



# Selling Cisco CallManager Express with Cisco Unity Express

## Comparing Cisco CallManager Express to Cisco CallManager

The Cisco® portfolio of IP Communications options offer solutions suited to meet the needs of any customer and any deployment situation. To determine which solution or combination of solutions will best suit your customer, start by addressing your customer's needs:

- **Data needs**—Does your customer need a new router, or is a router currently in place? If so, which model? In addition to voice, does your customer want to upgrade the WAN or LAN data infrastructure; is the customer's WAN quality of service (QoS)-enabled?
- **Capacity requirements**—How many IP phones, analog devices, and circuits or trunks are required at each site today? How many will be required in six to 12 months?
- **Feature requirements**—What features does the customer require for telephony needs? For example, does the customer need paging, intercom, shared-line appearances, or a key system setup in "square mode," where each phone shares a common configuration, with all trunk lines appearing on line keys with direct access? Or does the customer require an office system setup more like a private branch exchange (PBX) with direct-inward-dialing (DID) numbers?
- **Voice mail and Automated Attendant**—How many voice mailboxes does the customer need? Will the customer require Cisco Unity™, Cisco Unity Express, or to integrate with an existing third-party voice-mail system? Unified messaging? Centralized or local message store?
- **Applications**—Does the customer want more advanced voice applications, such as those typically deployed across an entire enterprise, or does the customer need more streamlined applications that can be customized on an office-by-office basis?
- **Management capabilities**—Is your customer looking for an easy-to-deploy solution based on Cisco IOS® Software? Is the customer more comfortable with a centralized or a local call-processing deployment?
- **Network integration**—Is the customer interested in a converged solution for voice and data? How integrated are the remote sites? Are the sites loosely coupled branch locations or tightly integrated infrastructures with high bandwidth to all sites? Or are the sites a combination of both infrastructures?
- **Future direction**—Is the customer interested in trying IP communications on a limited, local basis that provides a path to a centralized model? Does the customer want to deploy other services at branch locations in addition to voice?

When deciding between Cisco CallManager Express and Cisco CallManager—or a combination of both—to provide call-processing functions, consider the characteristics of each solution given in Table 1 and compare them to your customer's answers to the previous questions.

**Table 1** Cisco CallManager Express as compared to Cisco CallManager

Cisco CallManager Express (Version 3.0)	Cisco CallManager (Version 3.3)
Up to 100 phones per site	More than 50 phones per site
Call processing at each site	Call processing at each site, or centralized
No servers required—Runs on Cisco 1760, 2600XM, 2691, 3700 Series routers, and Cisco IAD2400 Integrated Access Device	Media convergence server (MCS)-based solution for larger deployments
Cost-effective solution for opportunities in which the customer has both data and voice needs; price disadvantage when compared to single purpose, voice-only (time-division multiplexing [TDM]) solutions, unless customer has existing compatible router	Cost-effective solution for a voice-only deployment when positioning a larger opportunity, especially using centralized call-processing model

