TOMORROW starts here.
Preferred Architecture
a produktové novinky

TECH-COLL4

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Obsah

- Preferred Architecture – přehled
- Produktové novinky
  - Licensing
  - Jabber 10.6 desktop & mobile
  - TelePresence zařízení
  - Konferenční služby
    - Videoconferencing
    - Webex
  - Collaboration Edge – Expressway & CUBE
- Výhled do budoucná - priority
Preferred Architecture
What does the PA aim to accomplish?

- **Simplify**
  - Simplify selling and deployment

- **Empower**
  - Allow generalists to understand collaboration deployment and what is preferred

- **Clarify**
  - Reduce complexity of overall deployment choices

- **Guidance**
  - Give existing customers a reference to move their deployment toward

- **Influence**
  - Feed simplification (and design issues) back to Development
Preferred Architecture Overview

- Design Overview Document
- Targeted to Presales
- What (w/ Some Why)!

Cisco Validated Design

- Detailed, Specific Guidance
- Targeted to Post Sales Design and Deployment
- What, Why, and How!
- SMB - Step by Step
- Enterprise – “SRND like”
Preferred Architecture for Collaboration
Cisco Validated Design (CVD)

**Call Control**
UCM, IM&P, ISR, CUBE
- **Functions:** Dial Plan (Dialing Habits, Endpoints/ILS/GDPR), Trunking, SRST, CTI, DNS, Cert Mgmt, Provisioning, EM

**Conferencing**
UCM, Conductor, TS, TMS
- **Functions:** Ad-hoc, Rendez-vous, Scheduled, CMR, CMR Hybrid, Personal Multi-Party

**Edge**
UCM, Expressway, CUBE, ISR
- **Functions:** Mobile Remote Access (RMA), B2B, IM&P Federation, PSTN Access, ISDN Video

**Applications**
UCM, UCx, PCD, PLM, TMS
- **Functions:** Applications and Tools: VM Deployment, Licensing, Voice Messaging

**Sizing**
- **Functions:** Sizing numbers for products built on a set of articulated assumptions

Component Role, HA, Security, Scalability
Process and Configuration

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Collaboration Architecture

- **Headquarters**
  - Unity Connection
  - TelePresence Management Suite
  - Prime Collaboration
  - Expressway-C
  - Expressway-E
- **Applications**
  - Instant Message & Presence
  - Unified Communications
  - Conductor
- **Collab Edge**
  - Call Control
  - TelePresence Server
  - Conferencing
  - Collab Edge
- **Endpoints**
  - Call Control
  - Mobile/Teleworker
  - 3rd Party Solution
  - Internet
  - PSTN/ISDN
  - MPLS WAN
  - Remote Site
  - Integrated
  - Integrated

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Collaboration Edge
Architecture Components and Functionality Overview

- Internet Access (Expressway)
  - Mobile and Remote Access
  - Business to Business
    - Audio/Video w/ SIP or H.323 to SIP Interworking

- PSTN Access
  - CUBE for centralized SIP PSTN Access (SIP to SIP)
  - ISR PSTN Gateway for local PSTN Access (SIP to TDM)
  - Video ISDN Gateway for ISDN Video Access (SIP to H.320)
Collaboration Edge – Cisco Expressway
Architecture Components and Functionality: Mobile & Remote Access

- Cisco Expressway components:
  - Infrastructure
    - Expressway-E/C
    - ASA (firewall)
  - Endpoints:
    - Jabber clients
    - TC-based video endpoints

- Cisco Expressway functionality:
  - **Mobile and Remote Access**: Enables secure enterprise connections for collaboration flows to/from Jabber and TC video endpoints
Collaboration Edge – Cisco Expressway
Architecture Components and Functionality: B2B

- Cisco Expressway components:
  - Infrastructure
    - Expressway-E/C
    - ASA (firewall)
  - Endpoints:
    - H.323 / SIP voice and video endpoints

- Cisco Expressway functionality:
  - **Business-to-Business**: Secure video and voice communications between enterprises.
Collaboration Edge
Architecture Components and Functionality: PSTN Access

