face  
Meetings

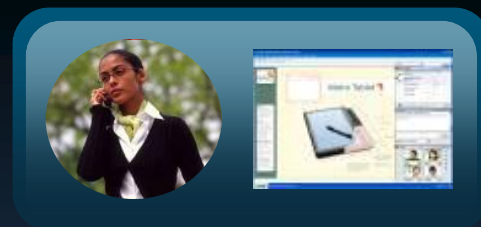
Cisco  
TelePresence



**Capabilities – Richness of User Experience**

# Combining the Best of On-Premises and On-Demand Conferencing


Unified MeetingPlace voice with WebEx web delivers cost savings and added productivity




- **Integrated setup and attend**
  - MeetingPlace or WebEx interfaces
  - Single access point for all voice & web collaboration
- **Single sign-on across solutions**
  - Single point of user management for Unified MeetingPlace & WebEx
- **Integrated experience**
  - from WebEx web UI
  - Control voice (e.g. outdial, mute)
  - Voice-web recording

Make this a MeetingPlace meeting.  
 Use my Reservationless ID (9023803)


---

 **Date:** Tuesday, January 15, 2008 10 AM [Check Availability](#)  
**Duration:** 30 Minute(s)  
**Frequency:** Once  
**# of Occurrences:** 1  
**Meeting Name:**

---

 **Meeting ID:**   
**Web conference provider:**   
**Meeting:**

Join Teleconference

 Please enter the phone number at which you want to receive a call back.

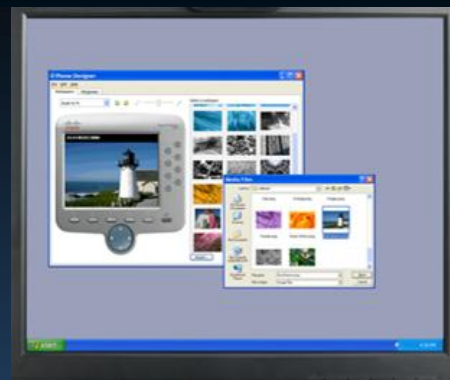
Select a phone:

Number:

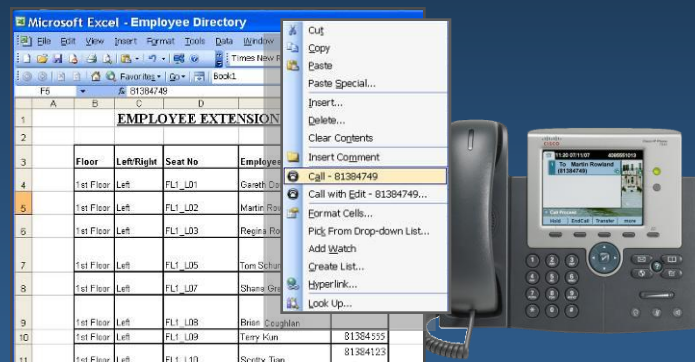
Remember phone number on this computer  
[\(Clear phone numbers\)](#)

# Enhance User Experience In Every Workspace with Unified Communications Widgets

- Personalize Business Communications with Phone Designer application



- Streamline Business Communications with Click-to-Call application



- Rich messaging experience on Cisco Unified IP Phone with Visual Voicemail application



# Cisco Unified Customer Voice Portal 7.0

**Faster**, more intuitive caller experience

**Richer**, immersive caller interactions

- **Voice self-service**
- **Intuitive graphical integrated development environment**
- **New Video capabilities:**
  - Video Self-service menus
  - Video Queuing
  - Video Agent (Agent's video UI shown at right)
- **Supports 3G mobile video and video kiosks**
- **Key User Experience Enhancements**
  - Video provides a "show me" experience
  - Puts a human face on the contact center
  - Enables services in noisy environments and for the deaf and hard of hearing



# Transforming Business Process with Expert Advisor

## Cisco Unified Contact Center Enterprise

## Cisco Unified Presence



- Provide faster, more efficient and accurate customer service
- Presence-enabled knowledge workers become Expert Advisors

- Enables first-call resolution → higher service levels
- Easy to deploy and use
- Flexible: deploy with or without contact center

