

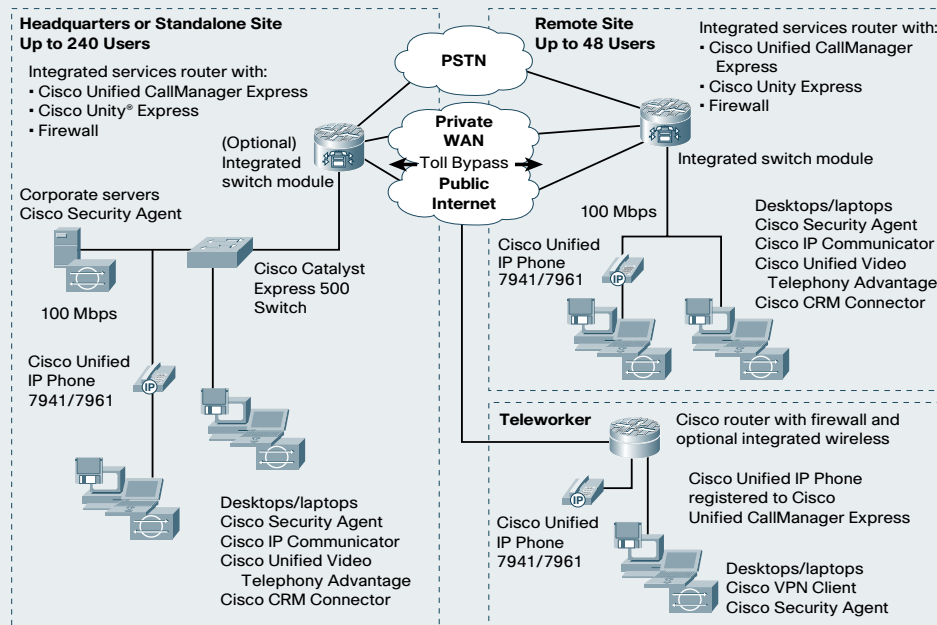
Cisco Unified Communications Solution Blueprint: Small and Medium-Sized Companies (1–240 employees)

Introduction

The Cisco® Unified Communications Solution is an integrated set of products, services, and flexible finance options for small and medium-sized customers that can transform and optimize your business—now and in the future. The Cisco Unified Communications Solution is built to address business pain points as an organization evolves. It provides the foundation and applications businesses need to be more competitive, responsive, and productive. It enables small and medium-sized businesses (SMBs) to improve their operational efficiency, enhance customer relationships, control costs, and rapidly respond to an ever-changing business environment.

The Cisco Unified Communications Solution resides on a single, converged network and features simplified products and management tools. Cisco and its partners provide a lifecycle services approach for deploying, operating, and optimizing the solution—over the life of the network. The solution delivers integrated, built-in security for the business. And it lets businesses use their existing infrastructure and tap into the power of its many applications for reduced total cost of ownership and competitive advantage. For superior investment protection, the Cisco Unified Communications Solution resides on a flexible platform for easy integration of critical applications based on business needs. Numerous finance options and robust service and support offerings complement in-house resources. Cisco Powered Network member service providers can also deliver and manage this solution for businesses that are resource-constrained or that want to benefit from capital and operational savings.

Reference SMB IP Communications Blueprint



At the heart of the Cisco Unified Communications Solution is the Cisco Unified Communications family of products. Cisco Unified Communications enables small and medium-sized organizations to communicate more effectively—strengthening the connections among employees, customers, and partners—resulting in improved customer service, and increased productivity and profitability.

The Cisco Unified Communications Solution offers you:

Improved Productivity

The Cisco Unified Communications Solution provides structure and intelligence to business collaboration, enabling organizations to streamline and integrate their communication more closely with business processes, ultimately connecting people to people instead of devices to devices. Using the ubiquity and intelligence of the network to deliver presence and preference information, the Cisco Unified Communications Solution lets people connect to the right resource the first time—using the most effective medium. Designed for ease of use, it enables users to access the communications tools and content they need, wherever they are.

Competitive Advantage

The Cisco Unified Communications Solution helps businesses differentiate themselves and deliver a true competitive advantage. With a more effective, agile communications solution in place, businesses can benefit from better, more natural collaboration, quicker decision making, reduced communications bottlenecks, and improved overall efficiency. And with more informed and responsive customer service, organizations can improve customer loyalty, increase sales, boost profitability, and ultimately manage costs more effectively. Using the Cisco Smart Business Roadmap (see left), the Cisco Unified Communications Solution can grow and develop to meet changing business needs well into the future. Studies confirm that migrating to a converged IP environment provides a substantial return on investment (ROI) and a reduced total cost of ownership (TCO).

