

# Cisco TelePresence for Service Providers



The Cisco TelePresence portfolio consists of a broad range of endpoints, infrastructure, exchange, and conferencing service creation platforms coupled with validated designs to help providers create differentiated, value-added solutions. By taking full advantage of Cisco’s open architecture approach, providers can develop new applications and optimal experiences that are uniquely tailored for their needs and those of their customers. At the same time, they can lower operational costs for service delivery using Cisco Medianet architecture. Table 1 lists the Cisco TelePresence product portfolio for service providers.

**Table 1.** Cisco TelePresence Product and Solutions Portfolio for Service Providers

## TelePresence for Everyone, Everywhere As a Service

The push toward adopting new ways of working for business organizations and leading industry sectors has created significant new revenue opportunities for ‘telepresence as a service.’

Telepresence represents a compelling opportunity for service providers to offer managed and hosted solutions to business and industry segments which want new ways to work across organizational and network boundaries. Businesses look to scalable, cloud-based Cisco TelePresence® capabilities so they can effortlessly and more securely communicate face to face with colleagues, customers, and partners in other Cisco® TelePresence locations.

Cisco TelePresence solutions help enable expanded adoption models for telepresence through hosted Cisco TelePresence infrastructure. Cloud-based solutions promote telepresence-as-a-service options for conferencing, highly secure intercompany collaboration, advanced media services, and flexible access plans for any size organizations.

## Architectural Approach

As telepresence is more deeply integrated into the way people work it is critical that it becomes more integrated into existing network systems and collaboration solutions. Cisco offers comprehensive video architectures that are media-aware, endpoint-aware, and network-aware. This allows for successful deployment of high-quality video at scale and efficiently evolution to meet future video and collaboration needs.

Infrastructure Products		Service Provider Cloud Solutions and Services
<p><b>Call Control &amp; Application</b></p> <ul style="list-style-type: none"> <li>• Cisco Unified Communications Manager</li> <li>• Cisco TelePresence Video Communication Server                             <ul style="list-style-type: none"> <li>- Control</li> <li>- Expressway</li> </ul> </li> <li>• Cisco TelePresence Conductor</li> </ul>	<ul style="list-style-type: none"> <li>- Cisco TelePresence VCR MSE 8220</li> <li>• Cisco TelePresence Multipoint Switch</li> <li>• Cisco TelePresence Advanced Media Gateway 3610</li> </ul> <p><b>Media Services</b></p> <ul style="list-style-type: none"> <li>• Cisco TelePresence Content Server</li> <li>• Cisco TelePresence Recording Server</li> <li>• Cisco TelePresence Media Experience Engine</li> </ul> <p><b>Management</b></p> <ul style="list-style-type: none"> <li>• Cisco TelePresence Management Suite</li> <li>• Cisco Prime Collaboration Manager</li> <li>• Cisco TelePresence Manager</li> </ul>	<p><b>SP Service Creation Platforms</b></p> <ul style="list-style-type: none"> <li>• Cisco TelePresence Exchange System</li> <li>• Cisco Hosted Collaboration Solution</li> </ul> <p><b>Advanced Services</b></p> <ul style="list-style-type: none"> <li>• Plan, Design, and Implement Services</li> <li>• Remote Operate</li> <li>• Essential Operate</li> <li>• Optimization Services</li> </ul>
<p><b>Conferencing</b></p> <ul style="list-style-type: none"> <li>• Cisco TelePresence MSE 8000                             <ul style="list-style-type: none"> <li>- Cisco TelePresence MCU MSE 8510 and 8420</li> <li>- Cisco TelePresence Server MSE 8710</li> <li>- Cisco TelePresence ISDN GW MSE 8321</li> <li>- Cisco TelePresence IP GW MSE 8350</li> <li>- Cisco TelePresence Serial GW MSE 8330</li> </ul> </li> </ul>		
Endpoint Portfolio Resale: Personal, Multipurpose, Immersive, and Industry Solutions		



## Why Cisco

Cisco offers the world's largest end-to-end telepresence solutions, combined with advanced enablement services and an architectural approach that uses the network as a platform. Cisco's medianet architecture further extends the value of TelePresence services delivered over an intelligent network architecture and provides a unique ability to lower operational cost of service delivery while being able to guarantee the experience that customers seek for core business collaboration tools.

Cisco has been an innovator in developing scalable service provider class solutions, leading interconnect and exchange architecture design and an active participant in standards development. This commitment to an open standards based approach enables providers to extend telepresence and video services across access technologies and devices while providing a consistent customer experience.

Cisco can make it easy to facilitate Cisco TelePresence optimized experiences and support new innovative service delivery models. Cisco financing and service options offer even more ways to implement your go-to-market strategy. Cisco Capital offers a variety of flexible financing options to help you increase cash flow and accelerate time-to-market options. Complete services offer operational flexibility to either run Cisco TelePresence solutions on your own or use Cisco Advanced Services to accelerate and optimize your solution deployment.

## For More Information

For more information on Cisco TelePresence products for service providers please visit Cisco's website <http://www.cisco.com/web/telepresence/telepresence-for-service-providers.html>.