# Improved Total Cost of Ownership



# Cisco Unified Communications Manager 7.0

- **Performance and ease of use enhancements to improve maintenance and administration**
  - Appliance deployment environment
  - SIP line and trunk enhancements
  - Increased security options with Trusted Relay Points
- **Continuing to build on rich base of end-user features**
  - Ensure efficient communications with: Directed Call Pickup and Do Not Disturb enhancements
  - Mobile Unified Communications enhancements for consistent user experience at desk or on the move
    - **Time of Day Rules:** User or administrator-defined call blocking and call extension rules by time of day



# Cisco Unified Communications Manager Appliance

- **Optimizing Deployment for Real-time Communications**
  - Complete turnkey solution
  - Reduced complexity
  - Easy to install and upgrade
  - Improved security and resiliency
- **Increases velocity of features to market**



# So What's New In Unified CM 7.0?



- **Multisite configuration:** Local Route Group (3x less route patterns)
- **E.164:** “+” Sign Support
- **Global Dial Plans:** globalize/normalize on ingress, localize on egress
- **Combined Benefits:** Extension Mobility and Speed Dials
- **Mobility:** Time of Day, Directed Call Park, SIP URI Dialing
- **IMDB:** In Memory Database (IMDB) (25K phones systems from 18min to initialize down to 3 min)
- **Backup:** Disaster Recovery Service Changes (native, CM & CAR)
- **Administration:** Import/Export enhancements (all & validation), Trace File Compression

# So What's New In Unified CM 7.0?



New!

- **Media Resources:** Intelligent Bridge Selection
- **Media Resources:** Unified CM Support for G.Clear Codec (voice, video, data according to RFC4040)
- **Media Resources:** G.729 for SIP with MTP
- **Media Resources:** SIP Trunk Enhancements (sRTP, Privacy, Early-offer for G.729)
- **Security:** Host Firewall
- **Security:** Trusted Relay Point (TRP)
- **Security:** Secure Tone
- **Security:** Unified CM Unmanaged Cisco Security Agent
- **Security:** Security Enhancements to SIP Trunks (sRTP, MLPP)

# So What's New In Unified CM 7.0?



New!

- **TCO:** Focus on making administration simpler through features such as Local Route Groups, Called Party Normalization and inclusion of “+” dialing and E.164.
- **Open Systems:** Broadens our interoperability standards foundation by adding SIP support to even more line side features, trunks and endpoint devices. Includes ‘click to conference’ with IBM Sametime and remote destination for Microsoft Office Communicator for MobileConnect (simultaneous ring feature).
- **User Experience:** Expands call control to mobility with Dial via Office and Time of Day support for MobileConnect.

# Cisco Unified Communications Manager Business Edition 7.0

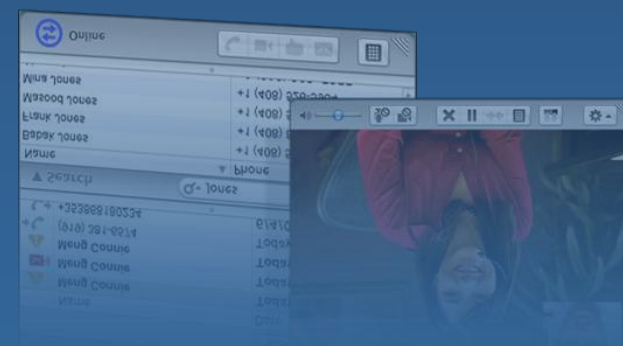
- **Increased migration flexibility:**
  - Re-purpose 7828 server when moving to Cisco Unified Communication Manager
- **Increased scalability**
  - Site capacity increased to 20 Cisco Unified SRST sites
- **New deployment model:** Trunking to Unified CM, Unified CM Business Edition, or Unified CM Express
- **Easy access to applications:** Development capabilities via integration with Cisco Unified Application Environment and available pre-packaged horizontal/vertical 3<sup>rd</sup> party applications
- **Updated to support Unified Communications Manager 7.0 and Unity Connection 7.0 releases**
- **Increased channel partner coverage through new Cisco Authorized Business Edition Reseller Program**



# Cisco Unified Presence and Cisco Unified Personal Communicator 7.0

## Standards-Based Support for Rich Presence

- **Enhanced Scalability, Reliability, & Redundancy**
  - Multi-node clustering with support for up to 30k users
- **Extended presence capabilities through 3<sup>rd</sup> party applications**
  - Business-to-business federation with Microsoft Live Communications Server and Office Communications Server
  - New API's for presence integration with web and business applications
- **Tightly integrated with Cisco Unified Communications to deliver rich presence-enabled communications**
  - Secure messaging support with Cisco Unity, Cisco Unity Connection, and Cisco Unified Personal Communicator
  - Synchronized Do Not Disturb (DND) state with Unified IP Phone and Cisco Unified Personal Communicator



