Solution Overview
Cisco Collaboration Solutions for Midsize Businesses

Collaboration promotes business. With access to the resources and information they need, employees are more engaged. And an engaged workforce is more productive, loyal, and satisfied. Whether it’s between individuals, teams, with customers, or with partners, collaboration has to be easy to achieve these business results.

How do you create the right collaborative environment for your organization?

Benefits of Collaboration
Spark Innovation
Bringing people together often means collaborating inside and outside of the organization. They brainstorm new ideas. Multiple points of view spark new ideas and offer new perspectives. And collaboration accelerates decision making. At the same time, a collaborative environment allows employees to use their own tablets, smartphones, and other devices. Empowering employees to work the way they want positions your company for faster and greater success.

Encourage Growth
An effective collaboration environment allows you to get closer to customers. Accelerate problem solving, gain better understanding of customer needs, and respond quickly and consistently through the customer’s channel of choice. Rich collaboration capabilities also allow you to create innovative services for customers to promote satisfaction and build loyalty. More—and better—interaction can stimulate sales and growth.

Increase Reach and Familiarity
Although in-person meetings are most effective, sometimes travel is too expensive or time-consuming. Rich video or voice conferencing solutions can bring the immediacy of in-person meetings to a packed schedule. Conferencing collaboration solutions extend your reach to more people, regardless of their locations. When it’s easier to collaborate, people tend to meet more frequently, thus strengthening relationships.

Reduce Costs
Reducing travel costs through conferencing solutions is good. But you can also reduce network and communication infrastructure costs by converging capabilities onto a single network. One network-based environment for collaboration reduces equipment requirements, is easier to grow, requires fewer IT resources, and allows you to add new features when you’re ready. You can also deploy collaboration as a cloud-based service for simple management and the ability to grow as you need.

We can help.
- Cisco has more than 100,000 unified communications customers worldwide.
- More than 95 percent of Fortune 500 companies now use Cisco® Collaboration Solutions to build competitive advantage.

According to a Cisco Connected World Technology Report, 32 percent of employees rely on more than one mobile data device during the workday.
A Business Case for Collaboration
Collaboration can improve business results across every department:

- **Executives**
  - Hold face-to-face management meetings with anyone, anywhere
  - Reach critical decision makers in person, on demand
  - Stream live briefings or record them for later viewing

- **Sales and marketing teams**
  - Build stronger, more personal customer relationships
  - Provide customers with access to centralized expertise
  - Link remote sales teams to headquarters

- **Human resources**
  - Interview faraway candidates face-to-face
  - Bring groups together for face-to-face training
  - Enhance telework programs

- **R&D and product development**
  - Get real-time feedback from suppliers and customers
  - Access remote experts in real time
  - Accelerate time to market

- **Manufacturing**
  - Hold quality control inspections across different locations
  - Provide experts for remote machinery repair
  - Coordinate shipments with suppliers

- **Finance**
  - Review strategies and make decisions
  - Meet with analysts
  - Participate in vendor negotiations

Matching Solutions to Your Goals
Cisco Midmarket Collaboration Solutions are specifically designed for midsize businesses. Now you can deliver enterprise-class, secure communication services for employees regardless of device or location. Choices of deployment models, applications, and endpoints let you tailor solutions to your needs. Let Cisco Collaboration Solutions help you achieve your business goals more efficiently, whether that means improving customer satisfaction, controlling operational costs, increasing employee productivity, or transforming workspaces.

- **Affordability**: Customize the collaboration you need today with the built-in flexibility to adapt with growth and changing business needs. Studies have shown that Cisco Collaboration Solutions have a lower total cost of ownership over 5 years than other competing solutions.
- **Simplicity**: Our solutions are designed to simplify operations for midsized businesses. One complete solution requires less management time and fewer resources.
- **Flexibility**: Deploy your collaborative environment in the way that makes the most sense for your business. Cisco Collaboration Solutions are based on open standards to let you create the environment that’s right for your business.
- **Essential services**: Let Cisco Unified Communications provide essential collaboration features with the ability to easily add videoconferencing, web conferencing, and customer interaction tools.
- **Advanced capabilities**: Respond to changing business needs, customer requirements, and new initiatives with advanced capabilities that are designed to grow and fit into your infrastructure.
- **Industry-leading capabilities**: Top industry analysts, such as Gartner and IDC have recognized Cisco as an IT leader. Cisco received a ‘Strong Positive’ rating—the highest possible rating given in Gartner’s 2013 MarketScope for Unified Communications in small and midsized business markets. Cisco also was positioned the furthest for completeness of vision and ability to execute in Gartner’s 2013 Magic Quadrant for Corporate Telephony and positioned the furthest for ability to execute in Gartner’s Magic Quadrant for Unified Communications. IDC also named Cisco the leader in its MarketScape: Worldwide Unified Communications and Collaboration 2013 Vendor Analysis.
- **Investment protection**: Add solutions as needed and upgrade to new solutions easily. Cisco Collaboration Solutions protect your investment.


