

Cisco Hosted Collaboration Solution



Flexible Deployment Options

Effective collaboration can be complex and challenging, given more mobile and dispersed workforces, the need to reduce costs, and the desire for reduced power consumption, cooling, and overall carbon footprint. To help meet these challenges, organizations are looking for deployment flexibility. Flexibility that includes the option to choose collaboration applications delivered to them as services, hosted by someone else. The Cisco® Hosted Collaboration Solution is designed to deliver this capability.

Cisco Hosted Collaboration Solution

The Cisco Hosted Collaboration Solution is an offering that allows Cisco partners to provide a wide range of Cisco collaboration applications to their customers in a subscriber-based, “as a service” offer.

For End-User Organizations

For end-user organizations, the Cisco Hosted Collaboration Solution provides exceptional flexibility in choosing the way that collaboration applications are deployed. The capability to choose a hosted deployment option can also help customers deploy collaboration technologies faster while potentially lowering capital expenditures (CapEx) and operating expenses (OpEx).

For Service Providers

The Cisco Hosted Collaboration Solution enables managed service providers to:

- Monetize Cisco’s industry-leading portfolio of collaboration applications
- Make the most of their capital investments in the data center and network infrastructure
- Compress time-to-scale and streamline operations with a flexible management system, while delivering an on-demand experience to customers

The result is that service providers can create differentiated service bundles that generate additional revenue while optimizing CapEx and lowering OpEx to help ensure that these services are delivered at the lowest cost, resulting in increased profits.

Four Integrated Components

This solution is composed of four integrated components:

- Collaboration applications
- Optimized virtual environment
- Network architecture
- Flexible management platform

Cisco Unified Communications and Collaboration

Cisco offers the industry’s broadest portfolio of unified communications and collaboration applications and capabilities. Central to the Cisco Hosted Collaboration Solution is the availability of this portfolio in a hosted environment, the user can enjoy the same rich collaboration feature-set, whether the application resides on the customer’s premises, in the service provider’s data center, or a combination of the two. This full-portfolio capability provides managed service providers with many differentiated-services revenue opportunities (Figure 1).

The Cisco Hosted Collaboration Solution supports the following applications:

- Cisco Unified Communications Manager
- Cisco Unity® Connection
- Cisco Unified Presence
- Cisco Unified Mobility for Nokia, iPhone, and Google Android clients
- Cisco WebEx Meeting Center
- Cisco Unified Enterprise Attendant Console

Figure 1. HCS Collaboration Applications and Capabilities



* On the roadmap; custom implementation

Latest versions of each application are always supported and an upgrade path is available to service providers to upgrade existing customers.



Optimized Virtual Environment

Each customer is served by dedicated, virtual applications in the service provider's data center, enabling the customer to achieve the benefits of dedicated software while the service provider makes full use of hardware, with carrier-class flexibility and resiliency. The optimized virtualization platform is based on Cisco Unified Service Delivery, our next-generation integrated data center system including the Cisco Unified Computing System™. In the Cisco Hosted Collaboration Solution, this data center environment has been optimized and characterized for real-time collaboration applications and can provide new levels of performance, lower total cost of ownership (TCO), and increased operational productivity. Through a combination of the Cisco Unified Computing System, VMware software, Fibre Channel SAN storage, and Cisco Nexus® switching platforms, service providers can offer collaboration services while reducing CapEx and OpEx. Installations, upgrades, and customizations are easier to perform, and security and redundancy are improved.

Service Provider System Architecture

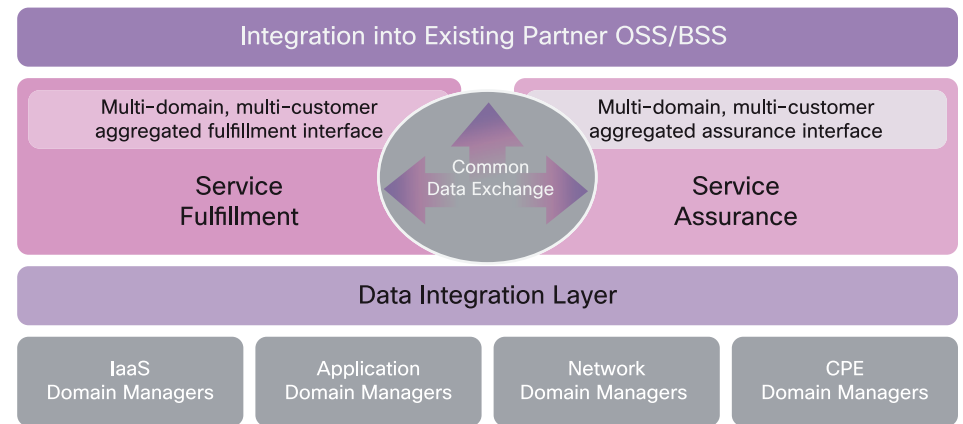
The Cisco Hosted Collaboration Solution's resilient architecture enables managed service providers to differentiate their offerings with service level agreements (SLAs): a crucial factor for successful adoption of cloud services such as those enabled by the Cisco Hosted Collaboration Solution. The Session Initiation Protocol (SIP)-based architecture is tightly integrated with the provider's transit infrastructure to support rich collaboration services across the WAN and deliver those services with end-to-end control and security. The architecture includes session border control integrated into the routing infrastructure and an optional centralized call-control element to enable both on-network routing between customers and off-network interworking with the public switched telephone network (PSTN), other SIP networks, and third-party software-as-a-service (SaaS) clouds. HCS also provides support for off-net traffic via IMS Network-to-network interface (NNI).

Flexible Management Platform

The management environment is focused on operational efficiency and customer service, from initial implementation and services activation to ongoing provisioning and service assurance. It combines best-in-class management tools from across the domains—applications, network, and data center—and aggregates them in a single pane for optimal control and advanced automation. All domains can be centrally managed with a high degree of automation, and many subscriber services can be

self-administered. The solution provides a built-in capability to integrate custom or existing operation support system (OSS) and business support system (BSS) components, designed to enable a management environment that best suits the service provider's needs (Figure 2).

Figure 2. Cisco Hosted Collaboration System Management Architecture



Conclusion

The Cisco Hosted Collaboration Solution supports the full portfolio of Cisco collaboration applications, allowing the creation of differentiated service bundles and additional revenue streams while making the most of CapEx and lowering OpEx to help ensure that these services are delivered at the lowest cost, resulting in increased profit.

For More Information

See www.cisco.com/go/hostedcollab.