- PSTN components:
  - IOS Gateway (SIP to TDM)
  - CUBE (SIP to SIP)
  - ISDN Gateway
  - ASA (firewall for IP-based connections)

- PSTN functionality:
  » Public telephony connectivity for voice and video communications
Expressway Services

Open Video Federation supporting:
SIP & H.323 (inbound & outbound calling)
Outbound calling for CMR Cloud/Hybrid
Inbound calling for CMR Premises

Jabber Guest Inbound C2B Video calling

XMPP Federation

Mobile & Remote Access supporting:
Cisco Jabber Clients
7800 & 8800 Series IP Phones
DX80, DX70, DX650 Collaboration Endpoints
TC Series Telepresence Endpoints

Pool all RMS licenses on pair #1
No RMS requirements on pair #2
Collaboration Edge Benefits

• Enables enterprise firewall traversal for a range of collaboration use cases:
  • Remote mobile users with Jabber clients → Voice & video, IM&P, etc.
  • Remote fixed users with hardware-based endpoints → Voice/video only

• Highly available secure enterprise attachment feature set

• Scalable solutions allowing increased capacity by simply deploying additional components (Expressway-E/C, CUBE, TDM/ISDN gateway)

• Flexible PSTN connectivity with support for TDM, SIP-based IP connections, and ISDN.

• Multi-site deployment support enabling remote secure connections from distributed geographic locations
Sizing
Sizing Simplified

• Base Assumptions
  • Features (EM), functions, BHCA, DB complexity, Shared lines, Deskphone mode control, Line/Hunt Groups, Broadcast Groups, SNR, CTI, IM&P, …

• Broken up by module (Call Control, Conferencing, Edge and Applications)
  • Each module has it’s sizing considerations (some based on requirements!)

• Validated through the Cisco Sizing Tool (CST)

• VM Placement and Platform
Licensing
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<th>+</th>
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### On-Premises Conferencing: Licensing

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<td>Ad-hoc and rendezvous</td>
<td>Ad-hoc, rendezvous and/or Scheduled</td>
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<td>Best experience</td>
<td>Full HD (1080p30)</td>
<td>HD (720p30) Single screen ONLY</td>
<td>Full HD (1080p30) Multiple screens</td>
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<tr>
<td>Max participants per named host</td>
<td>Based on purchased licenses</td>
<td>4</td>
<td>Unrestricted (fair usage)</td>
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<tr>
<td>Licenses included</td>
<td>• TelePresence Server</td>
<td>• TelePresence Server • TelePresence Conductor</td>
<td>• TelePresence Server • TelePresence Conductor • TMS base • Expressway Rich Media Session • Expressway Lync Interop License Key</td>
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<tr>
<td>Services</td>
<td>12% SWSS</td>
<td>16% SWSS</td>
<td>16% SWSS</td>
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<td>Price</td>
<td>$9,000 per screen license</td>
<td>Included in CUWL Pro</td>
<td>• $650 per named host a-la-carte • or a $450 upgrade from CUWL Pro</td>
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</table>
Jabber 10.6 desktop & mobile
Call Statistics Menu item

Single Sign On for Remote Access
Flexible Jabber ID (JID) Structure
Multi-Domain Support

File transfer size limit
File Attachments in Group Chats (on prem)
File Attachments in Chat Rooms (on prem)
File transfer compliance & audit

* Cross Platform Feature
Jabber Release 10.6 – iOS / Android

- File transfer size limit
- File Attachments in Group Chats (on prem)
- File transfer compliance & audit
- BFCP Screen Sharing

SSO for Remote Access
Audio/Video Statistics
Flexible Jabber ID (JID) Structure
Multi-Domain Support

* Cross Platform Feature
Jabber Release 11.0 – Desktop Clients

**Enterprise Groups for CUCM IM/P**
Persistent Chat Rooms (Mac)

**Collaboration Meeting Room**
Webex Personal Room
DTMF Meeting PIN support
Bridge Escalations

**Far End Camera Control**
Jabber to Jabber Calling (on Prem)
Jabber to Jabber Calling (Hybrid)
Opus Codec
Intel Atom Support/Optimization (Windows)
Sennheiser Headset Call Control (Windows)
Show Call Duration