# Cisco Voice and Unified Messaging

## Reduce costs while maximizing productivity

### ■ Cisco Unity 7.0:

- New scalability: 200 port, 15k user single systems
- Enhanced Telephony User Interface (TUI) addressing
- Automated recognition of alternate extensions

### ■ Cisco Unity Connection 7.0:

- Increased scalability: 10k users and 144 ports on a single server
- 2 server active-active clustering for redundancy
- Up to 50k users in a single messaging network

### ■ Cisco Unity Express 7.0:

- Centralized voicemail, auto attendant and management for up to 10 Cisco Unified CME sites
- Authentication, authorization and auditing functions
- Password synchronization between Cisco Unified CME and Unity Express

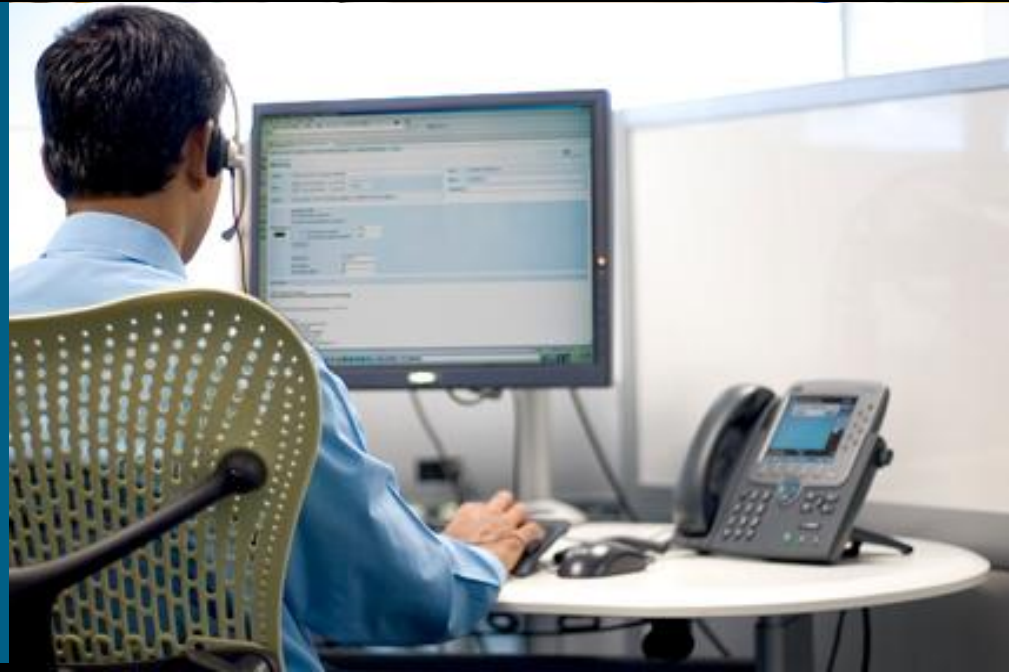


# Cisco UC & PBX Interoperability

- 3<sup>rd</sup> Party UC and PBX Brands
  - Alcatel, Avaya, Ericsson, Microsoft OCS, Mitel, Nortel, NEC, Siemens Hicom and HiPath, Fujitsu, Inter-tel, Ericsson Webswitch and more
- Voicemail:
  - Avaya Intuity, Octel 200 & 250, Cisco Unity, Nortel CallPilot, Microsoft Exchange
- Signaling protocols
  - T1-QSIG, E1-QSIG, E1-DPNSS, etc.
- Internet protocols
  - MGCP, H.323, SIP

