Cisco Virtual Update
CMR Premises
Multiparty video conferencing

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January 19, 2016
Session Objectives

After this presentation, you have learned about:
- Collaboration Meeting Room (CMR) Premises Solution
- Multiparty Licensing, the new Meeting Licensing
- How to deploy CMR solution for all users/meeting rooms in an cost-effective way for your premises
Agenda

• What’s new with the CMR Premises Solution?
  • Positioning of Cisco CMR Premises
  • Multiparty Licensing: One Meeting – One License
  • New User Experience: Self-Care Portal Enhanced
  • Short architecture update
  • Summery
The Value of High-Quality, Anytime Video Collaboration

Project Management with Video Yields a Ninefold Increase in Performance

+66%

Video-Based Meetings End Sooner and Achieve Better Results

73%

Participants in Meetings with Video Retain Information Nearly 40 Percent Better than with a Phone Only
Cisco CMR solution enables Video Collaboration!

Collaboration Meeting Room - One Meeting, One Experience

- One meeting: Scheduled, instant, or always-on personal meeting rooms with audio, video, and data sharing
- Broad endpoint support: Join and participate in meetings from mobile, desktop or room system
- Flexible deployments: On premises, hybrid, and in cloud
- Smooth scalability: Enable everyone to join your meeting

Bringing Cisco’s industry-leading, proven video collaboration infrastructure and Cisco WebEx® cloud conferencing services together
Converged Architecture Supports All Deployment Models

- **Cisco CMR Premises**: Cisco TelePresence® video infrastructure on premises at customer data center
- **Cisco CMR Hybrid**: Cisco TelePresence video infrastructure on premises plus Cisco WebEx® meeting applications
- **Cisco CMR Cloud**: Hosted by a Cisco WebEx meeting application
Cisco CMR Premises
Cisco CMR Premises

On-premises video conferencing infrastructure

Unified Conference Architecture composed of:
• Cisco TelePresence® Server + TelePresence™ Conductor + Cisco® TMS

Fully virtualized and highly scalable

Supports single and multiscreen video endpoints from Cisco or third-party vendors, and Cisco Jabber® platform

Supports new conferencing experience innovations, giving the best experience with the latest Cisco Collaboration endpoints

Can be extended to include WebEx® Meeting Center users with Cisco CMR hybrid
Cisco CMR Premises Solution has become…

- Simple to Use
  - CUWL Pro includes Personal Multiparty Videoconferencing
- Simple to Scale
- Simple to Consume
  - Single Meeting architecture with centralized license management
- Flexible
  - Shared host license option for non-CUWL Pro users
- Leading the Industry
  - Total collaboration offer with multiparty video and unified communications capabilities together
Multiparty Videoconferencing Licensing Simplified!

Yesterday - COMPLEX

Today – SIMPLE

One Meeting
One License

Telepresence Server
Screen License
Expressway Rich Media Sessions

Telepresence
Conductor
Interoperability

Multisite License
TMS Base License

PMP-Advanced
Basic
Basic in CUWL Pro

Upgrade from PMP
PMP-Advanced
a la carte

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Multiparty Licensing: What is it?

One Meeting One License

• Unlimited participants per meeting
  • full resolution and content
• Everyone is enabled with
  • Their own Personal CMR address
  • Scheduling meetings and ad hoc call escalation
• Includes RMS licenses to enable:
  • CMR Hybrid
  • B2B & B2C & Lync
Multiparty Licensing: Two ways to consume

**Personal Multiparty – Named host meeting license**
- Named user is entitled to host meetings anytime
- **Included in CUWL Pro at no additional cost**
- Includes all infrastructure components to get started
- Ideal for frequent video users (Jabber, 8845/65, DX70/80)

**Shared Multiparty - shared host meeting license**
- One license per concurrent meeting
- **Purchase with Cisco TelePresence Room Endpoints for best offer**
  - Includes CUCM TP Room registration license
- Purchase a la carte for added capacity
- Ideal for room system use
- Enables occasional video users and VCS customers
Multiparty Licensing
Allows organizations big or small to enable everyone to have a meeting

- **Personal Multiparty (PMP)**
  - Included in CUWL Pro ($500)
  - Named host license includes:
    - Unlimited TelePresence Sever
    - 4 x Conductor Enterprise edition
    - TMS & TMS-EX
    - MS Lync/S4B & RMS
  - FY16 Promotion
    - Migrate CUWL Std to CUWL Pro
    - CUWL Pro SWSS required
  - Ideal for Most

- **Shared Multiparty (SMP)**
  - $4,990 with a room system
  - Shared host license includes:
    - Unlimited TelePresence Sever
    - 2 x RMS
    - CUCM TP Room License
  - Optional starter pack @ $9,000:
    - 2x Conductor Enterprise edition
    - TMS & TMS-EX, & MS Lync/S4B
  - $9,000 a la carte
    - Without the purchase of TP room systems
    - Does not include CUCM TP room license
  - Great for Shared Systems