**Table 1** Cisco CallManager Express as compared to Cisco CallManager

<b>Cisco CallManager Express (Version 3.0)</b>	<b>Cisco CallManager (Version 3.3)</b>
Supports a subset of the Cisco IP Productivity applications delivered using Extensible Markup Language (XML)	Supports all Cisco IP Productivity applications, including Cisco IP Contact Center (IPCC), Cisco Conference Connection, Cisco Personal Assistant, and Cisco E-911 Emergency Responder
Easy deployment with Cisco Configuration Express, 10-minute installation wizard; rapid one-to-many upgrades using centralized scripting	Centralized Windows-based server installation with Web-based configuration for each application
Failover achieved by using a local second router to provide Survivable Remote Site Telephony (SRST) functionality (Hot Standby Router Protocol [HSRP])	Failover supported with Cisco CallManager clusters and SRST on remote Cisco router in event of WAN failure
<b>Business-Class Feature Set (Smaller Office Deployments)</b>	<b>Enterprise-Class Feature Set (Larger Office Deployments)</b>
<ul style="list-style-type: none"> <li>• System administration with HTML or Cisco IOS Software command-line interface (CLI)</li> </ul>	<ul style="list-style-type: none"> <li>• System administration with HTML</li> </ul>
<ul style="list-style-type: none"> <li>• Integrated phone intercom</li> </ul>	<ul style="list-style-type: none"> <li>• Phone to Phone Auto Answer Intercom</li> </ul>
<ul style="list-style-type: none"> <li>• Cisco IP Blue SoftPhone support planned in Q1 CY '04</li> </ul>	<ul style="list-style-type: none"> <li>• Cisco IP SoftPhone</li> </ul>
<ul style="list-style-type: none"> <li>• Internal paging with the phones</li> </ul>	<ul style="list-style-type: none"> <li>• Third-party application used for paging</li> </ul>
<ul style="list-style-type: none"> <li>• Call routing provided by hunt group function</li> </ul>	<ul style="list-style-type: none"> <li>• Call routing using Cisco IPCC or Cisco IPCC Express</li> </ul>
<ul style="list-style-type: none"> <li>• Music on Hold from external source using foreign exchange office (FXO) or ear-and-mouth (E&amp;M) port</li> </ul>	<ul style="list-style-type: none"> <li>• Server-based Music on Hold with multicast</li> </ul>
<ul style="list-style-type: none"> <li>• Boss Secretary features</li> </ul>	<ul style="list-style-type: none"> <li>• Enhanced Boss Secretary features</li> </ul>
<ul style="list-style-type: none"> <li>• Three-party conference calls with G.711</li> </ul>	<ul style="list-style-type: none"> <li>• Multiparty conference calls (&gt;3)</li> </ul>
<ul style="list-style-type: none"> <li>• Hookflash pass-through to analog FXO lines</li> </ul>	<ul style="list-style-type: none"> <li>• Not supported as of Release 3.3</li> </ul>
<ul style="list-style-type: none"> <li>• Extension Mobility not currently available</li> </ul>	<ul style="list-style-type: none"> <li>• Extension Mobility</li> </ul>
<ul style="list-style-type: none"> <li>• Transcoding not currently available, planned for H2 CY '04</li> </ul>	<ul style="list-style-type: none"> <li>• Transcoding</li> </ul>
<ul style="list-style-type: none"> <li>• Meet-Me Conference not currently available</li> </ul>	<ul style="list-style-type: none"> <li>• Meet-Me Conference</li> </ul>
<ul style="list-style-type: none"> <li>• Account Codes (nonforced)</li> </ul>	<ul style="list-style-type: none"> <li>• Available with Partner XML Application</li> </ul>
<ul style="list-style-type: none"> <li>• Call Traces not currently available</li> </ul>	<ul style="list-style-type: none"> <li>• Call Trace Facility</li> </ul>
<ul style="list-style-type: none"> <li>• No Dial Plan partitioning</li> </ul>	<ul style="list-style-type: none"> <li>• Dial Plan partitioning</li> </ul>
<ul style="list-style-type: none"> <li>• Per-call outbound Caller ID blocking</li> </ul>	<ul style="list-style-type: none"> <li>• Per-call outbound Caller ID blocking</li> </ul>
<ul style="list-style-type: none"> <li>• Uniform Dial Plan, interoffice calls on public switched telephone network (PSTN) or WAN</li> </ul>	<ul style="list-style-type: none"> <li>• Uniform Dial Plan, inter-office calls on PSTN or WAN</li> </ul>
<ul style="list-style-type: none"> <li>• XML support</li> </ul>	<ul style="list-style-type: none"> <li>• XML support with local authentication</li> </ul>
<ul style="list-style-type: none"> <li>• Cisco IP phones supported: Cisco IP phones 7902 through 7960, including Cisco IP Phone 7920; Cisco IP Phone 7970 support planned H2 CY '04; analog with analog telephone adapter (ATA) or router foreign exchange station (FXS)</li> </ul>	<ul style="list-style-type: none"> <li>• All Cisco IP phones supported, analog with ATA, Cisco VG-248 Analog Phone Gateway, or router FXS</li> </ul>
<ul style="list-style-type: none"> <li>• Attendant console using Cisco 7960 and 7914s</li> </ul>	<ul style="list-style-type: none"> <li>• Web-based Cisco Attendant Console with Cisco 7960</li> </ul>
<ul style="list-style-type: none"> <li>• Complete investment protection with migration to Cisco CallManager</li> </ul>	<ul style="list-style-type: none"> <li>• Zero-cost Cisco CallManager Express license conversion to SRST license</li> </ul>
<ul style="list-style-type: none"> <li>• Voice-mail support with Cisco Unity Express or Cisco Unity system</li> </ul>	<ul style="list-style-type: none"> <li>• Voice mail and unified messaging with Cisco Unity solution, voice-mail support with Cisco Unity Express in Q1 CY '04</li> </ul>

## Cisco Unity Express as compared to Cisco Unity System

Before determining which Cisco voice-messaging solution to recommend to your customer as part of the overall Cisco IP Communications solution, you must first learn:

- What type of traditional voice-mail environment, if any, does your customer have in place? What are the features of that voice-mail system? Does it offer broadcast message capabilities, and other features? Are all existing features essential to the customer's needs?
- Is voice-mail networking between sites, or with another voice-mail system required?
- Does your customer want to deploy unified messaging, interactive voice response (IVR) capabilities such as database dials, or unified communications with speech recognition using Cisco Personal Assistant?
- Does your customer require voice-mail distribution lists?
- What auto-attendant features are important to your customer? Does the customer want a basic greeting, or multiple greeting options, including time-of-day, day-of-week, and after-hours, or multiple-menu options?

When deciding between Cisco Unity Express and Cisco Unity systems, consider the characteristics of each system given in Table 2 and compare them to your customer's answers to these questions.