**Next Gen Encryption (NGE) for SIP & SRTP interfaces**

* Cross Platform Feature
Jabber Release 11.0 – Mobile Clients

Enterprise Groups for CUCM IM/P

Collaboration Meeting Room
Webex Personal Room
DTMF Meeting PIN support
Bridge Escalations

Far End Camera Control
Jabber to Jabber Calling (on Prem)
Jabber to Jabber Calling (Hybrid)
Opus & G.722 Codec
Video handling for low bandwidth
QoS Markings & Metadata

Next Gen Encryption (NGE) for SIP & SRTP interfaces

* Cross Platform Feature
Conference Experience Enhancement
Bridge Escalations

• User simply clicks call to escalate to bridge.

• Jabber sends conference join over XMPP with bridge DN/URI (transparent to user)

• Bridge destination can be defined by admin or user

• DTMF enhancement enables pin entry

• Pre-11.0 Jabber clients receive IM based join message
Jabber to Jabber Calling Deployment Architectures

- Provides call setup over XMPP
- Not supported over MRA

- Provide call setup over HTTPS
- Aligns to Collaboration Cloud Architecture

Subject to change
Jabber Guest 10.6 - What’s Next....

• Features planned for Jabber Guest 10.6

Other Features: Enhancements to Web client Accessibility

Subject to change

Sign Up today for EAP Program!!
Telefony
UC Endpoint Portfolio
Transforming our Market Leading Portfolio

Voice Centric – Designed to Deliver Cost Effective, High Quality Audio Communications

Collaboration Enabled – Delivering HD Audio, Customization, and Enterprise Utility
## Cisco IP Phone 7800 Series

### Key Features

<table>
<thead>
<tr>
<th>Feature</th>
<th>CP-7811</th>
<th>CP-7821</th>
<th>CP-7841</th>
<th>CP-7861</th>
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<td><strong>Display</strong></td>
<td>384 x 106 Backlit Mono (3.28&quot;)</td>
<td>396 x 162 Backlit Mono (3.5&quot;)</td>
<td>396 x 162 Backlit Mono (3.5&quot;)</td>
<td>396 x 162 Backlit Mono (3.5&quot;)</td>
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<td><strong>Ethernet Switch</strong></td>
<td>10 / 100</td>
<td>10 / 100</td>
<td>10 / 100 / 1000</td>
<td>10 / 100</td>
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<td><strong>Programmable Line Keys</strong></td>
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<td>2</td>
<td>4</td>
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<td><strong>Programmable Soft Keys</strong></td>
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<td><strong>Headset Port</strong></td>
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<td>✔</td>
<td>✔</td>
<td>✔</td>
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<td><strong>EHS Support (AUX)</strong></td>
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<td><strong>Full Duplex Speakerphone</strong></td>
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# Cisco IP Phone 8800 Series

## Key Features

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<td>Programmable Soft Keys</td>
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TelePresence zařízení
Next Gen Knowledge Workers Expect to…
Work from Anywhere with Everyone on Anything... Easily!!
From the Browser to the Boardroom

- Browser / mobile
- Home Office
- Work Office
- Small Group Spaces
- Larger Spaces
- Boardrooms
Professional-grade Video Collaboration

- Best experience in the industry
- Collaboration focused
- Easy to use
- Pervasive

...for the next gen meeting spaces
Shared spaces, open spaces, wireless environments
Meeting rooms, Huddle rooms, Collaboration rooms, and more.
Cisco – DX 80
The Smartest Way of Working
Delivering immersive face-to-face experience to the desktop.

Invisible technology allows the user to focus on the meeting.