- **UC and Multiparty ELA**
  - New Bundle Pricing
    - Knowledge Worker license includes:
      - Full UC portfolio company-wide
      - Personal Multiparty company-wide
    - FY16 Promotion
      - Introductory price for new ELA customers
      - Upgrade price for existing UC ELA customers
  - Pervasive Video for All

Perpetual Licensing (Note that all prices are GLP)
- Personal CMR, Scheduled, Ad-hoc for all users
- Unrestricted Meeting Size for all meetings; up to Full HD Video
Multiparty Ordering 1, 2, 3
Enabling CMR Solution

Step 1
Select Endpoint Type
(Jabber® platform through immersive)
› Personal use
› Shared use

Step 2
Select License
CUWL Pro
Shared Multiparty

Step 3
Select Number of Servers

As Easy as 1, 2, 3
Intuitive User Experience
CMR Premises: Simple to Use

Maximum Visibility
Multistreaming layouts for video and content on new collaboration endpoints

Feature-Rich Controls
View roster lists, mute participants, and change layouts with Active Control

Personalization
Unified Communications portal with Enhanced Self-care
Enhanced layouts to optimize experience for each endpoint

Any conference can simultaneously support transcoding or multistreaming endpoints

Bandwidth is used efficiently

Optimized video quality

Endpoint Users Choose the Layout They Want

Cisco TelePresence® Server
See Everyone in Your Meeting - A Consistent Experience for Any Device

When Sharing Content*

And in Video-Only Calls*

- Transparent Name Labels
- Active Speaker Indicator
- Overflow Indicator
- Audio Participant Avatar
- Recording Indicator
Multistreaming: The Best Dual Screen Viewing Experience

Without Multistream enabled

With Multistream enabled

Dual Screen Endpoints (MX 700, MX800 Dual and SX80) will have video on both screens when not sharing content
Multistreaming: The Best Single Screen Experience

Turns this experience ................ into ............... this experience*

Single Screen endpoints (SX10, SX20, SX80, MX200G2, MX300G2, MX800) have an individual view of each participant even when sharing content (no filmstrip in PIP).
Views Optimized for Any Device with Flexible Layouts: User-Selectable

- **Single**
  - Single view of main speaker
  - Focus on the main presenter

- **Overlay**
  - Active speaker displayed in main screen
  - View up to five other participants at the same time
  - Location of each speaker is preserved
  - Name tags optional

- **Prominent**
  - Main speaker is displayed.
  - Up to five participants are viewed below, without overlaying main speaker.
  - New speakers are identified as they join.

- **Equal**
  - Up to 16 meeting participants displayed
  - Auto size depending on total participants; 2 x 2, 3 x 3, or 4 x 4 grid

Enhanced User Experiences
Making Collaboration Personal: Enhanced Self-Care

- Empower your users
- Enhance your meeting experience
- Enable scale

Adding Conferencing to a Single Self-Care Portal

Personal Collaboration Self-Care for Conferencing
- Self-care includes conferencing
- Provision 100,000 users
- Personalize your meeting
- Secure your meeting
Personalized Cisco Collaboration Meeting Rooms with TMSPE, TMS, and TelePresence Conductor

- Personal Cisco® CMR URI and number for each user, allowing video conferencing from any endpoint at any time
- Self-service portal enables personalization of Cisco® CMR welcome screen, PIN, and layout, increasing user empowerment
- Provisioning process automation and increased scalability enable rapid deployment of Cisco CMR for every user, with simplified administration
- Cisco CMR templates enable administrators to define user service entitlements
- Scale up to 100,000 Cisco CMR instances
Instantly Invite WebEx Users to Your CMR Premises Meeting

Include Partners, Customers, and Colleagues Who Wish to Use Web Conferencing

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**Step 1**
Create a WebEx® link with a single click from your CMR user portal

Create WebEx Connection

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**Step 2**
Distribute your meeting details

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**Step 3**
Meet in your CMR
<table>
<thead>
<tr>
<th>Experience</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>Host/Guest PINs</td>
<td>Host PIN, Guest PIN</td>
</tr>
<tr>
<td>Meeting start</td>
<td>Meeting starts when host joins, Meeting starts when first guest joins</td>
</tr>
<tr>
<td>Recording</td>
<td>Recording starts when host joins, Recording starts when first person joins conference</td>
</tr>
<tr>
<td>Disconnection</td>
<td>Host can disconnect participants</td>
</tr>
<tr>
<td>Meeting close</td>
<td>Meeting closes when host leaves, Meeting closes when last guest leaves</td>
</tr>
</tbody>
</table>

**Host/Guest PINs for Security and Control**

**Administrator-controlled privileges**

**Customizable in-meeting experience**
Single, Scalable Architecture
Cisco CMR Premises
Promoting Simplicity and Scale for Any-to-Any Collaboration

- Resilience
- Simplified Administration
- Flexible Deployment
- Transparent Scalability
- Protected Investment