**Table 2** Cisco Unity System as compared to Cisco Unity Express

Cisco Unity Express	Cisco Unity System
On Cisco CallManager Express router today; support with Cisco CallManager planned Q1 CY '04	Cisco CallManager, Cisco CallManager Express (SCCP), TDM PBX, or dual-mode support environments
Support for up to 100 mailboxes	Support for up to 3000 mailboxes on Cisco Unity server or 7500 on separate server
Entry-level solution for small or branch office	Centralized headquarters or deployed at each branch office location where advanced voice-mail or unified messaging features are required
Runs on Cisco 2600XM, 2691, and 3700 Series routers	Cisco Media Convergence Server (MCS) or customer-provided HP, IBM, or Dell server
Voice mail and basic auto attendant	Voice mail, unified messaging, full-featured auto attendant
Easy installation and activation (installation wizard)	Specialized training required for installation and maintenance
Embedded message storage—100 hours	Microsoft Exchange or Lotus Domino message store
No networking of voice-mail messaging between sites and systems, only within local Cisco Unity Express system	Broad range of options for networking between sites; Cisco Unity Digital Networking, Voice Profile for Internet Mail (VPIM), Audio Messaging Interchange Specification (AMIS), Cisco Unity Bridge for Avaya Octel message networking
Local or remote administration available with Cisco CallManager Express Web-based graphic user interface (GUI) and Cisco IOS CLI	Local or remote administration available through HTML GUI
Voice mail at each site; no impact on WAN bandwidth requirements	WAN bandwidth and QoS must be considered for centralized deployments
Only U.S. English currently available	Multiple language support
5–20 general delivery mailboxes supported	General delivery mailboxes not supported
No public distribution lists currently available	Unlimited public distribution lists
No private distribution lists currently available	20 private distribution lists per user, unlimited entries per list
Limited system reports currently available	System reports supported
Backup of data as part of upgrades	Backup of data as part of upgrades
Reply or forward to local messages with spoken name addressing	Reply or forward to internal or networked system messages with spoken-name confirmation or blind addressing
Backup or restore for voice-mail configurations, messages and prompts to or from external system	Backup or restore for voice-mail configurations and prompts to or from external system with multiple backup software packages
No live reply currently available	Live reply supported

**Table 2** Cisco Unity System as compared to Cisco Unity Express

Cisco Unity Express	Cisco Unity System
Pause, fast forward, rewind planned Q1CY'04	Pause, fast forward to end, rewind, increase or decrease playback speed supported
Envelope (time and day stamp) information before message only	Envelope information selectable before, after, or on request
No cascaded out-calling currently available	Supports message notification to pagers, Simple Mail Transfer Protocol (SMTP) devices, and message delivery telephones

*Cisco CallManager Express* is an excellent solution for customers who are looking for an all-in-one, easy-to-deploy, and manage solution for the branch office. It is also a good solution where the WAN to remote sites are not yet ready for a Centralized Cisco CallManager solution, or for companies that have autonomous branch offices and do not plan to add voice to their WAN.

*Cisco CallManager Express* is a quick and cost-effective way for customers to pilot Cisco IP Communications at one or more sites to familiarize themselves with the technology and then migrate to Cisco CallManager with complete investment protection. *Cisco CallManager Express* and *Cisco CallManager* share the same telephones, and they provide a similar customer interface for features, including voice messaging. This means that customers in a multisite environment who do not need to have an integrated approach of Cisco CallManager could choose to use Cisco CallManager Express in smaller locations and Cisco CallManager in headquarters and larger locations (refer to the Abercrombie & Fitch customer success story).

*Cisco Unity Express*, in conjunction with Cisco CallManager Express, delivers IP-enabled voice-mail and basic automated-attendant applications to meet the entry-level business requirements of the small business or branch office. Because there is typically little technical expertise at small site locations, it has been designed for easy installation and activation.

The *Cisco Unity* system is the premier unified communications solution for enterprise-scale organizations, delivering powerful unified messaging (e-mail, voice, and fax messages delivered in one inbox) for Lotus Domino and Microsoft Exchange environments.

For information about Cisco CallManager Express with Cisco Unity Express, go to: <http://www.cisco.com/ccmecue>. Product pages are at the following URLs:

Cisco CallManager Express: <http://www.cisco.com/en/US/products/sw/voicesw/ps4625/index.html>

Cisco CallManager: <http://www.cisco.com/en/US/products/sw/voicesw/ps556/index.html>

Cisco Unity Express: <http://www.cisco.com/en/US/products/hw/modules/ps3115/ps5262/index.html>

Cisco Unity system: <http://www.cisco.com/en/US/products/sw/voicesw/ps2237/index.html>

For configuration information use the Cisco CallManager Express Solution Builder tool: <http://tools.cisco.com/cmesb/>

For information about Cisco training and the Cisco Partner E-Learning Connection, visit: [http://www.cisco.com/en/US/learning/le36/learning\\_partner\\_e-learning\\_connection\\_tool\\_launch.html](http://www.cisco.com/en/US/learning/le36/learning_partner_e-learning_connection_tool_launch.html) and search for Cisco CallManager Express or Cisco Unity Express. For answers to your questions, send e-mail to: [access-ccme-cue@cisco.com](mailto:access-ccme-cue@cisco.com).



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