Features
• 802.11 a/b/g/n wireless and Gigabit Ethernet connectivity
• Bluetooth and USB
• Peripheral support offers many options for personalization
• Android 4.1 and Google Play Store access for third-party applications
• HDMI Input for PC/Mac Display and Content Sharing
• Tiltable Document Camera
• VESA (100) mount support

DX80 - Front

1080p30 with 63° FOV
23-inch, 1920x1080 LCD Capacitive touch screen
On mute indicator
Power/lock button
Dual array microphones
"Source" button
Speaker
Intelligent Proximity for Desktop Devices
- High fidelity audio and personal contacts from your mobile device

- Bluetooth pairing
- Transfer audio from mobile device to speakerphone (or handset) on DX
- Answer and control calls to mobile from DX user interface
- Call from mobile: contacts, favorites and recent calls with DX over IP network
- Temporary sync mobile contacts when in proximity or permanently store mobile contacts on DX

No app, works with most smartphones and tablets
Already supported on DX 650
Cisco Proximity – Content Sharing for Meeting Rooms

- Easy ad hoc pairing (using ultrasound)
- See content on device & zoom in on details
- Go back in content
- Take snapshots of content
- Simple call control
- Beta: Present content from a PC/Mac

iOS-app “Cisco Proximity”
Konferenční služby
Collaboration Meeting Room
Paradigm name changes

- Ad-hoc (escalation) ➔ Instant
- Rendezvous / Meet-Me ➔ Personal (or Permanent)
- Scheduled (with dedicated resources) ➔ Scheduled (with shared resources)
- Scheduled (with cloud resources)
Cisco Conferencing Portfolio

Cisco WebEx® Web Conferencing
Cisco TelePresence® Server
Cisco TelePresence Conductor

Delightful Experiences

Web Conferencing
Multiparty Video Conferencing
Scheduling & Management
Recording & Streaming

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Collaboration Meeting Rooms (CMRs)

Benefits:
- Meet the way you want
- Scale meetings
- Choice of deployment

CMR Premises
CMR Hybrid
CMR Cloud
Collaboration Meeting Rooms (CMRs)

**CMR Premises**
- TelePresence infrastructure @ Customer Datacentre
- Available Now

**CMR Hybrid**
- TelePresence on-premises plus Cisco WebEx
- Available Now

**CMR Cloud**
- Hosted by Cisco WebEx
- Launching Oct 2014
Collaboration Meeting Rooms (CMRs) Consistency

CMR

B2B

Cisco

WebEx

Lync

Standards-based Video

H.323 & SIP
Collaboration Meeting Rooms (CMRs) Video Layouts

- Four layouts:
  - Equal
  - Prominent
  - Overlay
  - Single

- Control:
  - Web GUI
  - ActiveControl
  - DTMF
Collaboration Meeting Rooms (CMRs): CMR Premises

- Provisioned by admin in TMS (TMS-PE)
- Typically max 48K CMRs per Conductor cluster
- Each CMR has a URI and DN, e.g.:
  - pkavanag.meet@cisco.com or pkavanag@meet.cisco.com
  &
  - 81152937(@cisco.com)
Collaboration Meeting Rooms
CMR Premises (cont.)

- User portal, hosted on TMS
- Accessible from UCM: “Conferencing”
- WebEx link
Collaboration Meeting Rooms (CMRs):
CMR Cloud

- Provisioned by WebEx site administrator
- URI and URL are always a sub-domain of WebEx
  - pkavanag@customer.webex.com not pkavanag.meet@customer.com or pkavanag@customer.meet.com
  - pkavanag.customer@lync.webex.com
Collaboration Meeting Rooms (CMRs)

**CMR Premises**
TelePresence infrastructure @ Customer Datacenter
Available Now

**CMR Hybrid**
TelePresence on-premises plus Cisco WebEx
Available Now

**CMR Cloud**
Hosted by Cisco WebEx
Launching Oct 2014
On-Premises Conferencing
On-Premises Conferencing: Single Deployment Model

- A single conferencing deployment, using SIP and XMLRPC interfaces
- Support for both TS and MCU
- Support for
  - Scheduling with dedicated resources
  - Scheduling with shared resources
  - Ad-hoc
  - Rendezvous
  - WebEx-enabled
CWMS
What's new in v2.5 at a glance