The Siemens logo, consisting of the word "SIEMENS" in a bold, white, sans-serif font, set against a solid orange rectangular background.The Fujitsu logo, featuring the word "FUJITSU" in a red, sans-serif font with a red infinity symbol above the letter "i", set against a white background.The Ericsson logo, with the word "ERICSSON" in a blue, sans-serif font and a blue three-line symbol to the right, set against a white background.The Inter-Tel Europe logo, with "INTER-TEL" in a stylized, blue, outlined font and "Europe" in a smaller, blue, sans-serif font below it.The Avaya logo, with the word "AVAYA" in a red, outlined, sans-serif font.The Microsoft Office Online logo, featuring the Microsoft logo (four colored squares) and the text "Microsoft Office Online" in a black, sans-serif font.The Mitel logo, with a black circular icon containing a white stylized "M" and the word "MITEL" in a bold, black, sans-serif font.The Alcatel logo, with the word "ALCATEL" in a white, sans-serif font inside a dark grey rectangular box.The Nortel Networks logo, with "NORTEL" in a blue, outlined font and "NETWORKS" in a blue, sans-serif font below it.The NEC logo, with "NEC" in a blue, sans-serif font and the tagline "Empowered by Innovation" in a smaller, black, sans-serif font to its right.

# Migration and Execution



# How to Stay Current

- **Cisco Unified Workspace Licensing**
  - Take full advantage of Unified Communications while maximizing Total Cost of Ownership
- **Cisco Unified Communications Software Subscription**
  - Stay current, competitive and cost-effective with new software and features
- **Migration Momentum**
  - Trade-in old equipment and trade-up to Cisco Unified Communications



# 5 Business Reasons to Get Current

1. Boost Productivity
2. Reduce IT Complexity
3. Gain Access to Broader Set of Application Possibilities
4. Drive Business Innovation
5. Manage Migration, Services, and Investment Protection



# Cisco Unified Workspace Licensing

## The Easy Way to buy Unified Communications applications

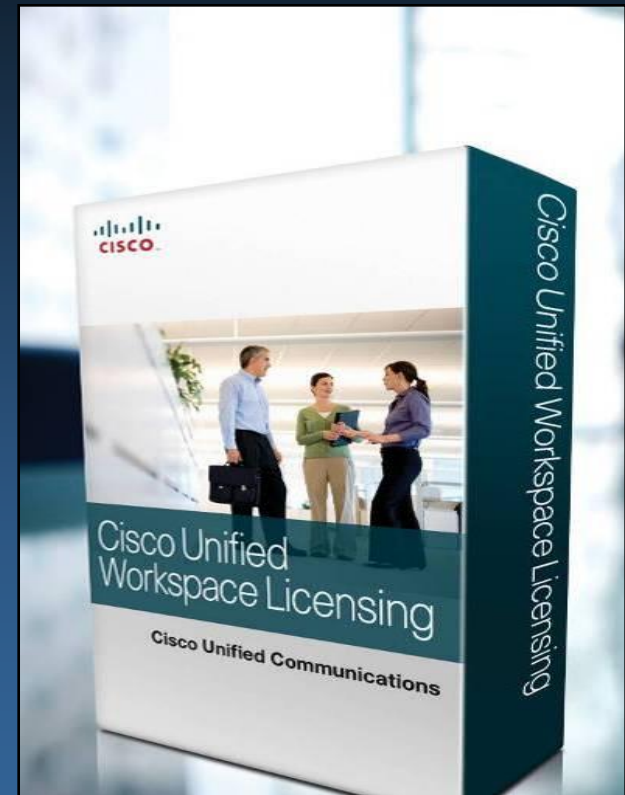
*“...applications come as shrink-wrapped software, with predictable costs, an update schedule, and software assurance plan will mean that CIOs can manage their IT portfolios with greater assurance,” IDC*

### Solution

- Combines UC client and server software licensing, service, and upgrades
- Available in three versions – Business, Standard and Professional Editions
- Includes call control; unified messaging; mobility; contact center; presence; audio, video and web conferencing; and support for public space devices

### Benefits

- **Flexibly** meet your business needs
- **Cost effectively** deliver unified communications to every user
- **Stay current** with new capabilities



# Services Help Our Customers Transform Their Business Through Collaboration

*Cisco & Its Extensive Network of Global Partners Can Help:*

- **Deploy solutions with lowest TCO**
  - Proven, consistent service-delivery methodology
  - Tools and best practices
- **Increase ROI of Collaboration programs**
  - Align IT plan to business value
  - Integrate with existing Collaboration platforms
- **Provide practical advice and hands-on expertise**
  - Comprehensive service lifecycle
  - Deepest skills available globally



# Delivering On Our Winning UC Vision

