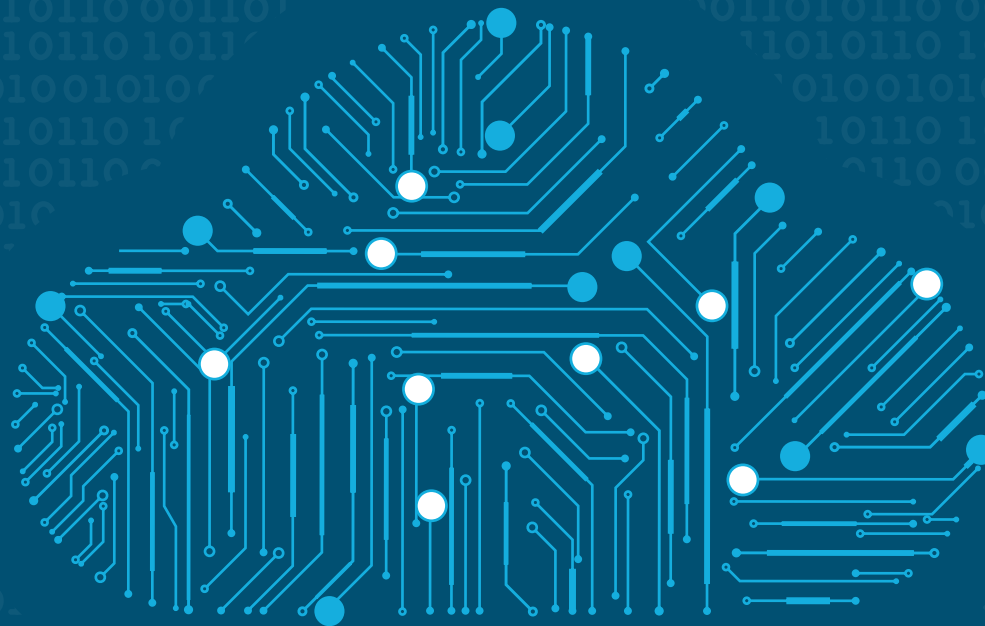


Cisco BroadCloud: The Cloud Calling Platform

Take advanced business communication applications to market quickly, simply, and profitably



The cloud opportunity

Today 90% of businesses have moved at least one application to the cloud. That means **cloud services aren't just a trend, but an unmistakable market transformation.**

If you want to **capture your share of the booming cloud marketplace**, now is the time to fast-track compelling new offers that can help your customers realize the broad business benefits **cloud solutions** can deliver—from operational efficiencies and reduced costs to improved security and up-time.



Frost Sullivan

“Overall, businesses moving their communications solutions to the cloud are better positioned to compete in the increasingly dynamic and competitive global marketplace.”

Elka Popova

A comprehensive business communication solution delivered through Cisco Flex Plan

The Cisco BroadCloud option includes rich enterprise telephony, group PBX features, and mobility integrations.

You can deliver voice-only capabilities or offer powerful unified communications and mobility tools.

You can help clients launch a new and highly advanced contact center or support their team collaboration needs.

You can even help businesses embed contextual communications into their core business apps so they can **work more efficiently and effectively**.

Cloud Calling now part of Cisco Flex

The Cisco Collaboration Flex Plan offers unique service consumption flexibility to both service providers and end customers.

Designed specifically to ease customer migration to cloud services, the Cisco Collaboration Flex Plan allows an entire organization with both premises-based and cloud solutions to consume technology under an Operating Expense (OpEx) mode.



Innovations that drive revenue

Cisco BroadCloud is a global, carrier-grade cloud platform that delivers a rich set of business communication capabilities so you can meet the emerging market demands with the best technology available.

How Cloud Calling helps your business

We help you grow per-user revenue

- Rich comprehensive **calling and mobility** capabilities
- Smoothly **expand and migrate** your existing on-premises deployments to hybrid and cloud
- Support for **multiple verticals**
- **Reduce cost** of maintenance and focus your resources on other priorities



Minimize investment

With Cisco BroadCloud as your delivery platform, you pay based on the licenses you sell. That means no surprises. Instead you have a predictable financial model that aligns with your market success.

You also eliminate the capital expenses typically associated with large software integration projects. Instead you get a complete suite of business communication applications—without complex planning or expensive hardware upgrades.

You also can scale as your business grows without incurring upgrade costs, whether you sign up a single enterprise—or thousands.

How Cisco BroadCloud excels

We drive down costs

- A **predictable OpEx model** with minimal risk
- **Fees based on licenses sold**
- **Minimal upfront investment**
- **No R&D** expenses
- **Scalability** to grow, without hardware investment



Want to learn more?

Cisco BroadCloud offers business customers the low-risk option for securing the most advanced business calling capability from the cloud.

If you're interested in learning more about any of our Cloud Calling solutions and how we can help you grow your business, please contact your Cisco representative.

Get your consultation
appointment today!