Single Architecture
“One Meeting” Architecture for All Meeting Types

Others
- Multiple solutions from different vendors
- Call Control
- FWT
- FWT
- Internet
- Web
- Ad Hoc Experience
- VMR Experience
- Scheduled Experience
- Multiple meeting experiences, wasted resources
- Complex, costly integrations

Cisco
- Single video collaboration portfolio
- Integrated Endpoint Experiences
  - Unified Communications Manager
  - Expressway-C
  - Expressway-E
  - Internet
- B2B, B2C, Cloud Services
- One Meeting Experience
  - (Ad Hoc, Permanent, Scheduled)
- One Resource Pool
- One User License
- Consistent experience, efficient resource usage
- Lower TCO

 Cisco
CMR Premises: Simple to Scale

Single Architecture

› Single scalable resource pool
› High-scale CMR provisioning
› Self-Service Portal for each user

Platform Density

› Fivefold increase in virtual capacity with MM410v Cisco UCS® appliance and blade server
› 2.5-fold dedicated capacity with new MM820 blade for MSE Chassis

Centralized License Management (New)

› Cost-efficient resource usage
› Support for “follow the sun” service models
› Simpler to swap out resources, improving resiliency and aiding migration
Centralized License Management

One Pool of Multiparty Licenses

- All Shared and Personal Multiparty licenses managed centrally
- Screen Licenses no longer used

All resources available for any meeting (scheduled, personal, or ad-hoc)

New Multiparty Licensing Mode:

- **Cost-efficient:**
  - All platform capacity available for any meeting
  - Capacity no longer bounded by screen licenses on individual servers

- **Simplified scale and administration:**
  - Easily add new hardware and replace current platforms without reconfiguring licenses
  - Supports service models like “follow the sun”

All Cisco TelePresence® Server platforms supported: Virtualized MM410 appliance/blade; MSE Chassis with MM820 blade; Cisco TelePresence Server on older platforms
CSR 11.0 Conferencing Architecture

Unified CM

Expressway-C

Expressway-E

Conductor

TMS/PE

Shared Pool of TS Resources

Multiparty Licensing

Requirements:
- TMS 15.0
- TMSPE 1.5
- TS 4.2
- Conductor XC4.0

Recommendations:
- Enable Multiparty Licensing on Conductor
- Always provision some SMP licenses

Internet
Predictable scale and optimized resource management for audio, video, and content sharing

Up to 200 simultaneous calls supported on a single video-conferencing bridge

Extend conferences beyond a single Cisco TelePresence® Server - support more than 2000 participants in a single conference, with cascading
Cascading
Extend Conferences Automatically

User experience: The system automatically expands beyond the capacity of any single node to accommodate additional participants.

Scales to: 30 Cisco TelePresence® Servers 2000 Participants

Excellent for: All-Hands Meetings Town Hall Meetings

Phase 1: Unified roster list to all. Active speaker only is cascaded automatically across servers.

Cascade Conference Call

Active Speaker

Active Speaker
Cisco TelePresence Conductor

- Optimizes resources for greater conference scale
- Supports scheduling with TMS (new with Cisco® TMS 14.6 and Cisco TelePresence® Conductor XC3.0)
- Large-scale, fast provision of personal CMRs for every user

- Allows Cisco TelePresence Server Multipoint Resources to Be Shared for Scheduled, Instant, and Personal CMR Conferences
- Advanced Features such as Optimized Resources on the Cisco TelePresence Server Are Possible.
- Central Point of Management for All Conferencing Needs
Management

Cisco TelePresence® Management Suite (TMS)
- Conference Management
- Scheduling
- Phone Books
- Infrastructure Management

Cisco Prime™ Infrastructure and Cisco® UCM
- Endpoint Management
- Phone Books
- Reporting and Analytics
  (Need Cisco Prime Advanced)
Cisco CMR Premises Delivers

- Predictable, high-quality experiences from video endpoints
- Cost-efficient scale from midmarket to enterprise

Simple, flexible deployment options, management, and support through integration
# Why Cisco CMR Premises

## Business Benefits

- Business quality meetings for everyone
- One solution for all meetings
  - High stakes negotiations
  - Ad hoc collaborative sessions
  - Scheduled team meetings
- Easy to use self service model integrated with UC
- Simpler deployment, reduced time to realize revenue
- Cost effective, competitive pricing models
- Common experience with CMR Cloud enabling mixed deployments for best overall TCO

## Solution Benefits

- One architecture for all meeting types
  - Continue with scheduled meetings and enable Personal CMR for everyone
- Latest Innovations
  - Multistream - Best on screen experience
  - Active Control - Intuitive in-meeting control from endpoint touch UI
  - Aligned with UC direction
- Simplified deployment and scaling
  - Latest datacenter technology
  - Design once - add compute as needed
  - Provision 1000’s of Personal CMRs in minutes
  - Large meetings (2000+ participants)