



## EXECUTIVE SUMMARY

### Partner Designation:

- Cisco Solution Incentive Program Partner
- Cisco Gold Certified Partner
- Cisco IP Communications Global Partner of the Year Award Winner
- Cisco 2006 Global Solution Innovation Partner of the Year Award Winner

### Associated Cisco Solution:

- Cisco Intelligent Retail Network
- Cisco Unified Communications: Unified Communications Manager (CallManager), Unified Wireless Network

### Customer Benefits:

- Enhanced customer satisfaction: Provide immediate answers to questions on the store floor
- Simplified operations: Manage a single infrastructure and take advantage of the ability to centrally manage and monitor the PushToTalk solution
- Reduced costs: Replace expensive cellular walkie-talkie monthly subscription fees with a one-time license

### Targeted Industries:

- Retail

### Geographical Regions Served:

- Global

## Berbee PushToTalk Mobile Voice Solution

### Partner Overview

**Berbee, a CDW company, is among a handful of companies to achieve the highest level of partnership with Cisco®. A global market leader in delivering software for the Cisco telephony environment, Berbee has hundreds of clients and hundreds of thousands of phones worldwide. The company's IT solutions include unified communications, security, remote managed services, information worker solutions, and virtualization and optimization.**

### Partner Solution Description

Berbee's PushToTalk application lets a store employee initiate an instant voice call with one person, a few, or many people simply by pushing the PushToTalk button on a Cisco wireless phone. Users can initiate a quick page to another in-store employee or manager, or they can just as easily reach an individual or a group at other stores or connected sites. The PushToTalk software supports an unlimited number of phones in a group and an unlimited number of groups. The PushToTalk application works on the Cisco Unified Wireless IP Phone 7921G and most Cisco IP desk phones, enabling businesses to connect wireless and desktop environments.

Berbee PushToTalk adds the convenience of a walkie-talkie function to an existing IP phone system, eliminating the need for a separate hardware communication device, the recurring costs of a subscription service, and the need to maintain a separate system. The centrally managed solution simplifies the administration requirements and allows IT to support the solution across all sites.

The PushToTalk solution enables retailers to:

- Improve customer service levels by immediately answering customer questions
- Speed the response to emergencies by connecting store floor employees to response teams
- Increase the knowledge of the sales and customer service teams by providing them with instant access to marketing, service, and other groups at any location accessible over the network

## Core Components of the Partner Solution

The Berbee PushToTalk software solution can be installed on a single, centrally located Microsoft Windows 2000 or 2003 Pentium-class server. This server can be configured and maintained at a convenient, secure location that can serve the entire company, including multiple, remote sites. Local PushToTalk sessions between same-site personnel use the LAN, which minimizes traffic across the WAN. The central server model enables simultaneous PushToTalk sessions between multiple stores, sending traffic over the WAN.

The software takes advantage of the side button on Cisco wireless IP phones, and can also control communications with desk phones using the phones' soft-key.

## Related Cisco Products

- Cisco Intelligent Retail Network, including security solutions
- Unified Communications: Unified Communications Manager (CallManager), Unified IP Phones
- Wireless: Unified Wireless Network, Cisco Unified Wireless IP Phone 7921G

## Related Partner Information

- Sell Sheet: [www.berbee.com/public/berbeesoftware/PTT\\_SellSheet.pdf](http://www.berbee.com/public/berbeesoftware/PTT_SellSheet.pdf)

## For More Information

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