WebEx Meetings Server v. 2.5
Available from September, 2014

- Dual Data Center – High Availability
- Blast Dial Out
- JITC Certification & IPv6 Compliance
- Refreshed Meeting Client
- Up to 500 attendees per meeting
- New & Improved Admin Dashboard
- Scheduling APIs
- Language Selection
- Access controlled recordings
- Admin SSO
- Schedule on Behalf

WebEx Meetings Server v. 2.5
Available from September, 2014
Cloud Conferencing
Cloud Conferencing: UX – New WebEx UI

- Refreshed WebEx UI
- Improved Audio Dialog
- Integrated content share
Cloud Conferencing:
UX - Datashare improvements

- T29.8 = 720p
- T29.11 & KB3* = 1080p

* Expected Q1CY15 for CMR Hybrid, TBD for CMR Cloud
Cloud Conferencing: UX – Low BW re-test

- T29.11
Výhled do budoucnosti
Výhled do budoucná

- Cloud Fusion
- ACI (APIC-EM) + CUCM
- Multichannel (SVC) video
- H.265 Codec
- WebRTC finalization
Introducing Cisco Spark

An app that instantly creates a place for teams to work together, where their work can live, and a way to stay connected to it all.

Making Teamwork Simpler.

- Unlimited virtual rooms
- Persistent and secure messaging and file sharing
- Face-to-face meetings with screen sharing
- Superior business class experience
Cisco Collaboration Cloud
Continuous Delivery That’s Connected and Secure

Iteration
Engage with users, analyze insights, constantly improve and deploy

Security
Enable a highly trusted cloud service

Fusion
Integrate cloud services with premises/partner solutions

Ecosystem
Delivered by partners with enhanced management and visibility for IT administrators
Cisco Spark
Key Features and Benefits
An Easier Way to Work With Your Teams

Pull Everyone Together
Start collaborating with anyone by adding their name or e-mail address

Work together in unlimited virtual rooms that you can easily access through a searchable, chronological list

Simpler Way to Work With All Your Teams
Connect your calendar to create a Spark room for any upcoming calendar entry. Join virtual meetings, including WebEx meetings, in a single tap.
Get Work Done Faster

Quickly Scan Shared Files
See

Add Files Even While Mobile
Share a photo or add a file from your Box folders directly into your rooms

Persistent Content and Context
Review previously shared messages and files at any time

Consistent and Easy to Use Experience on Every Device
Cisco Spark for:

- iPad and iPhone
- Android
- Web
- Windows
- Mac
Accelerate Decision Making

Meet, Share, and Recall

**Initiate** a meeting in your rooms of up to 25 people* from any device

**Share** your screen to gain quick alignment

**Capture** important details while you talk that can be reviewed later

Keep the Discussion Going

**Join** meetings in progress anytime so you can switch devices if needed

*Paid subscription feature
Work More Securely

Control Access

Moderate rooms to determine who can add other people*

Work Confidently

End-to-end content encryption: Files and messages can only be decrypted and read by intended recipients

*Paid subscription feature
# Spark Subscription Offers

## Free
- Unlimited rooms and participants
- 1:1 and group messaging
- File sharing
- Face-to-face meetings in rooms of up to 3 participants
- Mobile calendar and contacts integration
- Online self service
- End to end content encryption

## Subscriptions

<table>
<thead>
<tr>
<th>Message</th>
<th>Message and Meet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Room moderation and external participant notifications</td>
<td>✓</td>
</tr>
<tr>
<td>Single Sign-On (SSO) and directory sync</td>
<td>✓</td>
</tr>
<tr>
<td>Live support</td>
<td>✓</td>
</tr>
<tr>
<td>Meetings in rooms with up to 25 participants</td>
<td>-----</td>
</tr>
<tr>
<td>WebEx Meeting Center or Enterprise Edition</td>
<td>-----</td>
</tr>
</tbody>
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Management Portal
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Collaboration Meeting Rooms (CMR)
Jabber update