© 2014 Cisco Systems, Inc. All rights reserved.
Cisco Midmarket Collaboration Solutions Portfolio

You can start at any point within the portfolio and move your collaboration journey along at a pace that matches your business needs and priorities. Because of Cisco’s architectural approach, working with us to add capabilities offers higher value and simpler implementation than point solutions from individual vendors.

Mobility

Imagine breaking down the barriers between your computer and the rest of the world. Your virtual meetings and communications don’t stop with your laptop. Mobility allows you to use WebEx® and Jabber® applications when mobile with your iOS and Android devices.

cisco.com/web/telepresence/economist-infographic.html

Telepresence

Next to a face-to-face meeting, video is the most natural way to communicate. Cisco TelePresence® meetings use high-definition (HD) video to create the next best thing to in-person collaboration. Forty-five percent of decision makers strongly agree that video saves time, and 35 percent agree it saves money.

Web Conferencing

Need to share information with a colleague or customer far away? Web conferencing from Cisco makes it easy to participate in, or lead, team meetings with local and remote co-workers using screen sharing and video.

Customer Collaboration

Want to enhance customer satisfaction and loyalty? Increase revenue opportunities? Improve agent productivity? Cisco Unified Contact Center Express delivers a highly secure customer-interaction-management solution that helps you make—and keep—customers.

Third-Party Vendor Applications

Choose from more business solutions than ever before. The Cisco Developer Network encompasses a range of third-party vendors that offer collaboration solutions that take advantage of the powerful Cisco Business Edition 6000 (BE6000) platform.

IP and Video Endpoints

Want to stay connected with employees across your entire organization? Cisco’s broad portfolio of exceptional IP and video endpoints lets you mix and match the phones, devices, desktop, web, and mobile soft clients to fit your users’ exact needs.

How Do I Deploy Collaboration?

You can deploy Cisco Unified Communication and Collaboration Solutions in the way that best matches your business needs. You can implement solutions at your own locations. You can subscribe to a Cisco Powered cloud service. Or you can do both.

Premises-Based Collaboration Solutions

If your business is likely to stay the same size or is growing slowly, you might prefer to implement solutions in your own locations. You might also prefer to invest in capital assets that depreciate. Or your business might be subject to regulatory requirements that require on-premises infrastructure. If any of these conditions apply, a premises-based solution might be best. Cisco Business Edition 6000 provides a strong collaboration foundation with the ability to customize a range of optional features. You can add paging services, Cisco TelePresence capabilities, voice conferencing, contact center features, emergency response, and other capabilities.

If you expect to grow beyond 1000 users or need a large on-premises deployment, consider Cisco Business Edition 7000. This packaged collaboration solution is built on the world-leading Cisco Unified Communications Manager Architecture; its modular design lets you add users, devices, and applications as needed by simply stacking additional servers.

Cisco Powered Cloud Services

Businesses that are growing quickly or unpredictably appreciate the flexibility of cloud services. You can deploy Cisco Powered Cloud services quickly to relieve your staff from having to manage IT infrastructure, software, and solutions that are not core to your business. A subscription also enables you to minimize capital expenditures and make budgeting more predictable.

The Best of Both

You can also combine approaches, using some on-premises collaboration solutions and cloud services from Cisco, Cisco partners, and other companies. For example, you can host Cisco Unified Contact Center Enterprise yourself and subscribe to a Cisco Powered cloud service for voice, voicemail, presence, and instant messaging. Or deploy Cisco Business Edition 6000 on-premises, use a Cisco Powered cloud service for your contact center, integrate it with Salesforce.com so that employees can click to call, and also use Cisco WebEx® meetings and Cisco Cloud Web Security. The Cisco guide, “To Cloud or Not to Cloud?” can give you more details about deployment options. Learn more at: cisco.com/web/midsize.
One Last Thing

More than 75,000 midmarket customers worldwide choose Cisco solutions for their businesses. In addition to our solutions, they like the fact that they can obtain industry-leading IT resources and award-winning 24-hour customer support and services to ensure their customized solution is optimized.

For more information about Cisco Collaboration Solutions for midsize businesses, please visit cisco.com/web/midsize.

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

Cisco and the Cisco Logo are trademarks of Cisco Systems, Inc. and/or its affiliates in the U.S. and other countries. A listing of Cisco’s trademarks can be found at www.cisco.com/go/trademarks. Third party trademarks mentioned are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (1005R)