QuickStart for Cisco Unified Communications: Vertical Solutions Transcript

**Topic:** Vertical Opportunities  
**Scene:** Introduction

It’s not always easy to understand the business challenges of a customer. Often, a customer may not even fully understand their own business challenges. And if they do understand the challenges, frequently they aren’t sure what to do about them.

Because Unified Communications is capable of impacting the way customers do business, it’s important to understand the different vertical market opportunities.

In this topic, you’re reaching out to account teams that have had recent successful engagements within the vertical to find out what they’re seeing in their accounts.

Click on a vertical market to start a WebEx session with an account team in your vertical.

**Topic:** Vertical Impact  
**Scene:** Introduction

After your discussion with the account teams about the opportunities and drivers in your vertical, you receive a follow-up voicemail.

In this voicemail, the account team leaves you some additional information about how Unified Communications 7.0 may impact your vertical.

Click on the voicemail for your vertical to learn more.