Ease of Deployment

The Cisco Unified Communications Solution can integrate smoothly with your existing PBX and voice mail, allowing you to replace components according to your own schedule and budget. You choose the pace of installation that works best for your operation, knowing that both systems will interoperate smoothly during the interim. A single, converged network is highly reliable—which is why so many SMBs have made the smart move to Cisco Unified Communications. Cisco Systems® and its partners can provide a lifecycle services approach that will align your long-term business goals to your Cisco Unified Communications product deployment to ensure a successful migration.

With Cisco Unified Communications, a small or medium-sized business with up to 240 users can enhance its voice communications solution.

Solution Components

Product Data Sheets

Cisco 2801 Integrated Services Router:

<http://www.cisco.com/en/US/products/ps6018/index.html>

Cisco 2811 Integrated Services Router:

<http://www.cisco.com/en/US/products/ps5881/index.html>

Cisco 2821 Integrated Services Router:

<http://www.cisco.com/en/US/products/ps5880/index.html>

Cisco 2851 Integrated Services Router:

<http://www.cisco.com/en/US/products/ps5882/index.html>

Cisco 3825 Integrated Services Router:

<http://www.cisco.com/en/US/products/ps5857/index.html>

Cisco 3845 Integrated Services Router:

<http://www.cisco.com/en/US/products/ps5856/index.html>

Applications

Cisco Unified CallManager Express

Cisco Unified CallManager Express is a solution embedded in Cisco IOS® Software that provides call processing for Cisco Unified IP phones. This solution enables the widely deployed portfolio of Cisco integrated services routers and multiservice access routers to deliver telephony features that are commonly used by business users to meet the requirements of the small or medium-sized office. With Cisco Unified CallManager Express, customers can scale IP telephony to a small or medium-sized site with a solution that is simple to deploy, administer, and maintain. The Cisco Unified CallManager Express solution is best suited for customers that are looking for a low-cost, reliable, feature-rich telephony solution for up to 240 users. Its many system and convergence features include:

- Paging
- Intercom
- Integration with Microsoft CRM
- Basic automatic call distribution (ACD)

Some of the new features included with Cisco Unified CallManager 4.0 include:

- Basic QSIG Support
- Cisco IP Communicator and Cisco Unified Video Telephony Advantage support
- International language installer
- Music on hold for internal callers
- Localization for template/phone
- Support for secure device signaling using Transport Layer Security (TLS)
- For added resiliency, customers can use Hot Standby Routing Protocol (HSRP) between two different Cisco Unified CallManager Express routers or use Cisco Unified Survivable Remote Site Telephony (SRST) on one of the routers. For deployment flexibility, Cisco Unified CallManager Express can be used with Cisco Unified CallManager, Cisco Unity® Express, and Cisco Unity systems.

Table 1 lists the number of Cisco Unified IP phones supported by Cisco integrated services routers.

Table 1. Cisco Unified IP Phones Supported per Router Platform

Router Platform	Number of Cisco Unified IP Phones Supported
Cisco 2801	24
Cisco 2811	36
Cisco 2821	48
Cisco 2851	96
Cisco 3825	168
Cisco 3845	240

Cisco Unity Express

Cisco Unity Express enables SMBs and enterprise branch offices to cost-effectively integrate voice-mail and auto-attendant services inside Cisco routers for a lower TCO and increased employee productivity. An essential component of the Cisco Unified Communications portfolio of products, Cisco Unity Express provides:

- Affordable messaging and greeting services for increased customer service and rich employee communications
- Integrated voice-mail; IMAP4 client access support
- Scalability from four to 16 concurrent voice-mail or auto-attendant calls and 12 to 250 mailboxes
- Cisco Unified CallManager 5.0 and 4.2 support
- Message Notification
 - E-mail
 - Phone
 - SMS
 - E-page
 - Numeric Page
- Intuitive telephone prompts and a GUI for fast, convenient voice-mail and auto-attendant administration
- Deployment flexibility with Cisco Unified CallManager Express, Cisco Unified CallManager, and Cisco Unity systems

Available as a network module or advanced integration module, Cisco Unity Express is a simple addition to Cisco 2800 Series and 3800 Series routers.

Additional Features for Cisco CallManager Express

Cisco IP Communicator and Cisco Unified Video Advantage

These two applications work together to provide video telephony and IP softphone capabilities. Optionally, the Cisco Unified Video Advantage solution can work with other Cisco Unified IP phones to provide a companywide video solution.

Cisco CRM Connector

Cisco CRM 3.0 integrates the Cisco Unified Communications Solution with the Microsoft Business Solution Customer Relationship Management (CRM) application to provide SMBs with an easy-to-use and more complete CRM solution.

Cisco Unified MeetingPlace Express

Cisco Unified MeetingPlace® Express tightly integrates voice and Web-conferencing capabilities, making it well-suited for interactive meetings and presentations.

Cisco Wireless IP Phones

The Cisco Wireless IP Phone 7920 is a powerful device for all mobile professionals, from managers on the move within an office environment to associates working in a warehouse, sales floor, or call center.



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